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Fayetteville Area CVB

| For the Month of May 2017 | | Date Created: Jun 16 | 5, 2017 |
|---|---|----------------------|----------------|
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Tab 2 - Multi-Segment

Fayetteville Area CVB For the month of: May 2017

| | erland County, NC 64.8 ton County, NC 55.6 on County, NC 58.5 County, NC 72.0 m County, NC 70.0 ombe County, NC 58.6 tt County, NC 57.2 | | | Cu | rrent Mo | nth - Ma | y 2017 vs | May 20 [°] | 16 | | | | | | | Y | ear to Da | te - May | 2017 vs I | May 201 | 6 | | | | | Parti | cipation | |
|-----------------------|---|------|--------|--------|----------|----------|-----------|---------------------|--------|---------|---------|------|------|------|--------|--------|-----------|----------|-----------|---------|------------|--------|--------|------|--------|--------|----------|--------|
| | Occ | % | AD | R | RevF | PAR | | Percent | Change | from Ma | iy 2016 | | Occ | % | AD | R | RevF | PAR | | Percen | t Change f | rom YT | D 2016 | | Prope | rties | Roo | ms |
| | | | | | | | _ | | | Room | Room | Room | | | | | | | _ | | | Room | Room | Room | | | _ | |
| | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | Occ | ADR | RevPAR | Rev | Avail | Sold | 2017 | 2016 | 2017 | 2016 | 2017 | 2016 | Occ | ADR | RevPAR | Rev | Avail | Sold | Census | Sample | Census | Sample |
| North Carolina | 65.9 | 66.8 | 106.35 | 102.28 | 70.10 | 68.32 | -1.3 | 4.0 | 2.6 | 5.0 | 2.4 | 1.0 | 62.3 | 62.5 | 99.21 | 96.77 | 61.76 | 60.45 | -0.3 | 2.5 | 2.2 | 4.4 | 2.2 | 1.8 | 1762 | 1153 | 153457 | 121570 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cumberland County, NC | 64.8 | 62.8 | 75.66 | 73.04 | 48.99 | 45.86 | 3.1 | 3.6 | 6.8 | 8.6 | 1.7 | 4.9 | 67.2 | 64.8 | 75.31 | 73.71 | 50.63 | 47.79 | 3.7 | 2.2 | 5.9 | 7.7 | 1.7 | 5.4 | 65 | 47 | 5995 | 5015 |
| Johnston County, NC | 55.6 | 52.6 | 73.85 | 72.31 | 41.03 | 38.05 | 5.6 | 2.1 | 7.8 | 7.3 | -0.4 | 5.1 | 53.4 | 51.6 | 71.72 | 70.61 | 38.33 | 36.46 | 3.5 | 1.6 | 5.1 | 6.9 | 1.7 | 5.3 | 32 | 24 | 2217 | 1734 |
| Robeson County, NC | 58.5 | 58.4 | 76.61 | 67.34 | 44.82 | 39.30 | 0.2 | 13.8 | 14.1 | 17.9 | 3.4 | 3.7 | 67.4 | 60.4 | 76.38 | 68.61 | 51.49 | 41.47 | 11.5 | 11.3 | 24.2 | 28.4 | 3.4 | 15.3 | 29 | 17 | 1883 | 1291 |
| Wake County, NC | 72.0 | 74.5 | 106.93 | 104.65 | 76.98 | 77.94 | -3.3 | 2.2 | -1.2 | 1.2 | 2.5 | -0.9 | 70.3 | 69.6 | 103.55 | 102.06 | 72.81 | 71.03 | 1.0 | 1.5 | 2.5 | 3.8 | 1.2 | 2.3 | 135 | 126 | 16126 | 15467 |
| Durham County, NC | 70.0 | 70.6 | 117.16 | 113.71 | 81.99 | 80.33 | -0.9 | 3.0 | 2.1 | 5.8 | 3.7 | 2.7 | 67.8 | 66.0 | 106.23 | 105.01 | 72.07 | 69.34 | 2.7 | 1.2 | 3.9 | 7.8 | 3.7 | 6.5 | 64 | 60 | 8327 | 7934 |
| Edgecombe County, NC | | | | | | | | | | | | | | | | | | | | | | | | | 4 | 2 | 216 | 126 |
| Guilford County, NC | 58.6 | 59.0 | 91.81 | 90.22 | 53.82 | 53.23 | -0.7 | 1.8 | 1.1 | 1.1 | -0.0 | -0.7 | 57.6 | 57.0 | 94.22 | 94.41 | 54.29 | 53.79 | 1.1 | -0.2 | 0.9 | 1.5 | 0.6 | 1.8 | 93 | 76 | 10894 | 9726 |
| Harnett County, NC | 57.2 | 53.4 | 77.35 | 71.57 | 44.26 | 38.25 | 7.1 | 8.1 | 15.7 | 15.7 | 0.0 | 7.1 | 57.5 | 54.9 | 75.26 | 72.25 | 43.27 | 39.63 | 4.8 | 4.2 | 9.2 | 13.7 | 4.2 | 9.2 | 11 | 8 | 859 | 638 |
| Moore County, NC | 63.8 | 60.7 | 140.22 | 140.89 | 89.44 | 85.53 | 5.1 | -0.5 | 4.6 | 9.4 | 4.6 | 10.0 | 55.2 | 58.9 | 119.82 | 119.81 | 66.10 | 70.61 | -6.4 | 0.0 | -6.4 | 1.8 | 8.8 | 1.8 | 22 | 14 | 1960 | 1556 |

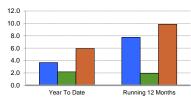
A blank row indicates insufficient data.

