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Fayetteville Area CVB

For the Month of October 2017



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

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: October 2017

	Current Month - October 2017 vs October 2016												Year to Date - October 2017 vs October 2016												Participation				
	Occ %		ADR		RevPAR		Percent Change from October 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms		
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	68.1	74.1	110.95	108.38	75.56	80.35	-8.1	2.4	-6.0	-3.3	2.8	-5.6	65.0	66.1	103.09	100.30	66.97	66.33	-1.8	2.8	1.0	3.4	2.4	0.6	1772	1170	154928	123535	
Cumberland County, NC	60.8	81.8	74.38	78.52	45.22	64.24	-25.7	-5.3	-29.6	-27.0	3.6	-23.0	67.0	67.6	76.18	73.98	51.07	50.00	-0.8	3.0	2.1	4.7	2.5	1.7	66	48	6110	5130	
Johnston County, NC	53.2	71.0	71.66	72.80	38.10	51.65	-25.1	-1.6	-26.2	-26.3	-0.0	-25.1	54.4	54.5	72.41	71.31	39.42	38.86	-0.1	1.5	1.5	2.1	0.6	0.6	32	24	2217	1734	
Robeson County, NC	52.4	57.7	72.89	73.80	38.16	42.61	-9.3	-1.2	-10.4	-5.3	5.7	-4.1	63.7	61.9	76.05	69.15	48.47	42.77	3.0	10.0	13.3	18.0	4.1	7.3	29	17	1883	1291	
Wake County, NC	73.6	82.4	106.76	104.90	78.62	86.46	-10.7	1.8	-9.1	-4.5	5.0	-6.2	70.5	71.2	102.82	101.15	72.51	71.97	-0.9	1.7	0.8	3.0	2.2	1.3	138	129	16554	15895	
Durham County, NC	73.8	76.8	110.85	103.88	81.77	79.78	-3.9	6.7	2.5	5.9	3.3	-0.7	68.2	67.9	104.09	102.59	70.95	69.63	0.4	1.5	1.9	5.5	3.6	4.0	65	61	8401	8008	
Edgecombe County, NC																													
Guilford County, NC	68.2	73.4	125.67	119.91	85.68	87.97	-7.1	4.8	-2.6	-2.6	-0.0	-7.1	60.0	60.1	96.64	94.74	57.98	56.96	-0.2	2.0	1.8	2.1	0.3	0.1	4	1	216	65	
Harnett County, NC	48.8	65.8	76.99	77.90	37.54	51.26	-25.9	-1.2	-26.8	-26.8	0.0	-25.9	56.3	56.1	76.79	72.73	43.23	40.79	0.4	5.6	6.0	8.1	2.0	2.4	84	67	10184	9062	
Moore County, NC	62.5	72.9	141.89	134.64	88.74	98.09	-14.2	5.4	-9.5	-9.6	-0.1	-14.2	58.9	60.9	124.61	122.87	73.38	74.86	-3.3	1.4	-2.0	2.6	4.6	1.1	11	8	859	638	
																									22	14	1958	1554	

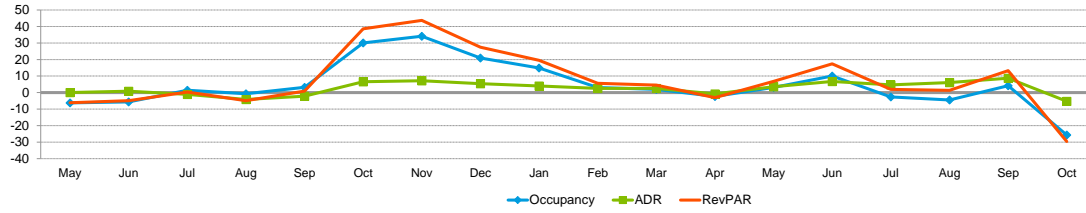
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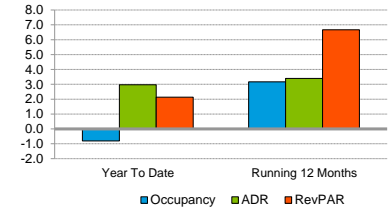
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of October 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct				
This Year	62.8	67.0	70.2	68.7	63.4	81.8	76.1	64.9	63.7	65.5	71.0	71.3	64.8	73.7	68.4	65.7	66.0	60.8				
Last Year	67.0	71.0	69.2	69.2	61.5	62.9	56.8	53.6	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.8				
Percent Change	-6.2	-5.7	1.4	-0.7	3.2	30.1	34.1	20.9	14.9	3.0	1.9	-2.3	3.1	10.0	-2.6	-4.4	4.2	-25.7				

ADR	2016												2017									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct				
This Year	73.04	73.38	73.46	73.00	71.64	78.52	77.18	72.57	74.40	74.24	75.56	76.47	75.66	78.30	76.89	77.41	77.88	74.38				
Last Year	73.01	72.79	74.26	76.21	73.22	73.69	72.03	68.84	71.52	72.39	73.70	77.09	73.04	73.38	73.46	73.00	71.64	78.52				
Percent Change	0.0	0.8	-1.1	-4.2	-2.2	6.6	7.2	5.4	4.0	-1.1	2.6	-2.5	-0.8	3.6	6.7	4.7	6.0	-8.7				

RevPAR	2016												2017									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct				
This Year	45.86	49.15	51.57	50.19	45.41	64.24	58.74	47.07	47.36	48.59	53.63	54.50	48.99	57.71	52.56	50.86	51.43	45.22				
Last Year	48.89	51.67	51.42	52.77	45.00	46.34	40.88	36.92	39.63	46.00	51.33	56.24	45.86	49.15	51.57	50.19	45.41	64.24				
Percent Change	-6.2	-4.9	0.3	-4.9	0.9	38.6	43.7	27.5	19.5	5.6	4.5	-3.1	6.8	17.4	1.9	1.3	13.3	-29.6				

Supply	2016												2017									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct				
This Year	182,745	176,850	182,745	182,745	176,850	182,745	176,850	185,845	185,845	167,860	185,845	179,850	185,845	179,850	189,348	189,348	183,300	189,410				
Last Year	182,869	176,970	182,869	182,807	176,910	182,807	176,850	182,745	182,745	165,060	182,745	176,850	182,745	176,850	182,745	182,745	176,850	182,745				
Percent Change	-0.1	-0.1	-0.1	0.0	0.0	0.0	0.0	1.7	1.7	1.7	1.7	1.7	1.7	1.7	3.6	3.6	3.6	3.6				

Demand	2016												2017									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct				
This Year	114,739	118,461	128,290	125,632	112,109	149,518	134,607	120,539	118,300	109,873	131,903	128,165	120,335	132,553	129,445	124,400	121,053	115,152				
Last Year	122,451	125,641	126,623	126,578	108,717	114,971	100,372	98,024	101,252	104,887	127,281	129,015	114,739	118,461	128,290	125,632	112,109	149,518				
Percent Change	-6.3	-5.7	1.3	-0.7	3.1	30.0	34.1	23.0	16.8	4.8	3.6	-0.7	4.9	11.9	0.9	-1.0	8.0	-23.0				

Revenue	2016												2017									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct				
This Year	8,380,936	8,692,735	9,424,026	9,171,500	8,031,175	11,739,610	10,388,945	8,747,212	8,801,514	8,157,123	9,966,748	9,800,966	9,105,131	10,379,561	9,952,765	9,629,486	9,427,700	8,564,717				
Last Year	8,940,417	9,144,910	9,402,399	9,646,181	7,960,742	8,471,860	7,229,538	6,747,706	7,241,543	7,592,793	9,380,421	9,945,284	8,380,936	8,692,735	9,424,026	9,171,500	8,031,175	11,739,610				
Percent Change	-6.3	-4.9	0.2	-4.9	0.9	38.6	43.7	29.6	21.5	7.4	6.3	-1.5	8.6	19.4	5.6	5.0	17.4	-27.0				

Census %	2016												2017									
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct				
Census Props	64	64	64	64	64	64	64	65	65	65	65	65	65	65	66	66	66	66				
Census Rooms	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	6108	6108	6110	6110				
% Rooms Participants	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.7	83.7	83.7	83.7	83.7	83.7	83.7	82.1	84.0	84.0	84.0				

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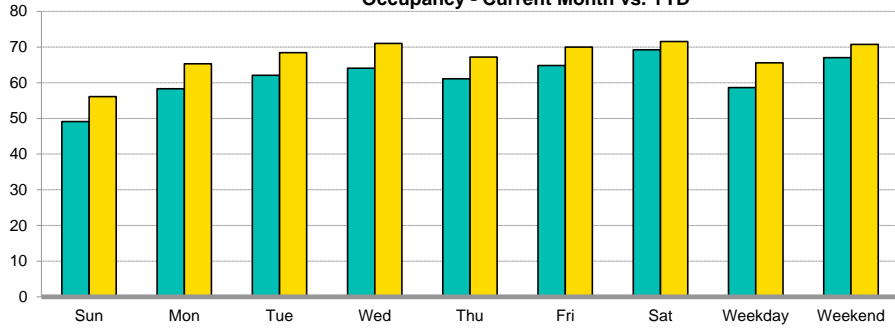
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

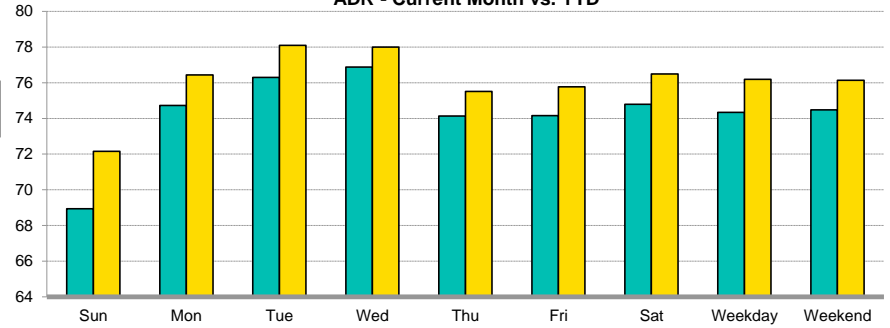
Fayetteville Area CVB

For the Month of October 2017

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	49.1	-31.4	68.93	-8.4	33.84	-37.2	30,550	3.6	14,997	-28.9	1,033,821	-34.9
	Year To Date	56.1	-0.1	72.15	3.2	40.48	3.1	265,832	2.8	149,153	2.7	10,761,749	6.0
	Running 12 Month	56.5	3.7	71.99	3.7	40.67	7.5	313,392	0.6	177,040	4.3	12,744,870	8.1
Monday	Current Month	58.3	-26.8	74.73	-4.4	43.59	-30.0	30,550	3.6	17,822	-24.1	1,331,777	-27.5
	Year To Date	65.3	0.4	76.44	3.1	49.92	3.6	265,832	2.9	173,604	3.3	13,269,457	6.6
	Running 12 Month	65.9	4.1	76.12	3.4	50.15	7.7	313,392	0.6	206,470	4.8	15,716,758	8.4
Tuesday	Current Month	62.1	-25.5	76.30	-3.0	47.39	-27.8	30,550	29.6	18,975	-3.5	1,447,728	-6.4
	Year To Date	68.4	-1.7	78.10	2.4	53.43	0.6	265,832	5.2	181,856	3.4	14,203,142	5.8
	Running 12 Month	69.4	2.8	77.80	2.8	53.99	5.7	319,287	4.4	221,569	7.4	17,237,822	10.4
Wednesday	Current Month	64.1	-24.7	76.87	-2.3	49.25	-26.4	24,440	3.6	15,658	-22.0	1,203,669	-23.7
	Year To Date	71.0	-0.3	77.99	2.9	55.37	2.6	259,722	2.8	184,384	2.5	14,381,055	5.4
	Running 12 Month	71.6	4.6	77.63	3.2	55.61	7.9	313,177	2.4	224,342	7.1	17,416,360	10.6
Thursday	Current Month	61.1	-28.4	74.13	-6.3	45.31	-32.9	24,440	3.6	14,936	-25.8	1,107,263	-30.5
	Year To Date	67.2	-0.7	75.52	2.7	50.73	2.0	259,722	2.8	174,479	2.1	13,175,781	4.9
	Running 12 Month	68.0	4.2	75.40	3.2	51.26	7.5	313,277	2.5	212,968	6.7	16,057,173	10.2
Friday	Current Month	64.8	-26.1	74.15	-7.6	48.08	-31.8	24,440	3.6	15,846	-23.4	1,175,035	-29.3
	Year To Date	70.0	-1.5	75.77	3.3	53.02	1.7	259,724	0.4	181,736	-1.1	13,770,505	2.2
	Running 12 Month	70.3	1.8	75.75	3.8	53.26	5.7	313,279	2.5	220,284	4.3	16,685,611	8.3
Saturday	Current Month	69.2	-16.3	74.80	-5.8	51.78	-21.2	24,440	-17.1	16,918	-30.6	1,265,425	-34.6
	Year To Date	71.6	-1.3	76.49	3.3	54.74	1.9	259,837	0.5	185,966	-0.9	14,224,022	2.4
	Running 12 Month	71.4	0.8	76.29	3.6	54.45	4.5	313,392	2.5	223,652	3.3	17,063,275	7.1
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	58.6	-27.2	74.34	-4.6	43.58	-30.6	140,530	8.4	82,387	-21.1	6,124,257	-24.8
	Year To Date	65.6	-0.5	76.19	2.8	49.96	2.3	1,316,940	3.3	863,476	2.8	65,791,184	5.7
	Running 12 Month	66.3	4.0	75.95	3.3	50.35	7.4	1,572,525	2.1	1,042,389	6.1	79,172,983	9.6
Weekend (Fri-Sat)	Current Month	67.0	-21.1	74.48	-6.7	49.93	-26.4	48,880	-7.9	32,765	-27.3	2,440,460	-32.2
	Year To Date	70.8	-1.4	76.13	3.3	53.88	1.8	519,561	0.5	367,703	-1.0	27,994,527	2.3
	Running 12 Month	70.8	1.3	76.02	3.7	53.85	5.1	626,671	2.5	443,936	3.8	33,748,885	7.7
Total	Current Month	60.8	-25.7	74.38	-5.3	45.22	-29.6	189,410	3.6	115,152	-23.0	8,564,717	-27.0
	Year To Date	67.0	-0.8	76.18	3.0	51.07	2.1	1,836,501	2.5	1,231,179	1.7	93,785,711	4.7
	Running 12 Month	67.6	3.2	75.97	3.4	51.35	6.7	2,199,196	2.2	1,486,325	5.4	112,921,868	9.0

