

June 2019 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** increased 0.7% June in June 2019 from June 2018 (two-year change, +2.7%)
 - US **occupancy** was down 1.3% in June 2019 from June 2018 (two-year change, +0.3%).
 - South Atlantic states **occupancy** decreased 2.4% in June 2019 from June 2018 (two-year change, +0.3%).
- June 2019 **room rates (ADR)** in North Carolina were up 2.4% (two-year change, +4.3%).
 - **Room rates** in the US increased 0.9% from June 2018 (two-year change, +4.3%).
 - **Room rates** in the South Atlantic states increased 0.7% from June 2018 (two-year change, +4.6%).
- Statewide, **RevPAR** was up 3.1% from June of 2018 (two-year change, +7.1%).
 - US **RevPAR** decreased 0.4% from June 2018 (two-year change, +4.6%).
 - South Atlantic **RevPAR** decreased 1.7% from June 2018 (two-year change, +4.9%).
- **Room Supply** increased by 0.7% in the state from June 2018 to June 2019 (two-year change +3.1%).
 - US **room supply** increased 1.9% in June 2019 (two-year change, +3.7%).
 - South Atlantic **room supply** was up 1.9% from June 2018 to June 2019 (two-year change, +3.2%).
- **Room Demand** increased 1.4% in the state from June 2018 to June 2019 (two-year change +5.8%).
 - **Room demand** in the US increased 0.6% in June 2019 from June 2018 (two-year change, +4.0%).
 - **Room demand** in the South Atlantic decreased 0.5% in June 2019 from June 2018 (two-year change, +3.5%).
- North Carolina **room revenues** increased 3.9% in June 2019 (two-year change +10.4%).
 - **Room revenues** in the US increased 1.5% from June 2018 to June 2019 (two-year change, +8.5%).
 - **Room revenues** in the South Atlantic increased 0.2% from June 2018 to June 2019 (two-year change, +8.3%).

Regional

- Only three of the regions posted gains in **occupancy** rates in June 2019 from 2018. While hurricane recovery efforts continue to affect the Southeast Region, the Sandhills Region had more than seven percent growth in occupancy and the Sandhills Region had nearly five percent growth.
 - Western Region -1.7% (+0.7%)
 - Piedmont Triad Region -1.7% (-3.4%)
 - Northeast Region -1.8% (+3.6%)
 - Northwest Region -8.9% (-2.1%)
 - North Central Region +3.1% (+6.6%)
 - Southeast Region +7.6% (+13.0%)
 - Southwest Region -0.3% (+0.9%)
 - Sandhills Region +4.6% (-0.7%)
- Six of the eight zones experienced increased **ADR** in June 2019 from June 2018. The Southeast Region led the state in ADR growth in June with nearly nine percent growth, followed by the Sandhills Region with nearly seven percent growth. Two-year percent change can be found in parentheses.
 - Western Region -0.1% (+3.4%)
 - Piedmont Triad Region -1.6% (+0.7%)
 - Northeast Region +1.7% (+1.9%)
 - Northwest Region +1.0% (+2.6%)
 - North Central Region +2.1% (+5.5%)
 - Southeast Region +8.6% (+11.4%)
 - Southwest Region +3.3% (+2.3%)
 - Sandhills Region +6.8% (+6.1%)
- **RevPAR** was up in four of the regions in June 2019 from June 2018. Two-year percent changes also show increases in each region (in parentheses).
 - Western Region -1.8% (+4.1%)
 - Piedmont Triad Region -3.2% (-2.7%)
 - Northeast Region -0.1% (+5.5%)
 - Northwest Region -8.0% (+0.4%)
 - North Central Region +5.3% (+12.5%)
 - Southeast Region +16.8% (+25.9%)
 - Southwest Region +2.9% (+3.2%)
 - Sandhills Region +11.6% (+5.3%)
- **Room Supply** was up in six of the eight regions of the state in June 2019 from June 2018, particularly in the Southwest Region with three percent growth. The Southeast Region is still down seven percent in room supply due to the hurricanes last fall.
 - Western Region -0.3% (+4.0%)
 - Piedmont Triad Region +2.0% (+2.9%)
 - Northeast Region +0.3% (+1.5%)
 - Northwest Region +1.2% (+1.2%)
 - North Central Region +1.4% (+4.4%)
 - Southeast Region -7.0% (-4.8%)
 - Southwest Region +3.0% (+5.3%)
 - Sandhills Region +1.5% (+5.0%)
- **Room Demand** was up in four of the regions in June 2019 from 2018. The Sandhills Region demand was up six percent and the North Central Region was up more than four percent in June. The two-year change for each region is shown in parentheses.
 - Western Region -2.0% (+4.7%)
 - Piedmont Triad Region +0.3% (-0.6%)
 - Northeast Region -1.5% (+5.2%)
 - Northwest Region -7.8% (-1.0%)
 - North Central Region +4.5% (+11.2%)
 - Southeast Region 0.0% (+7.6%)
 - Southwest Region +2.7% (+6.3%)
 - Sandhills Region +6.2% (+4.2%)
- **Room Revenues** were up in five of the prosperity zones of the state for June 2019 from 2018, with the Sandhills Region posting a double-digit gain of thirteen percent. The Southeast Region had nearly nine percent growth and the North Central Region had nearly seven percent growth. Each region also shows strong two-year growth (in parentheses).
 - Western Region -2.1% (+8.2%)
 - Piedmont Triad Region -1.3% (+0.1%)
 - Northeast Region +0.2% (+7.1%)
 - Northwest Region -6.9% (+1.6%)
 - North Central Region +6.7% (+17.4%)
 - Southeast Region +8.6% (+19.8%)
 - Southwest Region +6.0% (+8.7%)
 - Sandhills Region +13.3% (+10.5%)

