

Date Created: Jul 16, 2020

# Fayetteville Area CVB

For the Month of June 2020



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Corporate North American Headquarters  
T : +1 (615) 824 8664  
destininfo@str.com www.str.com

International Headquarters  
T : +44 (0)207 922 1930  
industryinfo@str.com www.str.com

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: June 2020

	Current Month - June 2020 vs June 2019												Year to Date - June 2020 vs June 2019												Participation				
	Occ %		ADR		RevPAR		Percent Change from June 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	44.7	71.1	87.77	109.96	39.28	78.17	-37.1	-20.2	-49.8	-50.1	-0.6	-37.5	43.3	66.1	89.81	105.74	38.85	69.88	-34.5	-15.1	-44.4	-44.7	-0.5	-34.9	1815	1225	156594	127045	
Cumberland County, NC	55.1	69.3	74.36	83.19	40.98	57.69	-20.5	-10.6	-29.0	-27.9	1.4	-19.4	51.2	69.3	75.75	81.74	38.76	56.63	-26.1	-7.3	-31.5	-29.7	2.8	-24.1	72	54	6508	5572	
Johnston County, NC	43.1	62.6	74.19	77.10	31.97	48.24	-31.1	-3.8	-33.7	-33.7	0.0	-31.1	38.4	59.7	73.57	76.41	28.22	45.62	-35.8	-3.7	-38.1	-38.1	0.0	-35.7	33	25	2295	1825	
Robeson County, NC	54.0	64.1	71.67	79.33	38.70	50.84	-15.8	-9.7	-23.9	-23.9	0.0	-15.8	48.6	66.0	72.80	80.14	35.37	52.92	-26.4	-9.2	-33.2	-33.2	0.0	-26.4	28	17	1831	1269	
Wake County, NC	40.0	77.5	76.24	108.66	30.53	84.24	-48.3	-29.8	-63.8	-64.8	-2.8	-49.8	46.6	73.6	93.21	108.73	43.41	80.03	-36.7	-14.3	-45.8	-46.8	-1.8	-37.9	145	135	16900	16173	
Durham County, NC	42.7	74.9	71.97	104.83	30.75	78.56	-43.0	-31.3	-60.9	-63.8	-7.6	-47.3	48.7	71.9	89.43	109.49	43.52	78.67	-32.3	-18.3	-44.7	-47.4	-5.0	-35.6	63	56	7801	7215	
Edgecombe County, NC																													
Guilford County, NC	37.5	60.8	68.45	91.56	25.68	55.66	-38.3	-25.2	-53.9	-52.9	2.1	-37.0	39.1	60.4	81.10	100.16	31.74	60.52	-35.2	-19.0	-47.6	-46.9	1.3	-34.4	4	2	216	126	
Harnett County, NC	47.1	56.1	72.22	79.37	34.01	44.56	-16.1	-9.0	-23.7	-23.7	0.0	-16.1	44.2	58.2	72.84	76.48	32.21	44.49	-24.0	-4.8	-27.6	-36.2	-11.9	-33.0	91	74	10683	9342	
Moore County, NC	43.8	68.0	127.29	136.58	55.71	92.90	-35.7	-6.8	-40.0	-40.1	-0.2	-35.8	40.1	64.2	105.06	132.25	42.17	84.87	-37.4	-20.6	-50.3	-53.8	-7.1	-41.9	10	8	739	638	
																									21	14	1937	1551	

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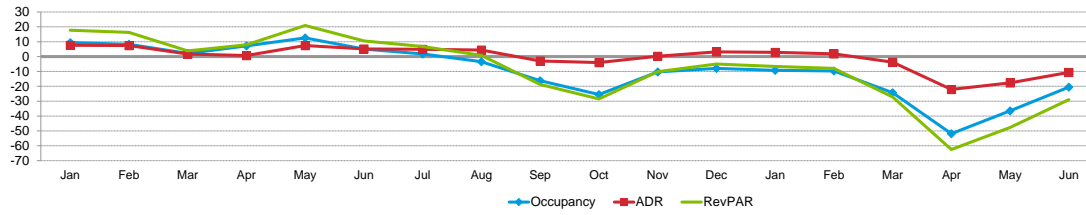
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Tab 3 - Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB  
For the Month of June 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	60.5	68.9	72.2	72.7	72.1	69.3	66.4	65.2	62.4	58.6	59.1	50.8	54.9	62.2	54.7	35.0	45.8	55.1
Last Year	55.3	63.7	70.7	67.9	64.1	66.0	65.3	67.5	74.5	78.6	65.9	55.2	60.5	68.9	72.2	72.1	72.1	69.3
Percent Change	9.4	8.2	2.1	7.1	12.6	5.1	1.8	-3.5	-16.2	-25.5	-10.4	-7.9	-6.0	-9.7	-24.3	-51.9	-36.5	-20.5

