

November 2020 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** decreased 29.2% statewide in November 2020 from November 2019 (two-year change, -32.2%).
 - US **occupancy** decreased 34.5% in November 2020 from November 2019 (two-year change, -34.6%).
 - South Atlantic states **occupancy** decreased 33.3% in November 2020 from November 2019 (two-year change, -33.4%).
- November 2020 **room rates (ADR)** in North Carolina were down 17.9% (two-year change, -17.4%).
 - **Room rates** in the US decreased 27.7% from November 2019 (two-year change, -26.9%).
 - **Room rates** in the South Atlantic states decreased 22.5% from November 2019 (two-year change, -21.0%)
- Statewide, **RevPAR** was down 41.8% from November of 2019 (two-year change, -44.0%).
 - US **RevPAR** decreased 52.6% from November 2019 (two-year change, -52.1%).
 - South Atlantic **RevPAR** decreased 49.0% from November 2019 (two-year change, -47.3%).
- **Room Supply** increased by 1.9% in the state from November 2019 to November 2020 (two-year change +4.3%).
 - US **room supply** decreased 1.9% in November 2020 (two-year change, +0.1%).
 - South Atlantic **room supply** was down 1.3% from November 2019 to November 2020 (two-year change, +0.6%).
- **Room Demand** decreased 27.8% in the state from November 2019 to November 2020 (two-year change -29.3%).
 - **Room demand** in the US decreased 35.7% in November 2020 from November 2019 (two-year change, -34.5%).
 - **Room demand** in the South Atlantic decreased 34.2% in November 2020 from November 2019 (two-year change, -33.0%).
- North Carolina **room revenues** decreased 40.7% in November 2020 (two-year change -41.5%).
 - **Room revenues** in the US decreased 53.5% from November 2019 to November 2020 (two-year change, -52.1%).
 - **Room revenues** in the South Atlantic decreased 49.0% from November 2019 to November 2020 (two-year change, -47.0%).

Regional, November 2020

- **Occupancy**
 - Western Region -19.8% (-17.8%)
 - Northwest Region -15.7% (-16.3%)
 - Southwest Region -38.7% (-39.8%)
 - Piedmont Triad Region -28.6% (-28.7%)
 - North Central Region -38.1% (-38.6%)
 - Sandhills Region -5.6% (-18.4%)
 - Northeast Region -20.3% (-23.3%)
 - Southeast Region -21.0% (-40.2%)
- **ADR**
 - Western Region -9.0% (-5.6%)
 - Northwest Region -6.3% (-5.0%)
 - Southwest Region -26.8% (-27.6%)
 - Piedmont Triad Region -19.7% (-20.5%)
 - North Central Region -28.5% (-26.9%)
 - Sandhills Region -2.5% (-1.7%)
 - Northeast Region -8.0% (-9.5%)
 - Southeast Region -10.7% (-15.6%)
- **RevPAR**
 - Western Region -27.0% (-22.4%)
 - Northwest Region -21.0% (-20.5%)
 - Southwest Region -55.1% (-56.4%)
 - Piedmont Triad Region -42.7% (-43.3%)
 - North Central Region -55.7% (-55.1%)
 - Sandhills Region -8.0% (-19.8%)
 - Northeast Region -26.7% (-30.6%)
 - Southeast Region -29.4% (-49.5%)
- **Room Supply**
 - Western Region +3.1% (+3.2%)
 - Northwest Region +0.7% (+1.9%)
 - Southwest Region +4.4% (+7.8%)
 - Piedmont Triad Region +0.2% (+2.7%)
 - North Central Region -0.7% (-0.6%)
 - Sandhills Region -0.4% (+2.1%)
 - Northeast Region +0.5% (+2.0%)
 - Southeast Region +6.0% (+15.2%)
- **Room Demand**
 - Western Region -17.3% (-15.2%)
 - Northwest Region -15.1% (-14.7%)
 - Southwest Region -36.0% (-35.1%)
 - Piedmont Triad Region -28.5% (-26.8%)
 - North Central Region -38.5% (-38.9%)
 - Sandhills Region -6.0% (-16.7%)
 - Northeast Region -19.9% (-21.8%)
 - Southeast Region -16.2% (-31.1%)
- **Room Revenues**
 - Western Region -24.8% (-20.0%)
 - Northwest Region -20.5% (-18.9%)
 - Southwest Region -53.2% (-53.0%)
 - Piedmont Triad Region -42.6% (-41.8%)
 - North Central Region -56.0% (-55.4%)
 - Sandhills Region -8.4% (-18.1%)
 - Northeast Region -26.3% (-29.2%)
 - Southeast Region -25.2% (-41.9%)

