



**United Kingdom**  
Blue Fin Building  
110 Southwark Street  
London SE1 0TA  
Phone: +44 (0)20 7922 1930  
Fax: +44 (0)20 7922 1931  
[www.strglobal.com](http://www.strglobal.com)

**United States**  
735 East Main Street  
Hendersonville  
TN 37075  
Phone: +1 (615) 824 8664  
Fax: +1 (615) 824 3848  
[www.str.com](http://www.str.com)

## Fayetteville Area CVB

For the Month of October 2016

Date Created: Nov 16, 2016

	Tab
<b>Table of Contents</b>	1
Multi-Segment	2
Trend Cumberland County NC	3
Response Cumberland County NC	4
DOW Cumberland County NC	5
Seg Trend Cumberland County NC	6
Seg Response Cumberland County	7
Help	8



# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: October 2016

	Current Month - October 2016 vs October 2015												Year to Date - October 2016 vs October 2015												Participation				
	Occ %		ADR		RevPAR		Percent Change from October 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	74.4	68.3	108.11	104.40	80.40	71.30	8.9	3.6	12.8	14.3	1.4	10.4	66.2	64.4	100.06	96.56	66.22	62.23	2.7	3.6	6.4	8.2	1.7	4.4	1743	1128	150993	118775	
Cumberland County, NC	82.2	63.3	78.35	73.41	64.43	46.45	30.0	6.7	38.7	38.6	-0.0	29.9	67.8	66.4	73.95	73.59	50.13	48.84	2.1	0.5	2.6	2.4	-0.2	1.9	64	46	5881	4901	
Johnston County, NC	71.2	48.0	72.60	69.75	51.67	33.50	48.2	4.1	54.3	59.1	3.2	52.9	54.5	50.3	71.26	70.14	38.87	35.31	8.3	1.6	10.1	12.8	2.5	11.0	32	24	2218	1735	
Robeson County, NC	61.0	52.3	72.08	66.59	43.99	34.80	16.8	8.3	26.4	26.5	0.1	16.9	62.2	61.9	68.90	65.30	42.88	40.44	0.5	5.5	6.0	12.5	6.2	6.7	29	15	1822	1150	
Wake County, NC	82.6	73.7	104.44	100.30	86.25	73.91	12.1	4.1	16.7	18.0	1.2	13.4	71.2	71.6	100.87	96.41	71.81	69.06	-0.6	4.6	4.0	7.1	3.0	2.4	133	122	15828	15064	
Durham County, NC	76.8	70.7	103.88	105.20	79.74	74.43	8.5	-1.3	7.1	9.3	2.0	10.7	67.8	67.8	102.62	98.39	69.62	66.69	0.1	4.3	4.4	9.2	4.6	4.7	63	58	8129	7719	
Edgecombe County, NC																													
Guilford County, NC	73.2	67.7	119.08	117.60	87.22	79.65	8.1	1.3	9.5	10.0	0.5	8.7	60.1	57.6	93.94	95.12	56.43	54.79	4.3	-1.2	3.0	3.3	0.3	4.6	4	2	216	126	
Harnett County, NC	66.7	54.4	77.38	72.10	51.61	39.25	22.5	7.3	31.5	46.5	11.4	36.5	56.3	56.3	72.63	69.81	40.89	39.28	0.0	4.0	4.1	13.7	9.2	9.2	93	76	10895	9727	
Moore County, NC	72.9	66.0	134.63	141.76	98.09	93.54	10.4	-5.0	4.9	15.2	9.9	21.3	61.5	60.6	122.96	121.08	75.68	73.35	1.6	1.5	3.2	8.3	5.0	6.7	11	8	859	638	

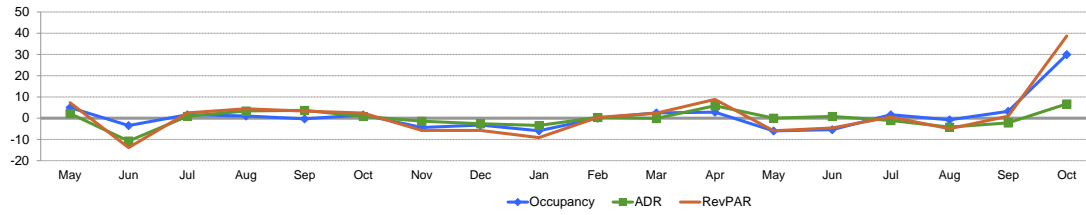
A blank row indicates insufficient data.

