

Date Created: Oct 16, 2020

Fayetteville Area CVB

For the Month of September 2020



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: September 2020

	Current Month - September 2020 vs September 2019												Year to Date - September 2020 vs September 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	48.5	66.4	91.68	109.29	44.50	72.52	-26.9	-16.1	-38.6	-37.0	2.6	-24.9	45.2	67.0	91.48	107.29	41.31	71.91	-32.6	-14.7	-42.5	-42.3	0.4	-32.3	1838	1253	161782	131130
Cumberland County, NC	63.8	62.4	80.45	84.38	51.33	52.66	2.2	-4.7	-2.5	-1.1	1.5	3.7	54.4	67.7	76.87	82.36	41.83	55.77	-19.6	-6.7	-25.0	-23.2	2.3	-17.8	72	55	6508	5638
Johnston County, NC	39.8	57.4	71.66	79.38	28.54	45.53	-30.6	-9.7	-37.3	-37.3	-0.0	-30.6	39.2	59.9	73.41	77.24	28.78	46.28	-34.6	-5.0	-37.8	-37.8	0.0	-34.6	33	25	2294	1824
Robeson County, NC	52.0	56.1	72.36	80.05	37.61	44.93	-7.4	-9.6	-16.3	-16.3	0.0	-7.4	50.4	64.9	72.59	80.23	36.57	52.04	-22.3	-9.5	-29.7	-29.7	0.0	-22.3	28	17	1831	1269
Wake County, NC	41.7	77.4	79.13	112.64	33.02	87.19	-46.1	-29.7	-62.1	-61.4	1.8	-45.1	45.0	74.5	88.71	108.83	39.89	81.07	-39.6	-18.5	-50.8	-51.2	-0.8	-40.1	149	140	17713	17078
Durham County, NC	40.5	74.4	76.19	110.85	30.89	82.49	-45.5	-31.3	-62.6	-63.2	-1.7	-46.4	46.1	72.3	85.60	107.82	39.44	77.92	-36.2	-20.6	-49.4	-51.4	-3.9	-38.7	64	58	8298	7636
Edgecombe County, NC																												
Guilford County, NC	43.2	60.2	73.15	97.15	31.59	58.44	-28.2	-24.7	-45.9	-45.9	0.1	-28.1	40.2	61.6	78.18	99.11	31.42	61.01	-34.7	-21.1	-48.5	-48.3	0.4	-34.4	4	2	216	126
Harnett County, NC	49.0	55.5	73.98	80.89	36.23	44.85	-11.7	-8.5	-19.2	-19.2	0.0	-11.7	45.2	58.1	73.24	77.38	33.14	44.95	-22.1	-5.3	-26.3	-32.4	-8.2	-28.5	91	75	10578	9489
Moore County, NC	53.5	65.8	160.15	148.31	85.64	97.54	-18.7	8.0	-12.2	-14.2	-2.3	-20.5	45.3	65.4	120.77	133.62	54.66	87.42	-30.8	-9.6	-37.5	-41.8	-6.9	-35.6	10	8	739	638
																									20	14	1896	1551

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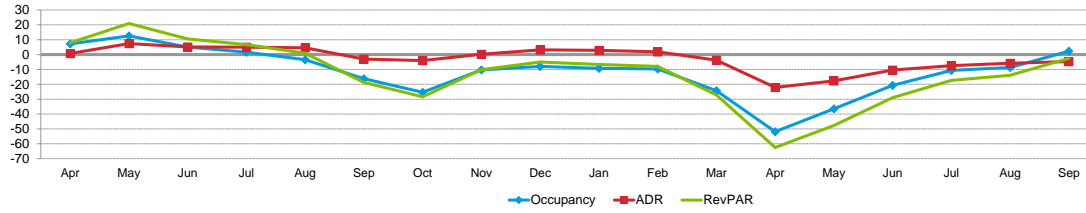
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Tab 3 - Trend Cumberland County NC

