April 2016 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 5.0% statewide in April 2016 from April 2015.
  - US occupancy increased 2.2% in April 2016 from April 2015.
  - South Atlantic states occupancy increased 1.0% in April 2016 from April 2015.
- April 2016 room rates (ADR) in North Carolina were up 5.5%.
  - Room rates in the US increased 2.8% from April 2015.
  - Room rates in the South Atlantic states increased 2.0% from April 2015.
- Statewide, RevPAR was up 10.8% from April of 2015.
  - US RevPAR increased 5.0% from April 2015.
  - South Atlantic RevPAR increased 2.9% from April 2015.
- Room Supply increased by 2.0% in the state from April 2015 to April 2016.
  - US room supply increased 1.5% in April 2016.
  - South Atlantic room supply was up 1.4% from April 2015 to April 2016.
- Room Demand increased 7.2% in the state from April 2015 to April 2016.
  - Room demand in the US increased 3.7% in April 2016 from April 2015.
  - Room demand in the South Atlantic increased 2.4% in April 2016 from April 2015.
- North Carolina room revenues increased 13.1% in April 2016.
  - Room revenues in the US increased 6.6% from April 2015 to April 2016.
  - Room revenues in the South Atlantic increased 4.4% from April 2015 to April 2016.

Regional
- Seven of the eight prosperity zones of the state showed increases in occupancy rates for April 2016 from April 2015, particularly the Northwest and Southwest regions with nine percent growth.
  - Western Region +4.3%
  - Northwestern Region +9.1%
  - Southwest Region +9.2%
  - Piedmont Triad Region +8.5%
  - North Central Region -1.1%
  - Sandhills Region +5.3%
  - Northeast Region +2.3%
  - Southeast Region +5.9%
  - Piedmont Triad and Northeast regions increased 11.4% in April 2016 from April 2015.
  - North Central Region +5.8%
  - South Atlantic +14.9%
- Each of the eight zones experienced increased ADR in April 2016 from April 2015. The Western Region led the state in rate growth from last April with nearly nine percent.
  - Western Region +8.8%
  - Northwestern Region +4.2%
  - Southwest Region +5.2%
  - Piedmont Triad Region +2.6%
  - North Central Region +6.9%
  - Sandhills Region +5.8%
  - Northeast Region +2.7%
  - Southeast Region +3.6%
  - Piedmont Triad and Southeast regions increased 11.4% in April 2016 from April 2015.
- RevPAR was up in each of the eight prosperity zones of the state for April 2016 from April 2015, and four of the regions experienced double digit growth.
  - Western Region +13.5%
  - Northwestern Region +13.7%
  - Southwest Region +14.9%
  - Piedmont Triad Region +11.4%
  - North Central Region +5.8%
  - Sandhills Region +9.5%
  - Northeast Region +5.1%
  - Southeast Region +9.7%
- Room Supply was up in seven of the eight of the regions of the state for April 2016 from April 2015, particularly in the Western and North Central regions.
  - Western Region +4.5%
  - Northwestern Region +0.4%
  - Southwest Region +0.8%
  - Piedmont Triad Region +1.6%
  - North Central Region +3.9%
  - Sandhills Region +0.9%
  - Northeast Region 0.0%
  - Southeast Region +2.6%
- Room Demand was up in each of the prosperity zones of the state for April 2016 from 2015. The Piedmont Triad and Southwest regions led the state with ten percent growth in demand each, followed by the Northwest Region with nearly ten percent growth.
  - Western Region +9.0%
  - Northwestern Region +9.5%
  - Southwest Region +10.1%
  - Piedmont Triad Region +10.3%
  - North Central Region +2.8%
  - Sandhills Region +4.4%
  - Northeast Region +2.3%
  - Southeast Region +8.6%
- Room Revenues were up in each of the prosperity zones of the state for April 2016 from 2015. Six regions experienced double digit growth in revenues.
  - Western Region +18.6%
  - Northwestern Region +14.1%
  - Southwest Region +15.8%
  - Piedmont Triad Region +13.2%
  - North Central Region +9.9%
  - Sandhills Region +10.4%
  - Northeast Region +5.1%
  - Southeast Region +12.6%
Year-To-Date (through April 2016) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 2.5% statewide YTD (through April) 2016.
  - The US occupancy is up 0.2% in 2016 from 2015.
  - The South Atlantic states occupancy is up 0.3% in 2016 from 2015.

