

August 2018 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** increased 1.6% statewide in August 2018 from August 2017 (two-year change, +0.1%).
 - US **occupancy** increased 1.2% in August 2018 from August 2017 (two-year change, +1.9%).
 - South Atlantic states **occupancy** increased 1.7% in August 2018 from August 2017 (two-year change, +2.7%).
- August 2018 **room rates (ADR)** in North Carolina were up 0.1% (two-year change, +4.3%).
 - **Room rates** in the US increased 2.3% from August 2017 (two-year change, +4.0%).
 - **Room rates** in the South Atlantic states increased 2.3% from August 2017 (two-year change, +4.6%).
- Statewide, **RevPAR** was up 1.7% from August of 2017 (two-year change, +4.3%).
 - US **RevPAR** increased 3.5% from August 2017 (two-year change, +6.0%).
 - South Atlantic **RevPAR** increased 4.1% from August 2016 (two-year change, +7.4%).
- **Room Supply** increased by 2.3% in the state from August 2017 to August 2018 (two-year change +5.0%).
 - US **room supply** increased 2.1% in August 2018 (two-year change, +3.9%).
 - South Atlantic **room supply** was up 1.9% from August 2017 to August 2018 (two-year change, 3.6%).
- **Room Demand** increased 3.9% in the state from August 2017 to August 2018 (two-year change +5.1%).
 - **Room demand** in the US increased 3.2% in August 2018 from August 2017 (two-year change, 5.8%).
 - **Room demand** in the South Atlantic increased 3.7% in August 2017 from August 2016 (two-year change, +6.3%).
- North Carolina **room revenues** increased 4.0% in August 2018 (two-year change +9.6%).
 - **Room revenues** in the US increased 5.6% from August 2017 to August 2018 (two-year change, 10.1%).
 - **Room revenues** in the South Atlantic increased 6.0% from August 2017 to August 2018 (two-year change, +11.2%).

Regional

- Six of the regions posted gains in **occupancy** rates in August 2018 from 2017, particularly the Northeast Region with eight percent growth in occupancy. Continued supply growth both regionally and statewide continue to affect occupancy. Two-year percent change can be found in parentheses.
 - Western Region +2.0% (+1.4%) ○ Piedmont Triad Region -0.7% (+1.9%) ○ Northeast Region +8.0% (+3.8%)
 - Northwest Region +4.4% (-1.4%) ○ North Central Region +1.9% (+1.0%) ○ Southeast Region +6.5% (+2.1%)
 - Southwest Region -3.4% (-4.5%) ○ Sandhills Region +5.2% (+0.1%)
- Six of the eight zones experienced increased **ADR** in August 2018 from August 2017. Two-year percent change can be found in parentheses.
 - Western Region +1.6% (+5.0%) ○ Piedmont Triad Region -1.7% (+4.2%) ○ Northeast Region +1.0% (+0.5%)
 - Northwest Region +2.7% (+2.5%) ○ North Central Region +2.9% (+4.9%) ○ Southeast Region +3.0% (+5.7%)
 - Southwest Region -4.6% (+3.4%) ○ Sandhills Region +1.4% (+5.7%)
- **RevPAR** was up in six of the regions for August 2018 from August 2017, particularly in the Southeast and Northeast regions. Two-year percent changes can be found in parentheses.
 - Western Region +3.6% (+6.5%) ○ Piedmont Triad Region -2.4% (+6.2%) ○ Northeast Region +9.0% (+4.3%)
 - Northwest Region +7.2% (+1.1%) ○ North Central Region +4.9% (+6.0%) ○ Southeast Region +9.7% (+7.9%)
 - Southwest Region -7.8% (-1.3%) ○ Sandhills Region +6.7% (+5.8%)
- **Room Supply** was up in seven of the eight regions of the state in August 2018 from August 2017. Two-year percent changes can be found in parentheses.
 - Western Region +2.8% (+6.5%) ○ Piedmont Triad Region +0.4% (+1.0%) ○ Northeast Region +1.3% (+2.1%)
 - Northwest Region 0.0% (+0.6%) ○ North Central Region +2.8% (+5.8%) ○ Southeast Region +1.7% (+3.1%)
 - Southwest Region +4.0% (+8.9%) ○ Sandhills Region +2.0% (+4.8%)
- **Room Demand** was up in seven of the regions for August 2018 from 2017, with the Northeast Region leading the state in demand growth with more than nine percent, followed by the Southeast Region with more than eight percent growth. The two-year change for each region is shown in parentheses.
 - Western Region +4.9% (+8.0%) ○ Piedmont Triad Region -0.4% (+2.9%) ○ Northeast Region +9.4% (+6.0%)
 - Northwest Region +4.4% (-0.8%) ○ North Central Region +4.8% (+6.9%) ○ Southeast Region +8.4% (+5.3%)
 - Southwest Region +0.5% (+4.0%) ○ Sandhills Region +7.3% (+4.9%)
- **Room Revenues** were up in six of the prosperity zones of the state for August 2018 from 2017. The Southeast Region had more than eleven percent growth in revenues and the Northeast Region had more than ten percent growth. Two-year change shows positive revenue growth for seven of the regions (in parentheses).
 - Western Region +6.5% (+13.4%) ○ Piedmont Triad Region -2.1% (+7.2%) ○ Northeast Region +10.4% (+6.5%)
 - Northwest Region +7.2% (+1.7%) ○ North Central Region +7.8% (+12.1%) ○ Southeast Region +11.6% (+11.3%)
 - Southwest Region -4.2% (+7.5%) ○ Sandhills Region +8.8% (+10.9%)