Year To Date			
2018	2019	2020	
64.6	69.3	51.2	
68.2	64.6	69.3	
-5.3	7.2	-26.1	

Running 12 Months			
2018	2019	2020	
63.3	68.5	55.8	
69.5	63.3	68.5	
-8.8	8.2	-18.6	

ADR	2019												2020					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	78.40	80.90	80.82	82.07	84.49	83.19	83.52	82.99	84.42	82.15	80.47	76.87	80.65	82.45	77.77	63.93	69.59	74.36
Last Year	72.86	75.29	79.47	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
Percent Change	7.6	7.5	1.7	0.7	7.4	5.2	4.9	4.4	-3.0	-4.0	0.2	3.2	2.9	1.9	-3.8	-22.1	-17.6	-10.6

Year To Date			
2018	2019	2020	
78.04	81.74	75.75	
76.69	78.04	81.74	
1.8	4.7	-7.3	

Running 12 Months			
2018	2019	2020	
76.96	81.60	79.10	
76.10	76.96	81.60	
1.1	6.0	-3.1	

RevPAR	2019												2020					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	47.45	55.73	58.35	59.67	60.93	57.69	55.47	54.09	52.65	48.10	47.57	39.07	44.30	51.31	42.52	22.38	31.85	40.98
Last Year	40.30	47.92	56.19	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
Percent Change	17.8	16.3	3.8	7.9	20.9	10.5	6.8	0.8	-18.7	-28.5	-10.1	-5.0	-6.7	-7.9	-27.1	-62.5	-47.7	-29.0

Year To Date			
2018	2019	2020	
50.43	56.63	38.76	
52.32	50.43	56.63	
-3.6	12.3	-31.5	

Running 12 Months			
2018	2019	2020	
48.75	55.92	44.13	
52.87	48.75	55.92	
-7.8	14.7	-21.1	

Supply	2019												2020					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	196,013	177,044	196,013	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
Last Year	186,217	168,196	189,658	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
Percent Change	5.3	5.3	3.4	3.1	3.1	2.8	2.8	2.8	3.3	4.8	4.8	2.9	2.9	2.9	2.9	3.2	3.2	1.4

Year To Date			
2018	2019	2020	
1,104,439	1,146,245	1,177,948	
1,061,565	1,104,439	1,146,245	
4.0	3.8	2.8	

Running 12 Months			
2018	2019	2020	
2,204,055	2,294,277	2,366,803	
2,125,425	2,204,055	2,294,277	
3.7	4.1	3.2	

Demand	2019												2020					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	118,633	121,969	141,507	137,613	140,959	133,452	132,087	129,593	120,017	118,135	115,408	102,548	110,808	113,404	110,301	68,350	92,345	107,605
Last Year	102,994	107,067	134,101	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
Percent Change	15.2	13.9	5.5	10.5	16.0	8.0	4.7	-0.8	-13.5	-21.9	-6.1	-5.2	-6.6	-7.0	-22.1	-50.3	-34.5	-19.4

Year To Date			
2018	2019	2020	
713,734	794,133	602,813	
724,240	713,734	794,133	
-1.5	11.3	-24.1	

Running 12 Months			
2018	2019	2020	
1,396,159	1,572,077	1,320,601	
1,476,730	1,396,159	1,572,077	
-5.5	12.6	-16.0	

Revenue	2019												2020					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	9,301,416	9,867,522	11,437,243	11,293,679	11,909,999	11,101,733	11,031,745	10,754,428	10,131,484	9,704,770	9,287,240	7,883,089	8,936,813	9,349,752	8,578,339	4,369,767	6,426,288	8,001,161
Last Year	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	9,301,416	9,867,522	11,437,243	11,293,679	11,909,999	11,101,733
Percent Change	23.9	22.4	7.3	11.3	24.6	13.6	9.8	3.6	-16.1	-25.1	-5.8	-2.2	-3.9	-5.2	-25.0	-61.3	-46.0	-27.9

Year To Date			
2018	2019	2020	
55,697,048	64,911,592	45,662,119	
55,544,691	55,697,048	64,911,592	
0.3	16.5	-29.7	

Running 12 Months			
2018	2019	2020	
107,451,233	128,285,787	104,454,874	
112,373,824	107,451,233	128,285,787	
-4.4	19.4	-18.6	

