

Date Created: Feb 16, 2018

Fayetteville Area CVB

For the Month of January 2018



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: January 2018

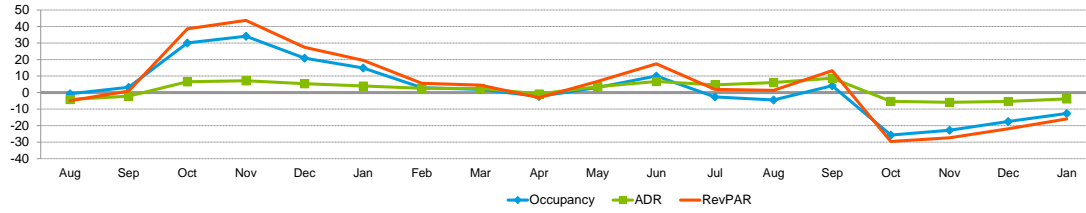
	Current Month - January 2018 vs January 2017												Year to Date - January 2018 vs January 2017												Participation				
	Occ %		ADR		RevPAR		Percent Change from January 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms		
	2018	2017	2018	2017	2018	2017	Occ	ADR	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	49.9	51.4	94.72	91.27	47.28	46.95	-3.0	3.8	0.7	3.9	3.2	0.1	49.9	51.4	94.72	91.27	47.28	46.95	-3.0	3.8	0.7	3.9	3.2	0.1	1709	1183	153714	124929	
Cumberland County, NC	55.6	63.7	71.59	74.40	39.82	47.36	-12.6	-3.8	-15.9	-14.5	1.8	-11.1	55.6	63.7	71.59	74.40	39.82	47.36	-12.6	-3.8	-15.9	-14.5	1.8	-11.1	67	49	6100	5120	
Johnston County, NC	44.1	46.1	69.21	68.91	30.50	31.76	-4.4	0.4	-3.9	-4.6	-0.6	-5.0	44.1	46.1	69.21	68.91	30.50	31.76	-4.4	0.4	-3.9	-4.6	-0.6	-5.0	32	25	2204	1769	
Robeson County, NC	49.7	69.9	72.39	76.04	36.00	53.15	-28.8	-4.8	-32.3	-34.1	-2.7	-30.7	49.7	69.9	72.39	76.04	36.00	53.15	-28.8	-4.8	-32.3	-34.1	-2.7	-30.7	28	17	1833	1291	
Wake County, NC	59.0	61.9	102.86	100.82	60.70	62.38	-4.6	2.0	-2.7	3.6	6.5	1.6	59.0	61.9	102.86	100.82	60.70	62.38	-4.6	2.0	-2.7	3.6	6.5	1.6	140	130	16794	16053	
Durham County, NC	57.4	57.8	100.08	96.29	57.41	55.70	-0.8	3.9	3.1	4.0	0.9	0.0	57.4	57.8	100.08	96.29	57.41	55.70	-0.8	3.9	3.1	4.0	0.9	0.0	65	61	8401	8008	
Edgecombe County, NC																													
Guilford County, NC	43.9	44.0	85.23	81.17	37.43	35.70	-0.1	5.0	4.9	4.8	-0.1	-0.2	43.9	44.0	85.23	81.17	37.43	35.70	-0.1	5.0	4.9	4.8	-0.1	-0.2	4	2	216	126	
Harnett County, NC	45.7	50.4	71.79	72.58	32.79	36.61	-9.4	-1.1	-10.4	-10.4	0.0	-9.4	45.7	50.4	71.79	72.58	32.79	36.61	-9.4	-1.1	-10.4	-10.4	0.0	-9.4	84	67	10176	9054	
Moore County, NC	41.2	40.0	88.72	91.00	36.60	36.39	3.1	-2.5	0.6	0.5	-0.1	3.0	41.2	40.0	88.72	91.00	36.60	36.39	3.1	-2.5	0.6	0.5	-0.1	3.0	11	8	859	638	

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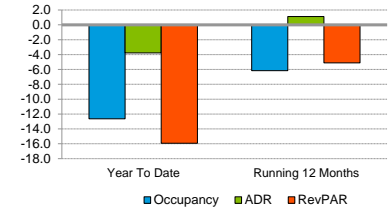
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Fayetteville Area CVB
For the Month of January 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)						2017												2018
2016					2017												2018	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	68.7	63.4	81.8	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
Last Year	69.2	61.5	62.9	56.7	53.6	55.4	63.6	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.8	76.1	64.8	63.7
Percent Change	-0.7	3.2	30.1	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	-12.6

ADR						2017												2018
2016					2017												2018	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	73.00	71.64	78.52	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	71.59
Last Year	76.21	73.22	73.69	72.03	68.84	71.52	72.38	73.70	77.09	73.04	73.38	73.46	73.00	71.64	78.52	77.19	72.57	74.40
Percent Change	-4.2	-2.2	6.6	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	-3.8

