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Fayetteville Area CVB

For the Month of March 2021



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: March 2021

	Current Month - March 2021 vs March 2020												Year to Date - March 2021 vs March 2020												Participation				
	Occ %		ADR		RevPAR		Percent Change from March 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms		
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	54.7	42.0	86.70	90.58	47.45	38.06	30.3	-4.3	24.7	27.0	1.8	32.7	46.5	50.6	83.35	97.77	38.73	49.46	-8.1	-14.7	-21.7	-20.3	1.8	-6.5	1858	1270	162540	133104	
Cumberland County, NC	70.2	53.7	82.38	78.53	57.84	42.14	30.8	4.9	37.3	37.0	-0.2	30.6	61.7	56.3	79.83	80.97	49.24	45.62	9.5	-1.4	7.9	8.2	0.2	9.7	71	54	6506	5499	
Johnston County, NC	52.8	42.2	73.80	74.34	38.98	31.38	25.1	-0.7	24.2	30.2	4.8	31.2	43.2	43.1	72.27	75.49	31.22	32.52	0.3	-4.3	-4.0	0.6	4.8	5.1	35	26	2422	1936	
Robeson County, NC	70.2	54.0	74.55	76.58	52.31	41.36	29.9	-2.7	26.5	26.0	-0.4	29.4	57.6	52.8	72.39	75.79	41.73	40.00	9.2	-4.5	4.3	3.9	-0.4	8.8	28	17	1824	1299	
Wake County, NC	50.6	43.9	82.47	94.01	41.74	41.24	15.4	-12.3	1.2	2.9	1.7	17.3	44.3	58.9	80.08	105.40	35.46	62.06	-24.8	-24.0	-42.9	-41.9	1.7	-23.5	150	142	17838	17188	
Durham County, NC	50.8	46.2	75.59	92.84	38.43	42.93	10.0	-18.6	-10.5	-14.0	-3.9	5.6	46.0	60.3	73.94	100.73	34.04	60.77	-23.7	-26.6	-44.0	-46.2	-3.9	-26.7	63	58	8102	7677	
Edgecombe County, NC																													
Guilford County, NC	53.3	38.0	83.09	86.45	44.32	32.85	40.4	-3.9	34.9	34.6	-0.2	40.1	44.8	46.7	78.09	92.11	35.01	42.98	-3.9	-15.2	-18.5	-18.8	-0.3	-4.2	96	77	10941	9671	
Harnett County, NC	67.9	50.1	77.03	76.55	52.32	38.37	35.5	0.6	36.4	36.4	0.0	35.5	54.0	49.4	75.91	77.96	40.97	38.51	9.3	-2.6	6.4	6.4	0.0	9.3	9	8	659	638	
Moore County, NC	67.8	40.3	137.72	111.20	93.36	44.76	68.4	23.9	108.6	120.1	5.5	77.7	49.2	46.2	117.56	107.01	57.80	49.39	6.5	9.9	17.0	23.5	5.5	12.4	21	15	1970	1654	

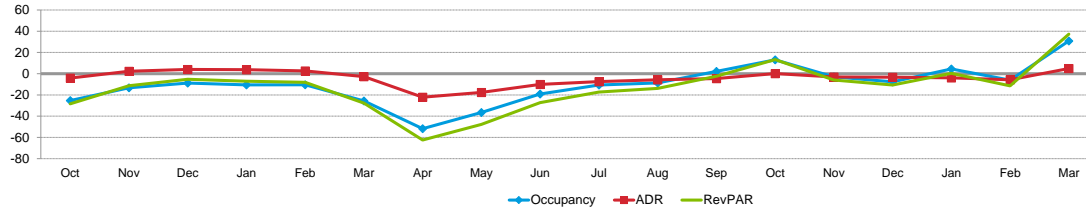
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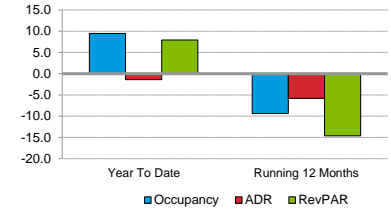
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of March 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	58.7	57.2	50.3	54.2	61.7	53.7	35.1	45.8	55.0	59.3	59.5	63.8	66.4	55.5	46.5	56.6	58.0	70.2
Last Year	78.6	66.0	55.2	60.5	68.9	72.2	72.7	72.1	68.0	66.3	65.2	62.4	58.7	57.2	50.3	54.2	61.7	53.7
Percent Change	-25.3	-13.3	-8.9	-10.5	-10.5	-25.7	-51.8	-36.5	-13.3	-10.7	-8.6	2.2	13.1	-3.0	-7.6	4.4	-6.0	30.8

