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## Fayetteville Area CVB

For the Week of March 26, 2017 to April 01, 2017		Date Created: Apr 04, 2017
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# Tab 2 - Weekly Year Over Year Translation Table

For the Week of March 26, 2017 to April 01, 2017

			2	2017			
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Mar	5	6	7	8	9	10	11
Mar	12	13	14	15	16	17	18
Mar	19	20	21	22	23	24	25
Mar / Apr	26	27	28	29	30	31	1
Apr	2	3	4	5	6	7	8
Apr	9	10	11	12	13	14	15

## This Year

Friday, Mar 17th - St. Patrick's Day Tuesday, Apr 11th - First Day of Passover Friday, Apr 14th - Good Friday

Number of Weekdays: 30 Number of Weekend Days: 12

Sun Mon Tue Wed Thu Fri Sat Mar Mar Mar Mar / Apr Apr 15 16 Apr

 $\stackrel{\rightarrow}{\rightarrow}\stackrel{\rightarrow}\rightarrow}$ 

### Last Year

Thursday, Mar 17th - St. Patrick's Day Friday, Mar 25th - Good Friday Sunday, Mar 27th - Easter

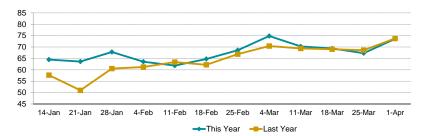
Number of Weekdays: 30

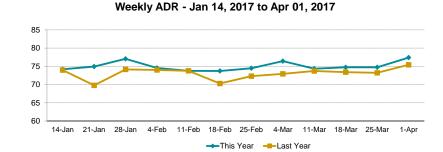
## Number of Weekend Days: 12

Note: Weekdays - Sunday through Thursday, Weekends - Friday and Saturday

Tab 3 - Day Trend Cumberland County NC Fayetteville Area CVB For the Week of March 26, 2017 to April 01, 2017

