

January 2018 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** decreased 3.0% statewide in January 2018 from January 2017 (two-year change, -1.3%).
 - US **occupancy** increased 0.9% in January 2018 from January 2017 (two-year change, +1.1%).
 - South Atlantic states **occupancy** decreased 0.2% in January 2018 from January 2017 (two-year change, +1.4%).
- January 2018 **room rates (ADR)** in North Carolina were up 3.8% (two-year change, +5.3%).
 - **Room rates** in the US increased 2.0% from January 2017 (two-year change, +5.5%).
 - **Room rates** in the South Atlantic states increased 1.4% from January 2017 (two-year change, +5.4%)
- Statewide, **RevPAR** was up 0.7% from January of 2017 (two-year change, +3.9%).
 - US **RevPAR** increased 2.9% from January 2017 (two-year change, +6.7%).
 - South Atlantic **RevPAR** increased 1.2% from January 2017 (two-year change, 6.8%).
- **Room Supply** increased by 3.2% in the state from January 2017 to January 2018 (two-year change +5.3%).
 - US **room supply** increased 2.0% in January 2017 (two-year change, +3.8%).
 - South Atlantic **room supply** was up 1.5% from January 2017 to January 2018 (two-year change, 2.9%).
- **Room Demand** increased 0.1% in the state from January 2017 to January 2018 (two-year change +3.9%).
 - **Room demand** in the US increased 2.9% in January 2018 from January 2017 (two-year change, 5.0%).
 - **Room demand** in the South Atlantic increased 1.4% in January 2018 from January 2017 (two-year change, 4.3%).
- North Carolina **room revenues** increased 3.9% in January 2018 (two-year change +9.4%).
 - **Room revenues** in the US increased 5.0% from January 2017 to January 2018 (two-year change, 10.7%).
 - **Room revenues** in the South Atlantic increased 2.8% from January 2017 to January 2018 (two-year change, 9.9%).

Regional

- Only two of the regions posted an increase in **occupancy** rates in January 2018 from 2017. Change for a two-year period is provided in parentheses in addition to the one-year change.
 - Western Region -1.4% (-9.9%) ○ Piedmont Triad Region -2.9% (+2.5%) ○ Northeast Region -8.1% (-3.2%)
 - Northwest Region +5.6% (+4.2%) ○ North Central Region -4.1% (-0.3%) ○ Southeast Region -8.2% (-7.5%)
 - Southwest Region +2.7% (+0.5%) ○ Sandhills Region -14.3% (-2.0%)
- Five of the eight zones experienced increased **ADR** in January 2018 from January 2017. ADR in the Southwest Region increased nearly six percent from last January. Two-year percent change can be found in parentheses.
 - Western Region +1.2% (+3.0%) ○ Piedmont Triad Region +3.7% (+5.1%) ○ Northeast Region -0.1% (+3.8%)
 - Northwest Region +2.8% (+3.1%) ○ North Central Region +2.9% (+4.1%) ○ Southeast Region 0.0% (+4.9%)
 - Southwest Region +5.7% (+6.9%) ○ Sandhills Region -2.2% (+2.2%)
- **RevPAR** was up in three of the eight prosperity zones of the state for January 2018 from January 2017, particularly in the Northwest and Southwest regions. Two-year percent change shows increases in each region (in parentheses).
 - Western Region -0.3% (-7.2%) ○ Piedmont Triad Region +0.7% (+7.7%) ○ Northeast Region -8.2% (+0.5%)
 - Northwest Region +8.5% (+7.4%) ○ North Central Region -1.3% (+3.8%) ○ Southeast Region -8.2% (-3.0%)
 - Southwest Region +8.6% (+7.4%) ○ Sandhills Region -16.2% (+0.1%)
- **Room Supply** was up in seven of the eight of the regions of the state for January 2018 from January 2017, particularly in the Western, North Central and Southwest regions.
 - Western Region +5.6% (+9.3%) ○ Piedmont Triad Region +1.1% (+3.0%) ○ Northeast Region +1.5% (+2.1%)
 - Northwest Region 0.0% (+0.7%) ○ North Central Region +4.3% (+6.2%) ○ Southeast Region +2.6% (+2.5%)
 - Southwest Region +4.5% (+7.5%) ○ Sandhills Region +1.0% (+4.1%)
- **Room Demand** was up in three of the prosperity zones of the state for January 2018 from 2017, though several regions had significant decreases. Extremely high growth in late 2016 and early 2017 due to hurricane recovery possibly muted growth in January, particularly in eastern North Carolina. The two-year change shows positive demand growth for each region (in parentheses).
 - Western Region +4.1% (-1.5%) ○ Piedmont Triad Region -1.8% (+5.6%) ○ Northeast Region -6.7% (-1.2%)
 - Northwest Region +5.5% (+4.9%) ○ North Central Region 0.0% (+5.9%) ○ Southeast Region -5.8% (-5.2%)
 - Southwest Region +7.4% (+8.1%) ○ Sandhills Region -13.5% (+2.0%)
- **Room Revenues** were up in five of the prosperity zones of the state for January 2018 from 2017, particularly the Southwest and Northwest regions. Two-year change shows positive revenue growth for seven of the eight regions (in parentheses).
 - Western Region +5.3% (+1.4%) ○ Piedmont Triad Region +1.8% (+11.0%) ○ Northeast Region -6.8% (+2.6%)
 - Northwest Region +8.5% (+8.1%) ○ North Central Region +3.0% (+10.3%) ○ Southeast Region -5.8% (-0.6%)
 - Southwest Region +13.5% (+15.5%) ○ Sandhills Region -15.4% (+4.2%)

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