ADR	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	82.04	82.00	77.39	81.32	82.97	78.53	63.84	69.52	74.44	77.30	78.26	80.48	82.15	79.44	74.86	78.17	78.21	82.38
Last Year	85.52	80.19	74.40	78.31	80.82	80.75	81.99	84.42	82.78	83.48	83.01	84.31	82.04	82.00	77.39	81.32	82.97	78.53
Percent Change	-4.1	2.2	4.0	3.8	2.7	-2.7	-22.1	-17.6	-10.1	-7.4	-5.7	-4.5	0.1	-3.1	-3.3	-3.9	-5.7	4.9

RevPAR	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	48.16	46.91	38.95	44.06	51.19	42.14	22.39	31.84	40.95	45.81	46.59	51.34	54.55	44.10	34.81	44.23	45.34	57.84
Last Year	67.21	52.89	41.09	47.41	55.68	58.30	59.62	60.88	56.32	55.37	54.09	52.61	48.16	46.91	38.95	44.06	51.19	42.14
Percent Change	-28.3	-11.3	-5.2	-7.1	-8.1	-27.7	-62.4	-47.7	-27.3	-17.3	-13.9	-2.4	13.3	-6.0	-10.6	0.4	-11.4	37.3

Supply	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	202,089	195,570	202,089	202,089	182,532	202,089	195,570	202,089	195,570	201,748	201,748	195,240	201,717	195,210	201,686	204,042	182,168	201,686
Last Year	192,882	186,660	196,354	196,354	177,352	196,354	189,600	195,796	192,780	199,206	199,175	192,750	202,089	195,570	202,089	202,089	182,532	202,089
Percent Change	4.8	4.8	2.9	2.9	2.9	2.9	3.1	3.2	1.4	1.3	1.3	1.3	-0.2	-0.2	-0.2	1.0	-0.2	-0.2

Demand	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	118,638	111,888	101,711	109,499	112,604	108,433	68,578	92,563	107,601	119,561	120,107	124,549	133,942	108,374	93,771	115,439	105,590	141,594
Last Year	151,597	123,104	108,439	118,875	122,186	141,757	137,864	141,194	131,153	132,126	129,795	120,284	118,638	111,888	101,711	109,499	112,604	108,433
Percent Change	-21.7	-9.1	-6.2	-7.9	-7.8	-23.5	-50.3	-34.4	-18.0	-9.5	-7.5	3.5	12.9	-3.1	-7.8	5.4	-6.2	30.6

Revenue	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	9,732,858	9,174,290	7,871,472	8,904,281	9,343,254	8,515,541	4,378,219	6,434,806	8,009,470	9,241,880	9,399,349	10,023,670	11,002,845	8,609,438	7,020,153	9,023,858	8,258,600	11,664,556
Last Year	12,964,148	9,872,276	8,068,152	9,309,409	9,875,382	11,446,698	11,303,204	11,919,194	10,856,785	11,029,728	10,774,020	10,140,650	9,732,858	9,174,290	7,871,472	8,904,281	9,343,254	8,515,541
Percent Change	-24.9	-7.1	-2.4	-4.4	-5.4	-25.6	-61.3	-46.0	-26.2	-16.2	-12.8	-1.2	13.0	-6.2	-10.8	1.3	-11.6	37.0

Census %	2019			2020												2021		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	73	73	73	73	73	73	73	73	73	73	72	72	72	72	72	72	71	71
Census Rooms	6519	6519	6519	6519	6519	6519	6519	6519	6519	6519	6508	6508	6507	6507	6506	6562	6506	6506
% Rooms Participants	86.5	86.5	85.5	85.5	85.5	85.5	85.5	85.5	85.5	85.6	86.6	86.6	86.6	85.7	87.6	86.6	87.6	84.5

