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Fayetteville Area CVB

For the Month of December 2018



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: December 2018

	Current Month - December 2018 vs December 2017												Year to Date - December 2018 vs December 2017									Participation						
	Occ %		ADR		RevPAR		Percent Change from December 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	54.3	51.1	98.93	97.12	53.70	49.65	6.2	1.9	8.1	8.5	0.3	6.5	64.9	63.4	105.24	102.77	68.31	65.11	2.4	2.4	4.9	7.0	2.0	4.5	1712	1181	153625	124875
Cumberland County, NC	55.3	53.1	74.44	69.71	41.13	37.04	4.0	6.8	11.0	17.5	5.9	10.1	66.2	65.1	79.82	76.27	52.87	49.66	1.7	4.7	6.5	11.0	4.2	6.0	70	51	6320	5291
Johnston County, NC	52.1	48.2	74.74	71.48	38.95	34.45	8.1	4.6	13.1	17.7	4.1	12.6	59.6	53.7	75.26	72.36	44.83	38.83	11.0	4.0	15.5	17.6	1.8	13.0	33	25	2294	1824
Robeson County, NC	56.8	49.6	79.82	72.91	45.35	36.18	14.5	9.5	25.3	25.3	0.0	14.5	63.2	61.7	78.58	75.74	49.66	46.70	2.5	3.7	6.3	3.7	-2.4	-0.0	28	15	1833	1188
Wake County, NC	58.0	55.8	99.97	98.23	57.98	54.85	3.9	1.8	5.7	8.4	2.5	6.5	70.3	69.1	106.55	103.05	74.91	71.24	1.7	3.4	5.1	9.7	4.3	6.1	145	135	17336	16599
Durham County, NC	56.7	52.5	95.67	92.91	54.22	48.76	8.0	3.0	11.2	11.2	0.0	8.0	69.3	66.7	105.80	103.24	73.34	68.87	3.9	2.5	6.5	6.9	0.4	4.4	65	61	8402	8009
Edgecombe County, NC																												
Guilford County, NC	49.5	44.6	88.83	82.26	43.97	36.66	11.1	8.0	19.9	20.8	0.7	11.9	59.8	58.1	98.38	95.03	58.87	55.23	3.0	3.5	6.6	6.6	0.0	3.0	4	2	216	126
Harnett County, NC	48.0	44.4	75.16	73.15	36.09	32.51	8.0	2.7	11.0	11.0	0.0	8.0	59.0	54.7	76.87	76.55	45.39	41.88	7.9	0.4	8.4	8.4	0.0	7.9	86	70	10257	9193
Moore County, NC	45.8	42.2	97.52	94.41	44.69	39.86	8.5	3.3	12.1	12.1	0.0	8.5	61.2	57.4	124.79	122.49	76.42	70.27	6.7	1.9	8.7	8.7	-0.1	6.7	11	8	859	638

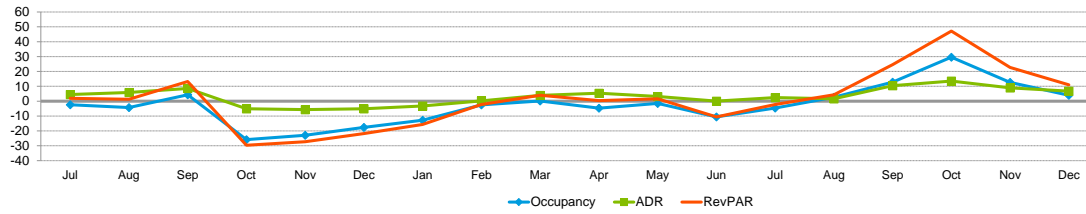
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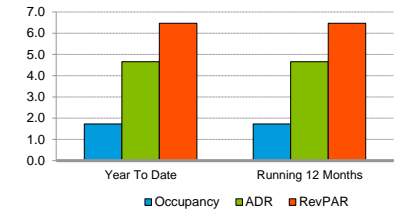
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of December 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	68.4	65.8	66.1	60.7	58.5	53.1	55.3	63.7	71.0	67.9	63.7	66.0	65.3	67.5	74.5	78.6	65.9	55.3
Last Year	70.1	68.7	63.3	81.8	75.9	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
Percent Change	-2.4	-4.3	4.3	-25.8	-22.9	-17.6	-12.8	0.2	-4.3	-1.5	-10.6	-4.6	2.7	12.8	29.6	12.6	4.0	

