

Date Created: Nov 15, 2019

# Fayetteville Area CVB

For the Month of October 2019



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Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: October 2019

	Current Month - October 2019 vs October 2018												Year to Date - October 2019 vs October 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2018					Occ %		ADR		RevPAR		Percent Change from YTD 2018					Properties		Rooms			
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
North Carolina	69.5	74.9	115.46	115.23	80.27	86.33	-7.2	0.2	-7.0	-5.1	2.1	-5.3	67.4	65.9	108.00	105.78	72.79	69.74	2.2	2.1	4.4	5.1	0.7	2.9	1805	1207	158552	127295
Cumberland County, NC	58.5	78.6	82.18	85.60	48.08	67.28	-25.6	-4.0	-28.5	-25.1	4.8	-22.0	66.9	67.4	82.26	80.24	55.03	54.09	-0.8	2.5	1.7	5.5	3.7	2.9	72	54	6512	5592
Johnston County, NC	56.7	75.1	77.34	78.79	43.87	59.19	-24.5	-1.8	-25.9	-25.9	0.0	-24.5	60.1	59.8	77.10	75.13	46.37	44.94	0.5	2.6	3.2	5.3	2.0	2.6	33	25	2295	1825
Robeson County, NC	53.9	72.7	76.96	90.09	41.52	65.52	-25.8	-14.6	-36.6	-36.6	0.0	-25.8	63.8	63.7	79.86	78.12	50.97	49.73	0.3	2.2	2.5	2.5	0.0	0.3	28	16	1833	1246
Wake County, NC	80.6	80.5	113.65	112.15	91.59	90.28	0.1	1.3	1.5	3.4	1.9	2.0	75.2	71.2	109.38	106.67	82.27	76.00	5.6	2.5	8.2	10.8	2.4	8.1	146	135	17475	16629
Durham County, NC	76.8	80.4	113.65	113.73	87.23	91.48	-4.6	-0.1	-4.6	-4.6	0.0	-4.6	72.8	70.2	108.67	106.34	79.09	74.70	3.6	2.2	5.9	5.9	0.0	3.6	65	61	8402	8009
Edgecombe County, NC																												
Guilford County, NC	65.0	68.9	130.69	122.20	84.93	84.18	-5.7	7.0	0.9	3.9	2.9	-2.9	61.9	61.2	102.65	99.34	63.57	60.76	1.3	3.3	4.6	7.2	2.5	3.8	4	2	216	126
Harnett County, NC	52.1	69.8	78.16	80.64	40.75	56.25	-25.3	-3.1	-27.6	-27.6	0.0	-25.3	57.4	60.3	77.19	76.83	44.32	46.31	-4.8	0.5	-4.3	-4.3	0.0	-4.8	88	71	10476	9336
Moore County, NC	69.8	78.7	170.07	147.42	118.65	116.06	-11.4	15.4	2.2	2.2	0.0	-11.4	66.2	62.5	137.26	127.20	90.82	79.48	5.9	7.9	14.3	14.3	0.0	5.9	11	8	859	638

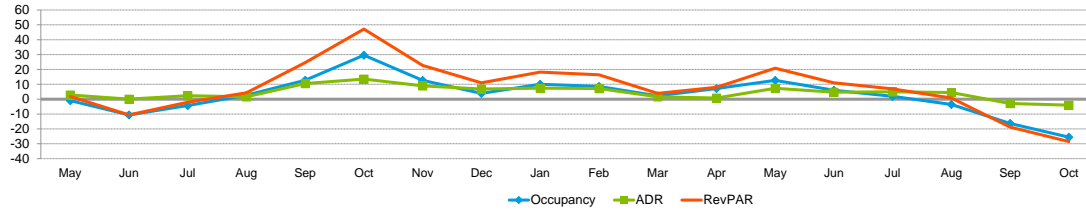
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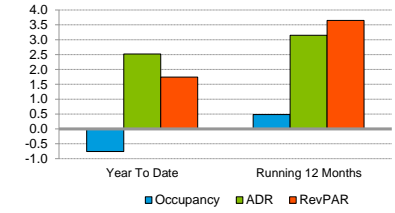
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB  
For the Month of October 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018										2019									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	64.1	66.0	65.3	67.5	74.5	78.6	65.9	55.2	60.9	69.1	72.3	72.7	72.1	70.0	66.5	65.1	62.3	58.5		
Last Year	64.7	73.8	68.2	65.8	66.1	60.7	58.5	53.1	55.3	63.7	70.7	67.9	64.1	66.0	65.3	67.5	74.5	78.6		
Percent Change	-1.0	-10.6	-4.3	2.7	12.7	29.6	12.6	3.9	10.1	8.6	2.3	7.1	12.6	6.0	1.9	-3.5	-16.3	-25.6		

Year To Date		
2017	2018	2019
67.0	67.4	66.9
67.5	67.0	67.4
-0.9	0.7	-0.8

Running 12 Months		
2017	2018	2019
67.5	65.5	65.8
65.5	67.5	65.5
3.1	-2.9	0.5

ADR	2018										2019									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	78.66	79.10	79.60	79.46	87.02	85.60	80.28	74.48	78.26	80.71	80.71	82.11	84.41	82.84	83.52	83.05	84.49	82.18		
Last Year	76.52	79.09	77.78	78.21	78.74	75.39	73.68	69.71	72.86	75.29	79.47	81.47	78.66	79.10	79.60	79.46	87.02	85.60		
Percent Change	2.8	0.0	2.3	1.6	10.5	13.5	9.0	6.8	7.4	2.3	7.2	1.6	4.7	4.9	4.5	-2.9	-4.0	-4.0		

Year To Date		
2017	2018	2019
77.04	80.24	82.26
74.53	77.04	80.24
3.4	4.1	2.5

Running 12 Months		
2017	2018	2019
76.85	79.06	81.55
73.95	76.85	79.06
3.9	2.9	3.1

RevPAR	2018										2019									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	50.40	52.20	51.94	53.66	64.79	67.28	52.94	41.12	47.64	55.79	58.38	59.70	60.90	57.96	55.55	54.10	52.66	48.08		
Last Year	49.50	58.38	53.05	51.44	52.01	45.72	43.14	37.04	40.30	47.92	56.19	55.28	50.40	52.20	51.94	53.66	64.79	67.28		
Percent Change	1.8	-10.6	-2.1	4.3	24.6	47.1	22.7	11.0	18.2	16.4	3.9	8.0	20.8	11.0	6.9	0.8	-18.7	-28.5		

Year To Date		
2017	2018	2019
51.60	54.09	55.03
50.34	51.60	54.09
2.5	4.8	1.7

Running 12 Months		
2017	2018	2019
51.86	51.80	53.69
48.40	51.86	51.80
7.1	-0.1	3.6

Supply	2018										2019									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	189,658	187,170	193,409	193,409	186,330	192,541	186,330	196,013	196,013	177,044	196,013	189,270	195,579	192,570	198,989	198,958	192,540	201,872		
Last Year	181,815	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		
Percent Change	4.3	6.4	4.4	4.4	3.9	3.9	4.0	5.9	5.3	5.3	3.4	3.1	3.1	2.9	2.9	3.3	4.8	4.8		

Year To Date		
2017	2018	2019
1,796,381	1,870,128	1,938,848
1,768,160	1,796,381	1,870,128
1.6	4.1	3.7

Running 12 Months		
2017	2018	2019
2,151,746	2,234,328	2,321,191
2,127,755	2,151,746	2,234,328
1.1	3.8	3.9

Demand	2018										2019									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	121,510	123,518	126,207	130,595	138,738	151,337	122,863	108,218	119,320	122,379	141,774	137,614	141,103	134,739	132,348	129,599	120,013	118,118		
Last Year	117,616	129,870	126,382	121,894	118,498	112,433	104,876	98,341	102,994	107,067	134,101	124,544	121,510	123,518	126,207	130,595	138,738	151,337		
Percent Change	3.3	-4.9	-0.1	7.1	17.1	34.6	17.2	17.6	15.9	14.3	5.7	10.5	16.1	9.1	4.9	-0.8	-13.5	-22.0		

Year To Date		
2017	2018	2019
1,203,448	1,260,611	1,297,007
1,194,318	1,203,448	1,260,611
0.8	4.7	2.9

Running 12 Months		
2017	2018	2019
1,452,050	1,463,828	1,528,088
1,392,672	1,452,050	1,463,828
4.3	0.8	4.4

Revenue	2018										2019									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	9,558,230	9,770,787	10,045,781	10,377,710	12,072,598	12,954,672	9,863,655	8,059,961	9,337,604	9,877,446	11,443,208	11,299,032	11,910,634	11,161,319	11,053,549	10,763,033	10,139,576	9,706,536		
Last Year	8,999,631	10,271,793	9,830,484	9,533,554	9,330,983	8,476,482	7,727,048	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		
Percent Change	6.2	-4.9	2.2	8.9	29.4	52.8	27.7	17.6	24.4	22.5	7.4	11.4	24.6	14.2	10.0	3.7	-16.0	-25.1		

Year To Date		
2017	2018	2019
92,716,194	101,147,810	106,691,936
89,012,109	92,716,194	101,147,810
4.2	9.1	5.5

Running 12 Months		
2017	2018	2019
111,586,495	115,730,491	124,615,562
102,986,769	111,586,495	115,730,491
8.4	3.7	7.7

Census %	2018										2019									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
Census Props	69	70	70	70	69	69	69	69	70	70	70	70	70	71	71	71	71	72		
Census Rooms	6118	6239	6239	6239	6211	6211	6211	6323	6323	6323	6309	6309	6309	6419	6419	6418	6418	6512		
% Rooms Participants	85.5	85.8	84.8	84.8	85.2	85.2	85.2	83.7	83.6	85.4	85.4	83.8	85.4	84.0	85.7	85.7	85.7	85.9		

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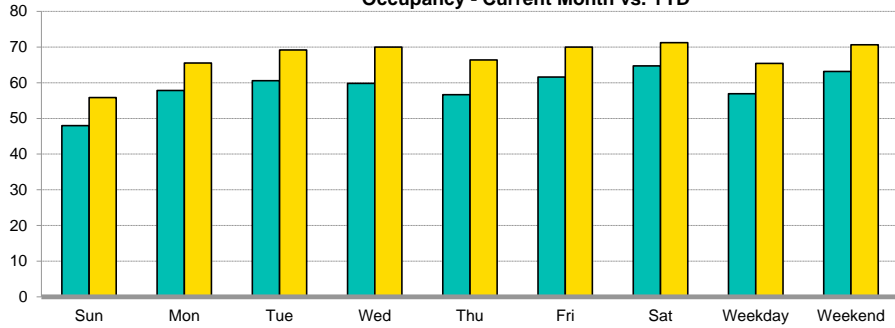
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

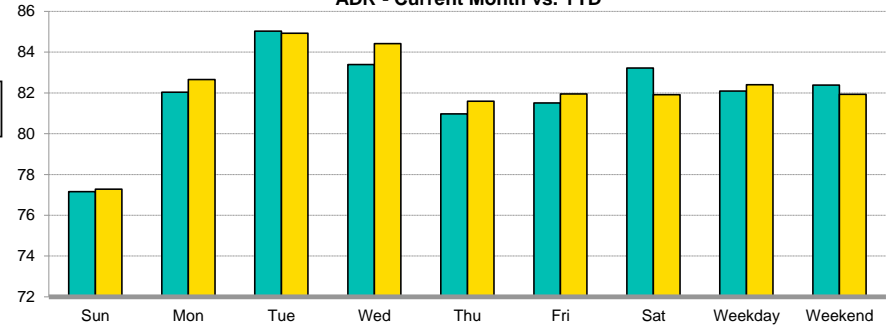
Fayetteville Area CVB

For the Month of October 2019

**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	48.0	-27.7	77.16	-3.7	37.03	-30.3	26,048	4.8	12,501	-24.2	964,585	-26.9
	Year To Date	55.9	-2.8	77.29	1.7	43.18	-1.2	274,252	3.6	153,216	0.7	11,841,334	2.4
	Running 12 Month	54.7	-1.2	76.47	2.5	41.83	1.3	330,711	3.9	180,909	2.6	13,833,675	5.2
Monday	Current Month	57.8	-26.3	82.04	-4.6	47.43	-29.7	26,048	-16.1	15,058	-38.2	1,235,362	-41.0
	Year To Date	65.5	0.3	82.66	2.5	54.16	2.8	274,238	1.3	179,691	1.7	14,853,201	4.2
	Running 12 Month	64.0	0.5	81.74	2.7	52.30	3.2	330,697	3.9	211,601	4.4	17,295,427	7.2
Tuesday	Current Month	60.6	-25.3	85.03	-2.5	51.51	-27.2	32,560	4.8	19,722	-21.7	1,677,045	-23.6
	Year To Date	69.2	-0.2	84.93	2.8	58.74	2.6	280,655	3.7	194,123	3.5	16,486,839	6.4
	Running 12 Month	68.2	1.0	84.20	3.3	57.40	4.4	330,791	3.9	225,502	5.0	18,987,647	8.4
Wednesday	Current Month	59.8	-24.8	83.39	-3.7	49.91	-27.6	32,560	4.8	19,486	-21.2	1,624,977	-24.1
	Year To Date	70.0	-0.3	84.42	2.5	59.09	2.2	280,655	3.7	196,427	3.4	16,582,793	6.0
	Running 12 Month	69.1	0.9	83.86	3.3	57.95	4.2	330,791	2.0	228,579	2.9	19,168,800	6.3
Thursday	Current Month	56.7	-27.7	80.97	-4.8	45.89	-31.2	32,560	31.1	18,450	-5.2	1,494,026	-9.8
	Year To Date	66.4	-1.3	81.59	2.2	54.16	0.9	280,654	6.1	186,310	4.8	15,200,913	7.1
	Running 12 Month	65.7	0.3	81.01	2.9	53.26	3.2	337,001	5.9	221,530	6.2	17,947,007	9.3
Friday	Current Month	61.6	-24.6	81.51	-4.4	50.22	-27.9	26,048	4.8	16,048	-21.0	1,308,043	-24.4
	Year To Date	70.0	-0.3	81.95	3.1	57.35	2.7	274,142	3.6	191,865	3.2	15,723,231	6.4
	Running 12 Month	69.0	1.0	81.36	3.9	56.18	4.9	330,489	3.8	228,194	4.9	18,566,227	8.9
Saturday	Current Month	64.7	-22.7	83.22	-4.7	53.84	-26.3	26,048	4.8	16,852	-19.0	1,402,498	-22.8
	Year To Date	71.2	-1.1	81.91	2.5	58.35	1.4	274,252	3.6	195,375	2.5	16,003,626	5.1
	Running 12 Month	70.1	0.6	81.19	3.3	56.90	3.9	330,711	3.9	231,772	4.6	18,816,769	8.0
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	56.9	-26.3	82.10	-3.8	46.71	-29.1	149,776	4.8	85,217	-22.7	6,995,994	-25.6
	Year To Date	65.4	-0.8	82.40	2.4	53.91	1.6	1,390,454	3.7	909,767	2.9	74,965,079	5.4
	Running 12 Month	64.3	0.3	81.67	3.0	52.55	3.3	1,659,991	3.9	1,068,122	4.3	87,232,556	7.4
Weekend (Fri-Sat)	Current Month	63.2	-23.6	82.39	-4.5	52.03	-27.1	52,096	4.8	32,901	-19.9	2,710,542	-23.6
	Year To Date	70.6	-0.7	81.93	2.8	57.85	2.1	548,394	3.6	387,240	2.9	31,726,857	5.8
	Running 12 Month	69.6	0.8	81.27	3.5	56.54	4.4	661,200	3.8	459,966	4.7	37,382,996	8.4
Total	Current Month	58.5	-25.6	82.18	-4.0	48.08	-28.5	201,872	4.8	118,118	-22.0	9,706,536	-25.1
	Year To Date	66.9	-0.8	82.26	2.5	55.03	1.7	1,938,848	3.7	1,297,007	2.9	106,691,936	5.5
	Running 12 Month	65.8	0.5	81.55	3.1	53.69	3.6	2,321,191	3.9	1,528,088	4.4	124,615,552	7.7

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of October 2019

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 May				64.1				78.66				50.40				-1.0				2.8				1.8
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	79.60	85.93	50.17	79.60	45.69	5.55	0.70	51.94				-4.3				2.3				-2.1
Aug	57.5	8.6	1.4	67.5	79.75	80.89	59.12	79.46	45.85	6.97	0.84	53.66				2.7				1.6				4.3
Sep	61.1	12.0	1.4	74.5	85.36	98.19	63.52	87.02	52.13	11.78	0.88	64.79				12.7				10.5				24.6
Oct	68.1	8.9	1.6	78.6	84.03	101.29	64.98	85.60	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	50.9	2.8	1.4	55.2	75.41	65.15	59.57	74.48	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	45.2	13.4	2.2	60.9	81.07	71.80	60.27	78.26	36.64	9.65	1.35	47.64	-6.3	138.2	58.2	10.1	9.8	3.0	16.0	7.4	2.8	145.4	83.4	18.2
Feb	42.5	24.3	2.3	69.1	84.81	75.27	62.59	80.71	36.06	18.27	1.45	55.79	-27.5	562.7	70.0	8.6	12.3	-4.1	10.4	7.2	-18.5	535.2	87.6	16.4
Mar	56.8	13.1	2.4	72.3	82.59	76.13	61.50	80.71	46.93	9.95	1.50	58.38	-6.2	50.2	69.7	2.3	3.5	-5.4	3.4	1.6	-2.9	42.1	75.5	3.9
Apr	64.1	7.2	1.4	72.7	83.73	71.76	61.55	82.11	53.64	5.18	0.88	59.70	14.3	-30.4	0.4	7.1	3.0	-15.7	0.6	0.8	17.7	-41.3	1.0	8.0
May	59.6	10.1	2.4	72.1	85.71	81.81	63.37	84.41	51.10	8.25	1.54	60.90				12.6				7.3				20.8
Jun				70.0				82.84				57.96				6.0				4.7				11.0
Jul	59.7	5.5	1.4	66.5	82.77	97.66	60.06	83.52	49.39	5.33	0.83	55.55	4.0	-15.5	-1.2	1.9	4.0	13.7	19.7	4.9	8.1	-4.0	18.2	6.9
Aug				65.1				83.05				54.10				-3.5				4.5				0.8
Sep				62.3				84.49				52.66				-16.3				-2.9				-18.7
Oct				58.5				82.18				48.08				-25.6				-4.0				-28.5

Year To Date												
2017 Oct				67.0				77.04				51.60
2018 Oct	58.4	7.5	1.5	67.4	79.97	86.53	58.46	80.24	46.72	6.51	0.85	54.09
2019 Oct	55.2	9.5	2.1	66.9	83.40	80.21	61.97	82.26	46.05	7.66	1.32	55.03

Percent Change (%)																							
												-0.9				3.4							2.5
												0.7				4.1							4.8
												-5.5	26.8	46.6	-0.8	4.3	-7.3	6.0	2.5	-1.4	17.5	55.4	1.7

Running 12 Month												
2017 Oct				67.5				76.85				51.86
2018 Oct	57.2	6.8	1.5	65.5	78.87	85.37	57.66	79.06	45.14	5.79	0.86	51.80
2019 Oct	55.2	8.6	2.0	65.8	82.49	80.24	61.63	81.55	45.54	6.89	1.25	53.69

Percent Change (%)																							
												3.1				3.9							7.1
												-2.9				2.9							-0.1
												-3.5	26.6	36.1	0.5	4.6	-6.0	6.9	3.1	0.9	19.0	45.5	3.6

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