

# July 2014 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 6.5% statewide in July 2014 from July 2013.
  - US **occupancy** increased 3.9% in July 2014 from July 2013.
  - South Atlantic states **occupancy** increased 4.8% in July 2014 from July 2013.
- July 2014 **room rates (ADR)** in North Carolina were up 4.2%.
  - **Room rates** in the US increased 4.8% from July 2013.
  - **Room rates** in the South Atlantic states increased 4.6% from July 2013.
- Statewide, **RevPAR** was up 10.9% from July of 2013.
  - US **RevPAR** increased 8.8% from July 2013.
  - South Atlantic **RevPAR** increased 9.6% from July 2013.
- **Room Supply** increased by 0.7% in the state from July 2013 to July 2014.
  - US **room supply** increased 0.9% in July 2014
  - South Atlantic **room supply** was up 0.7% from July 2013 to July 2014.
- **Room Demand** increased 7.2% in the state from July 2013 to July 2014.
  - **Room demand** in the US increased 4.7% in July 2014 from July 2013.
  - **Room demand** in the South Atlantic increased 5.5% in July 2014 from July 2013.
- North Carolina **room revenues** increased 11.6% in July 2014.
  - **Room revenues** in the US increased 9.7% from July 2013 to July 2014.
  - **Room revenues** in the South Atlantic increased 10.3% from July 2013 to July 2014.

## Regional

- All of the eight prosperity zones of the state showed increases in **occupancy** rates for July 2014 from July 2013, particularly the North Central and Southwest regions.
  - Western Region +5.5%
  - Northwest Region +7.8%
  - Southwest Region +9.6%
  - Piedmont Triad Region +3.9%
  - North Central Region +9.9%
  - Sandhills Region +1.7%
  - Northeast Region +1.1%
  - Southeast Region +4.6%
- All eight prosperity zones experienced increased **ADR** in July 2014. ADR in the Southwest Region increased nearly seven percent from last July.
  - Western Region +3.3%
  - Northwest Region +2.0%
  - Southwest Region +6.7%
  - Piedmont Triad Region +3.3%
  - North Central Region +5.4%
  - Sandhills Region +2.5%
  - Northeast Region +2.4%
  - Southeast Region +3.1%
- **RevPAR** was up in each of the eight prosperity zones of the state for July 2014 from July 2013 particularly in the Southwest and North Central regions.
  - Western Region +9.0%
  - Northwest Region +9.9%
  - Southwest Region +17.0%
  - Piedmont Triad Region +7.3%
  - North Central Region +15.9%
  - Sandhills Region +4.3%
  - Northeast Region +3.6%
  - Southeast Region +7.9%
- **Room Supply** was up in each of the eight of the zones of the state for July 2014 from July 2013.
  - Western Region +0.1%
  - Northwest Region +0.2%
  - Southwest Region +1.5%
  - Piedmont Triad Region +0.6%
  - North Central Region +0.3%
  - Sandhills Region +0.3%
  - Northeast Region +0.1%
  - Southeast Region +1.4%
- **Room Demand** was up in each of the prosperity zones of the state for July 2014 from 2013; two of the regions with more than ten percent growth.
  - Western Region +5.6%
  - Northwest Region +8.0%
  - Southwest Region +11.3%
  - Piedmont Triad Region +4.5%
  - North Central Region +10.2%
  - Sandhills Region +2.0%
  - Northeast Region +1.2%
  - Southeast Region +6.0%
- **Room Revenues** were up in each of the prosperity zones of the state for July 2014 from 2013. The Southwest (+18.7%), North Central (+16.2%) and Northwest (+10.1%) regions had double-digit growth in revenues.
  - Western Region +9.1%
  - Northwest Region +10.1%
  - Southwest Region +18.7%
  - Piedmont Triad Region +8.0%
  - North Central Region +16.2%
  - Sandhills Region +4.6%
  - Northeast Region +3.6%
  - Southeast Region +9.3%

## **Year-To-Date (through July 2014) Lodging Report**

### **Statewide & Competitive State Comparison**

- Hotel/motel **occupancy** is up 4.7% statewide YTD (through July) 2014.
  - The US **occupancy** is up 3.4% in 2014 from 2013.
  - The South Atlantic states **occupancy** is up 4.2% in 2014 from 2013.
- YTD **room rates (ADR)** in North Carolina are up 4.3%.
  - The US **ADR** is up 4.3% in 2014 from 2013.
  - The South Atlantic states **ADR** is up 3.8% in 2014 from 2013.
- Statewide, **RevPAR** is up 9.3% year-to-date.
  - Nationally, **RevPAR** is also up 7.8% in 2014 from 2013.
  - The South Atlantic states **RevPAR** is up 8.2% 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 5.4% in the state year-to-date.
  - Nationally, **room demand** is also up 4.2% in 2014 from 2013.
  - The South Atlantic states **room demand** is up 4.7% in 2014 from 2013.
- North Carolina **room revenues** are up 10.0% year-to date.
  - Nationally, **room revenues** are also up 8.6% in 2014 from 2013.
  - The South Atlantic states **room revenues** are up 8.7% in 2014 from 2013.

### **Regional**

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through July).
  - Western Region +3.0%
  - Northwest Region +7.6%
  - Southwest Region +6.7%
  - Piedmont Triad Region +3.5%
  - North Central Region +7.4%
  - Sandhills Region +3.0%
  - Northeast Region -1.1%
  - Southeast Region +2.2%
- **ADR** in each of the eight prosperity zones is up year-to-date through July.
  - Western Region +4.9%
  - Northwest Region +3.5%
  - Southwest Region +4.0%
  - Piedmont Triad Region +3.6%
  - North Central Region +4.9%
  - Sandhills Region +5.2%
  - Northeast Region +4.4%
  - Southeast Region +3.4%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The North Central Region is up nearly thirteen percent.
  - Western Region +8.1%
  - Northwest Region +11.3%
  - Southwest Region +10.9%
  - Piedmont Triad Region +7.2%
  - North Central Region +12.7%
  - Sandhills Region +8.4%
  - Northeast Region +3.2%
  - Southeast Region +5.7%
- **Room Supply** is up in seven of the prosperity zones year-to-date through July.
  - Western Region +0.1%
  - Northwest Region -1.0%
  - Southwest Region +1.3%
  - Piedmont Triad Region +0.1%
  - North Central Region +0.6%
  - Sandhills Region +0.4%
  - Northeast Region +0.1%
  - Southeast Region +2.0%
- **Room Demand** is up seven of the prosperity zones of the state year-to-date through July. The North Central and Southwest regions are each up eight percent year-to-date.
  - Western Region +3.2%
  - Northwest Region +6.5%
  - Southwest Region +8.1%
  - Piedmont Triad Region +3.7%
  - North Central Region +8.1%
  - Sandhills Region +3.4%
  - Northeast Region -1.1%
  - Southeast Region +4.3%
- **Room Revenues** are up in each of the prosperity zones year-to-date through July. Revenues in the North Central Region, in particular, are up thirteen percent and revenues in the Southwest Region are up more than twelve percent.
  - Western Region +8.2%
  - Northwest Region +10.2%
  - Southwest Region +12.4%
  - Piedmont Triad Region +7.4%
  - North Central Region +13.4%
  - Sandhills Region +8.8%
  - Northeast Region +3.3%
  - Southeast Region +7.8%

## 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