

August 2015 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** decreased 0.5% statewide in August 2015 from August 2014.
 - US **occupancy** decreased 1.4% in August 2015 from August 2014.
 - South Atlantic states **occupancy** decreased 1.6% in August 2015 from August 2014.
- August 2015 **room rates (ADR)** in North Carolina were up 3.8%.
 - **Room rates** in the US increased 3.6% from August 2014.
 - **Room rates** in the South Atlantic states increased 2.4% from August 2014.
- Statewide, **RevPAR** was up 3.3% from August of 2014.
 - US **RevPAR** increased 2.2% from August 2014.
 - South Atlantic **RevPAR** increased 0.7% from August 2014.
- **Room Supply** increased by 0.7% in the state from August 2014 to August 2015.
 - US **room supply** increased 1.1% in August 2015
 - South Atlantic **room supply** was up 0.8% from August 2014 to August 2015.
- **Room Demand** increased 0.2% in the state from August 2014 to August 2015.
 - **Room demand** in the US decreased 0.3% in August 2015 from August 2014.
 - **Room demand** in the South Atlantic decreased 0.8% in August 2015 from August 2014.
- North Carolina **room revenues** increased 4.0% in August 2015.
 - **Room revenues** in the US increased 3.3% from August 2014 to August 2015.
 - **Room revenues** in the South Atlantic increased 1.6% from August 2014 to August 2015.

Regional

- Only two of the eight prosperity zones of the state showed increases in **occupancy** rates for August 2015 from August 2014.
 - Western Region -1.3%
 - Northwest Region +3.3%
 - Southwest Region -0.1%
 - Piedmont Triad Region -1.6%
 - North Central Region 0.0%
 - Sandhills Region +5.0%
 - Northeast Region -0.2%
 - Southeast Region -6.0%
- Seven of the eight zones experienced increased **ADR** in August 2015 from August 2014. ADR in the Western Region had the largest increase (+6.0%) from last August, followed by the North Central and Sandhills regions.
 - Western Region +6.0%
 - Northwest Region +2.8%
 - Southwest Region +5.3%
 - Piedmont Triad Region +4.1%
 - North Central Region +5.6%
 - Sandhills Region +5.5%
 - Northeast Region +0.8%
 - Southeast Region -1.1%
- **RevPAR** was up in seven of the eight prosperity zones of the state for August 2015 from August 2014. The Sandhills Region had nearly eleven percent growth in RevPAR from last August.
 - Western Region +4.7%
 - Northwest Region +6.2%
 - Southwest Region +5.2%
 - Piedmont Triad Region +2.5%
 - North Central Region +5.6%
 - Sandhills Region +10.8%
 - Northeast Region +0.7%
 - Southeast Region -7.0%
- **Room Supply** was up in four of the eight of the prosperity zones of the state for August 2015 from August 2014.
 - Western Region -0.9%
 - Northwest Region +1.3%
 - Southwest Region +0.5%
 - Piedmont Triad Region 0.0%
 - North Central Region +2.3%
 - Sandhills Region -0.4%
 - Northeast Region 0.0%
 - Southeast Region +2.4%
- **Room Demand** was up in four of the prosperity zones of the state for August 2015 from 2014. The Sandhills and Northwest regions led the state with more than four percent demand growth.
 - Western Region -2.2%
 - Northwest Region +4.6%
 - Southwest Region +0.4%
 - Piedmont Triad Region -1.5%
 - North Central Region +2.3%
 - Sandhills Region +4.6%
 - Northeast Region -0.2%
 - Southeast Region -3.7%
- **Room Revenues** were up in six of the prosperity zones of the state for August 2015 from 2014. The Sandhills Region had double-digit revenue growth.
 - Western Region +3.7%
 - Northwest Region +7.5%
 - Southwest Region +5.7%
 - Piedmont Triad Region +2.5%
 - North Central Region +8.0%
 - Sandhills Region +10.3%
 - Northeast Region +0.7%
 - Southeast Region -4.7%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 3.0% statewide YTD (through August) 2015.
 - The US **occupancy** is up 1.8% in 2015 from 2014.
 - The South Atlantic states **occupancy** is up 2.7% in 2015 from 2014.
- YTD **room rates (ADR)** in North Carolina are up 4.3%.
 - The US **ADR** is up 4.8% in 2015 from 2014.
 - The South Atlantic states **ADR** is up 5.3% in 2015 from 2014.
- Statewide, **RevPAR** is up 7.4% year-to-date.
 - Nationally, **RevPAR** is also up 6.7% in 2015 from 2014.
 - The South Atlantic states **RevPAR** is up 8.2% in 2015 from 2014.
- **Room Supply** is up 0.4% 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 0.8% in 2015 from 2014.
- **Room Demand** is up 3.4% in the state year-to-date.
 - Nationally, **room demand** is also up 2.8% in 2015 from 2014.
 - The South Atlantic states **room demand** is up 3.5% in 2015 from 2014.
- North Carolina **room revenues** are up 7.9% year-to date.
 - Nationally, **room revenues** are also up 7.7% in 2015 from 2014.
 - The South Atlantic states **room revenues** are up 9.0% in 2015 from 2014.

Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through August).
 - Western Region +6.3%
 - Northwest Region +2.9%
 - Southwest Region +3.7%
 - Piedmont Triad Region +2.1%
 - North Central Region +2.0%
 - Sandhills Region +2.0%
 - Northeast Region +4.4%
 - Southeast Region +0.4%
- **ADR** in seven of the eight prosperity zones is up year-to-date through August. The decrease in the Sandhills Region can likely be attributed to high rates during the US Opens in June 2014.
 - Western Region +6.6%
 - Northwest Region +2.8%
 - Southwest Region +5.4%
 - Piedmont Triad Region +4.0%
 - North Central Region +4.8%
 - Sandhills Region -1.2%
 - Northeast Region +4.3%
 - Southeast Region +1.8%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The Western Region has double-digit growth year-to-date.
 - Western Region +13.3%
 - Northwest Region +5.8%
 - Southwest Region +9.3%
 - Piedmont Triad Region +6.1%
 - North Central Region +7.0%
 - Sandhills Region +0.7%
 - Northeast Region +8.9%
 - Southeast Region +2.2%
- **Room Supply** is up in five of the prosperity zones year-to-date through August. In particular, the Northwest Region room supply is up nearly two percent from year-to-date 2014.
 - Western Region -1.4%
 - Northwest Region +1.9%
 - Southwest Region +0.1%
 - Piedmont Triad Region +0.1%
 - North Central Region +1.6%
 - Sandhills Region -0.6%
 - Northeast Region 0.0%
 - Southeast Region +1.7%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through August.
 - Western Region +4.9%
 - Northwest Region +4.9%
 - Southwest Region +3.9%
 - Piedmont Triad Region +2.2%
 - North Central Region +3.7%
 - Sandhills Region +1.4%
 - Northeast Region +4.4%
 - Southeast Region +2.1%
- **Room Revenues** are up in each of the prosperity zones year-to-date through August. Revenues in Western Region are up nearly twelve percent.
 - Western Region +11.8%
 - Northwest Region +7.8%
 - Southwest Region +9.5%
 - Piedmont Triad Region +6.3%
 - North Central Region +8.7%
 - Sandhills Region +0.2%
 - Northeast Region +8.8%
 - Southeast Region +3.9%

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