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Fayetteville Area CVB

For the Month of February 2017			Date Created: Mar 17, 2017
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Tab 2 - Multi-Segment Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: February 2017

				Current	Month -	Februar	y 2017 vs	Februa	ry 2016							Year t	o Date - F	ebruary	2017 vs F	ebruar	/ 2016					Parti	cipation	
	Осс	%	AD	R	Revi	PAR	Pe	rcent C	hange fro	m Febru	ary 2016	5	Occ	%	AD	R	Revi	PAR		Percen	Change f	from YT	D 2016		Prope	erties	Roo	ms
							_			Room	Room	Room							_			Room	Room	Room				
	2017	2016	2017	2016	2017	2016	Осс	ADR	RevPAR	Rev	Avail	Sold	2017	2016	2017	2016	2017	2016	Осс	ADR	RevPAR	Rev	Avail	Sold		Sample	Census	Sample
North Carolina	59.7	59.5	95.29	93.89	56.87	55.85	0.3	1.5	1.8	4.0	2.2	2.5	55.4	54.8	93.28	92.00	51.68	50.44	1.1	1.4	2.5	4.6	2.1	3.2	1677	1136	149433	119819
Cumberland County, NC	65.5	63.5	74.24	72.39	48.60	46.00	3.0	2.6	5.6	7.4	1.7	4.8	64.5	59.3	74.32	71.96	47.95	42.65	8.8	3.3	12.4	14.3	1.7	10.7	65	47	5995	5015
Johnston County, NC	48.8	48.5	70.26	69.00	34.26	33.47	0.5	1.8	2.4	5.6	3.2	3.7	47.4	46.7	69.54	69.09	32.94	32.28	1.4	0.6	2.0	5.3	3.2	4.6	32	24	2218	1735
Robeson County, NC	70.2	60.8	74.50	67.73	52.27	41.21	15.3	10.0	26.8	34.0	5.7	21.8	70.2	56.4	75.13	68.21	52.78	38.47	24.6	10.1	37.2	45.0	5.7	31.6	30	17	1924	1291
Wake County, NC	69.2	67.6	101.22	100.35	70.00	67.86	2.3	0.9	3.1	3.6	0.4	2.7	65.4	63.6	100.88	98.87	65.94	62.85	2.8	2.0	4.9	5.5	0.6	3.4	133	123	15830	15111
Durham County, NC	68.5	64.7	103.66	101.33	70.99	65.59	5.8	2.3	8.2	12.2	3.7	9.7	62.9	59.6	100.13	100.04	62.96	59.65	5.5	0.1	5.5	9.4	3.7	9.4	64	60	8327	7934
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	57.9	54.9	86.33	87.12	49.99	47.87	5.4	-0.9	4.4	5.9	1.4	6.8	50.6	47.8	83.64	84.37	42.30	40.35	5.8	-0.9	4.8	5.8	0.9	6.7	93	76	10895	9727
Harnett County, NC	55.1	51.8	73.61	71.26	40.58	36.91	6.5	3.3	10.0	22.5	11.4	18.6	52.8	52.3	73.08	71.94	38.61	37.62	1.0	1.6	2.6	14.4	11.4	12.6	11	8	859	638
Moore County, NC	48.2	57.7	95.84	98.32	46.22	56.77	-16.5	-2.5	-18.6	-10.6	9.9	-8.2	43.9	49.7	93.52	94.21	41.06	46.78	-11.6	-0.7	-12.2	-3.6	9.9	-2.9	22	14	1960	1556

A blank row indicates insufficient data.

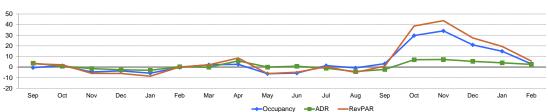
Source 2017 STR, Inc.

