

Date Created: Jun 17, 2019

Fayetteville Area CVB

For the Month of May 2019



| | |
|--------------------------------|---|
| Table Of Contents | 1 |
| Multi-Segment | 2 |
| Trend Cumberland County NC | 3 |
| Response Cumberland County NC | 4 |
| DOW Cumberland County NC | 5 |
| Seg Trend Cumberland County NC | 6 |
| Seg Response Cumberland County | 7 |
| Help | 8 |

735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destinfo@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
industryinfo@str.com www.str.com

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately.
Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: May 2019

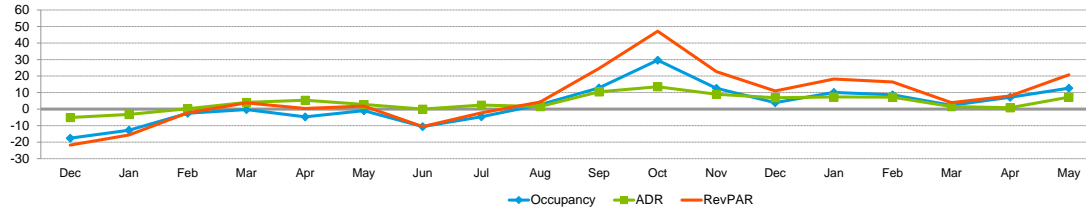
| | Current Month - May 2019 vs May 2018 | | | | | | | | | | | | Year to Date - May 2019 vs May 2018 | | | | | | | | | | | | Participation | | | |
|-----------------------|--------------------------------------|------|--------|--------|--------|-------|------------------------------|------|--------|----------|------------|-----------|-------------------------------------|------|--------|--------|--------|-------|------------------------------|-----|--------|----------|------------|-----------|---------------|--------|--------|--------|
| | Occ % | | ADR | | RevPAR | | Percent Change from May 2018 | | | | | | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2018 | | | | | | Properties | | Rooms | |
| | 2019 | 2018 | 2019 | 2018 | 2019 | 2018 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold | 2019 | 2018 | 2019 | 2018 | 2019 | 2018 | Occ | ADR | RevPAR | Room Rev | Room Avail | Room Sold | Census | Sample | Census | Sample |
| North Carolina | 69.8 | 66.6 | 110.59 | 107.55 | 77.23 | 71.62 | 4.9 | 2.8 | 7.8 | 8.3 | 0.5 | 5.4 | 65.2 | 61.5 | 104.70 | 101.76 | 68.24 | 62.60 | 5.9 | 2.9 | 9.0 | 9.4 | 0.4 | 6.3 | 1790 | 1196 | 156962 | 126209 |
| Cumberland County, NC | 72.2 | 64.1 | 84.35 | 78.66 | 60.88 | 50.40 | 12.7 | 7.2 | 20.8 | 24.6 | 3.1 | 16.2 | 69.4 | 64.3 | 81.33 | 77.81 | 56.47 | 50.07 | 7.9 | 4.5 | 12.8 | 17.3 | 4.0 | 12.2 | 70 | 52 | 6309 | 5389 |
| Johnston County, NC | 66.1 | 58.4 | 79.19 | 73.21 | 52.37 | 42.74 | 13.3 | 8.2 | 22.5 | 27.6 | 4.1 | 18.0 | 60.1 | 54.5 | 76.01 | 71.86 | 45.66 | 39.13 | 10.3 | 5.8 | 16.7 | 21.5 | 4.1 | 14.8 | 33 | 25 | 2295 | 1825 |
| Robeson County, NC | 66.5 | 60.2 | 81.83 | 74.36 | 54.39 | 44.76 | 10.4 | 10.0 | 21.5 | 21.5 | 0.0 | 10.4 | 66.4 | 59.8 | 80.23 | 74.12 | 53.30 | 44.32 | 11.1 | 8.3 | 20.3 | 20.3 | 0.0 | 11.1 | 28 | 16 | 1833 | 1246 |
| Wake County, NC | 77.5 | 72.5 | 112.54 | 109.65 | 87.18 | 79.48 | 6.9 | 2.6 | 9.7 | 12.6 | 2.7 | 9.7 | 73.0 | 68.8 | 108.76 | 106.00 | 79.35 | 72.95 | 6.0 | 2.6 | 8.8 | 11.8 | 2.8 | 9.0 | 145 | 135 | 17385 | 16629 |
| Durham County, NC | 74.5 | 71.9 | 120.39 | 119.90 | 89.70 | 86.23 | 3.6 | 0.4 | 4.0 | 4.0 | 0.0 | 3.6 | 71.3 | 67.9 | 110.73 | 107.70 | 78.92 | 73.10 | 5.0 | 2.8 | 8.0 | 8.0 | 0.0 | 5.0 | 65 | 61 | 8402 | 8009 |
| Edgecombe County, NC | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Guilford County, NC | 61.3 | 60.1 | 95.87 | 93.49 | 58.78 | 56.17 | 2.0 | 2.5 | 4.6 | 7.6 | 2.9 | 5.0 | 60.4 | 58.1 | 101.93 | 98.91 | 61.52 | 57.47 | 3.9 | 3.1 | 7.0 | 9.3 | 2.1 | 6.0 | 4 | 2 | 216 | 126 |
| Harnett County, NC | 59.8 | 57.8 | 79.23 | 77.77 | 47.42 | 44.92 | 3.6 | 1.9 | 5.6 | 5.6 | 0.0 | 3.6 | 58.6 | 57.7 | 75.96 | 74.77 | 44.50 | 43.18 | 1.5 | 1.6 | 3.1 | 3.1 | 0.0 | 1.5 | 88 | 72 | 10468 | 9404 |
| Moore County, NC | 74.2 | 63.8 | 158.54 | 144.80 | 117.62 | 92.38 | 16.3 | 9.5 | 27.3 | 27.3 | 0.0 | 16.3 | 63.9 | 57.2 | 130.77 | 123.52 | 83.61 | 70.69 | 11.7 | 5.9 | 18.3 | 18.3 | 0.0 | 11.7 | 11 | 8 | 859 | 638 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

