

April 2017 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** decreased 3.3% statewide in April 2017 from April 2016.
 - US **occupancy** decreased 0.7% in April 2017 from April 2016.
 - South Atlantic states **occupancy** increased 1.3% in April 2017 from April 2016.
- April 2017 **room rates (ADR)** in North Carolina were up 1.6%.
 - **Room rates** in the US increased 2.4% from April 2016.
 - **Room rates** in the South Atlantic states increased 3.7% from April 2016.
- Statewide, **RevPAR** was down 1.8% from April of 2016.
 - US **RevPAR** increased 1.7% from April 2016.
 - South Atlantic **RevPAR** increased 5.1% from April 2016.
- **Room Supply** increased by 2.2% in the state from April 2016 to April 2017.
 - US **room supply** increased 1.8% in April 2017.
 - South Atlantic **room supply** was up 1.6% from April 2016 to April 2017.
- **Room Demand** decreased 1.2% in the state from April 2016 to April 2017.
 - **Room demand** in the US increased 1.1% in April 2017 from April 2016.
 - **Room demand** in the South Atlantic increased 2.9% in April 2017 from April 2016.
- North Carolina **room revenues** increased 0.4% in April 2017.
 - **Room revenues** in the US increased 3.5% from April 2016 to April 2017.
 - **Room revenues** in the South Atlantic increased 6.7% from April 2016 to April 2017.

Regional

- Two of the eight prosperity zones of the state showed increases in **occupancy** rates for April 2017 from April 2016, particularly the Northeast Region with more than five percent growth.
 - Western Region -6.5%
 - Northwest Region -3.6%
 - Southwest Region -8.7%
 - Piedmont Triad Region -3.9%
 - North Central Region -0.8%
 - Sandhills Region -2.3%
 - Northeast Region +5.6%
 - Southeast Region +1.4%
- Each of the eight zones experienced increased **ADR** in April 2017 from April 2016. ADR in the two coastal regions increased more than five percent from last April.
 - Western Region +1.3%
 - Northwest Region +0.3%
 - Southwest Region +1.3%
 - Piedmont Triad Region +2.0%
 - North Central Region +0.6%
 - Sandhills Region +0.5%
 - Northeast Region +5.1%
 - Southeast Region +5.4%
- **RevPAR** was up in two of the eight prosperity zones of the state for April 2017 from April 2016. The Northeast Region RevPAR increased nearly eleven percent from last April.
 - Western Region -5.2%
 - Northwest Region -3.3%
 - Southwest Region -7.6%
 - Piedmont Triad Region -2.0%
 - North Central Region -0.2%
 - Sandhills Region -1.8%
 - Northeast Region +10.9%
 - Southeast Region +6.8%
- **Room Supply** was up in seven of the eight of the regions of the state for April 2017 from April 2016, particularly in the Southwest and Sandhills regions.
 - Western Region +1.5%
 - Northwest Region +0.6%
 - Southwest Region +5.6%
 - Piedmont Triad Region +0.8%
 - North Central Region +1.5%
 - Sandhills Region +3.0%
 - Northeast Region -0.2%
 - Southeast Region +1.0%
- **Room Demand** was up in four of the prosperity zones of the state for April 2017 from 2016. The Northeast Region led the state with five percent growth in demand, followed by the Southeast Region with two percent growth from 2016.
 - Western Region -5.0%
 - Northwest Region -3.0%
 - Southwest Region -3.6%
 - Piedmont Triad Region -3.2%
 - North Central Region +0.8%
 - Sandhills Region +0.7%
 - Northeast Region +5.4%
 - Southeast Region +2.4%
- **Room Revenues** were up in four of the prosperity zones of the state for April 2017 from 2016. The Northeast Region had nearly eleven percent growth in revenues, while the Southeast Region had nearly eight percent growth.
 - Western Region -3.8%
 - Northwest Region -2.7%
 - Southwest Region -2.4%
 - Piedmont Triad Region -1.3%
 - North Central Region +1.4%
 - Sandhills Region +1.1%
 - Northeast Region +10.7%
 - Southeast Region +7.9%

