

May 2020 Monthly Lodging Report (Smith Travel Research)

Statewide

- NC hotel/motel **occupancy** decreased 50.9% statewide in May 2020 from May 2019 (two-year change, -48.6%).
 - US **occupancy** decreased 51.7% in May 2020 from May 2019 (two-year change, -51.4%).
 - South Atlantic states **occupancy** decreased 51.2% in May 2020 from May 2019 (two-year change, -50.2%).
- May 2020 **room rates (ADR)** in North Carolina were down 33.5% (two-year change, -31.5%).
 - **Room rates** in the US decreased 39.9% from May 2019 (two-year change, -38.9%).
 - **Room rates** in the South Atlantic states decreased 35.9% from May 2019 (two-year change, -34.6%)
- Statewide, **RevPAR** was down 67.4% from May of 2019 (two-year change, -64.8%).
 - US **RevPAR** decreased 71.0% from May 2019 (two-year change, -70.3%).
 - South Atlantic **RevPAR** decreased 68.7% from May 2019 (two-year change, -67.4%).
- **Room Supply** decreased by 3.9% in the state from May 2019 to May 2020 (two-year change -3.2%).
 - US **room supply** decreased 11.2% in May 2020 (two-year change, -9.4%).
 - South Atlantic **room supply** was down 12.5% from May 2019 to May 2020 (two-year change, -10.8%).
- **Room Demand** decreased 52.8% in the state from May 2019 to May 2020 (two-year change -50.2%).
 - **Room demand** in the US decreased 57.2% in May 2020 from May 2019 (two-year change, -55.9%).
 - **Room demand** in the South Atlantic decreased 57.3% in May 2020 from May 2019 (two-year change, -55.6%).
- North Carolina **room revenues** decreased 68.6% in May 2020 (two-year change -65.9%).
 - **Room revenues** in the US decreased 74.2% from May 2019 to May 2020 (two-year change, -73.1%).
 - **Room revenues** in the South Atlantic decreased 72.6% from May 2019 to May 2020 (two-year change, -70.9%).

Regional, May 2020

- **Occupancy**
 - Western Region -63.8% (-61.9%)
 - Northwest Region -48.2% (-49.5%)
 - Southwest Region -53.8% (-55.1%)
 - Piedmont Triad Region -46.9% (-45.5%)
 - North Central Region -54.0% (-51.3%)
 - Sandhills Region -36.7% (-28.5%)
 - Northeast Region -43.8% (-40.0%)
 - Southeast Region -47.4% (-36.5%)
- **ADR**
 - Western Region -37.6% (-36.3%)
 - Northwest Region -21.9% (-19.7%)
 - Southwest Region -37.8% (-37.6%)
 - Piedmont Triad Region -32.7% (-31.8%)
 - North Central Region -38.6% (-37.4%)
 - Sandhills Region -26.5% (-19.8%)
 - Northeast Region -24.0% (-19.0%)
 - Southeast Region -23.5% (-15.8%)
- **RevPAR**
 - Western Region -77.4% (-75.7%)
 - Northwest Region -59.5% (-59.4%)
 - Southwest Region -71.3% (-72.0%)
 - Piedmont Triad Region -64.3% (-62.9%)
 - North Central Region -71.7% (-69.5%)
 - Sandhills Region -53.5% (-42.6%)
 - Northeast Region -57.3% (-51.4%)
 - Southeast Region -59.8% (-46.5%)
- **Room Supply**
 - Western Region -11.0% (-11.3%)
 - Northwest Region -5.7% (-4.5%)
 - Southwest Region -4.6% (-1.2%)
 - Piedmont Triad Region -0.4% (+1.5%)
 - North Central Region -7.7% (-6.2%)
 - Sandhills Region -2.1% (-0.5%)
 - Northeast Region -1.6% (-2.2%)
 - Southeast Region +7.3% (-1.0%)
- **Room Demand**
 - Western Region -67.8% (-66.2%)
 - Northwest Region -51.1% (-51.8%)
 - Southwest Region -55.9% (-55.6%)
 - Piedmont Triad Region -47.1% (-44.7%)
 - North Central Region 57.5% (-54.3%)
 - Sandhills Region -38.0% (-28.8%)
 - Northeast Region -44.6% (-41.4%)
 - Southeast Region -43.5% (-37.2%)
- **Room Revenues**
 - Western Region -79.9% (-78.4%)
 - Northwest Region -61.8% (-61.3%)
 - Southwest Region -72.6% (-72.3%)
 - Piedmont Triad Region -64.4% (-62.3%)
 - North Central Region -73.9% (-71.4%)
 - Sandhills Region -54.4% (-42.9%)
 - Northeast Region -57.9% (-52.5%)
 - Southeast Region -56.8% (-47.1%)

