

May 2018 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** increased 1.2% statewide in May 2018 from May 2017 (two-year change, -0.2%).
 - US **occupancy** increased 0.7% in May 2018 from May 2017 (two-year change, +2.1%).
 - South Atlantic states **occupancy decreased** 0.4% in May 2018 from May 2017 (two-year change, +1.0%).
- May 2018 **room rates (ADR)** in North Carolina were up 0.9% (two-year change, +4.9%).
 - **Room rates** in the US increased 2.6% from May 2017 (two-year change, +4.7%).
 - **Room rates** in the South Atlantic states increased 2.3% from May 2017 (two-year change, +5.0%)
- Statewide, **RevPAR** was up 2.1% from May of 2017 (two-year change, +4.7%).
 - US **RevPAR** increased 3.3% from May 2017 (two-year change, +6.9%).
 - South Atlantic **RevPAR** increased 1.8% from May 2016 (two-year change, +6.0%).
- **Room Supply** increased by 2.4% in the state from May 2017 to May 2018 (two-year change +4.9%).
 - US **room supply** increased 2.0% in May 2018 (two-year change, +3.9%).
 - South Atlantic **room supply** was up 1.7% from May 2017 to May 2018 (two-year change, 3.2%).
- **Room Demand** increased 3.6% in the state from May 2017 to May 2018 (two-year change +4.6%).
 - **Room demand** in the US increased 2.7% in May 2018 from May 2017 (two-year change, 6.1%).
 - **Room demand** in the South Atlantic increased 1.2% in May 2017 from May 2016 (two-year change, +4.3%).
- North Carolina **room revenues** increased 4.5% in May 2018 (two-year change +9.8%).
 - **Room revenues** in the US increased 5.4% from May 2017 to May 2018 (two-year change, 11.0%).
 - **Room revenues** in the South Atlantic increased 3.5% from May 2017 to May 2018 (two-year change, +9.5%).

Regional

- Seven of the regions posted gains in **occupancy** rates in May 2018 from 2017, particularly the Northwest Region. Continued supply growth both regionally and statewide continue to affect occupancy. Two-year percent change can be found in parentheses.
 - Western Region +0.9% (-0.2%) ○ Piedmont Triad Region +1.2% (+1.5%) ○ Northeast Region +0.6% (+4.1%)
 - Northwest Region +6.7% (+3.2%) ○ North Central Region +1.8% (0.0%) ○ Southeast Region +0.7% (-0.6%)
 - Southwest Region +0.8% (-4.3%) ○ Sandhills Region -0.4% (+2.8%)
- Five of the eight zones experienced increased **ADR** in May 2018 from May 2017. The Piedmont Triad and North Central regions led the state in ADR growth in May with more than two percent growth. Two-year percent change can be found in parentheses.
 - Western Region +1.8% (+6.6%) ○ Piedmont Triad Region +2.6% (+4.9%) ○ Northeast Region -0.6% (+4.6%)
 - Northwest Region +1.1% (+3.5%) ○ North Central Region +2.5% (+5.0%) ○ Southeast Region -3.5% (+5.8%)
 - Southwest Region 0.0% (+3.5%) ○ Sandhills Region +1.7% (+6.4%)
- **RevPAR** was up in six of the regions for May 2018 from May 2017. Two-year percent changes can be found in parentheses.
 - Western Region +2.7% (+6.4%) ○ Piedmont Triad Region +3.8% (+6.6%) ○ Northeast Region 0.0% (+8.9%)
 - Northwest Region +7.9% (+6.7%) ○ North Central Region +4.3% (+4.9%) ○ Southeast Region -2.9% (+5.2%)
 - Southwest Region +0.8% (-0.9%) ○ Sandhills Region +1.3% (+9.4%)
- **Room Supply** was up in seven of the eight regions of the state in May 2018 from May 2017, particularly in the Western and North Central regions.
 - Western Region +4.6% (+7.4%) ○ Piedmont Triad Region +0.9% (+1.0%) ○ Northeast Region +2.0% (+1.8%)
 - Northwest Region 0.0% (+0.6%) ○ North Central Region +2.9% (+5.6%) ○ Southeast Region +2.4% (+3.7%)
 - Southwest Region +2.4% (+8.1%) ○ Sandhills Region +2.0% (+4.2%)
- **Room Demand** was up in each of the regions for May 2018 from 2017, with the Northwest Region posting a nearly seven percent growth from last May. The two-year change for each region is shown in parentheses.
 - Western Region +5.6% (+7.1%) ○ Piedmont Triad Region +2.1% (+2.5%) ○ Northeast Region +2.6% (+6.0%)
 - Northwest Region +6.7% (+3.8%) ○ North Central Region +4.8% (+5.5%) ○ Southeast Region +3.1% (+3.1%)
 - Southwest Region +3.2% (+3.5%) ○ Sandhills Region +1.5% (+7.1%)
- **Room Revenues** were up in seven of the prosperity zones of the state for May 2018 from 2017. The Northwest Region had nearly eight percent growth in revenues. Two-year change shows positive revenue growth for seven of the regions (in parentheses).
 - Western Region +7.5% (+14.2%) ○ Piedmont Triad Region +4.7% (+7.6%) ○ Northeast Region +2.0% (+10.8%)
 - Northwest Region +7.9% (+7.4%) ○ North Central Region +7.4% (+10.8%) ○ Southeast Region -0.5% (+9.0%)
 - Southwest Region +3.2% (+7.1%) ○ Sandhills Region +3.3% (+14.0%)

