

October 2014 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 7.4% statewide in October 2014 from October 2013.
 - US **occupancy** increased 5.3% in October 2014 from October 2013.
 - South Atlantic states **occupancy** increased 7.7% in October 2014 from October 2013.
- October 2014 **room rates (ADR)** in North Carolina were up 5.3%.
 - **Room rates** in the US increased 4.6% from October 2013.
 - **Room rates** in the South Atlantic states increased 4.8% from October 2013.
- Statewide, **RevPAR** was up 13.0% from October of 2013.
 - US **RevPAR** increased 10.1% from October 2013.
 - South Atlantic **RevPAR** increased 12.8% from October 2013.
- **Room Supply** increased by 0.5% in the state from October 2013 to October 2014.
 - US **room supply** increased 0.9% in October 2014
 - South Atlantic **room supply** was up 0.8% from October 2013 to October 2014.
- **Room Demand** increased 7.9% in the state from October 2013 to October 2014.
 - **Room demand** in the US increased 6.3% in October 2014 from October 2013.
 - **Room demand** in the South Atlantic increased 8.6% in October 2014 from October 2013.
- North Carolina **room revenues** increased 13.6% in October 2014.
 - **Room revenues** in the US increased 11.2% from October 2013 to October 2014.
 - **Room revenues** in the South Atlantic increased 13.8% from October 2013 to October 2014.

Regional

- Each of the eight prosperity zones of the state showed increases in **occupancy** rates for October 2014 from October 2013, particularly the Southwest and Northeast regions.
 - Western Region +5.4%
 - Northwest Region +6.5%
 - Southwest Region +11.6%
 - Piedmont Triad Region +4.8%
 - North Central Region +6.2%
 - Sandhills Region +4.9%
 - Northeast Region +9.8%
 - Southeast Region +5.9%
- All eight prosperity zones experienced increased **ADR** in October 2014. ADR in the Western Region increased seven percent from last October while the North Central, Piedmont and Northeast regions ADR each increased six percent.
 - Western Region +7.1%
 - Northwest Region +2.6%
 - Southwest Region +4.7%
 - Piedmont Triad Region +6.2%
 - North Central Region +6.3%
 - Sandhills Region +5.4%
 - Northeast Region +6.1%
 - Southeast Region +1.5%
- **RevPAR** was up in each of the eight prosperity zones of the state for October 2014 from October 2013. Six of the regions experienced double-digit growth.
 - Western Region +12.8%
 - Northwest Region +9.2%
 - Southwest Region +16.9%
 - Piedmont Triad Region +11.3%
 - North Central Region +12.9%
 - Sandhills Region +10.5%
 - Northeast Region +16.6%
 - Southeast Region +7.4%
- **Room Supply** was up in six of the eight of the zones of the state for October 2014 from October 2013. The Southeast Region is adding rooms at a much higher rate than the rest of the state.
 - Western Region -0.6%
 - Northwest Region +0.6%
 - Southwest Region +0.9%
 - Piedmont Triad Region -0.2%
 - North Central Region +0.3%
 - Sandhills Region +1.3%
 - Northeast Region +0.1%
 - Southeast Region +2.0%
- **Room Demand** was up in each of the prosperity zones of the state for October 2014 from 2013. The Southwest Region room demand grew nearly thirteen percent from last October.
 - Western Region +4.8%
 - Northwest Region +7.0%
 - Southwest Region +12.7%
 - Piedmont Triad Region +4.6%
 - North Central Region +6.5%
 - Sandhills Region +6.3%
 - Northeast Region +9.9%
 - Southeast Region +8.1%
- **Room Revenues** were up in each of the prosperity zones of the state for October 2014 from 2013. Six of the regions had double-digit growth in revenues.
 - Western Region +12.2%
 - Northwest Region +9.8%
 - Southwest Region +18.0%
 - Piedmont Triad Region +11.1%
 - North Central Region +13.2%
 - Sandhills Region +12.0%
 - Northeast Region +16.7%
 - Southeast Region +9.6%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 5.1% statewide YTD (through October) 2014.
 - The US **occupancy** is up 3.6% in 2014 from 2013.
 - The South Atlantic states **occupancy** is up 4.9% in 2014 from 2013.
- YTD **room rates (ADR)** in North Carolina are up 4.5%.
 - The US **ADR** is up 4.6% in 2014 from 2013.
 - The South Atlantic states **ADR** is up 4.1% in 2014 from 2013.
- Statewide, **RevPAR** is up 9.8% year-to-date.
 - Nationally, **RevPAR** is also up 8.4% in 2014 from 2013.
 - The South Atlantic states **RevPAR** is up 9.3% 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 0.5% in 2014 from 2013.
- **Room Demand** is up 5.8% in the state year-to-date.
 - Nationally, **room demand** is also up 4.5% in 2014 from 2013.
 - The South Atlantic states **room demand** is up 5.5% in 2014 from 2013.
- North Carolina **room revenues** are up 10.5% year-to date.
 - Nationally, **room revenues** are also up 9.3% 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 October).
 - Western Region +3.1%
 - Northwest Region +6.2%
 - Southwest Region +7.8%
 - Piedmont Triad Region +4.6%
 - North Central Region +6.8%
 - Sandhills Region +2.2%
 - Northeast Region +0.8%
 - Southeast Region +2.3%
- **ADR** in each of the eight prosperity zones is up year-to-date through October.
 - Western Region +5.4%
 - Northwest Region +3.2%
 - Southwest Region +4.3%
 - Piedmont Triad Region +3.9%
 - North Central Region +5.3%
 - Sandhills Region +4.7%
 - Northeast Region +4.1%
 - Southeast Region +3.1%
- **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 +8.7%
 - Northwest Region +9.5%
 - Southwest Region +12.4%
 - Piedmont Triad Region +8.7%
 - North Central Region +12.5%
 - Sandhills Region +7.0%
 - Northeast Region +5.0%
 - Southeast Region +5.5%
- **Room Supply** is up in six of the prosperity zones year-to-date through October.
 - Western Region 0.0%
 - Northwest Region -0.5%
 - 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 October. The Southwest Region has seen the largest year-to-date growth in demand (+9%).
 - Western Region +3.1%
 - Northwest Region +5.7%
 - Southwest Region +9.2%
 - Piedmont Triad Region +4.8%
 - North Central Region +7.4%
 - Sandhills Region +2.6%
 - Northeast Region +0.9%
 - Southeast Region +4.4%
- **Room Revenues** are up in each of the prosperity zones year-to-date through October. Revenues in the Southwest Region are up nearly fourteen percent and revenues in the North Central Region are up thirteen percent.
 - Western Region +8.7%
 - Northwest Region +9.0%
 - Southwest Region +13.9%
 - Piedmont Triad Region +8.9%
 - North Central Region +13.1%
 - Sandhills Region +7.5%
 - Northeast Region +5.1%
 - Southeast Region +7.6%

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