- YTD room rates (ADR) in North Carolina are up 4.1%.
  - The US ADR is up 3.1% in 2015 from 2015.
  - The South Atlantic states ADR is up 3.0% in 2016 from 2015.

- Statewide, RevPAR is up 6.7% year-to-date.
  - Nationally, RevPAR is also up 3.3% in 2016 from 2015.
  - The South Atlantic states RevPAR is up 3.3% in 2016 from 2015.

- Room Supply is up 1.8% in the state year-to-date.
  - Nationally, room supply is also up 1.5% in 2016 from 2015.
  - The South Atlantic states room supply is up 1.3% in 2016 from 2015.

- Room Demand is up 4.3% in the state year-to-date.
  - Nationally, room demand is also up 1.7% in 2016 from 2015.
  - The South Atlantic states room demand is up 1.7% in 2016 from 2015.

- North Carolina room revenues are up 8.7% year-to-date.
  - Nationally, room revenues are also up 4.9% in 2016 from 2015.
  - The South Atlantic states room revenues are up 4.7% in 2016 from 2015.

Regional

- Occupancy in seven of the eight prosperity zones of the state is up year-to-date (through April).
  - Western Region +5.4%
  - Northwest Region +3.6%
  - Southwest Region +2.2%
  - Piedmont Triad Region +2.9%
  - North Central Region -1.8%
  - Sandhills Region +1.4%
  - Northeast Region +8.1%
  - Southeast Region +6.1%

- ADR in seven of the prosperity zones is up year-to-date through April. Three of the regions have more than five percent rate growth year-to-date.
  - Western Region +7.0%
  - Northwest Region +5.7%
  - Southwest Region +4.7%
  - Piedmont Triad Region -0.5%
  - North Central Region +5.7%
  - Sandhills Region +1.4%
  - Northeast Region +3.6%
  - Southeast Region +2.0%

- RevPAR is up year-to-date in each of the eight prosperity zones of the state. Two regions have double-digit growth year-to-date (Western and Northeast).
  - Western Region +12.8%
  - Northwest Region +9.5%
  - Southwest Region +7.0%
  - Piedmont Triad Region +2.4%
  - North Central Region +3.9%
  - Sandhills Region +5.1%
  - Northeast Region +11.9%
  - Southeast Region +8.3%

- Room Supply is up in seven of the prosperity zones year-to-date through April.
  - Western Region +3.4%
  - Northwest Region +0.4%
  - Southwest Region +0.9%
  - Piedmont Triad Region +0.7%
  - North Central Region +3.7%
  - Sandhills Region +0.9%
  - Northeast Region -0.4%
  - Southeast Region +3.1%

- Room Demand is up each of the prosperity zones of the state year-to-date through April, particularly in the Southeast, Western and Northeast regions.
  - Western Region +9.0%
  - Northwest Region +4.1%
  - Southwest Region +3.1%
  - Piedmont Triad Region +3.7%
  - North Central Region +1.9%
  - Sandhills Region +2.3%
  - Northeast Region +7.6%
  - Southeast Region +9.4%

- Room Revenues are up in each of the prosperity zones year-to-date through April. Revenues in four of the regions are up ten percent or more.
  - Western Region +16.7%
  - Northwest Region +10.0%
  - Southwest Region +8.0%
  - Piedmont Triad Region +3.1%
  - North Central Region +7.7%
  - Sandhills Region +6.0%
  - Northeast Region +11.5%
  - Southeast Region +11.6%
## North Carolina Prosperity Zones

<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Region</td>
<td>Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, Transylvania</td>
</tr>
<tr>
<td>Northwest Region</td>
<td>Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey</td>
</tr>
<tr>
<td>Southwest</td>
<td>Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union</td>
</tr>
<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin</td>
</tr>
<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren</td>
</tr>
<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland</td>
</tr>
<tr>
<td>Southeast</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne</td>
</tr>
</tbody>
</table>