

Date Created: Mar 18, 2019

Fayetteville Area CVB

For the Month of February 2019



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: February 2019

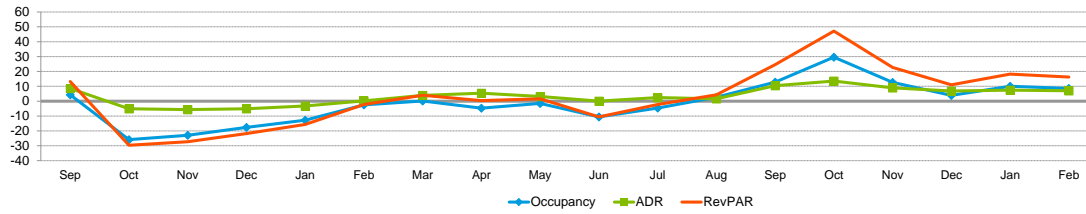
	Current Month - February 2019 vs February 2018												Year to Date - February 2019 vs February 2018									Participation							
	Occ %		ADR		RevPAR		Percent Change from February 2018					Occ %		ADR		RevPAR		Percent Change from YTD 2018					Properties		Rooms				
	2019	2018	2019	2018	2019	2018	Occ	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	62.2	57.1	103.47	96.86	64.32	55.33	8.8	6.8	16.3	16.6	0.3	9.1	58.0	53.3	99.80	95.86	57.90	51.08	8.9	4.1	13.3	13.6	0.2	9.1	1708	1178	153548	124648	
Cumberland County, NC	69.1	63.7	80.58	75.29	55.70	47.92	8.6	7.0	16.2	22.3	5.3	14.3	64.8	59.3	79.43	74.10	51.46	43.92	9.3	7.2	17.2	23.3	5.3	15.1	70	52	6323	5403	
Johnston County, NC	54.7	48.3	73.06	69.70	40.00	33.68	13.3	4.8	18.8	23.6	4.1	17.9	52.0	46.1	72.97	69.48	37.93	32.01	12.8	5.0	18.5	23.3	4.1	17.4	33	25	2294	1824	
Robeson County, NC	62.5	54.5	79.26	71.94	49.51	39.21	14.6	10.2	26.3	26.3	0.0	14.6	59.8	52.0	78.79	72.26	47.10	37.54	15.1	9.0	25.5	25.5	0.0	15.1	28	16	1833	1246	
Wake County, NC	71.0	66.6	107.36	104.20	76.26	69.36	6.7	3.0	9.9	12.9	2.7	9.6	66.7	62.7	106.12	103.38	70.76	64.86	6.3	2.7	9.1	12.0	2.7	9.1	144	133	17280	16431	
Durham County, NC	69.4	65.3	108.19	103.53	75.12	67.65	6.3	4.5	11.0	11.1	0.0	6.3	64.7	61.2	105.31	101.81	68.16	62.27	5.8	3.4	9.5	9.5	0.0	5.8	65	61	8402	8009	
Edgecombe County, NC																													
Guilford County, NC	58.3	56.4	96.09	91.74	56.01	51.76	3.3	4.7	8.2	9.1	0.8	4.1	52.8	49.8	92.01	88.77	48.54	44.23	5.9	3.7	9.7	10.6	0.8	6.7	4	2	216	126	
Harnett County, NC	54.1	54.7	74.69	73.02	40.42	39.92	-1.0	2.3	1.3	1.3	0.0	-1.0	51.7	49.8	73.90	72.58	38.17	36.18	3.6	1.8	5.5	5.5	0.0	3.6	86	70	10257	9193	
Moore County, NC	58.1	50.9	101.78	97.63	59.13	49.67	14.2	4.3	19.0	19.0	0.0	14.2	52.0	45.7	98.69	93.53	51.31	42.76	13.7	5.5	20.0	20.0	0.0	13.7	11	8	859	638	