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Tab 3 - Trend Cumberland County NC Fayetteville Area CVB For the Month of May 2017





Occupancy ADR RevPAR

| Occupancy (%) | 2015 | | | | | | 20 | 16 | | | | | | | | 2017 | | | | Year To Date | | R | unning 12 Month | 15 |
|--------------------------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|--------------|------------|-------------|-----------------|-------------|
| Occupancy (70) | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 |
| This Year | 53.6 | 55.4 | 63.5 | 69.6 | 73.0 | 62.8 | 67.0 | 70.2 | 68.7 | 63.4 | 81.9 | 76.1 | 64.9 | 63.7 | 65.5 | 71.0 | 71.3 | 64.8 | 65.8 | 64.8 | 67.2 | 64.8 | 64.1 | 69.0 |
| Last Year | 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 | 69.6 | 73.0 | 62.8 | 66.2 | 65.8 | 64.8 | 65.4 | 64.8 | 64.1 |
| Percent Change | -3.5 | -5.7 | -0.3 | 2.2 | 2.5 | -6.2 | -5.6 | 1.4 | -0.8 | 3.2 | 29.7 | 34.1 | 20.9 | 14.9 | 3.0 | 1.9 | -2.3 | 3.1 | -0.7 | -1.4 | 3.7 | -0.8 | -1.2 | 7.8 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| ADR | 2015 | | | | | | 20 | 116 | | | | | | | | 2017 | | | | Year To Date | | R | unning 12 Month | IS |
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 |
| This Year | 68.84 | 71.52 | 72.39 | 73.70 | 77.09 | 73.04 | 73.38 | 73.46 | 73.01 | 71.61 | 78.50 | 77.18 | 72.57 | 74.40 | 74.24 | 75.56 | 76.48 | 75.66 | 73.11 | 73.71 | 75.31 | 73.59 | 73.37 | 74.79 |
| Last Year | 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 | 73.70 | 77.09 | 73.04 | 71.97 | 73.11 | 73.71 | 71.15 | 73.59 | 73.37 |
| Percent Change | -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 | 2.5 | -0.8 | 3.6 | 1.6 | 0.8 | 2.2 | 3.4 | -0.3 | 1.9 |
| _ | | | | | | | | | | | | | | | | | | | | | | | | |
| RevPAR | 2015 | | | | | | 20 | 16 | | | | | | | | 2017 | | | | Year To Date | | R | unning 12 Month | IS |
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 |
| This Year | 36.92 | 39.63 | 46.00 | 51.33 | 56.24 | 45.86 | 49.16 | 51.58 | 50.17 | 45.43 | 64.26 | 58.74 | 47.07 | 47.36 | 48.59 | 53.63 | 54.50 | 48.99 | 48.07 | 47.79 | 50.63 | 47.72 | 47.00 | 51.63 |
| Last Year | 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 | 51.33 | 56.24 | 45.86 | 47.64 | 48.07 | 47.79 | 46.50 | 47.72 | 47.00 |
| Percent Change | -6.0 | -8.6 | 0.1 | 2.1 | 8.5 | -6.2 | -4.9 | 0.3 | -4.9 | 0.9 | 38.6 | 43.7 | 27.5 | 19.5 | 5.6 | 4.5 | -3.1 | 6.8 | 0.9 | -0.6 | 5.9 | 2.6 | -1.5 | 9.9 |
| _ | | | | | | | | | | | | | | | | | | | | | | | | |
| Supply | 2015 | | | | | | 20 | 16 | | | | | | | | 2017 | | | | Year To Date | | R | unning 12 Month | IS |
| ouppiy | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 |
| This Year | 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 | 185,845 | 179,850 | 185,845 | 890,749 | 890,145 | 905,245 | 2,143,802 | 2,152,103 | 2,169,875 |
| Last Year | 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 | 182,745 | 176,850 | 182,745 | 881,991 | 890,749 | 890,145 | 2,121,571 | 2,143,802 | 2,152,103 |
| Percent Change | -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 | 1.7 | 1.7 | 1.7 | 1.0 | -0.1 | 1.7 | 1.0 | 0.4 | 0.8 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Demand | 2015 | | | | | | 20 | 16 | | | | | | | | 2017 | | | | Year To Date | | R | unning 12 Month | IS |
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 |
| This Year | 98,024 | 101,252 | 104,887 | 127,281 | 129,015 | 114,739 | 118,487 | 128,319 | 125,572 | 112,190 | 149,591 | 134,607 | 120,539 | 118,300 | 109,873 | 131,903 | 128,165 | 120,335 | 585,679 | 577,174 | 608,576 | 1,390,069 | 1,378,586 | 1,497,881 |
| Last Year | 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 | 127,281 | 129,015 | 114,739 | 583,853 | 585,679 | 577,174 | 1,386,588 | 1,390,069 | 1,378,586 |
| Percent Change | -3.6 | -5.8 | -0.3 | 2.1 | 2.5 | -6.3 | -5.7 | 1.3 | -0.8 | 3.2 | 29.6 | 34.1 | 23.0 | 16.8 | 4.8 | 3.6 | -0.7 | 4.9 | 0.3 | -1.5 | 5.4 | 0.3 | -0.8 | 8.7 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Revenue | 2015 | | | | | | 20 | 116 | | | | | | | | 2017 | | | | Year To Date | | | unning 12 Month | |
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | 2015 | 2016 | 2017 | 2015 | 2016 | 2017 |
| This Year | 6,747,706 | 7,241,543 | 7,592,793 | 9,380,421 | 9,945,284 | 8,380,936 | 8,694,262 | 9,425,868 | 9,168,086 | 8,034,033 | 11,742,468 | 10,388,945 | 8,747,212 | 8,801,514 | 8,157,123 | 9,966,748 | 9,801,625 | 9,105,131 | 42,820,918 | 42,540,977 | 45,832,141 | 102,300,669 | 101,147,786 | 112,033,015 |
| Last Year | 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 | 9,380,421 | 9,945,284 | 8,380,936 | 42,020,150 | 42,820,918 | 42,540,977 | 98,651,108 | 102,300,669 | 101,147,786 |
| Percent Change | -6.1 | -8.7 | 0.0 | 2.0 | 8.5 | -6.3 | -4.9 | 0.2 | -5.0 | 0.9 | 38.6 | 43.7 | 29.6 | 21.5 | 7.4 | 6.3 | -1.4 | 8.6 | 1.9 | -0.7 | 7.7 | 3.7 | -1.1 | 10.8 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| Census % | 2015 | | | | | | 20 | 16 | | | | | | | | 2017 | | | | | | | | |
| | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | | | | | | |
| Census Props | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 64 | 65 | 65 | 65 | 65 | 65 | 65 | | | | | | |
| Census Rooms | 5895 | 5895 | 5895 | 5895 | 5895 | 5895 | 5895 | 5895 | 5895 | 5895 | 5895 | 5895 | 5995 | 5995 | 5995 | 5995 | 5995 | 5995 | | | | | | |
| % Rooms Participants | 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 | 83.7 | 83.7 | 83.7 | | | | | | |
| A blank row indicates insuffic | icient data. | | | | | | | | | | | | | | | | | | | | | Source 2 | 017 STR, Inc. | |

