

Date Created: Dec 15, 2017

# Fayetteville Area CVB

For the Month of November 2017



Table Of Contents	1
Multi-Segment	2
Trend Cumberland County NC	3
Response Cumberland County NC	4
DOW Cumberland County NC	5
Seg Trend Cumberland County NC	6
Seg Response Cumberland County	7
Help	8

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: November 2017

	Current Month - November 2017 vs November 2016													Year to Date - November 2017 vs November 2016											Participation				
	Occ %		ADR		RevPAR		Percent Change from November 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	2017	2016	2017	2016	
North Carolina	60.3	64.4	100.88	98.05	60.81	63.11	-6.4	2.9	-3.7	-0.8	3.0	-3.6	64.5	66.0	102.91	100.11	66.41	66.04	-2.2	2.8	0.6	3.0	2.4	0.2	1748	1174	154407	124026	
Cumberland County, NC	58.8	76.1	72.62	77.19	42.68	58.73	-22.8	-5.9	-27.3	-24.8	3.5	-20.1	66.3	68.3	75.89	74.30	50.31	50.78	-3.0	2.1	-0.9	1.6	2.6	-0.5	66	48	6101	5121	
Johnston County, NC	52.0	63.4	72.04	71.69	37.43	45.49	-18.1	0.5	-17.7	-17.7	-0.0	-18.2	54.2	55.3	72.38	71.35	39.24	39.46	-2.0	1.4	-0.5	0.0	0.6	-1.4	32	24	2217	1734	
Robeson County, NC	55.2	74.9	73.18	75.55	40.39	56.57	-26.3	-3.1	-28.6	-28.7	-0.2	-26.4	63.0	63.1	75.84	69.86	47.75	44.06	-0.2	8.6	8.4	12.4	3.7	3.5	29	17	1883	1291	
Wake County, NC	69.3	71.8	108.89	104.48	75.45	74.97	-3.4	4.2	0.6	5.7	5.0	1.4	70.4	71.2	103.38	101.45	72.77	72.24	-1.1	1.9	0.7	3.2	2.5	1.3	138	129	16554	15895	
Durham County, NC	66.7	70.9	103.08	104.76	68.71	74.30	-6.0	-1.6	-7.5	-4.4	3.3	-2.9	68.0	68.1	104.00	102.79	70.75	70.05	-0.2	1.2	1.0	4.6	3.5	3.3	65	61	8401	8008	
Edgecombe County, NC																													
Guilford County, NC	53.7	53.3	87.40	84.81	46.95	45.21	0.8	3.1	3.8	3.8	-0.0	0.7	59.4	59.5	95.89	93.94	56.99	55.90	-0.1	2.1	1.9	2.2	0.3	0.2	4	2	216	126	
Harnett County, NC	50.7	60.2	75.88	73.89	38.44	44.46	-15.8	2.7	-13.5	-13.5	0.0	-15.8	55.8	56.5	76.72	72.84	42.80	41.12	-1.2	5.3	4.1	6.0	1.8	0.6	84	67	10184	9062	
Moore County, NC	58.8	57.6	118.23	110.77	69.47	63.79	2.0	6.7	8.9	8.8	-0.1	1.9	58.9	60.6	124.04	121.79	73.03	73.82	-2.9	1.8	-1.1	3.1	4.2	1.2	11	8	859	638	
																									22	14	1958	1554	

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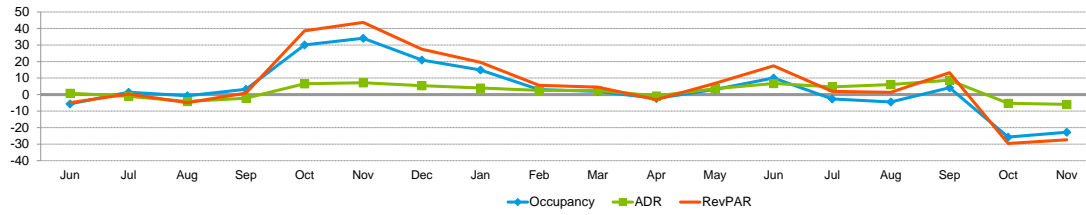
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Tab 3 - Trend Cumberland County NC

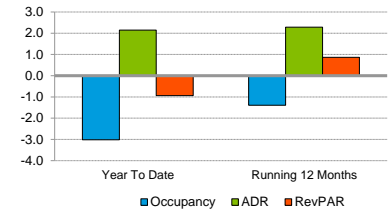
Currency: USD - US Dollar

Fayetteville Area CVB  
For the Month of November 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	67.0	70.2	68.7	63.4	61.8	76.1	64.9	63.7	65.5	71.0	71.3	64.8	73.7	68.4	65.7	66.0	60.8	58.8
Last Year	71.0	69.2	69.2	61.5	62.9	56.7	53.6	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	61.8	76.1
Percent Change	-5.7	1.4	-0.7	3.2	30.1	34.1	20.9	14.9	3.0	1.9	-2.3	3.1	10.0	-2.6	-4.4	4.2	-25.7	-22.8

Year To Date			Running 12 Months		
2015	2016	2017	2015	2016	2017
65.4	68.3	66.3	64.6	67.1	66.2
65.9	65.4	66.3	65.1	64.6	67.1
-0.8	4.5	-3.0	-0.8	3.9	-1.4

ADR	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	73.38	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	72.62
Last Year	72.79	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
Percent Change	0.8	-1.1	-4.2	-2.2	6.6	7.2	5.4	4.0	2.6	2.5	-0.8	3.6	6.7	4.7	6.0	8.7	-5.2	-5.9

Year To Date			Running 12 Months		
2015	2016	2017	2015	2016	2017
73.47	74.30	75.89	73.27	73.93	75.62
73.31	73.47	74.30	72.89	73.27	73.93
0.2	1.1	2.1	0.5	0.9	2.3

RevPAR	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	49.15	51.57	50.19	45.41	64.24	58.73	47.07	47.36	48.59	53.63	54.50	48.99	57.71	52.56	50.86	51.43	45.22	42.68
Last Year	51.67	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
Percent Change	-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	-29.6	-27.3

Year To Date			Running 12 Months		
2015	2016	2017	2015	2016	2017
48.06	50.78	50.31	47.31	49.61	50.03
48.31	48.06	50.78	47.46	47.31	49.61
-0.5	5.7	-0.9	-0.3	4.8	0.9

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

Year To Date			Running 12 Months		
2015	2016	2017	2015	2016	2017
1,969,962	1,968,930	2,019,531	2,152,831	2,151,675	2,205,376
1,952,175	1,969,962	1,968,930	2,131,727	2,152,831	2,151,675
0.9	-0.1	2.6	1.0	-0.1	2.5

Demand	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	118,461	128,290	125,632	112,109	149,518	134,572	120,539	118,300	109,873	131,903	128,165	120,335	132,553	129,445	124,400	121,053	115,123	107,556
Last Year	125,641	126,623	126,578	108,717	114,971	100,350	98,024	101,252	104,887	127,281	129,015	114,739	118,461	128,290	125,632	112,109	149,518	134,572
Percent Change	-5.7	1.3	-0.7	3.1	30.0	34.1	23.0	16.8	4.8	3.6	-0.7	4.9	11.9	0.9	-1.0	8.0	-23.0	-20.1

Year To Date			Running 12 Months		
2015	2016	2017	2015	2016	2017
1,288,559	1,345,756	1,338,708	1,390,221	1,443,780	1,459,245
1,286,581	1,288,559	1,345,756	1,388,007	1,390,221	1,443,780
0.2	4.4	-0.5	0.2	3.9	1.1

Revenue	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	8,692,735	9,424,026	9,171,500	8,031,175	11,739,610	10,386,953	8,747,212	8,801,514	8,157,123	9,966,748	9,800,966	9,105,131	10,379,561	9,952,785	9,629,486	9,427,700	8,564,654	7,811,015
Last Year	9,144,910	9,402,399	9,646,181	7,960,742	8,471,860	7,228,159	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	11,739,610	10,386,953
Percent Change	-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	17.4	-27.0	-24.8

