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Fayetteville Area CVB

For the Month of May 2016		Date Created: Jun 16, 2016
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Tab 2 - Multi-Segment Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: May 2016

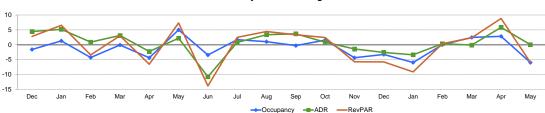
				Cı	ırrent Mo	nth - Ma	y 2016 vs	May 20	15							Y	ear to Da	ite - May	2016 vs I	May 201	5					Part	cipation	
	Occ	: %	AD	R	Revi	PAR		Percen	t Change	from Ma	y 2015		Осс	: %	AD)R	Revi	PAR		Percen	t Change t	rom YT	D 2015		Prope	erties	Rooi	ms
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	66.9	65.9		98.47		64.92		3.7	5.2	7.3	2.1	3.5	62.5	61.2		92.88		56.84	2.2	4.0	6.3	8.3	1.9	4.1	1745	1115	150647	117199
Cumberland County, NC	63.0	67.0	73.03	73.01	45.98	48.89	-6.0	0.0	-6.0	-6.2	-0.3	-6.3	65.0	65.8	73.70	73.16	47.91	48.15	-1.2	0.7	-0.5	-0.8	-0.3	-1.5	64	46	5881	4901
Johnston County, NC	52.6	52.7	72.28	71.61	38.05	37.77	-0.2	0.9	0.8	4.4	3.6	3.4	51.7	49.1	70.60	70.30	36.48	34.50	5.3	0.4	5.7	7.3	1.4	6.8	32	23	2227	1670
Robeson County, NC	58.4	63.0	67.32	64.69	39.31	40.73	-7.3	4.1	-3.5	3.1	6.9	-0.9	60.5	63.6	68.56	64.12	41.48	40.76	-4.8	6.9	1.8	8.8	6.9	1.7	29	16	1821	1190
Wake County, NC	74.6	73.1	104.46	98.17	77.93	71.78	2.0	6.4	8.6	12.9	4.0	6.1	69.7	71.2	101.80	95.68	70.92	68.17	-2.2	6.4	4.0	8.0	3.8	1.5	133	121	15793	14915
Durham County, NC	70.7	69.1	114.43	107.91	80.93	74.56	2.4	6.0	8.5	14.0	5.1	7.5	66.1	67.7	105.60	98.99	69.85	67.01	-2.3	6.7	4.2	10.2	5.7	3.3	64	58	8243	7637
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	59.1	56.3	89.92	90.29	53.10	50.83	4.9	-0.4	4.5	5.5	1.0	5.9	57.1	56.1	94.10	95.90	53.68	53.76	1.8	-1.9	-0.1	0.4	0.5	2.3	94	76	10948	9727
Harnett County, NC	53.5	57.3	71.53	69.63	38.27	39.91	-6.7	2.7	-4.1	6.8	11.4	4.0	54.9	54.3	72.19	68.79	39.64	37.37	1.1	5.0	6.1	13.5	7.0	8.1	11	8	859	638
Moore County, NC	60.7	66.0	140.84	140.84	85.54	92.94	-8.0	0.0	-8.0	-3.4	5.0	-3.4	59.1	55.3	119.68	116.82	70.68	64.57	6.8	2.4	9.5	10.6	1.0	7.9	21	13	1873	1469

A blank row indicates insufficient data.

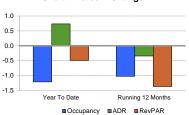
Source 2016 STR, Inc.

