

Date Created: May 16, 2019

Fayetteville Area CVB

For the Month of April 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: April 2019

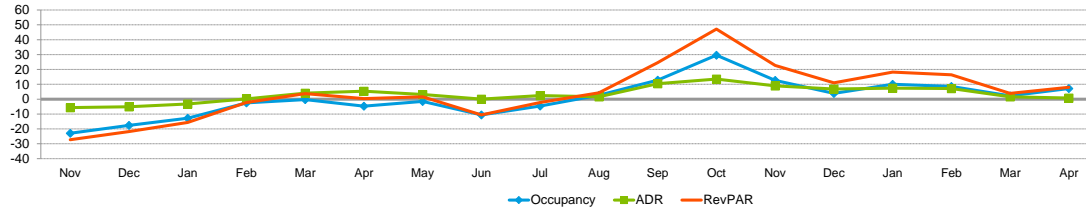
	Current Month - April 2019 vs April 2018												Year to Date - April 2019 vs April 2018												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018						Properties		Rooms	
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room 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	70.5	68.5	108.25	106.65	76.32	73.03	3.0	1.5	4.5	5.0	0.5	3.5	64.0	60.2	102.97	100.07	65.86	60.24	6.3	2.9	9.3	9.8	0.4	6.7	1780	1191	156562	125756
Cumberland County, NC	72.7	67.9	82.09	81.47	59.70	55.28	7.2	0.8	8.0	11.4	3.1	10.5	68.7	64.4	80.51	77.59	55.33	49.98	6.7	3.8	10.7	15.4	4.2	11.2	70	51	6309	5288
Johnston County, NC	68.9	62.7	77.59	73.29	53.44	45.93	9.9	5.9	16.4	21.2	4.1	14.4	58.5	53.4	75.08	71.48	43.93	38.20	9.5	5.0	15.0	19.7	4.1	14.0	33	25	2295	1825
Robeson County, NC	73.2	67.5	81.90	75.36	59.95	50.89	8.4	8.7	17.8	17.8	0.0	8.4	66.4	59.7	79.82	74.05	53.02	44.21	11.3	7.8	19.9	19.9	0.0	11.3	28	16	1833	1246
Wake County, NC	76.8	74.8	110.32	107.87	84.71	80.65	2.7	2.3	5.0	8.5	3.3	6.1	71.8	67.9	107.69	104.99	77.32	71.26	5.8	2.6	8.5	11.6	2.8	8.8	145	134	17385	16536
Durham County, NC	77.5	74.6	113.30	109.77	87.81	81.88	3.9	3.2	7.2	7.3	0.0	3.9	70.4	66.8	108.09	104.31	76.13	69.71	5.4	3.6	9.2	9.2	0.0	5.4	65	61	8402	8009
Edgecombe County, NC																												
Guilford County, NC	69.4	69.5	123.56	123.91	85.74	86.08	-0.1	-0.3	-0.4	2.5	2.9	2.8	60.1	57.6	103.09	100.37	61.95	57.80	4.3	2.7	7.2	9.2	1.9	6.3	4	2	216	126
Harnett County, NC	66.6	62.7	76.44	77.37	50.87	48.53	6.1	-1.2	4.8	4.8	0.0	6.1	58.3	57.7	75.10	74.00	43.75	42.73	0.9	1.5	2.4	2.4	0.0	0.9	88	72	10468	9404
Moore County, NC	71.9	68.1	155.58	151.95	111.80	103.45	5.5	2.4	8.1	8.1	0.0	5.5	61.3	55.5	122.04	117.20	74.82	65.09	10.4	4.1	15.0	15.0	0.0	10.4	11	8	859	638
																									21	14	1940	1554

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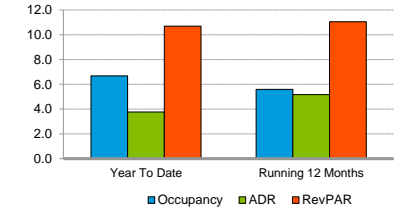
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Fayetteville Area CVB
For the Month of April 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017				2018								2019					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	58.5	53.1	55.3	63.7	70.7	67.9	63.7	66.0	65.3	67.5	74.5	78.6	65.9	55.2	60.9	69.1	72.3	72.7
Last Year	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	53.1	55.3	63.7	70.7	67.9
Percent Change	-22.9	-17.6	-12.8	-2.5	-0.3	-4.7	-1.5	-10.6	-4.6	2.7	12.8	29.6	12.6	3.9	10.1	8.6	2.3	7.2

