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Fayetteville Area CVB

For the Month of June 2016		Date Created: Jul 15, 2016
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Tab 2 - Multi-Segment

Fayetteville Area CVB For the month of: June 2016

				Cur	rent Mon	ith - June	e 2016 vs	June 20	015							Ye	ar to Dat	e - June	2016 vs .	June 20	15					Parti	cipation	
	Occ	: %	AD	R	RevF	PAR		Percent	Change	from Ju	ne 2015		Occ	%	AD	R	Rev	PAR		Percen	t Change i	from YT	D 2015		Prope	erties	Roo	ms
	0040	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room	Room	2016	2015	2016	2015	2016	2015	0	ADR	RevPAR	Room	Room Avail	Room Sold	Census	Sample	Census	0
	2016										Avail	Sold							Occ			Rev						Sample
North Carolina	70.7	69.3	101.32	98.48	71.59	68.29	1.9	2.9	4.8	6.7	1.8	3.7	63.9	62.6	97.49	93.93	62.31	58.77	2.1	3.8	6.0	7.9	1.8	4.0	1744	1117	150810	117516
Cumberland County, NC	67.2	71.0	73.37	72.79	49.28	51.67	-5.4	0.8	-4.6	-4.9	-0.3	-5.7	65.4	66.7	73.64	73.10	48.14	48.73	-2.0	0.7	-1.2	-1.5	-0.3	-2.3	64	46	5881	4901
Johnston County, NC	54.3	53.3	72.26	70.78	39.24	37.76	1.8	2.1	3.9	7.6	3.6	5.4	52.1	49.8	70.89	70.39	36.94	35.04	4.7	0.7	5.4	7.3	1.8	6.6	32	23	2227	1670
Robeson County, NC	65.2	63.2	67.37	64.66	43.95	40.83	3.3	4.2	7.6	15.1	6.9	10.5	61.3	63.3	68.35	64.12	41.89	40.61	-3.2	6.6	3.2	10.2	6.9	3.4	29	16	1821	1190
Wake County, NC	72.7	74.1	100.39	97.03	72.97	71.94	-2.0	3.5	1.4	4.7	3.2	1.2	70.2	71.7	101.55	95.92	71.26	68.80	-2.2	5.9	3.6	7.4	3.7	1.5	134	122	15937	15059
Durham County, NC	70.1	71.6	101.31	97.46	70.98	69.79	-2.2	3.9	1.7	6.8	5.0	2.8	66.8	68.3	104.84	98.72	70.04	67.47	-2.3	6.2	3.8	9.6	5.6	3.2	64	57	8241	7618
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	61.3	58.5	87.59	88.78	53.71	51.95	4.8	-1.4	3.4	4.4	1.0	5.8	57.8	56.5	92.95	94.68	53.69	53.46	2.3	-1.8	0.4	1.0	0.6	2.9	94	76	10948	9727
Harnett County, NC	57.7	57.7	70.16	69.65	40.46	40.22	-0.1	0.7	0.6	12.1	11.4	11.3	55.4	54.9	71.83	68.94	39.78	37.84	0.9	4.2	5.1	13.2	7.7	8.7	11	8	859	638
Moore County, NC	64.4	65.9	118.07	120.47	76.09	79.34	-2.1	-2.0	-4.1	0.6	4.9	2.7	60.0	57.0	119.39	117.52	71.60	67.02	5.2	1.6	6.8	8.6	1.7	6.9	21	13	1872	1468

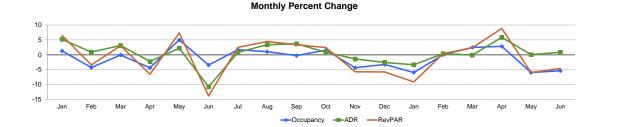
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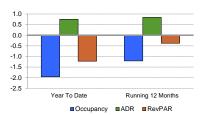
Source 2016 STR, Inc.

