

North Carolina Restaurant and Lodging Association Internal

For the month of: August 2026

	Current Month - August 2026 vs August 2025												Year to Date - August 2026 vs August 2025												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 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	66.4	66.1	161.78	159.37	107.43	105.30	0.5	1.5	2.0	2.4	0.3	0.8	64.3	63.5	166.25	160.54	106.91	101.88	1.3	3.6	4.9	5.4	0.5	1.8	64456	39005	5714247	4415684
South Atlantic	62.4	62.8	143.71	143.68	89.73	90.23	-0.6	0.0	-0.6	-0.1	0.5	-0.1	65.9	65.8	169.88	164.61	111.98	108.28	0.2	3.2	3.4	3.9	0.5	0.7	13622	9034	1332614	1081966
North Carolina	63.2	62.5	132.00	130.37	83.42	81.48	1.1	1.3	2.4	3.3	0.9	2.0	62.5	62.6	131.62	129.54	82.21	81.03	-0.2	1.6	1.5	2.0	0.6	0.4	2063	1408	173607	144065
Charlotte, NC	66.7	63.7	128.86	121.65	85.99	77.45	4.8	5.9	11.0	11.0	-0.0	4.8	67.4	67.6	133.17	130.57	89.82	88.20	-0.2	2.0	1.8	2.4	0.5	0.4	394	341	43176	40354
Greensboro-Winston Salem, NC	60.6	58.9	107.89	109.21	65.35	64.34	2.8	-1.2	1.6	2.1	0.5	3.3	60.8	59.5	113.68	112.62	69.15	67.07	2.2	0.9	3.1	3.8	0.7	2.9	233	178	22045	19056
Raleigh-Durham-Chapel Hill, NC	65.5	65.6	131.59	127.48	86.24	83.67	-0.1	3.2	3.1	4.1	1.0	0.9	66.2	65.1	135.98	134.81	90.05	87.72	1.8	0.9	2.7	3.0	0.4	2.2	289	257	31629	30054
Asheville, NC	64.9	68.3	160.79	156.66	104.38	106.96	-4.9	2.6	-2.4	-4.0	-1.6	-6.4	62.6	66.6	160.44	147.00	100.51	97.83	-5.9	9.1	2.7	2.4	-0.3	-6.1	119	92	9908	9275
Wilmington, NC	69.9	67.0	171.00	172.90	119.55	115.91	4.3	-1.1	3.1	6.0	2.7	7.2	65.9	64.4	155.69	154.36	102.60	99.46	2.3	0.9	3.2	5.9	2.6	5.0	118	63	9274	6773
Fayetteville MSA, NC	63.7	60.4	99.89	104.37	63.62	63.05	5.4	-4.3	0.9	4.4	3.5	9.1	63.6	60.5	100.57	102.04	64.01	61.76	5.2	-1.4	3.6	3.8	0.1	5.3	73	54	6439	5629
Coastal Carolina, NC	64.2	64.7	187.58	184.87	120.39	119.64	-0.8	1.5	0.6	6.1	5.4	4.6	58.5	57.5	163.20	156.72	95.47	90.06	1.8	4.1	6.0	7.4	1.3	3.1	137	40	7355	3751

A blank row indicates insufficient data.