

# May 2015 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 2.9% statewide in May 2015 from May 2014.
  - US **occupancy** increased 0.8% in May 2015 from May 2014.
  - South Atlantic states **occupancy** increased 1.5% in May 2015 from May 2014.
- May 2015 **room rates (ADR)** in North Carolina were up 5.2%.
  - **Room rates** in the US increased 5.0% from May 2014.
  - **Room rates** in the South Atlantic states increased 5.4% from May 2014.
- Statewide, **RevPAR** was up 8.3% from May of 2014.
  - US **RevPAR** increased 5.9% from May 2014.
  - South Atlantic **RevPAR** increased 6.9% from May 2014.
- **Room Supply** increased by 0.5% in the state from May 2014 to May 2015.
  - US **room supply** increased 1.0% in May 2015
  - South Atlantic **room supply** was up 1.0% from May 2014 to May 2015.
- **Room Demand** increased 3.4% in the state from May 2014 to May 2015.
  - **Room demand** in the US increased 1.9% in May 2015 from May 2014.
  - **Room demand** in the South Atlantic increased 2.5% in May 2015 from May 2014.
- North Carolina **room revenues** increased 8.8% in May 2015.
  - **Room revenues** in the US increased 7.0% from May 2014 to May 2015.
  - **Room revenues** in the South Atlantic increased 8.0% from May 2014 to May 2015.

## Regional

- Seven of the eight prosperity zones of the state showed increases in **occupancy** rates for May 2015 from May 2014, particularly the Western Region (+6.9%).
  - Western Region +6.9%
  - Northwest Region +3.4%
  - Southwest Region +2.2%
  - Piedmont Triad Region +4.1%
  - North Central Region +3.7%
  - Sandhills Region +4.7%
  - Northeast Region +1.1%
  - Southeast Region -2.3%
- Each of the eight zones experienced increased **ADR** in May 2015 from May 2014. ADR in the Western Region had the largest increase (7.6%) from last May, followed by the Northeast (+6.7%) and North Central (+6.5%) regions.
  - Western Region +7.6%
  - Northwest Region +4.6%
  - Southwest Region +5.9%
  - Piedmont Triad Region +2.6%
  - North Central Region +6.5%
  - Sandhills Region +1.1%
  - Northeast Region +6.7%
  - Southeast Region +2.8%
- **RevPAR** was up in each of the eight prosperity zones of the state for May 2015 from May 2014. The Western Region had more than fifteen percent growth in RevPAR from last May. The North Central Region also experienced double-digit growth (+10.4%).
  - Western Region +15.1%
  - Northwest Region +8.1%
  - Southwest Region +8.2%
  - Piedmont Triad Region +6.9%
  - North Central Region +10.4%
  - Sandhills Region +5.8%
  - Northeast Region +7.9%
  - Southeast Region +0.4%
- **Room Supply** was up in five of the eight of the prosperity zones of the state for May 2015 from May, particularly in the Northwest Region.
  - Western Region -1.3%
  - Northwest Region +3.0%
  - Southwest Region 0.0%
  - Piedmont Triad Region +0.2%
  - North Central Region +1.3%
  - Sandhills Region +0.4%
  - Northeast Region 0.0%
  - Southeast Region +1.6%
- **Room Demand** was up in seven of the prosperity zones of the state for May 2015 from 2014. The Northwest Region led the state with more than six percent demand growth.
  - Western Region +5.5%
  - Northwest Region +6.5%
  - Southwest Region +2.2%
  - Piedmont Triad Region +4.4%
  - North Central Region +5.1%
  - Sandhills Region +5.1%
  - Northeast Region +1.1%
  - Southeast Region -0.8%
- **Room Revenues** were up in each of the prosperity zones of the state for May 2015 from 2014. Three of the regions had double-digit revenue growth.
  - Western Region +13.5%
  - Northwest Region +11.4%
  - Southwest Region +8.2%
  - Piedmont Triad Region +7.1%
  - North Central Region +11.9%
  - Sandhills Region +6.2%
  - Northeast Region +7.9%
  - Southeast Region +2.1%