Tab 3 - Trend Cumberland County NC Fayetteville Area CVB

For the Month of June 2016







2015 2016 Year To Date Running 12 Months Occupancy (%) Jar Feb Oct Feb Ma 2014 2015 2016 2014 2015 2016 Mar Jur Sep No Dee May Ap Aug This Year 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 67.2 67.4 66.7 65.4 65.7 64.7 63.9 Last Year 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 71.0 67.2 67.4 66.7 65.6 65.7 64.7 Percent Change 1.3 -4.3 -0.1 -4.4 5.0 -3.5 17 1.0 -0.3 1.6 -4.4 -3.3 -6.0 0.0 2.5 2.8 -6.0 -5.4 0.3 -1.1 -2.0 0.1 -1.5 -1.2 2015 2016 Year To Date Running 12 Months ADR Jan Feb Mar Apr Mav Jun Jul Aug Sec Oct Nov Dec Jan Feb Mar Ap Mav Jun 2014 2015 2016 2014 2015 2016 This Year 72.83 73.21 68.83 73.37 74.02 72.13 73.78 73.01 72.79 74.19 76.20 73.42 72.03 71.51 72.39 73.70 77.08 73.04 73.71 73.10 73.64 72.01 72.80 73.41 Last Year 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 72.79 71.46 73.71 73.10 71.67 72.01 72.80 Percent Change 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 0.8 3.1 -0.8 0.7 0.5 1.1 0.8 2015 2016 Year To Date Running 12 Months RevPAR 2014 Jan Feb Mar May Jul Sep Oct Nov Dec Feb Mar May 2015 2016 2014 2015 2016 Jun Jan Jun Apr Aug Apr This Year 43.73 45.95 50.28 51.81 48.89 51.67 51.41 52.90 45.12 46.46 40.98 37.01 39.73 46.12 51.46 56.38 45.98 49.28 49.69 48.73 48.14 47.30 47.08 46.90 Last Year 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 51.67 48.05 49.69 48.73 47.04 47.30 47.08 Percent Change 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 -4.6 3.4 -1.9 -1.2 0.5 -0.5 -0.4 2015 2016 Year To Date Running 12 Months Supply Jan Feb Mar May Jun Sep Oct Nov Dec Jan Feb Mar May Jun 2014 2015 2016 2014 2015 2016 Apr dud. Aug Ар This Year 182.869 165.172 182.869 176.970 182.869 176.970 182.869 182.373 176,490 182.373 176 430 182.311 182.311 164.668 182.311 176.430 182.311 176.430 1.057.221 1.067.719 1.064.461 2.123.011 2.145.542 2.147.307 Last Year 181,071 163,548 181,071 175,230 181,071 175,230 181.071 179.676 173,880 183 117 177,210 182,869 182,869 165,172 182,869 176 970 182,869 176,970 1,048,443 1,057,221 1,067,719 2,115,032 2,123,011 2,145,542 Percent Change 1.0 1.0 1.0 1.0 1.0 1.0 1.0 15 1.5 -0.4 -0.4 -0.3 -0.3 -0.3 -0.3 -0.3 -0.3 -0.3 0.8 1.0 -0.3 0.4 1.1 0.1 2015 2016 Year To Date Running 12 Months Demand Feb 2014 2016 Jan Feb Mar Apr Mav Jun Jul Aug Sep Oct Nov Dec Jan Mar Apr Mav Jun 2015 2014 2015 2016 This Year 108.035 105.223 124.624 125.893 122,451 126.615 108.762 100.373 98.038 127.308 118.503 712.724 711.867 695.815 1.394.382 1.371.743 125.641 126.726 115,414 101.286 104,909 129.044 114.765 1.387.386 Last Year 108,857 130,376 115,467 128,871 123,393 123,466 114,104 108,035 124,624 125,641 712,724 711,867 1,388,323 1,387,386 105,620 123,533 107,472 105,422 101,662 105,223 125,893 122,451 704,964 1,394,382 Percent Change 1.1 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 -5.7 -0.1 -2.3 0.4 -0.5 -1.1 2015 2016 Year To Date Running 12 Months Revenue Jan Oct Feb 2014 2015 2016 2014 2015 2016 Feb Mar May Jun Jul Sep Nov Dec Jan Mar May Jun Apr Aug Apr This Year 7,996,502 7,590,014 9,194,797 9,168,321 8,940,417 9,144,910 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 8,694,472 52,532,514 51,243,062 100,414,142 101,002,348 100,705,329 9,401,273 52,034,961 Last Year 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 9,144,910 50,373,783 52,532,514 52,034,961 99,500,563 100,414,142 101,002,348 Percent Change 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 -4.9 4.3 -0.9 -1.5 0.9 0.6 -0.3 2015 2016 Census % May Jan Feb Mar Apr Jun .Inf Aug Sei Oct Nov Der Jar Feb Mar Ap May Jun Census Props 63 63 63 63 63 63 63 64 64 64 64 64 64 64 64 64 64 64 5881 Census Rooms 5899 5899 5899 5899 5899 5899 5899 5883 5883 5883 5881 5881 5881 5881 5881 5881 5881

