

Date Created: Sep 16, 2021

# Fayetteville Area CVB

For the Month of August 2021



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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: August 2021

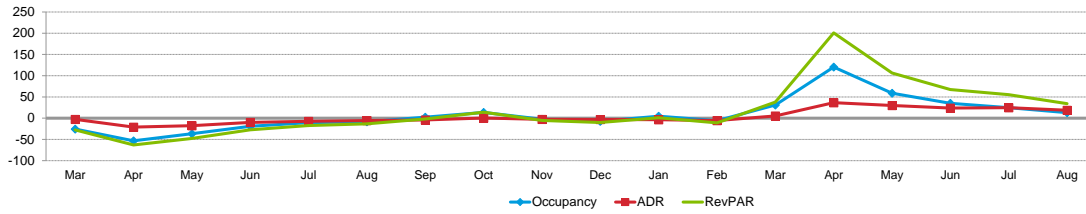
	Current Month - August 2021 vs August 2020												Year to Date - August 2021 vs August 2020												Participation				
	Occ %		ADR		RevPAR		Percent Change from August 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms		
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	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	62.1	48.9	114.00	94.44	70.76	46.14	27.1	20.7	53.4	58.8	3.5	31.5	57.2	44.6	102.15	91.40	58.40	40.80	28.1	11.8	43.1	49.8	4.6	34.0	1936	1300	167118	136531	
Cumberland County, NC	67.5	59.7	93.15	78.44	62.88	46.83	13.1	18.8	34.3	38.1	2.9	16.3	68.6	52.8	88.12	76.70	60.46	40.53	29.8	14.9	49.2	48.2	-0.6	29.0	72	56	6588	5758	
Johnston County, NC	57.6	41.0	82.81	74.31	47.67	30.48	40.3	11.4	56.4	63.9	4.8	47.1	52.0	39.0	78.31	73.64	40.74	28.73	33.3	6.3	41.8	48.6	4.8	39.7	35	26	2422	1936	
Robeson County, NC	62.5	54.5	87.55	71.90	54.74	39.18	14.7	21.8	39.7	39.2	-0.4	14.3	64.4	50.6	80.81	72.69	52.07	36.80	27.3	11.2	41.5	41.0	-0.4	26.8	28	17	1824	1299	
Wake County, NC	63.3	42.8	101.58	80.43	64.32	34.41	48.0	26.3	86.9	91.3	2.3	51.5	55.0	45.3	91.30	89.87	50.21	40.74	21.3	1.6	23.2	28.6	4.3	26.6	154	145	18136	17432	
Durham County, NC	59.9	44.2	98.11	79.76	58.80	35.27	35.5	23.0	66.7	74.5	4.7	41.8	52.3	46.9	85.44	86.72	44.73	40.66	11.7	-1.5	10.0	13.7	3.3	15.4	66	60	8559	8020	
Edgecombe County, NC																													
Guilford County, NC	57.2	43.2	93.29	74.84	53.34	32.34	32.3	24.7	64.9	70.1	3.2	36.5	53.0	39.8	88.45	78.39	46.87	31.23	33.0	12.8	50.1	53.4	2.2	36.0	3	2	186	126	
Harnett County, NC	61.3	45.8	88.88	76.76	54.52	35.12	34.1	15.8	55.2	55.2	0.0	34.1	61.8	44.3	82.64	75.91	51.08	33.62	39.6	8.9	51.9	51.9	0.0	39.6	96	77	10941	9671	
Moore County, NC	67.2	54.3	160.66	131.67	107.97	71.47	23.8	22.0	51.1	59.4	5.5	30.6	64.7	44.1	156.95	115.55	101.49	50.99	46.5	35.8	99.0	121.9	11.5	63.4	9	8	659	638	
Buncombe County, NC	72.6	55.7	179.23	136.16	130.06	75.88	30.2	31.6	71.4	77.3	3.4	34.7	65.1	42.9	159.66	124.02	104.02	53.19	51.9	28.7	95.6	113.3	9.1	65.7	21	15	1970	1654	
Mecklenburg County, NC	55.2	38.8	102.75	83.07	56.74	32.19	42.5	23.7	76.3	90.8	8.2	54.2	50.9	42.2	92.08	95.78	46.87	40.46	20.5	-3.9	15.8	25.9	8.7	31.0	90	72	8755	8171	
New Hanover County, NC	69.2	63.8	158.06	123.78	109.41	79.01	8.4	27.7	38.5	42.4	2.8	11.5	62.3	49.8	136.10	110.24	84.80	54.91	25.1	23.5	54.4	60.0	3.6	29.6	244	217	30987	28990	
Dare County, NC	73.7	70.1	270.86	213.53	199.75	149.74	5.2	26.8	33.4	33.5	0.1	5.2	63.3	47.0	204.40	168.79	129.41	79.31	34.7	21.1	63.2	69.7	4.0	40.1	82	43	6525	4858	

