March 2016 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 0.8% statewide in March 2016 from March 2015.
  - US occupancy decreased 0.4% in March 2016 from March 2015.
  - South Atlantic states occupancy increased 0.9% in March 2016 from March 2015.
- March 2016 room rates (ADR) in North Carolina were up 1.2%.
  - Room rates in the US increased 3.2% from March 2015.
  - Room rates in the South Atlantic states increased 3.7% from March 2015.
- Statewide, RevPAR was up 2.0% from March of 2015.
  - US RevPAR increased 2.7% from March 2015.
  - South Atlantic RevPAR increased 4.6% from March 2015.
- Room Supply increased by 1.8% in the state from March 2015 to March 2016.
  - US room supply increased 1.6% in March 2016.
  - South Atlantic room supply was up 1.4% from March 2015 to March 2016.
- Room Demand increased 2.7% in the state from March 2015 to March 2016.
  - Room demand in the US increased 1.2% in March 2016 from March 2015.
  - Room demand in the South Atlantic increased 2.2% in March 2016 from March 2015.
- North Carolina room revenues increased 3.9% in March 2016.
  - Room revenues in the US increased 4.4% from March 2015 to March 2016.
  - Room revenues in the South Atlantic increased 6.0% from March 2015 to March 2016.

Regional
- Five of the eight prosperity zones of the state showed increases in occupancy rates for March 2016 from March 2015, particularly the Northeast Region with fourteen percent growth and the Western with nearly ten percent growth.
  - Western Region +9.6%
  - Piedmont Triad Region -2.2%
  - Northeast Region +14.1%
  - Northwest Region +2.4%
  - North Central Region -3.2%
  - Southeast Region +7.4%
  - Southwest Region -3.3%
  - Sandhills Region +0.7%
- Six of the eight zones experienced increased ADR in March 2016 from March 2015. ADR in the Western, Northwest and Northeast regions increased six percent from last March.
  - Western Region +6.0%
  - Piedmont Triad Region -6.1%
  - Northeast Region +5.8%
  - Northwest Region +5.9%
  - North Central Region +4.4%
  - Southeast Region +2.4%
  - Southwest Region -1.4%
  - Sandhills Region +2.7%
- RevPAR was up in six of the eight prosperity zones of the state for March 2016 from March 2015, particularly the Northeast Region with more than twenty percent growth.
  - Western Region +16.2%
  - Piedmont Triad Region -8.2%
  - Northeast Region +20.7%
  - Northwest Region +8.5%
  - North Central Region +1.0%
  - Southeast Region +10.0%
  - Southwest Region -4.7%
  - Sandhills Region +3.4%
- Room Supply was up in seven of the eight of the regions of the state for March 2016 from March 2015, particularly in the North Central, Southeast and Western regions.
  - Western Region +4.1%
  - Piedmont Triad Region +0.1%
  - Northeast Region 0.0%
  - Northwest Region +0.5%
  - North Central Region +3.6%
  - Southeast Region +3.2%
  - Southwest Region +1.0%
  - Sandhills Region +0.9%
- Room Demand was up in six of the prosperity zones of the state for March 2016 from 2015. The Northeast and Western regions led the state with fourteen percent growth in demand each, followed by the Southeast Region with nearly eleven percent growth.
  - Western Region +14.1%
  - Piedmont Triad Region -2.2%
  - Northeast Region +14.1%
  - Northwest Region +2.9%
  - North Central Region +0.2%
  - Southeast Region +10.8%
  - Southwest Region -2.4%
  - Sandhills Region +1.6%
- Room Revenues were up in six of the prosperity zones of the state for March 2016 from 2015. Three regions experienced double digit growth in revenues.
  - Western Region +21.0%
  - Piedmont Triad Region -8.2%
  - Northeast Region +20.7%
  - Northwest Region +9.0%
  - North Central Region +4.6%
  - Southeast Region +13.5%
  - Southwest Region -3.7%
  - Sandhills Region +4.4%
Year-To-Date (through March 2016) Lodging Report  
Statewide & Competitive State Comparison

- **Hotel/motel occupancy** is up 1.5% statewide YTD (through March) 2016.
  - The US occupancy is down 0.5% in 2016 from 2015.
  - The South Atlantic states occupancy is up 0.1% in 2016 from 2015.

- **YTD room rates (ADR)** in North Carolina are up 3.4%.
  - The US ADR is up 3.2% in 2015 from 2015.
  - The South Atlantic states ADR is up 3.4% in 2016 from 2015.

- **Statewide, RevPAR** is up 5.0% year-to-date.
  - Nationally, RevPAR is also up 2.7% in 2016 from 2015.
  - The South Atlantic states RevPAR is up 3.4% in 2016 from 2015.

- **Room Supply** is up 1.7% in the state year-to-date.
  - Nationally, room supply is also up 1.5% in 2016 from 2015.
  - The South Atlantic states room supply is up 1.3% in 2016 from 2015.

- **Room Demand** is up 3.3% in the state year-to-date.
  - Nationally, room demand is also up 1.0% in 2016 from 2015.
  - The South Atlantic states room demand is up 1.4% in 2016 from 2015.

- North Carolina room revenues are up 6.8% year-to-date.
  - Nationally, room revenues are also up 4.2% in 2016 from 2015.
  - The South Atlantic states room revenues are up 4.8% in 2016 from 2015.

**Regional**

- **Occupancy** in six of the eight prosperity zones of the state is up year-to-date (through March).
  - Western Region +6.8%
  - Northeast Region +10.9%
  - Piedmont Triad Region +0.5%
  - Southeast Region +6.3%
  - North Central Region -2.0%
  - Sandhills Region +0.6%

- **ADR** in seven of the prosperity zones is up year-to-date through March. Three of the regions have more than five percent rate growth year-to-date.
  - Western Region +6.0%
  - Northeast Region +4.4%
  - Piedmont Triad Region -2.6%
  - Southeast Region +1.3%
  - North Central Region +5.1%
  - Sandhills Region +2.6%

- **RevPAR** is up year-to-date in seven of the eight prosperity zones of the state. Two regions have double-digit growth year-to-date (Western and Northeast).
  - Western Region +13.1%
  - Northeast Region +15.7%
  - Piedmont Triad Region -2.2%
  - Southeast Region +7.7%
  - North Central Region +3.0%
  - Sandhills Region +3.3%

- **Room Supply** is up in seven of the prosperity zones year-to-date through March.
  - Western Region +3.1%
  - Northeast Region -0.6%
  - Piedmont Triad Region +0.4%
  - Southeast Region +3.2%
  - North Central Region +3.6%
  - Sandhills Region +0.9%

- **Room Demand** is up each of the prosperity zones of the state year-to-date through March, particularly in the Northeast, Western and Southeast regions.
  - Western Region +10.0%
  - Northeast Region +10.3%
  - Piedmont Triad Region +0.9%
  - Southeast Region +9.7%
  - North Central Region +1.5%
  - Sandhills Region +1.5%

- **Room Revenues** are up in seven of the prosperity zones year-to-date through March. Revenues in three of the regions are up more than ten percent.
  - Western Region +16.6%
  - Northeast Region +15.1%
  - Piedmont Triad Region -1.8%
  - Southeast Region +11.1%
  - North Central Region +6.7%
  - Sandhills Region +4.2%
### 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>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>
</tr>
</tbody>
</table>