

September 2017 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** decreased 0.7% statewide in September 2017 from September 2016.
 - US **occupancy** increased 1.4% in September 2017 from September 2016.
 - South Atlantic states **occupancy** increased 1.8% in September 2017 from September 2016.
- September 2017 **room rates (ADR)** in North Carolina were up 3.8%.
 - **Room rates** in the US increased 1.0% from September 2016.
 - **Room rates** in the South Atlantic states increased 1.8% from September 2016.
- Statewide, **RevPAR** was up 3.0% from September of 2016.
 - US **RevPAR** increased 2.4% from September 2016.
 - South Atlantic **RevPAR** increased 3.6% from September 2016.
- **Room Supply** increased by 2.7% in the state from September 2016 to September 2017.
 - US **room supply** increased 1.9% in September 2017.
 - South Atlantic **room supply** was up 1.6% from September 2016 to September 2017.
- **Room Demand** increased 1.9% in the state from September 2016 to September 2017.
 - **Room demand** in the US increased 3.3% in September 2017 from September 2016.
 - **Room demand** in the South Atlantic increased 3.4% in September 2017 from September 2016.
- North Carolina **room revenues** increased 5.8% in September 2017.
 - **Room revenues** in the US increased 4.4% from September 2016 to September 2017.
 - **Room revenues** in the South Atlantic increased 5.3% from September 2016 to September 2017.

Regional

- Of the eight regions, four of them showed an increase in **occupancy** rates for September 2017 from September 2016, with the Sandhills Region leading the regions in growth with more than three percent.
 - Western Region +0.9%
 - Northwest Region -6.8%
 - Southwest Region 0.0%
 - Piedmont Triad Region +0.5%
 - North Central Region +0.9%
 - Sandhills Region +3.1%
 - Northeast Region -4.8%
 - Southeast Region -6.9%
- Each of the eight zones experienced increased **ADR** in September 2017 from September 2016. ADR in the Sandhills Region increased seven percent from last September and ADR in the Western and Southwest regions increased five percent.
 - Western Region +5.0%
 - Northwest Region +1.0%
 - Southwest Region +5.0%
 - Piedmont Triad Region +3.2%
 - North Central Region +2.1%
 - Sandhills Region +7.0%
 - Northeast Region +1.6%
 - Southeast Region +1.8%
- **RevPAR** was up in five of the eight prosperity zones of the state for September 2017 from September 2016.
 - Western Region +5.9%
 - Northwest Region -5.9%
 - Southwest Region +5.0%
 - Piedmont Triad Region +3.7%
 - North Central Region +3.0%
 - Sandhills Region +10.4%
 - Northeast Region -3.3%
 - Southeast Region -5.2%
- **Room Supply** was up in each of the eight of the regions of the state for September 2017 from September 2016, particularly in the Southwest Region.
 - Western Region +3.0%
 - Northwest Region +0.6%
 - Southwest Region +5.2%
 - Piedmont Triad Region +0.6%
 - North Central Region +2.9%
 - Sandhills Region +2.8%
 - Northeast Region +0.8%
 - Southeast Region +1.3%
- **Room Demand** was up in five of the prosperity zones of the state for September 2017 from 2016. The Sandhills Region led the state with six percent growth in demand, followed by the Southwest Region with five percent growth.
 - Western Region +3.8%
 - Northwest Region -6.2%
 - Southwest Region +5.1%
 - Piedmont Triad Region +1.0%
 - North Central Region +3.8%
 - Sandhills Region +6.0%
 - Northeast Region -4.0%
 - Southeast Region -5.6%
- **Room Revenues** were up in five of the prosperity zones of the state for September 2017 from 2016. The Sandhills Region had thirteen percent growth in revenues, while the Southwest Region had ten percent growth.
 - Western Region +9.0%
 - Northwest Region -5.3%
 - Southwest Region +10.4%
 - Piedmont Triad Region +4.3%
 - North Central Region +6.0%
 - Sandhills Region +13.4%
 - Northeast Region -2.5%
 - Southeast Region -3.9%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 0.9% statewide YTD (through September) 2017.
 - The US **occupancy** is up 0.6% in 2017 from 2016.
 - The South Atlantic states **occupancy** is up 1.2% in 2017 from 2016.
- YTD **room rates (ADR)** in North Carolina are up 2.9%.
 - The US **ADR** is up 2.0% in 2017 from 2016.
 - The South Atlantic states **ADR** is up 2.5% in 2017 from 2016.
- Statewide, **RevPAR** is up 2.0% year-to-date.
 - Nationally, **RevPAR** is also up 2.6% 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 1.4% 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 2.8% in 2017 from 2016.
- North Carolina **room revenues** are up 4.3% 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 September).
 - Western Region -2.5%
 - Northwest Region -3.6%
 - Southwest Region -3.5%
 - Piedmont Triad Region +1.3%
 - North Central Region +1.0%
 - Sandhills Region +2.2%
 - Northeast Region +0.3%
 - Southeast Region -2.2%
- **ADR** in each of the eight prosperity zones is up year-to-date through September.
 - Western Region +3.4%
 - Northwest Region +0.7%
 - Southwest Region +3.8%
 - Piedmont Triad Region +2.4%
 - North Central Region +1.4%
 - Sandhills Region +4.4%
 - Northeast Region +2.8%
 - Southeast Region +4.2%
- **RevPAR** is up year-to-date in seven of the eight prosperity zones of the state.
 - Western Region +0.9%
 - Northwest Region -3.0%
 - Southwest Region +0.2%
 - Piedmont Triad Region +3.7%
 - North Central Region +2.4%
 - Sandhills Region +6.7%
 - Northeast Region +3.1%
 - Southeast Region +2.0%
- **Room Supply** is up in each of the prosperity zones year-to-date through September, particularly in the Southwest Region.
 - Western Region +2.6%
 - Northwest Region +0.6%
 - Southwest Region +4.7%
 - Piedmont Triad Region +1.0%
 - North Central Region +2.2%
 - Sandhills Region +2.7%
 - Northeast Region +0.3%
 - Southeast Region +0.8%
- **Room Demand** is up five of the prosperity zones of the state year-to-date through September, particularly in the Sandhills Region.
 - Western Region 0.0%
 - Northwest Region -3.0%
 - Southwest Region +1.0%
 - Piedmont Triad Region +2.3%
 - North Central Region +3.2%
 - Sandhills Region +4.9%
 - Northeast Region +0.7%
 - Southeast Region -1.4%
- **Room Revenues** are up in seven of the prosperity zones year-to-date through September. Revenues in the Sandhills Region are up more than nine percent, followed by the Southwest, Piedmont Triad and North Central regions with growth of nearly five percent.
 - Western Region +3.5%
 - Northwest Region -2.4%
 - Southwest Region +4.9%
 - Piedmont Triad Region +4.7%
 - North Central Region +4.7%
 - Sandhills Region +9.5%
 - Northeast Region +3.4%
 - Southeast Region +2.8%

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