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Fayetteville Area CVB

For the Month of July 2016

Date Created: Aug 17, 2016

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: July 2016

	Current Month - July 2016 vs July 2015													Year to Date - July 2016 vs July 2015												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2015						Occ %		ADR		RevPAR		Percent Change from YTD 2015						Properties		Rooms		
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	70.9	70.7	103.45	99.80	73.37	70.57	0.3	3.7	4.0	5.7	1.7	2.0	65.0	63.8	98.45	94.87	63.94	60.51	1.8	3.8	5.7	7.5	1.8	3.6	1744	1120	150960	117620	
Cumberland County, NC	70.4	69.2	73.46	74.26	51.70	51.42	1.6	-1.1	0.6	0.2	-0.3	1.3	66.1	67.0	73.62	73.27	48.66	49.13	-1.4	0.5	-0.9	-1.3	-0.3	-1.7	64	46	5881	4901	
Johnston County, NC	55.0	55.6	72.91	70.54	40.10	39.23	-1.1	3.4	2.2	5.9	3.6	2.4	52.5	50.6	71.21	70.41	37.41	35.65	3.8	1.1	4.9	7.1	2.1	5.9	32	23	2227	1670	
Robeson County, NC	70.2	70.0	70.82	68.55	49.69	47.96	0.3	3.3	3.6	10.8	6.9	7.2	62.6	64.3	68.76	64.83	43.03	41.69	-2.7	6.1	3.2	10.3	6.9	4.0	29	16	1821	1190	
Wake County, NC	68.5	73.0	95.82	94.41	65.68	68.88	-6.0	1.5	-4.6	-2.0	2.8	-3.4	69.9	71.9	100.73	95.69	70.39	68.82	-2.8	5.3	2.3	6.0	3.6	0.7	134	122	15941	15063	
Durham County, NC	64.6	66.3	96.64	93.61	62.47	62.07	-2.5	3.2	0.6	4.4	3.7	1.1	66.5	68.0	103.68	97.97	68.92	66.66	-2.3	5.8	3.4	8.9	5.3	2.9	65	59	8344	7738	
Edgecombe County, NC																													
Guilford County, NC	61.9	58.6	82.94	84.13	51.37	49.29	5.7	-1.4	4.2	4.7	0.5	6.2	58.4	56.8	91.56	93.08	53.43	52.85	2.8	-1.6	1.1	1.3	0.2	3.0	4	2	216	126	
Harnett County, NC	57.6	64.0	71.67	70.77	41.31	45.28	-9.9	1.3	-8.8	1.6	11.4	0.4	55.7	56.2	71.79	69.24	40.01	38.93	-0.9	3.7	2.8	11.2	8.2	7.3	93	76	10895	9727	
Moore County, NC	61.4	70.0	116.70	116.33	71.62	81.42	-12.3	0.3	-12.0	-3.4	9.9	-3.7	60.2	58.9	118.96	117.31	71.61	69.12	2.2	1.4	3.6	6.6	2.9	5.1	11	8	859	638	
																									22	14	1960	1556	

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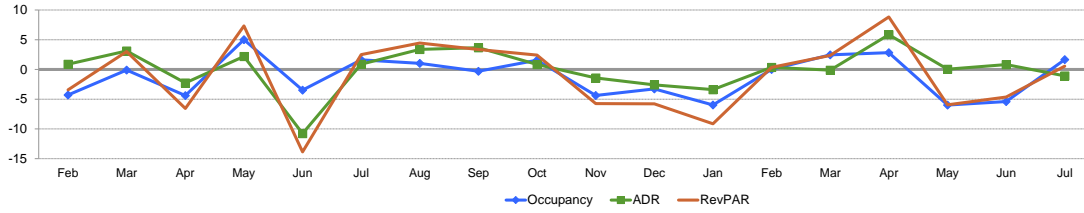
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Tab 3 - Trend Cumberland County NC

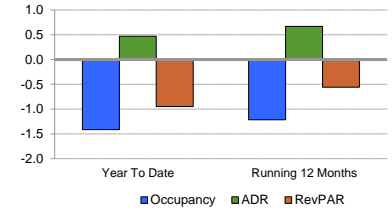
Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of July 2016

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015												2016					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	63.7	68.1	71.1	67.0	71.0	69.2	69.4	61.6	63.3	56.9	53.8	55.6	63.7	69.8	73.1	63.0	67.2	70.4
Last Year	66.6	68.2	74.4	63.8	73.5	68.1	68.7	61.8	62.3	59.5	55.6	59.1	63.7	68.1	71.1	67.0	71.0	69.2
Percent Change	-4.3	-0.1	-4.4	5.0	-3.5	1.6	1.0	-0.3	1.6	-4.4	-3.3	-6.0	0.0	2.5	2.8	-6.0	-5.4	1.6

ADR	2015												2016					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	72.13	73.78	72.83	73.01	72.79	74.26	76.20	73.21	73.42	72.03	68.83	71.51	72.39	73.70	77.08	73.04	73.38	73.46
Last Year	71.50	71.55	74.52	71.44	81.67	73.61	73.71	70.62	72.80	73.07	70.66	74.02	72.13	73.78	72.83	73.01	72.79	74.26
Percent Change	0.9	3.1	-2.3	2.2	-10.8	0.9	3.4	3.7	0.8	0.8	-2.6	-3.4	0.4	-0.1	5.8	0.0	0.8	-1.1

RevPAR	2015												2016					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	45.95	50.28	51.81	48.89	51.67	51.42	52.90	45.12	46.46	40.98	37.01	38.73	46.12	51.46	56.38	45.98	49.28	51.70
Last Year	47.59	48.82	55.44	45.56	59.99	50.16	50.65	43.65	45.36	43.47	39.28	43.73	45.95	50.28	51.81	48.89	51.67	51.42
Percent Change	-3.4	3.0	-6.6	7.3	-13.9	2.5	4.4	3.4	2.4	-5.7	-5.8	-9.3	0.4	2.3	8.8	-6.0	-4.6	0.6

Supply	2015												2016					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	165,172	182,869	176,970	182,869	176,970	182,869	182,373	176,490	182,373	176,430	182,311	182,311	164,668	182,311	176,430	182,311	176,430	182,311
Last Year	163,548	181,071	175,230	181,071	175,230	181,071	179,676	173,880	183,117	177,210	182,869	182,869	165,172	182,869	176,970	182,869	176,970	182,869
Percent Change	1.0	1.0	1.0	1.0	1.0	1.0	1.5	1.5	-0.4	-0.4	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3

Demand	2015												2016					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	105,223	124,624	125,893	122,451	125,641	126,623	126,615	108,762	115,414	100,373	98,038	101,286	104,909	127,308	129,044	114,765	118,487	128,319
Last Year	108,857	123,533	130,376	115,467	128,871	123,393	123,466	107,472	114,104	105,422	101,662	108,035	105,223	124,624	125,893	122,451	125,641	126,623
Percent Change	-3.3	0.9	-3.4	6.0	-2.5	2.6	2.6	1.2	1.1	-4.8	-3.6	-6.2	-0.3	2.2	2.5	-6.3	-5.7	1.3

Revenue	2015												2016					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
This Year	7,590,014	9,194,797	9,168,321	8,940,417	9,144,910	9,402,399	9,647,998	7,962,543	8,473,158	7,229,512	6,747,783	7,242,841	7,594,096	9,382,079	9,947,116	8,382,458	8,694,262	9,425,868
Last Year	7,783,088	8,839,306	9,715,261	8,248,981	10,512,364	9,083,190	9,100,824	7,589,499	8,306,867	7,703,267	7,183,740	7,996,502	7,590,014	9,194,797	9,168,321	8,940,417	9,144,910	9,402,399
Percent Change	-2.5	4.0	-5.6	8.4	-13.0	3.5	6.0	4.9	2.0	-6.2	-6.1	-9.4	0.1	2.0	8.5	-6.2	-4.9	0.2

Census %	2015												2016					
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Census Props	63	63	63	63	63	63	64	64	64	64	64	64	64	64	64	64	64	64
Census Rooms	5899	5899	5899	5899	5899	5899	5883	5883	5883	5881	5881	5881	5881	5881	5881	5881	5881	5881
% Rooms Participants	82.5	82.5	82.5	82.5	82.5	82.5	82.4	82.4	82.4	83.3	83.3	83.3	83.3	83.3	83.3	83.3	83.3	83.3

Year To Date	2014	2015	2016
	Occupancy	67.5	67.0
ADR	73.69	73.27	73.62
RevPAR	49.76	49.13	48.66

Running 12 Months	2014	2015	2016
	Occupancy	65.7	64.8
ADR	72.17	72.86	73.35
RevPAR	47.40	47.18	46.92

