

Date Created: Jan 16, 2020

# Fayetteville Area CVB

For the Month of December 2019



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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: December 2019

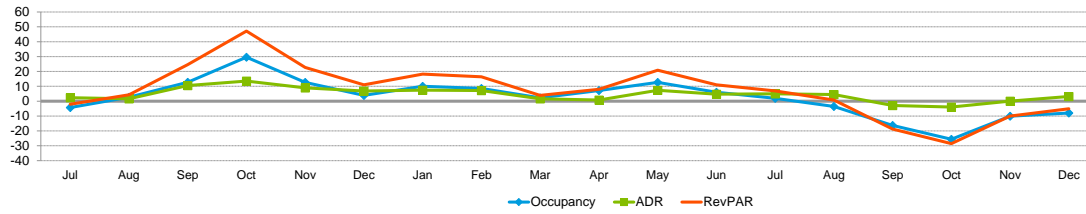
	Current Month - December 2019 vs December 2018												Year to Date - December 2019 vs December 2018									Participation						
	Occ %		ADR		RevPAR		Percent Change from December 2018					Occ %		ADR		RevPAR		Percent Change from YTD 2018					Properties		Rooms			
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	51.4	54.2	100.54	98.86	51.70	53.61	-5.2	1.7	-3.6	-0.8	2.9	-2.5	65.6	64.9	107.38	105.31	70.45	68.30	1.2	2.0	3.2	4.2	1.0	2.2	1760	1211	158026	127832
Cumberland County, NC	50.8	55.2	76.83	74.49	39.03	41.12	-8.0	3.1	-5.1	-2.2	3.0	-5.2	64.9	66.2	81.75	79.82	53.03	52.86	-2.1	2.4	0.3	4.0	3.7	1.6	72	52	6512	5417
Johnston County, NC	47.8	51.5	76.51	74.62	36.61	38.43	-7.1	2.5	-4.8	-4.7	0.0	-7.1	58.6	59.2	77.13	75.28	45.19	44.59	-1.1	2.5	1.4	3.1	1.7	0.6	33	25	2295	1825
Robeson County, NC	50.4	56.8	75.94	79.83	38.26	45.34	-11.3	-4.9	-15.6	-15.6	0.0	-11.3	61.8	63.3	79.29	78.58	48.99	49.72	-2.3	0.9	-1.5	-1.5	0.0	-2.3	28	16	1833	1246
Wake County, NC	58.9	58.0	102.53	99.99	60.35	57.97	1.5	2.5	4.1	4.9	0.8	2.3	73.8	70.2	109.22	106.54	80.59	74.84	5.0	2.5	7.7	10.0	2.1	7.3	146	136	17480	16699
Durham County, NC	54.3	56.7	97.27	95.66	52.78	54.21	-4.3	1.7	-2.6	-2.6	0.0	-4.3	71.0	69.3	108.07	105.77	76.75	73.33	2.4	2.2	4.7	4.7	0.0	2.4	65	61	8403	8010
Edgecombe County, NC																												
Guilford County, NC	43.1	49.5	86.68	88.82	37.37	44.01	-13.0	-2.4	-15.1	-11.8	3.8	-9.6	59.8	59.8	100.99	98.38	60.36	58.87	-0.1	2.7	2.5	5.3	2.7	2.6	4	2	216	126
Harnett County, NC	46.6	47.8	73.73	75.40	34.35	36.08	-2.6	-2.2	-4.8	-4.8	0.0	-2.6	56.0	59.0	76.81	76.91	43.01	45.35	-5.0	-0.1	-5.2	-5.2	0.0	-5.0	90	73	10650	9526
Moore County, NC	45.3	45.8	100.67	97.59	45.57	44.66	-1.1	3.2	2.0	2.0	0.0	-1.1	63.7	61.2	134.34	124.88	85.59	76.40	4.1	7.6	12.0	12.0	0.0	4.1	11	8	859	638

