

Date Created: Aug 17, 2020

Fayetteville Area CVB

For the Month of July 2020



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: July 2020

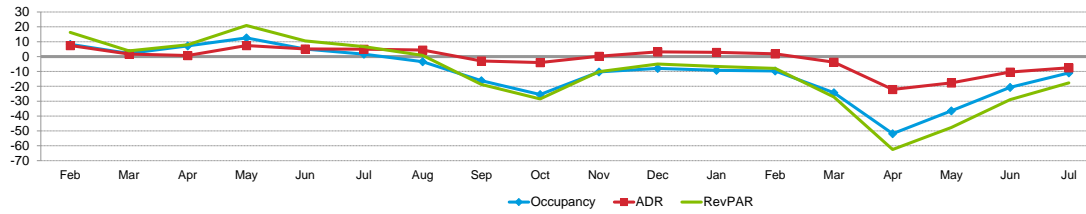
	Current Month - July 2020 vs July 2019												Year to Date - July 2020 vs July 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
North Carolina	48.8	71.1	95.58	111.30	46.67	79.09	-31.3	-14.1	-41.0	-40.6	0.8	-30.8	44.1	66.8	90.78	106.62	40.03	71.25	-34.0	-14.9	-43.8	-44.0	-0.3	-34.2	1830	1221	159023	128108
Cumberland County, NC	59.1	66.3	77.23	83.55	45.62	55.42	-10.9	-7.6	-17.7	-16.5	1.4	-9.7	52.3	68.8	76.02	82.00	39.77	56.45	-24.0	-7.3	-29.6	-27.7	2.6	-22.1	72	53	6508	5523
Johnston County, NC	41.6	63.9	73.33	78.53	30.52	50.19	-34.9	-6.6	-39.2	-39.2	0.0	-34.9	38.8	60.3	73.53	76.74	28.56	46.29	-35.6	-4.2	-38.3	-38.3	0.0	-35.6	33	25	2295	1825
Robeson County, NC	55.1	68.7	72.50	82.28	39.96	56.51	-19.8	-11.9	-29.3	-29.3	0.0	-19.8	49.5	66.4	72.75	80.47	36.04	53.45	-25.4	-9.6	-32.6	-32.6	0.0	-25.4	28	17	1831	1269
Wake County, NC	41.3	75.6	77.85	107.52	32.14	81.24	-45.4	-27.6	-60.4	-59.3	2.9	-43.8	45.7	73.9	91.15	108.55	41.70	80.21	-38.1	-16.0	-48.0	-48.7	-1.2	-38.9	150	139	17892	17125
Durham County, NC	38.8	72.1	75.05	100.36	29.15	72.38	-46.1	-25.2	-59.7	-59.7	-0.0	-46.1	47.2	71.9	87.63	108.15	41.33	77.75	-34.4	-19.0	-46.8	-49.1	-4.2	-37.2	66	57	8440	7531
Edgecombe County, NC																												
Guilford County, NC	40.8	67.4	70.27	97.67	28.67	65.84	-39.5	-28.1	-56.5	-56.7	-0.5	-39.8	39.3	61.5	79.45	99.76	31.26	61.30	-36.0	-20.4	-49.0	-48.6	0.7	-35.5	4	2	216	126
Harnett County, NC	46.5	61.3	73.79	78.70	34.33	48.24	-24.1	-6.2	-28.8	-28.8	0.0	-24.1	44.5	58.6	73.02	76.79	32.52	44.98	-24.0	-4.9	-27.7	-35.2	-10.4	-31.8	90	74	10431	9342
Moore County, NC	56.2	66.9	130.97	131.09	73.55	87.69	-16.1	-0.1	-16.1	-16.3	-0.2	-16.2	42.6	64.6	110.40	132.08	47.05	85.28	-34.0	-16.4	-44.8	-48.2	-6.1	-38.0	10	8	739	638
																									21	14	1937	1551

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Fayetteville Area CVB
For the Month of July 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	68.9	72.2	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	59.1
Last Year	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	72.7	72.1	69.3	66.3
Percent Change	8.2	2.1	7.1	12.6	5.1	1.7	-3.5	-16.2	-25.5	-10.4	-7.9	-9.3	-9.7	-24.3	-51.9	-36.5	-20.7	-10.9

ADR	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	80.90	80.82	82.07	84.49	83.19	83.55	82.99	84.42	82.15	80.47	76.87	80.65	82.45	77.77	63.93	69.59	74.51	77.23
Last Year	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	83.55
Percent Change	7.5	1.7	0.7	7.4	5.2	5.0	4.4	-3.0	-4.0	0.2	3.2	2.9	1.9	-3.8	-22.1	-17.6	-10.4	-7.6

