

Date Created: Aug 16, 2017

# Fayetteville Area CVB

For the Month of July 2017



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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: July 2017

	Current Month - July 2017 vs July 2016												Year to Date - July 2017 vs July 2016												Participation				
	Occ %		ADR		RevPAR		Percent Change from July 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms		
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	69.2	70.9	106.01	103.70	73.34	73.53	-2.4	2.2	-0.3	2.2	2.4	-0.0	64.3	64.9	101.15	98.63	65.07	63.99	-0.9	2.6	1.7	3.9	2.2	1.4	1767	1155	154090	121948	
Cumberland County, NC	68.4	70.2	76.89	73.46	52.56	51.57	-2.6	4.7	1.9	5.6	3.6	0.9	68.3	65.9	76.00	73.62	51.92	48.54	3.6	3.2	7.0	9.1	2.0	5.7	66	47	6108	5014	
Johnston County, NC	56.0	55.0	74.11	72.91	41.53	40.10	1.9	1.6	3.6	3.1	-0.4	1.4	54.3	52.5	72.42	71.21	39.34	37.40	3.5	1.7	5.2	6.3	1.1	4.5	32	24	2217	1734	
Robeson County, NC	64.5	70.1	77.35	70.84	49.93	49.69	-8.0	9.2	0.5	3.9	3.4	-4.9	66.3	62.5	76.47	68.79	50.73	43.02	6.1	11.2	17.9	21.9	3.4	9.7	29	17	1883	1291	
Wake County, NC	68.7	68.4	97.66	96.08	67.11	65.77	0.4	1.6	2.0	4.7	2.6	3.1	70.3	69.8	102.48	100.99	72.05	70.53	0.7	1.5	2.1	3.7	1.5	2.2	136	127	16301	15642	
Durham County, NC	64.2	64.7	95.07	96.09	61.03	62.13	-0.7	-1.1	-1.8	1.5	3.3	2.6	67.6	66.4	103.84	103.10	70.16	68.44	1.8	0.7	2.5	6.2	3.6	5.5	65	60	8401	7934	
Edgecombe County, NC																													
Guilford County, NC	59.5	61.9	85.67	83.03	50.96	51.36	-3.8	3.2	-0.8	-0.8	-0.0	-3.9	58.9	58.3	92.51	91.65	54.51	53.44	1.1	0.9	2.0	2.4	0.4	1.5	4	1	216	65	
Harnett County, NC	58.1	57.6	79.18	71.71	46.04	41.32	0.9	10.4	11.4	11.4	0.0	0.9	57.6	55.7	76.29	71.83	43.98	40.00	3.5	6.2	9.9	13.2	2.9	6.6	93	75	10893	9667	
Moore County, NC	66.1	61.4	117.39	116.73	77.65	71.62	7.8	0.6	8.4	8.4	0.0	7.8	57.9	59.3	120.42	118.76	69.74	70.41	-2.3	1.4	-1.0	5.8	6.8	4.3	11	7	859	569	
																									22	14	1960	1556	

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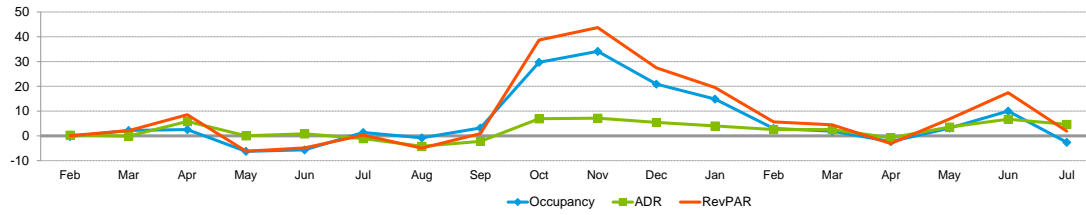
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Tab 3 - Trend Cumberland County NC