Census %	2019												2020					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	70	70	70	70	70	71	71	71	71	72	72	72	72	72	72	72	72	72
Census Rooms	6323	6323	6323	6309	6305	6415	6415	6414	6414	6508	6508	6508	6508	6508	6508	6508	6508	6508
% Rooms Participants	83.6	85.4	85.4	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

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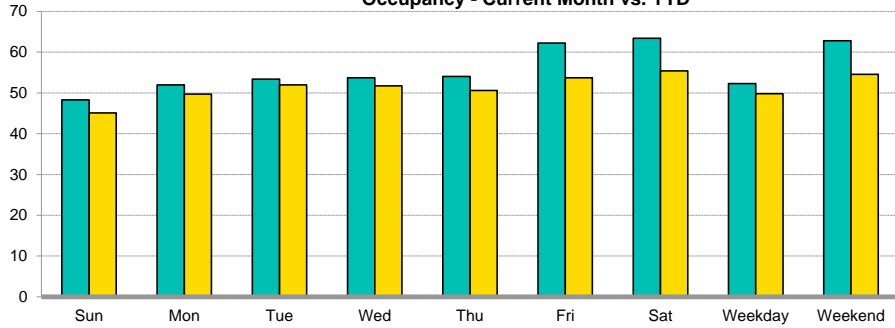
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