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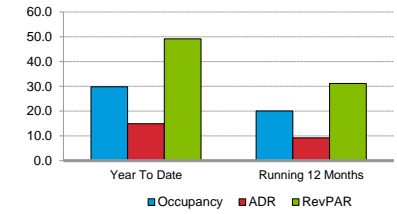
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Fayetteville Area CVB  
For the Month of August 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2020												2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	53.7	34.0	45.8	54.9	59.3	59.7	64.0	66.7	55.7	46.5	56.7	58.1	70.3	74.8	72.7	74.3	73.9	67.5		
Last Year	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	59.7		
Percent Change	-25.7	-53.3	-36.5	-19.2	-10.6	-8.4	2.5	13.6	-2.6	-7.3	4.6	-5.9	30.9	120.3	58.8	35.2	24.7	13.1		

Year To Date			
2019	2020	2021	
68.2	52.8	68.6	
65.1	68.2	52.8	
4.8	-22.5	29.8	

Running 12 Months			
2019	2020	2021	
68.3	54.3	65.2	
63.3	68.3	54.3	
7.9	-20.5	20.1	

ADR	2020												2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	78.53	64.80	69.50	74.52	77.29	78.44	80.70	82.37	79.68	75.06	78.39	78.42	82.66	88.46	90.32	92.20	96.36	93.15		
Last Year	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	78.44		
Percent Change	-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	24.7	18.8		

Year To Date			
2019	2020	2021	
82.01	76.70	88.12	
78.35	82.01	76.70	
4.7	-6.5	14.9	

Running 12 Months			
2019	2020	2021	
82.11	78.41	85.65	
77.17	82.11	78.41	
14.8	-4.5	9.2	

RevPAR	2020												2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	42.14	22.01	31.81	40.34	45.82	46.83	51.61	54.92	44.40	35.01	44.45	45.54	58.08	66.19	65.64	68.48	71.22	62.88		
Last Year	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	40.34	45.82	46.83		
Percent Change	-27.7	-63.1	-47.7	-27.2	-17.3	-13.4	-1.9	14.0	-5.4	-47.1	0.9	-11.0	37.8	200.7	106.3	67.2	55.4	34.3		

Year To Date			
2019	2020	2021	
55.93	40.53	60.46	
51.00	55.93	40.53	
9.7	-27.5	49.2	

Running 12 Months			
2019	2020	2021	
56.08	42.55	55.81	
48.83	56.08	42.55	
14.8	-24.1	31.1	

Supply	2020												2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	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	202,368	204,228		
Last Year	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	198,493		
Percent Change	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	-0.6	0.3	2.9	2.9		

Year To Date			
2019	2020	2021	
1,546,617	1,580,180	1,569,933	
1,493,930	1,546,617	1,580,180	
3.5	2.2	-0.6	

Running 12 Months			
2019	2020	2021	
2,309,173	2,372,678	2,350,976	
2,224,252	2,309,173	2,372,678	
3.8	2.8	-0.9	

Demand	2020												2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	108,433	66,419	82,507	107,454	119,596	118,515	122,849	132,321	107,026	92,548	113,848	104,086	139,407	143,686	144,213	144,402	149,575	137,874		
Last Year	141,757	137,864	141,194	131,083	132,126	129,795	120,284	118,638	111,888	101,711	109,499	112,611	108,433	66,419	82,507	107,454	119,596	118,515		
Percent Change	-23.5	-51.8	-46.1	-18.0	-9.5	-8.7	2.1	11.5	-4.3	-11.7	4.0	-7.6	28.6	116.3	55.9	34.4	25.1	16.3		

Year To Date			
2019	2020	2021	
1,054,880	835,034	1,077,091	
972,316	1,054,880	835,034	
8.5	-20.8	29.0	

Running 12 Months			
2019	2020	2021	
1,577,005	1,287,555	1,531,835	
1,407,361	1,577,005	1,287,555	
12.1	-18.4	19.0	

Revenue	2020												2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	8,515,541	4,304,233	6,429,459	8,007,459	9,243,323	9,296,378	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	14,412,311	12,842,815		
Last Year	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	9,296,378		
Percent Change	-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	55.9	38.1		

Year To Date			
2019	2020	2021	
86,507,285	64,044,192	94,915,567	
76,184,019	86,507,285	64,044,192	
13.6	-26.0	48.2	

Running 12 Months			
2019	2020	2021	
129,493,452	100,963,462	131,202,128	
108,604,200	129,493,452	100,963,462	
19.2	-22.0	30.0	

