

# 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

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