

Date Created: Jun 19, 2018

Fayetteville Area CVB

For the Month of May 2018



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: May 2018

	Current Month - May 2018 vs May 2017												Year to Date - May 2018 vs May 2017												Participation				
	Occ %		ADR		RevPAR		Percent Change from May 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	66.6	65.8	107.42	106.51	71.54	70.08	1.2	0.9	2.1	4.5	2.4	3.6	61.5	62.1	101.57	99.30	62.49	61.69	-1.0	2.3	1.3	4.1	2.8	1.8	1799	1186	157286	124995	
Cumberland County, NC	63.4	64.8	78.08	75.66	49.48	48.99	-2.1	3.2	1.0	4.6	3.6	1.4	64.3	67.2	76.82	75.31	49.37	50.63	-4.4	2.0	-2.5	0.3	2.9	-1.6	69	50	6211	5176	
Johnston County, NC	58.5	55.5	73.11	73.89	42.74	41.02	5.3	-1.1	4.2	3.6	-0.6	4.7	54.3	53.4	72.01	71.76	39.13	38.33	1.7	0.3	2.1	1.5	-0.6	1.1	32	25	2204	1769	
Robeson County, NC	60.2	58.4	74.31	76.70	44.75	44.78	3.1	-3.1	-0.1	-2.7	-2.7	0.4	59.8	67.2	74.09	76.44	44.34	51.38	-11.0	-3.1	-13.7	-16.0	-2.7	-13.3	28	16	1833	1233	
Wake County, NC	72.6	71.9	109.81	107.03	79.76	76.97	1.0	2.6	3.6	8.6	4.8	5.9	68.8	70.3	106.20	103.60	73.08	72.78	-2.1	2.5	0.4	6.2	5.8	3.6	141	131	16901	16160	
Durham County, NC	71.9	70.0	119.94	117.18	86.23	82.05	2.7	2.4	5.1	6.0	0.9	3.6	67.8	67.9	107.74	106.20	73.10	72.08	-0.0	1.4	1.4	2.3	0.9	0.9	65	61	8401	8008	
Edgecombe County, NC																													
Guilford County, NC	59.8	58.5	93.77	92.78	56.07	54.29	2.2	1.1	3.3	3.2	-0.1	2.1	58.0	57.6	98.98	94.99	57.45	54.67	0.9	4.2	5.1	5.0	-0.1	0.8	85	67	10175	8984	
Harnett County, NC	57.7	57.0	77.74	77.55	44.89	44.22	1.3	0.3	1.5	1.5	0.0	1.3	58.0	57.4	74.72	75.33	43.37	43.21	1.2	-0.8	0.4	0.4	0.0	1.2	11	8	859	638	
Moore County, NC	64.0	63.5	144.16	140.76	92.20	89.43	0.7	2.4	3.1	3.0	-0.1	0.6	57.3	55.1	123.18	119.94	70.62	66.09	4.0	2.7	6.8	6.7	-0.1	3.9	22	14	1958	1554	

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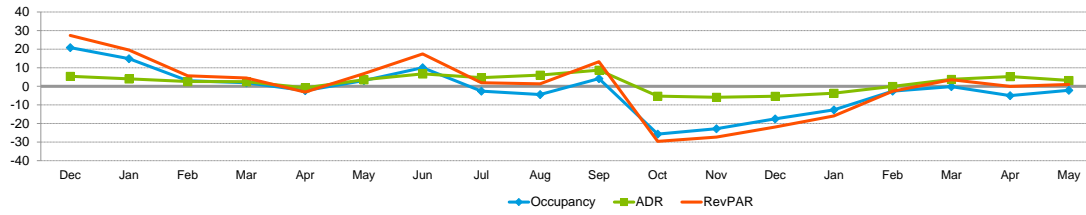
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Tab 3 - Trend Cumberland County NC

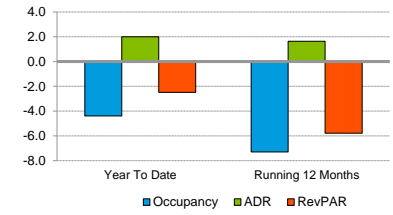
Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of May 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016				2017												2018				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	64.8	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	63.4			
Last Year	53.6	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.8	76.1	64.8	63.7	65.5	71.0	71.3	64.8			
Percent Change	20.8	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	-5.0	-2.1				

Year To Date				Running 12 Months		
2016	2017	2018		2016	2017	2018
64.8	67.2	64.3		64.0	69.0	64.0
65.8	64.8	67.2		64.8	64.0	69.0
-1.4	3.7	-4.4		-1.2	7.8	-7.3

ADR	2016				2017												2018				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	72.57	74.40	74.24	75.56	76.47	75.66	78.30	76.89	77.41	77.88	74.40	72.64	68.68	71.64	74.20	78.38	80.47	78.08			
Last Year	68.84	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			
Percent Change	5.4	4.0	2.6	2.5	-0.8	3.6	6.7	4.7	6.0	4.2	-5.2	-5.9	-5.4	-3.7	-0.1	3.7	5.2	3.2			

Year To Date				Running 12 Months		
2016	2017	2018		2016	2017	2018
73.71	75.31	76.82		73.39	74.80	76.02
73.11	73.71	75.31		73.59	73.39	74.80
0.8	2.2	2.0		-0.3	1.9	1.6

RevPAR	2016				2017												2018				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	47.03	47.36	48.59	53.63	54.49	48.99	57.71	52.56	50.86	51.43	45.22	42.68	36.72	39.82	47.30	55.55	54.47	49.48			
Last Year	36.92	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			
Percent Change	27.4	19.5	5.6	4.5	-3.1	6.8	17.4	1.3	13.3	-29.6	-27.3	-21.9	-15.9	-2.7	1.3	3.6	0.0	1.0			

Year To Date				Running 12 Months		
2016	2017	2018		2016	2017	2018
47.79	50.63	49.37		47.00	51.62	48.64
48.07	47.79	50.63		47.72	47.00	51.62
-0.6	5.9	-2.5		-1.5	9.8	-5.8

Supply	2016				2017												2018				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	185,845	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			
Last Year	182,745	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			
Percent Change	1.7	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	3.6	3.6	3.6				

Year To Date				Running 12 Months		
2016	2017	2018		2016	2017	2018
890,145	905,245	931,312		2,152,103	2,169,875	2,234,698
890,749	890,145	905,245		2,143,802	2,152,103	2,169,875
-0.1	1.7	2.9		0.4	0.8	3.0

Demand	2016				2017												2018				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	120,441	118,300	109,871	131,905	128,165	120,335	132,553	129,445	124,400	121,053	115,123	107,543	101,092	105,100	108,882	136,461	126,127	122,011			
Last Year	98,004	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			
Percent Change	22.9	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	1.4			

Year To Date				Running 12 Months		
2016	2017	2018		2016	2017	2018
577,174	608,576	598,581		1,378,058	1,497,599	1,429,790
585,679	577,174	608,576		1,390,069	1,378,058	1,497,599
-1.5	5.4	-1.6		-0.9	8.7	-4.5

Revenue	2016				2017												2018				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
This Year	8,739,819	8,801,514	8,157,011	9,966,922	9,800,905	9,105,131	10,379,561	9,952,785	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	9,526,909			
Last Year	6,746,501	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			
Percent Change	29.5	21.5	7.4	6.3	-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	4.6			

Year To Date				Running 12 Months		
2016	2017	2018		2016	2017	2018
42,540,977	45,831,483	45,980,558		101,141,729	112,017,301	108,689,495
42,820,918	42,540,977	45,831,483		102,300,669	101,141,729	112,017,301
-0.7	7.7	0.3		-1.1	10.8	-3.0

Census %	2016				2017												2018				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May			
Census Props	65	65	65	65	65	65	65	66	66	66	66	66	67	67	67	68	68	69			
Census Rooms	5995	5995	5995	5995	5995	5995	5995	6108	6108	6110	6110	6101	6100	6100	6100	6211	6211	6211			
% Rooms Participants	83.7	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			

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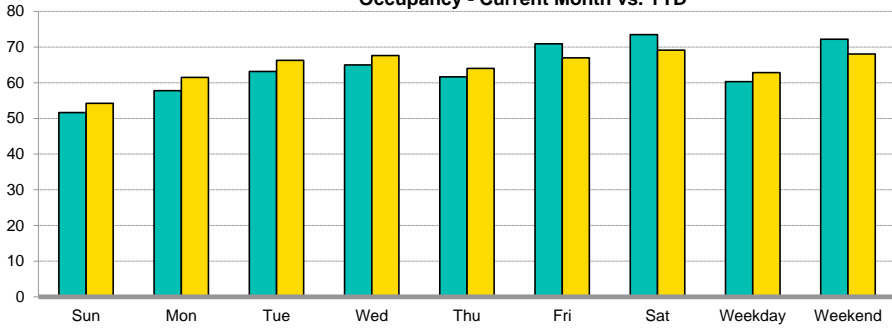
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