Year To Date			Running 12 Months		
2015	2016	2017	2015	2016	2017
94,675,169	99,986,976	101,596,663	101,858,909	106,734,682	110,343,875
94,316,161	94,675,169	99,986,976	101,178,413	101,858,909	106,734,682
0.4	5.6	1.6	0.7	4.8	3.4

Census %	2016							2017										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	64	64	64	64	64	64	65	65	65	65	65	65	65	66	66	66	66	66
Census Rooms	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895
% Rooms Participants	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	84.0	83.9

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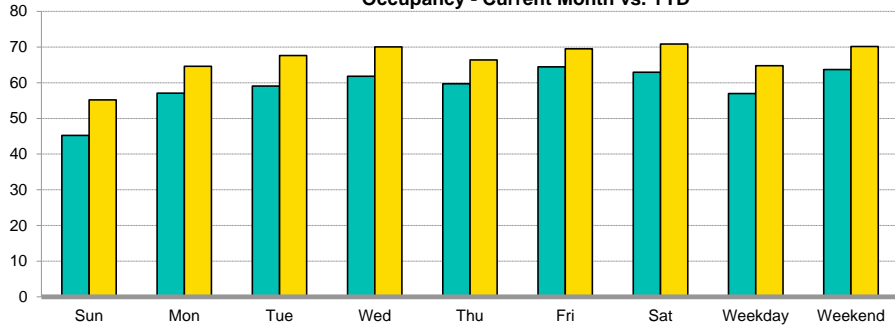
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

