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Fayetteville Area CVB

For the Month of July 2019



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: July 2019

	Current Month - July 2019 vs July 2018												Year to Date - July 2019 vs July 2018												Participation				
	Occ %		ADR		RevPAR		Percent Change from July 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	71.2	68.1	110.76	106.93	78.85	72.87	4.5	3.6	8.2	8.9	0.6	5.1	67.0	63.8	106.41	103.38	71.26	66.00	4.9	2.9	8.0	8.5	0.5	5.4	1798	1197	157711	126382	
Cumberland County, NC	66.6	65.3	83.41	79.60	55.55	51.94	2.1	4.8	6.9	10.0	2.9	5.0	69.1	64.7	81.86	78.27	56.55	50.66	6.7	4.6	11.6	15.7	3.7	10.7	71	53	6419	5499	
Johnston County, NC	63.9	57.0	78.55	75.45	50.23	43.04	12.1	4.1	16.7	16.8	0.1	12.2	61.1	55.9	76.54	72.93	46.77	40.79	9.3	4.9	14.7	18.0	2.9	12.5	33	25	2295	1825	
Robeson County, NC	68.8	66.5	82.07	78.01	56.47	51.88	3.5	5.2	8.8	8.8	0.0	3.5	66.5	61.5	80.38	74.75	53.46	45.99	8.1	7.5	16.2	16.2	0.0	8.1	28	16	1833	1246	
Wake County, NC	75.6	67.4	107.56	102.01	81.35	68.74	12.2	5.4	18.3	21.4	2.6	15.2	74.0	69.3	108.57	105.58	80.35	73.21	6.7	2.8	9.8	12.8	2.8	9.7	145	135	17385	16629	
Durham County, NC	72.4	67.0	100.49	98.36	72.73	65.91	8.0	2.2	10.3	10.4	0.0	8.0	72.0	68.4	108.39	105.57	77.99	72.23	5.2	2.7	8.0	8.0	0.0	5.2	65	61	8402	8009	
Edgecombe County, NC																													
Guilford County, NC	67.4	63.5	97.86	94.38	65.97	59.90	6.2	3.7	10.1	13.3	2.9	9.3	61.5	59.6	99.82	97.53	61.34	58.09	3.2	2.4	5.6	8.0	2.3	5.6	88	72	10468	9404	
Harnett County, NC	60.9	57.4	77.93	75.91	47.46	43.56	6.1	2.7	9.0	9.0	0.0	6.1	58.6	57.9	76.60	75.16	44.91	43.55	1.2	1.9	3.1	3.1	0.0	1.2	11	8	859	638	
Moore County, NC	67.1	63.8	130.85	122.85	87.75	78.42	5.1	6.5	11.9	11.9	0.0	5.1	65.0	59.0	131.65	123.57	85.56	72.92	10.1	6.5	17.3	17.3	0.0	10.1	21	14	1940	1554	

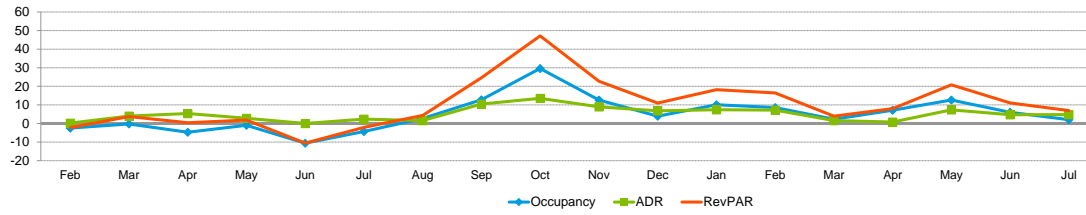
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Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of July 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018												2019					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	63.7	70.7	67.9	64.1	66.0	65.3	67.5	74.5	78.6	65.9	55.2	60.9	69.1	72.3	72.7	72.1	70.0	66.6
Last Year	65.3	70.9	71.2	64.7	73.8	68.2	65.8	66.1	60.7	58.5	53.1	55.3	63.7	70.7	67.9	64.1	66.0	65.3
Percent Change	-2.5	-0.3	-4.7	-1.0	-10.6	-4.3	2.7	12.8	-0.7	12.6	-3.9	10.1	8.6	2.3	7.1	12.6	6.0	2.1