RevPAR						2017												2018
2016					2017												2018	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	50.19	45.41	64.24	58.73	47.03	47.36	48.59	53.63	54.50	48.99	57.71	52.56	50.86	51.43	45.22	42.68	36.72	39.82
Last Year	52.77	45.00	46.34	40.87	36.92	39.63	46.01	51.33	56.24	45.86	49.15	51.57	50.19	45.41	64.24	58.73	47.03	47.36
Percent Change	-4.9	0.9	38.6	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

Supply						2017												2018
2016					2017												2018	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	182,745	176,850	182,745	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
Last Year	182,807	176,910	182,807	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
Percent Change	0.0	0.0	0.0	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

Demand						2017												2018
2016					2017												2018	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	125,632	112,109	149,518	134,572	120,441	118,300	109,873	131,903	128,165	120,335	132,553	129,445	124,400	121,053	115,123	107,543	101,092	105,164
Last Year	126,578	108,717	114,971	100,350	98,004	101,252	104,922	127,281	129,015	114,739	118,461	128,290	125,632	112,109	149,518	134,572	120,441	118,300
Percent Change	-0.7	3.1	30.0	34.1	22.9	16.8	4.7	3.6	-0.7	4.9	11.9	0.9	-1.0	8.0	-23.0	-20.1	-16.1	-11.1

Revenue						2017												2018
2016					2017												2018	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	9,171,500	8,031,175	11,739,610	10,386,953	8,739,819	8,801,514	8,157,123	9,966,748	9,800,966	9,105,131	10,379,561	9,952,765	9,629,486	9,427,700	8,564,654	7,811,500	6,943,271	7,529,114
Last Year	9,646,181	7,960,742	8,471,860	7,228,159	6,746,501	7,241,543	7,594,018	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
Percent Change	-4.9	0.9	38.6	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

Census %						2017												2018
2016					2017												2018	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	64	64	64	64	65	65	65	65	65	65	65	66	66	66	66	66	67	67
Census Rooms	5895	5895	5895	5895	5995	5995	5995	5995	5995	5995	5995	6108	6108	6110	6110	6101	6100	6100
% Rooms Participants	83.4	83.4	83.4	83.4	83.7	83.7	83.7	83.7	83.7	83.7	83.7	82.1	84.0	84.0	84.0	83.9	82.0	83.9

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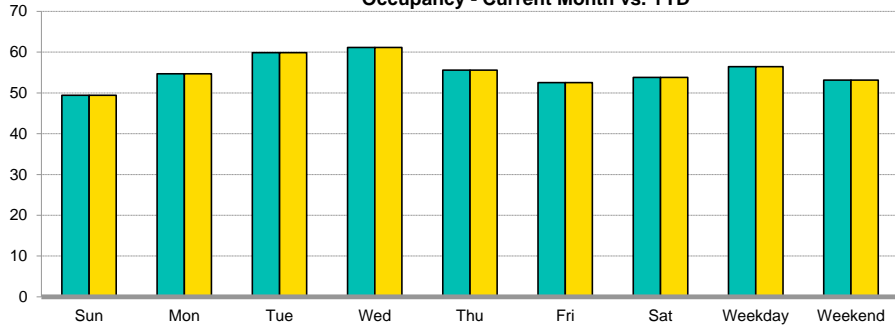
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

