

Date Created: Jun 16, 2021

Fayetteville Area CVB

For the Month of May 2021



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: May 2021

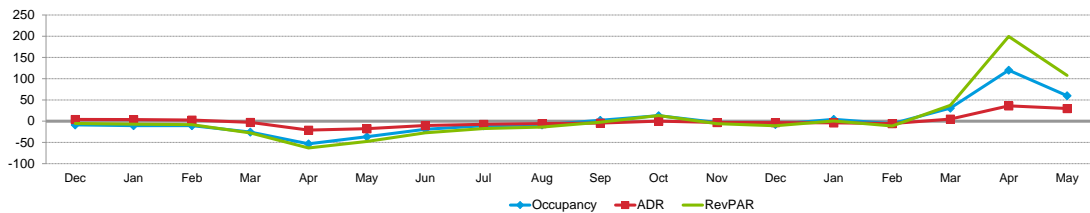
	Current Month - May 2021 vs May 2020												Year to Date - May 2021 vs May 2020												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2020						Occ %		ADR		RevPAR		Percent Change from YTD 2020						Properties		Rooms	
	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2021	2020	2021	2020	2021	2020	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	61.3	34.0	105.66	73.91	64.72	25.13	80.2	42.9	157.6	178.4	8.1	94.8	52.3	42.8	91.79	90.33	47.98	38.62	22.2	1.6	24.2	30.5	5.0	28.4	1919	1280	165441	134111
Cumberland County, NC	73.2	45.8	90.27	69.50	66.08	31.81	59.9	29.9	107.7	107.3	-0.2	59.6	66.6	49.7	84.05	76.61	55.99	38.09	34.0	9.7	47.0	47.0	0.0	34.0	71	53	6506	5433
Johnston County, NC	54.2	32.1	79.50	69.99	43.08	22.49	68.7	13.6	91.6	100.8	4.8	76.8	47.9	37.3	75.18	73.40	36.01	27.40	28.3	2.4	31.4	37.7	4.8	34.5	35	26	2422	1936
Robeson County, NC	68.2	46.8	81.67	69.39	55.66	32.44	45.8	17.7	71.6	70.9	-0.4	45.2	62.5	48.0	75.96	73.15	47.47	35.08	30.3	3.8	35.3	34.8	-0.4	29.8	28	17	1824	1299
Wake County, NC	59.7	33.3	94.02	68.32	56.17	22.72	79.6	37.6	147.2	175.3	11.4	100.1	49.8	47.9	84.89	96.11	42.31	46.01	4.1	-11.7	-8.0	-3.3	5.1	9.4	151	143	17887	17237
Durham County, NC	55.0	35.2	89.71	67.24	49.32	23.64	56.4	33.4	108.6	131.4	10.9	73.5	48.7	49.8	79.01	92.39	38.45	46.02	-2.3	-14.5	-16.5	-14.7	2.1	-0.2	65	59	8417	7878
Edgecombe County, NC																									3	2	186	126
Guilford County, NC	57.1	31.1	89.82	60.33	51.25	18.73	83.8	48.9	173.6	186.5	4.7	92.4	49.5	39.4	81.80	82.92	40.50	32.69	25.6	-1.4	23.9	26.3	1.9	28.0	96	77	10941	9671
Harnett County, NC	68.4	39.9	84.50	72.96	57.78	29.14	71.2	15.8	98.3	98.3	0.0	71.2	60.1	43.3	79.16	75.75	47.59	32.81	38.8	4.5	45.0	45.0	0.0	38.8	9	8	659	638
Moore County, NC	75.2	31.2	189.85	83.48	142.83	26.02	141.4	127.4	448.9	636.0	34.1	223.7	58.8	39.3	152.88	101.30	89.88	39.78	49.7	50.9	125.9	160.9	15.5	72.9	21	15	1970	1654

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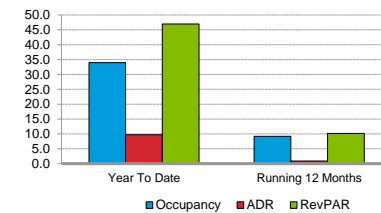
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Fayetteville Area CVB
For the Month of May 2021

