November 2016 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 9.9% statewide in November 2016 from November 2015.
  - US occupancy decreased 2.5% in November 2016 from November 2015.
  - South Atlantic states occupancy increased 4.3% in November 2016 from November 2015.
- November 2016 room rates (ADR) in North Carolina were up 3.9%.
  - Room rates in the US increased 3.4% from November 2015.
  - Room rates in the South Atlantic states increased 2.3% from November 2015.
- Statewide, RevPAR was up 14.2% from November of 2015.
  - US RevPAR increased 5.9% from November 2015.
  - South Atlantic RevPAR increased 6.7% from November 2015.
- Room Supply increased by 1.2% in the state from November 2015 to November 2016.
  - Room supply in the US increased 1.7% in November 2016.
  - South Atlantic room supply was up 1.3% from November 2015 to November 2016.
- Room Demand increased 11.3% in the state from November 2015 to November 2016.
  - Room demand in the US increased 4.2% in November 2016 from November 2015.
  - Room demand in the South Atlantic increased 5.6% in November 2016 from November 2015.
- North Carolina room revenues increased 15.6% in November 2016.
  - Room revenues in the US increased 7.8% from November 2015 to November 2016.
  - Room revenues in the South Atlantic increased 8.1% from November 2015 to November 2016.

Regional
- Seven of the eight prosperity zones of the state showed increases in occupancy rates for November 2016 from November 2015, particularly the Sandhills Region with thirty percent growth. It is estimated that some, but not all, of the increase in occupancy is due to hurricane recovery efforts. The Northwest Region had twenty percent increased occupancy.
  - Western Region +12.7%
  - Piedmont Triad Region +7.3%
  - Northeast Region +17.7%
  - Northwest Region +20.4%
  - North Central Region +10.2%
  - Southeast Region +13.7%
  - Southwest Region -0.7%
  - Sandhills Region +30.1%
- Each of the eight zones experienced increased ADR in November 2016 from November 2015. The Northwest and Northeast regions led the state in room rate growth.
  - Western Region +4.6%
  - Piedmont Triad Region +2.5%
  - Northeast Region +6.2%
  - Northwest Region +7.3%
  - North Central Region +3.1%
  - Southeast Region +5.9%
  - Southwest Region +4.5%
  - Sandhills Region +6.3%
- RevPAR was up in each of the eight prosperity zones of the state for November 2016 from November 2015. The Sandhills Region experienced the most growth with thirty-eight percent and twenty-nine percent respectively.
  - Western Region +17.9%
  - Piedmont Triad Region +10.0%
  - Northeast Region +25.1%
  - Northwest Region +29.1%
  - North Central Region +13.5%
  - Southeast Region +20.4%
  - Southwest Region +3.8%
  - Sandhills Region +38.3%
- Room Supply was up in six of the eight of the regions of the state for November 2016 from November 2015, particularly in the Sandhills Region with more than two percent growth.
  - Western Region +1.3%
  - Piedmont Triad Region +1.7%
  - Northeast Region 0.0%
  - Northwest Region +1.7%
  - North Central Region +1.4%
  - Southeast Region -0.1%
  - Southwest Region +1.4%
  - Sandhills Region +2.5%
- Room Demand was up in each of the prosperity zones of the state for November 2016 from 2015. The Sandhills Region led the state with thirty-three percent growth in demand, followed by the Northwest Region (+22.4 percent) and Northeast Region (+17.8 percent). Hurricane recovery is estimated to have played some part in the Sandhills and Northeast demand growth.
  - Western Region +14.1%
  - Piedmont Triad Region +9.1%
  - Northeast Region +17.8%
  - Northwest Region +22.4%
  - North Central Region +11.8%
  - Southeast Region +13.6%
  - Southwest Region +0.7%
  - Sandhills Region +33.4%
- Room Revenues were up in each of the prosperity zones of the state for November 2016 from 2015. Seven of the regions experienced double digit growth in revenues.
  - Western Region +19.4%
  - Piedmont Triad Region +11.8%
  - Northeast Region +25.1%
  - Northwest Region +31.3%
  - North Central Region +15.2%
  - Southeast Region +20.3%
  - Southwest Region +5.2%
  - Sandhills Region +41.8%
Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through November), particularly in the Northwest Region.
  - Western Region +3.0%
  - Northwest Region +8.0%
  - Southwest Region +2.4%

- **ADR** in each of the prosperity zones is up year-to-date through November. The Western Region leads the state in year-to-date rate growth with more than six percent growth.
  - Western Region +6.6%
  - Northwest Region +5.0%
  - Southwest Region +4.5%

- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
  - Western Region +9.9%
  - Northwest Region +13.3%
  - Southwest Region +7.1%

- **Room Supply** is up in seven of the prosperity zones year-to-date through November, particularly in the Western and North Central regions.
  - Western Region +3.2%
  - Northwest Region +0.5%
  - Southwest Region +0.9%

- **Room Demand** is up each of the prosperity zones of the state year-to-date through November, particularly in the Northwest, Southeast and Western regions.
  - Western Region +6.3%
  - Northwest Region +8.5%
  - Southwest Region +3.3%

- **Room Revenues** are up in each of the prosperity zones year-to-date through November. Revenues are up more than thirteen percent in the Western and Northwest regions.
  - Western Region +13.4%
  - Northwest Region +13.9%
  - Southwest Region +8.0%
**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