

November 2018 Monthly Lodging Report - (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** increased 7.7% statewide in November 2018 from November 2017 (two-year change, +0.9%).
 - US **occupancy** increased 0.4% in November 2018 from November 2017 (two-year change, +1.9%).
 - South Atlantic states **occupancy** increased 0.3% in November 2018 from November 2017 (two-year change, +1.7%).
- November 2018 **room rates (ADR)** in North Carolina were up 4.5% (two-year change, +7.5%).
 - **Room rates** in the US increased 1.2% from November 2017 (two-year change, +3.6%).
 - **Room rates** in the South Atlantic states increased 1.0% from November 2017 (two-year change, +4.8%)
- Statewide, **RevPAR** was up 12.6% from November of 2017 (two-year change, +8.5%).
 - US **RevPAR** increased 1.6% from November 2017 (two-year change, +5.6%).
 - South Atlantic **RevPAR** increased 1.3% from November 2016 (two-year change, +6.6%).
- **Room Supply** increased by 0.7% in the state from November 2017 to November 2018 (two-year change +3.5%).
 - US **room supply** increased 2.0% in November 2018 (two-year change, +3.7%).
 - South Atlantic **room supply** was up 2.2% from November 2017 to November 2018 (two-year change, +3.4%).
- **Room Demand** increased 8.5% in the state from November 2017 to November 2018 (two-year change +4.4%).
 - **Room demand** in the US increased 2.5% in November 2018 from November 2017 (two-year change, +5.7%).
 - **Room demand** in the South Atlantic increased 2.5% in November 2017 from November 2016 (two-year change, +5.1%).
- North Carolina **room revenues** increased 13.4% in November 2018 (two-year change +12.2%).
 - **Room revenues** in the US increased 3.7% from November 2017 to November 2018 (two-year change, +9.5%).
 - **Room revenues** in the South Atlantic increased 3.4% from November 2017 to November 2018 (two-year change, +10.2%).

Regional

- Seven of the regions posted gains in **occupancy** rates in November 2018 from 2017. The Southeast Region continues to have extremely high occupancy growth, presumably as a result of Hurricane Florence recovery efforts. Continued supply growth continues to affect occupancy both regionally and statewide. Two-year percent change can be found in parentheses.
 - Western Region -0.2% (-6.6%)
 - Piedmont Triad Region +5.9% (+5.9%)
 - Northeast Region +9.4% (-6.6%)
 - Northwest Region +2.7% (-8.1%)
 - North Central Region +7.5% (+1.7%)
 - Southeast Region +40.2% (+25.4%)
 - Southwest Region +0.7% (-0.8%)
 - Sandhills Region +13.4% (-8.9%)
- Each of the eight zones experienced increased **ADR** in November 2018 from November 2017, particularly in the Southeast, Sandhills and Piedmont Triad regions. Two-year percent change can be found in parentheses.
 - Western Region +5.2% (+12.2%)
 - Piedmont Triad Region +7.4% (+10.8%)
 - Northeast Region +4.7% (+5.6%)
 - Northwest Region +3.1% (+1.5%)
 - North Central Region +4.1% (+5.7%)
 - Southeast Region +18.8% (+20.2%)
 - Southwest Region +0.4% (+2.1%)
 - Sandhills Region +7.2% (+7.1%)
- **RevPAR** was up in each of the regions for November 2018 from November 2017, some of the increases presumed to be related to hurricane occupancy. Two-year percent changes can be found in parentheses.
 - Western Region +5.0% (+4.8%)
 - Piedmont Triad Region +13.7% (+17.3%)
 - Northeast Region +14.5% (-1.4%)
 - Northwest Region +5.9% (-6.7%)
 - North Central Region +11.9% (+7.5%)
 - Southeast Region +66.5% (+50.8%)
 - Southwest Region +1.1% (+1.2%)
 - Sandhills Region +21.5% (-2.4%)
- **Room Supply** was up in six of the eight regions of the state in November 2018 from November 2017. Due to the hurricane, room inventory decreases in the Southeast Region were evident, but supply continues to grow at a steady pace in many of the other regions. Two-year percent changes can be found in parentheses.
 - Western Region +2.9% (+6.5%)
 - Piedmont Triad Region +0.7% (+1.5%)
 - Northeast Region +0.1% (+0.9%)
 - Northwest Region 0.0% (-1.7%)
 - North Central Region +2.6% (+6.5%)
 - Southeast Region -10.0% (-9.0%)
 - Southwest Region +2.7% (+7.7%)
 - Sandhills Region +2.2% (+4.1%)
- **Room Demand** was up in each of the regions for November 2018 from 2017, with the Southeast Region leading the state in demand growth with twenty-six percent growth. It is presumed that the high increase is partially explained by recovery efforts from Hurricane Florence. The Sandhills Region also had high growth with sixteen percent. The two-year change for each region is shown in parentheses.
 - Western Region +2.7% (-0.5%)
 - Piedmont Triad Region +6.6% (+7.5%)
 - Northeast Region +9.5% (-5.7%)
 - Northwest Region +2.7% (-9.7%)
 - North Central Region +10.2% (+8.3%)
 - Southeast Region +26.1% (+14.1%)
 - Southwest Region +3.3% (+6.9%)
 - Sandhills Region +16.0% (-5.2%)
- **Room Revenues** were up in each of the prosperity zones of the state for November 2018 from 2017. The Southeast Region had nearly fifty percent growth from last year, and the Sandhills Region had more than twenty-four percent growth. This growth can be explained by both demand and ADR increases, presumably due to hurricane recovery. Two-year change shows positive revenue growth for each of the regions (in parentheses).
 - Western Region +8.1% (+11.7%)
 - Piedmont Triad Region +14.5% (+19.1%)
 - Northeast Region +14.6% (-0.5%)
 - Northwest Region +5.9% (-8.3%)
 - North Central Region +14.8% (+14.5%)
 - Southeast Region +49.8% (+37.2%)
 - Southwest Region +3.8% (+9.1%)
 - Sandhills Region +24.3% (+1.6%)