Year-To-Date (through May 2018) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 1.0% statewide YTD (through May) 2018 (two-year change, -1.4%).
 - The US **occupancy** is up 0.8% in 2018 from 2017 (two-year change, +1.4%).
 - The South Atlantic states **occupancy** is up 0.1% in 2018 from 2017 (two-year change, +1.4%).
- YTD **room rates (ADR)** in North Carolina are up 2.3% (two-year change, +4.9%).
 - The US **ADR** is up 2.7% in 2018 from 2017 (two-year change, +5.1%).
 - The South Atlantic states **ADR** is up 3.2% in 2018 from 2017 (two-year change, +5.9%).
- Statewide, **RevPAR** is up 1.3% year-to-date (two-year change +3.5%).
 - Nationally, **RevPAR** is also up 3.6% in 2018 from 2017 (two-year change, +6.6%).
 - The South Atlantic states **RevPAR** is up 3.3% in 2018 from 2017 (two-year change, +7.5%).
- **Room Supply** is up 2.8% in the state year-to-date (two-year change, +5.1%).
 - Nationally, **room supply** is also up 2.0% in 2018 from 2017 (two-year change, +3.8%).
 - The South Atlantic states **room supply** is up 1.6% in 2018 from 2017 (two-year change, +3.0%).
- **Room Demand** is up 1.8% in the state year-to-date (two-year change, +3.7%).
 - Nationally, **room demand** is also up 2.9% in 2018 from 2017 (two-year change, +5.3%).
 - The South Atlantic states **room demand** is up 1.7% in 2018 from 2017 (two-year change, +4.5%).
- North Carolina **room revenues** are up 4.1% year-to date (two-year change, +8.8%).
 - Nationally, **room revenues** are also up 5.7% in 2018 from 2017 (two-year change, +10.7%).
 - The South Atlantic states **room revenues** are up 5.0% in 2017 from 2016 (two-year change, +10.7%).

Regional

- **Occupancy** in only the Northwest and Southwest regions is up year-to-date (through May), and only by less than three percent. For the two-year period, occupancy is up only four regions (in parentheses).
 - Western Region -1.0% (-5.2%)
 - Piedmont Triad Region -0.4% (+0.7%)
 - Northeast Region -2.5% (+0.2%)
 - Northwest Region +2.6% (+1.2%)
 - North Central Region -1.5% (+0.3%)
 - Southeast Region -2.8% (-3.1%)
 - Southwest Region +0.7% (-3.1%)
 - Sandhills Region -4.5% (-0.6%)
- **ADR** in seven of the eight prosperity zones is up year-to-date through May.
 - Western Region +2.4% (+6.1%)
 - Piedmont Triad Region +4.1% (+5.3%)
 - Northeast Region +0.4% (+4.8%)
 - Northwest Region +1.5% (+2.2%)
 - North Central Region +2.3% (+3.7%)
 - Southeast Region -0.6% (+5.0%)
 - Southwest Region +2.2% (+5.3%)
 - Sandhills Region +2.0% (+5.2%)
- **RevPAR** is up year-to-date in five of the eight prosperity zones of the state.
 - Western Region +1.4% (+0.6%)
 - Piedmont Triad Region +3.7% (+6.0%)
 - Northeast Region -2.1% (+5.0%)
 - Northwest Region +4.1% (+3.5%)
 - North Central Region +0.8% (+4.0%)
 - Southeast Region -3.4% (+1.8%)
 - Southwest Region +2.9% (+2.0%)
 - Sandhills Region -2.6% (+4.5%)
- **Room Supply** is up in seven of the prosperity zones year-to-date through May, particularly in the Western Region. This region's supply of rooms has grown more than eight percent in two years.
 - Western Region +5.0% (+8.3%)
 - Piedmont Triad Region +1.3% (+2.8%)
 - Northeast Region +1.7% (+1.8%)
 - Northwest Region 0.0% (+0.6%)
 - North Central Region +3.8% (+5.7%)
 - Southeast Region +2.4% (+2.8%)
 - Southwest Region +3.2% (+7.7%)
 - Sandhills Region +1.6% (+4.5%)
- **Room Demand** is up five of the prosperity zones of the state year-to-date through May. The Southwest Region demand is up four percent, and demand in the Western Region is up nearly four percent. For the two-year period, room demand is up in seven of the eight regions (in parentheses).
 - Western Region +3.9% (+2.7%)
 - Piedmont Triad Region +0.9% (+3.6%)
 - Northeast Region -0.8% (+2.0%)
 - Northwest Region +2.5% (+1.8%)
 - North Central Region +2.3% (+6.0%)
 - Southeast Region -0.5% (-0.4%)
 - Southwest Region +4.0% (+4.3%)
 - Sandhills Region -3.0% (+3.9%)
- **Room Revenues** are up in five of the prosperity zones year-to-date through May. Revenues in the Western and Southwest regions are up more than six percent, followed by the Piedmont Triad and North Central regions.
 - Western Region +6.4% (+8.9%)
 - Piedmont Triad Region +5.1% (+9.0%)
 - Northeast Region -0.4% (+6.9%)
 - Northwest Region +4.1% (+4.1%)
 - North Central Region +4.6% (+10.0%)
 - Southeast Region -1.1% (+4.6%)
 - Southwest Region +6.3% (+9.9%)
 - Sandhills Region -1.0% (+9.3%)

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