

Date Created: Aug 16, 2021

Fayetteville Area CVB

For the Month of July 2021



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: July 2021

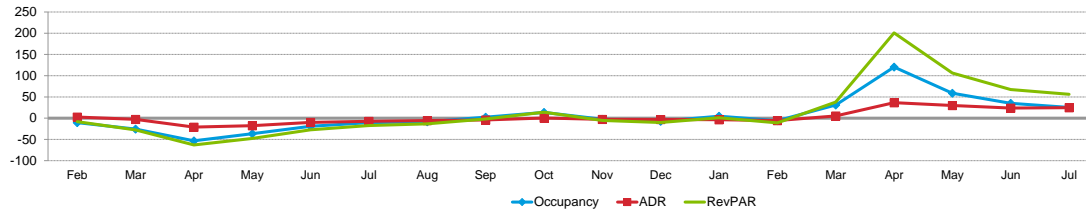
	Current Month - July 2021 vs July 2020												Year to Date - July 2021 vs July 2020												Participation				
	Occ %		ADR		RevPAR		Percent Change from July 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms		
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	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	67.3	49.0	119.84	95.85	80.63	47.00	37.2	25.0	71.6	77.8	3.6	42.2	56.4	44.0	100.22	90.91	56.54	39.99	28.2	10.2	41.4	48.2	4.8	34.4	1927	1294	166140	135566	
Cumberland County, NC	74.3	59.3	96.32	77.29	71.53	45.82	25.3	24.6	56.1	55.4	-0.4	24.7	68.8	51.9	87.38	76.41	60.13	39.62	32.7	14.4	51.7	49.8	-1.3	31.0	70	53	6479	5451	
Johnston County, NC	61.6	41.5	83.41	73.47	51.42	30.47	48.6	13.5	68.8	76.9	4.8	55.8	51.2	38.7	77.57	73.53	39.72	28.48	32.2	5.5	39.5	46.2	4.8	38.6	35	26	2422	1936	
Robeson County, NC	70.7	56.0	92.35	72.50	65.25	40.57	26.3	27.4	60.8	60.2	-0.4	25.8	64.7	50.1	79.85	72.82	51.69	36.45	29.3	9.7	41.8	41.3	-0.4	28.8	28	17	1824	1299	
Wake County, NC	63.5	40.9	100.37	77.99	63.73	31.90	55.2	28.7	99.8	101.7	1.0	56.7	53.7	45.7	89.51	91.22	48.07	41.70	17.5	-1.9	15.3	20.6	4.6	22.9	151	143	17896	17246	
Durham County, NC	57.1	39.4	93.25	75.02	53.27	29.58	44.9	24.3	80.1	85.9	3.2	49.5	51.2	47.3	83.20	87.69	42.61	41.46	8.3	-5.1	2.8	6.0	3.1	11.7	66	60	8559	8020	
Edgecombe County, NC																													
Guilford County, NC	59.6	40.9	93.00	70.11	55.43	28.68	45.7	32.6	93.3	98.5	2.7	49.6	52.4	39.4	87.68	78.96	45.92	31.07	33.1	11.0	47.8	50.9	2.1	35.9	3	2	186	126	
Harnett County, NC	66.7	45.4	88.92	76.93	59.32	34.93	46.9	15.6	69.8	69.8	0.0	46.9	61.9	44.1	81.73	75.78	50.58	33.40	40.4	7.9	51.4	51.4	0.0	40.4	96	77	10941	9671	
Moore County, NC	75.4	56.3	159.83	133.26	120.57	75.08	33.9	19.9	60.6	69.4	5.5	41.3	64.3	42.5	156.38	112.35	100.54	47.80	51.1	39.2	110.3	136.4	12.4	69.9	21	15	1970	1654	

