

Date Created: May 16, 2018

Fayetteville Area CVB

For the Month of April 2018



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Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: April 2018

	Current Month - April 2018 vs April 2017												Year to Date - April 2018 vs April 2017												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	68.6	68.2	106.40	103.41	72.95	70.47	0.6	2.9	3.5	6.2	2.6	3.2	60.2	61.2	99.87	97.25	60.13	59.49	-1.6	2.7	1.1	4.0	2.9	1.3	1784	1186	156762	125026
Cumberland County, NC	67.8	71.3	80.39	76.47	54.48	54.49	-4.9	5.1	-0.0	3.6	3.6	-1.5	64.5	67.9	76.47	75.22	49.35	51.05	-4.9	1.7	-3.3	-0.7	2.7	-2.4	68	50	6211	5231
Johnston County, NC	62.1	60.9	73.88	73.49	45.91	44.76	2.0	0.5	2.6	2.0	-0.6	1.4	53.2	52.9	71.80	71.18	38.20	37.63	0.6	0.9	1.5	0.9	-0.6	0.0	32	25	2204	1769
Robeson County, NC	68.0	68.8	75.20	78.45	51.12	53.96	-1.2	-4.1	-5.3	-7.8	-2.7	-3.8	59.8	69.5	74.02	76.38	44.23	53.08	-14.0	-3.1	-16.7	-18.9	-2.7	-16.3	28	16	1833	1233
Wake County, NC	75.0	73.7	107.96	104.73	80.92	77.17	1.7	3.1	4.9	10.7	5.6	7.4	67.8	69.8	105.19	102.66	71.35	71.68	-2.9	2.5	-0.5	5.5	6.0	3.0	140	130	16793	16052
Durham County, NC	74.6	72.6	109.77	108.58	81.88	78.80	2.8	1.1	3.9	4.8	0.9	3.7	66.8	67.3	104.34	103.26	69.71	69.50	-0.8	1.1	0.3	1.2	0.9	0.1	65	61	8401	8008
Edgecombe County, NC																												
Guilford County, NC	69.6	65.8	123.75	118.42	86.18	77.86	5.9	4.5	10.7	10.6	-0.1	5.8	57.6	57.3	100.35	95.57	57.83	54.76	0.6	5.0	5.6	5.5	-0.1	0.5	4	2	216	126
Harnett County, NC	64.7	63.9	76.67	77.46	49.62	49.53	1.2	-1.0	0.2	0.2	0.0	1.2	58.2	57.4	73.88	74.76	42.98	42.94	1.3	-1.2	0.1	0.1	0.0	1.3	84	67	10176	9054
Moore County, NC	68.2	61.7	151.28	143.04	103.20	88.25	10.6	5.8	16.9	16.8	-0.1	10.5	55.6	52.9	116.95	113.48	65.05	60.07	5.1	3.1	8.3	8.2	-0.1	5.0	11	8	859	638
																									22	14	1958	1554

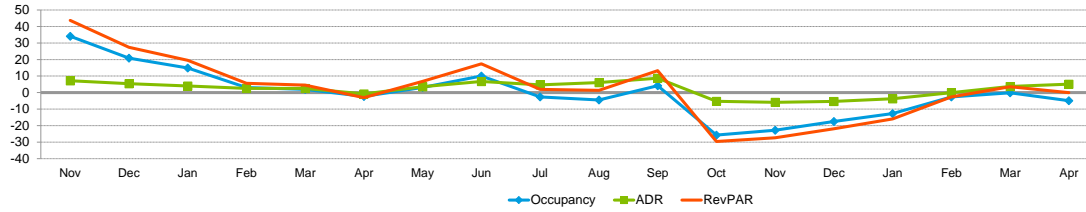
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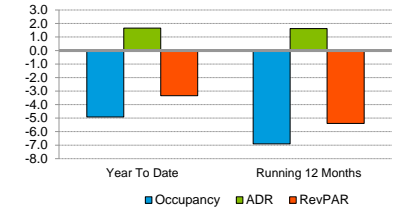
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of April 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016			2017												2018			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	76.1	64.8	63.7	65.5	71.0	71.3	64.8	73.7	68.4	65.7	66.0	60.8	58.8	53.5	55.6	63.7	70.9	67.8	
Last Year	56.7	53.6	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	61.8	76.1	64.8	63.7	65.5	71.0	71.3	
Percent Change	34.1	20.8	14.9	3.0	1.9	-2.3	3.1	10.0	-2.6	-4.4	4.2	-25.7	-22.8	-17.5	-12.7	-2.6	-0.1	-4.9	

