

July 2017 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** decreased 2.4% statewide in July 2017 from July 2016.
 - US **occupancy** decreased 0.5% in July 2017 from July 2016.
 - South Atlantic states **occupancy** decreased 0.3% in July 2017 from July 2016.
- July 2017 **room rates (ADR)** in North Carolina were up 2.2%.
 - **Room rates** in the US increased 1.4% from July 2016.
 - **Room rates** in the South Atlantic states increased 2.3% from July 2016.
- Statewide, **RevPAR** was down 0.3% from July of 2016.
 - US **RevPAR** increased 0.8% from July 2016.
 - South Atlantic **RevPAR** increased 2.0% from July 2016.
- **Room Supply** increased by 2.4% in the state from July 2016 to July 2017.
 - US **room supply** increased 1.9% in July 2017.
 - South Atlantic **room supply** was up 1.6% from July 2016 to July 2017.
- **Room Demand** was flat (0.0%) in the state from July 2016 to July 2017.
 - **Room demand** in the US increased 1.4% in July 2017 from July 2016.
 - **Room demand** in the South Atlantic increased 1.3% in July 2017 from July 2016.
- North Carolina **room revenues** increased 2.2% in July 2017.
 - **Room revenues** in the US increased 2.7% from July 2016 to July 2017.
 - **Room revenues** in the South Atlantic increased 3.7% from July 2016 to July 2017.

Regional

- Of the eight regions, only the North Central Region showed an increase in **occupancy** rates for July 2017 from July 2016, with less than one percent growth in the indicator.
 - Western Region -2.2%
 - Northwest Region -5.2%
 - Southwest Region -5.2%
 - Piedmont Triad Region -1.0%
 - North Central Region +0.3%
 - Sandhills Region -2.6%
 - Northeast Region -1.4%
 - Southeast Region -2.8%
- Seven of the eight zones experienced increased **ADR** in July 2017 from July 2016. ADR in the Sandhills Region increased more than five percent from last July and ADR in the Southeast Region increased nearly five percent.
 - Western Region +0.1%
 - Northwest Region -0.1%
 - Southwest Region +3.1%
 - Piedmont Triad Region +2.6%
 - North Central Region +0.8%
 - Sandhills Region +5.1%
 - Northeast Region +2.2%
 - Southeast Region +4.5%
- **RevPAR** was up in five of the eight prosperity zones of the state for July 2017 from July 2016.
 - Western Region -2.0%
 - Northwest Region -5.3%
 - Southwest Region -2.3%
 - Piedmont Triad Region +1.6%
 - North Central Region +1.1%
 - Sandhills Region +2.4%
 - Northeast Region +0.7%
 - Southeast Region +1.6%
- **Room Supply** was up in each of the eight of the regions of the state for July 2017 from July 2016, particularly in the Southwest Region.
 - Western Region +3.1%
 - Northwest Region +0.6%
 - Southwest Region +5.0%
 - Piedmont Triad Region +0.1%
 - North Central Region +2.5%
 - Sandhills Region +2.4%
 - Northeast Region +0.8%
 - Southeast Region +1.2%
- **Room Demand** was up in two of the prosperity zones of the state for July 2017 from 2016. The North Central Region led the state with nearly three percent growth in demand, followed by the Western Region with almost one percent growth.
 - Western Region +0.8%
 - Northwest Region -4.6%
 - Southwest Region -0.4%
 - Piedmont Triad Region -0.9%
 - North Central Region +2.8%
 - Sandhills Region -0.3%
 - Northeast Region -0.7%
 - Southeast Region -1.6%
- **Room Revenues** were up in seven of the prosperity zones of the state for July 2017 from 2016. The Sandhills Region had nearly five percent growth in revenues, while the North Central Region had nearly four percent growth.
 - Western Region +0.9%
 - Northwest Region -4.8%
 - Southwest Region +2.6%
 - Piedmont Triad Region +1.7%
 - North Central Region +3.7%
 - Sandhills Region +4.9%
 - Northeast Region +1.5%
 - Southeast Region +2.8%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 0.9% statewide YTD (through July) 2017.
 - The US **occupancy** is up 0.5% in 2017 from 2016.
 - The South Atlantic states **occupancy** is up 1.1% in 2017 from 2016.
- YTD **room rates (ADR)** in North Carolina are up 2.6%.
 - The US **ADR** is up 2.2% in 2017 from 2016.
 - The South Atlantic states **ADR** is up 2.6% in 2017 from 2016.
- Statewide, **RevPAR** is up 1.7% year-to-date.
 - Nationally, **RevPAR** is also up 2.7% in 2017 from 2016.
 - The South Atlantic states **RevPAR** is up 3.8% 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 1.4% 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 2.7% in 2017 from 2016.
- North Carolina **room revenues** are up 3.9% year-to date.
 - Nationally, **room revenues** are also up 4.5% in 2017 from 2016.
 - The South Atlantic states **room revenues** are up 5.3% in 2017 from 2016.

Regional

- **Occupancy** in four of the eight prosperity zones of the state is up year-to-date (through July).
 - Western Region -3.4%
 - Northwest Region -2.8%
 - Southwest Region -4.3%
 - Piedmont Triad Region +1.3%
 - North Central Region +1.2%
 - Sandhills Region +3.1%
 - Northeast Region +1.8%
 - Southeast Region -1.2%
- **ADR** in each of the eight prosperity zones is up year-to-date through July.
 - Western Region +3.0%
 - Northwest Region +0.7%
 - Southwest Region +2.9%
 - Piedmont Triad Region +1.7%
 - North Central Region +1.3%
 - Sandhills Region +4.0%
 - Northeast Region +3.8%
 - Southeast Region +4.9%
- **RevPAR** is up year-to-date in five of the eight prosperity zones of the state.
 - Western Region -0.5%
 - Northwest Region -2.1%
 - Southwest Region -1.5%
 - Piedmont Triad Region +3.0%
 - North Central Region +2.5%
 - Sandhills Region +7.3%
 - Northeast Region +5.6%
 - Southeast Region +3.6%
- **Room Supply** is up in each of the prosperity zones year-to-date through July, particularly in the Southwest Region.
 - Western Region +2.5%
 - Northwest Region +0.6%
 - Southwest Region +4.6%
 - Piedmont Triad Region +1.1%
 - North Central Region +2.0%
 - Sandhills Region +2.7%
 - Northeast Region +0.2%
 - Southeast Region +0.6%
- **Room Demand** is up five of the prosperity zones of the state year-to-date through July, particularly in the Sandhills Region.
 - Western Region -1.0%
 - Northwest Region -2.2%
 - Southwest Region +0.1%
 - Piedmont Triad Region +2.3%
 - North Central Region +3.3%
 - Sandhills Region +5.9%
 - Northeast Region +2.0%
 - Southeast Region -0.6%
- **Room Revenues** are up in seven of the prosperity zones year-to-date through July. Revenues in the Sandhills Region are up ten percent, followed by the Northeast Region with growth of nearly six percent.
 - Western Region +1.9%
 - Northwest Region -1.5%
 - Southwest Region +3.1%
 - Piedmont Triad Region +4.1%
 - North Central Region +4.6%
 - Sandhills Region +10.2%
 - Northeast Region +5.8%
 - Southeast Region +4.3%

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