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Fayetteville Area CVB

For the Month of October 2020



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: October 2020

	Current Month - October 2020 vs October 2019												Year to Date - October 2020 vs October 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 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	52.0	69.3	97.47	115.58	50.67	80.08	-25.0	-15.7	-36.7	-35.3	2.2	-23.3	45.9	67.3	92.20	108.18	42.30	72.76	-31.8	-14.8	-41.9	-41.5	0.6	-31.4	1837	1260	161742	131661
Cumberland County, NC	64.9	58.7	82.49	82.11	53.52	48.20	10.5	0.5	11.0	11.0	0.0	10.5	55.5	66.8	77.55	82.34	43.03	54.98	-16.9	-5.8	-21.7	-20.1	2.1	-15.2	72	56	6508	5699
Johnston County, NC	42.3	56.7	71.17	77.32	30.09	43.84	-25.4	-8.0	-31.4	-28.0	4.8	-21.8	39.5	59.6	73.16	77.25	28.92	46.03	-33.7	-5.3	-37.2	-36.9	0.5	-33.3	34	26	2406	1936
Robeson County, NC	53.7	53.8	73.26	77.29	39.34	41.58	-0.2	-5.2	-5.4	-6.9	-1.6	-1.8	51.0	63.7	72.62	79.98	37.04	50.97	-20.0	-9.2	-27.3	-27.5	-0.2	-20.1	27	16	1801	1239
Wake County, NC	44.7	80.5	81.10	113.68	36.25	91.47	-44.4	-28.7	-60.4	-59.9	1.3	-43.7	44.9	75.1	87.93	109.36	39.51	82.14	-40.2	-19.6	-51.9	-52.2	-0.6	-40.5	149	140	17713	17100
Durham County, NC	43.1	76.7	75.76	113.33	32.65	86.88	-43.8	-33.1	-62.4	-63.6	-3.0	-45.5	45.9	72.7	84.67	108.41	38.83	78.83	-36.9	-21.9	-50.7	-52.7	-4.1	-39.5	63	57	8184	7522
Edgecombe County, NC																												
Guilford County, NC	46.7	64.2	84.95	130.26	39.69	83.65	-27.2	-34.8	-52.5	-52.5	0.1	-27.2	40.9	61.8	78.98	102.45	32.27	63.34	-33.9	-22.9	-49.0	-48.8	0.4	-33.6	91	75	10578	9489
Harnett County, NC	50.8	52.6	74.72	79.45	37.97	41.77	-3.3	-6.0	-9.1	-9.1	0.0	-3.3	45.8	57.6	73.43	77.56	33.63	44.65	-20.4	-5.3	-24.7	-30.3	-7.5	-26.4	10	8	739	638
Moore County, NC	59.8	69.7	183.42	170.15	109.66	118.59	-14.2	7.8	-7.5	-9.6	-2.3	-16.2	46.8	65.9	129.29	137.56	60.52	90.60	-28.9	-6.0	-33.2	-37.5	-6.4	-33.5	20	14	1896	1551

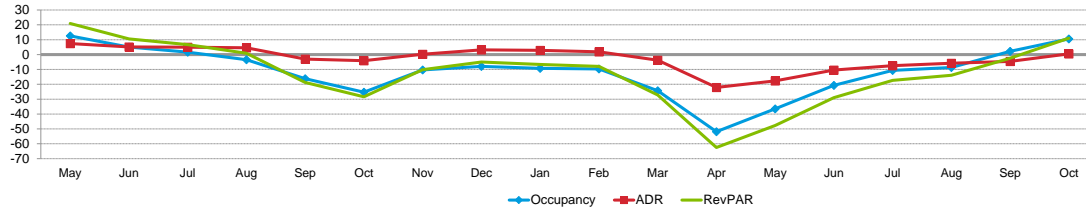
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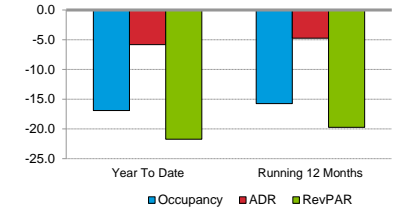
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of October 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	72.1	69.3	66.3	65.2	62.4	58.7	59.1	50.8	54.9	62.2	54.7	35.0	45.8	55.0	59.3	59.5	63.8	64.9						
Last Year	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	62.4	58.7						
Percent Change	12.6	5.1	1.7	-3.5	-16.2	-25.3	-10.4	-7.9	-9.3	-9.7	-24.3	-51.9	-36.5	-20.7	-10.7	-8.7	2.2	10.5						

