

Date Created: Mar 16, 2020

Fayetteville Area CVB

For the Month of February 2020



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Source: 2020 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: February 2020

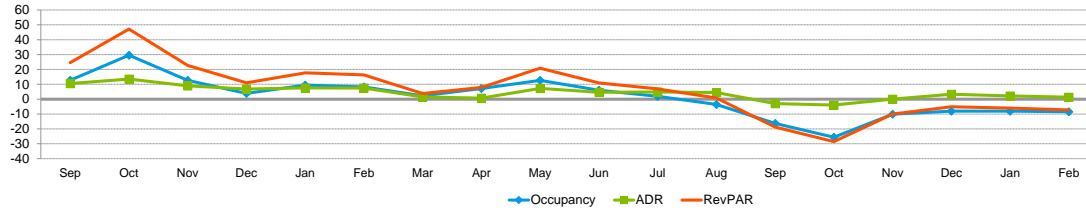
	Current Month - February 2020 vs February 2019												Year to Date - February 2020 vs February 2019												Participation				
	Occ %		ADR		RevPAR		Percent Change from February 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms		
	2020	2019	2020	2019	2020	2019	Occ	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	59.9	62.0	102.79	103.51	61.58	64.15	-3.3	-0.7	-4.0	-0.9	3.2	-0.3	55.4	57.9	100.52	99.86	55.65	57.82	-4.4	0.7	-3.8	-0.7	3.2	-1.4	1760	1225	158490	129212	
Cumberland County, NC	63.0	68.9	82.03	80.90	51.72	55.73	-8.5	1.4	-7.2	-4.5	2.9	-5.8	59.2	64.5	81.10	79.67	47.98	51.38	-8.3	1.8	-6.6	-3.9	2.9	-5.6	72	52	6508	5417	
Johnston County, NC	46.1	53.3	76.74	73.92	35.35	39.41	-13.6	3.8	-10.3	-10.3	0.0	-13.6	43.6	50.9	76.12	73.50	33.20	37.39	-14.3	3.6	-11.2	-11.2	0.0	-14.2	33	25	2295	1825	
Robeson County, NC	56.0	62.5	75.58	79.34	42.35	49.59	-10.3	-4.7	-14.6	-14.6	0.0	-10.3	52.0	59.8	75.29	78.86	39.12	47.19	-13.2	-4.5	-17.1	-17.1	0.0	-13.2	28	16	1831	1246	
Wake County, NC	73.1	70.5	111.82	107.69	81.77	75.93	3.7	3.8	7.7	9.3	1.5	5.2	66.9	66.4	109.14	106.24	73.00	70.57	0.7	2.7	3.4	4.9	1.5	2.2	147	136	17536	16753	
Durham County, NC	72.5	69.4	105.71	107.92	76.60	74.89	4.4	-2.0	2.3	2.3	0.0	4.4	67.7	64.7	103.57	105.06	70.12	67.97	4.7	-1.4	3.2	3.2	0.0	4.7	66	60	8441	7993	
Edgecombe County, NC																													
Guilford County, NC	58.0	58.3	98.04	96.07	56.84	55.97	-0.5	2.1	1.6	6.4	4.8	4.2	51.5	52.7	95.14	91.98	49.04	48.51	-2.3	3.4	1.1	5.9	4.8	2.4	91	74	10745	9586	
Harnett County, NC	51.9	54.2	75.62	74.71	39.23	40.49	-4.3	1.2	-3.1	-3.1	0.0	-4.3	47.4	51.7	74.72	73.93	35.44	38.22	-8.3	1.1	-7.3	-7.3	0.0	-8.3	11	8	859	638	
Moore County, NC	54.5	58.1	110.40	101.76	60.16	59.09	-6.2	8.5	1.8	1.7	-0.2	-6.3	48.8	52.0	104.14	98.67	50.78	51.29	-6.2	5.5	-1.0	-1.1	-0.2	-6.3	21	14	1937	1551	

