March 2020 Monthly Lodging Report (Smith Travel Research)

Statewide
- NC hotel/motel occupancy decreased 38.1% statewide in March 2020 from March 2019 (two-year change, -34.8%).
  - US occupancy decreased 42.3% in March 2020 from March 2019 (two-year change, -42.5%).
  - South Atlantic states occupancy decreased 42.0% in March 2020 from March 2019 (two-year change, -42.0%).
- March 2020 room rates (ADR) in North Carolina were down 12.4% (two-year change, -9.8%).
  - Room rates in the US decreased 16.5% from March 2019 (two-year change, -16.1%).
  - Room rates in the South Atlantic states decreased 16.0% from March 2019 (two-year change, -15.4%).
- Statewide, RevPAR was down 45.8% from March of 2019 (two-year change, -41.2%).
  - US RevPAR decreased 51.9% from March 2019 (two-year change, -51.8%).
  - South Atlantic RevPAR decreased 51.3% from March 2019 (two-year change, -50.9%).
- Room Supply increased by 2.6% in the state from March 2019 to March 2020 (two-year change +3.2%).
  - US room supply increased 2.0% in March 2020 (two-year change, +4.1%).
  - South Atlantic room supply was up 2.2% from March 2019 to March 2020 (two-year change, +4.3%).
- Room Demand decreased 36.5% in the state from March 2019 to March 2020 (two-year change, -32.7%).
  - Room demand in the US decreased 41.2% in March 2020 from March 2019 (two-year change, -40.1%).
  - Room demand in the South Atlantic decreased 40.7% in March 2020 from March 2019 (two-year change, -39.5%).
- North Carolina room revenues decreased 44.4% in March 2020 (two-year change, -39.3%).
  - Room revenues in the US decreased 50.9% from March 2019 to March 2020 (two-year change, -49.8%).
  - Room revenues in the South Atlantic decreased 50.2% from March 2019 to March 2020 (two-year change, -48.8%).

Regional
- Occupancy
  - Western Region -45.4% (-42.4%)
  - Northwest Region -37.6% (-36.1%)
  - Southwest Region -38.6% (-39.7%)
  - Piedmont Triad Region -38.4% (-34.6%)
  - North Central Region -39.5% (-35.4%)
  - Sandhills Region -26.0% (-21.3%)
  - Northeast Region -31.7% (-29.9%)
  - Southeast Region -40.7% (-26.6%)
  - South Atlantic -32.7% (-28.5%)
  - US -38.8% (-34.6%)
  - South Atlantic states -38.4% (-34.6%)

- ADR
  - Western Region -9.2% (-9.2%)
  - Northwest Region -9.9% (-5.8%)
  - Southwest Region -16.3% (-16.0%)
  - Piedmont Triad Region -9.9% (-6.3%)
  - North Central Region -12.8% (-9.7%)
  - Sandhills Region -6.4% (-2.4%)
  - Northeast Region -8.2% (-4.0%)
  - Southeast Region -10.1% (+0.7%)
  - South Atlantic -11.4% (-7.2%)
  - US -10.7% (-6.6%)

- RevPAR
  - Western Region -50.4% (-47.7%)
  - Northwest Region -43.8% (-39.8%)
  - Southwest Region -48.6% (-49.3%)
  - Piedmont Triad Region -44.5% (-38.7%)
  - North Central Region -47.2% (-41.7%)
  - Sandhills Region -30.7% (-23.2%)
  - Northeast Region -37.3% (-32.7%)
  - Southeast Region -46.7% (-26.0%)
  - South Atlantic -47.9% (-43.2%)
  - US -42.9% (-36.0%)

- Room Supply
  - Western Region +2.3% (+2.5%)
  - Northwest Region +2.3% (+3.6%)
  - Southwest Region +3.5% (+7.5%)
  - Piedmont Triad Region +2.8% (+3.8%)
  - North Central Region 0.0% (+1.7%)
  - Sandhills Region +1.6% (+3.4%)
  - Northeast Region +1.2% (+1.1%)
  - Southeast Region +8.6% (-1.8%)
  - South Atlantic +5.5% (+9.5%)

- Room Demand
  - Western Region -44.1% (-40.9%)
  - Northwest Region -36.2% (-33.7%)
  - Southwest Region -36.5% (-35.2%)
  - Piedmont Triad Region -36.7% (-32.1%)
  - North Central Region -39.5% (-34.4%)
  - Sandhills Region -24.8% (-18.7%)
  - Northeast Region -30.8% (-29.2%)
  - Southeast Region -35.5% (-27.9%)
  - South Atlantic -38.5% (-34.4%)

