August 2014 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel occupancy increased 5.5% statewide in August 2014 from August 2013.
  - US occupancy increased 3.8% in August 2014 from August 2013.
  - South Atlantic states occupancy increased 6.2% in August 2014 from August 2013.

- August 2014 room rates (ADR) in North Carolina were up 4.6%.
  - Room rates in the US increased 5.4% from August 2013.
  - Room rates in the South Atlantic states increased 5.3% from August 2013.

- Statewide, RevPAR was up 10.3% from August of 2013.
  - US RevPAR increased 9.4% from August 2013.
  - South Atlantic RevPAR increased 11.9% from August 2013.

- Room Supply increased by 0.7% in the state from August 2013 to August 2014.
  - US room supply increased 1.0% in August 2014
  - South Atlantic room supply was up 0.8% from August 2013 to August 2014.

- Room Demand increased 6.3% in the state from August 2013 to August 2014.
  - Room demand in the US increased 4.8% in August 2014 from August 2013.
  - Room demand in the South Atlantic increased 7.1% in August 2014 from August 2013.

- North Carolina room revenues increased 11.1% in August 2014.
  - Room revenues in the US increased 10.4% from August 2013 to August 2014.
  - Room revenues in the South Atlantic increased 12.8% from August 2013 to August 2014.

Regional

- Seven of the eight prosperity zones of the state showed increases in occupancy rates for August 2014 from August 2013, particularly the Southwest Region.
  - Western Region +6.0%
  - Northwest Region +2.6%
  - Southwest Region +11.2%
  - Piedmont Triad Region +7.5%
  - North Central Region +4.0%
  - Sandhills Region +4.3%
  - Northeast Region +2.0%
  - Southeast Region +3.7%

- All eight prosperity zones experienced increased ADR in August 2014. ADR in the North Central Region increased six percent from last August.
  - Western Region +5.4%
  - Northwest Region +1.3%
  - Southwest Region +5.4%
  - Piedmont Triad Region +3.4%
  - North Central Region +6.0%
  - Sandhills Region +0.8%
  - Northeast Region +4.3%
  - Southeast Region +4.5%

- RevPAR was up in seven of the eight prosperity zones of the state for August 2014 from August 2013 particularly in the Southwest Region.
  - Western Region +11.7%
  - Northwest Region +4.0%
  - Southwest Region +17.2%
  - Piedmont Triad Region +11.2%
  - North Central Region +10.2%
  - Sandhills Region -3.5%
  - Northeast Region +6.4%
  - Southeast Region +8.4%

- Room Supply was up in seven of the eight of the zones of the state for August 2014 from August 2013.
  - Western Region -0.4%
  - Northwest Region +0.6%
  - Southwest Region +1.5%
  - Piedmont Triad Region +0.6%
  - North Central Region +0.4%
  - Sandhills Region +0.3%
  - Northeast Region +0.1%
  - Southeast Region +2.0%

- Room Demand was up in seven of the prosperity zones of the state for August 2014 from August 2013. The Southwest Region saw demand growth of nearly thirteen percent.
  - Western Region +5.6%
  - Northwest Region +3.2%
  - Southwest Region +12.9%
  - Piedmont Triad Region +8.2%
  - North Central Region +4.5%
  - Sandhills Region -4.0%
  - Northeast Region +2.1%
  - Southeast Region +5.8%

- Room Revenues were up in seven of the prosperity zones of the state for August 2014 from August 2013. Five of the regions had double-digit growth in revenues.
  - Western Region +11.3%
  - Northwest Region +4.5%
  - Southwest Region +18.9%
  - Piedmont Triad Region +11.9%
  - North Central Region +10.7%
  - Sandhills Region -3.2%
  - Northeast Region +6.5%
  - Southeast Region +10.5%
Year-To-Date (through August 2014) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 4.8% statewide YTD (through August) 2014.
  - The US occupancy is up 3.4% in 2014 from 2013.
  - The South Atlantic states occupancy is up 4.5% in 2014 from 2013.

- YTD room rates (ADR) in North Carolina are up 4.4%.
  - The US ADR is up 4.4% in 2014 from 2013.
  - The South Atlantic states ADR is up 4.0% in 2014 from 2013.

