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# Fayetteville Area CVB

For the Month of April 2016			Date Created: May 16, 2016
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## Tab 2 - Multi-Segment

Fayetteville Area CVB For the month of: April 2016

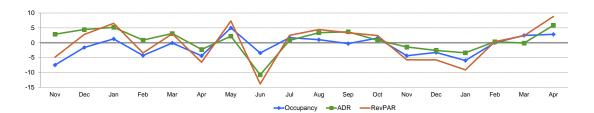
				Cu	rrent Mor	nth - Apri	l 2016 vs	April 20	15							Ye	ear to Dat	te - April	2016 vs /	April 20 <sup>.</sup>	15					Parti	cipation	
	Oco	:%	A	DR	RevF	PAR		Percent	Change	from Ap	ril 2015		Occ	%	AD	R	Rev	PAR		Percen	t Change f	from YT	D 2015		Prope	erties	Roo	ms
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	70.8	67.4	101.50	96.19		64.80	5.0	5.5	10.8	13.1	2.0	7.2	61.4	59.9	95.03	91.26		54.70		4 1	6.7	8.7	Avaii 1.8	4.3	1733	1111	150124	116809
INUTUR GATOIIITA	70.8	07.4	101.50	30.19	11.02	04.00	5.0	5.5	10.0	13.1	2.0	1.2	01.4	39.9	93.03	31.20	50.30	34.70	2.5	4.1	0.7	0.7	1.0	4.3	1/33	1111	130124	110009
Cumberland County, NC	73.1	71.1	77.08	72.83	56.38	51.81	2.8	5.8	8.8	8.5	-0.3	2.5	65.5	65.5	73.86	73.20	48.41	47.96	0.0	0.9	0.9	0.6	-0.3	-0.3	64	46	5881	4901
Johnston County, NC	57.3	56.4	72.09	71.06	41.34	40.06	1.7	1.4	3.2	6.9	3.6	5.4	51.4	48.1	70.15	69.93	36.06	33.65	6.8	0.3	7.2	8.1	0.9	7.8	32	23	2227	1670
Robeson County, NC	67.1	68.2	70.33	65.63	47.17	44.78	-1.7	7.2	5.3	12.6	6.9	5.0	61.0	63.7	68.87	63.98	42.05	40.77	-4.2	7.6	3.1	10.2	6.9	2.4	29	16	1821	1190
Wake County, NC	75.2	77.8	103.75	96.38	78.04	74.94	-3.3	7.7	4.1	8.3	4.0	0.6	68.5	70.7	101.07	95.00	69.26	67.19	-3.1	6.4	3.1	7.0	3.8	0.6	133	121	15781	14903
Durham County, NC	74.0	73.9	108.61	101.11	80.37	74.75	0.1	7.4	7.5	13.0	5.1	5.2	65.0	67.3	103.12	96.60	66.99	65.04	-3.5	6.8	3.0	9.1	5.9	2.2	64	58	8243	7637
Edgecombe County, NC																									4	1	216	61
Guilford County, NC	70.4	63.7	116.08	114.08	81.73	72.72	10.5	1.8	12.4	13.4	0.9	11.5	56.5	55.7	95.23	97.37	53.84	54.28	1.4	-2.2	-0.8	-0.4	0.4	1.8	94	75	10948	9577
Harnett County, NC	60.4	59.3	73.14	70.02	44.18	41.51	1.9	4.4	6.4	18.6	11.4	13.5	55.3	53.6	72.37	68.55	40.02	36.72	3.2	5.6	9.0	15.3	5.8	9.2	11	8	859	638
Moore County, NC	71.4	64.3	144.07	140.75	102.88	90.51	11.0	2.4	13.7	13.7	0.0	11.0	58.6	52.5	113.76	109.03	66.63	57.24	11.6	4.3	16.4	16.4	0.0	11.6	20	11	1784	1300

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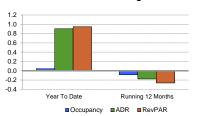
Source 2016 STR, Inc.