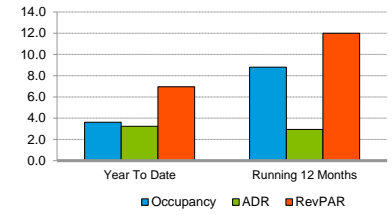
Currency: USD - US Dollar

Fayetteville Area CVB  
For the Month of July 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.9	76.1	64.9	63.7	65.5	71.0	71.3	64.8	73.7	68.4
Last Year	63.7	68.1	71.1	67.0	71.0	69.2	69.3	61.5	56.8	53.6	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.4
Percent Change	-0.3	2.2	2.5	-6.2	-5.7	1.4	-0.8	3.2	29.7	34.1	20.9	14.9	3.0	1.9	-2.3	3.1	10.0	-2.6

ADR	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	72.39	73.70	77.09	73.04	73.38	73.46	73.01	71.61	78.50	77.18	72.57	74.40	74.24	75.56	76.47	75.66	78.30	76.89
Last Year	72.13	73.78	72.83	73.01	72.79	74.26	76.21	73.22	73.41	72.03	68.84	71.52	72.39	73.70	77.09	73.04	73.38	73.46
Percent Change	0.4	-0.1	5.8	0.0	0.8	-1.1	-4.2	-2.2	6.9	7.2	5.4	4.0	2.6	2.5	-0.8	3.6	6.7	4.7

RevPAR	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	46.00	51.33	56.24	45.86	49.15	51.57	50.17	45.43	64.26	58.74	47.07	47.36	48.59	53.63	54.50	48.99	57.71	52.56
Last Year	45.95	50.28	51.81	48.89	51.67	51.42	52.78	45.01	46.34	40.88	36.92	39.63	46.00	51.33	56.24	45.86	49.15	51.57
Percent Change	0.1	2.1	8.5	-6.2	-4.9	0.3	-4.9	0.9	38.6	43.7	27.5	19.5	5.6	4.5	-3.1	6.8	17.4	1.9

Supply	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	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	189,348
Last Year	165,172	182,869	176,970	182,869	176,970	182,869	182,807	176,910	182,807	176,850	182,745	182,745	165,060	182,745	176,850	182,745	176,850	182,745
Percent Change	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	0.0	0.0	0.0	0.0	1.7	1.7	1.7	1.7	1.7	1.7	1.7	3.6

Demand	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	104,887	127,281	129,015	114,739	118,461	128,290	125,572	112,190	149,591	134,607	120,539	118,300	109,873	131,903	128,165	120,335	132,553	129,445
Last Year	105,223	124,624	125,893	122,451	125,641	126,623	126,606	108,739	115,407	100,372	98,024	101,252	104,887	127,281	129,015	114,739	118,461	128,290
Percent Change	-0.3	2.1	2.5	-6.3	-5.7	1.3	-0.8	3.2	29.6	34.1	23.0	16.8	4.8	3.6	-0.7	4.9	11.9	0.9

Revenue	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	7,592,793	9,380,421	9,945,284	8,380,936	8,692,735	9,424,026	9,168,086	8,034,033	11,742,468	10,388,945	8,747,212	8,801,514	8,157,123	9,966,748	9,800,966	9,105,131	10,379,561	9,952,765
Last Year	7,590,014	9,194,797	9,168,321	8,940,417	9,144,910	9,402,399	9,648,034	7,962,141	8,472,081	7,229,538	6,747,706	7,241,543	7,592,793	9,380,421	9,945,284	8,380,936	8,692,735	9,424,026
Percent Change	0.0	2.0	8.5	-6.3	-4.9	0.2	-5.0	0.9	38.6	43.7	29.6	21.5	7.4	6.3	-1.5	8.6	19.4	5.6

Census %	2016												2017					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	64	64	64	64	64	64	64	64	64	64	65	65	65	65	65	65	65	66
Census Rooms	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	6108
% Rooms Participants	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.7	83.7	83.7	83.7	83.7	83.7	83.7	82.1

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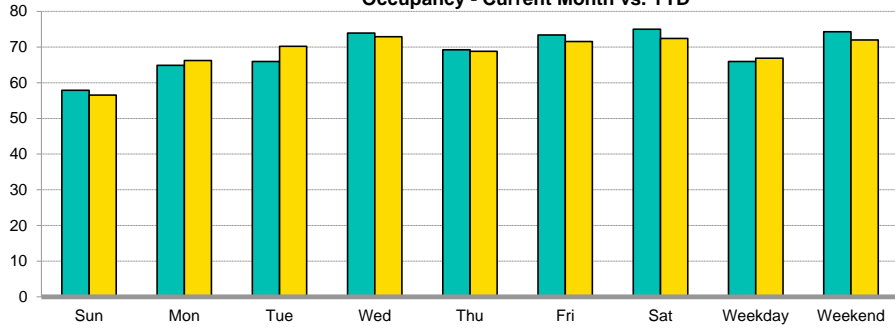
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

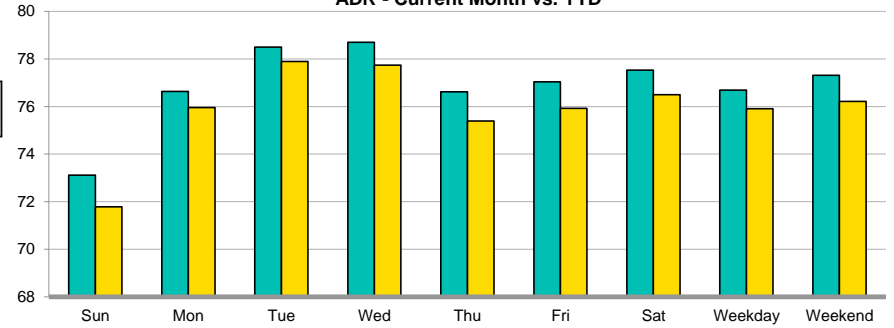
Fayetteville Area CVB

For the Month of July 2017

### 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	57.9	-3.6	73.12	3.4	42.32	-0.4	30,540	3.6	17,677	-0.1	1,292,501	3.2
	Year To Date	56.5	4.2	71.79	3.6	40.58	8.0	186,410	2.5	105,369	6.8	7,564,161	10.7
	Running 12 Month	57.9	9.6	71.55	3.6	41.42	13.6	310,605	-0.3	179,799	9.3	12,864,762	13.2
Monday	Current Month	64.9	1.3	76.64	4.9	49.73	6.2	30,540	29.5	19,818	31.2	1,518,811	37.6
	Year To Date	66.2	5.4	75.96	3.1	50.32	8.8	186,410	6.0	123,495	11.8	9,380,500	15.3
	Running 12 Month	67.6	10.3	75.47	2.8	51.01	13.4	316,500	3.6	213,922	14.2	16,145,085	17.5
Tuesday	Current Month	66.0	-6.6	78.50	5.0	51.79	-2.0	24,432	3.6	16,119	-3.2	1,265,311	1.6
	Year To Date	70.2	3.5	77.89	2.2	54.69	5.8	180,302	2.4	126,592	6.0	9,860,820	8.3
	Running 12 Month	71.8	8.9	77.26	1.9	55.47	11.0	310,392	1.5	222,846	10.6	17,216,298	12.6
Wednesday	Current Month	73.9	2.1	78.70	5.3	58.18	7.6	24,432	3.6	18,063	5.8	1,421,543	11.5
	Year To Date	72.9	4.3	77.74	2.6	56.67	7.0	180,302	2.4	131,425	6.8	10,217,363	9.5
	Running 12 Month	73.5	9.9	76.96	2.0	56.59	12.2	310,392	1.5	228,252	11.6	17,566,316	13.9
Thursday	Current Month	69.3	-0.4	76.62	6.1	53.06	5.6	24,432	3.6	16,920	3.2	1,296,459	9.4
	Year To Date	68.8	4.1	75.39	3.0	51.87	7.2	180,302	2.4	124,049	6.6	9,352,634	9.8
	Running 12 Month	69.9	10.4	75.02	2.9	52.44	13.6	310,492	1.6	217,042	12.1	16,281,592	15.3
Friday	Current Month	73.4	-3.0	77.04	4.9	56.55	1.8	24,432	-17.1	17,935	-19.6	1,381,740	-15.6
	Year To Date	71.5	2.9	75.92	4.3	54.31	7.3	180,302	-0.9	128,968	2.0	9,791,819	6.3
	Running 12 Month	72.4	8.0	75.52	4.1	54.67	12.4	310,492	1.6	224,779	9.7	16,974,301	14.2
Saturday	Current Month	75.0	-4.1	77.53	3.6	58.17	-0.6	30,540	3.6	22,912	-0.6	1,776,401	3.0
	Year To Date	72.4	1.7	76.50	3.9	55.41	5.7	180,415	-0.8	130,676	0.9	9,996,511	4.9
	Running 12 Month	72.9	4.9	75.94	3.4	55.36	8.4	310,605	-0.3	226,432	4.5	17,196,198	8.1
