May 2014 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 5.3% statewide in May 2014 from May 2013.
  - US occupancy increased 4.9% in May 2014 from May 2013.
  - South Atlantic states occupancy increased 7.1% in May 2014 from May 2013.
- May 2014 room rates (ADR) in North Carolina were up 4.0%.
  - Room rates in the US increased 4.8% from May 2013.
  - Room rates in the South Atlantic states increased 4.7% from May 2013.
- Statewide, RevPAR was up 9.4% from May of 2013.
  - US RevPAR increased 10.0% from May 2013.
  - South Atlantic RevPAR increased 12.2% from May 2013.
- Room Supply increased by 0.7% in the state from May 2013 to May 2014.
  - US room supply increased 0.9% in May 2014
  - South Atlantic room supply was up 0.5% from May 2013 to May 2014.
- Room Demand increased 6.0% in the state from May 2013 to May 2014.
  - Room demand in the US increased 5.9% in May 2014 from May 2013.
  - Room demand in the South Atlantic increased 7.7% in May 2014 from May 2013.
- North Carolina room revenues increased 10.2% in May 2014.
  - Room revenues in the US increased 11.0% from May 2013 to May 2014.
  - Room revenues in the South Atlantic increased 12.8% from May 2013 to May 2014.

Regional
- All of the eight prosperity zones of the state showed increases in occupancy rates for May 2014 from May 2013, particularly the Southeast Region (+8.9%).
  - Western Region +3.3%  Piedmont Triad Region +2.2%  Northeast Region +4.1%
  - Northwest Region +5.9%  North Central Region +5.6%  Southeast Region +8.9%
  - Southwest Region +6.7%  Sandhills Region +2.9%
- All eight prosperity zones experienced increased ADR in May 2014. ADR in the Western Region increased six percent from last May, followed by the Southeast Region (+5.2%) and the Northwest Region (+4.6%).
  - Western Region +6.2%  Piedmont Triad Region +2.8%  Northeast Region +4.3%
  - Northwest Region +4.6%  North Central Region +3.7%  Southeast Region +5.2%
  - Southwest Region +3.3%  Sandhills Region +1.4%
- RevPAR was up in seven of the eight prosperity zones of the state for May 2014 from May 2013 particularly in the Southeast Region (+14.5%).
  - Western Region +9.7%  Piedmont Triad Region +5.0%  Northeast Region +8.5%
  - Northwest Region +10.8%  North Central Region +9.5%  Southeast Region +14.5%
  - Southwest Region +10.2%  Sandhills Region +4.3%
- Room Supply was up in six of the eight zones of the state for May 2014 from May 2013.
  - Western Region +0.2%  Piedmont Triad Region +0.4%  Northeast Region -0.4%
  - Northwest Region -0.7%  North Central Region +0.3%  Southeast Region +2.1%
  - Southwest Region +1.5%  Sandhills Region +0.4%
- Room Demand was up in each of the prosperity zones of the state for May 2014 from 2013; four of the regions with more than five percent growth. The Sandhills Region in particular had significant growth in demand, with more than 11% growth.
  - Western Region +3.6%  Piedmont Triad Region +2.6%  Northeast Region +3.7%
  - Northwest Region +5.1%  North Central Region +5.9%  Southeast Region +11.2%
  - Southwest Region +8.3%  Sandhills Region +3.3%
- Room Revenues were up in each of the prosperity zones of the state for May 2014 from 2013. The Southeast (+16.9%) and Southwest (+11.9%) regions had significant growth in revenues.
  - Western Region +10.0%  Piedmont Triad Region +5.4%  Northeast Region +8.1%
  - Northwest Region +10.0%  North Central Region +9.8%  Southeast Region +16.9%
  - Southwest Region +11.9%  Sandhills Region +4.7%
Year-To-Date (through May 2014) Lodging Report
Statewide & Competitive State Comparison

- **Hotel/motel occupancy** is up 4.2% statewide YTD (through May) 2014.
  - The US occupancy is up 3.4% 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 3.9%.
  - 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 8.3% year-to-date.
  - Nationally, RevPAR is also up 7.6% in 2014 from 2013.
  - The South Atlantic states RevPAR is up 8.1% 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 0.3% in 2014 from 2013.

- **Room Demand** is up 4.9% in the state year-to-date.
  - Nationally, room demand is also up 4.3% in 2014 from 2013.
  - The South Atlantic states room demand is up 4.6% in 2014 from 2013.

- North Carolina room revenues are up 9.0% year-to-date.
  - Nationally, room revenues are also up 8.5% in 2014 from 2013.
  - The South Atlantic states room revenues are up 8.5% in 2014 from 2013.

**Regional**

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through May).
  - Western Region +2.4%
  - Piedmont Triad Region +3.1%
  - Northeast Region -2.3%
  - Northwest Region +7.6%
  - North Central Region +6.7%
  - Southeast Region +1.5%
  - Southwest Region +6.1%
  - Sandhills Region +2.1%

- **ADR** in each of the eight prosperity zones is up year-to-date through May. The Western Region is up more than five percent.
  - Western Region +5.6%
  - Piedmont Triad Region +3.5%
  - Northeast Region +5.0%
  - Northwest Region +4.1%
  - North Central Region +4.2%
  - Southeast Region +3.1%
  - Southwest Region +3.3%
  - Sandhills Region +2.2%

- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The Northwest Region is up twelve percent.
  - Western Region +8.1%
  - Piedmont Triad Region +6.8%
  - Northeast Region +2.6%
  - Northwest Region +12.0%
  - North Central Region +11.1%
  - Southeast Region +4.7%
  - Southwest Region +9.6%
  - Sandhills Region +4.4%

- **Room Supply** is up in six of the prosperity zones year-to-date through May.
  - Western Region +0.1%
  - Piedmont Triad Region 0.0%
  - Northeast Region +0.1%
  - Northwest Region -1.5%
  - North Central Region +0.8%
  - Southeast Region +2.3%
  - Southwest Region +1.3%
  - Sandhills Region +0.4%

- **Room Demand** is up each of the prosperity zones of the state year-to-date through May. The North Central Region is up more than seven percent.
  - Western Region +2.6%
  - Piedmont Triad Region +3.2%
  - Northeast Region -2.2%
  - Northwest Region +6.0%
  - North Central Region +7.5%
  - Southeast Region +3.8%
  - Southwest Region +7.4%
  - Sandhills Region +2.5%

- **Room Revenues** are up in each of the prosperity zones year-to-date through May. Revenues in the North Central Region, in particular, are up twelve percent.
  - Western Region +8.3%
  - Piedmont Triad Region +6.8%
  - Northeast Region +2.7%
  - Northwest Region +10.3%
  - North Central Region +12.0%
  - Southeast Region +7.0%
  - Southwest Region +11.0%
  - Sandhills Region +4.8%
**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>
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</tbody>
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