- Statewide, RevPAR is up 9.4% year-to-date.
  - Nationally, RevPAR is also up 8.0% in 2014 from 2013.
  - The South Atlantic states RevPAR is up 8.7% 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 0.4% in 2014 from 2013.

- Room Demand is up 5.6% in the state year-to-date.
  - Nationally, room demand is also up 4.3% in 2014 from 2013.
  - The South Atlantic states room demand is up 4.9% in 2014 from 2013.

- North Carolina room revenues are up 10.2% year-to-date.
  - Nationally, room revenues are also up 8.9% in 2014 from 2013.
  - The South Atlantic states room revenues are up 9.1% in 2014 from 2013.

Regional

- Occupancy in seven of the eight prosperity zones of the state is up year-to-date (through August).
  - Western Region +3.5%
  - Northwest Region +6.8%
  - Southwest Region +7.2%
  - Piedmont Triad Region +4.1%
  - North Central Region +7.0%
  - Sandhills Region +2.0%
  - Northeast Region -0.6%
  - Southeast Region +2.4%

- ADR in each of the eight prosperity zones is up year-to-date through August.
  - Western Region +5.0%
  - Northwest Region +3.1%
  - Southwest Region +4.2%
  - Piedmont Triad Region +3.6%
  - North Central Region +5.1%
  - Sandhills Region +4.7%
  - Northeast Region +4.5%
  - Southeast Region +3.6%

- RevPAR is up year-to-date in each of the eight prosperity zones of the state. The North Central, Northwest and Southwest regions have had double-digit growth since year-to-date 2013.
  - Western Region +8.7%
  - Northwest Region +10.2%
  - Southwest Region +11.7%
  - Piedmont Triad Region +7.8%
  - North Central Region +12.4%
  - Sandhills Region +6.8%
  - Northeast Region +3.8%
  - Southeast Region +6.1%

- Room Supply is up in seven of the prosperity zones year-to-date through August.
  - Western Region +0.1%
  - Northwest Region -0.7%
  - Southwest Region +1.4%
  - Piedmont Triad Region +0.2%
  - North Central Region +0.6%
  - Sandhills Region +0.4%
  - Northeast Region +0.1%
  - Southeast Region +2.0%

- Room Demand is up each of the prosperity zones of the state year-to-date through August.
  - Western Region +3.5%
  - Northwest Region +6.0%
  - Southwest Region +8.7%
  - Piedmont Triad Region +4.3%
  - North Central Region +7.6%
  - Sandhills Region +2.4%
  - Northeast Region -0.6%
  - Southeast Region +4.5%

- Room Revenues are up in each of the prosperity zones year-to-date through August. Revenues in the North Central and Southwest regions are up thirteen percent.
  - Western Region +8.7%
  - Northwest Region +9.4%
  - Southwest Region +13.2%
  - Piedmont Triad Region +8.0%
  - North Central Region +13.1%
  - Sandhills Region +7.2%
  - Northeast Region +3.9%
  - Southeast Region +8.2%
**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,</td>
</tr>
<tr>
<td></td>
<td>Madison, Polk, Rutherford, Swain, Transylvania</td>
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<tr>
<td>Northwest Region</td>
<td>Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell,</td>
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<tr>
<td></td>
<td>Mitchell, Watauga, Wilkes, Yancey</td>
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<tr>
<td>Southwest</td>
<td>Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan,</td>
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<tr>
<td></td>
<td>Stanly, Union</td>
</tr>
<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham,</td>
</tr>
<tr>
<td></td>
<td>Stokes, Surry, Yadkin</td>
</tr>
<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person,</td>
</tr>
<tr>
<td></td>
<td>Vance, Wake, Warren</td>
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<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson,</td>
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<tr>
<td></td>
<td>Sampson, Scotland</td>
</tr>
<tr>
<td>Northeast</td>
<td>Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax,</td>
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<tr>
<td></td>
<td>Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt,</td>
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<tr>
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<td>Tyrrell, Washington, Wilson</td>
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<tr>
<td>Southeast</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover,</td>
</tr>
<tr>
<td></td>
<td>Onslow, Pamlico, Pender, Wayne</td>
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</tbody>
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