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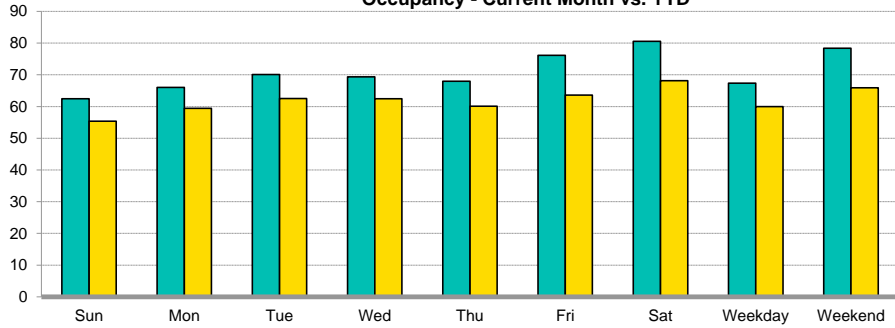
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

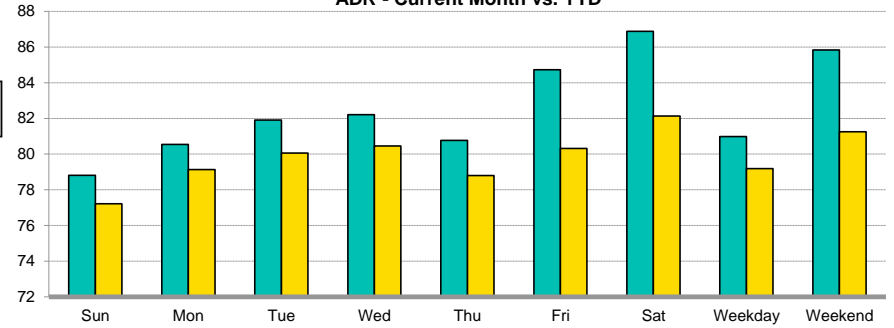
Fayetteville Area CVB

For the Month of March 2021

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	62.5	31.1	78.81	5.9	49.24	38.8	26,024	-20.2	16,261	4.6	1,281,523	10.8
	Year To Date	55.4	15.3	77.22	0.7	42.78	16.0	84,958	1.3	47,071	16.8	3,634,729	17.6
	Running 12 Month	51.0	-0.2	75.28	-2.3	38.40	-2.5	338,896	1.2	172,872	1.0	13,014,152	-1.3
Monday	Current Month	66.0	29.0	80.54	2.9	53.18	32.7	32,530	-0.2	21,479	28.7	1,730,000	32.4
	Year To Date	59.4	8.1	79.14	-3.3	47.02	4.5	84,882	1.2	50,435	9.5	3,991,227	5.8
	Running 12 Month	54.2	-8.8	76.49	-6.8	41.45	-15.0	338,820	-0.7	183,605	-9.4	14,043,641	-15.6
Tuesday	Current Month	70.1	32.0	81.91	3.0	57.43	35.9	32,530	-0.2	22,809	31.7	1,868,156	35.6
	Year To Date	62.5	7.1	80.06	-4.5	50.04	2.2	84,882	1.2	53,057	8.4	4,247,804	3.5
	Running 12 Month	56.0	-11.7	77.41	-8.6	43.36	-19.3	338,819	-0.7	189,784	-12.3	14,690,408	-19.9
Wednesday	Current Month	69.4	21.3	82.21	0.3	57.04	21.6	32,530	24.8	22,570	51.3	1,855,416	51.7
	Year To Date	62.5	6.7	80.46	-3.7	50.25	2.7	84,882	1.2	53,018	8.0	4,265,686	4.0
	Running 12 Month	55.9	-13.7	77.74	-8.0	43.44	-20.6	345,327	3.2	192,963	-11.0	15,000,077	-18.1
Thursday	Current Month	68.0	24.9	80.76	2.7	54.92	28.3	26,024	-0.2	17,695	24.7	1,429,147	28.0
	Year To Date	60.1	6.4	78.80	-2.7	47.34	3.5	78,376	-6.5	47,087	-0.6	3,710,682	-3.3
