

June 2018 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** increased 1.9% statewide in June 2018 from June 2017 (two-year change, +0.5%).
 - US **occupancy** increased 1.7% in June 2018 from June 2017 (two-year change, +2.3%).
 - South Atlantic states **occupancy** increased 2.7% in June 2018 from June 2017 (two-year change, +3.8%).
- June 2018 **room rates (ADR)** in North Carolina were up 1.0% (two-year change, +4.1%).
 - **Room rates** in the US increased 2.8% from June 2017 (two-year change, +4.9%).
 - **Room rates** in the South Atlantic states increased 3.6% from June 2017 (two-year change, +6.7%).
- Statewide, **RevPAR** was up 3.0% from June of 2017 (two-year change, +4.6%).
 - US **RevPAR** increased 4.6% from June 2017 (two-year change, +7.3%).
 - South Atlantic **RevPAR** increased 6.5% from June 2016 (two-year change, +10.8%).
- **Room Supply** increased by 2.4% in the state from June 2017 to June 2018 (two-year change +4.9%).
 - US **room supply** increased 2.0% in June 2018 (two-year change, +3.9%).
 - South Atlantic **room supply** was up 1.6% from June 2017 to June 2018 (two-year change, 3.4%).
- **Room Demand** increased 4.4% in the state from June 2017 to June 2018 (two-year change +5.4%).
 - **Room demand** in the US increased 3.7% in June 2018 from June 2017 (two-year change, 6.3%).
 - **Room demand** in the South Atlantic increased 4.4% in June 2017 from June 2016 (two-year change, +7.4%).
- North Carolina **room revenues** increased 5.5% in June 2018 (two-year change +9.7%).
 - **Room revenues** in the US increased 6.7% from June 2017 to June 2018 (two-year change, 11.4%).
 - **Room revenues** in the South Atlantic increased 8.2% from June 2017 to June 2018 (two-year change, +14.5%).

Regional

- Six of the regions posted gains in **occupancy** rates in June 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 +2.0% (-0.6%) ○ Piedmont Triad Region -1.7% (+3.3%) ○ Northeast Region +5.6% (+6.8%)
 - Northwest Region +7.5% (+0.4%) ○ North Central Region +3.1% (+2.6%) ○ Southeast Region +5.2% (+1.4%)
 - Southwest Region +1.2% (-4.4%) ○ Sandhills Region -4.9% (-0.7%)
- Four of the eight zones experienced increased **ADR** in June 2018 from June 2017. The North Central and Southeast regions led the state in ADR growth in June with more than two percent growth. Two-year percent change can be found in parentheses.
 - Western Region -0.5% (+3.1%) ○ Piedmont Triad Region +2.2% (+6.1%) ○ Northeast Region -0.5% (+4.5%)
 - Northwest Region +0.7% (+3.3%) ○ North Central Region +3.3% (+4.6%) ○ Southeast Region +2.6% (+6.4%)
 - Southwest Region -0.9% (+1.7%) ○ Sandhills Region -0.8% (+6.4%)
- **RevPAR** was up in seven of the regions for June 2018 from June 2017. Two-year percent changes can be found in parentheses.
 - Western Region +1.5% (+2.4%) ○ Piedmont Triad Region +0.5% (+9.5%) ○ Northeast Region +5.1% (+11.7%)
 - Northwest Region +8.3% (+3.7%) ○ North Central Region +6.5% (+7.3%) ○ Southeast Region +7.9% (+7.9%)
 - Southwest Region +0.3% (-2.8%) ○ Sandhills Region -5.6% (+5.6%)
- **Room Supply** was up in seven of the eight regions of the state in June 2018 from June 2017, particularly in the Western Region.
 - Western Region +4.3% (+7.4%) ○ Piedmont Triad Region +0.9% (+1.0%) ○ Northeast Region +2.0% (+2.1%)
 - Northwest Region 0.0% (+0.6%) ○ North Central Region +3.0% (+5.1%) ○ Southeast Region +2.6% (+3.8%)
 - Southwest Region +2.3% (+8.0%) ○ Sandhills Region +3.0% (+5.3%)
- **Room Demand** was up in six of the regions for June 2018 from 2017, with the Southeast and Northeast regions posting a nearly eight percent growth from last June. The two-year change for each region is shown in parentheses.
 - Western Region +6.4% (+6.7%) ○ Piedmont Triad Region -0.8% (+4.3%) ○ Northeast Region +7.7% (+9.1%)
 - Northwest Region +7.5% (+1.0%) ○ North Central Region +6.2% (+7.9%) ○ Southeast Region +7.9% (+5.3%)
 - Southwest Region +3.6% (+3.2%) ○ Sandhills Region -2.0% (+4.5%)
- **Room Revenues** were up in seven of the prosperity zones of the state for June 2018 from 2017. The Southeast Region had more than ten percent growth in revenues and the North Central Region had nearly ten percent growth. Two-year change shows positive revenue growth for seven of the regions (in parentheses).
 - Western Region +5.8% (+10.0%) ○ Piedmont Triad Region +1.4% (+10.6%) ○ Northeast Region +7.2% (+14.0%)
 - Northwest Region +8.3% (+4.3%) ○ North Central Region +9.7% (+12.8%) ○ Southeast Region +10.6% (+12.0%)
 - Southwest Region +2.7% (+4.9%) ○ Sandhills Region -2.8% (+11.2%)

