June 2017 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy decreased 1.5% statewide in June 2017 from June 2016.
  - US occupancy increased 0.7% in June 2017 from June 2016.
  - South Atlantic states occupancy increased 1.3% in June 2017 from June 2016.
- June 2017 room rates (ADR) in North Carolina were up 3.0%.
  - Room rates in the US increased 2.1% from June 2016.
  - Room rates in the South Atlantic states increased 2.9% from June 2016.
- Statewide, RevPAR was up 1.5% from June of 2016.
  - US RevPAR increased 2.8% from June 2016.
  - South Atlantic RevPAR increased 4.3% from June 2016.
- Room Supply increased by 2.3% in the state from June 2016 to June 2017.
  - US room supply increased 1.9% in June 2017.
  - South Atlantic room supply was up 1.6% from June 2016 to June 2017.
- Room Demand increased 0.8% in the state from June 2016 to June 2017.
  - Room demand in the US increased 2.6% in June 2017 from June 2016.
  - Room demand in the South Atlantic increased 3.0% in June 2017 from June 2016.
- North Carolina room revenues increased 3.9% in June 2017.
  - Room revenues in the US increased 4.7% from June 2016 to June 2017.
  - Room revenues in the South Atlantic increased 6.0% from June 2016 to June 2017.

Regional
- Three of the eight prosperity zones of the state showed increases in occupancy rates for June 2017 from June 2016, particularly the Piedmont Triad Region with five percent growth and the Sandhills Region with four percent growth.
  - Western Region -2.5%
  - Northwest Region -6.6%
  - Southwest Region -5.6%
  - Piedmont Triad Region +5.0%
  - North Central Region -0.5%
  - Sandhills Region +4.0%
  - Northeast Region +1.2%
  - Southeast Region -3.6%
- Each of the eight zones experienced increased ADR in June 2017 from June 2016. ADR in the Sandhills Region increased more than seven percent from last June and ADR in the Northeast Region increased five percent.
  - Western Region +3.9%
  - Northwest Region +2.4%
  - Southwest Region +2.6%
  - Piedmont Triad Region +3.7%
  - North Central Region +1.2%
  - Sandhills Region +7.4%
  - Northeast Region +5.0%
  - Southeast Region +3.7%
- RevPAR was up in five of the eight prosperity zones of the state for June 2017 from June 2016. The Sandhills Region RevPAR increased nearly twelve percent from last June and the Piedmont Triad Region RevPAR increased nearly nine percent.
  - Western Region +1.2%
  - Northwest Region -4.3%
  - Southwest Region -3.2%
  - Piedmont Triad Region +8.9%
  - North Central Region +0.7%
  - Sandhills Region +11.8%
  - Northeast Region +6.3%
  - Southeast Region 0.0%
- Room Supply was up in each of the eight regions of the state for June 2017 from June 2016, particularly in the Southwest Region.
  - Western Region +2.4%
  - Northwest Region +0.6%
  - Southwest Region +5.5%
  - Piedmont Triad Region +0.1%
  - North Central Region +2.1%
  - Sandhills Region +2.2%
  - Northeast Region +0.1%
  - Southeast Region +1.2%
- Room Demand was up in four of the prosperity zones of the state for June 2017 from June 2016. The Sandhills Region led the state with six percent growth in demand, followed by the Piedmont Triad Region with five percent growth.
  - Western Region -0.2%
  - Northwest Region -6.0%
  - Southwest Region -0.5%
  - Piedmont Triad Region +5.1%
  - North Central Region +1.6%
  - Sandhills Region +6.3%
  - Northeast Region +1.3%
  - Southeast Region -2.5%
- Room Revenues were up in seven of the prosperity zones of the state for June 2017 from June 2016. The Sandhills Region had more than fourteen percent growth in revenues, while the Piedmont Triad Region had nearly nine percent growth.
  - Western Region +3.6%
  - Northwest Region -3.7%
  - Southwest Region +2.1%
  - Piedmont Triad Region +8.9%
  - North Central Region +2.9%
  - Sandhills Region +14.2%
  - Northeast Region +6.4%
  - Southeast Region +1.2%
Regional

### Occupancy

- **Western Region** -3.7%
- **Northwest Region** -2.3%
- **Southwest Region** -4.1%
- **Piedmont Triad Region** +1.7%
- **North Central Region** +1.4%
- **Sandhills Region** +4.2%
- **Northeast Region** +2.4%
- **Southeast Region** -0.9%

### ADR

- **Western Region** +3.7%
- **Northwest Region** +1.0%
- **Southwest Region** +2.9%
- **Piedmont Triad Region** +1.5%
- **North Central Region** +1.3%
- **Sandhills Region** +3.8%
- **Northeast Region** +4.4%
- **Southeast Region** +5.0%

### RevPAR

- **Western Region** -0.2%
- **Northwest Region** -1.3%
- **Southwest Region** -1.3%
- **Piedmont Triad Region** +3.2%
- **North Central Region** +2.8%
- **Sandhills Region** +8.2%
- **Northeast Region** +7.0%
- **Southeast Region** +4.1%

### Room Supply

- **Western Region** +2.4%
- **Northwest Region** +0.6%
- **Southwest Region** +4.5%
- **Piedmont Triad Region** +1.2%
- **North Central Region** +1.9%
- **Sandhills Region** +2.7%
- **Northeast Region** +0.1%
- **Southeast Region** +0.5%

### Room Demand

- **Western Region** -1.4%
- **Northwest Region** -1.6%
- **Southwest Region** +0.2%
- **Piedmont Triad Region** +2.9%
- **North Central Region** +3.4%
- **Sandhills Region** +7.1%
- **Northeast Region** +2.5%
- **Southeast Region** -0.3%

### Room Revenues

- **Western Region** +2.2%
- **Northwest Region** -0.7%
- **Southwest Region** +3.2%
- **Piedmont Triad Region** +4.5%
- **North Central Region** +4.7%
- **Sandhills Region** +11.2%
- **Northeast Region** +7.1%
- **Southeast Region** +4.7%
<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
</tr>
</thead>
<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>
</tr>
<tr>
<td></td>
<td>Stanly, Union</td>
</tr>
<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham,</td>
</tr>
<tr>
<td></td>
<td>Stokes, Surry, Yadkin</td>
</tr>
<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person,</td>
</tr>
<tr>
<td></td>
<td>Vance, Wake, Warren</td>
</tr>
<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson,</td>
</tr>
<tr>
<td></td>
<td>Sampson, Scotland</td>
</tr>
<tr>
<td>Northeast</td>
<td>Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax,</td>
</tr>
<tr>
<td></td>
<td>Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt,</td>
</tr>
<tr>
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<td>Tyrrell, Washington, Wilson</td>
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<tr>
<td>Southeast</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover,</td>
</tr>
<tr>
<td></td>
<td>Onslow, Pamlico, Pender, Wayne</td>
</tr>
</tbody>
</table>