ADR	2019												2020											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	84.49	83.19	83.55	83.08	84.38	82.11	80.47	76.87	80.65	82.45	77.77	63.93	69.59	74.51	77.30	78.26	80.48	82.49						
Last Year	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	84.38	82.11						
Percent Change	7.4	5.2	5.0	4.5	-3.0	-4.1	0.2	3.2	2.9	5.0	1.9	-3.8	-22.1	-17.6	-10.4	-7.5	-5.8	-8.2						

RevPAR	2019												2020											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	60.93	57.69	55.42	54.14	52.66	48.20	47.57	39.07	44.30	51.31	42.52	22.38	31.85	40.98	45.81	46.59	51.34	53.52						
Last Year	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	52.66	48.20						
Percent Change	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	-2.5	11.0						

Supply	2019												2020											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	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	195,240	201,748						
Last Year	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	192,420	201,748						
Percent Change	3.1	2.8	2.8	2.8	3.3	4.8	4.8	2.9	2.9	2.9	-2.1	3.2	3.2	1.4	1.4	1.5	1.5	0.0						

Demand	2019												2020											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	140,959	133,452	131,913	129,590	120,084	118,435	115,408	102,548	110,808	113,404	110,301	68,350	92,345	107,376	119,561	120,107	124,557	130,911						
Last Year	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	120,084	118,435						
Percent Change	16.0	8.0	4.5	-0.8	-13.4	-21.7	-6.1	-5.2	-6.6	-7.0	-22.1	-50.3	-34.5	-19.5	-9.4	-7.3	3.7	10.5						

Revenue	2019												2020											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	11,909,999	11,101,733	11,020,869	10,765,699	10,132,671	9,724,790	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	9,399,349	10,024,037	10,798,203						
Last Year	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	10,132,671	9,724,790						
Percent Change	24.6	13.6	9.7	3.7	-16.1	-24.9	-5.8	-2.2	-3.9	-5.2	-25.0	-16.1	-46.0	-27.9	-16.1	-12.7	-1.1	11.0						

Census %	2019												2020											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
Census Props	70	71	71	71	71	72	72	72	72	72	72	72	72	72	72	72	72	72						
Census Rooms	6305	6415	6415	6414	6414	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508						
% Rooms Participants	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	85.6	86.6	86.6	87.6						

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Occupancy	67.4	66.8	55.5	67.0	67.4	66.8
ADR	80.24	82.34	77.55	77.04	80.24	82.34
RevPAR	54.09	54.98	43.03	51.60	54.09	54.98

Running 12 Months	2019			2020		
	2018	2019	2020	2018	2019	2020
Occupancy	65.5	65.7	55.4	67.5	65.5	65.7
ADR	79.06	81.61	77.75	76.85	79.06	81.61
RevPAR	51.80	53.64	43.06	51.86	51.80	53.64

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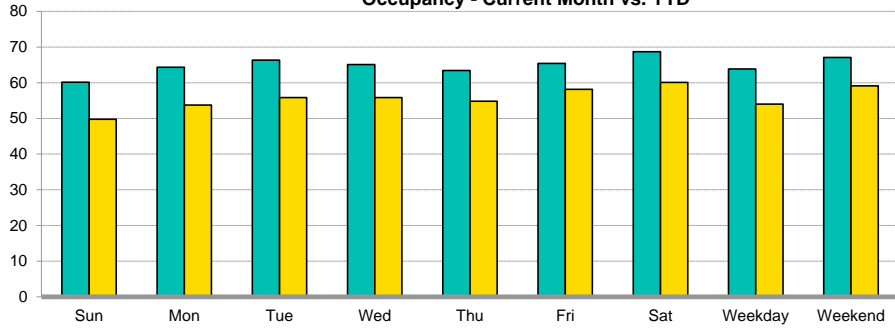
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