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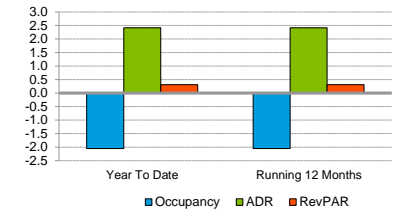
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Fayetteville Area CVB  
For the Month of December 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018						2019						Year To Date		Running 12 Months									
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2017	2018	2019	2017	2018	2019
This Year	65.3	67.5	74.5	78.6	65.9	55.2	60.9	69.1	72.3	72.7	72.1	70.0	66.5	65.1	62.3	58.5	59.3	59.8	65.1	66.2	64.9	65.1	66.2	64.9
Last Year	68.2	65.8	66.1	60.7	58.5	53.1	55.3	63.7	70.7	67.9	64.1	66.0	65.3	67.5	74.5	78.6	65.9	55.2	68.0	65.1	66.2	68.0	65.1	66.2
Percent Change	-4.3	2.7	12.7	29.6	13.5	3.9	10.1	8.6	2.3	7.1	12.6	6.0	1.9	-3.5	-16.3	-25.6	-10.1	-8.0	-4.2	1.7	-2.1	-4.2	1.7	-2.1

ADR	2018						2019						Year To Date		Running 12 Months									
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2017	2018	2019	2017	2018	2019
This Year	79.60	79.46	87.02	85.60	80.28	74.49	78.26	80.71	80.71	82.11	84.41	82.84	83.52	83.05	84.49	82.23	80.35	76.83	76.28	79.82	81.75	76.28	79.82	81.75
Last Year	77.78	78.21	78.74	75.39	73.68	69.71	72.86	75.29	79.47	81.47	78.66	79.10	79.60	79.46	87.02	85.60	80.28	74.49	74.77	76.28	79.82	74.77	76.28	79.82
Percent Change	2.3	1.6	10.5	13.5	9.0	6.8	7.4	7.2	1.6	0.8	7.3	4.7	4.9	4.5	-2.9	-3.9	0.1	3.1	2.0	4.6	2.4	2.0	4.6	2.4

RevPAR	2018						2019						Year To Date		Running 12 Months									
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2017	2018	2019	2017	2018	2019
This Year	51.94	53.66	64.79	67.28	52.94	41.12	47.64	55.79	58.38	59.70	60.90	57.96	55.55	54.10	52.66	48.08	47.63	39.03	49.65	52.86	53.03	49.65	52.86	53.03
Last Year	53.05	51.44	52.01	45.72	43.14	37.04	40.30	47.92	56.19	55.28	50.40	52.20	51.94	53.66	64.79	67.28	52.94	41.12	50.82	49.65	52.86	50.82	49.65	52.86
Percent Change	-2.1	4.3	24.6	47.1	22.7	11.0	18.2	16.4	3.9	8.0	20.8	11.0	6.9	0.8	-18.7	-3.9	-10.0	-5.1	-2.3	6.5	0.3	-2.3	6.5	0.3

Supply	2018						2019						Year To Date		Running 12 Months									
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2017	2018	2019	2017	2018	2019
This Year	193,409	193,409	186,330	192,541	186,330	196,013	196,013	177,044	196,013	189,270	195,579	192,570	198,989	198,958	192,540	201,872	195,360	201,872	2,161,181	2,252,471	2,336,080	2,161,181	2,252,471	2,336,080
Last Year	185,318	185,318	179,400	185,380	179,130	185,070	186,217	168,196	189,658	183,540	189,658	187,170	193,409	193,409	186,330	192,541	186,330	196,013	2,122,925	2,161,181	2,252,471	2,122,925	2,161,181	2,252,471
Percent Change	4.4	4.4	3.9	3.9	4.0	5.9	5.3	5.3	3.4	3.1	3.1	2.9	2.9	8.8	4.8	4.8	3.0	1.8	4.2	3.7	1.8	4.2	3.7	

