

Date Created: Mar 16, 2018

Fayetteville Area CVB

For the Month of February 2018



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: February 2018

	Current Month - February 2018 vs February 2017													Year to Date - February 2018 vs February 2017											Participation			
	Occ %		ADR		RevPAR		Percent Change from February 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	57.1	59.6	96.69	95.55	55.23	56.91	-4.1	1.2	-3.0	0.1	3.2	-1.1	53.3	55.3	95.62	93.46	50.99	51.68	-3.6	2.3	-1.4	1.8	3.2	-0.5	1714	1180	153929	124625
Cumberland County, NC	63.8	65.5	74.19	74.24	47.30	48.59	-2.6	-0.1	-2.7	-1.0	1.8	-0.9	59.5	64.5	72.94	74.32	43.37	47.95	-7.8	-1.9	-9.5	-8.0	1.8	-6.2	67	49	6100	5120
Johnston County, NC	47.7	48.7	70.61	70.35	33.68	34.25	-2.0	0.4	-1.7	-2.3	-0.6	-2.7	45.8	47.3	69.90	69.61	32.01	32.94	-3.2	0.4	-2.8	-3.4	-0.6	-3.8	32	25	2204	1769
Robeson County, NC	54.4	70.2	72.03	74.88	39.21	52.60	-22.5	-3.8	-25.5	-27.4	-2.7	-24.6	51.9	70.1	72.25	75.49	37.53	52.89	-25.9	-4.3	-29.0	-30.9	-2.7	-27.8	28	17	1833	1291
Wake County, NC	66.6	69.1	104.34	101.48	69.49	70.15	-3.6	2.8	-0.9	5.5	6.5	2.6	62.6	65.3	103.58	101.15	64.88	66.07	-4.1	2.4	-1.8	4.6	6.5	2.1	140	128	16793	15890
Durham County, NC	65.3	68.5	103.50	103.69	67.62	71.01	-4.6	-0.2	-4.8	-3.9	0.9	-3.8	61.1	62.9	101.81	100.11	62.25	62.96	-2.8	1.7	-1.1	-0.3	0.9	-1.9	65	60	8401	7991
Edgecombe County, NC																												
Guilford County, NC	56.5	57.9	91.55	87.23	51.76	50.48	-2.3	5.0	2.5	2.4	-0.1	-2.4	49.9	50.6	88.64	84.46	44.23	42.72	-1.3	4.9	3.6	3.5	-0.1	-1.4	84	67	10176	9054
Harnett County, NC	54.7	55.1	72.99	73.63	39.96	40.58	-0.7	-0.9	-1.5	-1.5	0.0	-0.7	49.9	52.7	72.52	73.10	36.19	38.49	-5.2	-0.8	-6.0	-6.0	0.0	-5.2	11	8	859	638
Moore County, NC	51.0	48.2	97.47	95.84	49.72	46.22	5.8	1.7	7.6	7.5	-0.1	5.7	45.9	43.9	93.39	93.53	42.82	41.06	4.5	-0.1	4.3	4.2	-0.1	4.3	22	14	1958	1554

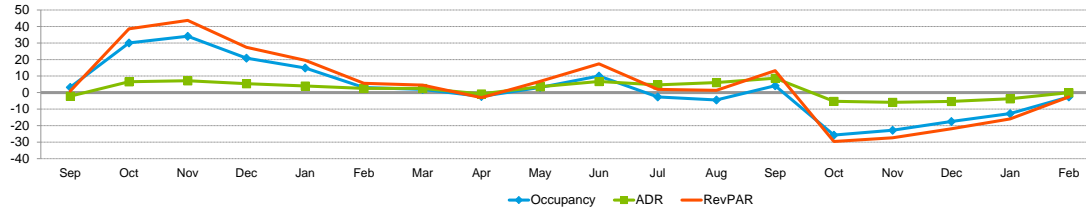
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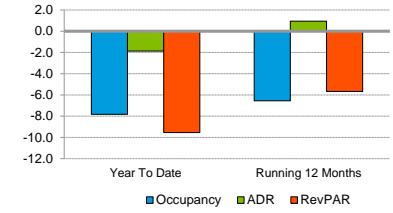
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of February 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016				2017								2018			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	63.4	61.8	76.1	64.8	63.7	65.5	71.0	71.3	64.8	73.7	68.4	65.7	66.0	60.8	55.6	63.8
Last Year	61.5	62.9	56.7	53.6	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.8	76.1	65.5
Percent Change	3.2	30.1	34.1	20.8	14.9	3.0	1.9	-2.3	3.1	10.0	-2.6	-4.4	4.2	-25.7	-12.7	-2.6