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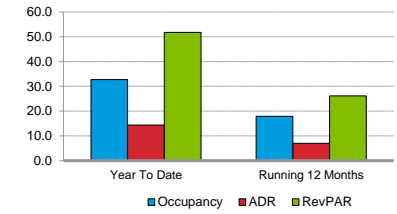
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Fayetteville Area CVB
For the Month of July 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)													2020						2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	61.7	53.7	34.0	45.8	54.9	59.3	59.7	64.0	66.7	55.7	46.6	56.7	58.1	70.3	74.8	72.7	74.3	74.3						
Last Year	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	45.8	54.9	59.3						
Percent Change	-10.5	-25.7	-53.3	-36.5	-19.2	-10.6	-8.4	2.5	13.6	0.4	-2.6	4.6	-5.9	30.9	120.3	58.8	35.2	25.3						

ADR													2020						2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	82.97	78.53	64.80	69.50	74.52	77.29	78.45	80.70	82.37	79.68	75.06	78.39	78.42	82.66	88.46	90.32	92.20	96.32						
Last Year	80.82	80.75	81.99	84.42	82.77	83.48	83.01	84.31	82.04	82.00	77.39	81.32	82.97	78.53	64.80	69.50	74.52	77.29						
Percent Change	2.7	-2.7	-21.0	-17.7	-10.0	-7.4	-5.5	-4.3	0.4	-2.8	-3.0	3.6	-5.5	5.3	36.5	29.9	23.7	24.6						

RevPAR													2020						2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	51.19	42.14	22.01	31.81	40.94	45.82	46.83	51.61	54.92	44.40	35.01	44.45	45.54	58.08	66.19	65.64	68.48	71.53						
Last Year	55.68	58.30	59.62	60.88	56.28	55.37	54.09	52.61	48.16	46.91	38.95	44.06	51.19	42.14	22.01	31.81	40.94	45.82						
Percent Change	-8.1	-27.7	-63.1	-47.7	-27.2	-17.3	-13.4	-1.9	14.0	-5.4	-10.1	0.9	-11.0	37.8	200.7	106.3	67.2	56.1						

Supply													2020						2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	182,532	202,089	195,570	202,089	195,570	201,748	198,493	192,090	198,462	192,060	198,431	200,787	179,228	198,431	192,030	198,431	194,430	200,849						
Last Year	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	202,089	195,570	201,748						
Percent Change	2.9	2.9	3.1	3.2	1.4	1.3	-0.3	-0.3	-1.8	-1.8	-1.8	-0.6	-1.8	-1.8	-1.8	-1.8	-0.6	-0.4						

Demand													2020						2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	112,611	108,433	66,419	92,507	107,454	119,596	118,492	122,849	132,321	107,026	92,548	113,848	104,086	139,407	143,686	144,213	144,402	149,145						
Last Year	122,186	141,757	137,864	141,194	131,083	132,126	129,795	120,284	116,638	111,888	101,711	109,499	112,611	108,433	66,419	92,507	107,454	119,596						
Percent Change	-7.8	-23.5	-51.8	-34.5	-18.0	-9.5	-8.7	2.1	11.5	-4.3	-9.0	4.0	-7.6	28.6	116.3	55.9	34.4	24.7						

Revenue													2020						2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
This Year	9,343,519	8,515,541	4,304,233	6,429,459	8,007,459	9,243,323	9,296,148	9,913,326	10,899,135	8,527,500	6,946,599	8,925,083	8,162,375	11,523,921	12,710,143	13,024,610	13,314,309	14,366,319						
Last Year	9,875,382	11,446,698	11,303,204	11,919,194	10,849,650	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	6,429,459	8,007,459	9,243,323						
Percent Change	-5.4	-25.6	-61.9	-46.1	-26.2	-16.2	-13.7	-2.2	12.0	-7.1	-11.7	0.2	-12.6	35.3	195.3	102.6	66.3	55.4						

Census %													2020						2021					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
Census Props	73	73	73	73	73	72	71	71	71	71	71	71	70	70	70	70	70	70						
Census Rooms	6519	6519	6519	6519	6519	6508	6403	6403	6402	6402	6401	6477	6401	6401	6401	6401	6481	6479						
% Rooms Participants	85.5	85.5	85.5	85.5	85.5	85.6	88.1	88.1	88.1	87.1	89.0	88.0	89.0	85.9	84.9	85.9	84.8	84.1						