	Running 12 Month	54.8	-11.6	76.62	-6.4	41.98	-17.3	338,820	1.2	185,656	-10.6	14,225,343	-16.3
Friday	Current Month	76.2	36.5	84.72	8.3	64.52	47.8	26,024	-0.2	19,819	36.2	1,679,184	47.5
	Year To Date	63.6	9.3	80.32	0.8	51.11	10.2	84,958	1.3	54,062	10.8	4,342,152	11.7
	Running 12 Month	58.6	-10.2	78.22	-4.7	45.86	-14.4	338,896	1.3	198,682	-9.0	15,541,016	-13.3
Saturday	Current Month	80.5	37.9	86.89	10.5	69.98	52.4	26,024	-0.2	20,960	37.6	1,821,131	52.1
	Year To Date	68.1	14.1	82.13	3.4	55.97	18.0	84,958	1.6	57,892	15.9	4,754,736	19.9
	Running 12 Month	61.4	-7.5	79.54	-2.8	48.84	-10.1	338,896	1.3	208,106	-6.3	16,552,206	-8.9
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	67.4	28.4	80.98	3.1	54.56	32.4	149,638	-0.2	100,814	28.2	8,164,241	32.1
	Year To Date	60.0	8.5	79.19	-2.9	47.49	5.3	417,980	-0.3	250,669	8.1	19,850,127	5.0
	Running 12 Month	54.4	-9.6	76.74	-6.7	41.73	-15.7	1,700,682	0.8	924,880	-8.9	70,973,622	-15.0
Weekend (Fri-Sat)	Current Month	78.3	37.2	85.84	9.4	67.25	50.1	52,048	-0.2	40,780	36.9	3,500,315	49.8
	Year To Date	65.9	11.8	81.26	2.2	53.54	14.2	169,916	1.5	111,954	13.4	9,096,888	15.8
	Running 12 Month	60.0	-8.8	78.89	-3.7	47.35	-12.2	677,792	1.3	406,789	-7.6	32,093,222	-11.1
Total	Current Month	70.2	30.8	82.38	4.9	57.84	37.3	201,686	-0.2	141,594	30.6	11,664,556	37.0
	Year To Date	61.7	9.5	79.83	-1.4	49.24	7.9	587,896	0.2	362,623	9.7	28,947,015	8.2
	Running 12 Month	56.0	-9.4	77.40	-5.8	43.33	-14.6	2,378,474	1.0	1,331,669	-8.5	103,066,844	-13.8

