

October 2020 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** decreased 25.0% statewide in October 2020 from October 2019 (two-year change, -30.6%).
 - US **occupancy** decreased 30.1% in October 2020 from October 2019 (two-year change, -30.8%).
 - South Atlantic states **occupancy** decreased 28.9% in October 2020 from October 2019 (two-year change, -30.8%).
- October 2020 **room rates (ADR)** in North Carolina were down 15.7% (two-year change, -15.5%).
 - **Room rates** in the US decreased 26.8% from October 2019 (two-year change, -27.1%).
 - **Room rates** in the South Atlantic states decreased 21.8% from October 2019 (two-year change, -20.9%)
- Statewide, **RevPAR** was down 36.7% from October of 2019 (two-year change, -41.4%).
 - US **RevPAR** decreased 48.8% from October 2019 (two-year change, -49.6%).
 - South Atlantic **RevPAR** decreased 44.4% from October 2019 (two-year change, -45.3%).
- **Room Supply** increased by 2.2% in the state from October 2019 to October 2020 (two-year change +4.3%).
 - US **room supply** decreased 2.2% in October 2020 (two-year change, -0.3%).
 - South Atlantic **room supply** was down 1.6% from October 2019 to October 2020 (two-year change, +0.2%).
- **Room Demand** decreased 23.3% in the state from October 2019 to October 2020 (two-year change -27.7%).
 - **Room demand** in the US decreased 31.6% in October 2020 from October 2019 (two-year change, -31.0%).
 - **Room demand** in the South Atlantic decreased 30.1% in October 2020 from October 2019 (two-year change, -30.7%).
- North Carolina **room revenues** decreased 35.3% in October 2020 (two-year change -38.8%).
 - **Room revenues** in the US decreased 50.0% from October 2019 to October 2020 (two-year change, -49.7%).
 - **Room revenues** in the South Atlantic decreased 45.3% from October 2019 to October 2020 (two-year change, -45.2%).

Regional, October 2020

- **Occupancy**
 - Western Region -3.2% (-0.9%)
 - Northwest Region -8.2% (-8.6%)
 - Southwest Region -36.4% (-41.0%)
 - Piedmont Triad Region -27.4% (-30.3%)
 - North Central Region -40.3% (-42.9%)
 - Sandhills Region +2.9% (-20.9%)
 - Northeast Region -10.8% (-21.9%)
 - Southeast Region -20.5% (-34.9%)
- **ADR**
 - Western Region -6.0% (-4.7%)
 - Northwest Region -1.4% (-0.9%)
 - Southwest Region -27.2% (-29.6%)
 - Piedmont Triad Region -27.9% (-25.9%)
 - North Central Region -28.8% (-27.6%)
 - Sandhills Region -1.6% (-0.2%)
 - Northeast Region -1.7% (-3.6%)
 - Southeast Region -10.2% (-15.4%)
- **RevPAR**
 - Western Region -9.0% (-5.6%)
 - Northwest Region -9.4% (-9.4%)
 - Southwest Region -53.7% (-58.5%)
 - Piedmont Triad Region -47.7% (-48.3%)
 - North Central Region -57.5% (-58.7%)
 - Sandhills Region +1.2% (-21.1%)
 - Northeast Region -12.3% (-24.7%)
 - Southeast Region -28.6% (-44.9%)
- **Room Supply**
 - Western Region +3.0% (+3.6%)
 - Northwest Region +0.7% (+1.9%)
 - Southwest Region +5.0% (+7.5%)
 - Piedmont Triad Region +0.8% (+3.0%)
 - North Central Region -0.7% (0.0%)
 - Sandhills Region -0.6% (+1.9%)
 - Northeast Region +0.5% (+1.9%)
 - Southeast Region +6.7% (+14.0%)
- **Room Demand**
 - Western Region -0.3% (+2.7%)
 - Northwest Region -7.5% (-6.9%)
 - Southwest Region -33.2% (-36.6%)
 - Piedmont Triad Region -26.9% (-28.2%)
 - North Central Region -40.7% (-42.9%)
 - Sandhills Region +2.2% (-19.4%)
 - Northeast Region -10.3% (-20.4%)
 - Southeast Region -15.1% (-25.8%)
- **Room Revenues**
 - Western Region -6.2% (-2.2%)
 - Northwest Region -8.8% (-7.7%)
 - Southwest Region -51.4% (-55.3%)
 - Piedmont Triad Region -47.3% (-46.8%)
 - North Central Region -57.8% (-58.7%)
 - Sandhills Region +0.6% (-19.6%)
 - Northeast Region -11.8% (-23.2%)
 - Southeast Region -23.8% (-37.2%)