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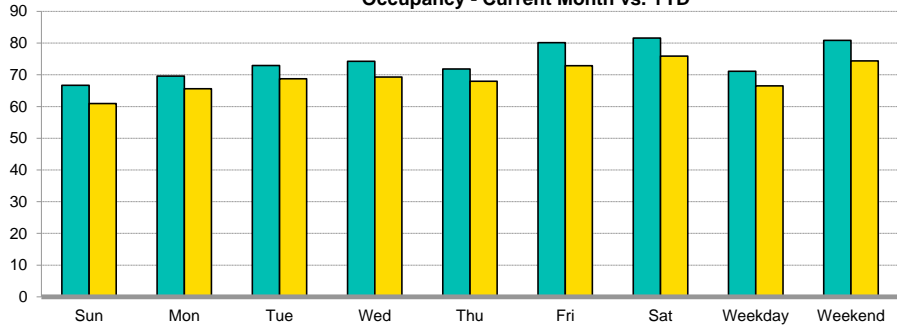
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

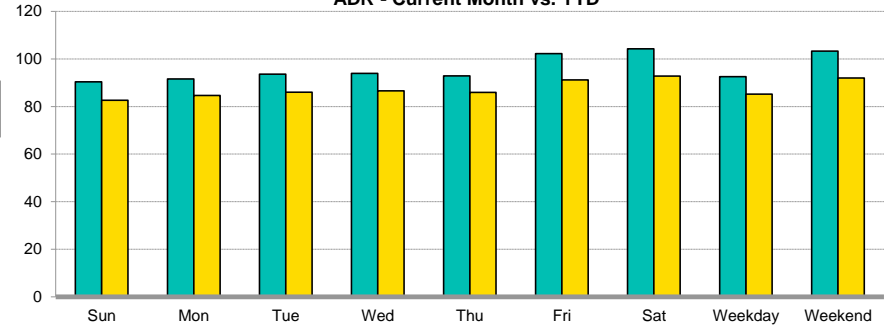
Fayetteville Area CVB

For the Month of July 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	% Chg	% Chg				
Sunday	Current Month	66.7	22.8	90.39	19.8	60.30	47.1	25,916	-0.4	17,290	22.3	1,562,813	46.4
	Year To Date	61.0	32.8	82.65	12.6	50.38	49.6	193,047	-0.8	117,674	31.8	9,726,281	48.4
	Running 12 Month	57.9	23.3	80.58	7.6	46.64	32.7	333,896	-1.0	193,264	22.1	15,573,228	31.4
Monday	Current Month	69.6	22.4	91.63	20.1	63.79	47.0	25,916	-0.4	18,044	21.8	1,653,277	46.4
	Year To Date	65.6	30.9	84.67	11.1	55.55	45.4	192,971	-0.9	126,613	29.8	10,720,470	44.1
	Running 12 Month	62.0	17.4	82.32	4.5	51.00	22.6	333,820	-1.0	206,823	16.2	17,025,719	21.4
Tuesday	Current Month	72.9	26.2	93.64	22.3	68.29	54.3	25,916	-0.4	18,900	25.7	1,769,793	53.7
	Year To Date	68.8	31.8	86.03	10.9	59.16	46.2	193,033	-0.8	132,751	30.7	11,420,462	45.0
	Running 12 Month	64.5	16.1	83.63	3.5	53.95	20.2	333,881	-1.0	215,392	14.9	18,012,543	19.0
Wednesday	Current Month	74.3	28.0	93.97	22.6	69.80	56.9	25,916	-20.4	19,251	1.9	1,808,928	25.0
	Year To Date	69.3	32.8	86.61	12.0	60.05	48.7	193,033	-4.0	133,822	27.5	11,590,995	42.7
	Running 12 Month	64.8	15.5	84.23	4.5	54.59	20.7	333,881	-1.0	216,389	14.3	18,226,885	19.5
Thursday	Current Month	71.8	24.3	92.88	22.0	66.72	51.7	32,395	-0.4	23,270	23.8	2,161,431	51.0
	Year To Date	67.9	32.6	85.93	13.2	58.38	50.1	193,049	-4.0	131,152	27.3	11,270,011	44.1