A blank row indicates insufficient data.

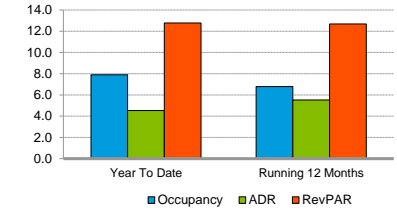
The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

Fayetteville Area CVB
For the Month of May 2019

Monthly Percent Change



Overall Percent Change



| Occupancy (%) | 2017 | | | | | 2018 | | | | | 2019 | | | | | | | |
|----------------|-------|------|------|------|------|------|-------|------|------|------|------|------|------|------|------|------|------|------|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
| This Year | 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 | 60.9 | 69.1 | 72.3 | 72.7 | 72.2 |
| Last Year | 64.5 | 63.4 | 65.3 | 70.9 | 71.2 | 64.7 | 73.8 | 68.4 | 65.8 | 66.1 | 60.7 | 58.5 | 53.1 | 55.3 | 63.7 | 70.7 | 67.9 | 64.1 |
| Percent Change | -17.6 | -3.2 | -2.5 | -0.3 | -4.7 | -1.0 | -10.6 | -4.6 | 2.7 | 12.8 | 29.6 | 12.6 | 3.9 | 10.1 | 10.1 | 2.3 | 7.1 | 12.7 |

| Year To Date | | | |
|--------------|------|------|--|
| 2017 | 2018 | 2019 | |
| 67.1 | 64.3 | 69.4 | |
| 64.9 | 67.1 | 64.3 | |
| 3.5 | -4.1 | 7.9 | |

| Running 12 Months | | | |
|-------------------|------|------|--|
| 2017 | 2018 | 2019 | |
| 68.9 | 64.0 | 68.3 | |
| 64.0 | 68.9 | 64.0 | |
| 7.6 | -7.2 | 6.8 | |

| ADR | 2017 | | | | | 2018 | | | | | 2019 | | | | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-----|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | |
| This Year | 69.71 | 72.86 | 75.29 | 79.47 | 81.47 | 78.66 | 79.10 | 79.58 | 79.45 | 86.98 | 85.59 | 80.28 | 74.48 | 78.26 | 80.71 | 80.71 | 82.11 | 84.35 | |
| Last Year | 73.45 | 75.29 | 75.12 | 76.40 | 77.31 | 76.52 | 79.09 | 77.68 | 78.21 | 78.74 | 75.39 | 73.68 | 69.71 | 72.86 | 75.29 | 79.47 | 81.47 | 78.66 | |
| Percent Change | -5.1 | -3.2 | 0.2 | 4.0 | 5.4 | 2.8 | 0.0 | 2.4 | -3.2 | 1.6 | 10.5 | 13.5 | 9.0 | 6.8 | 7.4 | 2.2 | 1.6 | 0.8 | 7.2 |

