

Date Created: Dec 16, 2019

Fayetteville Area CVB

For the Month of November 2019



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: November 2019

	Current Month - November 2019 vs November 2018												Year to Date - November 2019 vs November 2018									Participation						
	Occ %		ADR		RevPAR		Percent Change from November 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	62.6	64.9	105.99	105.72	66.33	68.56	-3.5	0.3	-3.2	-0.9	2.4	-1.2	67.0	65.8	107.85	105.79	72.21	69.65	1.7	1.9	3.7	4.6	0.8	2.6	1786	1211	158407	127739
Cumberland County, NC	60.6	65.9	79.42	80.28	48.09	52.94	-8.2	-1.1	-9.2	-4.8	4.8	-3.7	66.3	67.3	82.03	80.24	54.39	53.98	-1.4	2.2	0.8	4.6	3.8	2.3	72	53	6512	5483
Johnston County, NC	55.4	61.5	77.35	77.25	42.84	47.47	-9.9	0.1	-9.8	-9.7	0.0	-9.8	59.7	60.0	77.12	75.33	46.05	45.17	-0.4	2.4	1.9	3.8	1.9	1.4	33	25	2295	1825
Robeson County, NC	52.9	66.0	75.68	82.01	40.03	54.13	-19.9	-7.7	-26.1	-26.1	0.0	-19.9	62.8	63.9	79.54	78.48	49.98	50.12	-1.6	1.3	-0.3	-0.3	0.0	-1.6	28	16	1833	1246
Wake County, NC	75.2	73.2	112.78	110.62	84.86	81.00	2.8	1.9	4.8	5.6	0.8	3.6	75.2	71.4	109.70	107.04	82.50	76.46	5.3	2.5	7.9	10.3	2.2	7.6	146	136	17475	16719
Durham County, NC	70.6	73.3	110.28	108.26	77.89	79.31	-3.6	1.9	-1.8	-1.8	0.0	-3.6	72.6	70.5	108.82	106.52	78.98	75.11	2.9	2.2	5.2	5.2	0.0	2.9	65	61	8402	8009
Edgecombe County, NC																												
Guilford County, NC	55.7	57.2	94.02	96.65	52.33	55.27	-2.7	-2.7	-5.3	-1.7	3.8	1.1	61.4	60.8	101.93	99.11	62.54	60.26	0.9	2.9	3.8	6.5	2.6	3.5	4	2	216	126
Harnett County, NC	51.4	57.1	75.37	79.16	38.71	45.18	-10.0	-4.8	-14.3	-14.3	0.0	-10.0	56.9	60.0	77.04	77.03	43.81	46.21	-5.2	0.0	-5.2	-5.2	0.0	-5.2	90	73	10651	9526
Moore County, NC	57.8	63.8	127.69	122.18	73.86	77.98	-9.4	4.5	-5.3	-5.3	0.0	-9.4	65.4	62.6	136.50	126.74	89.30	79.34	4.5	7.7	12.5	12.5	0.0	4.5	11	8	859	638

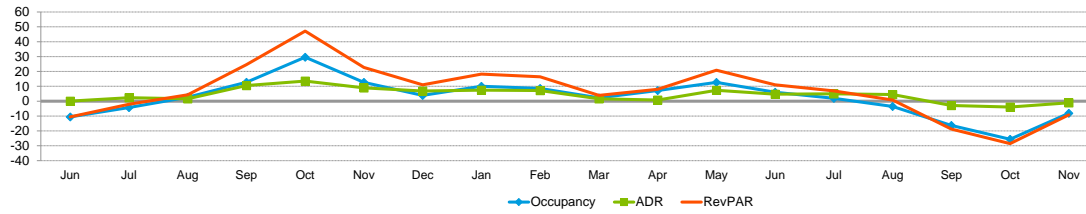
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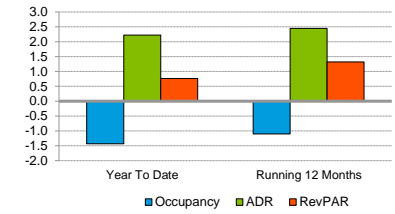
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of November 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	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	66.5	65.1	62.3	58.5	60.6
Last Year	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	67.5	78.6	65.9	
Percent Change	-10.6	-4.3	2.7	12.7	29.6	12.6	3.9	10.1	8.6	2.3	12.7	7.1	12.6	6.0	1.9	-3.5	-16.3	-8.2

ADR	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	79.10	79.60	79.46	87.02	85.60	80.28	74.48	78.26	80.71	80.71	82.11	84.41	82.84	83.52	83.05	84.49	82.23	79.42
Last Year	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	79.46	87.02	85.60	80.28
Percent Change	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	4.9	4.5	-2.9	-3.9	-1.1

RevPAR	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	52.20	51.94	53.66	64.79	67.28	52.94	41.12	47.64	55.79	58.38	59.70	60.90	57.96	55.55	54.10	52.66	48.08	48.09
Last Year	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	53.66	64.79	67.28	52.94
Percent Change	-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	0.8	-16.7	-28.5	-9.2

Supply	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	187,170	193,409	193,409	186,330	192,541	186,330	196,013	196,013	177,044	196,013	189,270	195,379	192,570	198,989	198,958	192,540	201,872	195,360
Last Year	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	193,409	186,330	192,541	186,330
Percent Change	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	3.3	4.8	4.8	4.8

Demand	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	123,518	126,207	130,595	138,738	151,337	122,862	108,218	119,320	122,379	141,774	137,614	141,103	134,739	132,348	129,599	120,013	118,043	118,296
Last Year	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	130,595	138,738	151,337	122,862
Percent Change	-4.9	-0.1	7.1	17.1	34.6	17.1	10.0	15.9	14.3	5.7	10.5	16.1	9.1	4.9	-0.8	-13.5	-22.0	-3.7

Revenue	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	9,770,787	10,045,781	10,377,710	12,072,598	12,954,672	9,863,621	8,059,961	9,337,604	9,877,446	11,443,208	11,299,032	11,910,634	11,161,319	11,053,549	10,763,033	10,139,576	9,706,348	9,394,536
Last Year	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	10,377,710	12,072,598	12,954,672	9,863,621
Percent Change	-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	3.7	-16.0	-25.1	-4.8

Census %	2018								2019									
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	70	70	70	69	69	69	70	70	70	70	70	70	71	71	71	71	72	72
Census Rooms	6239	6239	6239	6211	6211	6211	6323	6323	6323	6323	6309	6309	6419	6419	6418	6418	6512	6512
% Rooms Participants	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	85.7	85.9	84.2	

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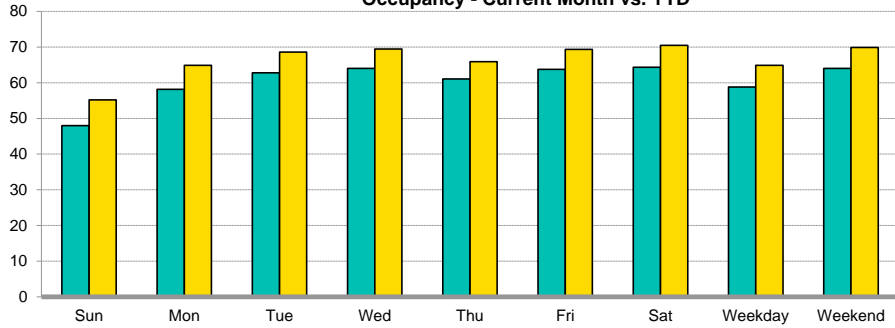
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

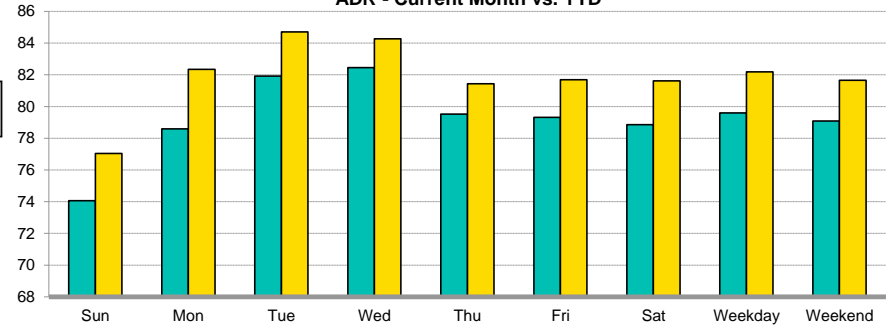
Fayetteville Area CVB

For the Month of November 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	48.0	-8.1	74.06	0.3	35.53	-7.8	26,048	4.8	12,495	-3.6	925,412	-3.3
	Year To Date	55.2	-3.3	77.05	1.6	42.51	-1.7	300,300	3.8	165,703	0.4	12,766,726	2.0
	Running 12 Month	54.4	-2.8	76.49	1.9	41.58	-0.9	331,915	4.0	180,433	1.1	13,801,747	3.0
Monday	Current Month	58.2	-7.4	78.59	-0.2	45.72	-7.6	26,048	4.8	15,155	-2.9	1,190,995	-3.1
	Year To Date	64.9	-0.3	82.35	2.3	53.43	2.0	300,286	1.6	194,837	1.3	16,044,172	3.6
	Running 12 Month	63.6	-0.8	81.73	2.3	51.99	1.5	331,901	3.9	211,140	3.1	17,257,189	5.4
Tuesday	Current Month	62.8	-6.7	81.92	0.5	51.43	-6.2	26,048	4.8	16,352	-2.2	1,339,617	-1.7
	Year To Date	68.6	-0.7	84.70	2.7	58.12	1.9	306,703	3.8	210,462	3.0	17,826,424	5.8
	Running 12 Month	67.8	-0.4	84.24	2.9	57.12	2.5	331,995	4.0	225,120	3.5	18,964,717	6.5
Wednesday	Current Month	64.0	-7.2	82.45	-1.0	52.80	-8.1	26,048	4.8	16,681	-2.7	1,375,325	-3.7
	Year To Date	69.5	-0.9	84.27	2.2	58.55	1.3	306,703	3.8	213,096	2.9	17,958,086	5.2
	Running 12 Month	68.7	-0.7	83.81	2.5	57.58	1.8	331,995	4.0	228,095	3.3	19,116,060	5.8
Thursday	Current Month	61.1	-8.9	79.52	-0.5	48.57	-9.4	26,048	-16.1	15,909	-23.5	1,265,085	-24.0
	Year To Date	65.9	-1.9	81.43	2.0	53.69	0.1	306,702	3.8	202,207	1.8	16,465,969	3.8
	Running 12 Month	65.2	-1.5	81.01	2.2	52.86	0.7	331,994	3.9	216,617	2.4	17,548,094	4.6
Friday	Current Month	63.8	-9.2	79.31	-2.6	50.57	-11.6	32,560	4.8	20,762	-4.8	1,646,710	-7.3
	Year To Date	69.3	-1.3	81.70	2.5	56.63	1.2	306,702	3.7	212,617	2.4	17,369,916	5.0
	Running 12 Month	68.4	-0.6	81.17	2.8	55.53	2.2	331,994	2.0	227,135	1.4	18,436,169	4.2
Saturday	Current Month	64.3	-10.2	78.85	-2.9	50.72	-12.9	32,560	31.1	20,942	17.7	1,651,392	14.2
	Year To Date	70.5	-2.1	81.62	2.0	57.54	-0.1	306,812	6.0	216,307	3.8	17,654,990	5.9
	Running 12 Month	69.4	-1.3	80.98	2.3	56.21	1.0	338,427	6.0	234,907	4.7	19,022,270	7.0
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	58.8	-7.9	79.60	-0.2	46.81	-8.1	130,240	-0.1	76,592	-8.0	6,096,434	-8.2
	Year To Date	64.9	-1.4	82.19	2.2	53.31	0.8	1,520,694	3.4	986,305	2.0	81,061,377	4.2
	Running 12 Month	63.9	-1.2	81.67	2.4	52.23	1.2	1,659,800	4.0	1,061,404	2.7	86,687,807	5.2
Weekend (Fri-Sat)	Current Month	64.0	-9.6	79.08	-2.8	50.65	-12.2	65,120	16.5	41,704	5.3	3,298,102	2.3
	Year To Date	69.9	-1.7	81.66	2.3	57.09	0.5	613,514	4.9	428,923	3.1	35,024,907	5.4
	Running 12 Month	68.9	-0.9	81.07	2.5	55.87	1.6	670,421	4.0	462,042	3.0	37,458,438	5.6
Total	Current Month	60.6	-8.2	79.42	-1.1	48.09	-9.2	195,360	4.8	118,296	-3.7	9,394,536	-4.8
	Year To Date	66.3	-1.4	82.03	2.2	54.39	0.8	2,134,208	3.8	1,415,228	2.3	116,086,284	4.6
	Running 12 Month	65.4	-1.1	81.49	2.4	53.28	1.3	2,330,221	4.0	1,523,446	2.8	124,146,245	5.3

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of November 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 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	79.75	80.89	59.12	79.46	45.85	6.97	0.84	53.66													
Sep	61.1	12.0	1.4	74.5	85.36	98.19	63.52	87.02	52.13	11.78	0.88	64.79													
Oct	68.1	8.9	1.6	78.6	84.03	101.29	64.98	85.60	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	59.7	5.5	1.4	66.5	82.77	97.66	60.06	83.52	49.39	5.33	0.83	55.55													
Aug				65.1				83.05				54.10													
Sep				62.3				84.49				52.66													
Oct				58.5				82.23				48.08													
Nov				60.6				79.42				48.09													

Year To Date												
2017 Nov				66.2				76.77				50.83
2018 Nov	58.5	7.3	1.5	67.3	79.98	86.76	58.51	80.24	46.81	6.31	0.86	53.98
2019 Nov	54.4	9.5	2.4	66.3	83.18	80.10	63.27	82.03	45.28	7.60	1.51	54.39

Percent Change (%)												

Running 12 Month												
2017 Nov				66.1				76.50				50.54
2018 Nov	57.7	6.9	1.5	66.1	79.32	86.00	58.02	79.54	45.78	5.94	0.86	52.58
2019 Nov	54.1	8.9	2.3	65.4	82.57	79.70	63.08	81.49	44.71	7.12	1.45	53.28

Percent Change (%)												

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