

# November 2015 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 1.9% statewide in November 2015 from November 2014.
  - US **occupancy** increased 1.1% in November 2015 from November 2014.
  - South Atlantic states **occupancy** increased 2.6% in November 2015 from November 2014.
- November 2015 **room rates (ADR)** in North Carolina were up 5.1%.
  - **Room rates** in the US increased 3.2% from November 2014.
  - **Room rates** in the South Atlantic states increased 4.4% from November 2014.
- Statewide, **RevPAR** was up 7.1% from November of 2014.
  - US **RevPAR** increased 4.3% from November 2014.
  - South Atlantic **RevPAR** increased 7.2% from November 2014.
- **Room Supply** increased by 1.5% in the state from November 2014 to November 2015.
  - US **room supply** increased 1.4% in November 2015
  - South Atlantic **room supply** was up 1.2% from November 2014 to November 2015.
- **Room Demand** increased 3.5% in the state from November 2014 to November 2015.
  - **Room demand** in the US increased 2.5% in November 2015 from November 2014.
  - **Room demand** in the South Atlantic increased 3.9% in November 2015 from November 2014.
- North Carolina **room revenues** increased 8.7% in November 2015.
  - **Room revenues** in the US increased 5.8% from November 2014 to November 2015.
  - **Room revenues** in the South Atlantic increased 8.4% from November 2014 to November 2015.

## Regional

- Five of the eight prosperity zones of the state showed increases in **occupancy** rates for November 2015 from November 2014.
  - Western Region +5.4%
  - Northwest Region +3.3%
  - Southwest Region +4.2%
  - Piedmont Triad Region -3.2%
  - North Central Region 0.0%
  - Sandhills Region -1.7%
  - Northeast Region +7.2%
  - Southeast Region +1.1%
- Six of the eight zones experienced increased **ADR** in November 2015 from November 2014. ADR in the Southwest Region had the largest increase (+7.7%) from last November, followed by the North Central and Western regions.
  - Western Region +5.7%
  - Northwest Region +4.1%
  - Southwest Region +7.7%
  - Piedmont Triad Region +1.0%
  - North Central Region +6.7%
  - Sandhills Region 0.0%
  - Northeast Region +2.9%
  - Southeast Region -1.0%
- **RevPAR** was up in six of the eight prosperity zones of the state for November 2015 from November 2014. Three of the regions had double-digit growth in RevPAR from last November.
  - Western Region +11.4%
  - Northwest Region +7.5%
  - Southwest Region +12.2%
  - Piedmont Triad Region -2.2%
  - North Central Region +6.7%
  - Sandhills Region -1.7%
  - Northeast Region +10.3%
  - Southeast Region +0.1%
- **Room Supply** was up in six of the eight of the prosperity zones of the state for November 2015 from November 2014, particularly the North Central, Western and Southeast regions.
  - Western Region +3.1%
  - Northwest Region +1.3%
  - Southwest Region +0.2%
  - Piedmont Triad Region +0.7%
  - North Central Region +3.2%
  - Sandhills Region -0.3%
  - Northeast Region 0.0%
  - Southeast Region +3.1%
- **Room Demand** was up in six of the prosperity zones of the state for November 2015 from 2014. The Western Region led the state with nearly nine percent demand growth, followed by the Northeast Region with seven percent growth.
  - Western Region +8.7%
  - Northwest Region +4.7%
  - Southwest Region +4.4%
  - Piedmont Triad Region -2.5%
  - North Central Region +3.2%
  - Sandhills Region -2.0%
  - Northeast Region +7.2%
  - Southeast Region +4.2%
- **Room Revenues** were up in six of the prosperity zones of the state for November 2015 from 2014. The Western, Southwest, Northeast and North Central regions experienced double-digit revenue growth from last November.
  - Western Region +14.9%
  - Northwest Region +8.9%
  - Southwest Region +12.5%
  - Piedmont Triad Region -1.5%
  - North Central Region +10.1%
  - Sandhills Region -2.1%
  - Northeast Region +10.2%
  - Southeast Region +3.2%

## Year-To-Date (through October 2015) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 2.5% statewide YTD (through November) 2015.
  - The US **occupancy** is up 1.8% in 2015 from 2014.
  - The South Atlantic states **occupancy** is up 2.6% in 2015 from 2014.
- YTD **room rates (ADR)** in North Carolina are up 4.6%.
  - The US **ADR** is up 4.6% in 2015 from 2014.
  - The South Atlantic states **ADR** is up 5.1% in 2015 from 2014.
- Statewide, **RevPAR** is up 7.2% year-to-date.
  - Nationally, **RevPAR** is also up 6.5% in 2015 from 2014.
  - The South Atlantic states **RevPAR** is up 7.9% in 2015 from 2014.
- **Room Supply** is up 0.7% in the state year-to-date.
  - Nationally, **room supply** is also up 1.1% in 2015 from 2014.
  - The South Atlantic states **room supply** is up 0.9% in 2015 from 2014.
- **Room Demand** is up 3.2% in the state year-to-date.
  - Nationally, **room demand** is also up 2.9% in 2015 from 2014.
  - The South Atlantic states **room demand** is up 3.6% in 2015 from 2014.
- North Carolina **room revenues** are up 7.9% year-to date.
  - Nationally, **room revenues** are also up 7.6% in 2015 from 2014.
  - The South Atlantic states **room revenues** are up 8.9% in 2015 from 2014.

### Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through November).
  - Western Region +5.4%
  - Northwest Region +2.8%
  - Southwest Region +3.0%
  - Piedmont Triad Region +1.4%
  - North Central Region +1.7%
  - Sandhills Region +1.4%
  - Northeast Region +4.1%
  - Southeast Region +0.4%
- **ADR** in seven of the eight prosperity zones is up year-to-date through November. The decrease in the Sandhills Region can likely be attributed to high rates during the US Opens in June 2014.
  - Western Region +6.8%
  - Northwest Region +3.4%
  - Southwest Region +5.5%
  - Piedmont Triad Region +4.0%
  - North Central Region +5.3%
  - Sandhills Region -0.6%
  - Northeast Region +4.2%
  - Southeast Region +1.8%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The Western Region has double-digit growth year-to-date.
  - Western Region +12.6%
  - Northwest Region +6.3%
  - Southwest Region +8.6%
  - Piedmont Triad Region +5.4%
  - North Central Region +7.1%
  - Sandhills Region +0.8%
  - Northeast Region +8.5%
  - Southeast Region +2.2%
- **Room Supply** is up in five of the prosperity zones year-to-date through November. In particular, room supply in the Southeast, Northwest and North Central regions is up two or nearly two percent from year-to-date 2014.
  - Western Region -0.4%
  - Northwest Region +1.7%
  - Southwest Region +0.2%
  - Piedmont Triad Region +0.3%
  - North Central Region +2.0%
  - Sandhills Region -0.5%
  - Northeast Region 0.0%
  - Southeast Region +2.1%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through November.
  - Western Region +5.0%
  - Northwest Region +4.6%
  - Southwest Region +3.2%
  - Piedmont Triad Region +1.7%
  - North Central Region +3.7%
  - Sandhills Region +0.9%
  - Northeast Region +4.1%
  - Southeast Region +2.4%
- **Room Revenues** are up in each of the prosperity zones year-to-date through November. Revenues in Western Region are up twelve percent.
  - Western Region +12.1%
  - Northwest Region +8.1%
  - Southwest Region +8.8%
  - Piedmont Triad Region +5.7%
  - North Central Region +9.2%
  - Sandhills Region +0.3%
  - Northeast Region +8.5%
  - Southeast Region +4.3%

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