

Date Created: Jul 16, 2018

Fayetteville Area CVB

For the Month of June 2018



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: June 2018

	Current Month - June 2018 vs June 2017													Year to Date - June 2018 vs June 2017											Participation			
	Occ %		ADR		RevPAR		Percent Change from June 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	70.9	69.6	105.87	104.78	75.07	72.89	1.9	1.0	3.0	5.5	2.4	4.4	63.1	63.4	102.36	100.31	64.59	63.57	-0.4	2.0	1.6	4.3	2.6	2.2	1801	1179	157521	124764
Cumberland County, NC	66.0	73.7	78.10	78.31	51.51	57.72	-10.5	-0.3	-10.7	-5.7	5.6	-5.5	64.6	68.3	77.05	75.85	49.74	51.80	-5.5	1.6	-4.0	-0.8	3.3	-2.3	70	52	6332	5352
Johnston County, NC	62.3	57.0	75.00	74.04	46.69	42.17	9.3	1.3	10.7	14.5	3.4	13.0	55.7	54.0	72.59	72.16	40.43	38.97	3.1	0.6	3.7	3.8	0.1	3.2	33	25	2293	1823
Robeson County, NC	65.3	62.8	74.00	76.07	48.31	47.75	4.0	-2.7	1.2	-1.5	-2.7	1.2	60.7	66.5	74.07	76.38	44.99	50.78	-8.6	-3.0	-11.4	-13.7	-2.7	-11.0	28	15	1833	1188
Wake County, NC	74.0	72.0	106.96	102.02	79.18	73.43	2.9	4.8	7.8	12.5	4.3	7.3	69.7	70.5	106.22	103.33	74.02	72.89	-1.2	2.8	1.5	6.7	5.1	3.8	140	128	16823	15943
Durham County, NC	71.3	69.6	101.93	100.52	72.71	70.01	2.4	1.4	3.9	4.8	0.9	3.3	68.4	68.2	106.73	105.24	73.03	71.73	0.4	1.4	1.8	2.7	0.9	1.3	65	60	8401	7991
Edgecombe County, NC																												
Guilford County, NC	62.9	64.7	94.25	92.27	59.33	59.73	-2.8	2.1	-0.7	-0.8	-0.1	-2.9	58.8	58.7	98.15	94.49	57.76	55.50	0.2	3.9	4.1	4.0	-0.1	0.1	85	68	10174	9052
Harnett County, NC	59.6	57.8	75.97	78.51	45.30	45.40	3.1	-3.2	-0.2	-0.2	0.0	3.1	58.3	57.4	74.93	75.86	43.69	43.57	1.5	-1.2	0.3	0.3	0.0	1.5	11	8	859	638
Moore County, NC	63.4	63.4	123.75	125.90	78.49	79.87	-0.0	-1.7	-1.7	-1.8	-0.1	-0.1	58.3	56.5	123.29	121.05	71.93	68.38	3.3	1.9	5.2	5.1	-0.1	3.2	22	14	1958	1554

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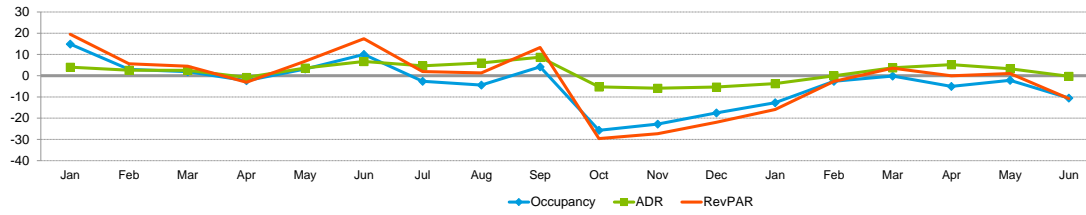
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Tab 3 - Trend Cumberland County NC

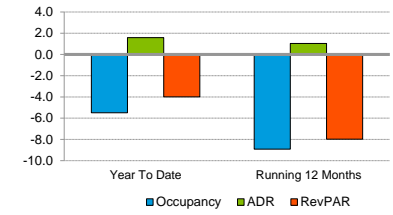
Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of June 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2017												2018					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	63.7	65.5	71.0	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	63.3	66.0
Last Year	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.8	64.8	63.7	63.7	65.5	71.0	71.3	64.8	73.7
Percent Change	14.9	3.0	1.9	-2.3	3.1	10.0	-2.6	-4.4	4.2	-25.7	-22.8	-17.5	-12.7	-2.6	-0.1	-5.0	-2.2	-10.5

ADR	2017												2018					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	74.40	74.24	75.56	76.47	75.66	78.31	76.89	77.41	77.88	74.40	72.64	68.68	71.64	74.20	78.38	80.47	78.13	78.10
Last Year	71.52	72.39	73.70	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
Percent Change	4.0	2.6	2.5	-0.8	3.6	6.7	4.7	6.0	8.7	-5.2	-5.9	-4.4	-3.7	4.7	3.7	5.2	3.3	-0.3

RevPAR	2017												2018					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	47.36	48.59	53.63	54.49	48.99	57.72	52.56	50.86	51.43	45.22	42.68	36.72	39.82	47.30	55.55	54.47	49.49	51.51
Last Year	39.63	46.00	51.33	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
Percent Change	19.5	5.6	4.5	-3.1	6.8	17.4	1.9	1.3	13.3	-29.6	-27.3	-21.9	-15.9	-2.7	3.6	0.0	1.0	-10.7

Supply	2017												2018					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	185,845	167,860	185,845	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
Last Year	182,745	165,060	182,745	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
Percent Change	1.7	1.7	1.7	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

Demand	2017												2018					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	118,300	109,871	131,905	128,165	120,335	132,556	129,445	124,400	121,053	115,123	107,543	101,092	105,100	108,882	136,461	126,127	121,958	125,285
Last Year	101,252	104,887	127,281	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
Percent Change	16.8	4.8	3.6	-0.7	4.9	11.9	0.9	-1.0	8.0	-23.0	-20.1	-16.1	-11.2	-0.9	3.5	-1.6	1.3	-5.5

Revenue	2017												2018					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	8,801,514	8,157,011	9,966,922	9,800,905	9,105,131	10,380,171	9,952,765	9,629,486	9,427,700	8,564,654	7,811,500	6,943,271	7,529,391	8,078,872	10,695,434	10,149,952	9,528,082	9,785,187
Last Year	7,241,543	7,592,793	9,380,421	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
Percent Change	21.5	7.4	6.3	-1.5	8.6	19.4	5.0	17.4	-27.0	-24.8	-20.6	-14.5	-1.0	7.3	3.6	4.6	-5.7	

Census %	2017												2018					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	65	65	65	65	65	65	66	66	66	66	66	67	67	67	68	68	69	70
Census Rooms	5995	5995	5995	5995	5995	5995	6108	6108	6110	6110	6101	6100	6100	6100	6211	6211	6211	6332
% Rooms Participants	83.7	83.7	83.7	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	83.3	84.5

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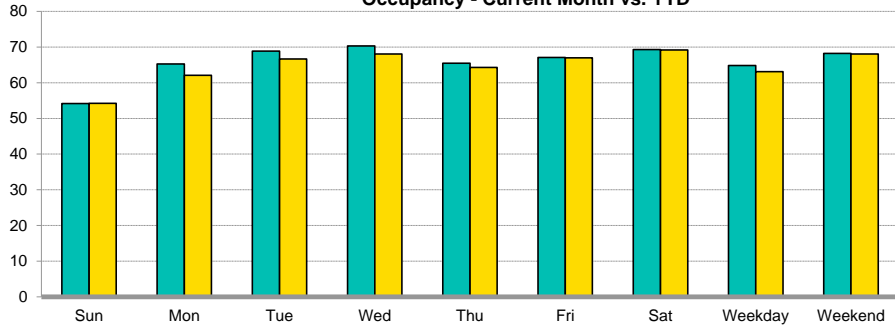
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

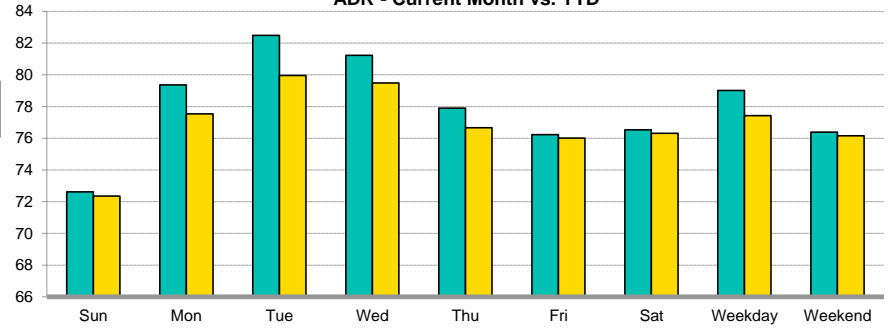
Fayetteville Area CVB

For the Month of June 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
Sunday	Current Month	54.2	-9.9	72.62	-3.2	39.34	-12.7	25,328	5.6	13,720	-4.8	996,364	-7.8
	Year To Date	54.2	-3.6	72.35	1.2	39.23	-2.5	154,871	-0.6	83,979	-4.2	6,075,948	-3.1
	Running 12 Month	53.3	-8.3	71.50	0.3	38.10	-8.0	319,737	3.3	170,360	-5.3	12,180,723	-5.0
Monday	Current Month	65.3	-11.1	79.37	1.5	51.80	-9.8	25,328	5.6	16,530	-6.1	1,311,925	-4.7
	Year To Date	62.1	-6.7	77.53	2.2	48.13	-4.6	160,971	3.3	99,928	-3.6	7,747,589	-1.4
	Running 12 Month	61.5	-9.0	76.59	1.9	47.09	-7.3	319,737	3.3	196,594	-6.0	15,057,003	-4.3
Tuesday	Current Month	68.9	-10.1	82.48	3.3	56.82	-7.1	25,328	5.6	17,448	-5.0	1,439,144	-1.9
	Year To Date	66.7	-5.9	79.96	2.8	53.32	-3.3	160,971	3.3	107,341	-2.8	8,583,139	-0.1
	Running 12 Month	64.6	-10.4	78.54	2.0	50.76	-8.6	319,737	3.3	206,667	-7.5	16,230,846	-5.6
Wednesday	Current Month	70.3	-10.5	81.23	2.9	57.13	-7.9	25,328	5.6	17,814	-5.4	1,446,953	-2.7
	Year To Date	68.1	-6.4	79.49	2.4	54.10	-4.1	160,971	3.3	109,566	-3.4	8,709,133	-1.0
	Running 12 Month	66.8	-9.0	78.26	2.1	52.26	-7.1	319,728	3.3	213,507	-6.0	16,708,802	-4.1
Thursday	Current Month	65.5	-11.3	77.90	0.5	51.01	-10.8	25,328	-15.5	16,586	-25.0	1,292,002	-24.6
	Year To Date	64.3	-6.5	76.66	1.9	49.26	-4.7	161,082	3.3	103,516	-3.4	7,935,317	-1.5
	Running 12 Month	63.3	-9.5	75.60	1.2	47.85	-8.4	319,839	3.3	202,443	-6.5	15,304,963	-5.3
Friday	Current Month	67.1	-11.4	76.23	-3.2	51.15	-14.3	31,660	5.6	21,242	-6.5	1,619,346	-9.5
	Year To Date	67.0	-6.0	76.01	0.3	50.91	-5.6	161,203	3.4	107,979	-2.8	8,207,086	-2.4
	Running 12 Month	66.0	-9.0	75.12	-0.1	49.61	-9.1	319,961	1.4	211,306	-7.8	15,872,519	-7.9
Saturday	Current Month	69.3	-10.2	76.53	-3.4	53.05	-13.2	31,660	32.0	21,945	18.6	1,679,452	14.6
	Year To Date	69.2	-3.8	76.31	0.0	52.78	-3.8	161,203	7.6	111,505	3.5	8,508,704	3.5
	Running 12 Month	68.0	-7.1	75.55	-0.2	51.34	-7.3	326,069	5.3	221,592	-2.2	16,741,437	-2.3
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	64.8	-10.7	79.01	1.3	51.22	-9.5	126,640	0.6	82,098	-10.1	6,486,389	-9.0
	Year To Date	63.1	-5.8	77.43	2.2	48.88	-3.7	798,866	2.5	504,329	-3.4	39,051,127	-1.3
	Running 12 Month	61.9	-9.3	76.28	1.5	47.21	-7.9	1,598,778	3.3	989,571	-6.3	75,482,337	-4.9
Weekend (Fri-Sat)	Current Month	68.2	-10.7	76.38	-3.3	52.10	-13.6	63,320	17.4	43,187	4.8	3,298,798	1.3
	Year To Date	68.1	-4.9	76.16	0.2	51.85	-4.7	322,406	5.4	219,484	0.3	16,715,791	0.5
	Running 12 Month	67.0	-8.1	75.34	-0.1	50.48	-8.2	646,030	3.4	432,898	-5.0	32,613,957	-5.1
Total	Current Month	66.0	-10.5	78.10	-0.3	51.51	-10.7	189,960	5.6	125,285	-5.5	9,785,187	-5.7
	Year To Date	64.6	-5.5	77.05	1.6	49.74	-4.0	1,121,272	3.3	723,813	-2.3	55,766,918	-0.8
	Running 12 Month	63.4	-8.9	75.99	1.0	48.15	-8.0	2,244,808	3.3	1,422,469	-5.9	108,096,294	-4.9

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of June 2018

Currency: USD - US Dollar

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	Jan				63.7				74.40				47.36				14.9				4.0				19.5
	Feb				65.5				74.24				48.59				3.0				2.6				5.6
	Mar				71.0				75.56				53.63				1.9				2.5				4.5
	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				77.88				51.43				4.2				8.7				13.3
	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				63.3				78.13				49.49				-2.2				3.3				1.0
	Jun	58.7	5.9	1.3	66.0	77.70	85.91	61.41	78.10	45.61	5.08	0.82	51.51				-10.5				-0.3				-10.7

Year To Date													
2016	Jun				65.2				73.65				48.02
2017	Jun				68.3				75.85				51.80
2018	Jun	56.6	6.5	1.4	64.6	77.25	79.75	56.93	77.05	43.71	5.20	0.82	49.74

Percent Change (%)																								
												-2.1				0.8								-1.3
												4.8				3.0								7.9
												-5.5				1.6								-4.0

Running 12 Month													
2016	Jun				63.7				73.45				46.79
2017	Jun				69.6				75.22				52.33
2018	Jun	55.6	6.2	1.6	63.4	76.44	77.19	55.35	75.99	42.53	4.76	0.86	48.15

Percent Change (%)																								
												-1.4				0.9								-0.5
												9.2				2.4								11.8
												-8.9				1.0								-8.0

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