

# June 2017 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** decreased 1.5% statewide in June 2017 from June 2016.
  - US **occupancy** increased 0.7% in June 2017 from June 2016.
  - South Atlantic states **occupancy** increased 1.3% in June 2017 from June 2016.
- June 2017 **room rates (ADR)** in North Carolina were up 3.0%.
  - **Room rates** in the US increased 2.1% from June 2016.
  - **Room rates** in the South Atlantic states increased 2.9% from June 2016.
- Statewide, **RevPAR** was up 1.5% from June of 2016.
  - US **RevPAR** increased 2.8% from June 2016.
  - South Atlantic **RevPAR** increased 4.3% from June 2016.
- **Room Supply** increased by 2.3% in the state from June 2016 to June 2017.
  - US **room supply** increased 1.9% in June 2017.
  - South Atlantic **room supply** was up 1.6% from June 2016 to June 2017.
- **Room Demand** increased 0.8% in the state from June 2016 to June 2017.
  - **Room demand** in the US increased 2.6% in June 2017 from June 2016.
  - **Room demand** in the South Atlantic increased 3.0% in June 2017 from June 2016.
- North Carolina **room revenues** increased 3.9% in June 2017.
  - **Room revenues** in the US increased 4.7% from June 2016 to June 2017.
  - **Room revenues** in the South Atlantic increased 6.0% from June 2016 to June 2017.

## Regional

- Three of the eight prosperity zones of the state showed increases in **occupancy** rates for June 2017 from June 2016, particularly the Piedmont Triad Region with five percent growth and the Sandhills Region with four percent growth.
  - Western Region -2.5%
  - Northwest Region -6.6%
  - Southwest Region -5.6%
  - Piedmont Triad Region +5.0%
  - North Central Region -0.5%
  - Sandhills Region +4.0%
  - Northeast Region +1.2%
  - Southeast Region -3.6%
- Each of the eight zones experienced increased **ADR** in June 2017 from June 2016. ADR in the Sandhills Region increased more than seven percent from last June and ADR in the Northeast Region increased five percent.
  - Western Region +3.9%
  - Northwest Region +2.4%
  - Southwest Region +2.6%
  - Piedmont Triad Region +3.7%
  - North Central Region +1.2%
  - Sandhills Region +7.4%
  - Northeast Region +5.0%
  - Southeast Region +3.7%
- **RevPAR** was up in five of the eight prosperity zones of the state for June 2017 from June 2016. The Sandhills Region RevPAR increased nearly twelve percent from last June and the Piedmont Triad Region RevPAR increased nearly nine percent.
  - Western Region +1.2%
  - Northwest Region -4.3%
  - Southwest Region -3.2%
  - Piedmont Triad Region +8.9%
  - North Central Region +0.7%
  - Sandhills Region +11.8%
  - Northeast Region +6.3%
  - Southeast Region 0.0%
- **Room Supply** was up in each of the eight of the regions of the state for June 2017 from June 2016, particularly in the Southwest Region.
  - Western Region +2.4%
  - Northwest Region +0.6%
  - Southwest Region +5.5%
  - Piedmont Triad Region +0.1%
  - North Central Region +2.1%
  - Sandhills Region +2.2%
  - Northeast Region +0.1%
  - Southeast Region +1.2%
- **Room Demand** was up in four of the prosperity zones of the state for June 2017 from 2016. The Sandhills Region led the state with six percent growth in demand, followed by the Piedmont Triad Region with five percent growth.
  - Western Region -0.2%
  - Northwest Region -6.0%
  - Southwest Region -0.5%
  - Piedmont Triad Region +5.1%
  - North Central Region +1.6%
  - Sandhills Region +6.3%
  - Northeast Region +1.3%
  - Southeast Region -2.5%
- **Room Revenues** were up in seven of the prosperity zones of the state for June 2017 from 2016. The Sandhills Region had more than fourteen percent growth in revenues, while the Piedmont Triad Region had nearly nine percent growth.
  - Western Region +3.6%
  - Northwest Region -3.7%
  - Southwest Region +2.1%
  - Piedmont Triad Region +8.9%
  - North Central Region +2.9%
  - Sandhills Region +14.2%
  - Northeast Region +6.4%
  - Southeast Region +1.2%