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 5.0% statewide YTD (through June) 2019 (two-year change, +4.6%).
 - The US **occupancy** is up 0.1% in 2019 from 2018 (two-year change, +1.1%).
 - The South Atlantic states **occupancy** is up 0.3% in 2019 from 2018 (two-year change, +0.9%).
- YTD **room rates (ADR)** in North Carolina are up 2.8% (two-year change, +5.1%).
 - The US **ADR** is up 1.1% in 2019 from 2018 (two-year change, +4.1%).
 - The South Atlantic states **ADR** is up 1.6% in 2019 from 2018 (two-year change, +5.0%).
- Statewide, **RevPAR** is up 7.9% year-to-date (two-year change +9.9%).
 - Nationally, **RevPAR** is also up 1.2% in 2019 from 2018 (two-year change, +5.3%).
 - The South Atlantic states **RevPAR** is up 2.0% in 2019 from 2018 (two-year change, +6.0%).
- **Room Supply** is up 0.5% 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, +3.7%).
 - The South Atlantic states **room supply** is up 2.0% in 2019 from 2018 (two-year change, +3.3%).
- **Room Demand** is up 5.6% in the state year-to-date (two-year change, +7.8%).
 - Nationally, **room demand** is also up 2.1% in 2019 from 2018 (two-year change, +4.9%).
 - The South Atlantic states **room demand** is up 2.3% in 2019 from 2018 (two-year change, +4.2%).
- North Carolina **room revenues** are up 8.5% year-to date (two-year change, +13.3%).
 - Nationally, **room revenues** are also up 3.3% in 2019 from 2018 (two-year change, +9.2%).
 - The South Atlantic states **room revenues** are up 4.0% in 2019 from 2018 (two-year change, +9.4%).

Regional

- **Occupancy** is up year-to-date in six of the eight regions (through June). The Southeast Region still has large growth in occupancy due primarily to supply decreases due to the hurricane last fall. For the two-year period, occupancy is up in all eight regions (in parentheses).
 - Western Region +4.2% (+3.9%) ○ Piedmont Triad Region +3.6% (+2.9%) ○ Northeast Region +4.1% (+2.7%)
 - Northwest Region -0.1% (+3.5%) ○ North Central Region +5.0% (+4.3%) ○ Southeast Region +24.2% (+22.7%)
 - Southwest Region -1.0% (0.0%) ○ Sandhills Region +9.0% (+4.1%)
- **ADR** in seven of the eight prosperity zones is up year-to-date through June. Western Region ADR is nearly flat year-to-date through June.
 - Western Region -0.2% (+2.3%) ○ Piedmont Triad Region +1.3% (+5.1%) ○ Northeast Region +4.3% (+5.2%)
 - Northwest Region +3.4% (+5.1%) ○ North Central Region +2.5% (+4.8%) ○ Southeast Region +9.4% (+9.9%)
 - Southwest Region +2.2% (+4.0%) ○ Sandhills Region +5.9% (+7.6%)
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state.
 - Western Region +3.9% (+6.3%) ○ Piedmont Triad Region +4.9% (+8.2%) ○ Northeast Region +8.5% (+8.0%)
 - Northwest Region +3.3% (+8.8%) ○ North Central Region +7.6% (+9.3%) ○ Southeast Region +35.9% (+34.9%)
 - Southwest Region +1.1% (+4.0%) ○ Sandhills Region +15.4% (+12.0%)
- **Room Supply** is up in five of the prosperity zones year-to-date through June, particularly in the Southwest and Sandhills regions. The Southwest Region room supply is up six percent over the last two years.
 - Western Region -0.1% (+4.8%) ○ Piedmont Triad Region +1.1% (+2.4%) ○ Northeast Region -0.2% (+1.5%)
 - Northwest Region +0.8% (+0.3%) ○ North Central Region +1.6% (+5.1%) ○ Southeast Region -8.6% (-6.6%)
 - Southwest Region +3.2% (+5.9%) ○ Sandhills Region +2.0% (+4.3%)
- **Room Demand** is up each of the prosperity zones of the state year-to-date through June. The Southeast Region demand is up more than thirteen percent, in part due to hurricane recovery efforts. However, the Sandhills Region demand is up eleven percent and the North Central Region demand is up nearly seven percent. For the two-year period, room demand is up in each of the eight regions (in parentheses).
 - Western Region +4.1% (+8.8%) ○ Piedmont Triad Region +4.7% (+5.4%) ○ Northeast Region +3.8% (+4.2%)
 - Northwest Region +0.7% (+3.8%) ○ North Central Region +6.7% (+9.6%) ○ Southeast Region +13.6% (+14.6%)
 - Southwest Region +2.2% (+5.9%) ○ Sandhills Region +11.2% (+8.5%)
- **Room Revenues** are up in each of the prosperity zones year-to-date through June. Revenues in the Southeast Region are up twenty-four percent, followed by the Sandhills, North Central, Northeast, and Piedmont Triad regions.
 - Western Region +3.9% (+11.4%) ○ Piedmont Triad Region +6.1% (+10.8%) ○ Northeast Region +8.3% (+9.6%)
 - Northwest Region +4.1% (+9.2%) ○ North Central Region +9.4% (+14.9%) ○ Southeast Region +24.3% (+25.9%)
 - Southwest Region +4.4% (+10.1%) ○ Sandhills Region +17.7% (+16.8%)

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