June 2014 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel occupancy increased 5.5% statewide in June 2014 from June 2013.
  - US occupancy increased 2.9% in June 2014 from June 2013.
  - South Atlantic states occupancy increased 3.8% in June 2014 from June 2013.

- June 2014 room rates (ADR) in North Carolina were up 5.9%.
  - Room rates in the US increased 4.3% from June 2013.
  - Room rates in the South Atlantic states increased 3.8% from June 2013.

- Statewide, RevPAR was up 11.7% from June of 2013.
  - US RevPAR increased 7.2% from June 2013.
  - South Atlantic RevPAR increased 7.8% from June 2013.

- Room Supply increased by 0.6% in the state from June 2013 to June 2014.
  - US room supply increased 0.9% in June 2014
  - South Atlantic room supply was up 0.6% from June 2013 to June 2014.

- Room Demand increased 6.1% in the state from June 2013 to June 2014.
  - Room demand in the US increased 3.7% in June 2014 from June 2013.
  - Room demand in the South Atlantic increased 4.5% in June 2014 from June 2013.

- North Carolina room revenues increased 12.4% in June 2014.
  - Room revenues in the US increased 8.2% from June 2013 to June 2014.
  - Room revenues in the South Atlantic increased 8.5% from June 2013 to June 2014.

Regional

- All of the eight prosperity zones of the state showed increases in occupancy rates for June 2014 from June 2013, particularly the North Central and Sandhills regions, both impacted by the U.S. Opens in June.
  - Western Region +2.7%
  - Northwest Region +6.6%
  - Southwest Region +6.2%
  - Piedmont Triad Region +4.7%
  - North Central Region +8.5%
  - Sandhills Region +8.7%
  - Northeast Region +0.8%
  - Southeast Region +3.0%

- All eight prosperity zones experienced increased ADR in June 2014. ADR in the Sandhills Region increased nearly twenty-one percent from last June, as result of the U.S. Opens.
  - Western Region +4.0%
  - Northwest Region +2.7%
  - Southwest Region +4.9%
  - Piedmont Triad Region +4.4%
  - North Central Region +7.9%
  - Sandhills Region +20.6%
  - Northeast Region +3.7%
  - Southeast Region +3.9%

- RevPAR was up in each of the eight prosperity zones of the state for June 2014 from June 2013 particularly in the Sandhills Region (+31.1%).
  - Western Region +6.7%
  - Northwest Region +9.4%
  - Southwest Region +11.5%
  - Piedmont Triad Region +9.3%
  - North Central Region +17.1%
  - Sandhills Region +31.1%
  - Northeast Region +4.4%
  - Southeast Region +7.0%

- Room Supply was up in seven of the eight of the zones of the state for June 2014 from June 2013.
  - Western Region +0.1%
  - Northwest Region +0.2%
  - Southwest Region +1.5%
  - Piedmont Triad Region +0.4%
  - North Central Region +0.3%
  - Sandhills Region +0.4%
  - Northeast Region -0.4%
  - Southeast Region +1.4%

- Room Demand was up in each of the prosperity zones of the state for June 2014 from 2013; five of the regions with more than five percent growth.
  - Western Region +2.7%
  - Northwest Region +6.7%
  - Southwest Region +7.8%
  - Piedmont Triad Region +5.1%
  - North Central Region +8.8%
  - Sandhills Region +9.2%
  - Northeast Region +0.4%
  - Southeast Region +4.4%

- Room Revenues were up in each of the prosperity zones of the state for June 2014 from 2013. The Sandhills (+31.6%) and North Central (+17.4%) regions had significant growth in revenues.
  - Western Region +6.8%
  - Northwest Region +9.6%
  - Southwest Region +13.1%
  - Piedmont Triad Region +9.7%
  - North Central Region +17.4%
  - Sandhills Region +31.6%
  - Northeast Region +4.0%
  - Southeast Region +8.5%
Year-To-Date (through June 2014) Lodging Report
Statewide & Competitive State Comparison

- **Hotel/motel occupancy** is up 4.4% statewide YTD (through June) 2014.
  - The US occupancy is up 3.3% 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 4.1% in 2014 from 2013.
  - The South Atlantic states ADR is up 3.7% in 2014 from 2013.