### Weekly Occ (%) - Jan 14, 2017 to Apr 01, 2017





	0		<b>T</b>	14/-	<b>T</b> 1.	<b>F</b> -	0-	0		<b>T</b>	14/-	<b>T</b> 1.	<b>F</b> -	0-	0		<b>T</b>	14/-	<b>T</b> 1-	<b>F</b> -	0-	0			Irrent We		<b>F</b>	0-			
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa			
Occupancy (%)	Mar		-				11		13			16	17	18	19	20	21						27		29		31	Apr	Current Week	Run	Run MTD
This Year	58.0	6 69.4	71.3	72.7	71.4	10 77.0	72.2	12 56.7	68.7	14 68.2	15 72.8	68.7	74.2	76.1	19 54.3	68.4	71.5	22 71.0	23 68.4	24 66.0	25 71.6	26 58.5	69.6	28 73.8	29 79.1	30 73.1	31 81.4	1 79.4	73.6	28	70.9
Last Year	59.6	71.8	73.5	71.8	65.1	70.4	73.4	54.1	63.4	69.3	69.6	69.0	74.2	79.8	56.6	67.9	71.5	73.8	71.2	73.5	64.7	50.5	63.4	71.6	76.1	79.3	86.6	88.5	73.8	70.1	69.7
Percent Change		-3.4	-2.9	1.2	9.6	9.4	-1.6	4.9	8.4	-1.5	4.5	-0.5	-4.9	-4.6	-4.0	0.6	-1.2	-3.8	-4.0	-10.2	10.6	15.1	9.7	3.0	3.9	-7.7	-6.1	-10.3	-0.3	-0.1	1.7
ADR	Mar																											Apr	Current	Run	Run
ABA	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	Week	28	MTD
This Year		74.03	75.18	75.33	75.19	76.46	73.81	69.04	75.99	76.24	78.02	72.90	74.36	75.37	71.26	76.17	77.19	76.61	74.60	71.83	74.50	71.25	76.76	80.09	78.74	77.23	77.16	79.00	77.39	75.33	75.49
Last Year		77.29	76.36	74.25	70.02	71.46	73.79	67.40	72.80	76.16	74.67	73.35	73.04	74.74	68.67	74.26	76.19	75.66	72.79	73.72	69.77	66.31	71.37	75.11	77.88	75.69	78.20	78.74	75.42	73.96	73.63
Percent Change	-4.1	-4.2	-1.5	1.5	7.4	7.0	0.0	2.4	4.4	0.1	4.5	-0.6	1.8	0.8	3.8	2.6	1.3	1.3	2.5	-2.6	6.8	7.5	7.5	6.6	1.1	2.0	-1.3	0.3	2.6	1.9	2.5
	Man																											A			-
RevPAR	Mar	6	-		9		11			14			17	18	19						25				29	30	31	Apr	Current	Run 28	Run MTD
This Year		51.35	53.60	54.76	53.69	10 58.91	53.28	12 39.18	13 52.23	51.99	15 56.77	16 50.10	55.20	57.38	38.70	20 52.08	21 55.21	22 54.37	23 51.02	24 47.44	53.33	26 41.71	27 53.43	28 59.08	62.30	56.49	62.79	1 62.71	Week 56.93	52.83	53.52
Last Year	40.18	55.48	56.09	53.34	45.61	50.32	53.26	36.47	46.14	52.75	52.00	50.10	57.01	59.66	38.85	52.08	55.21	55.82	51.85	54.21	45.17	33.72	45.28	53.79	59.29	60.00	67.76	69.66	55.64	52.85	53.52
Percent Change		-7.5	-4.4	2.7	43.01	17.1	-1.6	7.4	13.2	-1.4	9.2	-1.1	-3.2	-3.8	-0.4	3.2	0.1	-2.6	-1.6	-12.5	18.1	23.7	45.20	9.8	5.1	-5.9	-7.3	-10.0	2.3	1.8	4.2
T creent onange	-0.7	-1.5	-4.4	2.1	11.1	17.1	-1.0	1.4	10.2	-1.4	5.2	-1.1	-0.2	-0.0	-0.4	0.2	0.1	-2.0	-1.0	-12.0	10.1	20.1	10.0	5.0	0.1	-0.5	-1.5	-10.0	2.0	1.0	7.4
Sumply	Mar																											Apr	Current	Run	Run
