December 2015 Monthly Lodging Report (Smith Travel Research)

**Statewide**
- Hotel/motel occupancy increased 4.6% statewide in December 2015 from December 2014.
  - US occupancy increased 0.8% in December 2015 from December 2014.
  - South Atlantic states occupancy increased 2.1% in December 2015 from December 2014.
- December 2015 room rates (ADR) in North Carolina were up 4.7%.
  - Room rates in the US increased 2.4% from December 2014.
  - Room rates in the South Atlantic states increased 3.9% from December 2014.
- Statewide, RevPAR was up 9.4% from December of 2014.
  - US RevPAR increased 3.2% from December 2014.
  - South Atlantic RevPAR increased 6.1% from December 2014.
- **Room Supply** increased by 1.6% in the state from December 2014 to December 2015.
  - US room supply increased 1.5% in December 2015
  - South Atlantic room supply was up 1.2% from December 2014 to December 2015.
- **Room Demand** increased 6.2% in the state from December 2014 to December 2015.
  - Room demand in the US increased 2.3% in December 2015 from December 2014.
  - Room demand in the South Atlantic increased 3.3% in December 2015 from December 2014.
- North Carolina room revenues increased 11.2% in December 2015.
  - Room revenues in the US increased 4.7% from December 2014 to December 2015.
  - Room revenues in the South Atlantic increased 7.4% from December 2014 to December 2015.

**Regional**
- Seven of the eight prosperity zones of the state showed increases in occupancy rates for December 2015 from December 2014. The Northeast Region had nearly fourteen percent growth from last December.
  - Western Region +4.5%  Piedmont Triad Region +5.0%  Northeast Region +13.9%
  - Northwest Region -7.8%  North Central Region +5.4%  Southeast Region +5.3%
  - Southwest Region +3.5%  Sandhills Region +2.0%
- Six of the prosperity zones experienced increased ADR in December 2015. ADR in the Southwest and North Central regions increased more than six percent from last December while the Western Region ADR increased nearly six percent.
  - Western Region +5.6%  Piedmont Triad Region +1.4%  Northeast Region +4.9%
  - Northwest Region -0.3%  North Central Region +6.6%  Southeast Region -0.4%
  - Southwest Region +6.6%  Sandhills Region +0.5%
- RevPAR was up in seven of the eight prosperity zones of the state for December 2015 from December 2014. Four of the regions experienced double-digit growth.
  - Western Region +10.4%  Piedmont Triad Region +6.5%  Northeast Region +19.5%
  - Northwest Region -8.1%  North Central Region +12.3%  Southeast Region +4.9%
  - Southwest Region +10.3%  Sandhills Region +2.5%
- **Room Supply** was up in six of the eight of the zones of the state for December 2015 from December 2014.
  - Western Region +3.2%  Piedmont Triad Region +0.5%  Northeast Region -0.8%
  - Northwest Region +0.5%  North Central Region +3.5%  Southeast Region +3.2%
  - Southwest Region +0.9%  Sandhills Region -0.3%
- **Room Demand** was up in seven of the prosperity zones of the state for December 2015 from 2014. The Northeast Region room demand grew nearly thirteen percent and the Southeast Region demand grew more than nine percent from last December.
  - Western Region +7.9%  Piedmont Triad Region +5.5%  Northeast Region +12.9%
  - Northwest Region -7.4%  North Central Region +9.1%  Southeast Region +8.7%
  - Southwest Region +4.4%  Sandhills Region +1.7%
- **Room Revenues** were up in seven of the prosperity zones of the state for December 2015 from 2014. Four of the regions experienced double-digit revenue growth in December.
  - Western Region +13.9%  Piedmont Triad Region +7.0%  Northeast Region +18.5%
  - Northwest Region -7.7%  North Central Region +16.3%  Southeast Region +8.3%
  - Southwest Region +11.2%  Sandhills Region +2.3%
Year End 2015 Lodging Report - Statewide & Competitive State Comparison

- Hotel/motel occupancy was up 2.6% statewide from 2014.
  - The US occupancy is up 1.7% in 2015 from 2014.
  - The South Atlantic states occupancy is up 2.6% in 2015 from 2014.