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	65.4	67.9	64.5	64.4	68.9	64.1
ADR	65.4	65.4	67.9	64.6	64.4	68.9
RevPAR	-0.1	3.8	-4.9	-0.3	6.9	-6.9

ADR	2016			2017												2018			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	77.19	72.57	74.40	74.24	75.56	76.47	75.66	78.30	76.89	77.41	77.88	74.40	72.64	68.68	71.64	74.20	78.38	80.39	
Last Year	72.03	68.84	71.52	72.39	73.70	77.09	73.04	73.38	73.46	73.00	71.64	78.52	77.19	72.57	74.40	74.24	75.56	76.47	
Percent Change	7.2	5.4	4.0	2.6	2.5	-0.8	3.6	6.7	4.7	6.0	8.7	-5.2	-5.9	-5.4	-3.7	-0.1	3.7	5.1	

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	73.87	75.22	76.47	73.39	74.59	75.80
ADR	73.14	73.87	75.22	73.47	73.39	74.59
RevPAR	1.0	1.8	1.7	-0.1	1.6	1.6

RevPAR	2016			2017												2018			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	58.73	47.03	47.36	48.59	53.63	54.49	48.99	57.71	52.56	50.86	51.43	45.22	42.68	36.72	39.82	47.30	55.55	54.48	
Last Year	40.87	36.92	39.63	46.00	51.33	56.24	45.86	49.15	51.57	50.19	45.41	64.24	58.73	47.03	47.36	48.59	53.63	54.49	
Percent Change	43.7	27.4	19.5	5.6	4.5	-3.1	6.8	17.4	1.9	1.3	13.3	-29.6	-27.3	-21.9	-15.9	1.9	-2.7	3.6	

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	48.29	51.05	49.35	47.25	51.36	48.59
ADR	47.86	48.29	51.05	47.44	47.25	51.36
RevPAR	0.9	5.7	-3.3	-0.4	8.7	-5.4

Supply	2016			2017												2018			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	176,850	185,845	185,845	167,860	185,845	179,850	185,845	179,850	189,348	189,348	183,300	189,410	183,030	189,100	189,100	170,800	192,541	186,330	
Last Year	176,850	182,745	182,745	165,060	182,745	176,850	182,745	176,850	182,745	182,745	176,850	182,745	176,850	185,845	185,845	167,860	185,845	179,850	
Percent Change	0.0	1.7	1.7	1.7	1.7	1.7	1.7	1.7	3.6	3.6	3.6	3.6	3.5	1.8	1.8	1.8	3.6	3.6	

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	707,400	719,400	738,771	2,152,227	2,166,775	2,228,002
ADR	707,880	707,400	719,400	2,142,004	2,152,227	2,166,775
RevPAR	-0.1	1.7	2.7	0.5	0.7	2.8

Demand	2016			2017												2018			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	134,572	120,441	118,300	109,871	131,905	128,165	120,335	132,553	129,445	124,400	121,053	115,123	107,543	101,092	105,100	108,882	136,461	126,274	
Last Year	100,350	98,004	101,252	104,887	127,281	129,015	114,739	118,461	128,290	125,632	112,109	149,518	134,572	120,441	118,300	109,871	131,905	128,165	
Percent Change	34.1	22.9	16.8	4.8	3.6	-0.7	4.9	11.9	0.9	-1.0	8.0	-23.0	-20.1	-16.1	-11.2	-0.9	3.5	-1.5	