ADR	2016				2017								2018			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	71.64	78.52	77.19	72.57	74.40	74.24	75.56	76.47	75.66	78.30	76.89	77.41	77.88	74.40	72.64	74.19
Last Year	73.22	73.69	72.03	68.84	71.52	72.39	73.70	77.09	73.04	73.38	73.46	73.00	71.64	78.52	77.19	74.24
Percent Change	-2.2	6.6	7.2	5.4	4.0	2.6	2.5	-0.8	3.6	6.7	4.7	6.0	8.7	-5.2	-5.9	-0.1

RevPAR	2016				2017								2018			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	45.41	64.24	58.73	47.03	47.36	48.59	53.63	54.50	48.99	57.71	52.56	50.86	51.43	45.22	42.68	47.30
Last Year	45.00	46.34	40.87	36.92	39.63	46.00	51.33	56.24	45.86	49.15	51.57	50.19	45.41	64.24	58.73	48.59
Percent Change	0.9	38.6	43.7	27.4	19.5	5.6	4.5	-3.1	6.8	17.4	1.9	1.3	13.3	-29.6	-27.3	-2.7

Supply	2016				2017								2018			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	176,850	182,745	176,850	185,845	185,845	167,860	185,845	179,850	185,845	179,850	189,348	189,348	183,300	189,410	183,030	189,100
Last Year	176,910	182,807	176,850	182,745	182,745	165,060	182,745	176,850	182,745	176,850	182,745	182,745	176,850	182,745	176,850	185,845
Percent Change	0.0	0.0	0.0	1.7	1.7	1.7	1.7	1.7	1.7	1.7	3.6	3.6	3.6	3.6	3.5	1.8

Demand	2016				2017								2018			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	112,109	149,518	134,572	120,441	118,300	109,871	131,903	128,165	120,335	132,553	129,445	124,400	121,053	115,123	107,543	101,092
Last Year	108,717	114,971	100,350	98,004	101,252	104,887	127,281	129,015	114,739	118,461	128,290	125,632	112,109	149,518	134,572	120,441
Percent Change	3.1	30.0	43.7	22.9	16.8	4.8	3.6	-0.7	4.9	11.9	0.9	-1.0	8.0	-23.0	-20.1	-0.9

Revenue	2016				2017								2018			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
This Year	8,031,175	11,739,610	10,386,953	8,739,819	8,801,514	8,157,011	9,966,748	9,800,966	9,105,131	10,379,561	9,952,765	9,629,486	9,427,700	8,564,654	7,811,500	6,943,271
Last Year	7,960,742	8,471,860	7,228,159	6,746,501	7,241,543	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
Percent Change	0.9	38.6	43.7	29.5	21.5	7.4	6.3	-1.5	8.6	19.4	5.6	5.0	17.4	-27.0	-24.8	-20.6

Census %	2016				2017								2018			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Jan	Feb
Census Props	64	64	64	65	65	65	65	65	65	65	66	66	66	66	67	67
Census Rooms	5895	5895	5895	5995	5995	5995	5995	5995	5995	5995	6108	6108	6110	6110	6101	6100
% Rooms Participants	83.4	83.4	83.4	83.7	83.7	83.7	83.7	83.7	83.7	83.7	82.1	84.0	84.0	84.0	83.9	83.9