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





**Monthly Percent Change** 



2014 2015 2016 Year To Date Running 12 Months Occupancy (%) Feb Dee Feb 2014 2015 2016 2014 2015 2016 No Ma Aug Sep Oct Ma This Year 59.5 55.6 59.1 63.7 68.1 71.1 67.0 71.0 69.3 694 61.6 63.3 56.9 53.8 55.6 63.7 69.8 73.1 66.8 65.5 65.5 65.7 64.6 64.5 Last Year 64.3 56.5 58.3 66.6 68.2 74.4 63.8 73.5 68.1 68.7 61.8 62.3 59.5 55.6 59.1 63.7 68.1 71.1 66.6 66.8 65.5 65.2 65.7 64.6 Percent Change -7.5 -1.6 1.3 -4.3 -0.1 -44 5.0 -3.5 1.7 1.0 -0.3 1.6 -44 -3.3 -6.0 0.0 2.5 2.8 0.3 -2.0 0.0 0.8 -1.6 -0.1 2014 2015 2016 Year To Date Running 12 Months ADR Nov Dec Jan Feb Mar Ap Mav Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr 2014 2015 2016 2014 2015 2016 This Year 73.07 68.83 71.51 70.66 74.02 72.13 73.78 72.83 73.02 72.78 74.19 76.20 73.21 73.42 72.03 72.39 73.70 77.08 72.10 73.20 73.86 71.15 73.49 73.36 Last Year 71.04 67.66 70.38 71.50 71.55 74.52 71.44 81.57 73.61 73.71 70.62 72.80 73.07 70.66 74.02 72.13 73.78 72.83 71.23 72.10 73.20 71.72 71.15 73.49 Percent Change 2.9 4.4 5.2 0.9 3.1 -2.3 2.2 -10.8 0.8 3.4 3.7 0.8 -1.4 -2.6 -3.4 0.4 -0.1 5.8 1.2 1.5 0.9 -0.8 3.3 -0.2 2014 2015 2016 Year To Date Running 12 Months RevPAR 2014 Nov Dec Jan Feb Mar May Oct Nov Dec Jan Feb Mar 2015 2016 2014 2015 2016 Apr Jun Ju Aug Sep Apr This Year 43.47 39.28 43.73 45.95 50.28 51.81 48.89 51.68 51.41 52.90 45.12 46.46 40.98 37.01 39.73 46.12 51.46 56.38 48.18 47.96 48.41 46.72 47.47 47.34 Last Year 45.68 38.22 41.05 47.59 48.82 55.44 45.56 59.99 50.16 50.65 43.65 45.36 43.47 39.28 43.73 45.95 50.28 51.81 47.44 48.18 47.96 46.73 46.72 47.47 Percent Change -4.8 2.8 6.5 -3.4 3.0 -6.6 7.3 -13.9 2.5 4.4 3.4 2.4 -5.7 -5.8 -9.1 0.4 2.3 8.8 1.6 -0.5 0.9 0.0 1.6 -0.3 2015 2016 Year To Date Running 12 Months 2014 Supply No Jan Feb Mar May Aug Oct Nov Dec Jan Feb Mar Apr 2014 2015 2016 2014 2015 2016 Dec Apr Jun Ju Sep This Year 177.210 182.869 182.869 165.172 182.869 176.970 182.869 176.970 182.869 182.373 176,490 182.373 176,430 182.311 182.311 164.668 182.311 176.430 700.920 707.880 705.720 2.120.083 2.142.004 2.148.405 Last Year 173,760 179,552 181,071 163,548 181,071 175,230 181,071 175,230 181.071 179,676 173,880 183,117 177,210 182,869 182,869 165,172 182,869 176,970 695,070 700,920 707,880 2,115,398 2,120,083 2,142,004 Percent Change 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 -0.3 -0.3 0.8 1.0 -0.3 0.2 1.0 0.3 2014 2015 2016 Year To Date Running 12 Months Demand Dec 2014 2016 2016 Nov Dec Jan Feb Mar Apr Mav Jun Ju Aug Sep Oct Nov Jan Feb Mar Apr 2015 2014 2015 This Year 105,422 101.662 108.035 105.223 124.624 122.438 125.648 126.726 126.615 108,762 115.414 100.373 98.038 101.286 127.308 129.051 468.386 463,775 462.554 1.392.142 1.383.632 1.386.568 125.893 104.909 Last Year 111,732 101,426 105,620 108,857 123,533 130,376 115,467 128,871 123,393 123,466 107,472 114,104 105,422 101,662 108,035 124,624 125,893 463,775 1,378,328 1,392,142 1,383,632 105,223 462,866 468,386 Percent Change 1.2 -5.6 0.2 2.3 -3.3 0.9 -3.4 6.0 -2.5 2.7 2.6 1.2 1.1 -4.8 -3.6 -6.2 -0.3 2.2 2.5 -1.0 -0.3 1.0 -0.6 0.2 2014 2015 2016 Year To Date Running 12 Months Revenue Nov Feb Dec Feb Mar 2014 2015 2016 2014 2015 2016 Dec Jan Mar Apr May Jun Ju Aug Sep Oct Nov Jan Apr This Year 7,703,267 7,183,740 7,996,502 7,590,014 9,194,797 9,168,321 8,940,425 9,144,934 9,647,998 7,962,543 8,473,158 7,229,512 6,747,783 7,242,841 7,594,096 9,382,079 9,947,116 33,771,169 33,949,634 34,166,132 99,055,508 101,678,366 101,713,758 9,401,273 Last Year 7,937,314 6,862,252 7,433,514 7,783,088 8,839,306 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 7,590,014 9,194,797 9,168,321 32,971,072 33,771,169 33,949,634 98,855,353 99,055,508 101,678,366 Percent Change -2.9 4.7 7.6 -2.5 4.0 -5.6 8.4 -13.0 3.5 6.0 4.9 2.0 -6.2 -6.1 -9.4 0.1 2.0 8.5 2.4 0.5 0.6 0.2 2.6 0.0 2014 2015 2016 Census % Nov Dec Jan Feb Mar Ap May Jun .tu Aug Sep Oct Nov Dec Jan Feb Mar Apr