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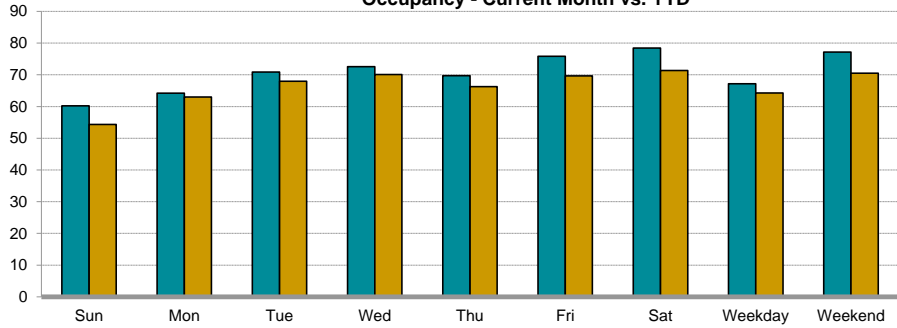
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

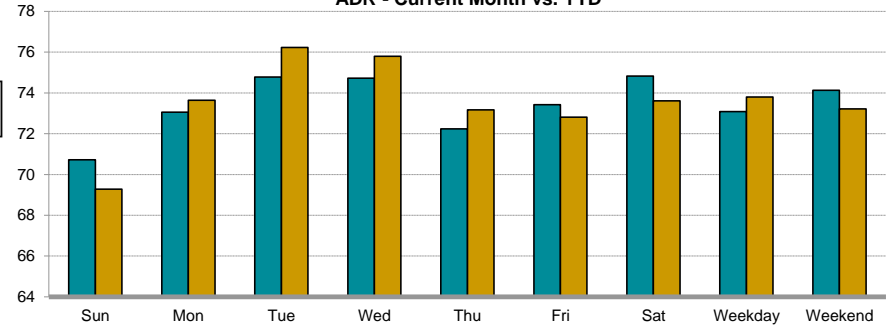
Fayetteville Area CVB

For the Month of July 2016

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	60.2	6.6	70.72	1.9	42.58	8.5	29,405	24.6	17,704	32.8	1,252,048	35.3
	Year To Date	54.4	0.7	69.28	1.2	37.66	1.9	181,500	2.6	98,672	3.2	6,835,896	4.5
	Running 12 Month	52.9	0.0	69.07	1.4	36.56	1.3	310,908	1.6	164,568	1.6	11,366,079	3.0
Monday	Current Month	64.2	-3.6	73.06	-2.1	46.94	-5.6	23,524	-0.3	15,113	-3.9	1,104,113	-5.9
	Year To Date	63.0	-3.3	73.64	0.4	46.39	-3.0	175,416	-0.9	110,514	-4.1	8,138,039	-3.8
	Running 12 Month	61.4	-2.7	73.38	0.6	45.09	-2.1	304,824	-0.3	187,308	-3.0	13,745,398	-2.4
Tuesday	Current Month	70.8	0.4	74.78	-2.6	52.98	-2.2	23,524	-0.3	16,665	0.1	1,246,257	-2.5
	Year To Date	68.0	-3.4	76.23	0.7	51.83	-2.7	175,619	-0.8	119,407	-4.1	9,102,154	-3.4
	Running 12 Month	66.1	-1.9	75.83	1.0	50.11	-0.9	305,028	-0.3	201,577	-2.2	15,286,035	-1.2
Wednesday	Current Month	72.6	1.8	74.72	-0.5	54.22	1.2	23,524	-20.2	17,068	-18.8	1,275,361	-19.3
	Year To Date	70.1	-1.5	75.80	0.7	53.12	-0.8	175,619	-0.8	123,080	-2.2	9,329,078	-1.6
	Running 12 Month	67.1	-1.1	75.43	0.7	50.59	-0.4	305,028	-0.3	204,571	-1.4	15,430,131	-0.7
Thursday	Current Month	69.7	5.4	72.24	-0.9	50.37	4.4	23,524	-20.2	16,402	-16.0	1,184,844	-16.8
	Year To Date	66.3	0.8	73.17	0.6	48.50	1.4	175,619	-4.0	116,421	-3.2	8,518,374	-2.6
	Running 12 Month	63.5	-0.8	72.87	0.4	46.28	-0.4	305,026	-0.3	193,714	-1.1	14,115,378	-0.7
Friday	Current Month	75.9	-0.7	73.42	-2.2	55.69	-2.9	29,405	-0.3	22,304	-1.0	1,637,583	-3.1
	Year To Date	69.7	-2.0	72.81	-0.4	50.74	-2.4	181,500	-0.7	126,471	-2.7	9,209,012	-3.1
	Running 12 Month	67.2	-2.1	72.56	-0.1	48.75	-2.3	305,026	-2.2	204,915	-4.3	14,869,353	-4.4
Saturday	Current Month	78.4	3.6	74.82	0.3	58.69	3.9	29,405	24.6	23,063	29.1	1,725,662	29.5
	Year To Date	71.4	-0.5	73.61	0.7	52.54	0.2	181,500	2.6	129,553	2.1	9,536,167	2.7
	Running 12 Month	69.7	0.5	73.46	1.0	51.20	1.5	310,910	1.6	216,667	2.1	15,917,340	3.2
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	67.2	1.1	73.09	-1.2	49.09	-0.1	123,501	-4.8	82,952	-3.8	6,062,623	-5.0
	Year To Date	64.3	-1.5	73.80	0.6	47.44	-0.9	883,772	-0.8	568,094	-2.3	41,923,541	-1.7
	Running 12 Month	62.2	-1.4	73.49	0.8	45.69	-0.6	1,530,813	0.1	951,738	-1.3	69,943,021	-0.6
Weekend (Fri-Sat)	Current Month	77.1	1.4	74.13	-1.0	57.19	0.4	58,810	10.8	45,367	12.3	3,363,245	11.2
	Year To Date	70.5	-1.2	73.22	0.2	51.64	-1.1	363,000	0.9	256,024	-0.4	18,745,179	-0.2
	Running 12 Month	68.4	-0.8	73.03	0.5	49.98	-0.3	615,936	-0.3	421,582	-1.1	30,786,693	-0.6
Total	Current Month	70.4	1.6	73.46	-1.1	51.70	0.6	182,311	-0.3	128,319	1.3	9,425,868	0.2
	Year To Date	66.1	-1.4	73.62	0.5	48.66	-0.9	1,246,772	-0.3	824,118	-1.7	60,668,720	-1.3
	Running 12 Month	64.0	-1.2	73.35	0.7	46.92	-0.6	2,146,749	0.0	1,373,320	-1.2	100,729,714	-0.6

