

Date Created: Oct 17, 2018

# Fayetteville Area CVB

For the Month of September 2018



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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: September 2018

	Current Month - September 2018 vs September 2017												Year to Date - September 2018 vs September 2017												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017						Properties		Rooms	
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	69.1	64.2	109.89	104.82	75.92	67.32	7.6	4.8	12.8	15.4	2.3	10.1	64.9	64.6	104.42	102.34	67.82	66.07	0.6	2.0	2.6	5.2	2.5	3.1	1799	1187	157993	125764
Cumberland County, NC	74.5	66.0	85.72	77.90	63.84	51.42	12.8	10.0	24.1	28.7	3.6	16.9	66.1	67.8	78.44	76.36	51.86	51.74	-2.4	2.7	0.2	3.7	3.4	0.9	70	51	6332	5291
Johnston County, NC	74.6	55.8	82.35	72.79	61.42	40.60	33.7	13.1	51.3	56.5	3.5	38.4	58.3	54.5	74.59	72.54	43.47	39.56	6.8	2.8	9.9	11.2	1.2	8.1	33	25	2294	1824
Robeson County, NC	65.6	59.8	87.92	76.51	57.67	45.73	9.7	14.9	26.1	22.7	-2.7	6.8	62.6	64.8	76.51	76.41	47.90	49.55	-3.4	0.1	-3.3	-5.9	-2.7	-6.0	28	15	1833	1188
Wake County, NC	75.9	70.7	110.90	103.56	84.16	73.21	7.3	7.1	15.0	20.1	4.5	12.1	70.2	70.1	106.22	102.63	74.58	71.98	0.1	3.5	3.6	8.5	4.7	4.8	143	133	17153	16354
Durham County, NC	73.1	66.9	108.11	103.18	79.04	69.02	9.3	4.8	14.5	14.5	0.0	9.3	69.1	67.5	105.39	103.23	72.78	69.71	2.3	2.1	4.4	5.0	0.6	2.9	65	61	8401	8008
Edgecombe County, NC																												
Guilford County, NC	65.5	56.9	93.30	89.04	61.12	50.64	15.2	4.8	20.7	20.6	-0.1	15.1	60.3	59.0	96.37	92.84	58.10	54.79	2.2	3.8	6.0	5.9	-0.1	2.1	4	2	216	126
Harnett County, NC	68.4	55.2	84.84	78.69	58.03	43.43	23.9	7.8	33.6	33.6	0.0	23.9	59.3	57.0	76.27	76.85	45.24	43.82	4.0	-0.8	3.2	3.2	0.0	4.0	85	68	10178	9052
Moore County, NC	68.8	61.4	131.12	140.82	90.22	86.45	12.1	-6.9	4.4	4.4	0.0	12.1	60.7	58.4	124.08	122.80	75.34	71.69	4.0	1.0	5.1	5.0	-0.1	3.9	11	8	859	638
																									21	14	1940	1554

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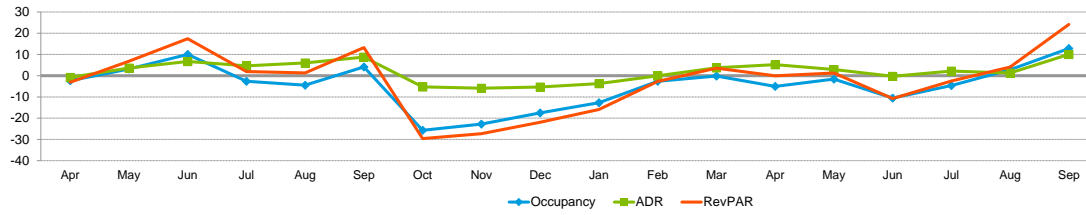
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Tab 3 - Trend Cumberland County NC

