

Date Created: May 17, 2021

# Fayetteville Area CVB

For the Month of April 2021



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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: April 2021

	Current Month - April 2021 vs April 2020												Year to Date - April 2021 vs April 2020												Participation				
	Occ %		ADR		RevPAR		Percent Change from April 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms		
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	60.4	26.7	96.26	67.20	58.10	17.96	125.8	43.2	223.5	263.9	12.5	154.1	49.9	45.0	87.32	93.50	43.59	42.06	11.0	-6.6	3.6	8.1	4.3	15.7	1903	1275	164724	133695	
Cumberland County, NC	74.7	34.0	88.16	64.80	65.90	22.01	120.1	36.0	199.4	198.8	-0.2	119.6	64.9	50.7	82.24	78.26	53.39	39.71	27.9	5.1	34.4	34.6	0.1	28.1	71	53	6506	5433	
Johnston County, NC	55.5	25.5	77.62	67.24	43.07	17.12	118.0	15.4	151.6	163.7	4.8	128.5	46.3	38.7	73.87	74.13	34.18	28.67	19.7	-0.3	19.2	25.0	4.8	25.4	35	26	2422	1936	
Robeson County, NC	71.4	34.7	78.96	66.37	56.42	23.05	105.8	19.0	144.8	143.9	-0.4	105.0	61.0	48.3	74.32	74.10	45.34	35.76	26.4	0.3	26.8	26.3	-0.4	25.9	28	17	1824	1299	
Wake County, NC	56.3	27.2	86.19	65.74	48.53	17.89	106.9	31.1	171.3	197.8	9.8	127.2	47.3	51.4	81.90	100.44	38.72	51.62	-8.0	-18.5	-25.0	-22.3	3.6	-4.7	151	142	17887	17188	
Durham County, NC	51.9	29.4	80.77	65.69	41.95	19.29	76.8	23.0	117.4	147.1	13.6	101.0	47.0	53.3	75.69	96.36	35.55	51.38	-11.9	-21.5	-30.8	-30.8	0.0	-11.9	65	60	8417	7992	
Edgecombe County, NC																													
Guilford County, NC	55.8	25.1	82.21	57.70	45.85	14.47	122.3	42.5	216.8	235.7	6.0	135.6	47.6	41.5	79.30	87.14	37.72	36.17	14.6	-9.0	4.3	5.5	1.2	16.0	3	2	186	126	
Harnett County, NC	71.3	28.6	81.03	68.32	57.73	19.52	149.4	18.6	195.8	195.8	0.0	149.4	58.2	44.2	77.57	76.40	45.16	33.76	31.8	1.5	33.8	33.8	0.0	31.8	96	77	10941	9671	
Moore County, NC	72.9	21.4	182.26	81.10	132.81	17.34	240.7	124.7	665.7	926.9	34.1	356.9	54.5	41.0	139.82	104.21	76.25	42.73	33.0	34.2	78.4	98.9	11.5	48.2	9	8	659	638	

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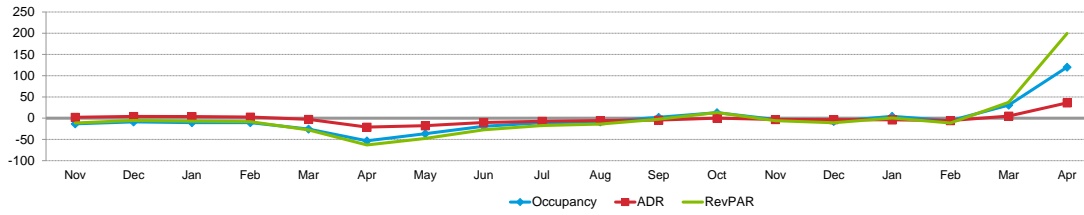
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Tab 3 - Trend Cumberland County NC

