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Fayetteville Area CVB

For the Month of March 2020



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Tab 2 - Multi-Segment

Fayetteville Area CVB

For the month of: March 2020

Currency: USD - US Dollar

	Current Month - March 2020 vs March 2019												Year to Date - March 2020 vs March 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 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	42.5	68.7	90.01	102.77	38.24	70.57	-38.1	-12.4	-45.8	-44.4	2.6	-36.5	50.9	61.6	97.48	100.98	49.62	62.24	-17.4	-3.5	-20.3	-18.0	2.9	-15.0	1781	1230	159130	129538
Cumberland County, NC	56.0	72.2	77.59	80.82	43.44	58.35	-22.4	-4.0	-25.6	-23.4	2.9	-20.2	58.1	67.1	79.93	80.10	46.41	53.78	-13.5	-0.2	-13.7	-11.2	2.9	-11.0	72	52	6508	5417
Johnston County, NC	42.3	59.9	74.37	76.02	31.49	45.51	-29.3	-2.2	-30.8	-30.8	0.0	-29.3	43.2	54.0	75.53	74.47	32.62	40.19	-20.0	1.4	-18.8	-18.8	0.0	-20.0	33	25	2295	1825
Robeson County, NC	53.8	72.4	76.51	79.53	41.18	57.57	-25.6	-3.8	-28.5	-28.5	0.0	-25.6	52.6	64.2	75.72	79.12	39.83	50.77	-18.0	-4.3	-21.5	-21.5	0.0	-18.0	28	16	1831	1246
Wake County, NC	44.0	76.6	93.27	107.64	41.04	82.49	-42.6	-13.3	-50.3	-49.5	1.4	-41.8	59.0	69.9	105.08	106.76	62.00	74.67	-15.6	-1.6	-17.0	-15.8	1.4	-14.4	147	137	17535	16797
Durham County, NC	46.3	74.4	92.77	107.17	42.93	79.76	-37.8	-13.4	-46.2	-46.2	0.0	-37.8	60.3	68.0	100.71	105.85	60.74	72.03	-11.4	-4.9	-15.7	-15.7	0.0	-11.4	66	61	8441	8010
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	38.2	64.8	86.99	98.61	33.21	63.89	-41.1	-11.8	-48.0	-46.6	2.6	-39.5	46.9	56.9	92.86	94.62	43.59	53.88	-17.6	-1.9	-19.1	-15.8	4.0	-14.3	91	74	10745	9586
Harnett County, NC	50.2	62.6	73.87	75.69	37.10	47.41	-19.8	-2.4	-21.8	-32.7	-14.0	-31.0	49.2	55.5	75.16	74.61	36.95	41.39	-11.4	0.7	-10.7	-23.2	-14.0	-23.7	10	8	739	638
Moore County, NC	40.6	68.8	109.20	121.68	44.32	83.73	-41.0	-10.3	-47.1	-47.2	-0.2	-41.1	45.9	57.8	105.68	108.11	48.55	62.46	-20.5	-2.2	-22.3	-22.4	-0.2	-20.6	21	14	1937	1551

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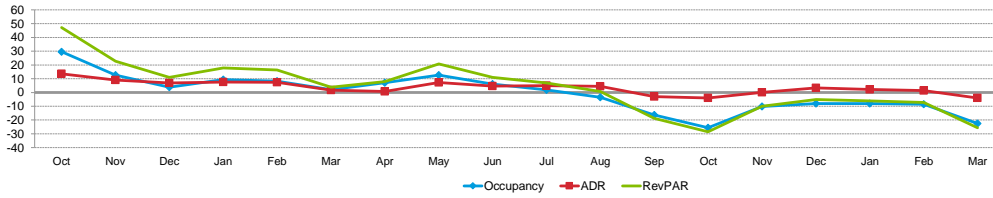
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Tab 3 - Trend Cumberland County NC

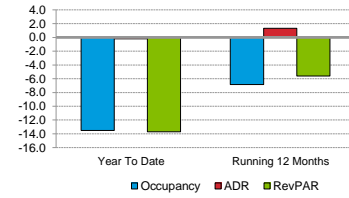
Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of March 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	78.6	65.9	55.2	60.5	68.9	72.2	72.7	72.2	70.0	66.5	65.1	62.3	58.5	59.3	50.7	55.6	63.0	56.0
Last Year	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	72.2
Percent Change	29.6	12.6	3.9	9.4	8.2	2.1	7.1	12.6	6.0	1.9	-3.5	-16.3	-25.6	-10.1	-8.1	-8.1	-8.5	-22.4

Year To Date			
2018	2019	2020	
63.3	67.1	58.1	
66.6	63.3	67.1	
-5.0	6.1	-13.5	

Running 12 Months			
2018	2019	2020	
64.3	67.2	62.6	
68.9	64.3	67.2	
-6.7	4.5	-6.9	