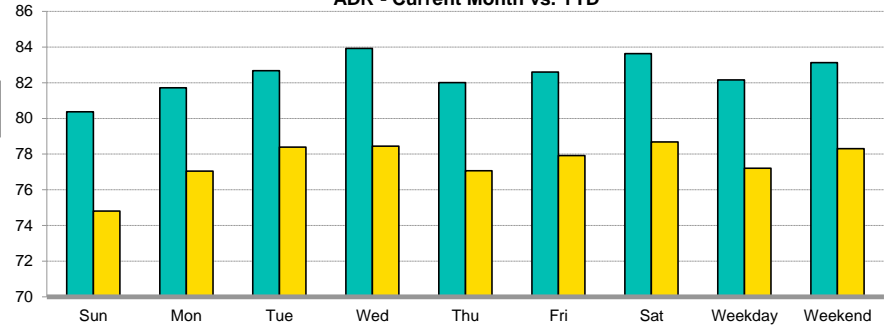
Fayetteville Area CVB

For the Month of October 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	% Chg	% Chg				
Sunday	Current Month	60.1	24.7	80.37	4.4	48.32	30.2	26,032	0.0	15,651	24.7	1,257,863	30.2
	Year To Date	49.7	-10.8	74.81	-3.3	37.21	-13.7	278,946	1.8	138,739	-9.2	10,378,651	-12.2
	Running 12 Month	48.8	-10.6	74.59	-2.5	36.43	-12.8	337,518	2.1	164,821	-8.7	12,294,344	-11.0
Monday	Current Month	64.3	11.0	81.72	-0.4	52.59	10.6	26,032	0.0	16,751	11.0	1,368,910	10.6
	Year To Date	53.8	-17.8	77.05	-6.9	41.41	-23.4	278,946	1.8	149,937	-16.4	11,552,327	-22.1
	Running 12 Month	53.3	-16.5	77.16	-5.7	41.14	-21.3	337,518	2.1	179,949	-14.8	13,885,719	-19.6
Tuesday	Current Month	66.3	9.1	82.68	-2.7	54.85	6.2	26,032	-20.0	17,270	-12.7	1,427,896	-15.1
	Year To Date	55.8	-19.1	78.39	-7.8	43.77	-25.4	278,946	-0.6	155,748	-19.6	12,208,761	-25.8
	Running 12 Month	55.7	-18.2	78.76	-6.5	43.86	-23.5	337,518	2.1	187,954	-16.5	14,804,030	-21.9
Wednesday	Current Month	65.1	8.4	83.93	0.7	54.62	9.1	26,032	-20.0	16,943	-13.3	1,421,964	-12.7
	Year To Date	55.8	-20.1	78.45	-7.2	43.81	-25.8	285,454	1.7	159,418	-18.7	12,506,115	-24.5
	Running 12 Month	56.2	-18.5	78.97	-5.9	44.38	-23.4	337,518	2.1	189,709	-16.9	14,980,552	-21.8
Thursday	Current Month	63.4	11.7	82.00	1.3	52.03	13.2	32,540	0.0	20,646	11.7	1,693,026	13.2
	Year To Date	54.8	-17.3	77.06	-5.6	42.25	-21.9	285,454	1.7	156,484	-15.8	12,059,378	-20.6
	Running 12 Month	55.1	-16.0	77.44	-4.5	42.67	-19.8	337,518	0.2	185,988	-15.9	14,403,343	-19.6
Friday	Current Month	65.4	6.0	82.60	1.4	54.05	7.4	32,540	25.0	21,292	32.5	1,758,645	34.3
	Year To Date	58.2	-16.8	77.92	-5.0	45.33	-20.9	285,454	4.2	166,055	-13.3	12,938,465	-17.6
	Running 12 Month	58.3	-15.5	78.11	-4.1	45.54	-18.9	344,026	4.1	200,544	-12.0	15,665,416	-15.6
Saturday	Current Month	68.7	5.7	83.64	0.7	57.46	6.4	32,540	25.0	22,358	32.1	1,869,899	33.0
	Year To Date	60.1	-15.5	78.68	-4.0	47.26	-19.0	285,230	4.0	171,339	-12.1	13,481,122	-15.7
	Running 12 Month	60.1	-14.1	78.67	-3.2	47.30	-16.8	343,802	4.0	206,711	-10.7	16,261,742	-13.5
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	63.8	11.9	82.16	0.2	52.46	12.0	136,668	-8.7	87,262	2.1	7,169,659	2.3
	Year To Date	54.0	-17.3	77.21	-6.4	41.70	-22.6	1,407,748	1.3	760,326	-16.2	58,705,232	-21.6
	Running 12 Month	53.8	-16.2	77.46	-5.2	41.70	-20.6	1,687,592	1.7	908,421	-14.8	70,367,988	-19.2
Weekend (Fri-Sat)	Current Month	67.1	5.8	83.13	1.0	55.76	6.9	65,080	25.0	43,649	32.3	3,628,544	33.6
	Year To Date	59.1	-16.2	78.30	-4.5	46.29	-19.9	570,684	4.1	337,394	-12.7	26,419,587	-16.6
	Running 12 Month	59.2	-14.8	78.40	-3.6	46.42	-17.9	687,828	4.1	407,255	-11.3	31,927,158	-14.5
Total	Current Month	64.9	10.5	82.49	0.5	53.52	11.0	201,748	0.0	130,911	10.5	10,798,203	11.0
	Year To Date	55.5	-16.9	77.55	-5.8	43.03	-21.7	1,978,432	2.1	1,097,720	-15.2	85,124,818	-20.1
	Running 12 Month	55.4	-15.7	77.75	-4.7	43.06	-19.7	2,375,420	2.4	1,315,676	-13.7	102,295,147	-17.8