Demand	2018						2019						Year To Date		Running 12 Months									
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2017	2018	2019	2017	2018	2019
This Year	126,207	130,595	138,738	151,337	122,862	108,205	119,320	122,379	141,774	137,614	141,103	134,739	132,348	129,599	120,013	118,043	115,811	102,560	1,406,665	1,491,678	1,515,303	1,406,665	1,491,678	1,515,303
Last Year	126,382	121,894	118,499	112,433	104,876	98,341	102,994	107,067	134,101	124,544	121,510	123,518	126,207	130,595	138,738	151,337	122,862	108,205	1,442,920	1,406,665	1,491,678	1,442,920	1,406,665	1,491,678
Percent Change	-0.1	7.1	17.1	34.6	17.1	10.0	15.9	14.3	5.7	10.5	16.1	9.1	4.9	-0.8	-13.5	-22.0	-5.7	-2.2	-2.5	6.0	1.6	-2.5	6.0	1.6

Revenue	2018						2019						Year To Date		Running 12 Months									
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2017	2018	2019	2017	2018	2019
This Year	10,045,781	10,377,710	12,072,598	12,954,672	9,863,621	8,059,812	9,337,604	9,877,446	11,443,208	11,299,032	11,910,634	11,161,319	11,053,549	10,763,033	10,139,576	9,706,348	9,305,396	7,879,213	107,298,875	119,071,243	123,876,357	107,298,875	119,071,243	123,876,357
Last Year	9,830,484	9,533,554	9,330,983	8,476,482	7,727,048	6,856,634	7,504,284	8,060,686	10,656,862	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	107,882,410	107,298,875	119,071,243	107,882,410	107,298,875	119,071,243
Percent Change	2.2	8.9	29.4	52.8	27.7	17.6	24.4	22.5	7.4	11.4	24.6	14.2	10.0	3.7	-16.0	-25.1	-5.7	-2.2	-0.5	11.0	4.0	-0.5	11.0	4.0

Census %	2018						2019						Year To Date		Running 12 Months									
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2017	2018	2019	2017	2018	2019
Census Props	70	70	69	69	69	70	70	70	70	70	70	71	71	71	71	72	72	72	70	70	70	70	70	70
Census Rooms	6239	6239	6211	6211	6211	6323	6323	6323	6323	6309	6309	6419	6419	6418	6418	6512	6512	6512	6239	6239	6211	6239	6239	6211
% Rooms Participants	84.8	84.8	85.2	85.2	85.2	83.7	83.6	85.4	85.4	83.8	85.4	84.0	85.7	85.7	85.7	85.9	84.2	83.2	84.8	84.8	85.2	84.8	84.8	85.2

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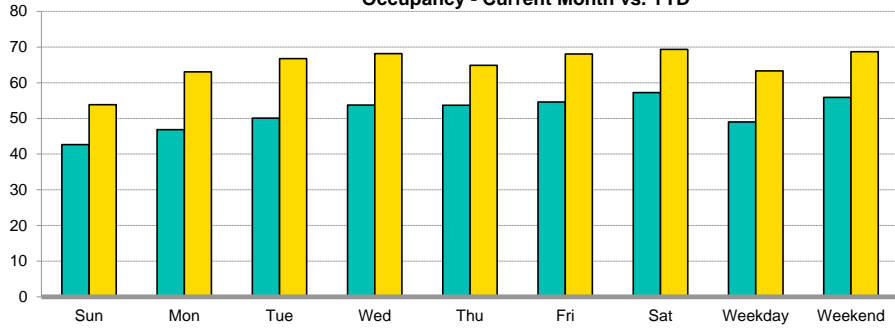
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