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	68.0	65.1	66.2	66.2
ADR	64.4	68.0	65.1	64.4
RevPAR	5.5	-4.2	1.7	5.5

ADR	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	77.68	78.21	78.74	75.39	73.68	69.71	72.86	75.29	79.36	81.46	78.93	79.10	79.58	79.45	86.98	85.59	80.28	74.44
Last Year	74.37	73.90	72.54	79.95	78.10	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
Percent Change	4.4	5.8	8.5	-5.1	-5.7	-5.1	-3.2	0.2	3.9	5.4	3.1	0.0	2.4	1.6	10.5	13.5	9.0	6.8

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	74.77	76.27	79.82	79.82
ADR	73.15	74.77	76.27	73.15
RevPAR	2.2	2.0	4.7	2.2

RevPAR	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	53.15	51.44	52.01	45.72	43.14	37.04	40.30	47.92	56.34	55.28	50.29	52.20	51.94	53.66	64.81	67.28	52.94	41.13
Last Year	52.16	50.79	45.95	64.98	59.32	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
Percent Change	1.9	1.3	13.2	-29.6	-27.3	-21.8	-15.6	-2.2	4.0	0.4	1.6	-10.6	-2.3	4.3	24.6	47.1	22.7	11.0

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	50.82	49.66	52.87	52.87
ADR	47.11	50.82	49.66	47.11
RevPAR	7.9	-2.3	6.5	7.9

Supply	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	185,318	185,318	179,400	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	195,920
Last Year	178,715	178,715	172,950	178,715	172,950	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
Percent Change	3.7	3.7	3.7	3.7	3.6	1.8	2.4	2.4	4.3	4.3	4.3	6.4	4.4	4.4	3.9	3.9	4.0	5.9

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	2,122,925	2,161,181	2,252,378	2,252,378
ADR	2,152,707	2,122,925	2,161,181	2,152,707
RevPAR	-1.4	1.8	4.2	-1.4

Demand	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	126,796	121,894	118,499	112,433	104,876	98,341	103,000	107,067	134,636	124,557	120,847	123,518	126,241	130,618	138,822	151,351	122,863	108,259
Last Year	125,332	122,823	109,556	146,177	131,354	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
Percent Change	1.2	-0.8	8.2	-23.1	-20.2	-16.1	-10.7	-0.1	4.4	-0.6	2.7	-4.9	-0.4	7.2	17.2	34.6	17.2	10.1

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	1,442,920	1,407,079	1,491,779	1,491,779
ADR	1,386,563	1,442,920	1,407,079	1,386,563
RevPAR	4.1	-2.5	6.0	4.1

Revenue	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	9,849,438	9,533,554	9,330,985	8,476,482	7,727,049	6,855,636	7,504,174	8,060,805	10,684,420	10,146,511	9,538,017	9,770,738	10,046,298	10,377,767	12,075,403	12,954,449	9,863,654	8,058,321
Last Year	9,321,233	9,076,394	7,947,436	11,613,764	10,259,019	8,611,281	8,685,684	8,051,209	9,847,715	9,688,660	8,999,632	10,271,795	9,849,438	9,533,554	9,330,985	8,476,482	7,727,049	6,855,636
Percent Change	5.7	5.0	17.4	-27.0	-24.7	-20.4	-13.6	0.1	8.5	4.7	6.0	-4.9	2.0	8.9	29.4	52.8	27.7	17.5

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	107,882,407	107,317,839	119,080,357	119,080,357
ADR	101,421,670	107,882,407	107,317,839	101,421,670
RevPAR	6.4	-0.5	11.0	6.4

Census %	2017						2018											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	65	65	65	65	65	66	67	67	68	68	69	70	70	70	69	69	69	70
Census Rooms	5978	5978	5980	5980	5971	5970	6007	6007	6118	6118	6118	6239	6239	6239	6211	6211	6211	6320
% Rooms Participants	83.9	85.8	85.8	85.8	85.8	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