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Overall Percent Change

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of May 2017

| | | | | | | | | 2015 | 5 | | | | | | | 201 | 6 | | | | | | | 2 | 017 | | | | | | | |
|----------|--|--------------------------------------|----------------|----------------------|----------------------|-----|---------------|------|----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|---|------|-----|-----|-----|-----|---|-----|-----|---|------------|-----|---|
| STR Code | Name of Establishment | City & State | Zip Code | | | | Chg in Rms | J | FM | Α | мЈ | J | a s | 0 1 | N D | J | FM | AI | N J | J | AS | s 0 | N | D J | I F | м | A 1 | v J | J | <u>م</u> : | s c | N |
| | 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 | V | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed - Independent Hotel Prince Chanes | Fayetteville, NC | 28301 | Jul 2011 | Jun 1925 Jun 1958 | 0 | ř V | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed - Independent Pater Moter Closed - Independent Town & Country Motel | Fayetteville, NC | 28301 | Apr 2008 | Jun 1956 | 0 | ř V | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed Days Inn Central Fayetteville | Fayetteville, NC | 28301 | Apr 2000 | | 0 | V | | | | | | | | | | | | | | | | | | | | | | | | - | |
| | Closed St James Inn | Fayetteville, NC | 28301 | Jan 1991 | | 0 | V | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed Travel Inn | Fayetteville, NC | 28301 | Jun 2004 | | 0 | Y | | | | | | | | | | | | | | | | | | | | | | | | | 1 |
| | Cloverleaf Motel | Fayetteville, NC | 28301 | 50112004 | | 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 | Ŷ | | | | | | | | | | | | | | | | | | | | | | | | 1 | |
| | Regency Inn | Fayetteville, NC | 28301 | Jul 2003 | Jun 1971 | 105 | Ŷ | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Value Place Favetteville Bragg | Fayetteville, NC | 28301 | Oct 2007 | Oct 2007 | 121 | | • • | • | • | | • | | • • | • | • | | • • | • | • | • • | • | • | | • | • | | | | T | T | |
| 62851 | Affordable Suites Fayetteville | Favetteville, 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 0 | 0 | 0 | 0 0 | , | | | | |
| 25285 | Boulevard Motel | Fayetteville, NC | 28303 | Jun 1967 | Jun 1967 | 30 | | | | | | | | | | | | | | | | | | | | | | 1 | | | T | |
| 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 | Jan 1991 | 108 | | • • | • | • | • | • | • • | • • | • | • | • | • • | • | • | • • | • | • | • | • | • | • • | | | | | |
| | Days Inn Fayetteville Northwest Fort Bragg Area | Fayetteville, NC | 28303 | Mar 2014 | Jun 1988 | 119 | Y | • • | • | • | • • | • | • • | • • | • | • • | • | • • | • | • | • • | • | • | • | • | • | • • | | | | | |
| 61409 | Embassy Suites Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Apr 2012 | Apr 2012 | 165 | | • • | • | • | • • | • | • • | • • | • • | • | • | • • | • | • | • • | • | • | • • | • | • | • • | | | | | |
| | Extended Stay America Fayetteville Cross Creek Mall | Fayetteville, NC | 28303 | Apr 2013 | Jan 1999 | 77 | Y | • • | • | • | • | • | • • | • • | • | • | • | • • | • | • | • • | • | • | • | • | • | • • | 1 | | | | |
| | Fairfield Inn Fayetteville | Fayetteville, NC | 28303 | Jun 1989 | Jun 1989 | 129 | Y | • • | • | • | • | • | • • | • • | • | • • | • | • • | • | • | • • | • | • | • | • | • | • • | | | | | |
| | Hampton Inn Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Dec 1995 | Dec 1995 | 131 | | • • | • | • | • | • | • • | • • | • | • • | • | • • | • | • | • • | • | • | • | • | • | • • | 1 | | | | |
| | 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 | Y | • • | • | • | • • | • | • • | • • | • | • • | • | • • | • | • | • • | • | • • | • | • | • | • • | | | | | |
| | Home2 Suites Fayetteville | Fayetteville, NC | 28303 | Feb 2011 | Feb 2011 | 118 | | • • | • | • | • • | • | • • | • • | • | • • | • | • • | • | • | • • | • | • | • | • | • | • • | | | | | |
| | Homewood Suites Fayetteville | Fayetteville, NC | 28303 | | U/C | 111 | | | | | | | | | | | | | | | _ | | | | | | _ | | | | | |
| | Knights Inn Fayettevile Fort Bragg | Fayetteville, NC | 28303 | Dec 1997 | Jun 1968 | 61 | | • • | • | • | • • | • | • • | • • | • | • • | • | • • | • | • | • • | • | • • | • | • | • | • • | | | | | |
