

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%
 - Sandhills Region -1.3%
 - 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 -0.2%
 - 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 0.0%
 - 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

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