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of March 2021

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	Oct	54.7	3.3	0.7	58.7	82.21	84.49	57.55	82.04	44.94	2.81	0.42	48.16	-19.7	-62.8	-55.1	-25.3	-2.1	-16.5	-11.3	-4.1	-21.3	-68.9	-60.2	-28.3
	Nov	53.1	3.4	0.7	57.2	82.45	80.12	57.29	82.00	43.78	2.72	0.41	46.91	-10.9	-27.8	-57.1	-13.3	3.1	-11.3	-2.7	2.2	-8.1	-35.9	-58.3	-11.3
	Dec	48.5	1.4	0.5	50.3	77.40	84.86	56.15	77.39	37.51	1.16	0.28	38.95	-4.9	-51.9	-64.5	-8.9	2.7	30.4	-5.6	4.0	-2.3	-37.3	-66.5	-5.2
2020	Jan	51.4	2.2	0.5	54.2	81.05	93.32	57.19	81.32	41.70	2.06	0.30	44.06	-3.6	-65.9	-24.0	-10.5	1.9	32.6	2.3	3.8	-1.8	-54.7	-22.3	-7.1
	Feb	58.8	2.4	0.5	61.7	83.03	85.83	61.09	82.97	48.84	2.07	0.28	51.19	0.0	-74.2	-35.9	-10.5	0.2	23.1	7.4	2.7	0.2	-68.3	-31.2	-8.1
	Mar	46.9	6.2	0.6	53.7	78.06	84.19	55.56	78.53	36.57	5.24	0.32	42.14	-29.8	33.3	-22.8	-25.7	-4.4	17.2	0.6	-2.7	-32.9	56.2	-22.4	-27.7
	Apr	28.6	5.7	0.7	35.1	62.45	68.74	80.49	63.84	17.89	3.91	0.59	22.39	-58.3	58.0	68.0	-51.8	-24.3	-9.9	44.6	-22.1	-68.4	42.4	143.0	-62.4
	May	43.0	2.1	0.7	45.8	68.73	78.49	91.98	69.52	29.58	1.64	0.63	31.84	-31.3	-76.1	-6.2	-36.5	-18.6	-9.2	65.8	-17.6	-44.1	-78.3	55.6	-47.7
	Jun	49.9	4.3	0.8	55.0	73.79	78.90	90.46	74.44	36.81	3.42	0.72	40.95	-23.9	124.8	38.8	-19.1	-11.1	-6.6	63.3	-10.1	-32.3	110.0	126.6	-27.3
	Jul	56.5	2.0	0.8	59.3	77.04	79.71	90.14	77.30	43.54	1.57	0.70	45.81	-9.1	-46.9	80.4	-10.7	-7.4	-12.6	67.7	-7.4	-15.9	-53.6	202.6	-17.3
	Aug	51.0	8.0	0.5	59.5	76.04	91.15	96.82	78.26	38.80	7.26	0.53	46.59	-17.8	206.5	17.6	-8.6	-8.6	9.8	68.7	-5.7	-24.9	236.7	98.4	-13.9
	Sep	48.6	14.7	0.5	63.8	78.44	86.89	90.68	80.48	38.11	12.81	0.42	51.34	-16.1	269.5	-11.2	2.2	-6.1	-12.7	61.8	-4.5	-21.2	222.8	43.7	-2.4
	Oct	57.7	8.3	0.4	66.4	81.76	84.64	85.61	82.15	47.16	7.06	0.33	54.55	5.5	151.1	-47.4	13.1	-0.5	0.2	48.8	0.1	4.9	151.6	-21.7	13.3
	Nov	51.9	3.4	0.2	55.5	79.17	82.86	91.27	79.44	41.09	2.81	0.20	44.10	-2.2	-0.4	-68.7	-3.0	-4.0	3.4	59.3	-3.1	-6.1	3.0	-50.2	-6.0
	Dec	43.8	2.3	0.4	46.5	74.58	78.25	86.26	74.86	32.67	1.77	0.36	34.81	-9.6	66.3	-16.3	-7.6	-3.6	-7.8	53.6	-3.3	-12.9	53.3	28.6	-10.6
2021	Jan	52.4	3.8	0.3	56.6	77.83	82.19	85.61	78.17	40.82	3.13	0.27	44.23	1.9	72.6	-40.5	4.4	-4.0	-11.9	49.7	-3.9	-2.1	52.0	-10.9	0.4
	Feb	55.2	2.2	0.6	58.0	77.78	86.17	88.73	78.21	42.91	1.91	0.51	45.34	-6.2	-7.8	25.9	-6.0	-6.3	0.4	45.2	-5.7	-12.1	-7.4	82.9	-11.4
	Mar	66.2	3.4	0.7	70.2	82.26	83.28	90.35	82.38	54.44	2.81	0.59	57.84	41.3	-45.8	12.5	30.8	5.4	-1.1	62.6	4.9	48.8	-46.4	83.0	37.3

Year To Date													
2019	Mar	59.7	6.7	0.7	67.2	81.38	70.46	55.97	80.02	48.58	4.75	0.40	53.73
2020	Mar	52.2	3.7	0.5	56.3	80.82	86.43	57.62	80.97	42.16	3.16	0.30	45.62
2021	Mar	58.0	3.2	0.5	61.7	79.55	83.45	88.77	79.83	46.14	2.65	0.45	49.24

Percent Change (%)											
7.1	10.6	-49.0	6.1	6.3	-8.0	-0.1	5.1	13.8	1.7	-49.0	11.6
-12.6	-45.8	-27.3	-16.1	-0.7	22.7	3.0	1.2	-13.2	-33.5	-25.1	-15.1
11.2	-13.3	-2.4	9.5	-1.6	-3.4	54.1	-1.4	9.5	-16.3	50.3	7.9

Running 12 Month													
2019	Mar	58.8	7.0	1.3	67.2	80.69	84.13	58.84	80.63	47.47	5.92	0.76	54.16
2020	Mar	57.6	3.6	0.6	61.8	82.16	86.23	56.53	82.16	47.31	3.13	0.31	50.75
2021	Mar	50.4	5.0	0.5	56.0	76.69	83.26	89.12	77.40	38.67	4.18	0.49	43.33

Percent Change (%)											
-2.1	-48.5	-57.0	-8.0	1.8	2.5	-3.9	1.9	-0.3	-47.2	-58.7	-6.3
-12.4	38.3	-1.6	-9.4	-6.7	-3.4	57.7	-5.8	-18.3	33.5	55.1	-14.6

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