

# February 2020 Monthly Lodging Report (Smith Travel Research)

## Statewide

- NC hotel/motel **occupancy** decreased 3.3% statewide in February 2020 from February 2019 (two-year change, +4.9%).
  - US **occupancy** increased 0.2% in February 2020 from February 2019 (two-year change, +0.9%).
  - South Atlantic states **occupancy** increased 0.6% in February 2020 from February 2019 (two-year change, +2.1%).
- February 2020 **room rates (ADR)** in North Carolina were down 0.7% (two-year change, +11.4%).
  - **Room rates** in the US increased 1.4% from February 2019 (two-year change, +3.3%).
  - **Room rates** in the South Atlantic states increased 2.6% from February 2019 (two-year change, +6.3%).
- Statewide, **RevPAR** was down 4.0% from February of 2019 (two-year change, +11.4%).
  - US **RevPAR** increased 1.7% from February 2019 (two-year change, +4.3%).
  - South Atlantic **RevPAR** increased 3.2% from February 2019 (two-year change, +8.4%).
- **Room Supply** increased by 3.2% in the state from February 2019 to February 2020 (two-year change +3.3%).
  - US **room supply** increased 2.1% in February 2020 (two-year change, +4.2%).
  - South Atlantic **room supply** was up 2.4% from February 2019 to February 2020 (two-year change, +4.5%).
- **Room Demand** decreased 0.3% in the state from February 2019 to February 2020 (two-year change +8.4%).
  - **Room demand** in the US increased 2.3% in February 2020 from February 2019 (two-year change, +5.1%).
  - **Room demand** in the South Atlantic increased 2.9% in February 2020 from February 2019 (two-year change, 6.5%).
- North Carolina **room revenues** decreased 0.9% in February 2020 (two-year change +15.1%).
  - **Room revenues** in the US increased 3.8% from February 2019 to February 2020 (two-year change, +8.6%).
  - **Room revenues** in the South Atlantic increased 5.7% from February 2019 to February 2020 (two-year change, +13.1%).

## Regional

- Only the North Central posted a gain in **occupancy** rate in February 2020 from 2019. The large decrease in occupancy in the Southeast Region can be linked to higher occupancy last year due to less supply and recovery workers post-hurricane. Two-year percent change can be found in parentheses.
  - Western Region -3.0% (+6.1%)
  - Piedmont Triad Region -1.8% (+4.1%)
  - Northeast Region -3.3% (+1.8%)
  - Northwest Region -1.4% (+2.9%)
  - North Central Region +2.3% (+8.2%)
  - Southeast Region -18.8% (+9.1%)
  - Southwest Region -1.7% (+2.3%)
  - Sandhills Region -8.6% (+1.4%)
- Six of the eight zones experienced increased **ADR** in February 2020 from February 2019. The Western Region led the state in ADR growth in February with six percent growth followed by the North Central Region (+2.6%). Two-year percent change can be found in parentheses.
  - Western Region +6.3% (+3.9%)
  - Piedmont Triad Region +1.8% (+4.5%)
  - Northeast Region +0.9% (+5.8%)
  - Northwest Region +0.4% (+5.9%)
  - North Central Region +2.6% (+6.0%)
  - Southeast Region -0.7% (+13.1%)
  - Southwest Region -7.5% (+4.9%)
  - Sandhills Region +0.9% (+8.2%)
- **RevPAR** was up in two of the regions in February 2020 from February 2019. Two-year percent changes show increases in each region (in parentheses).
  - Western Region +3.2% (+10.3%)
  - Piedmont Triad Region -0.1% (+8.7%)
  - Northeast Region -2.5% (+7.7%)
  - Northwest Region -1.1% (+8.9%)
  - North Central Region +4.9% (+14.8%)
  - Southeast Region -19.4% (+23.3%)
  - Southwest Region -9.0% (+7.3%)
  - Sandhills Region -7.8% (+9.8%)
- **Room Supply** was up in each of the eight regions of the state in February 2020 from February 2019, particularly in the Southeast Region, which has nearly reached pre-hurricane supply. The region is down by less than two percent for a two-year period.
  - Western Region +2.3% (+2.6%)
  - Piedmont Triad Region +3.8% (+3.8%)
  - Northeast Region +1.5% (+1.1%)
  - Northwest Region +2.3% (+2.3%)
  - North Central Region +0.4% (+1.9%)
  - Southeast Region +10.0% (-1.8%)
  - Southwest Region +4.3% (+7.5%)
  - Sandhills Region +1.6% (+4.4%)
- **Room Demand** was up in four of the regions in February 2020 from 2019. The Southeast Region demand was down more than ten percent, in part due to hurricane recovery efforts affecting demand in 2019. The two-year change for each region is shown in parentheses.
  - Western Region -0.7% (+8.8%)
  - Piedmont Triad Region +1.9% (+8.0%)
  - Northeast Region -1.8% (+2.9%)
  - Northwest Region +0.9% (+5.2%)
  - North Central Region +2.6% (+10.3%)
  - Southeast Region -10.7% (+7.1%)
  - Southwest Region +2.6% (+9.9%)
  - Sandhills Region -7.2% (+5.8%)
- **Room Revenues** were up in four of the prosperity zones of the state for February 2020 from 2019, with the Western Region leading the growth with a more than five percent increase. Each region also shows strong two-year growth (in parentheses).
  - Western Region +5.6% (+13.1%)
  - Piedmont Triad Region +3.7% (+12.8%)
  - Northeast Region -1.0% (+8.9%)
  - Northwest Region +1.2% (+11.4%)
  - North Central Region +5.3% (+16.9%)
  - Southeast Region -11.3% (+21.1%)
  - Southwest Region -5.1% (+15.4%)
  - Sandhills Region -6.3% (+14.6%)

