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# **Fayetteville Area CVB**

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

Fayetteville Area CVB

For the month of: January 2016

				Curren	t Month	- Januar	y 2016 vs	Januar	y 2015							Year	to Date -	January	2016 vs .	January	2015					Part	icipation	
	Осс	%	AD	R	Revi	PAR	P	ercent C	hange fro	om Janu	ary 2015		Осс	%	AD	R	Revi	PAR		Percen	t Change f	from YT	D 2015		Prope	erties	Rooi	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	50.7	49.3	88.95	85.08	45.11	41.99	2.8	4.5	7.4	9.3	1.8	4.6	50.7	49.3	88.95	85.08	45.11	41.99	2.8	4.5	7.4	9.3	1.8	4.6	1653	1099	147009	115105
Cumberland County, NC	55.6	59.1	71.51	74.02	39.73	43.73	-6.0	-3.4	-9.2	-9.4	-0.3	-6.3	55.6	59.1	71.51	74.02	39.73	43.73	-6.0	-3.4	-9.2	-9.4	-0.3	-6.3	64	46	5881	4901
Johnston County, NC	42.4	35.9	69.19	68.51	29.35	24.60	18.1	1.0	19.3	19.3	0.0	18.1	42.4	35.9	69.19	68.51	29.35	24.60	18.1	1.0	19.3	19.3	0.0	18.1	26	16	1838	1144
Robeson County, NC	52.5	54.4	68.62	62.22	36.02	33.84	-3.5	10.3	6.4	13.7	6.9	3.1	52.5	54.4	68.62	62.22	36.02	33.84	-3.5	10.3	6.4	13.7	6.9	3.1	29	16	1821	1190
Wake County, NC	59.7	59.3	96.55	91.79	57.65	54.38	0.8	5.2	6.0	9.6	3.4	4.2	59.7	59.3	96.55	91.79	57.65	54.38	0.8	5.2	6.0	9.6	3.4	4.2	138	127	16169	15336
Durham County, NC	55.0	55.8	99.17	90.84	54.58	50.67	-1.3	9.2	7.7	15.0	6.8	5.4	55.0	55.8	99.17	90.84	54.58	50.67	-1.3	9.2	7.7	15.0	6.8	5.4	64	57	8243	7620
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	41.4	44.0	80.59	85.22	33.33	37.52	-6.1	-5.4	-11.2	-9.9	1.5	-4.7	41.4	44.0	80.59	85.22	33.33	37.52	-6.1	-5.4	-11.2	-9.9	1.5	-4.7	93	74	10844	9493
Harnett County, NC	53.2	43.3	72.13	67.40	38.37	29.17	22.9	7.0	31.5	31.5	0.0	22.9	53.2	43.3	72.13	67.40	38.37	29.17	22.9	7.0	31.5	31.5	0.0	22.9	10	7	771	550
Moore County, NC	42.4	38.9	89.07	86.25	37.78	33.53	9.1	3.3	12.7	12.7	0.0	9.1	42.4	38.9	89.07	86.25	37.78	33.53	9.1	3.3	12.7	12.7	0.0	9 1	20	11	1784	1300

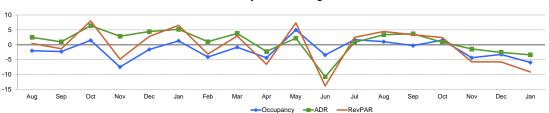
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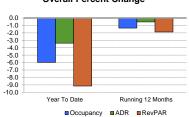
Fayetteville Area CVB

For the Month of January 2016

## **Monthly Percent Change**



### Overall Percent Change



Occupancy (%)			2014								20	115						2016
Occupancy (70)	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	68.7	61.8	62.3	59.5	55.6	59.1	63.7	68.2	71.1	67.0	71.0	69.3	69.4	61.6	63.3	56.9	53.8	55.6
Last Year	70.1	63.3	61.4	64.3	56.5	58.3	66.5	68.7	74.4	63.8	73.5	68.1	68.7	61.8	62.3	59.5	55.6	59.1
Percent Change	-2.0	-2.3	1.5	-7.5	-1.6	1.3	-4.1	-0.9	-4.4	5.0	-3.5	1.7	1.0	-0.3	1.6	-4.4	-3.3	-6.0

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
58.3	59.1	55.6	65.3	65.1	64.2
61.1	58.3	59.1	65.4	65.3	65.1
-4.6	1.3	-6.0	-0.1	-0.3	-1.4

ADR			2014								20	115						2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	73.71	70.62	72.80	73.07	70.66	74.02	72.04	73.78	72.83	73.02	72.78	74.19	76.20	73.21	73.42	72.03	68.83	71.51
Last Year	71.92	69.94	68.41	71.04	67.66	70.38	71.31	71.07	74.52	71.44	81.57	73.61	73.71	70.62	72.80	73.07	70.66	74.02
Percent Change	2.5	1.0	6.4	2.9	4.4	5.2	1.0	3.8	-2.3	2.2	-10.8	0.8	3.4	3.7	0.8	-1.4	-2.6	-3.4
RevPAR			2014								20	115						2016

	Year To Date		R	unning 12 Month	ıs
14	2015	2016	2014	2015	2016
38	74.02	71.51	70.81	73.33	72.94
03	70.38	74.02	71.72	70.81	73.33
.9	5.2	-3.4	-1.3	3.6	-0.5

RevPAR			2014								20	115						2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	50.65	43.65	45.36	43.47	39.28	43.73	45.92	50.28	51.81	48.89	51.68	51.41	52.90	45.12	46.46	40.98	37.01	39.73
Last Year	50.44	44.24	42.01	45.68	38.22	41.05	47.41	48.86	55.44	45.56	59.99	50.16	50.65	43.65	45.36	43.47	39.28	43.73
Percent Change	0.4	-1.3	8.0	-4.8	2.8	6.5	-3.1	2.9	-6.6	7.3	-13.9	2.5	4.4	3.4	2.4	-5.7	-5.8	-9.2

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
41.05	43.73	39.73	46.27	47.75	46.85
43.43	41.05	43.73	46.92	46.27	47.75
-5.5	6.5	-9.2	-1.4	3.2	-1.9

Supply			2014								20	15						2016
ошрр.)	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	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	182,311
Last Year	179,583	173,760	179,552	173,760	179,552	181,071	163,548	181,071	175,230	181,071	175,230	181,071	179,676	173,880	183,117	177,210	182,869	182,869
Percent Change	0.1	0.1	2.0	2.0	1.8	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.5	1.5	-0.4	-0.4	-0.3	-0.3

	Year To Date		R	unning 12 Month	ıs
2014	2015	2016	2014	2015	2016
181,071	182,869	182,311	2,115,752	2,136,842	2,150,007
179,552	181,071	182,869	2,106,256	2,115,752	2,136,842
0.8	1.0	.n 3	0.5	1.0	0.6

Demand			2014								20	115						2016
50	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	123,466	107,472	114,104	105,422	101,662	108,035	105,286	124,627	125,890	122,438	125,648	126,726	126,615	108,762	115,414	100,373	98,038	101,280
Last Year	125,939	109,921	110,254	111,732	101,426	105,620	108,730	124,473	130,376	115,467	128,871	123,393	123,466	107,472	114,104	105,422	101,662	108,035
Percent Change	-2.0	-2.2	3.5	-5.6	0.2	2.3	-3.2	0.1	-3.4	6.0	-2.5	2.7	2.6	1.2	1.1	-4.8	-3.6	-6.3

	Year To Date		F	unning 12 Month	ıs
2014	2015	2016	2014	2015	2016
105,620	108,035	101,280	1,382,471	1,391,471	1,381,097
109,771	105,620	108,035	1,377,877	1,382,471	1,391,471
-2.0	22	-6.3	0.3	0.7	-0.7

Revenue			2014								20	15						2016
revenue	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	9,100,824	7,589,499	8,306,867	7,703,267	7,183,740	7,996,502	7,584,836	9,194,804	9,168,347	8,940,425	9,144,934	9,401,273	9,647,998	7,962,543	8,473,158	7,229,512	6,747,783	7,242,499
Last Year	9,057,305	7,687,648	7,542,321	7,937,314	6,862,252	7,433,514	7,753,620	8,846,260	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
Percent Change	0.5	-1.3	10.1	-2.9	4.7	7.6	-2.2	3.9	-5.6	8.4	-13.0	3.5	6.0	4.9	2.0	-6.2	-6.1	-9.4

	Year To Date		F	Running 12 Month	s
2014	2015	2016	2014	2015	20
,433,514	7,996,502	7,242,499	97,891,791	102,040,375	100,73
7,797,134	7,433,514	7,996,502	98,820,674	97,891,791	102,04
4.7	7.0	0.4		4.0	

Census %			2014								20	015						2016
Celisus /	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	62	62	63	63	63	63	63	63	63	63	63	63	64	64	64	64	64	64
Census Rooms	5796	5796	5907	5907	5899	5899	5899	5899	5899	5899	5899	5899	5883	5883	5883	5881	5881	5881
% Rooms Participants	82.2	80.1	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.4	82.4	82.4	83.3	83.3	83.3

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# Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of January 2016

-				1		-	Cha in	2014							201	5						201	6			4	_	<del></del>
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	-   <sub>M</sub>	АМ	ا ل	، ام ار	so	N D	L.	F M	АМ	J	ا ۵ ا ر	s o	$ _{N} _{I}$	I.   d	F M	ЫМ	ا ل	_ L	sc	, <sub>N</sub>
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43	Timo	0 1	141	A III	0 0	1		14 5	, ,	1 141	^ W	,	, A	0 0	1,4	0	- 1	A 141	0 0	1		
25295	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130			П						П						П		$\Box$			$\Box$	$\top$	$\Box$
12296	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1925	0	Υ																					
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0	Υ																					
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008		0	Υ																					
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Υ																$\perp$			$\perp$	$\perp$	$\perp$
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Υ																					4
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Υ																$\perp$			ш		ш
	Cloverleaf Motel	Fayetteville, NC	28301			22																						
	Eastover Inn	Fayetteville, NC	28301	0 1005	1 1005	20																	$\perp$			$\perp$	_	$\perp$
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Y																					
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																					
	Regency Inn Value Place Fayetteville Bragg	Fayetteville, NC	28301	Jul 2003 Oct 2007	Jun 1971 Oct 2007	105 121	Y																					
	Affordable Suites Fayetteville	Fayetteville, NC Fayetteville, NC	28301 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							
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30			0	0 0	0 0	0 0	, 0	0 0	0	, 0 ,	0 0	0 0	0	0 0	0	, 0						
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114																						
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	Jan 2011	0	Υ		-	•	•				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	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	Υ																					
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Ý																					
	Hampton Inn Fayetteville Cross Creek Mall	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	Υ																$\neg$			П		
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118			•																			
25293	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997	Jun 1968	61			•				•		•	• •						•	$\Box$			$\Box$		
37019	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Υ		•	• •			•			•	• •			• •		•						
53828	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92			•	• •			•		•	• •	• •	• •	•	• •		•						
36796	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Υ		•	• •			•			• •	• •			• •								
59989	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93		• •	•	• •	• •		•		•	•  •  •	• •	• •	•	• •		•						
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																						
	Wingate By Wyndham Fayetteville	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		0	Υ																$\perp$			$\perp$		$\perp$
	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	• •	•	• •	• •	• •	•	• •	•	• •	• •	• •	•	• •	• •	•	$\perp$			$\perp$		$\perp$
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121		• •	•	• •	• •	• •	•	• •	•	• •	• •	• •	•	• •	•	•						4
	Airport Inn Budget Motel	Fayetteville, NC	28306			30																	$\perp$			$\perp$	_	$\perp$
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																				4		4
	Carolina Motor Inn	Fayetteville, NC	28306	1 1000		47																						
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993	l 4000	0	Y																					
	Coliseum Inn Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28306 28306	Sep 1996	Jun 1968	75 52	V																					
	Red Roof Infr & Suites Fayetteville Fort Bragg Relax Inn	Fayetteville, NC	28306	Oct 2015	May 2001	32	ĭ															•						
	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 Favetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Υ													•								
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																						
	Days Inn Favetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97																						
	Delux Inn	Favetteville, NC	28312			51																						
	Doubletree Favetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Υ																					
-	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150			•																			
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66	Υ		•																			
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312		May 1986	121			•	• •			•			•	• •		•	• •		•						
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198		• •	•	• •	• •		•	• •	•	• •	• •		•	• •	• •	•						
10148	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992	Jun 1986	113		• •	•	• •	• •		•	•		•	• •		•	• •		•						
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008	Feb 1998	81		• •	•	• •	• •		•	• •	•	• •	• •	• •	•	• •	•	•						
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Υ	0 0	0	0 0	0 0	0 0	0	• •	•	•	• •		•	• •	•	•						
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Mar 1985	120		• •	•	• •	• •	• •	•	•	•	• •	• •	• •	•	• •	•	•						
32497	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 & Stes Hope Mills Fayetteville	Hope Mills, NC			Nov 2009	72		• •	•	• •	• •	• •	•	• •	•	•	• •	• •	•	• •	• •	•						
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Υ			•  •	• •		•   •			•  •  •	•  •			• •			1 1					

## Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of January 2016

								2014							2015								2016	l l						
							Chg in					П										$\Box$	$\Box$	TT			П	$\Box$	П	$\Box$
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	M	M	JJ	AS	3 O	N D	J   I	=   M	AN	1   J	JA	۱S	0 1	1 D	JF	F M	AIN	ΛIJ	J   /	۱ S	0 '	N D
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77		• •	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	•	• •	•	•	$\Box$				$\Box$		
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	rties:	74	5881		o - N	/lonthl	y data	rece	ived b	y STI	₹																

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

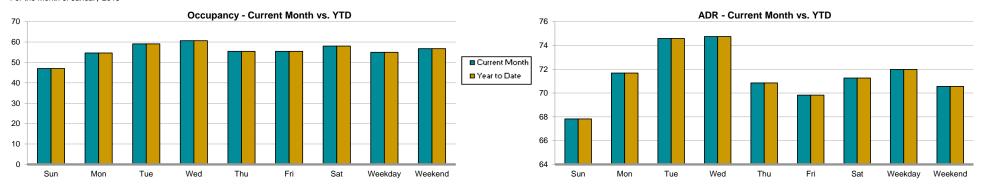
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Fayetteville Area CVB

For the Month of January 2016



		Occupan	су (%)	ADR		RevP	AR	Sup	oly	Dema	and	Reve	nue
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	47.0	-1.1	67.83	-1.0	31.88	-2.1	29,405	24.6	13,822	23.2	937,504	22.0
	Year To Date	47.0	-1.1	67.83	-1.0	31.88	-2.1	29,405	24.6	13,822	23.2	937,504	22.0
	Running 12 Month	52.5	-2.4	68.53	-0.5	36.00	-2.9	312,187	2.6	163,994	0.1	11,238,928	-0.4
Monday	Current Month	54.6	-7.1	71.68	-3.7	39.17	-10.6	23,524	-0.3	12,856	-7.4	921,495	-10.8
	Year To Date	54.6	-7.1	71.68	-3.7	39.17	-10.6	23,524	-0.3	12,856	-7.4	921,495	-10.8
	Running 12 Month	62.4	-2.0	73.01	0.1	45.54	-1.8	306,306	0.6	191,071	-1.3	13,949,322	-1.2
Tuesday	Current Month	59.1	-5.9	74.59	-2.6	44.12	-8.3	23,524	-0.3	13,913	-6.2	1,037,779	-8.6
	Year To Date	59.1	-5.9	74.59	-2.6	44.12	-8.3	23,524	-0.3	13,913	-6.2	1,037,779	-8.6
	Running 12 Month	67.2	-0.2	75.34	0.4	50.63	0.2	306,307	0.6	205,832	0.4	15,508,155	0.9
Wednesday	Current Month	60.7	-3.4	74.75	-1.7	45.36	-5.0	23,524	-0.3	14,276	-3.7	1,067,106	-5.3
	Year To Date	60.7	-3.4	74.75	-1.7	45.36	-5.0	23,524	-0.3	14,276	-3.7	1,067,106	-5.3
	Running 12 Month	67.5	-0.6	75.01	-0.4	50.66	-1.1	306,307	0.6	206,871	0.0	15,516,637	-0.5
Thursday	Current Month	55.4	-2.9	70.85	-2.3	39.27	-5.0	23,524	-20.2	13,040	-22.5	923,835	-24.3
	Year To Date	55.4	-2.9	70.85	-2.3	39.27	-5.0	23,524	-20.2	13,040	-22.5	923,835	-24.3
	Running 12 Month	63.3	-2.6	72.47	-1.1	45.85	-3.6	306,305	0.6	193,779	-2.0	14,044,002	-3.0
Friday	Current Month	55.5	-10.6	69.82	-6.5	38.73	-16.4	29,405	-0.3	16,312	-10.9	1,138,979	-16.6
	Year To Date	55.5	-10.6	69.82	-6.5	38.73	-16.4	29,405	-0.3	16,312	-10.9	1,138,979	-16.6
	Running 12 Month	67.4	-2.1	72.35	-1.4	48.78	-3.4	306,305	0.6	206,503	-1.5	14,940,190	-2.9
Saturday	Current Month	58.0	-5.7	71.26	-3.9	41.35	-9.4	29,405	-0.3	17,062	-6.0	1,215,802	-9.7
	Year To Date	58.0	-5.7	71.26	-3.9	41.35	-9.4	29,405	-0.3	17,062	-6.0	1,215,802	-9.7
	Running 12 Month	69.6	0.5	72.95	-0.9	50.74	-0.4	306,290	-1.3	213,048	-0.8	15,540,877	-1.7
Weekday / We	ekend	I											
Weekday	Current Month	55.0	-4.8	71.98	-2.5	39.58	-7.2	123,501	-0.3	67,906	-5.1	4,887,718	-7.5
(Sun-Thu)	Year To Date	55.0	-4.8	71.98	-2.5	39.58	-7.2	123,501	-0.3	67,906	-5.1	4,887,718	-7.5
	Running 12 Month	62.5	-1.6	73.07	-0.3	45.70	-1.8	1,537,412	1.0	961,547	-0.6	70,257,045	-0.8
Weekend	Current Month	56.7	-8.2	70.56	-5.2	40.04	-12.9	58,810	-0.3	33,374	-8.4	2,354,781	-13.2
(Fri-Sat)	Year To Date	56.7	-8.2	70.56	-5.2	40.04	-12.9	58,810	-0.3	33,374	-8.4	2,354,781	-13.2
	Running 12 Month	68.5	-0.8	72.65	-1.1	49.76	-1.9	612,595	-0.3	419,550	-1.1	30,481,067	-2.3
Total	Current Month	55.6	-6.0	71.51	-3.4	39.73	-9.2	182,311	-0.3	101,280	-6.3	7,242,499	-9.4
	Year To Date	55.6	-6.0	71.51	-3.4	39.73	-9.2	182,311	-0.3	101,280	-6.3	7,242,499	-9.4
	Running 12 Month	64.2	-1.4	72.94	-0.5	46.85	-1.9	2,150,007	0.6	1,381,097	-0.7	100,738,112	-1.3

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# Tab 6 - Seg Trend Cumberland County NC

65.3

65.1

64.2

Fayetteville Area CVB

**Running 12 Month** 

Jan

Jan

Jan

2014

2015

2016

For the Month of January 2016

							This	Year										Pe	rcent C	hange	(%)				
							Α	DR			Rev	PAR			Occupa	ancy (%)	)		ADR	(%)			RevP	AR (%)	
Curre		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2014	Aug				68.7				73.71				50.65				-2.0				2.5				0.4
	Sep				61.8				70.62				43.65				-2.3				1.0				-1.3
	Oct				62.3				72.80				45.36				1.5				6.4				8.0
	Nov				59.5				73.07				43.47				-7.5				2.9				-4.8
	Dec				55.6				70.66				39.28				-1.6				4.4				2.8
2015	Jan				59.1				74.02				43.73				1.3				5.2				6.5
	Feb				63.7				72.04				45.92				-4.1				1.0				-3.1
	Mar				68.2				73.78				50.28				-0.9				3.8				2.9
	Apr				71.1				72.83				51.81				-4.4				-2.3				-6.6
	May				67.0				73.02				48.89				5.0				2.2				7.3
	Jun				71.0				72.78				51.68				-3.5				-10.8				-13.9
	Jul				69.3				74.19				51.41				1.7				0.8				2.5
	Aug				69.4				76.20				52.90				1.0				3.4				4.4
	Sep				61.6				73.21				45.12				-0.3				3.7				3.4
	Oct				63.3				73.42				46.46				1.6				0.8				2.4
	Nov				56.9				72.03				40.98				-4.4				-1.4				-5.7
	Dec				53.8				68.83				37.01				-3.3				-2.6				-5.8
2016	Jan				55.6				71.51				39.73				-6.0				-3.4				-9.2
	_																	_	_	_					
Year To																		Pe	rcent C	hange (					
2014					58.3				70.38				41.05				-4.6				-0.9				-5.5
	Jan				59.1				74.02				43.73				1.3				5.2				6.5
2016	Jan				55.6				71.51				39.73				-6.0				-3.4				-9.2

**Currency: USD - US Dollar** 

Percent Change (%)

-1.3

3.6

-0.5

-1.4

3.2

-1.9

-0.1

-0.3

-1.4

A blank row indicates insufficient data.

70.81

73.33

72.94

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46.27

47.75

46.85

# Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of January 2016

								014							Ž	2015		_			-		_	201	_	4		_	-	-	_	
STR Code	Name of Establishment	City & State	Zip Code	Aff Data	Onen Date	Chg ii ns Rms		JF		.	١.١	JA				. _						١, ا	, ,		. <u>.</u>   .	u a					,   <u>,                                 </u>	<b>P</b>
	American Eagle Inn	City & State Fayetteville, NC	28301	Jun 2012	Open Date Roor Jun 1967	ns Kms	١,	JF	IVI A	A M	J	JA	5 (	ON	D	JF	IVI .	AIN	J	JA	S	0 1	ND	J	FIN	A A	M .	JJ	A	SC	) N	ט
	Budget Inn	Fayetteville, NC	28301	Jul 2009		30																								-		
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1925	0 Y																										
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0 Y																										
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	0411 1000	0 Y																										
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0 Y																										
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0 Y																										
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0 Y																										
	Cloverleaf Motel	Fayetteville, NC	28301	Juli 2004		22																										
	Eastover Inn	Fayetteville, NC	28301			20																								-		
	Economy Inn	Fayetteville, NC	28301	Sep 1995		50 Y																										
	Night Inn	Fayetteville, NC	28301	Sep 2011		50 Y																										
	Regency Inn	Fayetteville, NC	28301	Jul 2003		05 Y																										
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007		21																										
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014		49																										
	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	Jan 2011	0 Y																								-		
				Jan 1991	Jan 1991 1	-						0					0 0													-		
	Courtyard Fayetteville	Fayetteville, NC	28303 28303			08 19 Y	S	S	SS	S	S S	S S	S S	S	S S	s s	SS	S	S	S	S	S S	S	S								
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC		Mar 2014		65																								_		
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012		77 Y																				4						
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013																					_	_				_		
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989																				4		4					4	
	Hampton Inn Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Dec 1995		31																		$\perp$	_					_		
	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							_												_				$\vdash$	_		
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011		18	В	3 B	ВЕ	3 B	ВВ	BE	BE	3 B	В	ВВ	ВЕ	3 B	B	3 B	В	ВЕ	В	В		4						
	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997		61																		ш		$\perp$			$\perp$	_		
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012		09 Y																										
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006		92																				$\perp$			$\perp$			
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998		26 Y																				4						
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009		93																										
	Tropical Motel	Fayetteville, NC	28303	Jun 1970		80																										
36902	Wingate By Wyndham Fayetteville	Fayetteville, NC	28303	Aug 1998		85																										
64554	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																										
35106	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997 1	20																										
12994	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1974 1	85 Y															r	r										
55751	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006 1	21																										
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																				П				Т		
25296	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0 Y																										
4264	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75																				П				Т		
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015		52 Y																										
	Relax Inn	Fayetteville, NC	28306			32																				П				т		
	Roadside Inn Motel	Fayetteville, NC	28306			20																										
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001		98 Y																				П				т		
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014		15																										
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0 Y																										
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013		61																										
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009		97																										
	Delux Inn	Fayetteville, NC	28312	OCP 2000		51																										
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008		48 Y	В	3 B	В		B	В	B																			
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989		50	٦	, ,																								
	Fairfield Inn Fayetteville I 95	Fayetteville, NC		1		66 Y																										
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312			21																								-		
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983		98																								-		
	Motel 6 Fayetteville	Fayetteville, NC	28312			13																										
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008		81 55 Y																										
	Red Roof Inn Fayetteville	Fayetteville, NC	28312																													
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013		20																			_		_			_		
	Sleep Inn Fayetteville	Fayetteville, NC	28312			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 & Stes Hope Mills Fayetteville	Hope Mills, NC	28348			72																										
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85 Y													1 1	- [				$\perp$	.							, 1

## Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of January 2016

								2014							2015							20	16						
							Chg in		П	$\Box$			$\Box$			$\Box$		TT	$\top$		$\Box$			$\Box$		$\Box$	$\top$	$\Box$	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	J F	M	M A	JJ	A	s o	N D	JF	=   м	AM	1 J	J A	S	N c	DJ	FN	/ A	M .	J   J	AS	, o	N D
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	rties:	74	5881		s - N	/lontly	Sean	nentat	ion (T	ransie	ent. G	roup.	Conti	act) (	Only											

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

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.

#### 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.