February 2016 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 1.3% statewide in February 2016 from February 2015.
  - US occupancy decreased 0.8% in February 2016 from February 2015.
  - South Atlantic states occupancy decreased 1.0% in February 2016 from February 2015.
- February 2016 room rates (ADR) in North Carolina were up 5.0%.
  - Room rates in the US increased 3.6% from February 2015.
  - Room rates in the South Atlantic states increased 2.6% from February 2015.
- Statewide, RevPAR was up 6.4% from February of 2015.
  - US RevPAR increased 2.8% from February 2015.
  - South Atlantic RevPAR increased 1.5% from February 2015.
- Room Supply increased by 1.6% in the state from February 2015 to February 2016.
  - US room supply increased 1.6% in February 2016.
  - South Atlantic room supply was up 1.4% from February 2015 to February 2016.
- Room Demand increased 2.9% in the state from February 2015 to February 2016.
  - Room demand in the US increased 0.8% in February 2016 from February 2015.
  - Room demand in the South Atlantic increased 0.3% in February 2016 from February 2015.
- North Carolina room revenues increased 8.0% in February 2016.
  - Room revenues in the US increased 4.0% from February 2015 to February 2016.
  - Room revenues in the South Atlantic increased 3.0% from February 2015 to February 2016.

Regional
- Six of the eight prosperity zones of the state showed increases in occupancy rates for February 2016 from February 2015, particularly the Northeast Region with nearly eight percent growth and the Western and Southeast regions with nearly six percent growth each.
  - Western Region +5.7% 
  - Piedmont Triad Region +5.3% 
  - Northeast Region +7.7% 
  - Northwest Region -1.0% 
  - North Central Region -4.2% 
  - Northeast Region +5.7% 
  - South Atlantic Region +1.0% 
  - Sandhills Region +1.8%
- Each of the eight zones experienced increased ADR in February 2016 from February 2015. ADR in the Northwest Region increased over nine percent from last January.
  - Western Region +7.8% 
  - Piedmont Triad Region +2.6% 
  - Northeast Region +3.0% 
  - Northwest Region +9.1% 
  - North Central Region +5.7% 
  - Southeast Region +0.6% 
  - South Atlantic Region +6.3% 
  - Sandhills Region +4.5%
- RevPAR was up in each of the eight prosperity zones of the state for February 2016 from February 2015.
  - Western Region +13.9% 
  - Piedmont Triad Region +8.0% 
  - Northeast Region +10.9% 
  - Northwest Region +8.0% 
  - North Central Region +1.2% 
  - Southeast Region +6.4% 
  - South Atlantic Region +6.4%
- Room Supply was up in seven of the eight of the regions of the state for February 2016 from February 2015, particularly in the North Central, Southeast and Western regions.
  - Western Region +2.5% 
  - Piedmont Triad Region +0.1% 
  - Northeast Region -0.8% 
  - Northwest Region +0.5% 
  - North Central Region +3.6% 
  - Southeast Region +3.2% 
  - South Atlantic Region +0.9%
- Room Demand was up in six of the prosperity zones of the state for February 2016 from 2015. The Southeast Region led the state with nine percent growth in demand, followed by the Western and Northeast regions with eight and seven percent growth respectively.
  - Western Region +8.3% 
  - Piedmont Triad Region +5.3% 
  - Northeast Region +6.8% 
  - Northwest Region -0.5% 
  - North Central Region -0.8% 
  - Southeast Region +9.1% 
  - South Atlantic Region +1.0% 
  - Sandhills Region +2.7%
- Room Revenues were up in each of the prosperity zones of the state for February 2016 from 2015. The Western Region had double digit growth in revenues.
  - Western Region +16.8% 
  - Piedmont Triad Region +8.1% 
  - Northeast Region +9.9% 
  - Northwest Region +8.5% 
  - North Central Region +4.8% 
  - Southeast Region +9.8% 
  - South Atlantic Region +7.3% 
  - Sandhills Region +7.3%
Regional:

- **Occupancy** in seven of the eight prosperity zones of the state is up year-to-date (through February).
  - Western Region +4.7%
  - Northwest Region +0.8%
  - Southwest Region +1.4%
  - Piedmont Triad Region +2.4%
  - North Central Region +5.6%
  - Sandhills Region +2.6%
  - Northeast Region +8.7%
  - Southeast Region +6.0%

- **ADR** in each of the eight prosperity zones is up year-to-date through February. Four of the regions have more than five percent rate growth year-to-date.
  - Western Region +5.7%
  - Northwest Region +6.4%
  - Southwest Region +8.0%
  - Piedmont Triad Region +0.1%
  - North Central Region +1.3%
  - Sandhills Region +0.5%
  - Northeast Region +3.2%
  - Southeast Region +0.2%

- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. Two regions have double-digit growth year-to-date (Western and Northeast).
  - Western Region +10.7%
  - Northwest Region +7.2%
  - Southwest Region +9.5%
  - Piedmont Triad Region +2.5%
  - North Central Region +4.2%
  - Sandhills Region +3.1%
  - Northeast Region +12.2%
  - Southeast Region +6.2%

- **Room Supply** is up in seven of the prosperity zones year-to-date through February.
  - Western Region +2.5%
  - Northwest Region +0.5%
  - Southwest Region +0.9%
  - Piedmont Triad Region +0.6%
  - North Central Region +3.6%
  - Sandhills Region +0.9%

- **Room Demand** is up each of the prosperity zones of the state year-to-date through February, particularly in the Northeast, Northwest and Western regions.
  - Western Region +7.3%
  - Northwest Region +1.3%
  - Southwest Region +2.3%
  - Piedmont Triad Region +3.0%
  - North Central Region +2.2%
  - Sandhills Region +1.4%

- **Room Revenues** are up in each of the prosperity zones year-to-date through February. Revenues in three of the regions are up more than ten percent.
  - Western Region +13.5%
  - Northwest Region +7.7%
  - Southwest Region +10.5%
  - Piedmont Triad Region +3.1%
  - North Central Region +7.9%
  - Sandhills Region +4.0%
  - Northeast Region +11.2%
  - Southeast Region +9.6%
## North Carolina Prosperity Zones

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