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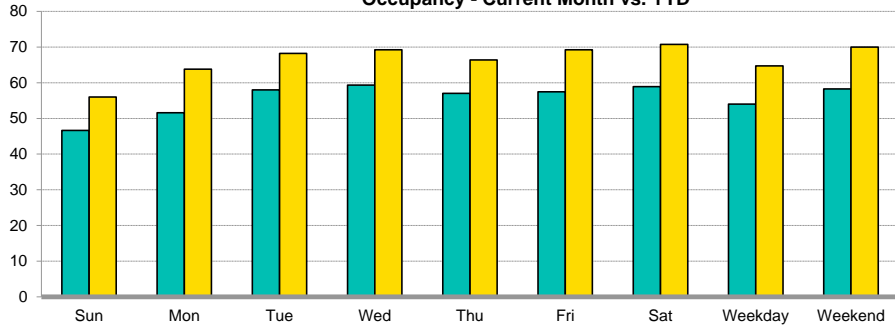
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

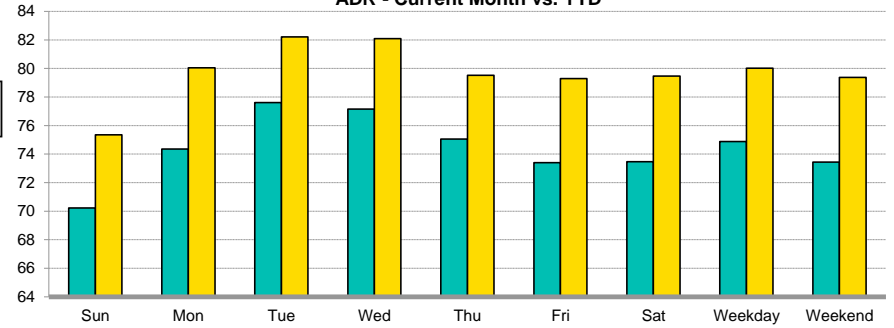
Fayetteville Area CVB

For the Month of December 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	46.6	3.5	70.22	7.2	32.75	10.9	31,600	5.9	14,736	9.5	1,034,805	17.4
	Year To Date	56.0	3.8	75.35	4.6	42.22	8.5	321,040	2.3	179,874	6.2	13,553,711	11.0
	Running 12 Month	56.0	3.8	75.35	4.6	42.22	8.5	321,040	2.3	179,874	6.2	13,553,711	11.0
Monday	Current Month	51.6	-1.2	74.36	5.2	38.38	3.9	31,600	32.3	16,309	30.7	1,212,763	37.5
	Year To Date	63.8	0.3	80.04	4.4	51.06	4.7	327,047	6.2	208,621	6.5	16,698,654	11.3
	Running 12 Month	63.8	0.3	80.04	4.4	51.06	4.7	327,047	6.2	208,621	6.5	16,698,654	11.3
Tuesday	Current Month	58.0	5.0	77.62	7.9	45.02	13.3	25,280	5.9	14,663	11.2	1,138,050	20.0
	Year To Date	68.2	2.3	82.21	5.0	56.10	7.4	320,727	4.2	218,878	6.6	17,992,999	11.9
	Running 12 Month	68.2	2.3	82.21	5.0	56.10	7.4	320,727	4.2	218,878	6.6	17,992,999	11.9
Wednesday	Current Month	59.4	3.3	77.16	6.7	45.80	10.3	25,280	5.9	15,005	9.4	1,157,796	16.8
	Year To Date	69.3	0.3	82.08	5.0	56.85	5.3	320,727	4.2	222,141	4.5	18,234,393	9.7
	Running 12 Month	69.3	0.3	82.08	5.0	56.85	5.3	320,727	4.2	222,141	4.5	18,234,393	9.7
Thursday	Current Month	57.0	4.8	75.05	6.8	42.80	11.9	25,280	5.9	14,415	10.9	1,081,893	18.5
	Year To Date	66.4	1.5	79.52	5.0	52.80	6.6	320,838	4.2	213,009	5.8	16,939,141	11.0
	Running 12 Month	66.4	1.5	79.52	5.0	52.80	6.6	320,838	4.2	213,009	5.8	16,939,141	11.0
Friday	Current Month	57.5	4.3	73.40	6.0	42.17	10.6	25,280	-15.3	14,524	-11.7	1,066,021	-6.4
	Year To Date	69.2	1.7	79.29	4.6	54.89	6.4	320,959	4.3	222,165	6.0	17,616,466	10.9
	Running 12 Month	69.2	1.7	79.29	4.6	54.89	6.4	320,959	4.3	222,165	6.0	17,616,466	10.9
Saturday	Current Month	58.9	9.4	73.46	7.3	43.26	17.4	31,600	5.9	18,608	15.8	1,366,992	24.3
	Year To Date	70.7	2.3	79.46	4.1	56.21	6.5	321,040	4.2	227,090	6.7	18,044,993	11.0
	Running 12 Month	70.7	2.3	79.46	4.1	56.21	6.5	321,040	4.2	227,090	6.7	18,044,993	11.0
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	54.0	2.9	74.88	6.8	40.46	9.9	139,040	10.9	75,128	14.1	5,625,308	21.8
	Year To Date	64.7	1.6	80.02	4.8	51.80	6.5	1,610,379	4.2	1,042,524	5.9	83,418,898	11.0
	Running 12 Month	64.7	1.6	80.02	4.8	51.80	6.5	1,610,379	4.2	1,042,524	5.9	83,418,898	11.0
Weekend (Fri-Sat)	Current Month	58.2	7.0	73.44	6.6	42.77	14.1	56,880	-4.7	33,131	1.9	2,433,013	8.7
	Year To Date	70.0	2.0	79.38	4.3	55.55	6.4	641,999	4.2	449,255	6.4	35,661,459	11.0
	Running 12 Month	70.0	2.0	79.38	4.3	55.55	6.4	641,999	4.2	449,255	6.4	35,661,459	11.0
Total	Current Month	55.3	4.0	74.44	6.8	41.13	11.0	195,920	5.9	108,259	10.1	8,058,321	17.5
	Year To Date	66.2	1.7	79.82	4.7	52.87	6.5	2,252,378	4.2	1,491,779	6.0	119,080,357	11.0
	Running 12 Month	66.2	1.7	79.82	4.7	52.87	6.5	2,252,378	4.2	1,491,779	6.0	119,080,357	11.0