- **Statewide, RevPAR** is up 8.9% year-to-date.
  - Nationally, RevPAR is also up 7.5% in 2014 from 2013.
  - The South Atlantic states RevPAR is up 8.0% 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 5.1% in the state year-to-date.
  - Nationally, room demand is also up 4.1% in 2014 from 2013.
  - The South Atlantic states room demand is up 4.5% in 2014 from 2013.

- North Carolina **room revenues** are up 9.7% year-to-date.
  - Nationally, room revenues are also up 8.4% in 2014 from 2013.
  - The South Atlantic states room revenues are up 8.4% in 2014 from 2013.

**Regional**

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through June).
  - Western Region +2.5%
  - Northwest Region +7.5%
  - Southwest Region +6.1%
  - Piedmont Triad Region +3.5%
  - North Central Region +7.0%
  - Sandhills Region +3.3%
  - Northeast Region -1.6%
  - Southeast Region +1.7%

- **ADR** in each of the eight prosperity zones is up year-to-date through June. The Sandhills and Western regions are up more than five percent.
  - Western Region +5.2%
  - Northwest Region +3.8%
  - Southwest Region +3.6%
  - Piedmont Triad Region +3.6%
  - North Central Region +4.9%
  - Sandhills Region +5.7%
  - Northeast Region +4.7%
  - Southeast Region +3.3%

- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The North Central Region is up more than twelve percent.
  - Western Region +7.8%
  - Northwest Region +11.6%
  - Southwest Region +9.9%
  - Piedmont Triad Region +7.2%
  - North Central Region +12.2%
  - Sandhills Region +9.1%
  - Northeast Region +3.1%
  - Southeast Region +5.1%

- **Room Supply** is up in seven of the prosperity zones year-to-date through June.
  - Western Region +0.1%
  - Northwest Region -1.2%
  - Southwest Region +1.3%
  - Piedmont Triad Region +0.1%
  - North Central Region +0.7%
  - Sandhills Region +0.4%
  - Northeast Region +0.1%
  - Southeast Region +2.1%

- **Room Demand** is up seven of the prosperity zones of the state year-to-date through June. The North Central and Southwest regions are up more than seven percent.
  - Western Region +2.6%
  - Northwest Region +6.2%
  - Southwest Region +7.5%
  - Piedmont Triad Region +3.5%
  - North Central Region +7.7%
  - Sandhills Region +3.7%
  - Northeast Region -1.5%
  - Southeast Region +3.9%

- **Room Revenues** are up in each of the prosperity zones year-to-date through June. Revenues in the North Central Region, in particular, are up thirteen percent.
  - Western Region +7.9%
  - Northwest Region +10.2%
  - Southwest Region +11.3%
  - Piedmont Triad Region +7.3%
  - North Central Region +13.0%
  - Sandhills Region +9.6%
  - Northeast Region +3.2%
  - Southeast Region +7.4%
<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,</td>
</tr>
<tr>
<td></td>
<td>Madison, Polk, Rutherford, Swain, Transylvania</td>
</tr>
<tr>
<td>Northwest Region</td>
<td>Alleghany, Ashe, Alexander, Avery, Burke, Caldwell, Catawba, McDowell,</td>
</tr>
<tr>
<td></td>
<td>Mitchell, Watauga, Wilkes, Yancey</td>
</tr>
<tr>
<td>Southwest</td>
<td>Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan,</td>
</tr>
<tr>
<td></td>
<td>Stanly, Union</td>
</tr>
<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham,</td>
</tr>
<tr>
<td></td>
<td>Stokes, Surry, Yadkin</td>
</tr>
<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person,</td>
</tr>
<tr>
<td></td>
<td>Vance, Wake, Warren</td>
</tr>
<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson,</td>
</tr>
<tr>
<td></td>
<td>Sampson, Scotland</td>
</tr>
<tr>
<td>Northeast</td>
<td>Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax,</td>
</tr>
<tr>
<td></td>
<td>Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt,</td>
</tr>
<tr>
<td></td>
<td>Tyrrell, Washington, Wilson</td>
</tr>
<tr>
<td>Southeast</td>
<td>Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover,</td>
</tr>
<tr>
<td></td>
<td>Onslow, Pamlico, Pender, Wayne</td>
</tr>
</tbody>
</table>