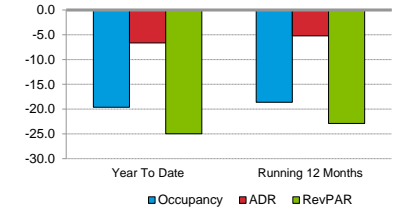
Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of September 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	72.7	72.1	69.3	66.3	65.2	62.4	58.6	59.1	50.8	54.9	62.2	54.7	35.0	45.8	55.0	59.3	59.5	63.8
Last Year	67.9	64.1	66.0	65.3	67.5	74.5	78.6	65.9	55.2	60.5	68.9	72.2	72.7	72.1	69.3	66.3	65.2	62.4
Percent Change	7.1	12.6	5.1	1.7	-3.5	-16.2	-25.4	-10.4	-7.9	-9.3	-9.7	-24.3	-51.9	-36.5	-20.7	-10.7	-8.7	2.2

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Occupancy	66.1	67.7	54.4	64.0	67.4	54.9
ADR	67.7	66.1	67.7	69.3	64.0	67.4
RevPAR	-2.3	2.4	-19.6	-7.6	5.4	-18.6

ADR	2019												2020					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	82.07	84.49	83.19	83.55	83.08	84.38	82.17	80.47	76.87	80.65	82.45	77.77	63.93	69.59	74.51	77.30	78.26	80.45
Last Year	81.47	78.66	79.10	79.60	79.46	87.02	85.60	80.28	74.49	78.40	80.90	80.82	82.07	84.49	83.19	83.55	83.08	84.38
Percent Change	0.7	7.4	5.2	5.0	4.5	-3.0	-4.0	0.2	3.2	2.9	1.9	-3.8	-22.1	-17.6	-10.4	-5.8	-4.7	

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Occupancy	79.51	82.36	76.87	78.08	81.96	77.67
ADR	77.21	79.51	82.36	77.21	78.08	81.96
RevPAR	3.0	3.6	-6.7	1.1	5.0	-5.2

RevPAR	2019												2020					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	59.67	60.93	57.69	55.42	54.14	52.66	48.18	47.57	39.07	44.30	51.31	42.52	22.38	31.85	40.98	45.81	46.39	51.33
Last Year	55.28	50.40	52.20	51.94	53.66	64.79	67.28	52.94	41.12	47.45	55.73	58.35	59.67	60.93	57.69	55.42	54.14	52.66
Percent Change	7.9	20.9	10.5	6.7	0.9	-18.7	-28.4	-10.1	-5.0	-6.7	-7.9	-27.1	-62.5	-47.7	-29.0	-17.3	-14.0	-2.5

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Occupancy	52.57	55.77	41.83	49.95	55.26	42.61
ADR	52.27	52.57	55.77	53.48	49.95	55.26
RevPAR	0.6	6.1	-25.0	-6.6	10.6	-22.9

Supply	2019												2020					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	189,270	195,455	192,450	198,865	198,834	192,420	201,748	195,240	201,748	201,748	182,224	201,748	195,240	201,748	195,240	201,748	201,748	195,240
Last Year	183,540	189,658	187,170	193,409	193,409	186,330	192,541	186,330	196,013	196,013	177,044	196,013	189,270	195,455	192,450	198,865	198,834	192,420
Percent Change	3.1	3.1	2.8	2.8	3.3	-3.3	4.8	4.8	2.9	2.9	2.9	2.9	3.2	3.2	1.4	1.4	1.5	1.5

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Occupancy	1,677,587	1,736,364	1,776,684	2,227,167	2,311,248	2,375,420
ADR	1,611,601	1,677,587	1,736,364	2,145,081	2,227,167	2,311,248
RevPAR	4.1	3.5	2.3	3.8	3.8	2.8

