

June 2014 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 5.5% statewide in June 2014 from June 2013.
 - US **occupancy** increased 2.9% in June 2014 from June 2013.
 - South Atlantic states **occupancy** increased 3.8% in June 2014 from June 2013.
- June 2014 **room rates (ADR)** in North Carolina were up 5.9%.
 - **Room rates** in the US increased 4.3% from June 2013.
 - **Room rates** in the South Atlantic states increased 3.8% from June 2013.
- Statewide, **RevPAR** was up 11.7% from June of 2013.
 - US **RevPAR** increased 7.2% from June 2013.
 - South Atlantic **RevPAR** increased 7.8% from June 2013.
- **Room Supply** increased by 0.6% in the state from June 2013 to June 2014.
 - US **room supply** increased 0.9% in June 2014
 - South Atlantic **room supply** was up 0.6% from June 2013 to June 2014.
- **Room Demand** increased 6.1% in the state from June 2013 to June 2014.
 - **Room demand** in the US increased 3.7% in June 2014 from June 2013.
 - **Room demand** in the South Atlantic increased 4.5% in June 2014 from June 2013.
- North Carolina **room revenues** increased 12.4% in June 2014.
 - **Room revenues** in the US increased 8.2% from June 2013 to June 2014.
 - **Room revenues** in the South Atlantic increased 8.5% from June 2013 to June 2014.

Regional

- All of the eight prosperity zones of the state showed increases in **occupancy** rates for June 2014 from June 2013, particularly the North Central and Sandhills regions, both impacted by the U.S. Opens in June.
 - Western Region +2.7%
 - Northwest Region +6.6%
 - Southwest Region +6.2%
 - Piedmont Triad Region +4.7%
 - North Central Region +8.5%
 - Sandhills Region +8.7%
 - Northeast Region +0.8%
 - Southeast Region +3.0%
- All eight prosperity zones experienced increased **ADR** in June 2014. ADR in the Sandhills Region increased nearly twenty-one percent from last June, as result of the U.S. Opens.
 - Western Region +4.0%
 - Northwest Region +2.7%
 - Southwest Region +4.9%
 - Piedmont Triad Region +4.4%
 - North Central Region +7.9%
 - Sandhills Region +20.6%
 - Northeast Region +3.7%
 - Southeast Region +3.9%
- **RevPAR** was up in each of the eight prosperity zones of the state for June 2014 from June 2013 particularly in the Sandhills Region (+31.1%).
 - Western Region +6.7%
 - Northwest Region +9.4%
 - Southwest Region +11.5%
 - Piedmont Triad Region +9.3%
 - North Central Region +17.1%
 - Sandhills Region +31.1%
 - Northeast Region +4.4%
 - Southeast Region +7.0%
- **Room Supply** was up in seven of the eight of the zones of the state for June 2014 from June 2013.
 - Western Region +0.1%
 - Northwest Region +0.2%
 - Southwest Region +1.5%
 - Piedmont Triad Region +0.4%
 - North Central Region +0.3%
 - Sandhills Region +0.4%
 - Northeast Region -0.4%
 - Southeast Region +1.4%
- **Room Demand** was up in each of the prosperity zones of the state for June 2014 from 2013; five of the regions with more than five percent growth.
 - Western Region +2.7%
 - Northwest Region +6.7%
 - Southwest Region +7.8%
 - Piedmont Triad Region +5.1%
 - North Central Region +8.8%
 - Sandhills Region +9.2%
 - Northeast Region +0.4%
 - Southeast Region +4.4%
- **Room Revenues** were up in each of the prosperity zones of the state for June 2014 from 2013. The Sandhills (+31.6%) and North Central (+17.4%) regions had significant growth in revenues.
 - Western Region +6.8%
 - Northwest Region +9.6%
 - Southwest Region +13.1%
 - Piedmont Triad Region +9.7%
 - North Central Region +17.4%
 - Sandhills Region +31.6%
 - Northeast Region +4.0%
 - Southeast Region +8.5%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.4% statewide YTD (through June) 2014.
 - The US **occupancy** is up 3.3% 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 4.1% in 2014 from 2013.
 - The South Atlantic states **ADR** is up 3.7% in 2014 from 2013.
- Statewide, **RevPAR** is up 8.9% year-to-date.
 - Nationally, **RevPAR** is also up 7.5% in 2014 from 2013.
 - The South Atlantic states **RevPAR** is up 8.0% 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 5.1% in the state year-to-date.
 - Nationally, **room demand** is also up 4.1% in 2014 from 2013.
 - The South Atlantic states **room demand** is up 4.5% in 2014 from 2013.
- North Carolina **room revenues** are up 9.7% year-to date.
 - Nationally, **room revenues** are also up 8.4% in 2014 from 2013.
 - The South Atlantic states **room revenues** are up 8.4% in 2014 from 2013.

Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through June).
 - Western Region +2.5%
 - Northwest Region +7.5%
 - Southwest Region +6.1%
 - Piedmont Triad Region +3.5%
 - North Central Region +7.0%
 - Sandhills Region +3.3%
 - Northeast Region -1.6%
 - Southeast Region +1.7%
- **ADR** in each of the eight prosperity zones is up year-to-date through June. The Sandhills and Western regions are up more than five percent.
 - Western Region +5.2%
 - Northwest Region +3.8%
 - Southwest Region +3.6%
 - Piedmont Triad Region +3.6%
 - North Central Region +4.9%
 - Sandhills Region +5.7%
 - Northeast Region +4.7%
 - Southeast Region +3.3%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The North Central Region is up more than twelve percent.
 - Western Region +7.8%
 - Northwest Region +11.6%
 - Southwest Region +9.9%
 - Piedmont Triad Region +7.2%
 - North Central Region +12.2%
 - Sandhills Region +9.1%
 - Northeast Region +3.1%
 - Southeast Region +5.1%
- **Room Supply** is up in seven of the prosperity zones year-to-date through June.
 - Western Region +0.1%
 - Northwest Region -1.2%
 - Southwest Region +1.3%
 - Piedmont Triad Region +0.1%
 - North Central Region +0.7%
 - Sandhills Region +0.4%
 - Northeast Region +0.1%
 - Southeast Region +2.1%
- **Room Demand** is up seven of the prosperity zones of the state year-to-date through June. The North Central and Southwest regions are up more than seven percent.
 - Western Region +2.6%
 - Northwest Region +6.2%
 - Southwest Region +7.5%
 - Piedmont Triad Region +3.5%
 - North Central Region +7.7%
 - Sandhills Region +3.7%
 - Northeast Region -1.5%
 - Southeast Region +3.9%
- **Room Revenues** are up in each of the prosperity zones year-to-date through June. Revenues in the North Central Region, in particular, are up thirteen percent.
 - Western Region +7.9%
 - Northwest Region +10.2%
 - Southwest Region +11.3%
 - Piedmont Triad Region +7.3%
 - North Central Region +13.0%
 - Sandhills Region +9.6%
 - Northeast Region +3.2%
 - Southeast Region +7.4%

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