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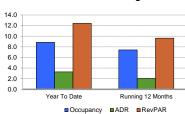
Fayetteville Area CVB

For the Month of February 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)		20	115							20	116						20)17
Cocapancy (70)	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	61.5	63.1	56.8	53.6	55.4	63.5	69.7	73.0	62.8	67.0	70.2	68.7	63.4	81.9	76.1	64.9	63.7	65.5
Last Year	61.8	62.3	59.5	55.6	58.8	63.7	68.1	71.1	67.0	71.0	69.2	69.3	61.5	63.1	56.8	53.6	55.4	63.5
Percent Change	-0.6	1.3	-4.6	-3.5	-5.7	-0.3	2.2	2.6	-6.2	-5.6	1.4	-0.8	3.2	29.7	34.1	20.9	14.9	3.0

	Year To Date		1 [R	unning 12 Month	s
2015	2016	2017		2015	2016	2017
61.1	59.3	64.5	1 [64.8	64.1	68.9
62.2	61.1	59.3		65.1	64.8	64.1
-1.8	-3.0	8.8		-0.4	-1.1	7.4

ADR		20	115							20	116						20	17	
7.5.1	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	20
This Year	73.22	73.41	72.03	68.84	71.52	72.39	73.70	77.08	73.04	73.38	73.46	73.01	71.61	78.50	77.18	72.57	74.40	74.24	72
Last Year	70.62	72.80	73.07	70.66	73.75	72.13	73.78	72.83	73.01	72.79	74.26	76.21	73.22	73.41	72.03	68.84	71.52	72.39	70
Percent Change	3.7	0.8	-1.4	-2.6	-3.0	0.4	-0.1	5.8	0.0	0.8	-1.1	-4.2	-2.2	6.9	7.2	5.4	4.0	2.6	1 7

Year To Date		R	unning 12 Month	s
2016	2017	2015	2016	2017
71.96	74.32	73.42	72.98	74.48
72.95	71.96	70.69	73.42	72.98
-1.4	3.3	3.9	-0.6	2.1

RevPAR		20	15							20	116						20	017
110117111	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	45.01	46.34	40.88	36.92	39.63	46.00	51.34	56.25	45.87	49.16	51.58	50.17	45.43	64.26	58.74	47.07	47.36	48.60
Last Year	43.65	45.36	43.47	39.28	43.35	45.95	50.28	51.81	48.89	51.67	51.42	52.78	45.01	46.34	40.88	36.92	39.63	46.00
Percent Change	3.1	2.2	-6.0	-6.0	-8.6	0.1	2.1	8.6	-6.2	-4.9	0.3	-4.9	0.9	38.6	43.7	27.5	19.5	5.6

	Year To Date		R	unning 12 Month	s
2015	2016	2017	2015	2016	2017
44.58	42.65	47.95	47.60	46.80	51.31
44.15	44.58	42.65	46.03	47.60	46.80
1.0	-4.3	12.4	3.4	-1.7	9.6

Supply		20	15							20	16						20	117
ошрр.)	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	176,910	182,807	176,850	182,745	182,745	165,060	182,745	176,850	182,745	176,850	182,745	182,745	176,850	182,745	176,850	185,845	185,845	167,860
Last Year	173,880	183,117	177,210	182,869	182,869	165,172	182,869	176,970	182,869	176,970	182,869	182,807	176,910	182,807	176,850	182,745	182,745	165,060
Percent Change	1.7	-0.2	-0.2	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	0.0	0.0	0.0	0.0	1.7	1.7	1.7

	Year To Date		R	unning 12 Month	is
2015	2016	2017	2015	2016	2017
348,041	347,805	353,705	2,138,466	2,152,471	2,160,675
344,619	348,041	347,805	2,117,124	2,138,466	2,152,471
1.0	-0.1	1.7	1.0	0.7	0.4

Demand		20	15							20	16						20	017
Demand	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	108,739	115,407	100,372	98,024	101,252	104,887	127,308	129,044	114,765	118,487	128,319	125,572	112,190	149,591	134,607	120,539	118,300	109,881
Last Year	107,472	114,104	105,422	101,662	107,488	105,223	124,624	125,893	122,451	125,641	126,623	126,606	108,739	115,407	100,372	98,024	101,252	104,887
Percent Change	1.2	1.1	-4.8	-3.6	-5.8	-0.3	22	2.5	-6.3	-5.7	1.3	-0.8	3.2	29.6	34.1	23.0	16.8	4.8

	Year To Date		F	unning 12 Month	s
2015	2016	2017	2015	2016	2017
212,711	206,139	228,181	1,386,477	1,380,519	1,488,603
214,477	212,711	206,139	1,378,637	1,386,477	1,380,519
0.0	2.4	10.7	0.6	0.4	7.0

