

Date Created: Sep 16, 2020

Fayetteville Area CVB

For the Month of August 2020



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: August 2020

	Current Month - August 2020 vs August 2019												Year to Date - August 2020 vs August 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 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	48.9	69.0	94.53	109.85	46.27	75.76	-29.0	-14.0	-38.9	-37.7	2.0	-27.6	44.8	67.1	91.45	107.05	40.92	71.84	-33.3	-14.6	-43.0	-42.9	0.2	-33.2	1833	1243	160863	129771
Cumberland County, NC	59.6	65.2	78.22	83.08	46.59	54.14	-8.6	-5.8	-14.0	-12.7	1.5	-7.3	53.3	68.4	76.34	82.13	40.66	56.15	-22.1	-7.0	-27.6	-25.8	2.4	-20.2	72	55	6508	5638
Johnston County, NC	41.1	59.6	74.26	78.72	30.54	46.92	-31.0	-5.7	-34.9	-34.9	0.0	-31.0	39.1	60.2	73.63	76.99	28.81	46.37	-35.0	-4.4	-37.9	-37.9	0.0	-35.0	33	25	2295	1825
Robeson County, NC	54.6	62.6	71.81	78.69	39.18	49.29	-12.9	-8.7	-20.5	-20.5	0.0	-12.9	50.2	65.9	72.62	80.25	36.44	52.92	-23.9	-9.5	-31.1	-31.1	0.0	-23.9	28	16	1831	1246
Wake County, NC	43.2	75.8	80.22	106.88	34.62	81.03	-43.1	-24.9	-57.3	-56.2	2.6	-41.6	45.5	74.1	89.79	108.33	40.83	80.31	-38.7	-17.1	-49.2	-49.6	-0.9	-39.2	150	140	17839	17164
Durham County, NC	43.7	72.8	79.71	102.58	34.81	74.64	-40.0	-22.3	-53.4	-54.1	-1.5	-40.9	46.8	72.0	86.64	107.43	40.52	77.35	-35.0	-19.4	-47.6	-49.8	-4.1	-37.7	65	58	8315	7636
Edgecombe County, NC																												
Guilford County, NC	43.2	63.6	74.98	96.72	32.36	61.48	-32.1	-22.5	-47.4	-48.0	-1.2	-32.9	39.8	61.7	78.86	99.35	31.40	61.33	-35.5	-20.6	-48.8	-48.6	0.5	-35.2	4	2	216	126
Harnett County, NC	46.5	56.9	73.85	78.76	34.32	44.79	-18.3	-6.2	-23.4	-23.4	0.0	-18.3	44.8	58.4	73.14	77.01	32.75	44.96	-23.3	-5.0	-27.2	-33.8	-9.2	-30.3	90	74	10431	9342
Moore County, NC	54.5	71.0	130.28	130.00	70.97	92.27	-23.2	0.2	-23.1	-24.8	-2.3	-25.0	44.2	65.4	114.56	131.79	50.63	86.17	-32.4	-13.1	-41.2	-45.6	-7.4	-37.4	10	8	739	638
																									20	14	1896	1551

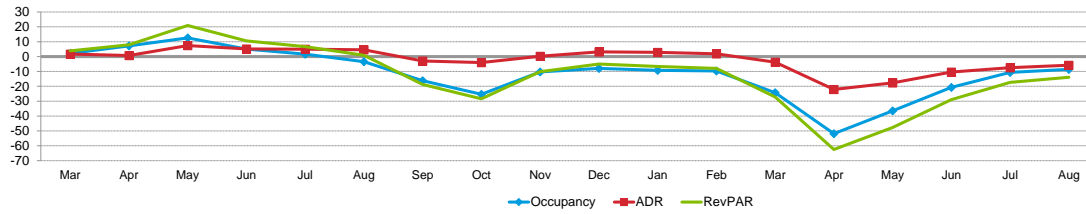
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Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of August 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	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	59.3	59.6		
Last Year	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	65.2		
Percent Change	2.1	7.1	12.6	5.1	1.7	-3.5	-16.2	-25.4	-10.4	-7.9	-9.3	-9.7	-24.3	-51.9	-36.5	-20.7	-10.7	-8.6		

Year To Date	2019		2020	
	2018	2019	2018	2020
Occupancy	65.1	68.4	53.3	68.4
ADR	67.9	65.1	68.4	68.4
RevPAR	-4.2	5.1	-22.1	-22.1

