

# November 2019 Monthly Lodging Report (Smith Travel Research)

## Statewide

- NC hotel/motel **occupancy** decreased 3.5% November in November 2019 from November 2018 (two-year change, +3.9%)
  - US **occupancy** was up 0.3% in November 2019 from November 2018 (two-year change, +0.6%).
  - South Atlantic states **occupancy** increased 0.4% in November 2019 from November 2018 (two-year change, +0.5%).
- November 2019 **room rates (ADR)** in North Carolina were up 0.3% (two-year change, +4.9%).
  - **Room rates** in the US increased 1.0% from November 2018 (two-year change, +2.2%).
  - **Room rates** in the South Atlantic states increased 1.9% from November 2018 (two-year change, +2.9%)
- Statewide, **RevPAR** was down 3.2% from November of 2018 (two-year change, +9.0%).
  - US **RevPAR** increased 1.3% from November 2018 (two-year change, +2.8%).
  - South Atlantic **RevPAR** increased 2.2% from November 2018 (two-year change, +3.5%).
- **Room Supply** increased by 2.4% in the state from November 2018 to November 2019 (two-year change +3.1%).
  - US **room supply** increased 2.1% in November 2019 (two-year change, +4.1%).
  - South Atlantic **room supply** was up 2.2% from November 2018 to November 2019 (two-year change, +4.2%).
- **Room Demand** decreased 1.2% in the state from November 2018 to November 2019 (two-year change +7.2%).
  - **Room demand** in the US increased 2.4% in November 2019 from November 2018 (two-year change, +4.7%).
  - **Room demand** in the South Atlantic increased 2.6% in November 2019 from November 2018 (two-year change, +4.7%).
- North Carolina **room revenues** decreased 0.9% in November 2019 (two-year change +12.4%).
  - **Room revenues** in the US increased 3.4% from November 2018 to November 2019 (two-year change, 7.1%).
  - **Room revenues** in the South Atlantic increased 4.5% from November 2018 to November 2019 (two-year change, +7.8%).

## Regional

- Only the Western and Piedmont Triad regions posted gains in **occupancy** rates in November 2019 from 2018. The decreases in the other regions, and the high decreases in the Southeast and Sandhills regions, can be linked to the impact of hurricanes the last several fall seasons.
  - Western Region +2.8% (+2.4%)
  - Piedmont Triad Region +0.3% (+6.4%)
  - Northeast Region -1.9% (+7.3%)
  - Northwest Region -0.6% (+2.0%)
  - North Central Region -0.7% (+6.6%)
  - Southeast Region -22.8% (+8.3%)
  - Southwest Region -1.3% (-0.6%)
  - Sandhills Region -10.6% (+1.4%)
- Three of the eight zones experienced increased **ADR** in November 2019 from November 2018. The Western Region led the state in ADR growth in November with more than three percent growth. This region had nearly ten percent growth over the last two Novembers. Two-year percent change can be found in parentheses.
  - Western Region +3.6% (+9.5%)
  - Piedmont Triad Region -0.8% (+6.3%)
  - Northeast Region -1.9% (+2.7%)
  - Northwest Region +1.4% (+5.0%)
  - North Central Region +2.0% (+6.1%)
  - Southeast Region -6.2% (+11.4%)
  - Southwest Region -1.2% (-0.6%)
  - Sandhills Region -1.2% (+5.8%)
- **RevPAR** was up in three of the regions in November 2019 from November 2018. Large RevPAR decreases in the Southeast and Sandhills regions are a result of occupancy changes due to storm impacts.
  - Western Region +6.5% (+12.1%)
  - Piedmont Triad Region -0.5% (+13.1%)
  - Northeast Region -3.7% (+10.2%)
  - Northwest Region +0.8% (+7.1%)
  - North Central Region +1.3% (+13.1%)
  - Southeast Region -27.5% (+20.6%)
  - Southwest Region -2.5% (-1.2%)
  - Sandhills Region -11.7% (+7.3%)
- **Room Supply** was up in seven of the eight regions of the state in November 2019 from November 2018, particularly in the Southeast Region with more than eight percent growth. While the region's inventory is up from last November, it is still down three percent from November 2017 due to rooms being lost as a result of Hurricane Florence in September of 2018. .
  - Western Region 0.0% (+2.8%)
  - Piedmont Triad Region +2.5% (+3.2%)
  - Northeast Region +1.5% (+2.0%)
  - Northwest Region +1.2% (+1.2%)
  - North Central Region +0.4% (+3.0%)
  - Southeast Region +8.6% (-3.0%)
  - Southwest Region +3.3% (+6.1%)
  - Sandhills Region +2.6% (+4.9%)
- **Room Demand** was up in four regions in November 2019 from 2018. The Southeast Region demand was down more than sixteen percent in November as a result of high demand in post-hurricane 2018 with recovery efforts. As with occupancy, most regions were down as a result of the increase in demand in 2018 due to evacuees from the hurricanes. The two-year change for each region is shown in parentheses.
  - Western Region +2.8% (+5.3%)
  - Piedmont Triad Region +2.8% (+9.8%)
  - Northeast Region -0.4% (+9.5%)
  - Northwest Region +0.6% (+3.2%)
  - North Central Region -0.3% (+9.8%)
  - Southeast Region -16.1% (+5.0%)
  - Southwest Region +1.9% (+5.4%)
  - Sandhills Region -8.3% (+6.4%)
- **Room Revenues** were up in five of the prosperity zones of the state for November 2019 from 2018, with the Western Region posting more than six percent growth from last November.
  - Western Region +6.5% (+15.3%)
  - Piedmont Triad Region +2.0% (+16.8%)
  - Northeast Region -2.3% (+12.4%)
  - Northwest Region +2.0% (+8.4%)
  - North Central Region +1.7% (+16.5%)
  - Southeast Region -21.3% (+17.0%)
  - Southwest Region +0.7% (+4.8%)
  - Sandhills Region -9.4% (+12.6%)

