

Date Created: May 18, 2020

Fayetteville Area CVB

For the Month of April 2020



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

Corporate North American Headquarters
T : +1 (615) 824 8664
destininfo@str.com www.str.com

International Headquarters
T : +44 (0)207 922 1930
industryinfo@str.com www.str.com

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: April 2020

	Current Month - April 2020 vs April 2019												Year to Date - April 2020 vs April 2019												Participation			
	Occ %		ADR		RevPAR		Percent Change from April 2019						Occ %		ADR		RevPAR		Percent Change from YTD 2019						Properties		Rooms	
	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2020	2019	2020	2019	2020	2019	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	27.1	70.4	67.05	108.44	18.14	76.31	-61.6	-38.2	-76.2	-77.9	-6.8	-64.2	45.3	63.9	93.22	103.07	42.23	65.81	-29.1	-9.6	-35.8	-35.5	0.5	-28.7	1729	1133	146226	115888
Cumberland County, NC	35.9	72.7	63.40	82.07	22.77	59.67	-50.6	-22.8	-61.8	-60.6	3.2	-49.0	52.4	68.5	77.04	80.62	40.37	55.25	-23.5	-4.4	-26.9	-24.7	3.0	-21.3	72	52	6508	5417
Johnston County, NC	25.5	68.1	67.17	77.53	17.13	52.80	-62.5	-13.4	-67.6	-67.6	0.0	-62.5	38.8	57.5	74.16	75.37	28.74	43.34	-32.6	-1.6	-33.7	-33.7	0.0	-32.6	33	25	2295	1825
Robeson County, NC	34.7	73.2	65.92	81.88	22.90	59.93	-52.5	-19.5	-61.8	-61.8	0.0	-52.5	48.1	66.4	73.95	79.88	35.60	53.06	-27.5	-7.4	-32.9	-32.9	0.0	-27.5	28	16	1831	1246
Wake County, NC	27.5	76.7	65.90	110.25	18.12	84.61	-64.2	-40.2	-78.6	-79.7	-5.2	-66.0	51.5	71.6	100.09	107.70	51.53	77.17	-28.1	-7.1	-33.2	-33.4	-0.2	-28.3	140	130	16481	15743
Durham County, NC	29.6	77.5	65.59	113.03	19.40	87.57	-61.8	-42.0	-77.9	-80.5	-12.2	-66.5	53.4	70.4	96.30	107.83	51.38	75.91	-24.2	-10.7	-32.3	-34.4	-3.0	-26.5	60	54	7413	6929
Edgecombe County, NC																												
Guilford County, NC	25.3	69.4	57.80	125.10	14.61	86.85	-63.6	-53.8	-83.2	-83.8	-3.5	-64.9	41.8	60.1	87.80	103.51	36.67	62.21	-30.5	-15.2	-41.0	-39.8	2.1	-29.0	87	69	10102	8857
Harnett County, NC	29.8	66.3	65.60	76.42	19.56	50.68	-55.0	-14.2	-61.4	-66.8	-14.0	-61.3	44.3	58.2	73.55	75.13	32.60	43.71	-23.8	-2.1	-25.4	-35.8	-14.0	-34.5	10	8	739	638
Moore County, NC	22.2	69.2	79.35	159.29	17.58	110.26	-68.0	-50.2	-84.1	-87.4	-20.7	-74.6	41.0	60.6	102.70	122.71	42.07	74.41	-32.4	-16.3	-43.5	-46.5	-5.3	-36.0	20	13	1539	1153

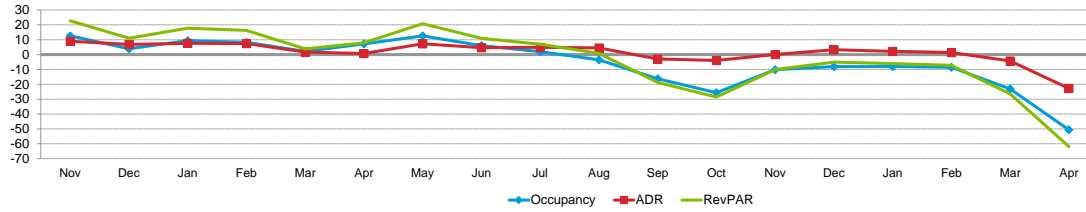
A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.

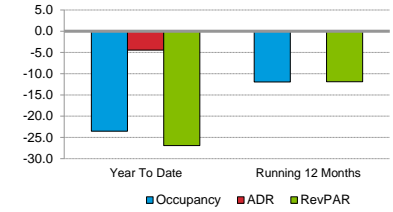
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB
For the Month of April 2020

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2018				2019								2020					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	65.9	55.2	60.5	68.9	72.2	72.7	72.2	70.0	66.5	65.1	62.3	58.5	59.3	50.7	55.6	63.0	55.5	35.9
Last Year	58.5	53.1	55.3	63.7	70.7	67.9	64.1	66.0	65.3	67.5	74.5	78.6	65.9	55.2	60.5	68.9	72.2	72.7
Percent Change	12.6	3.9	9.4	8.2	2.1	7.1	12.6	6.0	1.9	-3.5	-16.3	-25.6	-10.1	-8.1	-8.1	1.9	-8.5	-50.6

Year To Date	2018	2019	2020
	2018	64.4	68.5
2019	67.7	64.4	68.5
2020	-4.9	6.4	-23.5

Running 12 Months	2018	2019	2020
	2018	64.0	67.6
2019	68.7	64.0	67.6
2020	-6.9	5.6	-11.9

ADR	2018				2019								2020					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	80.28	74.49	78.40	80.90	80.82	82.07	84.38	82.77	83.49	83.02	84.46	82.22	80.35	76.93	80.14	82.03	77.35	63.40
Last Year	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	74.49	78.40	80.90	80.82	82.07
Percent Change	9.0	6.8	7.6	7.5	1.7	0.7	7.3	4.6	4.9	4.5	-2.9	-3.9	0.1	3.3	2.2	1.4	-4.3	-22.8

Year To Date	2018	2019	2020
	2018	77.59	80.62
2019	76.08	77.59	80.62
2020	2.0	3.9	-4.4

Running 12 Months	2018	2019	2020
	2018	76.79	80.77
2019	75.49	76.79	80.77
2020	1.7	5.2	0.1

RevPAR	2018				2019								2020					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	52.94	41.12	47.45	55.73	58.35	59.67	60.88	57.92	55.53	54.08	52.64	48.08	47.62	39.04	44.59	51.72	42.94	22.77
Last Year	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	41.12	47.45	55.73	58.35	59.67
Percent Change	22.7	11.0	17.8	16.3	3.8	7.9	20.8	10.9	6.9	0.8	-18.8	-28.5	-10.0	-5.1	-6.0	-7.2	-26.4	-61.8

Year To Date	2018	2019	2020
	2018	49.98	55.25
2019	51.54	49.98	55.25
2020	-3.0	10.5	-26.9

Running 12 Months	2018	2019	2020
	2018	49.15	54.57
2019	51.90	49.15	54.57
2020	-3.1	11.0	-11.9

Supply	2018				2019								2020					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	186,330	196,013	196,013	177,044	196,013	189,270	195,455	192,450	198,865	198,834	192,420	201,748	195,240	201,748	201,748	182,224	201,748	195,240
Last Year	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	196,013	196,013	177,044	196,013	189,270
Percent Change	4.0	5.9	5.3	5.3	3.4	3.1	3.1	2.8	2.8	2.8	3.3	4.8	4.8	2.9	2.9	2.9	2.9	3.2

Year To Date	2018	2019	2020
	2018	727,611	758,340
2019	703,800	727,611	758,340
2020	3.4	4.2	3.0

Running 12 Months	2018	2019	2020
	2018	2,184,992	2,283,200
2019	2,119,325	2,184,992	2,283,200
2020	3.1	4.5	3.3

Demand	2018				2019								2020					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	122,862	108,205	118,633	121,969	141,507	137,613	141,021	134,659	132,266	129,520	119,937	117,972	115,713	102,369	112,264	114,885	112,004	70,126
Last Year	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	108,205	118,633	121,969	141,507	137,613
Percent Change	17.1	10.0	15.2	13.9	5.5	10.5	16.1	9.0	4.8	-0.8	-13.6	-22.0	-5.8	-5.4	-5.4	-20.8	-49.0	

