

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%
 - Northwest Region -1.0%
 - Southwest Region +0.1%
 - Piedmont Triad Region +5.3%
 - North Central Region -4.2%
 - Sandhills Region +1.8%
 - Northeast Region +7.7%
 - Southeast Region +5.7%
- 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%
 - Northwest Region +9.1%
 - Southwest Region +6.3%
 - Piedmont Triad Region +2.6%
 - North Central Region +5.7%
 - Sandhills Region +4.5%
 - Northeast Region +3.0%
 - Southeast Region +0.6%
- **RevPAR** was up in each of the eight prosperity zones of the state for February 2016 from February 2015.
 - Western Region +13.9%
 - Northwest Region +8.0%
 - Southwest Region +6.4%
 - Piedmont Triad Region +8.0%
 - North Central Region +1.2%
 - Sandhills Region +6.3%
 - Northeast Region +10.9%
 - Southeast 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%
 - Northwest Region +0.5%
 - Southwest Region +0.9%
 - Piedmont Triad Region +0.1%
 - North Central Region +3.6%
 - Sandhills Region +0.9%
 - Northeast Region -0.8%
 - Southeast Region +3.2%
- **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%
 - Northwest Region -0.5%
 - Southwest Region +1.0%
 - Piedmont Triad Region +5.3%
 - North Central Region -0.8%
 - Sandhills Region +2.7%
 - Northeast Region +6.8%
 - Southeast Region +9.1%
- **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%
 - Northwest Region +8.5%
 - Southwest Region +7.3%
 - Piedmont Triad Region +8.1%
 - North Central Region +4.8%
 - Sandhills Region +7.3%
 - Northeast Region +9.9%
 - Southeast Region +9.8%

Year-To-Date (through February 2016) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 2.0% statewide YTD (through February) 2016.
 - The US **occupancy** is down 0.6% in 2016 from 2015.
 - The South Atlantic states **occupancy** is down 0.4% in 2016 from 2015.
- YTD **room rates (ADR)** in North Carolina are up 4.9%.
 - The US **ADR** is up 3.2% in 2016 from 2015.
 - The South Atlantic states **ADR** is up 3.0% in 2016 from 2015.
- Statewide, **RevPAR** is up 7.0% year-to-date.
 - Nationally, **RevPAR** is also up 2.6% in 2016 from 2015.
 - The South Atlantic states **RevPAR** is up 2.6% in 2016 from 2015.
- **Room Supply** is up 1.6% in the state year-to-date.
 - Nationally, **room supply** is also up 1.6% in 2016 from 2015.
 - The South Atlantic states **room supply** is up 1.4% in 2016 from 2015.
- **Room Demand** is up 3.7% in the state year-to-date.
 - Nationally, **room demand** is also up 1.0% in 2016 from 2015.
 - The South Atlantic states **room demand** is up 1.0% in 2016 from 2015.
- North Carolina **room revenues** are up 8.7% year-to date.
 - Nationally, **room revenues** are also up 4.2% in 2016 from 2015.
 - The South Atlantic states **room revenues** are up 4.0% in 2016 from 2015.

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 -1.3%
 - Sandhills Region +0.5%
 - 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 +5.6%
 - Sandhills Region +2.6%
 - 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%
 - Northeast Region -0.8%
 - Southeast Region +3.2%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through February, particularly in the Southeast, Northeast 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%
 - Northeast Region +7.8%
 - Southeast Region +9.5%
- **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

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