% Rooms Participants 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 June 2016

								2014							2	015								20	16							
STR Code	Name of Establishment	City & State	Zip Code		<u> </u>		Chg in Rms		м	а м	JJ	Α	s c	D N	DJ	JF	м	АМ	J	JA	s	0	I D	J	F	мА	м	J	JA	s	o 1	N D
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																										
	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130				_			_				_	_		_		_			_	_			_			_
	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																									4
	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	Ŷ										_								-	-			-			-
	Cloverleaf Motel Eastover Inn	Fayetteville, NC Fayetteville, NC	28301			22 20																										-
			28301 28301	Cap 1005	Jun 1985	50	Y																									
	Economy Inn	Fayetteville, NC		Sep 1995	Jun 1965 Jun 1972		Y																									-
	Night Inn	Fayetteville, NC	28301	Sep 2011 Jul 2003		50 105	Y																									
	Regency Inn Value Place Fayetteville Bragg	Fayetteville, NC	28301		Jun 1971	105	Ť																									
	Affordable Suites Favetteville	Fayetteville, NC	28301 28303	Oct 2007 Jan 2014	Oct 2007 Jan 2014	49		• •	• •	•	• •	•	• •	•	• •	•	• •	•	•		•	• •	•	•	•		•	•				
	Boulevard Motel	Fayetteville, NC 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	0					
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114												-					-				-					
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	Jan 2011	114	Y		• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	•	• •	•	•	•				
	Closed - Independent Collonade Square	Fayetteville, NC	28303	Jan 1991	Jan 1991	108	Ť												-						-			-				
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jun 1988	119	Y	•••	• •		• •																					
	Embassy Suites Fayetteville Fort Bragg		28303	Apr 2012	Apr 2012	165	T				• •				•••				•					•	•							
	Entrassy Suites Fayetteville Fort Bragg Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC Fayetteville, NC	28303	Apr 2012 Apr 2013	Jan 1999	77	Y											-														
	Fairfield Inn Favetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	I V				• •				•••				•					•	•							
	Hampton Inn Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Dec 1995	Dec 1995	129	T				• •		• •		•••	•			•		•	•••		•	•							
	Hilton Garden Inn Fayetteville Fort Bragg		28303	Nov 2005	Nov 2005	104		• •	• •		•••	•	•••	•	•••	•	•••	•	•	•••	•	•••	•	•	•	•	•	•				
	Holiday Inn Express & Suites Favetteville Fort Bragg	Fayetteville, NC		Feb 2000	Jan 1998	89	Y	• •	• •	•	•••	•	•••	•	•••	•	• •	•	•	•	•	•••	•	•	•	•	•	•				
		Fayetteville, NC	28303 28303	Feb 2000		118	Ŷ	• •	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	•••	•	•	•	•	•	•				-
	Home2 Suites Fayetteville	Fayetteville, NC Fayetteville, NC	28303	Dec 1997	Feb 2011 Jun 1968	61		• •	• •	•	•••	•	•••	•	••	•	• •	•	•	•	•	•••	•	•	•	•	•	•				
	Knights Inn Fort Bragg Fayettevile Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1968	109	V	• •	• •		•••	•	•••	•	•••	•	•••	•	•	•••	•	•••	•	•	•	•••	•	•				
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92	Ť	• •	• •	•	•••	•	••••	•	•••	•	•	•	•		•	•••	•	•	•		•					-
	Suburban Extended Stay Hotel Near Fort Bragg		28303	Jun 1998	Jun 1998	126	V				•••		•••		•••							•••		•								
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC		Jul 2009	Jul 2009	93	Ť	• •	• •	•	•••	•	•••	•	•••	•	• •	•	•	•	•	•••	•	•	•	•	•	•				
	Tropical Motel	Fayetteville, NC Fayetteville, NC	28303 28303	Jun 1970	Jun 1970	80		• •	•••	•	•••	•	•••	•	••	•	•••	•	•	••	•	• •	•	•	• •	• •	•	•				
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	80																										
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 1998 Aug 2015	Aug 2015	96		••	• •		•••	•	•••	•	•••	•	• •	•	•					•	•							
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	Aug 2015	90	Y													•	•	• •	•	•	• •	•	•	•				
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120	I														-		-				-					
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1997	120	Y				• •																					
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Aug 2015 Apr 2006	Apr 2006	121	I																									-
	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			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	0012010	May 2001	32	•															-	-	-	-		-	Č.				
	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				-		-	0								•							•				
	Closed Days Inn Favetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Y											-							-							10
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61															•			•	•			•				
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97																		•				•				10
	Delux Inn	Fayetteville, NC	28312	000 2000	indy icco	51				-		-		-		-		-	-		-		-	-	-		-	i i				
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y					•		•				•	•		•		•	•	•		•	•				10
	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															•				
	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																										
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Y									-																
	Value Place Favetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121																										
										-		-		-		-		-		- 👻	-	- •	-	-	- I'	- 19	_ *	- L	_	_		
	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72										-																