Year To Date		
2017	2018	2019
68.2	64.7	69.1
65.9	68.2	64.7
3.5	-5.1	6.7

Running 12 Months		
2017	2018	2019
69.3	63.1	68.7
63.8	69.3	63.1
8.7	-9.0	8.9

ADR	2018												2019					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	75.29	79.47	81.47	78.66	79.10	79.60	79.45	86.98	85.59	80.28	74.48	78.26	80.71	80.71	82.11	84.41	82.84	83.41
Last Year	75.12	76.40	77.31	76.52	79.09	77.78	78.21	78.74	75.39	73.68	69.71	72.86	75.29	79.47	81.47	78.66	79.10	79.60
Percent Change	0.2	4.0	5.4	2.8	0.0	2.3	1.6	10.5	13.5	9.0	6.8	7.4	7.2	1.6	0.8	7.3	4.7	4.8

Year To Date		
2017	2018	2019
76.86	78.27	81.86
74.01	76.86	78.27
3.8	1.8	4.6

Running 12 Months		
2017	2018	2019
76.39	77.13	81.84
73.61	76.39	77.13
3.8	1.0	6.1

RevPAR	2018												2019					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	60.90	57.96	55.55
Last Year	49.03	54.16	55.06	49.50	58.38	53.05	51.44	52.01	45.72	43.14	37.04	40.30	47.92	56.19	55.28	50.40	52.20	51.94
Percent Change	-2.2	3.7	0.4	1.8	-10.6	-2.1	4.3	24.6	47.1	22.7	11.0	18.2	16.4	3.9	8.0	20.8	11.0	6.9

Year To Date		
2017	2018	2019
52.43	50.66	56.55
48.78	52.43	50.66
7.5	-3.4	11.6

Running 12 Months		
2017	2018	2019
52.95	48.67	56.26
46.93	52.95	48.67
12.8	-8.1	15.6

Supply	2018												2019					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	195,579	192,370	198,989
Last Year	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	193,409
Percent Change	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	2.9

Year To Date		
2017	2018	2019
1,246,883	1,297,848	1,345,478
1,237,780	1,246,883	1,297,848
0.7	4.1	3.7

Running 12 Months		
2017	2018	2019
2,132,028	2,212,146	2,300,101
2,139,899	2,132,028	2,212,146
-0.4	3.8	4.0

Demand	2018												2019					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	107,067	134,101	124,544	121,510	123,518	126,207	130,618	138,822	151,351	122,863	108,218	119,320	122,379	141,774	137,614	141,103	134,739	132,516
Last Year	107,178	128,904	125,315	117,616	129,870	126,382	121,894	118,499	112,433	104,876	98,341	102,994	107,067	134,101	124,544	121,510	123,518	126,207
Percent Change	-0.1	4.0	-0.6	3.3	-4.9	-0.1	7.2	17.2	34.6	17.2	10.0	15.9	14.3	5.7	10.5	16.1	9.1	5.0

Year To Date		
2017	2018	2019
850,622	839,941	929,445
815,762	850,622	839,941
4.3	-1.3	10.7

Running 12 Months		
2017	2018	2019
1,477,780	1,395,984	1,581,317
1,364,382	1,477,780	1,395,984
8.3	-5.5	13.3

Revenue	2018												2019					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	8,060,686	10,656,862	10,146,198	9,558,230	9,770,787	10,045,781	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	11,161,319	11,053,460
Last Year	8,051,208	9,847,713	9,688,659	8,999,631	10,271,793	9,830,484	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	10,045,781
Percent Change	0.1	8.2	4.7	6.2	-4.9	2.2	8.9	29.4	52.8	27.7	17.6	24.4	22.5	7.4	11.4	24.6	14.2	10.0

