

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%
 - Sandhills Region -5.0%
 - 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%), Southwest (+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%

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