

February 2019 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** increased 8.8% statewide in February 2019 from February 2018 (two-year change, +4.4%).
 - **US occupancy** increased 0.7% in February 2019 from February 2018 (two-year change, +1.9%).
 - South Atlantic states **occupancy** increased 1.5% in February 2019 from February 2018 (two-year change, +1.9%).
- February 2019 **room rates (ADR)** in North Carolina were up 6.8% (two-year change, +8.0%).
 - **Room rates** in the US increased 1.9% from February 2018 (two-year change, +4.4%).
 - **Room rates** in the South Atlantic states increased 3.7% from February 2018 (two-year change, +8.0%)
- Statewide, **RevPAR** was up 16.3% from February of 2018 (two-year change, +12.8%).
 - **US RevPAR** increased 2.6% from February 2018 (two-year change, +6.4%).
 - South Atlantic **RevPAR** increased 5.2% from February 2018 (two-year change, +10.0%).
- **Room Supply** increased by 0.3% in the state from February 2018 to February 2019 (two-year change +3.2%).
 - **US room supply** increased 2.1% in February 2019 (two-year change, +3.8%).
 - South Atlantic **room supply** was up 2.1% from February 2018 to February 2019 (two-year change, +3.3%).
- **Room Demand** increased 9.1% in the state from February 2018 to February 2019 (two-year change +7.8%).
 - **Room demand** in the US increased 2.8% in February 2019 from February 2018 (two-year change, +5.8%).
 - **Room demand** in the South Atlantic increased 3.6% in February 2019 from February 2018 (two-year change, 5.3%).
- North Carolina **room revenues** increased 16.6% in February 2019 (two-year change +16.4%).
 - **Room revenues** in the US increased 4.8% from February 2018 to February 2019 (two-year change, +10.4%).
 - **Room revenues** in the South Atlantic increased 7.4% from February 2018 to February 2019 (two-year change, +13.7%).

Regional

- Each of the regions posted gains in **occupancy** rates in February 2019 from 2018. While hurricane recovery efforts continue to affect the coastal region, the Western and Sandhills regions each had double-digit growth in February. Two-year percent change can be found in parentheses.
 - Western Region +10.0% (+3.0%) ○ Piedmont Triad Region +5.6% (+1.5%) ○ Northeast Region +5.4% (-2.2%)
 - Northwest Region +4.7% (+0.2%) ○ North Central Region +6.3% (+1.8%) ○ Southeast Region +34.9% (+27.2%)
 - Southwest Region +4.1% (+2.7%) ○ Sandhills Region +11.1% (+5.1%)
- Seven of the eight zones experienced increased **ADR** in February 2019 from February 2018. The Southeast Region led the state in ADR growth in February with nearly fourteen percent growth followed very closely by the Southwest Region (+13.4%). Two-year percent change can be found in parentheses.
 - Western Region -2.4% (+0.4%) ○ Piedmont Triad Region +3.0% (+8.0%) ○ Northeast Region +4.9% (+6.4%)
 - Northwest Region +5.2% (+6.3%) ○ North Central Region +3.1% (+5.1%) ○ Southeast Region +13.5% (+14.8%)
 - Southwest Region +13.4% (+10.7%) ○ Sandhills Region +7.0% (+7.6%)
- **RevPAR** was up in each of the regions in February 2019 from February 2018. Two-year percent changes also show increases in each region (in parentheses).
 - Western Region +7.4% (+3.5%) ○ Piedmont Triad Region +8.9% (+9.7%) ○ Northeast Region +10.5% (+4.0%)
 - Northwest Region +10.2% (+6.5%) ○ North Central Region +9.7% (+7.0%) ○ Southeast Region +53.1% (+46.0%)
 - Southwest Region +18.1% (+13.7%) ○ Sandhills Region +19.0% (+13.1%)
- **Room Supply** was up in four of the eight regions of the state in February 2019 from February 2018, particularly in the Southwest and Sandhills regions. The Southeast Region is still down ten percent in room supply due to the hurricane last fall.
 - Western Region +0.7% (+6.3%) ○ Piedmont Triad Region 0.0% (+1.5%) ○ Northeast Region -0.2% (+1.3%)
 - Northwest Region 0.0% (-0.6%) ○ North Central Region +1.5% (+5.6%) ○ Southeast Region -10.1% (-8.1%)
 - Southwest Region +3.0% (+6.5%) ○ Sandhills Region +2.8% (+4.2%)
- **Room Demand** was up in each of the regions in February 2019 from 2018, while three regions had double-digit growth. The Southeast Region demand was up more than twenty percent, in part due to ongoing hurricane recovery efforts. The two-year change for each region is shown in parentheses.
 - Western Region +10.8% (+9.5%) ○ Piedmont Triad Region +5.6% (+3.1%) ○ Northeast Region +5.1% (-0.9%)
 - Northwest Region +4.7% (-0.5%) ○ North Central Region +7.9% (+7.6%) ○ Southeast Region +21.3% (+16.8%)
 - Southwest Region +7.3% (+9.3%) ○ Sandhills Region +14.2% (+9.5%)
- **Room Revenues** were up in each of the prosperity zones of the state for February 2019 from 2018, with six of them posting double-digit gains. Each region also shows strong two-year growth (in parentheses).
 - Western Region +8.2% (+10.0%) ○ Piedmont Triad Region +8.8% (+11.4%) ○ Northeast Region +10.3% (+5.4%)
 - Northwest Region +10.2% (+5.8%) ○ North Central Region +11.3% (+13.0%) ○ Southeast Region +37.7% (+34.1%)
 - Southwest Region +21.7% (+21.0%) ○ Sandhills Region +22.3% (+17.8%)