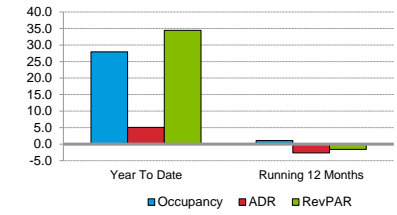
Currency: USD - US Dollar

Fayetteville Area CVB  
For the Month of April 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019			2020												2021			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	57.2	50.3	54.2	61.7	53.7	34.0	45.8	55.0	59.3	59.5	63.8	66.4	55.5	46.5	56.5	58.0	70.2	74.7	
Last Year	66.0	55.2	60.5	68.9	72.2	72.7	72.1	68.0	66.3	65.2	62.4	58.7	57.2	50.3	54.2	61.7	53.7	34.0	
Percent Change	-13.3	-8.9	-10.5	-10.5	-25.7	-53.3	-36.5	-19.1	-10.7	-8.6	2.2	13.1	-3.0	-7.6	4.4	-6.0	30.8	120.1	

ADR	2019			2020												2021			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	82.00	77.39	81.32	82.97	78.53	64.80	69.52	74.44	77.30	78.26	80.48	82.15	79.44	74.86	78.18	78.21	82.43	88.16	
Last Year	80.19	74.40	78.31	80.82	80.75	81.99	84.42	82.78	83.48	83.01	84.31	82.04	82.00	77.39	81.32	82.97	78.53	64.80	
Percent Change	2.2	4.0	3.8	2.7	-2.7	-21.0	-17.6	-10.1	-7.4	-5.7	-4.5	0.1	-3.1	-3.3	-3.9	-5.7	7.8	36.0	

RevPAR	2019			2020												2021			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	46.91	38.95	44.06	51.19	42.14	22.01	31.84	40.95	45.81	46.59	51.34	54.55	44.10	34.81	44.21	45.34	57.84	65.90	
Last Year	52.89	41.09	47.41	55.68	58.30	59.62	60.88	56.32	55.37	54.09	52.61	48.16	46.91	38.95	44.06	51.19	42.14	22.01	
Percent Change	-11.3	-5.2	-7.1	-8.1	-27.7	-63.1	-47.7	-27.3	-17.3	-13.9	-2.4	13.3	-6.0	-10.6	0.3	-11.4	37.3	199.4	

Supply	2019			2020												2021			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	195,570	202,089	202,089	182,532	202,089	195,570	202,089	195,570	201,748	201,748	195,240	201,717	195,210	201,686	204,042	182,168	201,686	195,180	
Last Year	186,660	196,354	196,354	177,352	196,354	189,600	195,796	192,780	199,206	199,175	192,750	202,089	195,570	202,089	202,089	182,532	202,089	195,570	
Percent Change	4.8	2.9	2.9	2.9	2.9	3.1	3.2	1.4	1.3	1.3	1.3	-0.2	-0.2	-0.2	1.0	-0.2	-0.2	-0.2	

Demand	2019			2020												2021			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	111,888	101,711	109,499	112,611	108,433	66,419	92,563	107,601	119,561	120,107	124,549	133,942	108,374	93,771	115,381	105,590	141,510	145,889	
Last Year	123,104	108,439	118,875	122,186	141,757	137,864	141,194	131,153	132,126	129,795	120,284	118,638	111,888	101,711	109,499	112,611	108,433	66,419	
Percent Change	-9.1	-6.2	-7.9	-7.8	-23.5	-51.8	-34.4	-18.0	-9.5	-7.5	3.5	12.9	-3.1	-7.8	5.4	-6.2	30.5	119.6	

Revenue	2019			2020												2021			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
This Year	9,174,290	7,871,472	8,904,281	9,343,519	8,515,541	4,304,233	6,434,806	8,009,470	9,241,880	9,399,349	10,023,670	11,002,845	8,609,438	7,020,153	9,020,908	8,258,600	11,664,612	12,861,779	
Last Year	9,872,276	8,068,152	9,309,409	9,875,382	11,446,698	11,303,204	11,919,194	10,856,765	11,029,728	10,774,020	10,140,650	9,732,858	9,174,290	7,871,472	8,904,281	9,343,519	8,515,541	4,304,233	
Percent Change	-7.1	-2.4	-4.4	-5.4	-25.6	-61.9	-46.0	-26.2	-16.2	-12.8	-1.2	13.0	-6.2	-10.8	1.3	-11.6	37.0	198.8	

Census %	2019			2020												2021			
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	
Census Props	73	73	73	73	73	73	73	73	72	72	72	72	72	72	72	71	71	71	
Census Rooms	6519	6519	6519	6519	6519	6519	6519	6519	6508	6508	6507	6507	6507	6506	6582	6506	6506	6506	
% Rooms Participants	86.5	85.5	85.5	85.5	85.5	85.5	85.5	85.5	85.6	85.6	86.6	86.6	85.7	87.6	86.6	87.6	84.5	83.5	