Demand	2019												2020					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	137,613	140,959	133,452	131,913	129,590	120,084	118,293	115,408	102,548	110,808	113,404	110,301	68,350	92,345	107,376	119,561	120,107	124,581
Last Year	124,544	121,510	123,518	126,207	130,595	138,738	151,337	122,862	108,205	118,633	121,969	141,507	137,613	140,959	133,452	131,913	129,590	120,084
Percent Change	10.5	16.0	8.0	4.5	-0.8	-13.4	-21.8	-6.1	-5.2	-6.6	-7.0	-22.1	-50.3	-34.5	-19.5	-9.4	-7.3	3.7

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Occupancy	1,109,274	1,175,720	966,833	1,424,924	1,558,124	1,303,062
ADR	1,091,015	1,109,274	1,175,720	1,485,794	1,424,924	1,558,124
RevPAR	1.7	6.0	-17.8	-4.1	9.3	-16.4

Revenue	2019												2020					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	11,293,679	11,909,999	11,101,733	11,020,869	10,765,699	10,132,671	9,720,617	9,287,240	7,883,089	8,936,813	9,349,752	8,578,339	4,369,767	6,426,288	8,000,391	9,241,880	9,399,349	10,022,427
Last Year	10,146,198	9,558,230	9,770,787	10,045,781	10,377,710	12,072,598	12,954,672	9,863,621	8,059,812	9,301,416	9,867,522	11,437,243	11,293,679	11,909,999	11,101,733	11,020,869	10,765,699	10,132,671
Percent Change	11.3	24.6	13.6	9.7	3.7	-16.1	-25.0	-5.8	-2.2	-3.9	-5.2	-25.0	-61.3	-46.0	-27.9	-16.1	-12.7	-1.1

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Occupancy	88,193,138	96,830,831	74,325,005	111,252,301	127,708,936	101,215,950
ADR	84,239,712	88,193,138	96,830,831	114,723,778	111,252,301	127,708,936
RevPAR	4.7	9.8	-23.2	-3.0	14.8	-20.7

Census %	2019												2020					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	70	70	71	71	71	71	72	72	72	72	72	72	72	72	72	72	72	72
Census Rooms	6309	6305	6415	6415	6414	6414	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508
% Rooms Participants	83.8	85.5	84.0	86.4	86.4	86.4	86.6	86.6	85.6	85.6	85.6	85.6	85.6	85.6	85.6	85.6	85.6	85.6

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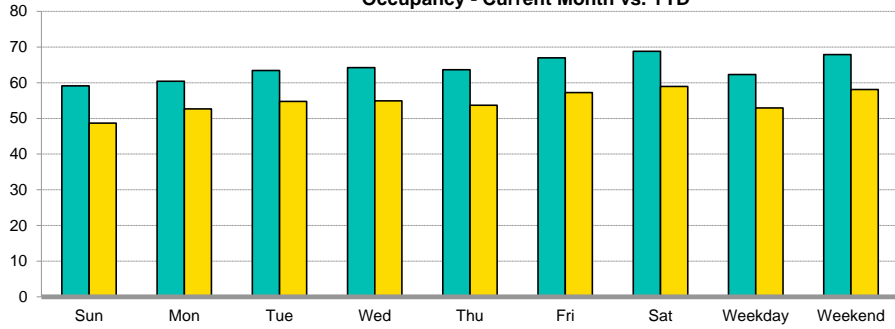
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

