July 2014 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 6.5% statewide in July 2014 from July 2013.
  - US occupancy increased 3.9% in July 2014 from July 2013.
  - South Atlantic states occupancy increased 4.8% in July 2014 from July 2013.
- July 2014 room rates (ADR) in North Carolina were up 4.2%.
  - Room rates in the US increased 4.8% from July 2013.
  - Room rates in the South Atlantic states increased 4.6% from July 2013.
- Statewide, RevPAR was up 10.9% from July of 2013.
  - US RevPAR increased 8.8% from July 2013.
  - South Atlantic RevPAR increased 9.6% from July 2013.
- Room Supply increased by 0.7% in the state from July 2013 to July 2014.
  - US room supply increased 0.9% in July 2014.
  - South Atlantic room supply was up 0.7% from July 2013 to July 2014.
- Room Demand increased 7.2% in the state from July 2013 to July 2014.
  - Room demand in the US increased 4.7% in July 2014 from July 2013.
  - Room demand in the South Atlantic increased 5.5% in July 2014 from July 2013.
- North Carolina room revenues increased 11.6% in July 2014.
  - Room revenues in the US increased 9.7% from July 2013 to July 2014.
  - Room revenues in the South Atlantic increased 10.3% from July 2013 to July 2014.

Regional
- All of the eight prosperity zones of the state showed increases in occupancy rates for July 2014 from July 2013, particularly the North Central and Southwest regions.
  - Western Region +5.5%
  - Northwest Region +7.8%
  - Southwest Region +9.6%
  - Piedmont Triad Region +3.9%
  - North Central Region +9.9%
  - Sandhills Region +1.7%
  - Northeast Region +1.1%
  - Southeast Region +4.6%
- All eight prosperity zones experienced increased ADR in July 2014. ADR in the Southwest Region increased nearly seven percent from last July.
  - Western Region +3.3%
  - Northwest Region +2.0%
  - Southwest Region +6.7%
  - Piedmont Triad Region +3.3%
  - North Central Region +5.4%
  - Sandhills Region +2.5%
  - Northeast Region +2.4%
  - Southeast Region +3.1%
- RevPAR was up in each of the eight prosperity zones of the state for July 2014 from July 2013 particularly in the Southwest and North Central regions.
  - Western Region +9.0%
  - Northwest Region +9.9%
  - Southwest Region +17.0%
  - Piedmont Triad Region +7.3%
  - North Central Region +15.9%
  - Sandhills Region +4.3%
  - Northeast Region +3.6%
  - Southeast Region +7.9%
- Room Supply was up in each of the eight of the zones of the state for July 2014 from July 2013.
  - Western Region +0.1%
  - Northwest Region +0.2%
  - Southwest Region +1.5%
  - Piedmont Triad Region +0.6%
  - North Central Region +0.3%
  - Sandhills Region +0.3%
  - Northeast Region +1.4%
  - Southeast Region +0.3%
- Room Demand was up in each of the prosperity zones of the state for July 2014 from 2013; two of the regions with more than ten percent growth.
  - Western Region +5.6%
  - Northwest Region +8.0%
  - Southwest Region +11.3%
  - Piedmont Triad Region +4.5%
  - North Central Region +10.2%
  - Sandhills Region +2.0%
  - Northeast Region +1.2%
  - Southeast Region +6.0%
- Room Revenues were up in each of the prosperity zones of the state for July 2014 from 2013. The Southwest (+18.7%), North Central (+16.2%) and Northwest (+10.1%) regions had double-digit growth in revenues.
  - Western Region +9.1%
  - Northwest Region +10.1%
  - Southwest Region +18.7%
  - Piedmont Triad Region +8.0%
  - North Central Region +16.2%
  - Sandhills Region +4.6%
  - Northeast Region +3.6%
  - Southeast Region +9.3%
Year-To-Date (through July 2014) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 4.7% statewide YTD (through July) 2014.
  - The US occupancy is up 3.4% in 2014 from 2013.
  - The South Atlantic states occupancy is up 4.2% in 2014 from 2013.