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	462,435	488,241	476,717	1,385,770	1,492,003	1,428,261
ADR	463,228	462,435	488,241	1,383,085	1,385,770	1,492,003
RevPAR	-0.2	5.6	-2.4	0.2	7.7	-4.3

Revenue	2016			2017												2018			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	10,386,953	8,739,819	8,801,514	8,157,011	9,966,922	9,800,905	9,105,131	10,379,561	9,952,765	9,629,486	9,427,700	8,564,654	7,811,500	6,943,271	7,529,391	8,078,872	10,695,434	10,151,376	
Last Year	7,228,159	6,746,501	7,241,543	7,592,793	9,380,421	9,945,284	8,380,936	8,692,735	9,424,026	9,171,500	8,031,175	11,739,610	10,386,953	8,739,819	8,801,514	8,157,011	9,966,922	9,800,905	
Percent Change	43.7	29.5	21.5	7.4	6.3	-1.5	8.6	19.4	5.6	5.0	17.4	-27.0	-24.8	-20.6	-14.5	-1.0	7.3	3.6	

	Year To Date			Running 12 Months		
	2016	2017	2018	2016	2017	2018
Occupancy	34,160,041	36,726,352	36,455,073	101,701,210	111,293,106	108,269,141
ADR	33,880,501	34,160,041	36,726,352	101,609,233	101,701,210	111,293,106
RevPAR	0.8	7.5	-0.7	0.1	9.4	-2.7

Census %	2016			2017												2018			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
Census Props	64	65	65	65	65	65	65	65	66	66	66	66	66	67	67	67	68	68	
Census Rooms	5895	5995	5995	5995	5995	5995	5995	5995	6108	6108	6110	6110	6101	6100	6100	6100	6211	6211	
% Rooms Participants	83.4	83.7	83.7	83.7	83.7	83.7	83.7	83.7	82.1	84.0	84.0	84.0	84.0	83.9	83.9	84.2	84.2	84.2	

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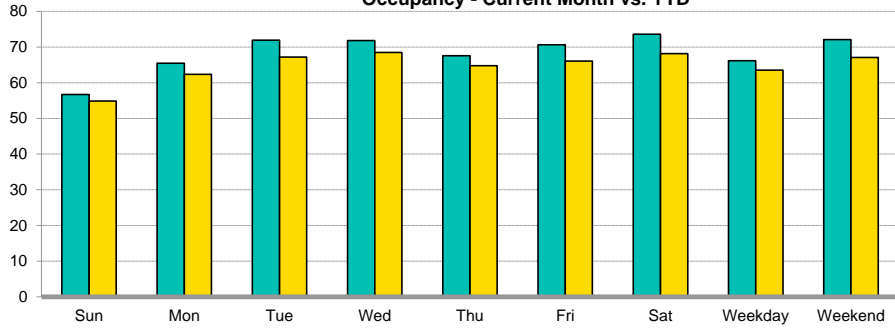
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

