

United Kingdom Blue Fin Building 110 Southwark Street London SE1 0TA

United States

Hendersonville

TN 37075

www.str.com

735 East Main Street

Phone: +1 (615) 824 8664

Fax: +1 (615) 824 3848

London SE1 0TA Phone: +44 (0)20 7922 1930 Fax: +44 (0)20 7922 1931 www.strglobal.com

Fayetteville Area CVB

For the Month of July 2016		Date Created: Aug 17, 2016
Table of ContentsMulti-SegmentTrend Cumberland County NCResponse Cumberland County NCDOW Cumberland County NCSeg Trend Cumberland County NCSeg Response Cumberland CountyHelp	Tab 1 2 3 4 5 6 7 8	

Tab 2 - Multi-Segment

Fayetteville Area CVB For the month of: July 2016

				Cu	rrent Mo	nth - July	y 2016 vs	July 201	15							Y	ear to Da	te - July	2016 vs .	July 201	5					Parti	icipation	
	Oco	: %	A	DR	RevF	PAR		Percent	Change	from Jul	y 2015		Occ	%	AD	R	RevF	PAR		Percen	t Change f	from YT	D 2015		Prope	erties	Rooi	ms
										Room	Room	Room							_			Room	Room	Room			_	
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Rev	Avail	Sold	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Rev	Avail	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																									4	2	216	126
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	93	76	10895	9727
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	11	8	859	638
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	22	14	1960	1556

A blank row indicates insufficient data.

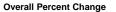
Source 2016 STR, Inc.

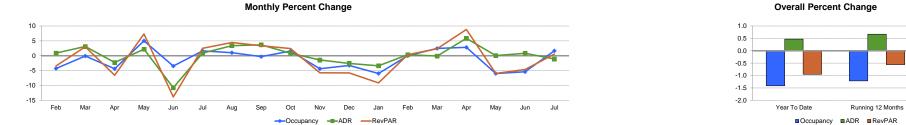
DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 3 - Trend Cumberland County NC Fayetteville Area CVB

For the Month of July 2016

Source 2016 STR, Inc.