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 0.3% statewide YTD (through August) 2018 (two-year change, -1.3%).
 - The US **occupancy** is up 0.8% in 2018 from 2017 (two-year change, +1.3%).
 - The South Atlantic states **occupancy** is up 0.5% in 2018 from 2017 (two-year change, +1.5%).
- YTD **room rates (ADR)** in North Carolina are up 1.6% (two-year change, +4.5%).
 - The US **ADR** is up 2.6% in 2018 from 2017 (two-year change, +4.7%).
 - The South Atlantic states **ADR** is up 2.9% in 2018 from 2017 (two-year change, +5.6%).
- Statewide, **RevPAR** is up 1.3% year-to-date (two-year change +3.1%).
 - Nationally, **RevPAR** is also up 3.5% in 2018 from 2017 (two-year change, +6.0%).
 - The South Atlantic states **RevPAR** is up 3.5% in 2018 from 2017 (two-year change, +7.2%).
- **Room Supply** is up 2.5% in the state year-to-date (two-year change, +4.9%).
 - 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 1.7% in 2018 from 2017 (two-year change, +3.2%).
- **Room Demand** is up 2.3% in the state year-to-date (two-year change, +3.6%).
 - Nationally, **room demand** is also up 2.9% in 2018 from 2017 (two-year change, +5.2%).
 - The South Atlantic states **room demand** is up 2.2% in 2018 from 2017 (two-year change, +4.7%).
- North Carolina **room revenues** are up 3.9% year-to date (two-year change, +8.2%).
 - Nationally, **room revenues** are also up 5.6% in 2018 from 2017 (two-year change, +10.1%).
 - The South Atlantic states **room revenues** are up 5.2% in 2017 from 2016 (two-year change, +10.6%).

Regional

- **Occupancy** in only the Northwest and Northeast regions is up year-to-date (through August), with the Northwest Region occupancy up nearly four percent. For the two-year period, occupancy is up only three regions (in parentheses).
 - Western Region -0.3% (-3.4%)
 - Piedmont Triad Region -0.2% (+1.3%)
 - Northeast Region +0.1% (+1.0%)
 - Northwest Region +3.6% (0.0%)
 - North Central Region -0.3% (+0.7%)
 - Southeast Region -0.1% (-1.8%)
 - Southwest Region -0.4% (-4.3%)
 - Sandhills Region -3.0% (-1.1%)
- **ADR** in each of the eight prosperity zones is up year-to-date through August.
 - Western Region +1.5% (+4.6%)
 - Piedmont Triad Region +3.3% (+5.7%)
 - Northeast Region +0.3% (+3.3%)
 - Northwest Region +1.4% (+1.9%)
 - North Central Region +2.6% (+4.0%)
 - Southeast Region +0.8% (+5.5%)
 - Southwest Region +0.4% (+4.2%)
 - Sandhills Region +1.5% (+5.6%)
- **RevPAR** is up year-to-date in seven of the eight prosperity zones of the state.
 - Western Region +1.2% (+1.0%)
 - Piedmont Triad Region +3.2% (+7.2%)
 - Northeast Region +0.4% (+4.3%)
 - Northwest Region +5.1% (+1.9%)
 - North Central Region +2.4% (+4.7%)
 - Southeast Region +0.7% (+3.5%)
 - Southwest Region +0.1% (-0.3%)
 - Sandhills Region -1.5% (+4.5%)
- **Room Supply** is up in seven of the prosperity zones year-to-date through August, particularly in the Western Region. This region's supply of rooms, as well as that in the Southwest Region, has grown nearly eight percent in two years.
 - Western Region +4.4% (+7.8%)
 - Piedmont Triad Region +1.1% (+2.1%)
 - Northeast Region +1.6% (+1.9%)
 - Northwest Region 0.0% (+0.6%)
 - North Central Region +3.2% (+5.4%)
 - Southeast Region +2.3% (+3.1%)
 - Southwest Region +3.0% (+7.8%)
 - Sandhills Region +1.9% (+4.6%)
- **Room Demand** is up seven of the prosperity zones of the state year-to-date through August. The Western Region demand is up four percent, and demand in the Northwest Region is up nearly four percent. For the two-year period, room demand is up in each of the eight regions (in parentheses).
 - Western Region +4.1% (+4.2%)
 - Piedmont Triad Region +0.9% (+3.5%)
 - Northeast Region +1.7% (+2.9%)
 - Northwest Region +3.6% (+0.6%)
 - North Central Region +2.9% (+6.1%)
 - Southeast Region +2.2% (+1.2%)
 - Southwest Region +2.6% (+3.2%)
 - Sandhills Region -1.2% (+3.5%)
- **Room Revenues** are up in each of the prosperity zones year-to-date through August. Revenues in the Western Region are up nearly six percent, followed by the North Central, Northwest and Piedmont Triad regions.
 - Western Region +5.7% (+8.9%)
 - Piedmont Triad Region +4.3% (+9.4%)
 - Northeast Region +2.1% (+6.3%)
 - Northwest Region +5.0% (+2.5%)
 - North Central Region +5.6% (+10.3%)
 - Southeast Region +3.1% (+6.7%)
 - Southwest Region +3.1% (+7.4%)
 - Sandhills Region +0.3% (+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