

Date Created: Sep 17, 2018

Fayetteville Area CVB

For the Month of August 2018



Table Of Contents	1
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0	0
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Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: August 2018

	Current Month - August 2018 vs August 2017												Year to Date - August 2018 vs August 2017									Participation						
	Occ %		ADR		RevPAR		Percent Change from August 2017						Occ %		ADR		RevPAR		Percent Change from YTD 2017					Properties		Rooms		
	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	67.9	66.8	106.26	106.17	72.12	70.95	1.6	0.1	1.7	4.0	2.3	3.9	64.4	64.6	103.59	101.96	66.71	65.82	-0.3	1.6	1.3	3.9	2.5	2.3	1809	1184	158536	125353
Cumberland County, NC	67.5	65.7	78.36	77.41	52.93	50.86	2.8	1.2	4.1	7.9	3.7	6.6	65.1	68.0	77.39	76.18	50.36	51.78	-4.3	1.6	-2.7	0.6	3.4	-1.0	70	51	6332	5291
Johnston County, NC	57.1	55.1	75.29	72.78	42.99	40.07	3.7	3.5	7.3	11.0	3.5	7.3	56.2	54.4	73.29	72.50	41.19	39.43	3.4	1.1	4.5	5.4	0.9	4.3	33	25	2294	1824
Robeson County, NC	66.6	60.8	77.17	75.35	51.43	45.80	9.7	2.4	12.3	9.3	-2.7	6.7	62.2	65.5	75.03	76.40	46.70	50.02	-4.9	-1.8	-6.6	-9.1	-2.7	-7.4	28	15	1833	1188
Wake County, NC	70.4	68.6	103.73	100.61	73.02	69.04	2.6	3.1	5.8	10.5	4.5	7.2	69.5	70.1	105.58	102.51	73.39	71.82	-0.8	3.0	2.2	7.0	4.7	3.9	143	130	17153	16049
Durham County, NC	69.7	67.8	101.23	99.36	70.56	67.36	2.8	1.9	4.8	4.8	0.0	2.8	68.6	67.6	105.03	103.24	72.01	69.80	1.4	1.7	3.2	3.9	0.7	2.1	65	61	8401	8008
Edgecombe County, NC																												
Guilford County, NC	60.3	62.1	91.65	93.38	55.25	58.01	-3.0	-1.9	-4.8	-4.9	-0.1	-3.1	59.6	59.3	96.78	93.29	57.72	55.30	0.6	3.7	4.4	4.3	-0.1	0.5	85	68	10174	9052
Harnett County, NC	58.4	55.4	74.47	78.54	43.47	43.50	5.4	-5.2	-0.1	-0.1	0.0	5.4	58.2	57.2	75.02	76.63	43.66	43.87	1.7	-2.1	-0.5	-0.5	0.0	1.7	11	8	859	638
Moore County, NC	64.4	59.5	120.26	118.59	77.45	70.52	8.3	1.4	9.8	9.7	-0.1	8.2	59.8	58.1	122.83	120.20	73.44	69.83	2.9	2.2	5.2	5.1	-0.1	2.8	22	14	1958	1554

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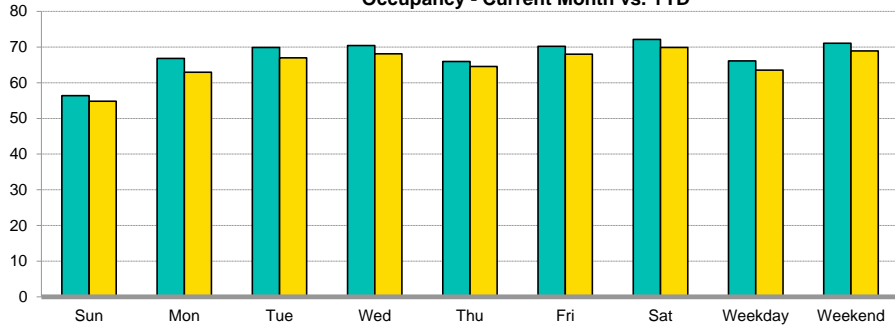
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

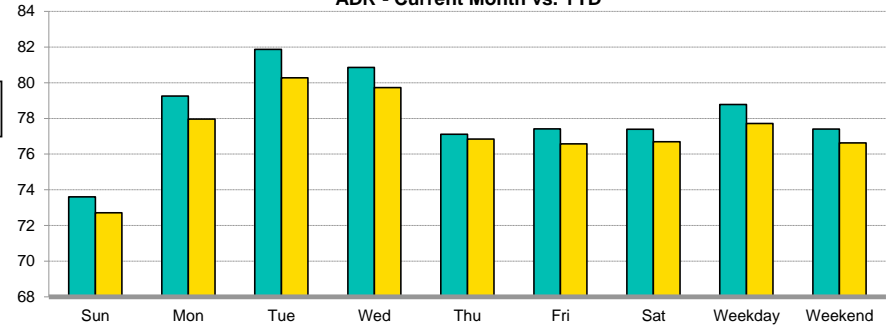
Fayetteville Area CVB

For the Month of August 2018

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	56.4	0.4	73.61	-1.0	41.49	-0.6	25,328	3.7	14,277	4.1	1,050,884	3.1
	Year To Date	54.8	-2.8	72.71	0.8	39.88	-2.0	211,859	0.5	116,194	-2.3	8,448,888	-1.6
	Running 12 Month	53.2	-8.1	71.51	-0.7	38.05	-8.7	321,753	3.3	171,180	-5.1	12,241,195	-5.7
Monday	Current Month	66.8	0.4	79.25	0.2	52.95	0.6	25,328	3.7	16,923	4.1	1,341,204	4.3
	Year To Date	62.9	-5.0	77.96	2.1	49.08	-3.0	217,959	3.4	137,199	-1.8	10,696,509	0.3
	Running 12 Month	61.5	-9.0	76.86	1.2	47.24	-7.9	321,753	3.3	197,786	-6.0	15,201,140	-4.9
Tuesday	Current Month	69.9	3.7	81.87	2.3	57.22	6.1	25,328	-17.1	17,703	-14.0	1,449,258	-12.0
	Year To Date	67.0	-4.1	80.28	2.7	53.78	-1.5	217,959	3.4	146,019	-0.8	11,721,698	1.8
	Running 12 Month	64.8	-9.2	78.88	1.6	51.15	-7.7	321,753	3.3	208,656	-6.2	16,457,839	-4.7
Wednesday	Current Month	70.4	2.5	80.86	2.1	56.93	4.7	31,660	3.7	22,291	6.2	1,802,409	8.5
	Year To Date	68.1	-5.8	79.73	2.3	54.28	-3.7	217,959	3.4	148,408	-2.6	11,831,888	-0.4
	Running 12 Month	66.3	-9.6	78.52	1.4	52.06	-8.3	321,744	3.3	213,308	-6.6	16,749,494	-5.2
Thursday	Current Month	66.0	3.2	77.11	1.7	50.86	5.0	31,660	3.7	20,880	7.0	1,610,110	8.8
	Year To Date	64.6	-5.2	76.84	1.9	49.62	-3.4	218,070	3.4	140,809	-2.0	10,819,990	-0.1
	Running 12 Month	63.2	-9.0	75.82	0.7	47.89	-8.4	321,855	1.4	203,295	-7.7	15,413,207	-7.1
Friday	Current Month	70.2	4.1	77.41	2.1	54.37	6.3	31,660	29.6	22,234	35.0	1,721,276	37.8
	Year To Date	68.0	-4.3	76.57	0.9	52.08	-3.4	218,191	6.6	148,402	2.0	11,363,861	2.9
	Running 12 Month	66.2	-8.0	75.46	-0.4	49.98	-8.3	328,085	5.4	217,314	-3.0	16,398,259	-3.4
Saturday	Current Month	72.2	4.5	77.39	1.4	55.85	6.0	25,328	3.7	18,278	8.4	1,414,646	9.9
	Year To Date	69.9	-2.9	76.69	0.3	53.60	-2.7	211,859	3.4	148,075	0.4	11,356,087	0.7
	Running 12 Month	67.9	-6.4	75.67	-0.8	51.36	-7.1	321,753	3.3	218,379	-3.3	16,524,913	-4.0
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	66.1	2.0	78.78	1.1	52.07	3.1	139,304	-0.8	92,074	1.1	7,253,865	2.3
	Year To Date	63.5	-4.6	77.72	2.0	49.38	-2.6	1,083,806	2.8	688,629	-1.9	53,518,973	0.1
	Running 12 Month	61.8	-9.0	76.50	0.9	47.28	-8.2	1,608,858	2.9	994,224	-6.4	76,062,874	-5.5
Weekend (Fri-Sat)	Current Month	71.1	4.2	77.41	1.8	55.03	6.0	56,988	16.6	40,513	21.5	3,135,922	23.6
	Year To Date	68.9	-3.6	76.63	0.6	52.83	-3.1	430,050	5.0	296,477	1.2	22,719,948	1.8
	Running 12 Month	67.0	-7.2	75.57	-0.6	50.66	-7.7	649,838	4.3	435,693	-3.2	32,923,172	-3.7
Total	Current Month	67.5	2.8	78.36	1.2	52.93	4.1	196,292	3.7	132,587	6.6	10,389,787	7.9
	Year To Date	65.1	-4.3	77.39	1.6	50.36	-2.7	1,513,856	3.4	985,106	-1.0	76,238,921	0.6
	Running 12 Month	63.3	-8.4	76.22	0.5	48.25	-8.0	2,258,696	3.3	1,429,917	-5.4	108,986,046	-5.0

