

April 2015 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 3.1% statewide in April 2015 from April 2014.
 - US **occupancy** increased 1.9% in April 2015 from April 2014.
 - South Atlantic states **occupancy** increased 3.4% in April 2015 from April 2014.
- April 2015 **room rates (ADR)** in North Carolina were up 4.9%.
 - **Room rates** in the US increased 4.5% from April 2014.
 - **Room rates** in the South Atlantic states increased 5.7% from April 2014.
- Statewide, **RevPAR** was up 8.1% from April of 2014.
 - US **RevPAR** increased 6.4% from April 2014.
 - South Atlantic **RevPAR** increased 9.3% from April 2014.
- **Room Supply** increased by 0.6% in the state from April 2014 to April 2015.
 - US **room supply** increased 1.2% in April 2015
 - South Atlantic **room supply** was up 1.2% from April 2014 to April 2015.
- **Room Demand** increased 3.7% in the state from April 2014 to April 2015.
 - **Room demand** in the US increased 3.1% in April 2015 from April 2014.
 - **Room demand** in the South Atlantic increased 4.6% in April 2015 from April 2014.
- North Carolina **room revenues** increased 8.8% in April 2015.
 - **Room revenues** in the US increased 7.7% from April 2014 to April 2015.
 - **Room revenues** in the South Atlantic increased 10.6% from April 2014 to April 2015.

Regional

- Six of the eight prosperity zones of the state showed increases in **occupancy** rates for April 2015 from April 2014, particularly the Western Region (+10.6%).
 - Western Region +10.6%
 - Northwest Region +4.8%
 - Southwest Region -1.0%
 - Piedmont Triad Region +5.4%
 - North Central Region +5.1%
 - Sandhills Region -2.8%
 - Northeast Region +5.8%
 - Southeast Region +0.6%
- Seven of the eight zones experienced increased **ADR** in April 2015 from April 2014. ADR in the Western Region had the largest increase (9.1%) from last April, followed by the Piedmont Triad Region (+6.8%).
 - Western Region +9.1%
 - Northwest Region +4.1%
 - Southwest Region +5.4%
 - Piedmont Triad Region +6.8%
 - North Central Region +3.8%
 - Sandhills Region -2.3%
 - Northeast Region +4.8%
 - Southeast Region +2.6%
- **RevPAR** was up in seven of the eight prosperity zones of the state for April 2015 from April 2014. The Western Region had more than twenty percent growth in RevPAR from last April. The Piedmont Triad and Northeast regions also experienced double-digit growth.
 - Western Region +20.6%
 - Northwest Region +9.2%
 - Southwest Region +4.4%
 - Piedmont Triad Region +12.6%
 - North Central Region +9.1%
 - Sandhills Region -5.0%
 - Northeast Region +10.9%
 - Southeast Region +3.2%
- **Room Supply** was up in six of the eight of the prosperity zones of the state for April 2015 from April 2014, particularly in the Northwest Region.
 - Western Region -1.0%
 - Northwest Region +3.1%
 - Southwest Region +0.5%
 - Piedmont Triad Region +0.4%
 - North Central Region +1.3%
 - Sandhills Region +0.8%
 - Northeast Region 0.0%
 - Southeast Region +1.2%
- **Room Demand** was up in six of the prosperity zones of the state for April 2015 from 2014. The Western Region led the state with more than nine percent demand growth.
 - Western Region +9.5%
 - Northwest Region +8.0%
 - Southwest Region -0.5%
 - Piedmont Triad Region +5.8%
 - North Central Region +6.5%
 - Sandhills Region -2.1%
 - Northeast Region +5.8%
 - Southeast Region +1.8%
- **Room Revenues** were up in seven of the prosperity zones of the state for April 2015 from 2014. Five of the regions had double-digit revenue growth.
 - Western Region +19.4%
 - Northwest Region +12.5%
 - Southwest Region +4.9%
 - Piedmont Triad Region +13.0%
 - North Central Region +10.5%
 - Sandhills Region -4.3%
 - Northeast Region +10.9%
 - Southeast Region +4.4%

