February 2014 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 3.7% statewide in February 2014 from February 2013.
  - US occupancy increased 3.3% in February 2014 from February 2013.
  - South Atlantic states occupancy increased 4.5% in February 2014 from February 2013.
- February 2014 room rates (ADR) in North Carolina were up 4.7%.
  - Room rates in the US increased 3.9% from February 2013.
  - Room rates in the South Atlantic states increased 4.8% from February 2013.
- Statewide, RevPAR was up 8.5% from February of 2013.
  - US RevPAR increased 7.3% from February 2013.
  - South Atlantic RevPAR increased 9.5% from February 2013.
- Room Supply increased by 0.9% in the state from February 2013 to February 2014.
  - US room supply increased 0.8% in February 2014.
  - South Atlantic room supply was up 0.2% from February 2013 to February 2014.
- Room Demand increased 4.6% in the state from February 2013 to February 2014.
  - Room demand in the US increased 4.2% in February 2014 from February 2013.
  - Room demand in the South Atlantic increased 4.7% in February 2014 from February 2013.
- North Carolina room revenues increased 9.5% in February 2014.
  - Room revenues in the US increased 8.2% from February 2013 to February 2014.
  - Room revenues in the South Atlantic increased 9.7% from February 2013 to February 2014.

Regional
- Five of the eight prosperity zones of the state showed increases in occupancy rates for February 2014 from February 2013, particularly the North Central Region (+7.8%).
  - Western Region -0.9%
  - Northwest Region +7.5%
  - Southwest Region +4.0%
  - Piedmont Triad Region +3.5%
  - North Central Region +7.8%
  - Northeast Region -2.3%
  - Southeast Region +3.9%
- Seven of the eight zones experienced increased ADR in February 2014 from February 2013. ADR in the Southwest Region increased 6.6% from last February, followed by the Northwest Region (+6.0%).
  - Western Region +5.3%
  - Northwest Region +6.0%
  - Southwest Region +6.6%
  - Piedmont Triad Region +3.3%
  - North Central Region +4.4%
  - Sandhills Region -1.3%
  - Northeast Region +4.0%
  - Southeast Region +2.2%
- RevPAR was up in seven of the eight prosperity zones of the state for February 2014 from February 2013.
  - Western Region +4.4%
  - Northwest Region +13.9%
  - Southwest Region +10.8%
  - Piedmont Triad Region +6.9%
  - North Central Region +12.5%
  - Sandhills Region +1.5%
  - Northeast Region +1.6%
  - Southeast Region +6.2%
- Room Supply was up in five of the eight of the prosperity zones of the state for February 2014 from February 2013, particularly in the Southeast Region.
  - Western Region +0.3%
  - Northwest Region -1.7%
  - Southwest Region +1.5%
  - Piedmont Triad Region 0.0%
  - North Central Region +1.3%
  - Sandhills Region +0.4%
  - Northeast Region 0.0%
  - Southeast Region +3.0%
- Room Demand was up in five of the prosperity zones of the state for February 2014 from 2013. The North Central Region in particular had significant growth in demand, with more than 9.2% growth, followed by the Southeast (+7.0%) and Northwest (+5.7%) regions.
  - Western Region -0.6%
  - Northwest Region +5.7%
  - Southwest Region +5.5%
  - Piedmont Triad Region +3.5%
  - North Central Region +9.2%
  - Sandhills Region -0.9%
  - Northeast Region -2.2%
  - Southeast Region +7.0%
- Room Revenues were up in seven of the prosperity zones of the state for February 2014 from 2013. The North Central (+14%), Southwest (+12.4%) and Northwest (+12%) regions all had significant growth in revenues.
  - Western Region +4.7%
  - Northwest Region +12.0%
  - Southwest Region +12.4%
  - Piedmont Triad Region +6.9%
  - North Central Region +14.0%
  - Sandhills Region -1.1%
  - Northeast Region +1.7%
  - Southeast Region +9.3%
Year-To-Date (through February 2014) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 2.8% statewide YTD (through February) 2014.
  - The US occupancy is up 3.0% in 2014 from 2013.
  - The South Atlantic states occupancy is up 3.6% in 2014 from 2013.