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of August 2018

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
2017 Mar				71.0				75.56				53.63				1.9				2.5				4.5
Apr				71.3				76.47				54.49				-2.3				-0.8				-3.1
May				64.8				75.66				48.99				3.1				3.6				6.8
Jun				73.7				78.31				57.72				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	48.9	2.8	1.7	53.5	69.56	63.23	52.48	68.68	34.04	1.78	0.89	36.72				-17.5				-5.4				-21.9
2018 Jan	48.5	5.7	1.4	55.6	72.61	68.51	51.11	71.64	35.21	3.88	0.73	39.82				-12.7				-3.7				-15.9
Feb	58.7	3.7	1.4	63.7	74.43	77.39	55.87	74.20	43.70	2.84	0.76	47.30				-2.6				-0.1				-2.7
Mar	60.7	8.7	1.4	70.9	78.71	79.35	58.67	78.38	47.78	6.92	0.85	55.55				-0.1				3.7				3.6
Apr	55.9	10.3	1.4	67.7	80.31	84.10	60.46	80.47	44.91	8.70	0.86	54.47				-5.0				5.2				0.0
May				63.7				77.88				49.62				-1.6				2.9				1.3
Jun	58.7	5.9	1.3	66.0	77.70	85.91	61.41	78.11	45.61	5.08	0.82	51.51				-10.5				-0.3				-10.7
Jul	57.4	6.5	1.4	65.2	78.57	84.82	49.53	78.57	45.07	5.48	0.69	51.24				-4.6				2.2				-2.5
Aug	57.5	8.6	1.4	67.5	78.65	79.77	58.30	78.36	45.23	6.87	0.83	52.93				2.8				1.2				4.1

Year To Date												
2016 Aug				66.3				73.54				48.75
2017 Aug				68.0				76.18				51.78
2018 Aug	56.8	6.8	1.4	65.1	77.57	80.36	56.15	77.39	44.10	5.46	0.81	50.36

Percent Change (%)											

Running 12 Month												
2016 Aug				63.7				73.08				46.58
2017 Aug				69.1				75.87				52.46
2018 Aug	55.8	6.0	1.5	63.3	76.51	78.83	55.13	76.22	42.72	4.70	0.84	48.25

Percent Change (%)											

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