Running 12 Months	2019		2020	
	2018	2019	2018	2020
Occupancy	63.3	68.4	54.7	68.4
ADR	69.1	63.3	68.4	68.4
RevPAR	-8.4	8.1	-20.0	-20.0

ADR	2019												2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	80.82	82.07	84.49	83.19	83.55	83.08	84.42	82.17	80.47	76.87	80.65	82.45	77.77	63.93	69.59	74.51	77.30	78.22		
Last Year	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	83.08		
Percent Change	1.7	0.7	7.4	5.2	5.0	4.5	-3.0	-4.0	0.2	3.2	2.9	1.9	-3.8	-22.1	-17.6	-10.4	-7.5	-5.8		

Year To Date	2019		2020	
	2018	2019	2018	2020
Occupancy	78.43	82.13	76.34	82.13
ADR	77.03	78.43	82.13	82.13
RevPAR	1.8	4.7	-7.0	-7.0

Running 12 Months	2019		2020	
	2018	2019	2018	2020
Occupancy	77.25	82.22	78.03	82.22
ADR	76.74	77.25	82.22	82.22
RevPAR	0.7	6.4	-5.1	-5.1

RevPAR	2019												2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	58.35	59.67	60.93	57.69	55.42	54.14	52.65	48.18	47.57	39.07	44.30	51.31	42.52	22.38	31.85	40.98	45.81	46.59		
Last Year	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	54.14		
Percent Change	3.8	7.9	20.9	10.5	6.7	0.9	-18.7	-28.4	-10.1	-5.0	-6.7	-7.9	-27.1	-62.5	-47.7	-29.0	-17.3	-14.0		

Year To Date	2019		2020	
	2018	2019	2018	2020
Occupancy	51.04	56.15	40.66	56.15
ADR	52.30	51.04	56.15	56.15
RevPAR	-2.4	10.0	-27.6	-27.6

Running 12 Months	2019		2020	
	2018	2019	2018	2020
Occupancy	48.87	56.24	42.71	56.24
ADR	53.00	48.87	56.24	56.24
RevPAR	-7.8	15.1	-24.1	-24.1

Supply	2019												2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	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	201,748		
Last Year	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	198,834		
Percent Change	3.4	3.1	2.8	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	1.5		

Year To Date	2019		2020	
	2018	2019	2018	2020
Occupancy	1,491,257	1,543,944	1,581,444	1,581,444
ADR	1,432,201	1,491,257	1,543,944	1,543,944
RevPAR	4.1	3.5	2.4	2.4

Running 12 Months	2019		2020	
	2018	2019	2018	2020
Occupancy	2,220,237	2,305,158	2,372,600	2,372,600
ADR	2,138,631	2,220,237	2,305,158	2,305,158
RevPAR	3.8	3.8	2.9	2.9

Demand	2019												2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	141,507	137,613	140,959	133,452	131,913	129,590	120,017	118,293	115,408	102,548	110,808	113,404	110,301	68,350	92,345	107,376	119,561	120,165		
Last Year	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	129,590		
Percent Change	5.5	10.5	16.0	8.0	4.5	-0.8	-13.5	-21.8	-6.1	-2.2	-6.6	-7.0	-22.1	-50.3	-34.5	-19.5	-9.4	-7.3		

Year To Date	2019		2020	
	2018	2019	2018	2020
Occupancy	970,536	1,055,636	842,310	1,055,636
ADR	972,516	970,536	1,055,636	1,055,636
RevPAR	-0.2	8.8	-20.2	-20.2

Running 12 Months	2019		2020	
	2018	2019	2018	2020
Occupancy	1,404,685	1,576,778	1,298,576	1,576,778
ADR	1,476,851	1,404,685	1,576,778	1,576,778
RevPAR	-4.9	12.3	-17.6	-17.6

Revenue	2019												2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	11,437,243	11,293,679	11,909,999	11,101,733	11,020,869	10,765,699	10,131,484	9,720,617	9,287,240	7,883,089	8,936,813	9,349,752	8,578,339	4,369,767	6,426,288	8,000,391	9,241,880	9,399,010		
Last Year	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	10,765,699		
Percent Change	7.3	11.3	24.6	13.6	9.7	3.7	-16.1	-25.0	-5.8	-2.2	-3.9	-5.2	-25.0	-61.3	-46.0	-27.9	-16.1	-12.7		

Year To Date	2019		2020	
	2018	2019	2018	2020
Occupancy	76,120,539	86,698,160	64,302,239	86,698,160
ADR	74,908,729	76,120,539	86,698,160	86,698,160
RevPAR	1.6	13.9	-25.8	-25.8

