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%  Piedmont Triad Region -1.6%  Northeast Region -0.2%
  - Northwest Region +3.3%  North Central Region 0.0%  Southeast Region -6.0%
  - Southwest Region -0.1%  Sandhills Region +5.0%
- 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%  Piedmont Triad Region +4.1%  Northeast Region +0.8%
  - Northwest Region +2.8%  North Central Region +5.6%  Southeast Region -1.1%
  - Southwest Region +5.3%  Sandhills Region +5.5%
- 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%  Piedmont Triad Region +2.5%  Northeast Region +0.7%
  - Northwest Region +6.2%  North Central Region +5.6%  Southeast Region -7.0%
  - Southwest Region +5.2%  Sandhills Region +10.8%
- 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%  Piedmont Triad Region 0.0%  Northeast Region 0.0%
  - Northwest Region +1.3%  North Central Region +2.3%  Southeast Region +2.4%
  - Southwest Region +0.5%  Sandhills Region -0.4%
- 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%  Piedmont Triad Region -1.5%  Northeast Region -0.2%
  - Northwest Region +4.6%  North Central Region +2.3%  Southeast Region -3.7%
  - Southwest Region +0.4%  Sandhills Region +4.6%
- 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%  Piedmont Triad Region +2.5%  Northeast Region +0.7%
  - Northwest Region +7.5%  North Central Region +8.0%  Southeast Region -4.7%
  - Southwest Region +5.7%  Sandhills Region +10.3%
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%  Piedmont Triad Region +2.1%  Northeast Region +4.4%
  - Northwest Region +2.9%  North Central Region +2.0%  Southeast Region +0.4%
  - Southwest Region +3.7%  Sandhills Region +2.0%

- 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%  Piedmont Triad Region +4.0%  Northeast Region +4.3%
  - Northwest Region +2.8%  North Central Region +4.8%  Southeast Region +1.8%
  - Southwest Region +5.4%  Sandhills Region -1.2%

- 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%  Piedmont Triad Region +6.1%  Northeast Region +8.9%
  - Northwest Region +5.8%  North Central Region +7.0%  Southeast Region +2.2%
  - Southwest Region +9.3%  Sandhills Region +0.7%

- 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%  Piedmont Triad Region +0.1%  Northeast Region 0.0%
  - Northwest Region +1.9%  North Central Region +1.6%  Southeast Region +1.7%
  - Southwest Region +0.1%  Sandhills Region -0.6%

- Room Demand is up each of the prosperity zones of the state year-to-date through August.
  - Western Region +4.9%  Piedmont Triad Region +2.2%  Northeast Region +4.4%
  - Northwest Region +4.9%  North Central Region +3.7%  Southeast Region +2.1%
  - Southwest Region +3.9%  Sandhills Region +1.4%

- 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%  Piedmont Triad Region +6.3%  Northeast Region +8.8%
  - Northwest Region +7.8%  North Central Region +8.7%  Southeast Region +3.9%
  - Southwest Region +9.5%  Sandhills Region +0.2%
### North Carolina Prosperity Zones

<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
</tr>
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<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>
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<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>
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<tr>
<td>Piedmont-Triad (Central) -</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham,</td>
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<tr>
<td></td>
<td>Stokes, Surry, Yadkin</td>
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<tr>
<td>North Central -</td>
<td>Chatham, Durham, Edgecombe, Franklin, Granville, Harnett, Johnston, Lee,</td>
</tr>
<tr>
<td></td>
<td>Nash, Orange, Person, Vance, Wake, Warren, Wilson</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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<td>Sampson, Scotland</td>
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<tr>
<td>Northeast -</td>
<td>Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Gates, Halifax, Hertford,</td>
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<td>Hyde, Martin, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington</td>
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<tr>
<td>Southeast -</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover,</td>
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<tr>
<td></td>
<td>Onslow, Pamlico, Pender, Wayne</td>
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</tbody>
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