Monthly Percent Change



Overall Percent Change



	2019					2020					2021							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Occupancy (%)																		
This Year	50.3	54.2	61.7	53.7	34.0	45.8	55.0	59.3	59.5	63.8	66.4	55.5	46.5	56.5	58.0	70.2	74.7	73.2
Last Year	55.2	60.5	68.9	72.2	72.7	68.0	66.3	65.2	62.4	58.7	57.2	50.3	54.2	61.7	53.7	34.0	45.8	
Percent Change	-8.9	-10.5	-10.5	-25.7	-53.3	-36.5	-19.1	-10.7	-8.6	2.2	13.1	-3.0	-7.6	4.4	-6.0	30.8	120.0	
ADR																		
This Year	77.39	81.32	82.97	78.53	64.80	69.50	74.44	77.30	78.26	80.48	82.15	79.44	74.86	78.18	78.21	82.43	88.19	90.27
Last Year	74.40	78.31	80.82	80.75	81.99	84.42	82.78	83.48	83.01	84.31	82.04	82.00	77.39	81.32	82.97	78.53	64.80	69.50
Percent Change	4.0	3.8	2.7	-2.7	-21.0	-17.7	-10.1	-7.4	-5.7	-4.5	-2.4	-3.1	-3.3	-3.9	-5.7	5.0	36.1	29.9
RevPAR																		
This Year	38.95	44.06	51.19	42.14	22.01	31.81	40.95	45.81	46.59	51.34	54.55	44.10	34.81	44.21	45.34	57.84	65.30	66.08
Last Year	41.09	47.41	55.68	58.30	59.62	60.88	56.32	55.37	54.09	52.61	48.16	46.91	38.95	44.06	51.19	42.14	22.01	31.81
Percent Change	-5.2	-7.1	-8.1	-27.7	-63.1	-47.7	-27.3	-17.3	-13.9	-2.4	13.3	-0.2	-10.6	0.3	-11.4	37.3	199.4	107.7
Supply																		
This Year	202,089	202,089	182,532	202,089	195,570	202,089	195,570	201,748	201,748	195,240	201,717	195,210	201,686	204,042	182,168	201,686	195,180	201,686
Last Year	196,354	196,354	177,352	196,354	189,600	195,796	192,780	199,206	199,175	192,750	202,089	195,570	202,089	202,089	182,532	202,089	195,570	202,089
Percent Change	2.9	2.9	2.9	2.9	3.1	3.2	1.4	1.3	1.3	1.3	-0.2	-0.2	-0.2	1.0	-0.2	-0.2	0.0	0.0
Demand																		
This Year	101,711	109,499	112,611	108,433	66,419	92,507	107,601	119,561	120,107	124,549	133,942	108,374	93,771	115,381	105,590	141,510	145,859	147,639
Last Year	108,439	118,875	122,186	141,757	137,864	141,194	131,153	132,126	129,795	120,284	118,638	111,888	101,711	109,499	112,611	108,433	66,419	92,507
Percent Change	-6.2	-7.9	-7.8	-23.5	-51.8	-34.5	-18.0	-9.5	-7.5	3.5	12.9	-3.1	-7.8	5.4	-6.2	30.5	119.6	59.6
Revenue																		
This Year	7,871,472	8,904,281	9,343,519	8,515,541	4,304,233	6,429,459	8,009,470	9,241,880	9,399,349	10,023,670	11,002,845	8,609,438	7,020,153	9,020,908	8,258,600	11,664,612	12,863,319	13,326,801
Last Year	8,068,152	9,309,409	9,875,382	11,446,698	11,303,204	11,919,194	10,856,765	11,029,728	10,774,020	10,140,650	9,732,858	9,174,290	7,871,472	8,904,281	9,343,519	8,515,541	4,304,233	6,429,459
Percent Change	-2.4	-4.4	-5.4	-25.6	-61.9	-46.1	-26.2	-16.2	-12.8	-1.2	13.0	-6.2	-10.8	1.3	-11.6	37.0	198.9	107.3
Census %																		
Census Props	73	73	73	73	73	73	73	72	72	72	72	72	72	72	71	71	71	71
Census Rooms	6519	6519	6519	6519	6519	6519	6519	6508	6508	6508	6507	6507	6506	6582	6506	6506	6506	6506
% Rooms Participants	85.5	85.5	85.5	85.5	85.5	85.5	85.5	85.6	86.6	86.6	86.6	86.6	86.6	86.6	87.6	84.5	83.5	83.5

