

April 2019 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** increased 3.0% statewide in April 2019 from April 2018 (two-year change, +3.5%).
 - US **occupancy** was up 0.3% in April 2019 from April 2018 (two-year change, +1.0%).
 - South Atlantic states **occupancy** increased 0.2% in April 2019 from March 2018 (two-year change, -0.4%).
- April 2019 **room rates (ADR)** in North Carolina were up 1.5% (two-year change, +4.4%).
 - **Room rates** in the US increased 0.9% from April 2018 (two-year change, +4.5%).
 - **Room rates** in the South Atlantic states increased 2.0% from April 2018 (two-year change, +5.0%)
- Statewide, **RevPAR** was up 4.5% from April of 2018 (two-year change, +8.1%).
 - US **RevPAR** increased 1.2% from April 2018 (two-year change, +5.5%).
 - South Atlantic **RevPAR** increased 2.1% from April 2018 (two-year change, +4.5%).
- **Room Supply** increased by 0.5% in the state from April 2018 to April 2019 (two-year change +2.9%).
 - US **room supply** increased 2.0% in April 2019 (two-year change, +3.8%).
 - South Atlantic **room supply** was up 2.0% from April 2018 to April 2019 (two-year change, +3.3%).
- **Room Demand** increased 3.5% in the state from April 2018 to April 2019 (two-year change +6.5%).
 - **Room demand** in the US increased 2.3% in April 2019 from April 2018 (two-year change, +4.8%).
 - **Room demand** in the South Atlantic increased 2.2% in April 2019 from April 2018 (two-year change, +2.8%).
- North Carolina **room revenues** increased 5.0% in April 2019 (two-year change +11.2%).
 - **Room revenues** in the US increased 3.2% from April 2018 to April 2019 (two-year change, +9.5%).
 - **Room revenues** in the South Atlantic increased 4.2% from April 2018 to April 2019 (two-year change, +7.9%).

Regional

- Six of the regions posted gains in **occupancy** rates in April 2019 from 2018. While hurricane recovery efforts continue to affect the Southeast Region, the Sandhills Region had nearly eight percent growth in occupancy and the Northwest and Northeast regions had five and four percent growth respectively.
 - Western Region +1.9% (-0.1%) ○ Piedmont Triad Region -0.2% (+3.0%) ○ Northeast Region +3.9% (-0.2%)
 - Northwest Region +4.7% (+5.7%) ○ North Central Region +3.0% (+4.4%) ○ Southeast Region +19.2% (+14.5%)
 - Southwest Region -2.8% (+0.4%) ○ Sandhills Region +7.9% (+5.7%)
- Seven of the eight zones experienced increased **ADR** in April 2019 from April 2018. The Southeast Region led the state in ADR growth in March with nearly nine percent growth. Two-year percent change can be found in parentheses.
 - Western Region +0.6% (+1.8%) ○ Piedmont Triad Region +0.3% (+5.0%) ○ Northeast Region +6.7% (+4.8%)
 - Northwest Region +4.6% (+6.0%) ○ North Central Region +2.3% (+4.8%) ○ Southeast Region +8.9% (+7.3%)
 - Southwest Region -1.8% (+3.0%) ○ Sandhills Region +2.6% (+7.7%)
- **RevPAR** was up in seven of the regions in April 2019 from April 2018. Two-year percent changes also show increases in each region (in parentheses).
 - Western Region +2.4% (+1.7%) ○ Piedmont Triad Region +0.1% (+8.2%) ○ Northeast Region +10.8% (+4.6%)
 - Northwest Region +9.5% (+12.0%) ○ North Central Region +5.4% (+9.4%) ○ Southeast Region +29.8% (+22.8%)
 - Southwest Region -4.6% (+3.4%) ○ Sandhills Region +10.7% (+13.8%)
- **Room Supply** was up in five of the eight regions of the state in April 2019 from April 2018, particularly in the Southwest Region with three percent growth. The Southeast Region is still down nine percent in room supply due to the hurricanes last fall.
 - Western Region +0.4% (+5.0%) ○ Piedmont Triad Region +1.3% (+2.9%) ○ Northeast Region -1.2% (+0.8%)
 - Northwest Region +1.3% (+0.7%) ○ North Central Region +2.0% (+5.5%) ○ Southeast Region -9.4% (-8.0%)
 - Southwest Region +3.2% (+5.2%) ○ Sandhills Region +1.6% (+4.0%)
- **Room Demand** was up in each of the regions in April 2019 from 2018. The Southeast Region demand was up eight percent, in part due to ongoing hurricane recovery efforts, but likely due to Easter and spring breaks during the month. The Sandhills Region had nearly ten percent demand growth in April and the Northwest Region had six percent growth. The two-year change for each region is shown in parentheses.
 - Western Region +2.3% (+4.8%) ○ Piedmont Triad Region +1.2% (+6.0%) ○ Northeast Region +2.6% (+0.6%)
 - Northwest Region +6.0% (+6.4%) ○ North Central Region +5.1% (+10.1%) ○ Southeast Region +8.0% (+5.3%)
 - Southwest Region +0.3% (+5.7%) ○ Sandhills Region +9.7% (+10.0%)
- **Room Revenues** were up in seven of the prosperity zones of the state for April 2019 from 2018, with three of them posting double-digit gains. Each region also shows strong two-year growth (in parentheses).
 - Western Region +2.9% (+6.7%) ○ Piedmont Triad Region +1.4% (+11.3%) ○ Northeast Region +9.5% (+5.5%)
 - Northwest Region +10.9% (+12.7%) ○ North Central Region +7.5% (+15.5%) ○ Southeast Region +17.6% (+13.0%)
 - Southwest Region -1.5% (+8.8%) ○ Sandhills Region +12.5% (+18.4%)