## Year-To-Date (through June 2017) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 0.6% statewide YTD (through June) 2017.
  - The US **occupancy** is up 0.7% in 2017 from 2016.
  - The South Atlantic states **occupancy** is up 1.4% in 2017 from 2016.
- YTD **room rates (ADR)** in North Carolina are up 2.6%.
  - The US **ADR** is up 2.3% in 2017 from 2016.
  - The South Atlantic states **ADR** is up 2.6% in 2017 from 2016.
- Statewide, **RevPAR** is up 2.1% year-to-date.
  - Nationally, **RevPAR** is also up 3.0% in 2017 from 2016.
  - The South Atlantic states **RevPAR** is up 4.1% in 2017 from 2016.
- **Room Supply** is up 2.2% in the state year-to-date.
  - Nationally, **room supply** is also up 1.8% in 2017 from 2016.
  - The South Atlantic states **room supply** is up 1.5% in 2017 from 2016.
- **Room Demand** is up 1.6% in the state year-to-date.
  - Nationally, **room demand** is also up 2.5% in 2017 from 2016.
  - The South Atlantic states **room demand** is up 2.9% in 2017 from 2016.
- North Carolina **room revenues** are up 4.3% year-to date.
  - Nationally, **room revenues** are also up 4.9% in 2017 from 2016.
  - The South Atlantic states **room revenues** are up 5.6% in 2017 from 2016.

### Regional

- **Occupancy** in four of the eight prosperity zones of the state is up year-to-date (through June).
  - Western Region -3.7%
  - Northwest Region -2.3%
  - Southwest Region -4.1%
  - Piedmont Triad Region +1.7%
  - North Central Region +1.4%
  - Sandhills Region +4.2%
  - Northeast Region +2.4%
  - Southeast Region -0.9%
- **ADR** in each of the eight prosperity zones is up year-to-date through June.
  - Western Region +3.7%
  - Northwest Region +1.0%
  - Southwest Region +2.9%
  - Piedmont Triad Region +1.5%
  - North Central Region +1.3%
  - Sandhills Region +3.8%
  - Northeast Region +4.4%
  - Southeast Region +5.0%
- **RevPAR** is up year-to-date in five of the eight prosperity zones of the state.
  - Western Region -0.2%
  - Northwest Region -1.3%
  - Southwest Region -1.3%
  - Piedmont Triad Region +3.2%
  - North Central Region +2.8%
  - Sandhills Region +8.2%
  - Northeast Region +7.0%
  - Southeast Region +4.1%
- **Room Supply** is up in each of the prosperity zones year-to-date through June, particularly in the Southwest and Sandhills regions.
  - Western Region +2.4%
  - Northwest Region +0.6%
  - Southwest Region +4.5%
  - Piedmont Triad Region +1.2%
  - North Central Region +1.9%
  - Sandhills Region +2.7%
  - Northeast Region +0.1%
  - Southeast Region +0.5%
- **Room Demand** is up five of the prosperity zones of the state year-to-date through June, particularly in the Sandhills Region.
  - Western Region -1.4%
  - Northwest Region -1.6%
  - Southwest Region +0.2%
  - Piedmont Triad Region +2.9%
  - North Central Region +3.4%
  - Sandhills Region +7.1%
  - Northeast Region +2.5%
  - Southeast Region -0.3%
- **Room Revenues** are up in seven of the prosperity zones year-to-date through June. Revenues in the Sandhills Region are up more than eleven percent, followed by the Northeast Region with growth of seven percent.
  - Western Region +2.2%
  - Northwest Region -0.7%
  - Southwest Region +3.2%
  - Piedmont Triad Region +4.5%
  - North Central Region +4.7%
  - Sandhills Region +11.2%
  - Northeast Region +7.1%
  - 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 -	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