- 2015 room rates (ADR) in North Carolina were up 4.6% from 2014.
  - The US ADR is up 4.4% in 2015 from 2014.
  - The South Atlantic states ADR is up 5.0% in 2015 from 2014.

- Statewide, RevPAR was up 7.3% from 2014 to 2015.
  - Nationally, RevPAR is also up 6.3% in 2015 from 2014.
  - The South Atlantic states RevPAR is up 7.8% in 2015 from 2014.

- Room Supply was up 0.8% in the state from 2014 to 2015.
  - Nationally, room supply is also up 1.1% in 2015 from 2014.
  - The South Atlantic states room supply is up 0.9% in 2015 from 2014.

- Room Demand was up 3.4% in the state from 2014 to 2015.
  - Nationally, room demand is also up 2.9% in 2015 from 2014.
  - The South Atlantic states room demand is up 3.5% in 2015 from 2014.

- North Carolina room revenues were up 8.1% from 2014 to 2015.
  - Nationally, room revenues are also up 7.4% in 2015 from 2014.
  - The South Atlantic states room revenues are up 8.8% in 2015 from 2014.

Regional

- Occupancy in each of the eight prosperity zones of the state increased from 2014 to 2015. The Western Region had the largest growth with more than seven percent.
  - Western Region +5.3%
  - Northwest Region +2.1%
  - Southwest Region +3.0%
  - Piedmont Triad Region +1.6%
  - North Central Region +1.9%
  - Sandhills Region +1.4%
  - Northeast Region +4.7%
  - Southeast Region +0.6%

- ADR in seven of the prosperity zones increased from 2014 to 2015. The Western Region had nearly seven percent rate growth year-over-year.
  - Western Region +6.7%
  - Northwest Region +3.2%
  - Southwest Region +5.6%
  - Piedmont Triad Region +3.8%
  - North Central Region +5.4%
  - Sandhills Region -0.5%
  - Northeast Region +4.1%
  - Southeast Region +1.6%

- RevPAR grew in each of the eight prosperity zones of the state from 2014 to 2015. The Western Region had more than twelve percent growth.
  - Western Region +12.4%
  - Northwest Region +5.4%
  - Southwest Region +8.7%
  - Piedmont Triad Region +5.5%
  - North Central Region +7.4%
  - Sandhills Region +0.9%
  - Northeast Region +9.1%
  - Southeast Region +2.3%

- Room Supply was up in five of the prosperity zones in 2015 from 2014.
  - Western Region -0.1%
  - Northwest Region +1.6%
  - Southwest Region +0.2%
  - Piedmont Triad Region +0.3%
  - North Central Region +2.2%
  - Sandhills Region -0.5%
  - Northeast Region -0.1%
  - Southeast Region +2.2%

- Room Demand was up in each of the prosperity zones of the state in 2015. The Western Region had the largest growth in demand (+5.2%), followed by the Northeast (+4.6%) and North Central (+4.1%) regions.
  - Western Region +5.2%
  - Northwest Region +3.7%
  - Southwest Region +3.3%
  - Piedmont Triad Region +1.9%
  - North Central Region +4.1%
  - Sandhills Region +0.9%
  - Northeast Region +4.6%
  - Southeast Region +2.8%

- Room Revenues were up in each of the prosperity zones in 2015. Western Region revenues experienced double-digit growth, while revenues in the North Central, Southwest and Northeast regions had nearly ten percent growth.
  - Western Region +12.3%
  - Northwest Region +7.1%
  - Southwest Region +9.0%
  - Piedmont Triad Region +5.8%
  - North Central Region +9.7%
  - Sandhills Region +0.5%
  - Northeast Region +9.0%
  - Southeast Region +4.5%
## 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


### Southeast - Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne