January 2014 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 1.7% statewide in January 2014 from January 2013.
  - US occupancy increased 2.3% in January 2014 from January 2013.
  - South Atlantic states occupancy increased 2.2% in January 2014 from January 2013.
- January 2014 room rates (ADR) in North Carolina were up 3.1%.
  - Room rates in the US increased 2.9% from January 2013.
  - Room rates in the South Atlantic states increased 0.9% from January 2013.
- Statewide, RevPAR was up 4.9% from January of 2013.
  - US RevPAR increased 5.3% from January 2013.
  - South Atlantic RevPAR increased 3.1% from January 2013.
- Room Supply increased by 0.8% in the state from January 2013 to January 2014.
  - US room supply increased 0.9% in January 2014.
  - South Atlantic room supply was up 0.4% from January 2013 to January 2014.
- Room Demand increased 2.6% in the state from January 2013 to January 2014.
  - Room demand in the US increased 3.3% in January 2014 from January 2013.
  - Room demand in the South Atlantic increased 2.6% in January 2014 from January 2013.
- North Carolina room revenues increased 5.7% in January 2014.
  - Room revenues in the US increased 6.3% from January 2013 to January 2014.
  - Room revenues in the South Atlantic increased 3.5% from January 2013 to January 2014.

Regional
- Five of the eight prosperity zones of the state showed increases in occupancy rates for January 2013 from January 2012, particularly the Northwest Region (+13%).
  - Western Region +6.9%
  - Northwest Region +13.4%
  - Southwest Region +8.0%
  - Piedmont Triad Region +1.0%
  - North Central Region +2.5%
  - Sandhills Region -5.1%
  - Northeast Region -9.4%
  - Southeast Region -11.6%
- Seven of the eight zones experienced increased ADR in January 2013 from January 2012. ADR in the Western Region increased over six percent from last January, followed by the Northwest Region (+3.5%).
  - Western Region +6.2%
  - Northwest Region +3.5%
  - Southwest Region +3.3%
  - Piedmont Triad Region +1.0%
  - North Central Region +2.7%
  - Sandhills Region -0.1%
  - Northeast Region +3.4%
  - Southeast Region -1.1%
- RevPAR was up in five of the eight prosperity zones of the state for January 2013 from January 2012.
  - Western Region +13.4%
  - Northwest Region +17.4%
  - Southwest Region +11.6%
  - Piedmont Triad Region +1.9%
  - North Central Region +5.3%
  - Northeast Region -6.4%
  - Southeast Region -12.6%
- Room Supply was up in six of the eight of the economic development regions of the state for January 2013 from January 2012, particularly in the Southeast Region.
  - Western Region +0.4%
  - Northwest Region -1.9%
  - Southwest Region +1.5%
  - Piedmont Triad Region 0.0%
  - North Central Region +1.3%
  - Sandhills Region +0.3%
  - Northeast Region +0.1%
  - Southeast Region +2.1%
- Room Demand was up in five of the prosperity zones of the state for January 2013 from 2012. The Northwest Region in particular had significant growth in demand, with more than 11% growth, followed by the Southwest (+9.6%) and Western (+7.3%) regions.
  - Western Region +7.3%
  - Northwest Region +11.3%
  - Southwest Region +9.6%
  - Piedmont Triad Region +0.9%
  - North Central Region +3.9%
  - Sandhills Region -4.7%
  - Northeast Region -9.4%
  - Southeast Region -9.7%
- Room Revenues were up in five of the prosperity zones of the state for January 2013 from 2012. The Northwest (+15%), Southwestern (+13%) and Western (+14%) regions all had significant growth in revenues.
  - Western Region +13.9%
  - Northwest Region +15.2%
  - Southwest Region +13.2%
  - Piedmont Triad Region +1.9%
  - North Central Region +6.7%
  - Sandhills Region -4.6%
  - Northeast Region -6.3%
  - Southeast Region -10.7%
<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
</tr>
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<tbody>
<tr>
<td>Western Region -</td>
<td>Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, Transylvania</td>
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<tr>
<td>Northwest Region -</td>
<td>Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey</td>
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<tr>
<td>Southwest -</td>
<td>Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly, Union</td>
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<tr>
<td>Piedmont-Triad (Central) -</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin</td>
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<tr>
<td>North Central -</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren</td>
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<tr>
<td>Sandhills (South Central) -</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland</td>
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<tr>
<td>Southeast -</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne</td>
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