Year-To-Date (through February 2019) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 8.9% statewide YTD (through February) 2019 (two-year change, +5.0%).
 - The US **occupancy** is up 0.7% in 2019 from 2018 (two-year change, +1.7%).
 - The South Atlantic states **occupancy** is up 1.3% in 2019 from 2018 (two-year change, +1.5%).
- YTD **room rates (ADR)** in North Carolina are up 4.1% (two-year change, +6.5%).
 - The US **ADR** is up 1.4% in 2019 from 2018 (two-year change, +4.9%).
 - The South Atlantic states **ADR** is up 2.2% in 2019 from 2018 (two-year change, +5.0%).
- Statewide, **RevPAR** is up 13.3% year-to-date (two-year change +11.9%).
 - Nationally, **RevPAR** is also up 2.0% in 2019 from 2018 (two-year change, +5.4%).
 - The South Atlantic states **RevPAR** is up 3.6% in 2019 from 2018 (two-year change, +6.7%).
- **Room Supply** is up 0.2% in the state year-to-date (two-year change, +3.1%).
 - Nationally, **room supply** is also up 2.1% in 2019 from 2018 (two-year change, +3.8%).
 - The South Atlantic states **room supply** is up 2.1% in 2019 from 2018 (two-year change, +3.3%).
- **Room Demand** is up 9.1% in the state year-to-date (two-year change, +8.3%).
 - Nationally, **room demand** is also up 2.7% in 2019 from 2018 (two-year change, +5.5%).
 - The South Atlantic states **room demand** is up 3.4% in 2019 from 2018 (two-year change, +4.8%).
- North Carolina **room revenues** are up 13.6% year-to date (two-year change, +15.4%).
 - Nationally, **room revenues** are also up 4.1% in 2019 from 2018 (two-year change, +9.4%).
 - The South Atlantic states **room revenues** are up 5.7% in 2019 from 2018 (two-year change, +10.1%).

Regional

- **Occupancy** is up year-to-date in each of the eight regions (through February). For the two-year period, occupancy is up in seven regions (in parentheses).
 - Western Region +9.1% (+4.5%) ○ Piedmont Triad Region +8.3% (+4.7%) ○ Northeast Region +7.8% (-1.1%)
 - Northwest Region +3.0% (+3.5%) ○ North Central Region +6.0% (+1.6%) ○ Southeast Region +44.1% (+33.9%)
 - Southwest Region +1.0% (+1.9%) ○ Sandhills Region +11.6% (+0.4%)
- **ADR** in seven of the eight prosperity zones is up year-to-date through February. Western Region ADR is down less than two percent year-to-date through February.
 - Western Region -1.9% (+0.4%) ○ Piedmont Triad Region +2.3% (+6.8%) ○ Northeast Region +5.1% (+6.2%)
 - Northwest Region +4.8% (+6.8%) ○ North Central Region +2.5% (+4.9%) ○ Southeast Region +13.4% (+14.3%)
 - Southwest Region +6.2% (+7.3%) ○ Sandhills Region +7.0% (+6.3%)
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
 - Western Region +7.0% (+4.9%) ○ Piedmont Triad Region +10.9% (+11.8%) ○ Northeast Region +13.3% (+5.0%)
 - Northwest Region +7.9% (+10.6%) ○ North Central Region +8.6% (+6.6%) ○ Southeast Region +63.5% (+53.1%)
 - Southwest Region +7.2% (+9.3%) ○ Sandhills Region +19.4% (+6.8%)
- **Room Supply** is up in five of the prosperity zones year-to-date through February, particularly in the Southwest and Sandhills regions. The Southwest Region room supply is up more than six percent over the last two years.
 - Western Region +0.5% (+6.0%) ○ Piedmont Triad Region +0.2% (+1.5%) ○ Northeast Region -0.2% (+1.3%)
 - Northwest Region 0.0% (-0.6%) ○ North Central Region +1.5% (+5.6%) ○ Southeast Region -10.3% (-8.4%)
 - Southwest Region +2.8% (+6.5%) ○ Sandhills Region +2.8% (+4.2%)
- **Room Demand** is up each of the prosperity zones of the state year-to-date through February. The Southeast Region demand is up nearly thirty percent, in part due to hurricane recovery efforts. However, the Sandhills Region demand is up nearly fifteen percent and the Western Region demand is up nearly ten percent. For the two-year period, room demand is up in each of the eight regions (in parentheses).
 - Western Region +9.6% (+10.7%) ○ Piedmont Triad Region +8.6% (+6.3%) ○ Northeast Region +7.6% (+0.2%)
 - Northwest Region +3.0% (+2.9%) ○ North Central Region +7.6% (+7.3%) ○ Southeast Region +29.3% (+22.7%)
 - Southwest Region +3.8% (+8.5%) ○ Sandhills Region +14.7% (+4.7%)
- **Room Revenues** are up in each of the prosperity zones year-to-date through February. Revenues in the Southeast Region are up more than forty-six percent, followed by the Sandhills, Northeast and Piedmont Triad regions.
 - Western Region +7.6% (+11.2%) ○ Piedmont Triad Region +11.1% (+13.5%) ○ Northeast Region +13.0% (+6.4%)
 - Northwest Region +7.9% (+9.9%) ○ North Central Region +10.3% (+12.6%) ○ Southeast Region +46.6% (+40.3%)
 - Southwest Region +10.3% (+16.4%) ○ Sandhills Region +22.7% (+11.3%)

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