

# November 2017 Monthly Lodging Report (Smith Travel Research)

## 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 +3.4% (+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%)      ○ Piedmont Triad Region +0.4% (+4.3%)      ○ Northeast Region -2.1% (+2.6%)
  - Northwest Region -4.4% (+3.2%)      ○ North Central Region -0.8% (+0.6%)      ○ Southeast Region -3.2% (+1.6%)
  - Southwest Region -3.7% (-1.4%)      ○ Sandhills Region -2.4% (+1.4%)
- **ADR** in each of the eight prosperity zones is up year-to-date through November.
  - Western Region +3.3% (+10.3%)      ○ Piedmont Triad Region +2.5% (+3.4%)      ○ Northeast Region +3.1% (+5.6%)
  - Northwest Region +0.2% (+5.2%)      ○ North Central Region +1.8% (+5.9%)      ○ Southeast Region +4.0% (+6.1%)
  - Southwest Region +3.1% (+7.8%)      ○ 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%)      ○ Piedmont Triad Region +2.9% (+7.7%)      ○ Northeast Region +0.9% (+8.3%)
  - Northwest Region -4.2% (+8.5%)      ○ North Central Region +1.0% (+6.6%)      ○ Southeast Region +0.6% (+7.8%)
  - Southwest Region -0.6% (+6.3%)      ○ 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%)      ○ Piedmont Triad Region +0.9% (+2.1%)      ○ Northeast Region +0.4% (-0.1%)
  - Northwest Region +0.3% (+0.8%)      ○ North Central Region +2.5% (+5.4%)      ○ Southeast Region +0.9% (+2.4%)
  - Southwest Region +4.8% (+5.8%)      ○ Sandhills Region +2.6% (+3.7%)
- **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%)      ○ Piedmont Triad Region +1.4% (+6.4%)      ○ Northeast Region -1.7% (+2.5%)
  - Northwest Region -4.1% (+4.0%)      ○ North Central Region +1.7% (+6.0%)      ○ Southeast Region -2.3% (+4.0%)
  - Southwest Region +1.0% (+4.3%)      ○ Sandhills Region +0.2% (+5.2%)
- **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%)      ○ Piedmont Triad Region +3.9% (+10.0%)      ○ Northeast Region +1.3% (+8.2%)
  - Northwest Region -3.9% (+9.4%)      ○ North Central Region +3.5% (+12.3%)      ○ Southeast Region +1.5% (+10.4%)
  - Southwest Region +4.2% (+12.4%)      ○ Sandhills Region +3.4% (+11.1%)

## 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