Census %	2020												2021							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Census Props	73	73	73	73	72	71	71	71	71	71	71	70	70	70	70	70	71	72		
Census Rooms	6519	6519	6519	6519	6508	6403	6403	6402	6401	6401	6477	6401	6401	6401	6401	6481	6528	6588		
% Rooms Participants	85.5	85.5	85.5	85.5	85.6	88.1	88.1	88.1	87.1	87.1	88.0	89.0	85.9	84.9	85.9	84.8	84.3	87.4		

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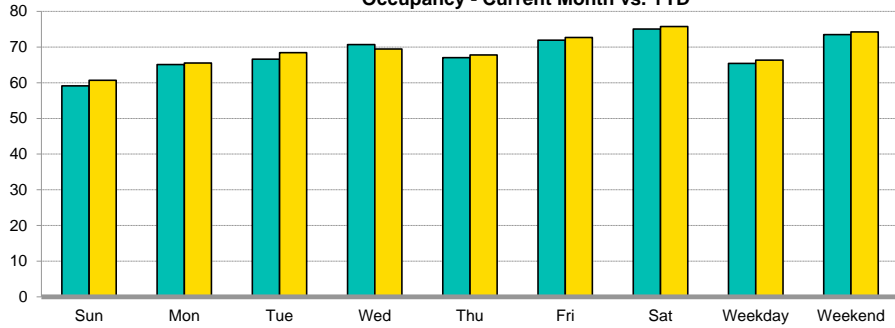
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

