

# September 2016 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 1.8% statewide in September 2016 from September 2015.
  - US **occupancy** decreased 1.6% in September 2016 from September 2015.
  - South Atlantic states **occupancy** increased 3.3% in September 2016 from September 2015.
- September 2016 **room rates (ADR)** in North Carolina were up 2.6%.
  - **Room rates** in the US increased 3.9% from September 2015.
  - **Room rates** in the South Atlantic states increased 4.3% from September 2015.
- Statewide, **RevPAR** was up 4.4% from September of 2015.
  - US **RevPAR** increased 5.6% from September 2015.
  - South Atlantic **RevPAR** increased 7.8% from September 2015.
- **Room Supply** increased by 1.4% in the state from September 2015 to September 2016.
  - US **room supply** increased 1.6% in September 2016.
  - South Atlantic **room supply** was up 1.3% from September 2015 to September 2016.
- **Room Demand** increased 3.2% in the state from September 2015 to September 2016.
  - **Room demand** in the US increased 3.3% in September 2016 from September 2015.
  - **Room demand** in the South Atlantic increased 4.7% in September 2016 from September 2015.
- North Carolina **room revenues** increased 5.9% in September 2016.
  - **Room revenues** in the US increased 7.3% from September 2015 to September 2016.
  - **Room revenues** in the South Atlantic increased 9.2% from September 2015 to September 2016.

## Regional

- Six of the eight prosperity zones of the state showed increases in **occupancy** rates for September 2016 from September 2015, particularly the Northwest Region with thirteen percent growth.
  - Western Region +2.1%
  - Northwest Region +13.1%
  - Southwest Region -1.5%
  - Piedmont Triad Region +5.1%
  - North Central Region +1.9%
  - Sandhills Region +1.8%
  - Northeast Region -2.0%
  - Southeast Region +3.7%
- Six of the eight zones experienced increased **ADR** in September 2016 from September 2015. The Northwest and Western regions led the state in room rate growth.
  - Western Region +6.9%
  - Northwest Region +7.3%
  - Southwest Region +1.9%
  - Piedmont Triad Region -0.6%
  - North Central Region +1.6%
  - Sandhills Region -0.3%
  - Northeast Region +4.1%
  - Southeast Region +2.8%
- **RevPAR** was up in each of the eight prosperity zones of the state for September 2016 from September 2015. The Northwest Region experienced more than twenty percent growth.
  - Western Region +9.2%
  - Northwest Region +21.4%
  - Southwest Region +0.4%
  - Piedmont Triad Region +4.5%
  - North Central Region +3.6%
  - Sandhills Region +1.5%
  - Northeast Region +2.0%
  - Southeast Region +6.6%
- **Room Supply** was up in five of the eight of the regions of the state for September 2016 from September 2015, particularly in the Western Region with nearly three percent growth.
  - Western Region +2.9%
  - Northwest Region 0.0%
  - Southwest Region +1.1%
  - Piedmont Triad Region +1.6%
  - North Central Region +2.1%
  - Sandhills Region +2.6%
  - Northeast Region 0.0%
  - Southeast Region -0.1%
- **Room Demand** was up in seven of the prosperity zones of the state for September 2016 from 2015. The Northwest Region led the state with thirteen percent growth in demand, followed by the Piedmont Triad Region (+6.7 percent) and Western Region (+5.0 percent).
  - Western Region +5.0%
  - Northwest Region +13.1%
  - Southwest Region +0.4%
  - Piedmont Triad Region +6.7%
  - North Central Region +4.1%
  - Sandhills Region +4.5%
  - Northeast Region -2.0%
  - Southeast Region +3.6%
- **Room Revenues** were up in each of the prosperity zones of the state for September 2016 from 2015. Two regions, Western and Northwest, experienced double digit growth in revenues.
  - Western Region +12.3%
  - Northwest Region +21.3%
  - Southwest Region +1.5%
  - Piedmont Triad Region +6.1%
  - North Central Region +5.8%
  - Sandhills Region +4.2%
  - Northeast Region +2.0%
  - Southeast Region +6.5%

## Year-To-Date (through September 2016) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 1.9% statewide YTD (through September 2016).
  - The US **occupancy** is flat in 2016 from 2015.
  - The South Atlantic states **occupancy** is up 0.6% in 2016 from 2015.
- YTD **room rates (ADR)** in North Carolina are up 3.6%.
  - The US **ADR** is up 3.2% in 2016 from 2015.
  - The South Atlantic states **ADR** is up 3.0% in 2016 from 2015.
- Statewide, **RevPAR** is up 5.6% year-to-date.
  - Nationally, **RevPAR** is also up 3.2% in 2016 from 2015.
  - The South Atlantic states **RevPAR** is up 3.6% in 2016 from 2015.
- **Room Supply** is up 1.7% in the state year-to-date.
  - Nationally, **room supply** is also up 1.5% in 2016 from 2015.
  - The South Atlantic states **room supply** is up 1.3% in 2016 from 2015.
- **Room Demand** is up 3.7% in the state year-to-date.
  - Nationally, **room demand** is also up 1.5% in 2016 from 2015.
  - The South Atlantic states **room demand** is up 1.8% in 2016 from 2015.
- North Carolina **room revenues** are up 7.4% year-to date.
  - Nationally, **room revenues** are also up 4.8% in 2016 from 2015.
  - The South Atlantic states **room revenues** are up 4.9% in 2016 from 2015.

### Regional

- **Occupancy** in six of the eight prosperity zones of the state is up year-to-date (through September).
  - Western Region +1.7%
  - Northwest Region +6.6%
  - Southwest Region +2.6%
  - Piedmont Triad Region +3.4%
  - North Central Region -0.8%
  - Sandhills Region -0.3%
  - Northeast Region +2.8%
  - Southeast Region +3.6%
- **ADR** in each of the prosperity zones is up year-to-date through September. The Western Region leads the state in year-to-date rate growth with more than six percent growth.
  - Western Region +6.3%
  - Northwest Region +4.8%
  - Southwest Region +4.5%
  - Piedmont Triad Region +0.1%
  - North Central Region +4.2%
  - Sandhills Region +1.7%
  - Northeast Region +1.9%
  - Southeast Region +1.5%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
  - Western Region +8.0%
  - Northwest Region +11.7%
  - Southwest Region +7.2%
  - Piedmont Triad Region +3.5%
  - North Central Region +3.4%
  - Sandhills Region +1.4%
  - Northeast Region +4.7%
  - Southeast Region +5.1%
- **Room Supply** is up in seven of the prosperity zones year-to-date through September, particularly in the Western and North Central regions.
  - Western Region +3.9%
  - Northwest Region +0.2%
  - Southwest Region +0.7%
  - Piedmont Triad Region +1.0%
  - North Central Region +3.3%
  - Sandhills Region +1.6%
  - Northeast Region -0.2%
  - Southeast Region +1.8%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through September, particularly in the Northwest, Western and Southeast regions.
  - Western Region +5.6%
  - Northwest Region +6.8%
  - Southwest Region +3.4%
  - Piedmont Triad Region +4.4%
  - North Central Region +2.5%
  - Sandhills Region +1.3%
  - Northeast Region +2.6%
  - Southeast Region +5.5%
- **Room Revenues** are up in each of the prosperity zones year-to-date through September. Revenues are up twelve percent in the Western and Northwest regions.
  - Western Region +12.2%
  - Northwest Region +12.0%
  - Southwest Region +8.0%
  - Piedmont Triad Region +4.5%
  - North Central Region +6.9%
  - Sandhills Region +3.0%
  - Northeast Region +4.5%
  - Southeast Region +7.0%

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