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of July 2016

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
2015 Feb				63.7				72.13				45.95				-4.3				0.9				-3.4
Mar				68.1				73.78				50.28				-0.1				3.1				3.0
Apr				71.1				72.83				51.81				-4.4				-2.3				-6.6
May				67.0				73.01				48.89				5.0				2.2				7.3
Jun				71.0				72.79				51.67				-3.5				-10.8				-13.9
Jul				69.2				74.26				51.42				1.6				0.9				2.5
Aug				69.4				76.20				52.90				1.0				3.4				4.4
Sep				61.6				73.21				45.12				-0.3				3.7				3.4
Oct				63.3				73.42				46.46				1.6				0.8				2.4
Nov				56.9				72.03				40.98				-4.4				-1.4				-5.7
Dec				53.8				68.83				37.01				-3.3				-2.6				-5.8
2016 Jan				55.6				71.51				39.73				-6.0				-3.4				-9.1
Feb				63.7				72.39				46.12				0.0				0.4				0.4
Mar				69.8				73.70				51.46				2.5				-0.1				2.3
Apr				73.1				77.08				56.38				2.8				5.8				8.8
May				63.0				73.04				45.98				-6.0				0.0				-6.0
Jun				67.2				73.38				49.28				-5.4				0.8				-4.6
Jul				70.4				73.46				51.70				1.6				-1.1				0.6

Year To Date												Percent Change (%)												
2014 Jul				67.5				73.69				49.76				0.2				3.0				3.3
2015 Jul				67.0				73.27				49.13				-0.7				-0.6				-1.3
2016 Jul				66.1				73.62				48.66				-1.4				0.5				-0.9

Running 12 Month												Percent Change (%)												
2014 Jul				65.7				72.17				47.40				-0.1				0.7				0.6
2015 Jul				64.8				72.86				47.18				-1.4				1.0				-0.5
2016 Jul				64.0				73.35				46.92				-1.2				0.7				-0.6

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Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB
 For the Month of July 2016

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2014			2015					2016																
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	
65586	Courtyard Spring Lake	Spring Lake, NC	28390		U/C	100																										
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77																										
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y																									
51150	Starlite Motel	Spring Lake, NC	28390			28																										
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60																										
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y																									
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y																									
						Total Properties:	75	5981	s - Montly Segmentation (Transient, Group, Contract) Only r - Monthly Additional Revenue Only B - Both Segmentation and Additional Revenue Blank - No data received by STR																							

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Tab 8 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.
It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $(\text{Sample Rooms} / \text{Census Rooms}) * 100$

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.