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Fayetteville Area CVB

For the Month of October 2016		Date Created: Nov 16, 2016
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United States

Hendersonville

TN 37075

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Tab 2 - Multi-Segment

Fayetteville Area CVB For the month of: October 2016

				Curre	nt Month	- Octobe	r 2016 vs	Octobe	r 2015							Year	to Date -	October	2016 vs	Octobe	r 2015					Part	icipation	
	Oco	:%	A	DR	Revi	PAR	P	ercent C	Change fr	om Octo	ber 2015		Occ	%	AD	R	Rev	PAR		Percer	t Change	from YT	D 2015		Prope	erties	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	74.4	68.3				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		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																									4	2	216	126
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	93	76	10895	9727
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	11	8	859	638
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	22	14	1960	1556

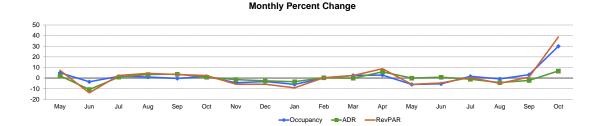
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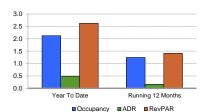
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Tab 3 - Trend Cumberland County NC Fayetteville Area CVB For the Month of October 2016

Overall Percent Change





2015 2016 Year To Date Running 12 Months Occupancy (%) Oct Feb Oct 2014 2015 2016 2014 2015 2016 May hi Se Dec Ma May .to Jul Sep Ap Aug 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 66.5 66.4 67.8 65.5 64.9 65.7 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 66.6 66.5 66.4 65.2 65.5 64.9 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 -0.1 -0.3 2.1 0.4 -1.0 1.2 2015 2016 Year To Date Running 12 Months ADR Mav Jun Jul Aua Sec Oct Nov Dec Jan Feb Mar Apr Mav Jun Jul Auc Sep Oct 2014 2015 2016 2014 2015 2016 This Year 71.51 73.01 72.79 74.26 76.21 73.22 73.41 72.03 68.83 72.39 73.70 77.08 73.04 73.38 73.46 73.01 71.61 78.35 73.33 73.59 73.95 72.73 73.34 73.46 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 71.12 73.33 73.59 70.95 72.73 73.34 Percent Change 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 6.7 3.1 0.4 0.5 2.5 0.8 0.2 2015 2016 Year To Date Running 12 Months RevPAR 2014 May Jul Oct Dec Feb Mar May Jun Jul Oct 2015 2016 2014 2015 2016 Jun Aug Sep Nov Jan Apr Sep Aug 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 48.80 48.84 50.13 47.65 47.59 48.26 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 47.39 48.80 48.84 46.28 47.65 47.59 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 3.0 0.1 2.6 3.0 -0.1 1.4 2015 2016 Year To Date Running 12 Months Supply May Jun Jul Oct Nov Dec Jan Feb Mar May Jul Sep Oct 2014 2015 2016 2014 2015 2016 Aug Sec Apr . hur Aug 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 1.774.965 1.791.824 1.787.824 2.128.277 2.151.903 2.146.565 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 1,760,921 1,774,965 1,791,824 2,114,233 2,128,277 2,151,903 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 -0.3 0.0 0.0 0.0 0.8 0.9 -0.2 0.7 1.1 -0.2 2015 2016 Year To Date Running 12 Months Demand Jul Oct 2014 2016 Mav Jun Aua Sep Nov Dec Jan Feb Mar Apr Mav Jun Jul Aua Sep Oct 2015 2014 2015 2016 This Year 125.641 126.623 108.739 115,407 100.373 98.038 101.286 104,909 127.308 118,487 128.319 125.572 112.190 149.924 1.211.804 1.394.317 1.410.215 122,451 126.606 129.044 114,765 1.181.159 1.189.242 1.396.326 Last Year 128,871 123,393 107,472 114,104 101,662 105,223 124,624 125,893 126,623 108,739 115,407 1,173,464 1,181,159 1,379,091 1,394,317 115,467 123,466 105,422 108,035 122,451 125,641 126,606 1,189,242 1,396,326 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 0.7 0.7 1.9 1.1 0.1 1.0 2015 2016 Year To Date Running 12 Months Revenue Oct Feb Oct 2014 2015 2016 2014 2015 2016 May Jun Jul Sep Nov Dec Jan Mar May Jun Jul Sep Aug Apr Aug 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 86,612,894 89,617,250 101,412,460 102,406,623 103,594,545 87,519,616 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 83,455,845 86,612,894 87,519,616 97,846,689 101,412,460 102,406,623 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 3.8 1.0 2.4 3.6 1.0 1.2 2015 2016 Census % May Jun .lul Aug Ser Oct Nov Dec Jar Feb Mar May .hur .tot Sec Oct Census Props 63 63 63 64 64 64 64 64 64 64 64 64 64 64 64 64 64 64 5881 Census Rooms 5899 5899 5899 5883 5883 5883 5881 5881 5881 5881 5881 5881 5881 5881 5881 5881 5881

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% Rooms Participants

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Source 2016 STR, Inc.