- YTD room rates (ADR) in North Carolina are up 4.3%.
  - The US ADR is up 4.3% in 2014 from 2013.
  - The South Atlantic states ADR is up 3.8% in 2014 from 2013.

- Statewide, RevPAR is up 9.3% year-to-date.
  - Nationally, RevPAR is also up 7.8% in 2014 from 2013.
  - The South Atlantic states RevPAR is up 8.2% in 2014 from 2013.

- Room Supply is up 0.7% in the state year-to-date.
  - Nationally, room supply is also up 0.8% in 2014 from 2013.
  - The South Atlantic states room supply is up 0.4% in 2014 from 2013.

- Room Demand is up 5.4% in the state year-to-date.
  - Nationally, room demand is also up 4.2% in 2014 from 2013.
  - The South Atlantic states room demand is up 4.7% in 2014 from 2013.

- North Carolina room revenues are up 10.0% year-to-date.
  - Nationally, room revenues are also up 8.6% in 2014 from 2013.
  - The South Atlantic states room revenues are up 8.7% in 2014 from 2013.

Regional

- Occupancy in each of the eight prosperity zones of the state is up year-to-date (through July).
  - Western Region +3.0%
  - Northwest Region +7.6%
  - Southwest Region +6.7%
  - Piedmont Triad Region +3.5%
  - North Central Region +7.4%
  - Sandhills Region +3.0%
  - Northeast Region -1.1%
  - Southeast Region +2.2%

- ADR in each of the eight prosperity zones is up year-to-date through July.
  - Western Region +4.9%
  - Northwest Region +3.5%
  - Southwest Region +4.0%
  - Piedmont Triad Region +3.6%
  - North Central Region +4.9%
  - Sandhills Region +5.2%
  - Northeast Region +4.4%
  - Southeast Region +3.4%

- RevPAR is up year-to-date in each of the eight prosperity zones of the state. The North Central Region is up nearly thirteen percent.
  - Western Region +8.1%
  - Northwest Region +11.3%
  - Southwest Region +10.9%
  - Piedmont Triad Region +7.2%
  - North Central Region +12.7%
  - Sandhills Region +8.4%
  - Northeast Region +3.2%
  - Southeast Region +5.7%

- Room Supply is up in seven of the prosperity zones year-to-date through July.
  - Western Region +0.1%
  - Northwest Region -1.0%
  - Southwest Region +1.3%
  - Piedmont Triad Region +0.1%
  - North Central Region +0.6%
  - Sandhills Region +0.4%
  - Northeast Region +0.1%
  - Southeast Region +2.0%

- Room Demand is up seven of the prosperity zones of the state year-to-date through July. The North Central and Southwest regions are each up eight percent year-to-date.
  - Western Region +3.2%
  - Northwest Region +6.5%
  - Southwest Region +8.1%
  - Piedmont Triad Region +3.7%
  - North Central Region +8.1%
  - Sandhills Region +3.4%
  - Northeast Region -1.1%
  - Southeast Region +4.3%

- Room Revenues are up in each of the prosperity zones year-to-date through July. Revenues in the North Central Region, in particular, are up thirteen percent and revenues in the Southwest Region are up more than twelve percent.
  - Western Region +8.2%
  - Northwest Region +10.2%
  - Southwest Region +12.4%
  - Piedmont Triad Region +7.4%
  - North Central Region +13.4%
  - Sandhills Region +8.8%
  - Northeast Region +3.3%
  - Southeast Region +7.8%
<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Region</td>
<td>Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon, Madison, Polk, Rutherford, Swain, Transylvania</td>
</tr>
<tr>
<td>Northwest Region</td>
<td>Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell, Mitchell, Watauga, Wilkes, Yancey</td>
</tr>
<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>
</tr>
<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren</td>
</tr>
<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland</td>
</tr>
<tr>
<td>Southeast</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne</td>
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