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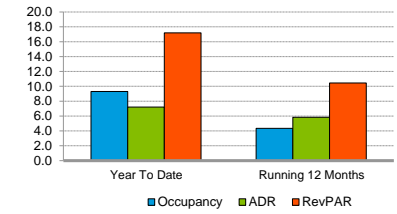
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Fayetteville Area CVB
For the Month of February 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017				2018												2019	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	66.1	60.7	58.5	53.1	55.3	63.7	71.0	67.9	63.7	66.0	65.3	67.5	74.5	78.6	65.9	55.2	60.9	69.1
Last Year	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	58.5	53.1	55.3	63.7
Percent Change	4.3	-25.8	-22.9	-17.6	-12.8	-2.5	0.1	-4.7	-1.5	-10.6	-4.6	2.7	12.8	29.6	12.6	3.9	10.1	8.6

ADR	2017				2018												2019	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	78.74	75.39	73.68	69.71	72.86	75.29	79.36	81.46	78.93	79.10	79.58	79.45	86.98	85.59	80.28	74.48	78.26	80.58
Last Year	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	73.68	69.71	72.86	75.29
Percent Change	8.5	-5.1	-5.7	-5.1	-3.2	0.2	3.9	5.4	-1.6	0.0	2.4	1.6	10.5	13.5	9.0	6.8	7.4	7.0

RevPAR	2017				2018												2019	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	52.01	45.72	43.14	37.04	40.30	47.92	56.34	55.28	50.29	52.20	51.94	53.66	64.81	67.28	52.94	41.12	47.64	55.70
Last Year	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	43.14	37.04	40.30	47.92
Percent Change	13.2	-29.6	-27.3	-21.8	-15.6	-2.2	4.0	0.4	1.6	-10.6	-2.3	4.3	24.6	47.1	22.7	11.0	18.2	16.2

Supply	2017				2018												2019	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	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	186,330	196,013	196,013	177,044
Last Year	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	179,130	185,070	186,217	168,196
Percent Change	3.7	3.7	3.6	1.8	2.4	2.4	4.3	4.4	4.3	6.4	4.4	4.4	3.9	3.9	4.0	5.9	5.3	5.3

Demand	2017				2018												2019	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	118,499	112,433	104,876	98,341	102,994	107,067	134,636	124,557	120,847	123,518	126,241	130,618	138,822	151,351	122,863	108,218	119,320	122,375
Last Year	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	104,876	98,341	102,994	107,067
Percent Change	8.2	-23.1	-20.2	-16.1	-10.7	-0.1	4.4	-0.6	2.7	-4.9	-0.4	7.2	17.2	34.6	17.2	10.0	15.9	14.3

Revenue	2017				2018												2019	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	9,330,985	8,476,482	7,727,049	6,855,636	7,504,282	8,060,686	10,684,420	10,146,511	9,538,017	9,770,738	10,046,298	10,377,767	12,075,403	12,954,449	9,863,654	8,059,961	9,337,604	9,860,937
Last Year	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	7,727,049	6,855,636	7,504,282	8,060,686
Percent Change	17.4	-27.0	-24.7	-20.4	-13.6	0.1	8.5	4.7	6.0	-4.9	2.0	8.9	29.4	52.8	27.7	17.6	24.4	22.3

Census %	2017				2018												2019	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	65	65	65	66	67	67	68	68	69	70	70	70	69	69	69	70	70	70
Census Rooms	5980	5980	5971	5970	6007	6007	6118	6118	6118	6239	6239	6239	6211	6211	6211	6323	6323	6323
% Rooms Participants	85.8	85.8	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

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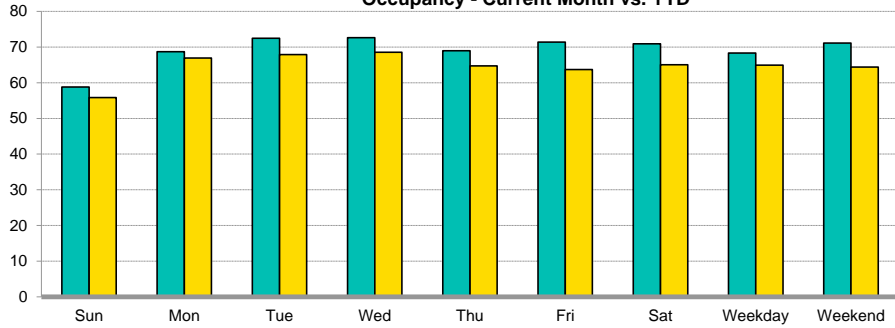
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

