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# Fayetteville Area CVB

For the Month of August 2017



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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: August 2017

	Current Month - August 2017 vs August 2016												Year to Date - August 2017 vs August 2016												Participation				
	Occ %		ADR		RevPAR		Percent Change from August 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	67.0	67.9	105.99	101.74	70.99	69.09	-1.4	4.2	2.8	5.4	2.6	1.2	64.7	65.3	101.82	99.06	65.83	64.66	-0.9	2.8	1.8	4.1	2.3	1.3	1771	1164	154529	122644	
Cumberland County, NC	65.7	68.7	77.39	73.00	50.86	50.19	-4.4	6.0	1.3	5.0	3.6	-1.0	68.0	66.3	76.17	73.54	51.78	48.75	2.5	3.6	6.2	8.5	2.2	4.8	66	48	6108	5128	
Johnston County, NC	55.2	55.0	72.72	71.34	40.15	39.25	0.4	1.9	2.3	1.9	-0.4	-0.1	54.4	52.8	72.46	71.23	39.45	37.63	3.0	1.7	4.8	5.7	0.9	3.9	32	24	2217	1734	
Robeson County, NC	61.0	63.4	75.25	69.33	45.89	43.98	-3.9	8.5	4.3	10.4	5.8	1.7	65.7	62.7	76.33	68.86	50.11	43.14	4.8	10.9	16.2	20.5	3.7	8.7	29	17	1883	1291	
Wake County, NC	68.7	69.9	100.30	98.04	68.86	68.58	-1.9	2.3	0.4	3.8	3.4	1.5	70.1	69.9	102.21	100.61	71.63	70.28	0.3	1.6	1.9	3.7	1.7	2.1	136	127	16301	15642	
Durham County, NC	67.8	68.4	99.37	97.98	67.36	67.00	-0.9	1.4	0.5	3.9	3.3	2.4	67.6	66.6	103.26	102.42	69.80	68.26	1.4	0.8	2.3	5.9	3.6	5.1	65	61	8401	8008	
Edgecombe County, NC																													
Guilford County, NC	62.0	61.5	92.52	86.76	57.37	53.38	0.8	6.6	7.5	7.5	-0.0	0.8	59.3	58.7	92.52	91.00	54.87	53.43	1.0	1.7	2.7	3.1	0.4	1.4	4	1	216	65	
Harnett County, NC	55.7	52.6	78.18	72.36	43.56	38.07	5.9	8.0	14.4	14.4	0.0	5.9	57.4	55.3	76.53	71.90	43.93	39.75	3.8	6.4	10.5	13.3	2.6	6.5	93	76	10893	9725	
Moore County, NC	59.5	62.7	118.55	119.98	70.52	75.26	-5.2	-1.2	-6.3	-6.3	0.0	-5.2	58.1	59.7	120.18	118.93	69.84	71.06	-2.7	1.0	-1.7	4.1	5.9	3.0	11	8	859	638	
																									22	14	1960	1556	

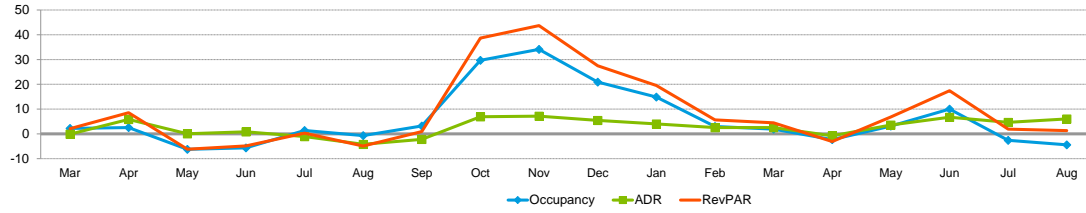
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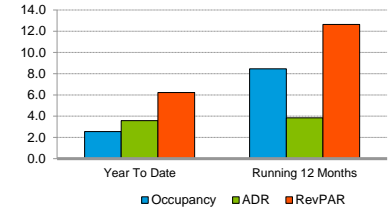
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB  
For the Month of August 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	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	65.7		
Last Year	68.1	71.1	67.0	71.0	69.2	69.2	61.5	63.1	56.8	53.6	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7		
Percent Change	2.2	2.5	-6.2	-5.7	1.4	-0.7	3.2	29.7	34.1	20.9	14.9	3.0	1.9	-2.3	3.1	10.0	-2.6	-4.4		

