

November 2016 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 9.9% statewide in November 2016 from November 2015.
 - US **occupancy** decreased 2.5% in November 2016 from November 2015.
 - South Atlantic states **occupancy** increased 4.3% in November 2016 from November 2015.
- November 2016 **room rates (ADR)** in North Carolina were up 3.9%.
 - **Room rates** in the US increased 3.4% from November 2015.
 - **Room rates** in the South Atlantic states increased 2.3% from November 2015.
- Statewide, **RevPAR** was up 14.2% from November of 2015.
 - US **RevPAR** increased 5.9% from November 2015.
 - South Atlantic **RevPAR** increased 6.7% from November 2015.
- **Room Supply** increased by 1.2% in the state from November 2015 to November 2016.
 - US **room supply** increased 1.7% in November 2016.
 - South Atlantic **room supply** was up 1.3% from November 2015 to November 2016.
- **Room Demand** increased 11.3% in the state from November 2015 to November 2016.
 - **Room demand** in the US increased 4.2% in November 2016 from November 2015.
 - **Room demand** in the South Atlantic increased 5.6% in November 2016 from November 2015.
- North Carolina **room revenues** increased 15.6% in November 2016.
 - **Room revenues** in the US increased 7.8% from November 2015 to November 2016.
 - **Room revenues** in the South Atlantic increased 8.1% from November 2015 to November 2016.

Regional

- Seven of the eight prosperity zones of the state showed increases in **occupancy** rates for November 2016 from November 2015, particularly the Sandhills Region with thirty percent growth. It is estimated that some, but not all, of the increase in occupancy is due to hurricane recovery efforts. The Northwest Region had twenty percent increased occupancy.
 - Western Region +12.7%
 - Northwest Region +20.4%
 - Southwest Region -0.7%
 - Piedmont Triad Region +7.3%
 - North Central Region +10.2%
 - Sandhills Region +30.1%
 - Northeast Region +17.7%
 - Southeast Region +13.7%
- Each of the eight zones experienced increased **ADR** in November 2016 from November 2015. The Northwest and Northeast regions led the state in room rate growth.
 - Western Region +4.6%
 - Northwest Region +7.3%
 - Southwest Region +4.5%
 - Piedmont Triad Region +2.5%
 - North Central Region +3.1%
 - Sandhills Region +6.3%
 - Northeast Region +6.2%
 - Southeast Region +5.9%
- **RevPAR** was up in each of the eight prosperity zones of the state for November 2016 from November 2015. The Sandhills Region experienced the most growth with thirty-eight percent and twenty-nine percent respectively.
 - Western Region +17.9%
 - Northwest Region +29.1%
 - Southwest Region +3.8%
 - Piedmont Triad Region +10.0%
 - North Central Region +13.5%
 - Sandhills Region +38.3%
 - Northeast Region +25.1%
 - Southeast Region +20.4%
- **Room Supply** was up in six of the eight of the regions of the state for November 2016 from November 2015, particularly in the Sandhills Region with more than two percent growth.
 - Western Region +1.3%
 - Northwest Region +1.7%
 - Southwest Region +1.4%
 - Piedmont Triad Region +1.7%
 - North Central Region +1.4%
 - Sandhills Region +2.5%
 - Northeast Region 0.0%
 - Southeast Region -0.1%
- **Room Demand** was up in each of the prosperity zones of the state for November 2016 from 2015. The Sandhills Region led the state with thirty-three percent growth in demand, followed by the Northwest Region (+22.4 percent) and Northeast Region (+17.8 percent). Hurricane recovery is estimated to have played some part in the Sandhills and Northeast demand growth.
 - Western Region +14.1%
 - Northwest Region +22.4%
 - Southwest Region +0.7%
 - Piedmont Triad Region +9.1%
 - North Central Region +11.8%
 - Sandhills Region +33.4%
 - Northeast Region +17.8%
 - Southeast Region +13.6%
- **Room Revenues** were up in each of the prosperity zones of the state for November 2016 from 2015. Seven of the regions experienced double digit growth in revenues.
 - Western Region +19.4%
 - Northwest Region +31.3%
 - Southwest Region +5.2%
 - Piedmont Triad Region +11.8%
 - North Central Region +15.2%
 - Sandhills Region +41.8%
 - Northeast Region +25.1%
 - Southeast Region +20.3%

