

# 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%
  - Northwest Region -0.7%
  - Southwest Region -0.9%
  - Piedmont Triad Region +2.1%
  - North Central Region +0.3%
  - Sandhills Region -0.6%
  - Northeast Region -3.9%
  - Southeast Region -3.5%
- 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%
  - Northwest Region +5.4%
  - Southwest Region +5.3%
  - Piedmont Triad Region +6.4%
  - North Central Region +6.5%
  - Sandhills Region +1.5%
  - Northeast Region +2.1%
  - Southeast Region +1.6%
- **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%
  - Northwest Region +4.6%
  - Southwest Region +4.3%
  - Piedmont Triad Region +8.6%
  - North Central Region +6.8%
  - Sandhills Region +0.9%
  - Northeast Region -1.9%
  - Southeast Region -1.9%
- **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%
  - Northwest Region +1.3%
  - Southwest Region +0.2%
  - Piedmont Triad Region +0.8%
  - North Central Region +3.2%
  - Sandhills Region -0.3%
  - Northeast Region 0.0%
  - Southeast Region +3.1%
- **Room Demand** was up in three of the prosperity zones of the state for October 2015 from 2014. The North Central Region led the state with more than three percent demand growth.
  - Western Region -0.4%
  - Northwest Region +0.6%
  - Southwest Region -0.8%
  - Piedmont Triad Region +2.9%
  - North Central Region +3.5%
  - Sandhills Region -0.9%
  - Northeast Region -3.9%
  - Southeast Region -0.5%
- **Room Revenues** were up in seven of the prosperity zones of the state for October 2015 from 2014. The North Central Region experienced double-digit revenue growth from last October.
  - Western Region +8.3%
  - Northwest Region +6.0%
  - Southwest Region +4.5%
  - Piedmont Triad Region +9.5%
  - North Central Region +10.2%
  - Sandhills Region +0.6%
  - Northeast Region -1.9%
  - Southeast Region +1.1%

## 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%
  - Northwest Region +2.7%
  - Southwest Region +2.9%
  - Piedmont Triad Region +1.8%
  - North Central Region +1.8%
  - Sandhills Region +1.7%
  - Northeast Region +3.8%
  - Southeast Region +0.4%
- **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%
  - Northwest Region +3.4%
  - Southwest Region +5.3%
  - Piedmont Triad Region +4.2%
  - North Central Region +5.2%
  - Sandhills Region -0.6%
  - Northeast Region +4.4%
  - Southeast Region +2.0%
- **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%
  - Northwest Region +6.2%
  - Southwest Region +8.3%
  - Piedmont Triad Region +6.1%
  - North Central Region +7.1%
  - Sandhills Region +1.1%
  - Northeast Region +8.3%
  - Southeast Region +2.4%
- **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%
  - Northwest Region +1.8%
  - Southwest Region +0.2%
  - Piedmont Triad Region +0.2%
  - North Central Region +1.9%
  - Sandhills Region -0.5%
  - Northeast Region 0.0%
  - Southeast Region +2.0%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through October.
  - Western Region +4.6%
  - Northwest Region +4.5%
  - Southwest Region +3.1%
  - Piedmont Triad Region +2.1%
  - North Central Region +3.8%
  - Sandhills Region +1.1%
  - Northeast Region +3.8%
  - Southeast Region +2.3%
- **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%
  - Northwest Region +8.1%
  - Southwest Region +8.5%
  - Piedmont Triad Region +6.3%
  - North Central Region +9.1%
  - Sandhills Region +0.5%
  - Northeast Region +8.3%
  - Southeast Region +4.4%

## 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