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of October 2017

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
2016	May			62.8				73.04				45.86				-6.2				0.0				-6.2
	Jun			67.0				73.38				49.15				-5.7				0.8				-4.9
	Jul			70.2				73.46				51.57				1.4				-1.1				0.3
	Aug			68.7				73.00				50.19				-0.7				-4.2				-4.9
	Sep			63.4				71.64				45.41				3.2				-2.2				0.9
	Oct			81.8				78.52				64.24				30.1				6.6				38.6
	Nov			76.1				77.18				58.74				34.1				7.2				43.7
	Dec			64.9				72.57				47.07				20.9				5.4				27.5
2017	Jan			63.7				74.40				47.36				14.9				4.0				19.5
	Feb			65.5				74.24				48.59				3.0				2.6				5.6
	Mar			71.0				75.56				53.63				1.9				2.5				4.5
	Apr			71.3				76.47				54.50				-2.3				-0.8				-3.1
	May			64.8				75.66				48.99				3.1				3.6				6.8
	Jun			73.7				78.30				57.71				10.0				6.7				17.4
	Jul			68.4				76.89				52.56				-2.6				4.7				1.9
	Aug			65.7				77.41				50.86				-4.4				6.0				1.3
	Sep			66.0				77.88				51.43				4.2				8.7				13.3
	Oct			60.8				74.38				45.22				-25.7				-5.3				-29.6

Year To Date							
2015	Oct		66.3		73.60		48.77
2016	Oct		67.6		73.98		50.00
2017	Oct		67.0		76.18		51.07

Percent Change (%)							
			-0.4		0.4		-0.1
			2.0		0.5		2.5
			-0.8		3.0		2.1

Running 12 Month							
2015	Oct		64.8		73.34		47.53
2016	Oct		65.5		73.48		48.14
2017	Oct		67.6		75.97		51.35

Percent Change (%)							
			-1.1		0.8		-0.3
			1.1		0.2		1.3
			3.2		3.4		6.7

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