

# 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%
  - Northwest Region -7.8%
  - Southwest Region +3.5%
  - Piedmont Triad Region +5.0%
  - North Central Region +5.4%
  - Sandhills Region +2.0%
  - Northeast Region +13.9%
  - Southeast Region +5.3%
- 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%
  - Northwest Region -0.3%
  - Southwest Region +6.6%
  - Piedmont Triad Region +1.4%
  - North Central Region +6.6%
  - Sandhills Region +0.5%
  - Northeast Region +4.9%
  - Southeast Region -0.4%
- **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%
  - Northwest Region -8.1%
  - Southwest Region +10.3%
  - Piedmont Triad Region +6.5%
  - North Central Region +12.3%
  - Sandhills Region +2.5%
  - Northeast Region +19.5%
  - Southeast Region +4.9%
- **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%
  - Northwest Region +0.5%
  - Southwest Region +0.9%
  - Piedmont Triad Region +0.5%
  - North Central Region +3.5%
  - Sandhills Region -0.3%
  - Northeast Region -0.8%
  - Southeast Region +3.2%
- **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%
  - Northwest Region -7.4%
  - Southwest Region +4.4%
  - Piedmont Triad Region +5.5%
  - North Central Region +9.1%
  - Sandhills Region +1.7%
  - Northeast Region +12.9%
  - Southeast Region +8.7%
- **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%
  - Northwest Region -7.7%
  - Southwest Region +11.2%
  - Piedmont Triad Region +7.0%
  - North Central Region +16.3%
  - Sandhills Region +2.3%
  - Northeast Region +18.5%
  - Southeast Region +8.3%

## 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
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