

December 2014 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 5.0% statewide in December 2014 from December 2013.
 - US **occupancy** increased 4.8% in December 2014 from December 2013.
 - South Atlantic states **occupancy** increased 5.6% in December 2014 from December 2013.
- December 2014 **room rates (ADR)** in North Carolina were up 4.0%.
 - **Room rates** in the US increased 4.3% from December 2013.
 - **Room rates** in the South Atlantic states increased 5.4% from December 2013.
- Statewide, **RevPAR** was up 9.2% from December of 2013.
 - US **RevPAR** increased 9.3% from December 2013.
 - South Atlantic **RevPAR** increased 11.4% from December 2013.
- **Room Supply** increased by 0.7% in the state from December 2013 to December 2014.
 - US **room supply** increased 0.9% in December 2014
 - South Atlantic **room supply** was up 1.1% from December 2013 to December 2014.
- **Room Demand** increased 5.8% in the state from December 2013 to December 2014.
 - **Room demand** in the US increased 5.8% in December 2014 from December 2013.
 - **Room demand** in the South Atlantic increased 6.7% in December 2014 from December 2013.
- North Carolina **room revenues** increased 10.0% in December 2014.
 - **Room revenues** in the US increased 10.4% from December 2013 to December 2014.
 - **Room revenues** in the South Atlantic increased 12.6% from December 2013 to December 2014.

Regional

- Each of the eight prosperity zones of the state showed increases in **occupancy** rates for December 2014 from December 2013. Four of the regions had eight percent growth from last December.
 - Western Region +8.1%
 - Northwest Region +8.2%
 - Southwest Region +5.7%
 - Piedmont Triad Region +3.7%
 - North Central Region +1.7%
 - Sandhills Region +2.7%
 - Northeast Region +8.1%
 - Southeast Region +8.0%
- All eight prosperity zones experienced increased **ADR** in December 2014. ADR in the Southwest Region increased more than five percent from last December while the North Central Region ADR increased nearly five percent.
 - Western Region +4.1%
 - Northwest Region +3.7%
 - Southwest Region +5.3%
 - Piedmont Triad Region +2.6%
 - North Central Region +4.9%
 - Sandhills Region +2.0%
 - Northeast Region +2.0%
 - Southeast Region +1.1%
- **RevPAR** was up in each of the eight prosperity zones of the state for December 2014 from December 2013. Four of the regions experienced double-digit growth.
 - Western Region +12.5%
 - Northwest Region +12.2%
 - Southwest Region +11.2%
 - Piedmont Triad Region +6.4%
 - North Central Region +6.6%
 - Sandhills Region +4.8%
 - Northeast Region +10.3%
 - Southeast Region +9.2%
- **Room Supply** was up in five of the eight of the zones of the state for December 2014 from December 2013.
 - Western Region -0.6%
 - Northwest Region +3.3%
 - Southwest Region +0.6%
 - Piedmont Triad Region -0.1%
 - North Central Region +0.9%
 - Sandhills Region +1.3%
 - Northeast Region 0.0%
 - Southeast Region +2.1%
- **Room Demand** was up in each of the prosperity zones of the state for December 2014 from 2013. The Northwest Region room demand grew nearly twelve percent and the Southeast Region demand grew more than ten percent from last December.
 - Western Region +7.4%
 - Northwest Region +11.7%
 - Southwest Region +6.3%
 - Piedmont Triad Region +3.6%
 - North Central Region +2.6%
 - Sandhills Region +4.0%
 - Northeast Region +8.1%
 - Southeast Region +10.3%
- **Room Revenues** were up in each of the prosperity zones of the state for December 2014 from 2013. Five of the regions experienced double-digit revenue growth in December.
 - Western Region +11.8%
 - Northwest Region +15.9%
 - Southwest Region +11.9%
 - Piedmont Triad Region +6.3%
 - North Central Region +7.6%
 - Sandhills Region +6.1%
 - Northeast Region +10.3%
 - Southeast Region +11.5%