RevPAR	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	55.73	58.35	59.67	60.93	57.69	55.42	54.09	52.65	48.10	47.57	39.07	44.30	51.31	42.52	22.38	31.85	40.98	45.62
Last Year	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	55.42
Percent Change	16.3	3.6	7.9	20.9	10.5	6.7	0.8	-18.7	-28.5	-10.1	-5.0	-6.7	-7.9	-27.1	-62.5	-47.7	-29.0	-17.7

Supply	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	201,748
Last Year	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	198,865
Percent Change	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	1.4

Demand	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	121,969	141,507	137,613	140,959	133,452	131,913	129,593	120,017	118,135	115,408	102,548	110,808	113,404	110,301	68,350	92,345	107,376	119,174
Last Year	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	131,913
Percent Change	13.9	5.5	10.5	16.0	8.0	4.5	-0.8	-13.5	-21.9	-6.1	-5.2	-6.6	-7.0	-22.1	-50.3	-34.5	-19.5	-9.7

Revenue	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	9,867,522	11,437,243	11,293,679	11,909,999	11,101,733	11,020,869	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	8,000,391	9,203,401
Last Year	8,960,686	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	11,020,869
Percent Change	22.4	7.3	11.3	24.6	13.6	9.7	3.6	-16.1	-25.1	-5.8	-2.2	-3.9	-5.2	-25.0	-61.3	-46.0	-27.9	-16.5

Census %	2019												2020					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	70	70	70	70	71	71	71	71	72	72	72	72	72	72	72	72	72	72
Census Rooms	6323	6323	6309	6305	6415	6415	6414	6414	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508
% Rooms Participants	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	84.9

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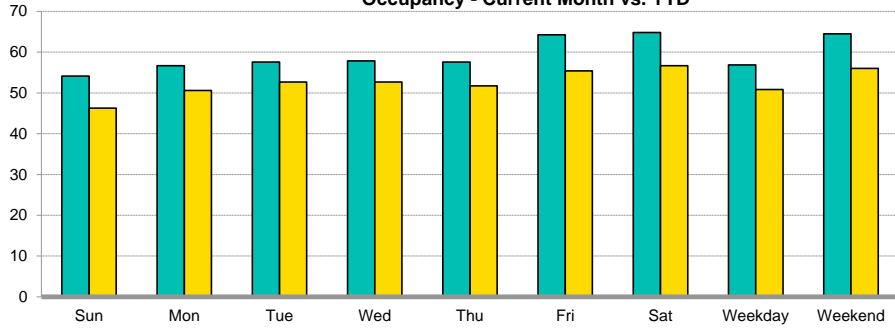
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