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of October 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 May	62.7	8.7	0.7	72.1	84.54	86.57	55.52	84.49	52.97	7.56	0.40	60.93																
Jun	66.8	2.0	0.6	69.3	83.38	84.86	55.67	83.19	55.69	1.67	0.33	57.69	13.7	-66.8	-56.0	5.1	6.0	-2.5	-10.5	5.2	20.5	-67.6	-60.6	10.5				
Jul	62.2	3.7	0.4	66.3	83.29	91.32	53.80	83.55	51.81	3.38	0.23	55.42	8.4	-42.8	-69.0	1.7	4.6	6.3	7.2	5.0	13.4	-39.2	-66.8	6.7				
Aug	62.1	2.6	0.5	65.2	83.27	83.06	57.43	83.08	51.72	2.16	0.27	54.14	8.0	-69.8	-67.1	-3.5	4.4	2.7	-2.9	4.5	12.8	-69.0	-68.0	0.9				
Sep	57.9	4.0	0.5	62.4	83.59	99.57	56.10	84.38	48.40	3.97	0.29	52.66	-5.2	-66.8	-62.5	-16.2	-2.1	1.4	-11.7	-3.0	-7.2	-66.3	-66.9	-18.7				
Oct	54.7	3.3	0.7	58.7	82.29	84.57	57.60	82.11	44.98	2.81	0.42	48.20	-19.7	-62.8	-55.1	-25.3	-2.1	-16.5	-11.4	-4.1	-21.4	-69.0	-60.2	-28.4				
Nov	54.9	3.5	0.7	59.1	80.92	78.64	56.23	80.47	44.39	2.76	0.41	47.57	-7.9	-25.3	-55.7	-10.4	1.1	-13.1	-4.6	0.2	-6.9	-35.1	-57.7	-10.1				
Dec	48.9	1.4	0.5	50.8	76.88	84.29	55.77	76.87	37.63	1.16	0.28	39.07	-3.9	-51.4	-64.2	-7.9	1.9	29.4	-6.4	3.2	-2.1	-37.2	-66.5	-5.0				
2020 Jan	52.2	2.2	0.5	54.9	80.39	92.56	56.72	80.65	41.92	2.07	0.30	44.30	-2.3	-65.4	-22.9	-9.3	0.9	31.3	1.3	2.9	-1.4	-54.5	-21.9	-6.7				
Feb	59.3	2.4	0.5	62.2	82.50	85.29	60.70	82.45	48.96	2.07	0.28	51.31	0.9	-74.0	-35.3	-9.7	-0.5	22.2	6.6	1.9	0.3	-68.2	-31.1	-7.9				
Mar	47.7	6.3	0.6	54.7	77.31	83.38	55.02	77.77	36.91	5.29	0.32	42.52	-28.5	35.8	-21.4	-24.3	-5.4	16.0	-0.5	-3.8	-32.4	57.5	-21.8	-27.1				
Apr	28.6	5.7	0.7	35.0	62.53	68.83	80.60	63.93	17.88	3.91	0.59	22.38	-58.4	57.8	67.7	-51.9	-24.2	-9.8	44.7	-22.1	-68.4	42.3	142.7	-62.5				
May	43.0	2.1	0.7	45.8	68.80	78.57	92.07	69.59	29.59	1.64	0.63	31.85	-31.4	-76.2	-6.2	-36.5	-18.6	-9.2	65.8	-17.6	-44.1	-78.4	55.5	-47.7				
Jun	49.9	4.3	0.8	55.0	73.86	78.98	90.55	74.51	36.83	3.42	0.72	40.98	-25.3	120.4	36.1	-20.7	-11.4	-6.9	62.7	-10.4	-33.9	105.2	121.3	-29.0				
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	-7.5	-12.7	67.6	-7.5	-16.0	-53.6	202.3	-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	-17.9	206.5	17.6	-8.7	-8.7	9.7	68.6	-5.8	-25.0	236.3	98.3	-14.0				
Sep	48.6	14.7	0.5	63.8	78.43	86.89	90.68	80.48	38.12	12.81	0.42	51.34	-16.1	269.5	-11.2	2.2	-6.2	-12.7	61.6	-4.6	-21.2	222.5	43.6	-2.5				
Oct	56.4	8.1	0.4	64.9	82.10	85.02	85.99	82.49	46.28	6.93	0.32	53.52	3.1	145.3	-48.6	10.5	-0.2	0.5	49.3	0.5	2.9	146.6	-23.3	11.0				

