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# **Fayetteville Area CVB**

For the Month of September 2016		Date Created: Oct 17, 2016
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# Tab 2 - Multi-Segment Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: September 2016

			C	urrent N	lonth - S	eptembe	r 2016 vs	Septem	ber 2015							Year to I	Date - Se	ptember	2016 vs 9	Septem	per 2015					Part	cipation	
	Occ	: %	AD	R	Revi	PAR	Pe	rcent Ch	ange froi	n Septe	mber 201	5	Осс	%	AE	DR	Revi	PAR		Percen	t Change f	rom YT	D 2015		Prope	rties	Roo	ms
	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	64.6	63.5	100.16	97.60	64.70	61.96	1.8	2.6	4.4	5.9	1.4	3.2	65.2	64.0	99.01	95.60	64.59	61.18	1.9	3.6	5.6	7.4	1.7	3.7	1745	1127	150998	118549
Cumberland County, NC	63.6	61.6	71.58	73.22	45.54	45.11	3.3	-2.2	0.9	0.9	-0.0	3.2	66.1	66.7	73.33	73.61	48.50	49.11	-0.9	-0.4	-1.2	-1.5	-0.2	-1.1	64	46	5881	4901
Johnston County, NC	50.8	47.3	69.69	68.64	35.43	32.44	7.6	1.5	9.2	13.1	3.6	11.4	52.6	50.6	71.06	70.18	37.40	35.52	4.0	1.3	5.3	7.8	2.4	6.5	32	23	2227	1670
Robeson County, NC	59.6	54.3	66.64	65.52	39.74	35.55	9.9	1.7	11.8	19.6	7.0	17.6	62.4	63.1	68.55	65.17	42.75	41.13	-1.2	5.2	3.9	11.1	6.9	5.6	29	15	1822	1150
Wake County, NC	70.0	70.7	100.70	98.88	70.52	69.88	-0.9	1.8	0.9	3.0	2.0	1.1	69.9	71.4	100.39	95.95	70.17	68.49	-2.1	4.6	2.5	5.8	3.2	1.1	133	123	15828	15109
Durham County, NC	68.5	65.0	102.43	100.14	70.15	65.07	5.4	2.3	7.8	10.0	2.0	7.5	66.8	67.4	102.46	97.55	68.46	65.78	-0.9	5.0	4.1	9.2	4.9	3.9	63	59	8129	7736
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	56.9	52.4	85.70	87.37	48.81	45.79	8.7	-1.9	6.6	7.1	0.5	9.2	58.6	56.4	90.36	92.05	52.92	51.96	3.8	-1.8	1.8	2.1	0.3	4.0	93	76	10895	9727
Harnett County, NC	52.5	52.5	72.75	70.50	38.19	37.02	-0.0	3.2	3.1	14.9	11.4	11.4	55.1	56.5	71.94	69.56	39.64	39.29	-2.4	3.4	0.9	9.9	8.9	6.3	11	8	859	638
Moore County, NC	57.6	64.7	138.71	132.76	79.88	85.90	-11.0	4.5	-7.0	2.2	9.9	-2.2	60.2	60.0	121.27	118 50	73.00	71.06	0.4	2.3	2.7	7.3	4.4	4.8	22	14	1960	1556

A blank row indicates insufficient data.

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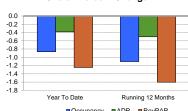
Fayetteville Area CVB

For the Month of September 2016

### **Monthly Percent Change**



### **Overall Percent Change**



<ul> <li>Occupancy</li> </ul>	ADR	RevPAR
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Occupancy (%)					2015									2016					
Occupancy (70)	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	201
This Year	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	68.9	63.6	67.0
Last Year	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	69.4	61.6	67.2
Percent Change	-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	-0.8	3.3	-0.3

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
67.0	66.7	66.1	65.4	64.8	64.1
67.2	67.0	66.7	65.2	65.4	64.8
-0.3	-0.5	-0.9	0.3	-1.0	-1.1

ADR					2015									2016					
,	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2014
This Year	72.83	73.01	72.79	74.26	76.21	73.22	73.42	72.03	68.83	71.51	72.39	73.70	77.08	73.04	73.38	73.46	73.01	71.58	73.39
Last Year	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	76.21	73.22	71.40
Percent Change	-2.3	2.2	-10.8	0.9	3.4	3.7	0.8	-1.4	-2.6	-3.4	0.4	-0.1	5.8	0.0	0.8	-1.1	-4.2	-2.2	2.8

Year To Date		R	tunning 12 Month	iS.
2015	2016	2014	2015	2016
73.61	73.33	72.38	73.29	72.92
73.39	73.61	71.25	72.38	73.29
0.3	-0.4	1.6	1.3	-0.5

