Date Created: Feb 16, 2018

Fayetteville Area CVB

For the Month of January 2018

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Response Cumberland County NC	
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Seg Response Cumberland County	
Help	



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Fayetteville Area CVB

For the month of: January 2018

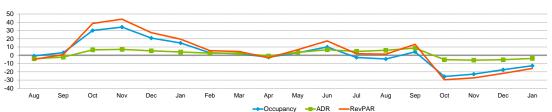
				Currer	t Month -	- Januar	y 2018 vs	Januar	y 2017							Year	to Date -	January	2018 vs .	January	2017					Part	icipation	
	Occ	: %	AD	R	RevF	PAR	P	ercent C	hange fr	om Janı	uary 2017		Осс	%	AE	R	Revi	PAR		Percen	t Change	from YT	D 2017		Prope	erties	Rooi	ms
	2018	2017	2018	2017	2018	2017	0	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2018	2017	2018	2017	2018	2017	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample		01-
				_		-	Осс	ADR	REVPAR	Rev								-		ADR	REVPAR			Sola			Census	Sample
North Carolina	49.9	51.4	94.72	91.27	47.28	46.95	-3.0	3.8	0.7	3.9	3.2	0.1	49.9	51.4	94.72	91.27	47.28	46.95	-3.0	3.8	0.7	3.9	3.2	0.1	1709	1183	153714	124929
Cumberland County, NC	55.6	63.7	71.59	74.40	39.82	47.36	-12.6	-3.8	-15.9	-14.5	1.8	-11.1	55.6	63.7	71.59	74.40	39.82	47.36	-12.6	-3.8	-15.9	-14.5	1.8	-11.1	67	49	6100	5120
Johnston County, NC	44.1	46.1	69.21	68.91	30.50	31.76	-4.4	0.4	-3.9	-4.6	-0.6	-5.0	44.1	46.1	69.21	68.91	30.50	31.76	-4.4	0.4	-3.9	-4.6	-0.6	-5.0	32	25	2204	1769
Robeson County, NC	49.7	69.9	72.39	76.04	36.00	53.15	-28.8	-4.8	-32.3	-34.1	-2.7	-30.7	49.7	69.9	72.39	76.04	36.00	53.15	-28.8	-4.8	-32.3	-34.1	-2.7	-30.7	28	17	1833	1291
Wake County, NC	59.0	61.9	102.86	100.82	60.70	62.38	-4.6	2.0	-2.7	3.6	6.5	1.6	59.0	61.9	102.86	100.82	60.70	62.38	-4.6	2.0	-2.7	3.6	6.5	1.6	140	130	16794	16053
Durham County, NC	57.4	57.8	100.08	96.29	57.41	55.70	-0.8	3.9	3.1	4.0	0.9	0.0	57.4	57.8	100.08	96.29	57.41	55.70	-0.8	3.9	3.1	4.0	0.9	0.0	65	61	8401	8008
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	43.9	44.0	85.23	81.17	37.43	35.70	-0.1	5.0	4.9	4.8	-0.1	-0.2	43.9	44.0	85.23	81.17	37.43	35.70	-0.1	5.0	4.9	4.8	-0.1	-0.2	84	67	10176	9054
Harnett County, NC	45.7	50.4	71.79	72.58	32.79	36.61	-9.4	-1.1	-10.4	-10.4	0.0	-9.4	45.7	50.4	71.79	72.58	32.79	36.61	-9.4	-1.1	-10.4	-10.4	0.0	-9.4	11	8	859	638
Moore County, NC	41.2	40.0	88.72	91.00	36.60	36.39	3.1	-2.5	0.6	0.5	-0.1	3.0	41.2	40.0	88.72	91.00	36.60	36.39	3.1	-2.5	0.6	0.5	-0.1	3.0	22	14	1958	1554

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Fayetteville Area CVB For the Month of January 2018

