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Fayetteville Area CVB

For the Month of January 2020



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: January 2020

	Current Month - January 2020 vs January 2019												Year to Date - January 2020 vs January 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 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	51.3	54.2	98.12	96.12	50.32	52.13	-5.4	2.1	-3.5	-0.5	3.1	-2.5	51.3	54.2	98.12	96.12	50.32	52.13	-5.4	2.1	-3.5	-0.5	3.1	-2.5	1751	1223	157751	128916
Cumberland County, NC	55.6	60.5	80.11	78.40	44.58	47.45	-8.1	2.2	-6.1	-3.2	3.0	-5.3	55.6	60.5	80.11	78.40	44.58	47.45	-8.1	2.2	-6.1	-3.2	3.0	-5.3	72	52	6512	5417
Johnston County, NC	41.4	48.7	75.49	73.09	31.26	35.57	-14.9	3.3	-12.1	-12.1	0.0	-14.9	41.4	48.7	75.49	73.09	31.26	35.57	-14.9	3.3	-12.1	-12.1	0.0	-14.9	33	25	2295	1825
Robeson County, NC	48.3	57.4	74.97	78.38	36.19	45.01	-16.0	-4.3	-19.6	-19.6	0.0	-16.0	48.3	57.4	74.97	78.38	36.19	45.01	-16.0	-4.3	-19.6	-19.6	0.0	-16.0	28	16	1833	1246
Wake County, NC	61.3	62.7	106.21	104.76	65.07	65.72	-2.3	1.4	-1.0	0.4	1.5	-0.9	61.3	62.7	106.21	104.76	65.07	65.72	-2.3	1.4	-1.0	0.4	1.5	-0.9	147	137	17536	16798
Durham County, NC	63.4	60.5	101.60	102.30	64.40	61.86	4.8	-0.7	4.1	4.1	0.0	4.8	63.4	60.5	101.60	102.30	64.40	61.86	4.8	-0.7	4.1	4.1	0.0	4.8	65	61	8403	8010
Edgecombe County, NC																												
Guilford County, NC	45.7	47.8	92.17	87.48	42.16	41.77	-4.2	5.4	0.9	4.8	3.8	-0.5	45.7	47.8	92.17	87.48	42.16	41.77	-4.2	5.4	0.9	4.8	3.8	-0.5	90	73	10650	9526
Harnett County, NC	43.5	49.4	73.60	73.16	32.01	36.17	-12.0	0.6	-11.5	-11.5	0.0	-12.0	43.5	49.4	73.60	73.16	32.01	36.17	-12.0	0.6	-11.5	-11.5	0.0	-12.0	11	8	859	638
Moore County, NC	43.7	46.5	96.83	95.18	42.31	44.24	-6.0	1.7	-4.4	-4.5	-0.2	-6.2	43.7	46.5	96.83	95.18	42.31	44.24	-6.0	1.7	-4.4	-4.5	-0.2	-6.2	21	14	1937	1551

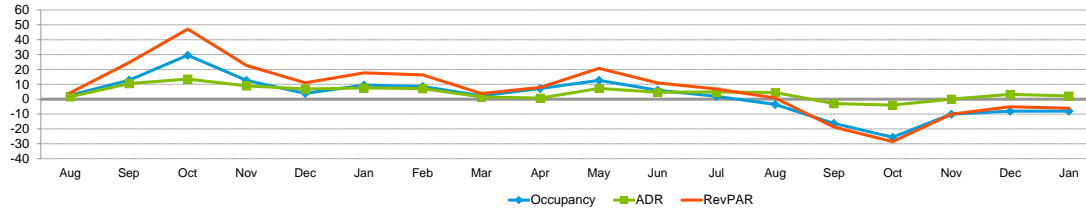
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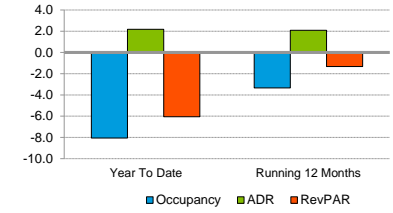
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of January 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	67.5	74.5	78.6	65.9	55.2	60.5	69.1	72.3	72.7	72.1	70.0	66.5	65.1	62.3	58.5	59.3	50.7	55.6
Last Year	65.8	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
Percent Change	2.7	12.7	29.6	12.6	3.9	9.4	8.6	2.3	12.7	12.6	6.0	1.9	-3.5	-16.3	-25.6	-10.1	-8.1	-8.1