Fayetteville Area CVB For the Month of May 2016

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2014						2	015								2016			
Cocapancy (70)	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	20
This Year	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	63.0	66
Last Year	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	67.0	66
Percent Change	-1.6	1.3	-4.3	-0.1	-4.4	5.0	-3.5	1.7	1.0	-0.3	1.6	-4.4	-3.3	-6.0	0.0	2.5	2.8	-6.0	-0

	Year To Date		R	unning 12 Month	s	
2014	2015	2016	2014	2015	2016	
66.2	65.8	65.0	65.4	64.9	64.2	
66.8	66.2	65.8	65.5	65.4	64.9	
-0.8	-0.6	-1.2	-0.2	-0.7	-1.0	

ADR	2014						20	115								2016			1	
7.5.1	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May		2014
This Year	70.66	74.02	72.13	73.78	72.83	73.01	72.78	74.19	76.20	73.21	73.42	72.03	68.83	71.51	72.39	73.70	77.08	73.03	1 [71.97
Last Year	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	73.01	4 17	71.29
Percent Change	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	0.0		1.0

Year To Date		R	unning 12 Month	s
2015	2016	2014	2015	2016
73.16	73.70	71.15	73.61	73.36
71.97	73.16	71.68	71.15	73.61
1.7	0.7	-0.7	3.5	-0.3

RevPAR	2014						20	15								2016		
110117111	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	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	45.98
Last Year	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	48.89
Percent Change	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	-6.0

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
47.64	48.15	47.91	46.50	47.75	47.10
47.59	47.64	48.15	46.96	46.50	47.75
0.1	1.1	-0.5	-1.0	2.7	-1.4

Supply	2014						20	15								2016		
опри	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	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	182,311
Last Year	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	182,869
Percent Change	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	-0.3

	Year To Date		R	unning 12 Month	ıs
2014	2015	2016	2014	2015	2016
881,991	890,749	888,031	2,121,571	2,143,802	2,147,847
874,653	881,991	890,749	2,115,212	2,121,571	2,143,802
0.8	1.0	-0 3	0.3	1.0	0.2

Demand	2014						20	115								2016		
Joinand	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	101,662	108,035	105,223	124,624	125,893	122,451	125,648	126,726	126,615	108,762	115,414	100,373	98,038	101,286	104,909	127,308	129,044	114,777
Last Year	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	122,451
Percent Change	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	-6.3

	Year To Date		R	unning 12 Month	ıs
2014	2015	2016	2014	2015	2016
583,853	586,226	577,324	1,386,588	1,390,616	1,378,900
583,887	583,853	586,226	1,385,876	1,386,588	1,390,616
0.0	0.4	4.5	0.4	0.0	0.0

Revenue	2014						20	15								2016		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	7,183,740	7,996,502	7,590,014	9,194,797	9,168,321	8,940,417	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	8,382,458
Last Year	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	8,940,417
Percent Change	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	-6.2
. s. sun onungo		0			3.0	2.4	. 5.0	2.0	2.0					J			2.0	

	Year To Date	
2014	2015	2016
020,150	42,890,051	42,548,590
324,453	42,020,150	42,890,051
1.0	2.1	-0.8

Census %	2014						20	015								2016		
Celisus /8	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Census Props	63	63	63	63	63	63	63	63	64	64	64	64	64	64	64	64	64	64
Census Rooms	5899	5899	5899	5899	5899	5899	5899	5899	5883	5883	5883	5881	5881	5881	5881	5881	5881	5881
% Rooms Participants	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.4	82.4	82.4	83.3	83.3	83.3	83.3	83.3	83.3	83.3

A blank row indicates insufficient data. Source 2016 STR, Inc.

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Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of May 2016