Revenue		20	15							20	16						20	017
Revenue	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	7,962,141	8,472,081	7,229,538	6,747,706	7,241,543	7,592,793	9,382,079	9,947,116	8,382,458	8,694,262	9,425,868	9,168,086	8,034,033	11,742,468	10,388,945	8,747,212	8,801,514	8,157,499
Last Year	7,589,499	8,306,867	7,703,267	7,183,740	7,927,369	7,590,014	9,194,797	9,168,321	8,940,417	9,144,910	9,402,399	9,648,034	7,962,141	8,472,081	7,229,538	6,747,706	7,241,543	7,592,793
Percent Change	4.9	2.0	-6.1	-6.1	-8.7	0.0	2.0	8.5	-6.2	-4.9	0.2	-5.0	0.9	38.6	43.7	29.6	21.5	7.4

	Year To Date		R	unning 12 Month	s
2015	2016	2017	2015	2016	2017
15,517,383	14,834,336	16,959,013	101,800,682	100,744,680	110,871,540
15,216,602	15,517,383	14,834,336	97,456,658	101,800,682	100,744,68
0.0		440	4.5	4.0	40.4

Census %		20	15							20	116						20	017
Celisus /6	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	65	65	65
Census Rooms	5897	5897	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5995	5995	5995
% Rooms Participants	82.5	82.5	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.7	83.7	83.7

Source 2017 STR, Inc. A blank row indicates insufficient data.

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Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of February 2017

				1		Oher:		2015	_	-		-			_	2016	_		_		_	1 7	$\overline{}$	\neg	$\overline{}$	_						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date Roo	Chg i		JF		A N	ا، ا		اءا	0 1		l .l.	- M	١, ١	, l		, ,		, I	Ν.	. _	. 🙀	A N	, ,			ا م ا	. NI L
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43	>	JF	IVI	AN	/I J	J	1 3	U	ע וי	J	r IVI	AI	VI J	J	A	0	N L	J	╀	IVI	A IVI	1 3	J	1 3	-	NL
	Budget Inn	Fayetteville, NC	28301	Jul 2009		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	Odii 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																										
	Cloverleaf Motel	Fayetteville, NC	28301			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			\Box				
	Regency Inn	Fayetteville, NC	28301	Jul 2003		105 Y																										
55787	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121	١.		•		•		•		•				•			•			•				Т			
62851	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							
25285	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30																			Т	П		\Box				
61199	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114			•		•		•		•	•	•		•	•	•	•		•	•							
25287	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0 Y																										
18089	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991		108		• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	•		• •	•	•							
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014		119 Y			•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•					Т		
61409	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012	Apr 2012	165		• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	• •	•	•							
37582	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013	Jan 1999	77 Y	-	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•							
25877	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129 Y			•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	• •	•	•							
32352	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	131		• •	•		•	• •	•	• •	•		•		•	•	•	•	• •		•							
53774	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104			•		•		•	• •	•		•		•		•	•			•							
36100	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89 Y		• •	•		•	• •	•	• •	•		•		•	•	•	•	• •		•							
60760	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118			•		•		•	• •	•	•	•		•	•		•		•	•							
25293	Knights Inn Fayettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997	Jun 1968	61		• •	•	• •	•	• •	•	• •	•	• •	•		•	•		•	• •	•	•							
37019	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109 Y			•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	• •	•	•							
53828	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92	- 1	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	• •	•	•							
36796	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	- -	• •	•	• •	•	• •	•	• •	•	• •	• •	• •	• •	• •	• •	•	• •	• •	•						'	.
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						•	•	• •	•	•	• •	•	• •	•	•	•	• •	•	•							
25283	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008		0 Y																										
35106	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		199 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																			4							
	Carolina Motor Inn	Fayetteville, NC	28306			47																			\perp	\perp		\perp				
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0 Y																			4							
	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																			\perp	\perp		\perp				
	Roadside Inn Motel	Fayetteville, NC	28306			20																										
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001		198 Y		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	ш		ш	_			
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014		115		• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	• •	•	•	4		4				
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0 Y																			\perp	\perp		\perp	_			
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61		•	•	•	•	•	•	• •	•	•	•	•	•	•	•	•	• •	•	•	4		4				
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97		• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	ш		ш	_			
	Delux Inn	Fayetteville, NC	28312			51																			4	4		4				
-	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008		148 Y	- 1	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• (• •	•	•	ш		ш	_			
24255	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150		• •	•	•	•	•	•	• •	•	•	•	•	•	•	•	•	• •	•	•	4		4				
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66 Y	- !	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	\perp		\perp				\perp
	Hampton Inn & Suites Fayetteville	Fayetteville, NC	28312			114																										
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983		198		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	• •	•	•							
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992		113	- 1	•	•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	• •	•	•							
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008	Feb 1998	81		• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	• •	•	•							
	Red Lion Inn & Suites Fayetteville	Fayetteville, NC	28312	Feb 2017		121	- 1	• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	• •	•	•							
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55 Y	- -	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	• •	•	•							
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013		120	- 1	•	•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•							
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995	Nov 1995	63	- -	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	• •	•	•							
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996	Dec 1996	60	- 1	• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•							
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987		176 Y		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	• •	•	•							
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006		121	- 1	• •	•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•							
58867	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 February 2017

