August 2017 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel occupancy decreased 1.4% statewide in August 2017 from August 2016.
  - US occupancy increased 0.9% in August 2017 from August 2016.
  - South Atlantic states occupancy increased 1.2% in August 2017 from August 2016.
- August 2017 room rates (ADR) in North Carolina were up 4.2%.
  - Room rates in the US increased 1.6% from August 2016.
  - Room rates in the South Atlantic states increased 2.1% from August 2016.
- Statewide, RevPAR was up 2.8% from August of 2016.
  - US RevPAR increased 2.5% from August 2016.
  - South Atlantic RevPAR increased 3.3% from August 2016.
- Room Supply increased by 2.6% in the state from August 2016 to August 2017.
  - US room supply increased 1.9% in August 2017.
  - South Atlantic room supply was up 1.7% from August 2016 to August 2017.
- Room Demand increased 1.2% in the state from August 2016 to August 2017.
  - Room demand in the US increased 2.8% in August 2017 from August 2016.
  - Room demand in the South Atlantic increased 2.8% in August 2017 from August 2016.
- North Carolina room revenues increased 5.4% in August 2017.
  - Room revenues in the US increased 4.4% from August 2016 to August 2017.
  - Room revenues in the South Atlantic increased 5.0% from August 2016 to August 2017.

Regional

- Of the eight regions, only the Piedmont Triad Region showed an increase in occupancy rates for August 2017 from August 2016, with less than three percent growth in the indicator.
  - Western Region -0.7%
  - Northwest Region -5.2%
  - Southwest Region -1.0%
  - Piedmont Triad Region +2.6%
  - North Central Region -0.8%
  - Sandhills Region -4.2%
  - Northeast Region -3.3%
  - Southeast Region -4.0%
- Six of the eight zones experienced increased ADR in August 2017 from August 2016. ADR in the Southwest Region increased more than eight percent from last August and ADR in the Piedmont Triad Region increased six percent.
  - Western Region +3.6%
  - Northwest Region 0.0%
  - Southwest Region +8.3%
  - Piedmont Triad Region +6.0%
  - North Central Region +1.9%
  - Northeast Region -0.4%
  - Southeast Region +2.5%
- RevPAR was up in four of the eight prosperity zones of the state for August 2017 from August 2016.
  - Western Region +3.0%
  - Northwest Region +5.3%
  - Southwest Region +7.2%
  - Piedmont Triad Region +8.7%
  - North Central Region +1.1%
  - Northeast Region -3.7%
  - Southeast Region -1.6%
- Room Supply was up in each of the eight of the regions of the state for August 2017 from August 2016, particularly in the Southwest and Western regions.
  - Western Region +3.0%
  - Northwest Region +0.6%
  - South American +4.7%
  - Piedmont Triad Region +0.6%
  - North Central Region +2.9%
  - Sandhills Region +2.8%
  - Northeast Region +0.8%
  - Southeast Region +1.4%
- Room Demand was up in four of the prosperity zones of the state for August 2017 from 2016. The Southwest Region led the state with nearly four percent growth in demand, followed by the Piedmont Triad Region with three percent growth.
  - Western Region +2.3%
  - Northwest Region -4.6%
  - Southwest Region +3.7%
  - Piedmont Triad Region +3.2%
  - North Central Region +2.1%
  - Sandhills Region -2.1%
  - Northeast Region -2.5%
  - Southeast Region -2.7%
- Room Revenues were up in five of the prosperity zones of the state for August 2017 from 2016. The Southwest Region had twelve percent growth in revenues, while the Piedmont Triad Region had nine percent growth.
  - Western Region +6.0%
  - Northwest Region +4.1%
  - South American +12.3%
  - Piedmont Triad Region +9.3%
  - North Central Region +2.0%
  - Northeast Region -2.9%
  - Southeast Region -0.3%
Year-To-Date (through August 2017) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is down 0.9% statewide YTD (through August) 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 2.8%.
  - The US ADR is up 2.1% in 2017 from 2016.
  - The South Atlantic states ADR is up 2.5% in 2017 from 2016.

- Statewide, RevPAR is up 1.8% year-to-date.
  - Nationally, RevPAR is also up 2.7% in 2017 from 2016.
  - The South Atlantic states RevPAR is up 3.7% in 2017 from 2016.

- Room Supply is up 2.3% 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 1.3% in the state year-to-date.
  - Nationally, room demand is also up 2.4% in 2017 from 2016.
  - The South Atlantic states room demand is up 2.7% in 2017 from 2016.

- North Carolina room revenues are up 4.1% 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 August).
  - Western Region -3.0%
  - Northwest Region -3.2%
  - Southwest Region -3.9%
  - Piedmont Triad Region +1.4%
  - North Central Region +1.0%
  - Sandhills Region +2.1%
  - Northeast Region +1.0%
  - Southeast Region -1.6%

- ADR in each of the eight prosperity zones is up year-to-date through August.
  - Western Region +3.1%
  - Northwest Region +0.6%
  - Southwest Region +3.6%
  - Piedmont Triad Region +2.3%
  - North Central Region +1.4%
  - Sandhills Region +4.1%
  - Northeast Region +2.9%
  - Southeast Region +4.5%

- RevPAR is up year-to-date in five of the eight prosperity zones of the state.
  - Western Region 0.0%
  - Northwest Region -2.6%
  - Southwest Region -0.4%
  - Piedmont Triad Region +3.7%
  - North Central Region +2.3%
  - Sandhills Region +6.2%
  - Northeast Region +4.0%
  - Southeast Region +2.8%

- Room Supply is up in each of the prosperity zones year-to-date through August, particularly in the Southwest Region.
  - Western Region +2.5%
  - Northwest Region +0.6%
  - Southwest Region +4.6%
  - Piedmont Triad Region +1.0%
  - North Central Region +2.1%
  - Sandhills Region +2.7%
  - Northeast Region +0.3%
  - Southeast Region +0.7%

- Room Demand is up five of the prosperity zones of the state year-to-date through August, particularly in the Sandhills Region.
  - Western Region -0.5%
  - Northwest Region -2.6%
  - Southwest Region +0.6%
  - Piedmont Triad Region +2.4%
  - North Central Region +3.1%
  - Sandhills Region +4.8%
  - Northeast Region +1.3%
  - Southeast Region -0.9%

- Room Revenues are up in seven of the prosperity zones year-to-date through August. Revenues in the Sandhills Region are up nine percent, followed by the Piedmont Triad Region with growth of nearly five percent.
  - Western Region +2.6%
  - Northwest Region +4.2%
  - Southwest Region +0.6%
  - Piedmont Triad Region +4.8%
  - North Central Region +4.5%
  - Sandhills Region +9.1%
  - Northeast Region +4.3%
  - Southeast Region +3.6%
## North Carolina Prosperity Zones

<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, Madison, Polk, Rutherford, Swain, Transylvania</td>
</tr>
<tr>
<td>Northwest Region</td>
<td>Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey</td>
</tr>
<tr>
<td>Southwest</td>
<td>Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union</td>
</tr>
<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin</td>
</tr>
<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren</td>
</tr>
<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland</td>
</tr>
<tr>
<td>Southeast</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne</td>
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</tbody>
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