								2014								2	2015								_		016							4	بجيا
STR Code	Name of Establishment	City o Ctata	Zip Code	Aff Data	Open Date Roo	ms Rms				, .		.		, _			. -	ا را			. .		ू	۱,		. .	. _					.1.	۱.	, _	
	American Eagle Inn	City & State Favetteville, NC	28301	Jun 2012	Jun 1967	43 Kms	5	J F	IVI	A	WI J	J	A	5 0	N	υ,	JF	IVI	Α	IVI .	ı J	Α	5	0 1	N L	J) F	IVI	Α	IVI	J	J	4 :	, 0	N
	Budget Inn	Fayetteville, NC	28301	Jul 2009		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	Out 1000	0 Y																													
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0 Y																													
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0 Y																													
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0 Y															Т					Т		П							
	Cloverleaf Motel	Fayetteville, NC	28301	04.1.2001		22																													
	Eastover Inn	Fayetteville, NC	28301			20																													
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50 Y																													
	Night Inn	Favetteville, NC	28301	Sep 2011	Jun 1972	50 Y															Т					Т		П							
	Regency Inn	Fayetteville, NC	28301	Jul 2003		105 Y																													
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007		121	١.												•																
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49		0	0	0 0	0	0	0 0	0	0	0 0	0	0	0	0 0	0	0	0	0 0	0	0	0	0	0	0					
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30															Т					Т		П							
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011		114																•													
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0 Y															Т					Т		П							
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108			•					•							•	•	•			•	•	•	•						
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014		119 Y				0																			•						
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012		165														, ,															
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013	Jan 1999	77 Y																													
	Fairfield Inn Favetteville	Fayetteville, NC	28303	Jun 1989		129 Y																													
	Hampton Inn Fayetteville Cross Creek Mall	Favetteville, NC	28303	Dec 1995		131																													
	Hilton Garden Inn Favetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005		104																													
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89 Y																													
	Home2 Suites Favetteville	Fayetteville, NC	28303	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		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		126 Y																													
	TownePlace Suites Fayetteville Cross Creek	Favetteville, NC	28303	Jul 2009	Jul 2009	93																													
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80		•	Ť				•	ŭ	-	•					Ť			•	-	Ĭ	Ť	Ť							
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85	٠,																												
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 2015	96		•	Ť				•	Ť	-	•	_				Ĭ														
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	7 tag 2010	0 Y																		-		ľ	ľ	ľ	1						
	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		185 Y																													
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006		121																													
	Airport Inn Budget Motel	Fayetteville, NC	28306	Apr 2000	Apr 2000	30	- 1			•			•			•			_					•		-	ľ	ľ							
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																													
	Carolina Motor Inn	Fayetteville, NC	28306	0411 2012	Out 1004	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	000 2010	May 2001	32																				ľ	ľ	ľ	1						
	Roadside Inn Motel	Fayetteville, NC	28306			20																													
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198 Y	١.																												
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014		115			i i				- -	0																					
	Closed Davs Inn Favetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0 Y															ľ			•	Ī	ľ	ľ	ľ							
	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	G0P 2000	may root	51			i i				- -	ı.	-	- -					1	-	-			1	ı	Ė	-						
	Doubletree Favetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148 Y	١.																												
-	Econo Lodge Fayetteville	Favetteville, NC	28312	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		121																													
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983		198																													
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992		113														, ,															
	Quality Inn Favetteville	Fayetteville, NC	28312	Aug 2008	Feb 1998	81																•							•						
	Red Roof Inn Favetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55 Y		0 0	0	0	0	0	0 0	0						, ,															
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013		120																													
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995	Nov 1995	63																					-								
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996	Dec 1996	60																•							•						
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987		176 Y																													
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006		121																•							•						
	Holiday Inn Express & Suites Hope Mills Favetteville	Hope Mills, NC	28348		Nov 2009	72														, ,															
00001	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390		Feb 1996	85 Y	-				_	_		_	-			,		_	_	_	-			_	_	-	-	-					

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB For the Month of May 2016

								2014							2	015							2	2016						
							Chg in				Т		П		П										П	П	\Box	П	\Box	Т
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JE	FM	AN	Λ J	JA	\ S	ON	D	J F	M	A M	J,	J A	S	O N	D	J F	M	AN	1 J	_J /	A S	ON
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77		• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	•	• (•	•	• •				
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Υ	• •	•	• •	•	• •	•	• •		•	• •	•	• •	•	•	•	•	•	•	• •				
51150	Starlite Motel	Spring Lake, NC	28390			28																								
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60		• •	•	• •	•	• •	•	• •		•	• •	•	• •	•	•	•	•	•	•	• •				
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Υ																							
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Υ		•	• •	•	• •		0 0		•	• •	•	• •	•	•	•	•	•	•	• •				

