

Date Created: Nov 16, 2018

# Fayetteville Area CVB

For the Month of October 2018



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  
destininfo@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: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: October 2018

	Current Month - October 2018 vs October 2017												Year to Date - October 2018 vs October 2017									Participation						
	Occ %		ADR		RevPAR		Percent Change from October 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	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
North Carolina	74.9	68.1	115.23	111.38	86.27	75.88	9.9	3.5	13.7	14.8	0.9	10.9	66.0	64.9	105.74	103.38	69.75	67.12	1.6	2.3	3.9	6.2	2.2	3.9	1768	1176	155473	124207
Cumberland County, NC	78.7	60.7	85.27	75.39	67.13	45.72	29.8	13.1	46.8	51.6	3.2	34.0	67.4	67.0	80.07	77.03	53.97	51.61	0.6	4.0	4.6	8.2	3.4	4.1	68	51	6174	5291
Johnston County, NC	75.5	53.1	78.66	71.76	59.43	38.10	42.3	9.6	56.0	61.4	3.5	47.2	60.1	54.4	75.12	72.46	45.12	39.41	10.4	3.7	14.5	16.1	1.4	12.0	33	25	2294	1824
Robeson County, NC	72.0	52.2	90.39	73.18	65.09	38.23	37.8	23.5	70.3	65.7	-2.7	34.2	63.6	63.6	78.12	76.14	49.66	48.39	0.0	2.6	2.6	-0.1	-2.7	-2.6	28	15	1833	1188
Wake County, NC	80.5	73.8	112.10	106.68	90.27	78.69	9.2	5.1	14.7	18.0	2.9	12.3	71.3	70.5	106.66	103.02	76.01	72.66	1.0	3.5	4.6	9.3	4.5	5.6	143	133	17154	16296
Durham County, NC	80.4	73.8	113.74	110.88	91.47	81.79	9.0	2.6	11.8	11.8	0.0	9.0	70.2	68.2	106.37	104.08	74.69	70.95	3.0	2.2	5.3	5.8	0.5	3.6	65	61	8401	8008
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	69.2	68.1	121.86	125.77	84.39	85.65	1.7	-3.1	-1.5	-1.6	-0.1	1.6	61.2	59.9	99.31	96.66	60.78	57.94	2.1	2.7	4.9	4.8	-0.1	2.0	85	69	10176	9112
Harnett County, NC	69.5	48.8	80.64	77.08	56.05	37.58	42.5	4.6	49.1	49.1	0.0	42.5	60.4	56.2	76.79	76.87	46.36	43.18	7.5	-0.1	7.4	7.4	0.0	7.5	11	8	859	638
Moore County, NC	78.8	62.5	147.46	142.28	116.13	88.93	26.0	3.6	30.6	30.6	0.0	26.0	62.6	58.8	127.09	124.91	79.50	73.45	6.4	1.7	8.2	8.1	-0.1	6.3	21	14	1940	1554

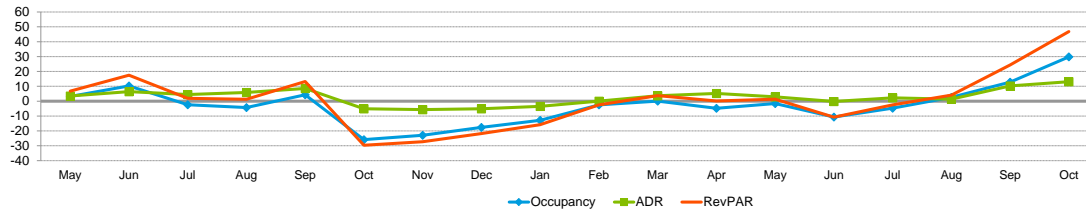
A blank row indicates insufficient data.

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: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB  
For the Month of October 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017												2018							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
	This Year	64.7	73.8	68.4	65.8	66.1	60.7	58.5	53.1	55.3	63.6	71.0	67.8	63.7	66.0	65.2	67.5	74.5	78.7	
Last Year	62.7	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		
Percent Change	3.2	10.3	-2.4	-4.3	4.3	-25.8	-22.9	-17.6	-12.8	-2.5	0.1	-4.8	-1.6	-10.6	-4.7	2.6	12.8	29.8		

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
	Occupancy	67.5	67.0	67.4	66.3	67.5
ADR	1.9	-0.8	0.6	1.0	3.1	-3.0