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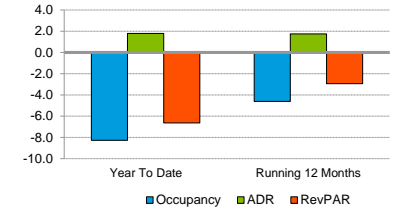
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Fayetteville Area CVB
For the Month of February 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	74.5	78.6	65.9	55.2	60.5	68.9	72.3	72.7	72.2	70.0	66.5	65.1	62.3	58.5	59.3	50.7	55.6	63.0
Last Year	66.1	60.7	58.5	53.1	55.3	63.7	70.7	67.9	64.1	66.0	65.3	67.5	74.5	78.6	65.9	55.2	60.5	68.9
Percent Change	12.7	29.6	12.6	3.9	9.4	8.2	2.3	7.1	12.6	6.0	1.9	-3.5	-16.3	-25.6	-10.1	-8.1	-8.1	-8.5

Year To Date		
2018	2019	2020
59.3	64.5	59.2
64.3	59.3	64.5
-7.8	8.8	-8.3

Running 12 Months		
2018	2019	2020
64.3	67.0	63.9
68.8	64.3	67.0
-6.6	4.3	-4.6

ADR	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	87.02	85.60	80.28	74.49	78.40	80.90	80.68	82.07	84.38	82.77	83.49	83.02	84.46	82.22	80.35	76.93	80.14	82.03
Last Year	78.74	75.39	73.68	69.71	72.86	75.29	79.47	81.47	78.66	79.10	79.60	79.46	87.02	85.60	80.28	74.49	79.67	80.90
Percent Change	10.5	13.5	9.0	6.8	7.6	7.5	1.5	0.7	7.3	4.6	4.9	4.5	-2.9	-3.9	0.1	3.3	2.2	1.4

Year To Date		
2018	2019	2020
74.10	79.67	81.10
75.21	74.10	79.67
-1.5	7.5	1.8

Running 12 Months		
2018	2019	2020
76.12	80.59	82.00
75.24	76.12	80.59
1.2	5.9	1.7

RevPAR	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	64.79	67.28	52.94	41.12	47.45	55.73	58.35	59.67	60.88	57.92	55.53	54.08	52.64	48.08	47.62	39.04	44.59	51.72
Last Year	52.01	45.72	43.14	37.04	40.30	47.92	56.19	55.28	50.40	52.20	51.94	53.66	64.79	67.28	52.94	41.12	47.45	55.73
Percent Change	24.6	47.1	22.7	11.0	17.8	16.3	3.9	7.9	20.8	10.9	6.9	0.8	-18.8	-28.5	-10.0	-5.1	-6.0	-7.2

Year To Date		
2018	2019	2020
43.92	51.38	47.98
48.37	43.92	51.38
-9.2	17.0	-6.6

Running 12 Months		
2018	2019	2020
48.92	54.02	52.43
51.75	48.92	54.02
-5.5	10.4	-2.9

Supply	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	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	201,748	201,748	182,224
Last Year	179,400	185,380	179,130	185,070	186,217	168,196	189,658	183,540	189,658	187,170	193,409	193,409	186,330	192,541	186,330	196,013	196,013	177,044
Percent Change	3.9	3.9	4.0	5.9	5.3	5.3	3.4	3.1	3.1	2.8	2.8	2.8	3.3	4.8	4.8	2.9	2.9	2.9

Year To Date		
2018	2019	2020
354,413	373,057	383,972
346,035	354,413	373,057
2.4	5.3	2.9

Running 12 Months		
2018	2019	2020
2,169,559	2,271,115	2,346,015
2,121,155	2,169,559	2,271,115
2.3	4.7	3.3

Demand	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	138,738	151,337	122,862	108,205	118,633	121,969	141,774	137,614	141,021	134,659	132,266	129,520	119,937	117,972	115,713	102,369	112,264	114,885
Last Year	118,499	112,433	104,876	98,341	102,994	107,067	134,101	124,544	121,510	123,518	126,207	130,595	138,738	151,337	122,862	108,205	118,633	121,969
Percent Change	17.1	34.6	17.1	10.0	15.2	13.9	5.7	10.5	16.1	9.0	4.8	-0.8	-13.6	-22.0	-5.8	-5.4	-5.4	-1.5

Year To Date		
2018	2019	2020
210,061	240,602	227,149
222,535	210,061	240,602
-5.6	14.5	-5.6

Running 12 Months		
2018	2019	2020
1,394,191	1,522,219	1,499,994
1,459,096	1,394,191	1,522,219
-4.4	9.2	-1.5

Revenue	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	12,072,598	12,954,672	9,863,621	8,059,812	9,301,416	9,867,522	11,438,095	11,293,842	11,899,282	11,146,231	11,042,892	10,753,066	10,129,304	9,700,159	9,297,742	7,875,603	8,996,682	9,424,385
Last Year	9,330,983	8,476,482	7,727,048	6,855,634	7,504,284	8,060,686	10,656,862	10,146,198	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
Percent Change	29.4	52.8	27.7	17.6	23.9	22.4	7.3	11.3	24.5	14.1	9.9	3.6	-16.1	-25.1	-5.7	-2.3	-3.3	-4.5

Year To Date		
2018	2019	2020
15,564,970	19,168,938	18,421,067
16,736,894	15,564,970	19,168,938
-7.0	23.2	-3.9

Running 12 Months		
2018	2019	2020
106,126,952	122,675,211	122,997,282
109,776,971	106,126,952	122,675,211
-3.3	15.6	0.3

Census %	2018				2019								2020					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	69	69	69	70	70	70	70	70	70	71	71	71	71	71	72	72	72	72
Census Rooms	6211	6211	6211	6323	6323	6323	6323	6309	6305	6415	6415	6414	6414	6414	6508	6508	6508	6508
% Rooms Participants	85.2	85.2	85.2	83.7	83.6	85.4	85.4	83.8	85.5	84.0	85.7	85.7	85.7	85.7	85.9	84.3	83.2	83.2

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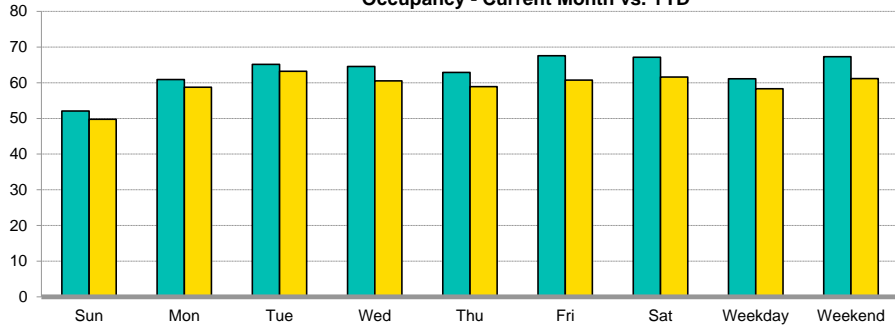
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

