

# March 2016 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 0.8% statewide in March 2016 from March 2015.
  - US **occupancy** decreased 0.4% in March 2016 from March 2015.
  - South Atlantic states **occupancy** increased 0.9% in March 2016 from March 2015.
- March 2016 **room rates (ADR)** in North Carolina were up 1.2%.
  - **Room rates** in the US increased 3.2% from March 2015.
  - **Room rates** in the South Atlantic states increased 3.7% from March 2015.
- Statewide, **RevPAR** was up 2.0% from March of 2015.
  - US **RevPAR** increased 2.7% from March 2015.
  - South Atlantic **RevPAR** increased 4.6% from March 2015.
- **Room Supply** increased by 1.8% in the state from March 2015 to March 2016.
  - US **room supply** increased 1.6% in March 2016.
  - South Atlantic **room supply** was up 1.4% from March 2015 to March 2016.
- **Room Demand** increased 2.7% in the state from March 2015 to March 2016.
  - **Room demand** in the US increased 1.2% in March 2016 from March 2015.
  - **Room demand** in the South Atlantic increased 2.2% in March 2016 from March 2015.
- North Carolina **room revenues** increased 3.9% in March 2016.
  - **Room revenues** in the US increased 4.4% from March 2015 to March 2016.
  - **Room revenues** in the South Atlantic increased 6.0% from March 2015 to March 2016.

## Regional

- Five of the eight prosperity zones of the state showed increases in **occupancy** rates for March 2016 from March 2015, particularly the Northeast Region with fourteen percent growth and the Western with nearly ten percent growth.
  - Western Region +9.6%
  - Northwest Region +2.4%
  - Southwest Region -3.3%
  - Piedmont Triad Region -2.2%
  - North Central Region -3.2%
  - Sandhills Region +0.7%
  - Northeast Region +14.1%
  - Southeast Region +7.4%
- Six of the eight zones experienced increased **ADR** in March 2016 from March 2015. ADR in the Western, Northwest and Northeast regions increased six percent from last March.
  - Western Region +6.0%
  - Northwest Region +5.9%
  - Southwest Region -1.4%
  - Piedmont Triad Region -6.1%
  - North Central Region +4.4%
  - Sandhills Region +2.7%
  - Northeast Region +5.8%
  - Southeast Region +2.4%
- **RevPAR** was up in six of the eight prosperity zones of the state for March 2016 from March 2015, particularly the Northeast Region with more than twenty percent growth.
  - Western Region +16.2%
  - Northwest Region +8.5%
  - Southwest Region -4.7%
  - Piedmont Triad Region -8.2%
  - North Central Region +1.0%
  - Sandhills Region +3.4%
  - Northeast Region +20.7%
  - Southeast Region +10.0%
- **Room Supply** was up in seven of the eight of the regions of the state for March 2016 from March 2015, particularly in the North Central, Southeast and Western regions.
  - Western Region +4.1%
  - Northwest Region +0.5%
  - Southwest Region +1.0%
  - Piedmont Triad Region +0.1%
  - North Central Region +3.6%
  - Sandhills Region +0.9%
  - Northeast Region 0.0%
  - Southeast Region +3.2%
- **Room Demand** was up in six of the prosperity zones of the state for March 2016 from 2015. The Northeast and Western regions led the state with fourteen percent growth in demand each, followed by the Southeast Region with nearly eleven percent growth.
  - Western Region +14.1%
  - Northwest Region +2.9%
  - Southwest Region -2.4%
  - Piedmont Triad Region -2.2%
  - North Central Region +0.2%
  - Sandhills Region +1.6%
  - Northeast Region +14.1%
  - Southeast Region +10.8%
- **Room Revenues** were up in six of the prosperity zones of the state for March 2016 from 2015. Three regions experienced double digit growth in revenues.
  - Western Region +21.0%
  - Northwest Region +9.0%
  - Southwest Region -3.7%
  - Piedmont Triad Region -8.2%
  - North Central Region +4.6%
  - Sandhills Region +4.4%
  - Northeast Region +20.7%
  - Southeast Region +13.5%