- YTD room rates (ADR) in North Carolina are up 4.0%.
  - The US ADR is up 3.5% in 2014 from 2013.
  - The South Atlantic states ADR is up 3.0% in 2014 from 2013.

- Statewide, RevPAR is up 6.9% year-to-date.
  - Nationally, RevPAR is also up 6.6% in 2014 from 2013.
  - The South Atlantic states RevPAR is up 6.7% in 2014 from 2013.

- Room Supply is up 0.9% in the state year-to-date.
  - Nationally, room supply is also up 0.9% in 2014 from 2013.
  - The South Atlantic states room supply is up 0.3% in 2014 from 2013.

- Room Demand is up 3.7% in the state year-to-date.
  - Nationally, room demand is also up 3.9% in 2014 from 2013.
  - The South Atlantic states room demand is up 3.8% in 2014 from 2013.

- North Carolina room revenues are up 7.8% year-to-date.
  - Nationally, room revenues are also up 7.5% in 2014 from 2013.
  - The South Atlantic states room revenues are up 7.0% in 2014 from 2013.

Regional

- Occupancy in five of the eight prosperity zones of the state is up year-to-date (through February).
  - Western Region +2.7%
  - Northwest Region +10.4%
  - Southwest Region +6.1%
  - Piedmont Triad Region +2.3%
  - North Central Region +5.3%
  - Sandhills Region -3.0%
  - Northeast Region -5.7%
  - Southeast Region -3.5%

- ADR in seven of the eight prosperity zones is up year-to-date through February. The Western Region is up over five percent.
  - Western Region +5.7%
  - Northwest Region +4.7%
  - Southwest Region +5.0%
  - Piedmont Triad Region +2.3%
  - North Central Region +3.6%
  - Sandhills Region -3.0%
  - Northeast Region +3.8%
  - Southeast Region +0.8%

- RevPAR is up year-to-date in five of the eight prosperity zones of the state. The Northwest Region is up over fifteen percent.
  - Western Region +8.6%
  - Northwest Region +15.6%
  - Southwest Region +11.4%
  - Piedmont Triad Region +4.7%
  - North Central Region +9.1%
  - Sandhills Region -3.1%
  - Northeast Region -2.2%
  - Southeast Region -2.7%

- Room Supply is up in six of the prosperity zones year-to-date through February.
  - Western Region +0.4%
  - Northwest Region -1.8%
  - Southwest Region +1.5%
  - Piedmont Triad Region 0.0%
  - North Central Region +1.3%
  - Sandhills Region +0.4%
  - Northeast Region +0.1%
  - Southeast Region +2.5%

- Room Demand is up five of the prosperity zones of the state year-to-date through February.
  - Western Region +3.1%
  - Northwest Region +8.4%
  - Southwest Region +7.7%
  - Piedmont Triad Region +2.3%
  - North Central Region +6.7%
  - Sandhills Region -2.7%
  - Northeast Region -5.7%
  - Southeast Region -1.1%

- Room Revenues are up in five of the prosperity zones year-to-date through February. Revenues in the Northwest and Southwest Regions, in particular, are up over thirteen percent.
  - Western Region +9.0%
  - Northwest Region +13.5%
  - Southwest Region +13.1%
  - Piedmont Triad Region +4.7%
  - North Central Region +10.5%
  - Sandhills Region -2.7%
  - Northeast Region -2.1%
  - Southeast Region -0.3%
## North Carolina Prosperity Zones

<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Western Region</strong></td>
<td>Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, Transylvania</td>
</tr>
<tr>
<td><strong>Northwest Region</strong></td>
<td>Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey</td>
</tr>
<tr>
<td><strong>Southwest</strong></td>
<td>Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union</td>
</tr>
<tr>
<td><strong>Piedmont-Triad (Central)</strong></td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin</td>
</tr>
<tr>
<td><strong>North Central</strong></td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren</td>
</tr>
<tr>
<td><strong>Sandhills (South Central)</strong></td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland</td>
</tr>
<tr>
<td><strong>Northeast</strong></td>
<td>Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wilson</td>
</tr>
<tr>
<td><strong>Southeast</strong></td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne</td>
</tr>
</tbody>
</table>