

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%
 - Northwest Region +0.9%
 - Southwest Region -5.8%
 - Piedmont Triad Region +2.4%
 - North Central Region +3.4%
 - Sandhills Region +2.7%
 - Northeast Region +4.0%
 - Southeast Region +2.7%
- 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%
 - Northwest Region -2.6%
 - Southwest Region +1.5%
 - Piedmont Triad Region +0.6%
 - North Central Region +1.3%
 - Sandhills Region +2.3%
 - Northeast Region +5.2%
 - Southeast Region +4.0%
- **RevPAR** was up in six of the eight prosperity zones of the state for February 2017 from February 2016.
 - Western Region +4.3%
 - Northwest Region -1.7%
 - Southwest Region -4.4%
 - Piedmont Triad Region +3.0%
 - North Central Region +4.8%
 - Sandhills Region +5.1%
 - Northeast Region +9.4%
 - Southeast Region +6.8%
- **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%
 - Northwest Region +1.7%
 - Southwest Region +3.2%
 - Piedmont Triad Region +2.4%
 - North Central Region +1.7%
 - Sandhills Region +3.4%
 - Northeast Region +0.6%
 - Southeast Region -0.1%
- **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%
 - Northwest Region +2.7%
 - Southwest Region -2.7%
 - Piedmont Triad Region +4.8%
 - North Central Region +5.2%
 - Sandhills Region +6.2%
 - Northeast Region +4.6%
 - Southeast Region +2.6%
- **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%
 - Northwest Region 0.0%
 - Southwest Region -1.3%
 - Piedmont Triad Region +5.5%
 - North Central Region +6.5%
 - Sandhills Region +8.7%
 - Northeast Region +10.0%
 - Southeast Region +6.7%

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 -1.5%
 - Southwest Region +1.2%
 - Piedmont Triad Region +0.9%
 - 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%

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