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Fayetteville Area CVB

For the Month of November 2020



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: November 2020

	Current Month - November 2020 vs November 2019												Year to Date - November 2020 vs November 2019												Participation				
	Occ %		ADR		RevPAR		Percent Change from November 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	44.0	62.1	87.30	106.29	38.41	66.02	-29.2	-17.9	-41.8	-40.7	1.9	-27.8	45.7	66.8	91.79	108.05	41.93	72.14	-31.6	-15.1	-41.9	-41.5	0.7	-31.1	1813	1265	161025	131883	
Cumberland County, NC	55.5	57.2	79.39	82.07	44.10	46.95	-2.9	-3.3	-6.1	-6.1	0.0	-2.9	55.5	65.9	77.70	82.31	43.15	54.24	-15.7	-5.6	-20.5	-19.0	1.9	-14.1	72	55	6508	5578	
Johnston County, NC	41.2	54.0	70.67	78.09	29.13	42.20	-23.7	-9.5	-31.0	-27.6	4.8	-20.0	39.7	59.1	72.92	77.32	28.94	45.68	-32.8	-5.7	-36.7	-36.1	0.9	-32.2	34	26	2406	1936	
Robeson County, NC	50.3	52.8	71.03	75.92	35.76	40.07	-4.6	-6.4	-10.8	-11.1	-0.4	-5.0	50.9	62.8	72.48	79.67	36.92	50.00	-18.8	-9.0	-26.2	-26.2	-0.1	-18.9	28	16	1824	1239	
Wake County, NC	44.0	75.2	81.18	112.82	35.75	84.80	-41.4	-28.0	-57.8	-57.3	1.3	-40.6	44.9	75.1	87.37	109.67	39.20	82.38	-40.3	-20.3	-52.4	-52.6	-0.4	-40.5	149	142	17713	17185	
Durham County, NC	40.5	70.6	73.33	109.99	29.72	77.63	-42.6	-33.3	-61.7	-62.9	-3.0	-44.3	45.4	72.5	83.75	108.55	38.01	78.72	-37.4	-22.8	-51.7	-53.6	-4.0	-39.9	63	57	8184	7522	
Edgecombe County, NC																													
Guilford County, NC	38.6	55.6	71.64	93.20	27.63	51.86	-30.7	-23.1	-46.7	-47.6	-1.6	-31.8	40.6	61.3	78.43	101.67	31.88	62.28	-33.7	-22.9	-48.8	-48.8	0.1	-33.6	91	75	10578	9489	
Harnett County, NC	50.2	52.3	70.40	76.48	35.37	39.97	-3.9	-7.9	-11.5	-11.5	0.0	-3.9	46.2	57.1	73.17	77.48	33.79	44.26	-19.2	-5.6	-23.7	-28.9	-6.8	-24.7	10	8	739	638	
Moore County, NC	49.5	57.7	133.83	127.82	66.23	73.80	-14.3	4.7	-10.3	-12.3	-2.3	-16.2	47.1	65.1	129.74	136.78	61.05	89.09	-27.8	-5.1	-31.5	-35.6	-6.0	-32.1	20	14	1896	1551	

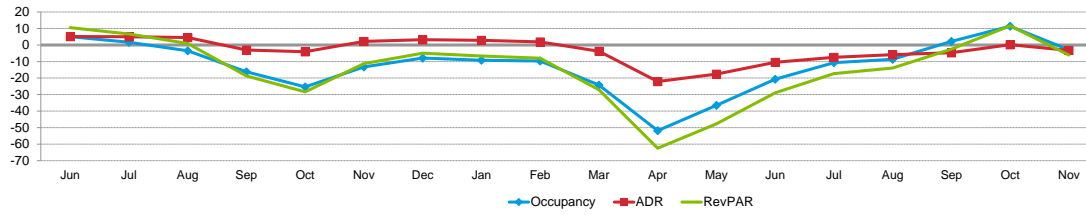
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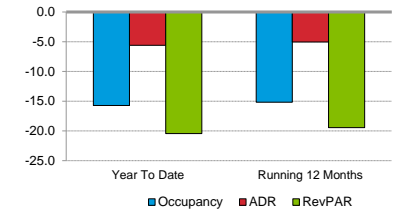
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of November 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019												2020											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	69.3	66.3	65.2	62.4	58.7	57.2	50.8	54.9	62.2	54.7	35.0	45.8	55.0	58.3	59.5	63.8	65.4	55.5						
Last Year	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	57.2						
Percent Change	5.1	1.7	-3.5	-16.2	-25.3	-13.2	-7.9	-9.3	-9.7	-24.3	-51.9	-36.5	-20.7	-10.7	-8.7	2.2	11.4	-2.9						

