

Date Created: Dec 17, 2018

# Fayetteville Area CVB

For the Month of November 2018



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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: November 2018

	Current Month - November 2018 vs November 2017												Year to Date - November 2018 vs November 2017												Participation				
	Occ %		ADR		RevPAR		Percent Change from November 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	64.9	60.3	105.64	101.08	68.61	60.92	7.7	4.5	12.6	13.4	0.7	8.5	65.9	64.5	105.71	103.19	69.64	66.56	2.1	2.4	4.6	6.9	2.1	4.3	1745	1179	154726	124769	
Cumberland County, NC	66.0	58.5	80.27	73.68	52.94	43.14	12.6	8.9	22.7	27.7	4.0	17.2	67.3	66.2	80.24	76.76	53.99	50.84	1.6	4.5	6.2	10.5	4.1	5.7	69	51	6211	5291	
Johnston County, NC	62.4	51.9	77.04	72.11	48.05	37.43	20.2	6.8	28.4	32.8	3.5	24.3	60.3	54.2	75.30	72.43	45.39	39.23	11.3	4.0	15.7	17.6	1.6	13.1	33	25	2294	1824	
Robeson County, NC	66.0	54.6	82.01	73.63	54.13	40.17	21.0	11.4	34.8	31.2	-2.7	17.8	63.8	62.7	78.48	75.95	50.06	47.65	1.7	3.3	5.0	2.3	-2.7	-1.0	28	15	1833	1188	
Wake County, NC	73.5	69.4	110.83	107.41	81.44	74.50	5.9	3.2	9.3	13.7	4.0	10.2	71.5	70.4	107.06	103.42	76.51	72.82	1.5	3.5	5.1	9.8	4.5	6.0	145	134	17336	16396	
Durham County, NC	73.2	66.7	108.36	103.04	79.35	68.72	9.8	5.2	15.5	15.5	0.0	9.8	70.5	68.0	106.56	103.98	75.11	70.75	3.6	2.5	6.2	6.7	0.5	4.1	65	60	8401	7991	
Edgecombe County, NC																													
Guilford County, NC	57.2	53.7	96.65	87.50	55.27	46.95	6.6	10.5	17.7	18.6	0.7	7.3	60.8	59.4	99.11	95.92	60.26	56.95	2.4	3.3	5.8	5.8	-0.0	2.4	86	70	10257	9193	
Harnett County, NC	57.1	50.5	79.16	76.07	45.18	38.38	13.1	4.1	17.7	17.7	0.0	13.1	60.1	55.7	77.00	76.81	46.25	42.75	7.9	0.3	8.2	8.2	0.0	7.9	11	8	859	638	
Moore County, NC	63.8	58.5	122.18	118.73	77.98	69.49	9.1	2.9	12.2	12.2	0.0	9.1	62.7	58.8	126.64	124.36	79.36	73.09	6.6	1.8	8.6	8.5	-0.1	6.5	21	14	1940	1554	

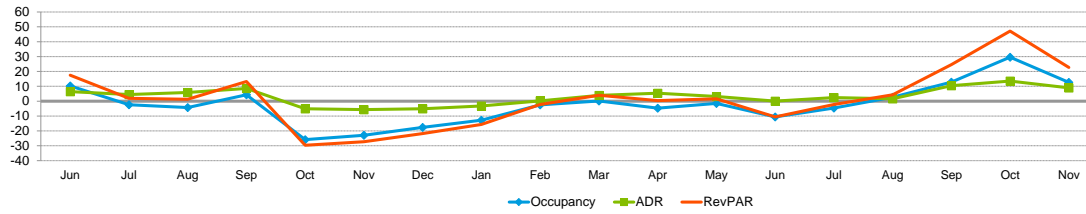
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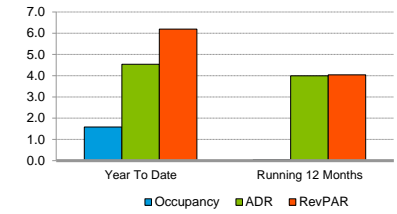
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB  
For the Month of November 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	73.8	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	66.0
Last Year	66.9	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
Percent Change	10.3	-2.4	-4.3	4.3	-25.8	-22.9	-17.6	-12.8	-2.5	0.1	-4.7	-1.5	-10.6	-4.6	2.7	12.8	29.6	12.6

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	68.3	66.2	67.3	67.0
ADR	65.4	68.3	66.2	64.6
RevPAR	4.4	-3.0	1.6	3.8

ADR	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	79.09	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	80.27
Last Year	74.29	74.37	73.90	72.54	79.45	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
Percent Change	6.5	4.4	5.8	8.5	-5.1	-5.7	-5.1	-3.2	0.2	3.9	5.4	4.7	0.0	2.4	1.6	10.5	13.5	8.9