This year 63.7 68.1 71.1 67.0 71.0 69.2 69.4 61.6 63.3 65.9 53.8 55.6 63.7 69.8 73.1 63.0 67.2 70.4 67.5 67.0 66.1 66.7 64.8 Last Year 66.6 66.2 74.4 63.8 73.5 66.1 66.7 69.5 59.1 63.7 68.1 71.1 67.0 71.0 69.2 70.4 67.5 67.0 66.1 65.7 64.8 Percent Change -1 -4 63.0 73.1 63.0 67.2 70.4 67.5 67.0 66.1 65.7 64.8 Percent Change -3.5 1.6 -4.4 -3.0 -0.0 2.8 -0.0 2.8 -0.0 -1.4 -0.0 -1.4 -0.1 -1.4 -0.1 -1.4 This Year 72.13 73.78 77.83 73.01 72.78 73.62 73.71 73.78 73.01 73.27 73.62 73.14 73.79 73.62 73.14 73.57 73.61 73.71	2016 64.0 64.8 -1.2 2016 73.35 72.86 0.7
This Year 63.7 66.1 71.1 67.0 71.0 69.2 69.4 61.6 63.3 65.9 53.8 55.6 63.7 69.8 73.1 63.0 67.2 70.4 69.2 67.6 67.0 68.1 Last Year 66.6 66.2 74.4 63.8 73.5 68.1 67.4 73.0 67.2 70.4 69.2 67.4 67.5 67.0 68.1 67.4 67.5 67.0 68.1 67.4 67.5 67.0 68.1 67.4 67.5 67.0 68.1 67.4 67.5 67.0 68.1 67.4 67.5 67.0 68.1 67.4 67.5 67.0 68.1 67.4 67.5 67.0 68.1 65.7 69.7 </th <th>64.8 -1.2 2016 73.35 72.86 0.7 2016 46.92 47.18</th>	64.8 -1.2 2016 73.35 72.86 0.7 2016 46.92 47.18
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 0.2 -0.7 1.4 -0.1 -1.4 ADR Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Apr Table Table Table Table Table Table	-1.2 2016 73.35 72.86 0.7 2016 46.92 47.18
ADR Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jul Sep Oct Nov Dec Jan Feb Mar Jun Jul Control of the text of the text of text o	2016 73.35 72.86 0.7 2016 46.92 47.18
ALV Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Apr May Jul 2016	2016 73.35 72.86 0.7 2016 46.92 47.18
ADA Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul 2016 <	2016 73.35 72.86 0.7 2016 46.92 47.18
Feb Mar Apr May Jun Jun Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul 2014 2015 2014 2015 2016 <td>73.35 72.86 0.7 2016 46.92 47.18</td>	73.35 72.86 0.7 2016 46.92 47.18
Last Year 71.55 74.52 71.44 81.57 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 71.52 73.69 73.27 71.69 72.17 71.50 71.50 73.27 73.69 73.27 71.69 72.17 71.50 73.61 73.27 71.69 72.17 71.69 72.17 71.50 73.61 73.27 71.69 72.17 71.50 73.61 73.27 71.69 72.17 71.50 73.61 73.61 73.70 70.66 74.02 72.13 73.78 73.01 72.79 74.26 71.50 73.61 73.27 71.69 72.17 73.61 73.61 73.61 73.61 73.70 70.68 72.17 73.61	72.86 0.7 2016 46.92 47.18
Percent Change 0.9 3.1 -2.3 2.2 -1.08 0.9 3.4 3.7 0.8 -1.4 -2.6 -3.4 -0.1 5.8 0.0 0.8 -1.1 3.0 -0.6 0.5 0.7 1.0 RevPAR Feb Mar Apr May Jun Jun Aug Sop Oct Nov Dec Jan Feb Mar Apr Jun Jun Aug Sop Oct Nov Dec Jan Feb Mar Apr Jun Jun Aug Sop Oct Nov Dec Jan Feb Mar Apr Jun Jun Aug Apr <	0.7 2016 46.92 47.18
RevPAR Apr Apr Jun Jul Apr Oct Nov Description Apr Apr Description Apr	2016 46.92 47.18
Feb Mar Apr May Jun Jul Aug Sop Oct Nov Dec Jan Feb Mar Apr Jun Jul Aug Sop Oct Nov Dec Jan Feb Mar Apr Jun Jul Aug Sop Oct Nov Dec Jan Feb Mar Apr Jun Jul 2016	2016 46.92 47.18
Feb Mar Apr May Jun Jun Aug Sap Oct Nov Dec Jan Feb Mar Apr Jun Jun Jun Aug Sap Oct Nov Dec Jan Feb Mar Apr Jun Jun Aug Sap Oct Nov Dec Jan Feb Mar Apr Jun Jun Zo15 Zo14	2016 46.92 47.18
Feb Mar Apr May Jun Jun Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jun Jun Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jun Zo14 Zo15 This Year 45.95 50.28 51.81 48.89 51.67 51.42 20.16 50.28 51.44 49.76 47.74	46.92 47.18
Last Year 47.59 48.82 55.44 45.56 59.99 50.16 50.65 43.65 43.65 43.47 39.28 43.73 45.95 50.28 51.81 48.89 51.67 51.42 48.18 49.76 49.13 47.14 47.40	47.18
Percent Change -3.4 3.0 -6.6 7.3 -13.9 2.5 4.4 3.4 2.4 -5.7 -5.8 -9.1 0.4 2.3 8.8 -6.0 -4.6 0.6 3.3 -1.3 -0.9 0.6 -0.5	-0.6
2015 2016 Year To Date Running 12 Months	
Supply Z Z Z Test to Late Test to Late Kinning 12 months Feb Mar Apr May Jul Aug Sep Oct Nov Dec Jan Feb Mar Jul 2016 2016 2014 2015 2016 2014 2015	2016
	2,146,749
	2,147,340
Percent Change 1.0 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	0.0
Demand 2015 2016 Year To Date Running 12 Months	
	2016
	1,373,320
	1,390,616
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 1.1 0.3 -1.7 0.4 -0.3	-1.2
Revenue 2015 2016 Year To Date Running 12 Months	-
Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul 2014 2015 2016 2014 2015	2016
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 61,615,704 61,437,360 60,668,720 100,702,544 101,321,557 100	100,729,714
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 59,168,571 61,615,704 61,437,360 99,686,954 100,702,544 101	101,321,557
Percent Change -2.5 4.0 -5.6 8.4 -1.30 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 4.1 -0.3 -1.3 1.0 0.6	-0.6
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 63 64 64 64 64 64 64 64 64 64 64 64 64 64	
Census Rooms 5899 5899 5899 5899 5899 5899 5899 589	
% Rooms Participants 82.5 82.5 82.5 82.5 82.5 82.5 82.5 82.4 82.4 82.4 82.4 83.3 83.3 83.3 83.3 83.3 83.3 83.3 83	

