

Date Created: Jul 18, 2019

Fayetteville Area CVB

For the Month of June 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: June 2019

	Current Month - June 2019 vs June 2018												Year to Date - June 2019 vs June 2018												Participation				
	Occ %		ADR		RevPAR		Percent Change from June 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	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	71.4	70.9	109.45	106.84	78.17	75.78	0.7	2.4	3.1	3.9	0.7	1.4	66.2	63.1	105.59	102.71	69.95	64.81	5.0	2.8	7.9	8.5	0.5	5.6	1798	1194	157642	125853	
Cumberland County, NC	70.0	66.0	82.78	79.10	57.96	52.20	6.1	4.6	11.0	14.2	2.9	9.2	69.5	64.6	81.59	78.04	56.72	50.43	7.6	4.6	12.5	16.8	3.8	11.7	71	52	6419	5389	
Johnston County, NC	63.4	61.8	76.97	75.11	48.77	46.45	2.5	2.5	5.0	5.1	0.1	2.5	60.6	55.7	76.17	72.48	46.18	40.39	8.8	5.1	14.3	18.2	3.4	12.5	33	25	2295	1825	
Robeson County, NC	64.5	65.1	79.23	74.21	51.12	48.33	-0.9	6.8	5.8	5.8	0.0	-0.9	66.1	60.7	80.07	74.13	52.94	44.99	9.0	8.0	17.7	17.7	0.0	9.0	28	16	1833	1246	
Wake County, NC	77.6	74.0	108.59	106.95	84.26	79.10	4.9	1.5	6.5	9.3	2.6	7.7	73.7	69.7	108.73	106.17	80.17	73.98	5.8	2.4	8.4	11.4	2.8	8.8	145	135	17385	16629	
Durham County, NC	75.0	72.6	105.25	102.43	78.91	74.36	3.3	2.8	6.1	6.1	0.0	3.3	71.9	68.7	109.78	106.78	78.92	73.31	4.7	2.8	7.6	7.7	0.0	4.7	65	61	8402	8009	
Edgecombe County, NC																													
Guilford County, NC	60.8	62.9	91.59	94.36	55.70	59.34	-3.3	-2.9	-6.1	-3.4	2.9	-0.5	60.4	58.9	100.20	98.11	60.55	57.78	2.6	2.1	4.8	7.1	2.2	4.9	4	2	216	126	
Harnett County, NC	56.6	59.5	78.31	76.34	44.33	45.44	-4.9	2.6	-2.4	-2.4	0.0	-4.9	58.3	58.0	76.35	75.04	44.48	43.55	0.4	1.8	2.1	2.1	0.0	0.4	88	72	10468	9404	
Moore County, NC	68.3	63.0	136.35	124.56	93.14	78.44	8.5	9.5	18.7	18.7	0.0	8.5	64.6	58.2	131.78	123.71	85.19	71.98	11.1	6.5	18.4	18.4	0.0	11.1	11	8	859	638	
																									21	14	1940	1554	

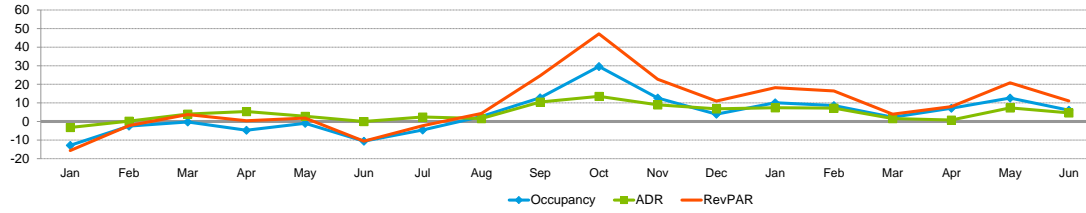
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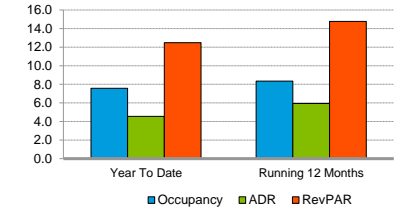
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of June 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	55.3	63.7	70.7	67.9	64.1	66.0	65.3	67.5	74.5	78.6	65.9	55.2	60.9	68.1	72.3	72.7	72.1	70.0
Last Year	63.4	65.3	70.9	71.2	64.7	73.8	68.4	65.8	66.1	60.7	58.5	53.1	55.3	63.7	70.7	67.9	64.1	66.0
Percent Change	-12.8	-2.5	-0.3	-4.7	-1.0	-10.6	-4.6	2.7	-2.8	12.6	3.9	6.8	10.1	8.6	2.3	7.1	12.6	6.1

Year To Date	2018			2019		
	2017	2018	2019	2017	2018	2019
Occupancy	68.2	64.6	69.5	65.2	68.2	64.6
ADR	4.6	-5.3	7.6	4.6	4.6	4.6

Running 12 Months	2018			2019		
	2017	2018	2019	2017	2018	2019
Occupancy	69.5	63.4	68.6	63.7	69.5	63.4
ADR	9.1	-8.8	8.3	9.1	-8.8	8.3

ADR	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	72.86	75.29	79.47	81.47	78.66	79.10	79.58	79.45	86.98	85.59	80.28	74.48	78.26	80.71	80.71	82.11	84.41	82.78
Last Year	75.29	75.12	76.40	77.31	76.52	79.09	77.68	78.21	78.74	75.39	73.68	69.71	72.86	75.29	79.47	81.47	78.66	79.10
Percent Change	-3.2	0.2	4.0	5.4	2.8	0.0	2.4	1.6	10.5	13.5	9.0	6.8	7.4	7.2	1.6	0.8	7.3	4.6

Year To Date	2018			2019		
	2017	2018	2019	2017	2018	2019
ADR	76.69	78.04	81.59	73.94	76.69	78.04
RevPAR	3.7	1.8	4.6	3.7	1.8	4.6

Running 12 Months	2018			2019		
	2017	2018	2019	2017	2018	2019
ADR	76.10	76.95	81.52	73.60	76.10	76.95
RevPAR	3.4	1.1	5.9	3.4	1.1	5.9

RevPAR	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	40.30	47.92	56.19	55.28	50.40	52.20	51.94	53.66	64.81	67.28	52.94	41.12	47.64	55.79	58.38	59.70	60.30	57.96
Last Year	47.77	49.03	54.16	55.06	49.50	58.38	53.15	51.44	52.01	45.72	43.14	37.04	40.30	47.92	56.19	55.28	50.40	52.20
Percent Change	-15.6	-2.2	3.7	0.4	1.8	-10.6	-2.3	4.3	24.6	47.1	22.7	11.0	18.2	16.4	3.9	8.0	20.8	11.0

Year To Date	2018			2019		
	2017	2018	2019	2017	2018	2019
RevPAR	52.32	50.43	56.72	48.21	52.32	50.43
Supply	8.5	-3.6	12.5	8.5	-3.6	12.5

Running 12 Months	2018			2019		
	2017	2018	2019	2017	2018	2019
RevPAR	52.87	48.76	55.96	46.88	52.87	48.76
Supply	12.8	-7.8	14.8	12.8	-7.8	14.8

Supply	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	186,217	168,196	189,658	183,540	189,658	187,170	193,409	193,409	186,330	192,541	186,330	196,013	196,013	177,044	196,013	189,270	195,379	192,570
Last Year	181,815	164,220	181,815	175,950	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
Percent Change	2.4	2.4	4.3	4.3	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

Year To Date	2018			2019		
	2017	2018	2019	2017	2018	2019
Supply	1,061,565	1,104,439	1,146,489	1,059,065	1,061,565	1,104,439
Demand	0.2	4.0	3.8	0.2	4.0	3.8

Running 12 Months	2018			2019		
	2017	2018	2019	2017	2018	2019
Supply	2,125,425	2,204,055	2,204,055	2,144,053	2,125,425	2,204,055
Demand	-0.9	3.7	4.1	-0.9	3.7	4.1

Demand	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	102,994	107,067	134,101	124,544	121,510	123,518	126,241	130,618	138,822	151,351	122,863	108,218	119,320	122,379	141,774	137,614	141,103	134,840
Last Year	115,357	107,178	128,904	125,315	117,616	129,870	126,796	121,894	118,499	112,433	104,876	98,341	102,994	107,067	134,101	124,544	121,510	123,518
Percent Change	-10.7	-0.1	4.0	-0.6	3.3	-4.9	-0.4	7.2	17.2	34.6	17.2	17.6	15.9	14.3	5.7	10.5	16.1	9.2

Year To Date	2018			2019		
	2017	2018	2019	2017	2018	2019
Demand	724,240	713,734	797,030	690,430	724,240	713,734
Revenue	4.9	-1.5	11.7	4.9	-1.5	11.7

Running 12 Months	2018			2019		
	2017	2018	2019	2017	2018	2019
Demand	1,476,730	1,396,573	1,575,143	1,365,673	1,476,730	1,396,573
Revenue	8.1	-4.4	12.8	8.1	-4.4	12.8

Revenue	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	7,504,284	8,060,686	10,656,862	10,146,198	9,558,230	9,770,787	10,046,298	10,377,767	12,075,404	12,954,448	9,863,655	8,059,961	9,337,604	9,877,446	11,443,208	11,299,032	11,910,634	11,162,087
Last Year	8,685,685	8,051,208	9,847,713	9,688,659	8,999,631	10,271,793	9,849,436	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
Percent Change	-13.6	0.1	8.2	4.7	6.2	-4.9	2.0	8.9	29.4	52.8	27.7	17.6	24.4	22.5	7.4	11.4	24.6	14.2

Year To Date	2018			2019		
	2017	2018	2019	2017	2018	2019
Revenue	55,544,691	55,697,048	65,030,011	51,053,277	55,544,691	55,697,048
Census %	8.8	0.3	16.8	8.8	0.3	16.8

Running 12 Months	2018			2019		
	2017	2018	2019	2017	2018	2019
Revenue	112,373,824	107,470,185	128,407,543	100,509,122	112,373,824	107,470,185
Census %	11.8	-4.4	19.5	11.8	-4.4	19.5

Census %	2018												2019					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	67	67	68	68	69	70	70	70	69	69	69	69	70	70	70	70	70	71
Census Rooms	6007	6007	6118	6118	6118	6239	6239	6239	6211	6211	6211	6323	6323	6323	6323	6309	6309	6419
% Rooms Participants	85.2	85.2	85.5	85.5	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

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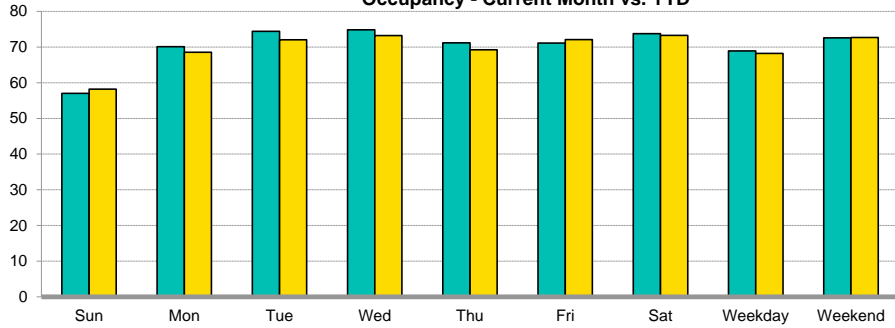
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

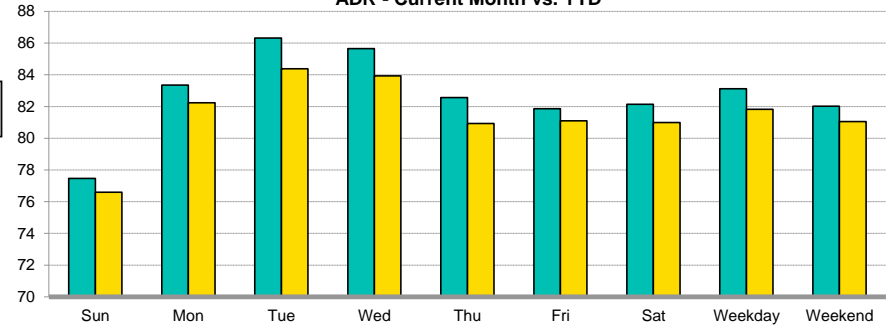
Fayetteville Area CVB

For the Month of June 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	% Chg	% Chg				
Sunday	Current Month	57.0	5.7	77.47	5.2	44.18	11.1	32,095	28.6	18,304	35.9	1,418,093	42.9
	Year To Date	58.2	7.7	76.59	4.3	44.57	12.3	164,766	8.0	95,875	16.3	7,343,263	21.3
	Running 12 Month	58.0	9.4	76.79	5.8	44.54	15.7	333,275	6.2	193,287	16.1	14,843,339	22.9
Monday	Current Month	70.1	7.2	83.35	3.7	58.44	11.2	25,676	2.9	18,002	10.3	1,500,404	14.4
	Year To Date	68.5	10.3	82.24	4.7	56.37	15.5	158,333	-0.1	108,520	10.1	8,924,725	15.3
	Running 12 Month	66.9	8.8	81.79	5.4	54.71	14.7	326,842	4.1	218,628	13.3	17,881,725	19.4
Tuesday	Current Month	74.4	7.7	86.32	3.4	64.22	11.3	25,676	2.9	19,102	10.8	1,648,896	14.5
	Year To Date	72.0	7.6	84.38	4.2	60.77	12.2	164,656	3.8	118,580	11.8	10,006,245	16.5
	Running 12 Month	70.8	9.3	83.88	5.5	59.39	15.3	326,842	4.1	231,419	13.8	19,410,860	20.1
Wednesday	Current Month	74.8	6.1	85.65	4.2	64.09	10.5	25,676	2.9	19,213	9.1	1,645,637	13.7
	Year To Date	73.2	7.3	83.93	4.3	61.47	11.9	164,656	3.8	120,592	11.4	10,120,837	16.2
	Running 12 Month	71.7	7.3	83.77	5.8	60.10	13.4	326,842	4.1	234,496	11.7	19,642,978	18.1
Thursday	Current Month	71.2	8.6	82.56	4.7	58.79	13.6	25,676	2.9	18,282	11.7	1,509,365	16.9
	Year To Date	69.2	7.6	80.94	4.3	56.05	12.2	164,656	3.8	114,018	11.6	9,228,178	16.4
	Running 12 Month	68.8	8.7	81.09	5.9	55.81	15.1	326,842	4.1	224,931	13.1	18,239,599	19.8
Friday	Current Month	71.1	6.0	81.87	6.1	58.24	12.5	25,676	-17.7	18,267	-12.7	1,495,423	-7.4
	Year To Date	72.1	7.6	81.10	5.4	58.48	13.4	164,656	3.7	118,726	11.6	9,629,195	17.6
	Running 12 Month	71.7	8.6	81.27	6.9	58.30	16.2	326,842	4.0	234,465	13.0	19,055,570	20.9
Saturday	Current Month	73.7	6.6	82.14	6.0	60.58	13.0	32,095	2.9	23,669	9.6	1,944,270	16.2
	Year To Date	73.3	5.9	81.00	4.9	59.34	11.0	164,766	3.8	120,718	9.9	9,777,567	15.2
	Running 12 Month	72.7	7.1	81.26	6.3	59.12	13.8	327,036	2.2	237,916	9.4	19,333,472	16.3
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	68.9	6.2	83.12	3.9	57.29	10.3	134,799	8.0	92,904	14.7	7,722,395	19.1
	Year To Date	68.2	8.0	81.82	4.3	55.84	12.6	817,067	3.8	557,586	12.1	45,623,248	16.9
	Running 12 Month	67.2	8.6	81.63	5.6	54.87	14.7	1,640,643	4.5	1,102,761	13.5	90,018,501	19.9
Weekend (Fri-Sat)	Current Month	72.6	6.5	82.02	6.1	59.54	13.0	57,771	-7.4	41,936	-1.4	3,439,693	4.6
	Year To Date	72.7	6.7	81.05	5.1	58.91	12.2	329,422	3.7	239,444	10.7	19,406,762	16.4
	Running 12 Month	72.2	7.9	81.27	6.6	58.71	15.0	653,878	3.1	472,382	11.2	38,389,042	18.5
Total	Current Month	70.0	6.1	82.78	4.6	57.96	11.0	192,570	2.9	134,840	9.2	11,162,087	14.2
	Year To Date	69.5	7.6	81.59	4.6	56.72	12.5	1,146,489	3.8	797,030	11.7	65,030,011	16.8
	Running 12 Month	68.6	8.3	81.52	5.9	55.96	14.8	2,294,521	4.1	1,575,143	12.8	128,407,543	19.5

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of June 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	Jan	48.3	5.6	1.4	55.3	73.85	69.68	51.98	72.86	35.63	3.93	0.74	40.30												
	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												
	Mar	60.6	8.7	1.4	70.7	79.80	80.46	59.48	79.47	48.33	7.00	0.86	56.19												
	Apr	56.1	10.4	1.4	67.9	81.30	85.13	61.20	81.47	45.58	8.83	0.87	55.28												
	May				64.1				78.66				50.40												
	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												
	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												
	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												
	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												
	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												
	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				82.78				57.96				6.1				4.6				11.0

Year To Date													
2017	Jun				68.2				76.69			52.32	
2018	Jun	56.6	6.5	1.4	64.6	78.24	80.79	57.66	78.04	44.32	5.27	0.84	50.43
2019	Jun	55.3	12.0	2.2	69.5	83.66	75.77	61.13	81.59	46.30	9.09	1.33	56.72

Percent Change (%)																									
													4.6											8.5	
														-5.3										-3.6	
														-2.3	83.8	50.5	7.6	6.9	-6.2	6.0	4.6	4.5	72.4	59.5	12.5

Running 12 Month													
2017	Jun				69.5				76.10			52.87	
2018	Jun	55.6	6.2	1.6	63.4	77.40	78.16	56.06	76.95	43.07	4.82	0.87	48.76
2019	Jun	57.2	9.6	1.8	68.6	82.23	81.31	60.46	81.52	47.04	7.82	1.11	55.96

Percent Change (%)																									
													9.1											12.8	
														-8.8										-7.8	
														2.8	55.9	17.7	8.3	6.2	4.0	7.9	5.9	9.2	62.2	26.9	14.8

A blank row indicates insufficient data.

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Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of June 2019

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2017			2018			2019																								
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D							
32497	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995	Nov 1995	63																																
33580	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996	Dec 1996	60																																
4267	SureStay Plus Hotel Fayetteville	Fayetteville, NC	28312	Nov 2017	Mar 1985	111	Y																															
10148	Travelodge Fayetteville	Fayetteville, NC	28312	Apr 2019	Jun 1986	101	Y																															
67095	Tru by Hilton Fayetteville I 95	Fayetteville, NC	28312	Dec 2018	Dec 2018	109																																
20056	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Y																															
55750	WoodSpring Suites Fayetteville Fort Bragg	Fayetteville, NC	28314	Nov 2016	Apr 2006	121																																
58867	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72																																
51150	Closed - Independent Starlite Motel	Spring Lake, NC	28390	Sep 2018	Jan 1958	0	Y																															
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Y																															
65586	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100																																
29996	Gateway Inn & Suites	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y																															
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77																																
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y																															
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60																																
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y																															
Total Properties:						84	6513																															
								s	- Monthly Segmentation (Transient, Group, Contract) Only																													
								r	- Monthly Additional Revenue Only																													
								B	- Both Segmentation and Additional Revenue																													
								Blank	- No data received by STR																													

A blank row indicates insufficient data.

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