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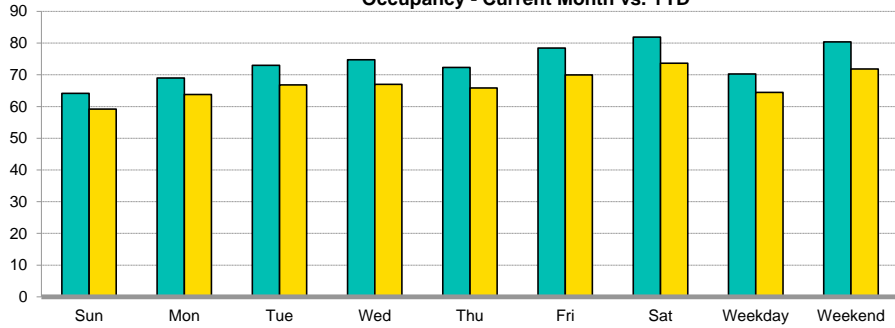
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

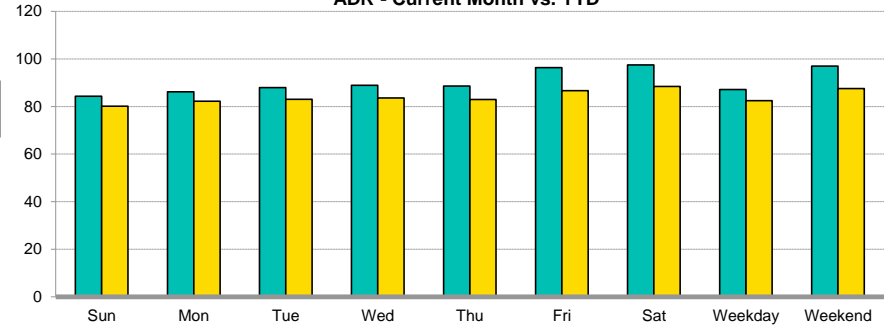
Fayetteville Area CVB

For the Month of May 2021

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	64.2	47.5	84.35	22.6	54.13	80.8	32,530	-0.2	20,875	47.2	1,760,859	80.4
	Year To Date	59.2	34.9	80.14	9.5	47.44	47.7	143,512	0.7	84,954	35.8	6,807,990	48.8
	Running 12 Month	55.6	16.6	78.04	3.2	43.38	20.3	338,779	-1.2	188,307	15.2	14,695,497	18.9
Monday	Current Month	69.0	63.0	86.16	28.2	59.46	109.0	32,530	24.8	22,448	103.4	1,934,085	160.7
	Year To Date	63.8	31.6	82.22	6.7	52.43	40.5	143,436	5.5	91,462	38.8	7,520,333	48.1
	Running 12 Month	59.2	8.3	79.50	-1.0	47.08	7.2	345,222	2.6	204,452	11.1	16,254,124	10.0
Tuesday	Current Month	73.0	68.8	87.94	29.4	64.21	118.5	26,024	-0.2	19,000	68.5	1,670,936	118.1
	Year To Date	66.8	31.4	83.07	5.4	55.51	38.5	136,930	0.7	91,495	32.3	7,600,647	39.5
	Running 12 Month	61.3	5.8	80.36	-2.8	49.26	2.9	338,715	0.7	207,610	6.5	16,683,961	3.6
Wednesday	Current Month	74.8	67.7	88.97	30.4	66.51	118.7	26,024	-0.2	19,454	67.3	1,730,803	118.2
	Year To Date	67.0	32.4	83.59	6.9	56.03	41.5	136,930	-3.9	91,777	27.2	7,671,579	35.9
	Running 12 Month	61.5	5.3	80.92	-1.6	49.75	3.5	338,704	0.7	208,242	6.0	16,849,944	4.2
Thursday	Current Month	72.3	61.7	88.57	28.6	64.03	107.9	26,024	-0.2	18,814	61.4	1,666,372	107.5
	Year To Date	65.8	33.6	82.98	8.6	54.62	45.1	136,930	-3.9	90,132	28.4	7,478,809	39.4