| Year To Date | | | |
|--------------|-------|-------|--|
| 2017 | 2018 | 2019 | |
| 76.17 | 77.81 | 81.33 | |
| 73.87 | 76.17 | 77.81 | |
| 3.1 | 2.2 | 4.5 | |

| Running 12 Months | | | |
|-------------------|-------|-------|--|
| 2017 | 2018 | 2019 | |
| 75.69 | 76.96 | 81.22 | |
| 73.46 | 75.69 | 76.96 | |
| 3.0 | 1.7 | 5.5 | |

| RevPAR | 2017 | | | | | 2018 | | | | | 2019 | | | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
| This Year | 37.04 | 40.30 | 47.92 | 56.19 | 55.28 | 50.40 | 52.20 | 51.94 | 53.66 | 64.81 | 67.28 | 52.94 | 41.12 | 47.64 | 55.79 | 58.38 | 59.70 | 60.88 |
| Last Year | 47.36 | 47.77 | 49.03 | 54.16 | 55.06 | 49.50 | 58.38 | 53.15 | 51.44 | 52.01 | 45.72 | 43.14 | 37.04 | 40.30 | 47.92 | 56.19 | 55.28 | 50.40 |
| Percent Change | -21.8 | -15.6 | -2.2 | 3.7 | 0.4 | 1.8 | -10.6 | -2.3 | 4.3 | 24.6 | 47.1 | 22.7 | 11.0 | 18.2 | 16.4 | 3.9 | 8.0 | 20.8 |

| Year To Date | | | |
|--------------|-------|-------|--|
| 2017 | 2018 | 2019 | |
| 51.12 | 50.07 | 56.47 | |
| 47.91 | 51.12 | 50.07 | |
| 6.7 | -2.1 | 12.8 | |

| Running 12 Months | | | |
|-------------------|-------|-------|--|
| 2017 | 2018 | 2019 | |
| 52.16 | 49.24 | 55.48 | |
| 47.05 | 52.16 | 49.24 | |
| 10.9 | -5.6 | 12.7 | |

| Supply | 2017 | | | | | 2018 | | | | | 2019 | | | | | | | |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
| This Year | 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 | 189,270 | 195,579 |
| Last Year | 181,815 | 181,815 | 164,220 | 181,815 | 175,950 | 181,815 | 175,950 | 185,318 | 185,318 | 179,400 | 185,380 | 179,130 | 185,070 | 186,217 | 168,196 | 189,658 | 183,540 | 189,658 |
| Percent Change | 1.8 | 2.4 | 2.4 | 4.3 | 4.3 | 4.3 | 6.4 | 4.4 | 4.4 | 3.9 | 3.9 | 4.0 | 5.3 | 5.3 | 3.4 | 3.1 | 3.1 | 3.1 |

| Year To Date | | | |
|--------------|---------|---------|--|
| 2017 | 2018 | 2019 | |
| 885,615 | 917,269 | 953,919 | |
| 886,115 | 885,615 | 917,269 | |
| -0.1 | 3.6 | 4.0 | |

| Running 12 Months | | | |
|-------------------|-----------|-----------|--|
| 2017 | 2018 | 2019 | |
| 2,122,425 | 2,192,835 | 2,289,121 | |
| 2,148,073 | 2,122,425 | 2,192,835 | |
| -1.2 | 3.3 | 4.4 | |

| Demand | 2017 | | | | | 2018 | | | | | 2019 | | | | | | | |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
| This Year | 98,341 | 102,994 | 107,067 | 134,101 | 124,544 | 121,510 | 123,518 | 126,241 | 130,618 | 138,822 | 151,351 | 122,863 | 108,218 | 119,320 | 122,379 | 141,774 | 137,614 | 141,157 |
| Last Year | 117,248 | 115,357 | 107,178 | 128,904 | 125,315 | 117,616 | 129,870 | 126,796 | 121,894 | 118,499 | 112,433 | 104,876 | 98,341 | 102,994 | 107,067 | 134,101 | 124,544 | 121,510 |
| Percent Change | -16.1 | -10.7 | -0.1 | 4.0 | -0.6 | 3.3 | -4.9 | -0.4 | 7.2 | 17.2 | 34.6 | 17.2 | 17.6 | 15.9 | 14.3 | 5.7 | 10.5 | 16.2 |

