

# March 2017 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 1.9% statewide in March 2017 from March 2016.
  - US **occupancy** increased 2.6% in March 2017 from March 2016.
  - South Atlantic states **occupancy** increased 2.0% in March 2017 from March 2016.
- March 2017 **room rates (ADR)** in North Carolina were up 3.8%.
  - **Room rates** in the US increased 2.4% from March 2016.
  - **Room rates** in the South Atlantic states increased 1.4% from March 2016.
- Statewide, **RevPAR** was up 5.8% from March of 2016.
  - US **RevPAR** increased 5.1% from March 2016.
  - South Atlantic **RevPAR** increased 3.5% from March 2016.
- **Room Supply** increased by 2.2% in the state from March 2016 to March 2017.
  - US **room supply** increased 1.9% in March 2017.
  - South Atlantic **room supply** was up 1.6% from March 2016 to March 2017.
- **Room Demand** increased 4.2% in the state from March 2016 to March 2017.
  - **Room demand** in the US increased 4.6% in March 2017 from March 2016.
  - **Room demand** in the South Atlantic increased 3.6% in March 2017 from March 2016.
- North Carolina **room revenues** increased 8.1% in March 2017.
  - **Room revenues** in the US increased 7.1% from March 2016 to March 2017.
  - **Room revenues** in the South Atlantic increased 5.1% from March 2016 to March 2017.

## Regional

- Five of the eight prosperity zones of the state showed increases in **occupancy** rates for March 2017 from March 2016, particularly the North Central Region with five percent growth.
  - Western Region -3.8%
  - Northwest Region +3.0%
  - Southwest Region +3.6%
  - Piedmont Triad Region +3.3%
  - North Central Region +5.1%
  - Sandhills Region +3.4%
  - Northeast Region -3.4%
  - Southeast Region -3.7%
- Each of the eight zones experienced increased **ADR** in March 2017 from March 2016. ADR in the Southwest Region increased nearly seven percent from last March.
  - Western Region +5.8%
  - Northwest Region +0.3%
  - Southwest Region +6.9%
  - Piedmont Triad Region +0.8%
  - North Central Region +1.6%
  - Sandhills Region +3.7%
  - Northeast Region +1.4%
  - Southeast Region +2.1%
- **RevPAR** was up in six of the eight prosperity zones of the state for March 2017 from March 2016.
  - Western Region +1.8%
  - Northwest Region +3.4%
  - Southwest Region +10.8%
  - Piedmont Triad Region +4.1%
  - North Central Region +6.7%
  - Sandhills Region +7.1%
  - Northeast Region -2.1%
  - Southeast Region -1.6%
- **Room Supply** was up in six of the eight of the regions of the state for March 2017 from March 2016, particularly in the Southwest and Sandhills regions.
  - Western Region +2.2%
  - Northwest Region +1.7%
  - Southwest Region +4.2%
  - Piedmont Triad Region +2.4%
  - North Central Region +1.8%
  - Sandhills Region +3.4%
  - Northeast Region -0.3%
  - Southeast Region -0.1%
- **Room Demand** was up in five of the prosperity zones of the state for March 2017 from 2016. The Southwest Region led the state with eight percent growth in demand, followed by the North Central and Sandhills regions with seven percent growth from 2016.
  - Western Region -1.7%
  - Northwest Region +4.8%
  - Southwest Region +7.9%
  - Piedmont Triad Region +5.7%
  - North Central Region +7.0%
  - Sandhills Region +6.9%
  - Northeast Region -3.7%
  - Southeast Region -3.8%
- **Room Revenues** were up in six of the prosperity zones of the state for March 2017 from 2016. The Southwest Region had more than fifteen percent growth in revenues, while the Sandhills Region had nearly eleven percent growth.
  - Western Region +4.0%
  - Northwest Region +5.2%
  - Southwest Region +15.4%
  - Piedmont Triad Region +6.6%
  - North Central Region +8.7%
  - Sandhills Region +10.8%
  - Northeast Region -2.4%
  - Southeast Region -1.7%

## Year-To-Date (through March 2017) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 1.3% statewide YTD (through March) 2017.
  - The US **occupancy** is up 0.9% in 2017 from 2016.
  - The South Atlantic states **occupancy** is up 1.4% in 2017 from 2016.
- YTD **room rates (ADR)** in North Carolina are up 2.4%.
  - The US **ADR** is up 2.5% in 2017 from 2016.
  - The South Atlantic states **ADR** is up 2.1% in 2017 from 2016.
- Statewide, **RevPAR** is up 3.8% year-to-date.
  - Nationally, **RevPAR** is also up 3.4% in 2017 from 2016.
  - The South Atlantic states **RevPAR** is up 3.6% 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 3.5% in the state year-to-date.
  - Nationally, **room demand** is also up 2.8% in 2017 from 2016.
  - The South Atlantic states **room demand** is up 3.0% in 2017 from 2016.
- North Carolina **room revenues** are up 6.0% year-to date.
  - Nationally, **room revenues** are also up 5.4% in 2017 from 2016.
  - The South Atlantic states **room revenues** are up 5.2% in 2017 from 2016.

### Regional

- **Occupancy** in five of the eight prosperity zones of the state is up year-to-date (through March).
  - Western Region -3.9%
  - Northwest Region +1.1%
  - Southwest Region -1.3%
  - Piedmont Triad Region +3.6%
  - North Central Region +4.2%
  - Sandhills Region +6.8%
  - Northeast Region +1.2%
  - Southeast Region -0.3%
- **ADR** in seven of the eight prosperity zones is up year-to-date through March.
  - Western Region +4.1%
  - Northwest Region -0.9%
  - Southwest Region +3.4%
  - Piedmont Triad Region +0.9%
  - North Central Region +1.3%
  - Sandhills Region +3.3%
  - Northeast Region +3.2%
  - Southeast Region +3.1%
- **RevPAR** is up year-to-date in seven of the eight prosperity zones of the state. The Sandhills Region has double-digit RevPAR growth year-to-date.
  - Western Region 0.0%
  - Northwest Region +0.2%
  - Southwest Region +2.0%
  - Piedmont Triad Region +4.5%
  - North Central Region +5.6%
  - Sandhills Region +10.3%
  - Northeast Region +4.4%
  - Southeast Region +2.8%
- **Room Supply** is up in seven of the prosperity zones year-to-date through March.
  - Western Region +2.8%
  - Northwest Region +1.7%
  - Southwest Region +3.4%
  - Piedmont Triad Region +2.2%
  - North Central Region +1.8%
  - Sandhills Region +3.4%
  - Northeast Region +0.3%
  - Southeast Region -0.1%
- **Room Demand** is up six of the prosperity zones of the state year-to-date through March, particularly in the Sandhills, North Central and Piedmont Triad regions.
  - Western Region -1.2%
  - Northwest Region +2.8%
  - Southwest Region +2.0%
  - Piedmont Triad Region +5.9%
  - North Central Region +6.1%
  - Sandhills Region +10.4%
  - Northeast Region +1.4%
  - Southeast Region -0.3%
- **Room Revenues** are up in each of the prosperity zones year-to-date through March. Revenues in the Sandhills Region are up more than fourteen percent, followed by the North Central Region with revenue growth of more than seven percent.
  - Western Region +2.8%
  - Northwest Region +1.9%
  - Southwest Region +5.5%
  - Piedmont Triad Region +6.8%
  - North Central Region +7.5%
  - Sandhills Region +14.1%
  - Northeast Region +4.6%
  - Southeast Region +2.7%

## 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