Supply	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	Week	28	MTD
This Year	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	41,965	167,860	185,845
Last Year	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	41,265	165,060	182,745
Percent Change	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7
Demand	Mar																											Apr	Current	Run	Run
Domana	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	Week	28	MTD
This Year		4,158	4,274	4,358	4,281	4,619	4,328	3,402	4,120	4,088	4,362	4,120	4,450	4,564	3,256	4,099	4,288	4,255	4,100	3,959	4,292	3,509	4,173	4,422	4,743	4,385	4,879	4,759	30,870	117,722	131,753
Last Year	3,516	4,232	4,330	4,235	3,840	4,151	4,325	3,190	3,736	4,083	4,105	4,070	4,601	4,705	3,335	4,005	4,267	4,349	4,199	4,335	3,816	2,998	3,740	4,222	4,488	4,673	5,108	5,215	30,444	115,869	127,433
Percent Change	-1.1	-1.7	-1.3	2.9	11.5	11.3	0.1	6.6	10.3	0.1	6.3	1.2	-3.3	-3.0	-2.4	2.3	0.5	-2.2	-2.4	-8.7	12.5	17.0	11.6	4.7	5.7	-6.2	-4.5	-8.7	1.4	1.6	3.4
Revenue	Mar																											Apr	Current	Run	Run
	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	Week	28	MTD
This Year	.,			328,307	321,875	353,177	,	234,873	313,091		340,336	300,354	330,915	. ,		312,219	330,982	325,957	305,859		319,743	250,026		354,176	373,470		376,444	375,952	2,389,039		9,945,678
Last Year		- ,		. , .	268,888	296,645	, .		271,984		306,528	298,552				297,415	325,116	329,032	,		266,257	198,794			349,531	353,719	399,467	410,624	2,296,167		9,383,209
Percent Change	-5.1	-5.9	-2.8	4.4	19.7	19.1	0.1	9.2	15.1	0.2	11.0	0.6	-1.5	-2.2	1.3	5.0	1.8	-0.9	0.1	-11.0	20.1	25.8	20.0	11.7	6.8	-4.3	-5.8	-8.4	4.0	3.5	6.0
	Mar																											Apr			
Census %	iviar 5	~	-		9	40		40	40		45	40	47	40	40	20		22			05	20	27		20	20	24				
Census Props		6 65	7 65	8 65	9 65	10 65	11 65	12 65	13 65	14 65	15 65	16 65	17 65	18 65	19 65	20 65	21 65	22 65	23 65	24 65	25 65	26 65	65	28 65	29 65	30 65	31 65	1 65			
Census Props		5.995	5,995	5,995	5.995	5.995	5.995	5.995	5.995	5.995	5,995	5,995	5,995	5,995	5.995	5.995	5.995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995			
% Rooms Participants	-,	5,995 82.8	5,995 82.8	5,995 82.8	5,995 82.8	5,995 82.8	82.8	5,995 82.8	5,995 82.8	5,995 82.8	5,995 82.8	5,995 82.8	5,995 82.8	82.8	82.8	5,995 82.8	5,995 82.8	82.8	82.8	82.8	5,995 82.8	5,995 82.8	5,995 82.8	5,995 82.8	5,995 82.8	5,995 82.8	5,995 81.2	5,995 81.2			
70 NOUTHS F ARTICIPATILS	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	02.0	01.2	01.2			