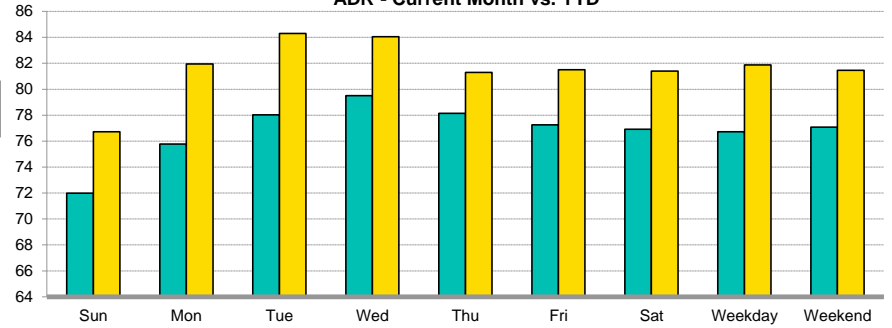
Fayetteville Area CVB

For the Month of December 2019

**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	42.6	-8.2	71.99	2.2	30.70	-6.2	32,560	3.0	13,885	-5.5	999,505	-3.4
	Year To Date	53.9	-3.8	76.72	1.8	41.33	-2.1	332,860	3.7	179,326	-0.3	13,757,524	1.5
	Running 12 Month	53.9	-3.8	76.72	1.8	41.33	-2.1	332,860	3.7	179,326	-0.3	13,757,524	1.5
Monday	Current Month	46.9	-9.0	75.78	1.8	35.51	-7.4	32,560	3.0	15,258	-6.3	1,156,223	-4.7
	Year To Date	63.0	-1.2	81.94	2.4	51.64	1.2	332,846	1.8	209,778	0.6	17,189,193	3.0
	Running 12 Month	63.0	-1.2	81.94	2.4	51.64	1.2	332,846	1.8	209,778	0.6	17,189,193	3.0
Tuesday	Current Month	50.1	-13.5	78.02	0.5	39.07	-13.1	32,560	28.7	16,305	11.4	1,272,201	11.9
	Year To Date	66.7	-2.2	84.29	2.6	56.26	0.3	339,263	5.8	226,425	3.4	19,086,037	6.1
	Running 12 Month	66.7	-2.2	84.29	2.6	56.26	0.3	339,263	5.8	226,425	3.4	19,086,037	6.1
Wednesday	Current Month	53.8	-9.3	79.51	3.0	42.74	-6.6	26,048	3.0	14,002	-6.6	1,113,275	-3.8
	Year To Date	68.1	-1.6	84.05	2.4	57.28	0.8	332,751	3.7	226,749	2.1	19,058,434	4.5
	Running 12 Month	68.1	-1.6	84.05	2.4	57.28	0.8	332,751	3.7	226,749	2.1	19,058,434	4.5
Thursday	Current Month	53.7	-5.6	78.15	4.0	41.95	-1.9	26,048	3.0	13,984	-2.8	1,092,795	1.1
	Year To Date	64.9	-2.3	81.29	2.2	52.73	-0.1	332,750	3.7	215,858	1.3	17,546,872	3.6
	Running 12 Month	64.9	-2.3	81.29	2.2	52.73	-0.1	332,750	3.7	215,858	1.3	17,546,872	3.6
Friday	Current Month	54.6	-5.1	77.26	5.2	42.18	-0.1	26,048	3.0	14,223	-2.2	1,098,828	2.9
	Year To Date	68.0	-1.7	81.51	2.8	55.45	1.0	332,750	3.7	226,396	1.9	18,452,509	4.7
	Running 12 Month	68.0	-1.7	81.51	2.8	55.45	1.0	332,750	3.7	226,396	1.9	18,452,509	4.7
Saturday	Current Month	57.2	-3.0	76.92	4.8	44.01	1.6	26,048	-17.6	14,904	-20.1	1,146,385	-16.3
	Year To Date	69.3	-2.0	81.40	2.4	56.44	0.4	332,860	3.7	230,772	1.6	18,785,787	4.1
	Running 12 Month	69.3	-2.0	81.40	2.4	56.44	0.4	332,860	3.7	230,772	1.6	18,785,787	4.1
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	49.0	-9.1	76.72	2.3	37.62	-6.9	149,776	7.7	73,433	-2.1	5,634,000	0.2
	Year To Date	63.3	-2.1	81.88	2.3	51.86	0.1	1,670,470	3.7	1,058,136	1.5	86,638,061	3.9
	Running 12 Month	63.3	-2.1	81.88	2.3	51.86	0.1	1,670,470	3.7	1,058,136	1.5	86,638,061	3.9
Weekend (Fri-Sat)	Current Month	55.9	-4.2	77.08	5.0	43.10	0.6	52,096	-8.5	29,127	-12.3	2,245,212	-7.9
	Year To Date	68.7	-1.8	81.45	2.6	55.95	0.7	665,610	3.7	457,167	1.8	37,238,297	4.4
	Running 12 Month	68.7	-1.8	81.45	2.6	55.95	0.7	665,610	3.7	457,167	1.8	37,238,297	4.4
Total	Current Month	50.8	-8.0	76.83	3.1	39.03	-5.1	201,872	3.0	102,560	-5.2	7,879,213	-2.2
	Year To Date	64.9	-2.1	81.75	2.4	53.03	0.3	2,336,080	3.7	1,515,303	1.6	123,876,357	4.0
	Running 12 Month	64.9	-2.1	81.75	2.4	53.03	0.3	2,336,080	3.7	1,515,303	1.6	123,876,357	4.0