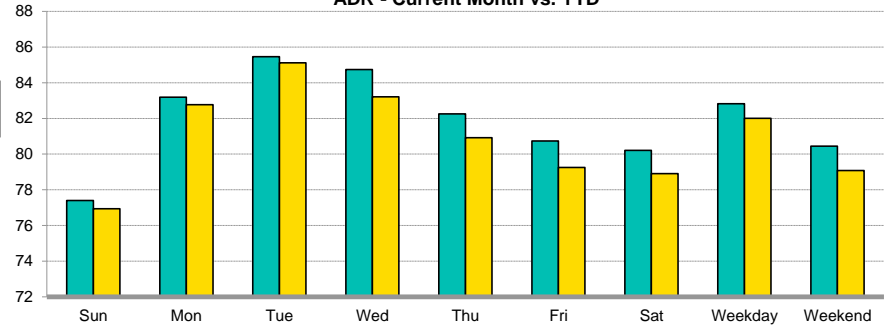
Fayetteville Area CVB

For the Month of February 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	52.1	-11.1	77.40	1.1	40.30	-10.1	25,134	-0.6	13,088	-11.7	1,012,958	-10.7
	Year To Date	49.7	-10.5	76.93	1.5	38.27	-9.2	51,166	1.2	25,453	-9.5	1,958,209	-8.1
	Running 12 Month	52.9	-6.5	76.91	1.0	40.71	-5.6	333,302	3.0	176,432	-3.7	13,569,664	-2.7
Monday	Current Month	60.9	-11.0	83.19	0.4	50.68	-10.7	25,134	-0.6	15,313	-11.6	1,273,883	-11.3
	Year To Date	58.7	-11.8	82.77	0.7	48.62	-11.2	51,166	1.2	30,055	-10.8	2,487,710	-10.2
	Running 12 Month	61.8	-5.3	82.03	1.1	50.67	-4.3	333,288	3.0	205,876	-2.5	16,888,526	-1.4
Tuesday	Current Month	65.2	-9.8	85.46	1.4	55.70	-8.6	25,134	-0.6	16,381	-10.4	1,399,899	-9.1
	Year To Date	63.2	-6.4	85.12	2.8	53.81	-3.8	51,166	-10.1	32,346	-15.9	2,753,265	-13.5
	Running 12 Month	66.0	-4.4	84.69	2.0	55.90	-2.5	333,382	3.0	220,036	-1.5	18,635,523	0.5
Wednesday	Current Month	64.5	-10.8	84.74	1.9	54.69	-9.1	25,134	-0.6	16,221	-11.4	1,374,588	-9.7
	Year To Date	60.5	-11.3	83.21	1.4	50.37	-10.0	57,674	1.3	34,912	-10.1	2,904,952	-8.8
	Running 12 Month	66.8	-4.4	84.29	1.7	56.26	-2.8	333,378	3.0	222,536	-1.5	18,757,259	0.1
Thursday	Current Month	62.9	-8.5	82.26	2.3	51.74	-6.4	25,134	-0.6	15,811	-9.1	1,300,552	-7.0
	Year To Date	58.9	-8.6	80.92	2.0	47.65	-6.8	57,674	1.3	33,964	-7.4	2,748,195	-5.5
	Running 12 Month	63.9	-4.8	81.58	1.7	52.09	-3.1	333,377	1.1	212,886	-3.7	17,367,078	-2.1
Friday	Current Month	67.6	-5.1	80.74	2.0	54.55	-3.1	25,134	-0.6	16,983	-5.6	1,371,131	-3.7
	Year To Date	60.7	-4.2	79.26	3.0	48.14	-1.3	57,674	14.0	35,031	9.3	2,776,443	12.5
	Running 12 Month	67.4	-3.7	81.81	2.4	55.17	-1.3	339,700	5.0	229,106	1.2	18,742,539	3.6
Saturday	Current Month	67.1	-5.0	80.21	1.4	53.83	-3.6	31,418	24.2	21,088	18.0	1,691,375	19.7
	Year To Date	61.6	-4.9	78.91	2.5	48.60	-2.5	57,450	13.6	35,388	8.0	2,792,293	10.7
	Running 12 Month	68.6	-3.9	81.66	2.0	56.06	-1.9	339,586	4.9	233,121	0.9	19,036,692	3.0
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	61.1	-10.2	82.82	1.4	50.62	-8.9	125,672	-0.6	76,814	-10.8	6,361,879	-9.5
	Year To Date	58.3	-9.8	82.00	1.7	47.81	-8.3	268,848	-1.1	156,730	-10.8	12,852,330	-9.4
	Running 12 Month	62.3	-5.0	82.12	1.5	51.13	-3.6	1,666,729	2.6	1,037,767	-2.5	85,218,051	-1.0
Weekend (Fri-Sat)	Current Month	67.3	-5.1	80.44	1.7	54.15	-3.5	56,552	11.8	38,071	6.1	3,062,506	7.9
	Year To Date	61.2	-4.5	79.08	2.7	48.37	-1.9	115,124	13.8	70,419	8.6	5,568,737	11.6
	Running 12 Month	68.0	-3.8	81.73	2.2	55.62	-1.6	679,286	5.0	462,227	1.0	37,779,231	3.3
Total	Current Month	63.0	-8.5	82.03	1.4	51.72	-7.2	182,224	2.9	114,885	-5.8	9,424,385	-4.5
	Year To Date	59.2	-8.3	81.10	1.8	47.98	-6.6	383,972	2.9	227,149	-5.6	18,421,067	-3.9
	Running 12 Month	63.9	-4.6	82.00	1.7	52.43	-2.9	2,346,015	3.3	1,499,994	-1.5	122,997,282	0.3

