July 2015 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 3.2% statewide in July 2015 from July 2014.
  - US occupancy increased 2.3% in July 2015 from July 2014.
  - South Atlantic states occupancy increased 3.6% in July 2015 from July 2014.
- July 2015 room rates (ADR) in North Carolina were up 3.9%.
  - Room rates in the US increased 5.9% from July 2014.
  - Room rates in the South Atlantic states increased 5.2% from July 2014.
- Statewide, RevPAR was up 7.1% from July of 2014.
  - US RevPAR increased 8.3% from July 2014.
  - South Atlantic RevPAR increased 9.0% from July 2014.
- Room Supply increased by 0.8% in the state from July 2014 to July 2015.
  - US room supply increased 1.2% in July 2015
  - South Atlantic room supply was up 0.9% from July 2014 to July 2015.
- Room Demand increased 4.0% in the state from July 2014 to July 2015.
  - Room demand in the US increased 3.5% in July 2015 from July 2014.
  - Room demand in the South Atlantic increased 4.5% in July 2015 from July 2014.
- North Carolina room revenues increased 8.0% in July 2015.
  - Room revenues in the US increased 9.6% from July 2014 to July 2015.
  - Room revenues in the South Atlantic increased 10.0% from July 2014 to July 2015.

Regional
- Seven of the eight prosperity zones of the state showed increases in occupancy rates for July 2015 from July 2014.
  - Western Region +5.0%  Piedmont Triad Region +3.4%  Northeast Region +5.1%
  - Northwest Region +2.3%  North Central Region 0.0%  Southeast Region +2.8%
  - Southwest Region +3.4%  Sandhills Region +6.7%
- Each of the eight zones experienced increased ADR in July 2015 from July 2014. ADR in the North Central Region had the largest increase (+5.8%) from last July, followed closely by the Northeast Region (+5.7%).
  - Western Region +3.9%  Piedmont Triad Region +1.4%  Northeast Region +5.7%
  - Northwest Region +1.2%  North Central Region +5.8%  Southeast Region +4.0%
  - Southwest Region +2.9%  Sandhills Region +4.0%
- RevPAR was up in each of the eight prosperity zones of the state for July 2015 from July 2014. The Northeast and Sandhills regions had eleven percent growth in RevPAR from last July.
  - Western Region +9.0%  Piedmont Triad Region +4.9%  Northeast Region +11.0%
  - Northwest Region +3.5%  North Central Region +5.8%  Southeast Region +6.9%
  - Southwest Region +6.5%  Sandhills Region +11.0%
- Room Supply was up in four of the eight of the prosperity zones of the state for July 2015 from July 2014.
  - Western Region -1.3%  Piedmont Triad Region 0.0%  Northeast Region 0.0%
  - Northwest Region +2.1%  North Central Region +2.9%  Southeast Region +2.2%
  - Southwest Region +0.5%  Sandhills Region -0.7%
- Room Demand was up in each of the prosperity zones of the state for July 2015 from 2014. The Sandhills Region led the state with six percent demand growth, followed by the Northeast Region with five percent growth.
  - Western Region +3.6%  Piedmont Triad Region +3.4%  Northeast Region +5.0%
  - Northwest Region +4.5%  North Central Region +2.9%  Southeast Region +5.1%
  - Southwest Region +3.9%  Sandhills Region +6.0%
- Room Revenues were up in each of the prosperity zones of the state for July 2015 from 2014. Two of the regions had double-digit revenue growth (Northeast and Sandhills).
  - Western Region +7.6%  Piedmont Triad Region +4.9%  Northeast Region +11.0%
  - Northwest Region +5.7%  North Central Region +8.9%  Southeast Region +9.3%
  - Southwest Region +7.0%  Sandhills Region +10.2%
Year-To-Date (through July 2015) Lodging Report
Statewide & Competitive State Comparison

- **Regional**
  - **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through July).
