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# Fayetteville Area CVB

For the Month of May 2020



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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: May 2020

	Current Month - May 2020 vs May 2019												Year to Date - May 2020 vs May 2019									Participation						
	Occ %		ADR		RevPAR		Percent Change from May 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	34.2	69.7	73.71	110.89	25.24	77.34	-50.9	-33.5	-67.4	-68.6	-3.9	-52.8	43.0	65.1	90.23	104.81	38.79	68.21	-33.9	-13.9	-43.1	-43.4	-0.4	-34.2	1785	1196	151454	122296
Cumberland County, NC	45.8	72.1	69.61	84.49	31.88	60.93	-36.5	-17.6	-47.7	-46.0	3.2	-34.4	50.4	69.3	76.06	81.45	38.33	56.42	-27.2	-6.6	-32.1	-30.0	3.0	-25.0	72	54	6508	5572
Johnston County, NC	32.2	65.5	70.00	79.29	22.56	51.90	-50.8	-11.7	-56.5	-56.5	0.0	-50.8	37.4	59.1	73.42	76.26	27.47	45.10	-36.7	-3.7	-39.1	-39.1	0.0	-36.7	33	25	2295	1825
Robeson County, NC	46.3	66.4	69.39	81.92	32.11	54.42	-30.3	-15.3	-41.0	-41.0	0.0	-30.3	47.5	66.4	73.06	80.30	34.71	53.34	-28.5	-9.0	-34.9	-34.9	0.0	-28.5	28	17	1831	1269
Wake County, NC	33.3	77.4	68.13	112.49	22.68	87.07	-57.0	-39.4	-74.0	-75.8	-7.1	-60.0	47.9	72.8	95.85	108.75	45.95	79.19	-34.2	-11.9	-42.0	-42.9	-1.6	-35.2	140	129	16166	15383
Durham County, NC	35.1	74.5	67.20	120.09	23.61	89.44	-52.8	-44.0	-73.6	-76.2	-9.8	-57.5	49.8	71.2	92.32	110.46	45.98	78.69	-30.1	-16.4	-41.6	-44.2	-4.4	-33.2	62	55	7611	7025
Edgecombe County, NC																												
Guilford County, NC	30.8	61.3	60.35	95.84	18.61	58.75	-49.7	-37.0	-68.3	-69.1	-2.3	-50.9	39.5	60.3	83.51	101.89	32.97	61.49	-34.6	-18.0	-46.4	-45.7	1.2	-33.8	88	72	10225	9136
Harnett County, NC	41.2	59.8	70.37	79.31	28.97	47.45	-31.2	-11.3	-38.9	-47.5	-14.0	-40.8	43.7	58.5	72.94	76.01	31.86	44.48	-25.4	-4.0	-28.4	-38.4	-14.0	-35.8	10	8	739	638
Moore County, NC	31.9	74.1	81.96	158.63	26.16	117.56	-56.9	-48.3	-77.7	-82.3	-20.7	-65.8	39.4	63.4	99.71	131.33	39.24	83.27	-37.9	-24.1	-52.9	-56.9	-8.4	-43.2	20	13	1539	1153

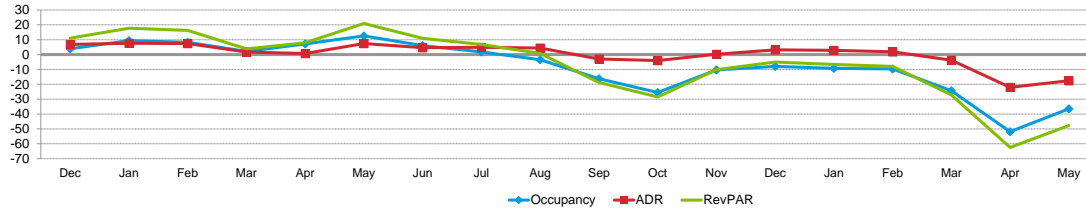
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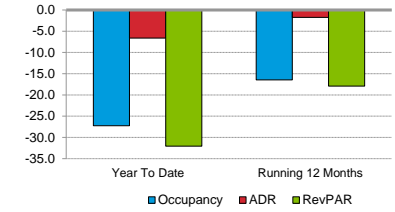
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB  
For the Month of May 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018				2019												2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	55.2	60.5	68.9	72.2	72.7	72.1	70.0	66.4	65.2	62.4	58.6	59.1	50.8	54.9	62.2	54.7	35.0	45.8			
Last 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	60.5	68.9	72.2	72.7	72.1			
Percent Change	3.9	9.4	8.2	2.1	7.1	12.6	6.0	1.8	-3.5	-16.2	-25.5	-10.4	-7.9	-9.3	-9.7	-24.3	-51.9	-36.5			