| | Quality Inn & Suites Fort Bragg Fayetteville | Fayetteville, NC | 28303 | Nov 2012 | Jun 1980 | 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 | Jun 1998 | 126 | Y | • • | • | • | • | • | • • | • • | • • | • • | • | • • | • | • | • • | • | • • | • | • | • | • • | _ | | _ | _ | |
| | TownePlace Suites Fayetteville Cross Creek | Fayetteville, NC | 28303 | Jul 2009 | Jul 2009 | 93 | | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • | • • | • | • • | • | • | • | • • | | | | | 4 |
| | 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 | V | | | | | | • | • • | • | • | • | • • | • | • | • • | • | • | • | • | • | • • | | | | | |
| | Closed - Independent Becks Motel Extended Stay America Fayetteville Owen Drive | Fayetteville, NC Fayetteville, NC | 28304 28304 | Sep 2008 Jul 1997 | Jul 1997 | 0 | Ŷ | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Extended Stay America Fayetteville Owen Drive Ramada Plaza Fayetteville Fort Bragg Area | Fayetteville, NC | 28304 | Aug 2015 | Jun 1997 Jun 1974 | 120 | V | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • | ••• | • | • | • | • | • | • • | | | | | |
| | WoodSpring Suites Fayetteville West | Fayetteville, NC | 28304 | Nov 2015 | Apr 2006 | 121 | Ť | • | • | • | | • | | • • | | • | | • • | • | • | ••• | • | • | | • | • | ••• | | | | | |
| | Airport Inn Budget Motel | Fayetteville, NC | 28304 | 100 2010 | Api 2006 | 30 | | • • | | • • | | | | • • | | • • | | • • | | • | ••• | • | • • | | | • | ••• | | | | | |
| | Ambassador Inn | Fayetteville, NC | 28306 | Jun 2012 | Jun 1964 | 62 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Carolina Motor Inn | Fayetteville, NC | 28306 | 50112012 | 50111504 | 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 | 0012010 | | 32 | · | | | | | | | - | - | | | | - | - | | - | - | | - | - | | | | | | |
| | 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 | | • • | • | • | | • | | • • | • | • | | • • | • | • | • • | • | • | | • | • | • • | | | T | T | |
| | Closed Days Inn Fayetteville Inn | Fayetteville, NC | 28312 | Jan 2005 | Jun 1985 | 0 | Y | | | | | | | | | | | | | | | | | | | | | | | | | |
| 39737 | Comfort Inn Fayetteville | Fayetteville, NC | 28312 | Mar 2013 | Apr 2000 | 61 | | • • | • | • | • • | • | • • | • • | • | • • | • | • • | • | • | • • | • | • • | • | • | • | • • | | | | T | |
| 4266 | Days Inn Fayetteville | Fayetteville, NC | 28312 | Sep 2009 | May 1986 | 97 | | • • | • | • | | • | • • | • • | • | • | • | • • | • | • | • • | • | • | | • | • | • • | | | | | |
| 24174 | Delux Inn | Fayetteville, NC | 28312 | | | 51 | | | | | | | | | | | | | | | | | | | | | | 1 | | | T | |
| 4478 | Doubletree Fayetteville | Fayetteville, NC | 28312 | May 2008 | Mar 1986 | 148 | Y | • • | • | • | | • | | • • | • | • • | • | • • | • | • | • • | • | • | | • | • | • • | | | | | |
| 24255 | Econo Lodge Fayetteville | Fayetteville, NC | 28312 | Jan 1989 | Jan 1989 | 150 | | • • | • | • | • • | • | • • | • • | • | • • | • | • • | • | • | • • | • | • | • | • | • | • • | | | | | |
| 36866 | Fairfield Inn Fayetteville I 95 | Fayetteville, NC | 28312 | Sep 1998 | Sep 1998 | 66 | Y | • • | • | • | • | • | • • | • • | • | • • | • | • • | • | • | • • | • | • | • | • | • | • • | | | | | |
| | Hampton Inn & Suites Fayetteville | Fayetteville, NC | 28312 | | U/Ċ | 114 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 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 Lion Inn & Suites Fayetteville | Fayetteville, NC | 28312 | Feb 2017 | May 1986 | 121 | | • • | • | • | • | • | • • | • • | • | • | • | • • | • | • | • • | • | • | • | • | • | • • | | | | | |
| | Red Roof Inn Fayetteville | Fayetteville, NC | 28312 | Oct 2014 | Nov 1997 | 55 | Y | • • | • | • | • • | • | • • | • • | • | • | • | • • | • | • | • • | • | • | • | • | • | • • | | | | | |
| | 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 | • • | • | • | • | • | • • | • • | • | • | • | • • | • | • | • • | • | • | • | • | • | • • | | | | | |
| EEZEO | WoodSpring Suites Favetteville Fort Bragg | Fayetteville, NC | 28314 | Nov 2016 | Apr 2006 | 121 | | | • | | | | | | • • | | • • | • • | • | • | • • | | • | | | | • • | / | 1 | 1 | 1 | 1 |