74

5881

Total Properties:

- Monthly data received by STR

Monthly and daily data received by STR

Blank - No data received by STR

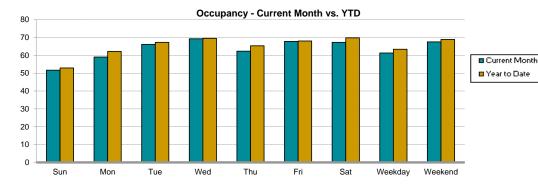
Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

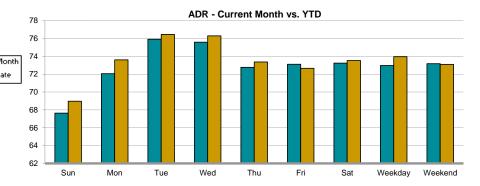
A blank row indicates insufficient data.

Source 2016 STR, Inc.

Fayetteville Area CVB

For the Month of May 2016





		Occupancy (%)	ADR		RevPAR		Supply		Demand		Revenu	е
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	51.7	-5.5	67.63	-1.0	34.95	-6.4	29,405	-0.3	15,196	-5.8	1,027,755	-6.7
	Year To Date	52.9	-0.4	68.97	0.6	36.52	0.2	128,571	-0.9	68,076	-1.3	4,695,515	-0.7
	Running 12 Month	52.6	-1.0	68.74	-0.3	36.17	-1.4	305,171	-2.0	160,574	-3.0	11,038,599	-3.3
Monday	Current Month	59.1	-9.9	72.06	-2.8	42.56	-12.5	29,405	24.6	17,365	12.2	1,251,379	9.1
	Year To Date	62.3	-2.6	73.61	0.4	45.82	-2.2	128,368	3.6	79,911	1.0	5,882,232	1.4
	Running 12 Month	62.0	-1.8	73.32	0.1	45.50	-1.7	310,867	1.8	192,889	0.0	14,143,190	0.1
Tuesday	Current Month	66.2	-10.0	75.92	-0.5	50.24	-10.5	29,405	24.6	19,456	12.2	1,477,197	11.6
	Year To Date	67.3	-3.3	76.46	1.0	51.45	-2.4	128,571	3.8	86,506	0.3	6,614,380	1.3
	Running 12 Month	66.6	-1.2	75.80	0.4	50.45	-0.8	311,071	1.9	207,053	0.6	15,694,471	1.1
Wednesday	Current Month	69.3	-5.9	75.59	0.2	52.40	-5.7	23,524	-0.3	16,307	-6.2	1,232,641	-6.0
	Year To Date	69.6	-0.7	76.30	1.2	53.08	0.5	122,690	-1.0	85,352	-1.7	6,512,556	-0.5
	Running 12 Month	67.5	-0.4	75.49	-0.2	50.95	-0.6	305,190	-0.1	205,965	-0.5	15,549,168	-0.7
Thursday	Current Month	62.3	-4.5	72.77	1.5	45.36	-3.2	23,524	-0.3	14,662	-4.8	1,066,986	-3.4