Year To Date			
2018	2019	2020	
64.3	69.3	50.4	
67.1	64.3	69.3	
-4.1	7.7	-27.2	

Running 12 Months			
2018	2019	2020	
64.0	68.2	57.0	
68.9	64.0	68.2	
-7.2	6.7	-16.5	

ADR	2018				2019												2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	74.49	78.40	80.90	80.82	82.07	84.49	82.77	83.52	82.99	84.42	82.15	80.47	76.87	80.65	82.45	77.77	63.99	69.61			
Last Year	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	82.07	84.49			
Percent Change	6.8	7.6	7.5	1.7	0.7	7.4	4.6	4.9	4.4	-3.0	-4.0	0.2	3.2	2.9	1.9	-3.8	-22.0	-17.6			

Year To Date			
2018	2019	2020	
77.81	81.45	76.06	
76.17	77.81	81.45	
2.2	4.7	-6.6	

Running 12 Months			
2018	2019	2020	
76.97	81.27	79.85	
75.69	76.97	81.27	
-5.6	5.6	-1.8	

RevPAR	2018				2019												2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	41.12	47.45	55.73	58.35	59.67	60.93	57.92	55.47	54.09	52.65	48.10	47.57	39.07	44.30	51.31	42.52	22.40	31.88			
Last Year	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	59.67	60.93			
Percent Change	11.0	17.8	16.3	3.8	7.9	20.9	10.9	6.8	0.8	-18.7	-3.3	-4.8	-10.1	-6.7	-7.9	-27.1	-62.5	-47.7			

Year To Date			
2018	2019	2020	
50.07	56.42	38.33	
51.12	50.07	56.42	
-2.1	12.7	-32.1	

Running 12 Months			
2018	2019	2020	
49.23	55.46	45.52	
52.16	49.23	55.46	
-5.6	12.7	-17.9	

Supply	2018				2019												2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	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	195,240	201,748			
Last 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	195,455			
Percent Change	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	3.2	3.2	3.2			

Year To Date			
2018	2019	2020	
917,269	953,795	982,708	
885,615	917,269	953,795	
3.6	4.0	3.0	

Running 12 Months			
2018	2019	2020	
2,192,835	2,288,997	2,364,013	
2,122,425	2,192,835	2,288,997	
3.3	4.4	3.3	

Demand	2018				2019												2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	108,205	118,633	121,969	141,507	137,613	140,959	134,659	132,087	129,593	120,017	118,135	115,408	102,548	110,808	113,404	110,301	68,350	92,408			
Last Year	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	137,613	140,959			
Percent Change	10.0	15.2	13.9	5.5	10.5	16.0	9.0	4.7	-0.8	-13.5	-21.9	-6.1	-5.2	-6.6	-7.0	-22.1	-50.3	-34.4			

Year To Date			
2018	2019	2020	
580,216	660,681	495,271	
594,370	590,216	660,681	
-0.7	11.9	-25.0	

Running 12 Months			
2018	2019	2020	
1,402,511	1,562,143	1,347,718	
1,462,584	1,402,511	1,562,143	
-4.1	11.4	-13.7	

Revenue	2018				2019												2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	8,059,812	9,301,416	9,867,522	11,437,243	11,293,679	11,909,999	11,146,231	11,031,745	10,754,428	10,131,484	9,704,770	9,287,240	7,883,089	8,936,813	9,349,752	8,578,339	4,373,971	6,432,236			
Last Year	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	11,293,679	11,909,999			
Percent Change	17.6	23.9	22.4	7.3	11.3	24.6	14.1	9.8	3.6	-16.1	-25.1	-5.8	-2.2	-3.9	-5.2	-25.0	-61.3	-46.0			

Year To Date			
2018	2019	2020	
45,926,261	53,809,860	37,671,110	
45,272,897	45,926,261	53,809,860	
1.4	17.2	-30.0	

Running 12 Months			
2018	2019	2020	
107,952,239	126,954,842	107,610,096	
110,699,687	107,952,239	126,954,842	
-2.5	17.6	-15.2	

