June 2015 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 1.8% statewide in June 2015 from June 2014.
  - US occupancy increased 2.1% in June 2015 from June 2014.
  - South Atlantic states occupancy increased 2.8% in June 2015 from June 2014.
- June 2015 room rates (ADR) in North Carolina were up 3.2%.
  - Room rates in the US increased 5.0% from June 2014.
  - Room rates in the South Atlantic states increased 4.7% from June 2014.
- Statewide, RevPAR was up 5.1% from June of 2014.
  - US RevPAR increased 7.2% from June 2014.
  - South Atlantic RevPAR increased 7.7% from June 2014.
- Room Supply increased by 0.6% in the state from June 2014 to June 2015.
  - US room supply increased 1.1% in June 2015
  - South Atlantic room supply was up 0.9% from June 2014 to June 2015.
- Room Demand increased 2.5% in the state from June 2014 to June 2015.
  - Room demand in the US increased 3.2% in June 2015 from June 2014.
  - Room demand in the South Atlantic increased 3.7% in June 2015 from June 2014.
- North Carolina room revenues increased 5.8% in June 2015.
  - Room revenues in the US increased 8.4% from June 2014 to June 2015.
  - Room revenues in the South Atlantic increased 8.6% from June 2014 to June 2015.

Regional
- Five of the eight prosperity zones of the state showed increases in occupancy rates for June 2015 from June 2014.
  - Western Region +4.6%
  - Northwest Region -0.3%
  - Southwest Region +4.9%
  - Piedmont Triad Region +1.6%
  - North Central Region -2.1%
  - Sandhills Region -0.9%
  - Northeast Region +4.0%
  - Southeast Region +0.9%
- Seven of the eight zones experienced increased ADR in June 2015 from June 2014. ADR in the Western Region had the largest increase (6.8%) from last June. The Sandhills Region ADR dropped significantly from last June, but it should be noted that the U.S. Opens in June 2014 contributed to that drop in 2015.
  - Western Region +6.8%
  - Northwest Region +2.4%
  - Southwest Region +5.8%
  - Piedmont Triad Region +3.3%
  - North Central Region +3.2%
  - Sandhills Region -15.9%
  - Northeast Region +6.4%
  - Southeast Region +2.6%
- RevPAR was up in seven of the eight prosperity zones of the state for June 2015 from June 2014. The Western Region had nearly twelve percent growth in RevPAR from last June. The Southwest and Northeast regions also experienced double-digit growth.
  - Western Region +11.7%
  - Northwest Region +2.1%
  - Southwest Region +11.0%
  - Piedmont Triad Region +4.9%
  - North Central Region +1.0%
  - Sandhills Region -16.6%
  - Northeast Region +10.7%
  - Southeast Region +3.5%
- Room Supply was up in five of the eight of the prosperity zones of the state for June 2015 from June 2014.
  - Western Region -1.3%
  - Northwest Region +2.1%
  - Southwest Region +0.5%
  - Piedmont Triad Region +0.2%
  - North Central Region +2.2%
  - Sandhills Region -0.7%
  - Northeast Region 0.0%
  - Southeast Region +1.6%
- Room Demand was up in six of the prosperity zones of the state for June 2015 from 2014. The Southwest Region led the state with more than five percent demand growth. The Sandhills Region demand was just down less than two percent, despite coming off of the U.S. Opens in 2014.
  - Western Region +3.2%
  - Northwest Region +1.8%
  - Southwest Region +5.4%
  - Piedmont Triad Region +1.9%
  - North Central Region 0.0%
  - Sandhills Region -1.6%
  - Northeast Region +4.0%
  - Southeast Region +2.5%
- Room Revenues were up in seven of the prosperity zones of the state for June 2015 from 2014. Three of the regions had double-digit revenue growth.
  - Western Region +10.3%
  - Northwest Region +4.3%
  - Southwest Region +11.5%
  - Piedmont Triad Region +5.2%
  - North Central Region +3.2%
  - Sandhills Region -17.3%
  - Northeast Region +10.7%
  - Southeast Region +5.2%
Year-To-Date (through June 2015) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 3.6% statewide YTD (through June) 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 4.4%.
  - The US ADR is up 4.8% in 2015 from 2014.
  - The South Atlantic states ADR is up 5.7% in 2015 from 2014.

- Statewide, RevPAR is up 8.2% year-to-date.
  - Nationally, RevPAR is also up 7.2% in 2015 from 2014.
  - The South Atlantic states RevPAR is up 9.2% 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 4.1% 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 8.6% year-to-date.
  - Nationally, room revenues are also up 8.2% 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 June).
  - Western Region +8.3%
  - Northwest Region +3.2%
  - Southwest Region +4.5%
  - Piedmont Triad Region +2.8%
  - North Central Region +2.7%
  - Sandhills Region +0.8%
  - Northeast Region +5.3%
  - Southeast Region +1.2%

- ADR in seven of the eight prosperity zones is up year-to-date through June.
  - Western Region +7.0%
  - Northwest Region +2.8%
  - Southwest Region +5.8%
  - Piedmont Triad Region +4.3%
  - North Central Region +4.5%
  - Sandhills Region -3.2%
  - Northeast Region +5.1%
  - Southeast Region +1.9%

- 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 +15.9%
  - Northwest Region +6.0%
  - Southwest Region +10.5%
  - Piedmont Triad Region +7.2%
  - North Central Region +7.3%
  - Sandhills Region -2.4%
  - Northeast Region +10.6%
  - Southeast Region +3.2%

- Room Supply is up in four of the prosperity zones year-to-date through June. In particular, the Northwest Region room supply is up three percent since year-to-date 2014.
  - Western Region -1.2%
  - Northwest Region +3.0%
  - Southwest Region 0.0%
  - Piedmont Triad Region +0.1%
  - North Central Region +1.3%
  - Sandhills Region -0.6%
  - Northeast Region 0.0%
  - Southeast Region +1.5%

- Room Demand is up each of the prosperity zones of the state year-to-date through June. The Western Region has sold seven percent more room nights year-to-date in 2015 than in 2014.
  - Western Region +6.9%
  - Northwest Region +6.2%
  - Southwest Region +4.5%
  - Piedmont Triad Region +3.0%
  - North Central Region +4.1%
  - Sandhills Region +0.2%
  - Northeast Region +5.2%
  - Southeast Region +2.7%

- Room Revenues are up in seven of the prosperity zones year-to-date through June. Revenues in three of the regions are up ten percent or more.
  - Western Region +14.4%
  - Northwest Region +9.2%
  - Southwest Region +10.6%
  - Piedmont Triad Region +7.4%
  - North Central Region +8.8%
  - Sandhills Region -3.0%
  - Northeast Region +10.6%
  - Southeast Region +4.7%
### North Carolina Prosperity Zones

<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>
</tr>
<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin</td>
</tr>
<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland</td>
</tr>
<tr>
<td>Northeast</td>
<td>Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington</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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</tbody>
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