| Year To Date | | | |
|--------------|---------|---------|--|
| 2017 | 2018 | 2019 | |
| 594,370 | 590,216 | 662,244 | |
| 574,706 | 594,370 | 590,216 | |
| 3.4 | -0.7 | 12.2 | |

| Running 12 Months | | | |
|-------------------|-----------|-----------|--|
| 2017 | 2018 | 2019 | |
| 1,462,584 | 1,402,925 | 1,563,875 | |
| 1,375,590 | 1,462,584 | 1,402,925 | |
| 6.3 | -4.1 | 11.5 | |

| Revenue | 2017 | | | | | 2018 | | | | | 2019 | | | | | | | |
|----------------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|------------|------------|------------|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
| This Year | 6,855,634 | 7,504,284 | 8,060,686 | 10,656,862 | 10,146,198 | 9,558,230 | 9,770,739 | 10,046,298 | 10,377,767 | 12,075,404 | 12,954,448 | 9,863,655 | 8,059,961 | 9,337,604 | 9,877,446 | 11,443,208 | 11,299,032 | 11,906,133 |
| Last Year | 8,611,283 | 8,685,685 | 8,051,208 | 9,847,713 | 9,688,659 | 8,999,631 | 10,271,793 | 9,849,436 | 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 |
| Percent Change | -20.4 | -13.6 | 0.1 | 8.2 | 4.7 | 6.2 | -4.9 | 2.0 | 8.9 | 29.4 | 52.8 | 27.7 | 17.6 | 24.4 | 22.5 | 7.4 | 11.4 | 24.6 |

| Year To Date | | | |
|--------------|------------|------------|--|
| 2017 | 2018 | 2019 | |
| 45,272,897 | 45,926,261 | 53,863,422 | |
| 42,455,620 | 45,272,897 | 45,926,261 | |
| 6.6 | 1.4 | 17.3 | |

| Running 12 Months | | | |
|-------------------|-------------|-------------|--|
| 2017 | 2018 | 2019 | |
| 110,699,687 | 107,971,191 | 127,011,694 | |
| 101,056,376 | 110,699,687 | 107,971,191 | |
| 9.5 | -2.5 | 17.6 | |

| Census % | 2017 | | | | | 2018 | | | | | 2019 | | | | | | | |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May |
| Census Props | 66 | 67 | 67 | 68 | 68 | 69 | 70 | 70 | 70 | 69 | 69 | 69 | 70 | 70 | 70 | 70 | 70 | 70 |
| Census Rooms | 5970 | 6007 | 6007 | 6118 | 6118 | 6118 | 6239 | 6239 | 6239 | 6211 | 6211 | 6211 | 6323 | 6323 | 6323 | 6309 | 6309 | 6309 |
| % Rooms Participants | 83.7 | 85.2 | 85.2 | 85.5 | 85.5 | 85.5 | 85.8 | 84.8 | 84.8 | 85.2 | 85.2 | 85.2 | 83.7 | 83.6 | 85.4 | 85.4 | 83.8 | 85.4 |

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

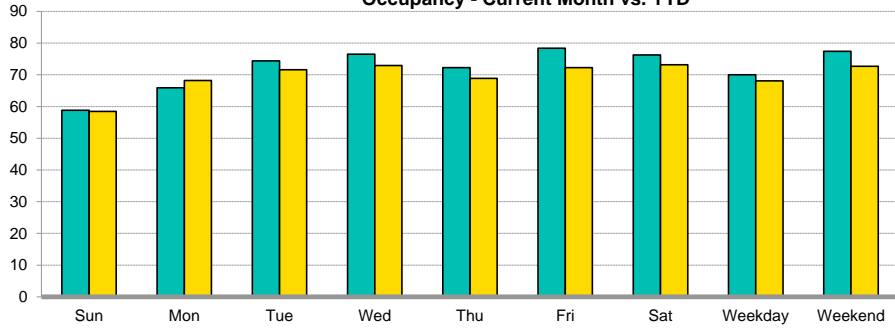
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