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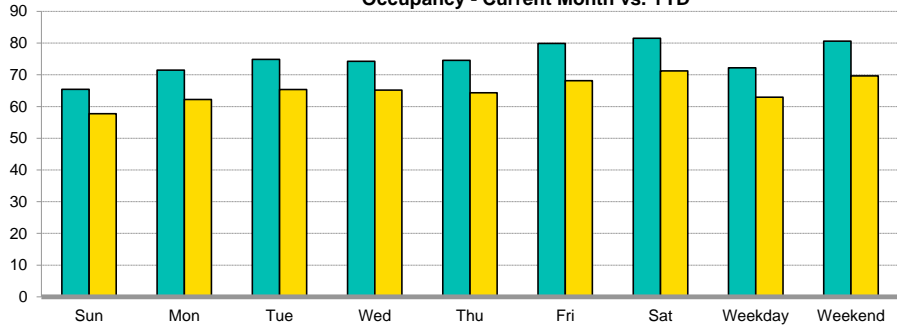
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

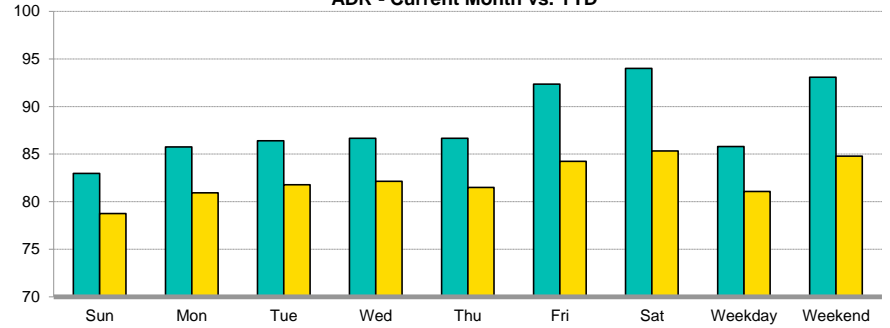
Fayetteville Area CVB

For the Month of April 2021

**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	65.4	111.4	82.97	31.6	54.28	178.3	26,024	-0.2	17,026	111.0	1,412,620	177.7
	Year To Date	57.7	31.2	78.76	5.8	45.47	38.9	110,982	1.0	64,080	32.5	5,046,895	40.2
	Running 12 Month	53.6	9.6	76.62	0.2	41.05	9.7	338,844	1.0	181,539	10.6	13,908,710	10.8
Monday	Current Month	71.5	112.7	85.76	33.5	61.30	183.8	26,024	-0.2	18,600	112.2	1,595,171	183.3
	Year To Date	62.2	24.7	80.94	2.4	50.37	27.7	110,906	0.9	69,015	25.8	5,585,967	28.9
	Running 12 Month	57.0	0.9	78.01	-4.1	44.47	-3.2	338,768	0.9	193,097	1.8	15,063,911	-2.3
Tuesday	Current Month	74.8	118.1	86.41	33.6	64.67	191.4	26,024	-0.2	19,477	117.6	1,682,944	190.9
	Year To Date	65.4	24.1	81.78	1.1	53.47	25.5	110,906	0.9	72,513	25.2	5,930,298	26.6
	Running 12 Month	59.0	-2.1	78.93	-5.9	46.59	-7.9	338,767	0.9	199,978	-1.2	15,783,498	-7.0
Wednesday	Current Month	74.3	111.6	86.66	32.5	64.36	180.5	26,024	-20.2	19,329	69.0	1,674,973	123.9
	Year To Date	65.2	25.4	82.14	2.5	53.56	28.6	110,906	-4.8	72,325	19.5	5,940,480	22.4
	Running 12 Month	59.2	-3.2	79.38	-5.0	46.98	-8.0	338,756	-0.9	200,479	-4.1	15,914,572	-8.9
Thursday	Current Month	74.5	117.3	86.67	34.0	64.61	191.2	32,530	-0.2	24,250	116.9	2,101,759	190.7
	Year To Date	64.3	27.9	81.49	4.6	52.40	33.8	110,906	-4.8	71,320	21.8	5,812,024	27.4
	Running 12 Month	58.6	-0.1	78.60	-3.0	46.03	-3.0	338,755	-0.9	198,357	-1.0	15,591,314	-3.9
Friday	Current Month	79.9	137.5	92.34	42.1	73.79	237.3	32,530	24.8	25,994	196.2	2,400,344	320.8
	Year To Date	68.1	30.1	84.24	8.8	57.39	41.5	117,488	6.9	80,034	39.0	6,742,058	51.2
	Running 12 Month	62.4	1.1	80.53	-0.9	50.27	0.2	345,350	2.9	215,594	4.1	17,360,729	3.2
Saturday	Current Month	81.5	130.0	94.00	41.9	76.62	226.3	26,024	-0.2	21,213	129.5	1,993,968	225.6
	Year To Date	71.3	32.1	85.33	10.3	60.80	45.7	110,982	1.2	79,082	33.6	6,748,178	47.4
	Running 12 Month	64.9	3.1	81.55	0.7	52.90	3.8	338,844	1.0	219,794	4.2	17,924,777	4.9
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	72.2	114.0	85.81	33.0	61.98	184.7	136,626	-4.7	98,683	103.9	8,467,467	171.3
	Year To Date	63.0	26.5	81.07	3.1	51.06	30.4	554,606	-1.4	349,253	24.6	28,315,663	28.5
	Running 12 Month	57.5	0.6	78.34	-3.8	45.02	-3.2	1,693,890	0.2	973,450	0.8	76,262,004	-3.0
Weekend (Fri-Sat)	Current Month	80.6	133.4	93.09	41.8	75.05	230.9	58,554	12.3	47,206	162.0	4,394,312	271.6
	Year To Date	69.6	31.0	84.78	9.5	59.05	43.5	228,470	4.0	159,117	36.3	13,490,236	49.3
	Running 12 Month	63.6	2.1	81.04	-0.1	51.57	2.0	684,194	2.0	435,388	4.1	35,285,506	4.0
Total	Current Month	74.7	120.1	88.16	36.0	65.90	199.4	195,180	-0.2	145,889	119.6	12,861,779	198.8
	Year To Date	64.9	27.9	82.24	5.1	53.39	34.4	783,076	0.1	508,370	28.1	41,805,899	34.6
	Running 12 Month	59.2	1.1	79.18	-2.7	46.91	-1.6	2,378,084	0.7	1,408,838	1.8	111,547,510	-0.9

