

September 2014 Monthly Lodging Report (Smith Travel Research)

Statewide

- Hotel/motel **occupancy** increased 4.5% statewide in September 2014 from September 2013.
 - US **occupancy** increased 3.9% in September 2014 from September 2013.
 - South Atlantic states **occupancy** increased 6.0% in September 2014 from September 2013.
- September 2014 **room rates (ADR)** in North Carolina were up 3.9%.
 - **Room rates** in the US increased 5.3% from September 2013.
 - **Room rates** in the South Atlantic states increased 5.2% from September 2013.
- Statewide, **RevPAR** was up 8.6% from September of 2013.
 - US **RevPAR** increased 9.5% from September 2013.
 - South Atlantic **RevPAR** increased 11.5% from September 2013.
- **Room Supply** increased by 0.7% in the state from September 2013 to September 2014.
 - US **room supply** increased 0.9% in September 2014
 - South Atlantic **room supply** was up 0.8% from September 2013 to September 2014.
- **Room Demand** increased 5.3% in the state from September 2013 to September 2014.
 - **Room demand** in the US increased 4.9% in September 2014 from September 2013.
 - **Room demand** in the South Atlantic increased 6.9% in September 2014 from September 2013.
- North Carolina **room revenues** increased 9.4% in September 2014.
 - **Room revenues** in the US increased 10.5% from September 2013 to September 2014.
 - **Room revenues** in the South Atlantic increased 12.4% from September 2013 to September 2014.

Regional

- Six of the eight prosperity zones of the state showed increases in **occupancy** rates for September 2014 from September 2013, particularly the Piedmont Triad and Southwest regions.
 - Western Region -1.6%
 - Northwest Region +0.9%
 - Southwest Region +8.2%
 - Piedmont Triad Region +9.5%
 - North Central Region +6.1%
 - Sandhills Region +1.5%
 - Northeast Region +3.8%
 - Southeast Region -2.2%
- All eight prosperity zones experienced increased **ADR** in September 2014. ADR in the North Central Region increased six percent from last September and Western Region ADR increased five percent.
 - Western Region +5.0%
 - Northwest Region +0.2%
 - Southwest Region +4.4%
 - Piedmont Triad Region +4.1%
 - North Central Region +6.1%
 - Sandhills Region +4.2%
 - Northeast Region +1.3%
 - Southeast Region +0.7%
- **RevPAR** was up in seven of the eight prosperity zones of the state for September 2014 from September 2013 particularly in the Piedmont Triad, Southwest and North Central regions.
 - Western Region +3.4%
 - Northwest Region +1.1%
 - Southwest Region +13.0%
 - Piedmont Triad Region +14.0%
 - North Central Region +12.5%
 - Sandhills Region +5.7%
 - Northeast Region +5.1%
 - Southeast Region -1.5%
- **Room Supply** was up in seven of the eight of the zones of the state for September 2014 from September 2013. The Southeast Region is adding rooms at a much higher rate than the rest of the state.
 - Western Region -0.3%
 - Northwest Region +0.6%
 - Southwest Region +1.4%
 - Piedmont Triad Region +0.6%
 - North Central Region +0.4%
 - Sandhills Region +0.3%
 - Northeast Region +0.1%
 - Southeast Region +2.1%
- **Room Demand** was up in six of the prosperity zones of the state for September 2014 from 2013. The Piedmont Triad Region room demand grew ten percent and the Southwest Region saw demand growth of nearly ten percent.
 - Western Region -1.9%
 - Northwest Region +1.4%
 - Southwest Region +9.8%
 - Piedmont Triad Region +10.2%
 - North Central Region +6.6%
 - Sandhills Region +1.8%
 - Northeast Region +3.8%
 - Southeast Region -0.2%
- **Room Revenues** were up in each of the prosperity zones of the state for September 2014 from 2013. Three of the regions had double-digit growth in revenues.
 - Western Region +3.1%
 - Northwest Region +1.7%
 - Southwest Region +14.6%
 - Piedmont Triad Region +14.7%
 - North Central Region +13.0%
 - Sandhills Region +6.1%
 - Northeast Region +5.2%
 - Southeast Region +0.5%

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

Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.8% statewide YTD (through September) 2014.
 - The US **occupancy** is up 3.5% in 2014 from 2013.
 - The South Atlantic states **occupancy** is up 4.6% in 2014 from 2013.
- YTD **room rates (ADR)** in North Carolina are up 4.3%.
 - The US **ADR** is up 4.5% in 2014 from 2013.
 - The South Atlantic states **ADR** is up 4.1% in 2014 from 2013.
- Statewide, **RevPAR** is up 9.3% year-to-date.
 - Nationally, **RevPAR** is also up 8.2% in 2014 from 2013.
 - The South Atlantic states **RevPAR** is up 8.9% 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 5.5% in the state year-to-date.
 - Nationally, **room demand** is also up 4.3% in 2014 from 2013.
 - The South Atlantic states **room demand** is up 5.1% in 2014 from 2013.
- North Carolina **room revenues** are up 10.1% year-to date.
 - Nationally, **room revenues** are also up 9.1% in 2014 from 2013.
 - The South Atlantic states **room revenues** are up 9.4% in 2014 from 2013.

Regional

- **Occupancy** in seven of the eight prosperity zones of the state is up year-to-date (through September).
 - Western Region +2.8%
 - Northwest Region +6.1%
 - Southwest Region +7.3%
 - Piedmont Triad Region +4.6%
 - North Central Region +6.9%
 - Sandhills Region +1.9%
 - Northeast Region -0.2%
 - Southeast Region +1.9%
- **ADR** in each of the eight prosperity zones is up year-to-date through September.
 - Western Region +5.0%
 - Northwest Region +3.2%
 - Southwest Region +4.2%
 - Piedmont Triad Region +3.6%
 - North Central Region +5.2%
 - Sandhills Region +4.6%
 - Northeast Region +4.1%
 - Southeast Region +3.3%
- **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 +8.0%
 - Northwest Region +9.5%
 - Southwest Region +11.9%
 - Piedmont Triad Region +8.4%
 - North Central Region +12.4%
 - Sandhills Region +6.6%
 - Northeast Region +3.9%
 - Southeast Region +5.3%
- **Room Supply** is up in seven of the prosperity zones year-to-date through September.
 - Western Region +0.1%
 - Northwest Region -0.6%
 - Southwest Region +1.4%
 - Piedmont Triad Region +0.2%
 - North Central Region +0.6%
 - Sandhills Region +0.4%
 - Northeast Region +0.1%
 - Southeast Region +2.0%
- **Room Demand** is up in seven of the prosperity zones of the state year-to-date through September. The Northeast Region is showing flat growth year-to-date.
 - Western Region +2.9%
 - Northwest Region +5.5%
 - Southwest Region +8.8%
 - Piedmont Triad Region +4.9%
 - North Central Region +7.5%
 - Sandhills Region +2.3%
 - Northeast Region -0.1%
 - Southeast Region +4.0%
- **Room Revenues** are up in each of the prosperity zones year-to-date through September. Revenues in the North Central and Southwest regions are up thirteen percent.
 - Western Region +8.1%
 - Northwest Region +8.9%
 - Southwest Region +13.4%
 - Piedmont Triad Region +8.7%
 - North Central Region +13.1%
 - Sandhills Region +7.0%
 - Northeast Region +4.0%
 - 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