    - Western Region: +7.7%
    - Northwest Region: +3.0%
    - Southwest Region: +4.3%
    - Piedmont Triad Region: +2.7%
    - North Central Region: +2.3%
    - Sandhills Region: +1.7%
    - Northeast Region: +5.2%
    - Southeast Region: +1.5%
  - **ADR** in seven of the eight prosperity zones is up year-to-date through July. The decrease in the Sandhills Region can be attributed to high rates during the US Opens in June 2014.
    - Western Region: -6.3%
    - Northwest Region: +2.5%
    - Southwest Region: +5.4%
    - Piedmont Triad Region: +3.9%
    - North Central Region: +4.7%
    - Sandhills Region: -2.1%
    - Northeast Region: +5.2%
    - Southeast Region: +2.4%
  - **RevPAR** is up year-to-date in seven of the eight prosperity zones of the state. Three regions have double-digit growth year-to-date (Western, Northeast and Southwest).
    - Western Region: +14.5%
    - Northwest Region: +5.5%
    - Southwest Region: +9.9%
    - Piedmont Triad Region: +6.7%
    - North Central Region: +7.1%
    - Sandhills Region: -0.4%
    - Northeast Region: +10.7%
    - Southeast Region: +4.0%
  - **Room Supply** is up in five of the prosperity zones year-to-date through July. In particular, the Northwest Region room supply is up nearly three percent from year-to-date 2014.
    - Western Region: -1.4%
    - Northwest Region: +2.8%
    - Southwest Region: +0.1%
    - Piedmont Triad Region: +0.1%
    - North Central Region: +1.6%
    - Sandhills Region: -0.6%
    - Northeast Region: 0.0%
    - Southeast Region: +1.6%
  - **Room Demand** is up each of the prosperity zones of the state year-to-date through July.
    - Western Region: +6.1%
    - Northwest Region: +5.9%
    - Southwest Region: +4.4%
    - Piedmont Triad Region: +2.8%
    - North Central Region: +3.9%
    - Sandhills Region: +1.1%
    - Northeast Region: +5.2%
    - Southeast Region: +3.1%
  - **Room Revenues** are up in seven of the prosperity zones year-to-date through July. Revenues in three of the regions are up ten percent or more.
    - Western Region: +12.8%
    - Northwest Region: +8.5%
    - Southwest Region: +10.0%
    - Piedmont Triad Region: +6.8%
    - North Central Region: +8.8%
    - Sandhills Region: -1.0%
    - Northeast Region: +10.7%
    - Southeast Region: +5.6%
<table>
<thead>
<tr>
<th>Region</th>
<th>Counties</th>
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<tbody>
<tr>
<td>Western Region -</td>
<td>Buncombe, Cherokee, Clay, Graham, Haywood, Henderson, Jackson, Macon,</td>
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<tr>
<td></td>
<td>Madison, Polk, Rutherford, Swain, Transylvania</td>
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<tr>
<td>Northwest Region -</td>
<td>Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell,</td>
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<td>Mitchell, Watauga, Wilkes, Yancey</td>
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<td>Southwest -</td>
<td>Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg,</td>
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<td>Rowan, Stanly, Union</td>
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<tr>
<td>Piedmont-Triad (Central) -</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph,</td>
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<tr>
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<td>Rockingham, Stokes, Surry, Yadkin</td>
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<tr>
<td>North Central -</td>
<td>Chatham, Durham, Edgecombe, Franklin, Granville, Harnett, Johnston, Lee,</td>
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<td>Nash, Orange, Person, Vance, Wake, Warren, Wilson</td>
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<tr>
<td>Sandhills (South Central) -</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond,</td>
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<td>Robeson, Sampson, Scotland</td>
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<tr>
<td>Northeast -</td>
<td>Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Gates, Halifax,</td>
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<td>Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Pitt,</td>
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<td>Tyrrell, Washington</td>
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<tr>
<td>Southeast -</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover,</td>
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<tr>
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<td>Onslow, Pamlico, Pender, Wayne</td>
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