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## Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Week of March 26, 2017 to April 01, 2017

								Aar																				
					Open		Chg in	2																T				
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Date	Rooms	Rms	5	6	7 8	9	10	11 1:	2 13	14	15 16	5 17	18	19 2	20 21	22	23 2	24 25	5 26	27	28 2	29 30	0 31
	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 Y																					
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	-	Y Y																					-
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008		0	Y																					
	Closed Days Inn Central Fayetteville Closed St James Inn	Fayetteville, NC Fayetteville, NC	28301 28301	Apr 2000 Jan 1991		0	T V																					
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Y																					
	Cloverleaf Motel	Fayetteville, NC	28301	Juli 2004		22	T																					
	Eastover Inn	Fayetteville, NC	28301			20																						
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Y																					
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																					
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1972	105	Y																					
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	103		в	ΒE	3 B	в	ΒE	зв	в	ВE	в	в	в	в в	3 B	в	вE	В	в	в	в в	в в	в
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49				, ,	0			0		, 0					U					50	, ,	
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30																						
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114		в	BE	3 B	в	BE	зв	В	BE	в	в	в	в в	3 В	в	ΒE	В	В	B	вв	в в	BB
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	50112011	0	Y				5		- 0	0			5	-			5			5		- 0		
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108	1	в	BE	3 B	в	ΒE	3 B	В	BE	в	в	в	в в	3 B	в	ВЕ	В	В	В	вВ	в В	BB
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jun 1988	119	Y		BE	B B		BE		B	BE		B		BB		B	BE		B		BB		BB
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012	Apr 2012	165	1		BE			BE		B	BE		B		BB			BE		B		BB		BB
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2012	Jan 1999	77	Y		BE	_		BE		B	BE		B		BB		B	BE		B		BB		BB
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1999	129	r Y		BE			BE			BE		B		BB			BE		B		BB		BB
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	129	T		BE	B B		BE		B	BE		B		BB		B	BE		B		BB		BB
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104			BE			BE			BE		B		BB			BE		B		BB		BB
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Y		BE	B B		BE		B	BE		D		BB		D	BE		B		BB		BB
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2000	Feb 2011	118	T		BE			BE			BE		B		BB		B	BE		B		BB		BB
	Knights Inn Fayettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997	Jun 1968	61			BE	B B		BE		B	BE		B		BB		B	BE	-	B		BB		BB
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Y		BE			BE		B	BE		B		BB		B	BE		B		BB	B B	BE
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92	I		BE	B B		BE		B	BE		B		BB		B	BE	_	B		BB		BB
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Y		BE			BE			BE		B		BB		-	BE		B		BB		BB
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93	T		BE	B B		BE		B	BE		B		BB			BE		B		BB		
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80		Б			D		5 6	D	DC		Б	Б			Б	DC	D	D	DI	5 0	, D	D
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85		в	ΒE	3 B	в	ΒE	зв	в	ВE	в	в	в	в в	3 B	в	ВE	В	в	в	в в	B B	BB
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 1998 Aug 2015	96			BE			BE			BE		B		BB			BE		B		BB		BB
			28304	Sep 2008	Aug 2015	0	Y	P	D		D	DE		D	DE		D	D			D	DC	D	D	DI	5 0	, D	D
	Closed - Independent Becks Motel Extended Stay America Fayetteville Owen Drive	Fayetteville, NC Fayetteville, NC	28304	Jul 1997	Jul 1997	120	T	В	BE	3 B	в	ΒE	з в	в	ΒE	в	в	в	B B	3 B	В	BE	В	в	B	в в	в В	BE
	Ramada Plaza Fayetteville Fort Bragg Area		28304	Aug 2015	Jun 1997	120	Y		BE	_		BE			BE		B		BB			BE	_	B		BB		BB
	Value Place Fayetteville Walter Reed	Fayetteville, NC Fayetteville, NC	28304	Aug 2015 Apr 2006	Apr 2006	121	T		BE			BE			BE			B	BB			BE				ь ь В В		
	Airport Inn Budget Motel	Fayetteville, NC	28306	Apr 2006	Api 2000	30		P	D		D	DE		D	DE		D	D			D	DC	D	D	DI	5 0	, D	D
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																		-		-		
	Carolina Motor Inn	Fayetteville, NC	28306	Juli 2012	Juli 1904	47																						
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		- 47	v																					
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75	1																					
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52	Y	В	BE	3 В	в	BE	3 B	в	ВE	в	В	в	в в	3 В	В	BE	В	в	в	в в	в в	BE
	Relax Inn	Fayetteville, NC	28306	0012015	Iviay 200 I	32	T	P			D			P	DC		D	D			D	DC	D	D	DI		, D	D
	Roadside Inn Motel	Fayetteville, NC	28306			20																						
			28310	Jan 2001	Jan 2001	198	Y	В	ΒE	3 B	в	ΒE	3 B	в	ВE	в	в	в	вВ	3 B	в	вE	В	в	B	в в	B B	BB
	Landmark Inn Fort Bragg	Fort Bragg, NC					T																					
	Fairfield Inn & Suites Fayetteville North Closed Days Inn Fayetteville Inn	Fayetteville, NC	28311 28312	Oct 2014	Oct 2014	115	Y	В	BE	3 B	В	BE	3 B	В	BE	B	В	В	B B	3 B	В	BE	В	В	B	B B	B B	BE
		Fayetteville, NC		Jan 2005	Jun 1985	0	Ŷ	D	D -	, _	P	D -		P	DF		P	D			D	D		-	P	D -		P
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61			B E B E			B E B E			BE		B		BB			BE		B		B B B B		
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97		в	вE	S B	в	BE	D B	В	ΒE	B	в	В	B B	3 B	в	B E	B	в	B	ъВ	2 B	LI
	Delux Inn	Fayetteville, NC	28312	May 0000	Mar 1000	51	v	D	D -		P	D -		P	D -		P	D			D	D F			D			P
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008		148	Y			3 B		BE			BE		В		BB	_		BE	_	_		BB		
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150			BE		BB	B E B E	B B		BE		В	B	B B B B		B	BE	B	B		BB		
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66	Y	в	BE	s B	в	BE	3 B	в	ΒE	в	В	В	B B	s B	В	B E	В	В	B	в в	в В	BE
	Hampton Inn & Suites Fayetteville	Fayetteville, NC	28312	lun 1000	U/C	114		D	D -		P	D -		P	D -		P	D			D	D -		<b>D</b>	D			P
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198			BE			BE		В	BE		В		BB		В	BE		В		BB		BE
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992	Jun 1986	113			BE			BE			BE		B		BB			BE		В	B	B B		
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008	Feb 1998	81			BE	3 B		BE		В	BE		В		BB			BE		В	в	BB		BE
	Red Lion Inn & Suites Fayetteville	Fayetteville, NC	28312		May 1986	121		В	BE			BE		В	BE		B		BB		В	BE		В	B	ø B	B B	BE
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Y		BE			BE			BE		В		BB		В	BE	_	В		B B		
	Rodeway Inn Fayetteville	Fayetteville, NC	28312		Mar 1985	120			BE			BE			BE		B		BB			BE		B		B B		
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995	Nov 1995	63			BE			BE			BE				BB			BE				BB		
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996	Dec 1996	60		IB	вE	3 B	B	BE	⇒ B	В	BE	B	B	B	в В	3 B	В	BE	B	В	BI	B B	B ک	BE

## Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Week of March 26, 2017 to April 01, 2017

							Mar																					Apr
20056 Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Y	В	B B	В	BE	3 B	В	ΒE	3 B	В	В	BE	3 B	B	В	BE	3 E	; В	В	В	B E	3 B	В
55750 Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121		В	в в	В	BE	3 B	В	ΒE	3 В	В	В	BE	в В	B B	В	ΒE	3 B	3 B	В	В	BE	3 B	В
58867 Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72		B	B B	В	BE	3 B	В	BE	з в	В	В	BE	в в	B B	В	ΒE	3 B	3 B	В	В	B E	3 B	в
32663 Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Y	В	в в	В	BE	3 B	В	ΒE	3 В	В	В	BE	в В	B B	В	ΒE	3 B	3 B	В	В	BE	s B	В
65586 Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100		T	т т	Т	ТТ	Г	Т	T 1	г т	Т	T	T 1	г т	Т	Т	T 1	T	T	Т	T	т т	T	Т
55648 Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77		B	B B	В	BE	3 B	В	ΒE	3 В	В	В	BE	в в	B	В	ΒE	3 B	3 B	В	В	B E	3 B	В
30000 Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y	B	B B	В	BE	3 B	В	ΒE	3 B	В	В	BE	в в	B B	В	BE	3 B	3 B	B	В	B E	3 B	В
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		B	B B	В	BE	3 B	В	ΒE	3 В	В	В	BE	в в	B B	В	BE	3 B	3 B	B	В	B E	3 B	В
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	B	B B	В	BE	3 B	В	BE	3  B	В	В	BE	3  B	B B	В	BE	3 B	3 B	B	В	BE	3 B	В
		Total Pro	perties:	76	6109		T - This Year data received by STR																					
							L - Last Year data received by STR																					
							B - Both This Year & Last Year 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 2017 STR, Inc.

A blank row indicates insufficient data.

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## Tab 5 - 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.

#### Affiliation Date

The date the property became affiliated with its current flag.

#### 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.

#### Change in Rooms

The property has added or removed rooms from inventory.

#### 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.

#### Open Date

The date the property opened.

#### 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.

#### Run 28

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the last 28 days.

#### Run MTD

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the 1st of the month through the current day processed.

#### Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms)\* "100"

#### Sub-Market (Tract)

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**

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.