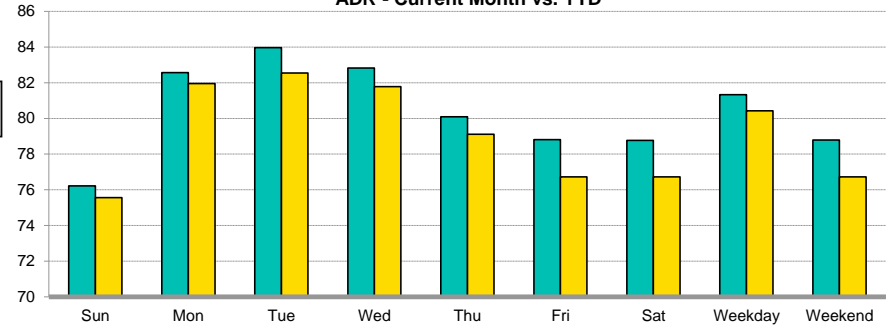
Fayetteville Area CVB

For the Month of February 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	58.8	9.1	76.22	8.0	44.80	17.8	25,292	5.3	14,867	14.9	1,133,105	24.0
	Year To Date	55.8	8.5	75.56	7.7	42.19	16.9	50,584	5.3	28,245	14.2	2,134,176	23.1
	Running 12 Month	56.7	6.0	76.09	5.9	43.12	12.3	323,583	4.7	183,393	11.0	13,954,377	17.6
Monday	Current Month	68.7	10.8	82.56	8.8	56.71	20.6	25,292	5.3	17,373	16.6	1,434,397	27.0
	Year To Date	66.9	15.9	81.96	9.6	54.85	27.0	50,584	-6.4	33,852	8.5	2,774,390	18.9
	Running 12 Month	65.3	4.2	81.13	6.0	52.96	10.5	323,583	4.7	211,230	9.1	17,137,587	15.6
Tuesday	Current Month	72.5	8.2	83.96	7.1	60.87	15.9	25,292	5.3	18,336	13.9	1,539,533	22.0
	Year To Date	67.9	7.9	82.55	6.9	56.04	15.4	56,907	5.3	38,629	13.5	3,188,792	21.4
	Running 12 Month	69.1	5.3	83.03	6.1	57.35	11.7	323,583	4.7	223,481	10.2	18,556,275	16.9
Wednesday	Current Month	72.6	4.6	82.83	6.1	60.14	11.0	25,292	5.3	18,365	10.2	1,521,070	16.8
	Year To Date	68.6	6.0	81.78	6.7	56.07	13.0	56,907	5.3	39,017	11.6	3,190,749	19.0
	Running 12 Month	69.9	2.4	82.87	6.2	57.92	8.8	323,583	2.7	226,168	5.2	18,743,038	11.8
Thursday	Current Month	69.0	8.7	80.09	6.2	55.25	15.4	25,292	5.3	17,447	14.4	1,397,266	21.5
	Year To Date	64.7	8.8	79.12	6.8	51.20	16.2	56,907	18.4	36,828	28.9	2,913,622	37.6
	Running 12 Month	67.1	4.0	80.16	6.0	53.80	10.2	329,701	6.7	221,290	11.0	17,737,882	17.6
Friday	Current Month	71.4	12.5	78.81	7.6	56.27	21.1	25,292	5.3	18,058	18.4	1,423,256	27.4
	Year To Date	63.7	10.2	76.73	6.8	48.86	17.7	50,584	5.3	32,210	16.0	2,471,386	23.9
	Running 12 Month	70.0	4.4	79.85	5.7	55.93	10.3	323,499	4.7	226,603	9.3	18,093,222	15.5
Saturday	Current Month	70.9	6.7	78.77	6.0	55.84	13.1	25,292	5.3	17,930	12.3	1,412,310	19.0
	Year To Date	65.1	8.6	76.73	6.4	49.93	15.5	50,584	5.3	32,914	14.3	2,525,426	21.6
	Running 12 Month	71.5	4.5	79.99	5.1	57.15	9.9	323,583	4.7	231,202	9.4	18,493,378	15.1
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	68.3	8.2	81.32	7.1	55.55	15.9	126,460	5.3	86,387	13.9	7,025,371	22.0
	Year To Date	64.9	9.3	80.43	7.4	52.23	17.4	271,889	5.3	176,571	15.0	14,201,729	23.6
	Running 12 Month	65.6	4.3	80.83	6.0	53.03	10.6	1,624,033	4.7	1,065,562	9.2	86,129,160	15.8
Weekend (Fri-Sat)	Current Month	71.1	9.5	78.79	6.8	56.06	17.0	50,584	5.3	35,988	15.3	2,835,566	23.1
	Year To Date	64.4	9.4	76.73	6.6	49.39	16.6	101,168	5.3	65,124	15.2	4,996,812	22.7
	Running 12 Month	70.7	4.5	79.92	5.4	56.54	10.1	647,082	4.7	457,804	9.4	36,586,599	15.3
Total	Current Month	69.1	8.6	80.58	7.0	55.70	16.2	177,044	5.3	122,375	14.3	9,860,937	22.3
	Year To Date	64.8	9.3	79.43	7.2	51.46	17.2	373,057	5.3	241,695	15.1	19,198,541	23.3
	Running 12 Month	67.1	4.3	80.56	5.8	54.03	10.4	2,271,115	4.7	1,523,366	9.2	122,715,759	15.6

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of February 2019

Currency: USD - US Dollar

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 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	48.6	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	48.3	5.6	1.4	55.3	73.85	69.68	51.98	72.86	35.63	3.93	0.74	40.30				-12.8				-3.2				-15.6
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				-2.5				0.2				-2.2
Mar	60.8	8.7	1.4	71.0	79.69	80.34	59.40	79.36	48.46	7.02	0.86	56.34				0.1				3.9				4.0
Apr	56.1	10.4	1.4	67.9	81.30	85.13	61.20	81.46	45.58	8.83	0.87	55.28				-4.7				5.4				0.4
May				63.7				78.93				50.29				-1.5				3.1				1.6
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	79.58	85.91	50.16	79.58	45.69	5.55	0.70	51.94				-4.6				2.4				-2.3
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				2.7				1.6				4.3
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				12.8				10.5				24.6
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				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	84.67	75.14	62.49	80.58	36.00	18.24	1.45	55.70	-27.5	562.6	69.9	8.6	12.1	-4.3	10.2	7.0	-18.7	534.1	87.3	16.2

Year To Date												
2017 Feb				64.3				75.21				48.37
2018 Feb	53.2	4.7	1.4	59.3	74.72	72.95	54.17	74.10	39.73	3.43	0.75	43.92
2019 Feb	43.9	18.6	2.3	64.8	82.72	73.87	61.35	79.43	36.34	13.73	1.40	51.46

Percent Change (%)																																			
												8.4											4.6											13.3	
												-7.8												-1.5											-9.2
												-17.4	295.1	63.7	9.3	10.7	1.3	13.2	7.2	-8.5	300.1	85.3	17.2												

Running 12 Month												
2017 Feb				68.8				75.24				51.75
2018 Feb				64.3				76.11				48.93
2019 Feb	56.3	9.2	1.6	67.1	80.75	82.98	59.84	80.56	45.48	7.59	0.96	54.03

Percent Change (%)																																			
												7.3											3.1											10.6	
												-6.6												1.2											-5.5
												4.3												5.8											10.4

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