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

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 4.0% statewide YTD (through May) 2015.
  - The US **occupancy** is up 2.3% in 2015 from 2014.
  - The South Atlantic states **occupancy** is up 3.4% in 2015 from 2014.
- YTD **room rates (ADR)** in North Carolina are up 4.7%.
  - 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 8.9% year-to-date.
  - Nationally, **RevPAR** is also up 7.2% in 2015 from 2014.
  - The South Atlantic states **RevPAR** is up 9.4% 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 4.6% in the state year-to-date.
  - Nationally, **room demand** is also up 3.4% in 2015 from 2014.
  - The South Atlantic states **room demand** is up 4.3% in 2015 from 2014.
- North Carolina **room revenues** are up 9.5% year-to date.
  - Nationally, **room revenues** are also up 8.2% in 2015 from 2014.
  - The South Atlantic states **room revenues** are up 10.5% in 2015 from 2014.

### Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through May).
  - Western Region +9.3%
  - Northwest Region +4.1%
  - Southwest Region +4.3%
  - Piedmont Triad Region +3.1%
  - North Central Region +3.8%
  - Sandhills Region +0.9%
  - Northeast Region +5.6%
  - Southeast Region +1.3%
- **ADR** in each of the eight prosperity zones is up year-to-date through May.
  - Western Region +7.2%
  - Northwest Region +2.9%
  - Southwest Region +5.9%
  - Piedmont Triad Region +4.3%
  - North Central Region +4.8%
  - Sandhills Region +0.1%
  - Northeast Region +4.7%
  - Southeast Region +1.8%
- **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, Northeast and Southwest).
  - Western Region +17.3%
  - Northwest Region +7.2%
  - Southwest Region +10.4%
  - Piedmont Triad Region +7.5%
  - North Central Region +8.7%
  - Sandhills Region +1.0%
  - Northeast Region +10.6%
  - Southeast Region +3.1%
- **Room Supply** is up in six of the prosperity zones year-to-date through May. In particular, the Northwest Region room supply is up more than three percent since year-to-date 2014.
  - Western Region -1.2%
  - Northwest Region +3.1%
  - Southwest Region +0.3%
  - Piedmont Triad Region +0.1%
  - North Central Region +1.2%
  - Sandhills Region +0.6%
  - Northeast Region 0.0%
  - Southeast Region +1.5%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through May. The Western Region has sold eight percent more room nights year-to-date in 2015 than in 2014.
  - Western Region +8.0%
  - Northwest Region +7.4%
  - Southwest Region +4.6%
  - Piedmont Triad Region +3.2%
  - North Central Region +5.0%
  - Sandhills Region +1.5%
  - Northeast Region +5.5%
  - Southeast Region +2.8%
- **Room Revenues** are up in each of the prosperity zones year-to-date through May. Revenues in five of the regions are up ten percent or more.
  - Western Region +15.8%
  - Northwest Region +10.6%
  - Southwest Region +10.7%
  - Piedmont Triad Region +7.7%
  - North Central Region +10.0%
  - Sandhills Region +1.6%
  - Northeast Region +10.6%
  - Southeast Region +4.6%

## **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, Edgecombe, Franklin, Granville, Harnett, Johnston, Lee, Nash, Orange, Person, Vance, Wake, Warren, Wilson
Sandhills (South Central) -	Bladen, Columbus, Cumberland, Hoke, Montgomery, Moore, Richmond, Robeson, Sampson, Scotland
Northeast -	Beaufort, Bertie, Camden, Chowan, Currituck, Dare, , Gates, Halifax, Hertford, Hyde, Martin, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington
Southeast -	Brunswick, Carteret, Craven, Duplin, Greene, Jones, Lenoir, New Hanover, Onslow, Pamlico, Pender, Wayne