ADR	2017												2018							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
	This Year	76.52	79.09	77.68	78.21	78.74	75.39	73.68	69.71	72.69	75.13	79.21	81.31	78.78	78.96	79.44	79.31	86.82	85.27	
Last Year	73.96	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		
Percent Change	3.5	6.5	4.4	5.8	8.5	-5.1	-5.7	-5.1	-3.5	0.0	3.7	5.2	3.0	-0.2	2.3	1.4	10.3	13.1		

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
	Occupancy	74.53	77.03	80.07	73.60	74.53
ADR	1.3	3.4	4.0	0.8	3.9	2.7

RevPAR	2017												2018							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
	This Year	49.50	58.38	53.15	51.44	52.01	45.72	43.14	37.04	40.20	47.81	56.21	55.15	50.17	52.09	51.82	53.53	64.67	67.13	
Last Year	46.37	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		
Percent Change	6.7	17.4	1.9	1.3	13.2	-29.6	-27.3	-21.8	-15.9	-2.5	3.8	0.2	1.4	-10.8	-2.5	4.1	24.3	46.8		

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
	Occupancy	50.34	51.61	53.97	48.77	50.34
ADR	3.2	2.5	4.6	1.8	7.2	-0.3

Supply	2017												2018							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
	This Year	181,815	175,350	185,318	185,318	179,400	185,380	179,130	185,070	185,070	167,160	188,511	182,430	188,511	186,060	192,262	192,262	185,220	191,394	
Last Year	178,715	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		
Percent Change	1.7	1.7	3.7	3.7	3.7	3.7	3.6	1.8	1.8	3.7	3.7	3.7	3.7	5.7	3.7	3.2	3.2	3.2		

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
	Occupancy	1,768,160	1,796,981	1,858,880	1,793,112	1,768,160
ADR	-1.4	1.6	3.4	-1.2	1.1	3.3

Demand	2017												2018							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
	This Year	117,816	129,870	126,796	121,894	118,499	112,433	104,878	98,345	102,344	106,366	133,759	123,726	120,053	122,731	125,428	129,778	137,970	150,683	
Last Year	112,051	115,724	125,332	122,623	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		
Percent Change	5.0	12.2	1.2	-0.8	8.2	-23.1	-20.2	-16.1	-11.3	-0.8	3.8	-1.3	2.1	-5.5	-1.1	6.5	16.4	34.0		

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
	Occupancy	1,194,318	1,203,862	1,252,838	1,188,209	1,194,318
ADR	0.5	0.8	4.1	-0.2	4.3	0.2

Revenue	2017												2018							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
	This Year	8,999,632	10,271,795	9,849,438	9,533,554	9,330,985	8,476,482	7,727,027	6,855,500	7,439,568	7,991,382	10,595,325	10,060,622	9,457,479	9,691,352	9,963,864	10,292,202	11,978,963	12,849,197	
Last Year	8,287,585	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		
Percent Change	8.6	19.5	5.7	5.0	17.4	-27.0	-24.7	-20.4	-14.3	-0.7	7.6	3.8	5.1	-5.7	1.2	8.0	28.4	51.6		

Year To Date	2017			2018		
	2016	2017	2018	2016	2017	2018
	Occupancy	89,012,107	92,735,154	100,319,954	87,447,010	89,012,107
ADR	1.8	4.2	8.2	0.6	8.4	3.0

Census %	2017												2018							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
	Census Props	64	64	65	65	65	65	65	66	66	66	67	67	68	69	69	68	68	68	
Census Rooms	5865	5865	5978	5978	5980	5980	5971	5970	5970	5970	6081	6081	6081	6202	6202	6202	6174	6174		
% Rooms Participants	85.5	85.5	83.9	85.8	85.8	85.8	85.8	83.7	85.8	85.8	86.0	86.0	86.0	86.3	85.3	85.3	85.7	85.7		

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: 2018 STR, Inc. / STR Global, Ltd. trading as 'STR'.





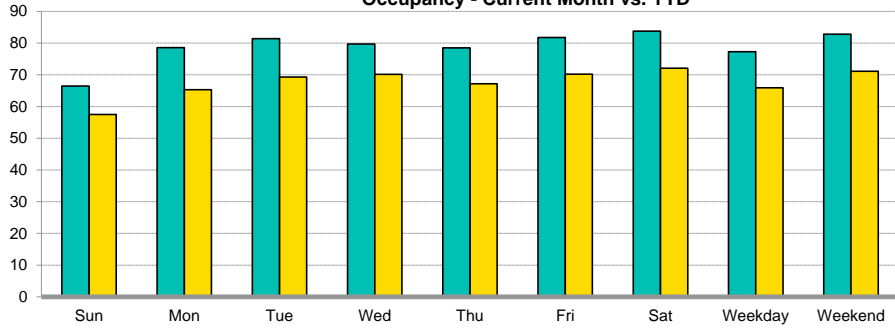
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

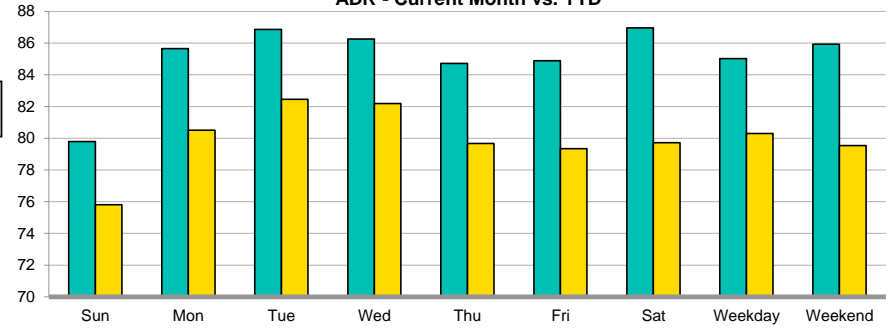
Fayetteville Area CVB

For the Month of October 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	66.4	36.2	79.80	14.0	53.02	55.3	24,696	-17.4	16,409	12.5	1,309,387	28.3
	Year To Date	57.5	3.0	75.81	3.7	43.61	6.8	263,005	1.1	151,272	4.1	11,468,377	8.0
	Running 12 Month	55.4	-1.5	74.44	2.1	41.23	0.6	316,739	3.3	175,431	1.8	13,059,350	3.9
Monday	Current Month	78.6	35.0	85.65	13.1	67.31	52.7	30,870	3.2	24,258	39.4	2,077,777	57.6
	Year To Date	65.3	0.0	80.51	4.1	52.55	4.1	268,975	3.4	175,579	3.4	14,135,041	7.7
	Running 12 Month	63.7	-3.3	79.43	3.1	50.57	-0.2	316,739	3.3	201,634	-0.1	16,015,956	3.1
Tuesday	Current Month	81.4	31.2	86.86	12.3	70.72	47.4	30,870	3.2	25,132	35.5	2,183,017	52.2
	Year To Date	69.3	1.2	82.45	4.4	57.12	5.7	268,975	3.4	186,332	4.6	15,363,642	9.3
	Running 12 Month	67.4	-2.8	81.38	3.4	54.88	0.5	316,739	1.4	213,595	-1.5	17,382,867	1.9
Wednesday	Current Month	79.7	24.6	86.26	10.7	68.77	38.0	30,870	29.1	24,610	60.8	2,122,921	78.1
	Year To Date	70.2	-1.2	82.19	4.2	57.68	3.0	268,975	5.8	188,754	4.5	15,514,192	9.0
	Running 12 Month	68.4	-4.5	81.06	3.3	55.48	-1.4	322,710	5.3	220,871	0.6	17,902,849	3.9
Thursday	Current Month	78.5	28.7	84.72	12.7	66.50	45.1	24,696	3.2	19,385	32.9	1,642,266	49.8
	Year To Date	67.2	0.1	79.67	4.3	53.53	4.4	262,912	3.5	176,665	3.5	14,074,550	8.0
	Running 12 Month	65.5	-3.5	78.57	3.0	51.47	-0.6	316,647	3.3	207,446	-0.3	16,299,118	2.7
Friday	Current Month	81.8	26.4	84.89	13.0	69.43	42.8	24,696	3.2	20,199	30.5	1,714,682	47.5
	Year To Date	70.2	0.4	79.34	3.6	55.72	4.1	263,033	3.5	184,705	3.9	14,654,954	7.7
	Running 12 Month	68.3	-2.7	78.21	2.2	53.45	-0.6	316,767	3.3	216,503	0.6	16,932,238	2.7
Saturday	Current Month	83.8	21.2	86.95	14.8	72.85	39.2	24,696	3.2	20,691	25.1	1,799,146	43.7
	Year To Date	72.1	0.8	79.72	3.1	57.45	3.9	263,005	3.4	189,531	4.2	15,109,199	7.5
	Running 12 Month	69.6	-2.3	78.48	1.8	54.65	-0.6	316,739	3.3	220,581	0.9	17,310,103	2.7
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	77.3	32.2	85.03	12.8	65.74	49.2	142,002	3.2	109,793	36.5	9,335,369	54.0
	Year To Date	65.9	0.6	80.30	4.2	52.94	4.8	1,332,842	3.4	878,602	4.1	70,555,801	8.4
	Running 12 Month	64.1	-3.2	79.16	3.0	50.74	-0.3	1,589,574	3.3	1,018,977	0.0	80,660,140	3.1
Weekend (Fri-Sat)	Current Month	82.8	23.7	85.93	13.9	71.14	40.9	49,392	3.2	40,890	27.7	3,513,828	45.5
	Year To Date	71.1	0.6	79.53	3.4	56.58	4.0	526,038	3.5	374,236	4.1	29,764,153	7.6
	Running 12 Month	69.0	-2.5	78.34	2.0	54.05	-0.6	633,506	3.3	437,084	0.8	34,242,341	2.7
Total	Current Month	78.7	29.8	85.27	13.1	67.13	46.8	191,394	3.2	150,683	34.0	12,849,197	51.6
	Year To Date	67.4	0.6	80.07	4.0	53.97	4.6	1,858,880	3.4	1,252,838	4.1	100,319,954	8.2
	Running 12 Month	65.5	-3.0	78.91	2.7	51.69	-0.3	2,223,080	3.3	1,456,061	0.2	114,902,481	3.0