Year-To-Date (through April 2017) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is flat statewide YTD (through April) 2017.
 - The US **occupancy** is up 0.5% 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 2.1%.
 - The US **ADR** is up 2.5% in 2017 from 2016.
 - The South Atlantic states **ADR** is up 2.5% in 2017 from 2016.
- Statewide, **RevPAR** is up 2.0% year-to-date.
 - Nationally, **RevPAR** is also up 3.0% in 2017 from 2016.
 - The South Atlantic states **RevPAR** is up 4.0% in 2017 from 2016.
- **Room Supply** is up 2.1% in the state year-to-date.
 - Nationally, **room supply** is also up 1.8% in 2017 from 2016.
 - The South Atlantic states **room supply** is up 1.5% in 2017 from 2016.
- **Room Demand** is up 2.1% in the state year-to-date.
 - Nationally, **room demand** is also up 2.3% in 2017 from 2016.
 - The South Atlantic states **room demand** is up 2.9% in 2017 from 2016.
- North Carolina **room revenues** are up 4.2% year-to date.
 - Nationally, **room revenues** are also up 4.8% in 2017 from 2016.
 - The South Atlantic states **room revenues** are up 5.5% in 2017 from 2016.

Regional

- **Occupancy** in five of the eight prosperity zones of the state is up year-to-date (through April).
 - Western Region -4.9%
 - Northwest Region -0.3%
 - Southwest Region -3.4%
 - Piedmont Triad Region +1.2%
 - North Central Region +2.8%
 - Sandhills Region +4.2%
 - Northeast Region +2.4%
 - Southeast Region +0.3%
- **ADR** in seven of the eight prosperity zones is up year-to-date through April.
 - Western Region +3.0%
 - Northwest Region -0.3%
 - Southwest Region +2.8%
 - Piedmont Triad Region +0.8%
 - North Central Region +1.1%
 - Sandhills Region +2.3%
 - Northeast Region +3.9%
 - Southeast Region +4.0%
- **RevPAR** is up year-to-date in five of the eight prosperity zones of the state.
 - Western Region -2.1%
 - Northwest Region -0.5%
 - Southwest Region -0.7%
 - Piedmont Triad Region +2.0%
 - North Central Region +4.0%
 - Sandhills Region +6.6%
 - Northeast Region +6.5%
 - Southeast Region +4.3%
- **Room Supply** is up in each of the prosperity zones year-to-date through April, particularly in the Southwest and Sandhills regions.
 - Western Region +2.5%
 - Northwest Region +0.7%
 - Southwest Region +4.0%
 - Piedmont Triad Region +1.8%
 - North Central Region +1.7%
 - Sandhills Region +3.0%
 - Northeast Region +0.1%
 - Southeast Region +0.2%
- **Room Demand** is up seven of the prosperity zones of the state year-to-date through April, particularly in the Sandhills, North Central and Piedmont Triad regions.
 - Western Region -2.6%
 - Northwest Region +0.4%
 - Southwest Region +0.5%
 - Piedmont Triad Region +3.1%
 - North Central Region +4.6%
 - Sandhills Region +7.4%
 - Northeast Region +2.6%
 - Southeast Region +0.5%
- **Room Revenues** are up in each of the prosperity zones year-to-date through April. Revenues in the Sandhills Region are up nearly ten percent, followed by the Northeast Region with revenue growth of more than six percent.
 - Western Region +0.4%
 - Northwest Region +0.1%
 - Southwest Region +3.3%
 - Piedmont Triad Region +3.9%
 - North Central Region +5.7%
 - Sandhills Region +9.9%
 - Northeast Region +6.6%
 - Southeast Region +4.5%

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