

# October 2016 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 8.9% statewide in October 2016 from October 2015.
  - US **occupancy** decreased 0.3% in October 2016 from October 2015.
  - South Atlantic states **occupancy** increased 2.5% in October 2016 from October 2015.
- October 2016 **room rates (ADR)** in North Carolina were up 3.6%.
  - **Room rates** in the US increased 1.9% from October 2015.
  - **Room rates** in the South Atlantic states increased 2.1% from October 2015.
- Statewide, **RevPAR** was up 12.8% from October of 2015.
  - US **RevPAR** increased 1.6% from October 2015.
  - South Atlantic **RevPAR** increased 4.6% from October 2015.
- **Room Supply** increased by 1.4% in the state from October 2015 to October 2016.
  - US **room supply** increased 1.7% in October 2016.
  - South Atlantic **room supply** was up 1.3% from October 2015 to October 2016.
- **Room Demand** increased 10.4% in the state from October 2015 to October 2016.
  - **Room demand** in the US increased 1.3% in October 2016 from October 2015.
  - **Room demand** in the South Atlantic increased 3.8% in October 2016 from October 2015.
- North Carolina **room revenues** increased 14.3% in October 2016.
  - **Room revenues** in the US increased 3.3% from October 2015 to October 2016.
  - **Room revenues** in the South Atlantic increased 5.9% from October 2015 to October 2016.

## Regional

- Each of the eight prosperity zones of the state showed increases in **occupancy** rates for October 2016 from October 2015, particularly the Sandhills Region with twenty-four percent growth.
  - Western Region +4.4%
  - Northwest Region +8.7%
  - Southwest Region +3.4%
  - Piedmont Triad Region +5.4%
  - North Central Region +13.0%
  - Sandhills Region +24.1%
  - Northeast Region +14.0%
  - Southeast Region +10.8%
- Each of the eight zones experienced increased **ADR** in October 2016 from October 2015. The Northwest and Southwest regions led the state in room rate growth.
  - Western Region +7.1%
  - Northwest Region +4.0%
  - Southwest Region +5.0%
  - Piedmont Triad Region +3.6%
  - North Central Region +1.3%
  - Sandhills Region +3.1%
  - Northeast Region +3.2%
  - Southeast Region +3.3%
- **RevPAR** was up in each of the eight prosperity zones of the state for October 2016 from October 2015. The Sandhills Region experienced nearly thirty percent growth.
  - Western Region +11.9%
  - Northwest Region +13.0%
  - Southwest Region +8.6%
  - Piedmont Triad Region +9.1%
  - North Central Region +14.5%
  - Sandhills Region +27.9%
  - Northeast Region +17.7%
  - Southeast Region +14.4%
- **Room Supply** was up in six of the eight of the regions of the state for October 2016 from October 2015, particularly in the Western Region with nearly three percent growth.
  - Western Region +2.9%
  - Northwest Region +1.7%
  - Southwest Region +1.4%
  - Piedmont Triad Region +1.7%
  - North Central Region +1.6%
  - Sandhills Region +1.6%
  - Northeast Region 0.0%
  - Southeast Region -0.1%
- **Room Demand** was up in each of the prosperity zones of the state for October 2016 from 2015. The Sandhills Region led the state with twenty-six percent growth in demand, followed by the North Central Region (+14.9 percent) and Northeast Region (+14.1 percent).
  - Western Region +7.4%
  - Northwest Region +10.5%
  - Southwest Region +4.9%
  - Piedmont Triad Region +7.1%
  - North Central Region +14.9%
  - Sandhills Region +26.0%
  - Northeast Region +14.1%
  - Southeast Region +10.7%
- **Room Revenues** were up in each of the prosperity zones of the state for October 2016 from 2015. All eight regions experienced double digit growth in revenues.
  - Western Region +15.1%
  - Northwest Region +14.9%
  - Southwest Region +10.1%
  - Piedmont Triad Region +11.0%
  - North Central Region +16.3%
  - Sandhills Region +29.9%
  - Northeast Region +17.7%
  - Southeast Region +14.3%