ADR	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	79.46	87.02	85.60	80.28	74.49	78.40	80.63	80.68	82.07	84.35	82.75	83.46	83.00	84.43	82.20	80.31	76.30	80.11
Last Year	78.21	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	78.40
Percent Change	1.6	10.5	13.5	9.0	6.8	7.6	7.1	1.5	10.7	7.2	4.6	4.9	4.4	-3.0	-4.0	0.0	3.2	2.2

RevPAR	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	53.66	64.79	67.28	52.94	41.12	47.45	55.73	58.35	59.67	60.86	57.90	55.51	54.06	52.62	48.07	47.61	39.03	44.58
Last Year	51.44	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
Percent Change	4.3	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	-28.6	-10.1	-5.1	-6.1

Supply	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	193,409	186,330	192,541	186,330	196,013	196,013	177,044	196,013	189,270	195,579	192,570	198,989	198,958	192,540	201,872	195,360	201,872	201,872
Last Year	185,318	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
Percent Change	4.4	3.9	3.9	4.0	5.9	5.3	5.3	3.4	3.1	3.1	2.9	2.9	2.9	3.3	4.8	4.8	3.0	3.0

Demand	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	130,595	138,738	151,337	122,862	108,205	118,633	122,379	141,774	137,614	141,103	134,739	132,348	129,599	120,013	118,043	115,811	102,449	112,336
Last Year	121,894	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
Percent Change	7.1	17.1	34.6	17.1	10.0	15.2	14.3	5.7	10.5	16.1	9.1	4.9	-0.8	-13.5	-22.0	-5.7	-5.3	-5.3

Revenue	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	10,377,710	12,072,598	12,954,672	9,863,621	8,059,812	9,301,416	9,867,405	11,438,095	11,293,842	11,902,487	11,149,428	11,046,327	10,756,196	10,132,340	9,702,995	9,301,344	7,878,453	8,999,249
Last Year	9,533,554	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
Percent Change	8.9	29.4	52.8	27.7	17.6	23.9	22.4	7.3	11.3	24.5	14.1	10.0	3.6	-16.1	-25.1	-5.7	-2.3	-3.2

Census %	2018					2019												2020
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	70	69	69	69	70	70	70	70	70	71	71	71	71	71	72	72	72	72
Census Rooms	6239	6211	6211	6211	6323	6323	6323	6323	6309	6309	6419	6419	6418	6418	6512	6512	6512	6512
% Rooms Participants	84.8	85.2	85.2	85.2	83.7	83.6	85.4	85.4	83.8	85.4	84.0	85.7	85.7	85.7	85.9	84.2	83.2	83.2

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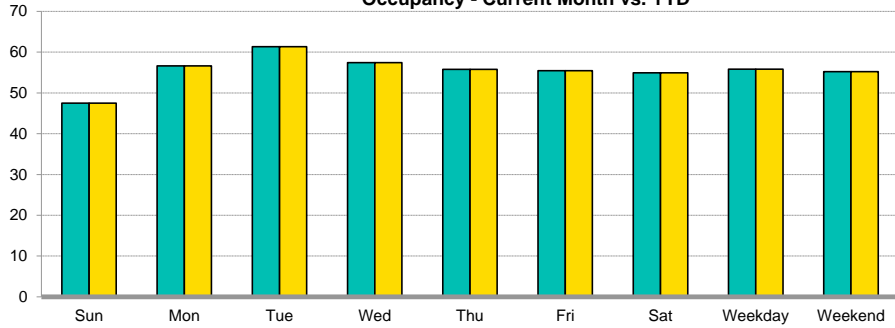
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

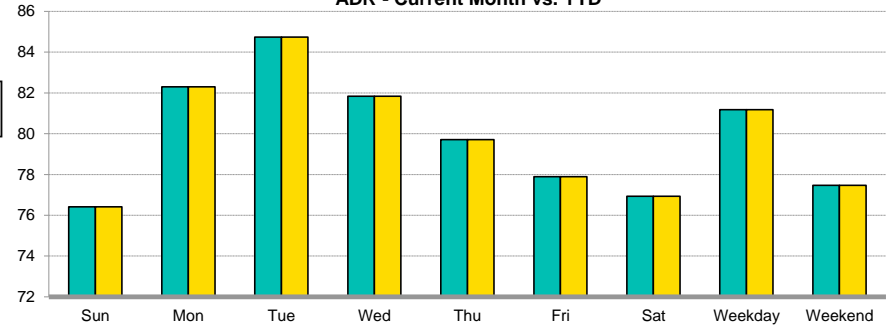
Fayetteville Area CVB

For the Month of January 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	47.5	-9.7	76.41	1.9	36.30	-7.9	26,048	3.0	12,373	-7.0	945,454	-5.2
	Year To Date	47.5	-9.7	76.41	1.9	36.30	-7.9	26,048	3.0	12,373	-7.0	945,454	-5.2
	Running 12 Month	53.4	-5.0	76.80	1.4	41.05	-3.6	333,616	3.5	178,305	-1.6	13,693,987	-0.3
Monday	Current Month	56.6	-12.6	82.30	1.0	46.61	-11.7	26,048	3.0	14,750	-10.0	1,213,994	-9.1
	Year To Date	56.6	-12.6	82.30	1.0	46.61	-11.7	26,048	3.0	14,750	-10.0	1,213,994	-9.1
	Running 12 Month	62.4	-3.7	81.98	1.7	51.12	-2.1	333,602	3.5	208,031	-0.3	17,053,414	1.3
Tuesday	Current Month	61.3	-3.9	84.74	4.1	51.97	0.0	26,048	-17.6	15,975	-20.8	1,353,636	-17.6
	Year To Date	61.3	-3.9	84.74	4.1	51.97	0.0	26,048	-17.6	15,975	-20.8	1,353,636	-17.6
	Running 12 Month	66.6	-3.0	84.56	2.4	56.28	-0.7	333,696	3.5	222,087	0.4	18,779,779	2.8
Wednesday	Current Month	57.4	-11.6	81.84	1.0	47.00	-10.7	32,560	3.0	18,701	-8.9	1,530,421	-8.0
	Year To Date	57.4	-11.6	81.84	1.0	47.00	-10.7	32,560	3.0	18,701	-8.9	1,530,421	-8.0
	Running 12 Month	67.4	-3.2	84.12	1.9	56.66	-1.4	333,696	3.5	224,780	0.2	18,908,381	2.1
Thursday	Current Month	55.8	-8.5	79.71	1.7	44.47	-6.9	32,560	3.0	18,164	-5.7	1,447,868	-4.2
	Year To Date	55.8	-8.5	79.71	1.7	44.47	-6.9	32,560	3.0	18,164	-5.7	1,447,868	-4.2
	Running 12 Month	64.3	-3.5	81.39	1.9	52.35	-1.7	333,695	1.6	214,625	-2.0	17,468,471	-0.1
Friday	Current Month	55.5	-0.2	77.89	5.0	43.21	4.7	32,560	28.7	18,062	28.5	1,406,885	34.8
	Year To Date	55.5	-0.2	77.89	5.0	43.21	4.7	32,560	28.7	18,062	28.5	1,406,885	34.8
	Running 12 Month	67.7	-2.4	81.64	2.7	55.30	0.2	340,018	5.5	230,299	2.9	18,801,337	5.7
Saturday	Current Month	54.9	-6.7	76.94	3.4	42.27	-3.6	26,048	3.0	14,310	-4.0	1,100,992	-0.7
	Year To Date	54.9	-6.7	76.94	3.4	42.27	-3.6	26,048	3.0	14,310	-4.0	1,100,992	-0.7
	Running 12 Month	69.0	-3.0	81.55	2.3	56.24	-0.7	333,616	3.5	230,080	0.4	18,762,792	2.7
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	55.8	-9.5	81.18	1.8	45.31	-7.8	143,264	-1.5	79,964	-10.8	6,491,373	-9.2
	Year To Date	55.8	-9.5	81.18	1.8	45.31	-7.8	143,264	-1.5	79,964	-10.8	6,491,373	-9.2
	Running 12 Month	62.8	-3.6	81.98	1.9	51.49	-1.8	1,668,305	3.1	1,047,829	-0.6	85,904,032	1.3
Weekend (Fri-Sat)	Current Month	55.2	-3.5	77.47	4.2	42.79	0.6	58,608	15.9	32,372	11.8	2,507,876	16.5
	Year To Date	55.2	-3.5	77.47	4.2	42.79	0.6	58,608	15.9	32,372	11.8	2,507,876	16.5
	Running 12 Month	68.3	-2.7	81.59	2.5	55.76	-0.3	673,634	4.5	460,379	1.7	37,564,129	4.2
Total	Current Month	55.6	-8.1	80.11	2.2	44.58	-6.1	201,872	3.0	112,336	-5.3	8,999,249	-3.2
	Year To Date	55.6	-8.1	80.11	2.2	44.58	-6.1	201,872	3.0	112,336	-5.3	8,999,249	-3.2
	Running 12 Month	64.4	-3.3	81.86	2.1	52.72	-1.3	2,341,939	3.5	1,508,208	0.1	123,468,160	2.2

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of January 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 Aug	57.5	8.6	1.4	67.5	79.75	80.89	59.12	79.46	45.85	6.97	0.84	53.66																				
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	2.7			1.6				4.3												
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	12.7			10.5				24.6												
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	29.6			13.5				47.1	10.9	50.9	-3.5	12.6	8.0	19.1	7.1	9.0	19.8	79.7	3.3	22.7
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	4.7	1.1	-15.4	3.9	6.8	1.5	11.8	6.8	11.9	2.6	-5.4	11.0								
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	-6.9	136.8	57.3	9.4	10.0	3.2	16.2	7.6	2.4	144.5	82.7	17.8								
Feb	42.5	24.3	2.3	69.1	84.71	75.20	62.56	80.63	36.02	18.26	1.45	55.73	-27.5	562.7	70.0	8.6	12.2	-4.2	10.4	7.1	-18.6	534.6	87.6	16.3								
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	-6.2	50.2	69.7	2.3	3.5	-5.4	3.3	1.5	-2.9	42.0	75.4	3.9								
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	14.3	-30.4	0.4	7.1	2.9	-15.8	0.6	0.7	17.6	-41.4	1.0	7.9								
May	59.6	10.1	2.4	72.1	85.63	81.83	63.49	84.35	51.06	8.26	1.55	60.86				12.6				7.2												
Jun				70.0				82.75				57.90				6.0				4.6												
Jul	59.7	5.5	1.4	66.5	82.72	97.52	60.09	83.46	49.36	5.32	0.83	55.51	4.0	-15.5	-1.2	1.9	3.9	13.5	19.8	4.9	8.0	-4.1	18.3	6.9								
Aug				65.1				83.00				54.06				-3.5				4.4												
Sep				62.3				84.43				52.62				-16.3				-3.0												
Oct				58.5				82.20				48.07				-25.6				-4.0												
Nov				59.3				80.31				47.61				-10.1				0.0												
Dec				50.7				76.90				39.03				-8.1				3.2												
2020 Jan				55.6				80.11				44.58				-8.1				2.2												

Year To Date												
2018 Jan	48.3	5.6	1.4	55.3	73.85	69.68	51.98	72.86	35.63	3.93	0.74	40.30
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
2020 Jan				55.6				80.11				44.58

Percent Change (%)												

Running 12 Month												
2018 Jan				64.4				76.11				49.00
2019 Jan	57.5	7.6	1.5	66.6	80.14	84.83	59.33	80.19	46.11	6.41	0.91	53.43
2020 Jan				64.4				81.86				52.72

Percent Change (%)												

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