Year End 2014 Lodging Report - Statewide & Competitive State Comparison

- Hotel/motel **occupancy** was up 4.7% statewide from 2013.
 - The US **occupancy** is up 3.6% in 2014 from 2013.
 - The South Atlantic states **occupancy** is up 4.8% in 2014 from 2013.
- 2014 **room rates (ADR)** in North Carolina were up 4.4% from 2013.
 - The US **ADR** is up 4.6% in 2014 from 2013.
 - The South Atlantic states **ADR** is up 4.3% in 2014 from 2013.
- Statewide, **RevPAR** was up 9.3% from 2013 to 2014.
 - Nationally, **RevPAR** is also up 8.3% in 2014 from 2013.
 - The South Atlantic states **RevPAR** is up 9.3% in 2014 from 2013.
- **Room Supply** was up 0.7% in the state from 2013 to 2014.
 - Nationally, **room supply** is also up 0.9% in 2014 from 2013.
 - The South Atlantic states **room supply** is up 0.6% in 2014 from 2013.
- **Room Demand** was up 5.4% in the state from 2013 to 2014.
 - Nationally, **room demand** is also up 4.5% in 2014 from 2013.
 - The South Atlantic states **room demand** is up 5.4% in 2014 from 2013.
- North Carolina **room revenues** were up 10.1% from 2013 to 2014.
 - Nationally, **room revenues** are also up 9.2% in 2014 from 2013.
 - The South Atlantic states **room revenues** are up 9.9% in 2014 from 2013.

Regional

- **Occupancy** in each of the eight prosperity zones of the state increased from 2013 to 2014. The Southwest Region had the largest growth with more than seven percent.
 - Western Region +3.3%
 - Northwest Region +5.7%
 - Southwest Region +7.3%
 - Piedmont Triad Region +4.3%
 - North Central Region +5.5%
 - Sandhills Region +1.8%
 - Northeast Region +1.5%
 - Southeast Region +2.4%
- **ADR** in each of the eight prosperity zones increased from 2013 to 2014. The Western and North Central regions had more than five percent rate growth year-over-year.
 - Western Region +5.5%
 - Northwest Region +3.1%
 - Southwest Region +4.3%
 - Piedmont Triad Region +3.6%
 - North Central Region +5.4%
 - Sandhills Region +4.5%
 - Northeast Region +3.8%
 - Southeast Region +2.9%
- **RevPAR** grew in each of the eight prosperity zones of the state from 2013 to 2014. The North Central and Southwest regions had more than eleven percent growth.
 - Western Region +8.9%
 - Northwest Region +9.1%
 - Southwest Region +11.9%
 - Piedmont Triad Region +8.0%
 - North Central Region +11.3%
 - Sandhills Region +6.4%
 - Northeast Region +5.3%
 - Southeast Region +5.4%
- **Room Supply** was up in six of the prosperity zones in 2014 from 2013.
 - Western Region -0.1%
 - Northwest Region 0.0%
 - Southwest Region +1.2%
 - Piedmont Triad Region +0.1%
 - North Central Region +0.8%
 - Sandhills Region +0.6%
 - Northeast Region +0.1%
 - Southeast Region +2.0%
- **Room Demand** was up in each of the prosperity zones of the state in 2014. The Southwest Region had the largest growth in demand (+8.6%), followed by the North Central Region (+6.4%).
 - Western Region +3.2%
 - Northwest Region +5.7%
 - Southwest Region +8.6%
 - Piedmont Triad Region +4.4%
 - North Central Region +6.4%
 - Sandhills Region +2.4%
 - Northeast Region +1.5%
 - Southeast Region +4.5%
- **Room Revenues** were up in each of the prosperity zones in 2014. Revenues in the Southwest and North Central regions had double-digit growth.
 - Western Region +8.8%
 - Northwest Region +9.1%
 - Southwest Region +13.3%
 - Piedmont Triad Region +8.1%
 - North Central Region +12.1%
 - Sandhills Region +7.0%
 - Northeast Region +5.4%
 - Southeast Region +7.6%

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