A blank row indicates insufficient data.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd. (s prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global Ltd. (s prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global Ltd. (s prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports.

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of July 2016

								2014	4							2015								201	6						
STR Code	Name of Establishment	City & State	Zip Code		Open Date		Chg in Rms		FM	A	M J	J	A S	0 1	I D	JF	м	A M	IJ	JA	s	0 N	D	J	FM	A	м.	l l	A S	; o	N D
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																								4	
	Budget Inn	Fayetteville, NC Fayetteville, NC	28301 28301	Jul 2009 Nov 2010	Jun 1964 Jun 1925	130	Y																								
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Jul 2011	Jun 1925 Jun 1958	0	ř V																							-	
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	Juli 1956	0	I V																								
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Y																								
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Y																								
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Y																								
	Cloverleaf Motel	Fayetteville, NC	28301	00112001		22																									
	Eastover Inn	Fayetteville, NC	28301			20																									
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Y																								
7873	light Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																								
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Y																								
	/alue Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
62851 A	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49		0	0	0 0	0	0 0	0	0 0	0	0 0	0 0	o c	0	0 0	0	0 0	0	0 0	0	0	0 0	0			
25285 E	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30																									
61199	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•			
25287	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0	Y																								
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jun 1988	119	Y			•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012	Apr 2012	165		•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013	Jan 1999	77	Y	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	airfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Y	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	ampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	131		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	loliday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Y	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	lome2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997	Jun 1968	61		• •	•	• •	• •	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	_		_
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Y	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92		• •	•	• •	•	• •	• •	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	_	-	_
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Y	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•		4	
	ownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	-	-	_
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																								-	
	Vingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	-		_
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 2015	96	Y													•	•	• •	•	• •	•	•	• •	•			
	Closed - Independent Becks Motel	Fayetteville, NC	28304 28304	Sep 2008 Jul 1997	Jul 1997	0	•																								
	Extended Stay America Fayetteville Owen Drive Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC Fayetteville, NC	28304	Aug 2015	Jun 1997	120 185	Y	• •	•	• •	•	•••	•	•••	•	•••	•	•••	•	•••	•	•••	•	• •	•	•	•••	•			
	/alue Place Fayetteville Walter Reed	Fayetteville, NC	28304	Aug 2015 Apr 2006	Apr 2006	121	T							• •								• •						•			
	Airport Inn Budget Motel	Fayetteville, NC	28306	Api 2000	Api 2000	30						•••		• •		• •		•		•	-	• •	•			•	• •			-	
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																									
	Carolina Motor Inn	Fayetteville, NC	28306	00112012	our root	47																									
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Y																								
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75																									
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52	Y																•	• •		•					
	Relax Inn	Fayetteville, NC	28306			32																									
	Roadside Inn Motel	Fayetteville, NC	28306			20																									
	andmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Y	• •	•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
62981 F	airfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115								•	•	• •	•		•	• •	•	• •	•	•	•	•	• •	•			
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Y																								
39737 0	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
4266 [Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
24174	Delux Inn	Fayetteville, NC	28312			51																									
4478	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
24255 E	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150		•	•	•	• •	• •	• •	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66	Y	• •	•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•			
	lampton Inn Fayetteville I 95	Fayetteville, NC	28312	May 1986	May 1986	121		• •	•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•			
	loliday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198		•	•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	Notel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992	Jun 1986	113		• •	•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•			
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008	Feb 1998	81		• •	•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Y	0 0	0 0	0 0	0	0 0	0	•	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•			
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Mar 1985	120		•	•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995	Nov 1995	63		• •	•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•			
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996	Dec 1996	60		•	• •	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•			
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Y	• •	•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•			
	/alue Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121		•	•	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•			
	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC Spring Lake, NC	28348 28390	Nov 2009 Feb 2016	Nov 2009 Feb 1996	72 85		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•			
			28390		LEPH 1996	- X5																									

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of July 2016

								2014						2	2015							20	16						
	News of Fatablishmant	01111 0 01111	7	A# D-1-	On an Data		Chg in																						
STR Code	Name of Establishment	City & State	Zip Code	All Date	Open Date	Rooms	Rms	JF	MA		1 J	AS	0	N D	JF	MIA	A MI	JJ	A	SO	N	J		/ A	MJ	J	AS	5 0	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	• •	• •	• •	•	•	0 0	•	•	• •	•	• •	•	•	• •	•	• •	•	• •	•			
			Total Prope	rties:	75	5981		○ - N	/lonthl	/ data	receiv	/ed by	/ STR																

- Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

Source 2016 STR, Inc.

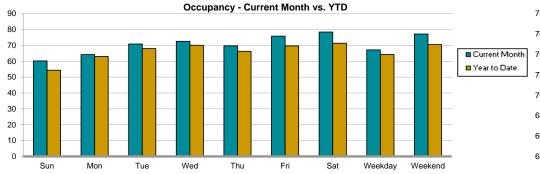
A blank row indicates insufficient data.

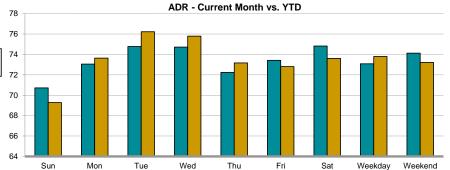
DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 5 - DOW Cumberland County NC

Fayetteville Area CVB

For the Month of July 2016





		Occupancy (%	b)	ADR		RevPAR		Supply		Demand		Revenue	2
Day of Week		c c	% Chg	a	% 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 / We	ekend												
Weekday	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
(Sun-Thu)	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	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
(Fri-Sat)	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

A blank row indicates insufficient data.

Source 2016 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of July 2016

						This	Year										Pe	rcent C	hange	(%)				
		Оссира	ancy (%))		A	DR			Rev	PAR			Occupa	ancy (%)		ADF	R (%)			RevP	AR (%)	
Current Month	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
Мау				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
Мау				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 Mo	onth				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

A blank row indicates insufficient data.

Source 2016 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports.

