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%  Piedmont Triad Region +5.3%  Northeast Region +4.7%
  - Northwest Region -0.7%  North Central Region +4.7%  Southeast Region +1.6%
  - Southwest Region -2.5%  Sandhills Region +15.3%
- Seven of the eight zones experienced increased ADR in January 2017 from January 2016. ADR in the Sandhills and Southwest regions increased more than four percent from last January.
  - Western Region +1.7%  Piedmont Triad Region +1.3%  Northeast Region +3.8%
  - Northwest Region -0.4%  North Central Region +2.1%  Southeast Region +4.2%
  - Southwest Region +1.1%  Sandhills Region +4.4%
- RevPAR was up in five of the eight prosperity zones of the state for January 2017 from January 2016.
  - Western Region -7.0%  Piedmont Triad Region +6.7%  Northeast Region +8.7%
  - Northwest Region -1.1%  North Central Region +6.9%  Southeast Region +5.9%
  - Southwest Region -1.3%  Sandhills Region +20.3%
- 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%  Piedmont Triad Region +1.9%  Northeast Region +0.5%
  - Northwest Region +1.7%  North Central Region +1.8%  Southeast Region -0.1%
  - Southwest Region +2.9%  Sandhills Region +3.4%
- 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%  Piedmont Triad Region +7.3%  Northeast Region +5.3%
  - Northwest Region +1.0%  North Central Region +6.6%  Southeast Region +1.5%
  - Southwest Region +0.3%  Sandhills Region +19.2%
- 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%  Piedmont Triad Region +8.7%  Northeast Region +9.3%
  - Northwest Region +0.6%  North Central Region +8.9%  Southeast Region +5.8%
  - Southwest Region +1.5%  Sandhills Region +24.4%
## North Carolina Prosperity Zones

<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Region</td>
<td>Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, Transylvania</td>
</tr>
<tr>
<td>Northwest Region</td>
<td>Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey</td>
</tr>
<tr>
<td>Southwest</td>
<td>Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union</td>
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<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin</td>
</tr>
<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren</td>
</tr>
<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland</td>
</tr>
<tr>
<td>Southeast</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne</td>
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</tbody>
</table>