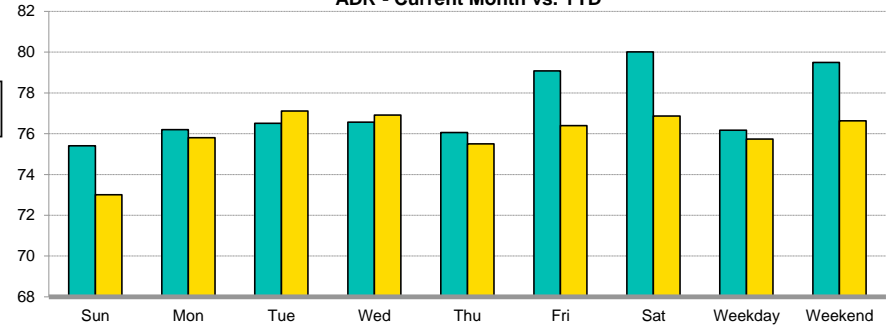
Fayetteville Area CVB

For the Month of July 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	54.1	-1.8	75.40	-3.7	40.82	-5.5	26,032	1.4	14,092	-0.4	1,062,596	-4.1
	Year To Date	46.3	-19.6	73.01	-5.1	33.80	-23.7	194,342	2.1	89,965	-17.9	6,568,240	-22.1
	Running 12 Month	47.3	-18.2	74.54	-3.4	35.26	-21.0	336,672	2.7	159,247	-15.9	11,869,778	-18.8
Monday	Current Month	56.7	-10.0	76.20	-7.2	43.20	-16.5	26,032	-18.8	14,758	-27.0	1,124,582	-32.2
	Year To Date	50.6	-24.9	75.80	-8.0	38.37	-30.9	194,342	2.1	98,375	-23.3	7,456,864	-29.4
	Running 12 Month	53.3	-20.1	78.37	-4.5	41.74	-23.7	336,672	2.7	179,296	-17.9	14,051,868	-21.6
Tuesday	Current Month	57.6	-13.1	76.51	-9.0	44.05	-21.0	26,032	-18.8	14,988	-29.5	1,146,796	-35.9
	Year To Date	52.7	-25.6	77.11	-8.7	40.64	-32.1	194,342	-1.2	102,414	-26.5	7,897,374	-32.9
	Running 12 Month	56.1	-20.7	80.37	-4.5	45.07	-24.2	336,766	2.8	188,851	-18.5	15,177,101	-22.1
Wednesday	Current Month	57.8	-12.9	76.57	-8.6	44.29	-20.3	32,540	1.4	18,822	-11.6	1,441,121	-19.2
	Year To Date	52.7	-26.7	76.92	-8.5	40.53	-32.9	200,850	2.1	105,830	-25.2	8,140,210	-31.5
	Running 12 Month	56.6	-21.0	80.20	-4.5	45.39	-24.6	336,766	0.9	190,589	-20.3	15,284,750	-23.9
Thursday	Current Month	57.6	-9.3	76.06	-7.3	43.79	-15.9	32,540	26.8	18,737	15.1	1,425,030	6.7
	Year To Date	51.7	-24.2	75.51	-7.0	39.06	-29.5	200,850	5.6	103,906	-20.0	7,845,424	-25.6
	Running 12 Month	55.2	-19.6	78.26	-3.8	43.18	-22.7	343,180	4.8	189,331	-15.7	14,817,021	-19.0
Friday	Current Month	64.2	-15.0	79.09	-8.8	50.81	-22.4	32,540	26.8	20,906	7.8	1,653,340	-1.7
	Year To Date	55.4	-23.5	76.40	-6.8	42.33	-28.7	200,850	5.6	111,276	-19.2	8,501,594	-24.7
	Running 12 Month	58.1	-19.2	78.38	-4.3	45.56	-22.7	343,180	4.8	199,481	-15.4	15,635,541	-19.0
Saturday	Current Month	64.8	-14.0	80.01	-7.1	51.86	-20.1	26,032	1.4	16,871	-12.7	1,349,937	-19.0
	Year To Date	56.7	-22.7	76.87	-6.1	43.56	-27.4	194,118	2.0	109,994	-21.2	8,455,043	-26.0
	Running 12 Month	59.6	-18.2	78.69	-3.9	46.93	-21.4	336,448	2.7	200,665	-16.0	15,789,701	-19.3
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	56.9	-10.0	76.17	-7.5	43.30	-16.7	143,176	-3.0	81,397	-12.6	6,200,124	-19.2
	Year To Date	50.8	-24.4	75.74	-7.7	38.50	-30.2	984,728	2.1	500,489	-22.8	37,908,113	-28.8
	Running 12 Month	53.7	-20.0	78.47	-4.2	42.13	-23.4	1,690,058	2.8	907,313	-17.8	71,200,519	-21.2
Weekend (Fri-Sat)	Current Month	64.5	-14.5	79.50	-8.0	51.27	-21.4	58,572	14.1	37,777	-2.5	3,003,277	-10.3
	Year To Date	56.0	-23.1	76.63	-6.4	42.93	-28.1	394,968	3.8	221,269	-20.2	16,956,637	-25.4
	Running 12 Month	58.9	-18.7	78.53	-4.1	46.24	-22.0	679,628	3.7	400,146	-15.7	31,425,242	-19.1
Total	Current Month	59.1	-10.9	77.23	-7.6	45.62	-17.7	201,748	1.4	119,174	-9.7	9,203,401	-16.5
	Year To Date	52.3	-24.0	76.02	-7.3	39.77	-29.6	1,379,696	2.6	721,758	-22.1	54,864,750	-27.7
	Running 12 Month	55.2	-19.6	78.49	-4.2	43.31	-22.9	2,369,686	3.0	1,307,459	-17.1	102,625,760	-20.6

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of July 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	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	59.5	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	53.1	3.4	2.5	59.1	76.71	75.37	90.61	77.23	40.76	2.56	2.30	45.62	-10.7	-37.7	85.3	-10.9	-7.4	-22.8	50.6	-7.6	-17.3	-51.9	179.1	-17.7

Year To Date													
2018	Jul	56.8	6.5	1.4	64.7	78.44	81.55	56.58	78.27	44.53	5.32	0.81	50.66
2019	Jul	55.8	10.9	2.1	68.8	83.66	77.42	61.20	82.00	46.72	8.48	1.26	56.45
2020	Jul												

Percent Change (%)													
		-1.6	68.0	42.6	6.4	6.6	-5.1	8.2	4.8	4.9	59.5	54.2	11.4

Running 12 Month													
2018	Jul	55.9	5.7	1.5	63.1	77.50	79.28	55.56	77.13	43.32	4.50	0.85	48.67
2019	Jul	57.3	9.5	1.8	68.6	82.59	81.92	61.22	81.93	47.33	7.76	1.12	56.21
2020	Jul												

Percent Change (%)													
		2.5	66.9	19.1	8.7	6.6	3.3	10.2	6.2	9.3	72.5	31.2	15.5

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