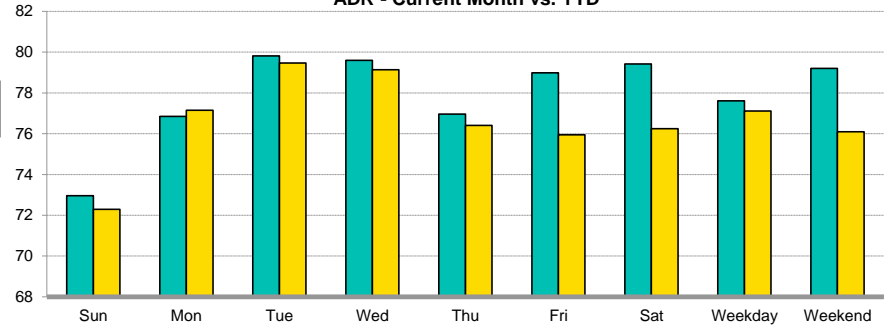
Fayetteville Area CVB

For the Month of May 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	51.7	-1.4	72.96	2.7	37.69	1.3	24,844	3.6	12,835	2.2	936,396	5.0
	Year To Date	54.2	-2.4	72.29	2.1	39.21	-0.4	129,543	-1.8	70,261	-4.1	5,079,373	-2.1
	Running 12 Month	53.7	-6.8	71.70	1.2	38.52	-5.7	318,389	3.0	171,058	-4.0	12,265,168	-2.9
Monday	Current Month	57.8	-5.9	76.85	3.1	44.42	-3.0	24,844	-17.1	14,361	-22.0	1,103,572	-19.6
	Year To Date	61.5	-5.8	77.15	2.4	47.44	-3.5	135,643	2.8	83,400	-3.1	6,434,726	-0.8
	Running 12 Month	62.1	-7.3	76.50	2.2	47.49	-5.3	318,389	3.0	197,666	-4.5	15,120,693	-2.5
Tuesday	Current Month	63.2	-4.9	79.82	3.0	50.41	-2.0	31,055	3.6	19,614	-1.4	1,565,584	1.6
	Year To Date	66.3	-5.1	79.47	2.7	52.67	-2.6	135,643	2.8	89,892	-2.4	7,143,891	0.2
	Running 12 Month	65.2	-8.9	78.32	2.1	51.06	-7.0	318,389	3.0	207,586	-6.2	16,257,957	-4.2
Wednesday	Current Month	65.0	-6.7	79.60	3.1	51.72	-3.8	31,055	3.6	20,179	-3.3	1,606,209	-0.3
	Year To Date	67.6	-5.6	79.14	2.3	53.54	-3.4	135,643	2.8	91,760	-2.9	7,261,682	-0.6
	Running 12 Month	67.4	-7.3	78.07	2.3	52.60	-5.2	318,380	1.1	214,541	-6.3	16,748,373	-4.1
Thursday	Current Month	61.6	-3.0	76.97	3.7	47.45	0.6	31,055	29.5	19,144	25.6	1,473,466	30.2
	Year To Date	64.0	-5.2	76.41	2.4	48.93	-2.9	135,754	7.8	86,939	2.3	6,643,015	4.7
	Running 12 Month	64.1	-7.5	75.61	1.8	48.47	-5.8	324,486	5.0	207,988	-2.9	15,726,561	-1.1
Friday	Current Month	70.9	3.5	78.98	3.8	56.02	7.4	24,844	3.6	17,621	7.2	1,391,758	11.3
	Year To Date	67.0	-4.5	75.94	1.3	50.86	-3.3	129,543	2.9	86,754	-1.8	6,588,151	-0.5
	Running 12 Month	66.9	-7.3	75.39	1.0	50.40	-6.4	318,276	3.0	212,789	-4.6	16,042,642	-3.7
Saturday	Current Month	73.5	4.1	79.42	2.9	58.36	7.2	24,844	3.6	18,257	7.9	1,449,924	11.0
	Year To Date	69.1	-2.5	76.25	0.8	52.72	-1.7	129,543	2.9	89,574	0.3	6,829,721	1.1
	Running 12 Month	68.5	-5.8	75.76	0.8	51.91	-5.0	318,389	3.0	218,162	-2.9	16,528,101	-2.1
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	60.3	-4.4	77.62	3.1	46.80	-1.5	142,853	3.6	86,133	-1.0	6,685,227	2.1
	Year To Date	62.8	-4.8	77.12	2.4	48.44	-2.5	672,226	2.9	422,253	-2.0	32,562,686	0.3
	Running 12 Month	62.5	-7.6	76.21	1.9	47.63	-5.8	1,598,033	3.0	998,840	-4.9	76,118,752	-3.0
Weekend (Fri-Sat)	Current Month	72.2	3.8	79.20	3.4	57.19	7.3	49,688	3.6	35,878	7.5	2,841,682	11.2
	Year To Date	68.1	-3.5	76.10	1.0	51.79	-2.5	259,086	2.9	176,328	-0.7	13,417,872	0.3
	Running 12 Month	67.7	-6.5	75.58	0.9	51.16	-5.7	636,665	3.0	430,950	-3.8	32,570,743	-2.9
Total	Current Month	63.4	-2.1	78.08	3.2	49.48	1.0	192,541	3.6	122,011	1.4	9,526,909	4.6
	Year To Date	64.3	-4.4	76.82	2.0	49.37	-2.5	931,312	2.9	598,581	-1.6	45,980,558	0.3
	Running 12 Month	64.0	-7.3	76.02	1.6	48.64	-5.8	2,234,698	3.0	1,429,790	-4.5	108,689,495	-3.0

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of May 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
2016 Dec				64.8				72.57				47.03				20.8				5.4				27.4
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				78.30				57.71				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				63.4				78.08				49.48				-2.1				3.2				1.0

Year To Date												
2016 May				64.8				73.71				47.79
2017 May				67.2				75.31				50.63
2018 May	56.2	6.6	1.5	64.3	77.14	78.63	56.10	76.82	43.32	5.23	0.82	49.37

Percent Change (%)											

Running 12 Month												
2016 May				64.0				73.39				47.00
2017 May				69.0				74.80				51.62
2018 May				64.0				76.02				48.64

Percent Change (%)											

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