

# December 2020 Monthly Lodging Report (Smith Travel Research)

## Statewide

- NC hotel/motel **occupancy** decreased 26.2% statewide in December 2020 from December 2019 (two-year change, -30.2%).
  - US **occupancy** decreased 32.3% in December 2020 from December 2019 (two-year change, -32.1%).
  - South Atlantic states **occupancy** decreased 28.5% in December 2020 from December 2019 (two-year change, -28.6%).
- December 2020 **room rates (ADR)** in North Carolina were down 16.3% (two-year change, -15.0%).
  - **Room rates** in the US decreased 27.6% from December 2019 (two-year change, -26.0%).
  - **Room rates** in the South Atlantic states decreased 20.6% from December 2019 (two-year change, -18.8%)
- Statewide, **RevPAR** was down 38.2% from December of 2019 (two-year change, -40.7%).
  - US **RevPAR** decreased 51.0% from December 2019 (two-year change, -49.8%).
  - South Atlantic **RevPAR** decreased 43.2% from December 2019 (two-year change, -42.0%).
- **Room Supply** increased by 2.1% in the state from December 2019 to December 2020 (two-year change +5.0%).
  - US **room supply** decreased 1.8% in December 2020 (two-year change, +0.3%).
  - South Atlantic **room supply** was down 0.8% from December 2019 to December 2020 (two-year change, +1.3%).
- **Room Demand** decreased 24.6% in the state from December 2019 to December 2020 (two-year change -26.7%).
  - **Room demand** in the US decreased 33.6% in December 2020 from December 2019 (two-year change, -31.9%).
  - **Room demand** in the South Atlantic decreased 29.1% in December 2020 from December 2019 (two-year change, -27.7%).
- North Carolina **room revenues** decreased 36.9% in December 2020 (two-year change -37.7%).
  - **Room revenues** in the US decreased 51.9% from December 2019 to December 2020 (two-year change, -49.6%).
  - **Room revenues** in the South Atlantic decreased 43.7% from December 2019 to December 2020 (two-year change, -41.3%).

## Regional, December 2020

- **Occupancy**
  - Western Region -18.7% (-19.3%)
  - Northwest Region -4.9% (-13.8%)
  - Southwest Region -35.6% (-36.7%)
  - Piedmont Triad Region -22.8% (-30.3%)
  - North Central Region -32.5% (-33.4%)
  - Sandhills Region -12.1% (-18.0%)
  - Northeast Region -18.9% (-21.4%)
  - Southeast Region -22.8% (-39.5%)
- **ADR**
  - Western Region -9.5% (-4.6%)
  - Northwest Region -0.8% (+1.4%)
  - Southwest Region -26.3% (-26.1%)
  - Piedmont Triad Region -16.9% (-18.6%)
  - North Central Region -23.5% (-22.0%)
  - Sandhills Region -2.3% (-2.0%)
  - Northeast Region -8.9% (-8.1%)
  - Southeast Region -9.8% (-13.9%)
- **RevPAR**
  - Western Region -26.4% (-23.1%)
  - Northwest Region -5.7% (-12.6%)
  - Southwest Region -52.6% (-53.2%)
  - Piedmont Triad Region -35.8% (-43.2%)
  - North Central Region -48.4% (-48.0%)
  - Sandhills Region -14.1% (-19.6%)
  - Northeast Region -26.1% (-27.8%)
  - Southeast Region -30.4% (-47.9%)
- **Room Supply**
  - Western Region +2.5% (+3.8%)
  - Northwest Region -0.3% (+2.0%)
  - Southwest Region +4.2% (+8.7%)
  - Piedmont Triad Region +0.6% (+3.6%)
  - North Central Region +0.4% (+0.1%)
  - Sandhills Region +0.4% (+2.0%)
  - Northeast Region +0.6% (+2.0%)
  - Southeast Region +6.3% (+16.9%)
- **Room Demand**
  - Western Region -16.6% (-16.2%)
  - Northwest Region -5.3% (-12.1%)
  - Southwest Region -32.9% (-31.2%)
  - Piedmont Triad Region -22.3% (-27.8%)
  - North Central Region -32.2% (-33.3%)
  - Sandhills Region -11.7% (-16.3%)
  - Northeast Region -18.5% (-19.9%)
  - Southeast Region -17.9% (-29.3%)
- **Room Revenues**
  - Western Region -24.6% (-20.1%)
  - Northwest Region -6.0% (-10.8%)
  - Southwest Region -50.6% (-49.2%)
  - Piedmont Triad Region -35.5% (-41.2%)
  - North Central Region -48.2% (-48.0%)
  - Sandhills Region -13.7% (-18.0%)
  - Northeast Region -25.7% (-26.4%)
  - Southeast Region -26.0% (-39.1%)

