

# January 2017 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 1.9% statewide in January 2017 from January 2016.
  - US **occupancy** increased 0.5% in January 2017 from January 2016.
  - South Atlantic states **occupancy** increased 1.7% in January 2017 from January 2016.
- January 2017 **room rates (ADR)** in North Carolina were up 1.6%.
  - **Room rates** in the US increased 3.2% from January 2016.
  - **Room rates** in the South Atlantic states increased 3.7% from January 2016.
- Statewide, **RevPAR** was up 3.5% from January of 2016.
  - US **RevPAR** increased 3.8% from January 2016.
  - South Atlantic **RevPAR** increased 5.6% from January 2016.
- **Room Supply** increased by 2.0% in the state from January 2016 to January 2017.
  - US **room supply** increased 1.9% in January 2017.
  - South Atlantic **room supply** was up 1.6% from January 2016 to January 2017.
- **Room Demand** increased 4.0% in the state from January 2016 to January 2017.
  - **Room demand** in the US increased 2.4% in January 2017 from January 2016.
  - **Room demand** in the South Atlantic increased 3.3% in January 2017 from January 2016.
- North Carolina **room revenues** increased 5.6% in January 2017.
  - **Room revenues** in the US increased 5.7% from January 2016 to January 2017.
  - **Room revenues** in the South Atlantic increased 7.2% from January 2016 to January 2017.

## Regional

- Five of the eight prosperity zones of the state showed increases in **occupancy** rates for January 2017 from January 2016, particularly the Sandhills Region with fifteen percent growth.
  - Western Region -8.5%
  - Northwest Region -0.7%
  - Southwest Region -2.5%
  - Piedmont Triad Region +5.3%
  - North Central Region +4.7%
  - Sandhills Region +15.3%
  - Northeast Region +4.7%
  - Southeast Region +1.6%
- Seven of the eight zones experienced increased **ADR** in January 2017 from January 2016. ADR in the Sandhills and Southeast regions increased more than four percent from last January.
  - Western Region +1.7%
  - Northwest Region -0.4%
  - Southwest Region +1.1%
  - Piedmont Triad Region +1.3%
  - North Central Region +2.1%
  - Sandhills Region +4.4%
  - Northeast Region +3.8%
  - Southeast Region +4.2%
- **RevPAR** was up in five of the eight prosperity zones of the state for January 2017 from January 2016.
  - Western Region -7.0%
  - Northwest Region -1.1%
  - Southwest Region -1.3%
  - Piedmont Triad Region +6.7%
  - North Central Region +6.9%
  - Sandhills Region +20.3%
  - Northeast Region +8.7%
  - Southeast Region +5.9%
- **Room Supply** was up in seven of the eight of the regions of the state for January 2017 from January 2016, particularly in the Sandhills, Western and Southwest regions.
  - Western Region +3.1%
  - Northwest Region +1.7%
  - Southwest Region +2.9%
  - Piedmont Triad Region +1.9%
  - North Central Region +1.8%
  - Sandhills Region +3.4%
  - Northeast Region +0.5%
  - Southeast Region -0.1%
- **Room Demand** was up in seven of the prosperity zones of the state for January 2017 from 2016. The Sandhills Region led the state with nineteen percent growth in demand, followed by the Piedmont Triad Region with seven percent growth and the North Central Region with nearly seven percent growth from 2016.
  - Western Region -5.6%
  - Northwest Region +1.0%
  - Southwest Region +0.3%
  - Piedmont Triad Region +7.3%
  - North Central Region +6.6%
  - Sandhills Region +19.2%
  - Northeast Region +5.3%
  - Southeast Region +1.5%
- **Room Revenues** were up in seven of the prosperity zones of the state for January 2017 from 2016. The Sandhills Region had more than twenty-four percent growth in revenues.
  - Western Region -4.1%
  - Northwest Region +0.6%
  - Southwest Region +1.5%
  - Piedmont Triad Region +8.7%
  - North Central Region +8.9%
  - Sandhills Region +24.4%
  - Northeast Region +9.3%
  - Southeast 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
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