Year-To-Date (through April 2015) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.3% statewide YTD (through April) 2015.
 - The US **occupancy** is up 2.8% in 2015 from 2014.
 - The South Atlantic states **occupancy** is up 3.9% in 2015 from 2014.
- YTD **room rates (ADR)** in North Carolina are up 4.6%.
 - The US **ADR** is up 4.6% in 2015 from 2014.
 - The South Atlantic states **ADR** is up 5.9% in 2015 from 2014.
- Statewide, **RevPAR** is up 9.1% year-to-date.
 - Nationally, **RevPAR** is also up 7.5% in 2015 from 2014.
 - The South Atlantic states **RevPAR** is up 10.0% in 2015 from 2014.
- **Room Supply** is up 0.5% in the state year-to-date.
 - Nationally, **room supply** is also up 1.0% in 2015 from 2014.
 - The South Atlantic states **room supply** is up 1.0% in 2015 from 2014.
- **Room Demand** is up 4.9% in the state year-to-date.
 - Nationally, **room demand** is also up 3.8% in 2015 from 2014.
 - The South Atlantic states **room demand** is up 5.0% in 2015 from 2014.
- North Carolina **room revenues** are up 9.7% year-to date.
 - Nationally, **room revenues** are also up 8.7% in 2015 from 2014.
 - The South Atlantic states **room revenues** are up 11.2% in 2015 from 2014.

Regional

- **Occupancy** in seven of the eight prosperity zones of the state is up year-to-date (through April).
 - Western Region +10.2%
 - Northwest Region +4.3%
 - Southwest Region +4.9%
 - Piedmont Triad Region +2.8%
 - North Central Region +3.8%
 - Sandhills Region -0.1%
 - Northeast Region +7.1%
 - Southeast Region +2.5%
- **ADR** in seven of the eight prosperity zones is up year-to-date through April.
 - Western Region +7.2%
 - Northwest Region +2.4%
 - Southwest Region +5.9%
 - Piedmont Triad Region +4.8%
 - North Central Region +4.3%
 - Sandhills Region -0.3%
 - Northeast Region +4.3%
 - Southeast Region +1.6%
- **RevPAR** is up year-to-date in seven of the eight prosperity zones of the state. Three regions have double-digit growth year-to-date (Western, Southwest and Northeast).
 - Western Region +18.2%
 - Northwest Region +6.7%
 - Southwest Region +11.0%
 - Piedmont Triad Region +7.7%
 - North Central Region +8.3%
 - Sandhills Region -0.4%
 - Northeast Region +11.7%
 - Southeast Region +4.1%
- **Room Supply** is up in six of the prosperity zones year-to-date through April. In particular, the Northwest Region room supply is up more than three percent since year-to-date 2014.
 - Western Region -1.2%
 - Northwest Region +3.2%
 - Southwest Region +0.4%
 - Piedmont Triad Region +0.1%
 - North Central Region +1.1%
 - Sandhills Region +0.8%
 - Northeast Region 0.0%
 - Southeast Region +1.4%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through April. The Western Region has sold nearly nine percent more room nights year-to-date in 2015 than in 2014.
 - Western Region +8.9%
 - Northwest Region +7.6%
 - Southwest Region +5.2%
 - Piedmont Triad Region +2.9%
 - North Central Region +5.0%
 - Sandhills Region +0.7%
 - Northeast Region +7.1%
 - Southeast Region +4.0%
- **Room Revenues** are up in each of the prosperity zones year-to-date through April. Revenues in four of the regions are up more than ten percent.
 - Western Region +16.8%
 - Northwest Region +10.1%
 - Southwest Region +11.4%
 - Piedmont Triad Region +7.8%
 - North Central Region +9.5%
 - Sandhills Region +0.4%
 - Northeast Region +11.7%
 - Southeast Region +5.6%

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, Edgecombe, Franklin, Granville, Harnett, Johnston, Lee, Nash, Orange, Person, Vance, Wake, Warren, Wilson
Sandhills (South Central) -	Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland
Northeast -	Beaufort, Bertie, Camden, Chowan, Currituck, Dare, , Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington
Southeast -	Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne