Date Created: Aug 16, 2017

# Fayetteville Area CVB

For the Month of July 2017

Table Of Contents	
Multi-Segment	
Trend Cumberland County NC	
Response Cumberland County NC	
DOW Cumberland County NC	
Seg Trend Cumberland County NC	
Seg Response Cumberland County	
Help	



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Fayetteville Area CVB

For the month of: July 2017

				Cu	rrent Mo	nth - Jul	y 2017 vs	July 201	16							Y	ear to Da	ite - July	2017 vs J	July 201	6					Part	cipation	
	Occ	%	A	R	RevF	PAR		Percent	Change	from Jul	ly 2016		Occ	%	AD	R	Rev	PAR		Percen	t Change f	from YT	D 2016		Prope	erties	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	69.2	70.9	106.01	103.70	73.34	73.53	-2.4	2.2	-0.3	2.2	2.4	-0.0	64.3	64.9	101.15	98.63	65.07	63.99	-0.9	2.6	1.7	3.9	2.2	1.4	1767	1155	154090	121948
Cumberland County, NC	68.4	70.2	76.89	73.46	52.56	51.57	-2.6	4.7	1.9	5.6	3.6	0.9	68.3	65.9	76.00	73.62	51.92	48.54	3.6	3.2	7.0	9.1	2.0	5.7	66	47	6108	5014
Johnston County, NC	56.0	55.0	74.11	72.91	41.53	40.10	1.9	1.6	3.6	3.1	-0.4	1.4	54.3	52.5	72.42	71.21	39.34	37.40	3.5	1.7	5.2	6.3	1.1	4.5	32	24	2217	1734
Robeson County, NC	64.5	70.1	77.35	70.84	49.93	49.69	-8.0	9.2	0.5	3.9	3.4	-4.9	66.3	62.5	76.47	68.79	50.73	43.02	6.1	11.2	17.9	21.9	3.4	9.7	29	17	1883	1291
Wake County, NC	68.7	68.4	97.66	96.08	67.11	65.77	0.4	1.6	2.0	4.7	2.6	3.1	70.3	69.8	102.48	100.99	72.05	70.53	0.7	1.5	2.1	3.7	1.5	2.2	136	127	16301	15642
Durham County, NC	64.2	64.7	95.07	96.09	61.03	62.13	-0.7	-1.1	-1.8	1.5	3.3	2.6	67.6	66.4	103.84	103.10	70.16	68.44	1.8	0.7	2.5	6.2	3.6	5.5	65	60	8401	7934
Edgecombe County, NC																									4	1	216	65
Guilford County, NC	59.5	61.9	85.67	83.03	50.96	51.36	-3.8	3.2	-0.8	-0.8	-0.0	-3.9	58.9	58.3	92.51	91.65	54.51	53.44	1.1	0.9	2.0	2.4	0.4	1.5	93	75	10893	9667
Harnett County, NC	58.1	57.6	79.18	71.71	46.04	41.32	0.9	10.4	11.4	11.4	0.0	0.9	57.6	55.7	76.29	71.83	43.98	40.00	3.5	6.2	9.9	13.2	2.9	6.6	11	7	859	569
Moore County, NC	66.1	61.4	117.39	116.73	77.65	71.62	7.8	0.6	8.4	8.4	0.0	7.8	57.9	59.3	120.42	118.76	69.74	70.41	-2.3	1.4	-1.0	5.8	6.8	4.3	22	14	1960	1556

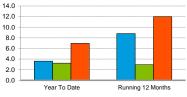
A blank row indicates insufficient data.

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







Occupancy ADR RevPAR

Occupancy (%)						2016									2017					Year To Date		F	tunning 12 Month	IS
Occupancy (70)	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2015	2016	2017	2015	2016	2017
This Year	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	68.4	67.0	65.9	68.3	64.7	63.8	69.4
Last Year	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	70.2	67.5	67.0	65.9	65.7	64.7	63.8
Percent Change	-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	-2.6	-0.8	-1.6	3.6	-1.4	-1.4	8.8
ADR						2016									2017					Year To Date		F	lunning 12 Month	ns is
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2015	2016	2017	2015	2016	2017
This Year	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	78.30	76.89	73.24	73.62	76.00	72.84	73.35	75.50
Last Year	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	73.46	73.69	73.24	73.62	72.17	72.84	73.35
Percent Change	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	4.7	-0.6	0.5	3.2	0.9	0.7	2.9
												1												
RevPAR						2016									2017					Year To Date			lunning 12 Month	
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2015	2016	2017	2015	2016	2017
This Year	46.00	51.33	56.24	45.86	49.15	51.57	50.17	45.43	64.26	58.74	47.07	47.36	48.59	53.63	54.50	48.99	57.71	52.56	49.07	48.54	51.92	47.15	46.80	52.42
Last Year	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	51.57	49.76	49.07	48.54	47.40	47.15	46.80
Percent Change	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	1.9	-1.4	-1.1	7.0	-0.5	-0.7	12.0
																						-		
Supply						2016					_				2017					Year To Date			tunning 12 Month	
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	2015	2016	2017	2015	2016	2017
This Year	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	189,348	1,250,588	1,249,740	1,274,443	2,147,340	2,151,859	2,179,478
Last Year	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	182,745	1,238,292	1,250,588	1,249,740	2,124,499	2,147,340	2,151,859
Percent Change	-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	3.6	1.0	-0.1	2.0	1.1	0.2	1.3
												1										-		
Demand	Feb	Mar	•		Jun	2016 Jul		0	Oct		<b>D</b>	te u	Feb	Mar	2017		Jun		2015	Year To Date 2016	2017	2015	unning 12 Month 2016	1S 2017
This Year	104.887		Apr	May			Aug	Sep		Nov	Dec	Jan			Apr	May		Jul						
Last Year	104,887	127,281	129,015	114,739	118,461	128,290	125,572	112,190	149,591	134,607 100,372	120,539 98.024	118,300	109,873	131,903 127,281	128,165	120,335	132,553 118,461	129,445 128,290	837,943	823,925 837,943	870,574	1,390,069	1,373,073	1,513,073 1,373,073
Percent Change	-0.3	124,624	125,893	122,451	125,641	126,623	126,606	108,739	115,407			101,252	104,887		129,015 -0.7	114,739 4.9			836,117	-1.7	823,925	1,395,389	1,390,069	
Percent Change	-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	0.9	0.2	-1.7	5.7	-0.4	-1.2	10.2
						2016									2017					Year To Date			unning 12 Month	
Revenue	Feb	Mar	Apr	Mav	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Mav	Jun	Jul	2015	2016	2017	2015	2016	2017
This Year	7.592.793	9.380.421	9,945,284	8.380.936	8,692,735	9.424.026	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	10,379,561	9,952,765	61.368.227	60.657.738	66.163.808	101.252.424	100,717,238	114,244,552
Last Year		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	9,424,026	61,615,704	61,368,227	60,657,738	100,702,544	101,252,424	100,717,238
Percent Change	1	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	19.4	5.6	-0.4	-1.2	9.1	0.5	-0.5	13.4
						2016									2017									
Census %	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
Census Props	64	64	64	64	64	64	64	64	64	64	65	65	65	65	65	65	65	66						
Census Rooms	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5995	5995	5995	5995	5995	5995	5995	6108						
% Rooms Participants	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	82.1						

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## Tab 4 - Response Cumberland County NC