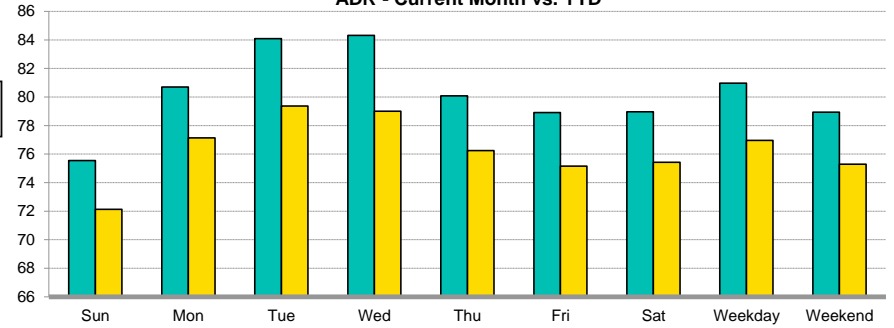
Fayetteville Area CVB

For the Month of April 2018

Occupancy - Current Month vs. YTD



ADR - Current Month vs. YTD



Day of Week		Occupancy (%)		ADR		RevPAR		Supply		Demand		Revenue	
			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	56.7	-1.7	75.54	5.9	42.83	4.0	31,055	3.6	17,607	1.8	1,330,085	7.8
	Year To Date	54.9	-2.5	72.13	1.9	39.58	-0.6	104,699	-3.0	57,450	-5.4	4,143,792	-3.6
	Running 12 Month	53.8	-6.4	71.55	1.4	38.49	-5.1	317,525	0.9	170,809	-5.6	12,221,663	-4.2
Monday	Current Month	65.5	-7.1	80.71	4.7	52.85	-2.7	31,055	29.5	20,336	20.3	1,641,241	26.0
	Year To Date	62.3	-6.1	77.13	2.1	48.08	-4.2	110,799	8.7	69,064	2.1	5,327,052	4.2
	Running 12 Month	62.4	-6.6	76.26	2.1	47.56	-4.6	323,520	4.8	201,733	-2.1	15,385,123	0.0
Tuesday	Current Month	71.9	-2.7	84.09	6.8	60.48	3.9	24,844	3.6	17,869	0.8	1,502,620	7.7
	Year To Date	67.2	-5.1	79.37	2.6	53.35	-2.7	104,588	2.6	70,295	-2.6	5,579,391	-0.1
	Running 12 Month	65.5	-8.4	78.10	2.0	51.17	-6.6	317,309	2.8	207,894	-5.8	16,235,610	-4.0
Wednesday	Current Month	71.8	-2.1	84.32	7.6	60.56	5.4	24,844	3.6	17,843	1.4	1,504,564	9.2
	Year To Date	68.5	-5.3	79.00	2.1	54.08	-3.3	104,588	2.6	71,601	-2.8	5,656,543	-0.7
	Running 12 Month	67.8	-6.7	77.84	2.2	52.80	-4.7	317,300	2.8	215,245	-4.1	16,754,798	-2.0
Thursday	Current Month	67.6	-4.3	80.08	6.7	54.12	2.1	24,844	3.6	16,792	-0.9	1,344,662	5.8
	Year To Date	64.8	-5.4	76.24	2.1	49.38	-3.4	104,699	2.7	67,813	-2.8	5,170,374	-0.8
	Running 12 Month	64.3	-7.1	75.38	1.7	48.47	-5.5	317,411	2.8	204,105	-4.4	15,385,171	-2.9
Friday	Current Month	70.6	-8.2	78.91	3.2	55.74	-5.3	24,844	3.6	17,548	-4.9	1,384,713	-1.9
	Year To Date	66.0	-6.4	75.15	0.6	49.64	-5.8	104,699	2.7	69,154	-3.8	5,197,241	-3.2
	Running 12 Month	66.7	-7.5	75.14	0.9	50.10	-6.6	317,412	2.8	211,623	-4.9	15,902,118	-4.0
Saturday	Current Month	73.6	-5.1	78.97	1.5	58.10	-3.7	24,844	-17.1	18,279	-21.3	1,443,490	-20.2
	Year To Date	68.1	-4.0	75.42	0.1	51.39	-3.9	104,699	2.7	71,341	-1.4	5,380,681	-1.3
	Running 12 Month	68.3	-5.7	75.56	0.9	51.60	-4.8	317,525	2.8	216,852	-3.0	16,384,658	-2.1
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	66.2	-3.6	80.97	6.4	53.59	2.5	136,642	8.5	90,447	4.6	7,323,173	11.3
	Year To Date	63.5	-4.8	76.96	2.2	48.88	-2.7	529,373	2.7	336,222	-2.3	25,877,151	-0.1
	Running 12 Month	62.8	-7.0	76.00	1.9	47.70	-5.2	1,593,065	2.8	999,785	-4.4	75,982,365	-2.6
Weekend (Fri-Sat)	Current Month	72.1	-6.7	78.94	2.2	56.92	-4.6	49,688	-7.9	35,827	-14.1	2,828,203	-12.1
	Year To Date	67.1	-5.2	75.29	0.4	50.52	-4.8	209,398	2.7	140,495	-2.6	10,577,922	-2.2
	Running 12 Month	67.5	-6.6	75.35	0.9	50.85	-5.7	634,937	2.8	428,476	-4.0	32,286,776	-3.1
Total	Current Month	67.8	-4.9	80.39	5.1	54.48	0.0	186,330	3.6	126,274	-1.5	10,151,376	3.6
	Year To Date	64.5	-4.9	76.47	1.7	49.35	-3.3	738,771	2.7	476,717	-2.4	36,455,073	-0.7
	Running 12 Month	64.1	-6.9	75.80	1.6	48.59	-5.4	2,228,002	2.8	1,428,261	-4.3	108,269,141	-2.7

