February 2017 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 0.3% statewide in February 2017 from February 2016.
  - US occupancy decreased 0.5% in February 2017 from February 2016.
  - South Atlantic states occupancy increased 0.6% in February 2017 from February 2016.
- February 2017 room rates (ADR) in North Carolina were up 1.5%.
  - Room rates in the US increased 1.7% from February 2016.
  - Room rates in the South Atlantic states increased 1.4% from February 2016.
- Statewide, RevPAR was up 1.8% from February of 2016.
  - US RevPAR increased 1.2% from February 2016.
  - South Atlantic RevPAR increased 2.0% from February 2016.
- Room Supply increased by 2.2% in the state from February 2016 to February 2017.
  - US room supply increased 1.9% in February 2017.
  - South Atlantic room supply was up 1.5% from February 2016 to February 2017.
- Room Demand increased 2.5% in the state from February 2016 to February 2017.
  - Room demand in the US increased 1.4% in February 2017 from February 2016.
  - Room demand in the South Atlantic increased 2.2% in February 2017 from February 2016.
- North Carolina room revenues increased 4.0% in February 2017.
  - Room revenues in the US increased 3.1% from February 2016 to February 2017.
  - Room revenues in the South Atlantic increased 3.6% from February 2016 to February 2017.

Regional
- Seven of the eight prosperity zones of the state showed increases in occupancy rates for February 2017 from February 2016, particularly the Northeast Region with four percent growth.
  - Western Region +0.7%  Piedmont Triad Region +2.4%  Northeast Region +4.0%
  - Northwest Region +0.9%  North Central Region +3.4%  Southeast Region +2.7%
  - Southwest Region -5.8%  Sandhills Region +2.3%
- Seven of the eight zones experienced increased ADR in February 2017 from February 2016. ADR in the Northeast Region increased more than five percent from last February.
  - Western Region +3.6%  Piedmont Triad Region +0.6%  Northeast Region +5.2%
  - Northwest Region -2.6%  North Central Region +1.3%  Southeast Region +4.0%
  - Southwest Region +1.5%  Sandhills Region +2.3%
- RevPAR was up in six of the eight prosperity zones of the state for February 2017 from February 2016.
  - Western Region +4.3%  Piedmont Triad Region +3.0%  Northeast Region +9.4%
  - Northwest Region -1.7%  North Central Region +4.8%  Southeast Region +6.8%
  - Southwest Region -4.4%  Sandhills Region +5.1%
- Room Supply was up in seven of the eight of the regions of the state for February 2017 from February 2016, particularly in the Sandhills, Western and Southwest regions.
  - Western Region +3.1%  Piedmont Triad Region +2.4%  Northeast Region +0.6%
  - Northwest Region +1.7%  North Central Region +1.7%  Southeast Region -0.1%
  - Southwest Region +3.2%  Sandhills Region +3.4%
- Room Demand was up in seven of the prosperity zones of the state for February 2017 from 2016. The Sandhills Region led the state with six percent growth in demand, followed by the North Central Region with five percent growth and the Piedmont Triad Region with nearly five percent growth from 2016.
  - Western Region +3.9%  Piedmont Triad Region +4.8%  Northeast Region +4.6%
  - Northwest Region +2.7%  North Central Region +5.2%  Southeast Region +2.6%
  - Southwest Region -2.7%  Sandhills Region +6.2%
- Room Revenues were up in six of the prosperity zones of the state for February 2017 from 2016. The Northeast Region had ten percent growth in revenues, while the Sandhills Region had nearly nine percent growth.
  - Western Region +7.6%  Piedmont Triad Region +5.5%  Northeast Region +10.0%
  - Northwest Region 0.0%  North Central Region +6.5%  Southeast Region +6.7%
  - Southwest Region -1.3%  Sandhills Region +8.7%
Year-To-Date (through February 2017) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 1.1% statewide YTD (through February) 2017.
  - The US occupancy is down 0.1% in 2017 from 2016.
  - The South Atlantic states occupancy is up 1.1% in 2017 from 2016.