ADR	2019												2020											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	83.19	83.55	83.08	84.38	82.11	82.07	76.87	80.65	82.45	77.77	63.93	69.59	74.51	77.30	78.26	80.48	82.29	79.39						
Last Year	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	82.07						
Percent Change	5.2	5.0	4.5	-3.0	-4.1	2.2	3.2	2.9	1.9	-3.8	-22.1	-17.6	-10.4	-7.5	-5.8	-4.6	0.2	-3.3						

RevPAR	2019												2020											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	57.69	55.42	54.14	52.66	48.20	46.95	39.07	44.30	51.31	42.52	22.38	31.85	40.98	45.81	46.59	51.34	53.81	44.10						
Last Year	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	46.95						
Percent Change	10.5	6.7	0.9	-18.7	-28.4	-11.3	-5.0	-6.7	-7.9	-27.1	-62.5	-47.7	-29.0	-17.3	-14.0	-2.5	11.6	-6.1						

Supply	2019												2020											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	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	195,240						
Last Year	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	195,240						
Percent Change	2.8	2.6	2.8	3.3	4.8	4.8	2.9	2.9	2.9	-22.1	-3.2	3.2	1.4	1.4	1.5	1.5	0.0	0.0						

Demand	2019												2020											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	133,452	131,913	129,590	120,084	118,435	111,704	102,548	110,808	113,404	110,301	68,350	92,345	107,376	119,561	120,107	124,549	131,913	108,440						
Last Year	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	111,704						
Percent Change	8.0	4.5	-0.8	-13.4	-21.7	-9.1	-5.2	-6.6	-7.0	-22.1	-50.3	-34.5	-19.5	-9.4	-7.3	3.7	11.4	-2.9						

Revenue	2019												2020											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	11,101,733	11,020,869	10,765,699	10,132,671	9,724,790	9,167,193	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	10,023,670	10,855,466	8,609,434						
Last Year	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	9,167,193						
Percent Change	13.6	9.7	3.7	-16.1	-24.9	-7.1	-2.2	-3.9	-5.2	-25.0	-61.3	-46.0	-27.9	-16.1	-12.7	-1.1	11.6	-6.1						

Census %	2019												2020											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
Census Props	71	71	71	71	72	72	72	72	72	72	72	72	72	72	72	72	72	72						
Census Rooms	6415	6415	6414	6414	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508	6508						
% Rooms Participants	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	86.6	85.7						

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Occupancy	67.3	65.9	55.5	66.1	65.0	55.1
ADR	66.2	67.3	65.9	66.1	66.1	65.0
RevPAR	1.6	-2.0	-15.7	0.1	-1.7	-15.2

Running 12 Months	2019			2020		
	2018	2019	2020	2018	2019	2020
Occupancy	79.54	81.76	77.63	79.54	81.76	77.63
ADR	76.77	80.24	82.31	76.50	79.54	81.76
RevPAR	4.0	2.8	-5.0	4.0	2.8	-5.0

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Supply	2,056,458	2,133,352	2,173,672	2,241,528	2,329,365	2,375,420
Demand	1,976,111	2,056,458	2,133,352	2,157,926	2,241,528	2,329,365
Revenue	4.1	3.7	1.9	3.9	3.9	2.0

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Census %	1,383,473	1,405,859	1,207,154	1,481,814	1,514,064	1,309,702
Revenue	1,308,324	1,383,473	1,405,859	1,425,572	1,481,814	1,514,064
Census %	5.7	1.6	-14.1	3.9	2.2	-13.5

Year To Date	2019			2020		
	2018	2019	2020	2018	2019	2020
Revenue	111,011,431	115,722,813	93,791,148	117,867,065	123,782,626	101,674,236
Census %	100,443,241	111,011,431	115,722,813	109,054,525	117,867,065	123,782,626
Revenue	10.5	4.2	-19.0	8.1	5.0	-17.9