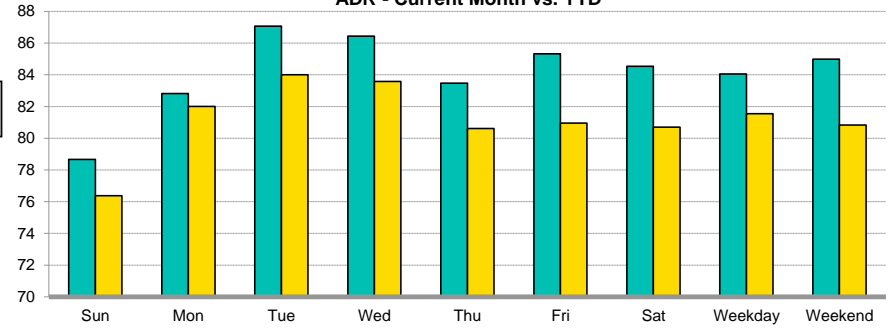
Fayetteville Area CVB

For the Month of May 2019

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 | 58.8 | 13.2 | 78.67 | 6.8 | 46.30 | 20.9 | 25,236 | 3.1 | 14,851 | 16.7 | 1,168,308 | 24.7 |
| | Year To Date | 58.5 | 8.2 | 76.37 | 4.0 | 44.66 | 12.6 | 132,671 | 4.0 | 77,577 | 12.5 | 5,924,734 | 17.1 |
| | Running 12 Month | 57.8 | 8.0 | 76.50 | 5.2 | 44.21 | 13.6 | 326,136 | 4.4 | 188,456 | 12.8 | 14,417,045 | 18.6 |
| Monday | Current Month | 65.9 | 12.9 | 82.82 | 6.8 | 54.60 | 20.6 | 25,236 | 3.1 | 16,636 | 16.5 | 1,377,858 | 24.4 |
| | Year To Date | 68.2 | 10.9 | 82.01 | 4.9 | 55.96 | 16.3 | 132,657 | -0.7 | 90,524 | 10.1 | 7,423,806 | 15.5 |
| | Running 12 Month | 66.5 | 7.2 | 81.55 | 5.3 | 54.25 | 12.8 | 326,122 | 4.4 | 216,947 | 11.8 | 17,692,209 | 17.7 |
| Tuesday | Current Month | 74.4 | 16.3 | 87.07 | 8.3 | 64.75 | 26.0 | 25,236 | -17.5 | 18,766 | -4.1 | 1,634,004 | 3.9 |
| | Year To Date | 71.6 | 7.6 | 84.00 | 4.4 | 60.13 | 12.4 | 138,980 | 4.0 | 99,485 | 12.0 | 8,356,738 | 16.9 |
| | Running 12 Month | 70.4 | 7.8 | 83.64 | 5.5 | 58.88 | 13.7 | 326,122 | 4.4 | 229,570 | 12.5 | 19,201,610 | 18.7 |
| Wednesday | Current Month | 76.5 | 16.4 | 86.43 | 7.8 | 66.14 | 25.4 | 31,545 | 3.1 | 24,138 | 20.0 | 2,086,349 | 29.4 |
| | Year To Date | 73.0 | 7.5 | 83.58 | 4.3 | 60.98 | 12.1 | 138,980 | 4.0 | 101,388 | 11.8 | 8,474,421 | 16.7 |
| | Running 12 Month | 71.4 | 5.8 | 83.49 | 5.7 | 59.62 | 11.8 | 326,122 | 4.4 | 232,895 | 10.4 | 19,443,971 | 16.7 |
| Thursday | Current Month | 72.3 | 16.1 | 83.48 | 7.6 | 60.34 | 24.9 | 31,545 | 3.1 | 22,801 | 19.7 | 1,903,336 | 28.8 |
| | Year To Date | 68.9 | 7.4 | 80.61 | 4.2 | 55.53 | 11.9 | 138,980 | 3.9 | 95,745 | 11.6 | 7,718,102 | 16.3 |
| | Running 12 Month | 68.4 | 6.6 | 80.80 | 5.6 | 55.26 | 12.6 | 326,122 | 2.4 | 223,019 | 9.2 | 18,020,226 | 15.3 |