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of February 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	
2018	Sep	61.1	12.0	1.4	74.5	85.36	98.19	63.52	87.02	52.13	11.78	0.88	64.79												
	Oct	68.1	8.9	1.6	78.6	84.03	101.29	64.98	85.60	57.19	9.05	1.05	67.28												
	Nov	59.6	4.7	1.7	65.9	80.07	90.48	58.96	80.28	47.70	4.26	0.98	52.94												
	Dec	50.9	2.8	1.4	55.2	75.42	65.16	59.58	74.49	38.42	1.85	0.85	41.12												
2019	Jan	44.9	13.4	2.2	60.5	81.22	71.94	60.39	78.40	36.50	9.61	1.34	47.45												
	Feb	42.4	24.2	2.3	68.9	85.00	75.46	62.78	80.90	36.02	18.26	1.45	55.73												
	Mar	56.8	13.1	2.4	72.3	82.56	76.10	61.47	80.68	46.91	9.95	1.50	58.35												
	Apr	64.1	7.2	1.4	72.7	83.70	71.70	61.55	82.07	53.62	5.18	0.88	59.67												
	May	59.6	10.1	2.4	72.2	85.66	81.86	63.51	84.38	51.08	8.26	1.55	60.88												
	Jun					70.0					82.77														
	Jul	59.7	5.5	1.4	66.5	82.74	97.55	60.11	83.49	49.38	5.32	0.83	55.53												
	Aug					65.1					83.02														
	Sep					62.3					84.46														
	Oct					58.5					82.22														
	Nov					59.3					80.35														
	Dec					50.7					76.93														
2020	Jan					55.6					80.14														
	Feb					63.0					82.03														

Year To Date															
2018	Feb	53.2	4.7	1.4	59.3	74.72	72.95	54.17	74.10	39.73	3.43	0.75	43.92		
2019	Feb	43.7	18.5	2.3	64.5	82.96	74.12	61.54	79.67	36.27	13.71	1.39	51.38		
2020	Feb					59.2					81.10				

Percent Change (%)																						
												-7.8					-1.5					-9.2
-17.8	293.4	62.9	8.8	11.0	1.6	13.6	7.5	-8.7	299.8	85.1	17.0											
												-8.3					1.8					-6.6

Running 12 Month																
2018	Feb					64.3					76.12					48.92
2019	Feb	56.3	9.1	1.6	67.0	80.78	83.08	59.88	80.59	45.46	7.59	0.96	54.02			
2020	Feb					63.9					82.00					52.43

Percent Change (%)																						
												-6.6					1.2					-5.5
												4.3					5.9					10.4
												-4.6					1.7					-2.9

A blank row indicates insufficient data.

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