

Date Created: Jan 17, 2018

Fayetteville Area CVB

For the Month of December 2017



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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: December 2017

	Current Month - December 2017 vs December 2016													Year to Date - December 2017 vs December 2016											Participation				
	Occ %		ADR		RevPAR		Percent Change from December 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	51.2	53.3	96.65	93.30	49.46	49.69	-3.9	3.6	-0.5	2.7	3.2	-0.8	63.4	64.9	102.47	99.63	64.95	64.65	-2.3	2.8	0.5	3.0	2.5	0.1	1722	1175	154030	124062	
Cumberland County, NC	53.5	64.8	68.65	72.57	36.71	47.03	-17.5	-5.4	-21.9	-20.6	1.8	-16.0	65.2	68.0	75.38	74.16	49.14	50.46	-4.2	1.7	-2.6	-0.2	2.5	-1.8	67	48	6100	4999	
Johnston County, NC	48.2	54.2	71.43	70.45	34.44	38.18	-11.0	1.4	-9.8	-10.4	-0.6	-11.6	53.7	55.2	72.31	71.28	38.84	39.35	-2.7	1.4	-1.3	-0.8	0.5	-2.2	32	25	2204	1769	
Robeson County, NC	50.1	72.0	71.97	76.42	36.08	55.01	-30.3	-5.8	-34.4	-34.4	0.0	-30.3	61.8	63.9	75.59	70.51	46.74	45.02	-3.2	7.2	3.8	7.3	3.4	0.1	29	17	1883	1291	
Wake County, NC	55.6	58.4	98.30	96.39	54.68	56.30	-4.8	2.0	-2.9	3.4	6.5	1.4	69.1	70.1	102.90	101.09	71.10	70.89	-1.5	1.8	0.3	3.1	2.8	1.3	140	128	16794	15813	
Durham County, NC	52.5	55.4	92.81	91.70	48.75	50.79	-5.2	1.2	-4.0	-0.8	3.3	-2.0	66.7	67.1	103.25	102.01	68.87	68.40	-0.5	1.2	0.7	4.2	3.5	3.0	65	61	8401	8008	
Edgecombe County, NC																													
Guilford County, NC	44.7	44.5	82.07	79.07	36.71	35.18	0.5	3.8	4.4	4.3	-0.0	0.5	58.2	58.2	95.00	92.97	55.27	54.14	-0.1	2.2	2.1	2.4	0.3	0.2	4	2	216	126	
Harnett County, NC	44.9	51.5	72.72	72.89	32.64	37.55	-12.9	-0.2	-13.1	-13.1	0.0	-12.9	54.9	56.0	76.44	72.85	41.94	40.82	-2.1	4.9	2.7	4.5	1.7	-0.4	84	67	10184	9062	
Moore County, NC	42.4	42.8	94.17	92.79	39.89	39.69	-1.0	1.5	0.5	0.4	-0.1	-1.1	57.5	59.0	122.19	119.94	70.21	70.81	-2.7	1.9	-0.8	2.9	3.8	1.0	11	8	859	638	
																									22	14	1958	1554	

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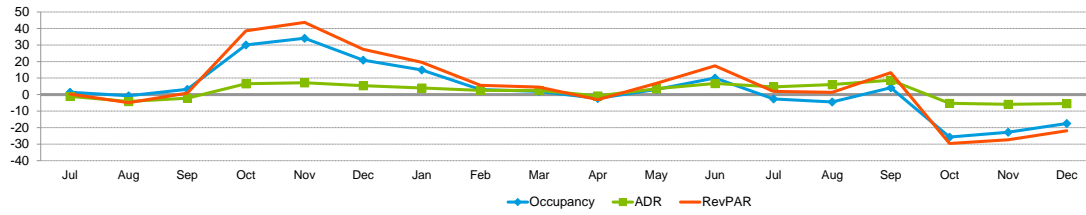
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Tab 3 - Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of December 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016						2017											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	70.2	68.7	63.4	81.8	76.1	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
Last Year	69.2	69.2	61.5	62.9	56.7	53.6	56.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.8	76.1	64.8
Percent Change	1.4	-0.7	3.2	30.1	34.1	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

ADR	2016						2017											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	73.46	73.00	71.64	78.52	77.19	72.57	74.40	74.24	75.56	76.47	75.66	78.30	76.89	77.41	77.88	74.40	72.64	68.65
Last Year	74.26	76.21	73.22	73.69	72.03	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
Percent Change	-1.1	-4.2	2.2	6.6	7.2	5.4	4.0	2.6	-2.2	-0.8	3.6	6.7	4.7	6.0	8.7	-5.2	-5.9	-5.4

