

# Tab 2 - Multi-Segment

Currency: USD - US Dollar

North Carolina Restaurant and Lodging Association Internal

For the month of: March 2026

	Current Month - March 2026 vs March 2025												Year to Date - March 2026 vs March 2025												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 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	64.9	63.6	168.06	161.91	108.99	102.95	2.0	3.8	5.9	6.4	0.6	2.6	59.2	58.4	161.57	157.83	95.63	92.15	1.4	2.4	3.8	4.4	0.6	2.0	63271	38504	5654336	4376723
South Atlantic	70.1	68.9	188.41	180.91	132.00	124.68	1.7	4.1	5.9	6.4	0.5	2.1	64.1	64.7	178.94	174.06	114.71	112.58	-0.9	2.8	1.9	2.5	0.6	-0.3	13510	8903	1323519	1070117
North Carolina	63.5	63.3	126.27	124.34	80.16	78.73	0.3	1.5	1.8	2.2	0.3	0.6	57.0	58.8	120.71	121.04	68.78	71.20	-3.1	-0.3	-3.4	-2.8	0.6	-2.6	2009	1383	171560	142463
Charlotte, NC	70.1	70.2	134.97	131.34	94.66	92.19	-0.1	2.8	2.7	3.2	0.6	0.5	63.3	65.9	129.83	129.05	82.22	85.09	-3.9	0.6	-3.4	-2.4	1.0	-3.0	392	338	43105	40099
Greensboro-Winston Salem, NC	61.6	61.1	107.92	108.46	66.49	66.23	0.9	-0.5	0.4	0.6	0.2	1.1	56.0	56.0	104.73	105.32	58.68	58.93	0.1	-0.6	-0.4	0.0	0.4	0.6	230	177	21997	19147
Raleigh-Durham-Chapel Hill, NC	69.2	67.0	138.18	138.33	95.57	92.64	3.3	-0.1	3.2	3.0	-0.1	3.2	63.0	61.5	133.00	132.93	83.85	81.69	2.6	0.1	2.6	2.7	0.1	2.7	288	254	31441	29815
Asheville, NC	61.8	64.6	147.91	135.39	91.38	87.50	-4.4	9.2	4.4	5.6	1.2	-3.3	52.6	62.8	141.96	136.62	74.63	85.82	-16.3	3.9	-13.0	-12.2	1.0	-15.5	120	93	10149	9517
Wilmington, NC	66.0	64.0	132.29	126.63	87.28	81.09	3.0	4.5	7.6	9.2	1.5	4.6	54.6	54.0	120.49	116.66	65.82	62.98	1.2	3.3	4.5	6.8	2.2	3.4	116	62	9087	6535
Fayetteville MSA, NC	66.4	59.9	99.80	99.79	66.23	59.80	10.7	0.0	10.7	10.3	-0.4	10.3	59.8	59.2	99.29	100.30	59.41	59.43	1.0	-1.0	-0.0	-0.4	-0.4	0.6	72	56	6315	5706
Coastal Carolina, NC	54.8	52.7	118.21	116.36	64.83	61.32	4.1	1.6	5.7	5.5	-0.2	3.9	45.9	44.0	108.65	107.93	49.87	47.47	4.4	0.7	5.1	3.7	-1.3	3.0	120	34	6584	3284

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