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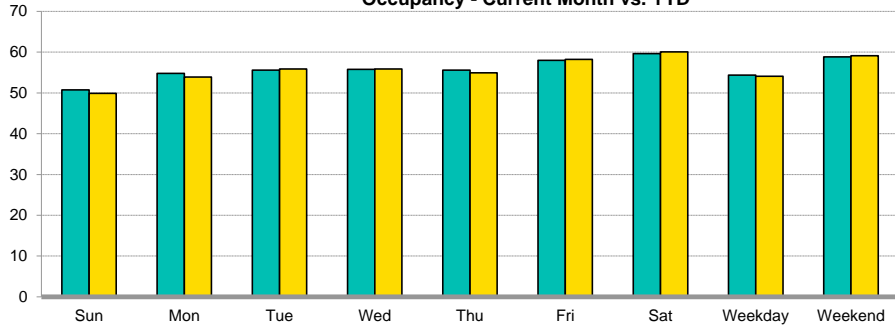
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

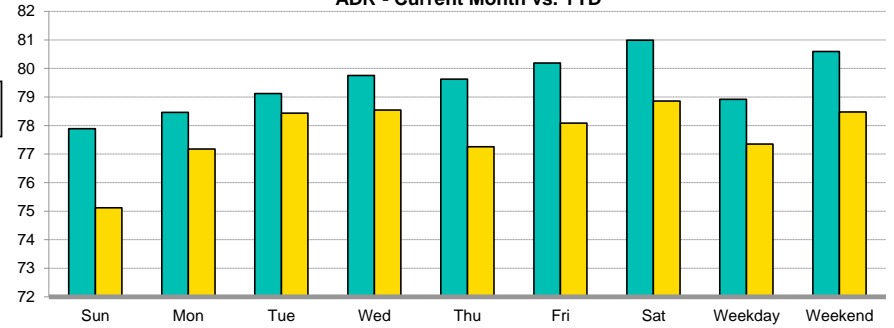
Fayetteville Area CVB

For the Month of November 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	50.7	11.6	77.89	1.9	39.52	13.6	32,540	25.0	16,510	39.4	1,285,974	42.0
	Year To Date	49.9	-9.1	75.12	-2.8	37.47	-11.6	311,486	3.8	155,370	-5.7	11,671,245	-8.3
	Running 12 Month	49.2	-9.0	74.87	-2.4	36.83	-11.2	344,026	3.7	169,231	-5.7	12,670,104	-7.9
Monday	Current Month	54.8	0.1	78.46	-3.6	43.00	-3.5	32,540	25.0	17,835	25.1	1,399,290	20.6
	Year To Date	53.9	-16.4	77.18	-6.6	41.60	-21.9	311,486	3.8	167,902	-13.2	12,958,775	-19.0
	Running 12 Month	53.2	-15.8	77.07	-6.0	41.03	-20.9	344,026	3.7	183,169	-12.7	14,116,503	-17.9
Tuesday	Current Month	55.6	-5.8	79.12	-6.8	44.00	-12.2	26,032	0.0	14,478	-5.8	1,145,518	-12.2
	Year To Date	55.9	-18.1	78.43	-7.7	43.81	-24.4	304,978	-0.5	170,361	-18.5	13,362,059	-24.8
	Running 12 Month	55.3	-17.9	78.40	-7.2	43.36	-23.9	337,518	1.7	186,652	-16.6	14,634,181	-22.6
Wednesday	Current Month	55.8	-7.9	79.75	-6.4	44.50	-13.8	26,032	0.0	14,524	-7.9	1,158,371	-13.8
	Year To Date	55.9	-19.1	78.54	-7.1	43.89	-24.9	311,486	1.6	174,072	-17.8	13,672,030	-23.6
	Running 12 Month	55.7	-18.5	78.62	-6.5	43.81	-23.7	337,518	1.7	188,059	-17.1	14,785,219	-22.4
Thursday	Current Month	55.6	-3.5	79.62	-3.1	44.25	-6.6	26,032	0.0	14,466	-3.5	1,151,865	-6.6
	Year To Date	54.9	-16.2	77.26	-5.4	42.44	-20.7	311,486	1.6	171,109	-14.8	13,220,066	-19.4
	Running 12 Month	54.8	-15.4	77.33	-4.8	42.41	-19.5	337,518	1.7	185,094	-14.0	14,313,821	-18.2
Friday	Current Month	58.0	-3.8	80.19	-2.1	46.51	-5.8	26,032	-20.0	15,099	-23.1	1,210,840	-24.6
	Year To Date	58.2	-15.5	78.09	-4.8	45.46	-19.5	311,486	1.6	181,317	-14.1	14,158,651	-18.2
	Running 12 Month	57.9	-14.8	78.03	-4.2	45.21	-18.4	337,518	1.7	195,551	-13.4	15,258,216	-17.0
Saturday	Current Month	59.6	-2.2	80.99	-0.4	48.31	-2.6	26,032	-20.0	15,528	-21.8	1,257,575	-22.1
	Year To Date	60.1	-14.2	78.86	-3.7	47.38	-17.4	311,262	1.5	187,022	-13.0	14,748,322	-16.2
	Running 12 Month	59.9	-13.3	78.72	-3.1	47.13	-16.0	337,294	-0.3	201,946	-13.5	15,896,192	-16.2
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	54.3	-2.1	78.92	-4.1	42.89	-6.1	143,176	10.0	77,813	7.7	6,141,019	3.3
	Year To Date	54.1	-16.1	77.35	-6.2	41.84	-21.3	1,550,924	2.0	838,814	-14.4	64,884,175	-19.7
	Running 12 Month	53.6	-15.6	77.31	-5.6	41.47	-20.4	1,700,608	2.5	912,205	-13.5	70,519,828	-18.4
Weekend (Fri-Sat)	Current Month	58.8	-3.0	80.60	-1.2	47.41	-4.2	52,064	-20.0	30,627	-22.4	2,468,415	-23.4
	Year To Date	59.1	-14.9	78.48	-4.3	46.42	-18.5	622,748	1.5	368,340	-13.5	28,906,973	-17.2
	Running 12 Month	58.9	-14.0	78.38	-3.6	46.17	-17.2	674,812	0.7	397,497	-13.4	31,154,409	-16.6
Total	Current Month	55.5	-2.9	79.39	-3.3	44.10	-6.1	195,240	0.0	108,440	-2.9	8,609,434	-6.1
	Year To Date	55.5	-15.7	77.70	-5.6	43.15	-20.5	2,173,672	1.9	1,207,154	-14.1	93,791,148	-19.0
	Running 12 Month	55.1	-15.2	77.63	-5.0	42.80	-19.5	2,375,420	2.0	1,309,702	-13.5	101,674,236	-17.9