Year-To-Date (through April 2019) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 6.3% statewide YTD (through April) 2019 (two-year change, +4.7%).
 - The US **occupancy** is up 0.3% in 2019 from 2018 (two-year change, +1.3%).
 - The South Atlantic states **occupancy** is up 0.7% in 2019 from 2018 (two-year change, +1.0%).
- YTD **room rates (ADR)** in North Carolina are up 2.9% (two-year change, +5.7%).
 - The US **ADR** is up 1.0% in 2019 from 2018 (two-year change, +3.9%).
 - The South Atlantic states **ADR** is up 1.7% in 2019 from 2018 (two-year change, +5.1%).
- Statewide, **RevPAR** is up 9.3% year-to-date (two-year change +10.6%).
 - Nationally, **RevPAR** is also up 1.4% in 2019 from 2018 (two-year change, +5.2%).
 - The South Atlantic states **RevPAR** is up 2.4% in 2019 from 2018 (two-year change, +6.2%).
- **Room Supply** is up 0.4% in the state year-to-date (two-year change, +3.1%).
 - Nationally, **room supply** is also up 2.0% in 2019 from 2018 (two-year change, +3.8%).
 - The South Atlantic states **room supply** is up 2.0% in 2019 from 2018 (two-year change, +3.3%).
- **Room Demand** is up 6.7% in the state year-to-date (two-year change, +7.9%).
 - Nationally, **room demand** is also up 2.4% in 2019 from 2018 (two-year change, +5.0%).
 - The South Atlantic states **room demand** is up 2.7% in 2019 from 2018 (two-year change, +4.3%).
- North Carolina **room revenues** are up 9.8% year-to date (two-year change, +14.0%).
 - Nationally, **room revenues** are also up 3.4% in 2019 from 2018 (two-year change, +9.2%).
 - The South Atlantic states **room revenues** are up 4.5% in 2019 from 2018 (two-year change, +9.7%).

Regional

- **Occupancy** is up year-to-date in seven of the eight regions (through April). The Southwest Region has a slight decline in occupancy from last year, likely due in part to increased supply in that region. For the two-year period, occupancy is up in all eight regions (in parentheses).
 - Western Region +6.1% (+4.4%) ○ Piedmont Triad Region +5.2% (+4.4%) ○ Northeast Region +5.1% (+1.0%)
 - Northwest Region +3.7% (+5.1%) ○ North Central Region +5.4% (+2.9%) ○ Southeast Region +30.6% (+25.6%)
 - Southwest Region -0.8% (+0.3%) ○ Sandhills Region +9.1% (+3.1%)
- **ADR** in seven of the eight prosperity zones is up year-to-date through April. Western Region ADR is down less than one percent year-to-date through April.
 - Western Region -0.8% (+1.6%) ○ Piedmont Triad Region +1.7% (+6.3%) ○ Northeast Region +5.3% (+6.1%)
 - Northwest Region +4.4% (+6.3%) ○ North Central Region +2.7% (+4.7%) ○ Southeast Region +10.8% (+11.2%)
 - Southwest Region +2.4% (+5.4%) ○ Sandhills Region +4.7% (+7.0%)
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
 - Western Region +5.2% (+6.1%) ○ Piedmont Triad Region +7.0% (+10.9%) ○ Northeast Region +10.6% (+7.1%)
 - Northwest Region +8.3% (+11.7%) ○ North Central Region +8.2% (+7.8%) ○ Southeast Region +44.7% (+39.6%)
 - Southwest Region +1.6% (+5.8%) ○ Sandhills Region +14.2% (+10.3%)
- **Room Supply** is up in six of the prosperity zones year-to-date through April, particularly in the Southwest and Sandhills regions. The Southwest Region room supply is up more than six percent over the last two years.
 - Western Region +0.4% (+5.5%) ○ Piedmont Triad Region +0.7% (+2.1%) ○ Northeast Region -0.6% (+1.1%)
 - Northwest Region +0.6% (0.0%) ○ North Central Region +1.7% (+5.5%) ○ Southeast Region -10.0% (-8.2%)
 - Southwest Region +3.2% (+6.1%) ○ Sandhills Region +2.2% (+4.1%)
- **Room Demand** is up each of the prosperity zones of the state year-to-date through April. The Southeast Region demand is up nearly eighteen percent, in part due to hurricane recovery efforts. However, the Sandhills Region demand is up nearly twelve percent and the Western Region demand is up more than six percent. For the two-year period, room demand is up in each of the eight regions (in parentheses).
 - Western Region +6.6% (+10.2%) ○ Piedmont Triad Region +6.0% (+6.6%) ○ Northeast Region +4.4% (+2.0%)
 - Northwest Region +4.3% (+5.2%) ○ North Central Region +7.1% (+8.5%) ○ Southeast Region +17.6% (+15.3%)
 - Southwest Region +2.4% (+6.5%) ○ Sandhills Region +11.5% (+7.4%)
- **Room Revenues** are up in each of the prosperity zones year-to-date through April. Revenues in the Southeast Region are up more than thirty percent, followed by the Sandhills, North Central, Piedmont Triad and Northeast regions.
 - Western Region +5.7% (+11.9%) ○ Piedmont Triad Region +7.8% (+13.3%) ○ Northeast Region +10.0% (+8.2%)
 - Northwest Region +9.0% (+11.8%) ○ North Central Region +10.1% (+13.7%) ○ Southeast Region +30.3% (+28.2%)
 - Southwest Region +4.8% (+12.3%) ○ Sandhills Region +16.8% (+14.9%)

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