### Fayetteville Area CVB

For the Month of July 2017

								201	5							201	6						20	017					
STR Code	Name of Establishment	City & State	Zip Code	-	<u> </u>		Chg in Rms		FМ	A	м.	l l	A :	s o	N C	J	FM	A 1	1 J	JA	s	N C	D J	F	ма	м.	J J	ASC	N D
25290 American E	agle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																							
25295 Budget Inn	dependent Listel Dringe Charles	Fayetteville, NC Fayetteville, NC	28301 28301	Jul 2009 Nov 2010	Jun 1964 Jun 1925	130	V																						
	dependent Hotel Prince Charles dependent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1925	0	I V																						
	dependent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	Jun 1950	0	Y																						
	/s Inn Central Favetteville	Fayetteville, NC	28301	Apr 2000		0	Y																						1.1.1
25298 Closed St		Fayetteville, NC	28301	Jan 1991		0	Ý																						
25288 Closed Tra		Fayetteville, NC	28301	Jun 2004		0																						111	1.1.1
25286 Cloverleaf		Fayetteville, NC	28301			22																							
25291 Eastover Ir	n	Fayetteville, NC	28301			20																							
6498 Economy II	าท	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Y																						
7873 Night Inn		Fayetteville, NC	28301	Sep 2011	Jun 1972	50																							
25292 Regency In		Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Y																						
	e Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
62851 Affordable		Fayetteville, NC	28303	Jan 2014	Jan 2014	49		0	0	0	0 0	0	0 0	0	0 0	0	0 0	0 0	0	0 0	0 0	0	0 0	0	0 0	0 0	0		
25285 Boulevard		Fayetteville, NC	28303	Jun 1967	Jun 1967	30					_	_								_					_				
	d Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		4
	dependent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0	Y				_						_								_			_	
18089 Courtyard I		Fayetteville, NC	28303	Jan 1991	Jan 1991	108		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
	ayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jun 1988	119		• •	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•	_	
	Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012	Apr 2012	165 77		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
25877 Fairfield Inr	Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303 28303	Apr 2013 Jun 1989	Jan 1999 Jun 1989	129		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
	n Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	129		•	•	•	• •	•	• •	•	•••	•	•••	•••	•	•••	•••	•	•••	•	•••	•••			
	len Inn Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28303	Nov 2005	Nov 2005	104	Ť	•	•	•	•••	•	• •	•	•••	•	•••	• •	•	•••	•••	•	•••	•	•••	• •			
	Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Y	•	•	•	•••	•	• •	•	•••	•	•••	•••	•	•••	•••	•	•••	•	•••	•••			
60760 Home2 Sui		Fayetteville, NC	28303	Feb 2000	Feb 2011	118				•										• •									
	I Suites Fayetteville	Fayetteville, NC	28303	160 2011	U/C	111				•	• •				• •		• •	•••		• •	• •	•	•••	•	•••	•••			
	Fayettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997	Jun 1968	61																							
	& Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Y																						
	Inn Favetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92																							
	Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126				•							• •		•	• •		•	• •	•	• •		•	111	111
	e Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93				•		•	• •			•	• •	• •	•	• •		•	• •	•	• •		•		
47205 Tropical Mo		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 Ir	n & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 2015	96							• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
25283 Closed - In	dependent Becks Motel	Fayetteville, NC	28304	Sep 2008		0	Y																						
	Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
	aza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1974	199	Y	•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
	g Suites Fayetteville West	Fayetteville, NC	28304	Nov 2016	Apr 2006	121		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
25289 Airport Inn		Fayetteville, NC	28306			30																							
4265 Ambassad		Fayetteville, NC	28306	Jun 2012	Jun 1964	62					_	_		_			_			_					_				
48653 Carolina M		Fayetteville, NC	28306			47																							
25296 Closed Mc		Fayetteville, NC	28306	Jun 1993	1 1000	0					_						_								_			_	
4264 Coliseum II		Fayetteville, NC	28306	Sep 1996	Jun 1968	75 52																							
25284 Relax Inn	nn & Suites Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28306 28306	Oct 2015	May 2001	32	Ť								• •	•	•••	• •	•	•••	• •	•	•••	•	•••	•••			
25294 Relax IIII 25294 Roadside li	an Motol	Fayetteville, NC	28306			20																							
48970 Landmark		Fort Bragg, NC	28310	Jan 2001	Jan 2001	198																							
	a & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115																							1.1.1
	/s Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Y			•	• •	-				-	•••		-							•••			
39737 Comfort Inr		Fayetteville, NC	28312	Mar 2013	Apr 2000	61				•		•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		1.1.1
4266 Days Inn F		Fayetteville, NC	28312	Sep 2009	May 1986	97			•	•		•		•		•	• •		•	• •		•	• •	•			•		
24174 Delux Inn	-)	Fayetteville, NC	28312			51																						111	1.1.1
4478 Doubletree	Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y	•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
24255 Econo Lod		Fayetteville, NC	28312	Jan 1989	Jan 1989	150		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
36866 Fairfield Inr		Fayetteville, NC	28312	Sep 1998	Sep 1998	66	Y	•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
	nn & Suites Fayetteville	Fayetteville, NC	28312	Jul 2017	Jul 2017	114																							
	Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
10148 Motel 6 Fag		Fayetteville, NC	28312	Jan 1992	Jun 1986	113		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
42792 Quality Inn		Fayetteville, NC	28312	Aug 2008	Feb 1998	81		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
	n & Suites Fayetteville	Fayetteville, NC	28312	Feb 2017	May 1986	121		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
34632 Red Roof I		Fayetteville, NC	28312	Oct 2014	Nov 1997	55		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
4267 Rodeway In		Fayetteville, NC	28312	Mar 2013	Mar 1985	120		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
32497 Sleep Inn F		Fayetteville, NC	28312	Nov 1995	Nov 1995	63		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
33580 Super 8 Fa		Fayetteville, NC	28312	Dec 1996	Dec 1996	60		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
20056 Comfort Inr		Fayetteville, NC	28314	Jul 1987	Jul 1987	176		•	•	•	• •	•	• •	•	• •	•	• •	• •	•	• •	• •	•	• •	•	• •	• •	•		
55/50/WoodSprin	g Suites Fayetteville Fort Bragg	Fayetteville, NC	28314	Nov 2016	Apr 2006	121	I	•  •	•  •	•	•  •	•	•  •	• •	•  •	•	•  •	•  •	•	•  •	•  •	•	• •	•	•  •	• •	• • •		1