ADR	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	85.60	80.28	74.49	78.40	80.90	80.82	82.07	84.38	82.77	83.49	83.02	84.46	82.22	80.35	76.93	80.14	82.03	77.59
Last Year	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	80.90	80.82
Percent Change	13.5	9.0	6.8	7.6	7.5	1.7	0.7	7.3	4.6	4.9	4.5	-2.9	-3.9	0.1	3.3	2.2	1.4	-4.0

Year To Date			
2018	2019	2020	
76.19	80.10	79.93	
75.65	76.19	80.10	
0.7	5.1	-0.2	

Running 12 Months			
2018	2019	2020	
76.42	80.71	81.79	
75.47	76.42	80.71	
1.3	5.6	1.3	

RevPAR	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	67.28	52.94	41.12	47.45	55.73	58.35	59.67	60.88	57.92	55.53	54.08	52.64	49.08	47.62	39.04	44.59	51.72	43.44
Last Year	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	58.35
Percent Change	47.1	22.7	11.0	17.8	16.3	3.8	7.9	20.8	10.9	6.9	0.8	-18.8	-28.5	-10.0	-5.1	-6.0	-7.2	-25.6

Year To Date			
2018	2019	2020	
48.20	53.78	46.41	
50.36	48.20	53.78	
-4.3	11.6	-13.7	

Running 12 Months			
2018	2019	2020	
49.11	54.21	51.16	
52.00	49.11	54.21	
-5.5	10.4	-5.6	

Supply	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	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	201,748
Last Year	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	196,013
Percent Change	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	2.9

Year To Date			
2018	2019	2020	
544,071	569,070	585,720	
527,850	544,071	569,070	
3.1	4.6	2.9	

Running 12 Months			
2018	2019	2020	
2,177,402	2,277,470	2,351,750	
2,120,225	2,177,402	2,277,470	
2.7	4.6	3.3	

Demand	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	151,337	122,862	108,205	118,633	121,969	141,507	137,614	141,021	134,659	132,266	129,520	119,937	117,972	115,713	102,369	112,264	114,885	112,953
Last Year	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	141,507
Percent Change	34.6	17.1	10.0	15.2	13.9	5.5	10.5	16.1	9.0	4.8	-0.8	-13.6	-22.0	-5.8	-5.4	-5.4	-5.8	-20.2

Year To Date			
2018	2019	2020	
344,162	382,109	340,102	
351,439	344,162	382,109	
-2.1	11.0	-11.0	

Running 12 Months			
2018	2019	2020	
1,399,388	1,529,625	1,471,173	
1,460,719	1,399,388	1,529,625	
-4.2	9.3	-3.8	

Revenue	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	12,954,672	9,863,621	8,059,812	9,301,416	9,867,522	11,437,243	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	8,763,030
Last Year	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	11,437,243
Percent Change	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	-23.4

Year To Date			
2018	2019	2020	
26,221,833	30,606,181	27,184,997	
26,584,607	26,221,833	30,606,181	
-1.4	16.7	-11.2	

Running 12 Months			
2018	2019	2020	
106,936,101	123,455,592	120,323,117	
110,244,264	106,936,101	123,455,592	
-3.0	15.4	-2.5	

Census %	2018			2019												2020		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	69	69	70	70	70	70	70	70	71	71	71	71	72	72	72	72	72	72
Census Rooms	6211	6211	6323	6323	6323	6323	6309	6305	6415	6415	6414	6414	6508	6508	6508	6508	6508	6508
% Rooms Participants	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	83.2

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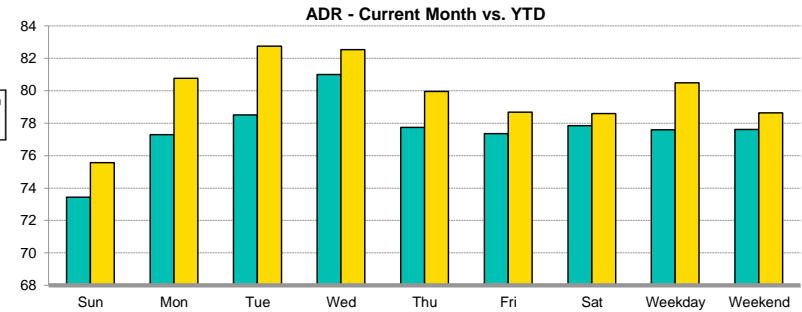
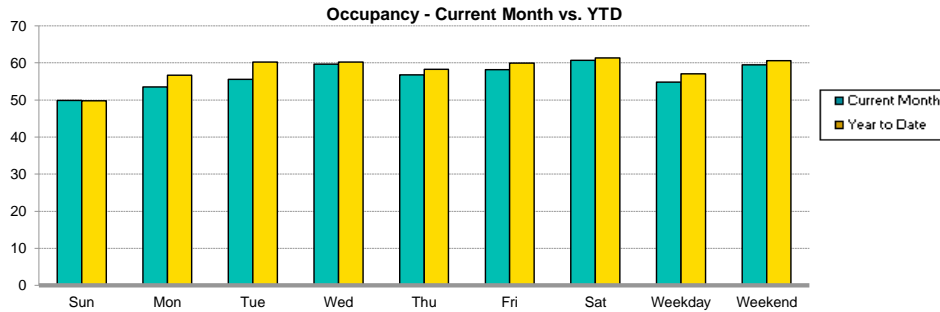
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Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of March 2020



