March 2014 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 5.4% statewide in March 2014 from March 2013.
  - US occupancy increased 2.9% in March 2014 from March 2013.
  - South Atlantic states occupancy increased 2.3% in March 2014 from March 2013.
- March 2014 room rates (ADR) in North Carolina were up 3.9%.
  - Room rates in the US increased 4.1% from March 2013.
  - Room rates in the South Atlantic states increased 3.4% from March 2013.
- Statewide, RevPAR was up 9.5% from March of 2013.
  - US RevPAR increased 7.2% from March 2013.
  - South Atlantic RevPAR increased 5.8% from March 2013.
- Room Supply increased by 0.8% in the state from March 2013 to March 2014.
  - US room supply increased 0.8% in March 2014
  - South Atlantic room supply was up 0.4% from March 2013 to March 2014.
- Room Demand increased 6.2% in the state from March 2013 to March 2014.
  - Room demand in the US increased 3.8% in March 2014 from March 2013.
  - Room demand in the South Atlantic increased 2.7% in March 2014 from March 2013.
- North Carolina room revenues increased 10.3% in March 2014.
  - Room revenues in the US increased 8.1% from March 2013 to March 2014.
  - Room revenues in the South Atlantic increased 6.2% from March 2013 to March 2014.

Regional
- Six of the eight prosperity zones of the state showed increases in occupancy rates for March 2014 from March 2013, particularly the Piedmont Triad Region (+14.6%).
  - Western Region +1.3%
  - Northwest Region +8.8%
  - Southwest Region +5.3%
  - Piedmont Triad Region +14.6%
  - North Central Region +10.2%
  - Sandhills Region +1.5%
  - Northeast Region -8.9%
  - Southeast Region -1.1%
- All eight prosperity zones experienced increased ADR in March 2014 from March 2013. ADR in the Piedmont Triad Region increased over seven percent from last March, followed by the North Central Region (+3.5%).
  - Western Region +4.3%
  - Northwest Region +2.3%
  - Southwest Region +1.6%
  - Piedmont Triad Region +7.3%
  - North Central Region +5.2%
  - Sandhills Region +2.2%
  - Northeast Region +4.5%
  - Southeast Region +1.6%
- RevPAR was up in seven of the eight prosperity zones of the state for March 2014 from March 2013 particularly in the Piedmont Triad Region (+23.0%).
  - Western Region +5.7%
  - Northwest Region +11.3%
  - Southwest Region +6.9%
  - Piedmont Triad Region +23.0%
  - North Central Region +15.9%
  - Sandhills Region +3.8%
  - Northeast Region -4.9%
  - Southeast Region +0.4%
- Room Supply was up in six of the eight of the economic development regions of the state for March 2014 from March 2013.
  - Western Region -0.1%
  - Northwest Region -1.7%
  - Southwest Region +1.1%
  - Piedmont Triad Region +0.4%
  - North Central Region +1.0%
  - Sandhills Region +0.4%
  - Northeast Region +0.2%
  - Southeast Region +2.9%
- Room Demand was up in seven of the prosperity zones of the state for March 2014 from 2013. The Piedmont Triad Region in particular had significant growth in demand, with more than 15% growth, followed by the North Central Region (+11%).
  - Western Region +1.2%
  - Northwest Region +7.0%
  - Southwest Region +6.5%
  - Piedmont Triad Region +15.1%
  - North Central Region +11.3%
  - Sandhills Region +1.9%
  - Northeast Region -8.7%
  - Southeast Region +1.8%
- Room Revenues were up in seven of the prosperity zones of the state for March 2014 from 2013. The Piedmont Triad (+23.5%) and North Central (+17.1%) regions had significant growth in revenues.
  - Western Region +5.6%
  - Northwest Region +9.5%
  - Southwest Region +8.2%
  - Piedmont Triad Region +23.5%
  - North Central Region +17.1%
  - Sandhills Region +4.2%
  - Northeast Region -4.6%
  - Southeast Region +3.4%
Year-To-Date (through March 2014) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 3.8% statewide YTD (through March) 2014.
  - The US occupancy is up 2.9% in 2014 from 2013.
  - The South Atlantic states occupancy is up 3.1% in 2014 from 2013.