Census %	2018				2019												2020				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
Census Props	70	70	70	70	70	70	71	71	71	71	71	71	72	72	72	72	72	72			
Census Rooms	6323	6323	6323	6323	6309	6305	6415	6415	6414	6414	6414	6508	6508	6508	6508	6508	6508	6508			
% Rooms Participants	83.7	83.6	85.4	85.4	83.8	85.5	84.0	86.4	86.4	86.4	86.4	86.6	86.6	85.6	85.6	85.6	85.6	85.6			

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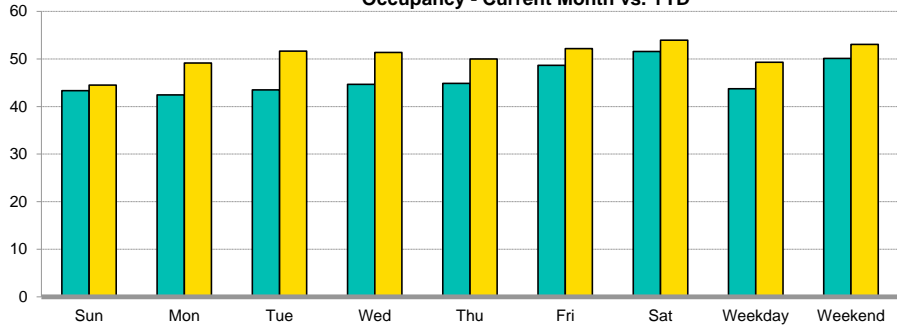
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