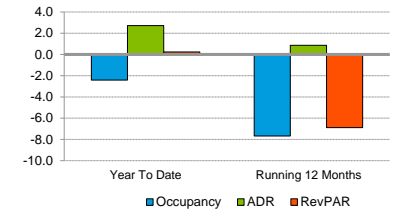
Currency: USD - US Dollar

Fayetteville Area CVB  
For the Month of September 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	71.3	64.8	73.7	68.4	65.7	66.0	60.8	58.8	53.5	55.6	63.7	70.9	67.7	63.7	66.0	65.2	67.5	74.5
Last Year	73.0	62.8	67.0	70.2	68.7	63.4	61.8	76.1	64.8	63.7	65.5	71.0	71.3	64.8	73.7	68.4	65.7	66.0
Percent Change	-2.3	3.1	10.0	-2.6	-4.4	4.1	-25.7	-22.8	-17.5	-12.7	-2.6	-0.1	-5.0	-1.6	-10.5	-4.6	2.8	12.8

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
66.0	67.8	66.1	63.9	69.3	64.0
66.6	66.0	67.8	64.8	63.9	69.3
-1.0	2.7	-2.4	-1.3	8.5	-7.7

ADR	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	76.47	75.66	78.31	76.89	77.41	77.90	74.40	72.64	68.68	71.64	74.20	78.38	80.47	77.88	78.11	78.57	78.37	85.72
Last Year	77.09	73.04	73.38	73.46	73.00	71.64	78.52	77.19	72.57	74.40	74.24	75.56	76.47	75.66	78.31	76.89	77.41	77.90
Percent Change	-0.8	3.6	6.7	4.7	6.0	8.7	-5.2	-5.9	-5.4	-3.7	-0.1	3.7	5.2	2.9	-0.3	2.2	1.2	10.0

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
73.34	76.36	78.44	72.95	76.35	77.01
73.59	73.34	76.36	73.27	72.95	76.35
-0.3	4.1	2.7	-0.4	4.7	0.9

RevPAR	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	54.49	48.99	57.72	52.56	50.86	51.42	45.22	42.68	36.72	39.82	47.30	55.55	54.47	49.62	51.51	51.24	52.92	63.84
Last Year	56.24	45.86	49.15	51.57	50.19	45.41	64.24	58.73	47.03	47.36	48.59	53.63	54.49	48.99	57.72	52.56	50.86	51.42
Percent Change	-3.1	6.8	17.4	1.9	1.3	13.2	-29.6	-27.3	-21.9	-15.9	-2.7	3.6	0.0	1.3	-10.7	-2.5	4.1	24.1

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
48.38	51.74	51.86	46.62	52.95	49.30
49.04	48.38	51.74	47.44	46.62	52.95
-1.3	6.9	0.2	-1.7	13.6	-6.9

Supply	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	179,850	185,845	179,850	189,348	189,348	183,300	189,410	183,030	189,100	189,100	170,800	192,541	186,330	192,541	189,960	196,292	196,292	189,960
Last Year	176,850	182,745	176,850	182,745	182,745	176,850	182,745	176,850	185,845	185,845	167,860	185,845	179,850	185,845	179,850	189,348	189,348	183,300
Percent Change	1.7	1.7	1.7	3.6	3.6	3.6	3.6	3.5	1.8	1.8	1.8	3.6	3.6	3.6	5.6	3.7	3.7	3.6

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
1,609,335	1,647,091	1,703,816	2,151,737	2,192,531	2,265,356
1,610,305	1,609,335	1,647,091	2,153,501	2,151,737	2,192,531
-0.1	3.4	3.4	-0.1	1.9	3.3

Demand	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	128,165	120,335	132,556	129,445	124,396	121,007	115,123	107,543	101,092	105,100	108,882	136,461	126,127	122,669	125,280	128,000	132,560	141,475
Last Year	129,015	114,739	118,461	128,290	125,632	112,109	149,518	134,572	120,441	118,300	109,871	131,905	128,165	120,335	132,556	129,445	124,396	121,007
Percent Change	-0.7	4.9	11.9	0.9	-1.0	7.9	-23.0	-20.1	-16.1	-11.2	-0.9	3.5	-1.6	1.9	-5.5	-1.1	6.6	16.9

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
1,061,727	1,115,980	1,126,554	1,375,052	1,520,511	1,450,312
1,073,238	1,061,727	1,115,980	1,394,426	1,375,052	1,520,511
-1.1	5.1	0.9	-1.4	10.6	-4.6

Revenue	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	9,800,905	9,105,131	10,380,171	9,952,765	9,629,409	9,426,128	8,564,654	7,811,500	6,943,271	7,529,391	8,078,872	10,695,434	10,149,952	9,553,078	9,785,318	10,057,089	10,388,557	12,126,989
Last Year	9,945,284	8,380,936	8,692,735	9,424,026	9,171,500	8,031,175	11,739,610	10,386,953	8,739,819	8,801,514	8,157,011	9,966,922	9,800,905	9,105,131	10,380,171	9,952,765	9,629,409	9,426,128
Percent Change	-1.5	8.6	19.4	5.6	5.0	17.4	-27.0	-24.8	-20.6	-14.5	-1.0	7.3	3.6	4.9	-5.7	1.0	7.9	28.7

Year To Date			Running 12 Months		
2016	2017	2018	2016	2017	2018
77,862,842	85,219,956	88,364,680	100,309,362	116,086,338	111,684,105
78,975,150	77,862,842	85,219,956	102,169,024	100,309,362	116,086,338
-1.4	9.4	3.7	-1.8	15.7	-3.8

Census %	2017												2018					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	65	65	65	66	66	66	66	66	67	67	67	68	68	68	69	70	70	70
Census Rooms	5995	5995	5995	6108	6108	6110	6110	6101	6100	6100	6100	6211	6211	6211	6332	6332	6332	6332
% Rooms Participants	83.7	83.7	83.7	82.1	84.0	84.0	84.0	83.9	82.0	83.9	83.9	84.2	84.2	84.2	84.5	83.6	83.6	83.6

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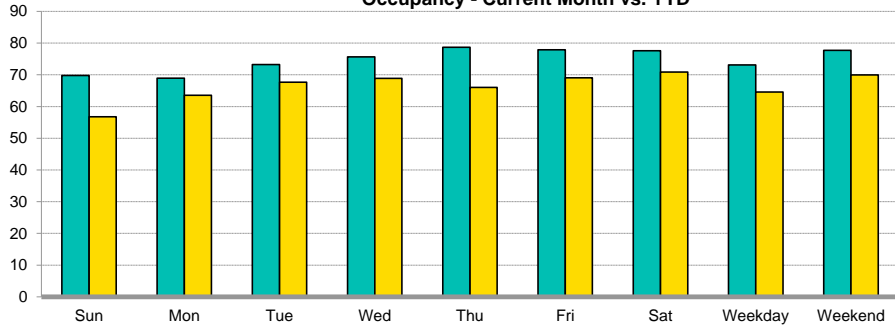
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