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of June 2016

								2014	ļ.						201	5							2016						
STR Code	Name of Establishment	City & State	Zip Code		Open Date	Deemo	Chg in Rms								<u>.</u>														
					_ .																						JA	30	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		• •	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	•	• •	٠	• •	•			
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	•	•	• •	• •	•	•	•	• •	•	• •	•	• •	•			
			Total Prope	rties:	74	5881		0 -	Month	ly data	a rece	eived	by ST	R															

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.

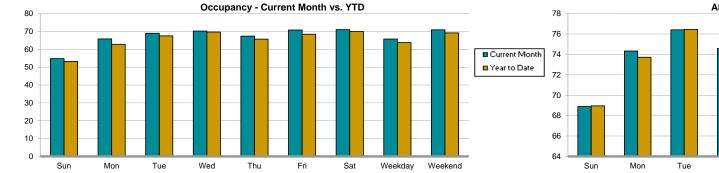
A blank row indicates insufficient data.

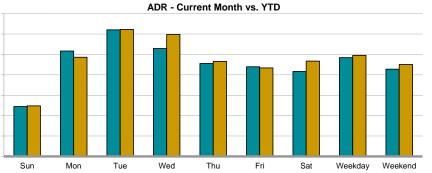
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of June 2016





		Occupancy (%)	ADR		RevPAR		Supply		Demand		Revenu	е
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	54.8	-2.6	68.90	3.0	37.77	0.4	23,524	-0.3	12,895	-2.9	888,412	0.1
	Year To Date	53.2	-0.7	68.96	1.0	36.71	0.2	152,095	-0.8	80,969	-1.5	5,583,924	-0.6
	Running 12 Month	52.5	-0.7	68.91	1.1	36.18	0.4	305,099	-0.2	160,200	-0.9	11,038,932	0.2
Monday	Current Month	65.9	-4.9	74.34	2.3	48.96	-2.7	23,524	-20.2	15,494	-24.1	1,151,795	-22.4
	Year To Date	62.8	-3.3	73.73	0.7	46.31	-2.5	151,892	-1.0	95,403	-4.2	7,034,025	-3.5
	Running 12 Month	61.6	-2.4	73.51	0.9	45.31	-1.5	304,896	-0.2	187,932	-2.6	13,814,033	-1.8
Tuesday	Current Month	69.0	-6.2	76.42	2.4	52.76	-4.0	23,524	-20.2	16,240	-25.2	1,241,092	-23.4
	Year To Date	67.6	-4.0	76.46	1.3	51.65	-2.8	152,095	-0.8	102,744	-4.8	7,855,468	-3.6
	Running 12 Month	66.1	-1.7	75.99	1.5	50.20	-0.2	305,100	-2.1	201,565	-3.7	15,316,635	-2.3
Wednesday	Current Month	70.3	-8.2	74.59	-0.8	52.42	-8.9	29,405	24.6	20,664	14.4	1,541,296	13.5
	Year To Date	69.7	-2.0	75.97	0.8	52.95	-1.2	152,095	3.1	106,015	1.1	8,053,849	1.9