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of May 2017

| | | | | | | | | 201 | 5 | | | | | | 201 | 6 | | | | | | | 201 | 7 | | | | | |
|----------|--|-----------------|-------------|----------|-----------|-------|---------------|-----|-----|-----|--------------------|----|-----|-----|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|----|---|-------|
| STR Code | Name of Establishment | City & State | Zip Code | Aff Date | Open Date | Rooms | Chg in Rms | | FМ | A 1 | / J . | JA | s o | NC | J J | FМ | | N J | J | A S | 0 | N D | J | F M | A | мЈ | JA | s | 0 N D |
| 58867 | Holiday Inn Express & Suites Hope Mills Fayetteville | Hope Mills, NC | 28348 | Nov 2009 | Nov 2009 | 72 | | • | | • • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • • | , | | | |
| | Country Inn & Suites Fayetteville Fort Bragg | Spring Lake, NC | 28390 | Feb 2016 | Feb 1996 | 85 | Y | • | • • | • • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • • | , | | | |
| 65586 | Courtyard Fayetteville Fort Bragg Spring Lake | Spring Lake, NC | 28390 | Dec 2016 | Dec 2016 | 100 | | | | | | | | | | | | | | | | 0 | • • | • | • • | , | | | |
| 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 | erties: | 77 | 6220 | | | | | ata rec nd dail | | | | y 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

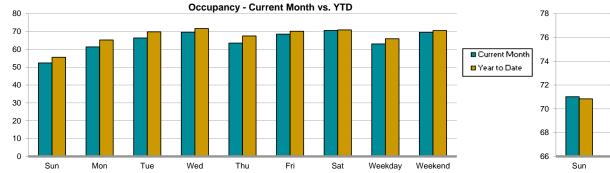
A blank row indicates insufficient data.

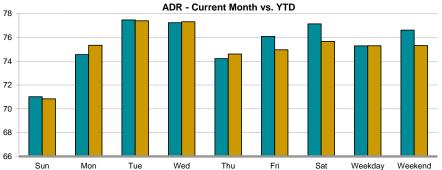
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Tab 5 - DOW Cumberland County NC