## Tab 4 - Response Cumberland County NC

### Fayetteville Area CVB

For the Month of July 2017

								2015							2016	6							201	17						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	JF	MA	м	J J	A S	0	N D	J	F M	AI	мJ	J	AS	s 0	NC	J	FI	ма	м	l l	A	s o n i	Ъ
58867	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72		• •	• •	•	•	• •	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	•	<b>ه</b> د			
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																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	rties:	77	6219		• - N	Nonthl	y data	receiv	/ed by	/ STR	ł																
								• - N	Nonthl	y and	daily c	lata re	eceive	ed by	STR															
								Blank	- No d	data re	eceive	d by S	STR																	

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

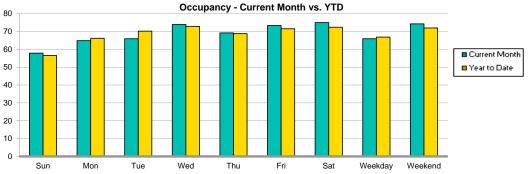
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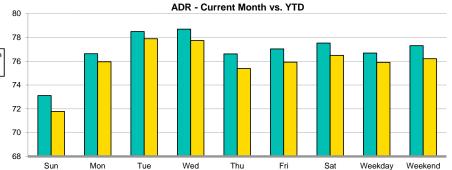
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## Tab 5 - DOW Cumberland County NC