Year-To-Date (through November 2016) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 3.3% statewide YTD (through November 2016).
 - The US **occupancy** is up 0.2% in 2016 from 2015.
 - The South Atlantic states **occupancy** is up 1.1% in 2016 from 2015.
- YTD **room rates (ADR)** in North Carolina are up 3.7%.
 - The US **ADR** is up 3.1% in 2016 from 2015.
 - The South Atlantic states **ADR** is up 2.9% in 2016 from 2015.
- Statewide, **RevPAR** is up 7.1% year-to-date.
 - Nationally, **RevPAR** is also up 3.3% in 2016 from 2015.
 - The South Atlantic states **RevPAR** is up 3.9% in 2016 from 2015.
- **Room Supply** is up 1.6% 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 1.2% in 2016 from 2015.
- **Room Demand** is up 5.0% in the state year-to-date.
 - Nationally, **room demand** is also up 1.7% in 2016 from 2015.
 - The South Atlantic states **room demand** is up 2.3% in 2016 from 2015.
- North Carolina **room revenues** are up 8.8% year-to date.
 - Nationally, **room revenues** are also up 4.9% in 2016 from 2015.
 - The South Atlantic states **room revenues** are up 5.2% in 2016 from 2015.

Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through November), particularly in the Northwest Region.
 - Western Region +3.0%
 - Northwest Region +8.0%
 - Southwest Region +2.4%
 - Piedmont Triad Region +3.9%
 - North Central Region +1.5%
 - Sandhills Region +4.2%
 - Northeast Region +5.0%
 - Southeast Region +5.0%
- **ADR** in each of the prosperity zones is up year-to-date through November. The Western Region leads the state in year-to-date rate growth with more than six percent growth.
 - Western Region +6.6%
 - Northwest Region +5.0%
 - Southwest Region +4.5%
 - Piedmont Triad Region +0.8%
 - North Central Region +3.9%
 - Sandhills Region +2.4%
 - Northeast Region +2.1%
 - Southeast Region +1.8%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
 - Western Region +9.9%
 - Northwest Region +13.3%
 - Southwest Region +7.1%
 - Piedmont Triad Region +4.7%
 - North Central Region +5.4%
 - Sandhills Region +6.7%
 - Northeast Region +7.1%
 - Southeast Region +6.9%
- **Room Supply** is up in seven of the prosperity zones year-to-date through November, particularly in the Western and North Central regions.
 - Western Region +3.2%
 - Northwest Region +0.5%
 - Southwest Region +0.9%
 - Piedmont Triad Region +1.1%
 - North Central Region +3.0%
 - Sandhills Region +1.7%
 - Northeast Region -0.1%
 - Southeast Region +1.5%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through November, particularly in the Northwest, Southeast and Western regions.
 - Western Region +6.3%
 - Northwest Region +8.5%
 - Southwest Region +3.3%
 - Piedmont Triad Region +5.1%
 - North Central Region +4.5%
 - Sandhills Region +6.0%
 - Northeast Region +4.8%
 - Southeast Region +6.6%
- **Room Revenues** are up in each of the prosperity zones year-to-date through November. Revenues are up more than thirteen percent in the Western and Northwest regions.
 - Western Region +13.4%
 - Northwest Region +13.9%
 - Southwest Region +8.0%
 - Piedmont Triad Region +5.9%
 - North Central Region +8.6%
 - Sandhills Region +8.5%
 - Northeast Region +7.0%
 - Southeast Region +8.5%

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
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