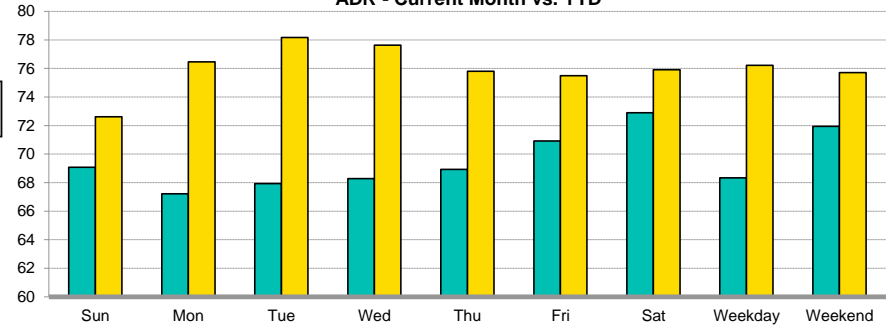
Fayetteville Area CVB

For the Month of May 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	43.3	-26.1	69.08	-12.4	29.95	-35.3	32,540	29.0	14,105	-4.6	974,428	-16.5
	Year To Date	44.5	-23.6	72.62	-5.1	32.33	-27.5	142,278	7.3	63,342	-18.1	4,599,793	-22.3
	Running 12 Month	48.2	-16.4	75.28	-1.7	36.29	-17.9	342,343	5.0	165,041	-12.3	12,425,027	-13.8
Monday	Current Month	42.5	-35.4	67.22	-19.0	28.55	-47.7	26,032	3.2	11,054	-33.4	743,085	-46.0
	Year To Date	49.2	-27.8	76.46	-6.9	37.59	-32.8	135,770	2.4	66,749	-26.1	5,103,392	-31.2
	Running 12 Month	55.3	-16.7	79.93	-2.0	44.24	-18.4	335,835	3.0	185,868	-14.2	14,857,096	-16.0
Tuesday	Current Month	43.5	-41.4	67.94	-22.1	29.54	-54.4	26,032	3.2	11,319	-39.5	768,961	-52.9
	Year To Date	51.6	-27.7	78.17	-7.1	40.36	-32.8	135,770	-2.3	70,105	-29.3	5,480,162	-34.3
	Running 12 Month	58.6	-16.6	82.26	-1.7	48.21	-18.1	335,929	3.0	196,893	-14.1	16,195,744	-15.6
Wednesday	Current Month	44.7	-41.6	68.28	-21.1	30.51	-53.9	26,032	-17.4	11,632	-51.8	794,282	-61.9
	Year To Date	51.4	-29.4	77.63	-7.2	39.86	-34.6	142,278	2.4	73,061	-27.8	5,671,873	-33.0
	Running 12 Month	59.0	-17.2	81.91	-2.0	48.36	-18.9	335,929	3.0	198,336	-14.7	16,245,001	-16.4
Thursday	Current Month	44.9	-37.9	68.93	-17.6	30.93	-48.8	26,032	-17.4	11,679	-48.7	805,060	-57.7
	Year To Date	50.0	-27.3	75.81	-6.1	37.90	-31.7	142,278	2.4	71,135	-25.5	5,392,657	-30.1
	Running 12 Month	56.9	-16.7	79.57	-1.6	45.28	-18.0	335,928	3.0	191,152	-14.2	15,210,096	-15.6
Friday	Current Month	48.7	-37.9	70.92	-17.0	34.52	-48.5	32,540	3.2	15,839	-35.9	1,123,304	-46.8
	Year To Date	52.2	-27.7	75.50	-6.9	39.38	-32.7	142,278	2.4	74,220	-26.0	5,603,554	-31.1
	Running 12 Month	59.6	-16.5	79.53	-1.7	47.38	-17.9	335,928	1.1	200,121	-15.6	15,914,880	-17.0
Saturday	Current Month	51.6	-32.5	72.90	-13.9	37.59	-41.8	32,540	29.0	16,779	-12.9	1,223,116	-24.9
	Year To Date	54.0	-26.1	75.92	-6.1	40.97	-30.6	142,054	7.1	76,660	-20.9	5,819,679	-25.7
	Running 12 Month	61.5	-14.9	79.70	-1.4	49.00	-16.2	342,119	4.9	210,307	-10.8	16,762,253	-12.0
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	43.7	-37.4	68.34	-18.9	29.90	-49.2	136,668	-1.5	59,790	-38.4	4,085,816	-50.0
	Year To Date	49.3	-27.4	76.22	-6.7	37.58	-32.3	698,376	2.4	344,391	-25.7	26,247,878	-30.7
	Running 12 Month	55.6	-16.8	79.95	-1.8	44.45	-18.3	1,685,966	3.4	937,290	-14.0	74,932,963	-15.5
Weekend (Fri-Sat)	Current Month	50.1	-35.3	71.94	-15.5	36.05	-45.3	65,080	14.7	32,618	-25.8	2,346,420	-37.3
	Year To Date	53.1	-26.9	75.71	-6.4	40.18	-31.6	284,332	4.7	150,880	-23.5	11,423,233	-28.4
	Running 12 Month	60.5	-15.7	79.62	-1.6	48.19	-17.0	678,047	3.0	410,428	-13.2	32,677,133	-14.5
Total	Current Month	45.8	-36.5	69.61	-17.6	31.88	-47.7	201,748	3.2	92,408	-34.4	6,432,236	-46.0
	Year To Date	50.4	-27.2	76.06	-6.6	38.33	-32.1	982,708	3.0	495,271	-25.0	37,671,110	-30.0
	Running 12 Month	57.0	-16.5	79.85	-1.8	45.52	-17.9	2,364,013	3.3	1,347,718	-13.7	107,610,096	-15.2

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of May 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 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	42.4	24.2	2.3	68.9	85.00	75.46	62.78	80.90	36.02	18.26	1.45	55.73	-27.7	560.4	69.4	8.2	12.6	-3.9	10.7	7.5	-18.6	534.6	87.6	16.3
Mar	56.7	13.0	2.4	72.2	82.71	76.24	61.59	80.82	46.90	9.95	1.50	58.35	-6.4	49.9	69.4	2.1	3.6	-5.2	3.5	1.7	-3.0	42.0	75.4	3.8
Apr	64.1	7.2	1.4	72.7	83.69	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	85.77	81.97	63.59	84.49	51.12	8.27	1.55	60.93												
Jun																								
Jul	59.6	5.5	1.4	66.4	82.77	97.58	60.13	83.52	49.33	5.32	0.83	55.47	3.8	-15.6	-1.4	1.8	4.0	13.6	19.8	4.9	8.0	-4.2	18.2	6.8
Aug																								
Sep																								
Oct																								
Nov																								
Dec																								
2020 Jan																								
Feb																								
Mar																								
Apr																								
May	39.8	3.9	2.2	45.8	69.52	57.81	92.12	69.61	27.65	2.23	2.00	31.88	-33.3	-61.7	-10.7	-36.5	-18.9	-29.5	44.9	-17.6	-45.9	-73.0	29.4	-47.7

Year To Date												
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	53.7	13.4	2.2	69.3	83.72	75.49	62.02	81.45	44.94	10.13	1.35	56.42
2020 May												

Percent Change (%)											

Running 12 Month												
2018 May												
2019 May	56.8	9.7	1.8	68.2	81.83	81.68	60.96	81.27	46.47	7.92	1.07	55.46
2020 May												

Percent Change (%)											

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