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of April 2021

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	Nov	53.1	3.4	0.7	57.2	82.45	80.12	57.29	82.00	43.78	2.72	0.41	46.91	-10.9	-27.8	-57.1	-13.3	3.1	-11.3	-2.7	2.2	-8.1	-35.9	-58.3	-11.3
	Dec	48.5	1.4	0.5	50.3	77.40	84.86	56.15	77.39	37.51	1.16	0.28	38.95	-4.9	-51.9	-64.5	-8.9	2.7	30.4	-5.6	4.0	-2.3	-37.3	-66.5	-5.2
2020	Jan	51.4	2.2	0.5	54.2	81.05	93.32	57.19	81.32	41.70	2.06	0.30	44.06	-3.6	-65.9	-24.0	-10.5	1.9	32.6	2.3	3.8	-1.8	-54.7	-22.3	-7.1
	Feb	58.8	2.4	0.5	61.7	83.02	85.83	61.09	82.97	48.84	2.07	0.28	51.19	0.0	-74.2	-35.9	-10.5	0.2	23.1	7.4	2.7	0.2	-68.3	-31.2	-8.1
	Mar	46.9	6.2	0.6	53.7	78.06	84.19	55.56	78.53	36.57	5.24	0.32	42.14	-29.8	33.3	-22.8	-25.7	-4.4	17.2	0.6	-2.7	-32.9	56.2	-22.4	-27.7
	Apr	27.7	5.5	0.7	34.0	63.39	69.77	81.70	64.80	17.59	3.85	0.58	22.01	-59.6	53.1	62.7	-53.3	-23.1	-8.5	46.8	-21.0	-68.9	40.0	138.9	-63.1
	May	43.0	2.1	0.7	45.8	68.73	78.49	91.98	69.52	29.58	1.64	0.63	31.84	-31.3	-76.1	-6.2	-36.5	-18.6	-9.2	65.8	-17.6	-44.1	-78.3	55.6	-47.7
	Jun	49.9	4.3	0.8	55.0	73.79	78.90	90.46	74.44	36.81	3.42	0.72	40.95	-23.9	124.8	38.8	-19.1	-11.1	-6.6	63.3	-10.1	-32.3	110.0	126.6	-27.3
	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	-7.4	-12.6	67.7	-7.4	-15.9	-53.6	202.6	-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	-17.8	206.5	17.6	-8.6	-8.6	9.8	68.7	-5.7	-24.9	236.7	98.4	-13.9
	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	-6.1	-12.7	61.8	-4.5	-21.2	222.8	43.7	-2.4
	Oct	57.7	8.3	0.4	66.4	81.76	84.64	85.61	82.15	47.16	7.06	0.33	54.55	5.5	151.1	-47.4	13.1	-0.5	0.2	48.8	0.1	4.9	151.6	-21.7	13.3
	Nov	51.9	3.4	0.2	55.5	79.17	82.86	91.27	79.44	41.09	2.81	0.20	44.10	-2.2	-0.4	-68.7	-3.0	-4.0	3.4	59.3	-3.1	-6.1	3.0	-50.2	-6.0
	Dec	43.8	2.3	0.4	46.5	74.58	78.25	86.26	74.86	32.67	1.77	0.36	34.81	-9.6	66.3	-16.3	-7.6	-3.6	-7.8	53.6	-3.3	-12.9	53.3	28.6	-10.6
2021	Jan	52.4	3.8	0.3	56.5	77.85	82.18	85.60	78.18	40.81	3.13	0.27	44.21	1.9	72.6	-40.5	4.4	-4.0	-11.9	49.7	-3.9	-2.1	52.0	-10.9	0.3
	Feb	55.2	2.2	0.6	58.0	77.78	86.17	88.73	78.21	42.91	1.91	0.51	45.34	-6.2	-7.8	25.9	-6.0	-6.3	0.4	45.3	-5.7	-12.1	-7.4	82.9	-11.4
	Mar	66.1	3.4	0.7	70.2	82.31	83.33	90.40	82.43	54.44	2.81	0.59	57.84	41.2	-45.8	12.5	30.8	5.4	-1.0	62.7	5.0	48.8	-46.4	83.0	37.3
	Apr	69.6	4.6	0.6	74.7	88.36	85.12	88.56	88.16	61.49	3.89	0.51	65.90	150.9	-17.1	-17.9	120.1	39.4	22.0	8.4	36.0	249.7	1.1	-11.0	199.4

Year To Date													
2019	Apr	61.9	6.0	0.6	68.5	81.68	71.34	55.92	80.54	50.59	4.25	0.36	55.20
2020	Apr	46.1	4.1	0.6	50.7	78.19	80.86	65.10	78.26	36.01	3.33	0.37	39.71
2021	Apr	60.9	3.5	0.5	64.9	82.08	84.00	88.73	82.24	49.96	2.96	0.47	53.39

Percent Change (%)											
10.9	-17.0	-54.1	6.4	5.1	-10.5	-2.4	3.9	16.5	-25.7	-55.2	10.5
-25.6	-30.9	-12.2	-26.0	-4.3	13.3	16.4	-2.8	-28.8	-21.7	2.3	-28.1
32.2	-14.6	-7.3	27.9	5.0	3.9	36.3	5.1	38.7	-11.3	26.4	34.4

Running 12 Month													
2019	Apr	59.9	6.5	1.2	67.6	80.82	83.64	58.53	80.69	48.39	5.43	0.71	54.52
2020	Apr	54.2	3.8	0.6	58.6	81.33	85.01	59.13	81.35	44.10	3.22	0.34	47.66
2021	Apr	53.8	4.9	0.5	59.2	78.56	84.78	90.05	79.18	42.25	4.17	0.48	46.91

Percent Change (%)											
-9.4	-41.7	-52.3	-13.3	0.6	1.6	1.0	0.8	-8.9	-40.7	-51.8	-12.6
-0.8	30.0	-7.6	1.1	-3.4	-0.3	52.3	-2.7	-4.2	29.7	40.8	-1.6

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