# Year-To-Date (through November 2019) Lodging Report

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 1.7% statewide YTD (through November) 2019 (two-year change, +3.9%).
  - The US **occupancy** is down 0.1% in 2019 from 2018 (two-year change, +0.5%).
  - The South Atlantic states **occupancy** is down 0.4% in 2019 from 2018 (two-year change, -0.3%).
- YTD **room rates (ADR)** in North Carolina are up 1.9% (two-year change, +4.5%).
  - The US **ADR** is up 0.9% in 2019 from 2018 (two-year change, +3.4%).
  - The South Atlantic states **ADR** is up 1.5% in 2019 from 2018 (two-year change, +3.9%).
- Statewide, **RevPAR** is up 3.7% year-to-date (two-year change +8.7%).
  - Nationally, **RevPAR** is also up 0.8% in 2019 from 2018 (two-year change, +3.9%).
  - The South Atlantic states **RevPAR** is up 1.2% in 2019 from 2018 (two-year change, +3.7%).
- **Room Supply** is up 0.8% 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, +3.5%).
  - The South Atlantic states **room supply** is up 2.0% in 2019 from 2018 (two-year change, +3.4%).
- **Room Demand** is up 2.6% in the state year-to-date (two-year change, +7.0%).
  - Nationally, **room demand** is also up 1.9% in 2019 from 2018 (two-year change, +4.0%).
  - The South Atlantic states **room demand** is up 1.6% in 2019 from 2018 (two-year change, +3.1%).
- North Carolina **room revenues** are up 4.6% year-to date (two-year change, +11.9%).
  - Nationally, **room revenues** are also up 2.8% in 2019 from 2018 (two-year change, +7.5%).
  - The South Atlantic states **room revenues** are up 3.2% in 2019 from 2018 (two-year change, +7.2%).

## Regional

- **Occupancy** is up year-to-date in five of the eight regions (through November). 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 +2.2% (+1.6%)
  - Piedmont Triad Region +2.2% (+4.1%)
  - Northeast Region +0.7% (+4.1%)
  - Northwest Region -0.8% (+1.9%)
  - North Central Region +3.3% (+5.9%)
  - Southeast Region +9.5% (+16.5%)
  - Southwest Region -1.9% (-0.9%)
  - Sandhills Region 0.0% (+2.8%)
- **ADR** in seven of the eight prosperity zones is up year-to-date through November. The Southeast Region ADR is up nearly six percent year-to-date through November.
  - Western Region -0.4% (+2.8%)
  - Piedmont Triad Region +1.7% (+4.9%)
  - Northeast Region +2.0% (+3.1%)
  - Northwest Region +2.5% (+4.4%)
  - North Central Region +2.5% (+5.7%)
  - Southeast Region +5.8% (+10.5%)
  - Southwest Region +1.1% (+2.1%)
  - Sandhills Region +3.9% (+7.8%)
- **RevPAR** is up year-to-date in seven of the eight prosperity zones of the state.
  - Western Region +1.8% (+4.5%)
  - Piedmont Triad Region +3.9% (+9.3%)
  - Northeast Region +2.7% (+7.3%)
  - Northwest Region +1.7% (+6.4%)
  - North Central Region +5.9% (+11.9%)
  - Southeast Region +15.7% (+28.7%)
  - Southwest Region -0.8% (+1.2%)
  - Sandhills Region +3.9% (+10.8%)
- **Room Supply** is up in six of the prosperity zones year-to-date through November, particularly in the Southwest Region. The Southwest Region room supply is up nearly six percent over the last two years.
  - Western Region -0.1% (+3.9%)
  - Piedmont Triad Region +1.6% (+2.5%)
  - Northeast Region +0.6% (+1.7%)
  - Northwest Region +1.0% (+0.7%)
  - North Central Region +1.3% (+4.3%)
  - Southeast Region -5.6% (-5.8%)
  - Southwest Region +2.9% (+5.9%)
  - Sandhills Region +2.0% (+4.3%)
- **Room Demand** is up each of the prosperity zones of the state year-to-date through November. The North Central Region demand is up more than four percent and the Piedmont Triad Region demand is up nearly four percent.
  - Western Region +2.1% (+5.6%)
  - Piedmont Triad Region +3.8% (+6.8%)
  - Northeast Region +1.3% (+5.9%)
  - Northwest Region +0.2% (+2.6%)
  - North Central Region +4.6% (+10.4%)
  - Southeast Region +3.3% (+9.6%)
  - Southwest Region +1.0% (+4.9%)
  - Sandhills Region +2.0% (+7.2%)
- **Room Revenues** are up in each of the prosperity zones year-to-date through November. Revenues in the Southeast Region are up nine percent, followed by the North Central, Sandhills and Piedmont Triad regions.
  - Western Region +1.7% (+8.5%)
  - Piedmont Triad Region +5.6% (+12.1%)
  - Northeast Region +3.3% (+9.1%)
  - Northwest Region +2.7% (+7.1%)
  - North Central Region +7.2% (+16.7%)
  - Southeast Region +9.3% (+21.1%)
  - Southwest Region +2.0% (+7.1%)
  - Sandhills Region +6.0% (+15.6%)

## 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