Year To Date			
2017	2018	2019	
67.7	64.4	68.7	
65.4	67.7	64.4	
3.6	-4.9	6.7	

Running 12 Months			
2017	2018	2019	
68.7	64.0	67.6	
64.4	68.7	64.0	
6.8	-6.9	5.6	

ADR	2017				2018								2019					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	73.68	69.71	72.86	75.29	79.47	81.47	78.93	79.10	79.58	79.45	86.98	85.59	80.28	74.48	78.26	80.71	80.71	82.09
Last Year	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	69.71	72.86	75.29	79.47	81.47
Percent Change	-5.7	-5.1	-2.2	0.2	4.0	5.4	3.1	0.0	2.4	1.6	10.5	13.5	9.0	6.8	7.4	7.2	1.6	0.8

Year To Date			
2017	2018	2019	
76.08	77.59	80.51	
73.85	76.08	77.59	
3.0	2.0	3.8	

Running 12 Months			
2017	2018	2019	
75.49	76.78	80.75	
73.38	75.49	76.78	
2.9	1.7	5.2	

RevPAR	2017				2018								2019					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	43.14	37.04	40.30	47.92	56.19	55.28	50.29	52.20	51.94	53.66	64.81	67.28	52.94	41.12	47.64	55.79	58.38	59.70
Last Year	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	37.04	40.30	47.92	56.19	55.28
Percent Change	-27.3	-21.8	-15.6	-2.2	3.7	0.4	1.6	-10.6	-2.3	4.3	24.6	47.1	22.7	11.0	18.2	16.4	3.9	8.0

Year To Date			
2017	2018	2019	
51.54	49.98	55.33	
48.30	51.54	49.98	
6.7	-3.0	10.7	

Running 12 Months			
2017	2018	2019	
51.90	49.16	54.59	
47.26	51.90	49.16	
9.8	-5.3	11.1	

Supply	2017				2018								2019					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	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	196,013	196,013	177,044	196,013	189,270
Last Year	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	185,070	186,217	168,196	189,658	183,540
Percent Change	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	5.9	5.3	5.3	3.4	3.1

Year To Date			
2017	2018	2019	
703,800	727,611	758,340	
707,400	703,800	727,611	
-0.5	3.4	4.2	

Running 12 Months			
2017	2018	2019	
2,119,325	2,184,992	2,283,200	
2,152,227	2,119,325	2,184,992	
-1.5	3.1	4.5	

Demand	2017				2018								2019					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	104,876	98,341	102,994	107,067	134,101	124,544	120,847	123,518	126,241	130,618	138,822	151,351	122,863	108,218	119,320	122,379	141,774	137,645
Last Year	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	98,341	102,994	107,067	134,101	124,544
Percent Change	-20.2	-16.1	-10.7	-0.1	4.0	-0.6	2.7	-4.9	-0.4	7.2	17.2	34.6	17.2	10.0	15.9	14.3	5.7	10.5

Year To Date			
2017	2018	2019	
476,754	468,706	521,118	
462,655	476,754	468,706	
3.0	-1.7	11.2	

Running 12 Months			
2017	2018	2019	
1,457,019	1,399,031	1,543,596	
1,385,990	1,457,019	1,399,031	
5.1	-4.0	10.3	

Revenue	2017				2018								2019					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	7,727,048	6,855,634	7,504,284	8,060,686	10,656,862	10,146,198	9,538,016	9,770,739	10,046,298	10,377,767	12,075,404	12,954,448	9,863,855	8,059,961	9,337,604	9,877,446	11,443,208	11,299,046
Last Year	10,259,018	8,611,283	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
Percent Change	-24.7	-20.4	-13.6	0.1	8.2	4.7	6.0	-4.9	2.0	8.9	29.4	52.8	27.7	17.6	24.4	22.5	7.4	11.4

Year To Date			
2017	2018	2019	
36,273,266	36,368,030	41,957,303	
34,168,039	36,273,266	36,368,030	
6.2	0.3	15.4	

Running 12 Months			
2017	2018	2019	
109,987,637	107,412,592	124,643,592	
101,709,211	109,987,637	107,412,592	
8.1	-2.3	16.0	

Census %	2017				2018								2019					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Census Props	65	66	67	67	68	68	69	70	70	70	69	69	69	70	70	70	70	70
Census Rooms	5971	5970	6007	6007	6118	6118	6118	6239	6239	6239	6211	6211	6211	6211	6323	6323	6323	6309
% Rooms Participants	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	83.7	83.6	85.4	85.4	83.8

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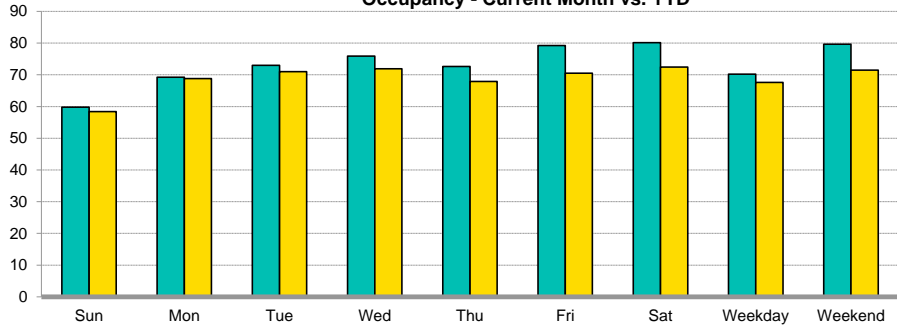
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