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	74.88	76.76	80.24	74.47
ADR	73.47	74.88	76.76	73.27
RevPAR	1.9	2.5	4.5	1.6

RevPAR	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	58.38	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
Last Year	49.71	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
Percent Change	17.4	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

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	51.14	50.84	53.99	49.92
ADR	48.06	51.14	50.84	47.31
RevPAR	6.4	-0.6	6.2	5.5

Supply	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	175,950	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
Last Year	172,950	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
Percent Change	1.7	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

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	1,941,110	1,976,111	2,056,458	2,123,855
ADR	1,969,962	1,941,110	1,976,111	2,152,831
RevPAR	-1.5	1.8	4.1	-1.3

Demand	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	129,870	126,796	121,894	118,499	112,433	104,876	98,345	103,000	107,067	134,636	124,557	120,847	123,518	126,241	130,618	138,822	151,351	122,885
Last Year	115,724	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
Percent Change	12.2	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

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	1,325,672	1,308,738	1,383,542	1,423,676
ADR	1,288,559	1,325,672	1,308,738	1,390,221
RevPAR	2.9	-1.3	5.7	2.4

Revenue	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	10,271,795	9,849,438	9,533,554	9,330,985	8,476,482	7,727,049	6,855,500	7,504,174	8,060,605	10,684,420	10,146,511	9,538,017	9,770,738	10,046,298	10,377,767	12,075,403	12,954,449	9,863,854
Last Year	8,597,659	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
Percent Change	19.5	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

Year To Date	2017		2018	
	2016	2017	2016	2018
Occupancy	99,271,126	100,462,203	111,022,036	106,017,627
ADR	94,675,169	99,271,126	100,462,203	101,858,909
RevPAR	4.9	1.2	10.5	4.1

Census %	2017								2018									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	64	65	65	65	65	65	66	67	67	68	68	69	70	70	70	69	69	69
Census Rooms	5865	5978	5978	5980	5980	5971	5970	6007	6007	6118	6118	6118	6239	6239	6239	6211	6211	6211
% Rooms Participants	85.5	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

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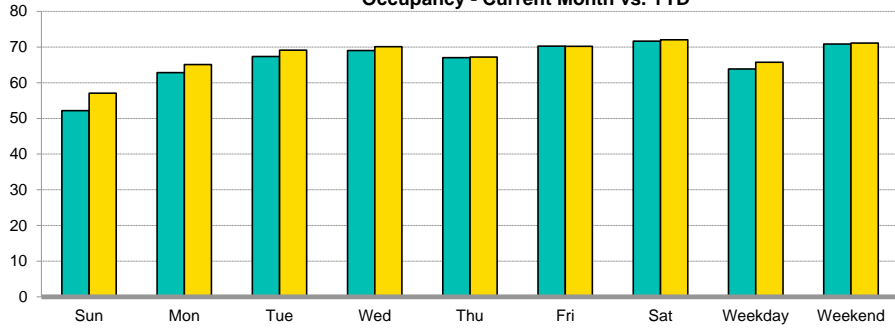
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