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 31.8% statewide YTD (through October) 2020 (two-year change, -30.4%).
 - The US **occupancy** is down 33.2% in 2020 from 2019 (two-year change, -33.4%).
 - The South Atlantic states **occupancy** is down 32.4% in 2020 from 2019 (two-year change, -32.8%).
- YTD **room rates (ADR)** in North Carolina are down 14.8% (two-year change, -12.9%).
 - The US **ADR** is down 20.3% in 2020 from 2019 (two-year change, -19.6%).
 - The South Atlantic states **ADR** is down 14.9% in 2020 from 2019 (two-year change, -13.6%).
- Statewide, **RevPAR** is down 41.9% year-to-date (two-year change -39.4%).
 - Nationally, **RevPAR** is also down 46.8% in 2020 from 2019 (two-year change, -46.4%).
 - The South Atlantic states **RevPAR** is down 42.5% in 2020 from 2019 (two-year change, -42.0%).
- **Room Supply** is up 0.6% in the state year-to-date (two-year change, +1.2%).
 - Nationally, **room supply** is also down 3.9% in 2020 from 2019 (two-year change, -2.1%).
 - The South Atlantic states **room supply** is down 3.9% in 2020 from 2019 (two-year change, -2.2%).
- **Room Demand** is down 31.4% in the state year-to-date (two-year change, -29.6%).
 - Nationally, **room demand** is also down 35.9% in 2020 from 2019 (two-year change, -34.8%).
 - The South Atlantic states **room demand** is down 35.1% in 2020 from 2019 (two-year change, -34.3%).
- North Carolina **room revenues** are down 41.5% year-to-date (two-year change, -38.7%).
 - Nationally, **room revenues** are also down 48.9% in 2020 from 2019 (two-year change, -47.6%).
 - The South Atlantic states **room revenues** are down 44.8% in 2020 from 2019 (two-year change, -43.3%).

Regional, Year-to-Date through October 2020

- **Occupancy**
 - Western Region -28.4% (-27.0%)
 - Piedmont Triad Region -33.4% (-31.9%)
 - Northeast Region -21.0% (-20.8%)
 - Northwest Region -25.7% (-26.4%)
 - North Central Region -37.3% (-35.0%)
 - Southeast Region -28.6% (-19.4%)
 - Southwest Region -36.8% (-38.1%)
 - Sandhills Region -19.3% (-18.6%)
- **ADR**
 - Western Region -10.5% (-11.1%)
 - Piedmont Triad Region -19.4% (-17.9%)
 - Northeast Region -2.7% (+0.1%)
 - Northwest Region -7.6% (-5.1%)
 - North Central Region -19.4% (-17.3%)
 - Southeast Region -8.7% (-2.5%)
 - Southwest Region -20.8% (-19.8%)
 - Sandhills Region -8.1% (-4.1%)
- **RevPAR**
 - Western Region -35.9% (-35.1%)
 - Piedmont Triad Region -46.3% (-44.1%)
 - Northeast Region -23.1% (-20.7%)
 - Northwest Region -31.3% (-30.2%)
 - North Central Region -49.5% (-46.2%)
 - Southeast Region -34.8% (-21.4%)
 - Southwest Region -50.0% (-50.4%)
 - Sandhills Region -25.8% (-21.9%)
- **Room Supply**
 - Western Region -1.0% (-1.1%)
 - Piedmont Triad Region +1.2% (+2.7%)
 - Northeast Region +0.1% (+0.5%)
 - Northwest Region -1.3% (-0.3%)
 - North Central Region -2.3% (-1.2%)
 - Southeast Region +7.3% (-0.2%)
 - Southwest Region +1.6% (+4.5%)
 - Sandhills Region 0.0% (+1.9%)
- **Room Demand**
 - Western Region -29.2% (-27.9%)
 - Piedmont Triad Region -32.6% (-30.1%)
 - Northeast Region -20.9% (-20.4%)
 - Northwest Region -26.6% (-26.7%)
 - North Central Region -38.7% (-35.8%)
 - Southeast Region -23.4% (-19.5%)
 - Southwest Region -35.8% (-35.4%)
 - Sandhills Region -19.3% (-17.1%)
- **Room Revenues**
 - Western Region -36.6% (-35.9%)
 - Piedmont Triad Region -45.6% (-42.6%)
 - Northeast Region -23.0% (-20.4%)
 - Northwest Region -32.2% (-30.4%)
 - North Central Region -50.6% (-46.9%)
 - Southeast Region -30.0% (-21.5%)
 - Southwest Region -49.2% (-48.2%)
 - Sandhills Region -25.9% (-20.4%)

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