Census Rooms % Rooms Participants A blank row indicates insufficient data.

Census Props

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#### Source 2016 STR, Inc.

# Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of April 2016

								2014							2	2015								201	6							
STR Code	Name of Establishment	City & State	Zip Code		<u></u>	Rooms	Chg in Rms	JF	м	A N	J	JA	s	0 N	D	JF	м	а м	J	JA	s	0 1	N D	J	F	м /	4 м	J,	J A	s	0	N C
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																										
	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130	Y																			-						-
	Closed - Independent Hotel Prince Charles	Fayetteville, NC Fayetteville, NC	28301	Nov 2010 Jul 2011	Jun 1925	0	Y																									
	Closed - Independent Patel Motel Closed - Independent Town & Country Motel		28301		Jun 1958	0	Y																			-						-
		Fayetteville, NC	28301	Apr 2008			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 Cloverleaf Motel	Fayetteville, NC	28301	Jun 2004		0	Ŷ					_													-	-		_	-			-
	Eastover Inn	Fayetteville, NC	28301			22																										
		Fayetteville, NC Fayetteville, NC	28301 28301	Can 1005	Jun 1985	20 50	Y																									
	Economy Inn Night Inn	Fayetteville, NC	28301	Sep 1995 Sep 2011	Jun 1985 Jun 1972	50	Y																									
			28301	Jul 2003	Jun 1972 Jun 1971		Y																									
	Regency Inn Value Place Fayetteville Bragg	Fayetteville, NC Fayetteville, NC	28301	Oct 2003	Oct 2007	105 121	Ť												-													
	Affordable Suites Fayetteville	Fayetteville, NC	28301	Jan 2014	Jan 2014	49		• •	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	0	0 0	5 0						
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114																										
					Jan 2011		Y	• •	•	•	•	• •	•	• •	• •	• •	• •	•	•	• •	•	• •	•	•	• •	, •						
	Closed - Independent Cottonade Square Courtyard Fayetteville	Fayetteville, NC	28303 28303	Aug 2014 Jan 1991	Jan 1991	108	ŕ																									
		Fayetteville, NC Fayetteville, NC	28303	Jan 1991 Mar 2014	Jan 1991 Jun 1988	108	Y	• •	•	•	•	•	•	• •			•		•	•	•	•	•									
	Days Inn Fayetteville Northwest Fort Bragg Area Embassy Suites Fayetteville Fort Bragg		28303	Apr 2014	Apr 2012	165	T				•		•	• •					•				•	•								
		Fayetteville, NC			Jan 1999	77	Y												•		•											
	Extended Stay America Fayetteville Cross Creek Mall Fairfield Inn Fayetteville	Fayetteville, NC Fayetteville, NC	28303 28303	Apr 2013 Jun 1989	Jan 1999 Jun 1989	129	Y	• •	•	•	•	•	•	• •	• •	•	• •	•	•		•	• •	•	•	•							
							Ť	•••	•	•	•	• •	•	• •	• •	•	• •		•	• •	•	• •	•	•	• •	, .						
	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	V	• •	•	•	•	• •	•	• •	• •	• •	• •	•	•	•	•	• •	•	•	• •	•						
	Holiday Inn Express & Suites Fayetteville Fort Bragg Home2 Suites Favetteville	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Y	• •	•	•	•	• •	•	• •	• •	• •	• •	•	•	••	•	• •	•	•	• •	••		_	-			-
		Fayetteville, NC	28303	Feb 2011	Feb 2011	118		• •	•	•	•	• •	•	• •	• •	• •	• •	•	•	• •	•	• •	•	•	• •	•						
	Knights Inn Fort Bragg Fayetteville	Fayetteville, NC	28303	Dec 1997	Jun 1968	61	V	• •	•	•	•	• •	•	• •	• •	• •	• •	•	•	••	•	• •	•	•	• •	••		_	-			-
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Ŷ	• •	•	•	•	• •	•	• •	• •	• •	• •	•	•	• •	•	• •	•	•	• •	•						
	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	Ŷ	• •	•	•	•	• •	•	• •	• •	•	• •	•	•	•	•	• •	•	•	• •	•						
	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														•	•	• •	•	•	•	•						
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008		0	Y					_				_						-			_	-	-	_			-	-
	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	Y	• •	•	•	•	• •	•	• •	• •	• •	• •	•	•	• •	•	• •	•	•	• •	•		_	_		-	-
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121		• •	•	•	•	• •	•	• •	• •	•	• •	•	•	•	•	• •	•	•	• •	•						
	Airport Inn Budget Motel	Fayetteville, NC	28306			30				_		_		_		_				_		_			_	_		_	_		-	-
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																										
	Carolina Motor Inn	Fayetteville, NC	28306			47				_		_		_		_				_		_			_	_		_	_		-	-
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Y																									
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75				_						_		_				_			_	_					_	_
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52	Y															•	•	•	• •	•						
	Relax Inn	Fayetteville, NC	28306			32				_		_		_		_				_		_			_	_		_	_		-	-
	Roadside Inn Motel	Fayetteville, NC	28306			20																										
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Y	• •	•	•	•	• •	•	• •	• •	•	• •	•	•	•	•	• •	•	•	• •	• •	-	_			-	-
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115								•	• •	•	• •	•	•	•	•	• •	•	•	• •	•						
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Y			_		_		_		_				_		_			_	_		_	_		-	-
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61		• •	•	•	•	• •	•	• •	• •	•	• •	•	•	•	•	• •	•	•	• •	•						
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97		• •	•	•	•	• •	•	• •	• •	•	• •	•	•	•	•	• •	•	•	• •						_	_
	Delux Inn	Fayetteville, NC	28312			51																										
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y	• •	•	•	•	• •	•	• •	• •	•	• •	•	•	•	•	• •	•	•	• •						_	_
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150		• •	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	• •	•	•	• •	•						
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66	Y	• •	•	•	•	• •	•	• •	• •	•	• •	•	•	• •	•	• •	•	•	• •	, •						
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312	May 1986	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	Y	0 0	0	0 0	0 0	0 0	0	•	•	•	• •	•	•	•	•	• •	•	•	• •	•						
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Mar 1985	120		• •	•	•	•	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	•	• •	) •						
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995	Nov 1995	63		• •	•	•	•	• •	•	• •	•	•	• •	•	•	•	•	• •	•	•	• •	•						
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996	Dec 1996	60		• •	•	•	•	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	•	• •	<b>)</b>						
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Y	• •	•	•	•	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	•	• •	•						
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121		• •	•	•	•	• •	•	• •	•	•	• •	•	•	• •	•	• •	•	•	• •	<b>)</b>						
	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72																		1.0								
	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Y		•	• •		•	•	• •		• •	• •	•	•		•	• •	•	•	•	• •						

