May 2017 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy decreased 1.3% statewide in May 2017 from May 2016.
  - US occupancy increased 1.5% in May 2017 from May 2016.
  - South Atlantic states occupancy increased 1.5% in May 2017 from May 2016.
- May 2017 room rates (ADR) in North Carolina were up 4.0%.
  - Room rates in the US increased 2.0% from May 2016.
  - Room rates in the South Atlantic states increased 2.6% from May 2016.
- Statewide, RevPAR was up 2.6% from May of 2016.
  - US RevPAR increased 3.6% from May 2016.
  - South Atlantic RevPAR increased 4.2% from May 2016.
- Room Supply increased by 2.4% in the state from May 2016 to May 2017.
  - US room supply increased 1.9% in May 2017.
  - South Atlantic room supply was up 1.6% from May 2016 to May 2017.
- Room Demand increased 1.0% in the state from May 2016 to May 2017.
  - Room demand in the US increased 3.4% in May 2017 from May 2016.
  - Room demand in the South Atlantic increased 3.2% in May 2017 from May 2016.
- North Carolina room revenues increased 5.0% in May 2017.
  - Room revenues in the US increased 5.5% from May 2016 to May 2017.
  - Room revenues in the South Atlantic increased 5.8% from May 2016 to May 2017.

Regional
- Three of the eight prosperity zones of the state showed increases in occupancy rates for May 2017 from May 2016, particularly the Northeast Region with four percent growth.
  - Western Region -0.9%   Piedmont Triad Region +0.4%   Northeast Region +4.0%
  - Northwest Region -3.3%  North Central Region -1.7%  Southeast Region -0.9%
  - Southwest Region -5.0%  Sandhills Region +3.1%
- Each of the eight zones experienced increased ADR in May 2017 from May 2016. ADR in the Northeast Region increased more than five percent from last May and ADR in the Southeast Region increased nearly ten percent.
  - Western Region +4.7%   Piedmont Triad Region +2.3%   Northeast Region +5.1%
  - Northwest Region +2.3%  North Central Region +2.4%  Southeast Region +9.5%
  - Southwest Region +3.5%  Sandhills Region +4.6%
- RevPAR was up in six of the eight prosperity zones of the state for May 2017 from May 2016. The Northeast Region RevPAR increased more than nine percent from last May.
  - Western Region +3.7%   Piedmont Triad Region +2.6%   Northeast Region +9.3%
  - Northwest Region -1.1%  North Central Region +0.6%  Southeast Region +8.5%
  - Southwest Region -1.7%  Sandhills Region +7.9%
- Room Supply was up in seven of the eight of the regions of the state for May 2017 from May 2016, particularly in the Southwest Region.
  - Western Region +2.0%   Piedmont Triad Region +0.1%   Northeast Region -0.2%
  - Northwest Region +0.6%  North Central Region +2.6%  Southeast Region +1.2%
  - Southwest Region +5.6%  Sandhills Region +2.2%
- Room Demand was up in seven of the prosperity zones of the state for May 2017 from 2016. The Sandhills Region led the state with five percent growth in demand, followed by the Northeast Region with nearly four percent growth from 2016.
  - Western Region +1.1%   Piedmont Triad Region +0.4%   Northeast Region +3.8%
  - Northwest Region -2.7%  North Central Region +0.8%  Southeast Region +0.3%
  - Southwest Region +0.3%  Sandhills Region +5.4%
- Room Revenues were up in seven of the prosperity zones of the state for May 2017 from 2016. The Sandhills Region had more than ten percent growth in revenues, while the Southeast Region had nearly ten percent growth.
  - Western Region +5.8%   Piedmont Triad Region +2.7%   Northeast Region +9.1%
  - Northwest Region -0.5%  North Central Region +3.2%  Southeast Region +9.9%
  - Southwest Region +3.8%  Sandhills Region +10.2%
Year-To-Date (through May 2017) Lodging Report

Statewide & Competitive State Comparison

- **Hotel/motel occupancy** is down 0.3% statewide YTD (through May) 2017.
  - The US occupancy is up 0.7% 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 2.5%.
  - 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 2.2% year-to-date.
  - Nationally, RevPAR is also up 3.1% in 2017 from 2016.
  - The South Atlantic states RevPAR is up 4.0% in 2017 from 2016.

