

# May 2014 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 5.3% statewide in May 2014 from May 2013.
  - US **occupancy** increased 4.9% in May 2014 from May 2013.
  - South Atlantic states **occupancy** increased 7.1% in May 2014 from May 2013.
- May 2014 **room rates (ADR)** in North Carolina were up 4.0%.
  - **Room rates** in the US increased 4.8% from May 2013.
  - **Room rates** in the South Atlantic states increased 4.7% from May 2013.
- Statewide, **RevPAR** was up 9.4% from May of 2013.
  - US **RevPAR** increased 10.0% from May 2013.
  - South Atlantic **RevPAR** increased 12.2% from May 2013.
- **Room Supply** increased by 0.7% in the state from May 2013 to May 2014.
  - US **room supply** increased 0.9% in May 2014
  - South Atlantic **room supply** was up 0.5% from May 2013 to May 2014.
- **Room Demand** increased 6.0% in the state from May 2013 to May 2014.
  - **Room demand** in the US increased 5.9% in May 2014 from May 2013.
  - **Room demand** in the South Atlantic increased 7.7% in May 2014 from May 2013.
- North Carolina **room revenues** increased 10.2% in May 2014.
  - **Room revenues** in the US increased 11.0% from May 2013 to May 2014.
  - **Room revenues** in the South Atlantic increased 12.8% from May 2013 to May 2014.

## Regional

- All of the eight prosperity zones of the state showed increases in **occupancy** rates for May 2014 from May 2013, particularly the Southeast Region (+8.9%).
  - Western Region +3.3%
  - Northwest Region +5.9%
  - Southwest Region +6.7%
  - Piedmont Triad Region +2.2%
  - North Central Region +5.6%
  - Sandhills Region +2.9%
  - Northeast Region +4.1%
  - Southeast Region +8.9%
- All eight prosperity zones experienced increased **ADR** in May 2014. ADR in the Western Region increased six percent from last May, followed by the Southeast Region (+5.2%) and the Northwest Region (+4.6%).
  - Western Region +6.2%
  - Northwest Region +4.6%
  - Southwest Region +3.3%
  - Piedmont Triad Region +2.8%
  - North Central Region +3.7%
  - Sandhills Region +1.4%
  - Northeast Region +4.3%
  - Southeast Region +5.2%
- **RevPAR** was up in seven of the eight prosperity zones of the state for May 2014 from May 2013 particularly in the Southeast Region (+14.5%).
  - Western Region +9.7%
  - Northwest Region +10.8%
  - Southwest Region +10.2%
  - Piedmont Triad Region +5.0%
  - North Central Region +9.5%
  - Sandhills Region +4.3%
  - Northeast Region +8.5%
  - Southeast Region +14.5%
- **Room Supply** was up in six of the eight of the zones of the state for May 2014 from May 2013.
  - Western Region +0.2%
  - Northwest Region -0.7%
  - Southwest Region +1.5%
  - Piedmont Triad Region +0.4%
  - North Central Region +0.3%
  - Sandhills Region +0.4%
  - Northeast Region -0.4%
  - Southeast Region +2.1%
- **Room Demand** was up in each of the prosperity zones of the state for May 2014 from 2013; four of the regions with more than five percent growth. The Sandhills Region in particular had significant growth in demand, with more than 11% growth.
  - Western Region +3.6%
  - Northwest Region +5.1%
  - Southwest Region +8.3%
  - Piedmont Triad Region +2.6%
  - North Central Region +5.9%
  - Sandhills Region +3.3%
  - Northeast Region +3.7%
  - Southeast Region +11.2%
- **Room Revenues** were up in each of the prosperity zones of the state for May 2014 from 2013. The Southeast (+16.9%) and Southwest (+11.9%) regions had significant growth in revenues.
  - Western Region +10.0%
  - Northwest Region +10.0%
  - Southwest Region +11.9%
  - Piedmont Triad Region +5.4%
  - North Central Region +9.8%
  - Sandhills Region +4.7%
  - Northeast Region +8.1%
  - Southeast Region +16.9%

## Year-To-Date (through May 2014) Lodging Report

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.2% statewide YTD (through May) 2014.
  - The US **occupancy** is up 3.4% in 2014 from 2013.
  - The South Atlantic states **occupancy** is up 4.2% in 2014 from 2013.
- YTD **room rates (ADR)** in North Carolina are up 3.9%.
  - The US **ADR** is up 4.1% in 2014 from 2013.
  - The South Atlantic states **ADR** is up 3.7% in 2014 from 2013.
- Statewide, **RevPAR** is up 8.3% year-to-date.
  - Nationally, **RevPAR** is also up 7.6% in 2014 from 2013.
  - The South Atlantic states **RevPAR** is up 8.1% 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 0.3% in 2014 from 2013.
- **Room Demand** is up 4.9% 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 4.6% in 2014 from 2013.
- North Carolina **room revenues** are up 9.0% year-to date.
  - Nationally, **room revenues** are also up 8.5% in 2014 from 2013.
  - The South Atlantic states **room revenues** are up 8.5% in 2014 from 2013.

### Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through May).
  - Western Region +2.4%
  - Northwest Region +7.6%
  - Southwest Region +6.1%
  - Piedmont Triad Region +3.2%
  - North Central Region +6.7%
  - Sandhills Region +2.1%
  - Northeast Region -2.3%
  - Southeast Region +1.5%
- **ADR** in each of the eight prosperity zones is up year-to-date through May. The Western Region is up more than five percent.
  - Western Region +5.6%
  - Northwest Region +4.1%
  - Southwest Region +3.3%
  - Piedmont Triad Region +3.5%
  - North Central Region +4.2%
  - Sandhills Region +2.2%
  - Northeast Region +5.0%
  - Southeast Region +3.1%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The Northwest Region is up twelve percent.
  - Western Region +8.1%
  - Northwest Region +12.0%
  - Southwest Region +9.6%
  - Piedmont Triad Region +6.8%
  - North Central Region +11.1%
  - Sandhills Region +4.4%
  - Northeast Region +2.6%
  - Southeast Region +4.7%
- **Room Supply** is up in six of the prosperity zones year-to-date through May.
  - Western Region +0.1%
  - Northwest Region -1.5%
  - Southwest Region +1.3%
  - Piedmont Triad Region 0.0%
  - North Central Region +0.8%
  - Sandhills Region +0.4%
  - Northeast Region +0.1%
  - Southeast Region +2.3%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through May. The North Central Region is up more than seven percent.
  - Western Region +2.6%
  - Northwest Region +6.0%
  - Southwest Region +7.4%
  - Piedmont Triad Region +3.2%
  - North Central Region +7.5%
  - Sandhills Region +2.5%
  - Northeast Region -2.2%
  - Southeast Region +3.8%
- **Room Revenues** are up in each of the prosperity zones year-to-date through May. Revenues in the North Central Region, in particular, are up twelve percent.
  - Western Region +8.3%
  - Northwest Region +10.3%
  - Southwest Region +11.0%
  - Piedmont Triad Region +6.8%
  - North Central Region +12.0%
  - Sandhills Region +4.8%
  - Northeast Region +2.7%
  - Southeast Region +7.0%

## **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