

Date Created: Feb 18, 2019

Fayetteville Area CVB

For the Month of January 2019



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: January 2019

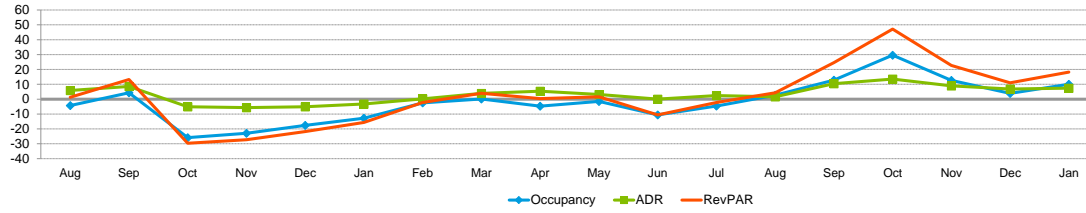
	Current Month - January 2019 vs January 2018												Year to Date - January 2019 vs January 2018									Participation						
	Occ %		ADR		RevPAR		Percent Change from January 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018					Properties		Rooms		
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	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	54.3	49.8	95.82	94.82	52.00	47.24	8.9	1.1	10.1	10.3	0.2	9.1	54.3	49.8	95.82	94.82	52.00	47.24	8.9	1.1	10.1	10.3	0.2	9.1	1701	1181	153183	124797
Cumberland County, NC	60.9	55.3	78.26	72.86	47.64	40.30	10.1	7.4	18.2	24.4	5.3	15.9	60.9	55.3	78.26	72.86	47.64	40.30	10.1	7.4	18.2	24.4	5.3	15.9	70	51	6323	5288
Johnston County, NC	49.5	44.0	72.88	69.27	36.06	30.50	12.4	5.2	18.2	23.0	4.1	16.9	49.5	44.0	72.88	69.27	36.06	30.50	12.4	5.2	18.2	23.0	4.1	16.9	33	25	2294	1824
Robeson County, NC	57.4	49.7	78.33	72.57	44.93	36.04	15.5	7.9	24.7	24.7	0.0	15.5	57.4	49.7	78.33	72.57	44.93	36.04	15.5	7.9	24.7	24.7	0.0	15.5	28	16	1833	1246
Wake County, NC	62.8	59.3	104.85	102.55	65.80	60.79	5.9	2.2	8.2	11.1	2.7	8.7	62.8	59.3	104.85	102.55	65.80	60.79	5.9	2.2	8.2	11.1	2.7	8.7	144	135	17280	16598
Durham County, NC	60.4	57.4	102.36	100.05	61.88	57.41	5.4	2.3	7.8	7.8	0.0	5.4	60.4	57.4	102.36	100.05	61.88	57.41	5.4	2.3	7.8	7.8	0.0	5.4	65	61	8402	8009
Edgecombe County, NC																												
Guilford County, NC	47.8	43.9	87.74	85.32	41.93	37.43	8.9	2.8	12.0	12.9	0.8	9.8	47.8	43.9	87.74	85.32	41.93	37.43	8.9	2.8	12.0	12.9	0.8	9.8	86	70	10257	9193
Harnett County, NC	49.4	45.5	73.12	72.09	36.14	32.80	8.6	1.4	10.2	10.2	0.0	8.6	49.4	45.5	73.12	72.09	36.14	32.80	8.6	1.4	10.2	10.2	0.0	8.6	11	8	859	638
Moore County, NC	46.5	41.1	94.91	88.94	44.13	36.53	13.2	6.7	20.8	20.8	0.0	13.2	46.5	41.1	94.91	88.94	44.13	36.53	13.2	6.7	20.8	20.8	0.0	13.2	21	14	1940	1554

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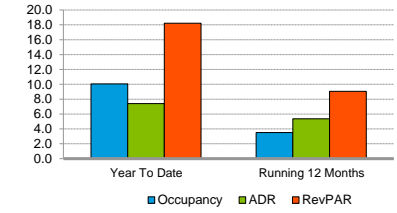
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Fayetteville Area CVB
For the Month of January 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017					2018												2019
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	65.8	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
Last Year	68.7	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
Percent Change	-4.3	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