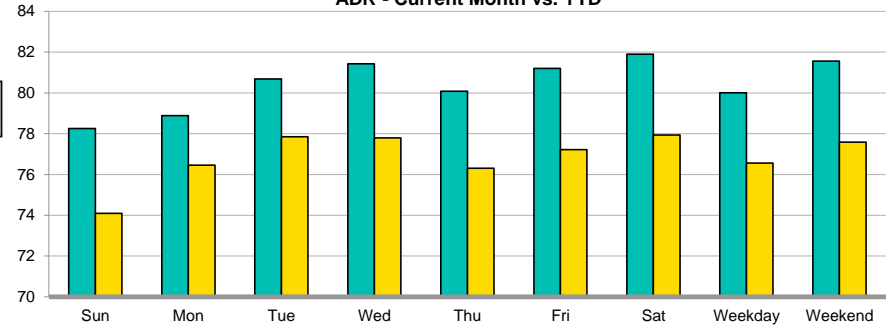
Fayetteville Area CVB

For the Month of September 2020

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	% Chg	% Chg				
Sunday	Current Month	59.1	12.1	78.25	-1.6	46.29	10.3	26,032	-18.8	15,398	-9.0	1,204,924	-10.5
	Year To Date	48.7	-13.9	74.10	-4.3	36.06	-17.6	252,914	1.9	123,091	-12.3	9,120,600	-16.0
	Running 12 Month	47.9	-14.4	74.23	-3.4	35.56	-17.3	337,518	2.5	161,694	-12.3	12,002,044	-15.3
Monday	Current Month	60.4	-0.1	78.88	-7.0	47.65	-7.1	26,032	-18.8	15,724	-18.9	1,240,375	-24.6
	Year To Date	52.7	-20.4	76.46	-7.7	40.26	-26.5	252,914	1.9	133,189	-18.9	10,183,214	-25.1
	Running 12 Month	52.8	-19.6	77.15	-6.2	40.75	-24.6	337,518	0.6	178,281	-19.1	13,754,166	-24.1
Tuesday	Current Month	63.4	-4.9	80.68	-8.1	51.16	-12.6	32,540	26.8	20,631	20.6	1,664,608	10.9
	Year To Date	54.8	-21.9	77.85	-8.4	42.63	-28.5	252,914	2.0	138,482	-20.4	10,780,594	-27.1
	Running 12 Month	55.4	-20.9	79.06	-6.5	43.76	-26.0	344,026	4.5	190,443	-17.4	15,055,746	-22.7
Wednesday	Current Month	64.2	-7.6	81.43	-7.9	52.30	-14.9	32,540	26.8	20,900	17.1	1,701,920	7.9
	Year To Date	54.9	-22.8	77.79	-8.1	42.73	-29.0	259,422	4.6	142,479	-19.3	11,083,874	-25.8
	Running 12 Month	55.9	-21.2	78.98	-6.3	44.14	-26.1	344,026	4.5	192,267	-17.6	15,185,468	-22.8
Thursday	Current Month	63.7	-3.9	80.08	-6.5	50.99	-10.2	26,032	1.5	16,574	-2.5	1,327,258	-8.8
	Year To Date	53.7	-20.4	76.31	-6.7	40.99	-25.7	252,914	2.0	135,841	-18.8	10,366,140	-24.2
	Running 12 Month	54.5	-19.3	77.28	-5.1	42.09	-23.4	337,518	2.5	183,804	-17.2	14,205,186	-21.5
Friday	Current Month	67.0	8.1	81.20	-2.1	54.39	5.8	26,032	1.5	17,437	9.7	1,415,967	7.3
	Year To Date	57.2	-19.1	77.22	-5.9	44.20	-23.9	252,914	2.0	144,767	-17.5	11,179,594	-22.4
	Running 12 Month	57.9	-17.9	77.90	-4.7	45.08	-21.8	337,518	2.5	195,342	-15.8	15,216,699	-19.8
Saturday	Current Month	68.8	10.8	81.90	1.3	56.37	12.2	26,032	1.5	17,916	12.4	1,467,374	13.9
	Year To Date	59.0	-17.9	77.93	-4.8	45.95	-21.8	252,690	1.8	148,985	-16.3	11,610,989	-20.4
	Running 12 Month	59.7	-16.5	78.49	-3.9	46.83	-19.7	337,294	2.4	201,251	-14.5	15,796,641	-17.8
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	62.3	-0.4	80.01	-6.2	49.86	-6.5	143,176	1.5	89,227	1.1	7,139,086	-5.1
	Year To Date	53.0	-20.1	76.56	-7.2	40.54	-25.9	1,271,080	2.5	673,082	-18.1	51,534,422	-24.0
	Running 12 Month	53.3	-19.2	77.44	-5.6	41.28	-23.8	1,700,608	2.9	906,489	-16.9	70,202,610	-21.6
Weekend (Fri-Sat)	Current Month	67.9	9.4	81.56	-0.4	55.38	9.0	52,064	1.5	35,354	11.1	2,883,342	10.6
	Year To Date	58.1	-18.5	77.58	-5.4	45.08	-22.8	505,604	1.9	293,751	-16.9	22,790,583	-21.4
	Running 12 Month	58.8	-17.2	78.20	-4.3	45.96	-20.7	674,812	2.5	396,593	-15.2	31,013,340	-18.8
Total	Current Month	63.8	2.2	80.45	-4.7	51.33	-2.5	195,240	1.5	124,581	3.7	10,022,427	-1.1
	Year To Date	54.4	-19.6	76.87	-6.7	41.83	-25.0	1,776,684	2.3	966,833	-17.8	74,325,005	-23.2
	Running 12 Month	54.9	-18.6	77.67	-5.2	42.61	-22.9	2,375,420	2.8	1,303,082	-16.4	101,215,950	-20.7