Fayetteville Area CVB

### For the Month of July 2017





		Occupan	су (%)	ADR		RevP	AR	Supp	bly	Dema	and	Rever	nue
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	57.9	-3.6	73.12	3.4	42.32	-0.4	30,540	3.6	17,677	-0.1	1,292,501	3.2
	Year To Date	56.5	4.2	71.79	3.6	40.58	8.0	186,410	2.5	105,369	6.8	7,564,161	10.7
	Running 12 Month	57.9	9.6	71.55	3.6	41.42	13.6	310,605	-0.3	179,799	9.3	12,864,762	13.2
Monday	Current Month	64.9	1.3	76.64	4.9	49.73	6.2	30,540	29.5	19,818	31.2	1,518,811	37.6
	Year To Date	66.2	5.4	75.96	3.1	50.32	8.8	186,410	6.0	123,495	11.8	9,380,500	15.3
	Running 12 Month	67.6	10.3	75.47	2.8	51.01	13.4	316,500	3.6	213,922	14.2	16,145,085	17.5
Tuesday	Current Month	66.0	-6.6	78.50	5.0	51.79	-2.0	24,432	3.6	16,119	-3.2	1,265,311	1.6
	Year To Date	70.2	3.5	77.89	2.2	54.69	5.8	180,302	2.4	126,592	6.0	9,860,820	8.3
	Running 12 Month	71.8	8.9	77.26	1.9	55.47	11.0	310,392	1.5	222,846	10.6	17,216,298	12.6
Wednesday	Current Month	73.9	2.1	78.70	5.3	58.18	7.6	24,432	3.6	18,063	5.8	1,421,543	11.5
	Year To Date	72.9	4.3	77.74	2.6	56.67	7.0	180,302	2.4	131,425	6.8	10,217,363	9.5
	Running 12 Month	73.5	9.9	76.96	2.0	56.59	12.2	310,392	1.5	228,252	11.6	17,566,316	13.9
Thursday	Current Month	69.3	-0.4	76.62	6.1	53.06	5.6	24,432	3.6	16,920	3.2	1,296,459	9.4
	Year To Date	68.8	4.1	75.39	3.0	51.87	7.2	180,302	2.4	124,049	6.6	9,352,634	9.8
	Running 12 Month	69.9	10.4	75.02	2.9	52.44	13.6	310,492	1.6	217,042	12.1	16,281,592	15.3
Friday	Current Month	73.4	-3.0	77.04	4.9	56.55	1.8	24,432	-17.1	17,935	-19.6	1,381,740	-15.6
	Year To Date	71.5	2.9	75.92	4.3	54.31	7.3	180,302	-0.9	128,968	2.0	9,791,819	6.3
	Running 12 Month	72.4	8.0	75.52	4.1	54.67	12.4	310,492	1.6	224,779	9.7	16,974,301	14.2
Saturday	Current Month	75.0	-4.1	77.53	3.6	58.17	-0.6	30,540	3.6	22,912	-0.6	1,776,401	3.0
	Year To Date	72.4	1.7	76.50	3.9	55.41	5.7	180,415	-0.8	130,676	0.9	9,996,511	4.9
	Running 12 Month	72.9	4.9	75.94	3.4	55.36	8.4	310,605	-0.3	226,432	4.5	17,196,198	8.1
Weekday / We	ekend	1											
Weekday	Current Month	65.9	-1.6	76.69	4.9	50.56	3.3	134,376	8.5	88,598	6.8	6,794,624	12.1
(Sun-Thu)	Year To Date	66.9	4.3	75.91	2.9	50.75	7.3	913,726	3.1	610,930	7.6	46,375,477	10.6
	Running 12 Month	68.1	9.9	75.41	2.6	51.38	12.7	1,558,381	1.6	1,061,862	11.6	80,074,053	14.5
Weekend	Current Month	74.3	-3.4	77.32	4.3	57.45	0.7	54,972	-6.7	40,847	-9.9	3,158,141	-6.1
(Fri-Sat)	Year To Date	72.0	2.3	76.21	4.1	54.86	6.5	360,717	-0.9	259,644	1.4	19,788,331	5.6
	Running 12 Month	72.6	6.4	75.73	3.7	55.02	10.3	621,097	0.6	451,211	7.0	34,170,499	11.0
Total	Current Month	68.4	-2.6	76.89	4.7	52.56	1.9	189,348	3.6	129,445	0.9	9,952,765	5.6
	Year To Date	68.3	3.6	76.00	3.2	51.92	7.0	1,274,443	2.0	870,574	5.7	66,163,808	9.1
	Running 12 Month	69.4	8.8	75.50	2.9	52.42	12.0	2,179,478	1.3	1,513,073	10.2	114,244,552	13.4

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# Tab 6 - Seg Trend Cumberland County NC Fayetteville Area CVB

For the Month of July 2017

						This	Year										Pe	ercent C	hange	(%)				
		Occu	bancy (%	<b>)</b>		Α	DR			Rev	PAR			Occupa	ancy (%	)		ADF	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 Fe	b			63.5				72.39				46.00				-0.3				0.4				0.1
M	ar			69.6				73.70				51.33				2.2				-0.1				2.1
A	or			73.0				77.09				56.24				2.5				5.8				8.5
Ma	ay			62.8				73.04				45.86				-6.2				0.0				-6.2
Ju	in			67.0				73.38				49.15				-5.7				0.8				-4.9
Ju	ul II			70.2				73.46				51.57				1.4				-1.1				0.3
Au	ıg			68.7				73.01				50.17				-0.8				-4.2				-4.9
Se	p			63.4				71.61				45.43				3.2				-2.2				0.9
0	ct			81.9				78.50				64.26				29.7				6.9				38.6
No	ov			76.1				77.18				58.74				34.1				7.2				43.7
De	ec			64.9				72.57				47.07				20.9				5.4				27.5
2017 Ja	in			63.7				74.40				47.36				14.9				4.0				19.5
Fe	b			65.5				74.24				48.59				3.0				2.6				5.6
M	ar			71.0				75.56				53.63				1.9				2.5				4.5
A	or			71.3				76.47				54.50				-2.3				-0.8				-3.1
Ma	ay			64.8				75.66				48.99				3.1				3.6				6.8
Ju	in			73.7				78.30				57.71				10.0				6.7				17.4
Ju	ll II			68.4				76.89				52.56				-2.6				4.7				1.9