| Friday | Current Month | 78.4 | 9.1 | 85.33 | 7.4 | 66.86 | 17.2 | 31,545 | 28.9 | 24,717 | 40.7 | 2,109,064 | 51.0 |
| | Year To Date | 72.3 | 7.9 | 80.95 | 5.3 | 58.52 | 13.6 | 138,980 | 8.9 | 100,469 | 17.5 | 8,132,933 | 23.7 |
| | Running 12 Month | 71.4 | 6.7 | 80.86 | 6.0 | 57.69 | 13.2 | 332,361 | 6.4 | 237,142 | 13.6 | 19,174,803 | 20.4 |
| Saturday | Current Month | 76.3 | 2.5 | 84.54 | 5.8 | 64.48 | 8.5 | 25,236 | 3.1 | 19,249 | 5.7 | 1,627,215 | 11.9 |
| | Year To Date | 73.2 | 5.7 | 80.70 | 4.6 | 59.04 | 10.5 | 132,671 | 4.0 | 97,056 | 9.9 | 7,832,689 | 15.0 |
| | Running 12 Month | 72.3 | 5.6 | 80.82 | 5.4 | 58.45 | 11.3 | 326,136 | 4.4 | 235,845 | 10.2 | 19,061,830 | 16.2 |
| Weekday / Weekend | | | | | | | | | | | | | |
| Weekday (Sun-Thu) | Current Month | 70.0 | 14.9 | 84.06 | 7.4 | 58.86 | 23.5 | 138,798 | -1.4 | 97,192 | 13.4 | 8,169,854 | 21.8 |
| | Year To Date | 68.1 | 8.3 | 81.55 | 4.4 | 55.55 | 13.0 | 682,268 | 3.0 | 464,719 | 11.6 | 37,897,800 | 16.5 |
| | Running 12 Month | 66.9 | 7.0 | 81.38 | 5.4 | 54.44 | 12.9 | 1,630,624 | 4.0 | 1,090,888 | 11.3 | 88,775,062 | 17.4 |
| Weekend (Fri-Sat) | Current Month | 77.4 | 5.9 | 84.98 | 6.7 | 65.80 | 13.0 | 56,781 | 16.0 | 43,965 | 22.9 | 3,736,279 | 31.1 |
| | Year To Date | 72.7 | 6.8 | 80.83 | 4.9 | 58.77 | 12.0 | 271,651 | 6.5 | 197,525 | 13.7 | 15,965,622 | 19.3 |
| | Running 12 Month | 71.8 | 6.1 | 80.84 | 5.7 | 58.07 | 12.2 | 658,497 | 5.4 | 472,987 | 11.9 | 38,236,633 | 18.3 |
| Total | Current Month | 72.2 | 12.7 | 84.35 | 7.2 | 60.88 | 20.8 | 195,579 | 3.1 | 141,157 | 16.2 | 11,906,133 | 24.6 |
| | Year To Date | 69.4 | 7.9 | 81.33 | 4.5 | 56.47 | 12.8 | 953,919 | 4.0 | 662,244 | 12.2 | 53,863,422 | 17.3 |
| | Running 12 Month | 68.3 | 6.8 | 81.22 | 5.5 | 55.48 | 12.7 | 2,289,121 | 4.4 | 1,563,875 | 11.5 | 127,011,694 | 17.6 |