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 0.4% statewide YTD (through June) 2018 (two-year change, -1.0%).
 - The US **occupancy** is up 1.0% in 2018 from 2017 (two-year change, +1.6%).
 - The South Atlantic states **occupancy** is up 0.6% in 2018 from 2017 (two-year change, +1.9%).
- YTD **room rates (ADR)** in North Carolina are up 2.0% (two-year change, +4.8%).
 - The US **ADR** is up 2.7% in 2018 from 2017 (two-year change, +5.1%).
 - The South Atlantic states **ADR** is up 3.3% in 2018 from 2017 (two-year change, +6.0%).
- Statewide, **RevPAR** is up 1.6% year-to-date (two-year change +3.7%).
 - Nationally, **RevPAR** is also up 3.8% in 2018 from 2017 (two-year change, +6.7%).
 - The South Atlantic states **RevPAR** is up 3.9% in 2018 from 2017 (two-year change, +8.0%).
- **Room Supply** is up 2.6% in the state year-to-date (two-year change, +5.0%).
 - 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, +3.1%).
- **Room Demand** is up 2.2% in the state year-to-date (two-year change, +3.9%).
 - Nationally, **room demand** is also up 3.0% in 2018 from 2017 (two-year change, +5.5%).
 - The South Atlantic states **room demand** is up 2.2% in 2018 from 2017 (two-year change, +5.0%).
- North Carolina **room revenues** are up 4.3% year-to date (two-year change, +8.8%).
 - Nationally, **room revenues** are also up 5.8% in 2018 from 2017 (two-year change, +10.9%).
 - The South Atlantic states **room revenues** are up 5.5% in 2017 from 2016 (two-year change, +11.4%).

Regional

- **Occupancy** in only the Northwest and Southwest regions is up year-to-date (through June), with the Northwest Region occupancy up nearly four percent. For the two-year period, occupancy is up only four regions (in parentheses).
 - Western Region -0.4% (-4.2%) ○ Piedmont Triad Region -0.6% (+1.1%) ○ Northeast Region -0.9% (+1.5%)
 - Northwest Region +3.5% (+1.0%) ○ North Central Region -0.7% (+0.7%) ○ Southeast Region -1.2% (-2.2%)
 - Southwest Region +0.8% (-3.3%) ○ Sandhills Region -4.6% (-0.6%)
- **ADR** in each of the eight prosperity zones is up year-to-date through June.
 - Western Region +1.6% (+5.3%) ○ Piedmont Triad Region +3.8% (+5.4%) ○ Northeast Region +0.6% (+5.1%)
 - Northwest Region +1.4% (+2.5%) ○ North Central Region +2.4% (+3.8%) ○ Southeast Region +0.4% (+5.6%)
 - Southwest Region +1.7% (+4.8%) ○ Sandhills Region +1.5% (+5.4%)
- **RevPAR** is up year-to-date in five of the eight prosperity zones of the state.
 - Western Region +1.2% (+0.8%) ○ Piedmont Triad Region +3.1% (+6.6%) ○ Northeast Region -0.3% (+6.7%)
 - Northwest Region +5.0% (+3.5%) ○ North Central Region +1.7% (+4.5%) ○ Southeast Region -0.8% (+3.3%)
 - Southwest Region +2.6% (+1.3%) ○ Sandhills Region -3.1% (+4.7%)
- **Room Supply** is up in seven of the prosperity zones year-to-date through June, particularly in the Western Region. This region's supply of rooms has grown more than eight percent in two years.
 - Western Region +4.9% (+8.2%) ○ Piedmont Triad Region +1.2% (+2.5%) ○ Northeast Region +1.8% (+1.8%)
 - Northwest Region 0.0% (+0.6%) ○ North Central Region +3.4% (+5.4%) ○ Southeast Region +2.4% (+3.0%)
 - Southwest Region +2.9% (+7.5%) ○ Sandhills Region +1.8% (+4.6%)
- **Room Demand** is up seven of the prosperity zones of the state year-to-date through June. The Western Region demand is up more than four percent, and demand in the Southwest and Northwest regions is up nearly four percent. For the two-year period, room demand is up in each of the eight regions (in parentheses).
 - Western Region +4.5% (+3.6%) ○ Piedmont Triad Region +0.6% (+3.7%) ○ Northeast Region +0.8% (+3.4%)
 - Northwest Region +3.5% (+1.7%) ○ North Central Region +2.7% (+6.1%) ○ Southeast Region +1.2% (+0.7%)
 - Southwest Region +3.7% (+3.9%) ○ Sandhills Region -2.8% (+4.0%)
- **Room Revenues** are up in seven of the prosperity zones year-to-date through June. Revenues in the Western Region are up more than six percent, followed by the Southwest, North Central and Northwest regions.
 - Western Region +6.1% (+9.0%) ○ Piedmont Triad Region +4.4% (+9.3%) ○ Northeast Region +1.4% (+8.6%)
 - Northwest Region +5.0% (+4.2%) ○ North Central Region +5.2% (+10.1%) ○ Southeast Region +1.6% (+6.3%)
 - Southwest Region +5.5% (+8.9%) ○ Sandhills Region -1.4% (+9.6%)

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