

Date Created: Oct 17, 2019

Fayetteville Area CVB

For the Month of September 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

735 East Main Street, Hendersonville, TN 37075 USA
T : +1 615 824 8664
destininfo@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA
T : +44 (0)20 7922 1930
industryinfo@str.com www.str.com

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Source: 2019 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: September 2019

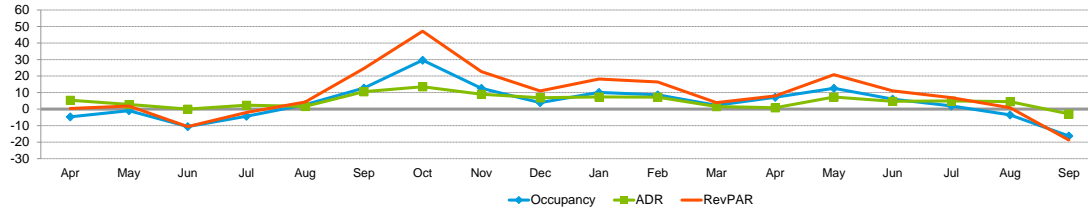
	Current Month - September 2019 vs September 2018												Year to Date - September 2019 vs September 2018												Participation				
	Occ %		ADR		RevPAR		Percent Change from September 2018						Occ %		ADR		RevPAR		Percent Change from YTD 2018						Properties		Rooms		
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample			
North Carolina	66.5	69.1	109.10	110.20	72.55	76.18	-3.8	-1.0	-4.8	-4.3	0.5	-3.3	67.2	64.9	107.07	104.55	71.90	67.86	3.5	2.4	6.0	6.5	0.5	4.0	1802	1202	158076	126690	
Cumberland County, NC	62.3	74.5	84.49	87.02	52.66	64.79	-16.3	-2.9	-18.7	-16.0	3.3	-13.5	67.9	66.1	82.27	79.51	55.84	52.57	2.6	3.5	6.2	10.0	3.5	6.3	71	53	6418	5498	
Johnston County, NC	57.4	74.3	79.38	82.48	45.56	61.31	-22.8	-3.8	-25.7	-25.7	0.0	-22.8	60.5	58.0	77.07	74.58	46.65	43.29	4.3	3.3	7.8	10.2	2.3	6.7	33	25	2295	1825	
Robeson County, NC	56.2	66.2	79.94	87.68	44.97	58.01	-15.0	-8.8	-22.5	-22.5	0.0	-15.0	64.9	62.6	80.13	76.54	52.04	47.94	3.7	4.7	8.6	8.6	0.0	3.7	28	16	1833	1246	
Wake County, NC	77.4	75.9	112.09	110.69	86.81	84.01	2.0	1.3	3.3	4.7	1.4	3.4	74.6	70.2	108.79	105.95	81.15	74.36	6.3	2.7	9.1	11.8	2.4	8.9	145	135	17385	16629	
Durham County, NC	74.4	73.2	111.22	108.10	82.78	79.10	1.7	2.9	4.7	4.7	0.0	1.7	72.3	69.1	108.07	105.36	78.17	72.79	4.7	2.6	7.4	7.4	0.0	4.7	65	61	8402	8009	
Edgecombe County, NC																													
Guilford County, NC	60.5	65.5	97.48	93.33	58.99	61.14	-7.6	4.4	-3.5	-0.8	2.9	-5.0	61.6	60.3	99.27	96.37	61.14	58.10	2.2	3.0	5.2	7.8	2.4	4.6	4	2	216	126	
Harnett County, NC	55.1	68.8	79.73	84.85	43.90	58.37	-20.0	-6.0	-24.8	-24.8	0.0	-20.0	58.0	59.2	77.09	76.32	44.72	45.18	-2.0	1.0	-1.0	-1.0	0.0	-2.0	88	72	10468	9404	
Moore County, NC	66.0	68.4	148.15	131.71	97.70	90.06	-3.5	12.5	8.5	8.5	0.0	-3.5	65.8	60.6	133.30	124.21	87.66	75.32	8.4	7.3	16.4	16.4	0.0	8.4	11	8	859	638	
																									21	14	1940	1554	

