

# January 2019 Monthly Lodging Report (Smith Travel Research)

## Statewide

- NC hotel/motel **occupancy** increased 8.9% statewide in January 2019 from January 2018 (two-year change, +5.7%).
  - US **occupancy** increased 0.7% in January 2019 from January 2018 (two-year change, +1.5%).
  - South Atlantic states **occupancy** increased 1.3% in January 2019 from January 2018 (two-year change, +0.9%).
- January 2019 **room rates (ADR)** in North Carolina were up 1.1% (two-year change, +4.7%).
  - **Room rates** in the US increased 0.8% from January 2018 (two-year change, +2.9%).
  - **Room rates** in the South Atlantic states increased 0.6% from January 2018 (two-year change, +1.9%)
- Statewide, **RevPAR** was up 10.1% from January of 2018 (two-year change, +10.7%).
  - US **RevPAR** increased 1.5% from January 2018 (two-year change, +4.4%).
  - South Atlantic **RevPAR** increased 1.9% from January 2018 (two-year change, 2.8%).
- **Room Supply** increased by 0.2% in the state from January 2018 to January 2019 (two-year change +3.1%).
  - US **room supply** increased 2.0% in January 2018 (two-year change, +3.8%).
  - South Atlantic **room supply** was up 2.1% from January 2018 to January 2019 (two-year change, 3.3%).
- **Room Demand** increased 9.1% in the state from January 2018 to January 2019 (two-year change +9.0%).
  - **Room demand** in the US increased 2.7% in January 2019 from January 2018 (two-year change, 5.3%).
  - **Room demand** in the South Atlantic increased 3.4% in January 2019 from January 2018 (two-year change, 4.3%).
- North Carolina **room revenues** increased 10.3% in January 2019 (two-year change +14.1%).
  - **Room revenues** in the US increased 3.6% from January 2018 to January 2019 (two-year change, 8.3%).
  - **Room revenues** in the South Atlantic increased 4.0% from January 2018 to January 2019 (two-year change, 6.3%).

## Regional

- Seven of the eight regions posted an increase in **occupancy** rates in January 2019 from 2018. Change for a two-year period is provided in parentheses in addition to the one-year change. The change in the Southeast Region can partially be explained by both a decrease in supply and increase in demand due to hurricane recover efforts.
  - Western Region +8.0% (+6.0%)      ○ Piedmont Triad Region +11.4% (+8.2%)      ○ Northeast Region +10.5% (+0.1%)
  - Northwest Region +1.2% (+6.9%)      ○ North Central Region +5.6% (+1.4%)      ○ Southeast Region +54.5% (+41.3%)
  - Southwest Region -2.1% (+1.1%)      ○ Sandhills Region +12.2% (-3.9%)
- Six of the eight zones experienced increased **ADR** in January 2019 from January 2018. ADR in the Southeast Region increased nearly fourteen percent from last January. Two-year percent change can be found in parentheses.
  - Western Region -2.8% (-1.0%)      ○ Piedmont Triad Region +1.8% (+5.7%)      ○ Northeast Region +5.2% (+5.9%)
  - Northwest Region +3.7% (+6.8%)      ○ North Central Region +1.9% (+4.7%)      ○ Southeast Region +13.6% (+14.0%)
  - Southwest Region -1.5% (+3.2%)      ○ Sandhills Region +6.8% (+4.9%)
- **RevPAR** was up in seven of the eight prosperity zones of the state for January 2019 from January 2018, particularly in the Southeast, Sandhills, Northeast and Piedmont Triad regions. Two-year percent change show increases in each region (in parentheses).
  - Western Region +5.0% (+4.9%)      ○ Piedmont Triad Region +13.4% (+14.4%)      ○ Northeast Region +16.3% (+6.0%)
  - Northwest Region +5.0% (+14.2%)      ○ North Central Region +7.6% (+6.2%)      ○ Southeast Region +75.5% (+61.0%)
  - Southwest Region -3.6% (+4.4%)      ○ Sandhills Region +19.8% (+0.8%)
- **Room Supply** was up in five of the eight of the regions of the state for January 2019 from January 2018, particularly in the Sandhills and Southwest regions. The Southeast Region supply is down more than ten percent due to the hurricane.
  - Western Region +0.3% (+5.9%)      ○ Piedmont Triad Region +0.4% (+1.5%)      ○ Northeast Region -0.2% (+1.3%)
  - Northwest Region 0.0% (-0.6%)      ○ North Central Region +1.5% (+5.6%)      ○ Southeast Region -10.5% (-8.6%)
  - Southwest Region +2.7% (+6.6%)      ○ Sandhills Region +2.8% (+4.2%)
- **Room Demand** was up in each of the prosperity zones of the state for January 2019 from 2018. Extremely high growth in the Southeast Region was likely primarily due to hurricane recovery efforts. However, The Sandhills, Piedmont Triad and Northeast regions also each had more than ten percent growth. The two-year change shows positive demand growth for each region (in parentheses).
  - Western Region +8.3% (+12.2%)      ○ Piedmont Triad Region +11.8% (+9.9%)      ○ Northeast Region +10.3% (+1.4%)
  - Northwest Region +1.2% (+6.2%)      ○ North Central Region +7.2% (+7.1%)      ○ Southeast Region +38.3% (+29.2%)
  - Southwest Region +0.5% (+7.7%)      ○ Sandhills Region +15.3% (+0.1%)
- **Room Revenues** were up in seven of the prosperity zones of the state for January 2019 from 2018, particularly the Southeast and Sandhills regions. Two-year change shows positive revenue growth for each of the eight regions (in parentheses).
  - Western Region +5.3% (+11.1%)      ○ Piedmont Triad Region +13.9% (+16.2%)      ○ Northeast Region +16.0% (+7.4%)
  - Northwest Region +4.9% (+13.5%)      ○ North Central Region +9.2% (+12.1%)      ○ Southeast Region +57.0% (+47.2%)
  - Southwest Region -1.0% (+11.2%)      ○ Sandhills Region +23.2% (+5.0%)

## 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