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# **Fayetteville Area CVB**

For the Month of June 2017		Date Created: Jul 17, 2017
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# Tab 2 - Multi-Segment Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: June 2017

				Cui	rent Mor	nth - June	e 2017 vs	June 20	016							Υe	ear to Dat	te - June	2017 vs .	June 20	16					Parti	cipation	
	Осс	%	ΑC	R	Revi	PAR		Percent	Change	rom Jur	ne 2016		Occ	: %	AD	R	Revi	PAR		Percen	t Change i	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	Census	Sample	Census	Sample
North Carolina	69.6	70.6	104.69	101.61	72.88	71.78	-1.5	3.0	1.5	3.9	2.3	0.8	63.5	63.8	100.23	97.66	63.63	62.34	-0.6	2.6	2.1	4.3	2.2	1.6	1764	1155	153608	121831
Cumberland County, NC	73.7	67.0	78.28	73.38	57.68	49.15	10.0	6.7	17.4	19.3	1.7	11.9	68.3	65.2	75.84	73.65	51.80	48.02	4.8	3.0	7.9	9.7	1.7	6.5	65	47	5995	5015
Johnston County, NC	57.0	54.3	73.99	72.28	42.16	39.24	5.0	2.4	7.4	7.0	-0.4	4.5	54.0	52.1	72.12	70.90	38.97	36.92	3.8	1.7	5.5	6.9	1.3	5.1	32	24	2217	1734
Robeson County, NC	62.8	65.3	76.02	67.35	47.77	43.95	-3.7	12.9	8.7	12.4	3.4	-0.4	66.6	61.2	76.32	68.39	50.87	41.88	8.8	11.6	21.5	25.6	3.4	12.5	29	17	1883	1291
Wake County, NC	72.0	72.5	101.98	100.66	73.43	72.96	-0.7	1.3	0.6	2.2	1.6	0.9	70.6	70.1	103.29	101.81	72.91	71.36	0.7	1.5	2.2	3.5	1.3	2.0	135	126	16126	15467
Durham County, NC	69.6	70.0	100.61	100.79	70.00	70.52	-0.5	-0.2	-0.7	3.0	3.7	3.2	68.1	66.7	105.26	104.28	71.72	69.54	2.2	0.9	3.1	7.0	3.7	6.0	64	60	8327	7934
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	65.0	61.3	91.26	87.81	59.30	53.81	6.0	3.9	10.2	10.2	-0.0	6.0	58.8	57.7	93.69	93.25	55.11	53.80	2.0	0.5	2.4	3.0	0.5	2.5	93	76	10894	9726
Harnett County, NC	57.8	57.7	78.44	70.07	45.36	40.45	0.2	11.9	12.1	12.1	0.0	0.2	57.6	55.3	75.79	71.86	43.62	39.77	4.0	5.5	9.7	13.5	3.5	7.6	11	8	859	638
Moore County, NC	63.5	64.4	125.87	118.08	79.87	76.09	-1.5	6.6	5.0	9.9	4.7	3.1	56.5	58.9	121.03	119.15	68.38	70.18	-4.1	1.6	-2.6	5.3	8.1	3.7	22	14	1960	1556

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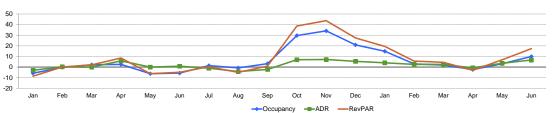
Source 2017 STR, Inc.

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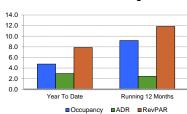
Fayetteville Area CVB

For the Month of June 2017

### **Monthly Percent Change**



### Overall Percent Change



Occupancy (%)						20	116								20	017		
Cocapancy (70)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	73.7
Last Year	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	67.0
Percent Change	-5.7	-0.3	2.2	2.5	-6.2	-5.7	1.4	-0.8	3.2	29.7	34.1	20.9	14.9	3.0	1.9	-2.3	3.1	10.0

	Year To Date		R	unning 12 Month	s
2015	2016	2017	2015	2016	2017
66.6	65.2	68.3	64.6	63.7	69.6
67.4	66.6	65.2	65.7	64.6	63.7
-1.2	-2.1	4.8	-1.6	-1.4	9.2

ADR						20	16								20	17		
,.51.	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	76.47	75.66	78.28
Last Year	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	73.38
Percent Change	-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	6.7

	Year To Date		R	unning 12 Month	s
2015	2016	2017	2015	2016	2017
73.06	73.65	75.84	72.78	73.43	75.21
73.71	73.06	73.65	72.01	72.78	73.43
-0.9	0.8	3.0	1.1	0.9	2.4

RevPAR						20	16								20	17		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	39.63	46.00	51.33	56.24	45.86	49.15	51.58	50.17	45.43	64.26	58.74	47.07	47.36	48.59	53.63	54.50	48.99	57.68
Last Year	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	49.15
Percent Change	-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	17.4

	Year To Date		R	unning 12 Month	s
2015	2016	2017	2015	2016	2017
48.67	48.02	51.80	47.04	46.79	52.33
49.69	48.67	48.02	47.30	47.04	46.79
-2.1	-1.3	7.9	-0.5	-0.5	11.8

Supply						20	16								20	17		
опрр.у	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	179,850
Last Year	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	176,850
Percent Change	-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	1.7

	Year To Date		R	unning 12 Month	s
2015	2016	2017	2015	2016	2017
1,067,719	1,066,995	1,085,095	2,145,542	2,151,983	2,172,875
1,057,221	1,067,719	1,066,995	2,123,011	2,145,542	2,151,983
1.0	-0.1	1.7	1.1	0.3	1.0

Demand						20	116								20	117		
50	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	101,252	104,887	127,281	129,015	114,739	118,461	128,319	125,572	112,190	149,591	134,607	120,539	118,300	109,873	131,903	128,165	120,335	132,530
Last Year	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	118,461
Percent Change	-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	11.9

	Year To Date		R	unning 12 Month	s
2015	2016	2017	2015	2016	2017
711,320	695,635	741,106	1,386,839	1,371,406	1,511,924
712,724	711,320	695,635	1,394,382	1,386,839	1,371,406
0.2	2.2	6.5	0.5	4.4	10.2

Revenue						20	16								20	17		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	7,241,543	7,592,793	9,380,421	9,945,284	8,380,936	8,692,735	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	9,800,966	9,105,131	10,374,383
Last Year	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	8,692,735
Percent Change	-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	-1.5	8.6	19.3

	Year To Date		F	tunning 12 Month	ıs
2015	2016	2017	2015	2016	2017
51,965,828	51,233,712	56,205,865	100,933,215	100,695,611	113,712,4
52,532,514	51,965,828	51,233,712	100,414,142	100,933,215	100,695,6
		0.7	0.5	0.0	40.0

Census %						20	016								20	117		
Celisus /6	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	64	64	64	64	64	64	64	64	64	64	64	65	65	65	65	65	65	65
Census Rooms	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5995	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	83.7	83.7	83.7	83.7	83.7	83.7	83.7

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# Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of June 2017