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of December 2019

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	
2018	Jul	57.4	6.5	1.4	65.3	79.60	85.93	50.17	79.60	45.69	5.55	0.70	51.94												
	Aug	57.5	8.6	1.4	67.5	79.75	80.89	59.12	79.46	45.85	6.97	0.84	53.66												
	Sep	61.1	12.0	1.4	74.5	85.36	98.19	63.52	87.02	52.13	11.78	0.88	64.79												
	Oct	68.1	8.9	1.6	78.6	84.03	101.29	64.98	85.60	57.19	9.05	1.05	67.28												
	Nov	59.6	4.7	1.7	65.9	80.07	90.48	58.96	80.28	47.70	4.26	0.98	52.94												
	Dec	50.9	2.8	1.4	55.2	75.42	65.16	59.58	74.49	38.42	1.85	0.85	41.12												
2019	Jan	45.2	13.4	2.2	60.9	81.07	71.80	60.27	78.26	36.64	9.65	1.35	47.64												
	Feb	42.5	24.3	2.3	69.1	84.81	75.27	62.59	80.71	36.06	18.27	1.45	55.79												
	Mar	56.8	13.1	2.4	72.3	82.59	76.13	61.50	80.71	46.93	9.95	1.50	58.38												
	Apr	64.1	7.2	1.4	72.7	83.73	71.76	61.55	82.11	53.64	5.18	0.88	59.70												
	May	59.6	10.1	2.4	72.1	85.71	81.81	63.37	84.41	51.10	8.25	1.54	60.90												
	Jun				70.0				82.84				57.96												
	Jul	59.7	5.5	1.4	66.5	82.77	97.66	60.06	83.52	49.39	5.33	0.83	55.55												
	Aug				65.1				83.05				54.10												
	Sep				62.3				84.49				52.66												
	Oct				58.5				82.23				48.08												
	Nov				59.3				80.35				47.63												
	Dec				50.8				76.83				39.03												

Year To Date																	
2017	Dec					65.1				76.28				49.65			
2018	Dec	57.9	6.9	1.5	66.2	79.63	85.98	58.60	79.82	46.08	5.92	0.86	52.86				
2019	Dec					64.9				81.75				53.03			

Percent Change (%)																			
								-4.2				2.0				-2.3			
								1.7				4.6				6.5			
								-2.1				2.4				0.3			

Running 12 Month																	
2017	Dec					65.1				76.28				49.65			
2018	Dec	57.9	6.9	1.5	66.2	79.63	85.98	58.60	79.82	46.08	5.92	0.86	52.86				
2019	Dec					64.9				81.75				53.03			

Percent Change (%)																			
								-4.2				2.0				-2.3			
								1.7				4.6				6.5			
								-2.1				2.4				0.3			

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## How can we assist you?

**Glossary:**

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