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of December 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	Jul				68.4				77.68				53.15				-2.4				4.4				1.9			
	Aug				65.8				78.21				51.44				-4.3				5.8				1.3			
	Sep				66.1				78.74				52.01				4.3				8.5				13.2			
	Oct				60.7				75.39				45.72				-25.8				-5.1				-29.6			
	Nov	53.7	3.1	1.7	58.5	74.14	75.97	55.05	73.68	39.82	2.37	0.95	43.14				-22.9				-5.7				-27.3			
	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				-17.6				-5.1				-21.8			
2018	Jan	48.3	5.6	1.4	55.3	73.84	69.68	51.98	72.86	35.63	3.93	0.74	40.30				-12.8				-3.2				-15.6			
	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				-2.5				0.2				-2.2			
	Mar	60.8	8.7	1.4	71.0	79.69	80.34	59.40	79.36	48.46	7.02	0.86	56.34				0.1				3.9				4.0			
	Apr	56.1	10.4	1.4	67.9	81.30	85.13	61.20	81.46	45.58	8.83	0.87	55.28				-4.7				5.4				0.4			
	May				63.7				78.93				50.29				-1.5				3.1				1.6			
	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				-10.6				0.0				-10.6			
	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				-4.6				2.4				-2.3			
	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				2.7				1.6				4.3			
	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				12.8				10.5				24.6			
	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				29.6				13.5				47.1			
	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				10.9	50.9	-3.5	12.6	8.0	19.1	7.1	9.0	19.8	79.7	3.3	22.7
	Dec	51.0	2.8	1.4	55.3	75.37	65.11	59.54	74.44	38.43	1.85	0.85	41.13				4.8	1.2	-15.3	4.0	6.8	1.5	11.8	6.8	11.9	2.7	-5.4	11.0

Year To Date													
2016	Dec				68.0				74.77				50.82
2017	Dec				65.1				76.27				49.66
2018	Dec	57.9	6.9	1.5	66.2	79.63	85.97	58.61	79.82	46.09	5.92	0.86	52.87

Percent Change (%)																										
												5.5													7.9	
													-4.2													-2.3
													1.7													6.5

Running 12 Month													
2016	Dec				68.0				74.77				50.82
2017	Dec				65.1				76.27				49.66
2018	Dec	57.9	6.9	1.5	66.2	79.63	85.97	58.61	79.82	46.09	5.92	0.86	52.87

Percent Change (%)																										
												5.5													7.9	
													-4.2													-2.3
													1.7													6.5

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