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 31.6% statewide YTD (through November) 2020 (two-year change, -30.6%).
 - The US **occupancy** is down 33.3% in 2020 from 2019 (two-year change, -33.5%).
 - The South Atlantic states **occupancy** is down 32.5% in 2020 from 2019 (two-year change, -32.9%).
- YTD **room rates (ADR)** in North Carolina are down 15.1% (two-year change, -13.3%).
 - The US **ADR** is down 20.9% in 2020 from 2019 (two-year change, -20.2%).
 - The South Atlantic states **ADR** is down 15.5% in 2020 from 2019 (two-year change, -14.2%).
- Statewide, **RevPAR** is down 41.9% year-to-date (two-year change -39.8%).
 - Nationally, **RevPAR** is also down 47.3% in 2020 from 2019 (two-year change, -46.9%).
 - The South Atlantic states **RevPAR** is down 43.0% in 2020 from 2019 (two-year change, -42.4%).
- **Room Supply** is up 0.7% in the state year-to-date (two-year change, +1.5%).
 - Nationally, **room supply** is also down 3.8% in 2020 from 2019 (two-year change, -2.0%).
 - The South Atlantic states **room supply** is down 3.7% in 2020 from 2019 (two-year change, -2.0%).
- **Room Demand** is down 31.1% 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 35.0% in 2020 from 2019 (two-year change, -34.2%).
- North Carolina **room revenues** are down 41.5% year-to-date (two-year change, -38.9%).
 - Nationally, **room revenues** are also down 49.2% in 2020 from 2019 (two-year change, -47.9%).
 - The South Atlantic states **room revenues** are down 45.1% in 2020 from 2019 (two-year change, -43.6%).

Regional, Year-to-Date through November 2020

- **Occupancy**
 - Western Region -27.6% (-26.2%)
 - Piedmont Triad Region -33.0% (-31.7%)
 - Northeast Region -20.9% (-21.0%)
 - Northwest Region -24.8% (-25.6%)
 - North Central Region -37.4% (-35.3%)
 - Southeast Region -28.0% (-21.7%)
 - Southwest Region -37.0% (-38.3%)
 - Sandhills Region -18.2% (-18.5%)
- **ADR**
 - Western Region -10.2% (-10.4%)
 - Piedmont Triad Region -19.4% (-18.1%)
 - Northeast Region -3.1% (-0.6%)
 - Northwest Region -7.5% (-5.1%)
 - North Central Region -20.2% (-18.2%)
 - Southeast Region -8.9% (-3.4%)
 - Southwest Region -21.3% (-20.4%)
 - Sandhills Region -7.7% (-3.9%)
- **RevPAR**
 - Western Region -35.0% (-33.9%)
 - Piedmont Triad Region -46.1% (-44.1%)
 - Northeast Region -23.4% (-21.5%)
 - Northwest Region -30.4% (-29.4%)
 - North Central Region -50.0% (-47.1%)
 - Southeast Region -34.4% (-24.4%)
 - Southwest Region -50.4% (-50.9%)
 - Sandhills Region -24.5% (-21.7%)
- **Room Supply**
 - Western Region -0.7% (-0.8%)
 - Piedmont Triad Region +1.1% (+2.6%)
 - Northeast Region +0.1% (+0.6%)
 - Northwest Region -1.1% (-0.1%)
 - North Central Region -2.2% (-1.1%)
 - Southeast Region +7.1% (+1.1%)
 - Southwest Region +1.8% (+4.8%)
 - Sandhills Region -0.1% (+1.9%)
- **Room Demand**
 - Western Region -28.1% (-26.7%)
 - Piedmont Triad Region -32.3% (-29.9%)
 - Northeast Region -20.8% (-20.5%)
 - Northwest Region -25.7% (-25.7%)
 - North Central Region -38.7% (-36.0%)
 - Southeast Region -22.9% (-20.9%)
 - Southwest Region -35.8% (-35.4%)
 - Sandhills Region -18.2% (-17.0%)
- **Room Revenues**
 - Western Region -35.4% (-34.4%)
 - Piedmont Triad Region -45.5% (-42.6%)
 - Northeast Region -23.3% (-21.0%)
 - Northwest Region -31.2% (-29.5%)
 - North Central Region -51.1% (-47.7%)
 - Southeast Region -29.7% (-23.5%)
 - Southwest Region -49.5% (-48.6%)
 - Sandhills Region -24.5% (-20.2%)

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