

August 2020 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** decreased 29.0% statewide in August 2020 from August 2019 (two-year change, -28.0%).
 - US **occupancy** decreased 31.7% in August 2020 from August 2019 (two-year change, -31.9%).
 - South Atlantic states **occupancy** decreased 32.2% in August 2020 from August 2019 (two-year change, -33.4%).
- August 2020 **room rates (ADR)** in North Carolina were down 14.0% (two-year change, -11.4%).
 - **Room rates** in the US decreased 22.8% from August 2019 (two-year change, -21.9%).
 - **Room rates** in the South Atlantic states decreased 15.7% from August 2019 (two-year change, -14.4%)
- Statewide, **RevPAR** was down 38.9% from August of 2019 (two-year change, -36.2%).
 - US **RevPAR** decreased 47.3% from August 2019 (two-year change, -46.8%).
 - South Atlantic **RevPAR** decreased 42.8% from August 2019 (two-year change, -42.9%).
- **Room Supply** increased by 2.0% in the state from August 2019 to August 2020 (two-year change +2.5%).
 - US **room supply** decreased 3.0% in August 2020 (two-year change, -1.2%).
 - South Atlantic **room supply** was down 2.5% from August 2019 to August 2020 (two-year change, -0.8%).
- **Room Demand** decreased 27.6% in the state from August 2019 to August 2020 (two-year change -26.2%).
 - **Room demand** in the US decreased 33.8% in August 2020 from August 2019 (two-year change, -32.7%).
 - **Room demand** in the South Atlantic decreased 33.9% in August 2020 from August 2019 (two-year change, -33.9%).
- North Carolina **room revenues** decreased 37.7% in August 2020 (two-year change -34.6%).
 - **Room revenues** in the US decreased 48.9% from August 2019 to August 2020 (two-year change, -47.4%).
 - **Room revenues** in the South Atlantic decreased 44.2% from August 2019 to August 2020 (two-year change, -43.4%).

Regional, August 2020

- **Occupancy**
 - Western Region -22.5% (-24.6%)
 - Northwest Region -21.8% (-24.4%)
 - Southwest Region -40.0% (-40.3%)
 - Piedmont Triad Region -33.4% (-29.7%)
 - North Central Region -38.7% (-35.1%)
 - Sandhills Region -12.0% (-12.5%)
 - Northeast Region -11.4% (-12.1%)
 - Southeast Region -12.8% (-10.1%)
- **ADR**
 - Western Region -13.7% (-11.5%)
 - Northwest Region -9.4% (-6.8%)
 - Southwest Region -25.2% (-24.5%)
 - Piedmont Triad Region -18.7% (-14.9%)
 - North Central Region -22.2% (-19.9%)
 - Sandhills Region -6.4% (-0.5%)
 - Northeast Region -0.8% (+1.9%)
 - Southeast Region -5.5% (+2.7%)
- **RevPAR**
 - Western Region -33.1% (-33.3%)
 - Northwest Region -29.2% (-29.6%)
 - Southwest Region -55.1% (-54.9%)
 - Piedmont Triad Region -45.9% (-40.2%)
 - North Central Region -52.3% (-48.0%)
 - Sandhills Region -17.7% (-13.0%)
 - Northeast Region -12.1% (-10.4%)
 - Southeast Region -17.6% (-7.6%)
- **Room Supply**
 - Western Region +2.6% (+2.4%)
 - Northwest Region -0.9% (+0.3%)
 - Southwest Region +3.5% (+5.7%)
 - Piedmont Triad Region +1.2% (+3.2%)
 - North Central Region +0.1% (+0.4%)
 - Sandhills Region +0.4% (+1.9%)
 - Northeast Region +0.7% (+2.1%)
 - Southeast Region +6.3% (-0.3%)
- **Room Demand**
 - Western Region -20.5% (-22.9%)
 - Northwest Region -22.6% (-24.2%)
 - Southwest Region -37.9% (-36.8%)
 - Piedmont Triad Region -32.6% (-27.4%)
 - North Central Region -38.7% (-34.9%)
 - Sandhills Region -11.7% (-10.9%)
 - Northeast Region -10.8% (-10.2%)
 - Southeast Region -7.3% (-10.3%)
- **Room Revenues**
 - Western Region -31.4% (-31.7%)
 - Northwest Region -29.9% (-29.4%)
 - Southwest Region -53.5% (-52.3%)
 - Piedmont Triad Region -45.2% (-38.3%)
 - North Central Region -52.3% (-47.8%)
 - Sandhills Region -17.3% (-11.3%)
 - Northeast Region -11.5% (-8.5%)
 - Southeast Region -12.4% (-7.9%)