Fayetteville Area CVB

For the Month of May 2017





| | | Occupancy (% | 6) | ADR | | RevPAR | | Supply | | Demand | | Reven | le |
|--------------|------------------|--------------|-------|-------|-------|--------|-------|-----------|-------|-----------|-------|-------------|-------|
| Day of Week | | | % Chg | | % Chg | | % Chg | | % Chg | | % Chg | | % Chg |
| Sunday | Current Month | 52.4 | 1.7 | 71.01 | 5.0 | 37.20 | 6.7 | 23,980 | -18.6 | 12,562 | -17.3 | 892,081 | -13.2 |
| | Year To Date | 55.6 | 5.2 | 70.84 | 2.7 | 39.36 | 8.0 | 131,890 | 2.3 | 73,276 | 7.7 | 5,190,727 | 10.6 |
| | Running 12 Month | 57.7 | 9.8 | 70.84 | 3.1 | 40.86 | 13.2 | 309,140 | 1.1 | 178,304 | 11.0 | 12,631,701 | 14.5 |
| Monday | Current Month | 61.4 | 4.2 | 74.56 | 3.5 | 45.78 | 7.8 | 29,975 | 1.7 | 18,403 | 6.0 | 1,372,113 | 9.7 |
| | Year To Date | 65.3 | 5.1 | 75.34 | 2.3 | 49.17 | 7.6 | 131,890 | 2.5 | 86,077 | 7.7 | 6,485,230 | 10.3 |
| | Running 12 Month | 67.0 | 8.2 | 74.87 | 2.1 | 50.16 | 10.5 | 309,140 | -0.8 | 207,108 | 7.4 | 15,505,600 | 9.6 |
| Tuesday | Current Month | 66.4 | 0.6 | 77.47 | 2.0 | 51.45 | 2.7 | 29,975 | 1.7 | 19,906 | 2.3 | 1,542,162 | 4.4 |
| | Year To Date | 69.8 | 4.1 | 77.40 | 1.2 | 54.05 | 5.3 | 131,890 | 2.3 | 92,105 | 6.5 | 7,129,248 | 7.8 |
| | Running 12 Month | 71.6 | 7.8 | 76.71 | 1.2 | 54.90 | 9.0 | 309,140 | -0.8 | 221,263 | 6.9 | 16,972,539 | 8.1 |
| Wednesday | Current Month | 69.6 | 0.7 | 77.24 | 2.2 | 53.76 | 2.9 | 29,975 | 27.1 | 20,864 | 28.0 | 1,611,552 | 30.8 |
| | Year To Date | 71.7 | 3.3 | 77.32 | 1.3 | 55.42 | 4.7 | 131,890 | 7.2 | 94,522 | 10.8 | 7,308,874 | 12.3 |
| | Running 12 Month | 72.7 | 8.0 | 76.28 | 1.0 | 55.47 | 9.1 | 315,035 | 3.0 | 229,081 | 11.3 | 17,474,386 | 12.4 |
| Thursday | Current Month | 63.6 | 2.3 | 74.22 | 2.0 | 47.18 | 4.3 | 23,980 | 1.7 | 15,242 | 4.0 | 1,131,259 | 6.0 |
| | Year To Date | 67.5 | 3.6 | 74.61 | 1.7 | 50.38 | 5.3 | 125,895 | 2.4 | 85,006 | 6.0 | 6,342,365 | 7.8 |
| | Running 12 Month | 69.3 | 9.2 | 74.25 | 1.8 | 51.45 | 11.1 | 309,140 | 1.1 | 214,218 | 10.4 | 15,905,054 | 12.4 |
| Friday | Current Month | 68.5 | 1.3 | 76.08 | 4.0 | 52.14 | 5.4 | 23,980 | 1.7 | 16,435 | 3.0 | 1,250,394 | 7.2 |
| | Year To Date | 70.2 | 3.3 | 74.96 | 3.2 | 52.59 | 6.6 | 125,895 | -2.3 | 88,325 | 1.0 | 6,621,122 | 4.1 |
| | Running 12 Month | 72.2 | 7.0 | 74.65 | 2.6 | 53.87 | 9.9 | 309,140 | 1.1 | 223,102 | 8.2 | 16,654,220 | 11.1 |
| Saturday | Current Month | 70.6 | 5.1 | 77.14 | 5.3 | 54.44 | 10.7 | 23,980 | 1.7 | 16,924 | 6.9 | 1,305,570 | 12.6 |
| | Year To Date | 70.9 | 1.8 | 75.67 | 2.9 | 53.65 | 4.8 | 125,895 | -2.3 | 89,264 | -0.5 | 6,754,575 | 2.4 |
| | Running 12 Month | 72.7 | 4.8 | 75.13 | 2.3 | 54.63 | 7.3 | 309,140 | 1.1 | 224,805 | 6.0 | 16,889,515 | 8.5 |
| Weekday / We | ekend | | | | | | | | | | | | |
| Weekday | Current Month | 63.1 | 3.1 | 75.30 | 3.2 | 47.50 | 6.4 | 137,885 | 1.7 | 86,976 | 4.8 | 6,549,168 | 8.2 |
| (Sun-Thu) | Year To Date | 66.0 | 4.3 | 75.31 | 1.8 | 49.67 | 6.2 | 653,455 | 3.3 | 430,987 | 7.8 | 32,456,444 | 9.7 |
| | Running 12 Month | 67.7 | 8.6 | 74.75 | 1.7 | 50.59 | 10.4 | 1,551,595 | 0.7 | 1,049,974 | 9.3 | 78,489,280 | 11.2 |
| Weekend | Current Month | 69.6 | 3.2 | 76.62 | 4.7 | 53.29 | 8.0 | 47,960 | 1.7 | 33,359 | 5.0 | 2,555,963 | 9.9 |
| (Fri-Sat) | Year To Date | 70.5 | 2.6 | 75.32 | 3.0 | 53.12 | 5.7 | 251,790 | -2.3 | 177,589 | 0.2 | 13,375,697 | 3.2 |
| | Running 12 Month | 72.4 | 5.9 | 74.89 | 2.5 | 54.25 | 8.6 | 618,280 | 1.1 | 447,907 | 7.1 | 33,543,735 | 9.7 |
| Total | Current Month | 64.8 | 3.1 | 75.66 | 3.6 | 48.99 | 6.8 | 185,845 | 1.7 | 120,335 | 4.9 | 9,105,131 | 8.6 |
| | Year To Date | 67.2 | 3.7 | 75.31 | 2.2 | 50.63 | 5.9 | 905,245 | 1.7 | 608,576 | 5.4 | 45,832,141 | 7.7 |
| | Running 12 Month | 69.0 | 7.8 | 74.79 | 1.9 | 51.63 | 9.9 | 2,169,875 | 0.8 | 1,497,881 | 8.7 | 112,033,015 | 10.8 |

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of May 2017

| | | | | | | This | Year | | | | | | | | | | Pe | rcent C | hange | (%) | | | | |
|------------------|--------|--------|----------|-------|--------|------|------|-------|--------|------|------|-------|--------|--------|---------|-------|--------|---------|-------|-------|--------|------|--------|-------|
| | | Оссира | ancy (%) |) | | AI | DR | | | Rev | PAR | | | Occupa | ancy (% |) | | | २ (%) | | | 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 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 | | | | 69.6 | | | | 73.70 | | | | 51.33 | | | | 2.2 | | | | -0.1 | | | | 2.1 |
| Apr | | | | 73.0 | | | | 77.09 | | | | 56.24 | | | | 2.5 | | | | 5.8 | | | | 8.5 |
| May | | | | 62.8 | | | | 73.04 | | | | 45.86 | | | | -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 | | | | 48.59 | | | | 3.0 | | | | 2.6 | | | | 5.6 |
| Mar | | | | 71.0 | | | | 75.56 | | | | 53.63 | | | | 1.9 | | | | 2.5 | | | | 4.5 |
| Apr | | | | 71.3 | | | | 76.48 | | | | 54.50 | | | | -2.3 | | | | -0.8 | | | | -3.1 |
| Мау | | | | 64.8 | | | | 75.66 | | | | 48.99 | | | | 3.1 | | | | 3.6 | | | | 6.8 |

| Year To Date | | | | | Percent Change (%) | |
|--------------|------|-------|-------|------|--------------------|------|
| 2015 May | 65.8 | 73.11 | 48.07 | -0.7 | 1.6 | 0.9 |
| 2016 May | 64.8 | 73.71 | 47.79 | -1.4 | 0.8 | -0.6 |
| 2017 May | 67.2 | 75.31 | 50.63 | 3.7 | 2.2 | 5.9 |

| Running 12 M | Month | | | | Percent Change (%) | |
|--------------|-------|-------|-------|------|--------------------|------|
| 2015 May | 64.8 | 73.59 | 47.72 | -0.8 | 3.4 | 2.6 |
| 2016 May | 64.1 | 73.37 | 47.00 | -1.2 | -0.3 | -1.5 |
| 2017 May | 69.0 | 74.79 | 51.63 | 7.8 | 1.9 | 9.9 |

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Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of May 2017

| | | | | | | | | 2015 | 5 | | | | | | | 2016 | | | | | | | | 20 | 017 | | | | | | | |
|----------|---|--------------------------------------|----------------|----------------------|----------------------|------------|---------------|------|-----|---|-----|-----|-----|-----|-----|------|---|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|---|----|
| STR Code | Name of Establishment | City & State | Zip Code | | <u></u> | | Chg in Rms | JF | - м | | мЈ | J | A S | 0 | I D | JF | м | AN | IJ | J | A S | s 0 | N | D J | F | м | A 1 | v J | J | A S | o | NC |
| | American Eagle Inn | Fayetteville, NC | 28301 | Jun 2012 Jul 2009 | Jun 1967 Jun 1964 | 43 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Budget Inn Closed - Independent Hotel Prince Charles | Fayetteville, NC Fayetteville, NC | 28301 28301 | Nov 2010 | Jun 1964 | 130 0 | V | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed - Independent Patel Motel | Fayetteville, NC | 28301 | Jul 2011 | Jun 1925 | 0 | Y | | | | | | | | | | | | | | | | | | | | | - | | | | |
| | Closed - Independent Town & Country Motel | Fayetteville, NC | 28301 | Apr 2008 | 5011 1550 | 0 | Ý | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 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 | Ý | | | | | | | | | | | | | | | | | | | | | 1 | | 1 | | |
| 25286 | Cloverleaf Motel | Fayetteville, NC | 28301 | | | 22 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25291 | Eastover Inn | Fayetteville, NC | 28301 | | | 20 | | | | | | | | | | | | | | | | | | | T | | | | | | | |
| 6498 | 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 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 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed - Independent Cottonade Square | Fayetteville, NC | 28303 | Aug 2014 | 1 1001 | 0 | Y | | | | | | | | | | | | | | | | | | | | _ | - | | - | | |
| | Courtyard Fayetteville | Fayetteville, NC | 28303 | Jan 1991 | Jan 1991 | 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 | | | | | |
| | Days Inn Fayetteville Northwest Fort Bragg Area | Fayetteville, NC | 28303 | Mar 2014 | Jun 1988 | 119 | Y | | | | | | | - | | | | | | | | | | | | | _ | - | | - | | |
| | Embassy Suites Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Apr 2012 | Apr 2012 | 165 | Y | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Extended Stay America Fayetteville Cross Creek Mall | Fayetteville, NC | 28303 28303 | Apr 2013 | Jan 1999 Jun 1989 | 77 129 | Y | | | | | | | | | | | | | | | | | | | | | - | | | | |
| | Fairfield Inn Fayetteville | Fayetteville, NC | 28303 | Jun 1989 Dec 1995 | Dec 1995 | 129 | Ť | | | | | | | | | | | | | | | | | | | | | - | | | | |
| | Hampton Inn Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Nov 2005 | Nov 2005 | 104 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hilton Garden Inn Fayetteville Fort Bragg Holiday Inn Express & Suites Fayetteville Fort Bragg | Fayetteville, NC Fayetteville, NC | 28303 | Feb 2005 | Jan 1998 | 89 | Y | | | | | | | | | | | | | | | | | | | | | - | | | | |
| | Home2 Suites Fayetteville | Fayetteville, NC | 28303 | Feb 2000 | Feb 2011 | 118 | T | вв | B | В | вв | ВЕ | 3 В | вВ | в | вв | в | вв | В | BE | 3 B | В | ΒE | 3 B | в | в | вВ | 2 | | | | |
| | Homewood Suites Fayetteville | Fayetteville, NC | 28303 | 160 2011 | U/C | 111 | | | , , | U | | | | | | | B | | D | | | D | | | D | В | | - | | | | |
| | Knights Inn Fayettevile Fort Bragg | Fayetteville, NC | 28303 | Dec 1997 | Jun 1968 | 61 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Quality Inn & Suites Fort Bragg Fayetteville | Fayetteville, NC | 28303 | Nov 2012 | Jun 1980 | 109 | Y | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Residence Inn Fayetteville Cross Creek | Fayetteville, NC | 28303 | Dec 2006 | Dec 2006 | 92 | | | | | | | | | | | | | | | | | | s | s | 9 | s s | | | | | |
| | Suburban Extended Stay Hotel Near Fort Bragg | Fayetteville, NC | 28303 | Jun 1998 | Jun 1998 | 126 | Y | | | | | | | | | | | | | | | | | U | 0 | U U | | | | | | |
| | TownePlace Suites Fayetteville Cross Creek | Fayetteville, NC | 28303 | Jul 2009 | Jul 2009 | 93 | · | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Tropical Motel | Fayetteville, NC | 28303 | Jun 1970 | Jun 1970 | 80 | | | | | | | | | | | | | | | | | | 1.1 | | | | - | | 1 | | |
| | 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 | | | | | | | | | | | | | | | | T | | |
| | 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 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 12994 | Ramada Plaza Fayetteville Fort Bragg Area | Fayetteville, NC | 28304 | Aug 2015 | Jun 1974 | 199 | Y | | | | | | r | r | | | | | | | | | | | | | | | | | | |
| | WoodSpring Suites Fayetteville West | Fayetteville, NC | 28304 | Nov 2016 | Apr 2006 | 121 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Airport Inn Budget Motel | Fayetteville, NC | 28306 | | | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Ambassador Inn | Fayetteville, NC | 28306 | Jun 2012 | Jun 1964 | 62 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Carolina Motor Inn | Fayetteville, NC | 28306 | | | 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 Readaide Inn Matel | Fayetteville, NC | 28306 | | | 32 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Roadside Inn Motel | Fayetteville, NC | 28306 | lan 0004 | lan 0004 | 20 | V | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Landmark Inn Fort Bragg Fairfield Inn & Suites Fayetteville North | Fort Bragg, NC Fayetteville, NC | 28310 28311 | Jan 2001 Oct 2014 | Jan 2001 Oct 2014 | 198 115 | Ŷ | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed Days Inn Fayetteville Inn | Fayetteville, NC | 28312 | Jan 2005 | Jun 1985 | 0 | V | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Comfort Inn Favetteville | Fayetteville, NC | 28312 | Mar 2003 | Apr 2000 | 61 | T | | | | | | | | | | | | | | | | | | | | | - | | | | |
| | Davs Inn Favetteville | Fayetteville, NC | 28312 | Sep 2009 | May 1986 | 97 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Delux Inn | Fayetteville, NC | 28312 | Sep 2009 | May 1900 | 51 | | | | | | | | | | | | | | | | | | | | | | - | | | | |
| | Doubletree Fayetteville | Favetteville, NC | 28312 | May 2008 | Mar 1986 | 148 | V | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Econo Lodge Fayetteville | Fayetteville, NC | 28312 | Jan 1989 | Jan 1989 | 150 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fairfield Inn Fayetteville I 95 | Fayetteville, NC | 28312 | | Sep 1998 | 66 | Y | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hampton Inn & Suites Fayetteville | Fayetteville, NC | 28312 | 500 1000 | U/C | 114 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Holiday Inn Fayetteville I 95 | Fayetteville, NC | 28312 | Jun 1983 | Jun 1983 | 198 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Motel 6 Fayetteville | Fayetteville, NC | 28312 | Jan 1992 | Jun 1986 | 113 | | | | | | | | | | | | | | | | 1 | | | 1 | | | | | T | | |
| | Quality Inn Fayetteville | Fayetteville, NC | 28312 | | Feb 1998 | 81 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Red Lion Inn & Suites Fayetteville | Fayetteville, NC | 28312 | | May 1986 | 121 | | | | | | | | | | | | | | | | 1 | | | 1 | | | | | T | | |
| | Red Roof Inn Fayetteville | Fayetteville, NC | 28312 | | Nov 1997 | 55 | Y | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Rodeway Inn Fayetteville | Fayetteville, NC | 28312 | | Mar 1985 | 120 | | | | | | | | | | | | | | | | | | | 1 | | | | | T | | |
| | Sleep Inn Fayetteville | Fayetteville, NC | 28312 | | Nov 1995 | 63 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Super 8 Fayetteville | Fayetteville, NC | 28312 | | Dec 1996 | 60 | | | | | | | | | | | | | | | | | | | 1 | | | | | | | |
| | Comfort Inn Cross Creek | Fayetteville, NC | 28314 | Jul 1987 | Jul 1987 | 176 | Y | | | | | | | | | | | | | | | | | | | | | | | | | |
| EE7E0 | WoodSpring Suites Fayetteville Fort Bragg | Fayetteville, NC | 28314 | Nov 2016 | | 121 | | | | | | | | | | | | | | | | | | | 1 | | | | | | | |