Running 12 Months	2019		2020	
	2018	2019	2018	2020
Occupancy	108,510,686	129,648,864	101,324,668	129,648,864
ADR	113,340,231	108,510,686	129,648,864	129,648,864
RevPAR	-4.3	19.5	-21.8	-21.8

Census %	2019												2020							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Census Props	70	70	70	71	71	71	71	72	72	72	72	72	72	72	72	72	72	72		
Census Rooms	6323	6309	6305	6415	6415	6414	6414	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508		
% Rooms Participants	85.4	83.8	85.5	84.0	86.4	86.4	86.4	86.6	86.6	86.6	85.6	85.6	85.6	85.6	85.6	85.6	85.6	86.6		

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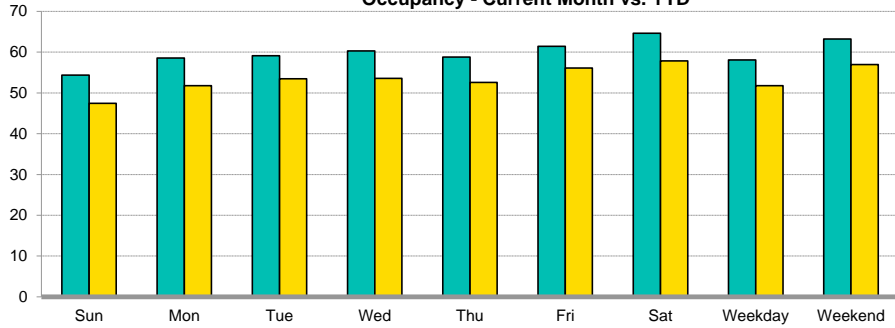
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