	Running 12 Month	63.7	16.4	83.35	6.0	53.06	23.4	333,896	-2.9	212,571	13.1	17,717,813	19.8
Friday	Current Month	80.1	24.2	102.24	29.2	81.90	60.5	32,395	-0.4	25,951	23.7	2,653,192	59.8
	Year To Date	72.9	32.5	91.16	18.8	66.42	57.4	199,526	-0.8	145,387	31.4	13,253,346	56.1
	Running 12 Month	67.9	17.8	87.15	10.7	59.21	30.4	333,972	-2.8	226,895	14.5	19,774,532	26.7
Saturday	Current Month	81.6	25.5	104.27	30.2	85.10	63.4	32,395	24.4	26,440	56.2	2,756,885	103.3
	Year To Date	75.9	34.8	92.78	20.2	70.39	62.0	199,526	2.6	151,387	38.3	14,045,196	66.2
	Running 12 Month	70.7	19.4	88.41	11.9	62.52	33.5	340,375	1.0	240,690	20.6	21,278,749	34.9
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	71.1	24.6	92.57	21.4	65.83	51.4	136,059	-5.0	96,754	18.4	8,956,242	43.8
	Year To Date	66.5	32.1	85.24	11.9	56.71	47.9	965,133	-2.1	642,013	29.3	54,728,219	44.8
	Running 12 Month	62.6	17.5	82.87	5.1	51.85	23.5	1,669,374	-1.4	1,044,438	15.9	86,556,188	21.8
Weekend (Fri-Sat)	Current Month	80.9	24.9	103.26	29.8	83.50	62.2	64,790	10.6	52,391	38.2	5,410,077	79.4
	Year To Date	74.4	33.7	91.98	19.5	68.41	59.7	399,053	0.9	296,774	34.9	27,298,542	61.2
	Running 12 Month	69.3	18.6	87.80	11.3	60.88	32.0	674,348	-0.9	467,585	17.5	41,053,281	30.8
Total	Current Month	74.3	25.3	96.32	24.6	71.53	56.1	200,849	-0.4	149,145	24.7	14,366,319	55.4
	Year To Date	68.8	32.7	87.38	14.4	60.13	51.7	1,364,186	-1.3	938,787	31.0	82,026,761	49.8
	Running 12 Month	64.5	17.9	84.40	7.0	54.45	26.1	2,343,722	-1.2	1,512,023	16.4	127,609,469	24.6