								2015							2016							- 1	2017							
							Chg in			\Box							\neg					П				П				
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	M	M	JJ	A	s o	N D	JF	M	AN	Λ J I	JA	S	O N	D	J F	M .	A M	J	JA	S	ON	D
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Υ	• •	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	•	• •	• 1	•							
65586	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100																0 1	•							
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	• •	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	•	• •	• 6	•							
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 Prope	rties:	76	6109		o - N	1onthl	y data	rece	eived b	y STI	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

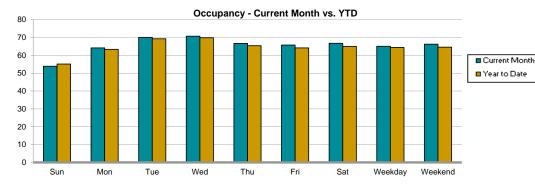
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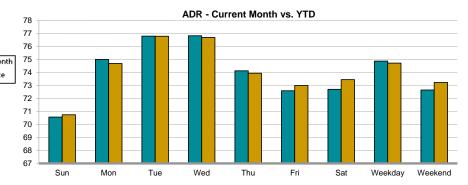
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Fayetteville Area CVB

For the Month of February 2017





		Occupancy (%	6)	ADR		RevPAR		Supply		Demand		Revenu	е
Day of Week			% Chg	•	% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	53.9	1.9	70.57	4.2	38.02	6.2	23,980	5.3	12,920	7.3	911,822	11.8
	Year To Date	55.2	11.4	70.75	4.4	39.02	16.3	53,955	3.3	29,757	15.1	2,105,283	20.1
	Running 12 Month	57.5	9.3	70.56	3.0	40.57	12.7	307,840	-1.2	176,993	8.0	12,488,633	11.2
Monday	Current Month	64.2	5.7	75.02	4.1	48.14	10.0	23,980	-15.7	15,389	-10.9	1,154,481	-7.3
	Year To Date	63.4	9.5	74.70	3.9	47.34	13.7	53,955	3.7	34,197	13.5	2,554,435	17.9
	Running 12 Month	66.6	7.0	74.59	2.2	49.67	9.3	307,840	-1.2	205,000	5.7	15,290,279	8.0
Tuesday	Current Month	70.1	8.5	76.81	1.1	53.83	9.7	23,980	5.3	16,805	14.3	1,290,805	15.6
	Year To Date	69.3	12.2	76.80	2.0	53.21	14.4	53,955	16.4	37,378	30.6	2,870,786	33.2
	Running 12 Month	71.5	6.9	76.53	1.4	54.74	8.3	313,735	2.6	224,415	9.6	17,173,583	11.1
Wednesday	Current Month	70.8	6.4	76.84	2.2	54.37	8.7	23,980	5.3	16,968	12.1	1,303,805	14.5
	Year To Date	69.9	10.1	76.71	2.3	53.59	12.6	47,960	3.5	33,504	13.9	2,570,035	16.5
	Running 12 Month	72.8	7.8	76.08	1.3	55.38	9.2	307,740	0.6	223,997	8.5	17,042,478	9.9
Thursday	Current Month	66.7	3.8	74.14	3.2	49.47	7.1	23,980	5.3	16,000	9.3	1,186,229	12.9
	Year To Date	65.4	9.6	73.95	3.6	48.37	13.5	47,960	3.5	31,371	13.4	2,319,872	17.5
	Running 12 Month	69.2	9.2	74.10	2.1	51.30	11.6	307,840	0.7	213,108	10.0	15,792,109	12.3
Friday	Current Month	65.8	0.5	72.60	2.9	47.79	3.5	23,980	5.3	15,784	5.9	1,145,898	9.0
	Year To Date	64.2	7.4	73.00	4.0	46.84	11.7	47,960	-8.2	30,769	-1.4	2,246,252	2.6
	Running 12 Month	72.1	7.3	74.14	2.6	53.43	10.0	307,840	0.7	221,828	8.0	16,447,081	10.7
Saturday	Current Month	66.8	-6.1	72.71	0.2	48.56	-5.9	23,980	5.3	16,014	-1.1	1,164,460	-0.9
	Year To Date	65.1	2.3	73.46	2.2	47.80	4.5	47,960	-8.2	31,205	-6.1	2,292,350	-4.1
	Running 12 Month	72.5	4.5	74.52	2.1	54.05	6.8	307,840	0.7	223,263	5.2	16,637,377	7.5
Weekday / We	eekend	1											
Weekday	Current Month	65.1	5.5	74.88	3.0	48.77	8.6	119,900	0.3	78,082	5.8	5,847,141	9.0
(Sun-Thu)	Year To Date	64.5	10.7	74.73	3.3	48.18	14.3	257,785	5.9	166,207	17.3	12,420,411	21.1
	Running 12 Month	67.5	8.1	74.54	1.9	50.35	10.2	1,544,995	0.3	1,043,512	8.4	77,787,082	10.5
Weekend	Current Month	66.3	-2.9	72.66	1.5	48.17	-1.5	47,960	5.3	31,799	2.3	2,310,358	3.8
(Fri-Sat)	Year To Date	64.6	4.7	73.23	3.1	47.32	7.9	95,920	-8.2	61,974	-3.8	4,538,602	-0.9
	Running 12 Month	72.3	5.9	74.33	2.3	53.74	8.4	615,680	0.7	445,091	6.6	33,084,458	9.1
Total	Current Month	65.5	3.0	74.24	2.6	48.60	5.6	167,860	1.7	109,881	4.8	8,157,499	7.4
	Year To Date	64.5	8.8	74.32	3.3	47.95	12.4	353,705	1.7	228,181	10.7	16,959,013	14.3
	Running 12 Month	68.9	7.4	74.48	2.1	51.31	9.6	2,160,675	0.4	1,488,603	7.8	110,871,540	10.1