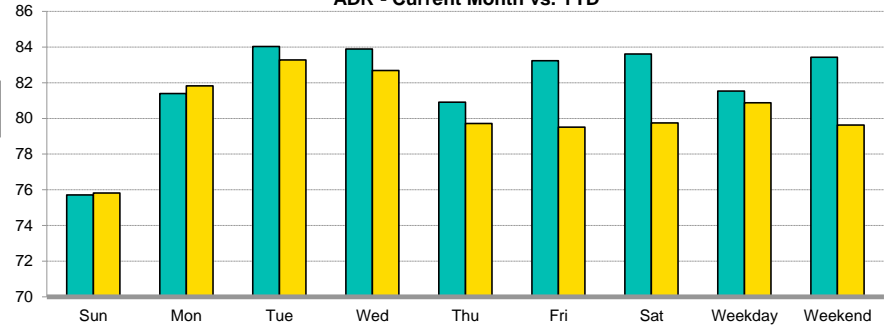
Fayetteville Area CVB

For the Month of April 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	59.8	5.7	75.71	-1.2	45.27	4.5	25,236	-17.5	15,090	-12.8	1,142,446	-13.8
	Year To Date	58.4	7.1	75.82	3.4	44.27	10.7	107,435	4.2	62,729	11.6	4,756,424	15.4
	Running 12 Month	57.2	7.0	76.15	4.9	43.59	12.2	325,372	4.5	186,253	11.8	14,183,376	17.2
Monday	Current Month	69.2	5.6	81.39	-0.8	56.36	4.8	31,545	3.1	21,842	8.9	1,777,796	8.0
	Year To Date	68.8	10.5	81.82	4.4	56.28	15.4	107,421	-1.6	73,893	8.8	6,045,976	13.6
	Running 12 Month	65.9	5.8	81.20	5.1	53.54	11.2	325,358	2.5	214,509	8.5	17,419,026	14.0
Tuesday	Current Month	73.0	1.1	84.03	-1.3	61.35	-0.2	31,545	28.9	23,032	30.4	1,935,434	28.7
	Year To Date	71.0	5.5	83.28	3.5	59.10	9.2	113,744	10.4	80,724	16.5	6,722,732	20.6
	Running 12 Month	69.5	6.0	83.11	5.1	57.73	11.4	331,476	6.5	230,263	12.9	19,136,526	18.6
Wednesday	Current Month	75.9	5.3	83.89	-1.7	63.67	3.5	25,236	3.1	19,153	8.6	1,606,691	6.7
	Year To Date	71.9	5.0	82.69	3.2	59.46	8.4	107,435	4.3	77,254	9.5	6,388,070	13.0
	Running 12 Month	70.4	3.7	82.91	5.2	58.33	9.1	325,167	4.5	228,774	8.3	18,967,538	14.0
Thursday	Current Month	72.6	7.2	80.91	-0.2	58.74	7.0	25,236	3.1	18,321	10.6	1,482,396	10.3
	Year To Date	67.9	4.9	79.71	3.1	54.12	8.2	107,435	4.2	72,949	9.3	5,814,763	12.7
	Running 12 Month	67.4	4.9	80.26	5.2	54.10	10.3	325,167	4.5	219,178	9.6	17,591,767	15.2
Friday	Current Month	79.2	12.1	83.24	4.2	65.94	16.8	25,236	3.1	19,991	15.6	1,664,008	20.4
	Year To Date	70.5	7.0	79.52	4.3	56.07	11.7	107,435	4.2	75,756	11.5	6,023,867	16.4
	Running 12 Month	70.7	6.2	80.29	5.6	56.75	12.1	325,288	4.5	229,908	10.9	18,459,262	17.1
Saturday	Current Month	80.1	8.8	83.61	4.6	66.98	13.8	25,236	3.1	20,217	12.2	1,690,274	17.4
	Year To Date	72.4	6.6	79.75	4.3	57.76	11.1	107,435	4.2	77,812	11.0	6,205,472	15.8
	Running 12 Month	72.1	5.8	80.47	5.2	58.04	11.3	325,372	4.5	234,711	10.5	18,886,096	16.3
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	70.2	5.9	81.54	-0.7	57.24	5.2	138,798	3.1	97,438	9.2	7,944,764	8.5
	Year To Date	67.6	6.6	80.88	3.5	54.70	10.4	543,470	4.2	367,550	11.1	29,727,964	15.1
	Running 12 Month	66.1	5.4	80.91	5.1	53.47	10.8	1,632,540	4.5	1,078,977	10.2	87,298,233	15.8
Weekend (Fri-Sat)	Current Month	79.7	10.4	83.43	4.4	66.46	15.3	50,472	3.1	40,207	13.9	3,354,282	18.9
	Year To Date	71.5	6.8	79.63	4.3	56.92	11.4	214,870	4.2	153,568	11.3	12,229,339	16.1
	Running 12 Month	71.4	6.0	80.38	5.4	57.40	11.7	650,660	4.5	464,619	10.7	37,345,359	16.7
Total	Current Month	72.7	7.2	82.09	0.8	59.70	8.0	189,270	3.1	137,645	10.5	11,299,046	11.4
	Year To Date	68.7	6.7	80.51	3.8	55.33	10.7	758,340	4.2	521,118	11.2	41,957,303	15.4
	Running 12 Month	67.6	5.6	80.75	5.2	54.59	11.1	2,283,200	4.5	1,543,596	10.3	124,643,592	16.0

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of April 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		
2017	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													
	Dec	48.6	2.8	1.7	53.1	70.60	64.18	53.27	69.71	34.35	1.80	0.90	37.04													
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				63.7				78.93				50.29													
	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	83.71	71.74	61.54	82.09	53.64	5.18	0.88	59.70	14.3	-30.4	0.5	7.2	3.0	-15.7	0.6	0.8	17.7	-41.3	1.0	8.0	

Year To Date												
2017	Apr				67.7				76.08			51.54
2018	Apr	55.8	7.2	1.4	64.4	77.82	79.77	57.37	77.59	43.45	5.72	49.98
2019	Apr	52.3	14.3	2.1	68.7	83.02	74.19	61.45	80.51	43.41	10.62	55.33

Percent Change (%)											

Running 12 Month												
2017	Apr				68.7				75.49			51.90
2018	Apr				64.0				76.78			49.16
2019	Apr	56.6	9.3	1.7	67.6	81.25	81.47	60.12	80.75	46.03	7.55	54.59

Percent Change (%)											

A blank row indicates insufficient data.

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