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of July 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	
2020	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	68.71	78.47	91.96	69.50	29.55	1.64	0.62	31.81	-31.3	-76.1	-6.2	-36.5	-18.6	-9.3	65.8	-17.7	-44.1	-78.4	55.5	-47.7
	Jun	49.8	4.3	0.8	54.9	73.87	78.99	90.56	74.52	36.80	3.42	0.72	40.94	-23.9	124.6	38.6	-19.2	-11.0	-6.4	63.5	-10.0	-32.3	110.1	126.7	-27.2
	Jul	56.5	2.0	0.8	59.3	77.03	79.70	90.13	77.29	43.55	1.57	0.70	45.82	-9.1	-46.9	80.5	-10.6	-7.4	-12.7	67.7	-7.4	-15.9	-53.6	202.6	-17.3
	Aug	51.2	8.0	0.6	59.7	76.23	91.38	97.06	78.45	39.00	7.30	0.53	46.83	-17.6	207.3	17.9	-8.4	-8.4	10.1	69.1	-5.5	-24.5	238.4	99.5	-13.4
	Sep	48.7	14.8	0.5	64.0	78.65	87.13	90.92	80.70	38.31	12.87	0.42	51.61	-15.9	270.5	-10.9	2.5	-5.8	-12.4	62.2	-4.3	-20.8	224.5	44.5	-1.9
	Oct	57.9	8.4	0.4	66.7	81.98	84.87	85.84	82.37	47.48	7.11	0.33	54.92	6.0	152.2	-47.2	13.6	-0.3	0.5	49.2	0.4	5.7	153.3	-21.2	14.0
	Nov	52.1	3.4	0.2	55.7	79.40	83.10	91.54	79.68	41.37	2.83	0.20	44.40	-1.9	0.0	-68.6	-2.6	-3.7	3.7	59.8	-2.8	-5.5	3.7	-49.9	-5.4
	Dec	43.9	2.3	0.4	46.6	74.77	78.45	86.49	75.06	32.86	1.78	0.37	35.01	-9.3	66.8	-16.0	-7.3	-3.4	-7.6	54.0	-3.0	-12.4	54.2	29.3	-10.1
2021	Jan	52.6	3.8	0.3	56.7	78.06	82.40	85.83	78.39	41.03	3.15	0.27	44.45	2.2	73.1	-40.3	4.6	-3.7	-11.7	50.1	-3.6	-1.6	52.8	-10.4	0.9
	Feb	55.3	2.2	0.6	58.1	77.99	86.40	88.96	78.42	43.11	1.92	0.51	45.54	-6.0	-7.6	26.1	-5.9	-6.1	0.7	45.6	-5.5	-11.7	-7.0	83.7	-11.0
	Mar	66.2	3.4	0.7	70.3	82.54	83.56	90.66	82.66	54.66	2.82	0.59	58.08	41.4	-45.8	12.6	30.9	5.7	-0.7	63.2	5.3	49.5	-46.2	83.7	37.8
	Apr	69.7	4.6	0.6	74.8	88.65	85.44	88.89	88.46	61.77	3.90	0.52	66.19	151.1	-17.1	-17.9	120.3	39.9	22.5	8.8	36.5	251.2	1.5	-10.7	200.7
	May	68.1	3.7	0.8	72.7	90.62	85.83	85.24	90.32	61.75	3.18	0.71	65.64	58.4	77.7	22.0	58.8	31.9	9.4	-7.3	29.9	108.9	94.4	13.1	106.3
	Jun	70.5	2.3	1.5	74.3	92.46	88.27	85.87	92.20	65.20	2.02	1.26	68.48	41.6	-47.2	83.6	35.2	25.2	11.7	-5.2	23.7	77.2	-41.0	74.1	67.2
	Jul	68.1	5.2	0.9	74.3	97.46	83.54	85.03	96.32	66.38	4.37	0.78	71.53	20.5	166.3	17.5	25.3	26.5	4.8	-5.7	24.6	52.4	179.1	10.8	56.1

Year To Date		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2019	Jul	62.6	5.5	0.6	68.7	82.50	77.52	55.55	81.87	51.64	4.23	0.34	56.21
2020	Jul	47.7	3.5	0.6	51.9	76.10	80.23	78.05	76.41	36.28	2.84	0.51	39.62
2021	Jul	64.4	3.6	0.8	68.8	87.53	84.70	86.84	87.38	56.40	3.07	0.66	60.13

Percent Change (%)											
Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
10.3	-16.4	-57.2	6.1	5.3	-4.8	-1.7	4.7	16.1	-20.4	-57.9	11.1
-23.8	-35.1	5.1	-24.5	-7.8	3.5	40.5	-6.7	-29.7	-32.9	47.7	-29.5
35.1	2.5	17.7	32.7	15.0	5.6	11.3	14.4	55.4	8.2	30.9	51.7

Running 12 Month		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2019	Jul	61.3	6.3	1.0	68.5	81.93	84.23	59.11	81.81	50.19	5.27	0.58	56.04
2020	Jul	50.8	3.3	0.6	54.7	78.73	82.84	69.75	78.87	40.01	2.72	0.43	43.16
2021	Jul	58.7	5.2	0.6	64.5	84.23	85.84	87.94	84.40	49.46	4.44	0.54	54.45

Percent Change (%)											
Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
9.6	10.3	-35.8	8.5	5.8	6.4	6.5	6.2	16.0	17.3	-31.6	15.3
-17.0	-47.6	-36.7	-20.1	-3.9	-1.7	18.0	-3.6	-20.3	-48.4	-25.4	-23.0
15.5	57.9	-1.1	17.9	7.0	3.6	26.1	7.0	23.6	63.6	24.6	26.1

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