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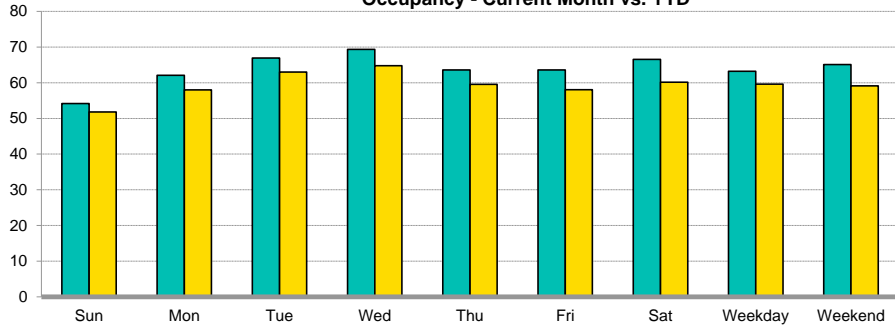
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

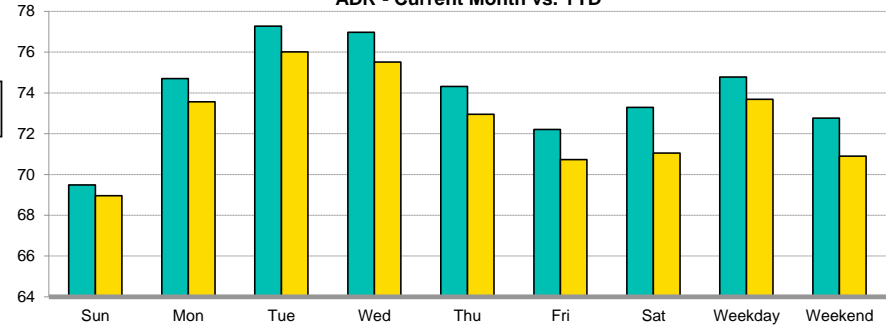
Fayetteville Area CVB

For the Month of February 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	54.2	0.5	69.49	-1.5	37.65	-1.0	24,400	1.8	13,219	2.3	918,577	0.8
	Year To Date	51.8	-6.1	68.96	-2.5	35.71	-8.4	48,800	-9.6	25,271	-15.1	1,742,708	-17.2
	Running 12 Month	53.7	-6.5	70.85	0.4	38.07	-6.1	315,581	2.5	169,585	-4.2	12,014,270	-3.8
Monday	Current Month	62.1	-3.2	74.71	-0.4	46.40	-3.6	24,400	1.8	15,154	-1.5	1,132,151	-1.9
	Year To Date	58.0	-8.5	73.57	-1.5	42.66	-9.9	54,900	1.8	31,834	-6.9	2,341,973	-8.3
	Running 12 Month	62.7	-5.8	75.56	1.3	47.40	-4.5	315,581	2.5	197,979	-3.4	14,958,723	-2.1
Tuesday	Current Month	66.9	-4.5	77.28	0.6	51.72	-3.9	24,400	1.8	16,332	-2.8	1,262,075	-2.2
	Year To Date	63.0	-9.1	76.01	-1.0	47.87	-10.0	54,900	1.8	34,578	-7.5	2,628,276	-8.5
	Running 12 Month	65.6	-8.3	77.30	1.0	50.70	-7.4	315,581	0.6	206,998	-7.7	16,000,743	-6.8
Wednesday	Current Month	69.4	-1.9	76.98	0.1	53.38	-1.8	24,400	1.8	16,922	-0.2	1,302,590	-0.1
	Year To Date	64.8	-7.3	75.51	-1.6	48.91	-8.7	54,900	14.5	35,558	6.2	2,685,094	4.5
	Running 12 Month	68.2	-6.3	77.09	1.3	52.59	-5.0	321,567	4.5	219,367	-2.0	16,910,291	-0.8
Thursday	Current Month	63.6	-4.7	74.32	0.2	47.24	-4.5	24,400	1.8	15,510	-3.0	1,152,741	-2.8
	Year To Date	59.6	-8.9	72.95	-1.4	43.45	-10.2	48,800	1.8	29,067	-7.3	2,120,548	-8.6
	Running 12 Month	64.6	-6.7	74.73	0.8	48.27	-5.9	315,467	2.5	203,757	-4.4	15,226,773	-3.6
Friday	Current Month	63.6	-3.3	72.21	-0.6	45.94	-3.9	24,400	1.8	15,522	-1.7	1,120,845	-2.2
	Year To Date	58.1	-9.5	70.73	-3.1	41.06	-12.3	48,800	1.8	28,332	-7.9	2,003,940	-10.8
	Running 12 Month	67.2	-6.8	74.71	0.8	50.19	-6.0	315,468	2.5	211,922	-4.4	15,832,626	-3.7
Saturday	Current Month	66.5	-0.4	73.30	0.8	48.77	0.5	24,400	1.8	16,235	1.4	1,189,913	2.2
	Year To Date	60.2	-7.6	71.05	-3.3	42.74	-10.6	48,800	1.8	29,354	-5.9	2,085,745	-9.0