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of October 2016

								2014	4							20	15								20	16							
STR Code	Name of Establishment	City & State	Zip Code		Open Date		Chg in Rms	1 1	F M	A	м.	l l	A :	s o	N I	D J	F	мА	м	J.	J A	s	0 1	N D	J	F	м	A N	IJ	J	A S	s o	N
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967 Jun 1964	43																											
	Budget Inn Closed - Independent Hotel Prince Charles	Fayetteville, NC Fayetteville, NC	28301 28301	Jul 2009 Nov 2010	Jun 1964 Jun 1925	130 0																										-	
	Closed - Independent Hotel Prince Chanes Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1925 Jun 1958	0	r Y																									-	
	Closed - Independent Fater Moter Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	Juli 1956	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																											
	Cloverleaf Motel	Fayetteville, NC	28301	50112004		22																											
	Eastover Inn	Fayetteville, NC	28301			20																											
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50																											
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50																											
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105																											
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121				•									•			•				•			•	•			
	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	0	0 0	0	0 0	0 0	0	0	0	0 0	0	0	0	5 0	0	
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30					-	-				-					-						-						
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114		•		•			• •		• •				•			•				•				•			
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0	Y																		1.1						11	1.1	
	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				0				•	• •				•		•	•				•			•	•		•	
	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	•		•		•		•	• •	•	•		•		•	•			•	•		•	•	•		•	
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Ŷ	•		•		•	• •	•	• •	•	•		•		•	•			•	•		•	•	•		•	
32352	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	•		•	• •	•	• •	•	• •	•	•		•		•	• •		•	•	•	• •	•	•	•		•	
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		•		•			• •				•		•		•	•		•	•	•			•	•			
	Knights Inn Fayettevile Fort Bragg	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	•		•	• •	•	• •	•	• •	•	•		•		•	•	• •	•	•	•	• •	•	•	•		•	
59989	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93		•		•	• •	•	• •	•	• •	•	•		•	• •	•	• •	• •	•	•	•	• •	•	•	•		•	
47205	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																											
36902	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															•	•	• •	•	•	•	• •	•	•	•		•	
25283	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008		0	Y																										
35106	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120		•		•	• •	•	• •	•	• •	•	•		•		•	•	• •	•	•	•	• •	•	•	•		•	
12994	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1974	185	Y	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	• •	•	•	•	• •	•	•	•		•	
55751	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121		•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	• •	•	•	•	• •	•	•	•		•	
25289	Airport Inn Budget Motel	Fayetteville, NC	28306			30																											
4265	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																											
48653	Carolina Motor Inn	Fayetteville, NC	28306			47																											
25296	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Y																										
4264	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75																											
41886	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52																	•	•	•	•	• •	•	•	•	•	•	
25284	Relax Inn	Fayetteville, NC	28306			32																											
	Roadside Inn Motel	Fayetteville, NC	28306			20																											
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Y	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	• •	•	•	•	• •	•	•	•	•	•	
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115								0	• •	•	•	• •	•	• •	•	•	• •	•	•	•	• •	•	•	•	•	•	
	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	Mar 1986	148	Y	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	• •	•	•	•		•	
	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	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	• •	•	•	•		•	
	Hampton Inn & Suites Fayetteville	Fayetteville, NC	28312		U/C	114																											
	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	Jan 1992	Jun 1986	113		•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•	• •	•	•	•	• •	•	
	Quality Inn Fayetteville	Fayetteville, NC	28312		Feb 1998	81		•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	• •	•	•	•	• •	•	٠	•	•	•	
	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	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	• •	•	•	•	• •	•	•	•	• •	•	
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121		•	•	•	• •	•	• •	•	• •	•	•	•	•	• •	•	• •	• •	•	•	•	• •	•	•	•	•	•	
58867	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72	l	• •	• •	•	• •	• •	• •	• •	• •	•	• •	• •	•	• •	•	• •	• •	• •	•	•	• •	• •	•	•	• •	•	1

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of October 2016

								201	4							20	15								2016	6						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date		Chg in Rms		FN	1 A	мJ	I J	A 5	s o	NI	D J	F	мА	м	J	JA	s	0	I D	J	FM	A	мЈ	J	A S	S O N	D
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Y	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	• •	•	•	
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	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	•	•	•	•	•	• •	•	•	• •	•	• •	•	•	• •	• •	, .	•	
			Total Prope	rties:	76	6095					data i and d					oy ST	R															

Blank - No data received by STR

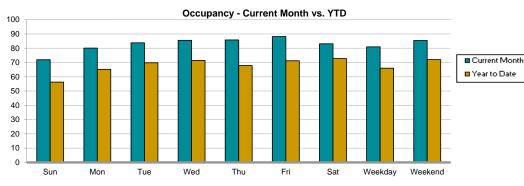
Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

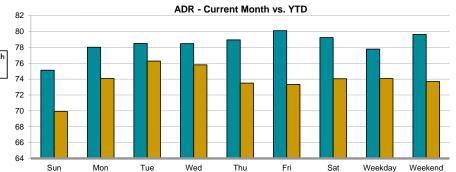
Source 2016 STR, Inc.