Year To Date		
2017	2018	2019
65,375,174	65,742,829	76,082,702
60,374,512	65,375,174	65,742,829
8.3	0.6	15.7

Running 12 Months		
2017	2018	2019
112,883,073	107,666,530	129,413,937
100,427,956	112,883,073	107,666,530
12.4	-4.6	20.2

Census %	2018												2019					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	67	68	68	69	70	70	70	69	69	69	70	70	70	70	70	70	71	71
Census Rooms	6007	6118	6118	6118	6239	6239	6239	6211	6211	6211	6323	6323	6323	6309	6309	6419	6419	6419
% Rooms Participants	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	85.7

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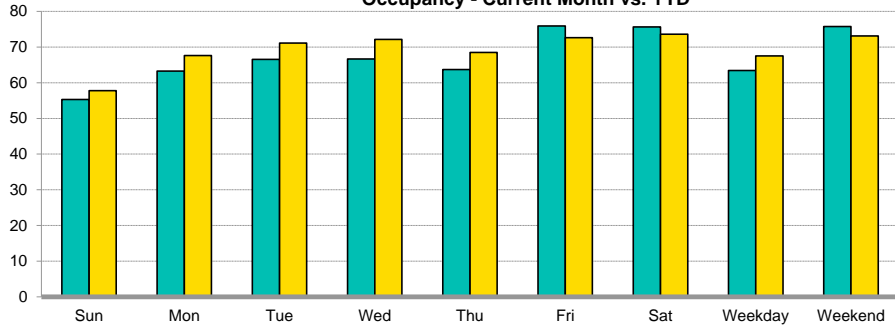
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