	Running 12 Month	60.7	7.8	80.08	0.2	48.57	8.0	338,703	0.7	205,432	8.5	16,451,171	8.7
Friday	Current Month	78.4	60.9	96.34	36.1	75.55	119.0	26,024	-20.2	20,408	28.5	1,966,216	74.9
	Year To Date	70.0	35.8	86.71	14.1	60.68	54.9	143,512	0.7	100,440	36.7	8,708,830	56.0
	Running 12 Month	65.0	10.3	82.69	3.5	53.74	14.2	338,779	0.7	220,176	11.0	18,205,541	14.9
Saturday	Current Month	81.9	58.5	97.51	34.1	79.85	112.5	32,530	-0.2	26,638	58.2	2,597,530	112.1
	Year To Date	73.7	37.9	88.40	15.8	65.12	59.7	143,512	0.9	105,719	39.1	9,346,053	61.0
	Running 12 Month	67.8	11.4	84.04	5.0	56.97	17.0	338,779	-1.1	229,665	10.1	19,300,807	15.7
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	70.3	60.9	87.11	27.6	61.22	105.4	143,132	4.6	100,592	68.3	8,763,054	114.8
	Year To Date	64.5	32.6	82.43	7.3	53.14	42.4	697,738	-0.3	449,820	32.3	37,079,358	42.0
	Running 12 Month	59.6	8.5	79.81	-0.6	47.61	7.8	1,700,123	0.7	1,014,043	9.2	80,934,698	8.6
Weekend (Fri-Sat)	Current Month	80.3	60.0	97.00	35.1	77.94	116.3	58,554	-10.2	47,047	43.8	4,563,747	94.3
	Year To Date	71.8	36.9	87.58	15.0	62.90	57.4	287,024	0.8	206,159	37.9	18,054,883	58.6
	Running 12 Month	66.4	10.8	83.38	4.3	55.36	15.6	677,558	-0.2	449,841	10.6	37,506,347	15.3
Total	Current Month	73.2	59.9	90.27	29.9	66.08	107.7	201,686	-0.2	147,639	59.6	13,326,801	107.3
	Year To Date	66.6	34.0	84.05	9.7	55.99	47.0	984,762	0.0	655,979	34.0	55,134,241	47.0
	Running 12 Month	61.6	9.2	80.91	0.9	49.81	10.2	2,377,681	0.4	1,463,884	9.6	118,441,046	10.6

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of May 2021

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
2019 Dec	48.5	1.4	0.5	50.3	77.40	84.86	56.15	77.39	37.51	1.16	0.28	38.95	-4.9	-51.9	-64.5	-8.9	2.7	30.4	-5.6	4.0	-2.3	-37.3	-66.5	-5.2
2020 Jan	51.4	2.2	0.5	54.2	81.05	93.32	57.19	81.32	41.70	2.06	0.30	44.06	-3.6	-65.9	-24.0	-10.5	1.9	32.6	2.3	3.8	-1.8	-54.7	-22.3	-7.1
Feb	58.8	2.4	0.5	61.7	83.02	85.83	61.09	82.97	48.84	2.07	0.28	51.19	0.0	-74.2	-35.9	-10.5	0.2	23.1	7.4	2.7	0.2	-68.3	-31.2	-8.1
Mar	46.9	6.2	0.6	53.7	78.06	84.19	55.56	78.53	36.57	5.24	0.32	42.14	-29.8	33.3	-22.8	-25.7	-4.4	17.2	0.6	-2.7	-32.9	56.2	-22.4	-27.7
Apr	27.7	5.5	0.7	34.0	63.39	69.77	81.70	64.80	17.59	3.85	0.58	22.01	-59.6	53.1	62.7	-53.3	-23.1	-8.5	46.8	-21.0	-68.9	40.0	138.9	-63.1
May	43.0	2.1	0.7	45.8	68.71	78.47	91.96	69.50	29.55	1.64	0.62	31.81	-31.3	-76.1	-6.2	-36.5	-18.6	-9.3	65.8	-17.7	-44.1	-78.4	55.5	-47.7
Jun	49.9	4.3	0.8	55.0	73.79	78.90	90.46	74.44	36.81	3.42	0.72	40.95	-23.9	124.8	38.8	-19.1	-11.1	-6.6	63.3	-10.1	-32.3	110.0	126.6	-27.3
Jul	56.5	2.0	0.8	59.3	77.04	79.71	90.14	77.30	43.54	1.57	0.70	45.81	-9.1	-46.9	80.4	-10.7	-7.4	-12.6	67.7	-7.4	-15.9	-53.6	202.6	-17.3
Aug	51.0	8.0	0.5	59.5	76.04	91.15	96.82	78.26	38.80	7.26	0.53	46.59	-17.8	206.5	17.6	-8.6	-8.6	9.8	68.7	-5.7	-24.9	236.7	98.4	-13.9
Sep	48.6	14.7	0.5	63.8	78.44	86.89	90.68	80.48	38.11	12.81	0.42	51.34	-16.1	269.5	-11.2	2.2	-6.1	-12.7	61.8	-4.5	-21.2	222.8	43.7	-2.4
Oct	57.7	8.3	0.4	66.4	81.76	84.64	85.61	82.15	47.16	7.06	0.33	54.55	5.5	151.1	-47.4	13.1	-0.5	0.2	48.8	0.1	4.9	151.6	-21.7	13.3
Nov	51.9	3.4	0.2	55.5	79.17	82.86	91.27	79.44	41.09	2.81	0.20	44.10	-2.2	-0.4	-68.7	-3.0	-4.0	3.4	59.3	-3.1	-6.1	3.0	-50.2	-6.0
Dec	43.8	2.3	0.4	46.5	74.58	78.25	86.26	74.86	32.67	1.77	0.36	34.81	-9.6	66.3	-16.3	-7.6	-3.6	-7.8	53.6	-3.3	-12.9	53.3	28.6	-10.6
2021 Jan	52.4	3.8	0.3	56.5	77.85	82.18	85.60	78.18	40.81	3.13	0.27	44.21	1.9	72.6	-40.5	4.4	-4.0	-11.9	49.7	-3.9	-2.1	52.0	-10.9	0.3
Feb	55.2	2.2	0.6	58.0	77.78	86.17	88.73	78.21	42.91	1.91	0.51	45.34	-6.2	-7.8	25.9	-6.0	-6.3	0.4	45.3	-5.7	-12.1	-7.4	82.9	-11.4
Mar	66.1	3.4	0.7	70.2	82.31	83.33	90.40	82.43	54.44	2.81	0.59	57.84	41.2	-45.8	12.5	30.8	5.4	-1.0	62.7	5.0	48.8	-46.4	83.0	37.3
Apr	69.6	4.6	0.6	74.7	88.38	85.18	88.62	88.19	61.50	3.89	0.51	65.90	150.8	-17.2	-18.0	120.0	39.4	22.1	8.5	36.1	249.7	1.1	-11.1	199.4
May	68.6	3.7	0.8	73.2	90.57	85.78	85.19	90.27	62.17	3.20	0.71	66.08	59.6	79.0	22.9	59.9	31.8	9.3	-7.4	29.9	110.3	95.7	13.9	107.7

Year To Date												
2019 May	62.1	6.5	0.7	69.3	82.26	75.49	55.82	81.37	51.07	4.93	0.37	56.36
2020 May	45.4	3.7	0.6	49.7	76.35	80.58	71.44	76.61	34.69	2.98	0.42	38.09
2021 May	62.5	3.6	0.6	66.6	83.99	84.40	87.72	84.05	52.46	3.01	0.52	55.99

Percent Change (%)											
10.4	-1.9	-54.9	7.7	5.4	-5.1	-1.7	4.7	16.3	-6.9	-55.7	12.7
-26.8	-43.3	-10.8	-28.2	-7.2	6.7	28.0	-5.8	-32.1	-39.5	14.1	-32.4
37.5	-3.8	-0.2	34.0	10.0	4.7	22.8	9.7	51.2	0.8	22.6	47.0

Running 12 Month												
2019 May	60.3	6.8	1.1	68.3	81.26	84.22	58.81	81.19	48.99	5.75	0.66	55.41
2020 May	52.6	3.2	0.6	56.4	80.14	84.32	62.82	80.20	42.13	2.72	0.36	45.22
2021 May	56.0	5.1	0.5	61.6	80.45	85.07	89.22	80.91	45.02	4.31	0.49	49.81

Percent Change (%)											
-12.8	-52.7	-49.1	-17.4	-1.4	0.1	6.8	-1.2	-14.0	-52.7	-45.6	-18.4
6.4	56.7	-4.7	9.2	0.4	0.9	42.0	0.9	6.8	58.1	35.3	10.2

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