

Executive Summary 2014 Lodging Report Winston-Salem

Methodology and Summary of Findings

Randall Travel Marketing (RTM) conducted a lodging study for Visit Winston-Salem. The purpose of the study was to clearly define the visitor segments that drive occupancy in the area, as well as provide an overview of the lodging industry in Winston-Salem. A one-page questionnaire was written by RTM, approved by Visit Winston-Salem (VWS), and sent to all lodging properties to determine the following for the 2013 calendar year: percentage of occupancy driven by five (5) market segments; monthly occupancy, walk-in reservations, travel party information, top leisure geographic feeder areas and future sales and marketing priorities. The lodging survey was conducted during the months of February through April 2014. Additionally, a five year trend report was purchased from Smith Travel Research to evaluate the overall lodging trends for Winston-Salem.

Lodging Inventory

Visit Winston-Salem (VWS) provided RTM with a list of all lodging properties in the Winston-Salem area. According to the Winston Salem database, there are currently a total of 43 hotel/motel (4,565 rooms) and five (5) bed & breakfasts/inns/house (44 rooms) actively collecting the local lodging tax in Winston- Salem. All of the hotel/motel/inn properties were contacted to participate in the RTM survey. Eighteen (18) hotel/motel/inn properties representing 2,445 rooms participated in the survey representing a 53% response rate. This response rate is very good and considered to be a predictive sample representation of the overall market. The charts and tables on the following pages outline the overall findings from the lodging properties that responded to the survey. RTM estimates a margin of error (+/- 3-5%).

Summary of Lodging Statistics and Survey Findings

- Smith Travel Research (STR) reports a total of 4,815 lodging rooms. (This number fluctuates regularly as lodging properties add and delete rooms from their inventory.)
- The newest lodging has been built between 2000 and 2010 when six (6) chain affiliated properties were added, 540 rooms. The majority of lodging (64.4%) was developed from 1983 to 1999. Lodging properties built prior to 1980 accounts for 22.2% of the overall inventory.
- Convention/meeting is the strongest segment at 29.78%; this segment consists of corporate (7.48%), religious meetings (6.93%), association (5.77%), other SMERF (5.16%) and government (4.44%).
- Individual business travelers follow at 26.59% of the annual Winston-Salem lodging occupancy.
- Group travel accounts for an additional 17.96%. This market is comprised of team sports & tournament (11.24%), weddings/reunions/family & social events (4.02%) and group tour motorcoach (2.70%)
- Leisure travel accounts for 12.17% of total annual occupancy. This includes tourists visiting the area (8.13%) and those visiting local friends and relatives (4.04%).

- Medical and health related travelers represent 9.18% of the lodging occupancy for Winston-Salem. This includes: Individual overnighing for medical and health related reason and/or visiting patients (4.73%); Individual business travelers serving medical clients/businesses (2.22%); and medical meeting (2.23%).
- Transient travelers- those passing through as part of a longer trip account for 4.32% of those overnight in Winston Salem lodging.
- October is consistent with being the busiest month while December is the slowest.
- Friday tends to have the highest average weekday occupancy, Sunday the lowest.

Annual Overall Lodging Market Mix

2014 Report (2013 data)	2011 Report (2010 data)	Category
29.78%	27.54%	Convention/Meeting
7.48%	12.06%	Corporate
5.16%	4.95%	Other SMERF
6.93%	4.00%	Religious Meetings
5.77%	3.38%	Association
4.44%	3.15%	Government
26.59%	26.92%	Corporate/Business
26.59%	26.92%	Individual business travelers
17.96%	15.56%	Group
11.24%	8.65%	Team sports & tournaments
4.02%	5.31%	Weddings/reunions/family events/social events
2.70%	1.60%	Group Tour/motorcoach
12.17%	12.71%	Leisure
4.04%	7.45%	Visiting local friends & relatives
8.13%	5.26%	Tourists visiting the area (local attractions/events, shopping, etc.)
9.18%	12.35%	Medical & Health Related
4.73%	6.78%	Individuals overnighing for medical & health-related reasons and/or visiting patients
2.22%	3.07%	Individual business travelers serving medical clients/businesses
2.23%	2.50%	Medical Meetings
4.32%	4.90%	Transient/Other

Source RTM 2014 Lodging Survey (2013 data) – Total lodging response = 53.05% (2,445 rooms reported out of 4,609 total rooms)

Source: RTM 2011 Lodging Survey (2010 data) -Total lodging response = 67.65% (3,216 rooms reported out of 4,754 total rooms)