

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 +4.0%
 - 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

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