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 2.1% statewide YTD (through November) 2018 (two-year change, -0.1%).
 - The US **occupancy** is up 0.5% in 2018 from 2017 (two-year change, +1.5%).
 - The South Atlantic states **occupancy** is up 0.1% in 2018 from 2017 (two-year change, +1.2%).
- YTD **room rates (ADR)** in North Carolina are up 2.4% (two-year change, +5.4%).
 - The US **ADR** is up 2.5% in 2018 from 2017 (two-year change, +4.7%).
 - The South Atlantic states **ADR** is up 2.4% in 2018 from 2017 (two-year change, +5.2%).
- Statewide, **RevPAR** is up 4.6% year-to-date (two-year change +5.3%).
 - Nationally, **RevPAR** is also up 3.0% in 2018 from 2017 (two-year change, +6.2%).
 - The South Atlantic states **RevPAR** is up 2.5% in 2018 from 2017 (two-year change, +6.5%).
- **Room Supply** is up 2.1% in the state year-to-date (two-year change, +4.3%).
 - Nationally, **room supply** is also up 2.0% in 2018 from 2017 (two-year change, +4.1%).
 - The South Atlantic states **room supply** is up 1.8% in 2018 from 2017 (two-year change, +3.3%).
- **Room Demand** is up 4.3% in the state year-to-date (two-year change, +4.2%).
 - Nationally, **room demand** is also up 2.5% in 2018 from 2017 (two-year change, +5.6%).
 - The South Atlantic states **room demand** is up 1.9% in 2018 from 2017 (two-year change, +4.5%).
- North Carolina **room revenues** are up 6.9% year-to date (two-year change, +9.8%).
 - Nationally, **room revenues** are also up 5.0% in 2018 from 2017 (two-year change, +10.6%).
 - The South Atlantic states **room revenues** are up 4.3% in 2017 from 2016 (two-year change, +10.0%).

Regional

- **Occupancy** is up year-to-date (through November) in seven of the eight regions. For the two-year period, occupancy is up in five regions (in parentheses).
 - Western Region -0.7% (-4.0%) ○ Piedmont Triad Region +1.8% (+2.4%) ○ Northeast Region +3.4% (+1.2%)
 - Northwest Region +2.7% (-2.1%) ○ North Central Region +2.5% (+1.6%) ○ Southeast Region +6.3% (+2.8%)
 - Southwest Region +0.8% (-2.8%) ○ Sandhills Region +2.7% (+0.1%)
- **ADR** in each of the eight prosperity zones is up year-to-date through November.
 - Western Region +2.7% (+6.0%) ○ Piedmont Triad Region +3.2% (+5.8%) ○ Northeast Region +1.0% (+4.2%)
 - Northwest Region +1.7% (+1.9%) ○ North Central Region +3.1% (+4.8%) ○ Southeast Region +4.5% (+8.7%)
 - Southwest Region +1.0% (+4.5%) ○ Sandhills Region +3.8% (+7.5%)
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
 - Western Region +2.0% (+1.8%) ○ Piedmont Triad Region +5.1% (+8.4%) ○ Northeast Region +4.4% (+5.5%)
 - Northwest Region +4.5% (-0.3%) ○ North Central Region +5.7% (+6.5%) ○ Southeast Region +11.1% (+11.7%)
 - Southwest Region +1.8% (+1.5%) ○ Sandhills Region +6.6% (+7.6%)
- **Room Supply** is up in six of the prosperity zones year-to-date through November, particularly in the Western Region. This region's supply of rooms, as well as that in the Southwest Region, has grown more than seven percent in two years.
 - Western Region +4.0% (+7.5%) ○ Piedmont Triad Region +0.9% (+1.9%) ○ Northeast Region +1.1% (+1.1%)
 - Northwest Region -0.3% (-0.3%) ○ North Central Region +3.0% (+5.6%) ○ Southeast Region -0.1% (-0.1%)
 - Southwest Region +2.9% (+7.2%) ○ Sandhills Region +2.2% (+4.5%)
- **Room Demand** is up each of the prosperity zones of the state year-to-date through November. The Southeast Region demand is up more than six percent, the North Central Region demand is up more than five percent, and demand in the Sandhills Region is up five percent. For the two-year period, room demand is up in seven of the eight regions (in parentheses).
 - Western Region +3.3% (+3.2%) ○ Piedmont Triad Region +2.8% (+4.3%) ○ Northeast Region +4.5% (+2.3%)
 - Northwest Region +2.4% (-2.4%) ○ North Central Region +5.6% (+7.3%) ○ Southeast Region +6.2% (+2.7%)
 - Southwest Region +3.7% (+4.2%) ○ Sandhills Region +5.0% (+4.6%)
- **Room Revenues** are up in each of the prosperity zones year-to-date through November. Revenues in the Southeast Region are up nearly eleven percent, while revenues in the Sandhills and North Central regions are up nearly ten percent.
 - Western Region +6.1% (+9.4%) ○ Piedmont Triad Region +6.1% (+10.4%) ○ Northeast Region +5.5% (+6.6%)
 - Northwest Region +4.2% (-0.5%) ○ North Central Region +8.8% (+12.5%) ○ Southeast Region +10.9% (+11.6%)
 - Southwest Region +4.8% (+8.8%) ○ Sandhills Region +9.0% (+12.5%)

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