RevPAR					2015									2016				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	51.81	48.89	51.67	51.42	52.90	45.11	46.46	40.98	37.01	39.73	46.12	51.46	56.38	45.98	49.28	51.70	50.29	45.54
Last Year	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	52.90	45.11
Percent Change	-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	-4.9	0.9

	Year To Date		F	Running 12 Month	s
2014	2015	2016	2014	2015	2016
49.19	49.11	48.50	47.37	47.50	46.73
48.00	49.19	49.11	46.48	47.37	47.50
2.5	-0.2	-1.2	1.9	0.3	-1.6

Supply					2015									2016				
опр.,	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	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	182,311	176,430
Last Year	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	182,373	176,490
Percent Change	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	0.0

	Year To Date		R	unning 12 Month	is	
2014	2015	2016	2014	2015	2016	
1,591,848	1,609,451	1,605,513	2,124,712	2,152,647	2,146,627	
1,581,369	1,591,848	1,609,451	2,114,450	2,124,712	2,152,647	
0.7	1.1	-0.2	0.5	1.3	-0.3	

Demand					2015									2016				
Demand	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	125,893	122,451	125,641	126,623	126,606	108,739	115,414	100,373	98,038	101,286	104,909	127,308	129,044	114,765	118,487	128,319	125,572	112,240
Last Year	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	126,606	108,739
Percent Change	-3.4	6.0	-2.5	2.6	2.5	1.2	1.1	-4.8	-3.6	-6.2	-0.3	2.2	2.5	-6.3	-5.7	1.3	-0.8	3.2

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
1,067,055	1,073,835	1,061,930	1,390,467	1,395,023	1,375,755
1,063,210	1,067,055	1,073,835	1,379,567	1,390,467	1,395,023
0.4	0.6	4.4	0.0	0.2	4.4

Revenue					2015									2016				
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	9,168,321	8,940,417	9,144,910	9,402,399	9,648,034	7,962,141	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	9,168,086	8,033,900
Last Year	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	9,648,034	7,962,141
Percent Change	-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	-5.0	0.9
					2015									2016				

	Year To Date			F	tunning 12 Mor	nths
2014	2015	2016	20	14	2015	2016
78,306,027	7 79,047,535	77,870,706	100,6	47,914	102,241,409	100,321,159
75,913,524	4 78,306,027	79,047,535	98,28	88,876	100,647,914	102,241,409
			_			

Census %					2015									2016				
Octions 70	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Props	63	63	63	63	64	64	64	64	64	64	64	64	64	64	64	64	64	64
Census Rooms	5899	5899	5899	5899	5883	5883	5883	5881	5881	5881	5881	5881	5881	5881	5881	5881	5881	5881
% Rooms Participants	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	83.3	83.3

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# Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of September 2016

-				1		Char!		014		_	1	1	1	_	,	2015	,		_	_		_		_	2016	_	-		_	—	_	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date Room	Chgi ns Rms	- 1	.   _		ΑМ	١.١			ON			- M	١, ١	мI.	١.	_	s o	l N	_		-   1		M			6	
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012		43	-	, r	IVI	A IVI	J	JA	. 3	UN	שו	J	- IVI	A	VI J	J	A	3 0	N	U	JF	- IVI	A	IVI	J	A	3 0	IN
	Budget Inn	Fayetteville, NC	28301	Jul 2009		30																								1		1
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1925	0 Y																										
	Closed - Independent Platel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0 Y																										
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	our 1000	0 Y																										
	Closed Days Inn Central Favetteville	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	Juli 2004		22																										
	Eastover Inn	Fayetteville, NC	28301			20																										
	Economy Inn	Fayetteville, NC	28301	Sep 1995		50 Y																										
	Night Inn	Favetteville, NC	28301	Sep 2011		50 Y																										
	Regency Inn	Fayetteville, NC	28301	Jul 2003		05 Y																										
	Value Place Favetteville Bragg	Fayetteville, NC	28301	Oct 2007		21																										
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014		49	0		0 0	0	0	0 0	0	0 0	0	0 0	0	0 0	0	0	0 0	0	0	0	0	0	0	0 0	0	0	0	
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967		30																										
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011		14																										
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0 Y																										
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991 1	08														•						•						
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014		19 Y														•												П
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012		65																				•						
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013		77 Y		•			•				•					•							•			•	•	
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989		29 Y																										
	Hampton Inn Favetteville Fort Bragg	Favetteville, NC	28303	Dec 1995		31																										
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005		04																										
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000		89 Y																										
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011		18														•												
	Knights Inn Fayettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997		61																										
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012		09 Y														•												
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006		92																									•	
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998		26 Y																										
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009		93																										
	Tropical Motel	Fayetteville, NC	28303	Jun 1970		80	1	-	-				-	-  -	-		-			-			1			1				i		
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998		85																										
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015		96	1	-	-				-	-  -	-		-			-												
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	7 tag 20 to	0 Y															-		1	-		-		-				
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997 1	20																										
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015		85 Y																										
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006		21														•							i					
	Airport Inn Budget Motel	Fayetteville, NC	28306	7 tp: 2000		30		-																		-				1		
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012		62																										
	Carolina Motor Inn	Fayetteville, NC	28306	04.1.2012		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		52 Y																										
	Relax Inn	Fayetteville, NC	28306	000 2010		32																				ľ				1		
	Roadside Inn Motel	Fayetteville, NC	28306			20																										
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001		98 Y																										
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014		15	ľ	1	Ĭ.					0																		
	Closed Days Inn Favetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0 Y										•		•						•		ľ		•				
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013		61														_												
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009		97	-																									
	Delux Inn	Fayetteville, NC	28312	OCP 2003		51	-	-	•					•		•		•			•		ŭ	•		Ť		•		i		
	Doubletree Favetteville	Fayetteville, NC	28312	May 2008		48 Y	_																									
	Econo Lodge Favetteville	Favetteville, NC	28312	Jan 1989		50																										
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	I	66 Y	-																									
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312	May 1986		21																								•		
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983		98																										
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992		13																										
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008		81																										П
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014		55 Y	0					2 0																		i		
	Rodeway Inn Fayetteville	Favetteville, NC	28312	Mar 2013		20		_																						-		П
	Sleep Inn Fayetteville	Favetteville, NC	28312	Nov 1995		63		-																								
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996		60		_																								
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987		76 Y		-																								
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006		21		_																						-		
	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348			72		-																								
J000/	Honday Hill Express & Suites Hope Wills Fayetteville	i iope ivillis, IVC	20340			85 Y					, T	-			•	•	•	•	•	_	• "	•	_		- "	•	_	• (		•		4

# Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of September 2016

								2014							2	015								20	016						
							Chg in		П		П		П		П	Т	П	Т	Т	П	Т	Т	П	Т		Т	$\top$	П	$\top$	П	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	M	A M	J,	JA	S	ON	D.	J F	M	AN	ИJ	J	A S	s o	N	D J	F	M A	A M	J	JA	۱ S	OND
65586	Courtyard Fayetteville 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	Υ	• •	• •	•	• •	•	•	•	•	•	•	•  •	•	•	•  •	•	•	•  •	•	• •	•	•	• •	•	
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	Υ																								
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Υ	• •		•	• •	•	c	0	•	•		•  •	•		•  •	•	•	•	•	• •	•	•	• •		
			Total Prope	rties:	75	5981		o - N	/lonth	lv dat	a rec	eivec	d by S	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

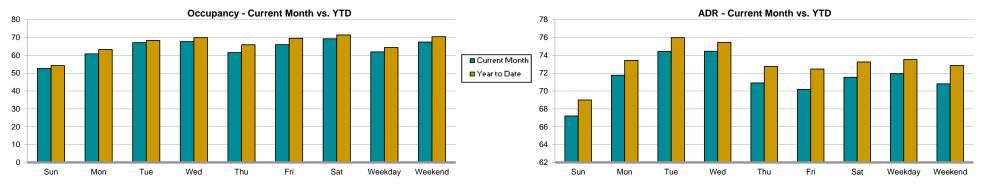
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Fayetteville Area CVB

For the Month of September 2016



		Occupancy	(%)	ADR		RevPA	R	Suppl	ly	Deman	d	Reven	ue
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	52.7	-0.1	67.20	-2.6	35.41	-2.8	23,524	0.0	12,395	-0.2	832,928	-2.8
	Year To Date	54.3	0.2	69.01	0.0	37.47	0.2	228,548	-0.6	124,101	-0.4	8,563,869	-0.4
	Running 12 Month	52.8	-0.3	68.57	0.0	36.19	-0.3	305,009	-0.5	160,990	-0.8	11,039,622	-0.9
Monday	Current Month	60.9	5.3	71.77	-1.4	43.67	3.8	23,524	0.0	14,316	5.2	1,027,389	3.8
	Year To Date	63.3	-2.0	73.44	-0.3	46.50	-2.3	228,345	-0.7	144,585	-2.7	10,618,600	-2.9
	Running 12 Month	61.7	-1.9	73.05	-0.4	45.09	-2.2	304,806	-0.6	188,149	-2.5	13,743,933	-2.8
Tuesday	Current Month	67.1	5.9	74.45	-1.0	49.99	4.8	23,524	-20.0	15,796	-15.3	1,175,935	-16.2
	Year To Date	68.4	-1.9	75.99	0.0	51.96	-1.9	228,548	-0.6	156,282	-2.5	11,875,645	-2.5
	Running 12 Month	66.5	-1.1	75.49	-0.1	50.18	-1.2	305,009	-0.5	202,739	-1.7	15,304,318	-1.7
Wednesday	Current Month	67.7	6.2	74.46	-0.5	50.42	5.6	23,524	-20.0	15,931	-15.1	1,186,185	-15.6
	Year To Date	70.0	-0.7	75.46	-0.2	52.79	-0.9	228,548	-0.6	159,886	-1.3	12,064,573	-1.5
	Running 12 Month	67.3	-0.5	75.02	-0.2	50.49	-0.8	305,009	-2.4	205,264	-2.9	15,398,960	-3.2
Thursday	Current Month	61.5	2.5	70.91	-3.2	43.62	-0.8	29,405	25.0	18,091	28.1	1,282,780	24.0
	Year To Date	66.0	0.7	72.77	-0.4	48.01	0.3	228,548	-0.6	150,791	0.1	10,972,919	-0.3
	Running 12 Month	63.6	-0.7	72.38	-0.8	46.02	-1.5	310,892	1.4	197,676	0.6	14,308,309	-0.2
Friday	Current Month	66.0	1.0	70.19	-3.3	46.34	-2.3	29,405	25.0	19,413	26.2	1,362,526	22.1
	Year To Date	69.5	-1.4	72.46	-1.0	50.40	-2.4	234,429	2.0	163,045	0.5	11,815,025	-0.5
	Running 12 Month	67.3	-2.1	72.16	-1.2	48.58	-3.2	310,892	1.4	209,291	-0.7	15,102,099	-1.9
Saturday	Current Month	69.3	3.2	71.54	-2.3	49.57	0.8	23,524	0.0	16,300	3.2	1,166,158	0.8
	Year To Date	71.4	-0.9	73.27	-0.5	52.33	-1.4	228,548	-0.6	163,239	-1.4	11,960,075	-2.0
	Running 12 Month	69.4	-1.0	72.88	-0.6	50.57	-1.6	305,011	-0.5	211,646	-1.5	15,423,918	-2.1
Weekday / We	eekend												
Weekday	Current Month	62.0	3.4	71.94	-1.9	44.58	1.4	123,501	-4.6	76,528	-1.3	5,505,217	-3.2
(Sun-Thu)	Year To Date	64.4	-0.8	73.53	-0.2	47.35	-1.0	1,142,536	-0.6	735,646	-1.4	54,095,607	-1.6
	Running 12 Month	62.4	-0.9	73.10	-0.3	45.60	-1.3	1,530,724	-0.6	954,818	-1.5	69,795,141	-1.8
Weekend	Current Month	67.5	1.8	70.81	-2.9	47.78	-1.1	52,929	12.5	35,712	14.5	2,528,683	11.2
(Fri-Sat)	Year To Date	70.5	-1.1	72.87	-0.8	51.35	-1.9	462,977	0.7	326,284	-0.5	23,775,099	-1.2
	Running 12 Month	68.3	-1.5	72.52	-0.9	49.56	-2.4	615,903	0.4	420,937	-1.1	30,526,018	-2.0
Total	Current Month	63.6	3.3	71.58	-2.2	45.54	0.9	176,430	0.0	112,240	3.2	8,033,900	0.9
	Year To Date	66.1	-0.9	73.33	-0.4	48.50	-1.2	1,605,513	-0.2	1,061,930	-1.1	77,870,706	-1.5
	Running 12 Month	64.1	-1.1	72.92	-0.5	46.73	-1.6	2,146,627	-0.3	1,375,755	-1.4	100,321,159	-1.9

A blank row indicates insufficient data.

Source 2016 STR, Inc.