ADR	2017					2018												2019
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	78.21	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
Last Year	73.90	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
Percent Change	5.8	8.5	-5.7	-5.1	-5.1	3.9	0.2	3.9	5.4	3.1	0.0	2.4	1.6	10.5	13.5	9.0	6.8	7.4

RevPAR	2017					2018												2019
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	51.44	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
Last Year	50.79	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
Percent Change	1.3	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

Supply	2017					2018												2019
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	185,318	179,400	185,380	179,130	185,070	186,217	188,196	189,658	183,540	189,658	187,170	193,409	193,409	186,330	192,541	186,330	196,013	196,013
Last Year	178,715	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
Percent Change	3.7	3.7	3.7	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

Demand	2017					2018												2019
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	121,894	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
Last Year	122,823	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
Percent Change	-0.8	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

Revenue	2017					2018												2019
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	9,533,554	9,330,985	8,476,482	7,727,049	6,855,636	7,504,282	8,060,605	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
Last Year	9,076,394	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
Percent Change	5.0	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

Census %	2017					2018												2019
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	65	65	65	65	66	67	67	68	68	69	70	70	70	69	69	69	70	70
Census Rooms	5978	5980	5980	5971	5970	6007	6007	6118	6118	6118	6239	6239	6239	6211	6211	6211	6323	6323
% Rooms Participants	85.8	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

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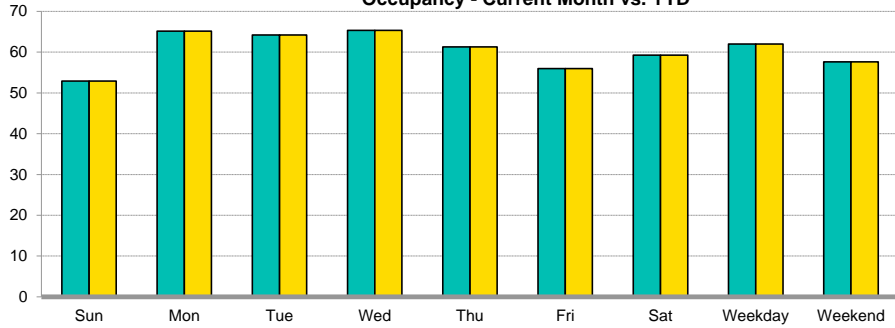
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