Monthly Percent Change



Overall Percent Change



Occupancy (%)			2016								20	117						2018		Year To Date		F	Running 12 Month	ns
Occupancy (70)	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
This Year	68.7	63.4	81.8	76.1	64.8	63.7	65.5	71.0	71.3	64.8	73.7	68.4	65.7	66.0	60.8	58.8	53.5	55.6	55.4	63.7	55.6	64.1	68.7	64.5
Last Year	69.2	61.5	62.9	56.7	53.6	55.4	63.6	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.8	76.1	64.8	63.7	58.8	55.4	63.7	65.1	64.1	68.7
Percent Change	-0.7	3.2	30.1	34.1	20.8	14.9	3.0	1.9	-2.3	3.1	10.0	-2.6	-4.4	4.2	-25.7	-22.8	-17.5	-12.6	-5.7	14.9	-12.6	-1.4	7.2	-6.2
ADR			2016								20	117						2018		Year To Date		F	Running 12 Month	าร
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
This Year	73.00	71.64	78.52	77.19	72.57	74.40	74.24	75.56	76.47	75.66	78.30	76.89	77.41	77.88	74.40	72.64	68.68	71.59	71.52	74.40	71.59	72.98	74.35	75.19
Last Year	76.21	73.22	73.69	72.03	68.84	71.52	72.38	73.70	77.09	73.04	73.38	73.46	73.00	71.64	78.52	77.19	72.57	74.40	73.75	71.52	74.40	73.37	72.98	74.35
Percent Change	-4.2	-2.2	6.6	7.2	5.4	4.0	2.6	2.5	-0.8	3.6	6.7	4.7	6.0	8.7	-5.2	-5.9	-5.4	-3.8	-3.0	4.0	-3.8	-0.5	1.9	1.1
			2016								20	117						2018		Year To Date			Zunning 12 Month	ne .

Supply	Aug	Sen	2016 Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun 20)17 Jul	Aug	Sen	Oct	Nov	Dec	2018 Jan	2016	Year To Date 2017	2018	2016	unning 12 Months	2018
Percent Change	-4.9	0.9	38.6	43.7	27.4	19.5	5.6	4.5	-3.1	6.8	17.4	1.9	1.3	13.3	-29.6	-27.3	-21.9	-15.9	-8.6	19.5	-15.9	-2.0	9.2	-5.1
Last Year	52.77	45.00	46.34	40.87	36.92	39.63	46.01	51.33	56.24	45.86	49.15	51.57	50.19	45.41	64.24	58.73	47.03	47.36	43.35	39.63	47.36	47.73	46.80	51.11
This Year	50.19	45.41	64.24	58.73	47.03	47.36	48.59	53.63	54.50	48.99	57.71	52.56	50.86	51.43	45.22	42.68	36.72	39.82	39.63	47.36	39.82	46.80	51.11	48.50

189.348

189.348

183.300

189,410

183,030

189,100

189,100

182.745

185.845

189,100

2.152.583

2.157.875

2.211.886

Last Year Percent Change	182,807	176,910	182,807	176,850	182,745	182,745	165,060	182,745	176,850	182,745	176,850	182,745	182,745	176,850	182,745	176,850	185,845	185,845	182,869	182,745	185,845	2,136,842	2,152,583	2,157,875
i ercent change	0.0	0.0	0.0	0.0	1.7	1.7	1.7	1.7	1.7	1.7	1.7	3.0	3.0	3.0	3.0	3.3	1.0	1.0	-0.1	1.7	1.0	0.7	0.2	2.3
Demand			2016								20	17						2018		Year To Date		R	unning 12 Months	s
Demand	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
This Year	125,632	112,109	149,518	134,572	120,441	118,300	109,873	131,903	128,165	120,335	132,553	129,445	124,400	121,053	115,123	107,543	101,092	105,164	101,252	118,300	105,164	1,380,327	1,483,280	1,426,649
Last Year	126,578	108,717	114,971	100,350	98,004	101,252	104,922	127,281	129,015	114,739	118,461	128,290	125,632	112,109	149,518	134,572	120,441	118,300	107,488	101,252	118,300	1,390,111	1,380,327	1,483,280

1101011110	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2016	2017	2018	2016	2017	2018
Revenue			2016								20	117						2018		Year To Date		R	unning 12 Month	3
<u></u>																								
Percent Change	-0.7	3.1	30.0	34.1	22.9	16.8	4.7	3.6	-0.7	4.9	11.9	0.9	-1.0	8.0	-23.0	-20.1	-16.1	-11.1	-5.8	16.8	-11.1	-0.7	7.5	-3.8
Last Year	126,578	108,717	114,971	100,350	98,004	101,252	104,922	127,281	129,015	114,739	118,461	128,290	125,632	112,109	149,518	134,572	120,441	118,300	107,488	101,252	118,300	1,390,111	1,380,327	1,483,280
This Year	125,632	112,109	149,518	134,572	120,441	118,300	109,873	131,903	128,165	120,335	132,553	129,445	124,400	121,053	115,123	107,543	101,092	105,164	101,252	118,300	105,164	1,380,327	1,483,280	1,426,649

