

# March 2015 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 3.3% statewide in March 2015 from March 2014.
  - US **occupancy** increased 2.3% in March 2015 from March 2014.
  - South Atlantic states **occupancy** increased 2.7% in March 2015 from March 2014.
- March 2015 **room rates (ADR)** in North Carolina were up 5.0%.
  - **Room rates** in the US increased 4.9% from March 2014.
  - **Room rates** in the South Atlantic states increased 6.1% from March 2014.
- Statewide, **RevPAR** was up 8.5% from March of 2014.
  - US **RevPAR** increased 7.3% from March 2014.
  - South Atlantic **RevPAR** increased 9.0% from March 2014.
- **Room Supply** increased by 0.6% in the state from March 2014 to March 2015.
  - US **room supply** increased 1.1% in March 2015
  - South Atlantic **room supply** was up 1.1% from March 2014 to March 2015.
- **Room Demand** increased 4.0% in the state from March 2014 to March 2015.
  - **Room demand** in the US increased 3.4% in March 2015 from March 2014.
  - **Room demand** in the South Atlantic increased 3.8% in March 2015 from March 2014.
- North Carolina **room revenues** increased 9.2% in March 2015.
  - **Room revenues** in the US increased 8.5% from March 2014 to March 2015.
  - **Room revenues** in the South Atlantic increased 10.2% from March 2014 to March 2015.

## Regional

- Seven of the eight prosperity zones of the state showed increases in **occupancy** rates for March 2015 from March 2014, particularly the Southwest (+8.0%) and Northeast (+8.1%) regions.
  - Western Region +6.8%
  - Northwest Region +1.6%
  - Southwest Region +8.0%
  - Piedmont Triad Region -3.0%
  - North Central Region +0.6%
  - Sandhills Region +0.5%
  - Northeast Region +8.1%
  - Southeast Region +2.9%
- Each of the eight zones experienced increased **ADR** in March 2015 from March 2014. ADR in the Southwest Region had the largest increase (7.3%) from last March, followed by the Western Region (+6.0%).
  - Western Region +6.0%
  - Northwest Region +2.2%
  - Southwest Region +7.3%
  - Piedmont Triad Region +4.1%
  - North Central Region +4.9%
  - Sandhills Region +0.1%
  - Northeast Region +3.5%
  - Southeast Region +3.0%
- **RevPAR** was up in each of the eight prosperity zones of the state for March 2015 from March 2014. The Western, Southwest and Northeast regions experienced double-digit growth.
  - Western Region +13.2%
  - Northwest Region +3.9%
  - Southwest Region +15.9%
  - Piedmont Triad Region +0.9%
  - North Central Region +5.5%
  - Sandhills Region +0.7%
  - Northeast Region +11.8%
  - Southeast Region +6.0%
- **Room Supply** was up in six of the eight of the prosperity zones of the state for March 2015 from March 2014, particularly in the Northwest Region.
  - Western Region -1.0%
  - Northwest Region +3.1%
  - Southwest Region +0.3%
  - Piedmont Triad Region +0.4%
  - North Central Region +1.3%
  - Sandhills Region +0.8%
  - Northeast Region 0.0%
  - Southeast Region +1.2%
- **Room Demand** was up in seven of the prosperity zones of the state for March 2015 from 2014. The Southwest and Northeast regions in particular had significant growth in demand, with more than 8 percent growth.
  - Western Region +5.8%
  - Northwest Region +4.8%
  - Southwest Region +8.4%
  - Piedmont Triad Region -2.6%
  - North Central Region +1.9%
  - Sandhills Region +1.3%
  - Northeast Region +8.1%
  - Southeast Region +4.1%
- **Room Revenues** were up in each of the prosperity zones of the state for March 2015 from 2014. The Southwest, Western and Northeast regions had double-digit revenue growth.
  - Western Region +12.2%
  - Northwest Region +7.1%
  - Southwest Region +16.3%
  - Piedmont Triad Region +1.3%
  - North Central Region +6.9%
  - Sandhills Region +1.4%
  - Northeast Region +11.8%
  - Southeast Region +7.2%

## Year-To-Date (through March 2015) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.9% statewide YTD (through March) 2015.
  - The US **occupancy** is up 3.1% in 2015 from 2014.
  - The South Atlantic states **occupancy** is up 4.1% in 2015 from 2014.
- YTD **room rates (ADR)** in North Carolina are up 4.4%.
  - The US **ADR** is up 4.7% in 2015 from 2014.
  - The South Atlantic states **ADR** is up 5.9% in 2015 from 2014.
- Statewide, **RevPAR** is up 9.5% year-to-date.
  - Nationally, **RevPAR** is also up 7.9% in 2015 from 2014.
  - The South Atlantic states **RevPAR** is up 10.2% in 2015 from 2014.
- **Room Supply** is up 0.5% in the state year-to-date.
  - Nationally, **room supply** is also up 1.0% in 2015 from 2014.
  - The South Atlantic states **room supply** is up 1.0% in 2015 from 2014.
- **Room Demand** is up 5.4% in the state year-to-date.
  - Nationally, **room demand** is also up 4.2% in 2015 from 2014.
  - The South Atlantic states **room demand** is up 5.1% in 2015 from 2014.
- North Carolina **room revenues** are up 10.1% year-to date.
  - Nationally, **room revenues** are also up 9.0% in 2015 from 2014.
  - The South Atlantic states **room revenues** are up 11.4% in 2015 from 2014.

### Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through March).
  - Western Region +10.0%
  - Northwest Region +4.1%
  - Southwest Region +7.2%
  - Piedmont Triad Region +1.7%
  - North Central Region +3.3%
  - Sandhills Region +1.0%
  - Northeast Region +7.6%
  - Southeast Region +3.4%
- **ADR** in each of the eight prosperity zones is up year-to-date through March.
  - Western Region +6.1%
  - Northwest Region +1.8%
  - Southwest Region +6.0%
  - Piedmont Triad Region +3.6%
  - North Central Region +4.5%
  - Sandhills Region +0.7%
  - Northeast Region +4.2%
  - Southeast Region +1.2%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. Three regions have double-digit growth year-to-date (Western, Southwest and Northeast).
  - Western Region +16.8%
  - Northwest Region +5.9%
  - Southwest Region +13.6%
  - Piedmont Triad Region +5.4%
  - North Central Region +7.9%
  - Sandhills Region +1.7%
  - Northeast Region +12.0%
  - Southeast Region +4.6%
- **Room Supply** is up in five of the prosperity zones year-to-date through March. In particular, the Northwest Region room supply is up more than three percent since year-to-date 2014.
  - Western Region -1.3%
  - Northwest Region +3.2%
  - Southwest Region +0.3%
  - Piedmont Triad Region 0.0%
  - North Central Region +1.0%
  - Sandhills Region +0.8%
  - Northeast Region 0.0%
  - Southeast Region +1.5%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through March..
  - Western Region +8.6%
  - Northwest Region +7.4%
  - Southwest Region +7.5%
  - Piedmont Triad Region +1.7%
  - North Central Region +4.4%
  - Sandhills Region +1.8%
  - Northeast Region +7.5%
  - Southeast Region +4.9%
- **Room Revenues** are up in each of the prosperity zones year-to-date through March. Revenues in three of the regions are up more than ten percent.
  - Western Region +15.3%
  - Northwest Region +9.3%
  - Southwest Region +13.9%
  - Piedmont Triad Region +5.4%
  - North Central Region +9.1%
  - Sandhills Region +2.5%
  - Northeast Region +12.0%
  - Southeast Region +6.2%

## **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  |