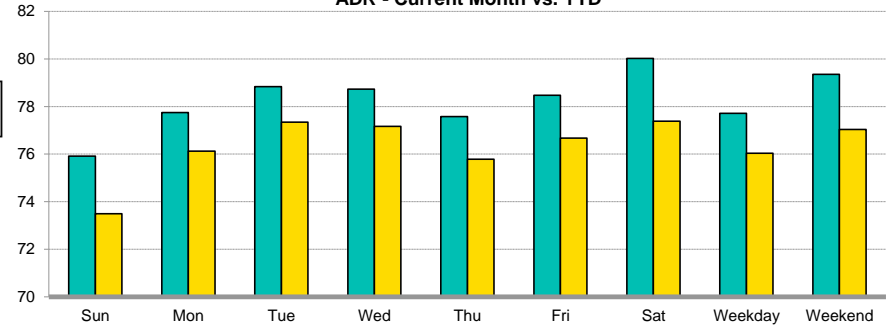
Fayetteville Area CVB

For the Month of August 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	54.4	1.2	75.91	-2.8	41.27	-1.6	32,540	26.8	17,691	28.4	1,342,944	24.8
	Year To Date	47.5	-16.9	73.50	-4.7	34.89	-20.7	226,882	5.0	107,702	-12.7	7,915,627	-16.8
	Running 12 Month	47.5	-17.5	74.40	-3.9	35.35	-20.8	343,556	4.6	163,217	-13.7	12,143,337	-17.1
Monday	Current Month	58.5	-8.8	77.75	-7.4	45.52	-15.6	32,540	26.8	19,052	15.6	1,481,220	7.1
	Year To Date	51.8	-22.7	76.13	-7.8	39.42	-28.7	226,882	5.0	117,474	-18.9	8,942,786	-25.2
	Running 12 Month	53.0	-20.3	77.82	-5.5	41.21	-24.7	343,556	4.6	181,941	-16.6	14,158,162	-21.2
Tuesday	Current Month	59.1	-12.8	78.84	-9.0	46.63	-20.7	26,032	1.5	15,396	-11.6	1,213,773	-19.5
	Year To Date	53.5	-24.1	77.35	-8.7	41.37	-30.7	220,374	-0.9	117,858	-24.8	9,115,942	-31.4
	Running 12 Month	55.4	-21.4	79.67	-5.6	44.17	-25.8	337,142	2.7	186,916	-19.3	14,891,805	-23.8
Wednesday	Current Month	60.3	-9.9	78.73	-8.1	47.47	-17.2	26,032	1.5	15,695	-8.6	1,235,674	-16.0
	Year To Date	53.6	-24.9	77.16	-8.4	41.35	-31.2	226,882	2.0	121,586	-23.4	9,381,910	-29.8
	Running 12 Month	56.1	-21.3	79.59	-5.6	44.67	-25.8	337,142	2.7	189,212	-19.2	15,060,267	-23.8
Thursday	Current Month	58.8	-7.9	77.57	-5.4	45.62	-12.9	26,032	-18.8	15,308	-25.3	1,187,457	-29.3
	Year To Date	52.6	-22.3	75.78	-6.8	39.84	-27.6	226,882	2.0	119,274	-20.7	9,038,839	-26.1
	Running 12 Month	54.6	-20.1	77.80	-4.8	42.52	-24.0	337,142	2.7	184,230	-18.0	14,333,819	-21.9
Friday	Current Month	61.4	-9.5	78.47	-4.1	48.21	-13.2	26,032	-18.8	15,993	-26.5	1,255,075	-29.6
	Year To Date	56.1	-21.8	76.68	-6.5	43.03	-26.8	226,882	2.0	127,337	-20.2	9,763,582	-25.4
	Running 12 Month	57.5	-19.9	78.02	-5.1	44.85	-23.9	337,142	2.7	193,802	-17.7	15,120,131	-21.9
Saturday	Current Month	64.6	-7.9	80.02	-3.4	51.72	-11.1	32,540	1.5	21,030	-6.6	1,682,867	-9.8
	Year To Date	57.8	-20.7	77.39	-5.6	44.75	-25.1	226,658	1.9	131,079	-19.2	10,143,553	-23.7
	Running 12 Month	59.1	-18.6	78.38	-4.7	46.35	-22.4	336,918	0.6	199,258	-18.1	15,617,146	-21.9
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	58.1	-8.3	77.71	-6.9	45.13	-14.6	143,176	6.3	83,141	-2.5	6,461,068	-9.2
	Year To Date	51.8	-22.5	76.03	-7.5	39.36	-28.3	1,127,904	2.6	583,894	-20.4	44,395,103	-26.4
	Running 12 Month	53.3	-20.3	77.95	-5.2	41.56	-24.4	1,698,540	3.4	905,517	-17.5	70,587,391	-21.8
Weekend (Fri-Sat)	Current Month	63.2	-8.4	79.35	-3.7	50.16	-11.8	58,572	-8.7	37,024	-16.4	2,937,942	-19.4
	Year To Date	57.0	-21.2	77.04	-6.0	43.89	-26.0	453,540	2.0	258,416	-19.7	19,907,135	-24.5
	Running 12 Month	58.3	-19.3	78.20	-4.9	45.60	-23.2	674,060	1.6	393,059	-17.9	30,737,277	-21.9
Total	Current Month	59.6	-8.6	78.22	-5.8	46.59	-14.0	201,748	1.5	120,165	-7.3	9,399,010	-12.7
	Year To Date	53.3	-22.1	76.34	-7.0	40.66	-27.6	1,581,444	2.4	842,310	-20.2	64,302,239	-25.8
	Running 12 Month	54.7	-20.0	78.03	-5.1	42.71	-24.1	2,372,600	2.9	1,298,576	-17.6	101,324,668	-21.8

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of August 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	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	53.3	3.4	2.5	59.3	76.78	75.45	90.69	77.30	40.93	2.57	2.31	45.81	-10.4	-37.5	85.9	-10.7	-7.3	-22.7	50.8	-7.5	-16.9	-51.7	180.3	-17.3
	Aug	53.2	4.4	2.0	59.6	77.03	83.53	98.67	78.22	40.98	3.68	1.93	46.59												

Year To Date													
2018	Aug	56.9	6.8	1.4	65.1	78.62	81.44	56.90	78.43	44.70	5.53	0.82	51.04
2019	Aug	56.0	10.4	2.0	68.4	83.65	77.96	61.64	82.13	46.80	8.10	1.25	56.15
2020	Aug												

Percent Change (%)													
		-1.6	53.0	41.4	5.1	6.4	-4.3	8.3	4.7	4.7	46.5	53.2	10.0

Running 12 Month													
2018	Aug	55.8	6.0	1.5	63.3	77.55	79.89	55.88	77.25	43.26	4.76	0.85	48.87
2019	Aug	57.2	9.3	1.9	68.4	82.91	82.13	61.66	82.22	47.46	7.63	1.15	56.24
2020	Aug												

Percent Change (%)													
		2.6	56.0	22.8	8.1	6.9	2.8	10.4	6.4	9.7	60.3	35.6	15.1

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