September 2019 Monthly Lodging Report (Smith Travel Research)

Statewide
- NC hotel/motel occupancy decreased 3.8% September in September 2019 from September 2018 (two-year change, +3.6%).
  - US occupancy was down 0.9% in September 2019 from September 2018 (two-year change, -2.9%).
  - South Atlantic states occupancy decreased 2.4% in September 2019 from September 2018 (two-year change, -5.3%).
- September 2019 room rates (ADR) in North Carolina were down 1.0% (two-year change, +4.0%).
  - Room rates in the US increased 0.6% from September 2018 (two-year change, +1.2%).
  - Room rates in the South Atlantic states increased 0.7% from September 2018 (two-year change, +0.9%).
- Statewide, RevPAR was down 4.8% from September of 2018 (two-year change, +7.8%).
  - US RevPAR decreased 0.3% from September 2018 (two-year change, -1.7%).
  - South Atlantic RevPAR decreased 1.8% from September 2018 (two-year change, -4.4%).
- Room Supply increased by 0.5% in the state from September 2018 to September 2019 (two-year change +2.8%).
  - US room supply increased 2.0% in September 2019 (two-year change, +0.8%).
  - South Atlantic room supply was up 1.9% from September 2018 to September 2019 (two-year change, +3.4%).
- Room Demand decreased 3.3% in the state from September 2018 to September 2019 (two-year change +6.5%).
  - Room demand in the US increased 1.2% in September 2019 from September 2018 (two-year change, -2.1%).
  - Room demand in the South Atlantic states decreased 0.6% in September 2019 from September 2018 (two-year change, -2.0%).
- North Carolina room revenues decreased 4.3% in September 2019 (two-year change +10.8%).
  - Room revenues in the US increased 1.7% from September 2018 to September 2019 (two-year change, -0.9%).
  - Room revenues in the South Atlantic increased 0.1% from September 2018 to September 2019 (two-year change, -1.2%).

Regional
- Only the Southeast Region posted gains in occupancy rates in September 2019 from 2018. The decreases in the other regions, and the increase in the Southeast, are due to the impact of Hurricane in 2018.
  - Western Region -1.0% (-2.1%)  Piedmont Triad Region -6.5% (+7.0%)  Northeast Region -5.1% (+5.7%)
  - Northwest Region -5.8% (-1.5%)  North Central Region -1.7% (+8.0%)  Southeast Region +6.4% (+14.7%)
  - Southwest Region -5.5% (-1.2%)  Sandhills Region -14.0% (-2.5%)
- Four of the eight zones experienced increased ADR in September 2019 from September 2018. The North Central Region led the state in ADR growth in September with more than two percent growth. The Western Region had a decrease of more than eleven percent, due primarily to the high increase in 2018. Two-year percent change can be found in parentheses.
  - Western Region -11.6% (-1.7%)  Piedmont Triad Region +1.5% (+6.8%)  Northeast Region -1.8% (-1.5%)
  - Northwest Region 0.0% (+2.6%)  North Central Region +2.6% (+8.7%)  Southeast Region +1.8% (+11.8%)
  - Southwest Region -0.2% (+2.0%)  Sandhills Region +1.0% (+7.3%)
- RevPAR was up in two of the regions in September 2019 from September 2018. Two-year percent changes also show increases in each region (in parentheses).
  - Western Region -12.5% (-3.8%)  Piedmont Triad Region -5.1% (+14.3%)  Northeast Region -6.9% (+4.1%)
  - Northwest Region -5.8% (+1.1%)  North Central Region +0.8% (+17.3%)  Southeast Region +8.3% (+28.3%)
  - Southwest Region -5.7% (+0.8%)  Sandhills Region -13.2% (+4.7%)
- Room Supply was up in six of the eight regions of the state in September 2019 from September 2018, particularly in the Southwest and Piedmont Triad regions with two percent growth. The Southeast Region is still down nearly six percent in room supply due to the hurricanes last fall.
  - Western Region -0.8% (+2.5%)  Piedmont Triad Region +2.0% (+2.4%)  Northeast Region +1.5% (+2.0%)
  - Northwest Region +1.2% (+1.2%)  North Central Region +0.7% (+3.6%)  Southeast Region -5.8% (-4.4%)
  - Southwest Region +2.1% (+5.8%)  Sandhills Region +1.8% (+4.0%)
- Room Demand was up in only the Southeast Region in September 2019 from 2018. The Sandhills Region demand was down more than twelve percent in September. As with occupancy, most regions were down as a result of the increase in demand in 2018 due to evacuees from the hurricane. The two-year change for each region is shown in parentheses.
  - Western Region -1.8% (+0.4%)  Piedmont Triad Region -4.6% (+9.5%)  Northeast Region -3.7% (+7.8%)
  - Northwest Region -4.6% (-0.3%)  North Central Region -1.0% (+11.8%)  Southeast Region +0.2% (+9.7%)
  - Southwest Region -3.5% (+4.5%)  Sandhills Region -12.5% (+1.4%)
- Room Revenues were up in two of the prosperity zones of the state for September 2019 from 2018, with the Southeast Region posting two percent growth and the North Central Region with nearly two percent growth from last September.
  - Western Region -13.2% (-1.3%)  Piedmont Triad Region -3.2% (+17.0%)  Northeast Region -5.5% (+6.3%)
  - Northwest Region -4.6% (+2.3%)  North Central Region +1.6% (+21.5%)  Southeast Region +2.0% (+22.7%)
  - Southwest Region -3.7% (+6.6%)  Sandhills Region -11.6% (+8.8%)
Year-To-Date (through September 2019) Lodging Report