	Year To Date	65.4	1.4	73.37	1.1	47.96	2.5	122,690	-5.5	80,204	-4.1	5,884,634	-3.1
	Running 12 Month	63.6	-1.1	72.93	-0.8	46.39	-1.9	305,188	-0.1	194,114	-1.2	14,156,185	-2.0
Friday	Current Month	67.8	-1.1	73.12	1.3	49.58	0.1	23,524	-20.2	15,953	-21.1	1,166,388	-20.1
	Year To Date	68.1	-1.6	72.66	0.0	49.45	-1.6	128,571	-0.9	87,505	-2.5	6,358,322	-2.5
	Running 12 Month	67.6	-1.7	72.75	-1.2	49.15	-2.9	305,188	-0.1	206,190	-1.8	14,999,320	-3.0
Saturday	Current Month	67.3	-3.1	73.25	0.7	49.32	-2.4	23,524	-20.2	15,839	-22.7	1,160,113	-22.2
	Year To Date	69.8	-1.2	73.53	0.7	51.34	-0.4	128,571	-0.9	89,770	-2.1	6,600,952	-1.4
	Running 12 Month	69.5	-0.3	73.43	-0.6	51.04	-0.9	305,173	-0.1	212,115	-0.4	15,574,858	-1.0
Weekday / We	ekend	l											
Weekday	Current Month	61.4	-7.0	72.98	-0.4	44.77	-7.4	135,263	9.2	82,986	1.5	6,055,957	1.1
(Sun-Thu)	Year To Date	63.4	-1.1	73.96	0.9	46.90	-0.2	630,889	0.0	400,049	-1.2	29,589,316	-0.3
	Running 12 Month	62.5	-1.0	73.48	-0.1	45.91	-1.1	1,537,486	0.3	960,595	-0.7	70,581,612	-0.8
Weekend	Current Month	67.6	-2.1	73.18	1.0	49.45	-1.2	47,048	-20.2	31,791	-21.9	2,326,501	-21.2
(Fri-Sat)	Year To Date	68.9	-1.4	73.10	0.4	50.40	-1.0	257,142	-0.9	177,275	-2.3	12,959,274	-1.9
	Running 12 Month	68.5	-1.0	73.09	-0.9	50.09	-1.9	610,361	-0.1	418,305	-1.1	30,574,179	-2.0
Total	Current Month	63.0	-6.0	73.03	0.0	45.98	-6.0	182,311	-0.3	114,777	-6.3	8,382,458	-6.2
	Year To Date	65.0	-1.2	73.70	0.7	47.91	-0.5	888,031	-0.3	577,324	-1.5	42,548,590	-0.8
	Running 12 Month	64.2	-1.0	73.36	-0.3	47.10	-1.4	2,147,847	0.2	1,378,900	-0.8	101,155,791	-1.2