							Oh m '	201	_	,	_	1 1	_	1 1	_	_			$\overline{}$		$\overline{}$	$\overline{}$				$\overline{}$	$\overline{}$	_		$\overline{}$	$\overline{}$	-	_	-
TD 0-4-	Name of Establishment	0:4 0 04-4-	7: 0 1 -	A# D-1-	D-1-	_	Chg in		_	١. ا.		١.١					<u>-</u>  .			١.		.   _			_		.	١.		١.١				.   !
TR Code	Name of Establishment	City & State	Zip Code		Open Date		Rms	J	F M	AI	M J	J	A S	0	N C	) J	FI	M A	M	J	J	A S	0	N [	D,	J F	M	ΙA	M	J	J	A	3 (	N
	American Eagle Inn	Fayetteville, NC	28301 28301	Jun 2012	Jun 1967	43																		-			+							
	Budget Inn	Fayetteville, NC	28301	Jul 2009 Nov 2010	Jun 1964 Jun 1925	130	Υ																	-		-	-					-	-	
	Closed - Independent Hotel Prince Charles Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1925 Jun 1958	0	Y																	-								-	4	
		Fayetteville, NC	28301	Apr 2008	Jun 1956	0	Y																	-		-	-					-	-	
	Closed - Independent Town & Country Motel	Fayetteville, NC				-	Y																	-								-	4	
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Y																	-		-	-					-	-	
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991			Y																	-								-	4	
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0 22	Y																	_		_	_				_	_	-	
	Cloverleaf Motel	Fayetteville, NC Favetteville, NC	28301			22																											-	
	Eastover Inn		28301	0 4005	l 4005	50	Υ																	_		_	_				_	_	-	
	Economy Inn Night Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985		Y																	-								-	4	
		Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																	_		-	-					-	-	
	Regency Inn Value Place Fayetteville Bragg	Fayetteville, NC	28301 28301	Jul 2003 Oct 2007	Jun 1971 Oct 2007	105 121	ī					-								-			-				1.							
	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				4	
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30		0 0	0	0 0	0	0	0 0	0	0 0	0	0 0	0	0	0	0 0	0	0	5 0	) (	0	0	0	0	0		-	4	
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114				_		-				-			-	-		-	_					-	_			-	-	
		Fayetteville, NC			Jan 2011		Υ		•	•	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	•	•	•	•	•	•	•		-	4	
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014	1 1001	0	Y																	_		_	_				_	_	-	
	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	Υ	•	•	•	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	• •	•	•	•	•	•	•	_	_	_	
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012	Apr 2012	165	.,	•	•	•	•	•	• •	•	•	•	•	•	•	•	• •	•	•	• •	•	•	•	•	•	•		4	4	
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013	Jan 1999	77	Y	•	•	• •	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	• •	•	•	•	•	•	•	_	_	_	ш
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Υ	•	•	•	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	• •	•	•	•	•	•	•			4	
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	130	Υ	•	•	• •	•	•	• •	•	• •	•	• •	•	•	•	• •	•	•	• •	•	•	•	•	•	•	_	_	_	ш
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104		•	•	•	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	• •	•	•	•	•	•	•		4	4	
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Υ	•	•	• •	•	•	• •	•	• •	•	• •	•	•	•	• •	•	•	• •	•	•	•	•	•	•	_	_	_	
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		•	•	•	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	• •	•	•	•	•	•	•				
	Homewood Suites Fayetteville	Fayetteville, NC	28303		U/C	111																		_		$\perp$	$\perp$			ш	_	_	_	
	Knights Inn Fayettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997	Jun 1968	61		•	•	•	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	• •	•	•	•	•	•	•			45	
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Υ	•	•	• •	•	•	• •	•	• •	•	• •	•	•	•	• •	•	•	• •	•	•	•	•	•	•		_	_	
	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	Υ		•  •	• •	•	•	• •	•	• •	•	• •	•	•	•	• •	•	•	• •	•  •		•	•	•	•				
59989	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	Υ																											
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	Υ		•		•	•	• •	•		•	•	•	•	•		•	•	• •			•	•	•	•				
55751	WoodSpring Suites Fayetteville West	Fayetteville, NC	28304	Nov 2016	Apr 2006	121			•	• •	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	• •			•	•	•	•				
25289	Airport Inn Budget Motel	Fayetteville, NC	28306			30																												
4265	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																												
48653	Carolina Motor Inn	Fayetteville, NC	28306			47																												
25296	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Υ																											
4264	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75																												
41886	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52	Υ								• •	•	• •	•	•	•		•	•	• •			•	•	•	•	$\neg$	Т	Т	
	Relax Inn	Fayetteville, NC	28306			32																												
25294	Roadside Inn Motel	Fayetteville, NC	28306			20																	П	т	т	Т	Т				$\neg$	Т	Т	
48970	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Υ									•			•	•			•					•	•	•				
	Fairfield Inn & Suites Favetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115													•	•			•					•	•	•	$\neg$	Т	Т	
	Closed Days Inn Favetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Υ																											
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																						•		•		$\neg$	т	
	Davs Inn Favetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97																												
	Delux Inn	Fayetteville, NC	28312	COP 2000	may root	51							-  -		-  -	-			-		-  -	1						1	-			_	т	
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Υ																											
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150	•																									_	_	
	Fairfield Inn Favetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66	Υ																			di.								
	Hampton Inn & Suites Fayetteville	Fayetteville, NC	28312	OCP 1550	U/C	114				•			•		•	_	•				•	_		•		-	1		•					
	Holiday Inn Favetteville 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										-						_				Ĭ								
	Red Lion Inn & Suites Favetteville	Fayetteville, NC	28312	Feb 2017		121															•	•				•								
	Red Roof Inn & Suites Fayetteville Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	May 1986 Nov 1997	121 55	V			•		•	•	•	•		•		•		•	•	•		•	ŀ	•	•	•					
	Rodeway Inn Fayetteville				Mar 1985		T			•		•	•	•	•	-	•			•	•	-	•	•					•	•				
		Fayetteville, NC	28312	Mar 2013		120				•	•	•	•	•	•	•	•	•	•	•	•	•	•	٠.		•	•	•	•					
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995	Nov 1995	63		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
	Super 8 Favetteville	Fayetteville, NC	28312	Dec 1996	Dec 1996	60		•	•	• •	•	•	• •	•	• •	•	• •	•	•	•	• •	•	•	•  •	•  •	•	•	•	•	•		_	_	
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176																												

## Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of June 2017

								2015								2016								2	017							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date		Chg in Rms		M	А М	J	JA	s	o N	D	J F	M	AN	ЛJ	J	A S	s o	N	D,	J F	м	A	мЈ	J	A s	0 1	1 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	Υ	• •	•	•		•	•	•	•	• •	•	•  •	•	•	• •	•	•	•  •	•	•	•	•				
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	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	rtioe.	77	6210		0 -1	Month	lv da	ta rec	مرنم	d by	STR																		

- Monthly data received by STR

Monthly and daily data received by STR

Blank - No data received by STR

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

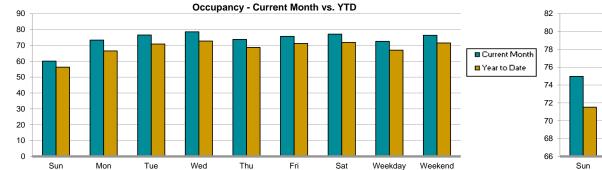
A blank row indicates insufficient data.

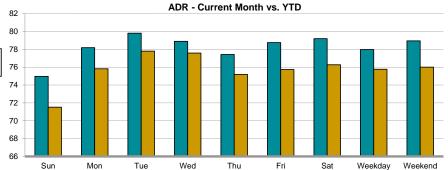
Source 2017 STR, Inc.

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Fayetteville Area CVB

For the Month of June 2017





		Occupancy (	%)	ADR		RevPAR		Supply		Demand		Revenu	e
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	60.1	10.0	74.97	8.8	45.06	19.6	23,980	1.7	14,413	11.8	1,080,609	21.7
	Year To Date	56.3	6.0	71.52	3.7	40.23	9.9	155,870	2.2	87,689	8.3	6,271,251	12.3
	Running 12 Month	58.1	10.9	71.31	3.5	41.43	14.8	309,540	1.2	179,824	12.3	12,823,896	16.2
Monday	Current Month	73.4	11.7	78.20	5.2	57.38	17.5	23,980	1.7	17,597	13.6	1,376,012	19.5
	Year To Date	66.5	6.2	75.83	2.8	50.43	9.2	155,870	2.4	103,674	8.7	7,861,151	11.8
	Running 12 Month	67.6	9.9	75.19	2.3	50.82	12.4	309,540	1.3	209,213	11.3	15,729,822	13.9
Tuesday	Current Month	76.6	11.2	79.82	4.4	61.13	16.1	23,980	1.7	18,364	13.1	1,465,803	18.1
	Year To Date	70.9	5.2	77.80	1.7	55.14	7.0	155,870	2.2	110,469	7.5	8,594,954	9.4
	Running 12 Month	72.2	9.5	76.98	1.3	55.56	10.9	309,540	1.2	223,389	10.9	17,196,723	12.3
Wednesday	Current Month	78.6	12.1	78.90	5.8	61.98	18.6	23,980	-18.6	18,836	-8.8	1,486,224	-3.5
	Year To Date	72.7	4.6	77.59	2.1	56.43	6.8	155,870	2.2	113,359	7.0	8,795,023	9.2
	Running 12 Month	73.4	9.8	76.65	1.6	56.28	11.5	309,540	-0.7	227,256	9.0	17,419,373	10.7
Thursday	Current Month	73.8	9.8	77.42	5.9	57.13	16.2	29,975	1.7	22,119	11.6	1,712,526	18.2
	Year To Date	68.7	4.8	75.19	2.5	51.68	7.4	155,870	2.2	107,125	7.1	8,054,803	9.9
	Running 12 Month	69.9	10.7	74.68	2.4	52.22	13.4	309,640	-0.7	216,520	10.0	16,168,650	12.6
Friday	Current Month	75.7	7.2	78.76	8.2	59.66	16.0	29,975	27.1	22,704	36.3	1,788,279	47.4
	Year To Date	71.2	4.3	75.74	4.2	53.95	8.7	155,870	2.2	111,029	6.6	8,409,303	11.1
	Running 12 Month	72.6	8.3	75.19	3.4	54.60	11.9	315,535	3.2	229,143	11.7	17,229,290	15.5
Saturday	Current Month	77.1	8.8	79.20	9.5	61.09	19.1	23,980	1.7	18,497	10.7	1,464,929	21.1
	Year To Date	71.9	3.0	76.27	4.0	54.84	7.1	149,875	-1.7	107,761	1.2	8,219,380	5.3
	Running 12 Month	73.2	5.9	75.67	3.1	55.39	9.1	309,540	1.2	226,580	7.2	17,144,724	10.5
Weekday / We	ekend												
Weekday	Current Month	72.5	10.6	77.97	5.8	56.56	17.0	125,895	-2.9	91,329	7.3	7,121,175	13.6
(Sun-Thu)	Year To Date	67.0	5.3	75.77	2.5	50.78	7.9	779,350	2.3	522,316	7.7	39,577,182	10.4
	Running 12 Month	68.2	10.1	75.12	2.1	51.26	12.4	1,547,800	0.5	1,056,202	10.6	79,338,464	12.9
Weekend	Current Month	76.4	7.9	78.96	8.8	60.29	17.4	53,955	14.4	41,201	23.4	3,253,208	34.3
(Fri-Sat)	Year To Date	71.6	3.6	76.00	4.1	54.39	7.8	305,745	0.3	218,790	3.9	16,628,683	8.1
	Running 12 Month	72.9	7.0	75.43	3.2	54.99	10.5	625,075	2.2	455,722	9.4	34,374,013	12.9
Total	Current Month	73.7	10.0	78.28	6.7	57.68	17.4	179,850	1.7	132,530	11.9	10,374,383	19.3
	Year To Date	68.3	4.8	75.84	3.0	51.80	7.9	1,085,095	1.7	741,106	6.5	56,205,865	9.7
	Running 12 Month	69.6	9.2	75.21	2.4	52.33	11.8	2,172,875	1.0	1,511,924	10.2	113,712,477	12.9

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# Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB For the Month of June 2017

						This	Year										Pe	rcent C	hange (	(%)				
		Occupa	ancy (%	)		Α	DR			Rev	PAR			Occupa	ancy (%)	)		ADR	R (%)			RevP	AR (%)	
Current Month	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
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				49.15				-5.7				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				76.47				54.50				-2.3				-0.8				-3.1
May				64.8				75.66				48.99				3.1				3.6				6.8
Jun				73.7				78.28				57.68				10.0				6.7				17.4
	<u>.                                     </u>											_								(0.1)				
Year To Da																	Pe	rcent C	hange (					
2015 Jun				66.6				73.06				48.67				-1.2				-0.9				-2.1
2016 Jun				65.2				73.65				48.02				-2.1				0.8				-1.3

<b>Year To Date</b>	<del>)</del>				Percent Change (%)	
2015 Jun	66.6	73.06	48.67	-1.2	-0.9	-2.1
2016 Jun	65.2	73.65	48.02	-2.1	0.8	-1.3
2017 Jun	68.3	75.84	51.80	4.8	3.0	7.9

Running 12	Month				Percent Change (%)	
2015 Jun	64.6	72.78	47.04	-1.6	1.1	-0.5
2016 Jun	63.7	73.43	46.79	-1.4	0.9	-0.5
2017 Jun	69.6	75.21	52.33	9.2	2.4	11.8

A blank row indicates insufficient data.

Source 2017 STR, Inc.