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

## Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 31.2% statewide YTD (through December) 2020 (two-year change, -30.6%).
  - The US **occupancy** is down 33.3% in 2020 from 2019 (two-year change, -33.4%).
  - The South Atlantic states **occupancy** is down 32.2% in 2020 from 2019 (two-year change, -32.6%).
- YTD **room rates (ADR)** in North Carolina are down 15.2% (two-year change, -13.4%).
  - The US **ADR** is down 21.3% in 2020 from 2019 (two-year change, -20.6%).
  - The South Atlantic states **ADR** is down 15.9% in 2020 from 2019 (two-year change, -14.6%).
- Statewide, **RevPAR** is down 41.6% year-to-date (two-year change -39.9%).
  - Nationally, **RevPAR** is also down 47.5% in 2020 from 2019 (two-year change, -47.1%).
  - The South Atlantic states **RevPAR** is down 43.0% in 2020 from 2019 (two-year change, -42.4%).
- **Room Supply** is up 0.8% in the state year-to-date (two-year change, +1.7%).
  - Nationally, **room supply** is also down 3.6% in 2020 from 2019 (two-year change, -1.6%).
  - The South Atlantic states **room supply** is down 3.5% in 2020 from 2019 (two-year change, -1.5%).
- **Room Demand** is down 30.7% in the state year-to-date (two-year change, -29.4%).
  - Nationally, **room demand** is also down 35.7% in 2020 from 2019 (two-year change, -34.5%).
  - The South Atlantic states **room demand** is down 34.6% in 2020 from 2019 (two-year change, -33.6%).
- North Carolina **room revenues** are down 41.2% year-to-date (two-year change, -38.9%).
  - Nationally, **room revenues** are also down 49.4% in 2020 from 2019 (two-year change, -48.0%).
  - The South Atlantic states **room revenues** are down 45.0% in 2020 from 2019 (two-year change, -43.3%).

## Regional, Year-to-Date through December 2020

- **Occupancy**
  - Western Region -27.0% (-25.7%)
  - Piedmont Triad Region -32.4% (-31.6%)
  - Northeast Region -20.8% (-21.1%)
  - Northwest Region -23.5% (-24.7%)
  - North Central Region -37.1% (-35.2%)
  - Southeast Region -27.6% (-23.1%)
  - Southwest Region -36.9% (-38.2%)
  - Sandhills Region -17.8% (-18.5%)
- **ADR**
  - Western Region -10.0% (-9.9%)
  - Piedmont Triad Region -19.4% (-18.2%)
  - Northeast Region -3.4% (-1.0%)
  - Northwest Region -6.9% (-4.6%)
  - North Central Region -20.5% (-18.5%)
  - Southeast Region -9.0% (-3.8%)
  - Southwest Region -21.7% (-20.9%)
  - Sandhills Region -7.4% (-3.7%)
- **RevPAR**
  - Western Region -34.3% (-33.0%)
  - Piedmont Triad Region -45.5% (-44.0%)
  - Northeast Region -23.5% (-21.9%)
  - Northwest Region -28.8% (-28.2%)
  - North Central Region -49.9% (-47.1%)
  - Southeast Region -34.1% (-26.0%)
  - Southwest Region -50.6% (-51.1%)
  - Sandhills Region -23.9% (-21.6%)
- **Room Supply**
  - Western Region -0.4% (-0.4%)
  - Piedmont Triad Region +1.0% (+2.7%)
  - Northeast Region +0.2% (+0.7%)
  - Northwest Region -1.1% (+0.1%)
  - North Central Region -2.0% (-1.1%)
  - Southeast Region +6.7% (+1.9%)
  - Southwest Region +2.1% (+5.1%)
  - Sandhills Region 0.0% (+1.9%)
- **Room Demand**
  - Western Region -27.3% (-26.0%)
  - Piedmont Triad Region -31.7% (-29.7%)
  - Northeast Region -20.7% (-20.5%)
  - Northwest Region -24.3% (-24.7%)
  - North Central Region -38.3% (-35.9%)
  - Southeast Region -22.7% (-21.6%)
  - Southwest Region -35.6% (-35.0%)
  - Sandhills Region -17.8% (-16.9%)
- **Room Revenues**
  - Western Region -34.6% (-33.3%)
  - Piedmont Triad Region -44.9% (-42.5%)
  - Northeast Region -23.4% (-21.3%)
  - Northwest Region -29.6% (-28.2%)
  - North Central Region -51.0% (-47.7%)
  - Southeast Region -29.6% (-24.6%)
  - Southwest Region -49.6% (-48.6%)
  - Sandhills Region -23.9% (-20.0%)

## 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