- YTD room rates (ADR) in North Carolina are up 3.9%.
  - The US ADR is up 3.8% in 2014 from 2013.
  - The South Atlantic states ADR is up 3.1% in 2014 from 2013.

- Statewide, RevPAR is up 7.9% year-to-date.
  - Nationally, RevPAR is also up 6.8% in 2014 from 2013.
  - The South Atlantic states RevPAR is up 6.3% in 2014 from 2013.

- Room Supply is up 0.8% in the state year-to-date.
  - Nationally, room supply is also up 0.9% in 2014 from 2013.
  - The South Atlantic states room supply is up 0.3% in 2014 from 2013.

- Room Demand is up 4.7% in the state year-to-date.
  - Nationally, room demand is also up 3.8% in 2014 from 2013.
  - The South Atlantic states room demand is up 3.4% in 2014 from 2013.

- North Carolina room revenues are up 8.8% year-to-date.
  - Nationally, room revenues are also up 7.7% in 2014 from 2013.
  - The South Atlantic states room revenues are up 6.7% in 2014 from 2013.

Regional

- Occupancy in five of the eight prosperity zones of the state is up year-to-date (through March).
  - Western Region +2.1%
  - Piedmont Triad Region +7.2%
  - Northeast Region -7.1%
  - Northwest Region +9.8%
  - North Central Region +7.2%
  - Southeast Region -2.4%
  - Southwest Region +5.9%
  - Sandhills Region -1.4%

- ADR in each of the eight prosperity zones is up year-to-date through March. The Western Region is up five percent.
  - Western Region +5.0%
  - Piedmont Triad Region +4.7%
  - Northeast Region +3.9%
  - Northwest Region +3.8%
  - North Central Region +4.2%
  - Southeast Region +1.2%
  - Southwest Region +3.6%
  - Sandhills Region +0.9%

- RevPAR is up year-to-date in five of the eight prosperity zones of the state. The Northwest Region is up fourteen percent.
  - Western Region +7.2%
  - Piedmont Triad Region +12.2%
  - Northeast Region -3.5%
  - Northwest Region +14.0%
  - North Central Region +11.7%
  - Southeast Region -1.2%
  - Southwest Region +9.7%
  - Sandhills Region -0.5%

- Room Supply is up in seven of the prosperity zones year-to-date through March.
  - Western Region +0.2%
  - Piedmont Triad Region +0.1%
  - Northeast Region +0.3%
  - Northwest Region -1.7%
  - North Central Region +1.0%
  - Southeast Region +2.4%
  - Southwest Region +1.3%
  - Sandhills Region +0.4%

- Room Demand is up five of the prosperity zones of the state year-to-date through March. Southeast room demand is flat from year-to-year 2013.
  - Western Region +2.3%
  - Piedmont Triad Region +7.4%
  - Northeast Region -6.8%
  - Northwest Region +7.9%
  - North Central Region +8.3%
  - Southeast Region 0.0%
  - Southwest Region +7.3%
  - Sandhills Region -1.0%

- Room Revenues are up in seven of the prosperity zones year-to-date through March. Revenues in the North Central Region, in particular, are up nearly thirteen percent.
  - Western Region +7.4%
  - Piedmont Triad Region +12.4%
  - Northeast Region -3.2%
  - Northwest Region +12.0%
  - North Central Region +12.9%
  - Southeast Region +1.2%
  - Southwest Region +11.2%
  - Sandhills Region -0.1%
# 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>
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<tr>
<td>Piedmont-Triad (Central)</td>
<td>Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, Yadkin</td>
</tr>
<tr>
<td>North Central</td>
<td>Chatham, Durham, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren</td>
</tr>
<tr>
<td>Sandhills (South Central)</td>
<td>Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland</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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