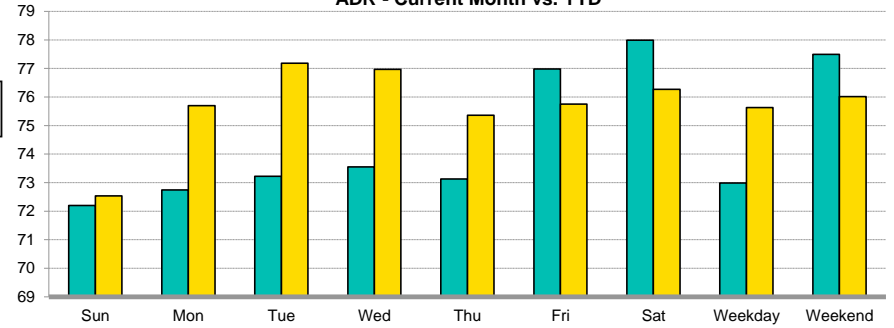
Fayetteville Area CVB

For the Month of June 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
Sunday	Current Month	48.3	-14.5	72.20	-7.3	34.86	-20.7	26,032	-18.8	12,568	-30.6	907,378	-35.6
	Year To Date	45.1	-22.2	72.54	-5.5	32.71	-26.4	168,310	2.2	75,900	-20.5	5,505,689	-24.9
	Running 12 Month	47.4	-18.1	74.79	-2.7	35.43	-20.4	336,300	0.9	159,339	-17.4	11,916,157	-19.6
Monday	Current Month	52.0	-25.1	72.75	-13.2	37.81	-35.0	32,540	26.8	16,911	-5.0	1,230,249	-17.5
	Year To Date	49.7	-27.2	75.70	-8.1	37.62	-33.1	168,310	6.3	83,653	-22.6	6,332,520	-28.9
	Running 12 Month	53.9	-19.2	78.94	-3.6	42.57	-22.1	342,715	4.9	184,808	-15.3	14,588,277	-18.3
Tuesday	Current Month	53.4	-27.5	73.22	-15.6	39.08	-38.9	32,540	26.8	17,365	-8.1	1,271,501	-22.5
	Year To Date	52.0	-27.6	77.18	-8.7	40.11	-33.9	168,310	2.2	87,462	-26.0	6,750,641	-32.4
	Running 12 Month	56.9	-19.4	81.05	-3.5	46.15	-22.2	342,809	4.9	195,181	-15.5	15,820,021	-18.4
Wednesday	Current Month	53.7	-27.6	73.55	-14.5	39.51	-38.1	26,032	1.4	13,985	-26.6	1,028,610	-37.2
	Year To Date	51.7	-29.2	76.97	-8.4	39.80	-35.2	168,310	2.2	87,038	-27.6	6,699,141	-33.7
	Running 12 Month	57.4	-19.8	80.93	-3.5	46.47	-22.6	336,301	2.9	193,117	-17.5	15,628,469	-20.4
Thursday	Current Month	54.1	-23.4	73.13	-11.8	39.53	-32.4	26,032	1.4	14,072	-22.3	1,029,044	-31.5
	Year To Date	50.6	-26.7	75.36	-7.1	38.15	-31.8	168,310	2.2	85,199	-25.0	6,420,445	-30.3
	Running 12 Month	55.6	-19.1	78.80	-2.9	43.80	-21.4	336,300	2.9	186,934	-16.7	14,729,501	-19.2
Friday	Current Month	62.2	-11.8	76.99	-6.3	47.90	-17.4	26,032	1.4	16,196	-10.5	1,246,836	-16.2
	Year To Date	53.7	-25.3	75.75	-6.7	40.69	-30.3	168,310	2.2	90,405	-23.6	6,848,514	-28.8
	Running 12 Month	58.9	-17.8	79.10	-2.7	46.58	-20.1	336,300	2.9	198,034	-15.4	15,665,268	-17.8
Saturday	Current Month	63.4	-13.1	77.99	-5.5	49.46	-17.9	26,032	-18.8	16,509	-29.4	1,287,543	-33.4
	Year To Date	55.4	-24.1	76.27	-6.0	42.27	-28.7	168,086	2.0	93,157	-22.6	7,105,170	-27.2
	Running 12 Month	60.5	-16.7	79.27	-2.6	47.93	-18.9	336,076	2.8	203,190	-14.4	16,107,181	-16.6
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	52.3	-23.4	72.99	-12.6	38.18	-33.0	143,176	6.3	74,900	-18.5	5,466,782	-28.8
	Year To Date	49.8	-26.7	75.63	-7.7	37.68	-32.4	841,552	3.0	419,251	-24.5	31,708,436	-30.4
	Running 12 Month	54.3	-19.1	79.06	-3.3	42.89	-21.7	1,694,427	3.3	919,378	-16.5	72,682,425	-19.2
Weekend (Fri-Sat)	Current Month	62.8	-12.6	77.49	-6.0	48.68	-17.8	52,064	-9.8	32,705	-21.2	2,534,379	-25.9
	Year To Date	54.6	-24.7	76.02	-6.4	41.48	-29.5	336,396	2.1	183,562	-23.1	13,953,683	-28.0
	Running 12 Month	59.7	-17.3	79.19	-2.6	47.25	-19.5	672,376	2.8	401,223	-14.9	31,772,449	-17.2
Total	Current Month	55.1	-20.5	74.36	-10.6	40.98	-29.0	195,240	1.4	107,605	-19.4	8,001,161	-27.9
	Year To Date	51.2	-26.1	75.75	-7.3	38.76	-31.5	1,177,948	2.8	602,813	-24.1	45,662,119	-29.7
	Running 12 Month	55.8	-18.6	79.10	-3.1	44.13	-21.1	2,366,803	3.2	1,320,601	-16.0	104,454,874	-18.6

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of June 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	Jan	44.9	13.4	2.2	60.5	81.22	71.94	60.39	78.40	36.50	9.61	1.34	47.45	-6.9	136.8	57.3	9.4	10.0	3.2	16.2	7.6	2.4	144.5	82.7	17.8
	Feb	42.4	24.2	2.3	68.9	85.00	75.46	62.78	80.90	36.02	18.26	1.45	55.73	-27.7	560.4	69.4	8.2	12.6	-3.9	10.7	7.5	-18.6	534.6	87.6	16.3
	Mar	56.7	13.0	2.4	72.2	82.71	76.24	61.59	80.82	46.90	9.95	1.50	58.35	-6.4	49.9	69.4	2.1	3.6	-5.2	3.5	1.7	-3.0	42.0	75.4	3.8
	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	59.6	5.5	1.4	66.4	82.77	97.58	60.13	83.52	49.33	5.32	0.83	55.47	3.8	-15.6	-1.4	1.8	4.0	13.6	19.8	4.9	8.0	-4.2	18.2	6.8
	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																								

Year To Date													
2018	Jun	56.6	6.5	1.4	64.6	78.24	80.79	57.66	78.04	44.32	5.27	0.84	50.43
2019	Jun	55.2	11.9	2.2	69.3	83.82	75.82	61.32	81.74	46.27	9.03	1.33	56.63
2020	Jun												

Percent Change (%)													
		-2.5	82.3	49.9	7.2	7.1	-6.1	6.4	4.7	4.4	71.1	59.4	12.3

Running 12 Month													
2018	Jun	55.6	6.2	1.6	63.3	77.41	78.17	56.06	76.96	43.06	4.82	0.87	48.75
2019	Jun	57.1	9.6	1.8	68.5	82.31	81.37	60.58	81.60	47.02	7.78	1.11	55.92
2020	Jun												

Percent Change (%)													
		2.7	55.2	17.4	8.2	6.3	4.1	8.0	6.0	9.2	61.5	26.9	14.7

A blank row indicates insufficient data.

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