

# September 2015 Monthly Lodging Report (Smith Travel Research)

## Statewide

- Hotel/motel **occupancy** increased 2.8% statewide in September 2015 from September 2014.
  - US **occupancy** increased 3.3% in September 2015 from September 2014.
  - South Atlantic states **occupancy** increased 3.8% in September 2015 from September 2014.
- September 2015 **room rates (ADR)** in North Carolina were up 5.3%.
  - **Room rates** in the US increased 4.6% from September 2014.
  - **Room rates** in the South Atlantic states increased 4.4% from September 2014.
- Statewide, **RevPAR** was up 8.2% from September of 2014.
  - US **RevPAR** increased 8.0% from September 2014.
  - South Atlantic **RevPAR** increased 8.3% from September 2014.
- **Room Supply** increased by 1.3% in the state from September 2014 to September 2015.
  - US **room supply** increased 1.2% in September 2015
  - South Atlantic **room supply** was up 1.1% from September 2014 to September 2015.
- **Room Demand** increased 4.1% in the state from September 2014 to September 2015.
  - **Room demand** in the US decreased 4.6% in September 2015 from September 2014.
  - **Room demand** in the South Atlantic decreased 4.9% in September 2015 from September 2014.
- North Carolina **room revenues** increased 9.6% in September 2015.
  - **Room revenues** in the US increased 9.3% from September 2014 to September 2015.
  - **Room revenues** in the South Atlantic increased 9.4% from September 2014 to September 2015.

## Regional

- Seven of the eight prosperity zones of the state showed increases in **occupancy** rates for September 2015 from September 2014. The Piedmont Triad Region had an occupancy rate decline of less than one percent from last September.
  - Western Region +7.9%
  - Northwest Region +5.9%
  - Southwest Region +0.5%
  - Piedmont Triad Region -0.5%
  - North Central Region +2.2%
  - Sandhills Region +1.7%
  - Northeast Region +7.4%
  - Southeast Region +4.0%
- Each of the eight zones experienced increased **ADR** in September 2015 from September 2014. ADR in the Western Region had the largest increase (+7.4%) from last September, followed by the Northeast and North Central regions.
  - Western Region +7.4%
  - Northwest Region +5.4%
  - Southwest Region +4.9%
  - Piedmont Triad Region +2.3%
  - North Central Region +6.2%
  - Sandhills Region +2.3%
  - Northeast Region +6.4%
  - Southeast Region +3.9%
- **RevPAR** was up in each of the eight prosperity zones of the state for September 2015 from September 2014. The Western Region had nearly sixteen percent growth in RevPAR from last September.
  - Western Region +15.9%
  - Northwest Region +11.6%
  - Southwest Region +5.4%
  - Piedmont Triad Region +1.8%
  - North Central Region +8.6%
  - Sandhills Region +4.1%
  - Northeast Region +14.3%
  - Southeast Region +8.1%
- **Room Supply** was up in six of the eight of the prosperity zones of the state for September 2015 from September 2014, particularly the North Central Region (+2.7%).
  - Western Region +1.5%
  - Northwest Region +1.3%
  - Southwest Region +0.5%
  - Piedmont Triad Region +0.8%
  - North Central Region +2.7%
  - Sandhills Region -0.4%
  - Northeast Region 0.0%
  - Southeast Region +3.1%
- **Room Demand** was up in each of the prosperity zones of the state for September 2015 from 2014. The Western Region led the state with more than nine percent demand growth.
  - Western Region +9.5%
  - Northwest Region +7.3%
  - Southwest Region +1.0%
  - Piedmont Triad Region +0.3%
  - North Central Region +5.0%
  - Sandhills Region +1.3%
  - Northeast Region +7.4%
  - Southeast Region +7.3%
- **Room Revenues** were up in each of the prosperity zones of the state for September 2015 from 2014. Five of the regions experienced double-digit revenue growth from last September.
  - Western Region +17.6%
  - Northwest Region +13.0%
  - Southwest Region +5.9%
  - Piedmont Triad Region +2.6%
  - North Central Region +11.5%
  - Sandhills Region +3.6%
  - Northeast Region +14.2%
  - Southeast Region +11.4%

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

### Statewide & Competitive State Comparison

- Hotel/motel **occupancy** is up 2.9% statewide YTD (through September) 2015.
  - The US **occupancy** is up 2.0% in 2015 from 2014.
  - The South Atlantic states **occupancy** is up 2.8% 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 5.2% in 2015 from 2014.
- Statewide, **RevPAR** is up 7.5% year-to-date.
  - Nationally, **RevPAR** is also up 6.7% in 2015 from 2014.
  - The South Atlantic states **RevPAR** is up 8.2% 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 0.8% in 2015 from 2014.
- **Room Demand** is up 3.5% in the state year-to-date.
  - Nationally, **room demand** is also up 3.0% in 2015 from 2014.
  - The South Atlantic states **room demand** is up 3.7% in 2015 from 2014.
- North Carolina **room revenues** are up 8.1% year-to date.
  - Nationally, **room revenues** are also up 7.8% in 2015 from 2014.
  - The South Atlantic states **room revenues** are up 9.1% in 2015 from 2014.

### Regional

- **Occupancy** in each of the eight prosperity zones of the state is up year-to-date (through September).
  - Western Region +6.5%
  - Northwest Region +3.3%
  - Southwest Region +3.4%
  - Piedmont Triad Region +1.8%
  - North Central Region +2.0%
  - Sandhills Region +1.9%
  - Northeast Region +4.8%
  - Southeast Region +0.8%
- **ADR** in seven of the eight prosperity zones is up year-to-date through September. The decrease in the Sandhills Region can likely be attributed to high rates during the US Opens in June 2014.
  - Western Region +6.7%
  - Northwest Region +3.1%
  - Southwest Region +5.3%
  - Piedmont Triad Region +3.8%
  - North Central Region +5.0%
  - Sandhills Region -0.8%
  - Northeast Region +4.5%
  - Southeast Region +2.0%
- **RevPAR** is up year-to-date in each of the eight prosperity zones of the state. The Western Region has double-digit growth year-to-date.
  - Western Region +13.7%
  - Northwest Region +6.5%
  - Southwest Region +8.9%
  - Piedmont Triad Region +5.6%
  - North Central Region +7.1%
  - Sandhills Region +1.1%
  - Northeast Region +9.5%
  - Southeast Region +2.8%
- **Room Supply** is up in five of the prosperity zones year-to-date through September. In particular, room supply in the Northwest and North Central regions is up nearly two percent from year-to-date 2014.
  - Western Region -1.0%
  - Northwest Region +1.8%
  - Southwest Region +0.2%
  - Piedmont Triad Region +0.2%
  - North Central Region +1.7%
  - Sandhills Region -0.5%
  - Northeast Region 0.0%
  - Southeast Region +1.8%
- **Room Demand** is up each of the prosperity zones of the state year-to-date through September.
  - Western Region +5.4%
  - Northwest Region +5.1%
  - Southwest Region +3.5%
  - Piedmont Triad Region +2.0%
  - North Central Region +3.8%
  - Sandhills Region +1.4%
  - Northeast Region +4.7%
  - Southeast Region +2.7%
- **Room Revenues** are up in each of the prosperity zones year-to-date through September. Revenues in Western Region are up more than twelve percent.
  - Western Region +12.5%
  - Northwest Region +8.4%
  - Southwest Region +9.0%
  - Piedmont Triad Region +5.8%
  - North Central Region +9.0%
  - Sandhills Region +0.5%
  - Northeast Region +9.4%
  - Southeast Region +4.7%

## **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