

# 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%
  - Northwest Region -3.3%
  - Southwest Region -5.0%
  - Piedmont Triad Region +0.4%
  - North Central Region -1.7%
  - Sandhills Region +3.1%
  - Northeast Region +4.0%
  - Southeast Region -0.9%
- 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%
  - Northwest Region +2.3%
  - Southwest Region +3.5%
  - Piedmont Triad Region +2.3%
  - North Central Region +2.4%
  - Sandhills Region +4.6%
  - Northeast Region +5.1%
  - Southeast Region +9.5%
- **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%
  - Northwest Region -1.1%
  - Southwest Region -1.7%
  - Piedmont Triad Region +2.6%
  - North Central Region +0.6%
  - Sandhills Region +7.9%
  - Northeast Region +9.3%
  - Southeast Region +8.5%
- **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%
  - Northwest Region +0.6%
  - Southwest Region +5.6%
  - Piedmont Triad Region +0.1%
  - North Central Region +2.6%
  - Sandhills Region +2.2%
  - Northeast Region -0.2%
  - Southeast Region +1.2%
- **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%
  - Northwest Region -2.7%
  - Southwest Region +0.3%
  - Piedmont Triad Region +0.4%
  - North Central Region +0.8%
  - Sandhills Region +5.4%
  - Northeast Region +3.8%
  - Southeast Region +0.3%
- **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%
  - Northwest Region -0.5%
  - Southwest Region +3.8%
  - Piedmont Triad Region +2.7%
  - North Central Region +3.2%
  - Sandhills Region +10.2%
  - Northeast Region +9.1%
  - Southeast Region +9.9%

## 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%
  - Northeast Region +4.3%
  - Southeast Region +5.4%
- **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%

## 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