- **Room Supply** is up 2.2% 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 1.8% in the state year-to-date.
  - Nationally, room demand is also up 2.5% in 2017 from 2016.
  - The South Atlantic states room demand is up 3.0% in 2017 from 2016.

- North Carolina **room revenues** are up 4.4% year-to-date.
  - Nationally, room revenues are also up 5.0% in 2017 from 2016.
  - The South Atlantic states room revenues are up 5.6% in 2017 from 2016.

Regional

- **Occupancy** in four of the eight prosperity zones of the state is up year-to-date (through May).
  - Western Region -4.0%
  - Northwest Region -1.1%
  - Southwest Region -3.8%
  - Piedmont Triad Region +1.0%
  - North Central Region +1.8%
  - Sandhills Region +3.9%
  - Northeast Region +2.8%
  - Southeast Region 0.0%

- **ADR** in each of the eight prosperity zones is up year-to-date through May.
  - Western Region +3.6%
  - Northwest Region +0.6%
  - Southwest Region +3.0%
  - Piedmont Triad Region +1.1%
  - North Central Region +1.3%
  - Sandhills Region +2.8%

- **RevPAR** is up year-to-date in five of the eight prosperity zones of the state.
  - Western Region -0.5%
  - Northwest Region -0.5%
  - Southwest Region -0.9%
  - Piedmont Triad Region +2.1%
  - North Central Region +3.2%
  - Sandhills Region +6.9%
  - Northeast Region +7.2%
  - Southeast Region +5.5%

- **Room Supply** is up in each of the prosperity zones year-to-date through May, particularly in the Southwest and Sandhills regions.
  - Western Region +2.4%
  - Northwest Region +0.7%
  - Southwest Region +4.3%
  - Piedmont Triad Region +1.5%
  - North Central Region +1.9%
  - Sandhills Region +2.9%
  - Northeast Region +0.1%
  - Southeast Region +0.4%

- **Room Demand** is up six of the prosperity zones of the state year-to-date through May, particularly in the Sandhills and North Central regions.
  - Western Region -1.7%
  - Northwest Region -0.5%
  - Southwest Region +0.4%
  - Piedmont Triad Region +2.5%
  - North Central Region +3.8%
  - Sandhills Region +6.9%
  - Northeast Region +2.8%
  - Southeast Region +0.4%

- **Room Revenues** are up in each of the prosperity zones year-to-date through May. Revenues in the Sandhills Region are up nearly ten percent, followed by the Northeast Region with revenue growth of more than seven percent.
  - Western Region +1.8%
  - Northwest Region +0.1%
  - Southwest Region +3.4%
  - Piedmont Triad Region +3.6%
  - North Central Region +5.1%
  - Sandhills Region +9.9%
  - Northeast Region +7.3%
  - Southeast Region +5.9%
<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
</tr>
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<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>Alleghany, 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>
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<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph,</td>
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<tr>
<td></td>
<td>Rockingham, Stokes, Surry, Yadkin</td>
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<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange,</td>
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<tr>
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<td>Person, Vance, Wake, Warren</td>
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<tr>
<td>Sandhills (South</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson,</td>
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<tr>
<td>Central)</td>
<td>Sampson, Scotland</td>
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<tr>
<td>Northeast</td>
<td>Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates,</td>
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<td></td>
<td>Halifax, Hertford, Hyde, Martin, Nash, Northampton, Pasquotank,</td>
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<tr>
<td></td>
<td>Perquimans, Pitt, Tyrrell, Washington, Wilson</td>
</tr>
<tr>
<td>Southeast</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover,</td>
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