January 2015 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel occupancy increased 6.6% statewide in January 2015 from January 2014.
  - US occupancy increased 4.2% in January 2015 from January 2014.
  - South Atlantic states occupancy increased 5.7% in January 2015 from January 2014.

- January 2015 room rates (ADR) in North Carolina were up 3.9%.
  - Room rates in the US increased 4.3% from January 2014.
  - Room rates in the South Atlantic states increased 5.6% from January 2014.

- Statewide, RevPAR was up 10.8% from January of 2014.
  - US RevPAR increased 8.6% from January 2014.
  - South Atlantic RevPAR increased 11.6% from January 2014.

- Room Supply increased by 0.4% in the state from January 2014 to January 2015.
  - US room supply increased 1.0% in January 2015.
  - South Atlantic room supply was up 1.0% from January 2014 to January 2015.

- Room Demand increased 7.1% in the state from January 2014 to January 2015.
  - Room demand in the US increased 5.2% in January 2015 from January 2014.
  - Room demand in the South Atlantic increased 6.7% in January 2015 from January 2014.

- North Carolina room revenues increased 11.3% in January 2015.
  - Room revenues in the US increased 9.7% from January 2014 to January 2015.
  - Room revenues in the South Atlantic increased 12.7% from January 2014 to January 2015.

Regional

- Each of the eight prosperity zones of the state showed increases in occupancy rates for January 2015 from January 2014, particularly the Western, Northwest and Southeast regions.
  - Western Region +13.7%
  - Northwest Region +2.1%
  - Southwest Region +4.0%
  - Piedmont Triad Region +9.2%
  - North Central Region +4.7%
  - Sandhills Region +6.0%
  - Northeast Region +12.0%
  - Southeast Region +10.6%

- Each of the eight zones experienced increased ADR in January 2015 from January 2014. ADR in the Western and Piedmont Triad regions increased over six percent from last January.
  - Western Region +6.7%
  - Northwest Region +2.0%
  - Southwest Region +3.0%
  - Piedmont Triad Region +6.5%
  - North Central Region +4.4%
  - Sandhills Region +2.6%
  - Northeast Region +5.1%
  - Southeast Region +1.3%

- RevPAR was up in each of the eight prosperity zones of the state for January 2015 from January 2014.
  - Western Region +21.3%
  - Northwest Region +4.2%
  - Southwest Region +7.1%
  - Piedmont Triad Region +16.4%
  - North Central Region +9.3%
  - Sandhills Region +6.8%
  - Northeast Region +17.7%
  - Southeast Region +12.1%

- Room Supply was up in five of the eight of the regions of the state for January 2015 from January 2014, particularly in the Northwest Region.
  - Western Region -1.4%
  - Northwest Region +3.3%
  - Southwest Region +0.3%
  - Piedmont Triad Region -0.6%
  - North Central Region +0.9%
  - Sandhills Region +0.8%
  - Northeast Region 0.0%
  - Southeast Region +2.1%

- Room Demand was up in each of the prosperity zones of the state for January 2015 from 2014. The Southeast, Western and Northeast regions in particular had significant growth in demand, with more than 12% growth.
  - Western Region +12.1%
  - Northwest Region +5.5%
  - Southwest Region +4.3%
  - Piedmont Triad Region +8.6%
  - North Central Region +5.6%
  - Sandhills Region +4.9%
  - Northeast Region +12.0%
  - Southeast Region +12.9%

- Room Revenues were up in each of the prosperity zones of the state for January 2015 from 2014. The Northwest (+15%), Southwest (+13%) and Western (+14%) regions all had significant growth in revenues. Five of the regions had double-digit revenue growth.
  - Western Region +19.6%
  - Northwest Region +7.7%
  - Southwest Region +7.5%
  - Piedmont Triad Region +15.7%
  - North Central Region +10.3%
  - Sandhills Region +7.6%
  - Northeast Region +17.7%
  - Southeast Region +14.4%
### North Carolina Prosperity Zones

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