November 2014 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 2.0% statewide in November 2014 from November 2013.
  - US occupancy increased 2.5% in November 2014 from November 2013.
  - South Atlantic states occupancy increased 3.1% in November 2014 from November 2013.
- November 2014 room rates (ADR) in North Carolina were up 3.9%.
  - Room rates in the US increased 4.5% from November 2013.
  - Room rates in the South Atlantic states increased 4.8% from November 2013.
- Statewide, RevPAR was up 5.9% from November of 2013.
  - US RevPAR increased 7.1% from November 2013.
  - South Atlantic RevPAR increased 8.1% from November 2013.
- Room Supply increased by 0.5% in the state from November 2013 to November 2014.
  - US room supply increased 0.9% in November 2014
  - South Atlantic room supply was up 0.9% from November 2013 to November 2014.
- Room Demand increased 2.5% in the state from November 2013 to November 2014.
  - Room demand in the US increased 3.4% in November 2014 from November 2013.
  - Room demand in the South Atlantic increased 4.0% in November 2014 from November 2013.
- North Carolina room revenues increased 6.4% in November 2014.
  - Room revenues in the US increased 8.1% from November 2013 to November 2014.
  - Room revenues in the South Atlantic increased 9.0% from November 2013 to November 2014.

Regional
- Seven of the eight prosperity zones of the state showed increases in occupancy rates for November 2014 from November 2013. The Piedmont Triad Region led the state in growth with a five percent increase from last year.
  - Western Region +1.2%
  - Northwest Region +0.1%
  - Southwest Region +3.7%
  - Piedmont Triad Region +5.0%
  - North Central Region +0.1%
  - Sandhills Region -3.1%
  - Northeast Region +4.3%
  - Southeast Region +1.8%
- All eight prosperity zones experienced increased ADR in November 2014. ADR in the North Central Region increased nearly seven percent from last November while the Western Region ADR increased six percent.
  - Western Region +6.3%
  - Northwest Region +2.2%
  - Southwest Region +2.9%
  - Piedmont Triad Region +1.7%
  - North Central Region +6.7%
  - Sandhills Region +3.4%
  - Northeast Region +2.0%
  - Southeast Region +1.5%
- RevPAR was up in each of the eight prosperity zones of the state for November 2014 from November 2013. Five of the regions experienced more than six percent growth.
  - Western Region +7.5%
  - Northwest Region +2.2%
  - Southwest Region +6.7%
  - Piedmont Triad Region +6.7%
  - North Central Region +6.9%
  - Sandhills Region +0.2%
  - Northeast Region +6.4%
  - Southeast Region +3.3%
- Room Supply was up in five of the eight of the zones of the state for November 2014 from November 2013. The Southeast Region is adding rooms at a much higher rate than the rest of the state.
  - Western Region -0.6%
  - Northwest Region +1.5%
  - Southwest Region +0.9%
  - Piedmont Triad Region -0.1%
  - North Central Region -0.2%
  - Sandhills Region +1.3%
  - Northeast Region +0.1%
  - Southeast Region +2.0%
- Room Demand was up in six of the prosperity zones of the state for November 2014 from 2013. The Piedmont Triad Region room demand grew nearly five percent from last November.
  - Western Region +0.6%
  - Northwest Region +1.5%
  - Southwest Region +4.6%
  - Piedmont Triad Region +4.9%
  - North Central Region 0.0%
  - Sandhills Region -1.8%
  - Northeast Region +4.4%
  - Southeast Region +3.8%
- Room Revenues were up in each of the prosperity zones of the state for November 2014 from 2013. The Southwest Region led the state in growth in revenues with nearly eight percent growth.
  - Western Region +6.9%
  - Northwest Region +3.7%
  - Southwest Region +7.7%
  - Piedmont Triad Region +6.6%
  - North Central Region +6.7%
  - Sandhills Region +1.5%
  - Northeast Region +6.5%
  - Southeast Region +5.4%
Year-To-Date (through November 2014) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 4.8% statewide YTD (through November) 2014.
  - The US occupancy is up 3.5% in 2014 from 2013.
  - The South Atlantic states occupancy is up 4.8% in 2014 from 2013.

- YTD room rates (ADR) in North Carolina are up 4.4%.
  - The US ADR is up 4.6% in 2014 from 2013.
  - The South Atlantic states ADR is up 4.2% in 2014 from 2013.

- Statewide, RevPAR is up 9.4% year-to-date.
  - Nationally, RevPAR is also up 8.3% in 2014 from 2013.
  - The South Atlantic states RevPAR is up 9.2% in 2014 from 2013.

- Room Supply is up 0.6% 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 0.5% in 2014 from 2013.

- Room Demand is up 5.5% in the state year-to-date.
  - Nationally, room demand is also up 4.4% in 2014 from 2013.
  - The South Atlantic states room demand is up 5.3% in 2014 from 2013.

- North Carolina room revenues are up 10.1% year-to-date.
  - Nationally, room revenues are also up 9.2% in 2014 from 2013.
  - The South Atlantic states room revenues are up 9.8% in 2014 from 2013.

Regional

- Occupancy in each of the eight prosperity zones of the state is up year-to-date (through November).
  - Western Region +3.0%
  - Piedmont Triad Region +4.6%
  - Northeast Region +1.1%
  - Northwest Region +5.6%
  - North Central Region +6.2%
  - Southeast Region +2.2%
  - Southwest Region +7.4%
  - Sandhills Region +1.7%

- ADR in each of the eight prosperity zones is up year-to-date through November.
  - Western Region +5.5%
  - Piedmont Triad Region +3.7%
  - Northeast Region +3.9%
  - Northwest Region +3.1%
  - North Central Region +5.4%
  - Southeast Region +3.0%
  - Southwest Region +4.2%
  - Sandhills Region +4.6%

- RevPAR is up year-to-date in each of the eight prosperity zones of the state. The North Central and Southwest regions have had double-digit growth since year-to-date 2013.
  - Western Region +8.6%
  - Piedmont Triad Region +8.6%
  - Northeast Region +5.1%
  - Northwest Region +8.9%
  - North Central Region +12.0%
  - Southeast Region +5.3%
  - Southwest Region +11.9%
  - Sandhills Region +6.4%

- Room Supply is up in six of the prosperity zones year-to-date through November.
  - Western Region -0.1%
  - Piedmont Triad Region +0.1%
  - Northeast Region +0.1%
  - Northwest Region -0.3%
  - North Central Region +0.5%
  - Southeast Region +2.0%
  - Southwest Region +1.3%
  - Sandhills Region +0.5%

- Room Demand is up in each of the prosperity zones of the state year-to-date through November. The Southwest Region has seen the largest year-to-date growth in demand (+9%).
  - Western Region +2.9%
  - Piedmont Triad Region +4.8%
  - Northeast Region +1.1%
  - Northwest Region +5.3%
  - North Central Region +6.7%
  - Southeast Region +4.3%
  - Southwest Region +8.8%
  - Sandhills Region +2.3%

- Room Revenues are up in each of the prosperity zones year-to-date through November. Revenues in the Southwest and Piedmont Triad regions have seen double-digit growth since year-to-date 2013.
  - Western Region +8.5%
  - Piedmont Triad Region +8.7%
  - Northeast Region +5.1%
  - Northwest Region +8.6%
  - North Central Region +12.5%
  - Southeast Region +7.4%
  - Southwest Region +13.4%
  - Sandhills Region +7.0%
## 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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