Year To Date	2018	2019	2020
	2018	468,706	519,722
2019	476,754	468,706	519,722
2020	-1.7	10.9	-21.3

Running 12 Months	2018	2019	2020
	2018	1,398,617	1,542,694
2019	1,457,019	1,398,617	1,542,694
2020	-4.0	10.3	-9.1

Revenue	2018				2019								2020					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	9,863,621	8,059,812	9,301,416	9,867,522	11,437,243	11,293,679	11,899,282	11,146,231	11,042,892	10,753,066	10,129,304	9,700,159	9,297,742	7,875,603	8,996,682	9,424,385	8,663,900	4,445,664
Last Year	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	8,059,812	9,301,416	9,867,522	11,437,243	11,293,679
Percent Change	27.7	17.6	23.9	22.4	7.3	11.3	24.5	14.1	9.9	3.6	-16.1	-25.1	-5.7	-2.3	-3.3	-4.5	-24.2	-60.6

Year To Date	2018	2019	2020
	2018	36,368,030	41,899,860
2019	36,273,266	36,368,030	41,899,860
2020	0.3	15.2	-24.7

Running 12 Months	2018	2019	2020
	2018	107,393,640	124,603,073
2019	109,987,637	107,393,640	124,603,073
2020	-2.4	16.0	-9.0

Census %	2018				2019								2020					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Census Props	69	70	70	70	70	70	70	71	71	71	71	71	72	72	72	72	72	72
Census Rooms	6211	6323	6323	6323	6309	6309	6305	6415	6415	6414	6414	6508	6508	6508	6508	6508	6508	6508
% Rooms Participants	85.2	83.7	83.6	85.4	85.4	83.8	85.5	84.0	85.7	85.7	85.7	85.7	85.7	84.3	83.2	83.2	83.2	83.2

A blank row indicates insufficient data.
This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR", © CoStar Realty Information, Inc.

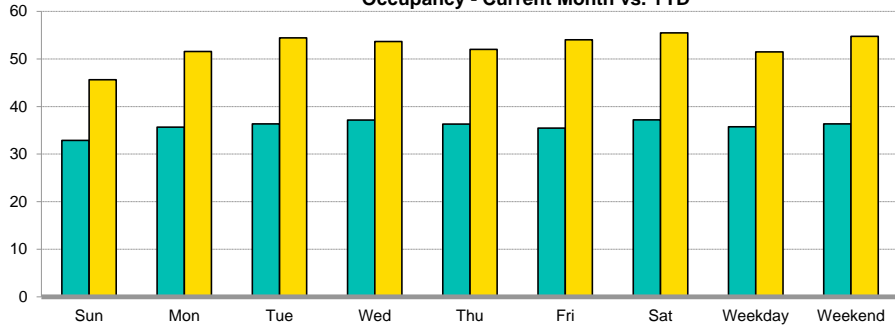
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

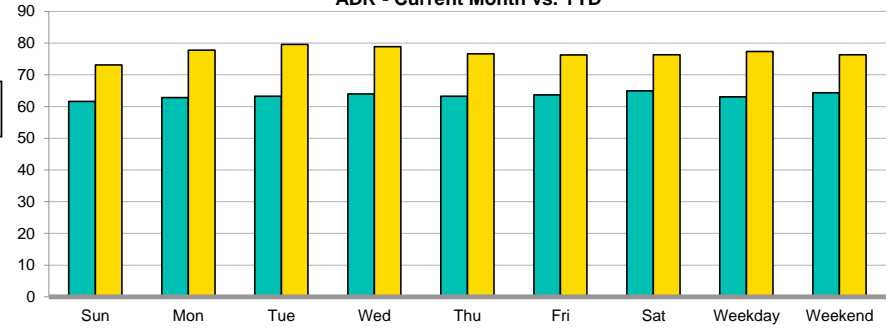
Fayetteville Area CVB

For the Month of April 2020

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	32.9	-44.9	61.58	-18.7	20.25	-55.2	26,032	3.2	8,561	-43.2	527,230	-53.8
	Year To Date	45.7	-21.6	73.11	-3.7	33.38	-24.5	109,738	2.1	50,096	-19.9	3,662,713	-22.9
	Running 12 Month	49.7	-13.1	75.96	-0.3	37.77	-13.3	335,023	3.0	166,592	-10.5	12,654,693	-10.7
Monday	Current Month	35.7	-48.5	62.83	-22.8	22.41	-60.2	26,032	-17.5	9,284	-57.5	583,301	-67.2
	Year To Date	51.6	-24.8	77.76	-5.1	40.11	-28.6	109,738	2.2	56,600	-23.2	4,401,133	-27.1
	Running 12 Month	57.4	-12.8	80.75	-0.6	46.37	-13.4	335,023	3.0	192,382	-10.3	15,533,929	-10.8
Tuesday	Current Month	36.3	-50.2	63.23	-24.7	22.98	-62.5	26,032	-17.5	9,460	-58.9	598,128	-69.1
	Year To Date	54.4	-23.1	79.60	-4.5	43.32	-26.6	109,738	-3.5	59,724	-25.8	4,753,811	-29.2
	Running 12 Month	61.3	-11.7	83.31	0.2	51.04	-11.5	335,117	1.1	205,324	-10.8	17,106,028	-10.6
Wednesday	Current Month	37.1	-51.1	63.94	-23.8	23.75	-62.7	32,540	28.9	12,086	-36.9	772,821	-51.9
	Year To Date	53.7	-25.1	78.87	-4.7	42.33	-28.7	116,246	8.2	62,390	-19.0	4,920,810	-22.8
	Running 12 Month	62.0	-11.8	83.01	0.1	51.49	-11.7	341,422	5.0	211,784	-7.4	17,579,541	-7.3
Thursday	Current Month	36.3	-50.0	63.24	-21.8	22.96	-60.9	32,540	28.9	11,815	-35.5	747,238	-49.6
	Year To Date	52.0	-23.2	76.63	-4.0	39.84	-26.3	116,246	8.2	60,440	-16.9	4,631,714	-20.2
	Running 12 Month	59.5	-11.6	80.46	0.2	47.90	-11.4	341,421	5.0	203,242	-7.2	16,352,983	-7.0
Friday	Current Month	35.5	-55.2	63.67	-23.5	22.59	-65.7	26,032	3.2	9,235	-53.8	588,038	-64.7
	Year To Date	54.0	-23.2	76.29	-4.2	41.22	-26.4	109,738	2.1	59,290	-21.5	4,523,135	-24.8
	Running 12 Month	62.7	-11.3	80.74	0.5	50.58	-10.9	334,913	3.0	209,829	-8.7	16,941,443	-8.2
Saturday	Current Month	37.2	-53.6	64.93	-22.3	24.16	-63.9	26,032	3.2	9,685	-52.1	628,908	-62.8
	Year To Date	55.5	-23.3	76.35	-4.4	42.34	-26.6	109,514	1.9	60,739	-21.8	4,637,315	-25.2
	Running 12 Month	63.8	-11.5	80.56	0.1	51.39	-11.4	334,799	2.9	213,583	-9.0	17,206,293	-8.9
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	35.8	-49.0	63.05	-22.7	22.55	-60.6	143,176	3.2	51,206	-47.4	3,228,718	-59.3
	Year To Date	51.5	-23.6	77.34	-4.5	39.83	-27.1	561,708	3.4	289,250	-21.1	22,370,180	-24.6
	Running 12 Month	58.0	-12.2	80.90	0.0	46.94	-12.2	1,688,008	3.4	979,324	-9.2	79,227,173	-9.2
Weekend (Fri-Sat)	Current Month	36.3	-54.4	64.32	-22.9	23.37	-64.8	52,064	3.2	18,920	-53.0	1,216,946	-63.7
	Year To Date	54.7	-23.2	76.32	-4.3	41.78	-26.5	219,252	2.0	120,029	-21.7	9,160,450	-25.0
	Running 12 Month	63.2	-11.4	80.65	0.3	50.99	-11.2	669,712	2.9	423,412	-8.8	34,147,735	-8.6
Total	Current Month	35.9	-50.6	63.40	-22.8	22.77	-61.8	195,240	3.2	70,126	-49.0	4,445,664	-60.6
	Year To Date	52.4	-23.5	77.04	-4.4	40.37	-26.9	780,960	3.0	409,279	-21.3	31,530,630	-24.7
	Running 12 Month	59.5	-11.9	80.82	0.1	48.09	-11.9	2,357,720	3.3	1,402,736	-9.1	113,374,909	-9.0

A blank row indicates insufficient data.

Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of April 2020

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	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	75.42	65.16	59.58	74.49	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	44.9	13.4	2.2	60.5	81.22	71.94	60.39	78.40	36.50	9.61	1.34	47.45	-6.9	136.8	57.3	9.4	10.0	3.2	16.2	7.6	2.4	144.5	82.7	17.8	
	Feb	42.4	24.2	2.3	68.9	85.00	75.46	62.78	80.90	36.02	18.26	1.45	55.73	-27.7	560.4	69.4	8.2	12.6	-3.9	10.7	7.5	-18.6	534.6	87.6	16.3	
	Mar	56.7	13.0	2.4	72.2	82.71	76.24	61.59	80.82	46.90	9.95	1.50	58.35	-6.4	49.9	69.4	2.1	3.6	-5.2	3.5	1.7	-3.0	42.0	75.4	3.8	
	Apr	64.1	7.2	1.4	72.7	83.69	71.70	61.55	82.07	53.62	5.18	0.88	59.67	14.3	-30.4	0.4	7.1	2.9	-15.8	0.6	0.7	17.6	-41.4	1.0	7.9	
	May	59.6	10.1	2.4	72.2	85.66	81.86	63.51	84.38	51.08	8.26	1.55	60.88				12.6				7.3				20.8	
	Jun				70.0				82.77				57.92				6.0				4.6					10.9
	Jul	59.7	5.5	1.4	66.5	82.74	97.55	60.11	83.49	49.38	5.32	0.83	55.53	4.0	-15.5	-1.2	1.9	3.9	13.5	19.8	4.9	8.1	-4.1	18.3	6.9	
	Aug				65.1				83.02				54.08				-3.5				4.5					0.8
	Sep				62.3				84.46				52.64				-16.3				-2.9					-18.8
	Oct				58.5				82.22				48.08				-25.6				-3.9					-28.5
	Nov				59.3				80.35				47.62				-10.1				0.1					-10.0
	Dec				50.7				76.93				39.04				-8.1				3.3					-5.1
2020	Jan				55.6				80.14			44.59				-8.1				2.2					-6.0	
	Feb				63.0				82.03			51.72				-8.5				1.4					-7.2	
	Mar				55.5				77.35			42.94				-23.1				-4.3					-26.4	
	Apr				35.9				63.40			22.77				-50.6				-22.8					-61.8	

Year To Date													
2018	Apr	55.8	7.2	1.4	64.4	77.82	79.77	57.37	77.59	43.45	5.72	0.81	49.98
2019	Apr	52.2	14.3	2.1	68.5	83.11	74.31	61.56	80.62	43.35	10.61	1.29	55.25
2020	Apr				52.4				77.04				40.37

Percent Change (%)																												
													-4.9												2.0	-3.0		
														-6.6	98.9	48.9	6.4	6.8	-6.8	7.3	3.9	-0.2	85.3	59.8	10.5			
																										-23.5	-4.4	-26.9

Running 12 Month													
2018	Apr				64.0				76.79				49.15
2019	Apr	56.6	9.2	1.7	67.6	81.26	81.54	60.14	80.77	46.01	7.54	1.02	54.57
2020	Apr				59.5				80.82				48.09

Percent Change (%)																													
													-6.9													1.7	-5.3		
																												5.2	11.0
																													-11.9

A blank row indicates insufficient data.

This STR Report is a publication of STR, LLC and STR Global, Ltd., CoStar Group companies, and is intended solely for use by paid subscribers. The information in the STR Report is provided on an "as is" and "as available" basis and should not be construed as investment, tax, accounting or legal advice. Reproduction or distribution of this STR Report, in whole or part, without written permission is prohibited and subject to legal action. If you have received this report and are NOT a subscriber to this STR Report, please contact us immediately. Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.



How can we assist you?

Glossary:

For all STR definitions, please visit www.str.com/data-insights/resources/glossary

Frequently Asked Questions (FAQ):

For all STR FAQs, please click here or visit <http://www.str.com/data-insights/resources/FAQ>

For additional support, please contact your regional office.

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.