RevPAR	2016						2017											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	51.57	50.19	45.41	64.24	58.73	47.03	47.36	48.59	53.63	54.50	48.99	57.71	52.56	50.86	51.43	45.22	42.68	36.71
Last Year	51.42	52.77	45.00	46.34	40.87	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
Percent Change	0.3	-4.9	0.9	38.6	43.7	27.4	19.5	5.6	4.5	-3.1	6.8	17.4	1.9	1.3	13.3	-29.6	-27.3	-21.9

Supply	2016						2017											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	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	183,300	189,410	183,030	189,100
Last Year	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	182,745	176,850	185,845
Percent Change	-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	3.6	3.5	1.8

Demand	2016						2017											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	128,290	125,632	112,109	149,518	134,572	120,441	118,300	109,873	131,903	128,165	120,335	132,553	129,445	124,400	121,053	115,123	107,543	101,130
Last Year	126,623	126,578	106,717	114,971	100,350	98,004	101,252	104,887	127,261	129,015	114,739	118,461	128,290	125,632	112,109	149,518	134,572	120,441
Percent Change	1.3	-0.7	3.1	30.0	34.1	22.9	16.8	4.8	3.6	-0.7	4.9	11.9	0.9	-1.0	8.0	-23.0	-20.1	-16.0

Revenue	2016						2017											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	9,424,026	9,171,500	8,031,175	11,739,610	10,386,953	8,739,819	8,801,514	8,157,123	9,966,748	9,800,966	9,105,131	10,379,561	9,952,765	9,629,486	9,427,700	8,564,654	7,811,500	6,942,254
Last Year	9,402,399	9,646,181	7,960,742	8,471,860	7,228,159	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
Percent Change	0.2	-4.9	0.9	38.6	43.7	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

Census %	2016						2017											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	64	64	64	64	64	65	65	65	65	65	65	65	66	66	66	66	66	67
Census Rooms	5895	5895	5895	5895	5895	5995	5995	5995	5995	5995	5995	5995	6108	6108	6110	6110	6101	6100
% Rooms Participants	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	84.0	83.9	82.0

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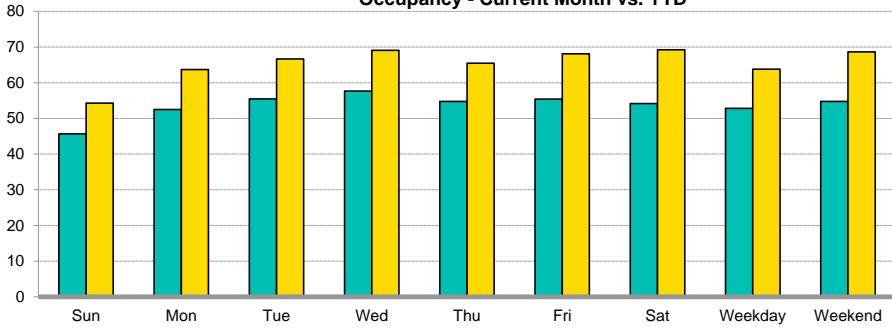
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