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Tab 6 - Seg Trend Cumberland County NC

68.9

Fayetteville Area CVB

2017 Feb

For the Month of February 2017

							This	Year										Pe	rcent C	hange ((%)				
		(Оссира	ncy (%)			DR			Rev	PAR			Occupa	ancy (%)			२ (%)	` '		RevP	AR (%)	
Currei Monti		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	Sep				61.5				73.22				45.01				-0.6				3.7				3.1
	Oct				63.1				73.41				46.34				1.3				0.8				2.2
	Nov				56.8				72.03				40.88				-4.6				-1.4				-6.0
	Dec				53.6				68.84				36.92				-3.5				-2.6				-6.0
2016	Jan				55.4				71.52				39.63				-5.7				-3.0				-8.6
	Feb				63.5				72.39				46.00				-0.3				0.4				0.1
	Mar				69.7				73.70				51.34				2.2				-0.1				2.1
	Apr				73.0				77.08				56.25				2.6				5.8				8.6
1	May				62.8				73.04				45.87				-6.2				0.0				-6.2
	Jun				67.0				73.38				49.16				-5.6				0.8				-4.9
	Jul				70.2				73.46				51.58				1.4				-1.1				0.3
	Aug				68.7				73.01				50.17				-0.8				-4.2				-4.9
:	Sep				63.4				71.61				45.43				3.2				-2.2				0.9
	Oct				81.9				78.50				64.26				29.7				6.9				38.6
	Nov				76.1				77.18				58.74				34.1				7.2				43.7
	Dec				64.9				72.57				47.07				20.9				5.4				27.5
2017	Jan				63.7				74.40				47.36				14.9				4.0				19.5
	Feb				65.5				74.24				48.60				3.0				2.6				5.6
Year To																		Pe	rcent C	hange (
2015					61.1				72.95				44.58				-1.8				2.8				1.0
	Feb				59.3				71.96				42.65				-3.0				-1.4				-4.3
2017	Feb				64.5				74.32				47.95				8.8				3.3				12.4
Running	q 12 M	onth_																Pe	rcent C	hange ((%)				
2015					64.8				73.42				47.60				-0.4				3.9				3.4
	Feb				64.1				72.98				46.80				-1.1				-0.6				-1.7

Currency: USD - US Dollar

A blank row indicates insufficient data.

74.48

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Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of February 2017

						L Ob as in		015								20	016			_		_	-	_		2017	4	_		_	_	_	_	-
STR Code	Name of Establishment	City o State	Zip Code	Aff Data	Open Date	Chg ii ns Rms		. _	N		ا, ا	JA		ا ۾ ا	, l	╻.	. _	N.	, ,		ا. ا	, ,			_	<u>ا</u> .	_ .	/ A	NA.		۱,		_	
	American Eagle Inn	City & State Fayetteville, NC	28301	Jun 2012	Jun 1967	ns Kms	-	J F	IVI A	A M	J	JA	5	O	N	υј	I F	IVI A	AIV	l J	J	A :	SC	N	υ	JI	- IV	ИΑ	IVI	J	J	S	0	N
	Budget Inn	Fayetteville, NC	28301	Jul 2009		30																												
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1925	0 Y																												
	Closed - Independent Flatel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0 Y																												
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	Juli 1330	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																												
	Cloverleaf Motel	Fayetteville, NC	28301	Juli 2004		22																												
	Eastover Inn	Fayetteville, NC	28301			20																												
	Economy Inn	Fayetteville, NC	28301	Sep 1995		50 Y																												
	Night Inn	Fayetteville, NC	28301	Sep 2011		50 Y																												
	Regency Inn	Fayetteville, NC	28301	Jul 2003		05 Y																												
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007		21																												
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014		49																												
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967		30																												
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011		14																												
	Closed - Independent Cottonade Square		28303	Aug 2014	Jan 2011	0 Y																												
		Fayetteville, NC		Jan 1991	lon 1001	-																												
	Courtyard Fayetteville	Fayetteville, NC	28303			08	S	S	S S	S	SS	S	S	S	S S	S	S	S S	S	S	S	s s	S	S	S	SS								
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014		19 Y																												
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012		65 77 Y																												
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013																														
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989		29 Y																												
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995		31																												
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005		04																												
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000		89 Y														_														
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011		18	В	В	ВЕ	В	BE	3 B	В	В	ВЕ	3 B	В	ВЕ	3 B	В	В	ВВ	В	В	В	ВВ	3							
	Knights Inn Fayettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997		61							ш								ш													ш
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012		09 Y																												
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006		92							ш								ш					s s								ш
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998		26 Y																												
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009		93																												ш
	Tropical Motel	Fayetteville, NC	28303	Jun 1970		80																												
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	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																												ш
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997		20																												
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015		99 Y							r	r																				
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006		21																												
	Airport Inn Budget Motel	Fayetteville, NC	28306			30																												ш
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012		62																												
	Carolina Motor Inn	Fayetteville, NC	28306			47							ш								ш													ш
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0 Y																												
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996		75																												ш
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015		52 Y																												
	Relax Inn	Fayetteville, NC	28306			32							ш								ш													ш
	Roadside Inn Motel	Fayetteville, NC	28306			20																												
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001		98 Y																												
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014		15																												
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0 Y																												ш
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013		61																												
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009		97																												ш
	Delux Inn	Fayetteville, NC	28312			51																												
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008		48 Y																												
24255	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	50																												
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998		66 Y																												
	Hampton Inn & Suites Fayetteville	Fayetteville, NC	28312			14																												
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983		98																												
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992		13																												
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008		81																												
22485	Red Lion Inn & Suites Fayetteville	Fayetteville, NC	28312	Feb 2017	May 1986	21																												
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014		55 Y													Т						П						Т			
4267	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Mar 1985	20																												
	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		76 Y													Т															
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314			21																												
	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348			72																												

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of February 2017

								2015							2016							201	7					
							Chg in		TT				П	П	\top	\Box			T			\Box			TT	\top		\Box
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	: M .	A M	JJ	AS	0 0	I D	J F	M	A M	JJ	Α	s o	NE) J	F M	AN	1 J	JA	s o	N D
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Υ																					
65586	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100																						
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 Prope	rties:	76	6109		s -	Montly	Segr	nentat	ion (Tr	ansier	nt, Gr	oup, (Contra	act) O	nly										

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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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.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.

Rooms sold under such allotments should be classified as transient.

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.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

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.

Transient Rooms

Transient rooms Include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.

Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average