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of April 2018

Currency: USD - US Dollar

Current Month	This Year												Percent Change (%)												
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)				
	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	
2016	Nov				76.1				77.19				58.73				34.1				7.2				43.7
	Dec				64.8				72.57				47.03				20.8				5.4				27.4
2017	Jan				63.7				74.40				47.36				14.9				4.0				19.5
	Feb				65.5				74.24				48.59				3.0				2.6				5.6
	Mar				71.0				75.56				53.63				1.9				2.5				4.5
	Apr				71.3				76.47				54.49				-2.3				-0.8				-3.1
	May				64.8				75.66				48.99				3.1				3.6				6.8
	Jun				73.7				78.30				57.71				10.0				6.7				17.4
	Jul				68.4				76.89				52.56				-2.6				4.7				1.9
	Aug				65.7				77.41				50.86				-4.4				6.0				1.3
	Sep				66.0				77.88				51.43				4.2				8.7				13.3
	Oct				60.8				74.40				45.22				-25.7				-5.2				-29.6
2018	Nov	53.9	3.1	1.7	58.8	73.09	74.89	54.27	72.64	39.40	2.34	0.94	42.68				-22.8				-5.9				-27.3
	Dec	48.9	2.8	1.7	53.5	69.56	63.23	52.48	68.68	34.04	1.78	0.89	36.72				-17.5				-5.4				-21.9
2018	Jan	48.5	5.7	1.4	55.6	72.61	68.51	51.11	71.64	35.21	3.88	0.73	39.82				-12.7				-3.7				-15.9
	Feb	58.7	3.7	1.4	63.7	74.43	77.39	55.87	74.20	43.70	2.84	0.76	47.30				-2.6				-0.1				-2.7
	Mar	60.7	8.7	1.4	70.9	78.71	79.35	58.67	78.38	47.78	6.92	0.85	55.55				-0.1				3.7				3.6
	Apr	56.0	10.4	1.4	67.8	80.23	84.01	60.39	80.39	44.92	8.70	0.86	54.48				-4.9				5.1				0.0

Year To Date													
2016	Apr				65.4				73.87				48.29
2017	Apr				67.9				75.22				51.05
2018	Apr	55.9	7.2	1.4	64.5	76.70	78.63	56.53	76.47	42.90	5.65	0.80	49.35

Percent Change (%)																							
												-0.1				1.0							0.9
												3.8				1.8							5.7
												-4.9				1.7							-3.3

Running 12 Month													
2016	Apr				64.4				73.39				47.25
2017	Apr				68.9				74.59				51.36
2018	Apr				64.1				75.80				48.59

Percent Change (%)																							
												-0.3				-0.1							-0.4
												6.9				1.6							8.7
												-6.9				1.6							-5.4

A blank row indicates insufficient data.

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