

## United Kingdom Blue Fin Building

**United States** 

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# Fayetteville Area CVB

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## Tab 2 - Multi-Segment

Fayetteville Area CVB For the month of: February 2016

				Current	Month -	February	y 2016 vs	Februar	y 2015							Year to	o Date - F	ebruary	2016 vs F	Februar	y 2015					Part	icipation	
	Oco	:%	A	DR	RevF	PAR	Pe	ercent Cl	hange fro	om Febru	uary 2015	;	Occ	:%	AD	R	Rev	PAR		Percen	t Change i	from YT	D 2015		Prope	erties	Roo	ms
										Room	Room	Room										Room	Room	Room				
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Rev	Avail	Sold	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample
North Carolina	59.7	58.9	93.26	88.85	55.66	52.34	1.3	5.0	6.4	8.0	1.6	2.9	55.0	53.9	91.26	87.04	50.18	46.91	2.0	4.9	7.0	8.7	1.6	3.7	1654	1103	146714	115425
Cumberland County, NC	63.7	63.7	72.38	72.13	46.12	45.95	0.0	0.3	0.4	0.1	-0.3	-0.3	59.4	61.3	71.95	73.09	42.76	44.78	-3.0	-1.6	-4.5	-4.8	-0.3	-3.3	64	46	5881	4901
Johnston County, NC	46.9	43.5	69.48	69.07	32.62	30.07	7.9	0.6	8.5	8.5	0.0	7.9	45.2	40.3	69.66	69.05	31.51	27.81	12.3	0.9	13.3	13.3	0.0	12.3	25	16	1701	1144
Robeson County, NC	61.1	64.3	67.63	62.92	41.30	40.49	-5.1	7.5	2.0	9.0	6.9	1.4	56.6	59.1	68.11	62.58	38.52	37.00	-4.3	8.8	4.1	11.3	6.9	2.2	29	16	1821	1190
Wake County, NC	67.5	71.2	99.55	93.62	67.17	66.64	-5.2	6.3	0.8	4.3	3.4	-2.0	63.4	64.9	98.09	92.73	62.16	60.16	-2.3	5.8	3.3	6.9	3.4	1.1	138	127	16169	15336
Durham County, NC	64.8	69.4	101.79	95.98	65.95	66.57	-6.6	6.0	-0.9	5.8	6.8	-0.2	59.7	62.2	100.50	93.56	59.98	58.21	-4.1	7.4	3.0	10.0	6.8	2.4	64	57	8243	7620
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	55.1	52.7	86.67	84.71	47.72	44.63	4.5	2.3	6.9	6.5	-0.4	4.1	47.8	48.1	83.90	84.94	40.14	40.86	-0.6	-1.2	-1.8	-1.2	0.6	0.0	93	75	10800	9579
Harnett County, NC	52.1	54.3	70.99	67.45	36.96	36.60	-4.0	5.2	1.0	1.0	0.0	-4.0	52.5	48.5	71.76	67.42	37.65	32.69	8.2	6.4	15.2	15.2	0.0	8.2	10	7	771	550
Moore County, NC	57.8	46.7	98.27	89.97	56.79	42.01	23.8	9.2	35.2	35.2	0.0	23.8	49.7	42.6	94.14	88.19	46.79	37.55	16.7	6.8	24.6	24.6	0.0	16.7	20	11	1784	1300

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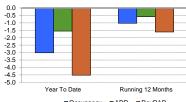
Source 2016 STR, Inc.

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

Overall Percent Change



Monthly Percent Change



Occupancy ADR RevPAR

No.         No. <th>Occupancy (%)</th> <th></th> <th>2</th> <th>014</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>20</th> <th>015</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>20</th> <th>016</th> <th></th> <th>Year To Date</th> <th></th> <th>F</th> <th>Running 12 Month</th> <th>าร</th>	Occupancy (%)		2	014							20	015						20	016		Year To Date		F	Running 12 Month	าร
Last Vee       A3       01.4       40.3       00.5	Occupancy (70)	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2014	2015	2016	2014	2015	2016
Percet Charge       -23       15       -75       -16       13       -13       -14       -14       -14       -14       -14       -14       -14       -14       -14       -14       -14       -14       -14       -14       -14       -14       -14       -14       -15       -16	This Year	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	63.7	62.2	61.3	59.4	65.1	64.9	64.2
APA       Support	Last Year	63.3	61.4	64.3	56.5	58.3	66.6	68.7	74.4	63.8	73.5	68.1	68.7	61.8	62.3	59.5	55.6	59.1	63.7	65.1	62.2	61.3	65.2	65.1	64.9
Norw         Sep         Oct         Nov         Dec         Am         Nov         Dec         Am         Perol         Bas / Fero	Percent Change	-2.3	1.5	-7.5	-1.6	1.3	-4.3	-0.9	-4.4	5.0	-3.5	1.7	1.0	-0.3	1.6	-4.4	-3.3	-6.0	0.0	-4.4	-1.5	-3.0	-0.2	-0.3	-1.0
Dath         Bep         Oct         Nov         Dec         Jam         Free         Jam         Fre																									
bs         by         Oct         Nov         Dec         Jan         Feb         Mar         Age         May         And         Aug         Sep         Oct         Nov.         Dec         Jan         Feb         Diff         Diff <thdiff< th="">         Diff         Dif         <t< th=""><th>ADR</th><th></th><th>2</th><th>014</th><th></th><th></th><th></th><th></th><th></th><th></th><th>20</th><th>015</th><th></th><th></th><th></th><th></th><th></th><th>20</th><th>016</th><th></th><th>Year To Date</th><th></th><th>F</th><th>Running 12 Month</th><th>าร</th></t<></thdiff<>	ADR		2	014							20	015						20	016		Year To Date		F	Running 12 Month	าร
Last Yee         69.4         69.4         71.54         71.50 <t< td=""><td></td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td><td>Feb</td><td>Mar</td><td>Apr</td><td>May</td><td>Jun</td><td>Jul</td><td>Aug</td><td>Sep</td><td>Oct</td><td>Nov</td><td>Dec</td><td>Jan</td><td>Feb</td><td>2014</td><td>2015</td><td>2016</td><td>2014</td><td>2015</td><td>2016</td></t<>		Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2014	2015	2016	2014	2015	2016
Protect Change       1.0       6.4       2.9       4.4       6.2       9.3       2.3       2.2       1.03       0.8       1.4       2.6       3.4       0.3       1.13       0.0       1.12       0.0       1.			72.80	73.07	70.66	74.02		73.78	72.83	73.02	72.78	74.19	76.20		73.42	72.03	68.83	71.51	72.38	70.95	73.09	71.95	70.69	73.40	72.97
Normal         Solution         <		69.94	68.41		67.66		71.50	71.07			81.57	73.61	73.71			73.07		74.02		71.99		73.09			
Number         Sep         Oct         Nov         Dec         Jan         Feb         Jan         Feb         2014         2015         2016           Last Year         43.26         43.27         43.28         43.25         43.85         56.46         95.66         95.66         43.65         43.26         43.17         44.52           Last Year         43.26         43.28         43.25         45.26         43.65	Percent Change	1.0	6.4	2.9	4.4	5.2	0.9	3.8	-2.3	2.2	-10.8	0.8	3.4	3.7	0.8	-1.4	-2.6	-3.4	0.3	-1.5	3.0	-1.6	-1.7	3.8	-0.6
Number         Sep         Oct         Nov         Dec         Jan         Feb         2014         2015         2016         201																									
The Year       44.26       45.86       45.87       45.76       45.92       45.76       55.86       55.84       45.86       55.86       55.84       45.86       55.86       55.84       45.86       55.84       45.86       45.87       45.76       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87       45.86       45.87      <	RevPAR										20							20			Year To Date			Running 12 Month	
List Yar       4:24       4:20       4:58       3:22       4:05       47.59       48.66       50:06       50:06       50:06       43.65       43.47       39:28       43.77       4:55       44.5       45.76       44.55       47.76       45.56       44.75       45.56       44.5       45.76       45.86       44.75       45.56       44.5       45.76       45.77       45.76       45.76       45.77       47.76       45.76       45.76       45.77       45.76       45.76       45.77       45.76       45.76       45.77       45.76       45.76       45.77       45.76       45.76       45.77       45.76       45.76       45.77       45.76       45.76       45.77       45.76       45.76       45.77       45.76       45.76       45.76       45.76       45.76       45.76       45.76       45.76       45.76		Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	2014	2015	2016	2014	2015	2016
Percent Change       1.3       8.0       4.8       2.0       6.5       3.4       2.0       6.7       3.3       2.5       4.4       3.4       2.4       -5.7       5.8       -9.1       0.4       5.8       1.4       4.5       1.9       3.5       1.16         Supply       50       701       702.00       773.00																									
Supply         Supply<																									
Supplie         Supplie <t< td=""><td>Percent Change</td><td>-1.3</td><td>8.0</td><td>-4.8</td><td>2.8</td><td>6.5</td><td>-3.4</td><td>2.9</td><td>-6.6</td><td>7.3</td><td>-13.9</td><td>2.5</td><td>4.4</td><td>3.4</td><td>2.4</td><td>-5.7</td><td>-5.8</td><td>-9.1</td><td>0.4</td><td>-5.8</td><td>1.4</td><td>-4.5</td><td>-1.9</td><td>3.5</td><td>-1.6</td></t<>	Percent Change	-1.3	8.0	-4.8	2.8	6.5	-3.4	2.9	-6.6	7.3	-13.9	2.5	4.4	3.4	2.4	-5.7	-5.8	-9.1	0.4	-5.8	1.4	-4.5	-1.9	3.5	-1.6
Supply         Sep         Oct         Nov         Dec         Jan         Feb         Jan         Apr         May         Jan         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Jan         Jan<						1																			
Sep         Oct         Nov         Dec         Jan         Apr         May         Jan         Jal         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Jan         Jan         Jal         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Jan         Jan         Jal         Jal         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Jan         Feb         Jan         Feb         Jan         Jan <td>Supply</td> <td></td>	Supply																								
Las Yae       173,760       173,562       173,760       173,562       173,760       173,562       173,760       173,562       173,760       173,562       181,071       175,230       181,071       175,230       181,071       172,876       173,860       182,167       172,860       182,167       172,860       182,167       173,860       182,167       172,860       182,167       173,860       182,167       172,860       182,167       173,860       182,167       0.3       0.																									
Percent Change       0.1       2.0       2.0       1.8       1.0																									
Normand         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jul         Aug																									
Definition         Sop         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jun         Jun         Aug         Sop         Oct         Nov.73         Dec         Jun         Feb         Jun         <	Percent Change	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	-0.3	0.8	1.0	-0.3	0.3	1.0	0.5
Definition         Sop         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jun         Jun         Aug         Sop         Oct         Nov.73         Dec         Jun         Feb         Jun         <																									
This Year Last Year Percent Change       107,472       114,104       106,422       101,682       101,862       101,876 <th>Demand</th> <th></th> <th></th> <th></th> <th>_</th> <th></th> <th>-</th> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>-</th> <th></th>	Demand				_												-							-	
Last Year       109.921       101.254       111.732       101.426       105.620       108,857       124,473       130.376       115.467       128.871       123.933       123.466       107.472       114.104       105.622       101.662       6.6       0.5 <td></td>																									
Percent Change       -2.2       3.5       -5.6       0.2       2.3       -3.3       0.1       -3.4       6.0       -2.5       2.7       2.6       1.1       -4.8       -3.6       -6.2       -0.5       -3.3       0.1       0.7       -0.5         Revenue       Sep       Oct       Nov       Dec       Jan       Feb       Mar       Apr       May       Jun       Jul       Aug       Sep       Oct       Nov       Dec       Jan       Feb       Jul       Jul       Aug       Sep       Oct       Nov       Dec       Jan       Feb       Jul       Jul       Aug       Sep       Oct       Nov       Dec       Jan       Feb       Jul       Jul       Aug       Sep       Oct       Nov       Dec       Jan       Feb       Jul       Jul       Aug       Sep       Oct       Nov       Dec       Jul																									
Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jul         Sep         Oct         Nov         Total         Feb         Mar         Apr         May         Jul         Aug         Sep         Oct         Nov         Dec         Jul         Sep         Ott         Nov         Sep         Ott         Nov </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>, .</td> <td></td> <td></td> <td></td> <td></td> <td>.,</td> <td></td> <td>, .</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td></td>								, .					.,		, .									1	
Construint         Sep         Oct         Nov         Dec         Jan         Feb         May         Jan         Jan         Jan         Jan         Sep         Oct         Nov         Dec         Jan         Feb         Zard         Zard <thzard< th="">         Zard         Zard</thzard<>	Percent Change	-2.2	3.5	-5.6	0.2	2.3	-3.3	0.1	-3.4	6.0	-2.5	2.7	2.6	1.2	1.1	-4.8	-3.6	-6.2	-0.3	-3.6	-0.6	-3.3	0.1	0.7	-0.5
Construint         Sep         Oct         Nov         Dec         Jan         Feb         Mar         Apr         May         Jun         Jun         Aug         Sep         Oct         Nov         Dec         Jun         Zoris         Zoris <thzoris< th=""> <thzoris< th=""> <thzoris< t<="" td=""><td></td><td></td><td>2</td><td>014</td><td></td><td></td><td></td><td></td><td></td><td></td><td>2</td><td>15</td><td></td><td></td><td></td><td></td><td></td><td>2</td><td>16</td><td></td><td>Veer To Date</td><td></td><td></td><td>unning 12 Month</td><td></td></thzoris<></thzoris<></thzoris<>			2	014							2	15						2	16		Veer To Date			unning 12 Month	
This Year       7,898,499       8,306,867       7,703,267       7,7183,740       7,996,502       7,709,014       9,148,804       9,168,347       8,404,425       9,414,934       9,401,273       0,647,983       7,873,158       7,228,517       7,730,267       7,7183,740       7,996,502       7,753,088       8,40,425       9,418,934       9,401,273       0,647,983       7,873,158       7,228,517       7,733,087       7,733,088       8,40,425       9,418,934       9,012,73       0,647,983       7,733,567       7,733,087       7,733,088       7,733,088       8,40,425       9,418,934       9,012,73       0,647,983       7,733,567       7,733,087       7,733,088       8,40,425       9,418,934       9,012,73       0,647,983       7,733,567       7,733,087       7,733,088       8,478,168       7,733,087       7,733,088       8,478,168       7,733,087       7,733,088       8,478,168       7,236,277       7,183,740       7,996,502       7,590,014       9,14,838,937       9,456,658       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,769       101,875,	Revenue	Sen			Dec	Jan	Feb	Mar	Apr	May			Aug	Sen	Oct	Nov	Dec			2014		2016		-	
Last Year       7,687,648       7,643,314       7,632,622       7,433,514       7,783,088       8,846,260       9,715,261       8,248,981       10,512,564       7,593,490       8,306,867       7,703,267       7,183,740       7,996,502       7,590,014       16,015,355       15,216,602       15,816       15,816       15,816       15,816       15,816       15,816       15,816       15,816       15,816       15,816       15,816       15,816       15,816       15,816       15,816       15,816       15,816	This Year																								
Percent Change       -1.3       10.1       -2.9       4.7       7.6       -2.5       3.9       -5.6       8.4       -1.30       3.5       6.0       4.9       2.0       -6.1       9.4       0.1       -5.0       2.4       -4.8       -4.6       4.5       -1.1         Census %       Oct       Nov       Dec       Jan       Feb       Mar       Apr       May       Jun       Jul       Aug       Sep       Oct       Nov       Dec       Jan       Feb       Feb       Sep       Oct       Nov       Dec       Jan       Feb       Sep																									
Census %         Sev         Nov         Dec         Jan         Feb         Mar         Apr         May         Jul         Aug         Sev         Nov         Dec         Jan         Feb           Census Props         62         63         63         63         63         63         64																									
Census Props         62         63         63         63         63         63         63         63         63         63         63         64	. stoort ondingo		.0.1	2.0			2.0	2.0	5.0	2.4	.0.0	5.0	5.0	1.0	2.0	5.2	5.1	5.4		0.0				7.0	
Sep         Oct         Nov         Dec         Jan         Fop         Mar         Apr         May         Jun         Jul         Aug         Sep         Oct         Nov         Dec         Jan         Feb           Čensus Props         62         63         63         63         63         63         64	Compute 0/		2	014							20	015						20	016						
Census Props         62         63         63         63         63         63         63         64         64         64         64         64         64           Census Rooms         5796         5907         5899         5899         5899         5899         5899         5893         5883         5883         5881         5881         5881         5881	Census %	Sep			Dec	Jan	Feb	Mar	Apr	May		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb						
Census Rooms 5796 5907 5907 5899 5899 5899 5899 5899 5899 5899 589	Census Props	62	63	63	63	63	63	63		63	63	63			64	64	64	64	64						
% Rooms Participants 80.1 82.5 82.5 82.5 82.5 82.5 82.5 82.5 82.5		5796	5907	5907	5899	5899	5899	5899	5899	5899	5899	5899	5883	5883	5883	5881	5881	5881	5881						
	% Rooms Participants	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	83.3						

A blank row indicates insufficient data.

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#### Source 2016 STR, Inc.

# Tab 4 - Response Cumberland County NC

## Fayetteville Area CVB

For the Month of February 2016

								2014	4							2015								201	6							
STR Code	Name of Establishment	City & State	Zip Code		- · ·		Chg in Rms		F M	AI	N J	J	A S	0	N D	JF	м	A M	J	J A	s c	N	D	J	FN	4 N	м	J J	A	s	0	NC
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																										
	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130																		_		1		_				_
	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		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 Cloverleaf Motel	Fayetteville, NC Fayetteville, NC	28301 28301	Jun 2004		0 22																										
	Eastover Inn	Fayetteville, NC	28301			22																										
	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							
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30			1.1		1.1											1.1										
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114		• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	•	•							
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0	Y																			177						T
	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				•	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	• •	•						T	
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012	Apr 2012	165		• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	•	•							
37582 E	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013	Jan 1999	77	Y	• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	• •	•						T	
25877 F	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Y	• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	•	•							
32352 H	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		• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	•	•							
36100	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 Fort Bragg Fayettevile	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		• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	•	•							
	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 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	Y													•	• •	•	•	• •	•							
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	1.1.4007	0	•																								-	
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304 28304	Jul 1997	Jul 1997 Jun 1974	120 185		• •	•	• •	•	• •	•	• •	•	• •	•••	•	• •	•	• •	•	•	•	•							
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC Fayetteville, NC	28304	Aug 2015 Apr 2006	Apr 2006	121		• •		• •		•••		•••	•	•••	•••	•	•••	•	•••	•	•	•	•							
	Airport Inn Budget Motel	Fayetteville, NC	28306	Api 2000	Api 2000	30		• •	•	• •	•	• •	•	•••	•	•••	•••	•	• •	•	• •	•	•	• •	•							
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																										
	Carolina Motor Inn	Fayetteville, NC	28306	00112012	our root	47																										
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Y																									
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75			1.1		1.1											1.1										
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52																•	•	•	•							
	Relax Inn	Fayetteville, NC	28306			32																				$\mathbf{T}$						T
25294 F	Roadside Inn Motel	Fayetteville, NC	28306			20																										
48970 L	andmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Y	• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	• •	•	$\mathbf{T}$						T
62981 F	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	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		66		• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	• •	•							
	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	Aug 2008	Feb 1998	81		• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	• •	•							
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55		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		63		• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	•	•							
	Super 8 Fayetteville Comfort Inn Cross Creek	Fayetteville, NC	28312	Dec 1996	Dec 1996	60		• •	•	• •	•	• •	•	• •	•	• •	• •	•	• •	•	• •	•	•	•	•							
		Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Y	•••	•	• •	•	• •	•	•••	•	• •	•••	•	• •	•	• •	•	•	•	•							
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121 72		•	•	•	•	• •	•		•	•	• •	•	• •	•	•	•	•	• •	-							
	Holiday Inn Express & Stes Hope Mills Fayetteville	Hope Mills, NC Spring Lake, NC	28348 28390	Nov 2009 Feb 2016	Nov 2009 Feb 1996	85		••••	•	•	•	• •		•	•	•	•	•	• •	•	•	•	•	•								
			1200500		11001330																											

## Tab 4 - Response Cumberland County NC

#### Fayetteville Area CVB

For the Month of February 2016

								2014						20	15							201	16					
	News of Fatablishmant	0:10.0.01-1-	7in Oada	A# D-1-	0	_	Chg in								_							$\Box$				$\Box$		
STR Code	Name of Establishment	City & State	Zip Code	All Date	Open Date	Rooms	Rms	JF	MA	MJ	JA	SC		DJ	F	MA		1 1	AS		NL	/ J	FU	A	MJ	J	AS	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	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	• •	• •	• •	• •	c	0	• •	• •	•	• •	•	• •	•	• •	•	•					
			Total Prope	rties:	74	5881		○ - M	onthly	data re	ceive	d by S	STR															

Monthly and daily data received by STR

Blank - No data received by STR

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

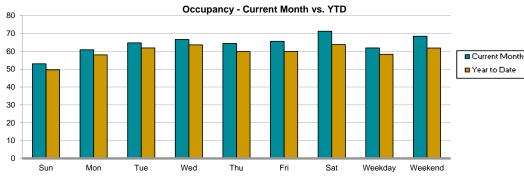
Source 2016 STR, Inc.

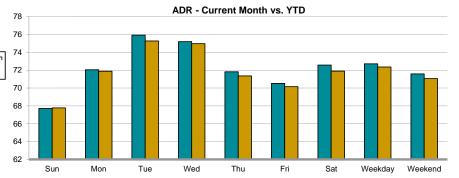
#### A blank row indicates insufficient data.

## Tab 5 - DOW Cumberland County NC

## Fayetteville Area CVB

## For the Month of February 2016





Day of Week		Occupancy (%	5) % Chg	ADR	% Chg	RevPAR	% Chg	Supply	% Chg	Demand	% Chg	Revenue	% Chg
Sunday	Current Month	53.0	2.7	67.72	-0.6	35.91	2.1	22,713	-3.7	12,044	-1.1	815,564	-1.8
Sunday	Year To Date	49.6	0.1	67.72	-0.8	33.64	-0.7	52,118	-3.7	25,867	10.5	1,753,134	-1.6
	Running 12 Month	52.7	-1.8	68.50	-0.8	36.07	-0.7	311,304	2.2	163,914	0.3	11,227,368	-0.3
											i		
Monday	Current Month	60.9	-0.2	72.05	-0.4	43.86	-0.6	28,391	20.3	17,283	20.0	1,245,192	19.5
	Year To Date	58.1	-3.1	71.89	-2.0	41.74	-5.1	51,915	10.0	30,139	6.6	2,166,752	4.4
	Running 12 Month	62.4	-1.6	72.97	-0.1	45.50	-1.6	311,101	2.1	193,978	0.5	14,155,521	0.5
Tuesday	Current Month	64.8	-3.1	75.93	2.0	49.18	-1.2	22,713	-3.7	14,710	-6.7	1,116,960	-4.9
	Year To Date	61.9	-4.6	75.28	-0.2	46.60	-4.8	46,237	-2.0	28,624	-6.5	2,154,812	-6.7
	Running 12 Month	67.0	-0.2	75.47	0.5	50.60	0.2	305,424	0.3	204,772	0.1	15,453,482	0.5
Wednesday	Current Month	66.7	1.9	75.20	1.1	50.13	3.0	22,713	-3.7	15,140	-1.9	1,138,526	-0.9
	Year To Date	63.6	-0.8	74.98	-0.3	47.70	-1.1	46,237	-2.0	29,417	-2.8	2,205,567	-3.1
	Running 12 Month	67.6	0.0	75.08	-0.4	50.78	-0.5	305,424	0.2	206,569	0.2	15,508,397	-0.2
Thursday	Current Month	64.4	4.5	71.82	1.1	46.28	5.6	22,713	-3.7	14,638	0.6	1,051,257	1.7
	Year To Date	59.9	1.3	71.36	-0.6	42.72	0.6	46,237	-12.9	27,678	-11.8	1,975,088	-12.4
	Running 12 Month	63.5	-1.6	72.54	-1.0	46.04	-2.6	305,422	0.2	193,844	-1.4	14,061,999	-2.4
Friday	Current Month	65.7	-2.7	70.52	-1.1	46.30	-3.7	22,713	-3.7	14,912	-6.3	1,051,652	-7.3
	Year To Date	59.9	-7.0	70.16	-4.0	42.03	-10.8	52,118	-1.8	31,225	-8.8	2,190,712	-12.4
	Running 12 Month	67.3	-1.7	72.30	-1.5	48.64	-3.1	305,422	0.2	205,461	-1.4	14,855,719	-2.9
Saturday	Current Month	71.3	-0.8	72.57	0.3	51.73	-0.5	22,713	-3.7	16,190	-4.5	1,174,944	-4.2
	Year To Date	63.8	-3.5	71.90	-1.9	45.87	-5.3	52,118	-1.8	33,253	-5.3	2,390,872	-7.1
	Running 12 Month	69.5	0.0	72.98	-0.9	50.70	-1.0	305,407	-1.6	212,195	-1.7	15,485,230	-2.6
Weekday / We	ekend												
Weekday	Current Month	61.9	0.9	72.72	0.6	45.01	1.6	119,242	1.1	73,815	2.0	5,367,500	2.7
(Sun-Thu)	Year To Date	58.4	-1.9	72.36	-0.9	42.25	-2.8	242,743	0.4	141,725	-1.5	10,255,353	-2.4
	Running 12 Month	62.6	-1.1	73.11	-0.3	45.76	-1.4	1,538,674	1.0	963,077	-0.1	70,406,766	-0.4
Weekend	Current Month	68.5	-1.7	71.59	-0.3	49.02	-2.0	45,426	-3.7	31,102	-5.4	2,226,596	-5.7
(Fri-Sat)	Year To Date	61.9	-5.3	71.06	-2.9	43.95	-8.0	104,236	-1.8	64,478	-7.0	4,581,584	-9.7
	Running 12 Month	68.4	-0.9	72.65	-1.2	49.67	-2.1	610,829	-0.7	417,657	-1.6	30,340,948	-2.8
Total	Current Month	63.7	0.0	72.38	0.3	46.12	0.4	164,668	-0.3	104,917	-0.3	7,594,096	0.1
	Year To Date	59.4	-3.0	71.95	-1.6	42.76	-4.5	346,979	-0.3	206,203	-3.3	14,836,937	-4.8
	Running 12 Month	64.2	-1.0	72.97	-0.6	46.87	-1.6	2.149.503	0.5	1,380,734	-0.5	100,747,714	-1.1

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#### Source 2016 STR, Inc.

# Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of February 2016

							This	Year										Pe	rcent C	hange	(%)				
			Occupa	ancy (%)	)		AI	DR			Rev	PAR			Occupa	ancy (%	)		ADF	२ (%)			RevP	AR (%)	
Curr Mor		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	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				72.13				45.95				-4.3				0.9				-3.4
	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
	Мау				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				-9.1
	Feb				63.7				72.38				46.12				0.0				0.3				0.4

Year To Date				Percent	Change (%)	
2014 Feb	62.2	70.95	44.15	-4.4	-1.5	-5.8
2015 Feb	61.3	73.09	44.78	-1.5	3.0	1.4
2016 Feb	59.4	71.95	42.76	-3.0	-1.6	-4.5

Running 12 Month	h				Percent Change (%)	
2014 Feb	65.1	70.69	46.03	-0.2	-1.7	-1.9
2015 Feb	64.9	73.40	47.64	-0.3	3.8	3.5
2016 Feb	64.2	72.97	46.87	-1.0	-0.6	-1.6

A blank row indicates insufficient data.

Source 2016 STR, Inc.

# Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of February 2016

								2014	l.						20	15							1	201	6						
STR Code	Name of Establishment	City & State	Zip Code		- · ·		Chg in Rms		FМ	АМ	JJ	Α	s o	N	D J	FN	I A	мЈ	IJ	Α	s c	N	D	J	F	м	АМ	J	s	o	N D
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																									
	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130	V						_		_										-	_					
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1925	0	Y																		44						
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0	Y						_		_										-	_					
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008		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 Y																								
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Y								_				_						-	_					
	Cloverleaf Motel	Fayetteville, NC	28301			22																									
	Eastover Inn	Fayetteville, NC	28301	San 1005	lun 1005	20	V																		-						
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50 50	Y Y																		-						
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972 Jun 1971		Ý																								
	Regency Inn Value Place Fayetteville Bragg	Fayetteville, NC	28301 28301	Jul 2003 Oct 2007	Oct 2007	105 121	Ť																								
	Affordable Suites Favetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49																									
	Boulevard Motel	Fayetteville, NC Fayetteville, NC	28303	Jun 1967	Jun 1967	49 30																			-						
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114																									
				Aug 2014	Jan 2011	114	Y																								
	Closed - Independent Cottonade Square	Fayetteville, NC	28303		lan 1001	108	Ť												-												
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991 Jun 1988	119	Y	S S	S S	S S	S S	S S	5 5	S S	S S	S S	S S	s s	S	S S	S S	S	S S	5 5	ذ						
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014		165	Ť																								
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012	Apr 2012 Jan 1999	77	Y																		-						
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303 28303	Apr 2013	Jun 1989	129	ř Y																								
	Fairfield Inn Fayetteville	Fayetteville, NC		Jun 1989		129	Ť																								
	Hampton Inn Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Dec 1995 Nov 2005	Dec 1995																										
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303		Nov 2005	104	Y																								
	Holiday Inn Express & Suites Fayetteville Fort Bragg Home2 Suites Fayetteville	Fayetteville, NC Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Ý			3 B	вв	BE	вВ	ВЕ	зв	вв	B	вв	В	BE	3 B	в	BE	BE							
			28303	Feb 2011	Feb 2011	118		вв	BB	3 B	вв	Bt	вв	BE	зв	вв	В	вв	в	ВЕ	3 B	в	BI	5 6	3						
	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997 Nov 2012	Jun 1968	61 109	V																								
	Quality Inn & Suites Fort Bragg Fayetteville Residence Inn Fayetteville Cross Creek	Fayetteville, NC Fayetteville, NC	28303 28303	Dec 2006	Jun 1980 Dec 2006	92	Ť																		-						
	Suburban Extended Stay Hotel Near Fort Bragg		28303	Jun 1998	Jun 1998		V																								
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	126 93	Ť																								
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																									
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28303	Aug 1998	Aug 1998	85																			-						
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28303	Aug 2015	Aug 2015	96														r r	. r										
	Closed - Independent Becks Motel		28304	Sep 2008	Aug 2015	90	Y																								
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC Fayetteville, NC	28304	Jul 1997	Jul 1997	120	Ť																								
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1997	120	Y																								
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121	1																								
	Airport Inn Budget Motel	Fayetteville, NC	28306	Api 2000	Api 2000	30																									
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																									
	Carolina Motor Inn	Fayetteville, NC	28306	50112012	5011 1504	47																									
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	V																								
	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	V																								
	Relax Inn	Fayetteville, NC	28306	0002010	May 2001	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																									
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Y																		T						
	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	000 2000	May 1000	51																									
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y	BB	в		В	BE	в												T						
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150					-																				
	Fairfield Inn Favetteville I 95	Fayetteville, NC	28312	Sep 1998		66	Y																		T						
	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																			-						
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	V																								
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Mar 1985	120																			-						
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995		63																									
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1995		60																			-						
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	V																								
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314		Apr 2006	121																			-						
	Holiday Inn Express & Stes Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009		72																									
	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390		Feb 1996	85																									
32003	Country min & Sulles Fayelleville Full Diagg	populity Lake, NO	20390	1 80 2010	11 60 1990	00	I			1			I		1		1							1	1	1		I			

## Tab 7 - Seg Response Cumberland County

#### Fayetteville Area CVB

For the Month of February 2016

								20	14						20 <sup>-</sup>	15						201	6					
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Roome	Chg in Rms		FM				• •		<u> </u>	E 1		м					E M	м		,		
			· ·				TUII3		1 141	~ 14	1 3 .	5 7	30		0 3	1 1			, ,	A 3		3	I IV		57	13	0	10
				Apr 2007		77																						
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y																				1	
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	rties:	74	5881		S	- Mont	tly Seg	gmenta	ation	(Trans	sient,	Group	o, Co	ntract	) Only	y									

r - Monthly Additional Revenue Only

Source 2016 STR, Inc.

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

#### A blank row indicates insufficient data.

## 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.