Source 2016 STR, Inc.

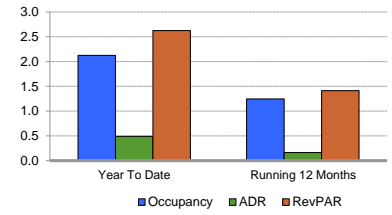
DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written 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.

Fayetteville Area CVB  
For the Month of October 2016

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015												2016							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	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	82.2		
Last Year	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	63.3		
Percent Change	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	3.2	30.0		

Year To Date			
2014	2015	2016	
66.5	66.4	67.8	
66.6	66.5	66.4	
-0.1	-0.3	2.1	

Running 12 Months			
2014	2015	2016	
65.5	64.9	65.7	
65.2	65.5	64.9	
0.4	-1.0	1.2	

ADR	2015												2016							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	73.01	72.79	74.26	76.21	73.22	73.41	72.03	68.83	71.51	72.39	73.70	77.08	73.04	73.38	73.46	73.01	71.61	78.35		
Last Year	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	73.41		
Percent Change	2.2	-10.8	0.9	3.4	3.7	0.8	-1.4	-2.6	-3.4	0.4	2.3	0.1	0.0	0.8	-1.1	-4.2	-2.2	6.7		

Year To Date			
2014	2015	2016	
73.33	73.59	73.95	
71.12	73.33	73.59	
3.1	0.4	0.5	

Running 12 Months			
2014	2015	2016	
72.73	73.34	73.46	
70.95	72.73	73.34	
2.5	0.8	0.2	

RevPAR	2015												2016							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	48.89	51.67	51.42	52.90	45.11	46.45	40.98	37.01	39.73	46.12	51.46	56.38	45.98	49.28	51.70	50.29	45.54	64.43		
Last Year	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	46.45		
Percent Change	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	38.7		

Year To Date			
2014	2015	2016	
48.80	48.84	50.13	
47.39	48.80	48.84	
3.0	0.1	2.6	

Running 12 Months			
2014	2015	2016	
47.65	47.59	48.26	
46.28	47.65	47.59	
3.0	-0.1	1.4	

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

Year To Date			
2014	2015	2016	
1,774,965	1,791,824	1,787,824	
1,760,921	1,774,965	1,791,824	
0.8	0.9	-0.2	

Running 12 Months			
2014	2015	2016	
2,128,277	2,151,903	2,146,565	
2,114,233	2,128,277	2,151,903	
0.7	1.1	-0.2	

Demand	2015												2016							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	122,451	125,641	126,623	126,606	108,739	115,407	100,373	98,038	101,286	104,909	127,308	129,044	114,765	118,487	128,319	125,572	112,190	149,924		
Last Year	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	115,407		
Percent Change	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	29.9		

Year To Date			
2014	2015	2016	
1,181,159	1,189,242	1,211,804	
1,173,464	1,181,159	1,189,242	
0.7	0.7	1.9	

Running 12 Months			
2014	2015	2016	
1,394,317	1,396,326	1,410,215	
1,379,091	1,394,317	1,396,326	
1.1	0.1	1.0	

Revenue	2015												2016							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	8,940,417	9,144,910	9,402,399	9,648,034	7,962,141	8,472,081	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	8,034,033	11,746,411		
Last Year	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	8,472,081		
Percent Change	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	38.6		

Year To Date			
2014	2015	2016	
86,612,894	87,519,616	89,617,250	
83,455,845	86,612,894	87,519,616	
3.8	1.0	2.4	

Running 12 Months			
2014	2015	2016	
101,412,460	102,406,623	103,594,545	
97,846,689	101,412,460	102,406,623	
3.6	1.0	1.2	

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

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.





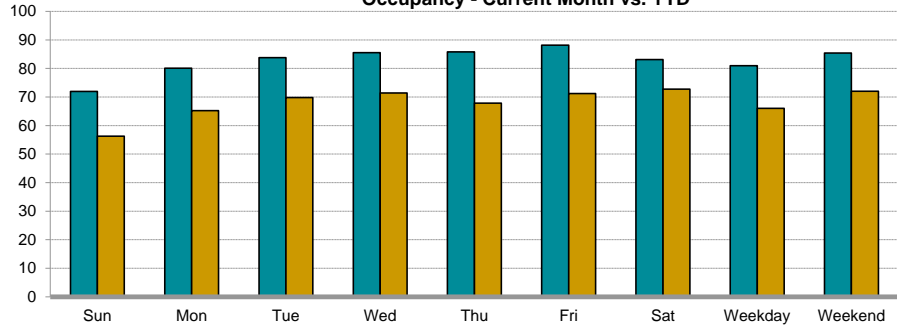
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

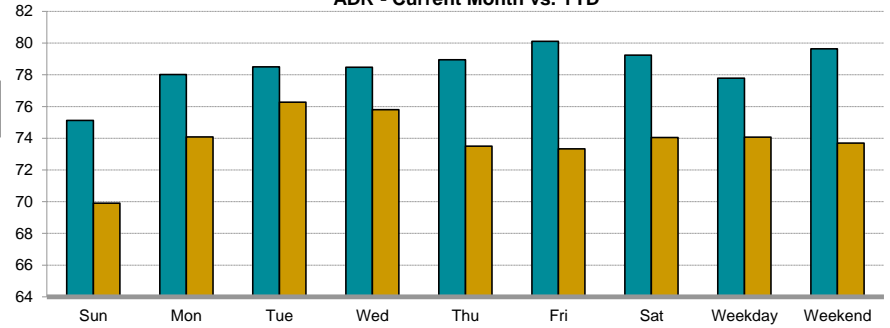
Fayetteville Area CVB

For the Month of October 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	72.0	37.6	75.12	9.9	54.07	51.2	29,405	25.0	21,167	71.9	1,590,023	88.9
	Year To Date	56.3	4.3	69.90	1.4	39.36	5.7	257,953	1.8	145,262	6.1	10,153,905	7.6
	Running 12 Month	54.6	3.2	69.40	1.2	37.92	4.4	310,882	1.4	169,851	4.7	11,788,361	5.9
Monday	Current Month	80.1	29.2	78.02	5.8	62.48	36.7	29,405	25.0	23,549	61.4	1,837,305	70.8
	Year To Date	65.2	1.4	74.09	0.6	48.33	1.9	257,750	1.7	168,127	3.1	12,455,923	3.7
	Running 12 Month	63.4	0.8	73.59	0.3	46.69	1.0	310,679	1.3	197,107	2.1	14,505,794	2.4
Tuesday	Current Month	83.8	23.3	78.50	2.0	65.80	25.8	23,524	0.0	19,717	23.2	1,547,795	25.7
	Year To Date	69.8	0.4	76.27	0.2	53.25	0.6	252,072	-0.5	175,992	-0.2	13,423,460	0.1
	Running 12 Month	67.7	0.3	75.66	0.0	51.21	0.3	305,001	-0.5	206,438	-0.2	15,619,953	-0.2
Wednesday	Current Month	85.5	26.5	78.48	2.2	67.11	29.3	23,524	0.0	20,116	26.4	1,578,649	29.3
	Year To Date	71.4	1.7	75.80	0.1	54.12	1.8	252,072	-0.5	179,995	1.2	13,643,242	1.3
	Running 12 Month	68.7	0.9	75.22	-0.2	51.66	0.7	305,001	-0.5	209,455	0.4	15,755,181	0.2
Thursday	Current Month	85.8	38.2	78.94	8.5	67.74	49.9	23,524	-20.0	20,186	10.5	1,593,526	19.9
	Year To Date	67.8	4.1	73.50	0.6	49.85	4.8	252,072	-2.8	170,969	1.2	12,566,467	1.9
	Running 12 Month	65.4	2.2	73.01	0.1	47.78	2.3	305,001	-0.5	199,592	1.7	14,573,093	1.8
Friday	Current Month	88.2	38.0	80.11	11.4	70.65	53.7	23,524	-20.0	20,745	10.4	1,661,964	22.9
	Year To Date	71.2	2.1	73.33	0.3	52.25	2.4	257,953	-0.5	183,782	1.5	13,477,012	1.9
	Running 12 Month	69.3	0.9	72.96	-0.1	50.53	0.9	305,001	-0.5	211,229	0.4	15,412,111	0.3
Saturday	Current Month	83.1	25.2	79.25	8.9	65.88	36.3	29,405	0.0	24,445	25.1	1,937,148	36.3
	Year To Date	72.8	1.9	74.05	0.7	53.88	2.6	257,953	-0.5	187,677	1.4	13,897,242	2.0
	Running 12 Month	71.0	1.4	73.61	0.4	52.26	1.8	305,001	-2.4	216,544	-1.1	15,940,052	-0.7
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	80.9	29.8	77.79	5.2	62.97	36.5	129,382	4.7	104,734	35.9	8,147,298	43.0