- YTD room rates (ADR) in North Carolina are up 1.4%.
  - The US ADR is up 2.4% in 2017 from 2016.
  - The South Atlantic states ADR is up 2.5% in 2017 from 2016.

- Statewide, RevPAR is up 2.5% year-to-date.
  - Nationally, RevPAR is also up 2.4% in 2017 from 2016.
  - The South Atlantic states RevPAR is up 3.7% in 2017 from 2016.

- Room Supply is up 2.1% in the state year-to-date.
  - Nationally, room supply is also up 1.9% in 2017 from 2016.
  - The South Atlantic states room supply is up 1.6% in 2017 from 2016.

- Room Demand is up 3.2% in the state year-to-date.
  - Nationally, room demand is also up 1.8% in 2017 from 2016.
  - The South Atlantic states room demand is up 2.7% in 2017 from 2016.

- North Carolina room revenues are up 4.6% year-to-date.
  - Nationally, room revenues are also up 4.3% in 2017 from 2016.
  - The South Atlantic states room revenues are up 5.3% in 2017 from 2016.

Regional

- Occupancy in six of the eight prosperity zones of the state is up year-to-date (through February).
  - Western Region -3.9%
  - Northwest Region +0.1%
  - Southwest Region -4.2%
  - Piedmont Triad Region +3.8%
  - North Central Region +3.8%
  - Sandhills Region +8.8%
  - Northeast Region +4.4%
  - Southeast Region +2.1%

- ADR in seven of the eight prosperity zones is up year-to-date through February.
  - Western Region +2.8%
  - Northwest Region +0.9%
  - Southwest Region -1.5%
  - Piedmont Triad Region +3.8%
  - North Central Region +1.2%
  - Sandhills Region +3.2%
  - Northeast Region +4.6%
  - Southeast Region +4.1%

- RevPAR is up year-to-date in five of the eight prosperity zones of the state. The Sandhills Region has double-digit RevPAR growth year-to-date.
  - Western Region -1.2%
  - Northwest Region -1.4%
  - Southwest Region -3.0%
  - Piedmont Triad Region +4.7%
  - North Central Region +5.0%
  - Sandhills Region +12.4%
  - Northeast Region +9.2%
  - Southeast Region +6.3%

- Room Supply is up in seven of the prosperity zones year-to-date through February.
  - Western Region +3.1%
  - Northwest Region +1.7%
  - Southwest Region +3.0%
  - Piedmont Triad Region +2.1%
  - North Central Region +1.8%
  - Sandhills Region +3.4%
  - Northeast Region +0.5%
  - Southeast Region -0.1%

- Room Demand is up six of the prosperity zones of the state year-to-date through February, particularly in the Sandhills, Piedmont Triad and North Central regions.
  - Western Region -0.9%
  - Northwest Region +1.8%
  - Southwest Region -1.2%
  - Piedmont Triad Region +6.0%
  - North Central Region +5.6%
  - Sandhills Region +12.6%
  - Northeast Region +5.0%
  - Southeast Region +2.1%

- Room Revenues are up in seven of the prosperity zones year-to-date through February. Revenues in the Sandhills Region are up more than sixteen percent, followed by the Northeast Region with revenue growth of nearly ten percent.
  - Western Region +1.9%
  - Northwest Region +0.3%
  - Southwest Region 0.0%
  - Piedmont Triad Region +6.9%
  - North Central Region +6.8%
  - Sandhills Region +16.2%
  - Northeast Region +9.8%
  - Southeast Region +6.2%
<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,</td>
</tr>
<tr>
<td></td>
<td>Madison, Polk, Rutherford, Swain, Transylvania</td>
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<tr>
<td>Northwest Region</td>
<td>Allegany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell,</td>
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<tr>
<td></td>
<td>Mitchell, Watauga, Wilkes, Yancey</td>
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<tr>
<td>Southwest</td>
<td>Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan,</td>
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<tr>
<td></td>
<td>Stanly, Union</td>
</tr>
<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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