A blank row indicates insufficient data.

Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of May 2019

Currency: USD - US Dollar

| 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 Dec | 48.6 | 2.8 | 1.7 | 53.1 | 70.60 | 64.18 | 53.27 | 69.71 | 34.35 | 1.80 | 0.90 | 37.04 | | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | | |
| Feb | 58.6 | 3.7 | 1.4 | 63.7 | 75.52 | 78.52 | 56.69 | 75.29 | 44.27 | 2.88 | 0.77 | 47.92 | | | | | | | | | | | | | |
| Mar | 60.6 | 8.7 | 1.4 | 70.7 | 79.80 | 80.46 | 59.48 | 79.47 | 48.33 | 7.00 | 0.86 | 56.19 | | | | | | | | | | | | | |
| Apr | 56.1 | 10.4 | 1.4 | 67.9 | 81.30 | 85.13 | 61.20 | 81.47 | 45.58 | 8.83 | 0.87 | 55.28 | | | | | | | | | | | | | |
| May | | | | 64.1 | | | | 78.66 | | | | 50.40 | | | | | | | | | | | | | |
| Jun | 58.7 | 5.9 | 1.3 | 66.0 | 78.69 | 87.01 | 62.20 | 79.10 | 46.22 | 5.15 | 0.83 | 52.20 | | | | | | | | | | | | | |
| Jul | 57.4 | 6.5 | 1.4 | 65.3 | 79.58 | 85.91 | 50.16 | 79.58 | 45.69 | 5.55 | 0.70 | 51.94 | | | | | | | | | | | | | |
| Aug | 57.5 | 8.6 | 1.4 | 67.5 | 79.74 | 80.88 | 59.11 | 79.45 | 45.85 | 6.97 | 0.84 | 53.66 | | | | | | | | | | | | | |
| Sep | 61.1 | 12.0 | 1.4 | 74.5 | 85.33 | 98.15 | 63.49 | 86.98 | 52.14 | 11.78 | 0.88 | 64.81 | | | | | | | | | | | | | |
| Oct | 68.1 | 8.9 | 1.6 | 78.6 | 84.02 | 101.28 | 64.97 | 85.59 | 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 | 75.41 | 65.15 | 59.57 | 74.48 | 38.42 | 1.85 | 0.85 | 41.12 | | | | | | | | | | | | | |
| 2019 Jan | 45.2 | 13.4 | 2.2 | 60.9 | 81.07 | 71.80 | 60.27 | 78.26 | 36.64 | 9.65 | 1.35 | 47.64 | | | | | | | | | | | | | |
| Feb | 42.5 | 24.3 | 2.3 | 69.1 | 84.81 | 75.27 | 62.59 | 80.71 | 36.06 | 18.27 | 1.45 | 55.79 | | | | | | | | | | | | | |
| Mar | 56.8 | 13.1 | 2.4 | 72.3 | 82.59 | 76.13 | 61.50 | 80.71 | 46.93 | 9.95 | 1.50 | 58.38 | | | | | | | | | | | | | |
| Apr | 64.1 | 7.2 | 1.4 | 72.7 | 83.73 | 71.76 | 61.55 | 82.11 | 53.64 | 5.18 | 0.88 | 59.70 | | | | | | | | | | | | | |
| May | 59.6 | 10.1 | 2.4 | 72.2 | 85.60 | 82.04 | 63.32 | 84.35 | 51.03 | 8.30 | 1.54 | 60.88 | | | | | | | | | | | | | |

| Year To Date | | | | | | | | | | | | Percent Change (%) | | | | | | | | | | | | | |
|--------------|------|------|-----|------|-------|-------|-------|-------|-------|-------|------|--------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
| 2017 May | | | | 67.1 | | | | 76.17 | | | | 51.12 | | | | | | | | | | | | | |
| 2018 May | 56.2 | 6.7 | 1.5 | 64.3 | 78.14 | 79.66 | 56.82 | 77.81 | 43.93 | 5.30 | 0.84 | 50.07 | | | | | | | | | | | | | |
| 2019 May | 53.8 | 13.5 | 2.2 | 69.4 | 83.61 | 75.40 | 61.88 | 81.33 | 44.97 | 10.15 | 1.35 | 56.47 | | | | | | | | | | | | | |

| Running 12 Month | | | | | | | | | | | | Percent Change (%) | | | | | | | | | | | | | |
|------------------|------|-----|-----|------|-------|-------|-------|-------|-------|------|------|--------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
| 2017 May | | | | 68.9 | | | | 75.69 | | | | 52.16 | | | | | | | | | | | | | |
| 2018 May | | | | 64.0 | | | | 76.96 | | | | 49.24 | | | | | | | | | | | | | |
| 2019 May | 56.8 | 9.7 | 1.8 | 68.3 | 81.78 | 81.60 | 60.89 | 81.22 | 46.48 | 7.93 | 1.07 | 55.48 | | | | | | | | | | | | | |

A blank row indicates insufficient data.

The STR Destination Report is a publication of STR, Inc. and STR Global, Ltd., and is intended solely for use by paid subscribers. Reproduction or distribution of the STR Destination Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to the STR Destination Report, please contact us immediately. Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".



How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/resources/glossary

Frequently Asked Questions (FAQ):

For all STR FAQs, please click [here](#) or visit www.str.com/resources/faq

Please visit our website at www.str.com, or if you need additional assistance please reach out to our Customer Support team.

North America:

735 East Main Street, Hendersonville, TN 37075 USA

T : +1 615 824 8664

destininfo@str.com

International:

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T : +44 (0) 20 7922 1930

industryinfo@str.com

Asia Pacific:

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +64 6800 7850

apinfo@str.com

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.