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 +13.0%
  - 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

- **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 2015 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%  Piedmont Triad Region +3.6%  Northeast Region +3.9%
  - Northwest Region +6.9%  North Central Region +0.7%  Southeast Region +4.3%
  - Southwest Region +2.7%  Sandhills Region +2.1%

- **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%  Piedmont Triad Region +0.7%  Northeast Region +1.9%
  - Northwest Region +4.8%  North Central Region +3.9%  Southeast Region +1.6%
  - Southwest Region +4.5%  Sandhills Region +2.0%

- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
  - Western Region +8.5%  Piedmont Triad Region +4.3%  Northeast Region +5.9%
  - Northwest Region +12.0%  North Central Region +4.6%  Southeast Region +6.0%
  - Southwest Region +7.4%  Sandhills Region +4.1%

- **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%  Piedmont Triad Region +1.1%  Northeast Region -0.2%
  - Northwest Region +0.4%  North Central Region +3.1%  Southeast Region +1.6%
  - Southwest Region +0.8%  Sandhills 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%  Piedmont Triad Region +4.7%  Northeast Region +3.7%
  - Northwest Region +7.3%  North Central Region +3.9%  Southeast Region +6.0%
  - Southwest Region +3.6%  Sandhills Region +3.7%

- **Room Revenues** are up 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%  Piedmont Triad Region +5.4%  Northeast Region +5.7%
  - Northwest Region +12.4%  North Central Region +7.9%  Southeast Region +7.7%
  - Southwest Region +8.3%  Sandhills Region +5.8%
# 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


**Southeast** - Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne