

Date Created: Aug 16, 2018

# Fayetteville Area CVB

For the Month of July 2018



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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: July 2018

	Current Month - July 2018 vs July 2017												Year to Date - July 2018 vs July 2017												Participation				
	Occ %		ADR		RevPAR		Percent Change from July 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms		
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	68.2	69.0	106.85	106.21	72.87	73.33	-1.2	0.6	-0.6	1.6	2.2	0.9	63.9	64.2	103.14	101.28	65.88	65.03	-0.5	1.8	1.3	3.9	2.6	2.0	1803	1184	157819	125088	
Cumberland County, NC	65.2	68.4	78.60	76.89	51.24	52.56	-4.6	2.2	-2.5	1.1	3.7	-1.1	64.7	68.3	77.25	76.00	49.98	51.92	-5.3	1.6	-3.7	-0.5	3.4	-2.1	70	51	6332	5291	
Johnston County, NC	58.2	56.0	75.09	74.17	43.73	41.51	4.1	1.2	5.4	9.0	3.4	7.6	56.1	54.3	72.98	72.46	40.92	39.34	3.3	0.7	4.0	4.6	0.5	3.9	33	25	2293	1823	
Robeson County, NC	66.5	64.2	77.96	77.54	51.87	49.80	3.6	0.5	4.2	1.4	-2.7	0.9	61.6	66.1	74.69	76.55	46.01	50.63	-6.9	-2.4	-9.1	-11.6	-2.7	-9.4	28	15	1833	1188	
Wake County, NC	67.2	68.6	102.03	97.82	68.59	67.06	-1.9	4.3	2.3	5.6	3.2	1.2	69.3	70.2	105.63	102.53	73.22	72.02	-1.3	3.0	1.7	6.6	4.8	3.4	140	130	16823	16048	
Durham County, NC	67.0	64.2	98.42	95.01	65.90	61.03	4.2	3.6	8.0	8.0	0.0	4.2	68.4	67.6	105.61	103.81	72.22	70.16	1.2	1.7	2.9	3.7	0.8	2.0	65	61	8401	8008	
Edgecombe County, NC																													
Guilford County, NC	63.5	59.5	94.38	86.32	59.90	51.40	6.6	9.3	16.5	16.4	-0.1	6.5	59.5	58.9	97.54	93.28	58.09	54.90	1.2	4.6	5.8	5.7	-0.1	1.1	85	68	10174	9052	
Harnett County, NC	57.6	58.0	75.72	79.27	43.62	45.97	-0.7	-4.5	-5.1	-5.1	0.0	-0.7	58.2	57.5	75.08	76.36	43.70	43.92	1.2	-1.7	-0.5	-0.5	0.0	1.2	11	8	859	638	
Moore County, NC	64.0	66.1	122.49	117.40	78.34	77.65	-3.3	4.3	0.9	0.8	-0.1	-3.4	59.1	57.9	123.24	120.44	72.85	69.73	2.1	2.3	4.5	4.4	-0.1	2.0	22	14	1958	1554	

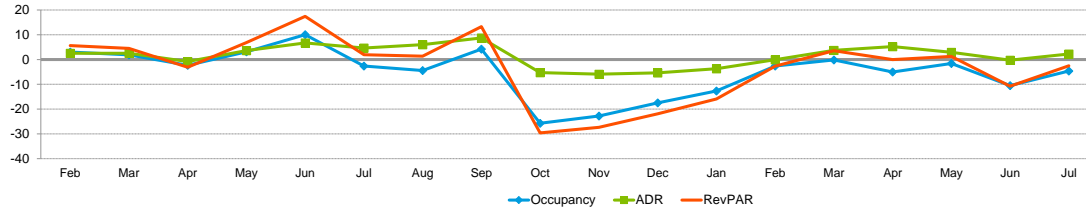
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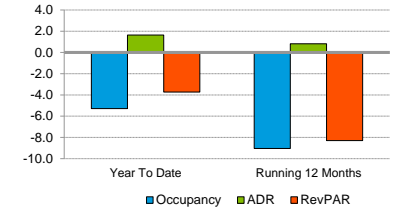
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB  
For the Month of July 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	65.5	71.0	71.3	64.8	73.7	68.4	65.7	66.0	60.8	58.8	53.5	55.6	63.7	70.9	67.7	63.7	66.0	65.2	
Last Year	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.8	76.1	64.8	63.7	65.5	71.0	71.3	64.8	73.7	68.4	
Percent Change	3.0	1.9	-2.3	3.1	10.0	-2.6	-4.4	4.2	-25.7	-22.8	-17.5	-12.7	-2.6	-0.1	-5.0	-1.6	-10.5	-4.6	

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
Occupancy	65.9	68.3	64.7	63.8	69.4	63.1
ADR	67.0	65.9	68.3	64.7	63.8	69.4
RevPAR	-1.6	3.6	-5.3	-1.5	8.8	-9.0

ADR	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	74.24	75.56	76.47	75.66	78.31	76.89	77.41	77.88	74.40	72.64	68.68	71.64	74.20	78.38	80.47	77.88	78.11	78.60	
Last Year	72.39	73.70	77.09	73.04	73.38	73.46	73.00	71.64	78.52	77.19	72.57	74.40	74.24	75.56	76.47	75.66	78.31	76.89	
Percent Change	2.6	2.5	-0.8	3.6	6.7	4.7	6.0	8.7	-5.2	-5.9	-5.4	-3.7	-0.1	3.7	5.2	2.9	-0.3	2.2	

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
Occupancy	73.62	76.00	77.25	73.38	75.51	76.13
ADR	73.24	73.62	76.00	72.84	73.38	75.51
RevPAR	0.5	3.2	1.6	0.7	2.9	0.8

RevPAR	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	48.59	53.63	54.49	48.99	57.72	52.56	50.86	51.43	45.22	42.68	36.72	39.82	47.30	55.55	54.47	49.62	51.51	51.24	
Last Year	46.00	51.33	56.24	45.86	49.15	51.57	50.19	45.41	64.24	58.73	47.03	47.36	48.59	53.63	54.49	48.99	57.72	52.56	
Percent Change	5.6	4.5	-3.1	6.8	17.4	1.9	1.3	13.3	-29.6	-27.3	-19.9	-15.9	-2.7	3.6	0.0	1.3	-10.7	-2.5	

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
Occupancy	48.54	51.92	49.98	46.80	52.41	48.06
ADR	49.07	48.54	51.92	47.15	46.80	52.41
RevPAR	-1.1	7.0	-3.7	-0.7	12.0	-8.3

Supply	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	167,860	185,845	179,850	185,845	179,850	189,348	189,348	183,300	189,410	183,030	189,100	189,100	170,800	192,541	186,330	192,541	189,960	196,292	
Last Year	165,060	182,745	176,850	182,745	176,850	182,745	182,745	176,850	182,745	176,850	185,845	185,845	167,860	185,845	179,850	185,845	179,850	189,348	
Percent Change	1.7	1.7	1.7	1.7	1.7	3.6	3.6	3.6	3.6	3.5	3.5	1.8	1.8	3.6	3.6	3.6	5.6	3.7	

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
Occupancy	1,249,740	1,274,443	1,317,564	2,151,859	2,179,478	2,251,752
ADR	1,250,588	1,249,740	1,274,443	2,147,340	2,151,859	2,179,478
RevPAR	-0.1	2.0	3.4	0.2	1.3	3.3

Demand	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	109,871	131,905	128,165	120,335	132,556	129,445	124,400	121,053	115,123	107,543	101,092	105,100	108,882	136,461	126,127	122,869	125,280	127,958	
Last Year	104,887	127,281	129,015	114,739	118,461	128,290	125,632	112,109	149,518	134,572	120,441	118,300	109,871	131,905	128,165	120,335	132,556	129,445	
Percent Change	4.8	3.6	-0.7	4.9	11.9	0.9	-1.0	8.0	-23.0	-20.1	-16.1	-11.2	-0.9	3.5	-1.6	1.9	-5.5	-1.1	

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
Occupancy	823,925	870,577	852,477	1,372,545	1,512,849	1,421,888
ADR	837,943	823,925	870,577	1,390,069	1,372,545	1,512,849
RevPAR	-1.7	5.7	-2.1	-1.3	10.2	-6.0

Revenue	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	8,157,011	9,966,922	9,800,905	9,105,131	10,380,171	9,952,765	9,629,486	9,427,700	8,564,654	7,811,500	6,943,271	7,529,391	8,078,872	10,695,434	10,149,952	9,553,078	9,785,318	10,057,829	
Last Year	7,592,793	9,380,421	9,945,284	8,380,936	8,692,735	9,424,026	9,171,500	8,031,175	11,739,610	10,386,953	8,739,819	8,801,514	8,157,011	9,966,922	9,800,905	9,105,131	10,380,171	9,952,765	
Percent Change	7.4	6.3	-1.5	8.6	19.4	5.6	5.0	17.4	-27.0	-24.8	-20.6	-14.5	-1.0	7.3	3.6	4.9	-5.7	1.1	

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
Occupancy	60,657,738	66,164,419	65,849,874	100,711,181	114,233,476	108,226,485
ADR	61,368,227	60,657,738	66,164,419	101,252,424	100,711,181	114,233,476
RevPAR	-1.2	9.1	-0.5	-0.5	13.4	-5.3

Census %	2017												2018						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Census Props	65	65	65	65	65	66	66	66	66	66	67	67	67	68	68	69	70	70	
Census Rooms	5995	5995	5995	5995	5995	6108	6108	6110	6110	6101	6100	6100	6100	6211	6211	6211	6332	6332	
% Rooms Participants	83.7	83.7	83.7	83.7	83.7	82.1	84.0	84.0	84.0	84.0	83.9	83.9	83.9	84.2	84.2	84.2	84.5	83.6	

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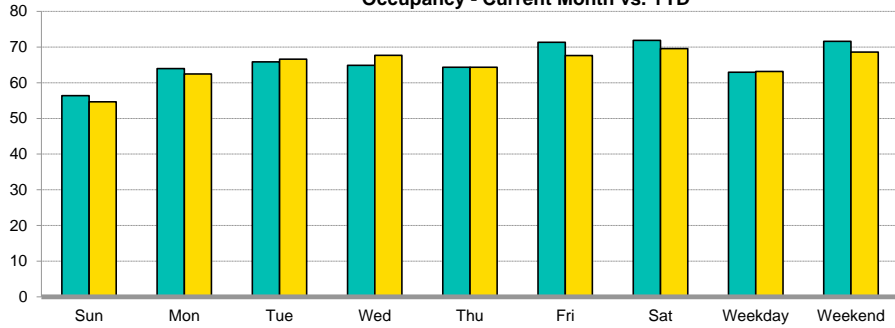
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

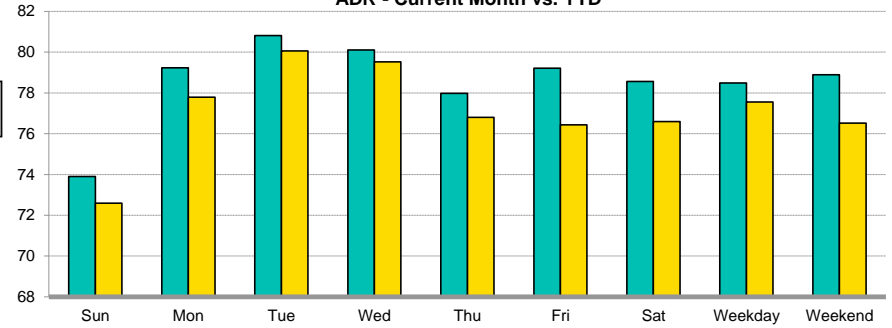
Fayetteville Area CVB

For the Month of July 2018

**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	56.4	-1.9	73.90	0.6	41.68	-1.4	31,660	3.7	17,855	1.7	1,319,594	2.2
	Year To Date	54.6	-3.2	72.59	1.0	39.66	-2.2	186,531	0.1	101,912	-3.2	7,398,146	-2.2
	Running 12 Month	53.2	-8.1	71.57	0.0	38.06	-8.1	320,857	3.3	170,616	-5.0	12,210,421	-5.1
Monday	Current Month	64.0	-1.4	79.23	3.4	50.68	1.9	31,660	3.7	20,253	2.2	1,604,657	5.6
	Year To Date	62.4	-5.8	77.79	2.4	48.57	-3.5	192,631	3.3	120,267	-2.6	9,355,337	-0.3
	Running 12 Month	61.4	-9.1	76.84	1.8	47.20	-7.5	320,857	1.4	197,115	-7.8	15,145,924	-6.2
Tuesday	Current Month	65.9	-0.5	80.81	3.1	53.23	2.6	31,660	29.6	20,852	28.9	1,685,120	32.9
	Year To Date	66.6	-5.2	80.06	2.8	53.33	-2.5	192,631	6.8	128,311	1.3	10,272,600	4.1
	Running 12 Month	64.7	-9.9	78.74	1.9	50.94	-8.2	326,965	5.3	211,518	-5.1	16,654,999	-3.3
Wednesday	Current Month	64.9	-12.4	80.10	1.9	51.95	-10.7	25,328	3.7	16,427	-9.2	1,315,853	-7.5
	Year To Date	67.7	-7.2	79.53	2.3	53.84	-5.0	186,299	3.3	126,113	-4.1	10,029,478	-1.8
	Running 12 Month	66.1	-10.1	78.34	1.8	51.80	-8.5	320,624	3.3	211,992	-7.1	16,607,604	-5.5
Thursday	Current Month	64.3	-7.4	77.98	2.0	50.17	-5.6	25,328	3.7	16,294	-4.0	1,270,637	-2.1
	Year To Date	64.3	-6.5	76.80	1.9	49.41	-4.8	186,410	3.4	119,924	-3.4	9,210,010	-1.5
	Running 12 Month	63.0	-9.9	75.69	0.9	47.65	-9.1	320,735	3.3	201,931	-7.0	15,283,196	-6.1
Friday	Current Month	71.4	-2.9	79.22	3.0	56.53	0.0	25,328	3.7	18,074	0.6	1,431,746	3.7
	Year To Date	67.6	-5.5	76.43	0.7	51.70	-4.8	186,531	3.5	126,159	-2.2	9,642,721	-1.5
	Running 12 Month	65.9	-8.9	75.28	-0.3	49.64	-9.2	320,857	3.3	211,551	-5.9	15,926,444	-6.2
Saturday	Current Month	71.9	-4.0	78.57	1.3	56.47	-2.8	25,328	-17.1	18,204	-20.4	1,430,223	-19.4
	Year To Date	69.6	-3.9	76.60	0.1	53.30	-3.8	186,531	3.4	129,791	-0.6	9,941,583	-0.5
	Running 12 Month	67.6	-7.2	75.58	-0.5	51.11	-7.7	320,857	3.3	216,966	-4.1	16,397,898	-4.6
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	63.0	-4.6	78.49	2.3	49.41	-2.3	145,636	8.4	91,681	3.4	7,195,860	5.8
	Year To Date	63.2	-5.5	77.56	2.2	48.98	-3.5	944,502	3.4	596,527	-2.4	46,265,571	-0.2
	Running 12 Month	61.7	-9.5	76.42	1.3	47.14	-8.2	1,610,038	3.3	993,171	-6.5	75,902,143	-5.2
Weekend (Fri-Sat)	Current Month	71.6	-3.6	78.89	2.1	56.50	-1.5	50,656	-7.9	36,277	-11.1	2,861,969	-9.3
	Year To Date	68.6	-4.7	76.52	0.4	52.50	-4.3	373,062	3.4	255,950	-1.4	19,584,303	-1.0
	Running 12 Month	66.8	-8.1	75.43	-0.4	50.37	-8.4	641,714	3.3	428,517	-5.0	32,324,342	-5.4
Total	Current Month	65.2	-4.6	78.60	2.2	51.24	-2.5	196,292	3.7	127,958	-1.1	10,057,829	1.1
	Year To Date	64.7	-5.3	77.25	1.6	49.98	-3.7	1,317,564	3.4	852,477	-2.1	65,849,874	-0.5
	Running 12 Month	63.1	-9.0	76.13	0.8	48.06	-8.3	2,251,752	3.3	1,421,688	-6.0	108,226,485	-5.3

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of July 2018

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
2017 Feb				65.5				74.24				48.59				3.0				2.6				5.6
Mar				71.0				75.56				53.63				1.9				2.5				4.5
Apr				71.3				76.47				54.49				-2.3				-0.8				-3.1
May				64.8				75.66				48.99				3.1				3.6				6.8
Jun				73.7				78.31				57.72				10.0				6.7				17.4
Jul				68.4				76.89				52.56				-2.6				4.7				1.9
Aug				65.7				77.41				50.86				-4.4				6.0				1.3
Sep				66.0				77.88				51.43				4.2				8.7				13.3
Oct				60.8				74.40				45.22				-25.7				-5.2				-29.6
Nov	53.9	3.1	1.7	58.8	73.09	74.89	54.27	72.64	39.40	2.34	0.94	42.68				-22.8				-5.9				-27.3
Dec	48.9	2.8	1.7	53.5	69.56	63.23	52.48	68.68	34.04	1.78	0.89	36.72				-17.5				-5.4				-21.9
2018 Jan	48.5	5.7	1.4	55.6	72.61	68.51	51.11	71.64	35.21	3.88	0.73	39.82				-12.7				-3.7				-15.9
Feb	58.7	3.7	1.4	63.7	74.43	77.39	55.87	74.20	43.70	2.84	0.76	47.30				-2.6				-0.1				-2.7
Mar	60.7	8.7	1.4	70.9	78.71	79.35	58.67	78.38	47.78	6.92	0.85	55.55				-0.1				3.7				3.6
Apr	55.9	10.3	1.4	67.7	80.31	84.10	60.46	80.47	44.91	8.70	0.86	54.47				-5.0				5.2				0.0
May				63.7				77.88				49.62				-1.6				2.9				1.3
Jun	58.7	5.9	1.3	66.0	77.70	85.91	61.41	78.11	45.61	5.08	0.82	51.51				-10.5				-0.3				-10.7
Jul	57.3	6.5	1.4	65.2	78.65	84.46	49.31	78.60	45.08	5.47	0.69	51.24				-4.6				2.2				-2.5

Year To Date												
2016 Jul				65.9				73.62				48.54
2017 Jul				68.3				76.00				51.92
2018 Jul	56.7	6.5	1.4	64.7	77.42	80.42	55.80	77.25	43.93	5.24	0.80	49.98

Percent Change (%)											

Running 12 Month												
2016 Jul				63.8				73.38				46.80
2017 Jul				69.4				75.51				52.41
2018 Jul	55.9	5.7	1.5	63.1	76.50	78.21	54.82	76.13	42.78	4.44	0.84	48.06

Percent Change (%)											

A blank row indicates insufficient data.

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