

# May 2016 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 1.4% statewide in May 2016 from May 2015.
  - US **occupancy** decreased 0.5% in May 2016 from May 2015.
  - South Atlantic states **occupancy** decreased 0.1% in May 2016 from May 2015.
- May 2016 **room rates (ADR)** in North Carolina were up 3.7%.
  - **Room rates** in the US increased 2.4% from May 2015.
  - **Room rates** in the South Atlantic states increased 3.0% from May 2015.
- Statewide, **RevPAR** was up 5.2% from May of 2015.
  - US **RevPAR** increased 1.9% from May 2015.
  - South Atlantic **RevPAR** increased 2.9% from May 2015.
- **Room Supply** increased by 2.1% in the state from May 2015 to May 2016.
  - US **room supply** increased 1.5% in May 2016.
  - South Atlantic **room supply** was up 1.3% from May 2015 to May 2016.
- **Room Demand** increased 3.5% in the state from May 2015 to May 2016.
  - **Room demand** in the US increased 1.1% in May 2016 from May 2015.
  - **Room demand** in the South Atlantic increased 1.2% in May 2016 from May 2015.
- North Carolina **room revenues** increased 7.3% in May 2016.
  - **Room revenues** in the US increased 3.5% from May 2015 to May 2016.
  - **Room revenues** in the South Atlantic increased 4.2% from May 2015 to May 2016.

## Regional

- Four of the eight prosperity zones of the state showed increases in **occupancy** rates for May 2016 from May 2015, particularly the Northwest and Southwest regions with six percent growth.
  - Western Region -4.7%
  - Northwest Region +6.4%
  - Southwest Region +6.0%
  - Piedmont Triad Region +4.0%
  - North Central Region +1.9%
  - Sandhills Region -6.2%
  - Northeast Region -0.5%
  - Southeast Region -1.5%
- Seven of the eight zones experienced increased **ADR** in May 2016 from May 2015. The Southwest Region led the state in rate growth from last May with nearly six percent.
  - Western Region +4.2%
  - Northwest Region +1.1%
  - Southwest Region +6.0%
  - Piedmont Triad Region +2.3%
  - North Central Region +5.8%
  - Sandhills Region +1.1%
  - Northeast Region -1.2%
  - Southeast Region +0.2%
- **RevPAR** was up in four of the eight prosperity zones of the state for May 2016 from May 2015, and the Southwest Region experienced double digit growth.
  - Western Region -0.7%
  - Northwest Region +7.5%
  - Southwest Region +12.4%
  - Piedmont Triad Region +6.4%
  - North Central Region +7.7%
  - Sandhills Region -5.2%
  - Northeast Region -1.8%
  - Southeast Region -1.3%
- **Room Supply** was up in seven of the eight of the regions of the state for May 2016 from May 2015, particularly in the Western and North Central regions.
  - Western Region +4.5%
  - Northwest Region +0.4%
  - Southwest Region +0.6%
  - Piedmont Triad Region +1.8%
  - North Central Region +3.9%
  - Sandhills Region +1.7%
  - Northeast Region 0.0%
  - Southeast Region +2.0%
- **Room Demand** was up in five of the prosperity zones of the state for May 2016 from 2015. The Northwest and Southwest regions led the state with nearly seven percent growth in demand each, followed by the Piedmont Triad and North Central regions with nearly six percent growth.
  - Western Region -0.4%
  - Northwest Region +6.8%
  - Southwest Region +6.7%
  - Piedmont Triad Region +5.9%
  - North Central Region +5.9%
  - Sandhills Region -4.6%
  - Northeast Region -0.6%
  - Southeast Region +0.5%
- **Room Revenues** were up in six of the prosperity zones of the state for May 2016 from 2015. Two regions experienced double digit growth in revenues.
  - Western Region +3.8%
  - Northwest Region +8.0%
  - Southwest Region +13.1%
  - Piedmont Triad Region +8.3%
  - North Central Region +12.0%
  - Sandhills Region -3.6%
  - Northeast Region -1.8%
  - Southeast Region +0.6%

## Year-To-Date (through May 2016) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 2.2% statewide YTD (through May) 2016.
  - The US **occupancy** is flat (0.0%) in 2016 from 2015.
  - The South Atlantic states **occupancy** is up 0.2% in 2016 from 2015.
- YTD **room rates (ADR)** in North Carolina are up 4.0%.
  - The US **ADR** is up 3.0% in 2016 from 2015.
  - The South Atlantic states **ADR** is up 3.0% in 2016 from 2015.
- Statewide, **RevPAR** is up 6.3% year-to-date.
  - Nationally, **RevPAR** is also up 3.0% in 2016 from 2015.
  - The South Atlantic states **RevPAR** is up 3.2% in 2016 from 2015.
- **Room Supply** is up 1.9% 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 4.1% in the state year-to-date.
  - Nationally, **room demand** is also up 1.5% in 2016 from 2015.
  - The South Atlantic states **room demand** is up 1.5% in 2016 from 2015.
- North Carolina **room revenues** are up 8.3% year-to date.
  - Nationally, **room revenues** are also up 4.5% in 2016 from 2015.
  - The South Atlantic states **room revenues** are up 4.5% in 2016 from 2015.

### Regional

- **Occupancy** in six of the eight prosperity zones of the state is up year-to-date (through May).
  - Western Region +2.8%
  - Northwest Region +4.3%
  - Southwest Region +3.0%
  - Piedmont Triad Region +3.0%
  - North Central Region -1.1%
  - Sandhills Region -0.2%
  - Northeast Region +6.0%
  - Southeast Region +4.2%
- **ADR** in each of the prosperity zones is up year-to-date through May. Three of the regions have five percent rate growth or higher year-to-date.
  - Western Region +5.9%
  - Northwest Region +4.5%
  - Southwest Region +5.0%
  - Piedmont Triad Region +0.1%
  - North Central Region +5.8%
  - Sandhills Region +3.0%
  - Northeast Region +1.8%
  - Southeast Region +1.2%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
  - Western Region +8.8%
  - Northwest Region +9.0%
  - Southwest Region +8.1%
  - Piedmont Triad Region +3.0%
  - North Central Region +4.6%
  - Sandhills Region +2.7%
  - Northeast Region +8.0%
  - Southeast Region +5.5%
- **Room Supply** is up in seven of the prosperity zones year-to-date through May, particularly in the Western and North Central regions with nearly four percent growth.
  - Western Region +3.7%
  - Northwest Region +0.4%
  - Southwest Region +0.8%
  - Piedmont Triad Region +0.9%
  - North Central Region +3.7%
  - Sandhills Region +1.1%
  - Northeast Region -0.3%
  - Southeast Region +2.8%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through May, particularly in the Southeast, Western and Northeast regions.
  - Western Region +6.5%
  - Northwest Region +4.7%
  - Southwest Region +3.8%
  - Piedmont Triad Region +3.9%
  - North Central Region +2.6%
  - Sandhills Region +0.8%
  - Northeast Region +5.7%
  - Southeast Region +7.2%
- **Room Revenues** are up in each of the prosperity zones year-to-date through May. Revenues in the Western Region are up nearly thirteen percent.
  - Western Region +12.8%
  - Northwest Region +9.5%
  - Southwest Region +9.0%
  - Piedmont Triad Region +4.0%
  - North Central Region +8.5%
  - Sandhills Region +3.8%
  - Northeast Region +7.6%
  - Southeast Region +8.5%

## 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, Franklin, Granville, Harnett, Johnston, Lee, Orange, Person, Vance, Wake, Warren
Sandhills (South Central) -	Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland
Northeast -	Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wilson
Southeast -	Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne