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Fayetteville Area CVB

For the Month of December 2016			Date Created: Jan 17, 2017
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Tab 2 - Multi-Segment Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: December 2016

				Current l	Month - E	ecembe	r 2016 vs	Decem	ber 2015							Year to	Date - De	ecember	2016 vs I	Decemb	er 2015					Parti	cipation	
	Occ	: %	ΑĽ	DR	Revi	PAR	Pe	rcent Cl	nange fro	m Decer	nber 201	5	Осс	%	AD	R	Revi	PAR		Percen	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	53.4	50.8	93.14	90.64	49.71	46.04	5.1	2.8	8.0	9.8	1.7	6.9	64.9	62.8		95.98	64.59	60.27		3.6	7.2	8.9	1.6	5.1	1686	1131	149511	118997
Cumberland County, NC	65.0	53.8	72.57	68.83	47.18	37.01	20.9	5.4	27.5	29.6	1.7	23.0	68.2	64.5	74.15	73.14	50.59	47.20	5.7	1.4	7.2	7.1	-0.0	5.7	65	47	5981	5001
Johnston County, NC	54.2	47.9	70.43	69.45	38.18	33.27	13.2	1.4	14.8	18.4	3.2	16.7	55.2	49.9	71.24	70.04	39.36		10.7	1.7	12.6	15.5	2.6	13.6	32	24	2218	1735
Robeson County, NC	72.0	48.8	76.05	67.02	54.77	32.72	47.5	13.5	67.4	76.8	5.7	55.8	64.0	59.7	70.29	65.49	44.98	39.13	7.1	7.3	14.9	21.9	6.1	13.6	30	16	1924	1246
Wake County, NC	58.5	57.1	96.13	94.89	56.20	54.22	2.3	1.3	3.7	4.4	0.7	3.0	70.1	70.0	100.85	96.55	70.74	67.61	0.2	4.5	4.6	7.4	2.7	2.8	133	123	15828	15109
Durham County, NC	55.4	51.7	91.76	92.56	50.80	47.88	7.0	-0.9	6.1	7.4	1.2	8.4	67.0	66.0	102.05	98.24	68.40	64.82	1.6	3.9	5.5	9.8	4.0	5.7	63	59	8129	7736
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	44.5	42.0	78.55	79.22	34.93	33.31	5.8	-0.8	4.9	5.4	0.5	6.3	58.2	55.6	92.21	93.30	53.63	51.91	4.5	-1.2	3.3	3.6	0.3	4.9	93	76	10895	9727
Harnett County, NC	51.7	48.6	72.68	69.68	37.54	33.85	6.3	4.3	10.9	23.5	11.4	18.4	56.2	55.0	72.74	69.62	40.88	38.28	2.2	4.5	6.8	17.0	9.6	12.0	11	8	859	638
Moore County, NC	43.1	48.2	92.05	86.99	39.70	41.94	-10.5	5.8	-5.3	4.0	9.9	-1.7	59.6	59.1	119.98	117.52	71.49	69.42	0.9	2.1	3.0	9.0	5.8	6.7	22	14	1960	1556

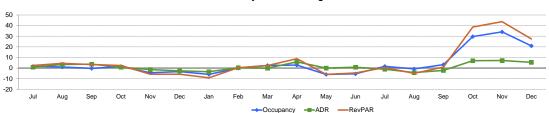
A blank row indicates insufficient data.

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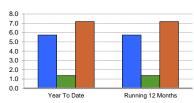
Fayetteville Area CVB

For the Month of December 2016

Monthly Percent Change



Overall Percent Change



■Occupancy ■ADR ■RevPAR

Occupancy (%)			2	015								2	016						
Cocapancy (70)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2014
This Year	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	82.1	76.3	65.0	65.0
Last Year	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	56.9	53.8	65.6
Percent Change	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	29.7	34.1	20.9	-0.9

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
65.0	64.5	68.2	65.0	64.5	68.2
65.6	65.0	64.5	65.6	65.0	64.5
-0.9	-0.8	5.7	-0.9	-0.8	5.7

ADR			20	15								20	16					
,	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	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	78.50	77.18	72.57
Last Year	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	72.03	68.83
Percent Change	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	6.9	7.2	5.4

	Year To Date		R	unning 12 Month	is
2014	2015	2016	2014	2015	2016
73.11	73.14	74.15	73.11	73.14	74.15
70.86	73.11	73.14	70.86	73.11	73.14
3.2	0.0	1.4	3.2	0.0	1.4

RevPAR			20	015								20	116					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	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	64.41	58.88	47.18
Last Year	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	40.98	37.01
Percent Change	2.5	4.4	3.4	2.4	-5.7	-5.8	-9.1	0.4	2.3	8.8	-6 O	-4.6	0.6	-4.9	0.9	38.6	43.7	27.5

	Year To Date			Running 12 Months	5
2014	2015	2016	2014	2015	2016
47.54	47.20	50.59	47.54	47.20	50.59
46.47	47.54	47.20	46.47	47.54	47.20
2.3	-0.7	7.2	2.3	-0.7	7.2

Supply			20	115								20	16					
опрр.у	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	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	176,430	185,411
Last Year	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	176,430	182,311
Percent Change	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	0.0	1.7

	Year To Date			R	unning 12 Month	ıs
2014	2015	2016	L	2014	2015	2016
2,135,044	2,150,565	2,149,665		2,135,044	2,150,565	2,149,665
2,114,233	2,135,044	2,150,565		2,114,233	2,135,044	2,150,565
1.0	0.7	0.0		1.0	0.7	0.0

Demand			20	115								20	16					
Domana	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	126,623	126,606	108,739	115,407	100,372	98,033	101,286	104,909	127,308	129,044	114,765	118,487	128,319	125,572	112,190	149,591	134,607	120,543
Last Year	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	100,372	98,033
Percent Change	2.6	2.5	1.2	1.1	-4.8	-3.6	-6.2	-0.3	22	2.5	-6.3	-5.7	1.3	-0.8	3.2	29.6	34.1	23.0

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
1,388,243	1,387,647	1,466,621	1,388,243	1,387,647	1,466,621
1,386,622	1,388,243	1,387,647	1,386,622	1,388,243	1,387,647
0.4	0.0	E 7	0.1	0.0	E 7

Revenue			20	15								20	16					
Itevenue	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	9,402,399	9,648,034	7,962,141	8,472,081	7,229,538	6,747,728	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	11,742,468	10,388,945	8,747,212
Last Year	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	7,229,538	6,747,728
Percent Change	3.5	6.0	4.9	2.0	-6.1	-6.1	-9.4	0.1	2.0	8.5	-6.2	-4.9	0.2	-5.0	0.9	38.6	43.7	29.6

	Year To Date	
2014	2015	2016
101,499,901	101,496,882	108,749,464
98,255,411	101,499,901	101,496,882
3.3	0.0	7.1

Census %			20	015								20	016					
Celisus /8	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	63	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	65
Census Rooms	5899	5883	5883	5883	5881	5881	5881	5881	5881	5881	5881	5881	5881	5881	5881	5881	5881	5981
% Rooms Participants	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	83.3	83.6

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Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of December 2016

								201	4							201	5							20	16							
						_	Chg in		_	\prod		LI															T		π.			_
STR Code	Name of Establishment	City & State	Zip Code		Open Date		Rms	J	F M	I A	M J	J	A S	0	N D	J	F M	AI	ИΙЈ	J	A S	0	N	DJ	F	M A	M	J,	J A	S	O N	D
	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	Jun 1964 Jun 1925	0	Υ																									
	Closed - Independent Flotel Finite Charles Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0	Ý																						-			
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	5uii 1550	0	Ý																									
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Ý																									
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Y																									
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Ý			П		П													П							
	Cloverleaf Motel	Fayetteville, NC	28301			22																										
25291	Eastover Inn	Fayetteville, NC	28301			20				П		П										П										
6498	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Υ																									
7873	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Υ																									
25292	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Υ																									
	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	0 0	ه د	0
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30																							\perp	Ш		
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114		•	• •	•	• •	•	• •	•	•	•	•	•	•	•	• •	•	•	•	•	• •	•	• •	•	• (•	•
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0	Υ																						\perp	ш		
	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	Υ			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	Υ	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •	•	•	•	•	• •	•	•	•	•	•	•
	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	Υ	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •	•	•	•	•	• •	•	•	•	•	•	•
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Y	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •	•	• •	•	•	• •	•	• •	•	• •	, •	•
	Home2 Suites Fayetteville Knights Inn Fayettevile Fort Bragg	Fayetteville, NC	28303 28303	Feb 2011 Dec 1997	Feb 2011 Jun 1968	118 61		•	• •	•	•	•	• •	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	• •	•	•
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC Fayetteville, NC	28303	Nov 2012	Jun 1980	109	V															•	•		•	•	•	•	i			•
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92	1																									•
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Υ																									i
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93																										
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80			•		•		• •	Ŭ,				•			•	-	•			•	-	•	i			
	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		-	- -	-		-										•										
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	7 tag 20 to	0	Υ														- -		-			- -		- -				
	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	Υ																		•							•
55751	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121													•			•		•	•		•			•		•
25289	Airport Inn Budget Motel	Fayetteville, NC	28306			30				П		П										П										
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	Υ																									
	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	Υ																•	•	•	• •	•	• •	•	• (•	•
	Relax Inn	Fayetteville, NC	28306			32																					ш		_	ш		
	Roadside Inn Motel	Fayetteville, NC	28306			20																										
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Υ	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •	•	•	•	•	• •	•	• •	•	• •	, •	•
	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	Υ																						_	ш		
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61		•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •	•	•	•	•	• •	•	•	•	•	•	•
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97		•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	• •	•	• •	, •	•
	Delux Inn Doubletree Fayetteville	Fayetteville, NC	28312 28312	May 2008	Mar 1986	51 148	Υ																		_							
	Econo Lodge Fayetteville	Fayetteville, NC Fayetteville, NC	28312	Jan 1989	Jan 1989	150	T	•	•									•		•		•	•		•		•	•	·			•
	Fairfield Inn Favetteville I 95	_ 1_ 1 1 1		I -			V	•	•	•			•							•	•	•	•		•	•	•	•	•			•
	Hampton Inn & Suites Fayetteville	Fayetteville, NC Fayetteville, NC	28312	Sep 1998	Sep 1998 U/C	66 114	- 1		• •	•	•	•	• •	•	•	•		• •		•	•	•	• •	•	•	•	•	•	÷	i.		·
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312	May 1086	May 1986	121																										
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198																							i			
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992	Jun 1986	113																										•
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008	Feb 1998	81											Ī															
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Υ	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	Υ													•												•
	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 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of December 2016

								2014							201	5							20	016							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J F	M	АМ	JJ	AS	3 0	N D	J	F M	A	мЈ	J	A	8 0	N	D J	F	м	A M	J	JA	s	0 1	۷D
	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Υ	• •	• •	•	• •	• •	•	• •	•	• •	•	•	•	• •	•	•	•	•	•	•	•	• •	•	• •	•
65586	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100																									0
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	• •		•	•	•	0	0	•		•	•	•	• •	•	•	•	•	•		•		•		
			Total Prope	erties:	76	6095		o - N	/lonthl	v data	rece	ived b	v STI	R																	

- Monthly data received 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

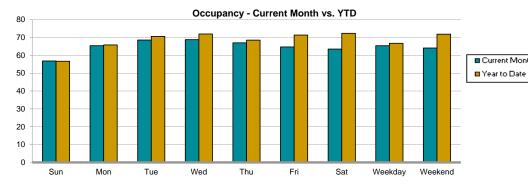
A blank row indicates insufficient data.

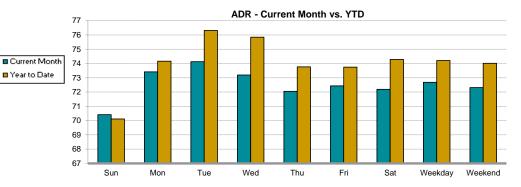
Source 2017 STR, Inc.

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Fayetteville Area CVB

For the Month of December 2016





		Occupan	су (%)	ADR		RevP/	AR	Supp	oly	Dema	ınd	Reve	nue
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	56.9	23.8	70.41	7.1	40.04	32.6	23,924	1.7	13,604	25.9	957,863	34.9
	Year To Date	56.7	7.5	70.11	2.3	39.74	10.0	305,401	-0.3	173,102	7.2	12,136,467	9.6
	Running 12 Month	56.7	7.5	70.11	2.3	39.74	10.0	305,401	-0.3	173,102	7.2	12,136,467	9.6
Monday	Current Month	65.4	23.4	73.41	7.0	48.04	32.0	23,924	1.7	15,657	25.5	1,149,420	34.3
	Year To Date	65.8	5.0	74.16	1.3	48.83	6.4	305,198	-0.4	200,941	4.6	14,902,574	5.9
	Running 12 Month	65.8	5.0	74.16	1.3	48.83	6.4	305,198	-0.4	200,941	4.6	14,902,574	5.9
Tuesday	Current Month	68.6	21.6	74.13	4.7	50.83	27.3	23,924	-18.6	16,405	-1.1	1,216,103	3.6
	Year To Date	70.6	4.7	76.31	1.1	53.89	5.8	305,401	-0.3	215,662	4.3	16,457,639	5.4
	Running 12 Month	70.6	4.7	76.31	1.1	53.89	5.8	305,401	-0.3	215,662	4.3	16,457,639	5.4
Wednesday	Current Month	68.8	26.4	73.19	4.0	50.36	31.5	23,924	-18.6	16,459	2.8	1,204,699	7.0
	Year To Date	72.0	6.4	75.84	0.9	54.61	7.4	305,401	-0.3	219,909	6.0	16,678,039	7.0
	Running 12 Month	72.0	6.4	75.84	0.9	54.61	7.4	305,401	-0.3	219,909	6.0	16,678,039	7.0
Thursday	Current Month	67.1	28.2	72.05	5.5	48.31	35.2	29,905	1.7	20,052	30.4	1,444,762	37.5
	Year To Date	68.5	8.4	73.76	1.6	50.56	10.1	305,501	-2.2	209,415	6.0	15,447,353	7.7
	Running 12 Month	68.5	8.4	73.76	1.6	50.56	10.1	305,501	-2.2	209,415	6.0	15,447,353	7.7
Friday	Current Month	64.7	20.1	72.43	6.8	46.89	28.4	29,905	27.1	19,361	52.7	1,402,308	63.2
	Year To Date	71.4	4.9	73.74	1.4	52.64	6.4	311,382	1.6	222,284	6.6	16,391,517	8.1
	Running 12 Month	71.4	4.9	73.74	1.4	52.64	6.4	311,382	1.6	222,284	6.6	16,391,517	8.1
Saturday	Current Month	63.6	6.0	72.19	4.8	45.88	11.1	29,905	27.1	19,006	34.7	1,372,057	41.2
	Year To Date	72.4	3.6	74.28	1.5	53.75	5.1	311,382	1.6	225,309	5.3	16,735,875	6.9
	Running 12 Month	72.4	3.6	74.28	1.5	53.75	5.1	311,382	1.6	225,309	5.3	16,735,875	6.9
Weekday / We	ekend	I											
Weekday	Current Month	65.4	24.2	72.68	5.3	47.55	30.8	125,601	-7.1	82,177	15.3	5,972,847	21.5
(Sun-Thu)	Year To Date	66.7	6.3	74.21	1.3	49.53	7.8	1,526,901	-0.7	1,019,028	5.6	75,622,072	7.0
	Running 12 Month	66.7	6.3	74.21	1.3	49.53	7.8	1,526,901	-0.7	1,019,028	5.6	75,622,072	7.0
Weekend	Current Month	64.1	12.7	72.31	5.8	46.39	19.2	59,810	27.1	38,366	43.2	2,774,365	51.5
(Fri-Sat)	Year To Date	71.9	4.2	74.01	1.4	53.19	5.7	622,764	1.6	447,593	5.9	33,127,392	7.5
	Running 12 Month	71.9	4.2	74.01	1.4	53.19	5.7	622,764	1.6	447,593	5.9	33,127,392	7.5
Total	Current Month	65.0	20.9	72.57	5.4	47.18	27.5	185,411	1.7	120,543	23.0	8,747,212	29.6
	Year To Date	68.2	5.7	74.15	1.4	50.59	7.2	2,149,665	0.0	1,466,621	5.7	108,749,464	7.1
	Running 12 Month	68.2	5.7	74.15	1.4	50.59	7.2	2,149,665	0.0	1,466,621	5.7	108,749,464	7.1

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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Tab 6 - Seg Trend Cumberland County NC

65.0

64.5

68.2

Fayetteville Area CVB

Running 12 Month

Dec

Dec

Dec

2014

2015

2016

For the Month of December 2016

							This	Year										Pe	rcent C	hange	(%)				
			Occupa	ancy (%))		Α	DR			Rev	PAR			Occupa	ancy (%))		ADR	(%)			RevP	AR (%)	
Curre Mon		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	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				82.1				78.50				64.41				29.7				6.9				38.6
	Nov				76.3				77.18				58.88				34.1				7.2				43.7
	Dec				65.0				72.57				47.18				20.9				5.4				27.5
Year To		!																Pe	rcent C	hange					
2014					65.0				73.11				47.54				-0.9				3.2				2.3
2015					64.5				73.14				47.20				-0.8				0.0				-0.7
2016	Dec				68.2				74.15				50.59				5.7				1.4				7.2

Currency: USD - US Dollar

Percent Change (%)

3.2

0.0

1.4

2.3

-0.7

7.2

-0.9

-0.8

5.7

A blank row indicates insufficient data.

73.11

73.14

74.15

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47.54

47.20

50.59

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of December 2016

								20	14							201	5								016						_	
		0'' 0 0''				_	Chg in		l_I.			. .			_	1.1	_ _	1.1		. .				_	. _	.		. .	ı.l	. _	. _	
STR Code	Name of Establishment	City & State	Zip Code		Open Date		Rms	J	FI	M A	M J	J J	A S	0	N D	J	FM	Α	M J	J	A S	S O	N	D,	J F	M	AN	i J	J	A S	0	N C
	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	Fayetteville, NC				0	Y																									-
	Closed - Independent Patel Motel	Fayetteville, NC Fayetteville, NC	28301	Jul 2011	Jun 1958																									-		_
	Closed - Independent Town & Country Motel		28301	Apr 2008		0																										
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0																								-		-
	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																										
	Eastover Inn	Fayetteville, NC Fayetteville, NC	28301	Can 100F	lum 1005	20 50																								-		-
	Economy Inn		28301	Sep 1995	Jun 1985																											
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50																								-		
	Regency Inn	Fayetteville, NC	28301 28301	Jul 2003 Oct 2007	Jun 1971	105 121	Y																									
	Value Place Fayetteville Bragg Affordable Suites Fayetteville	Fayetteville, NC			Oct 2007 Jan 2014	49																								-		
	Boulevard Motel	Fayetteville, NC	28303 28303	Jan 2014 Jun 1967	Jan 2014 Jun 1967	30																										
		Fayetteville, NC	28303	Jan 2011	Jan 2011	114																								-		
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC			Jan 2011	0	Y																									
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	I== 4004	-		-		-		-		_		-						-										
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108		S	SS	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	SS	S	S	5 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	Y																									
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	131																						\perp		_	_	_
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005		104																										
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89		_				_						_ ,				_	_						D .	, _		
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		B	BE	3 B	ВВ	В	ВВ	В	ВВ	В	ВВ	В	3 B	В	ВВ	В	В	ВВ	3 B	В	ВВ	В	BE	3 B	B	ВВ
	Knights Inn Fayettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997	Jun 1968	61																						\perp		_	_	_
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012		109																						4			4	
	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																						\perp		_	_	_
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																						4			4	
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85																						\perp		_	_	_
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 2015	96															r r	r						4			4	
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008		0	Y																					\perp		_	_	_
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120																						4			4	
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1974	185															r	r						\perp		_	_	_
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121																						4			4	
	Airport Inn Budget Motel	Fayetteville, NC	28306	1 0040	1 1001	30																						\perp		_	_	_
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																										
	Carolina Motor Inn	Fayetteville, NC	28306	1 4000		47																								_	_	_
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993	1 1000	0																										
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996		75																						\perp		_	_	_
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52																								-		-
	Relax Inn	Fayetteville, NC	28306			32																								_	_	_
	Roadside Inn Motel	Fayetteville, NC	28306	1 0004	I 0004	20																										
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198																								_	_	_
	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																						\perp		_	_	_
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																						4			4	
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97																						\perp		_	_	_
	Delux Inn	Fayetteville, NC	28312		1000	51	.,																					4			4	
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008		148		В	ВЕ	5		В	ВВ															\perp		_	_	_
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150																						4			4	
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998		66																						\perp	_	_	_	_
	Hampton Inn & Suites Fayetteville	Fayetteville, NC	28312		U/C	114																										
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312		May 1986	121																						\perp	_	_	_	_
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198																										
	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	Nov 1997	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		121																										
58867	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72							- 1					1 1								1 1					1 1	

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of December 2016

								201	4						201	5						2	2016						
STR Code	Name of Establishment	City & State	Zip Code	Aff Data	Open Date		Chg in Rms				Π.				\prod		Ι												N D
					 		KIIIS	J	F W	A W	JJ	A 3	5 0	NL	, 1	F IVI	AI	VI J	JA	1 2	UN	עו	JF	IVI .	AIN	J	JA	<u>5</u> 0	NU
	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Υ																						
65586	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	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																						
			Total Prope	erties:	76	6095		s ·	- Mont	ly Seg	menta	tion (T	Γransi	ient, (Group	Cont	tract)	Only											

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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r - Monthly Additional Revenue Only

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