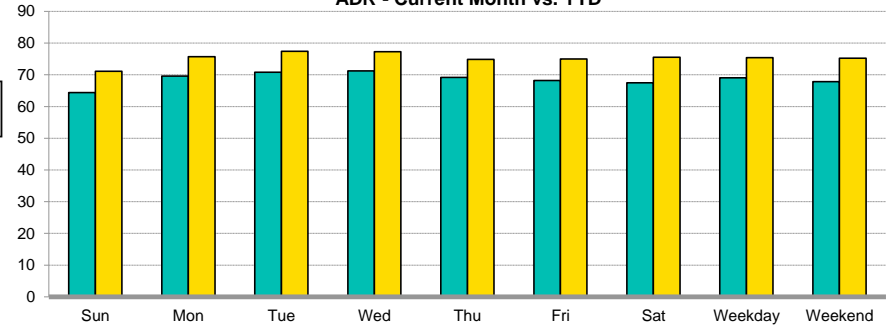
Fayetteville Area CVB

For the Month of December 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	45.7	-19.4	64.39	-8.6	29.42	-26.3	30,500	27.2	13,936	2.5	897,359	-6.2
	Year To Date	54.3	-4.0	71.09	1.4	38.59	-2.6	320,736	4.8	174,126	0.6	12,378,664	2.0
	Running 12 Month	54.3	-4.0	71.09	1.4	38.59	-2.6	320,736	4.8	174,126	0.6	12,378,664	2.0
Monday	Current Month	52.5	-19.5	69.63	-5.1	36.55	-23.7	24,400	1.8	12,808	-18.1	891,790	-22.4
	Year To Date	63.7	-3.0	75.72	2.1	48.22	-1.0	314,636	2.8	200,341	-0.3	15,170,603	1.8
	Running 12 Month	63.7	-3.0	75.72	2.1	48.22	-1.0	314,636	2.8	200,341	-0.3	15,170,603	1.8
Tuesday	Current Month	55.5	-18.9	70.83	-4.5	39.29	-22.5	24,400	1.8	13,535	-17.4	958,605	-21.1
	Year To Date	66.7	-5.3	77.42	1.4	51.62	-4.0	314,636	2.8	209,797	-2.7	16,242,785	-1.3
	Running 12 Month	66.7	-5.3	77.42	1.4	51.62	-4.0	314,636	2.8	209,797	-2.7	16,242,785	-1.3
Wednesday	Current Month	57.7	-15.9	71.23	-2.7	41.08	-18.2	24,400	1.8	14,073	-14.4	1,002,339	-16.7
	Year To Date	69.1	-3.8	77.29	1.9	53.38	-2.0	314,627	2.8	217,300	-1.2	16,794,926	0.7
	Running 12 Month	69.1	-3.8	77.29	1.9	53.38	-2.0	314,627	2.8	217,300	-1.2	16,794,926	0.7
Thursday	Current Month	54.7	-18.1	69.21	-3.9	37.89	-21.3	24,400	-18.6	13,357	-33.3	924,409	-36.0
	Year To Date	65.5	-4.2	74.86	1.5	49.03	-2.8	314,627	2.7	206,054	-1.6	15,425,360	-0.1
	Running 12 Month	65.5	-4.2	74.86	1.5	49.03	-2.8	314,627	2.7	206,054	-1.6	15,425,360	-0.1
Friday	Current Month	55.4	-14.1	68.22	-5.8	37.80	-19.1	30,500	1.8	16,901	-12.6	1,153,030	-17.7
	Year To Date	68.1	-4.3	74.99	1.7	51.09	-2.7	314,628	0.8	214,356	-3.5	16,074,863	-1.9
	Running 12 Month	68.1	-4.3	74.99	1.7	51.09	-2.7	314,628	0.8	214,356	-3.5	16,074,863	-1.9
Saturday	Current Month	54.2	-14.5	67.47	-6.5	36.55	-20.1	30,500	1.8	16,521	-13.0	1,114,721	-18.7
	Year To Date	69.2	-4.1	75.52	1.7	52.27	-2.5	314,741	0.8	217,848	-3.3	16,452,200	-1.7
	Running 12 Month	69.2	-4.1	75.52	1.7	52.27	-2.5	314,741	0.8	217,848	-3.3	16,452,200	-1.7
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	52.9	-19.0	69.04	-5.0	36.49	-23.0	128,100	1.8	67,708	-17.5	4,674,503	-21.7
	Year To Date	63.8	-4.1	75.44	1.6	48.13	-2.6	1,579,262	3.2	1,007,618	-1.1	76,012,339	0.5
	Running 12 Month	63.8	-4.1	75.44	1.6	48.13	-2.6	1,579,262	3.2	1,007,618	-1.1	76,012,339	0.5
Weekend (Fri-Sat)	Current Month	54.8	-14.3	67.85	-6.2	37.18	-19.6	61,000	1.8	33,422	-12.8	2,267,751	-18.2
	Year To Date	68.7	-4.2	75.26	1.7	51.68	-2.6	629,369	0.8	432,205	-3.4	32,527,063	-1.8
	Running 12 Month	68.7	-4.2	75.26	1.7	51.68	-2.6	629,369	0.8	432,205	-3.4	32,527,063	-1.8
Total	Current Month	53.5	-17.5	68.65	-5.4	36.71	-21.9	189,100	1.8	101,130	-16.0	6,942,254	-20.6
	Year To Date	65.2	-4.2	75.38	1.7	49.14	-2.6	2,208,631	2.5	1,439,823	-1.8	108,539,402	-0.2
	Running 12 Month	65.2	-4.2	75.38	1.7	49.14	-2.6	2,208,631	2.5	1,439,823	-1.8	108,539,402	-0.2

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of December 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 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				81.8				78.52				64.24				30.1				6.6				38.6
Nov				76.1				77.19				58.73				34.1				7.2				43.7
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				54.50				-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				66.0				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	49.0	2.8	1.7	53.5	69.52	63.20	52.46	68.65	34.04	1.78	0.89	36.71				-17.5				-5.4				-21.9

Year To Date												
2015 Dec				64.4				73.15				47.11
2016 Dec				68.0				74.16				50.46
2017 Dec				65.2				75.38				49.14

Percent Change (%)												
				-0.9				0.0				-0.9
				5.6				1.4				7.1
				-4.2				1.7				-2.6

Running 12 Month												
2015 Dec				64.4				73.15				47.11
2016 Dec				68.0				74.16				50.46
2017 Dec				65.2				75.38				49.14

Percent Change (%)												
				-0.9				0.0				-0.9
				5.6				1.4				7.1
				-4.2				1.7				-2.6

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