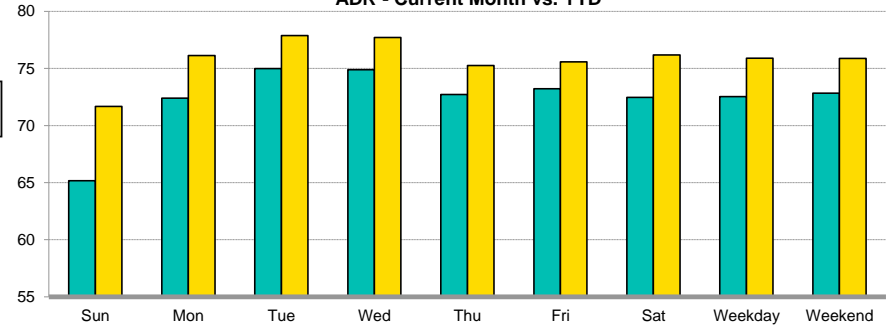
Fayetteville Area CVB

For the Month of November 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	45.2	-25.4	65.16	-9.1	29.48	-32.2	24,404	3.5	11,042	-22.8	7,19,538	-29.8
	Year To Date	55.2	-2.3	71.67	2.3	39.56	-0.1	290,236	2.9	160,191	0.5	11,481,309	2.7
	Running 12 Month	55.3	-0.7	71.57	2.5	39.59	1.8	314,216	2.8	173,795	2.1	12,439,204	4.7
Monday	Current Month	57.1	-21.7	72.41	-4.0	41.35	-24.9	24,404	3.5	13,935	-19.0	1,009,024	-22.3
	Year To Date	64.6	-1.7	76.14	2.6	49.20	0.9	290,236	2.9	187,535	1.2	14,278,193	3.8
	Running 12 Month	64.7	-0.1	75.93	2.8	49.10	2.7	314,216	2.8	203,192	2.8	15,427,651	5.6
Tuesday	Current Month	59.1	-25.3	74.99	-3.9	44.29	-28.2	24,404	-17.2	14,412	-38.1	1,080,766	-40.6
	Year To Date	67.6	-4.2	77.87	1.8	52.66	-2.5	290,236	2.9	196,264	-1.5	15,284,013	0.3
	Running 12 Month	67.7	-2.3	77.59	2.0	52.51	-0.3	314,216	0.8	212,668	-1.5	16,500,157	0.5
Wednesday	Current Month	61.8	-22.5	74.89	-3.9	46.27	-25.5	30,505	3.5	18,850	-19.8	1,411,587	-22.9
	Year To Date	70.0	-2.9	77.71	2.2	54.41	-0.8	290,227	2.9	203,230	-0.1	15,792,667	2.1
	Running 12 Month	69.9	-0.7	77.37	2.3	54.10	1.6	314,207	0.8	219,689	0.1	16,997,407	2.4
Thursday	Current Month	59.7	-23.6	72.72	-6.7	43.44	-28.7	30,505	29.4	18,224	-1.1	1,325,183	-7.7
	Year To Date	66.4	-3.1	75.25	1.8	49.96	-1.4	290,227	5.1	192,699	1.8	14,500,988	3.6
	Running 12 Month	66.4	-0.8	74.95	1.9	49.80	1.2	320,202	4.7	212,751	3.9	15,945,798	5.9
Friday	Current Month	64.4	-20.7	73.22	-7.2	47.18	-26.4	24,404	3.5	15,725	-18.0	1,151,397	-23.8
	Year To Date	69.5	-3.3	75.57	2.3	52.52	-1.1	284,128	0.7	197,458	-2.7	14,921,927	-0.4
	Running 12 Month	69.0	-2.1	75.29	2.4	51.97	0.3	314,103	2.7	216,818	0.6	16,324,176	3.0
Saturday	Current Month	63.0	-20.5	72.46	-7.8	45.63	-26.6	24,404	3.5	15,367	-17.7	1,113,518	-24.1
	Year To Date	70.8	-3.1	76.18	2.3	53.96	-0.9	284,241	0.7	201,329	-2.4	15,337,567	-0.1
	Running 12 Month	70.1	-2.7	75.84	2.3	53.18	-0.5	314,216	2.8	220,333	0.0	16,709,482	2.3
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	57.0	-23.6	72.53	-5.3	41.32	-27.7	134,222	3.5	76,463	-21.0	5,546,099	-25.1
	Year To Date	64.8	-2.9	75.90	2.1	49.16	-0.8	1,451,162	3.3	939,919	0.3	71,337,169	2.4
	Running 12 Month	64.8	-1.0	75.64	2.3	49.02	1.3	1,577,057	2.4	1,022,095	1.4	77,310,217	3.7
Weekend (Fri-Sat)	Current Month	63.7	-20.6	72.84	-7.5	46.40	-26.5	48,808	3.5	31,093	-17.8	2,264,916	-24.0
	Year To Date	70.2	-3.2	75.88	2.3	53.24	-1.0	568,369	0.7	398,787	-2.5	30,259,494	-0.3
	Running 12 Month	69.6	-2.4	75.57	2.4	52.57	-0.1	628,319	2.8	437,150	0.3	33,033,658	2.7
Total	Current Month	58.8	-22.8	72.62	-5.9	42.68	-27.3	183,030	3.5	107,556	-20.1	7,811,015	-24.8
	Year To Date	66.3	-3.0	75.89	2.1	50.31	-0.9	2,019,531	2.6	1,338,706	-0.5	101,596,663	1.6
	Running 12 Month	66.2	-1.4	75.62	2.3	50.03	0.9	2,205,376	2.5	1,459,245	1.1	110,343,875	3.4

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# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of November 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 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				81.8				78.52				64.24				30.1				6.6				38.6
Nov				76.1				77.19				58.73				34.1				7.2				43.7
Dec				64.9				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				66.0				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	73.08	74.88	54.26	72.62	39.39	2.34	0.94	42.68				-22.8				-5.9				-27.3

Year To Date											
2015 Nov			65.4				73.47				48.06
2016 Nov			68.3				74.30				50.78
2017 Nov			66.3				75.89				50.31

Percent Change (%)											
			-0.8				0.2				-0.5
			4.5				1.1				5.7
			-3.0				2.1				-0.9

Running 12 Month											
2015 Nov			64.6				73.27				47.31
2016 Nov			67.1				73.93				49.61
2017 Nov			66.2				75.62				50.03

Percent Change (%)											
			-0.8				0.5				-0.3
			3.9				0.9				4.8
			-1.4				2.3				0.9

A blank row indicates insufficient data.

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