	Year To Date	66.1	2.2	74.07	0.5	48.94	2.7	1,271,918	-0.1	840,345	2.1	62,242,996	2.6
	Running 12 Month	63.9	1.3	73.53	0.2	47.02	1.5	1,536,563	0.2	982,442	1.6	72,242,382	1.8
Weekend (Fri-Sat)	Current Month	85.4	31.0	79.64	10.1	68.00	44.2	52,929	-10.0	45,190	17.9	3,599,113	29.8
	Year To Date	72.0	2.0	73.69	0.5	53.06	2.5	515,906	-0.5	371,459	1.4	27,374,254	2.0
	Running 12 Month	70.1	1.1	73.29	0.2	51.40	1.3	610,002	-1.5	427,773	-0.3	31,352,163	-0.2
Total	Current Month	82.2	30.0	78.35	6.7	64.43	38.7	182,311	0.0	149,924	29.9	11,746,411	38.6
	Year To Date	67.8	2.1	73.95	0.5	50.13	2.6	1,787,824	-0.2	1,211,804	1.9	89,617,250	2.4
	Running 12 Month	65.7	1.2	73.46	0.2	48.26	1.4	2,146,565	-0.2	1,410,215	1.0	103,594,545	1.2

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.

Source 2016 STR, Inc.

# Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of October 2016

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	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				73.41				46.45				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				71.61				45.54				3.2				-2.2				0.9
	Oct			82.2				78.35				64.43				30.0				6.7				38.7

Year To Date												Percent Change (%)												
2014	Oct			66.5				73.33				48.80				-0.1				3.1				3.0
2015	Oct			66.4				73.59				48.84				-0.3				0.4				0.1
2016	Oct			67.8				73.95				50.13				2.1				0.5				2.6

Running 12 Month												Percent Change (%)												
2014	Oct			65.5				72.73				47.65				0.4				2.5				3.0
2015	Oct			64.9				73.34				47.59				-1.0				0.8				-0.1
2016	Oct			65.7				73.46				48.26				1.2				0.2				1.4

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](mailto: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.

### **Contract Rooms**

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract. Rooms sold under such allotments should be classified as transient.

### **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.

### **Group Rooms**

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

### **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.

### **Transient Rooms**

Transient rooms Include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates. Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

### **Twelve Month Moving Average**