

November 2014 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 2.0% statewide in November 2014 from November 2013.
 - US **occupancy** increased 2.5% in November 2014 from November 2013.
 - South Atlantic states **occupancy** increased 3.1% in November 2014 from November 2013.
- November 2014 **room rates (ADR)** in North Carolina were up 3.9%.
 - **Room rates** in the US increased 4.5% from November 2013.
 - **Room rates** in the South Atlantic states increased 4.8% from November 2013.
- Statewide, **RevPAR** was up 5.9% from November of 2013.
 - US **RevPAR** increased 7.1% from November 2013.
 - South Atlantic **RevPAR** increased 8.1% from November 2013.
- **Room Supply** increased by 0.5% in the state from November 2013 to November 2014.
 - US **room supply** increased 0.9% in November 2014
 - South Atlantic **room supply** was up 0.9% from November 2013 to November 2014.
- **Room Demand** increased 2.5% in the state from November 2013 to November 2014.
 - **Room demand** in the US increased 3.4% in November 2014 from November 2013.
 - **Room demand** in the South Atlantic increased 4.0% in November 2014 from November 2013.
- North Carolina **room revenues** increased 6.4% in November 2014.
 - **Room revenues** in the US increased 8.1% from November 2013 to November 2014.
 - **Room revenues** in the South Atlantic increased 9.0% from November 2013 to November 2014.

Regional

- Seven of the eight prosperity zones of the state showed increases in **occupancy** rates for November 2014 from November 2013. The Piedmont Triad Region led the state in growth with a five percent increase from last year.
 - Western Region +1.2%
 - Northwest Region +0.1%
 - Southwest Region +3.7%
 - Piedmont Triad Region +5.0%
 - North Central Region +0.1%
 - Sandhills Region -3.1%
 - Northeast Region +4.3%
 - Southeast Region +1.8%
- All eight prosperity zones experienced increased **ADR** in November 2014. ADR in the North Central Region increased nearly seven percent from last November while the Western Region ADR increased six percent.
 - Western Region +6.3%
 - Northwest Region +2.2%
 - Southwest Region +2.9%
 - Piedmont Triad Region +1.7%
 - North Central Region +6.7%
 - Sandhills Region +3.4%
 - Northeast Region +2.0%
 - Southeast Region +1.5%
- **RevPAR** was up in each of the eight prosperity zones of the state for November 2014 from November 2013. Five of the regions experienced more than six percent growth.
 - Western Region +7.5%
 - Northwest Region +2.2%
 - Southwest Region +6.7%
 - Piedmont Triad Region +6.7%
 - North Central Region +6.9%
 - Sandhills Region +0.2%
 - Northeast Region +6.4%
 - Southeast Region +3.3%
- **Room Supply** was up in five of the eight of the zones of the state for November 2014 from November 2013. The Southeast Region is adding rooms at a much higher rate than the rest of the state.
 - Western Region -0.6%
 - Northwest Region +1.5%
 - Southwest Region +0.9%
 - Piedmont Triad Region -0.1%
 - North Central Region -0.2%
 - Sandhills Region +1.3%
 - Northeast Region +0.1%
 - Southeast Region +2.0%
- **Room Demand** was up in six of the prosperity zones of the state for November 2014 from 2013. The Piedmont Triad Region room demand grew nearly five percent from last November.
 - Western Region +0.6%
 - Northwest Region +1.5%
 - Southwest Region +4.6%
 - Piedmont Triad Region +4.9%
 - North Central Region 0.0%
 - Sandhills Region -1.8%
 - Northeast Region +4.4%
 - Southeast Region +3.8%
- **Room Revenues** were up in each of the prosperity zones of the state for November 2014 from 2013. The Southwest Region led the state in growth in revenues with nearly eight percent growth.
 - Western Region +6.9%
 - Northwest Region +3.7%
 - Southwest Region +7.7%
 - Piedmont Triad Region +6.6%
 - North Central Region +6.7%
 - Sandhills Region +1.5%
 - Northeast Region +6.5%
 - Southeast Region +5.4%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.8% statewide YTD (through November) 2014.
 - The US **occupancy** is up 3.5% in 2014 from 2013.
 - The South Atlantic states **occupancy** is up 4.8% in 2014 from 2013.
- YTD **room rates (ADR)** in North Carolina are up 4.4%.
 - The US **ADR** is up 4.6% in 2014 from 2013.
 - The South Atlantic states **ADR** is up 4.2% in 2014 from 2013.
- Statewide, **RevPAR** is up 9.4% year-to-date.
 - Nationally, **RevPAR** is also up 8.3% in 2014 from 2013.
 - The South Atlantic states **RevPAR** is up 9.2% in 2014 from 2013.
- **Room Supply** is up 0.6% in the state year-to-date.
 - Nationally, **room supply** is also up 0.9% in 2014 from 2013.
 - The South Atlantic states **room supply** is up 0.5% in 2014 from 2013.
- **Room Demand** is up 5.5% in the state year-to-date.
 - Nationally, **room demand** is also up 4.4% in 2014 from 2013.
 - The South Atlantic states **room demand** is up 5.3% in 2014 from 2013.
- North Carolina **room revenues** are up 10.1% year-to date.
 - Nationally, **room revenues** are also up 9.2% in 2014 from 2013.
 - The South Atlantic states **room revenues** are up 9.8% in 2014 from 2013.

Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through November).
 - Western Region +3.0%
 - Northwest Region +5.6%
 - Southwest Region +7.4%
 - Piedmont Triad Region +4.6%
 - North Central Region +6.2%
 - Sandhills Region +1.7%
 - Northeast Region +1.1%
 - Southeast Region +2.2%
- **ADR** in each of the eight prosperity zones is up year-to-date through November.
 - Western Region +5.5%
 - Northwest Region +3.1%
 - Southwest Region +4.2%
 - Piedmont Triad Region +3.7%
 - North Central Region +5.4%
 - Sandhills Region +4.6%
 - Northeast Region +3.9%
 - Southeast Region +3.0%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The North Central and Southwest regions have had double-digit growth since year-to-date 2013.
 - Western Region +8.6%
 - Northwest Region +8.9%
 - Southwest Region +11.9%
 - Piedmont Triad Region +8.6%
 - North Central Region +12.0%
 - Sandhills Region +6.4%
 - Northeast Region +5.1%
 - Southeast Region +5.3%
- **Room Supply** is up in six of the prosperity zones year-to-date through November.
 - Western Region -0.1%
 - Northwest Region -0.3%
 - Southwest Region +1.3%
 - Piedmont Triad Region +0.1%
 - North Central Region +0.5%
 - Sandhills Region +0.5%
 - Northeast Region +0.1%
 - Southeast Region +2.0%
- **Room Demand** is up in each of the prosperity zones of the state year-to-date through November. The Southwest Region has seen the largest year-to-date growth in demand (+9%).
 - Western Region +2.9%
 - Northwest Region +5.3%
 - Southwest Region +8.8%
 - Piedmont Triad Region +4.8%
 - North Central Region +6.7%
 - Sandhills Region +2.3%
 - Northeast Region +1.1%
 - Southeast Region +4.3%
- **Room Revenues** are up in each of the prosperity zones year-to-date through November. Revenues in the Southwest and Piedmont Triad regions have seen double-digit growth since year-to-date 2013.
 - Western Region +8.5%
 - Northwest Region +8.6%
 - Southwest Region +13.4%
 - Piedmont Triad Region +8.7%
 - North Central Region +12.5%
 - Sandhills Region +7.0%
 - Northeast Region +5.1%
 - 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