

December 2016 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 5.1% statewide in December 2016 from December 2015.
 - US **occupancy** decreased 0.1% in December 2016 from December 2015.
 - South Atlantic states **occupancy** increased 1.1% in December 2016 from December 2015.
- December 2016 **room rates (ADR)** in North Carolina were up 2.8%.
 - **Room rates** in the US increased 2.4% from December 2015.
 - **Room rates** in the South Atlantic states increased 0.3% from December 2015.
- Statewide, **RevPAR** was up 8.0% from December of 2015.
 - US **RevPAR** increased 2.3% from December 2015.
 - South Atlantic **RevPAR** increased 1.3% from December 2015.
- **Room Supply** increased by 1.7% in the state from December 2015 to December 2016.
 - US **room supply** increased 1.8% in December 2016.
 - South Atlantic **room supply** was up 1.4% from December 2015 to December 2016.
- **Room Demand** increased 6.9% in the state from December 2015 to December 2016.
 - **Room demand** in the US increased 1.7% in December 2016 from December 2015.
 - **Room demand** in the South Atlantic increased 2.5% in December 2016 from December 2015.
- North Carolina **room revenues** increased 9.8% in December 2016.
 - **Room revenues** in the US increased 4.2% from December 2015 to December 2016.
 - **Room revenues** in the South Atlantic increased 2.7% from December 2015 to December 2016.

Regional

- Seven of the eight prosperity zones of the state showed increases in **occupancy** rates for December 2016 from December 2015, particularly the Sandhills Region with twenty percent growth. It is estimated that the increase in occupancy can be partially attributed to hurricane recovery efforts. The Northwest Region had a nearly thirteen percent increase in occupancy.
 - Western Region +1.0%
 - Northwest Region +12.7%
 - Southwest Region -0.5%
 - Piedmont Triad Region +3.4%
 - North Central Region +4.7%
 - Sandhills Region +20.4%
 - Northeast Region +9.3%
 - Southeast Region +10.0%
- Each of the eight zones experienced increased **ADR** in December 2016 from December 2015. The Northwest and Western regions led the state in room rate growth.
 - Western Region +8.7%
 - Northwest Region +9.4%
 - Southwest Region +1.5%
 - Piedmont Triad Region +1.2%
 - North Central Region +0.2%
 - Sandhills Region +6.2%
 - Northeast Region +5.5%
 - Southeast Region +5.1%
- **RevPAR** was up in each of the eight prosperity zones of the state in December 2016. The Sandhills Region experienced the most growth with twenty-eight percent, followed by the Northwest Region with a twenty-three percent increase in RevPAR.
 - Western Region +9.7%
 - Northwest Region +23.2%
 - Southwest Region +1.0%
 - Piedmont Triad Region +4.6%
 - North Central Region +4.9%
 - Sandhills Region +27.9%
 - Northeast Region +15.3%
 - Southeast Region +15.7%
- **Room Supply** was up in seven of the eight of the regions of the state for December 2016 from December 2015, particularly in the Sandhills Region with more than three percent growth.
 - Western Region +1.3%
 - Northwest Region +1.7%
 - Southwest Region +2.9%
 - Piedmont Triad Region +1.9%
 - North Central Region +1.2%
 - Sandhills Region +3.4%
 - Northeast Region +0.8%
 - Southeast Region -0.1%
- **Room Demand** was up in each of the prosperity zones of the state in December 2016. The Sandhills Region led the state with twenty-four percent growth in demand, followed by the Northwest Region (+14.6 percent) and Northeast Region (+10.3 percent). Hurricane recovery is presumed to have played part in the Sandhills and Northeast demand growth.
 - Western Region +2.3%
 - Northwest Region +14.6%
 - Southwest Region +2.3%
 - Piedmont Triad Region +5.4%
 - North Central Region +5.9%
 - Sandhills Region +24.5%
 - Northeast Region +10.3%
 - Southeast Region +9.9%
- **Room Revenues** were up in each of the prosperity zones of the state for December 2016 from 2015. Five of the regions experienced double digit growth in revenues.
 - Western Region +11.2%
 - Northwest Region +25.3%
 - Southwest Region +3.8%
 - Piedmont Triad Region +6.6%
 - North Central Region +6.1%
 - Sandhills Region +32.2%
 - Northeast Region +16.3%
 - Southeast Region +15.6%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 3.4% statewide YTD (through December 2016).
 - The US **occupancy** is up 0.1% 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 3.6%.
 - The US **ADR** is up 3.1% in 2016 from 2015.
 - The South Atlantic states **ADR** is up 2.7% in 2016 from 2015.
- Statewide, **RevPAR** is up 7.2% year-to-date.
 - Nationally, **RevPAR** is also up 3.2% in 2016 from 2015.
 - The South Atlantic states **RevPAR** is up 3.8% in 2016 from 2015.
- **Room Supply** is up 1.6% in the state year-to-date.
 - Nationally, **room supply** is also up 1.6% in 2016 from 2015.
 - The South Atlantic states **room supply** is up 1.3% in 2016 from 2015.
- **Room Demand** is up 5.1% 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 8.9% year-to date.
 - Nationally, **room revenues** are also up 4.8% in 2016 from 2015.
 - The South Atlantic states **room revenues** are up 5.1% in 2016 from 2015.

Regional

- **Occupancy** in each of the eight prosperity zones of the state showed year-end growth, particularly in the Northwest Region.
 - Western Region +2.9%
 - Northwest Region +8.2%
 - Southwest Region +2.2%
 - Piedmont Triad Region +3.8%
 - North Central Region +1.7%
 - Sandhills Region +5.3%
 - Northeast Region +5.3%
 - Southeast Region +5.4%
- **ADR** in each of the prosperity zones was up through then end of 2016. The Western Region led the state in rate growth with nearly seven percent growth.
 - Western Region +6.8%
 - Northwest Region +5.2%
 - Southwest Region +4.3%
 - Piedmont Triad Region +0.8%
 - North Central Region +3.6%
 - Sandhills Region +2.6%
 - Northeast Region +2.2%
 - Southeast Region +1.9%
- **RevPAR** was up in each of the eight prosperity zones of the state for the calendar ending 2016.
 - Western Region +9.9%
 - Northwest Region +13.9%
 - Southwest Region +6.6%
 - Piedmont Triad Region +4.7%
 - North Central Region +5.4%
 - Sandhills Region +8.0%
 - Northeast Region +7.6%
 - Southeast Region +7.4%
- **Room Supply** was up in six of the prosperity zones in 2016, particularly in the Western and North Central regions.
 - Western Region +3.0%
 - Northwest Region +0.6%
 - Southwest Region +1.0%
 - Piedmont Triad Region +1.2%
 - North Central Region +2.8%
 - Sandhills Region +1.9%
 - Northeast Region -0.1%
 - Southeast Region +1.3%
- **Room Demand** was up each of the prosperity zones through year-end, particularly in the Northwest Region.
 - Western Region +6.0%
 - Northwest Region +8.9%
 - Southwest Region +3.2%
 - Piedmont Triad Region +5.0%
 - North Central Region +4.6%
 - Sandhills Region +7.3%
 - Northeast Region +5.2%
 - Southeast Region +6.8%
- **Room Revenues** were up in each of the prosperity zones in 2016. Revenues grew more than fourteen percent in the Northwest Region and more than thirteen percent in the Western Region.
 - Western Region +13.2%
 - Northwest Region +14.6%
 - Southwest Region +7.7%
 - Piedmont Triad Region +5.9%
 - North Central Region +8.4%
 - Sandhills Region +10.0%
 - Northeast Region +7.5%
 - Southeast Region +8.9%

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