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of September 2020

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	
2019	Apr	64.1	7.2	1.4	72.7	83.69	71.70	61.55	82.07	53.62	5.18	0.88	59.67	14.3	-30.4	0.4	7.1	2.9	-15.8	0.6	0.7	17.6	-41.4	1.0	7.9
	May	59.6	10.1	2.4	72.1	85.77	81.97	63.59	84.49	51.12	8.27	1.55	60.93												
	Jun																								
	Jul	59.5	5.4	1.4	66.3	82.80	97.62	60.15	83.55	49.28	5.31	0.82	55.42	3.7	-15.7	-1.5	1.7	4.0	13.6	19.9	5.0	7.9	-4.3	18.1	6.7
	Aug																								
	Sep																								
	Oct																								
	Nov																								
	Dec																								
2020	Jan																								
	Feb																								
	Mar																								
	Apr																								
	May	40.6	3.0	2.2	45.8	68.24	71.51	92.10	69.59	27.67	2.18	2.00	31.85	-32.0	-69.8	-10.8	-36.5	-20.4	-12.8	44.8	-17.6	-45.9	-73.6	29.2	-47.7
	Jun																								
	Jul	53.3	3.4	2.5	59.3	76.78	75.45	90.69	77.30	40.93	2.57	2.31	45.81	-10.4	-37.5	85.9	-10.7	-7.3	-22.7	50.8	-7.5	-16.9	-51.7	180.3	-17.3
	Aug	53.2	4.4	2.0	59.5	77.07	83.57	98.72	78.26	40.98	3.68	1.93	46.59												
	Sep																								

Year To Date													
2018	Sep	57.3	7.4	1.4	66.1	79.41	84.47	57.62	79.51	45.52	6.22	0.83	52.57
2019	Sep	55.8	9.9	2.0	67.7	83.60	79.56	61.85	82.36	46.65	7.86	1.26	55.77
2020	Sep												

Percent Change (%)													
		-2.7	34.1	42.0	2.4	5.3	-5.8	7.3	3.6	2.5	26.3	52.5	6.1

Running 12 Month													
2018	Sep	56.0	6.5	1.5	64.0	78.11	82.79	56.56	78.08	43.76	5.35	0.84	49.95
2019	Sep	56.7	8.8	1.9	67.4	82.72	81.48	61.72	81.96	46.91	7.16	1.18	55.26
2020	Sep												

Percent Change (%)													
		1.2	35.9	28.4	5.4	5.9	-1.6	9.1	5.0	7.2	33.8	40.1	10.6

A blank row indicates insufficient data.

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