Day of Week		Occupancy (%)		ADR		RevPAR		Supply		Demand		Revenue	
			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	49.8	-18.6	73.43	-3.8	36.60	-21.7	32,540	2.9	16,218	-16.2	1,190,892	-19.4
	Year To Date	49.8	-13.8	75.57	-0.6	37.62	-14.3	83,706	1.8	41,671	-12.2	3,149,075	-12.7
	Running 12 Month	51.8	-9.0	76.67	0.5	39.74	-8.5	334,227	1.1	173,239	-8.0	13,282,544	-7.5
Monday	Current Month	53.5	-25.5	77.30	-5.8	41.35	-29.8	32,540	28.7	17,407	-4.2	1,345,512	-9.7
	Year To Date	56.7	-17.1	80.76	-1.7	45.79	-18.5	83,706	10.3	47,462	-8.5	3,833,189	-10.0
	Running 12 Month	60.2	-8.1	81.64	0.4	49.17	-7.7	340,536	5.0	205,078	-3.5	16,742,659	-3.1
Tuesday	Current Month	55.5	-26.2	78.51	-6.3	43.60	-30.9	32,540	28.7	18,070	-5.0	1,418,646	-11.1
	Year To Date	60.2	-13.9	82.75	-0.5	49.84	-14.3	83,706	1.8	50,416	-12.3	4,171,875	-12.7
	Running 12 Month	64.3	-7.2	84.27	1.3	54.19	-6.0	340,630	5.0	219,040	-2.5	18,458,306	-1.3
Wednesday	Current Month	59.6	-20.8	81.00	-2.8	48.30	-23.0	26,032	2.9	15,523	-18.5	1,257,425	-20.8
	Year To Date	60.3	-14.4	82.53	0.1	49.73	-14.4	83,706	1.8	50,435	-12.9	4,162,341	-12.8
	Running 12 Month	65.5	-6.4	84.15	1.3	55.15	-5.1	334,118	3.0	218,980	-3.6	18,427,598	-2.3
Thursday	Current Month	56.8	-19.1	77.74	-2.4	44.15	-21.1	26,032	2.9	14,786	-16.8	1,149,433	-18.8
	Year To Date	58.2	-12.0	79.95	0.6	46.56	-11.5	83,706	1.8	48,749	-10.4	3,897,595	-9.9
	Running 12 Month	62.8	-6.2	81.48	1.5	51.18	-4.8	334,117	3.0	209,870	-3.4	17,100,626	-2.0
Friday	Current Month	58.2	-21.7	77.36	-3.5	45.02	-24.5	26,032	-17.7	15,151	-35.6	1,172,067	-37.8
	Year To Date	60.0	-11.3	78.68	0.5	47.17	-10.9	83,706	1.8	50,182	-9.7	3,948,475	-9.3
	Running 12 Month	66.1	-5.6	81.69	2.1	53.96	-3.6	334,117	3.0	220,710	-2.8	18,029,996	-0.8
Saturday	Current Month	60.7	-22.1	77.85	-3.5	47.25	-24.8	26,032	-17.7	15,798	-35.9	1,229,954	-38.1
	Year To Date	61.3	-12.2	78.58	0.1	48.18	-12.2	83,482	1.6	51,186	-10.8	4,022,445	-10.8
	Running 12 Month	67.1	-6.2	81.52	1.7	54.73	-4.6	334,003	2.9	224,256	-3.5	18,281,389	-1.9
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	54.8	-22.1	77.58	-4.3	42.50	-25.4	149,684	12.7	82,003	-12.2	6,361,909	-15.9
	Year To Date	57.0	-14.2	80.48	-0.4	45.91	-14.6	418,532	3.4	238,734	-11.3	19,214,076	-11.6
	Running 12 Month	61.0	-7.3	81.87	1.1	49.90	-6.2	1,683,630	3.4	1,026,207	-4.1	84,011,732	-3.0
Weekend (Fri-Sat)	Current Month	59.4	-21.9	77.61	-3.5	46.14	-24.7	52,064	-17.7	30,950	-35.7	2,402,021	-38.0
	Year To Date	60.6	-11.8	78.63	0.3	47.68	-11.6	167,188	1.7	101,368	-10.3	7,970,921	-10.1
	Running 12 Month	66.6	-5.9	81.60	1.9	54.35	-4.2	668,120	2.9	444,966	-3.2	36,311,385	-1.3
Total	Current Month	56.0	-22.4	77.59	-4.0	43.44	-25.6	201,748	2.9	112,953	-20.2	8,763,930	-23.4
	Year To Date	58.1	-13.5	79.93	-0.2	46.41	-13.7	585,720	2.9	340,102	-11.0	27,184,997	-11.2
	Running 12 Month	62.6	-6.9	81.79	1.3	51.16	-5.6	2,351,750	3.3	1,471,173	-3.8	120,323,117	-2.5

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