

April 2014 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 4.1% statewide in April 2014 from April 2013.
 - US **occupancy** increased 3.2% in April 2014 from April 2013.
 - South Atlantic states **occupancy** increased 4.8% in April 2014 from April 2013.
- April 2014 **room rates (ADR)** in North Carolina were up 3.7%.
 - **Room rates** in the US increased 4.0% from April 2013.
 - **Room rates** in the South Atlantic states increased 4.4% from April 2013.
- Statewide, **RevPAR** was up 7.9% from April of 2013.
 - US **RevPAR** increased 7.4% from April 2013.
 - South Atlantic **RevPAR** increased 9.58% from April 2013.
- **Room Supply** increased by 0.5% in the state from April 2013 to April 2014.
 - US **room supply** increased 0.8% in April 2014
 - South Atlantic **room supply** was up 0.3% from April 2013 to April 2014.
- **Room Demand** increased 4.6% in the state from April 2013 to April 2014.
 - **Room demand** in the US increased 4.0% in April 2014 from April 2013.
 - **Room demand** in the South Atlantic increased 5.1% in April 2014 from April 2013.
- North Carolina **room revenues** increased 8.4% in April 2014.
 - **Room revenues** in the US increased 8.2% from April 2013 to April 2014.
 - **Room revenues** in the South Atlantic increased 9.8% from April 2013 to April 2014.

Regional

- All of the eight prosperity zones of the state showed increases in **occupancy** rates for April 2014 from April 2013, particularly the Sandhills Region (+11.3%).
 - Western Region +2.1%
 - Northwest Region +4.5%
 - Southwest Region +6.3%
 - Piedmont Triad Region -4.4%
 - North Central Region +6.5%
 - Sandhills Region +11.3%
 - Northeast Region +2.3%
 - Southeast Region +3.1%
- All eight prosperity zones experienced increased **ADR** in April 2014. ADR in the Northeast Region increased nearly six percent from last April, followed by the Western Region (+5.8%) and the Sandhills Region (+5.1%).
 - Western Region +5.8%
 - Northwest Region +3.8%
 - Southwest Region +2.2%
 - Piedmont Triad Region +2.7%
 - North Central Region +4.7%
 - Sandhills Region +5.1%
 - Northeast Region +5.9%
 - Southeast Region +2.8%
- **RevPAR** was up in seven of the eight prosperity zones of the state for April 2014 from April 2013 particularly in the Sandhills Region (+16.9%).
 - Western Region +8.1%
 - Northwest Region +8.4%
 - Southwest Region +8.7%
 - Piedmont Triad Region -1.8%
 - North Central Region +11.5%
 - Sandhills Region +16.9%
 - Northeast Region +8.3%
 - Southeast Region +5.9%
- **Room Supply** was up in five of the eight of the economic development regions of the state for April 2014 from April 2013.
 - Western Region -0.1%
 - Northwest Region -1.6%
 - Southwest Region +0.9%
 - Piedmont Triad Region -0.2%
 - North Central Region +0.6%
 - Sandhills Region +0.4%
 - Northeast Region +0.4%
 - Southeast Region +2.1%
- **Room Demand** was up in each of the prosperity zones of the state for April 2014 from 2013; four of the regions with more than five percent growth. The Sandhills Region in particular had significant growth in demand, with nearly 12% growth.
 - Western Region +2.0%
 - Northwest Region +2.8%
 - Southwest Region +7.2%
 - Piedmont Triad Region -4.6%
 - North Central Region +7.2%
 - Sandhills Region +11.7%
 - Northeast Region +2.7%
 - Southeast Region +5.2%
- **Room Revenues** were up in seven of the prosperity zones of the state for April 2014 from 2013. The Sandhills (+17.4%) and North Central (+12.2%) regions had significant growth in revenues.
 - Western Region +7.9%
 - Northwest Region +6.7%
 - Southwest Region +9.6%
 - Piedmont Triad Region -2.0%
 - North Central Region +12.2%
 - Sandhills Region +17.4%
 - Northeast Region +8.7%
 - Southeast Region +8.1%