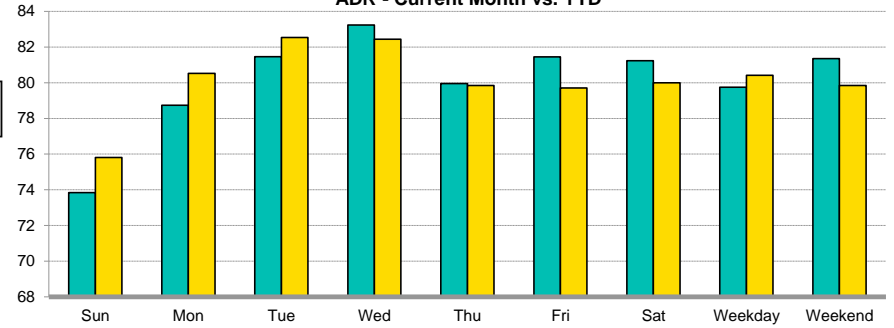
Fayetteville Area CVB

For the Month of November 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	% Chg	% Chg				
Sunday	Current Month	52.2	16.5	73.84	11.4	38.53	29.8	24,844	4.0	12,965	21.2	957,269	35.0
	Year To Date	57.1	3.9	75.81	4.4	43.25	8.4	289,440	1.9	165,139	5.9	12,518,830	10.5
	Running 12 Month	55.9	1.7	75.03	3.5	41.97	5.2	319,290	3.8	178,597	5.6	13,400,626	9.2
Monday	Current Month	62.8	10.5	78.74	7.0	49.49	18.2	24,844	4.0	15,614	14.9	1,229,451	23.0
	Year To Date	65.1	0.8	80.52	4.5	52.42	5.4	295,447	4.0	192,315	4.9	15,485,868	9.6
	Running 12 Month	64.1	-0.7	79.93	4.0	51.26	3.3	319,327	3.9	204,781	3.1	16,367,374	7.3
Tuesday	Current Month	67.3	14.3	81.46	7.1	54.85	22.4	24,844	4.0	16,728	18.9	1,362,682	27.3
	Year To Date	69.1	2.2	82.53	4.8	57.05	7.1	295,447	4.0	204,218	6.3	16,854,972	11.4
	Running 12 Month	68.1	0.6	81.89	4.4	55.75	5.0	319,327	3.9	217,407	4.5	17,803,453	9.0
Wednesday	Current Month	69.0	12.0	83.23	9.6	57.47	22.8	24,844	-16.8	17,154	-6.8	1,427,785	2.2
	Year To Date	70.1	0.1	82.44	4.9	57.80	5.0	295,447	4.0	207,139	4.1	17,076,510	9.2
	Running 12 Month	69.2	-1.1	81.81	4.6	56.58	3.4	319,327	3.9	220,854	2.7	18,067,786	7.4
Thursday	Current Month	67.0	12.5	79.95	8.4	53.58	22.0	31,055	4.0	20,813	17.1	1,663,965	26.9
	Year To Date	67.2	1.3	79.85	4.9	53.65	6.2	295,558	4.1	198,600	5.4	15,857,373	10.6
	Running 12 Month	66.2	-0.2	79.26	4.6	52.50	4.3	319,438	2.0	211,600	1.8	16,770,802	6.4
Friday	Current Month	70.2	9.3	81.45	9.8	57.21	20.0	31,055	30.0	21,814	42.1	1,776,634	56.0
	Year To Date	70.2	1.1	79.71	4.4	55.97	5.5	295,679	6.4	207,647	7.6	16,550,523	12.2
	Running 12 Month	68.8	-0.1	78.94	3.7	54.34	3.6	325,529	5.9	224,097	5.8	17,689,265	9.7
Saturday	Current Month	71.6	14.2	81.24	10.6	58.20	26.3	24,844	4.0	17,798	18.7	1,445,867	31.4
	Year To Date	72.0	1.8	80.00	3.9	57.62	5.7	289,440	4.1	208,484	5.9	16,677,959	10.0
	Running 12 Month	70.3	0.4	79.17	3.3	55.68	3.7	319,290	3.8	224,550	4.3	17,778,229	7.7
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	63.8	12.5	79.75	8.3	50.92	21.9	130,431	-0.7	83,274	11.7	6,641,153	21.0
	Year To Date	65.8	1.6	80.41	4.7	52.87	6.4	1,471,339	3.6	967,411	5.3	77,793,554	10.3
	Running 12 Month	64.7	0.0	79.76	4.2	51.61	4.2	1,596,709	3.5	1,033,240	3.4	82,410,042	7.8
Weekend (Fri-Sat)	Current Month	70.9	11.6	81.35	10.2	57.65	23.0	55,899	17.0	39,611	30.6	3,222,501	43.9
	Year To Date	71.1	1.4	79.85	4.1	56.79	5.6	585,119	5.2	416,131	6.7	33,228,482	11.1
	Running 12 Month	69.6	0.1	79.05	3.5	55.00	3.6	644,819	4.9	448,647	5.0	35,467,494	8.7
Total	Current Month	66.0	12.6	80.27	8.9	52.94	22.7	186,330	4.0	122,885	17.2	9,863,654	27.7
	Year To Date	67.3	1.6	80.24	4.5	53.99	6.2	2,056,458	4.1	1,383,542	5.7	111,022,036	10.5
	Running 12 Month	66.1	0.0	79.55	4.0	52.59	4.0	2,241,528	3.9	1,481,887	3.9	117,877,536	8.1

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of November 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 Jun				73.8				79.09				58.38				10.3				6.5				17.4
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	48.7	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	66.0	80.06	90.46	58.95	80.27	47.70	4.26	0.98	52.94	10.9	50.9	-3.5	12.6	8.0	19.1	7.1	8.9	19.8	79.7	3.3	22.7

Year To Date												
2016 Nov				68.3				74.88				51.14
2017 Nov				66.2				76.76				50.84
2018 Nov	58.5	7.3	1.5	67.3	79.98	86.75	58.52	80.24	46.82	6.31	0.86	53.99

Percent Change (%)											

Running 12 Month												
2016 Nov				67.0				74.47				49.92
2017 Nov				66.1				76.49				50.55
2018 Nov	57.7	6.9	1.5	66.1	79.33	85.99	58.03	79.55	45.79	5.94	0.86	52.59

Percent Change (%)											

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