Year To Date												
2018 Oct	58.4	7.5	1.5	67.4	79.97	86.53	58.46	80.24	46.72	6.51	0.85	54.09
2019 Oct	61.4	4.8	0.6	66.8	82.76	80.24	56.06	82.34	50.79	3.85	0.34	54.98
2020 Oct	49.3	5.6	0.6	55.5	76.77	84.01	80.98	77.55	37.84	4.70	0.48	43.03

Percent Change (%)												
	5.0	-36.3	-58.4	-0.9	3.5	-7.3	-4.1	2.6	8.7	-40.9	-60.1	1.7
	-19.7	16.7	-1.3	-16.9	-7.2	4.7	44.5	-5.8	-25.5	22.2	42.6	-21.7

Running 12 Month												
2018 Oct	57.2	6.8	1.5	65.5	78.87	85.37	57.66	79.06	45.14	5.79	0.86	51.80
2019 Oct	60.3	4.6	0.8	65.7	82.02	80.29	57.13	81.61	49.50	3.71	0.43	53.64
2020 Oct	49.7	5.1	0.6	55.4	77.16	83.71	76.67	77.75	38.36	4.24	0.46	43.06

Percent Change (%)												
	5.4	-31.9	-49.2	0.3	4.0	-5.9	-0.9	3.2	9.6	-35.9	-49.6	3.6
	-17.6	9.6	-20.8	-15.7	-5.9	4.3	34.2	-4.7	-22.5	14.3	6.2	-19.7

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