Year-To-Date (through August 2020) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 33.3% statewide YTD (through August) 2020 (two-year change, -30.5%).
 - The US **occupancy** is down 34.3% in 2020 from 2019 (two-year change, -34.3%).
 - The South Atlantic states **occupancy** is down 33.6% in 2020 from 2019 (two-year change, -33.6%).
- YTD **room rates (ADR)** in North Carolina are down 14.6% (two-year change, -12.0%).
 - The US **ADR** is down 18.8% in 2020 from 2019 (two-year change, -17.9%).
 - The South Atlantic states **ADR** is down 13.6% in 2020 from 2019 (two-year change, -12.3%).
- Statewide, **RevPAR** is down 43.0% year-to-date (two-year change -38.8%).
 - Nationally, **RevPAR** is also down 46.6% in 2020 from 2019 (two-year change, -46.1%).
 - The South Atlantic states **RevPAR** is down 42.7% in 2020 from 2019 (two-year change, -41.8%).
- **Room Supply** is up 0.2% in the state year-to-date (two-year change, +0.6%).
 - Nationally, **room supply** is also down 4.2% in 2020 from 2019 (two-year change, -2.3%).
 - The South Atlantic states **room supply** is down 4.4% in 2020 from 2019 (two-year change, -2.7%).
- **Room Demand** is down 33.2% in the state year-to-date (two-year change, -30.1%).
 - Nationally, **room demand** is also down 37.1% in 2020 from 2019 (two-year change, -35.9%).
 - The South Atlantic states **room demand** is down 36.5% in 2020 from 2019 (two-year change, -35.4%).
- North Carolina **room revenues** are down 42.9% year-to-date (two-year change, -38.4%).
 - Nationally, **room revenues** are also down 48.9% in 2020 from 2019 (two-year change, -47.4%).
 - The South Atlantic states **room revenues** are down 45.2% in 2020 from 2019 (two-year change, -43.3%).

Regional, Year-to-Date through August 2020

- **Occupancy**
 - Western Region -34.5% (-33.1%)
 - Piedmont Triad Region -34.8% (-32.0%)
 - Northeast Region -24.0% (-21.8%)
 - Northwest Region -30.1% (-30.4%)
 - North Central Region -36.2% (-32.6%)
 - Southeast Region -31.2% (-18.6%)
 - Southwest Region -36.7% (-37.3%)
 - Sandhills Region -23.6% (-18.5%)
- **ADR**
 - Western Region -13.8% (-13.1%)
 - Piedmont Triad Region -17.8% (-16.3%)
 - Northeast Region -3.8% (-0.2%)
 - Northwest Region -9.5% (-6.5%)
 - North Central Region -16.9% (-14.6%)
 - Southeast Region -8.8% (-0.3%)
 - Southwest Region -18.9% (-17.2%)
 - Sandhills Region -10.2% (-4.7%)
- **RevPAR**
 - Western Region -43.5% (-41.8%)
 - Piedmont Triad Region -46.5% (-43.0%)
 - Northeast Region -27.0% (-21.9%)
 - Northwest Region -36.8% (-34.9%)
 - North Central Region -47.0% (-42.4%)
 - Southeast Region -37.3% (-18.9%)
 - Southwest Region -48.7% (-48.0%)
 - Sandhills Region -31.3% (-22.3%)
- **Room Supply**
 - Western Region -2.2% (-2.3%)
 - Piedmont Triad Region +1.3% (+2.6%)
 - Northeast Region -0.1% (+0.1%)
 - Northwest Region -1.8% (-0.9%)
 - North Central Region -2.6% (-1.3%)
 - Southeast Region +7.4% (-1.9%)
 - Southwest Region +0.6% (+3.6%)
 - Sandhills Region 0.0% (+1.8%)
- **Room Demand**
 - Western Region -35.9% (-34.6%)
 - Piedmont Triad Region -34.0% (-30.2%)
 - Northeast Region -24.1% (-21.7%)
 - Northwest Region -31.4% (-31.0%)
 - North Central Region -37.9% (-33.5%)
 - Southeast Region -26.1% (-20.1%)
 - Southwest Region -36.3% (-35.0%)
 - Sandhills Region -23.6% (-17.0%)
- **Room Revenues**
 - Western Region -44.8% (-43.2%)
 - Piedmont Triad Region -45.7% (-41.6%)
 - Northeast Region -27.0% (-21.8%)
 - Northwest Region -37.9% (-35.5%)
 - North Central Region -48.4% (-43.2%)
 - Southeast Region -32.6% (-20.4%)
 - Southwest Region -48.4% (-46.2%)
 - Sandhills Region -31.3% (-20.9%)

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