**Currency: USD - US Dollar** 

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# Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of June 2017

							Oh :	201	15							201	6		-		,	-	_		2017		,	-			-	سبا	
STR Code	Name of Establishment	City & State	Zip Code	Aff Data	Open Date	Bacm:	Chg in Rms		_ .	, ,	, I	.	, ,		N   _	.	_ ,	, ,	N#			, ا	\		٦,	_		N/	.∣.	,	, ا	, I	_
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43	KIIIS	J	F 1	I A	M J	J.	A S	0	N L	) J	FIN	I A	IVI	JJ	A	5 (	N	υ	JF	- IVI	A	IVI	JJ	Α	5 (	N	ט
	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130																											
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010		0	Υ																										
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0	Y														П						П						
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008		0	Υ																										
3005	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Υ									$\Box$																	
25298	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Υ																										
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Υ																										
	Cloverleaf Motel	Fayetteville, NC	28301			22																											
	Eastover Inn	Fayetteville, NC	28301			20																										_	
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Υ																										
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																									_	
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Υ																										
	Value Place Fayetteville Bragg Affordable Suites Fayetteville	Fayetteville, NC	28301 28303	Oct 2007 Jan 2014	Oct 2007 Jan 2014	121 49																										-	
	Boulevard Motel	Fayetteville, NC 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	Jan 2011	0	Υ																										
	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	ss	s	S	s s					
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jun 1988	119	Υ	3	3	3	3			J	3	3	5 3	3	J   3	3		3	3	9	. 3	3	J .	3 3					
	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	Υ																										
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Υ																										
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995		130	Υ																			Т				П			
53774	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104																											
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Υ																			Т							
60760	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		В	ВВ	В	ВВ	BE	3 B	В	ВВ	В	ВВ	В	BE	3 B	В	ВВ	В	BE	3 B	В	В	BE	3				
66525	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		109	Υ																										
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006		92																		5	S	s	s	S S					
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Υ																									$\perp$	
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93																											
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																										_	
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85																											
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 2015	96						r	r	r																		_	
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	1.1.4007	0	Υ																										
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304 28304	Jul 1997 Aug 2015	Jul 1997 Jun 1974	120 199	Υ							-																		-	
	Ramada Plaza Fayetteville Fort Bragg Area WoodSpring Suites Fayetteville West	Fayetteville, NC Fayetteville, NC	28304	Nov 2016		121	Ť						1	ı																			
	Airport Inn Budget Motel	Fayetteville, NC	28306	1407 2010	Apr 2000	30																											
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																											
	Carolina Motor Inn	Fayetteville, NC	28306	Our Zorz	0411 100 1	47																											
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Υ																										
	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	Υ																										
	Relax Inn	Fayetteville, NC	28306		.,	32																											
25294	Roadside Inn Motel	Fayetteville, NC	28306			20										$\Box$																	
48970	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198	Υ																										
62981	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115																											
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Υ																										
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																											
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97																											
	Delux Inn	Fayetteville, NC	28312			51																										$\perp$	
4478	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Υ																										
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150																										_	
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998		66	Υ																									4	
	Hampton Inn & Suites Fayetteville	Fayetteville, NC	28312	lum 4000	U/C	114																										_	
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198																											
	Motel 6 Fayetteville Quality Inn Fayetteville	Fayetteville, NC	28312	Jan 1992	Jun 1986	113																											
		Fayetteville, NC	28312 28312	Aug 2008		81																											
	Red Lion Inn & Suites Fayetteville Red Roof Inn Fayetteville	Fayetteville, NC Fayetteville, NC	28312	Feb 2017 Oct 2014	May 1986 Nov 1997	121 55	Υ																										
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013		120	Ť																										
	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	Jul 1987	176	Υ																										
	CONTROL HILL CLOSS CLOCK	i ayottoviilo, INO	20014	Jul 1301	Jul 1301	170																											

# Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of June 2017

								2015	5					2	2016							20	17						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date		Chg in Rms		F M A	м.	J	A S	o N	D	J F	M A	м	J	ı A	s o	N [	J	F	и А	МЈ	J	A S	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	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:	77	6219		s -	Montly :	Segm	entatio	on (Tra	ansien	t, Gro	oup, C	ontra	ct) O	nly											

Blank - No data received by STR

A blank row indicates insufficient data.

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r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

## 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**