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	65.9	-1.6	76.69	4.9	50.56	3.3	134,376	8.5	88,598	6.8	6,794,624	12.1
	Year To Date	66.9	4.3	75.91	2.9	50.75	7.3	913,726	3.1	610,930	7.6	46,375,477	10.6
	Running 12 Month	68.1	9.9	75.41	2.6	51.38	12.7	1,558,381	1.6	1,061,862	11.6	80,074,053	14.5
Weekend (Fri-Sat)	Current Month	74.3	-3.4	77.32	4.3	57.45	0.7	54,972	-6.7	40,847	-9.9	3,158,141	-6.1
	Year To Date	72.0	2.3	76.21	4.1	54.86	6.5	360,717	-0.9	259,644	1.4	19,788,331	5.6
	Running 12 Month	72.6	6.4	75.73	3.7	55.02	10.3	621,097	0.6	451,211	7.0	34,170,499	11.0
Total	Current Month	68.4	-2.6	76.89	4.7	52.56	1.9	189,348	3.6	129,445	0.9	9,952,765	5.6
	Year To Date	68.3	3.6	76.00	3.2	51.92	7.0	1,274,443	2.0	870,574	5.7	66,163,808	9.1
	Running 12 Month	69.4	8.8	75.50	2.9	52.42	12.0	2,179,478	1.3	1,513,073	10.2	114,244,552	13.4

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# Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of July 2017

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 Feb				63.5				72.39				46.00				-0.3				0.4				0.1
Mar				69.6				73.70				51.33				2.2				-0.1				2.1
Apr				73.0				77.09				56.24				2.5				5.8				8.5
May				62.8				73.04				45.86				-6.2				0.0				-6.2
Jun				67.0				73.38				49.15				-5.7				0.8				-4.9
Jul				70.2				73.46				51.57				1.4				-1.1				0.3
Aug				68.7				73.01				50.17				-0.8				-4.2				-4.9
Sep				63.4				71.61				45.43				3.2				-2.2				0.9
Oct				81.9				78.50				64.26				29.7				6.9				38.6
Nov				76.1				77.18				58.74				34.1				7.2				43.7
Dec				64.9				72.57				47.07				20.9				5.4				27.5
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				54.50				-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

Year To Date					
2015 Jul			67.0	73.24	49.07
2016 Jul			65.9	73.62	48.54
2017 Jul			68.3	76.00	51.92

Percent Change (%)					
			-0.8	-0.6	-1.4
			-1.6	0.5	-1.1
			3.6	3.2	7.0

Running 12 Month					
2015 Jul			64.7	72.84	47.15
2016 Jul			63.8	73.35	46.80
2017 Jul			69.4	75.50	52.42

Percent Change (%)					
			-1.4	0.9	-0.5
			-1.4	0.7	-0.7
			8.8	2.9	12.0

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