April 2014 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 4.1% statewide in April 2014 from April 2013.
  - US occupancy increased 3.2% in April 2014 from April 2013.
  - South Atlantic states occupancy increased 4.8% in April 2014 from April 2013.
- April 2014 room rates (ADR) in North Carolina were up 3.7%.
  - Room rates in the US increased 4.0% from April 2013.
  - Room rates in the South Atlantic states increased 4.4% from April 2013.
- Statewide, RevPAR was up 7.9% from April of 2013.
  - US RevPAR increased 7.4% from April 2013.
  - South Atlantic RevPAR increased 9.58% from April 2013.
- Room Supply increased by 0.5% in the state from April 2013 to April 2014.
  - US room supply increased 0.8% in April 2014
  - South Atlantic room supply was up 0.3% from April 2013 to April 2014.
- Room Demand increased 4.6% in the state from April 2013 to April 2014.
  - Room demand in the US increased 4.0% in April 2014 from April 2013.
  - Room demand in the South Atlantic increased 5.1% in April 2014 from April 2013.
- North Carolina room revenues increased 8.4% in April 2014.
  - Room revenues in the US increased 8.2% from April 2013 to April 2014.
  - Room revenues in the South Atlantic increased 9.8% from April 2013 to April 2014.

Regional
- All of the eight prosperity zones of the state showed increases in occupancy rates for April 2014 from April 2013, particularly the Sandhills Region (+11.3%).
  - Western Region +2.1%  Piedmont Triad Region -4.4%
  - Northwest Region +4.5%  North Central Region +6.5%
  - Southwest Region +6.3%  Sandhills Region +11.3%
- All eight prosperity zones experienced increased ADR in April 2014. ADR in the Northeast Region increased nearly six percent from last April, followed by the Western Region (+5.8%) and the Sandhills Region (+5.1%).
  - Western Region +5.8%  Piedmont Triad Region +2.7%
  - Northwest Region +3.8%  North Central Region +4.7%
  - Southwest Region +2.2%  Sandhills Region +5.1%
- RevPAR was up in seven of the eight prosperity zones of the state for April 2014 from April 2013 particularly in the Sandhills Region (+16.9%).
  - Western Region +8.1%  Piedmont Triad Region -1.8%
  - Northwest Region +8.4%  North Central Region +11.5%
  - Southwest Region +8.7%  Sandhills Region +16.9%
- Room Supply was up in five of the eight of the economic development regions of the state for April 2014 from April 2013.
  - Western Region -0.1%  Piedmont Triad Region -0.2%
  - Northwest Region -1.6%  North Central Region +0.6%
  - Southwest Region +0.9%  Sandhills Region +4.0%
- Room Demand was up in each of the prosperity zones of the state for April 2014 from 2013; four of the regions with more than five percent growth. The Sandhills Region in particular had significant growth in demand, with nearly 12% growth.
  - Western Region +2.0%  Piedmont Triad Region -4.6%
  - Northwest Region +2.8%  North Central Region +7.2%
  - Southwest Region +7.2%  Sandhills Region +11.7%
- Room Revenues were up in seven of the prosperity zones of the state for April 2014 from 2013. The Sandhills (+17.4%) and North Central (+12.2%) regions had significant growth in revenues.
  - Western Region +7.9%  Piedmont Triad Region -2.0%
  - Northwest Region +6.7%  North Central Region +12.2%
  - Southwest Region +9.6%  Sandhills Region +17.4%
Year-To-Date (through April 2014) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 3.9% statewide YTD (through April) 2014.
  - The US occupancy is up 3.0% in 2014 from 2013.
  - The South Atlantic states occupancy is up 3.5% in 2014 from 2013.

- YTD room rates (ADR) in North Carolina are up 3.9%.
  - The US ADR is up 3.9% in 2014 from 2013.
  - The South Atlantic states ADR is up 3.5% in 2014 from 2013.

- Statewide, RevPAR is up 7.9% year-to-date.
  - Nationally, RevPAR is also up 7.0% in 2014 from 2013.
  - The South Atlantic states RevPAR is up 7.1% in 2014 from 2013.

- Room Supply is up 0.7% in the state year-to-date.
  - Nationally, room supply is also up 0.8% in 2014 from 2013.
  - The South Atlantic states room supply is up 0.3% in 2014 from 2013.

- Room Demand is up 4.6% in the state year-to-date.
  - Nationally, room demand is also up 3.8% in 2014 from 2013.
  - The South Atlantic states room demand is up 3.8% in 2014 from 2013.

- North Carolina room revenues are up 8.7% year-to-date.
  - Nationally, room revenues are also up 7.8% in 2014 from 2013.
  - The South Atlantic states room revenues are up 7.4% in 2014 from 2013.

Regional

- Occupancy in six of the eight prosperity zones of the state is up year-to-date (through April).
  - Western Region +2.1%
  - Northwest Region +8.1%
  - Southwest Region +5.9%
  - Piedmont Triad Region +3.6%
  - North Central Region +7.0%
  - Sandhills Region +1.9%
  - Northeast Region -4.3%
  - Southeast Region -0.9%

- ADR in each of the eight prosperity zones is up year-to-date through April. The Western Region is up more than five percent.
  - Western Region +5.3%
  - Northwest Region +3.9%
  - Southwest Region +3.3%
  - Piedmont Triad Region +3.7%
  - North Central Region +4.4%
  - Sandhills Region +2.4%
  - Northeast Region +4.8%
  - Southeast Region +1.9%

- RevPAR is up year-to-date in each of the eight prosperity zones of the state. The Northwest Region is up more than twelve percent.
  - Western Region +7.5%
  - Northwest Region +12.4%
  - Southwest Region +9.4%
  - Piedmont Triad Region +7.5%
  - North Central Region +11.6%
  - Sandhills Region +4.4%
  - Northeast Region +0.3%
  - Southeast Region +1.1%

- Room Supply is up in six of the prosperity zones year-to-date through April.
  - Western Region +0.1%
  - Northwest Region -1.7%
  - Southwest Region +1.2%
  - Piedmont Triad Region -0.1%
  - North Central Region +0.9%
  - Sandhills Region +0.4%
  - Northeast Region +0.3%
  - Southeast Region +2.3%

- Room Demand is up seven of the prosperity zones of the state year-to-date through April.
  - Western Region +2.2%
  - Northwest Region +6.3%
  - Southwest Region +7.2%
  - Piedmont Triad Region +3.5%
  - North Central Region +8.0%
  - Sandhills Region +2.3%
  - Northeast Region -4.0%
  - Southeast Region +1.5%

- Room Revenues are up in each of the prosperity zones year-to-date through April. Revenues in the North Central Region, in particular, are up nearly thirteen percent.
  - Western Region +7.6%
  - Northwest Region +10.5%
  - Southwest Region +10.7%
  - Piedmont Triad Region +7.3%
  - North Central Region +12.7%
  - Sandhills Region +4.8%
  - Northeast Region +0.6%
  - Southeast Region +3.4%
### 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


**Southeast** - Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne