

Date Created: Oct 16, 2017

# Fayetteville Area CVB

For the Month of September 2017



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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: September 2017

	Current Month - September 2017 vs September 2016													Year to Date - September 2017 vs September 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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	
	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	64.3	64.7	104.56	100.76	67.21	65.23	-0.7	3.8	3.0	5.8	2.7	1.9	64.6	65.2	102.13	99.25	65.98	64.72	-0.9	2.9	2.0	4.3	2.3	1.4	1771	1161	154668	122686	
Cumberland County, NC	66.1	63.4	77.86	71.64	51.45	45.41	4.2	8.7	13.3	17.4	3.6	8.0	67.8	66.0	76.36	73.34	51.74	48.38	2.7	4.1	6.9	9.5	2.3	5.1	66	48	6108	5128	
Johnston County, NC	55.8	50.8	72.74	69.86	40.60	35.46	10.0	4.1	14.5	14.0	-0.4	9.5	54.6	52.6	72.49	71.08	39.57	37.39	3.8	2.0	5.8	6.6	0.7	4.5	32	24	2217	1734	
Robeson County, NC	60.0	59.5	76.49	67.02	45.88	39.89	0.8	14.1	15.0	21.6	5.7	6.6	65.0	62.3	76.35	68.67	49.65	42.79	4.4	11.2	16.0	20.6	3.9	8.4	29	16	1883	1246	
Wake County, NC	70.8	70.0	103.27	100.95	73.13	70.67	1.2	2.3	3.5	7.0	3.4	4.6	70.2	69.9	102.34	100.65	71.80	70.33	0.4	1.7	2.1	4.0	1.9	2.3	136	125	16302	15488	
Durham County, NC	66.9	68.5	103.18	102.35	69.02	70.15	-2.4	0.8	-1.6	1.7	3.3	0.9	67.5	66.8	103.25	102.42	69.71	68.47	1.0	0.8	1.8	5.5	3.6	4.6	65	61	8401	8008	
Edgecombe County, NC																													
Guilford County, NC	56.9	56.9	88.58	85.73	50.41	48.81	-0.0	3.3	3.3	3.3	-0.0	-0.1	59.0	58.5	92.11	90.43	54.38	52.92	0.9	1.9	2.7	3.1	0.3	1.2	4	1	216	65	
Harnett County, NC	55.4	52.3	78.39	72.93	43.43	38.17	5.9	7.5	13.8	13.8	0.0	5.9	57.2	55.0	76.75	72.01	43.87	39.57	4.0	6.6	10.9	13.4	2.3	6.4	93	75	10893	9667	
Moore County, NC	61.4	57.6	140.42	138.72	86.28	79.89	6.7	1.2	8.0	7.9	-0.1	6.6	58.5	59.5	122.51	121.15	71.64	72.08	-1.7	1.1	-0.6	4.5	5.2	3.4	11	8	859	638	

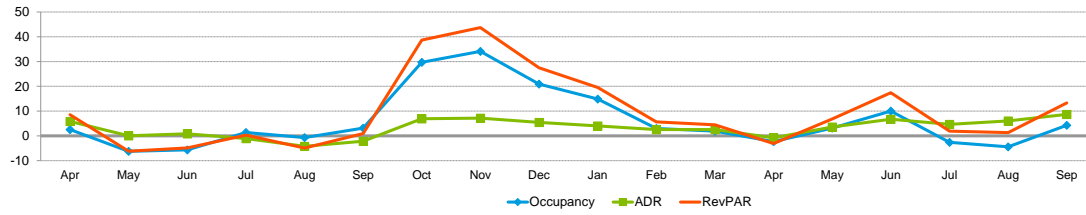
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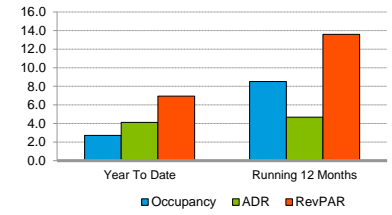
Tab 3 - Trend Cumberland County NC

Fayetteville Area CVB  
For the Month of September 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	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	66.1
Last Year	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	63.4
Percent Change	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	4.2

ADR	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	77.09	73.04	73.38	73.46	73.00	71.64	78.50	77.18	72.57	74.40	74.24	75.56	76.47	75.66	78.30	76.89	77.41	77.86
Last Year	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	71.64
Percent Change	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	6.0	8.7

RevPAR	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	56.24	45.86	49.15	51.57	50.19	45.41	64.26	58.74	47.07	47.36	48.59	53.63	54.50	48.99	57.71	52.56	50.86	51.45
Last Year	51.81	48.89	51.67	51.42	52.77	45.00	46.34	40.88	36.92	39.63	46.00	51.33	56.24	45.86	49.15	51.57	50.19	45.41
Percent Change	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	13.3

Supply	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This 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	183,240
Last Year	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	182,745	176,850
Percent Change	-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	3.6	3.6

Demand	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	129,015	114,739	118,461	128,290	125,832	112,109	149,591	134,607	120,539	118,300	109,873	131,903	128,165	120,335	132,553	129,445	124,400	121,091
Last Year	125,893	122,451	125,641	126,623	126,578	108,717	115,407	100,372	98,024	101,252	104,887	127,281	129,015	114,739	118,461	128,290	125,832	112,109
Percent Change	2.5	-6.3	-5.7	1.3	-0.7	3.1	29.6	34.1	23.0	16.8	4.8	3.6	-0.7	4.9	11.9	0.9	-1.0	8.0

Revenue	2016												2017					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	9,945,284	8,380,936	8,692,735	9,424,026	9,171,500	8,031,175	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	9,629,486	9,427,699
Last Year	9,168,321	8,940,417	9,144,910	9,402,399	9,646,181	7,960,742	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	8,031,175
Percent Change	8.5	-6.3	-4.9	0.2	-4.9	0.9	38.6	43.7	29.6	21.5	7.4	4.9	-1.5	8.6	19.4	5.6	5.0	17.4

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

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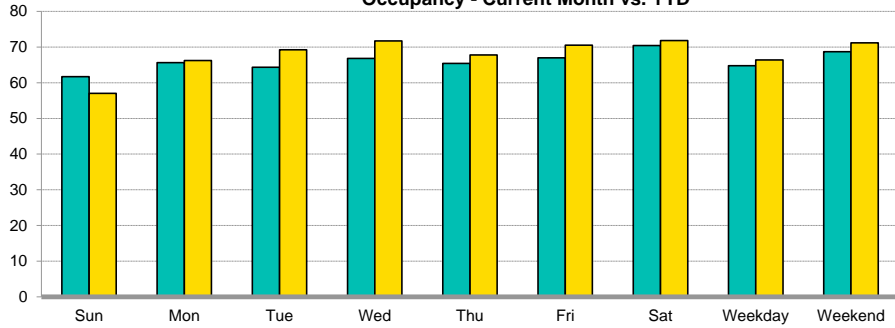
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

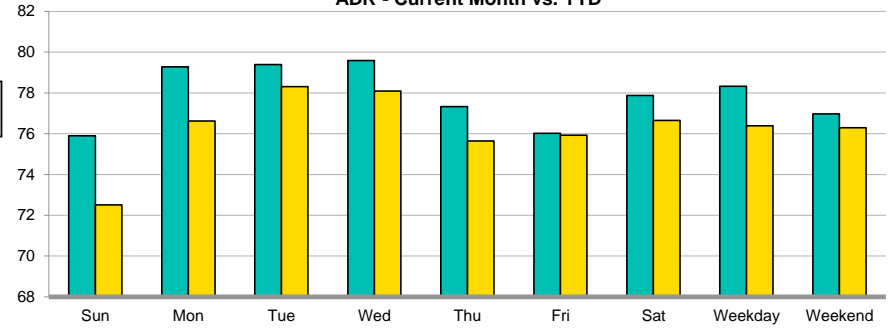
Fayetteville Area CVB

For the Month of September 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	61.7	17.5	75.89	12.8	46.82	32.6	24,432	3.6	15,072	21.8	1,143,910	37.4
	Year To Date	57.0	5.3	72.51	5.1	41.35	10.6	235,274	2.7	134,161	8.1	9,728,055	13.6
	Running 12 Month	58.6	11.4	72.61	5.9	42.59	18.0	312,309	2.2	183,167	13.8	13,300,648	20.5
Monday	Current Month	65.6	8.2	79.28	10.4	52.02	19.4	24,432	3.6	16,031	12.1	1,270,953	23.8
	Year To Date	66.2	4.9	76.63	4.3	50.74	9.4	235,274	2.8	155,787	7.8	11,937,445	12.4
	Running 12 Month	67.9	10.3	76.46	4.7	51.94	15.5	312,309	2.2	212,149	12.8	16,221,412	18.0
Tuesday	Current Month	64.4	-3.8	79.39	6.6	51.10	2.5	24,432	3.6	15,724	-0.3	1,248,381	6.2
	Year To Date	69.2	1.5	78.31	3.0	54.22	4.6	235,274	2.7	162,887	4.2	12,755,474	7.4
	Running 12 Month	71.2	7.3	78.00	3.3	55.51	10.9	312,309	2.2	222,273	9.7	17,337,457	13.3
Wednesday	Current Month	66.8	-1.0	79.59	6.8	53.19	5.8	24,432	3.6	16,329	2.6	1,299,549	9.6
	Year To Date	71.7	2.8	78.10	3.5	56.01	6.4	235,274	2.7	168,732	5.6	13,177,451	9.2
	Running 12 Month	73.2	9.1	77.77	3.7	56.97	13.1	312,309	2.2	228,761	11.5	17,790,905	15.6
Thursday	Current Month	65.4	6.7	77.33	9.0	50.57	16.2	24,432	-17.1	15,977	-11.6	1,235,520	-3.7
	Year To Date	67.8	3.1	75.64	3.9	51.29	7.1	235,274	2.7	159,547	5.8	12,068,142	10.0
	Running 12 Month	69.8	10.1	75.82	4.7	52.95	15.3	312,409	0.2	218,179	10.4	16,542,563	15.6
Friday	Current Month	67.0	1.8	76.02	8.2	50.90	10.2	30,540	3.6	20,450	5.5	1,554,586	14.1
	Year To Date	70.5	1.7	75.92	4.8	53.54	6.5	235,274	0.1	165,897	1.8	12,595,642	6.6
	Running 12 Month	72.1	7.3	76.27	5.7	54.97	13.4	312,409	0.2	225,143	7.6	17,172,121	13.7
Saturday	Current Month	70.4	2.0	77.87	8.8	54.84	10.9	30,540	29.5	21,507	32.1	1,674,801	43.7
	Year To Date	71.8	0.8	76.65	4.6	55.05	5.5	235,387	2.7	169,054	3.6	12,958,783	8.4
	Running 12 Month	72.6	4.9	76.73	5.3	55.70	10.4	318,417	4.1	231,130	9.2	17,734,512	15.0
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	64.8	4.9	78.33	8.8	50.74	14.1	122,160	-1.3	79,134	3.5	6,198,312	12.6
	Year To Date	66.4	3.4	76.39	3.9	50.72	7.4	1,176,370	2.7	781,114	6.2	59,666,567	10.3
	Running 12 Month	68.2	9.6	76.27	4.3	51.99	14.3	1,561,645	1.8	1,064,529	11.5	81,192,985	16.3
Weekend (Fri-Sat)	Current Month	68.7	2.2	76.97	8.6	52.87	11.0	61,080	15.1	41,957	17.6	3,229,387	27.8
	Year To Date	71.2	1.2	76.29	4.7	54.29	6.0	470,661	1.4	334,951	2.7	25,554,426	7.5
	Running 12 Month	72.3	6.1	76.50	5.5	55.33	11.9	630,826	2.2	456,273	8.4	34,906,633	14.4
Total	Current Month	66.1	4.2	77.86	8.7	51.45	13.3	183,240	3.6	121,091	8.0	9,427,699	17.4
	Year To Date	67.8	2.7	76.36	4.1	51.74	6.9	1,647,031	2.3	1,116,065	5.1	85,220,993	9.5
	Running 12 Month	69.4	8.5	76.34	4.7	52.95	13.6	2,192,471	1.9	1,520,802	10.6	116,099,618	15.7

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of September 2017

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 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				71.64				45.41				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				77.41				50.86				-4.4				6.0				1.3
Sep				66.1				77.86				51.45				4.2				8.7				13.3

Year To Date					
2015 Sep			66.6	73.59	49.04
2016 Sep			66.0	73.34	48.38
2017 Sep			67.8	76.36	51.74

Percent Change (%)					
			-0.6	0.3	-0.3
			-1.0	-0.3	-1.4
			2.7	4.1	6.9

Running 12 Month					
2015 Sep			64.8	73.27	47.44
2016 Sep			63.9	72.93	46.62
2017 Sep			69.4	76.34	52.95

Percent Change (%)					
			-1.1	1.2	0.2
			-1.3	-0.5	-1.7
			8.5	4.7	13.6

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