A blank row indicates insufficient data.

Source 2016 STR, Inc.

Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB For the Month of May 2016

							This	Year										Pe	rcent C	hange	(%)				
		(Occupa	ncy (%)		Α	DR			Rev	PAR			Occupa	ncy (%)			ADR	R (%)			RevP	AR (%)	
Curre Mon		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2014	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				73.01				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
	May				63.0				73.03				45.98				-6.0				0.0				-6.0
Year To	o Date	<u>.</u>																Pe	rcent C	hange ((%)				
2014					66.2				71.97				47.64				-0.8		r-ocht O	nange	1.0				0.1
2015					65.8				73.16				48.15				-0.6				1.7				1.1
	May				65.0				73.70				47.91				-1.2				0.7				-0.5
										·												·			

Running 12	Month				Percent Change (%)	
2014 May	65.4	71.15	46.50	-0.2	-0.7	-1.0
2015 May	64.9	73.61	47.75	-0.7	3.5	2.7
2016 May	64.2	73.36	47.10	-1.0	-0.3	-1.4

A blank row indicates insufficient data.

Source 2016 STR, Inc.

Currency: USD - US Dollar

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB For the Month of May 2016

								2014	ļ						2	2015								1	201	6								
STR Code	Name of Establishment	City & State	Zip Code		Open Date		Chg in Rms	J F	м	АМ	J,	JA	s	o N	D.	J F	м	A N	ı J	J	A S	8 0	N	D	J	F	м д	м	J	J	s	0	N	D
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																										4		
	Budget Inn	Fayetteville, NC	28301 28301	Jul 2009 Nov 2010	Jun 1964	130	Υ																											
	Closed - Independent Hotel Prince Charles Closed - Independent Patel Motel	Fayetteville, NC Fayetteville, NC	28301	Jul 2011	Jun 1925 Jun 1958	0	Y																											
	Closed - Independent Fater Motel Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	Juli 1936	0	Y																											
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Ý																											
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Ý																											
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Y															Т			т						Т			П
	Cloverleaf Motel	Fayetteville, NC	28301			22																												
25291	Eastover Inn	Fayetteville, NC	28301			20																Т		П	П	Т					Т			
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Υ																											
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Υ																											
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Υ																											
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121																		ш									ш	
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49																												
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30																		\perp								_		
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114	.,																									4		
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	I== 4004	0	Υ												-				-											
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108	Υ	S S	S	s s	S S	S	S	SS	SS	S	S	s s	S	S	SS	S	S	SS	S S	S S	S	S						
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jun 1988	119	Y																											
	Embassy Suites Fayetteville Fort Bragg Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC Fayetteville, NC	28303 28303	Apr 2012 Apr 2013	Apr 2012 Jan 1999	165 77	Υ																											
	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																												
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104																												
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Υ																											
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		ВВ	В	ВВ	ВВ	в В	В	ВВ	ВЕ	3 B	В	ВВ	В	ВЕ	ВВ	В	В	ВЕ	ВЕ	ВЕ	В	В						
	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997	Jun 1968	61																		, i	١.									
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012		109	Υ																											
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92																			т						Т			
36796	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Υ																											
59989	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93																		П	П					Т	Т		П	
47205	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																												
36902	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85																												
64554	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 2015	96														r	r r	r												
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008		0	Υ																											
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120																												
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1974	185	Υ														r	r		\perp									\Box	
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121																												
	Airport Inn Budget Motel	Fayetteville, NC	28306	1 0040	1 1001	30																										_		
	Ambassador Inn Carolina Motor Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62 47																										-		
	Carolina Motor Inn Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	V																											
	Coliseum Inn	Fayetteville, NC	28306 28306	Sep 1996	Jun 1968	75	ĭ																											
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28306	Oct 2015	May 2001	52	Υ																											
	Relax Inn	Fayetteville, NC	28306	OCI 2013	Iviay 2001	32																												
	Roadside Inn Motel	Fayetteville, NC	28306			20																												
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Υ																											
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115																												
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Υ															Т			т						Т			
39737	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																												
4266	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97							П		П		П						П	П	П			П			Т			
24174	Delux Inn	Fayetteville, NC	28312	1		51																												
4478	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Υ	ВВ	В		E	3 B	В																					
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150																												
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66	Υ																											
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312		May 1986	121																												
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198																												
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992		113																												
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008		81																												
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Υ																											
	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	V																											
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Υ																											
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006 Nov 2009	121																												
	Holiday Inn Express & Suites Hope Mills Fayetteville Country Inn & Suites Fayetteville Fort Bragg	Hope Mills, NC Spring Lake, NC	28348 28390	Nov 2009	Feb 1996	72 85	Υ																											
	COUNTY INTO SOURS FAVELEVING FOIL DIAGO	JODINIU Lake, INC	120390	11 60 2010	שפפו עם ון	001	ı	1 1			1 1		1 1		1 1		1 1						1 1				- 1			- 1				

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of May 2016

								2014							201	5						20	16						
							Chg in		TT								П				\Box			\Box	Т	\top	\top	\Box	\Box
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	M /	A M] J J	J A	s o	N [) J	F M	I A I	Λ J I	JA	S) N	D J	FN	ΛA	M J	J J	AS	ا o ∣ ئ	N D
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77																							
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Υ																						
51150	Starlite Motel	Spring Lake, NC	28390			28																							
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60																							
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Υ																						
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Υ																						
			Total Proper	rties:	74	5881		s -1	Montly	Sear	menta	ation (Trans	sient. (Group	. Con	tract)	Only											

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

A blank row indicates insufficient data.

Source 2016 STR, Inc.

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.