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# Tab 6 - Seg Trend Cumberland County NC

65.4

64.8

64.1

Fayetteville Area CVB

2014

2015 Sep

2016 Sep

Sep

For the Month of September 2016

						This	Year										Pe	rcent C	hange	(%)				
	(	Occupa	ancy (%)	)		A	DR			Rev	PAR			Occupa	ancy (%			ADR	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 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				76.21				52.90				1.0				3.4				4.4
Sep				61.6				73.22				45.11				-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
Aug				68.9				73.01				50.29				-0.8				-4.2				-4.9
Sep				63.6				71.58				45.54				3.3				-2.2				0.9
v = 5 :																				(0.1)				
Year To Date	e																	rcent C	hange					
2014 Sep				67.0				73.39				49.19				-0.3				2.8				2.5
2015 Sep				66.7				73.61				49.11				-0.5				0.3				-0.2
2016 Sep				66.1				73.33				48.50				-0.9				-0.4				-1.2
Running 12	Month																Pe	rcent C	hange	(%)				

**Currency: USD - US Dollar** 

1.9

0.3

-1.6

1.6

1.3

-0.5

A blank row indicates insufficient data.

72.38

73.29

72.92

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47.37

47.50

46.73

0.3

-1.0

-1.1

# Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of September 2016

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OTD 0-4-	Name of Fatablishmans	0:4 0 04-4-	7: 0 1 -	A# D-1-	O D-1-	_	Chg ir		.   _		.	١.١				_	١.١	_							. _	١.	_		.	١.١		۔ ا		
STR Code	Name of Establishment	City & State	Zip Code		Open Date				JF	M A	A M	J	JA	S	0 1	N D	J	FIN	I A	M	JJ	Α	S	ON	N D	J	F	M	A M	J	J	A S	<b>5</b> O	N
	American Eagle Inn Budget Inn	Fayetteville, NC Fayetteville, NC	28301 28301	Jun 2012 Jul 2009	Jun 1967 Jun 1964	43 130																												
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010		0																												
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0																												
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	0011 1000	0																												
	Closed Days Inn Central Fayetteville	Favetteville, NC	28301	Apr 2000		0																												
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0																												
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0													П															
	Cloverleaf Motel	Fayetteville, NC	28301			22																												
	Eastover Inn	Fayetteville, NC	28301			20																											т	П
6498	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Y																											
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Υ							П					П														Т	П
25292	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Y																											
55787	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121																												
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49																												
25285	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																												
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108		S	S	s s	s	s s	s	s	s s	s	s s	ss	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	Fayetteville, NC	28303	Mar 2014	Jun 1988	119																												
	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																												
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129																												
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995		131																											$\perp$	ш
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005		104																												
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000		89																											$\perp$	ш
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		В	В	ВВ	В	ВЕ	3 B	В	ВВ	B	ВЕ	3 B	В	ВЕ	ВВ	В	ВЕ	3 B	В	В	В	ВВ	3 B	В	BE	B		
	Knights Inn Fayettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997	Jun 1968	61																$\perp$											_	ш
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012		109																												
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006		92																											_	$\perp$
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126																												
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93																											_	
	Tropical Motel	Fayetteville, NC	28303 28303	Jun 1970	Jun 1970	80 85																											-	
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28304	Aug 1998 Aug 2015		96																-											-	
	Baymont Inn & Suites Fayetteville Fort Bragg Area Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	Aug 2015	96																ľ	1 1										-	
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC Fayetteville, NC	28304	Jul 1997	Jul 1997	120																												
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015		185																											-	
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121																	' '											
	Airport Inn Budget Motel	Fayetteville, NC	28306	Apr 2000	Apr 2000	30																												
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																												
	Carolina Motor Inn	Fayetteville, NC	28306	04.1.2012	00	47																												
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0																												
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75																											т	П
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52																												
	Relax Inn	Fayetteville, NC	28306		1, 1, 1,	32																											т	П
25294	Roadside Inn Motel	Fayetteville, NC	28306			20																												
48970	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Y												П						Т								Т	П
62981	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115																												
3255	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Y																											
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																												
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97																												
	Delux Inn	Fayetteville, NC	28312			51																												
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008		148		В	В	В		E	3 B	В																				
24255	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150																												
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998		66																												
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312	May 1986		121																												
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983		198																												$\Box$
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992		113																												
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008		81																												
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014		55																												
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013		120																												
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995		63																												
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996		60																												
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176																												
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121																												
	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 1996	85																												

# Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of September 2016

								2014							2	015							20	)16							
							Chg in									$\Box$						$\Box$				$\Box$			П	Т	T
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	M	A M	] J   ,	JA	S	N C	D,	J   F	M A	A M	J,	JΑ	S	) N	D J	F	M A	N A	J,	J A	SC	ON	i D
65586	Courtyard Fayetteville 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	Υ																								4
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																									4
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Υ																								
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Υ																								
			Total Prope	rties:	75	5981		s - l	Montly	Seg	menta	ation	(Tran	sient	, Gro	up, C	ontra	ct) O	nly												

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

A blank row indicates insufficient data.

Source 2016 STR, Inc.

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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 (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.