Year To	o Date	)				Percent Change (%)	
2015	Jul	67.0	73.24	49.07	-0.8	-0.6	-1.4
2016	Jul	65.9	73.62	48.54	-1.6	0.5	-1.1
2017	Jul	68.3	76.00	51.92	3.6	3.2	7.0

Runnin	ng 12	Month				Percent Change (%)	
2015	Jul	64.7	72.84	47.15	-1.4	0.9	-0.5
2016	Jul	63.8	73.35	46.80	-1.4	0.7	-0.7
2017	Jul	69.4	75.50	52.42	8.8	2.9	12.0

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## Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of July 2017

								2015	5							20 <sup>-</sup>	16							2017							
STR Code	Name of Establishment	City & State	Zip Code		<u></u>		Chg in Rms	JF	FМ	Α	мЈ	J	A S	6 0	N C	J J	FN		N J	JA	A S	0 N	D	JF	м	A M	J	JA	s	ο	N D
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967 Jun 1964	43																									
	Budget Inn Closed - Independent Hotel Prince Charles	Fayetteville, NC Fayetteville, NC	28301 28301	Jul 2009 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	Sull 1990	0	Y																								
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Ŷ																								
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Y																								
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Ŷ																								
25286	Cloverleaf Motel	Fayetteville, NC	28301			22																									
25291	Eastover Inn	Fayetteville, NC	28301			20																									
6498	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Y																								
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50																									
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Y																								
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121							_							_		_				_					_
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49																									
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30																_									-
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114	Y																								
	Closed - Independent Cottonade Square	Fayetteville, NC	28303 28303	Aug 2014 Jan 1991	lan 1001	0 108																									
	Courtyard Fayetteville Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jan 1991 Jun 1988	108		S S	S	S S	S S	S	s s	S	S S	S	S S	S S	S	S S	S	S S	S	S S	S S	S S	S	5			
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28303	Apr 2012	Apr 2012	165																									
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2012 Apr 2013	Jan 1999	77	Y																								
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129																									
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	129	Y																								
	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		вв	3 B	BE	3 B	в	вв	в	вв	в	вВ	BE	3 B	вв	в	вв	в	вВ	BE	зв	в	в			
	Homewood Suites Fayetteville	Fayetteville, NC	28303	1002011	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																	:	s s	s s	s s	s	s			
36796	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126																									
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							r r	r																	
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008		0	Y																								
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120																									
	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	L	h	30																									
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																									
	Carolina Motor Inn Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		47																									
	Coliseum Inn	Fayetteville, NC Fayetteville, NC	28306 28306	Sep 1996	Jun 1968	0 75																									
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52																									
	Relax Inn	Fayetteville, NC	28306	0012013	101ay 2001	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 Favetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115																									
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Y																								
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																									T
	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97																									
24174	Delux Inn	Fayetteville, NC	28312			51								1																	
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y																								
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150																									
36866	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998		66																									
	Hampton Inn & Suites Fayetteville	Fayetteville, NC	28312	Jul 2017	Jul 2017	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																									
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Mar 1985	120																									
	Sleep Inn Fayetteville	Fayetteville, NC	28312		Nov 1995	63																									
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996		60																									
	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176																									
00/50	WoodSpring Suites Fayetteville Fort Bragg	Fayetteville, NC	28314	Nov 2016	API 2006	121				1 I.		1		1				1			1 1		1		1 1	1	1		1	( L	- I -

## Tab 7 - Seg Response Cumberland County

### Fayetteville Area CVB

For the Month of July 2017

								201	5						2	016								20	017							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		FM	АМ	JJ	JA	sc	N N	р.	JF	м		N J	J	A :	s o	N	D J	F	м	A 1	N J	J	A S	о	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	erties:	77	6219		s -	<ul> <li>Montl</li> </ul>	y Segr	menta	ation (	Tran	sient	, Gro	up, C	Contr	act) (	Only													
								r -	Month	nly Add	ditiona	al Rev	/enue	e Onl	у																	
								B -	Both	Segme	entatio	on an	d Ad	dition	al Re	even	ue															
								Blar	nk - No	data r	receiv	ed by	/ STF	२																		

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Asia Pacific: Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore T: +64 6800 7850 apinfo@str.com

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