## Year-To-Date (through March 2016) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 1.5% statewide YTD (through March) 2016.
  - The US **occupancy** is down 0.5% in 2016 from 2015.
  - The South Atlantic states **occupancy** is up 0.1% in 2016 from 2015.
- YTD **room rates (ADR)** in North Carolina are up 3.4%.
  - The US **ADR** is up 3.2% in 2015 from 2015.
  - The South Atlantic states **ADR** is up 3.4% in 2016 from 2015.
- Statewide, **RevPAR** is up 5.0% year-to-date.
  - Nationally, **RevPAR** is also up 2.7% in 2016 from 2015.
  - The South Atlantic states **RevPAR** is up 3.4% in 2016 from 2015.
- **Room Supply** is up 1.7% in the state year-to-date.
  - Nationally, **room supply** is also up 1.5% in 2016 from 2015.
  - The South Atlantic states **room supply** is up 1.3% in 2016 from 2015.
- **Room Demand** is up 3.3% in the state year-to-date.
  - Nationally, **room demand** is also up 1.0% in 2016 from 2015.
  - The South Atlantic states **room demand** is up 1.4% in 2016 from 2015.
- North Carolina **room revenues** are up 6.8% year-to date.
  - Nationally, **room revenues** are also up 4.2% in 2016 from 2015.
  - The South Atlantic states **room revenues** are up 4.8% in 2016 from 2015.

### Regional

- **Occupancy** in six of the eight prosperity zones of the state is up year-to-date (through March).
  - Western Region +6.8%
  - Northwest Region +1.4%
  - Southwest Region -0.4%
  - Piedmont Triad Region +0.5%
  - North Central Region -2.0%
  - Sandhills Region +0.6%
  - Northeast Region +10.9%
  - Southeast Region +6.3%
- **ADR** in seven of the prosperity zones is up year-to-date through March. Three of the regions have more than five percent rate growth year-to-date.
  - Western Region +6.0%
  - Northwest Region +6.2%
  - Southwest Region +4.4%
  - Piedmont Triad Region -2.6%
  - North Central Region +5.1%
  - Sandhills Region +2.6%
  - Northeast Region +4.4%
  - Southeast Region +1.3%
- **RevPAR** is up year-to-date in seven of the eight prosperity zones of the state. Two regions have double-digit growth year-to-date (Western and Northeast).
  - Western Region +13.1%
  - Northwest Region +7.7%
  - Southwest Region +4.1%
  - Piedmont Triad Region -2.2%
  - North Central Region +3.0%
  - Sandhills Region +3.3%
  - Northeast Region +15.7%
  - Southeast Region +7.7%
- **Room Supply** is up in seven of the prosperity zones year-to-date through March.
  - Western Region +3.1%
  - Northwest Region +0.5%
  - Southwest Region +0.9%
  - Piedmont Triad Region +0.4%
  - North Central Region +3.6%
  - Sandhills Region +0.9%
  - Northeast Region -0.6%
  - Southeast Region +3.2%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through March, particularly in the Northeast, Western and Southeast regions.
  - Western Region +10.0%
  - Northwest Region +1.9%
  - Southwest Region +0.5%
  - Piedmont Triad Region +0.9%
  - North Central Region +1.5%
  - Sandhills Region +1.5%
  - Northeast Region +10.3%
  - Southeast Region +9.7%
- **Room Revenues** are up in seven of the prosperity zones year-to-date through March. Revenues in three of the regions are up more than ten percent.
  - Western Region +16.6%
  - Northwest Region +8.2%
  - Southwest Region +5.0%
  - Piedmont Triad Region -1.8%
  - North Central Region +6.7%
  - Sandhills Region +4.2%
  - Northeast Region +15.1%
  - Southeast Region +11.1%

## **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