Year-To-Date (through May 2020) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is down 33.% statewide YTD (through May) 2020 (two-year change, -30.1%).
 - The US **occupancy** is down 32.7% in 2020 from 2019 (two-year change, -32.5%).
 - The South Atlantic states **occupancy** is down 32.2% in 2020 from 2019 (two-year change, -31.7%).
- YTD **room rates (ADR)** in North Carolina are down 13.9% (two-year change, -11.3%).
 - The US **ADR** is down 13.8% in 2020 from 2019 (two-year change, -12.9%).
 - The South Atlantic states **ADR** is down 11.5% in 2020 from 2019 (two-year change, -10.0%).
- Statewide, **RevPAR** is down 43.1% year-to-date (two-year change -38.0%).
 - Nationally, **RevPAR** is also down 42.0% in 2020 from 2019 (two-year change, -41.2%).
 - The South Atlantic states **RevPAR** is down 40.0% in 2020 from 2019 (two-year change, -38.5%).
- **Room Supply** is down 0.4% in the state year-to-date (two-year change, +0.0%).
 - Nationally, **room supply** is also down 3.7% in 2020 from 2019 (two-year change, -1.7%).
 - The South Atlantic states **room supply** is down 4.3% in 2020 from 2019 (two-year change, -2.4%).
- **Room Demand** is down 34.2% in the state year-to-date (two-year change, -30.1%).
 - Nationally, **room demand** is also down 35.2% in 2020 from 2019 (two-year change, -33.6%).
 - The South Atlantic states **room demand** is down 35.1% in 2020 from 2019 (two-year change, -33.3%).
- North Carolina **room revenues** are down 43.4% year-to date (two-year change, -38.0%).
 - Nationally, **room revenues** are also down 44.1% in 2020 from 2019 (two-year change, -42.2%).
 - The South Atlantic states **room revenues** are down 42.6% in 2020 from 2019 (two-year change, -39.9%).

Regional, Year-to-Date through May 2020

- **Occupancy**
 - Western Region -39.7% (-36.4%)
 - Piedmont Triad Region -33.8% (-30.6%)
 - Northeast Region -31.4% (-27.8%)
 - Northwest Region -33.3% (-32.0%)
 - North Central Region -32.8% (-29.2%)
 - Southeast Region -39.9% (-22.9%)
 - Southwest Region -33.0% (-33.9%)
 - Sandhills Region -28.5% (-21.6%)
- **ADR**
 - Western Region -13.1% (-12.8%)
 - Piedmont Triad Region -16.2% (-14.8%)
 - Northeast Region -13.7% (-8.7%)
 - Northwest Region -9.4% (-5.5%)
 - North Central Region -12.7% (-10.4%)
 - Southeast Region -14.0% (-4.9%)
 - Southwest Region -14.2% (-12.5%)
 - Sandhills Region -12.1% (-6.9%)
- **RevPAR**
 - Western Region -47.6% (-44.6%)
 - Piedmont Triad Region -44.5% (-40.9%)
 - Northeast Region -40.8% (-34.1%)
 - Northwest Region -39.6% (-35.8%)
 - North Central Region -41.3% (-36.6%)
 - Southeast Region -48.3% (-26.7%)
 - Southwest Region -42.5% (-42.2%)
 - Sandhills Region -37.1% (-27.0%)
- **Room Supply**
 - Western Region -5.7% (-5.6%)
 - Piedmont Triad Region +1.7% (+2.6%)
 - Northeast Region -0.8% (-1.3%)
 - Northwest Region -1.5% (-0.8%)
 - North Central Region -3.1% (-1.4%)
 - Southeast Region +7.6% (-2.6%)
 - Southwest Region +0.1% (+3.4%)
 - Sandhills Region +0.1% (+2.2%)
- **Room Demand**
 - Western Region -43.1% (-40.0%)
 - Piedmont Triad Region -32.7% (-28.8%)
 - Northeast Region -32.0% (-28.8%)
 - Northwest Region -34.3% (-32.5%)
 - North Central Region -34.8% (-30.2%)
 - Southeast Region -35.3% (-25.0%)
 - Southwest Region -32.9% (-31.6%)
 - Sandhills Region -28.4% (-19.9%)
- **Room Revenues**
 - Western Region -50.6% (-47.7%)
 - Piedmont Triad Region -43.6% (-39.3%)
 - Northeast Region -41.3% (-34.9%)
 - Northwest Region -40.5% (-36.3%)
 - North Central Region -43.1% (-37.5%)
 - Southeast Region -44.4% (-28.6%)
 - Southwest Region -42.5% (-40.2%)
 - Sandhills Region -37.1% (-25.4%)

North Carolina Prosperity Zones

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| 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 |