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%
  - Southwestern 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%
- 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 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%  Piedmont Triad Region +2.8%  Northeast Region +7.1%
  - Northwest Region +4.3%  North Central Region +3.8%  Southeast Region +2.5%
  - Southwest Region +4.9%  Sandhills Region -0.1%

- ADR in seven of the eight prosperity zones is up year-to-date through April.
  - Western Region +7.2%  Piedmont Triad Region +4.8%  Northeast Region +4.3%
  - Northwest Region +2.4%  North Central Region +4.3%  Southeast Region +1.6%
  - Southwest Region +5.9%  Sandhills Region -0.3%

- 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%  Piedmont Triad Region +7.7%  Northeast Region +11.7%
  - Northwest Region +6.7%  North Central Region +8.3%  Southeast Region +4.1%
  - Southwest Region +11.0%  Sandhills Region -0.4%

- 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%  Piedmont Triad Region +0.1%  Northeast Region 0.0%
  - Northwest Region +3.2%  North Central Region +1.1%  Southeast Region +1.4%
  - Southwest Region +0.4%  Sandhills Region +0.8%

- 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%  Piedmont Triad Region +2.9%  Northeast Region +7.1%
  - Northwest Region +7.6%  North Central Region +5.0%  Southeast Region +4.0%
  - Southwest Region +5.2%  Sandhills Region +0.7%

- 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%  Piedmont Triad Region +7.8%  Northeast Region +11.7%
  - Northwest Region +10.1%  North Central Region +9.5%  Southeast Region +5.6%
  - Southwest Region +11.4%  Sandhills Region +0.4%
## 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


**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