	Running 12 Month	68.4	-5.6	75.22	0.9	51.48	-4.7	315,581	2.5	215,999	-3.2	16,246,639	-2.3
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	63.2	-2.9	74.78	-0.1	47.28	-3.0	122,000	1.8	77,137	-1.2	5,768,134	-1.3
	Year To Date	59.6	-7.6	73.69	-1.4	43.91	-8.9	262,300	1.8	156,308	-5.9	11,518,599	-7.3
	Running 12 Month	63.0	-6.7	75.29	1.0	47.43	-5.8	1,583,777	2.5	997,685	-4.4	75,110,799	-3.4
Weekend (Fri-Sat)	Current Month	65.1	-1.9	72.76	0.1	47.35	-1.7	48,800	1.8	31,757	-0.1	2,310,758	0.0
	Year To Date	59.1	-8.5	70.90	-3.2	41.90	-11.4	97,600	1.8	57,686	-6.9	4,089,684	-9.9
	Running 12 Month	67.8	-6.2	74.97	0.8	50.83	-5.4	631,049	2.5	427,921	-3.8	32,079,266	-3.0
Total	Current Month	63.8	-2.6	74.19	-0.1	47.30	-2.7	170,800	1.8	108,894	-0.9	8,078,892	-1.0
	Year To Date	59.5	-7.8	72.94	-1.9	43.37	-9.5	359,900	1.8	213,994	-6.2	15,608,283	-8.0
	Running 12 Month	64.4	-6.5	75.19	0.9	48.40	-5.7	2,214,826	2.5	1,425,606	-4.2	107,190,065	-3.3

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of February 2018

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
2016 Sep				63.4				71.64				45.41				3.2				-2.2				0.9
Oct				81.8				78.52				64.24				30.1				6.6				38.6
Nov				76.1				77.19				58.73				34.1				7.2				43.7
Dec				64.8				72.57				47.03				20.8				5.4				27.4
2017 Jan				63.7				74.40				47.36				14.9				4.0				19.5
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				54.50				-2.3				-0.8				-3.1
May				64.8				75.66				48.99				3.1				3.6				6.8
Jun				73.7				78.30				57.71				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	63.8	74.42	77.38	55.87	74.19	43.70	2.84	0.76	47.30				-2.6				-0.1				-2.7

Year To Date												
2016 Feb				59.3				71.96				42.65
2017 Feb				64.5				74.32				47.95
2018 Feb	53.3	4.7	1.4	59.5	73.55	71.79	53.32	72.94	39.24	3.39	0.74	43.37

Percent Change (%)											

Running 12 Month												
2016 Feb				64.1				73.00				46.80
2017 Feb				68.9				74.49				51.30
2018 Feb				64.4				75.19				48.40

Percent Change (%)											

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