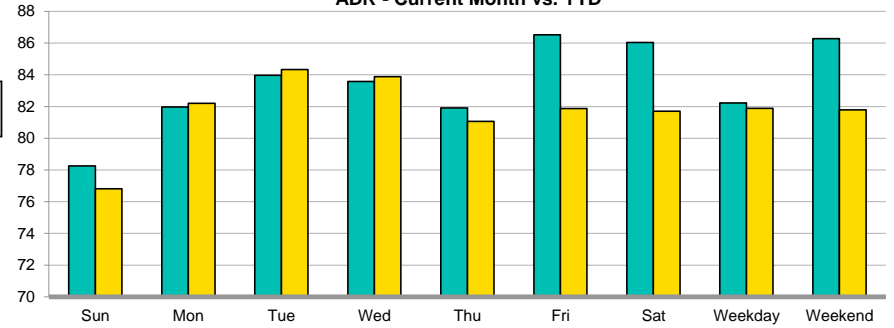
Fayetteville Area CVB

For the Month of July 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	55.3	-1.8	78.25	4.5	43.26	2.6	25,676	-17.7	14,196	-19.1	1,110,844	-15.5
	Year To Date	57.8	6.2	76.81	4.2	44.39	10.7	190,442	3.6	110,057	10.1	8,454,007	14.7
	Running 12 Month	57.9	9.5	77.08	6.1	44.66	16.2	327,756	4.0	189,909	13.8	14,638,804	20.8
Monday	Current Month	63.3	-1.3	81.97	2.1	51.86	0.8	32,095	2.9	20,308	1.6	1,664,571	3.7
	Year To Date	67.6	8.3	82.20	4.3	55.61	12.9	190,428	0.4	128,814	8.7	10,589,191	13.3
	Running 12 Month	66.8	8.8	81.95	5.2	54.74	14.5	327,742	4.0	218,922	13.1	17,941,503	19.0
Tuesday	Current Month	66.5	0.8	83.97	2.6	55.87	3.4	32,095	2.9	21,356	3.8	1,793,204	6.4
	Year To Date	71.1	6.5	84.33	4.0	59.97	10.8	196,751	3.7	139,922	10.4	11,799,333	14.8
	Running 12 Month	70.8	9.4	84.07	5.4	59.56	15.3	327,742	2.0	232,171	11.6	19,518,901	17.6
Wednesday	Current Month	66.6	2.6	83.59	3.0	55.71	5.7	32,095	28.6	21,390	31.9	1,787,932	35.9
	Year To Date	72.2	6.4	83.88	4.1	60.53	10.8	196,751	7.2	141,967	14.1	11,908,653	18.8
	Running 12 Month	71.8	8.4	83.93	5.8	60.23	14.7	333,981	6.0	239,653	15.0	20,115,028	21.6
Thursday	Current Month	63.7	-1.1	81.92	3.7	52.19	2.6	25,676	2.9	16,359	1.8	1,340,068	5.6
	Year To Date	68.5	6.4	81.07	4.2	55.52	10.8	190,332	3.7	130,364	10.3	10,568,139	14.9
	Running 12 Month	68.8	9.2	81.31	6.0	55.90	15.8	327,562	4.0	225,199	13.6	18,310,054	20.4
Friday	Current Month	75.9	6.2	86.52	8.0	65.67	14.7	25,676	2.9	19,488	9.3	1,686,107	18.0
	Year To Date	72.6	7.4	81.88	5.8	59.45	13.6	190,332	3.6	138,201	11.2	11,315,197	17.7
	Running 12 Month	72.1	9.4	81.80	7.3	58.96	17.4	327,562	3.9	236,106	13.7	19,313,009	22.0
Saturday	Current Month	75.6	5.1	86.04	8.2	65.07	13.8	25,676	2.9	19,419	8.2	1,670,733	17.1
	Year To Date	73.6	5.8	81.70	5.3	60.11	11.4	190,442	3.6	140,120	9.6	11,448,182	15.5
	Running 12 Month	73.0	8.1	81.79	6.9	59.73	15.5	327,756	4.0	239,358	12.4	19,576,638	20.1
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	63.4	0.6	82.22	3.4	52.13	4.0	147,637	2.9	93,608	3.5	7,696,619	7.0
	Year To Date	67.5	6.8	81.89	4.2	55.27	11.3	964,704	3.7	651,125	10.8	53,319,323	15.4
	Running 12 Month	67.2	9.0	81.86	5.7	55.04	15.2	1,644,783	4.0	1,105,853	13.4	90,524,290	19.8
Weekend (Fri-Sat)	Current Month	75.8	5.7	86.28	8.1	65.37	14.2	51,352	2.9	38,908	8.7	3,356,841	17.5
	Year To Date	73.1	6.6	81.79	5.6	59.78	12.5	380,774	3.6	278,320	10.4	22,763,379	16.6
	Running 12 Month	72.6	8.7	81.79	7.1	59.34	16.5	655,318	4.0	475,464	13.0	38,889,648	21.1
Total	Current Month	66.6	2.1	83.41	4.8	55.55	6.9	198,989	2.9	132,516	5.0	11,053,460	10.0
	Year To Date	69.1	6.7	81.86	4.6	56.55	11.6	1,345,478	3.7	929,445	10.7	76,082,702	15.7
	Running 12 Month	68.7	8.9	81.84	6.1	56.26	15.6	2,300,101	4.0	1,581,317	13.3	129,413,937	20.2

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of July 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 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	79.60	85.93	50.17	79.60	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																
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																
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																
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																
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																
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																
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																
Jun				70.0				82.84				57.96																
Jul	59.8	5.5	1.4	66.6	82.66	97.54	59.99	83.41	49.39	5.33	0.83	55.55																

Year To Date												
2017 Jul				68.2				76.86				52.43
2018 Jul	56.8	6.5	1.4	64.7	78.44	81.55	56.58	78.27	44.53	5.32	0.81	50.66
2019 Jul	56.0	11.0	2.1	69.1	83.52	77.29	61.02	81.86	46.80	8.49	1.26	56.55

Percent Change (%)												

Running 12 Month												
2017 Jul				69.3				76.39				52.95
2018 Jul	55.9	5.7	1.5	63.1	77.50	79.28	55.56	77.13	43.32	4.50	0.85	48.67
2019 Jul	57.4	9.5	1.8	68.7	82.50	81.81	61.09	81.84	47.38	7.77	1.12	56.26

Percent Change (%)												

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