# Year-To-Date (through February 2020) Lodging Report

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 4.4% statewide YTD (through February) 2020 (two-year change, +4.0%).
  - The US **occupancy** is up 0.5% in 2020 from 2019 (two-year change, +1.2%).
  - The South Atlantic states **occupancy** is up 0.8% in 2020 from 2019 (two-year change, +2.1%).
- YTD **room rates (ADR)** in North Carolina are up 0.7% (two-year change, +4.9%).
  - The US **ADR** is up 1.4% in 2020 from 2019 (two-year change, +2.8%).
  - The South Atlantic states **ADR** is up 3.0% in 2020 from 2019 (two-year change, +5.2%).
- Statewide, **RevPAR** is down 3.8% year-to-date (two-year change +9.1%).
  - Nationally, **RevPAR** is also up 1.9% in 2020 from 2019 (two-year change, +3.9%).
  - The South Atlantic states **RevPAR** is up 3.9% in 2020 from 2019 (two-year change, +7.5%).
- **Room Supply** is up 3.2% in the state year-to-date (two-year change, +3.2%).
  - Nationally, **room supply** is also up 2.1% in 2020 from 2019 (two-year change, +4.2%).
  - The South Atlantic states **room supply** is up 2.3% in 2020 from 2019 (two-year change, +4.4%).
- **Room Demand** is down 0.3% in the state year-to-date (two-year change, +8.4%).
  - Nationally, **room demand** is also up 2.6% in 2020 from 2019 (two-year change, +5.3%).
  - The South Atlantic states **room demand** is up 3.2% in 2020 from 2019 (two-year change, +6.6%).
- North Carolina **room revenues** are down 0.9% year-to date (two-year change, +15.1%).
  - Nationally, **room revenues** are also up 4.0% in 2020 from 2019 (two-year change, +8.1%).
  - The South Atlantic states **room revenues** are up 6.3% in 2020 from 2019 (two-year change, +12.0%).

## Regional

- **Occupancy** is up year-to-date in only the North Central Region (through February), and by less than one percent. For the two-year period, occupancy is up in six regions (in parentheses).
  - Western Region -0.1% (+8.6%)
  - Piedmont Triad Region -3.6% (+4.9%)
  - Northeast Region -4.0% (+3.2%)
  - Northwest Region -4.1% (-1.4%)
  - North Central Region +0.6% (+6.3%)
  - Southeast Region -21.0% (+13.6%)
  - Southwest Region -2.5% (-1.6%)
  - Sandhills Region -9.5% (+0.7%)
- **ADR** in six of the eight prosperity zones is up year-to-date through February. Western Region ADR is up nearly seven percent year-to-date through February.
  - Western Region +6.7% (+5.8%)
  - Piedmont Triad Region +2.6% (+4.6%)
  - Northeast Region +0.8% (+5.8%)
  - Northwest Region +0.1% (+5.1%)
  - North Central Region +2.1% (+4.7%)
  - Southeast Region -0.7% (+12.6%)
  - Southwest Region -3.7% (+2.2%)
  - Sandhills Region +0.9% (+8.1%)
- **RevPAR** is up year-to-date in two of the eight prosperity zones of the state.
  - Western Region +6.6% (+14.9%)
  - Piedmont Triad Region -1.2% (+9.7%)
  - Northeast Region -3.3% (+9.1%)
  - Northwest Region -4.0% (+3.6%)
  - North Central Region +2.7% (+11.3%)
  - Southeast Region -21.6% (+28.0%)
  - Southwest Region -6.1% (+0.6%)
  - Sandhills Region -8.8% (+8.9%)
- **Room Supply** is up in each of the prosperity zones year-to-date through February, particularly in the Southeast Region as a result of rooms opening back up after the hurricane. The Southwest Region room supply is up more than four percent from last year and up more than seven percent over the last two years.
  - Western Region +2.5% (+2.6%)
  - Piedmont Triad Region +3.8% (+4.0%)
  - Northeast Region +1.5% (+1.1%)
  - Northwest Region +2.3% (+2.3%)
  - North Central Region +0.4% (+1.9%)
  - Southeast Region +9.5% (-2.5%)
  - Southwest Region +4.3% (+7.3%)
  - Sandhills Region +1.6% (+4.4%)
- **Room Demand** is up four of the prosperity zones of the state year-to-date through February. For the two-year period, room demand is up in each of the eight regions (in parentheses).
  - Western Region +2.4% (+11.4%)
  - Piedmont Triad Region +0.1% (+9.1%)
  - Northeast Region -2.5% (+4.3%)
  - Northwest Region -1.9% (+0.9%)
  - North Central Region +0.9% (+8.3%)
  - Southeast Region -13.5% (+10.8%)
  - Southwest Region +1.8% (+5.6%)
  - Sandhills Region -8.1% (+5.2%)
- **Room Revenues** are up in three of the prosperity zones year-to-date through February. Revenues in the Western Region are up more than nine percent, followed by the North Central and Piedmont Triad regions.
  - Western Region +9.3% (+17.8%)
  - Piedmont Triad Region +2.6% (+14.1%)
  - Northeast Region -1.8% (+10.3%)
  - Northwest Region -1.8% (+6.0%)
  - North Central Region +3.0% (+13.4%)
  - Southeast Region -14.1% (+24.8%)
  - Southwest Region -2.0% (+8.0%)
  - Sandhills Region -7.4% (+13.7%)

## 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