

August 2017 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** decreased 1.4% statewide in August 2017 from August 2016.
 - US **occupancy** increased 0.9% in August 2017 from August 2016.
 - South Atlantic states **occupancy** increased 1.2% in August 2017 from August 2016.
- August 2017 **room rates (ADR)** in North Carolina were up 4.2%.
 - **Room rates** in the US increased 1.6% from August 2016.
 - **Room rates** in the South Atlantic states increased 2.1% from August 2016.
- Statewide, **RevPAR** was up 2.8% from August of 2016.
 - US **RevPAR** increased 2.5% from August 2016.
 - South Atlantic **RevPAR** increased 3.3% from August 2016.
- **Room Supply** increased by 2.6% in the state from August 2016 to August 2017.
 - US **room supply** increased 1.9% in August 2017.
 - South Atlantic **room supply** was up 1.7% from August 2016 to August 2017.
- **Room Demand** increased 1.2% in the state from August 2016 to August 2017.
 - **Room demand** in the US increased 2.8% in August 2017 from August 2016.
 - **Room demand** in the South Atlantic increased 2.8% in August 2017 from August 2016.
- North Carolina **room revenues** increased 5.4% in August 2017.
 - **Room revenues** in the US increased 4.4% from August 2016 to August 2017.
 - **Room revenues** in the South Atlantic increased 5.0% from August 2016 to August 2017.

Regional

- Of the eight regions, only the Piedmont Triad Region showed an increase in **occupancy** rates for August 2017 from August 2016, with less than three percent growth in the indicator.
 - Western Region -0.7%
 - Northwest Region -5.2%
 - Southwest Region -1.0%
 - Piedmont Triad Region +2.6%
 - North Central Region -0.8%
 - Sandhills Region -4.7%
 - Northeast Region -3.3%
 - Southeast Region -4.0%
- Six of the eight zones experienced increased **ADR** in August 2017 from August 2016. ADR in the Southwest Region increased more than eight percent from last August and ADR in the Piedmont Triad Region increased six percent.
 - Western Region +3.6%
 - Northwest Region 0.0%
 - Southwest Region +8.3%
 - Piedmont Triad Region +6.0%
 - North Central Region +1.9%
 - Sandhills Region +4.2%
 - Northeast Region -0.4%
 - Southeast Region +2.5%
- **RevPAR** was up in four of the eight prosperity zones of the state for August 2017 from August 2016.
 - Western Region +3.0%
 - Northwest Region -5.3%
 - Southwest Region +7.2%
 - Piedmont Triad Region +8.7%
 - North Central Region +1.1%
 - Sandhills Region -0.7%
 - Northeast Region -3.7%
 - Southeast Region -1.6%
- **Room Supply** was up in each of the eight of the regions of the state for August 2017 from August 2016, particularly in the Southwest and Western regions.
 - Western Region +3.0%
 - Northwest Region +0.6%
 - Southwest Region +4.7%
 - Piedmont Triad Region +0.6%
 - North Central Region +2.9%
 - Sandhills Region +2.8%
 - Northeast Region +0.8%
 - Southeast Region +1.4%
- **Room Demand** was up in four of the prosperity zones of the state for August 2017 from 2016. The Southwest Region led the state with nearly four percent growth in demand, followed by the Piedmont Triad Region with three percent growth.
 - Western Region +2.3%
 - Northwest Region -4.6%
 - Southwest Region +3.7%
 - Piedmont Triad Region +3.2%
 - North Central Region +2.1%
 - Sandhills Region -2.1%
 - Northeast Region -2.5%
 - Southeast Region -2.7%
- **Room Revenues** were up in five of the prosperity zones of the state for August 2017 from 2016. The Southwest Region had twelve percent growth in revenues, while the Piedmont Triad Region had nine percent growth.
 - Western Region +6.0%
 - Northwest Region -4.7%
 - Southwest Region +12.3%
 - Piedmont Triad Region +9.3%
 - North Central Region +4.1%
 - Sandhills Region +2.0%
 - Northeast Region -2.9%
 - Southeast Region -0.3%

Year-To-Date (through August 2017) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 0.9% statewide YTD (through August) 2017.
 - The US **occupancy** is up 0.5% in 2017 from 2016.
 - The South Atlantic states **occupancy** is up 1.1% in 2017 from 2016.
- YTD **room rates (ADR)** in North Carolina are up 2.8%.
 - The US **ADR** is up 2.1% in 2017 from 2016.
 - The South Atlantic states **ADR** is up 2.5% in 2017 from 2016.
- Statewide, **RevPAR** is up 1.8% year-to-date.
 - Nationally, **RevPAR** is also up 2.7% in 2017 from 2016.
 - The South Atlantic states **RevPAR** is up 3.7% in 2017 from 2016.
- **Room Supply** is up 2.3% 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 1.3% in the state year-to-date.
 - Nationally, **room demand** is also up 2.4% in 2017 from 2016.
 - The South Atlantic states **room demand** is up 2.7% in 2017 from 2016.
- North Carolina **room revenues** are up 4.1% year-to date.
 - Nationally, **room revenues** are also up 4.5% in 2017 from 2016.
 - The South Atlantic states **room revenues** are up 5.3% in 2017 from 2016.

Regional

- **Occupancy** in four of the eight prosperity zones of the state is up year-to-date (through August).
 - Western Region -3.0%
 - Northwest Region -3.2%
 - Southwest Region -3.9%
 - Piedmont Triad Region +1.4%
 - North Central Region +1.0%
 - Sandhills Region +2.1%
 - Northeast Region +1.0%
 - Southeast Region -1.6%
- **ADR** in each of the eight prosperity zones is up year-to-date through August.
 - Western Region +3.1%
 - Northwest Region +0.6%
 - Southwest Region +3.6%
 - Piedmont Triad Region +2.3%
 - North Central Region +1.4%
 - Sandhills Region +4.1%
 - Northeast Region +2.9%
 - Southeast Region +4.5%
- **RevPAR** is up year-to-date in five of the eight prosperity zones of the state.
 - Western Region 0.0%
 - Northwest Region -2.6%
 - Southwest Region -0.4%
 - Piedmont Triad Region +3.7%
 - North Central Region +2.3%
 - Sandhills Region +6.2%
 - Northeast Region +4.0%
 - Southeast Region +2.8%
- **Room Supply** is up in each of the prosperity zones year-to-date through August, particularly in the Southwest Region.
 - Western Region +2.5%
 - Northwest Region +0.6%
 - Southwest Region +4.6%
 - Piedmont Triad Region +1.0%
 - North Central Region +2.1%
 - Sandhills Region +2.7%
 - Northeast Region +0.3%
 - Southeast Region +0.7%
- **Room Demand** is up five of the prosperity zones of the state year-to-date through August, particularly in the Sandhills Region.
 - Western Region -0.5%
 - Northwest Region -2.6%
 - Southwest Region +0.6%
 - Piedmont Triad Region +2.4%
 - North Central Region +3.1%
 - Sandhills Region +4.8%
 - Northeast Region +1.3%
 - Southeast Region -0.9%
- **Room Revenues** are up in seven of the prosperity zones year-to-date through August. Revenues in the Sandhills Region are up nine percent, followed by the Piedmont Triad Region with growth of nearly five percent.
 - Western Region +2.6%
 - Northwest Region -1.9%
 - Southwest Region +4.2%
 - Piedmont Triad Region +4.8%
 - North Central Region +4.5%
 - Sandhills Region +9.1%
 - Northeast Region +4.3%
 - Southeast Region +3.6%

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