

# Tab 2 - Multi-Segment

Currency: USD - US Dollar

North Carolina Restaurant and Lodging Association Internal

For the month of: February 2026

	Current Month - February 2026 vs February 2025												Year to Date - February 2026 vs February 2025												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 2025						Occ %		ADR		RevPAR		Percent Change from YTD 2025						Properties		Rooms	
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
United States	60.4	59.1	162.58	159.36	98.28	94.20	2.3	2.0	4.3	5.0	0.7	2.9	56.2	55.6	157.44	155.30	88.52	86.41	1.0	1.4	2.4	3.1	0.7	1.7	63205	38435	5653151	4369386
South Atlantic	65.8	66.0	182.42	176.80	119.99	116.61	-0.3	3.2	2.9	3.6	0.7	0.4	61.0	62.4	173.02	170.04	105.52	106.17	-2.3	1.8	-0.6	0.1	0.7	-1.6	13476	8884	1323580	1067590
North Carolina	58.6	59.1	121.16	121.27	70.94	71.68	-0.9	-0.1	-1.0	-0.4	0.6	-0.3	53.5	56.4	117.16	119.03	62.72	67.15	-5.1	-1.6	-6.6	-5.9	0.8	-4.4	1993	1375	170814	141810
Charlotte, NC	64.3	65.4	129.70	129.02	83.35	84.44	-1.8	0.5	-1.3	-0.3	1.0	-0.8	59.8	63.7	126.75	127.73	75.78	81.35	-6.1	-0.8	-6.8	-5.9	1.0	-5.1	392	338	43233	40098
Greensboro-Winston Salem, NC	59.7	56.8	108.02	107.33	64.48	60.92	5.2	0.6	5.8	6.3	0.4	5.6	53.0	53.3	102.86	103.42	54.54	55.08	-0.4	-0.5	-1.0	-0.4	0.6	0.1	230	176	21997	19034
Raleigh-Durham-Chapel Hill, NC	66.3	62.8	136.38	133.91	90.46	84.13	5.6	1.8	7.5	7.7	0.2	5.8	59.9	58.5	129.81	129.67	77.74	75.91	2.3	0.1	2.4	2.6	0.2	2.5	288	253	31441	29746
Asheville, NC	51.5	62.3	142.62	137.87	73.40	85.95	-17.4	3.4	-14.6	-13.6	1.2	-16.5	47.7	61.9	137.81	137.30	65.71	84.93	-22.9	0.4	-22.6	-21.8	1.1	-22.1	120	92	10138	9450
Wilmington, NC	54.6	53.3	116.01	113.47	63.31	60.43	2.5	2.2	4.8	6.6	1.8	4.3	48.2	48.0	111.00	108.40	53.49	52.05	0.3	2.4	2.8	5.4	2.6	2.9	112	62	8693	6535
Fayetteville MSA, NC	60.4	60.4	98.66	101.60	59.60	61.38	-0.0	-2.9	-2.9	-1.7	1.2	1.2	56.0	58.8	98.47	100.46	55.15	59.06	-4.7	-2.0	-6.6	-5.5	1.2	-3.5	74	56	6450	5706
Coastal Carolina, NC	44.8	42.6	105.11	105.51	47.06	44.96	5.1	-0.4	4.7	2.4	-2.1	2.8	41.0	39.3	101.52	101.78	41.57	39.95	4.3	-0.3	4.1	1.4	-2.6	1.6	112	32	6298	3111

A blank row indicates insufficient data.

2026 © CoStar Group. This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2026 STR, LLC / STR Global, Ltd. trading as "STR".