Year-To-Date (through April 2014) Lodging Report

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 3.9% statewide YTD (through April) 2014.
 - The US **occupancy** is up 3.0% in 2014 from 2013.
 - The South Atlantic states **occupancy** is up 3.5% in 2014 from 2013.
- YTD **room rates (ADR)** in North Carolina are up 3.9%.
 - The US **ADR** is up 3.9% in 2014 from 2013.
 - The South Atlantic states **ADR** is up 3.5% in 2014 from 2013.
- Statewide, **RevPAR** is up 7.9% year-to-date.
 - Nationally, **RevPAR** is also up 7.0% in 2014 from 2013.
 - The South Atlantic states **RevPAR** is up 7.1% in 2014 from 2013.
- **Room Supply** is up 0.7% in the state year-to-date.
 - Nationally, **room supply** is also up 0.8% in 2014 from 2013.
 - The South Atlantic states **room supply** is up 0.3% in 2014 from 2013.
- **Room Demand** is up 4.6% in the state year-to-date.
 - Nationally, **room demand** is also up 3.8% in 2014 from 2013.
 - The South Atlantic states **room demand** is up 3.8% in 2014 from 2013.
- North Carolina **room revenues** are up 8.7% year-to date.
 - Nationally, **room revenues** are also up 7.8% in 2014 from 2013.
 - The South Atlantic states **room revenues** are up 7.4% in 2014 from 2013.

Regional

- **Occupancy** in six of the eight prosperity zones of the state is up year-to-date (through April).
 - Western Region +2.1%
 - Northwest Region +8.1%
 - Southwest Region +5.9%
 - Piedmont Triad Region +3.6%
 - North Central Region +7.0%
 - Sandhills Region +1.9%
 - Northeast Region -4.3%
 - Southeast Region -0.9%
- **ADR** in each of the eight prosperity zones is up year-to-date through April. The Western Region is up more than five percent.
 - Western Region +5.3%
 - Northwest Region +3.9%
 - Southwest Region +3.3%
 - Piedmont Triad Region +3.7%
 - North Central Region +4.4%
 - Sandhills Region +2.4%
 - Northeast Region +4.8%
 - Southeast Region +1.9%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The Northwest Region is up more than twelve percent.
 - Western Region +7.5%
 - Northwest Region +12.4%
 - Southwest Region +9.4%
 - Piedmont Triad Region +7.5%
 - North Central Region +11.6%
 - Sandhills Region +4.4%
 - Northeast Region +0.3%
 - Southeast Region +1.1%
- **Room Supply** is up in six of the prosperity zones year-to-date through April.
 - Western Region +0.1%
 - Northwest Region -1.7%
 - Southwest Region +1.2%
 - Piedmont Triad Region -0.1%
 - North Central Region +0.9%
 - Sandhills Region +0.4%
 - Northeast Region +0.3%
 - Southeast Region +2.3%
- **Room Demand** is up seven of the prosperity zones of the state year-to-date through April.
 - Western Region +2.2%
 - Northwest Region +6.3%
 - Southwest Region +7.2%
 - Piedmont Triad Region +3.5%
 - North Central Region +8.0%
 - Sandhills Region +2.3%
 - Northeast Region -4.0%
 - Southeast Region +1.5%
- **Room Revenues** are up in each of the prosperity zones year-to-date through April. Revenues in the North Central Region, in particular, are up nearly thirteen percent.
 - Western Region +7.6%
 - Northwest Region +10.5%
 - Southwest Region +10.7%
 - Piedmont Triad Region +7.3%
 - North Central Region +12.7%
 - Sandhills Region +4.8%
 - Northeast Region +0.6%
 - Southeast Region +3.4%

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