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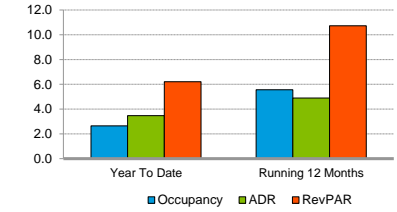
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Fayetteville Area CVB
For the Month of September 2019

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018												2019					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	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	66.5	65.1	62.3
Last Year	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	67.5	74.5
Percent Change	-4.7	-1.0	-10.6	-4.3	2.7	12.7	29.6	12.6	3.9	10.1	8.6	2.3	7.1	12.6	6.0	1.9	-3.5	-16.3

Year To Date		
2017	2018	2019
67.7	66.1	67.9
65.9	67.7	66.1
2.7	-2.3	2.6

Running 12 Months		
2017	2018	2019
69.3	64.0	67.5
63.9	69.3	64.0
8.5	-7.6	5.6

ADR	2018												2019					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	81.47	78.66	79.10	79.60	79.46	87.02	85.59	80.28	74.48	78.26	80.71	80.71	82.11	84.41	82.84	83.52	83.05	84.49
Last Year	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	79.46	87.02
Percent Change	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	4.9	4.5	-2.9

Year To Date		
2017	2018	2019
77.21	79.51	82.27
73.84	77.21	79.51
4.6	3.0	3.5

Running 12 Months		
2017	2018	2019
77.21	78.08	81.89
73.34	77.21	78.08
5.3	1.1	4.9

RevPAR	2018												2019					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	55.28	50.40	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
Last Year	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	53.66	64.79
Percent Change	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	0.8	-18.7

Year To Date		
2017	2018	2019
52.27	52.57	55.84
48.70	52.27	52.57
7.3	0.6	6.2

Running 12 Months		
2017	2018	2019
53.48	49.95	55.31
46.83	53.48	49.95
14.2	-6.6	10.7

Supply	2018												2019					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	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	192,570	198,989	198,958	192,540
Last Year	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	193,409	186,330
Percent Change	4.3	4.3	6.4	4.4	4.4	3.9	3.9	4.0	5.9	5.3	4.4	3.1	3.1	3.1	2.9	2.9	2.9	3.3

Year To Date		
2017	2018	2019
1,611,601	1,677,587	1,736,976
1,589,445	1,611,601	1,677,587
1.4	4.1	3.5

Running 12 Months		
2017	2018	2019
2,145,081	2,227,167	2,311,860
2,131,847	2,145,081	2,227,167
0.6	3.8	3.8

Demand	2018												2019					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	124,544	121,510	123,518	126,207	130,595	138,738	151,351	122,863	108,218	119,320	122,379	141,774	137,614	141,103	134,739	132,348	129,599	120,013
Last Year	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	130,595	138,738
Percent Change	-0.6	3.3	-4.9	-0.1	7.1	17.1	34.6	17.2	10.0	15.9	14.3	5.7	10.5	16.1	9.1	4.9	-0.8	-13.5

Year To Date		
2017	2018	2019
1,091,015	1,109,274	1,178,889
1,048,141	1,091,015	1,109,274
4.1	1.7	6.3

Running 12 Months		
2017	2018	2019
1,485,794	1,424,924	1,561,321
1,361,466	1,485,794	1,424,924
9.1	-4.1	9.6

Revenue	2018												2019					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	10,146,198	9,558,230	9,770,787	10,045,781	10,377,710	12,072,598	12,954,448	9,863,855	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
Last Year	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	10,377,710	12,072,598
Percent Change	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	3.7	-16.0

Year To Date		
2017	2018	2019
84,239,712	88,193,138	96,985,400
77,398,345	84,239,712	88,193,138
8.8	4.7	10.0

Running 12 Months		
2017	2018	2019
114,723,778	111,252,301	127,863,464
99,844,866	114,723,778	111,252,301
14.9	-3.0	14.9

Census %	2018												2019					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	68	69	70	70	70	69	69	69	70	70	70	70	70	70	71	71	71	71
Census Rooms	6118	6118	6239	6239	6239	6211	6211	6211	6323	6323	6323	6323	6309	6309	6419	6419	6418	6418
% Rooms Participants	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	85.7	85.7

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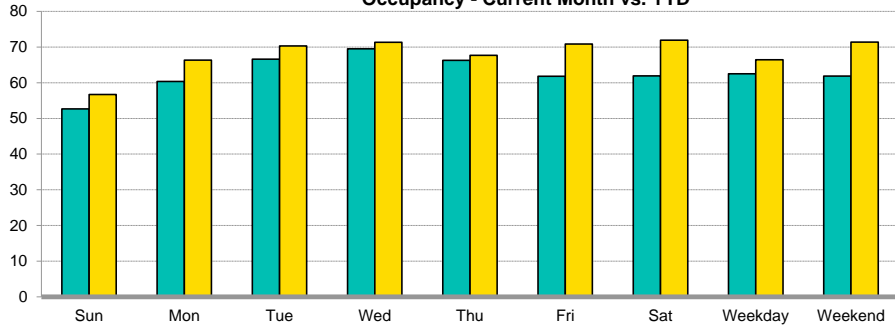
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

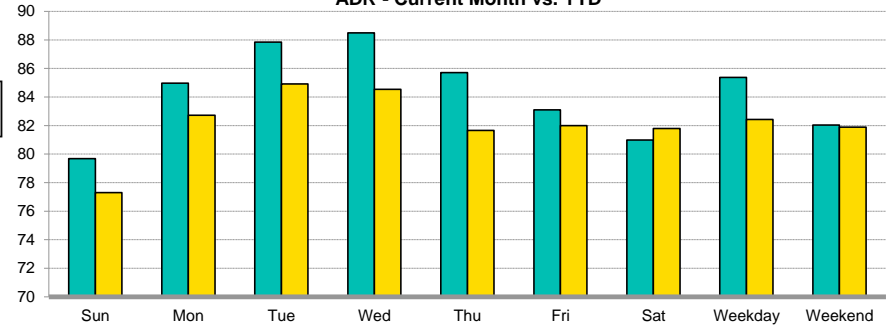
Fayetteville Area CVB

For the Month of September 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	52.7	-24.5	79.68	-5.4	41.97	-28.6	32,080	3.3	16,897	-22.0	1,346,368	-26.2
	Year To Date	56.7	0.2	77.30	2.4	43.82	2.6	248,194	3.5	140,709	3.7	10,876,259	6.2
	Running 12 Month	56.1	4.1	76.74	4.1	43.06	8.4	329,497	1.9	184,887	6.0	14,188,724	10.4
Monday	Current Month	60.4	-12.5	84.96	-1.3	51.29	-13.6	32,080	29.1	19,366	13.0	1,645,372	11.6
	Year To Date	66.3	4.3	82.72	3.6	54.87	8.1	248,180	3.6	164,626	8.1	13,617,241	12.0
	Running 12 Month	65.8	6.6	82.18	4.8	54.08	11.7	335,694	5.8	220,915	12.8	18,155,007	18.2
Tuesday	Current Month	66.6	-9.1	87.85	1.7	58.53	-7.5	25,725	3.5	17,140	-5.9	1,505,777	-4.3
	Year To Date	70.3	3.7	84.92	3.7	59.69	7.5	248,148	3.6	174,438	7.4	14,813,021	11.4
	Running 12 Month	70.1	6.9	84.45	5.0	59.24	12.2	329,339	3.8	231,011	11.0	19,509,913	16.5
Wednesday	Current Month	69.5	-8.1	88.49	-0.7	61.50	-8.8	25,664	3.3	17,836	-5.1	1,578,349	-5.8
	Year To Date	71.3	3.4	84.53	3.4	60.29	6.9	248,087	3.6	176,935	7.1	14,957,196	10.7
	Running 12 Month	71.0	5.9	84.19	4.8	59.78	11.0	329,278	3.8	233,815	9.9	19,683,970	15.2
Thursday	Current Month	66.3	-15.9	85.71	-3.1	56.80	-18.5	25,664	3.3	17,009	-13.1	1,457,718	-15.8
	Year To Date	67.7	2.4	81.66	3.1	55.25	5.6	248,086	3.5	167,853	6.0	13,706,329	9.3
	Running 12 Month	67.6	5.3	81.37	4.5	54.99	10.0	329,277	3.8	222,545	9.2	18,108,272	14.2
Friday	Current Month	61.8	-20.8	83.10	-5.7	51.38	-25.3	25,664	3.3	15,869	-18.2	1,318,678	-22.8
	Year To Date	70.9	2.7	81.99	4.1	58.10	6.8	248,086	3.5	175,811	6.2	14,414,709	10.5
	Running 12 Month	70.6	5.3	81.69	5.5	57.67	11.1	329,277	3.7	232,442	9.2	18,987,925	15.2
Saturday	Current Month	61.9	-19.7	80.98	-6.9	50.16	-25.3	25,664	-17.4	15,896	-33.7	1,287,314	-38.2
	Year To Date	71.9	1.6	81.79	3.6	58.83	5.2	248,196	3.5	178,517	5.1	14,600,645	8.9
	Running 12 Month	71.5	4.4	81.58	5.2	58.36	9.8	329,499	3.8	235,708	8.4	19,229,651	14.0
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	62.5	-14.5	85.37	-1.7	53.35	-16.0	141,212	8.3	88,247	-7.5	7,533,584	-9.0
	Year To Date	66.5	2.9	82.43	3.3	54.78	6.3	1,240,694	3.6	824,561	6.5	67,970,047	10.1
	Running 12 Month	66.1	5.9	82.01	4.7	54.23	10.8	1,653,084	3.8	1,093,171	9.9	89,645,887	15.1
Weekend (Fri-Sat)	Current Month	61.9	-20.2	82.04	-6.2	50.77	-25.2	51,328	-8.2	31,766	-26.7	2,605,992	-31.3
	Year To Date	71.4	2.1	81.89	3.8	58.47	6.0	496,282	3.5	354,328	5.7	29,015,354	9.7
	Running 12 Month	71.1	4.9	81.64	5.3	58.01	10.4	658,776	3.8	468,150	8.8	38,217,577	14.6
Total	Current Month	62.3	-16.3	84.49	-2.9	52.66	-18.7	192,540	3.3	120,013	-13.5	10,139,576	-16.0
	Year To Date	67.9	2.6	82.27	3.5	55.84	6.2	1,736,976	3.5	1,178,889	6.3	96,985,400	10.0
	Running 12 Month	67.5	5.6	81.89	4.9	55.31	10.7	2,311,860	3.8	1,561,321	9.6	127,863,464	14.9