- Room Revenues
  - Western Region -49.3% (-46.3%)
  - Northwest Region -42.5% (-37.6%)
  - Southwest Region -46.8% (-45.5%)
  - Piedmont Triad Region -43.0% (-36.4%)
  - North Central Region -47.2% (-40.7%)
  - Sandhills Region -29.6% (-20.6%)
  - Northeast Region -36.5% (-32.0%)
  - Southeast Region -42.1% (-27.3%)
Year-To-Date (through March 2020) Lodging Report

Statewide & Competitive State Comparison
- Hotel/motel occupancy is down 17.4% statewide YTD (through March) 2020 (two-year change, 11.3%).
  - The US occupancy is down 15.9% in 2020 from 2019 (two-year change, -15.8%).
  - The South Atlantic states occupancy is down 15.7% in 2020 from 2019 (two-year change, -15.1%).

- YTD room rates (ADR) in North Carolina are down 3.5% (two-year change, +0.1%).
  - The US ADR is down 4.0% in 2020 from 2019 (two-year change, -3.0%).
  - The South Atlantic states ADR is down 3.2% in 2020 from 2019 (two-year change, -1.8%).

- Statewide, RevPAR is down 20.3% year-to-date (two-year change -11.2%).
  - Nationally, RevPAR is also down 19.3% in 2020 from 2019 (two-year change, -18.3%).
  - The South Atlantic states RevPAR is down 18.4% in 2020 from 2019 (two-year change, -16.6%).

- Room Supply is up 2.9% in the state year-to-date (two-year change, +3.2%).
  - Nationally, room supply is also up 2.0% 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 15.0% in the state year-to-date (two-year change, -8.4%).
  - Nationally, room demand is also down 14.2% in 2020 from 2019 (two-year change, -12.2%).
  - The South Atlantic states room demand is down 13.8% in 2020 from 2019 (two-year change, -11.4%).

- North Carolina room revenues are down 18.0% year-to-date (two-year change, -8.3%).
  - Nationally, room revenues are also down 17.6% in 2020 from 2019 (two-year change, -14.9%).
  - The South Atlantic states room revenues are down 16.6% in 2020 from 2019 (two-year change, -13.0%).

Regional
- Occupancy
  - Western Region -19.0% (-13.0%)  Piedmont Triad Region -17.3% (-10.8%)  Northeast Region -15.2% (-10.5%)
  - Northwest Region -16.8% (-14.6%)  North Central Region -14.5% (-9.4%)  Southeast Region -28.6% (-3.3%)
  - Southwest Region -16.1% (-16.1%)  Sandhills Region -15.8% (-7.9%)

- ADR
  - Western Region +0.6% (0.0%)  Piedmont Triad Region -1.8% (+1.0%)  Northeast Region -2.7% (+1.9%)
  - Northwest Region -2.7% (+2.0%)  North Central Region -2.1% (+0.8%)  Southeast Region -4.5% (+7.5%)
  - Southwest Region -7.0% (-3.4%)  Sandhills Region -1.9% (+3.8%)

- RevPAR
  - Western Region -18.5% (-13.0%)  Piedmont Triad Region -18.8% (-9.9%)  Northeast Region -17.5% (-8.8%)
  - Northwest Region -19.1% (-12.8%)  North Central Region -16.3% (-8.6%)  Southeast Region -31.8% (+4.0%)
  - Southwest Region -21.9% (-18.9%)  Sandhills Region -17.4% (-4.4%)

- Room Supply
  - Western Region +2.5% (+2.6%)  Piedmont Triad Region +3.5% (+4.0%)  Northeast Region +1.4% (+1.1%)
  - Northwest Region +2.3% (+2.7%)  North Central Region 0.0% (+1.6%)  Southeast Region +9.2% (-2.2%)
  - Southwest Region +4.0% (+7.4%)  Sandhills Region +1.6% (+4.0%)

- Room Demand
  - Western Region -17.0% (-10.8%)  Piedmont Triad Region -14.4% (-7.3%)  Northeast Region -14.0% (-9.6%)
  - Northwest Region -14.9% (-12.2%)  North Central Region -14.5% (-8.0%)  Southeast Region -22.0% (-5.4%)
  - Southwest Region -12.7% (-9.9%)  Sandhills Region -14.5% (-4.2%)

- Room Revenues
  - Western Region -16.5% (-10.8%)  Piedmont Triad Region -15.9% (-6.4%)  Northeast Region -16.3% (-7.9%)
  - Northwest Region -17.2% (-10.4%)  North Central Region -16.3% (-7.2%)  Southeast Region -25.5% (+1.7%)
  - Southwest Region -18.8% (-13.0%)  Sandhills Region -16.2% (-0.6%)
### North Carolina Prosperity Zones

<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>
</tr>
<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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</tbody>
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