October 2015 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy decreased 0.9% statewide in October 2015 from October 2014.
  - US occupancy increased 1.6% in October 2015 from October 2014.
  - South Atlantic states occupancy increased 1.6% in October 2015 from October 2014.
- October 2015 room rates (ADR) in North Carolina were up 5.6%.
  - Room rates in the US increased 4.8% from October 2014.
  - Room rates in the South Atlantic states increased 4.6% from October 2014.
- Statewide, RevPAR was up 4.7% from October of 2014.
  - US RevPAR increased 6.5% from October 2014.
  - South Atlantic RevPAR increased 6.4% from October 2014.
- Room Supply increased by 1.4% in the state from October 2014 to October 2015.
  - US room supply increased 1.3% in October 2015
  - South Atlantic room supply was up 1.1% from October 2014 to October 2015.
- Room Demand increased 0.5% in the state from October 2014 to October 2015.
  - Room demand in the US increased 2.9% in October 2015 from October 2014.
  - Room demand in the South Atlantic increased 2.8% in October 2015 from October 2014.
- North Carolina room revenues increased 6.1% in October 2015.
  - Room revenues in the US increased 7.9% from October 2014 to October 2015.
  - Room revenues in the South Atlantic increased 7.6% from October 2014 to October 2015.

Regional
- Two of the eight prosperity zones of the state showed increases in occupancy rates for October 2015 from October 2014.
  - Western Region -2.1%
  - Piedmont Triad Region +2.1%
  - North Central Region +0.3%
  - South Atlantic Region +0.2%
  - Southeast Region +3.9%
  - Northeast Region +0.6%
- Each of the eight zones experienced increased ADR in October 2015 from October 2014. ADR in the Western Region had the largest increase (+8.7%) from last October, followed by the North Central and Piedmont Triad regions.
  - Western Region +8.7%
  - Piedmont Triad Region +6.4%
  - North Central Region +6.5%
  - South Central Region +5.3%
  - Sandhills Region +1.5%
- RevPAR was up in six of the eight prosperity zones of the state for October 2015 from October 2014. The Piedmont Triad Region had more than eight percent growth in RevPAR from last October.
  - Western Region +6.5%
  - Piedmont Triad Region +8.6%
  - North Central Region +6.8%
  - South Central Region +4.3%
  - Sandhills Region +0.9%
- Room Supply was up in six of the eight of the prosperity zones of the state for October 2015 from October 2014, particularly the North Central and Southeast regions.
  - Western Region +1.8%
  - Piedmont Triad Region +0.8%
  - North Central Region +3.2%
  - South Central Region +0.2%
  - Sandhills Region +0.0%
- Room Demand was up in three of the prosperity zones of the state for October 2015 from October 2014. The North Central Region led the state with more than three percent demand growth.
  - Western Region -0.4%
  - Piedmont Triad Region +2.9%
  - North Central Region +3.5%
  - South Central Region -0.8%
  - Sandhills Region -0.9%
- Room Revenues were up in seven of the prosperity zones of the state for October 2015 from October 2014. The North Central Region experienced double-digit revenue growth from last October.
  - Western Region +8.3%
  - Piedmont Triad Region +9.5%
  - North Central Region +10.2%
  - South Central Region +4.5%
  - Sandhills Region +0.6%
Year-To-Date (through October 2015) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 2.5% statewide YTD (through October) 2015.
  - The US occupancy is up 1.9% in 2015 from 2014.
  - The South Atlantic states occupancy is up 2.7% in 2015 from 2014.

- YTD room rates (ADR) in North Carolina are up 4.6%.
  - The US ADR is up 4.7% in 2015 from 2014.
  - The South Atlantic states ADR is up 5.2% in 2015 from 2014.

- Statewide, RevPAR is up 7.2% year-to-date.
  - Nationally, RevPAR is also up 6.7% in 2015 from 2014.
  - The South Atlantic states RevPAR is up 8.0% in 2015 from 2014.

- Room Supply is up 0.6% 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 3.1% in the state year-to-date.
  - Nationally, room demand is also up 3.0% 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 7.8% 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 October).
  - Western Region +5.4%
  - Piedmont Triad Region +1.8%
  - Northeast Region +3.8%
  - Northwest Region +2.7%
  - North Central Region +1.8%
  - Southeast Region +0.4%
  - Southwest Region +2.9%
  - Sandhills Region +1.7%

- ADR in seven of the eight prosperity zones is up year-to-date through October. The decrease in the Sandhills Region can likely be attributed to high rates during the US Opens in June 2014.
  - Western Region +6.9%
  - Piedmont Triad Region +4.2%
  - Northeast Region +4.4%
  - Northwest Region +3.4%
  - North Central Region +5.2%
  - Southeast Region +2.0%
  - Southwest Region +5.3%
  - Sandhills Region -0.6%

- 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 +12.7%
  - Piedmont Triad Region +6.1%
  - Northeast Region +8.3%
  - Northwest Region +6.2%
  - North Central Region +7.1%
  - Southeast Region +2.4%
  - Southwest Region +8.3%
  - Sandhills Region +1.1%

- Room Supply is up in five of the prosperity zones year-to-date through October. 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 -0.8%
  - Piedmont Triad Region +0.2%
  - Northeast Region 0.0%
  - Northwest Region +1.8%
  - North Central Region +1.9%
  - Southeast Region +2.0%
  - Southwest Region +0.2%
  - Sandhills Region -0.5%

- Room Demand is up each of the prosperity zones of the state year-to-date through October.
  - Western Region +4.6%
  - Piedmont Triad Region +2.1%
  - Northeast Region +3.8%
  - Northwest Region +4.5%
  - North Central Region +3.8%
  - Southeast Region +2.3%
  - Southwest Region +3.1%
  - Sandhills Region +1.1%

- Room Revenues are up in each of the prosperity zones year-to-date through October. Revenues in Western Region are up nearly twelve percent.
  - Western Region +11.9%
  - Piedmont Triad Region +6.3%
  - Northeast Region +8.3%
  - Northwest Region +8.1%
  - North Central Region +9.1%
  - Southeast Region +4.4%
  - Southwest Region +8.5%
  - Sandhills Region +0.5%
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


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