Statewide & Competitive State Comparison
- Hotel/motel occupancy is up 3.5% statewide YTD (through September) 2019 (two-year change, +4.2%).
  - The US occupancy is flat in 2019 from 2018 (two-year change, +0.5%).
  - The South Atlantic states occupancy is down 0.2% in 2019 from 2018 (two-year change, -0.1%).
- YTD room rates (ADR) in North Carolina are up 2.4% (two-year change, +4.6%).
  - The US ADR is up 1.0% in 2019 from 2018 (two-year change, +3.6%).
  - The South Atlantic states ADR is up 1.6% in 2019 from 2018 (two-year change, +4.2%).
- Statewide, RevPAR is up 6.0% year-to-date (two-year change +8.9%).
  - Nationally, RevPAR is also up 1.0% in 2019 from 2018 (two-year change, +4.2%).
  - The South Atlantic states RevPAR is up 1.4% in 2019 from 2018 (two-year change, +4.3%).
- Room Supply is up 0.5% in the state year-to-date (two-year change, +2.9%).
  - Nationally, room supply is also up 2.0% in 2019 from 2018 (two-year change, +3.4%).
  - The South Atlantic states room supply is up 2.0% in 2019 from 2018 (two-year change, +3.3%).
- Room Demand is up 4.0% in the state year-to-date (two-year change, +7.2%).
  - Nationally, room demand is also up 2.0% in 2019 from 2018 (two-year change, +3.9%).
  - The South Atlantic states room demand is up 1.8% in 2019 from 2018 (two-year change, +3.2%).
- North Carolina room revenues are up 6.5% year-to-date (two-year change, +12.1%).
  - Nationally, room revenues are also up 3.0% in 2019 from 2018 (two-year change, +7.7%).
  - The South Atlantic states room revenues are up 3.4% in 2019 from 2018 (two-year change, +7.6%).

Regional
- Occupancy is up year-to-date in six of the eight regions (through September). 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 +2.1% (+1.8%)
  - Northwest Region -0.9% (+2.7%)
  - Southwest Region -1.3% (-0.9%)
  - Piedmont Triad Region +3.1% (+4.5%)
  - North Central Region +4.8% (+5.7%)
  - Sandhills Region +4.4% (+3.2%)
  - Northeast Region +2.5% (+3.6%)
  - Southeast Region +17.2% (+18.0%)
- ADR in seven of the eight prosperity zones is up year-to-date through September. The Southeast Region ADR is up eight percent year-to-date through September.
  - Western Region -1.3% (+1.7%)
  - Northwest Region +2.9% (+4.7%)
  - Southwest Region +1.9% (+2.6%)
  - Piedmont Triad Region +1.9% (+5.5%)
  - North Central Region +2.7% (+5.7%)
  - Sandhills Region +5.1% (+7.5%)
  - Northeast Region +2.7% (+3.2%)
  - Southeast Region +8.0% (+9.9%)
- RevPAR is up year-to-date in each of the eight prosperity zones of the state.
  - Western Region +0.8% (+3.6%)
  - Northwest Region +2.0% (+7.5%)
  - Southwest Region +0.6% (+1.7%)
  - Piedmont Triad Region +5.1% (+10.3%)
  - North Central Region +7.6% (+11.7%)
  - Sandhills Region +9.7% (+11.0%)
  - Northeast Region +5.2% (+7.0%)
  - Southeast Region +26.6% (+29.7%)
- Room Supply is up in six of the prosperity zones year-to-date through September, particularly in the Southwest Region. The Southwest Region room supply is up nearly six percent over the last two years.
  - Western Region -0.2% (+4.1%)
  - Northwest Region +1.0% (+0.6%)
  - Southwest Region +2.9% (+5.8%)
  - Piedmont Triad Region +1.4% (+2.5%)
  - North Central Region +1.4% (+4.6%)
  - Sandhills Region +1.9% (+4.1%)
  - Northeast Region +0.4% (+1.7%)
  - Southeast Region -8.3% (-6.4%)
- Room Demand is up nearly eight percent, in part due to hurricane recovery efforts. The Sandhills and North Central regions’ demand is up more than six percent.
  - Western Region +1.9% (+6.0%)
  - Northwest Region +0.1% (+3.3%)
  - Southwest Region +1.6% (+4.9%)
  - Piedmont Triad Region +4.5% (+7.1%)
  - North Central Region +6.3% (+10.5%)
  - Sandhills Region +6.3% (+7.5%)
  - Northeast Region +2.9% (+5.3%)
  - Southeast Region +7.5% (+10.4%)
- Room Revenues are up in each of the prosperity zones year-to-date through September. Revenues in the Southeast Region are up sixteen percent, followed by the Sandhills, North Central, Piedmont Triad and Northeast regions.
  - Western Region +6.6% (+13.0%)
  - Northwest Region +3.0% (+8.2%)
  - Southwest Region +3.5% (+7.6%)
  - Piedmont Triad Region +6.6% (+13.0%)
  - North Central Region +9.1% (+16.8%)
  - Sandhills Region +11.8% (+15.6%)
  - Northeast Region +5.6% (+8.8%)
  - Southeast Region +16.2% (+21.4%)
<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Region</td>
<td>Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, Transylvania</td>
</tr>
<tr>
<td>Northwest Region</td>
<td>Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey</td>
</tr>
<tr>
<td>Southwest</td>
<td>Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union</td>
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<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin</td>
</tr>
<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren</td>
</tr>
<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland</td>
</tr>
<tr>
<td>Southeast</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne</td>
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