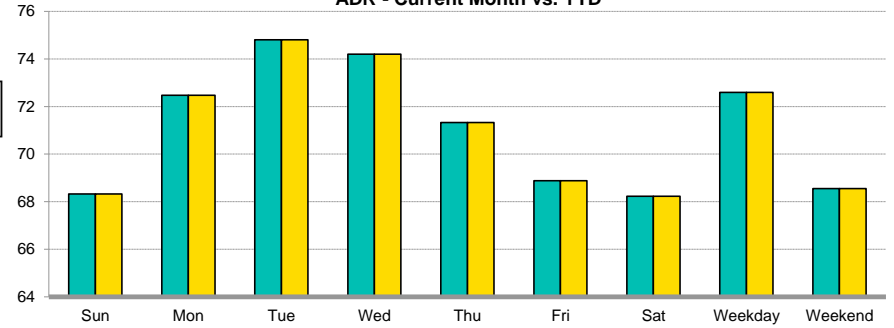
Fayetteville Area CVB

For the Month of January 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	49.4	-12.0	68.33	-3.6	33.77	-15.2	24,400	-18.6	12,059	-28.4	823,961	-30.9
	Year To Date	49.4	-12.0	68.33	-3.6	33.77	-15.2	24,400	-18.6	12,059	-28.4	823,961	-30.9
	Running 12 Month	53.7	-6.5	70.92	0.8	38.10	-5.7	315,161	2.8	169,297	-3.9	12,007,017	-3.1
Monday	Current Month	54.7	-12.8	72.47	-2.6	39.66	-15.1	30,500	1.8	16,690	-11.2	1,209,527	-13.6
	Year To Date	54.7	-12.8	72.47	-2.6	39.66	-15.1	30,500	1.8	16,690	-11.2	1,209,527	-13.6
	Running 12 Month	62.9	-5.0	75.57	1.6	47.53	-3.5	315,161	0.9	198,226	-4.2	14,980,780	-2.6
Tuesday	Current Month	59.9	-12.8	74.81	-2.6	44.78	-15.1	30,500	1.8	18,258	-11.3	1,365,787	-13.6
	Year To Date	59.9	-12.8	74.81	-2.6	44.78	-15.1	30,500	1.8	18,258	-11.3	1,365,787	-13.6
	Running 12 Month	65.8	-7.4	77.25	1.0	50.86	-6.5	315,161	0.8	207,485	-6.7	16,029,135	-5.7
Wednesday	Current Month	61.1	-11.4	74.20	-3.1	45.37	-14.1	30,500	27.2	18,648	12.7	1,383,741	9.3
	Year To Date	61.1	-11.4	74.20	-3.1	45.37	-14.1	30,500	27.2	18,648	12.7	1,383,741	9.3
	Running 12 Month	68.3	-5.7	77.08	1.5	52.66	-4.3	321,147	4.8	219,413	-1.2	16,912,914	0.2
Thursday	Current Month	55.6	-13.3	71.33	-3.3	39.65	-16.1	24,400	1.8	13,565	-11.8	967,541	-14.7
	Year To Date	55.6	-13.3	71.33	-3.3	39.65	-16.1	24,400	1.8	13,565	-11.8	967,541	-14.7
	Running 12 Month	64.8	-6.1	74.71	1.0	48.44	-5.1	315,047	2.7	204,249	-3.5	15,259,617	-2.5
Friday	Current Month	52.5	-15.9	68.89	-6.2	36.18	-21.1	24,400	1.8	12,817	-14.5	882,912	-19.8
	Year To Date	52.5	-15.9	68.89	-6.2	36.18	-21.1	24,400	1.8	12,817	-14.5	882,912	-19.8
	Running 12 Month	67.4	-6.5	74.73	1.0	50.34	-5.6	315,048	2.7	212,191	-3.9	15,857,974	-3.0
Saturday	Current Month	53.8	-15.1	68.23	-8.1	36.71	-22.0	24,400	1.8	13,127	-13.6	895,646	-20.6
	Year To Date	53.8	-15.1	68.23	-8.1	36.71	-22.0	24,400	1.8	13,127	-13.6	895,646	-20.6
	Running 12 Month	68.5	-6.0	75.17	0.9	51.47	-5.2	315,161	2.8	215,788	-3.4	16,220,582	-2.5
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	56.5	-11.7	72.59	-2.7	40.99	-14.0	140,300	1.8	79,219	-10.1	5,750,556	-12.5
	Year To Date	56.5	-11.7	72.59	-2.7	40.99	-14.0	140,300	1.8	79,219	-10.1	5,750,556	-12.5
	Running 12 Month	63.1	-6.1	75.29	1.2	47.54	-5.0	1,581,677	2.4	998,670	-3.9	75,189,463	-2.7
Weekend (Fri-Sat)	Current Month	53.2	-15.5	68.55	-7.2	36.45	-21.6	48,800	1.8	25,945	-14.0	1,778,558	-20.2
	Year To Date	53.2	-15.5	68.55	-7.2	36.45	-21.6	48,800	1.8	25,945	-14.0	1,778,558	-20.2
	Running 12 Month	67.9	-6.3	74.95	0.9	50.90	-5.4	630,209	2.8	427,979	-3.7	32,078,556	-2.8
Total	Current Month	55.6	-12.6	71.59	-3.8	39.82	-15.9	189,100	1.8	105,164	-11.1	7,529,114	-14.5
	Year To Date	55.6	-12.6	71.59	-3.8	39.82	-15.9	189,100	1.8	105,164	-11.1	7,529,114	-14.5
	Running 12 Month	64.5	-6.2	75.19	1.1	48.50	-5.1	2,211,886	2.5	1,426,649	-3.8	107,268,019	-2.7

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of January 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 Aug				68.7				73.00				50.19				-0.7				-4.2				-4.9
Sep				63.4				71.64				45.41				3.2				-2.2				0.9
Oct				81.8				78.52				64.24				30.1				6.6				38.6
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				54.50				-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
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	72.56	68.47	51.08	71.59	35.21	3.88	0.73	39.82				-12.6				-3.8				-15.9

Year To Date												
2016 Jan				55.4				71.52				39.63
2017 Jan				63.7				74.40				47.36
2018 Jan	48.5	5.7	1.4	55.6	72.56	68.47	51.08	71.59	35.21	3.88	0.73	39.82

Percent Change (%)											

Running 12 Month												
2016 Jan				64.1				72.98				46.80
2017 Jan				68.7				74.35				51.11
2018 Jan				64.5				75.19				48.50

Percent Change (%)											

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