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of September 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 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																
				64.1				78.66				50.40																
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																
2018 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																
2018 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																
2018 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																
2018 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																
2018 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				
2018 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				
2019 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	-27.5	562.7	70.0	8.6	12.3	-4.1	10.4	7.2	-18.5	535.2	87.6	16.4				
2019 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	-6.2	50.2	69.7	2.3	3.5	-5.4	3.4	1.6	-2.9	42.1	75.5	3.9				
2019 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	14.3	-30.4	0.4	7.1	3.0	-15.7	0.6	0.8	17.7	-41.3	1.0	8.0				
2019 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																
2019 Jun				70.0				82.84				57.96																
2019 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	4.0	-15.5	-1.2	1.9	4.0	13.7	19.7	4.9	8.1	-4.0	18.2	6.9				
2019 Aug				65.1				83.05				54.10																
2019 Sep				62.3				84.49				52.66																

Year To Date												
2017 Sep				67.7				77.21				52.27
2018 Sep	57.3	7.4	1.4	66.1	79.41	84.47	57.62	79.51	45.52	6.22	0.83	52.57
2019 Sep	55.9	9.9	2.0	67.9	83.52	79.45	61.69	82.27	46.71	7.87	1.26	55.84

Percent Change (%)												

Running 12 Month												
2017 Sep				69.3				77.21				53.48
2018 Sep	56.0	6.5	1.5	64.0	78.11	82.79	56.56	78.08	43.76	5.35	0.84	49.95
2019 Sep	56.8	8.8	1.9	67.5	82.66	81.38	61.60	81.89	46.96	7.17	1.18	55.31

Percent Change (%)												

A blank row indicates insufficient data.

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North America:

735 East Main Street, Hendersonville, TN 37075 USA

T : +1 615 824 8664

destininfo@str.com

International:

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T : +44 (0) 20 7922 1930

industryinfo@str.com

Asia Pacific:

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +64 6800 7850

apinfo@str.com

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