

August 2014 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 5.5% statewide in August 2014 from August 2013.
 - US **occupancy** increased 3.8% in August 2014 from August 2013.
 - South Atlantic states **occupancy** increased 6.2% in August 2014 from August 2013.
- August 2014 **room rates (ADR)** in North Carolina were up 4.6%.
 - **Room rates** in the US increased 5.4% from August 2013.
 - **Room rates** in the South Atlantic states increased 5.3% from August 2013.
- Statewide, **RevPAR** was up 10.3% from August of 2013.
 - US **RevPAR** increased 9.4% from August 2013.
 - South Atlantic **RevPAR** increased 11.9% from August 2013.
- **Room Supply** increased by 0.7% in the state from August 2013 to August 2014.
 - US **room supply** increased 1.0% in August 2014
 - South Atlantic **room supply** was up 0.8% from August 2013 to August 2014.
- **Room Demand** increased 6.3% in the state from August 2013 to August 2014.
 - **Room demand** in the US increased 4.8% in August 2014 from August 2013.
 - **Room demand** in the South Atlantic increased 7.1% in August 2014 from August 2013.
- North Carolina **room revenues** increased 11.1% in August 2014.
 - **Room revenues** in the US increased 10.4% from August 2013 to August 2014.
 - **Room revenues** in the South Atlantic increased 12.8% from August 2013 to August 2014.

Regional

- Seven of the eight prosperity zones of the state showed increases in **occupancy** rates for August 2014 from August 2013, particularly the Southwest Region.
 - Western Region +6.0%
 - Northwest Region +2.6%
 - Southwest Region +11.2%
 - Piedmont Triad Region +7.5%
 - North Central Region +4.0%
 - Sandhills Region -4.3%
 - Northeast Region +2.0%
 - Southeast Region +3.7%
- All eight prosperity zones experienced increased **ADR** in August 2014. ADR in the North Central Region increased six percent from last August.
 - Western Region +5.4%
 - Northwest Region +1.3%
 - Southwest Region +5.4%
 - Piedmont Triad Region +3.4%
 - North Central Region +6.0%
 - Sandhills Region +0.8%
 - Northeast Region +4.3%
 - Southeast Region +4.5%
- **RevPAR** was up in seven of the eight prosperity zones of the state for August 2014 from August 2013 particularly in the Southwest Region.
 - Western Region +11.7%
 - Northwest Region +4.0%
 - Southwest Region +17.2%
 - Piedmont Triad Region +11.2%
 - North Central Region +10.2%
 - Sandhills Region -3.5%
 - Northeast Region +6.4%
 - Southeast Region +8.4%
- **Room Supply** was up in seven of the eight of the zones of the state for August 2014 from August 2013.
 - Western Region -0.4%
 - Northwest Region +0.6%
 - Southwest Region +1.5%
 - Piedmont Triad Region +0.6%
 - North Central Region +0.4%
 - Sandhills Region +0.3%
 - Northeast Region +0.1%
 - Southeast Region +2.0%
- **Room Demand** was up in seven of the prosperity zones of the state for August 2014 from 2013. The Southwest Region saw demand growth of nearly thirteen percent.
 - Western Region +5.6%
 - Northwest Region +3.2%
 - Southwest Region +12.9%
 - Piedmont Triad Region +8.2%
 - North Central Region +4.5%
 - Sandhills Region -4.0%
 - Northeast Region +2.1%
 - Southeast Region +5.8%
- **Room Revenues** were up in seven of the prosperity zones of the state for August 2014 from 2013. Five of the regions had double-digit growth in revenues.
 - Western Region +11.3%
 - Northwest Region +4.5%
 - Southwest Region +18.9%
 - Piedmont Triad Region +11.9%
 - North Central Region +10.7%
 - Sandhills Region -3.2%
 - Northeast Region +6.5%
 - Southeast Region +10.5%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.8% statewide YTD (through August) 2014.
 - The US **occupancy** is up 3.4% in 2014 from 2013.
 - The South Atlantic states **occupancy** is up 4.5% in 2014 from 2013.
- YTD **room rates (ADR)** in North Carolina are up 4.4%.
 - The US **ADR** is up 4.4% in 2014 from 2013.
 - The South Atlantic states **ADR** is up 4.0% in 2014 from 2013.
- Statewide, **RevPAR** is up 9.4% year-to-date.
 - Nationally, **RevPAR** is also up 8.0% in 2014 from 2013.
 - The South Atlantic states **RevPAR** is up 8.7% 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 0.4% in 2014 from 2013.
- **Room Demand** is up 5.6% in the state year-to-date.
 - Nationally, **room demand** is also up 4.3% in 2014 from 2013.
 - The South Atlantic states **room demand** is up 4.9% in 2014 from 2013.
- North Carolina **room revenues** are up 10.2% year-to date.
 - Nationally, **room revenues** are also up 8.9% in 2014 from 2013.
 - The South Atlantic states **room revenues** are up 9.1% in 2014 from 2013.

Regional

- **Occupancy** in seven of the eight prosperity zones of the state is up year-to-date (through August).
 - Western Region +3.5%
 - Northwest Region +6.8%
 - Southwest Region +7.2%
 - Piedmont Triad Region +4.1%
 - North Central Region +7.0%
 - Sandhills Region +2.0%
 - Northeast Region -0.6%
 - Southeast Region +2.4%
- **ADR** in each of the eight prosperity zones is up year-to-date through August.
 - Western Region +5.0%
 - Northwest Region +3.1%
 - Southwest Region +4.2%
 - Piedmont Triad Region +3.6%
 - North Central Region +5.1%
 - Sandhills Region +4.7%
 - Northeast Region +4.5%
 - Southeast Region +3.6%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The North Central, Northwest and Southwest regions have had double-digit growth since year-to-date 2013.
 - Western Region +8.7%
 - Northwest Region +10.2%
 - Southwest Region +11.7%
 - Piedmont Triad Region +7.8%
 - North Central Region +12.4%
 - Sandhills Region +6.8%
 - Northeast Region +3.8%
 - Southeast Region +6.1%
- **Room Supply** is up in seven of the prosperity zones year-to-date through August.
 - Western Region +0.1%
 - Northwest Region -0.7%
 - Southwest Region +1.4%
 - Piedmont Triad Region +0.2%
 - North Central Region +0.6%
 - Sandhills Region +0.4%
 - Northeast Region +0.1%
 - Southeast Region +2.0%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through August.
 - Western Region +3.5%
 - Northwest Region +6.0%
 - Southwest Region +8.7%
 - Piedmont Triad Region +4.3%
 - North Central Region +7.6%
 - Sandhills Region +2.4%
 - Northeast Region -0.6%
 - Southeast Region +4.5%
- **Room Revenues** are up in each of the prosperity zones year-to-date through August. Revenues in the North Central and Southwest regions are up thirteen percent.
 - Western Region +8.7%
 - Northwest Region +9.4%
 - Southwest Region +13.2%
 - Piedmont Triad Region +8.0%
 - North Central Region +13.1%
 - Sandhills Region +7.2%
 - Northeast Region +3.9%
 - Southeast Region +8.2%

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