Statewide

- NC hotel/motel occupancy decreased 6.4% statewide in November 2017 from November 2016 (two-year change, +2.8%).
  - US occupancy increased 1.6% in November 2017 from November 2016 (two-year change, +3.9%).
  - South Atlantic states occupancy increased 1.6% in November 2017 from November 2016 (two-year change, +5.9%).

- November 2017 room rates (ADR) in North Carolina were up 2.9% (two-year change, +7.1%).
  - Room rates in the US increased 2.3% from November 2016 (two-year change, +5.9%).
  - Room rates in the South Atlantic states increased 3.6% from November 2016 (two-year change, +6.2%).

- Statewide, RevPAR was down 3.7% from November of 2016 (two-year change, +10.1%).
  - US RevPAR increased 3.9% from November 2016 (two-year change, +10.0%).
  - South Atlantic RevPAR increased 5.3% from November 2016 (two-year change, 12.4%).

- Room Supply increased by 3.0% in the state from November 2016 to November 2017 (two-year change +4.1%).
  - US room supply increased 1.9% in November 2017 (two-year change, +3.5%).
  - South Atlantic room supply was up 1.5% from November 2016 to November 2017 (two-year change, 2.5%).

- Room Demand decreased 3.6% in the state from November 2016 to November 2017 (two-year change +7.1%).
  - Room demand in the US increased 3.6% in October 2017 from November 2016 (two-year change, 7.5%).
  - Room demand in the South Atlantic increased 3.1% in November 2017 from November 2016 (two-year change, 8.5%).

- North Carolina room revenues decreased 0.8% in November 2017 (two-year change +14.6%).
  - Room revenues in the US increased 5.9% from November 2016 to November 2017 (two-year change, 13.9%).
  - Room revenues in the South Atlantic increased 6.8% from November 2016 to November 2017 (two-year change, 15.2%).

Regional

- None of the regions posted an increase in occupancy rates in November 2017 from 2016, and several had double-digit decreases. However, October 2016 saw Hurricane Matthew and the western NC forest fires, with the effects lingering into November. This may have inflated some indicator growth last year. As well, several regions had record breaking Novembers in 2016, which would have softened somewhat by 2017. Change for a two-year period is provided in parentheses in addition to the one-year change.
  - Western Region -6.3% (+5.5%)  Piedmont Triad Region -0.1% (+7.2%)  Northeast Region -14.3% (+0.7%)
  - Northwest Region -10.5% (+7.6%)  North Central Region -5.4% (+4.2%)  Southeast Region -10.4% (+1.6%)
  - Southwest Region -1.6% (-2.4%)  Sandhills Region -19.5% (+4.9%)

- Six of the eight zones experienced increased ADR in November 2017 from November 2016. ADR in the Western Region increased nearly seven percent from last November. Two-year percent change can be found in parentheses.
  - Western Region +6.7% (+11.6%)  Piedmont Triad Region +3.1% (+5.6%)  Northeast Region +0.7% (+7.5%)
  - Northwest Region -1.8% (+5.4%)  North Central Region +2.4% (+5.6%)  Southeast Region +1.0% (+7.4%)
  - Southwest Region +1.3% (+5.9%)  Sandhills Region -0.4% (+6.2%)

- RevPAR was down in seven of the eight prosperity zones of the state for November 2017 from November 2016, but two-year percent change shows increases in each region (in parentheses).
  - Western Region -0.1% (+17.7%)  Piedmont Triad Region +3.0% (+13.2%)  Northeast Region -13.7% (+8.3%)
  - Northwest Region -12.1% (+13.4%)  North Central Region -3.1% (+10.1%)  Southeast Region -9.5% (+9.1%)
  - Southwest Region -0.4% (+3.3%)  Sandhills Region -19.8% (+11.4%)

- Room Supply was up in seven of the eight of the regions of the state for November 2017 from November 2016, particularly in the Southwest Region.
  - Western Region +3.5% (+4.7%)  Piedmont Triad Region +0.9% (+2.6%)  Northeast Region +0.8% (+0.5%)
  - Northwest Region -1.1% (+0.6%)  North Central Region +3.8% (+5.1%)  Southeast Region +1.3% (+1.2%)
  - Southwest Region +6.0% (+7.5%)  Sandhills Region +1.8% (+3.4%)

- Room Demand was down in six of the prosperity zones of the state for November 2017 from 2016, however the two-year change shows positive demand growth for each region (in parentheses).
  - Western Region -3.0% (+10.4%)  Piedmont Triad Region +0.8% (+9.9%)  Northeast Region -13.6% (+1.2%)
  - Northwest Region -11.5% (+8.2%)  North Central Region -1.8% (+9.5%)  Southeast Region -9.3% (+2.8%)
  - Southwest Region +4.3% (+4.9%)  Sandhills Region -18.0% (+8.5%)

- Room Revenues were up in only four of the prosperity zones of the state for November 2017 from 2016, however the two-year change shows positive revenue growth for each region (in parentheses).
  - Western Region +4.3% (+23.2%)  Piedmont Triad Region +3.9% (+16.1%)  Northeast Region -13.0% (+8.8%)
  - Northwest Region -13.0% (+14.0%)  North Central Region +0.5% (+15.7%)  Southeast Region -8.3% (+10.5%)
  - Southwest Region +5.6% (+11.1%)  Sandhills Region -18.4% (+15.2%)
Year-To-Date (through November 2017) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is down 2.2% statewide YTD (through November) 2017 (two-year change, +1.0%).
  - The US occupancy is up 0.8% in 2017 from 2016 (two-year change, +0.8%).
  - The South Atlantic states occupancy is up 1.3% in 2017 from 2016 (two-year change, +2.2%).

