September 2015 Monthly Lodging Report (Smith Travel Research)

Statewide
- Hotel/motel occupancy increased 2.8% statewide in September 2015 from September 2014.
  - US occupancy increased 3.3% in September 2015 from September 2014.
  - South Atlantic states occupancy increased 3.8% in September 2015 from September 2014.
- September 2015 room rates (ADR) in North Carolina were up 5.3%.
  - Room rates in the US increased 4.6% from September 2014.
  - Room rates in the South Atlantic states increased 4.4% from September 2014.
- Statewide, RevPAR was up 8.2% from September of 2014.
  - US RevPAR increased 8.0% from September 2014.
  - South Atlantic RevPAR increased 8.3% from September 2014.
- Room Supply increased by 1.3% in the state from September 2014 to September 2015.
  - US room supply increased 1.2% in September 2015.
  - South Atlantic room supply was up 1.1% from September 2014 to September 2015.
- Room Demand increased 4.1% in the state from September 2014 to September 2015.
  - Room demand in the US decreased 4.6% in September 2015 from September 2014.
  - Room demand in the South Atlantic decreased 4.9% in September 2015 from September 2014.
- North Carolina room revenues increased 9.6% in September 2015.
  - Room revenues in the US increased 9.3% from September 2014 to September 2015.
  - Room revenues in the South Atlantic increased 9.4% from September 2014 to September 2015.

Regional
- Seven of the eight prosperity zones of the state showed increases in occupancy rates for September 2015 from September 2014. The Piedmont Triad Region had an occupancy rate decline of less than one percent from last September.
  - Western Region +7.9%  Piedmont Triad Region -0.5%  Northeast Region +7.4%
  - Northwest Region +5.9%  North Central Region +2.2%  Southeast Region +4.0%
  - Southwest Region +0.5%  Sandhills Region +1.7%
- Each of the eight zones experienced increased ADR in September 2015 from September 2014. ADR in the Western Region had the largest increase (+7.4%) from last September, followed by the Northeast and North Central regions.
  - Western Region +7.4%  Piedmont Triad Region +2.3%  Northeast Region +6.4%
  - Northwest Region +5.4%  North Central Region +6.2%  Southeast Region +3.9%
  - Southwest Region +4.9%  Sandhills Region +2.3%
- RevPAR was up in each of the eight prosperity zones of the state for September 2015 from September 2014. The Western Region had nearly sixteen percent growth in RevPAR from last September.
  - Western Region +15.9%  Piedmont Triad Region +1.8%  Northeast Region +14.3%
  - Northwest Region +11.6%  North Central Region +8.6%  Southeast Region +8.1%
  - Southwest Region +5.4%  Sandhills Region +4.1%
- Room Supply was up in six of the eight of the prosperity zones of the state for September 2015 from September 2014, particularly the North Central Region (+2.7%).
  - Western Region +1.5%  Piedmont Triad Region +0.8%  Northeast Region 0.0%
  - Northwest Region +1.3%  North Central Region +2.7%  Southeast Region +3.1%
  - Southwest Region +0.5%  Sandhills Region -0.4%
- Room Demand was up in each of the prosperity zones of the state for September 2015 from 2014. The Western Region led the state with more than nine percent demand growth.
  - Western Region +9.5%  Piedmont Triad Region +0.3%  Northeast Region +7.4%
  - Northwest Region +7.3%  North Central Region +5.0%  Southeast Region +7.3%
  - Southwest Region +1.0%  Sandhills Region +1.3%
- Room Revenues were up in each of the prosperity zones of the state for September 2015 from 2014. Five of the regions experienced double-digit revenue growth from last September.
  - Western Region +17.6%  Piedmont Triad Region +2.6%  Northeast Region +14.2%
  - Northwest Region +13.0%  North Central Region +11.5%  Southeast Region +11.4%
  - Southwest Region +5.9%  Sandhills Region +3.6%
Year-To-Date (through September 2015) Lodging Report
Statewide & Competitive State Comparison

- Hotel/motel occupancy is up 2.9% statewide YTD (through September) 2015.
  - The US occupancy is up 2.0% in 2015 from 2014.
  - The South Atlantic states occupancy is up 2.8% in 2015 from 2014.

- YTD room rates (ADR) in North Carolina are up 4.4%.
  - 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 7.5% year-to-date.
  - Nationally, RevPAR is also up 6.7% in 2015 from 2014.
  - The South Atlantic states RevPAR is up 8.2% in 2015 from 2014.

- Room Supply is up 0.5% in the state year-to-date.
  - Nationally, room supply is also up 1.0% in 2015 from 2014.
  - The South Atlantic states room supply is up 0.8% in 2015 from 2014.

- Room Demand is up 3.5% 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 3.7% in 2015 from 2014.

- North Carolina room revenues are up 8.1% year-to-date.
  - Nationally, room revenues are also up 7.8% in 2015 from 2014.
  - The South Atlantic states room revenues are up 9.1% in 2015 from 2014.

Regional

- Occupancy in each of the eight prosperity zones of the state is up year-to-date (through September).
  - Western Region +6.5%
  - Northwest Region +3.3%
  - Southwest Region +3.4%
  - Piedmont Triad Region +1.8%
  - North Central Region +2.0%
  - Sandhills Region +1.9%
  - Northeast Region +4.8%
  - Southeast Region +0.8%

- ADR in seven of the eight prosperity zones is up year-to-date through September. The decrease in the Sandhills Region can likely be attributed to high rates during the US Opens in June 2014.
  - Western Region +6.7%
  - Northwest Region +3.1%
  - Southwest Region +5.3%
  - Piedmont Triad Region +3.8%
  - North Central Region +5.0%
  - Sandhills Region -0.8%
  - Northeast Region +4.5%
  - 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 +13.7%
  - Northwest Region +6.5%
  - Southwest Region +8.9%
  - Piedmont Triad Region +5.6%
  - North Central Region +7.1%
  - Sandhills Region +1.1%
  - Northeast Region +9.5%
  - Southeast Region +2.8%

- Room Supply is up in five of the prosperity zones year-to-date through September. In particular, room supply in the Northwest and North Central regions is up nearly two percent from year-to-date 2014.
  - Western Region -1.0%
  - Northwest Region +1.8%
  - Southwest Region +0.2%
  - Piedmont Triad Region +0.2%
  - North Central Region +1.7%
  - Sandhills Region -0.5%
  - Northeast Region 0.0%
  - Southeast Region +1.8%

- Room Demand is up each of the prosperity zones of the state year-to-date through September.
  - Western Region +5.4%
  - Northwest Region +5.1%
  - Southwest Region +3.5%
  - Piedmont Triad Region +2.0%
  - North Central Region +3.8%
  - Sandhills Region +1.4%
  - Northeast Region +4.7%
  - Southeast Region +2.7%

- Room Revenues are up in each of the prosperity zones year-to-date through September. Revenues in Western Region are up more than twelve percent.
  - Western Region +12.5%
  - Northwest Region +8.4%
  - Southwest Region +9.0%
  - Piedmont Triad Region +5.8%
  - North Central Region +9.0%
  - Sandhills Region +0.5%
  - Northeast Region +9.4%
  - Southeast Region +4.7%
## 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

### 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