## Tab 4 - Response Cumberland County NC

#### Fayetteville Area CVB

For the Month of April 2016

								2014							2015							2	016						
		<b>0</b> 74 <b>0 0</b> 4 4				_	Chg in															_	_				$\Box$		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	MA	M  J	1   1	AS		N D	J F		AIMI	J		SIO	N	D	I F.	M   .	A   M	J.	JA	SO	
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77		• •	• •	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	•	• •	•	• •					
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y	• •	• •	• •	•	• •	• •	•	• •	• •	•	• •	•	•	•	• •	•	• •					
51150	Starlite Motel	Spring Lake, NC	28390			28																							
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60		• •	• •	• •	•	• •	• •	•	• •	• •	•	• •	•	•	•	• •	•	• •					
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y																						
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y	• •	• •	• •	•	•	0 0	•	• •	• •	•	• •	• •	•	•	• •	•	• •					
			Total Prope	rties:	74	5881		○ - M	onthly	data	receiv	ved 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

Source 2016 STR, Inc.

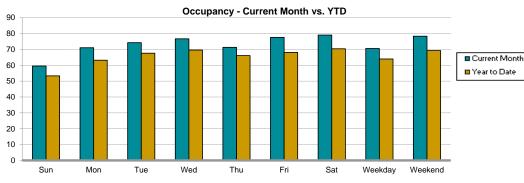
#### A blank row indicates insufficient data.