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of May 2017

| | | | | | | | | 201 | 5 | | | | | | | 201 | 6 | | | | | | | 2 | 2017 | | | | | | | |
|----------|--|-----------------|-------------|----------|-----------|-------|---------------|------|--------|---------|--------|---------|--------|-------|--------|-------|-------|--------|------|-----|---|----|-----|---|------|-----|---|----|---|----|-----|-----|
| STR Code | Name of Establishment | City & State | Zip Code | Aff Date | Open Date | Rooms | Chg in Rms | | FM | I A | мј | J | A S | o | ND | J J | FN | 1 A | м | l l | A | sc | N N | D | JF | - м | A | мЈ | J | AS | 3 O | N D |
| 58867 | Holiday Inn Express & Suites Hope Mills Fayetteville | Hope Mills, NC | 28348 | Nov 2009 | Nov 2009 | 72 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 32663 | Country Inn & Suites Fayetteville Fort Bragg | Spring Lake, NC | 28390 | Feb 2016 | Feb 1996 | 85 | Y | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 | 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: | 77 | 6220 | | s - | - Mon | ntly Se | egme | entatio | on (Tr | ansi | ent, G | Group | , Cor | ntract |) On | ly | | | | | | | | | | | | |
| | | | | | | | | r - | - Mon | nthly A | Additi | onal | Reve | nue | Only | | | | | | | | | | | | | | | | | |
| | | | | | | | | в - | - Both | n Seg | ment | tation | and / | Addit | tional | Reve | enue | | | | | | | | | | | | | | | |
| | | | | | | | | Blar | nk - N | lo da | ta rec | ceiveo | d by S | STR | | | | | | | | | | | | | | | | | | |

A blank row indicates insufficient data.

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Tab 8 - Help

All data is processed by STR using both the current and historical sampling of hotels. For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

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