- YTD room rates (ADR) in North Carolina are up 2.8% (two-year change, +6.7%).
  - The US ADR is up 2.1% in 2017 from 2016 (two-year change, +5.4%).
  - The South Atlantic states ADR is up 2.7% in 2017 from 2016 (two-year change, +5.9%).

- Statewide, RevPAR is up 0.6% year-to-date (two-year change +7.8%).
  - Nationally, RevPAR is also up 2.9% in 2017 from 2016 (two-year change, +6.2%).
  - The South Atlantic states RevPAR is up 4.0% in 2017 from 2016 (two-year change, +8.2%).

- Room Supply is up 2.4% in the state year-to-date (two-year change, +3.9%).
  - Nationally, room supply is also up 1.8% in 2017 from 2016 (two-year change, +3.2%).
  - The South Atlantic states room supply is up 1.5% in 2017 from 2016 (two-year change, +2.6%).

- Room Demand is up 0.2% in the state year-to-date (two-year change, +5.0%).
  - Nationally, room demand is also up 2.6% in 2017 from 2016 (two-year change, +4.1%).
  - The South Atlantic states room demand is up 2.8% in 2017 from 2016 (two-year change, +4.9%).

- North Carolina room revenues are up 3.0% year-to-date (two-year change, +12.0%).
  - Nationally, room revenues are also up 4.7% in 2017 from 2016 (two-year change, +9.6%).
  - The South Atlantic states room revenues are up 5.6% in 2017 from 2016 (two-year change, +10.9%).

Regional

- Occupancy in only the Piedmont Triad Region is up year-to-date (through November). For the two-year period, occupancy is up in all but two regions (in parentheses).
  - Western Region -3.1% (-0.3%)
  - Northwest Region -4.4% (+3.2%)
  - Southwest Region -3.7% (-1.4%)
  - Piedmont Triad Region +0.4% (+4.3%)
  - North Central Region -0.8% (+0.6%)
  - South Central Region -2.4% (+1.4%)
  - Northeast Region -2.1% (+2.6%)
  - Northeast Region -3.2% (+1.6%)
  - Sandhills Region +3.3% (+5.6%)

- ADR in each of the eight prosperity zones is up year-to-date through November.
  - Western Region +3.3% (+10.3%)
  - Northwest Region +0.2% (+5.2%)
  - Southwest Region +3.1% (+7.8%)
  - Piedmont Triad Region +2.5% (+3.4%)
  - North Central Region +1.8% (+5.9%)
  - South Central Region +3.3% (+5.6%)
  - Northeast Region +3.1% (+5.6%)
  - Northeast Region +4.0% (+6.1%)
  - Sandhills Region +3.3% (+5.6%)

- RevPAR is up year-to-date in six of the eight prosperity zones of the state.
  - Western Region +0.1% (+10.0%)
  - Northwest Region -4.2% (+8.5%)
  - Southwest Region -0.6% (+6.3%)
  - Piedmont Triad Region +2.9% (+7.7%)
  - North Central Region +1.0% (+6.6%)
  - South Central Region +0.8% (+7.1%)
  - Northeast Region +0.9% (+8.3%)
  - Northeast Region +0.6% (+7.8%)
  - Sandhills Region +0.8% (+7.1%)

- Room Supply is up in each of the prosperity zones year-to-date through November, particularly in the Southwest Region.
  - Western Region +2.7% (+5.9%)
  - Northwest Region +0.3% (+0.8%)
  - Southwest Region +4.8% (+5.8%)
  - Piedmont Triad Region +2.9% (+7.7%)
  - North Central Region +1.0% (+6.6%)
  - South Central Region +2.6% (+3.7%)
  - Northeast Region +0.9% (+2.4%)

- Room Demand is up four of the prosperity zones of the state year-to-date through November, particularly in the North Central and Piedmont Triad regions. For the two-year period, room demand is up in each of the eight regions (in parentheses).
  - Western Region -0.5% (+5.6%)
  - Northwest Region -4.1% (+4.0%)
  - Southwest Region +1.0% (+4.3%)
  - Piedmont Triad Region +1.4% (+6.4%)
  - North Central Region +1.7% (+6.0%)
  - Sandhills Region +0.2% (+5.2%)
  - Northeast Region +0.4% (-0.1%)
  - Northeast Region -1.7% (+2.5%)
  - South Central Region -2.3% (+4.0%)

- Room Revenues are up in seven of the prosperity zones year-to-date through November. Revenues in the Southwest and Piedmont Triad regions are up four percent, followed by the North Central, Sandhills and Western regions. Only the Northwest Region has negative growth in revenues year-to-date, however the two-year change shows a nine percent increase for the region (in parentheses).
  - Western Region +2.8% (+16.5%)
  - Northwest Region -3.9% (+9.4%)
  - Southwest Region +4.2% (+12.4%)
  - Piedmont Triad Region +3.9% (+10.0%)
  - North Central Region +3.5% (+12.3%)
  - Sandhills Region +3.4% (+11.1%)
  - Northeast Region +1.3% (+8.2%)
  - Southeast Region +1.5% (+10.4%)
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,</td>
</tr>
<tr>
<td></td>
<td>Madison, Polk, Rutherford, Swain, Transylvania</td>
</tr>
<tr>
<td>Northwest Region</td>
<td>Allegany, 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>
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<tr>
<td></td>
<td>Stanly, Union</td>
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<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham,</td>
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<tr>
<td></td>
<td>Stokes, Surry, Yadkin</td>
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<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person,</td>
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<tr>
<td></td>
<td>Vance, Wake, Warren</td>
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<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson,</td>
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<td></td>
<td>Sampson, Scotland</td>
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<tr>
<td>Northeast</td>
<td>Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax,</td>
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<td>Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt,</td>
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<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>
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