

# January 2016 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 2.8% statewide in January 2016 from January 2015.
  - US **occupancy** decreased 0.3% in January 2016 from January 2015.
  - South Atlantic states **occupancy** increased 0.3% in January 2016 from January 2015.
- January 2016 **room rates (ADR)** in North Carolina were up 4.5%.
  - **Room rates** in the US increased 2.8% from January 2015.
  - **Room rates** in the South Atlantic states increased 3.5% from January 2015.
- Statewide, **RevPAR** was up 7.4% from January of 2015.
  - US **RevPAR** increased 2.4% from January 2015.
  - South Atlantic **RevPAR** increased 3.8% from January 2015.
- **Room Supply** increased by 1.8% in the state from January 2015 to January 2016.
  - US **room supply** increased 1.5% in January 2016.
  - South Atlantic **room supply** was up 1.4% from January 2015 to January 2016.
- **Room Demand** increased 4.6% in the state from January 2015 to January 2016.
  - **Room demand** in the US increased 1.2% in January 2016 from January 2015.
  - **Room demand** in the South Atlantic increased 1.6% in January 2016 from January 2015.
- North Carolina **room revenues** increased 9.3% in January 2016.
  - **Room revenues** in the US increased 4.0% from January 2015 to January 2016.
  - **Room revenues** in the South Atlantic increased 5.2% from January 2015 to January 2016.

## Regional

- Six of the eight prosperity zones of the state showed increases in **occupancy** rates for January 2016 from January 2015, particularly the Northeast Region with nearly ten percent growth.
  - Western Region +3.6%
  - Northwest Region +2.8%
  - Southwest Region +2.9%
  - Piedmont Triad Region -0.8%
  - North Central Region +1.9%
  - Sandhills Region -0.8%
  - Northeast Region +9.8%
  - Southeast Region +6.5%
- Six of the eight zones experienced increased **ADR** in January 2016 from January 2015. ADR in the Southwest Region increased over ten percent from last January.
  - Western Region +1.6%
  - Northwest Region +3.5%
  - Southwest Region +10.1%
  - Piedmont Triad Region -2.7%
  - North Central Region +5.5%
  - Sandhills Region +0.6%
  - Northeast Region +3.3%
  - Southeast Region -0.5%
- **RevPAR** was up in six of the eight prosperity zones of the state for January 2016 from January 2015.
  - Western Region +5.3%
  - Northwest Region +6.4%
  - Southwest Region +13.3%
  - Piedmont Triad Region -3.5%
  - North Central Region +7.5%
  - Sandhills Region -0.2%
  - Northeast Region +13.5%
  - Southeast Region +6.0%
- **Room Supply** was up in seven of the eight of the regions of the state for January 2016 from January 2015, particularly in the North Central, Southeast and Western regions.
  - Western Region +3.2%
  - Northwest Region +0.5%
  - Southwest Region +0.9%
  - Piedmont Triad Region +1.1%
  - North Central Region +3.5%
  - Sandhills Region +0.9%
  - Northeast Region -0.8%
  - Southeast Region +3.2%
- **Room Demand** was up in each of the prosperity zones of the state for January 2016 from 2015. The Southeast Region led the state with ten percent growth in demand, followed by the Northeast and Western regions with nine and seven percent growth respectively.
  - Western Region +7.0%
  - Northwest Region +3.3%
  - Southwest Region +3.8%
  - Piedmont Triad Region +0.2%
  - North Central Region +5.5%
  - Sandhills Region +0.1%
  - Northeast Region +8.9%
  - Southeast Region +10.0%
- **Room Revenues** were up in seven of the prosperity zones of the state for January 2016 from 2015. The Southwest, Northeast and North Central regions all had double digit growth in revenues.
  - Western Region +8.7%
  - Northwest Region +6.9%
  - Southwest Region +14.3%
  - Piedmont Triad Region -2.5%
  - North Central Region +11.3%
  - Sandhills Region +0.7%
  - Northeast Region +12.5%
  - Southeast Region +9.4%

## 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