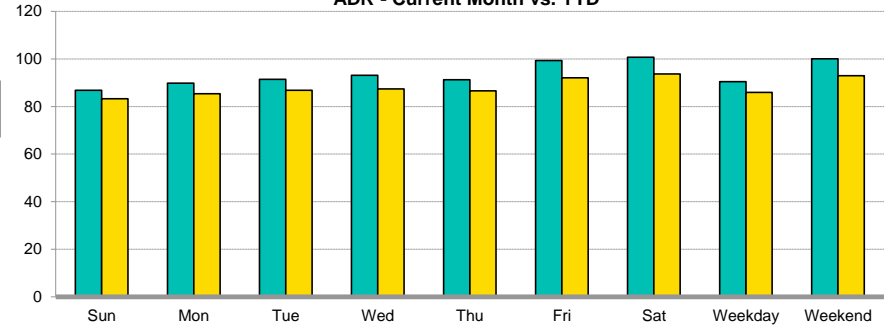
Fayetteville Area CVB

For the Month of August 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	59.1	8.5	86.84	14.2	51.35	23.8	32,940	2.9	19,477	11.6	1,691,434	27.4
	Year To Date	60.7	28.8	83.26	12.8	50.50	45.2	226,183	-0.2	137,199	28.5	11,422,557	44.9
	Running 12 Month	58.3	23.7	81.61	9.2	47.59	35.1	335,017	-2.5	195,343	20.7	15,942,449	31.8
Monday	Current Month	65.1	11.0	89.78	15.2	58.45	27.8	32,940	2.9	21,446	14.2	1,925,488	31.5
	Year To Date	65.5	27.6	85.41	11.7	55.95	42.5	226,107	-0.2	148,113	27.3	12,651,027	42.1
	Running 12 Month	62.6	19.2	83.48	6.7	52.23	27.2	334,941	-2.5	209,544	16.2	17,492,878	24.0
Tuesday	Current Month	66.6	12.3	91.41	15.7	60.87	30.0	32,940	28.6	21,935	44.4	2,004,998	67.2
	Year To Date	68.4	29.1	86.79	11.7	59.38	44.1	226,169	2.7	154,738	32.6	13,430,254	48.0
	Running 12 Month	65.1	18.5	84.71	5.8	55.13	25.3	341,405	1.2	222,196	20.0	18,821,330	26.9
Wednesday	Current Month	70.7	16.9	93.13	17.9	65.83	37.9	26,352	2.9	18,627	20.3	1,734,798	41.9
	Year To Date	69.4	30.7	87.41	12.7	60.71	47.3	219,581	-3.2	152,494	26.6	13,330,018	42.7
	Running 12 Month	65.6	17.9	85.36	6.7	55.98	25.8	334,817	-0.7	219,582	17.1	18,743,233	24.9
Thursday	Current Month	67.0	13.7	91.27	17.3	61.17	33.3	26,352	2.9	17,660	17.0	1,611,887	37.2
	Year To Date	67.8	30.1	86.57	13.7	58.69	47.9	219,646	-3.1	148,893	26.0	12,890,332	43.2
	Running 12 Month	64.3	18.7	84.40	7.9	54.24	28.1	334,881	-0.7	215,213	17.9	18,163,038	27.2
Friday	Current Month	71.9	16.8	99.33	26.2	71.43	47.3	26,352	2.9	18,950	20.2	1,882,336	51.6
	Year To Date	72.7	30.4	92.12	19.6	66.98	56.0	226,123	-0.3	164,412	30.1	15,144,900	55.6
	Running 12 Month	68.7	20.5	88.74	13.2	60.98	36.4	334,957	-0.7	230,152	19.7	20,424,624	35.5
Saturday	Current Month	75.1	15.9	100.70	25.4	75.59	45.3	26,352	-17.7	19,779	-4.6	1,991,875	19.6
	Year To Date	75.7	31.7	93.71	20.6	70.96	58.9	226,123	-0.1	171,242	31.5	16,046,480	58.6
	Running 12 Month	71.6	21.9	90.13	14.5	64.53	39.6	334,957	-0.6	239,806	21.2	21,614,575	38.8
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	65.4	12.4	90.46	16.1	59.19	30.5	151,524	7.6	99,145	20.9	8,968,604	40.4
	Year To Date	66.3	29.2	85.95	12.5	57.01	45.4	1,117,686	-0.8	741,438	28.2	63,724,188	44.2
	Running 12 Month	63.2	19.5	83.97	7.2	53.04	28.1	1,681,061	-1.0	1,061,877	18.3	89,162,928	26.8
Weekend (Fri-Sat)	Current Month	73.5	16.0	100.03	25.6	73.51	45.7	52,704	-8.5	38,729	6.1	3,874,211	33.3
	Year To Date	74.2	31.1	92.93	20.1	68.97	57.5	452,247	-0.2	335,653	30.8	31,191,380	57.2
	Running 12 Month	70.2	21.2	89.45	13.9	62.75	38.0	669,915	-0.6	469,958	20.5	42,039,199	37.2
Total	Current Month	67.5	13.1	93.15	18.8	62.88	34.3	204,228	2.9	137,874	16.3	12,842,815	38.1
	Year To Date	68.6	29.8	88.12	14.9	60.46	49.2	1,569,933	-0.6	1,077,091	29.0	94,915,567	48.2
	Running 12 Month	65.2	20.1	85.65	9.2	55.81	31.1	2,350,976	-0.9	1,531,835	19.0	131,202,128	30.0

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of August 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	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	76.22	91.37	97.05	78.44	39.00	7.30	0.53	46.83	-17.6	207.4	18.0	-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		67.8	5.2	0.9	73.9	97.49	83.56	85.05	96.36	66.09	4.35	0.77	71.22	19.9	165.1	16.9	24.7	26.6	4.8	-5.6	24.7	51.8	177.9	10.3	55.4	
Aug		62.7	4.3	0.6	67.5	93.69	86.18	85.33	93.15	58.73	3.68	0.47	62.88	22.5	-46.5	0.8	13.1	22.9	-5.7	-12.1	18.8	50.6	-49.6	-11.3	34.3	

Year To Date													
2019	Aug	62.5	5.1	0.6	68.2	82.59	77.88	55.73	82.01	51.64	3.96	0.33	55.93
2020	Aug	48.1	4.1	0.6	52.8	76.12	82.96	80.12	76.70	36.62	3.40	0.51	40.53
2021	Aug	64.2	3.7	0.7	68.6	88.32	84.92	86.70	88.12	56.67	3.15	0.64	60.46

Percent Change (%)													
		10.0	-25.1	-58.4	4.8	5.2	-4.3	-2.0	4.7	15.6	-28.3	-59.3	9.7
		-23.0	-19.4	6.5	-22.5	-7.8	6.5	43.8	-6.5	-29.1	-14.2	53.1	-27.5
		33.4	-9.5	15.6	29.8	16.0	2.4	8.2	14.9	54.7	-7.4	25.1	49.2

Running 12 Month													
2019	Aug	61.6	5.7	0.9	68.3	82.22	84.61	59.04	82.11	50.69	4.86	0.53	56.08
2020	Aug	49.9	3.7	0.6	54.3	78.04	84.36	72.52	78.41	38.95	3.15	0.46	42.55
2021	Aug	59.7	4.9	0.6	65.2	85.68	85.10	87.04	85.65	51.14	4.14	0.54	55.81

Percent Change (%)													
		10.5	-3.6	-40.5	7.9	6.1	6.0	5.8	6.4	17.3	2.2	-37.1	14.8
		-19.0	-35.0	-30.3	-20.5	-5.1	-0.3	22.8	-4.5	-23.2	-35.2	-14.4	-24.1
		19.6	30.2	-2.2	20.1	9.8	0.9	20.0	9.2	31.3	31.4	17.4	31.1

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