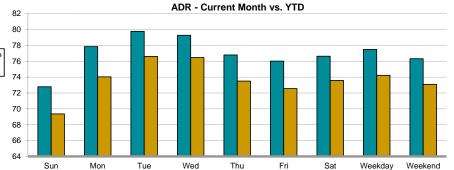
## Tab 5 - DOW Cumberland County NC

### Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of April 2016





		Occupancy (%	/6)	ADR		RevPAR		Supply		Demand		Revenu	е
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	59.5	3.2	72.78	5.4	43.28	8.8	23,524	-0.3	13,988	2.9	1,018,089	8.5
	Year To Date	53.3	1.2	69.36	1.0	36.99	2.2	99,166	-1.1	52,881	0.1	3,667,760	1.1
	Running 12 Month	52.9	-0.1	68.80	-0.2	36.40	-0.3	305,261	0.0	161,507	0.0	11,112,331	-0.2
Monday	Current Month	71.0	2.1	77.84	7.0	55.29	9.2	23,524	-0.3	16,710	1.8	1,300,727	8.9
	Year To Date	63.2	-0.5	74.04	1.3	46.79	0.8	98,963	-1.3	62,547	-1.8	4,630,853	-0.5
	Running 12 Month	62.6	-0.4	73.50	0.7	46.02	0.4	305,058	0.0	190,995	-0.4	14,038,970	0.3
Tuesday	Current Month	74.3	-0.1	79.77	6.0	59.25	5.9	23,524	-0.3	17,474	-0.4	1,393,907	5.5
	Year To Date	67.6	-1.5	76.62	1.4	51.80	-0.2	99,166	-1.1	67,050	-2.6	5,137,183	-1.3
	Running 12 Month	67.1	0.3	75.83	0.7	50.91	1.0	305,262	0.0	204,941	0.3	15,541,402	1.1
Wednesday	Current Month	76.7	2.4	79.28	6.5	60.81	9.0	23,524	-20.2	18,044	-18.4	1,430,467	-13.1
	Year To Date	69.6	0.6	76.47	1.5	53.24	2.1	99,166	-1.1	69,047	-0.6	5,279,915	0.9
	Running 12 Month	67.8	0.7	75.48	-0.1	51.19	0.6	305,262	0.0	207,042	0.7	15,627,844	0.6
Thursday	Current Month	71.3	1.9	76.80	6.0	54.76	8.0	23,524	-20.2	16,775	-18.8	1,288,263	-13.9
	Year To Date	66.1	2.8	73.50	1.0	48.58	3.9	99,166	-6.6	65,543	-4.0	4,817,648	-3.0
	Running 12 Month	63.8	-0.6	72.84	-0.8	46.50	-1.4	305,260	-1.9	194,858	-2.5	14,194,132	-3.3
Friday	Current Month	77.6	3.8	76.02	5.3	58.97	9.3	29,405	24.6	22,810	29.3	1,733,943	36.2
	Year To Date	68.1	-1.8	72.56	-0.4	49.42	-2.1	105,047	4.8	71,554	2.9	5,191,934	2.5
	Running 12 Month	67.6	-1.1	72.67	-1.1	49.15	-2.2	311,159	2.0	210,465	0.9	15,293,532	-0.3
Saturday	Current Month	79.1	4.0	76.63	5.7	60.59	9.9	29,405	24.6	23,250	29.5	1,781,720	36.9
	Year To Date	70.4	-0.9	73.59	0.7	51.79	-0.1	105,047	4.8	73,932	3.8	5,440,839	4.6
	Running 12 Month	69.7	0.4	73.38	-0.5	51.12	-0.1	311,144	2.0	216,759	2.3	15,905,547	1.8
Weekday / We	ekend												
Weekday	Current Month	70.6	1.4	77.50	6.1	54.68	7.6	117,620	-9.4	82,990	-8.1	6,431,453	-2.5
(Sun-Thu)	Year To Date	64.0	0.5	74.22	1.2	47.48	1.7	495,626	-2.3	317,068	-1.9	23,533,358	-0.6
	Running 12 Month	62.9	0.0	73.50	0.1	46.21	0.1	1,526,102	-0.4	959,344	-0.4	70,514,679	-0.3
Weekend	Current Month	78.3	3.9	76.33	5.5	59.78	9.6	58,810	24.6	46,061	29.4	3,515,663	36.6
(Fri-Sat)	Year To Date	69.2	-1.3	73.08	0.2	50.61	-1.1	210,094	4.8	145,486	3.4	10,632,774	3.6
	Running 12 Month	68.7	-0.4	73.03	-0.8	50.13	-1.2	622,303	2.0	427,224	1.6	31,199,079	0.8
Total	Current Month	73.1	2.8	77.08	5.8	56.38	8.8	176,430	-0.3	129,051	2.5	9,947,116	8.5
	Year To Date	65.5	0.0	73.86	0.9	48.41	0.9	705,720	-0.3	462,554	-0.3	34,166,132	0.6
	Running 12 Month	64.5	-0.1	73.36	-0.2	47.34	-0.3	2,148,405	0.3	1,386,568	0.2	101,713,758	0.0

#### A blank row indicates insufficient data.

Source 2016 STR, Inc.

# Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of April 2016

						This	Year										Ре	ercent C	hange	(%)				
		Occupa	ancy (%)	)		Α	DR			Rev	PAR			Occupa	ancy (%	)		ADF	२ (%)			RevP/	AR (%)	
Current Month	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2014 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	1			59.1				74.02				43.73				1.3				5.2				6.5
Feb	5			63.7				72.13				45.95				-4.3				0.9				-3.4
Mar	r			68.1				73.78				50.28				-0.1				3.1				3.0
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	1			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	3			69.4				76.20				52.90				1.0				3.4				4.4
Sep	<b>b</b>			61.6				73.21				45.12				-0.3				3.7				3.4
Oct	t			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	1			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	r			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

Year To Date					Percent Change (%)	
2014 Apr	66.8	72.10	48.18	0.3	1.2	1.6
2015 Apr	65.5	73.20	47.96	-2.0	1.5	-0.5
2016 Apr	65.5	73.86	48.41	0.0	0.9	0.9

Running	12 Month				Percent Change (%)	
2014 A	or 65.7	71.15	46.72	0.8	-0.8	0.0
2015 A	or 64.6	73.49	47.47	-1.6	3.3	1.6
2016 A	or 64.5	73.36	47.34	-0.1	-0.2	-0.3

A blank row indicates insufficient data.

Source 2016 STR, Inc.

# Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of April 2016

								2014							2	015							20	16						
STR Code	Name of Establishment	City & State	Zip Code		Open Date	Rooms	Chg in Rms		- м	АМ	J	JA	s	0 N	D.	JF	мА	м	J J	A	s o	N	D J	F	м	м	J J	Α	s	) N
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																								
	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130 0	Y																							
	Closed - Independent Hotel Prince Charles Closed - Independent Patel Motel	Fayetteville, NC Fayetteville, NC	28301 28301	Nov 2010 Jul 2011	Jun 1925 Jun 1958	0	Y																							
	Closed - Independent Fown & Country Motel	Fayetteville, NC	28301	Apr 2008	5011 1958	0	Y																							
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Y														1.1									
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Y																							
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Ý																							
	Cloverleaf Motel	Fayetteville, NC	28301			22																								
25291 E	Eastover Inn	Fayetteville, NC	28301			20																								
6498 B	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Y																							
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																							
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Y																							
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121																								
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49																								
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30								_																
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114																								
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	1 4004	0	Y																							
	Courtyard Fayetteville	Fayetteville, NC Fayetteville, NC	28303 28303	Jan 1991 Mar 2014	Jan 1991 Jun 1988	108 119	Y	S S	S	s s	S S	S	S	s s	S S	S	S S	S S	S S	S S	S	S S	S	S	S S					
	Days Inn Fayetteville Northwest Fort Bragg Area Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012	Apr 2012	165	T																							
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2012	Jan 1999	77	Y																							
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Y																							
	Hampton Inn Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Dec 1995	Dec 1995	131	•														1.1									
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104																								
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Y							_					_		1.1									
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		BB	в	вВ	BE	3 B	B	вВ	BB	B	ΒВ	BE	3 B	BE	3 B	ΒE	3 B	в	BE					
	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997	Jun 1968	61																								
37019	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Y																							
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92																								
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Y																							
	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														r r	r									
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	1 1 4007	0	Y							_																
	Extended Stay America Fayetteville Owen Drive Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304 28304	Jul 1997 Aug 2015	Jul 1997	120 185	Y																							
	Value Place Fayetteville Walter Reed	Fayetteville, NC Fayetteville, NC	28304	Aug 2015 Apr 2006	Jun 1974 Apr 2006	121	Ť													I	I									
	Airport Inn Budget Motel	Fayetteville, NC	28306	Api 2000	Apr 2006	30																								
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																								
	Carolina Motor Inn	Fayetteville, NC	28306	04112012	our root	47																								
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Y																							
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75	-																							
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52	Y																							
25284 F	Relax Inn	Fayetteville, NC	28306			32																								
25294 F	Roadside Inn Motel	Fayetteville, NC	28306			20																								
	_andmark 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																							
	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		1000	51																								
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y	B B	В		E	3 B	в																	
	Econo Lodge Fayetteville Fairfield Inn Fayetteville I 95	Fayetteville, NC Fayetteville, NC	28312 28312	Jan 1989 Sep 1998	Jan 1989 Sep 1998	150 66	V																							
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312	May 1986		121	T																							
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	121																								
	Motel 6 Fayetteville	Fayetteville, NC	28312		Jun 1986	113																								
	Quality Inn Fayetteville	Fayetteville, NC	28312		Feb 1998	81																								
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Y																							
	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 1996		60																								
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Y																							
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121																								
50007	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72																								
	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390		Feb 1996	85																								

## Tab 7 - Seg Response Cumberland County

#### Fayetteville Area CVB

For the Month of April 2016

								201	4						201	5						2016				
		044 8 04-44	7in Orde	A# D-1-	0	_	Chg in																 			
STR Code	Name of Establishment	City & State	Zip Code	An Date	Open Date	Rooms	Rms	J	FM	AINI	JJ		50	NL	JJ		AINI	J	JA	50	NU	JF	AIMI	JJ	50	NU
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77																				
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y																			
51150	Starlite Motel	Spring Lake, NC	28390			28																				
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60																				
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y																			
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y																			
			Total Prope	rties:	74	5881		s	- Montly	y Segr	nenta	tion (T	Fransi	ient, C	Group,	Cont	ract) C	Dnly								

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.