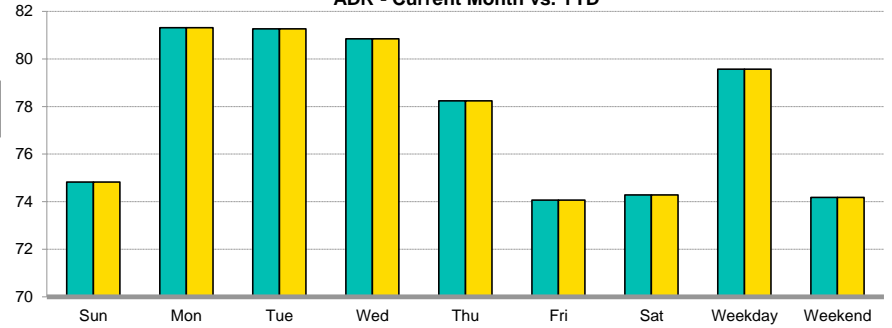
Fayetteville Area CVB

For the Month of January 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	52.9	7.8	74.83	7.5	39.58	15.9	25,292	5.3	13,378	13.5	1,001,091	22.0
	Year To Date	52.9	7.8	74.83	7.5	39.58	15.9	25,292	5.3	13,378	13.5	1,001,091	22.0
	Running 12 Month	56.3	5.4	75.69	5.3	42.61	10.9	322,319	4.5	181,470	10.1	13,735,160	15.9
Monday	Current Month	65.2	20.0	81.31	10.1	52.98	32.1	25,292	-15.8	16,479	1.0	1,339,965	11.3
	Year To Date	65.2	20.0	81.31	10.1	52.98	32.1	25,292	-15.8	16,479	1.0	1,339,965	11.3
	Running 12 Month	64.8	3.1	80.64	5.4	52.22	8.7	322,319	4.5	208,753	7.7	16,833,068	13.5
Tuesday	Current Month	64.2	7.5	81.27	6.8	52.16	14.8	31,615	5.3	20,294	13.2	1,649,192	20.9
	Year To Date	64.2	7.5	81.27	6.8	52.16	14.8	31,615	5.3	20,294	13.2	1,649,192	20.9
	Running 12 Month	68.6	4.3	82.62	5.7	56.71	10.2	322,319	4.5	221,240	8.9	18,278,275	15.1
Wednesday	Current Month	65.3	7.2	80.85	7.2	52.81	15.0	31,615	5.3	20,653	12.8	1,669,713	21.0
	Year To Date	65.3	7.2	80.85	7.2	52.81	15.0	31,615	5.3	20,653	12.8	1,669,713	21.0
	Running 12 Month	69.6	1.9	82.52	5.8	57.47	7.9	322,319	2.5	224,476	4.5	18,523,997	10.6
Thursday	Current Month	61.3	10.6	78.24	7.8	47.96	19.2	31,615	31.6	19,381	45.5	1,516,353	56.9
	Year To Date	61.3	10.6	78.24	7.8	47.96	19.2	31,615	31.6	19,381	45.5	1,516,353	56.9
	Running 12 Month	66.7	3.0	79.83	5.6	53.26	8.8	328,437	6.5	219,097	9.7	17,491,106	15.8
Friday	Current Month	56.0	7.4	74.07	5.6	41.44	13.4	25,292	5.3	14,151	13.0	1,048,152	19.3
	Year To Date	56.0	7.4	74.07	5.6	41.44	13.4	25,292	5.3	14,151	13.0	1,048,152	19.3
	Running 12 Month	69.4	3.3	79.48	5.2	55.20	8.6	322,235	4.5	223,790	7.9	17,786,710	13.4
Saturday	Current Month	59.2	11.0	74.29	7.0	44.01	18.8	25,292	5.3	14,984	16.8	1,113,139	25.0
	Year To Date	59.2	11.0	74.29	7.0	44.01	18.8	25,292	5.3	14,984	16.8	1,113,139	25.0
	Running 12 Month	71.1	4.0	79.69	4.8	56.67	9.1	322,319	4.5	229,231	8.7	18,267,111	13.9
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	62.0	10.3	79.57	7.7	49.35	18.9	145,429	5.3	90,184	16.1	7,176,314	25.1
	Year To Date	62.0	10.3	79.57	7.7	49.35	18.9	145,429	5.3	90,184	16.1	7,176,314	25.1
	Running 12 Month	65.2	3.4	80.43	5.5	52.46	9.2	1,617,713	4.5	1,055,037	8.1	84,861,607	14.0
Weekend (Fri-Sat)	Current Month	57.6	9.2	74.18	6.3	42.73	16.1	50,584	5.3	29,136	15.0	2,161,290	22.2
	Year To Date	57.6	9.2	74.18	6.3	42.73	16.1	50,584	5.3	29,136	15.0	2,161,290	22.2
	Running 12 Month	70.3	3.7	79.59	5.0	55.94	8.8	644,554	4.5	453,021	8.3	36,053,820	13.7
Total	Current Month	60.9	10.1	78.26	7.4	47.64	18.2	196,013	5.3	119,320	15.9	9,337,604	24.4
	Year To Date	60.9	10.1	78.26	7.4	47.64	18.2	196,013	5.3	119,320	15.9	9,337,604	24.4
	Running 12 Month	66.7	3.5	80.18	5.4	53.45	9.1	2,262,267	4.5	1,508,058	8.1	120,915,427	13.9

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of January 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	Aug				65.8				78.21				51.44				-4.3				5.8				1.3
	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

Year To Date		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
2017	Jan				63.4				75.29				47.77				14.5				5.3				20.6
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
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

Running 12 Month		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
2017	Jan				68.7				75.03				51.52				7.1				2.8				10.1
2018	Jan				64.4				76.10				49.01				-6.2				1.4				-4.9
2019	Jan	57.6	7.6	1.5	66.7	80.13	84.79	59.32	80.18	46.13	6.41	0.91	53.45				3.5				5.4				9.1

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