A blank row indicates insufficient data.

# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of October 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 May				64.7				76.52				49.50				3.2				3.5				6.7
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	48.2	5.6	1.4	55.3	73.67	69.52	51.86	72.69	35.54	3.92	0.73	40.20				-12.8				-3.5				-15.9
Feb	58.6	3.7	1.4	63.6	75.36	78.36	56.58	75.13	44.16	2.87	0.77	47.81				-2.5				0.0				-2.5
Mar	60.8	8.7	1.4	71.0	79.54	80.20	59.29	79.21	48.34	7.01	0.86	56.21				0.1				3.7				3.8
Apr	56.0	10.4	1.4	67.8	81.15	84.97	61.09	81.31	45.47	8.81	0.87	55.15				-4.8				5.2				0.2
May				63.7				78.78				50.17				-1.6				3.0				1.4
Jun	58.7	5.9	1.3	66.0	78.55	86.86	62.09	78.96	46.12	5.14	0.83	52.09				-10.6				-0.2				-10.8
Jul	57.4	6.5	1.4	65.2	79.44	85.76	50.07	79.44	45.59	5.54	0.70	51.82				-4.7				2.3				-2.5
Aug	57.5	8.6	1.4	67.5	79.59	80.73	59.00	79.31	45.75	6.95	0.84	53.53				2.6				1.4				4.1
Sep	61.1	12.0	1.4	74.5	85.17	97.97	63.37	86.82	52.03	11.76	0.88	64.67				12.8				10.3				24.3
Oct	68.2	8.9	1.6	78.7	83.71	100.90	64.73	85.27	57.06	9.03	1.04	67.13				29.8				13.1				46.8

Year To Date												
2016 Oct				67.5				74.53				50.34
2017 Oct				67.0				77.03				51.61
2018 Oct	58.4	7.5	1.4	67.4	79.81	86.34	58.35	80.07	46.62	6.50	0.85	53.97

Percent Change (%)											

Running 12 Month												
2016 Oct				65.5				73.95				48.40
2017 Oct				67.5				76.84				51.87
2018 Oct	57.2	6.8	1.5	65.5	78.73	85.19	57.56	78.91	45.05	5.78	0.86	51.69

Percent Change (%)											

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: 2018 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](http://www.str.com/resources/glossary)

**Frequently Asked Questions (FAQ):**

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

Please visit our website at [www.str.com](http://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](mailto:destininfo@str.com)

**International:**

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

T : +44 (0) 20 7922 1930

[industryinfo@str.com](mailto:industryinfo@str.com)

**Asia Pacific:**

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

T: +64 6800 7850

[apinfo@str.com](mailto:apinfo@str.com)

For the latest in industry news, visit [HotelNewsNow.com](http://HotelNewsNow.com).

To learn more about the Hotel Data Conference, visit [HotelDataConference.com](http://HotelDataConference.com).