

2025 North Carolina STR Data

Data Type	January	February	March	April	May	June	July	August	September	October	November	December	Average
Occupancy Rate (%)	54.10%	59.20%	63.30%	64.7%	64.90%	66.40%	65%	62.50%	61%	66.60%	57.40%	50.90%	
ADR (\$)	\$116.71	\$121.15	\$124.07	\$132.07	\$138.86	\$132.29	\$130.83	\$128.99	\$131.71	\$144.67	\$127.41	\$118.67	
RevPAR (\$)	\$63.12	\$71.75	\$78.52	\$85.50	\$90.18	\$87.81	\$85.07	\$80.56	\$80.36	\$96.42	\$73.13	\$60.43	

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%	67%	65.90%	67.50%	65.90%	64.20%	62.40%	71.40%	62.40%	54.40%	62.7%
ADR (\$)	\$108.49	\$114.65	\$119.28	\$131.80	\$133.12	\$134.12	\$130.53	\$128.10	\$130.24	\$138.64	\$126.47	\$119.46	\$126.24
RevPAR (\$)	\$54.54	\$66.58	\$75.25	\$88.34	\$87.78	\$90.58	\$86.06	\$82.22	\$81.21	\$98.96	\$78.96	\$64.99	\$79.62

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