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of July 2016

								2014	4						2	015								2016	;						
STR Code	Name of Establishment	City & State	Zip Code		Open Date		Chg in Rms	J	FN	I A	мJ	J	A S	0 N	DJ	JF	M A	м	J J	A	s	л с	D	JI	- м	A 1	N J	J	A S	0 N	I D
	American Eagle Inn	Fayetteville, NC	28301 28301	Jun 2012 Jul 2009	Jun 1967 Jun 1964	43 130																									
	Budget Inn Closed - Independent Hotel Prince Charles	Fayetteville, NC Fayetteville, NC	28301	Nov 2010	Jun 1964	0																									
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0																									
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	5411 1550	0																									
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0																							1.1		
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0																									
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0																									
	Cloverleaf Motel	Fayetteville, NC	28301			22																									
25291	Eastover Inn	Fayetteville, NC	28301			20																									
6498	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Y																								
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																								
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Y																								
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121			_		_						_		_			_		_							
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49																									
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30			_		_			_					_		_	_		_			_				
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114	N/																								
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	1 4004	0	Y																								
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991 Jun 1988	108 119		S S	S S	S	S S	S S	S	S S	S S	S S	S	S S	S S	S	S S	S	S	S S	S	S S	S	S			
	Days Inn Fayetteville Northwest Fort Bragg Area Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28303 28303	Mar 2014 Apr 2012	Apr 2012	165																									
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2012 Apr 2013	Jan 1999	77	Y																								
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Y																								
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	131																									
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104																									
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Y																						1.1		
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		BE	3 B	в	вв	BB	в	вВ	вв	BE	3 B	ΒE	зв	в	вВ	в	в	вВ	В	BE	3 B	в			
	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997	Jun 1968	61																1							1.1		
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Y																								
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92																									
36796	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Y																								
59989	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93																									
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																									
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85																									
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 2015	96														r	r r										
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008		0	Y																								
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120																									
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1974	185	Y		_		_								_		r r	_		_			_				
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121																									
	Airport Inn Budget Motel	Fayetteville, NC	28306	hun 0040	Lun 4004	30					_																				
	Ambassador Inn Carolina Motor Inn	Fayetteville, NC Fayetteville, NC	28306 28306	Jun 2012	Jun 1964	62 47																									
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		47	v																								
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75	T																								
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52																									
	Relax Inn	Fayetteville, NC	28306	0012010	May 2001	32																									
	Roadside Inn Motel	Fayetteville, NC	28306			20																									
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Y																						1.1		
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115																									
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0																									
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																									
4266	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97																									
24174	Delux Inn	Fayetteville, NC	28312			51																									
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y	BE	3 B			BB	B																		
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150																									
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66																									
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312		May 1986	121																									
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198																									
	Motel 6 Fayetteville	Fayetteville, NC	28312		Jun 1986	113																									
	Quality Inn Fayetteville	Fayetteville, NC	28312		Feb 1998	81																									
	Red Roof Inn Fayetteville	Fayetteville, NC	28312		Nov 1997	55	Y																								
	Rodeway Inn Fayetteville	Fayetteville, NC	28312		Mar 1985	120																									
	Sleep Inn Fayetteville	Fayetteville, NC	28312		Nov 1995	63																									
	Super 8 Fayetteville	Fayetteville, NC Fayetteville, NC	28312	Dec 1996	Dec 1996	60																									
	Comfort Inn Cross Creek Value Place Fayetteville Cliffdale	Fayetteville, NC Fayetteville, NC	28314 28314	Jul 1987 Apr 2006	Jul 1987 Apr 2006	176 121	Y																								
	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009		72																									
	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016		85																									
52003	oounay and a ounce r ayenevine r on bragg	populity Lake, NO	20330	1 65 2010	1.00.1990	00		1	1		1	1 I.		1	1 1	1 1	1		1	1		1	1	1			1		1		1 1

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of July 2016

								2014	ļ.					2	2015							20)16						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	- м	а м	J J	AS	0 N	I D	JF	мА	м	J J	A	s o	N	DJ	F	ма	мЈ	J	AS	01	1 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 Prope	rties:	75	5981		s -	Month	y Segr	nentati	on (Tra	ansien	nt, Gro	oup, C	ontra	ct) O	nly											
								r -	Month	nlv Ado	ditional	Rever	nue Or	nly															

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

A blank row indicates insufficient data.

Source 2016 STR, Inc. DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

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 (Sample Rooms/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.