

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%
 - Northwest Region +9.1%
 - Southwest Region +9.2%
 - Piedmont Triad Region +8.5%
 - North Central Region -1.1%
 - Sandhills Region +3.5%
 - Northeast Region +2.3%
 - Southeast Region +5.9%
- 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%
 - Northwest 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%
- **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%
 - Northwest 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%
 - Northwest 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%
 - Northwest 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%
 - Northwest 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 2016 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 +3.6%
 - 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

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