



Visit Winston-Salem 2017 Lodging Study Executive Summary

Methodology

Randall Travel Marketing (RTM) conducted a lodging study for Visit Winston-Salem (VWS) to capture lodging data for calendar year 2017. 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, NC. A five-year trend report was purchased from Smith Travel Research (STR Reports). Additionally, a one-page questionnaire was sent to all lodging properties to determine the following for the 2017 calendar year: types of visitors, monthly occupancy, walk-in reservations, travel party information, top leisure geographic feeder areas, etc. A 70.1% response rate ensured reliable data.

Lodging Inventory

Smith Travel Research (STR Report) lists a total of 45 active properties with 4,953 active lodging rooms in 2017 for Winston-Salem and Forsyth County. Two new properties with an additional 212 rooms are in construction but were not active in this study period.

Summary of Smith Travel Research STR Report Lodging Statistics and RTM Survey Findings

- Age of lodging properties (build dates):

22%	Prior to 1977 (10 properties)	25%	1990-1999 (13 properties)
31%	1980-1989 (13 properties)	22%	2000-Current (11 properties)
- All properties built since 2000 are either Upper Midscale or Upscale.
- Winston-Salem has been below national occupancy rates since 2011 but is rapidly catching up. Occupancy increase from 2011-2017 for Winston-Salem was 17.1%, compared to 13.6% for the entire US during the same 2011-2017 time period.
- Fridays and Saturdays have the highest weekday occupancy, Sunday and Monday have the lowest.
- Average Daily Rate (ADR) is \$95.94 - - up from \$76.38 in 2012.
- Revenue Per Available Room (RevPAR) is \$57.24 - - up from \$40.46 in 2012
- October is consistently the busiest month while December is the slowest. Summer is typically busy.
- While supply remained steady, there were 142,394 additional room nights sold in 2017 compared to 2012.
- The following are the overall visitor segments as reported by Winston-Salem lodging properties:

25.7%	Convention/Meeting	15.4%	Group
25.2%	Corporate/Business	11.4%	Leisure
18.2%	Medical & Health Related	4.1%	Transient
- Top leisure feeder markets are: Charlotte, Raleigh, Atlanta, Wilmington
- A little over five percent (5.2%) of guests are from international points of origin. Canada, China, Germany, Great Britain, and Mexico guests were reported as the majority for international.
- Approximately 14.5% of lodging guests are walk-ins, without prior reservations.
- 45% of guests are repeat visitors to Winston-Salem.
- The majority (58.3%) of hotel bookings are adults only, with (41.7%) including children.
- Only 2.7% of hotel guests are non-tax paying, typically meaning government business travelers.
- \$100,641,214 was the total lodging expenditures in Winston-Salem for 2017. Thus, tourism in Winston-Salem is a significant contributor to economic impact for the area.