Year To Date		
2015	2016	2017
67.3	66.3	68.0
67.7	67.3	66.3
-0.6	-1.5	2.5

Running 12 Months		
2015	2016	2017
64.8	63.8	69.2
65.6	64.8	63.8
-1.2	-1.6	8.5

ADR	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	73.70	77.09	73.04	73.38	73.46	73.00	71.61	78.50	77.18	72.57	74.40	74.24	75.56	76.47	75.66	78.30	76.89	77.39		
Last Year	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	73.00		
Percent Change	-0.1	2.8	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	6.0		

Year To Date		
2015	2016	2017
73.63	73.54	76.17
73.70	73.63	73.54
-0.1	-0.1	3.6

Running 12 Months		
2015	2016	2017
73.07	73.06	75.87
72.33	73.07	73.06
1.0	0.0	3.8

RevPAR	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	51.33	56.24	45.86	49.15	51.57	50.19	45.43	64.26	58.74	47.07	47.36	48.59	53.63	54.50	48.99	57.71	52.56	50.86		
Last Year	50.28	51.81	48.89	51.67	51.42	52.77	45.01	46.34	40.88	36.92	39.63	46.00	51.33	56.24	45.86	49.15	51.57	50.19		
Percent Change	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	1.3		

Year To Date		
2015	2016	2017
49.54	48.75	51.78
49.87	49.54	48.75
-0.7	-1.6	6.2

Running 12 Months		
2015	2016	2017
47.34	46.58	52.47
47.42	47.34	46.58
-0.2	-1.6	12.6

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

Year To Date		
2015	2016	2017
1,433,395	1,432,485	1,463,791
1,417,968	1,433,395	1,432,485
1.1	-0.1	2.2

Running 12 Months		
2015	2016	2017
2,150,471	2,151,797	2,186,081
2,124,592	2,150,471	2,151,797
1.2	0.1	1.6

Demand	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	127,281	129,015	114,739	118,461	128,290	125,632	112,190	149,591	134,807	120,539	118,300	109,873	131,903	128,165	120,335	132,553	129,445	124,431		
Last Year	124,624	125,893	122,451	125,641	126,623	126,578	108,739	115,407	100,372	96,024	101,252	104,887	127,281	129,015	114,739	118,461	128,290	125,632		
Percent Change	2.1	2.5	-6.3	-4.9	1.3	-0.7	3.2	29.6	34.1	23.0	16.8	4.8	3.6	-0.7	4.9	11.9	0.9	-1.0		

Year To Date		
2015	2016	2017
964,521	949,557	995,005
959,583	964,521	949,557
0.5	-1.6	4.8

Running 12 Months		
2015	2016	2017
1,393,181	1,372,099	1,511,932
1,392,916	1,393,181	1,372,099
0.0	-1.5	10.2

Revenue	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	9,380,421	9,945,284	8,380,936	8,692,735	9,424,026	9,171,500	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	9,629,886		
Last Year	9,194,797	9,168,321	8,940,417	9,144,910	9,402,399	9,646,181	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	9,171,500		
Percent Change	2.0	8.5	-6.3	-4.9	0.2	-4.9	0.9	38.6	43.7	29.6	21.5	7.4	6.3	-1.5	8.6	19.4	5.6	5.0		

Year To Date		
2015	2016	2017
71,014,408	69,829,238	75,793,694
70,716,528	71,014,408	69,829,238
0.4	-1.7	8.5

Running 12 Months		
2015	2016	2017
101,797,781	100,240,704	114,706,352
100,746,063	101,797,781	100,240,704
1.0	-1.5	14.4

Census %	2016												2017							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Census Props	64	64	64	64	64	64	64	64	64	65	65	65	65	65	65	65	66	66		
Census Rooms	5895	5895	5895	5895	5895	5895	5895	5895	5895	5995	5995	5995	5995	5995	5995	5995	6108	6108		
% Rooms Participants	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	84.0		

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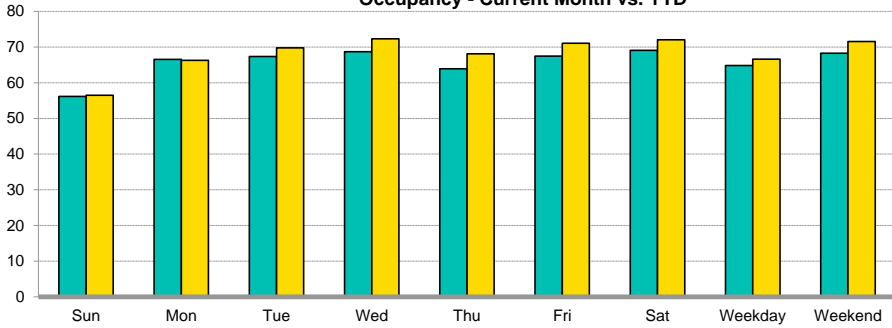
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

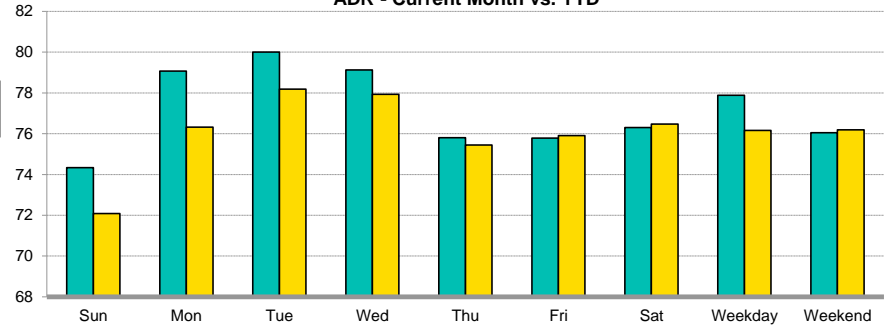
Fayetteville Area CVB

For the Month of August 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	% Chg	% Chg				
Sunday	Current Month	56.2	1.5	74.34	8.3	41.75	9.9	24,432	3.6	13,723	5.2	1,020,144	13.9
	Year To Date	56.5	3.9	72.08	4.1	40.71	8.2	210,842	2.6	119,092	6.6	8,584,302	11.1
	Running 12 Month	57.9	10.0	71.97	4.7	41.71	15.3	311,457	1.9	180,487	12.1	12,989,842	17.4
Monday	Current Month	66.6	-0.7	79.07	7.5	52.64	6.7	24,432	-17.1	16,265	-17.7	1,286,080	-11.5
	Year To Date	66.3	4.5	76.32	3.7	50.59	8.3	210,842	2.7	139,760	7.3	10,666,595	11.2
	Running 12 Month	67.6	10.1	75.93	3.8	51.30	14.4	311,457	1.9	210,431	12.3	15,977,974	16.6
Tuesday	Current Month	67.4	-5.8	80.01	5.6	53.90	-0.6	30,540	3.6	20,576	-2.4	1,646,204	3.0
	Year To Date	69.8	2.1	78.19	2.7	54.58	4.8	210,842	2.6	147,168	4.8	11,507,021	7.5
	Running 12 Month	71.4	8.2	77.65	2.8	55.43	11.2	311,457	-0.1	222,343	8.2	17,264,969	11.2
Wednesday	Current Month	68.7	-3.0	79.13	6.6	54.37	3.4	30,540	3.6	20,984	0.5	1,660,470	7.1
	Year To Date	72.3	3.2	77.93	3.1	56.34	6.4	210,842	2.6	152,409	5.9	11,877,831	9.2
	Running 12 Month	73.3	9.8	77.41	3.1	56.76	13.3	311,457	-0.1	228,362	9.8	17,677,501	13.2
Thursday	Current Month	63.9	-7.5	75.81	5.3	48.47	-2.5	30,540	29.5	19,526	19.9	1,480,218	26.3
	Year To Date	68.1	2.4	75.45	3.3	51.38	5.9	210,842	5.6	143,575	8.2	10,832,850	11.8
	Running 12 Month	69.4	9.5	75.31	3.8	52.26	13.6	317,452	3.8	220,289	13.7	16,590,085	18.0
Friday	Current Month	67.5	-7.3	75.78	4.6	51.13	-3.1	24,432	3.6	16,482	-4.0	1,249,098	0.4
	Year To Date	71.0	1.7	75.91	4.3	53.93	6.0	204,734	-0.4	145,451	1.3	11,040,915	5.6
	Running 12 Month	72.0	7.2	75.77	4.7	54.54	12.3	311,344	1.8	224,100	9.2	16,979,889	14.3
Saturday	Current Month	69.1	-6.4	76.31	5.5	52.70	-1.2	24,432	3.6	16,875	-3.0	1,287,672	2.3
	Year To Date	72.0	0.8	76.48	4.1	55.09	4.9	204,847	-0.3	147,551	0.4	11,284,180	4.6
	Running 12 Month	72.5	5.1	76.25	4.4	55.31	9.7	311,457	1.9	225,920	7.0	17,226,092	11.8
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	64.8	-3.5	77.88	6.3	50.49	2.6	140,484	3.6	91,073	0.0	7,093,116	6.4
	Year To Date	66.6	3.2	76.17	3.3	50.72	6.6	1,054,210	3.2	702,003	6.5	53,468,599	10.0
	Running 12 Month	67.9	9.5	75.81	3.5	51.49	13.4	1,563,280	1.5	1,061,912	11.1	80,500,371	15.0
Weekend (Fri-Sat)	Current Month	68.3	-6.8	76.05	5.1	51.91	-2.1	48,864	3.6	33,358	-3.5	2,536,770	1.4
	Year To Date	71.5	1.2	76.19	4.2	54.51	5.5	409,581	-0.4	293,002	0.9	22,325,095	5.1
	Running 12 Month	72.3	6.1	76.01	4.6	54.92	11.0	622,801	1.8	450,020	8.1	34,205,981	13.0
Total	Current Month	65.7	-4.4	77.39	6.0	50.86	1.3	189,348	3.6	124,431	-1.0	9,629,886	5.0
	Year To Date	68.0	2.5	76.17	3.6	51.78	6.2	1,463,791	2.2	995,005	4.8	75,793,694	8.5
	Running 12 Month	69.2	8.5	75.87	3.8	52.47	12.6	2,186,081	1.6	1,511,932	10.2	114,706,352	14.4

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# Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of August 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	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				73.00				50.19				-0.7				-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	
Aug				65.7				77.39				50.86				-4.4				6.0				1.3	

Year To Date							
2015	Aug		67.3		73.63		49.54
2016	Aug		66.3		73.54		48.75
2017	Aug		68.0		76.17		51.78

Percent Change (%)							
			-0.6		-0.1		-0.7
			-1.5		-0.1		-1.6
			2.5		3.6		6.2

Running 12 Month							
2015	Aug		64.8		73.07		47.34
2016	Aug		63.8		73.06		46.58
2017	Aug		69.2		75.87		52.47

Percent Change (%)							
			-1.2		1.0		-0.2
			-1.6		0.0		-1.6
			8.5		3.8		12.6

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