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Tab 5 - DOW Cumberland County NC





Currency: USD - US Dollar

		Occupancy	/ (%)	ADR		RevPA	\R	Supp	ly	Dema	nd	Reven	ue
Day of Week			% 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
Weekday / We	ekend												
Weekday	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
(Sun-Thu)	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	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
(Fri-Sat)	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

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of October 2016

							This	Year										Pe	ercent C	hange	(%)				
			Оссира	ancy (%)		Α	DR			Rev	PAR			Occupa	ancy (%)		ADF	२ (%)			RevP	AR (%)	
Curren 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 N	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
F	Aug				69.4				76.21				52.90				1.0				3.4				4.4
S	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
1	Nov				56.9				72.03				40.98				-4.4				-1.4				-5.7
C	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
F	Feb				63.7				72.39				46.12				0.0				0.4				0.4
N	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
N	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
P	Aug				68.9				73.01				50.29				-0.8				-4.2				-4.9
5	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 T	o Date	9				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

Runnin	ig 12 l	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

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Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of October 2016

								2014	4							2015	5							2016							
STR Code	Name of Establishment	City & State	Zip Code		<u> </u>		Chg in Rms	J	FМ	A	мЈ	J	A S	6 0	N D		FМ	AN	1 J	JA	s	N C				AN	IJ	JA	s	0 N	D
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																									
	Budget Inn	Fayetteville, NC	28301 28301	Jul 2009 Nov 2010	Jun 1964 Jun 1925	130																									
	Closed - Independent Hotel Prince Charles Closed - Independent Patel Motel	Fayetteville, NC Fayetteville, NC	28301	Jul 2011	Jun 1925 Jun 1958	0	Y																								
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	5011 1950	0																									
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Y																								
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	•																								
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0																									E
	Cloverleaf Motel	Fayetteville, NC	28301			22																									
	Eastover Inn	Fayetteville, NC	28301			20																									E
6498	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Y																								
7873	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50																									
	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																									
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	1 4004	0	Y																			_				_	
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108		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 S	S S	3	
	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 77																									
	Extended Stay America Fayetteville Cross Creek Mall Fairfield Inn Fayetteville	Fayetteville, NC	28303 28303	Apr 2013	Jan 1999 Jun 1989	129																									
		Fayetteville, NC		Jun 1989 Dec 1995	Dec 1995	129	Ť																								
	Hampton Inn Fayetteville Fort Bragg Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28303 28303	Nov 2005	Nov 2005	104																									
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89																									
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2000	Feb 2011	118		BE	3 B	в	вв	В	вв	В	вв	ВЕ	3 B	вв	в	3 B	BE	В	в	вВ	в	вв	в	3 B	ВЕ	в	
	Knights Inn Fayettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997	Jun 1968	61						Б		D			, ,								D					-	
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012		109	Y																								
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92																									
	Suburban Extended Stav Hotel Near Fort Bradd	Favetteville, NC	28303	Jun 1998	Jun 1998	126																									
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93																									E
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																									
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85																									E
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 2015	96														r	r r										
25283	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008		0	Y																								Г
35106	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120																									
12994	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			30																									
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																									
	Carolina Motor Inn	Fayetteville, NC	28306			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																									
	Relax Inn	Fayetteville, NC	28306			32					_							_								_				_	
	Roadside Inn Motel Landmark Inn Fort Bragg	Fayetteville, NC	28306	lon 2004	lon 2004	20																									F
	00	Fort Bragg, NC	28310	Jan 2001 Oct 2014	Jan 2001	198																									
	Fairfield Inn & Suites Fayetteville North Closed Days Inn Fayetteville Inn	Fayetteville, NC Fayetteville, NC	28311 28312	Jan 2005	Oct 2014 Jun 1985	115 0																									f
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61	T																								
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97																									f
	Delux Inn	Fayetteville, NC	28312	000 2003	Iviay 1500	51																									
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y	BE	3 В			в	вВ																		
	Econo Lodge Favetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150																									
	Fairfield Inn Favetteville I 95	Fayetteville, NC	28312	Sep 1998		66																									1
	Hampton Inn & Suites Fayetteville	Fayetteville, NC	28312	1000	U/C	114																									
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312	May 1986		121																									T
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198																									
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992	Jun 1986	113																									1
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008		81																									
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Y																								Г
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Mar 1985	120																									
32497	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995	Nov 1995	63																									Г
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996		60																									
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176																									
55750	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			_						_		_			_											-

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of October 2016

								2014	4							2015	5							20	016						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		FM	A	мЈ	J	A S	0 1	1 D	J	F M	A	м	I J	A	s o	N	D J	F	мА	м	J J	A	S O N	D
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Y																								
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	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	erties:	76	6095		s -	Mon	tly Se	egmei	ntatio	n (Tra	Insier	nt, Gi	roup,	Cont	tract)	Onl	у											
							s - Montly Segmentation (Transient, Group, Contract) Only r - Monthly Additional Revenue Only																								
							r - Monthly Additional Revenue Only B - Both Segmentation and Additional Revenue																								
								Blan	ık - N	lo dat	a rec	eived	by S	TR																	

A blank row indicates insufficient data.

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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.

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 (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.

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