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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

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: April 2016

| | Current Month - April 2016 vs April 2015 | | | | | | | | | | | | Year to Date - April 2016 vs April 2015 | | | | | | | | | | | | Participation | | | | |
|-----------------------|--|------|--------|--------|--------|-------|--------------------------------|-----|--------|----------|------------|-----------|---|------|--------|--------|--------|-------|------------------------------|------|--------|----------|------------|-----------|---------------|--------|--------|--------|------|
| | Occ % | | ADR | | RevPAR | | Percent Change from April 2015 | | | | | | Occ % | | ADR | | RevPAR | | Percent Change from YTD 2015 | | | | | | Properties | | Rooms | | |
| | 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 | 70.8 | 67.4 | 101.50 | 96.19 | 71.82 | 64.80 | 5.0 | 5.5 | 10.8 | 13.1 | 2.0 | 7.2 | 61.4 | 59.9 | 95.03 | 91.26 | 58.38 | 54.70 | 2.5 | 4.1 | 6.7 | 8.7 | 1.8 | 4.3 | 1733 | 1111 | 150124 | 116809 | |
| 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | 4 | 1 | 216 | 61 | |
| 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 | 94 | 75 | 10948 | 9577 | |
| 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 | 11 | 8 | 859 | 638 | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | 20 | 11 | 1784 | 1300 |

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Source 2016 STR, Inc.

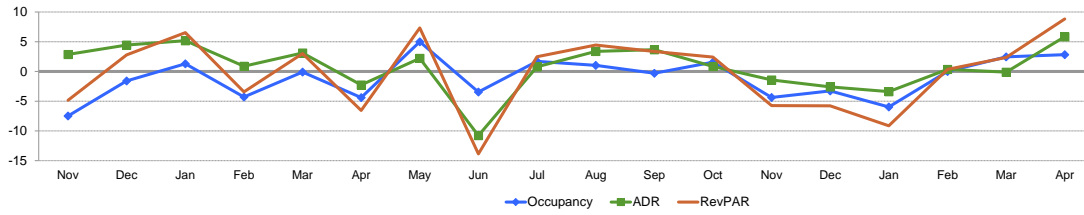
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Tab 3 - Trend Cumberland County NC

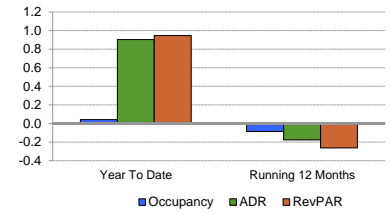
Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of April 2016

Monthly Percent Change



Overall Percent Change



| Occupancy (%) | 2014 | | | | 2015 | | | | | | | | 2016 | | | | | |
|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
| This Year | 59.5 | 55.6 | 59.1 | 63.7 | 68.1 | 71.1 | 67.0 | 71.0 | 69.3 | 69.4 | 61.6 | 63.3 | 56.9 | 53.8 | 55.6 | 63.7 | 69.8 | 73.1 |
| 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 |
| Percent Change | -7.5 | -1.6 | 1.3 | -4.3 | -0.1 | -4.4 | 5.0 | -3.5 | 1.7 | 1.0 | -0.3 | -0.1 | -4.4 | -3.3 | -6.0 | 0.0 | 2.5 | 2.8 |

| Year To Date | | | Running 12 Months | | |
|--------------|------|------|-------------------|------|------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 66.8 | 65.5 | 65.5 | 65.7 | 64.6 | 64.5 |
| 66.6 | 66.8 | 65.5 | 65.2 | 65.7 | 64.6 |
| 0.3 | -2.0 | 0.0 | 0.8 | -1.6 | -0.1 |

| ADR | 2014 | | | | 2015 | | | | | | | | 2016 | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
| This Year | 73.07 | 70.66 | 74.02 | 72.13 | 73.78 | 72.83 | 73.02 | 72.78 | 74.19 | 76.20 | 73.21 | 73.42 | 72.03 | 68.83 | 71.51 | 72.39 | 73.70 | 77.08 |
| 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 |
| 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 |

| Year To Date | | | Running 12 Months | | |
|--------------|-------|-------|-------------------|-------|-------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 72.10 | 73.20 | 73.86 | 71.15 | 73.49 | 73.36 |
| 71.23 | 72.10 | 73.20 | 71.72 | 71.15 | 73.49 |
| 1.2 | 1.5 | 0.9 | -0.8 | 3.3 | -0.2 |

| RevPAR | 2014 | | | | 2015 | | | | | | | | 2016 | | | | | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | 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 |
| 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 |
| 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 | -0.4 | -5.7 | -9.1 | 0.4 | 2.3 | 8.8 |

| Year To Date | | | Running 12 Months | | |
|--------------|-------|-------|-------------------|-------|-------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 48.18 | 47.96 | 48.41 | 46.72 | 47.47 | 47.34 |
| 47.44 | 48.18 | 47.96 | 46.73 | 46.72 | 47.47 |
| 1.6 | -0.5 | 0.9 | 0.0 | 1.6 | -0.3 |

| Supply | 2014 | | | | 2015 | | | | | | | | 2016 | | | | | |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
| 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 |
| 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 |
| 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 |

| Year To Date | | | Running 12 Months | | |
|--------------|---------|---------|-------------------|-----------|-----------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 700,920 | 707,880 | 705,720 | 2,120,083 | 2,142,004 | 2,148,405 |
| 695,070 | 700,920 | 707,880 | 2,115,398 | 2,120,083 | 2,142,004 |
| 0.8 | 1.0 | -0.3 | 0.2 | 1.0 | 0.3 |

| Demand | 2014 | | | | 2015 | | | | | | | | 2016 | | | | | |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
| This Year | 105,422 | 101,662 | 108,035 | 105,223 | 124,624 | 125,893 | 122,438 | 125,648 | 126,726 | 126,615 | 108,762 | 115,414 | 100,373 | 98,038 | 101,286 | 104,909 | 127,308 | 129,051 |
| 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 | 105,223 | 124,624 | 125,893 |
| Percent Change | -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 |

| Year To Date | | | Running 12 Months | | |
|--------------|---------|---------|-------------------|-----------|-----------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 468,386 | 463,775 | 462,554 | 1,392,142 | 1,383,632 | 1,386,568 |
| 462,866 | 468,386 | 463,775 | 1,378,328 | 1,392,142 | 1,383,632 |
| 1.2 | -1.0 | -0.3 | 1.0 | -0.6 | 0.2 |

| Revenue | 2014 | | | | 2015 | | | | | | | | 2016 | | | | | |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
| This Year | 7,703,267 | 7,183,740 | 7,996,502 | 7,590,014 | 9,194,757 | 9,168,321 | 8,940,425 | 9,144,934 | 9,401,273 | 9,647,998 | 7,962,543 | 8,473,158 | 7,229,512 | 6,747,783 | 7,242,841 | 7,594,096 | 9,382,079 | 9,947,116 |
| 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 | 9,194,757 | 9,168,321 |
| 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 |

| Year To Date | | | Running 12 Months | | |
|--------------|------------|------------|-------------------|-------------|-------------|
| 2014 | 2015 | 2016 | 2014 | 2015 | 2016 |
| 33,771,169 | 33,949,634 | 34,166,132 | 99,055,508 | 101,678,366 | 101,713,758 |
| 32,971,072 | 33,771,169 | 33,949,634 | 98,855,353 | 99,055,508 | 101,678,366 |
| 2.4 | 0.5 | 0.6 | 0.2 | 2.6 | 0.0 |

| Census % | 2014 | | | | 2015 | | | | | | | | 2016 | | | | | |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr |
| Census Props | 63 | 63 | 63 | 63 | 63 | 63 | 63 | 63 | 63 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 |
| Census Rooms | 5907 | 5899 | 5899 | 5899 | 5899 | 5899 | 5899 | 5899 | 5899 | 5883 | 5883 | 5883 | 5881 | 5881 | 5881 | 5881 | 5881 | 5881 |
| % Rooms Participants | 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 | 83.3 | 83.3 |

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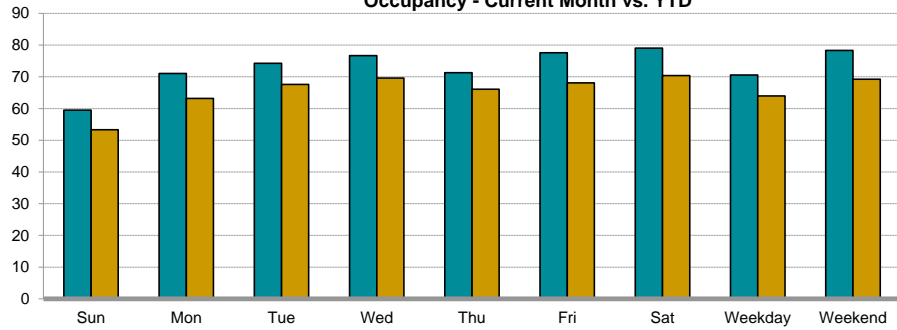
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

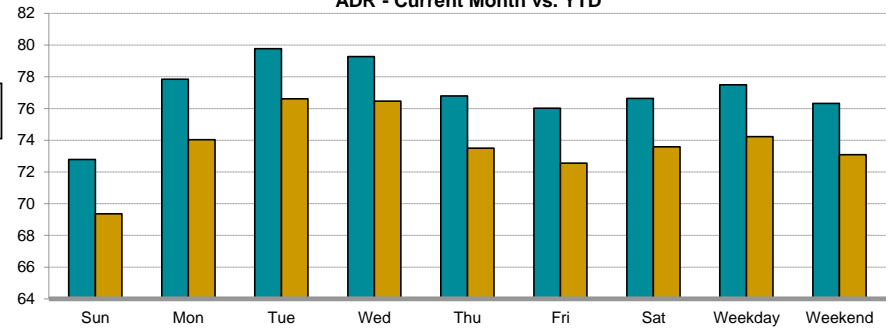
Fayetteville Area CVB

For the Month of April 2016

Occupancy - Current Month vs. YTD



ADR - Current Month vs. YTD



| Day of Week | | Occupancy (%) | | ADR | | RevPAR | | Supply | | Demand | | Revenue | |
|--------------------------|------------------|---------------|-------|-------|-------|--------|-------|-----------|-------|-----------|-------|-------------|-------|
| | | % Chg | % Chg | % Chg | % Chg | % 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 / Weekend | | | | | | | | | | | | | |
| Weekday (Sun-Thu) | 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 |
| | 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 (Fri-Sat) | 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 |
| | 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 |

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of April 2016

Currency: USD - US Dollar

| Current Month | This Year | | | | | | | | | | | | Percent Change (%) | | | | | | | | | | | |
|---------------|---------------|------|------|-------|--------|------|------|-------|--------|------|------|-------|--------------------|------|------|-------|---------|------|------|-------|------------|------|------|-------|
| | Occupancy (%) | | | | ADR | | | | RevPAR | | | | Occupancy (%) | | | | ADR (%) | | | | RevPAR (%) | | | |
| | 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 | | | 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 | | | 68.1 | | | | 73.78 | | | | 50.28 | | | | -0.1 | | | | 3.1 | | | | 3.0 |
| | 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 | | | | -9.1 |
| | Feb | | | 63.7 | | | | 72.39 | | | | 46.12 | | | | 0.0 | | | | 0.4 | | | | 0.4 |
| | Mar | | | 69.8 | | | | 73.70 | | | | 51.46 | | | | 2.5 | | | | -0.1 | | | | 2.3 |
| | Apr | | | 73.1 | | | | 77.08 | | | | 56.38 | | | | 2.8 | | | | 5.8 | | | | 8.8 |

| 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 | Apr | | | 65.7 | | | | 71.15 | | | | 46.72 | | | | 0.8 | | | | -0.8 | | | | 0.0 |
| 2015 | Apr | | | 64.6 | | | | 73.49 | | | | 47.47 | | | | -1.6 | | | | 3.3 | | | | 1.6 |
| 2016 | Apr | | | 64.5 | | | | 73.36 | | | | 47.34 | | | | -0.1 | | | | -0.2 | | | | -0.3 |

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 $(\text{Sample Rooms} / \text{Census Rooms}) * 100$

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.