## Year-To-Date (through October 2016) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 2.7% statewide YTD (through October 2016).
  - The US **occupancy** is flat in 2016 from 2015.
  - The South Atlantic states **occupancy** is up 0.8% in 2016 from 2015.
- YTD **room rates (ADR)** in North Carolina are up 3.6%.
  - The US **ADR** is up 3.1% in 2016 from 2015.
  - The South Atlantic states **ADR** is up 2.9% in 2016 from 2015.
- Statewide, **RevPAR** is up 6.4% year-to-date.
  - Nationally, **RevPAR** is also up 3.0% in 2016 from 2015.
  - The South Atlantic states **RevPAR** is up 3.7% in 2016 from 2015.
- **Room Supply** is up 1.7% in the state year-to-date.
  - Nationally, **room supply** is also up 1.5% in 2016 from 2015.
  - The South Atlantic states **room supply** is up 1.3% in 2016 from 2015.
- **Room Demand** is up 4.4% in the state year-to-date.
  - Nationally, **room demand** is also up 1.5% in 2016 from 2015.
  - The South Atlantic states **room demand** is up 2.0% in 2016 from 2015.
- North Carolina **room revenues** are up 8.2% year-to date.
  - Nationally, **room revenues** are also up 4.6% in 2016 from 2015.
  - The South Atlantic states **room revenues** are up 5.0% in 2016 from 2015.

### Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through October).
  - Western Region +2.0%
  - Northwest Region +6.9%
  - Southwest Region +2.7%
  - Piedmont Triad Region +3.6%
  - North Central Region +0.7%
  - Sandhills Region +2.1%
  - Northeast Region +3.9%
  - Southeast Region +4.3%
- **ADR** in each of the prosperity zones is up year-to-date through October. The Western Region leads the state in year-to-date rate growth with more than six percent growth.
  - Western Region +6.4%
  - Northwest Region +4.8%
  - Southwest Region +4.5%
  - Piedmont Triad Region +0.7%
  - North Central Region +3.9%
  - Sandhills Region +2.0%
  - Northeast Region +1.9%
  - Southeast Region +1.6%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
  - Western Region +8.5%
  - Northwest Region +12.0%
  - Southwest Region +7.4%
  - Piedmont Triad Region +4.3%
  - North Central Region +4.6%
  - Sandhills Region +4.1%
  - Northeast Region +5.9%
  - Southeast Region +6.0%
- **Room Supply** is up in seven of the prosperity zones year-to-date through October, particularly in the Western and North Central regions.
  - Western Region +3.8%
  - Northwest Region +0.4%
  - Southwest Region +0.8%
  - Piedmont Triad Region +1.1%
  - North Central Region +3.1%
  - Sandhills Region +1.6%
  - Northeast Region -0.2%
  - Southeast Region +1.6%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through October, particularly in the Northwest, Southeast and Western regions.
  - Western Region +5.8%
  - Northwest Region +7.3%
  - Southwest Region +3.6%
  - Piedmont Triad Region +4.7%
  - North Central Region +3.9%
  - Sandhills Region +3.7%
  - Northeast Region +3.7%
  - Southeast Region +6.0%
- **Room Revenues** are up in each of the prosperity zones year-to-date through October. Revenues are up more than twelve percent in the Western and Northwest regions.
  - Western Region +12.7%
  - Northwest Region +12.4%
  - Southwest Region +8.3%
  - Piedmont Triad Region +5.4%
  - North Central Region +7.9%
  - Sandhills Region +5.8%
  - Northeast Region +5.7%
  - Southeast Region +7.7%

## North Carolina Prosperity Zones

Western Region -	Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, Transylvania
Northwest Region -	Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey
Southwest -	Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union
Piedmont-Triad (Central) -	Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin
North Central -	Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren
Sandhills (South Central) -	Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland
Northeast -	Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wilson
Southeast -	Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne