

July 2019 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** increased 4.5% July in July 2019 from July 2018 (two-year change, +3.3%)
 - US **occupancy** was up 0.4% in July 2019 from July 2018 (two-year change, +0.1%).
 - South Atlantic states **occupancy** decreased 0.1% in July 2019 from July 2018 (two-year change, -1.1%).
- July 2019 **room rates (ADR)** in North Carolina were up 3.6% (two-year change, +4.2%).
 - **Room rates** in the US increased 0.7% from July 2018 (two-year change, +3.2%).
 - **Room rates** in the South Atlantic states increased 1.4% from July 2018 (two-year change, +2.6%)
- Statewide, **RevPAR** was up 8.2% from July of 2018 (two-year change, +7.6%).
 - US **RevPAR** increased 1.1% from July 2018 (two-year change, +3.3%).
 - South Atlantic **RevPAR** increased 1.3% from July 2018 (two-year change, +1.5%).
- **Room Supply** increased by 0.6% in the state from July 2018 to July 2019 (two-year change +2.8%).
 - US **room supply** increased 2.0% in July 2019 (two-year change, +3.7%).
 - South Atlantic **room supply** was up 2.0% from July 2018 to July 2019 (two-year change, +3.3%).
- **Room Demand** increased 5.1% in the state from July 2018 to July 2019 (two-year change +6.2%).
 - **Room demand** in the US increased 2.4% in July 2019 from July 2018 (two-year change, +3.8%).
 - **Room demand** in the South Atlantic increased 1.9% in July 2019 from July 2018 (two-year change, +2.2%).
- North Carolina **room revenues** increased 8.9% in July 2019 (two-year change +10.6%).
 - **Room revenues** in the US increased 3.1% from July 2018 to July 2019 (two-year change, +7.1%).
 - **Room revenues** in the South Atlantic increased 3.3% from July 2018 to July 2019 (two-year change, +4.9%).

Regional

- Seven of the regions posted gains in **occupancy** rates in July 2019 from 2018. While hurricane recovery efforts continue to affect the Southeast Region, the North Central Region had ten percent growth in occupancy and the Piedmont Triad Region had more than seven percent growth.
 - Western Region +0.7% (-0.3%) ○ Piedmont Triad Region +7.4% (+10.5%) ○ Northeast Region +3.6% (+1.9%)
 - Northwest Region +2.4% (+4.5%) ○ North Central Region +10.0% (+9.8%) ○ Southeast Region +7.3% (+6.0%)
 - Southwest Region +0.5% (-3.5%) ○ Sandhills Region +4.0% (+2.0%)
- Each of the eight zones experienced increased **ADR** in July 2019 from July 2018. The Southeast Region led the state in ADR growth in July with nearly ten percent growth, followed by the Sandhills Region with five percent growth. Two-year percent change can be found in parentheses.
 - Western Region +2.8% (+2.3%) ○ Piedmont Triad Region +3.3% (+9.9%) ○ Northeast Region +0.9% (-1.1%)
 - Northwest Region +3.3% (+3.5%) ○ North Central Region +4.2% (+8.2%) ○ Southeast Region +9.7% (+9.7%)
 - Southwest Region +3.1% (+0.9%) ○ Sandhills Region +5.3% (+7.2%)
- **RevPAR** was up in each of the regions in July 2019 from July 2018. Two-year percent changes also show increases in each region (in parentheses).
 - Western Region +3.5% (+2.0%) ○ Piedmont Triad Region +11.0% (+21.4%) ○ Northeast Region +4.5% (+0.8%)
 - Northwest Region +5.8% (+8.1%) ○ North Central Region +14.7% (+18.8%) ○ Southeast Region +17.7% (+16.3%)
 - Southwest Region +3.6% (-2.7%) ○ Sandhills Region +9.6% (+9.3%)
- **Room Supply** was up in six of the eight regions of the state in July 2019 from July 2018, particularly in the Southwest Region with more than two percent growth. The Southeast Region is still down more than seven percent in room supply due to the hurricanes last fall.
 - Western Region -0.3% (+3.3%) ○ Piedmont Triad Region +2.0% (+2.9%) ○ Northeast Region +1.5% (+2.0%)
 - Northwest Region +1.2% (+1.2%) ○ North Central Region +1.4% (+3.6%) ○ Southeast Region -7.6% (-5.4%)
 - Southwest Region +2.6% (+5.4%) ○ Sandhills Region +1.5% (+3.9%)
- **Room Demand** was up in seven of the regions in July 2019 from 2018. The North Central Region demand was up more than eleven percent and the Piedmont Triad Region was up more than nine percent in July. The two-year change for each region is shown in parentheses.
 - Western Region +0.4% (+2.9%) ○ Piedmont Triad Region +9.6% (+13.8%) ○ Northeast Region +5.1% (+4.0%)
 - Northwest Region +3.7% (+5.7%) ○ North Central Region +11.5% (+13.7%) ○ Southeast Region -0.8% (+0.3%)
 - Southwest Region +3.0% (+1.7%) ○ Sandhills Region +5.6% (+6.0%)
- **Room Revenues** were up in each of the prosperity zones of the state for July 2019 from 2018, with three regions posting double-digit growth. The North Central Region had more than sixteen percent growth and the Piedmont Triad Region had thirteen percent growth. Each region also shows strong two-year growth (in parentheses).
 - Western Region +3.2% (+5.3%) ○ Piedmont Triad Region +13.2% (+25.0%) ○ Northeast Region +6.0% (+2.8%)
 - Northwest Region +7.1% (+9.4%) ○ North Central Region +16.3% (+23.0%) ○ Southeast Region +8.8% (+10.1%)
 - Southwest Region +6.2% (+2.6%) ○ Sandhills Region +11.2% (+13.6%)

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.9% statewide YTD (through July) 2019 (two-year change, +4.4%).
 - The US **occupancy** is up 0.1% in 2019 from 2018 (two-year change, +0.9%).
 - The South Atlantic states **occupancy** is up 0.3% in 2019 from 2018 (two-year change, +0.6%).
- YTD **room rates (ADR)** in North Carolina are up 2.9% (two-year change, +4.9%).
 - The US **ADR** is up 1.1% in 2019 from 2018 (two-year change, +4.0%).
 - The South Atlantic states **ADR** is up 1.6% in 2019 from 2018 (two-year change, +4.7%).
- Statewide, **RevPAR** is up 8.0% year-to-date (two-year change +9.5%).
 - Nationally, **RevPAR** is also up 1.2% in 2019 from 2018 (two-year change, +5.0%).
 - The South Atlantic states **RevPAR** is up 1.9% in 2019 from 2018 (two-year change, +5.4%).
- **Room Supply** is up 0.5% in the state year-to-date (two-year change, +3.0%).
 - Nationally, **room supply** is also up 2.0% in 2019 from 2018 (two-year change, +3.7%).
 - The South Atlantic states **room supply** is up 2.0% in 2019 from 2018 (two-year change, +3.3%).
- **Room Demand** is up 5.4% in the state year-to-date (two-year change, +7.5%).
 - Nationally, **room demand** is also up 2.1% in 2019 from 2018 (two-year change, +4.7%).
 - The South Atlantic states **room demand** is up 2.3% in 2019 from 2018 (two-year change, +3.9%).
- North Carolina **room revenues** are up 8.5% year-to date (two-year change, +12.8%).
 - Nationally, **room revenues** are also up 3.2% in 2019 from 2018 (two-year change, +8.7%).
 - The South Atlantic states **room revenues** are up 3.9% in 2019 from 2018 (two-year change, +8.7%).

Regional

- **Occupancy** is up year-to-date in seven of the eight regions (through July). The Southeast Region still has large growth in occupancy due primarily to supply decreases due to the hurricane last fall. For the two-year period, occupancy is up in seven regions (in parentheses).
 - Western Region +3.5% (+3.0%) ○ Piedmont Triad Region +4.2% (+4.1%) ○ Northeast Region +4.0% (+2.6%)
 - Northwest Region +0.3% (+3.7%) ○ North Central Region +5.7% (+5.1%) ○ Southeast Region +21.3% (+19.8%)
 - Southwest Region -0.8% (-0.5%) ○ Sandhills Region +8.2% (+3.8%)
- **ADR** in each of the eight prosperity zones is up year-to-date through July. The Southeast Region ADR is up nine percent year-to-date through July.
 - Western Region +0.3% (+2.2%) ○ Piedmont Triad Region +1.6% (+5.8%) ○ Northeast Region +3.6% (+3.8%)
 - Northwest Region +3.4% (+4.9%) ○ North Central Region +2.7% (+5.2%) ○ Southeast Region +9.1% (+9.5%)
 - Southwest Region +2.3% (+3.5%) ○ Sandhills Region +5.8% (+7.5%)
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
 - Western Region +3.8% (+5.3%) ○ Piedmont Triad Region +5.8% (+10.1%) ○ Northeast Region +7.7% (+6.5%)
 - Northwest Region +3.7% (+8.7%) ○ North Central Region +8.6% (+10.6%) ○ Southeast Region +32.3% (+31.2%)
 - Southwest Region +1.5% (+3.0%) ○ Sandhills Region +14.5% (+11.6%)
- **Room Supply** is up in six of the prosperity zones year-to-date through July, particularly in the Southwest Region. The Southwest Region room supply is up nearly six percent over the last two years.
 - Western Region -0.1% (+4.6%) ○ Piedmont Triad Region +1.3% (+2.5%) ○ Northeast Region +0.1% (+1.5%)
 - Northwest Region +0.9% (+0.5%) ○ North Central Region +1.6% (+4.9%) ○ Southeast Region -8.9% (-7.0%)
 - Southwest Region +3.1% (+5.8%) ○ Sandhills Region +1.9% (+4.2%)
- **Room Demand** is up each of the prosperity zones of the state year-to-date through July. The Southeast Region demand is up more than ten percent, in part due to hurricane recovery efforts. However, the Sandhills Region demand is up ten percent and the North Central Region demand is up seven percent. For the two-year period, room demand is up in each of the eight regions (in parentheses).
 - Western Region +3.4% (+7.7%) ○ Piedmont Triad Region +5.5% (+6.7%) ○ Northeast Region +4.0% (+4.1%)
 - Northwest Region +1.2% (+4.1%) ○ North Central Region +7.4% (+10.2%) ○ Southeast Region +10.4% (+11.4%)
 - Southwest Region +2.3% (+5.3%) ○ Sandhills Region +10.3% (+8.1%)
- **Room Revenues** are up in each of the prosperity zones year-to-date through July. Revenues in the Southeast Region are up twenty percent, followed by the Sandhills, North Central, Northeast, and Piedmont Triad regions.
 - Western Region +3.7% (+10.1%) ○ Piedmont Triad Region +7.2% (+12.8%) ○ Northeast Region +7.8% (+8.1%)
 - Northwest Region +4.7% (+9.2%) ○ North Central Region +10.3% (+16.0%) ○ Southeast Region +20.5% (+22.0%)
 - Southwest Region +4.6% (+9.0%) ○ Sandhills Region +16.7% (+16.3%)

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