

2024 North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	50.30%	58.10%	63.10%										
ADR (\$)	\$108.49	\$114.65	\$119.28										
RevPAR (\$)	\$54.54	\$66.58	\$75.25										

2023 North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	51.5%	58.6%	65.6%	65.8%	64.8%	67.4%	65.9%	64.0%	64.5%	67.2%	59.7%	51.5%	62.2%
ADR (\$)	\$107.85	\$113.13	\$120.25	\$128.57	\$129.85	\$127.67	\$129.01	\$124.32	\$128.56	\$137.09	\$124.22	\$114.84	\$123.78
RevPAR (\$)	\$55.52	\$66.28	\$78.87	\$84.66	\$84.13	\$86.06	\$85.07	\$79.61	\$82.90	\$92.14	\$74.12	\$59.17	\$77.38

2022 North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	46.0%	55.7%	63.3%	67.5%	63.9%	68.4%	67.4%	65.5%	64.4%	68.2%	60.2%	53.1%	62.0%
ADR (\$)	\$95.78	\$102.51	\$110.64	\$122.63	\$124.63	\$126.34	\$129.44	\$124.16	\$126.92	\$134.14	\$119.92	\$113.63	\$119.23
RevPAR (\$)	\$44.09	\$57.06	\$70.02	\$82.79	\$79.69	\$86.37	\$87.19	\$81.38	\$81.72	\$91.49	\$72.22	\$60.33	\$74.53

2021 North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	39.2%	45.3%	54.7%	60.4%	61.3%	65.8%	67.3%	62.1%	60.1%	64.4%	58.1%	51.3%	57.5%
ADR (\$)	\$79.39	\$82.55	\$86.70	\$96.26	\$105.67	\$112.44	\$119.84	\$114.00	\$114.08	\$121.45	\$109.67	\$105.07	\$103.93
RevPAR (\$)	\$31.08	\$37.43	\$47.45	\$58.10	\$64.72	\$73.98	\$80.63	\$70.76	\$68.53	\$78.15	\$63.73	\$53.88	\$60.70

2020 North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	50.9%	59.5%	42.0%	26.7%	34.0%	44.7%	48.8%	48.9%	48.5%	52.0%	44.0%	37.8%	44.8%
ADR (\$)	\$98.06	\$103.27	\$90.58	\$67.20	\$73.91	\$88.03	\$95.58	\$94.53	\$91.68	\$97.47	\$87.30	\$83.92	\$89.29
RevPAR (\$)	\$49.90	\$61.43	\$38.06	\$17.96	\$25.13	\$39.39	\$46.67	\$46.27	\$44.50	\$50.67	\$38.41	\$31.75	\$40.85

2019 North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	54.2%	62.2%	65.2%	70.5%	69.8%	71.4%	71.2%	69.0%	66.5%	69.5%	62.6%	51.4%	65.3%
ADR (\$)	\$96.10	\$103.50	\$99.60	\$108.25	\$110.59	\$109.45	\$110.76	\$109.47	\$109.10	\$115.46	\$105.99	\$100.54	\$106.57
RevPAR (\$)	\$52.10	\$64.30	\$64.90	\$76.32	\$77.23	\$78.17	\$78.85	\$75.54	\$72.55	\$80.30	\$66.33	\$51.70	\$69.86

2024/2023 Variation in North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	-2.4%	-0.9%	-4.0%										
ADR (\$)	\$0.64	\$1.52	-\$0.97										
RevPAR (\$)	-\$0.98	\$0.30	-\$3.62										

2023/2022 Variation in North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	10.7%	4.9%	3.5%	-2.6%	1.4%	-1.5%	-2.3%	-2.3%	0.2%	-1.5%	-0.8%	-3.1%	
ADR (\$)	\$12.07	\$10.62	\$9.61	\$5.94	\$5.22	\$1.33	-\$0.43	\$0.16	\$1.64	\$2.95	\$4.30	\$1.21	
RevPAR (\$)	\$11.43	\$9.22	\$8.85	\$1.87	\$4.44	-\$0.31	-\$2.12	-\$1.77	\$1.18	\$0.65	\$1.90	-\$1.16	

2022/2021 Variation in North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	17.3%	23.0%	15.7%	11.8%	4.2%	4.0%	0.1%	5.5%	7.2%	5.9%	3.6%	3.5%	8.5%
ADR (\$)	\$16.39	\$19.96	\$23.94	\$26.37	\$18.96	\$13.90	\$9.60	\$10.16	\$12.84	\$12.69	\$10.25	\$8.56	\$15.30
RevPAR (\$)	\$13.01	\$19.63	\$22.57	\$24.69	\$14.97	\$12.39	\$6.56	\$10.62	\$13.19	\$13.34	\$8.49	\$6.45	\$13.83

2022/2020 Variation in North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	-9.6%	-6.4%	50.7%	152.8%	87.9%	53.0%	38.1%	33.9%	32.8%	31.2%	36.8%	40.5%	45.1%
ADR (\$)	-\$2.28	-\$0.76	\$20.06	\$55.43	\$50.72	\$38.31	\$33.86	\$29.63	\$35.24	\$36.67	\$32.62	\$29.71	\$29.93
RevPAR (\$)	-\$5.81	-\$4.37	\$31.96	\$64.83	\$54.56	\$46.98	\$40.52	\$35.11	\$37.22	\$40.82	\$33.81	\$28.58	\$33.68

2022/2019 Variation in North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	-15.1%	-10.5%	-2.9%	-4.3%	-8.5%	-4.2%	-5.3%	-5.1%	-3.2%	-1.9%	-3.8%	3.3%	-5.1%
ADR (\$)	-\$0.32	-\$0.99	\$11.04	\$14.38	\$14.04	\$16.89	\$18.68	\$14.69	\$17.82	\$18.68	\$13.93	\$13.09	\$12.66
RevPAR (\$)	-\$8.01	-\$7.24	\$5.12	\$6.47	\$2.46	\$8.20	\$8.34	\$5.84	\$9.17	\$11.19	\$5.89	\$8.63	\$4.67