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of November 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 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	53.1	3.4	0.7	57.2	82.52	80.19	57.34	82.07	43.82	2.73	0.41	46.95	-10.9	-27.7	-57.1	-13.2	3.1	-11.4	-2.7	2.2	-8.1	-35.9	-58.3	-11.3
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	78.44	86.89	90.68	80.48	38.11	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	56.8	8.2	0.4	65.4	81.91	84.79	85.76	82.29	46.52	6.97	0.32	53.81	3.9	147.3	-48.2	11.4	-0.5	0.3	48.9	0.2	3.4	148.0	-22.9	11.6
Nov	51.9	3.4	0.2	55.5	79.12	82.81	91.21	79.39	41.09	2.81	0.20	44.10	-2.2	-0.3	-68.7	-2.9	-4.1	3.3	59.1	-3.3	-6.2	2.9	-50.3	-6.1

Year To Date												
2018 Nov	58.5	7.3	1.5	67.3	79.98	86.76	58.51	80.24	46.81	6.31	0.86	53.98
2019 Nov	60.6	4.7	0.6	65.9	82.74	80.24	56.20	82.31	50.15	3.75	0.34	54.24
2020 Nov	49.6	5.4	0.6	55.5	76.98	83.91	81.34	77.70	38.16	4.54	0.46	43.15

Percent Change (%)												
	3.6	-35.8	-58.2	-2.0	3.5	-7.5	-4.0	2.6	7.1	-40.6	-59.9	0.5
	-18.2	15.8	-8.3	-15.7	-7.0	4.6	44.7	-5.6	-23.9	21.1	32.7	-20.5

Running 12 Month												
2018 Nov	57.7	6.9	1.5	66.1	79.32	86.00	58.02	79.54	45.78	5.94	0.86	52.58
2019 Nov	59.8	4.5	0.7	65.0	82.21	79.44	56.79	81.76	49.17	3.59	0.39	53.14
2020 Nov	49.5	5.1	0.6	55.1	76.97	83.92	79.35	77.63	38.11	4.25	0.44	42.80

Percent Change (%)												
	3.6	-34.6	-54.1	-1.7	3.6	-7.6	-2.1	2.8	7.4	-39.6	-55.1	1.1
	-17.2	12.2	-18.2	-15.2	-6.4	5.6	39.7	-5.0	-22.5	18.5	14.4	-19.5

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