

# 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%
  - Northwest Region +2.3%
  - Southwest Region +3.4%
  - Piedmont Triad Region +3.4%
  - North Central Region 0.0%
  - Sandhills Region +6.7%
  - Northeast Region +5.1%
  - Southeast Region +2.8%
- 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%
  - Northwest Region +1.2%
  - Southwest Region +2.9%
  - Piedmont Triad Region +1.4%
  - North Central Region +5.8%
  - Sandhills Region +4.0%
  - Northeast Region +5.7%
  - Southeast 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%
  - Northwest Region +3.5%
  - Southwest Region +6.5%
  - Piedmont Triad Region +4.9%
  - North Central Region +5.8%
  - Sandhills Region +11.0%
  - Northeast Region +11.0%
  - Southeast Region +6.9%
- **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%
  - Northwest Region +2.1%
  - Southwest Region +0.5%
  - Piedmont Triad Region 0.0%
  - North Central Region +2.9%
  - Sandhills Region -0.7%
  - Northeast Region 0.0%
  - Southeast Region +2.2%
- **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%
  - Northwest Region +4.5%
  - Southwest Region +3.9%
  - Piedmont Triad Region +3.4%
  - North Central Region +2.9%
  - Sandhills Region +6.0%
  - Northeast Region +5.0%
  - Southeast Region +5.1%
- **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%
  - Northwest Region +5.7%
  - Southwest Region +7.0%
  - Piedmont Triad Region +4.9%
  - North Central Region +8.9%
  - Sandhills Region +10.2%
  - Northeast Region +11.0%
  - Southeast Region +9.3%

## **Year-To-Date (through July 2015) Lodging Report**

### **Statewide & Competitive State Comparison**

- Hotel/motel **occupancy** is up 3.5% statewide YTD (through July) 2015.
  - The US **occupancy** is up 2.3% in 2015 from 2014.
  - The South Atlantic states **occupancy** is up 3.3% in 2015 from 2014.
- YTD **room rates (ADR)** in North Carolina are up 4.3%.
  - The US **ADR** is up 5.0% in 2015 from 2014.
  - The South Atlantic states **ADR** is up 5.6% in 2015 from 2014.
- Statewide, **RevPAR** is up 8.0% year-to-date.
  - Nationally, **RevPAR** is also up 7.4% in 2015 from 2014.
  - The South Atlantic states **RevPAR** is up 9.1% in 2015 from 2014.
- **Room Supply** is up 0.4% in the state year-to-date.
  - Nationally, **room supply** is also up 1.0% in 2015 from 2014.
  - The South Atlantic states **room supply** is up 0.8% in 2015 from 2014.
- **Room Demand** is up 4.0% in the state year-to-date.
  - Nationally, **room demand** is also up 3.3% in 2015 from 2014.
  - The South Atlantic states **room demand** is up 4.2% in 2015 from 2014.
- North Carolina **room revenues** are up 8.5% year-to date.
  - Nationally, **room revenues** are also up 8.5% in 2015 from 2014.
  - The South Atlantic states **room revenues** are up 10.1% in 2015 from 2014.

### **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%

## 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, Edgecombe, Franklin, Granville, Harnett, Johnston, Lee, Nash, Orange, Person, Vance, Wake, Warren, Wilson
Sandhills (South Central) -	Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland
Northeast -	Beaufort, Bertie, Camden, Chowan, Currituck, Dare, , Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington
Southeast -	Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne