

April 2018 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** increased 0.6% statewide in April 2018 from April 2017 (two-year change, -2.9%).
 - US **occupancy** increased 0.9% in April 2018 from April 2017 (two-year change, 0.0%).
 - South Atlantic states **occupancy decreased** 0.4% in April 2018 from April 2017 (two-year change, +0.6%).
- April 2018 **room rates (ADR)** in North Carolina were up 2.9% (two-year change, +4.6%).
 - **Room rates** in the US increased 3.3% from April 2017 (two-year change, +5.7%).
 - **Room rates** in the South Atlantic states increased 2.8% from April 2017 (two-year change, +6.7%)
- Statewide, **RevPAR** was up 3.5% from April of 2017 (two-year change, +1.6%).
 - US **RevPAR** increased 4.2% from April 2017 (two-year change, +5.6%).
 - South Atlantic **RevPAR** increased 2.5% from March 2016 (two-year change, 7.4%).
- **Room Supply** increased by 2.6% in the state from April 2017 to April 2018 (two-year change +4.9%).
 - US **room supply** increased 2.1% in April 2018 (two-year change, +3.8%).
 - South Atlantic **room supply** was up 1.6% from April 2017 to April 2018 (two-year change, 3.1%).
- **Room Demand** increased 3.2% in the state from April 2017 to April 2018 (two-year change +1.9%).
 - **Room demand** in the US increased 3.0% in April 2018 from April 2017 (two-year change, 3.8%).
 - **Room demand** in the South Atlantic increased 1.2% in April 2017 from April 2016 (two-year change, 3.7%).
- North Carolina **room revenues** increased 6.2% in April 2018 (two-year change +6.6%).
 - **Room revenues** in the US increased 6.4% from April 2017 to April 2018 (two-year change, 9.7%).
 - **Room revenues** in the South Atlantic increased 4.1% from April 2017 to April 2018 (two-year change, 10.7%).

Regional

- Four of the regions posted gains in **occupancy** rates in April 2018 from 2017, particularly the Southwest and Piedmont Triad regions. Continued supply growth both regionally and statewide continue to affect occupancy. Two-year percent change can be found in parentheses.
 - Western Region -1.8% (-8.3%) ○ Piedmont Triad Region +3.2% (-0.5%) ○ Northeast Region -3.6% (+1.6%)
 - Northwest Region +0.9% (-3.1%) ○ North Central Region +1.5% (+0.5%) ○ Southeast Region -3.8% (-2.7%)
 - Southwest Region +3.3% (-5.9%) ○ Sandhills Region -1.9% (-4.5%)
- Six of the eight zones experienced increased **ADR** in April 2018 from April 2017. The Sandhills, Southwest and Piedmont Triad regions led the state in ADR growth in April with nearly five percent growth. Two-year percent change can be found in parentheses.
 - Western Region +1.6% (+3.1%) ○ Piedmont Triad Region +4.7% (+6.9%) ○ Northeast Region -1.9% (+3.2%)
 - Northwest Region +0.8% (+1.7%) ○ North Central Region +2.7% (+3.3%) ○ Southeast Region -1.4% (+3.9%)
 - Southwest Region +4.7% (+6.1%) ○ Sandhills Region +4.8% (+5.4%)
- **RevPAR** was up in five of the regions for April 2018 from April 2017. Two-year percent changes can be found in parentheses.
 - Western Region -0.2% (-5.5%) ○ Piedmont Triad Region +8.1% (+6.4%) ○ Northeast Region -5.4% (+4.8%)
 - Northwest Region +1.7% (-1.5%) ○ North Central Region +4.2% (+3.9%) ○ Southeast Region -5.2% (+1.2%)
 - Southwest Region +8.2% (-0.1%) ○ Sandhills Region +2.8% (+0.7%)
- **Room Supply** was up in seven of the eight regions of the state in April 2018 from April 2017, particularly in the Western, North Central and Southwest regions.
 - Western Region +4.5% (+6.8%) ○ Piedmont Triad Region +1.5% (+2.3%) ○ Northeast Region +2.0% (+1.8%)
 - Northwest Region 0.0% (+0.6%) ○ North Central Region +3.7% (+5.3%) ○ Southeast Region +1.9% (+2.9%)
 - Southwest Region +2.4% (+8.1%) ○ Sandhills Region +2.0% (+5.0%)
- **Room Demand** was up in five of the regions for April 2018 from 2017, with the Southwest Region posting a nearly six percent growth from last April. The two-year change for each region is shown in parentheses.
 - Western Region +2.6% (-2.1%) ○ Piedmont Triad Region +4.8% (+1.9%) ○ Northeast Region -1.7% (+3.4%)
 - Northwest Region +0.9% (-2.5%) ○ North Central Region +5.3% (+5.8%) ○ Southeast Region -2.0% (+0.1%)
 - Southwest Region +5.7% (+1.7%) ○ Sandhills Region 0.0% (+0.4%)
- **Room Revenues** were up in six of the prosperity zones of the state for April 2018 from 2017. The Southwest Region had nearly eleven percent growth and the Piedmont Triad Region had nearly ten percent growth in revenues. Two-year change shows positive revenue growth for seven of the regions (in parentheses).
 - Western Region +4.3% (+0.9%) ○ Piedmont Triad Region +9.7% (+8.9%) ○ Northeast Region -3.5% (+6.7%)
 - Northwest Region +1.7% (-0.9%) ○ North Central Region +8.1% (+9.4%) ○ Southeast Region -3.4% (+4.1%)
 - Southwest Region +10.7% (+8.0%) ○ Sandhills Region +4.8% (+5.8%)

Year-To-Date (through April 2018) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 1.6% statewide YTD (through April) 2018 (two-year change, -1.7%).
 - The US **occupancy** is up 0.9% in 2018 from 2017 (two-year change, +1.2%).
 - The South Atlantic states **occupancy** is up 0.3% in 2018 from 2017 (two-year change, +1.5%).
- YTD **room rates (ADR)** in North Carolina are up 2.7% (two-year change, +4.9%).
 - The US **ADR** is up 2.7% in 2018 from 2017 (two-year change, +5.2%).
 - The South Atlantic states **ADR** is up 3.5% in 2018 from 2017 (two-year change, +6.1%).
- Statewide, **RevPAR** is up 1.1% year-to-date (two-year change +3.1%).
 - Nationally, **RevPAR** is also up 3.7% in 2018 from 2017 (two-year change, +6.5%).
 - The South Atlantic states **RevPAR** is up 3.8% in 2018 from 2017 (two-year change, +7.8%).
- **Room Supply** is up 2.9% in the state year-to-date (two-year change, +5.2%).
 - Nationally, **room supply** is also up 2.0% in 2018 from 2017 (two-year change, +3.8%).
 - The South Atlantic states **room supply** is up 1.6% in 2018 from 2017 (two-year change, +3.0%).
- **Room Demand** is up 1.3% in the state year-to-date (two-year change, +3.4%).
 - Nationally, **room demand** is also up 3.0% in 2018 from 2017 (two-year change, +5.1%).
 - The South Atlantic states **room demand** is up 1.9% in 2018 from 2017 (two-year change, +4.6%).
- North Carolina **room revenues** are up 4.0% year-to date (two-year change, +8.5%).
 - Nationally, **room revenues** are also up 5.8% in 2018 from 2017 (two-year change, +10.6%).
 - The South Atlantic states **room revenues** are up 5.4% in 2017 from 2016 (two-year change, +11.1%).

Regional

- **Occupancy** in only the Northwest and Southwest regions is up year-to-date (through April), and only by less than two percent. For the two-year period, occupancy is up only three regions (in parentheses).
 - Western Region -1.6% (-6.7%) ○ Piedmont Triad Region -0.9% (+0.4%) ○ Northeast Region -3.4% (-1.0%)
 - Northwest Region +1.4% (+0.7%) ○ North Central Region -2.3% (+0.4%) ○ Southeast Region -3.8% (-3.9%)
 - Southwest Region +0.7% (-2.8%) ○ Sandhills Region -5.6% (-1.5%)
- **ADR** in each of the eight prosperity zones is up year-to-date through April.
 - Western Region +2.5% (+5.7%) ○ Piedmont Triad Region +4.5% (+5.4%) ○ Northeast Region +0.5% (+4.5%)
 - Northwest Region +1.5% (+1.8%) ○ North Central Region +2.2% (+3.3%) ○ Southeast Region +0.3% (+4.5%)
 - Southwest Region +2.9% (+5.8%) ○ Sandhills Region +2.0% (+4.8%)
- **RevPAR** is up year-to-date in four of the eight prosperity zones of the state.
 - Western Region +0.9% (-1.5%) ○ Piedmont Triad Region +3.6% (+5.8%) ○ Northeast Region -2.9% (+3.5%)
 - Northwest Region +3.0% (+2.4%) ○ North Central Region -0.2% (+3.7%) ○ Southeast Region -3.6% (+0.4%)
 - Southwest Region +3.6% (+2.9%) ○ Sandhills Region -3.7% (+3.2%)
- **Room Supply** is up in seven of the prosperity zones year-to-date through April, particularly in the Western Region. This region's supply of rooms has grown nearly nine percent in two years.
 - Western Region +5.1% (+8.6%) ○ Piedmont Triad Region +1.4% (+3.3%) ○ Northeast Region +1.7% (+1.8%)
 - Northwest Region 0.0% (+0.6%) ○ North Central Region +4.0% (+5.8%) ○ Southeast Region +2.4% (+2.6%)
 - Southwest Region +3.5% (+7.6%) ○ Sandhills Region +1.5% (+4.6%)
- **Room Demand** is up five of the prosperity zones of the state year-to-date through April. The Southwest Region demand is up four percent, and demand in the Western Region is up three percent. For the two-year period, room demand is up in six of the eight regions (in parentheses).
 - Western Region +3.4% (+1.3%) ○ Piedmont Triad Region +0.5% (+3.7%) ○ Northeast Region -1.8% (-0.8%)
 - Northwest Region +1.4% (+1.3%) ○ North Central Region +1.6% (+6.2%) ○ Southeast Region -1.5% (-1.5%)
 - Southwest Region +4.2% (+4.6%) ○ Sandhills Region -4.2% (+3.0%)
- **Room Revenues** are up in five of the prosperity zones year-to-date through April. Revenues in the Southwest Region are up seven percent, followed by the Western, Piedmont Triad and North Central regions.
 - Western Region +6.0% (+7.0%) ○ Piedmont Triad Region +5.1% (+9.3%) ○ Northeast Region -1.3% (+5.4%)
 - Northwest Region +2.9% (+3.1%) ○ North Central Region +3.8% (+9.7%) ○ Southeast Region -1.3% (+3.0%)
 - Southwest Region +7.2% (+10.7%) ○ Sandhills Region -2.2% (+8.0%)

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