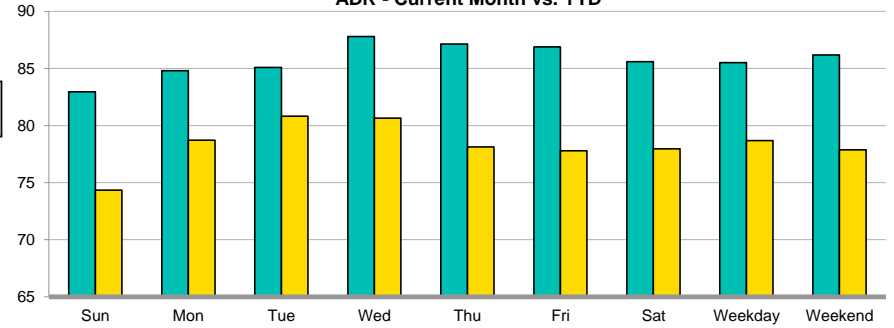
Fayetteville Area CVB

For the Month of September 2018

**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	% Chg	% Chg		
Sunday	Current Month	69.8	13.2	82.96	9.3	57.87	23.7	31,660	29.5	22,084	46.6	1,832,119	60.2
	Year To Date	56.8	-0.3	74.35	2.5	42.22	2.1	243,519	3.5	138,275	3.2	10,281,158	5.7
	Running 12 Month	54.2	-7.6	72.56	-0.1	39.30	-7.7	328,973	5.3	178,194	-2.6	12,929,724	-2.8
Monday	Current Month	69.0	5.2	84.81	6.9	58.48	12.4	25,328	3.6	17,464	9.0	1,481,108	16.5
	Year To Date	63.6	-4.0	78.72	2.7	50.05	-1.4	243,287	3.4	154,659	-0.7	12,175,538	2.0
	Running 12 Month	61.7	-9.1	77.35	1.1	47.76	-8.0	322,641	3.3	199,220	-6.1	15,408,965	-5.0
Tuesday	Current Month	73.2	13.9	85.09	7.1	62.33	22.0	25,328	3.6	18,552	18.1	1,578,640	26.5
	Year To Date	67.6	-2.3	80.82	3.2	54.67	0.8	243,287	3.4	164,568	1.0	13,299,680	4.2
	Running 12 Month	65.5	-7.9	79.38	1.8	52.03	-6.3	322,641	3.3	211,485	-4.9	16,787,490	-3.2
Wednesday	Current Month	75.6	13.3	87.79	10.3	66.40	24.9	25,328	3.6	19,156	17.4	1,681,709	29.4
	Year To Date	68.9	-4.0	80.65	3.3	55.55	-0.8	243,287	3.4	167,559	-0.7	13,514,109	2.5
	Running 12 Month	67.0	-8.5	79.27	1.9	53.10	-6.8	322,632	3.3	216,134	-5.5	17,132,177	-3.7
Thursday	Current Month	78.7	20.4	87.14	12.6	68.56	35.6	25,328	3.6	19,928	24.8	1,736,591	40.5
	Year To Date	66.0	-2.6	78.13	3.3	51.59	0.6	243,398	3.4	160,733	0.7	12,557,391	4.0
	Running 12 Month	64.2	-8.1	76.79	1.3	49.31	-6.9	322,743	3.3	207,248	-5.0	15,914,756	-3.8
Friday	Current Month	77.9	16.5	86.89	14.3	67.70	33.1	25,328	-17.1	19,734	-3.4	1,714,771	10.3
	Year To Date	69.0	-2.1	77.79	2.5	53.71	0.3	243,519	3.5	168,132	1.3	13,078,218	3.8
	Running 12 Month	67.1	-6.9	76.45	0.2	51.29	-6.7	322,863	3.3	216,600	-3.8	16,558,220	-3.6
Saturday	Current Month	77.6	10.2	85.60	9.9	66.39	21.1	31,660	3.6	24,556	14.2	2,102,051	25.5
	Year To Date	70.9	-1.3	77.96	1.7	55.27	0.4	243,519	3.5	172,627	2.2	13,458,585	3.9
	Running 12 Month	68.6	-5.5	76.56	-0.2	52.51	-5.7	322,863	1.4	221,430	-4.2	16,952,774	-4.4
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	73.1	12.9	85.51	9.1	62.50	23.2	132,972	8.8	97,184	22.9	8,310,167	34.1
	Year To Date	64.6	-2.7	78.68	3.0	50.81	0.2	1,216,778	3.4	785,794	0.6	61,827,877	3.6
	Running 12 Month	62.5	-8.3	77.22	1.2	48.27	-7.2	1,619,630	3.7	1,012,281	-4.9	78,173,111	-3.7
Weekend (Fri-Sat)	Current Month	77.7	13.3	86.18	11.9	66.98	26.8	56,988	-6.7	44,291	5.6	3,816,822	18.2
	Year To Date	70.0	-1.7	77.88	2.1	54.49	0.4	487,038	3.5	340,760	1.8	26,536,803	3.9
	Running 12 Month	67.8	-6.2	76.50	0.0	51.90	-6.2	645,726	2.4	438,031	-4.0	33,510,994	-4.0
Total	Current Month	74.5	12.8	85.72	10.0	63.84	24.1	189,960	3.6	141,475	16.9	12,126,989	28.7
	Year To Date	66.1	-2.4	78.44	2.7	51.86	0.2	1,703,816	3.4	1,126,554	0.9	88,364,680	3.7
	Running 12 Month	64.0	-7.7	77.01	0.9	49.30	-6.9	2,265,356	3.3	1,450,312	-4.6	111,684,105	-3.8

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of September 2018

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
2017 Apr				71.3				76.47				54.49				-2.3				-0.8				-3.1
May				64.8				75.66				48.99				3.1				3.6				6.8
Jun				73.7				78.31				57.72				10.0				6.7				17.4
Jul				68.4				76.89				52.56				-2.6				4.7				1.9
Aug				65.7				77.41				50.86				-4.4				6.0				1.3
Sep				66.0				77.90				51.42				4.1				8.7				13.2
Oct				60.8				74.40				45.22				-25.7				-5.2				-29.6
Nov	53.9	3.1	1.7	58.8	73.09	74.89	54.27	72.64	39.40	2.34	0.94	42.68				-22.8				-5.9				-27.3
Dec	48.9	2.8	1.7	53.5	69.56	63.23	52.48	68.68	34.04	1.78	0.89	36.72				-17.5				-5.4				-21.9
2018 Jan	48.5	5.7	1.4	55.6	72.61	68.51	51.11	71.64	35.21	3.88	0.73	39.82				-12.7				-3.7				-15.9
Feb	58.7	3.7	1.4	63.7	74.43	77.39	55.87	74.20	43.70	2.84	0.76	47.30				-2.6				-0.1				-2.7
Mar	60.7	8.7	1.4	70.9	78.71	79.35	58.67	78.38	47.78	6.92	0.85	55.55				-0.1				3.7				3.6
Apr	55.9	10.3	1.4	67.7	80.31	84.10	60.46	80.47	44.91	8.70	0.86	54.47				-5.0				5.2				0.0
May				63.7				77.88				49.62				-1.6				2.9				1.3
Jun	58.7	5.9	1.3	66.0	77.70	85.91	61.41	78.11	45.61	5.08	0.82	51.51				-10.5				-0.3				-10.7
Jul	57.4	6.5	1.4	65.2	78.57	84.82	49.53	78.57	45.07	5.48	0.69	51.24				-4.6				2.2				-2.5
Aug	57.5	8.6	1.4	67.5	78.65	79.78	58.30	78.37	45.23	6.87	0.83	52.92				2.8				1.2				4.1
Sep	61.1	12.0	1.4	74.5	84.08	96.72	62.57	85.72	51.36	11.61	0.87	63.84				12.8				10.0				24.1

Year To Date												
2016 Sep				66.0				73.34				48.38
2017 Sep				67.8				76.36				51.74
2018 Sep	57.3	7.4	1.4	66.1	78.35	83.33	56.85	78.44	44.91	6.14	0.81	51.86

Percent Change (%)											

Running 12 Month												
2016 Sep				63.9				72.95				46.62
2017 Sep				69.3				76.35				52.95
2018 Sep	56.1	6.5	1.5	64.0	77.04	81.65	55.79	77.01	43.19	5.28	0.83	49.30

Percent Change (%)											

A blank row indicates insufficient data.

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