	Running 12 Month	67.1	-0.6	75.45	0.9	50.59	0.3	310,999	1.7	208,542	1.1	15,733,922	2.1
Thursday	Current Month	67.4	-6.8	73.11	-0.3	49.28	-7.1	29,405	24.6	19,820	16.1	1,449,022	15.8
	Year To Date	65.8	0.1	73.32	0.9	48.22	1.0	152,095	-0.8	100,022	-0.7	7,333,654	0.2
	Running 12 Month	63.3	-1.0	72.92	0.6	46.15	-0.4	310,997	1.7	196,846	0.7	14,353,693	1.3
Friday	Current Month	70.8	-5.7	72.80	0.2	51.57	-5.4	23,524	-0.3	16,666	-5.9	1,213,214	-5.7
	Year To Date	68.5	-2.3	72.68	0.0	49.78	-2.3	152,095	-0.8	104,170	-3.1	7,571,533	-3.1
	Running 12 Month	67.2	-1.9	72.74	0.2	48.91	-1.7	305,116	-0.2	205,170	-2.0	14,923,440	-1.8
Saturday	Current Month	71.1	-3.5	72.33	0.1	51.42	-3.4	23,524	-0.3	16,724	-3.8	1,209,641	-3.7
	Year To Date	70.0	-1.5	73.34	0.6	51.35	-0.9	152,095	-0.8	106,492	-2.4	7,810,608	-1.7
	Running 12 Month	69.3	-0.2	73.41	0.8	50.88	0.6	305,101	-0.2	211,488	-0.4	15,524,674	0.4
Weekday / We	ekend												
Weekday	Current Month	65.8	-5.7	73.69	1.1	48.47	-4.7	129,382	-0.3	85,113	-6.0	6,271,617	-5.0
(Sun-Thu)	Year To Date	63.8	-2.0	73.92	0.9	47.17	-1.1	760,271	-0.1	485,153	-2.1	35,860,921	-1.1
	Running 12 Month	62.1	-1.3	73.56	1.0	45.71	-0.3	1,537,090	0.2	955,085	-1.1	70,257,215	-0.1
Weekend	Current Month	71.0	-4.6	72.56	0.2	51.50	-4.4	47,048	-0.3	33,390	-4.9	2,422,855	-4.7
(Fri-Sat)	Year To Date	69.3	-1.9	73.02	0.3	50.57	-1.6	304,190	-0.8	210,662	-2.7	15,382,141	-2.4
	Running 12 Month	68.3	-1.0	73.08	0.5	49.90	-0.5	610,217	-0.2	416,658	-1.2	30,448,114	-0.7
Total	Current Month	67.2	-5.4	73.37	0.8	49.28	-4.6	176,430	-0.3	118,503	-5.7	8,694,472	-4.9
	Year To Date	65.4	-2.0	73.64	0.7	48.14	-1.2	1,064,461	-0.3	695,815	-2.3	51,243,062	-1.5
	Running 12 Month	63.9	-1.2	73.41	0.8	46.90	-0.4	2,147,307	0.1	1,371,743	-1.1	100,705,329	-0.3

A blank row indicates insufficient data.

Source 2016 STR, Inc.

Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of June 2016

						This	Year										Pe	ercent C	hange	(%)				
		Оссира	ancy (%))		A	DR			Rev	PAR			Occupa	ancy (%)			R (%)			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
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
Мау				67.0				73.01				48.89				5.0				2.2				7.3
Jun				71.0				72.79				51.67				-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
Мау				63.0				73.04				45.98				-6.0				0.0				-6.0
Jun				67.2				73.37				49.28				-5.4				0.8				-4.6

Year To Da	ate				Percent Change (%)	
2014 Jun	n 67.4	73.71	49.69	0.3	3.1	3.4
2015 Jun	66.7	73.10	48.73	-1.1	-0.8	-1.9
2016 Jun	65.4	73.64	48.14	-2.0	0.7	-1.2

Running 12	Month				Percent Change (%)	
2014 Jun	65.7	72.01	47.30	0.1	0.5	0.5
2015 Jun	64.7	72.80	47.08	-1.5	1.1	-0.5
2016 Jun	63.9	73.41	46.90	-1.2	0.8	-0.4

A blank row indicates insufficient data.

Source 2016 STR, Inc.

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of June 2016

								201	4							20 [.]	15							2016	6						
STR Code		City & State	Zip Code	-			Chg in Rms		FN	/ A	м.	l l	A :	s o) N I		FM		N J	JA	s	0 N				ΙΑ	мј	J	a s	0 N	D
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																									
	Budget Inn Closed - Independent Hotel Prince Charles	Fayetteville, NC Fayetteville, NC	28301 28301	Jul 2009 Nov 2010	Jun 1964 Jun 1925	130 0																									
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1925	0	Y																								
	Closed - Independent Fater Moter Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	Jun 1950	0																									
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Y																								
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Ý																								
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0																									T
25286	Cloverleaf Motel	Fayetteville, NC	28301			22																									
25291	Eastover Inn	Fayetteville, NC	28301			20																									
	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	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	Y																								-
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	lan 1001	0 108																									
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991 Jun 1988	108		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	S S	S S				-
	Days Inn Fayetteville Northwest Fort Bragg Area Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28303 28303	Mar 2014 Apr 2012	Apr 2012	165																									
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2012	Jan 1999	77																									
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129																									
	Hampton Inn Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Dec 1995	Dec 1995	123																									
	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																									1
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		в	вв	В	вВ	в	ΒЕ	3 В	BB	3 B	вв	BE	в	вв	в	вв	в	BE	зв	BE	зв				
	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997	Jun 1968	61				-																					1
	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																									1
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Y																								
59989	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93																									
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																									
	Wingate by Wyndham Fayetteville 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		0	Y																								
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120																									4
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1974	185	Y														r	r			_		_				
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121																									4
	Airport Inn Budget Motel	Fayetteville, NC	28306	1 0040	1 1001	30				-																					-
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																									4
	Carolina Motor Inn	Fayetteville, NC	28306	lun 1002		47	V																								
	Closed McInnis Motel Coliseum Inn	Fayetteville, NC	28306	Jun 1993	Jun 1968	0 75	Ý																								-
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28306 28306	Sep 1996 Oct 2015	May 2001	52																									
	Relax Inn	Fayetteville, NC	28306	0012015	Iviay 2001	32																									
	Roadside Inn Motel	Fayetteville, NC	28306			20																									
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198																									1
	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																									T
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																									
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97																									1
	Delux Inn	Fayetteville, NC	28312			51																									
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148		B	в в			В	ΒE	3																	
	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		Feb 1998	81																									
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55																									
	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 Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Jul 1987	Jul 1987 Apr 2006	176 121	Y																								
	Holiday Inn Express & Suites Hope Mills Fayetteville	Fayetteville, NC	28314 28348	Apr 2006 Nov 2009		72																									
	Country Inn & Suites Fayetteville Fort Bragg	Hope Mills, NC Spring Lake, NC	28348		Feb 1996	85																									1
32003	Our of the suites i averteville Full bidyy	Oping Lake, NO	20390	1 60 2010	1 60 1990	00	I	1	1	1		1		I	1 1	1		1 1	1 1	I		I			1	1 1			1 1	1	1

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of June 2016

								201	4					201	5				20	016				
STR Code	Name of Establishment	City & State	Zip Code		Onen Data	Deemo	Chg in Rms		FMA												 			
							RIIIS	J	F IVI A	IVI J	JA	30	JNL	J		AIVI	JJ	AS	DJ		IVI J	JA	30	JND
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 S	Segmei	ntation	(Tran	isient, (Group	Contr	act) Or	nly							

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

Source 2016 STR, Inc.

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.