This Year	9,171,500	8,031,175	11,739,610	10,386,953	8,739,819	8,801,514	8,157,123	9,966,748	9,800,966	9,105,131	10,379,561	9,952,765	9,629,486	9,427,700	8,564,654	7,811,500	6,943,271	7,529,114	7,241,543	8,801,514	7,529,114	100,735,844	110,287,991	107,268,019
Last Year	9,646,181	7,960,742	8,471,860	7,228,159	6,746,501	7,241,543	7,594,018	9,380,421	9,945,284	8,380,936	8,692,735	9,424,026	9,171,500	8,031,175	11,739,610	10,386,953	8,739,819	8,801,514	7,927,369	7,241,543	8,801,514	101,993,756	100,735,844	110,287,991
Percent Change	-4.9	0.9	38.6	43.7	29.5	21.5	7.4	6.3	-1.5	8.6	19.4	5.6	5.0	17.4	-27.0	-24.8	-20.6	-14.5	-8.7	21.5	-14.5	-1.2	9.5	-2.7
Census %			2016								20	17						2018						
Octions 70	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan						

179.850

_																		
Census %			2016								20	17						2018
Celisus /6	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	64	64	64	64	65	65	65	65	65	65	65	66	66	66	66	66	67	67
Census Rooms	5895	5895	5895	5895	5995	5995	5995	5995	5995	5995	5995	6108	6108	6110	6110	6101	6100	6100
% Rooms Participants	83.4	83.4	83.4	83.4	83.7	83.7	83.7	83.7	83.7	83.7	83.7	82.1	84.0	84.0	84.0	83.9	82.0	83.9

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This Year

182.745

176.850

182.745

176.850

185.845

185.845

167.860

185.845

179.850

185.845

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of January 2018

25295 Bud 12296 Clos 8366 Clos 25299 Clos 3005 Clos 25298 Clos 25288 Clos 25286 Clos 25281 East 6498 Ecol 25281 East 6498 Ecol 25292 Reg 65787 Valu 65851 Affo 25285 Bou 61199 Can 25287 Clos 61199 Can 25287 Clos 63252 Ham 36100 Holi 60760 Hom 66525 Hom 65252 Hom 25293 Knig 37019 Qua 25877 Red 53828 Res 66800 Spri 36709 Sub 59898 Tow 47205 Trop 36902 Win 64554 Bayu 525283 Clos 35106 Exte 12994 Ram 47205 Trop 36902 Win 64554 Bayu 47205 Trop 36902 Win 64554 Bayu 47205 Trop 36902 Win 64554 Bayu 47205 Clos 35106 Exte 12994 Ram 47205 Trop 36902 Win 64554 Bayu 47205 Clos 35106 Exte 12994 Ram 47205 Clos 47205 C	osed - Independent Hotel Prince Charles osed - Independent Patel Motel osed - Independent Town & Country Motel osed Independent Town & Country Motel osed Sty James Inn osed Travel Inn overleaf Motel istover Inn onomy Inn ght Inn gency Inn illue Place Fayetteville Bragg fordable Suites Fayetteville mulevard Motel andlewood Suites Fayetteville Fort Bragg osed - Independent Cottonade Square ourtyard Fayetteville Northwest Fort Bragg Area nbassy Suites Fayetteville Fort Bragg tended Stay America Fayetteville Cross Creek Mall impton Inn Fayetteville Fort Bragg titon Garden Inn Fayetteville Fort Bragg bildiday Inn Express & Suites Fayetteville Fort Bragg ome2 Suites Fayetteville omewood Suites Fayetteville ingits Inn Fayetteville Fort Bragg uality Inn & Suites Fort Bragg Fayetteville	City & State Fayetteville, NC	Zip Code 28301 28301 28301 28301 28301 28301 28301 28301 28301 28301 28301 28301 28301 28303 28303 28303 28303 28303 28303 28303 28303 28303 28303 28303 28303 28303 28303 28303 28303	Aff Date Jun 2012 Jul 2009 Nov 2010 Jul 2011 Apr 2008 Apr 2000 Jan 1991 Jun 2004 Sep 1995 Sep 2011 Jul 2003 Oct 2007 Jan 2014 Jun 1967 Jan 2011 Aug 2014 Jan 1991 Mar 2014 Apr 2012 Apr 2013 Dec 1995 Nov 2005	Jun 1967 Jun 1964 Jun 1964 Jun 1925 Jun 1958 Jun 1958 Jun 1972 Jun 1971 Oct 2007 Jan 2014 Jun 1967 Jan 2011 Jan 1991 Jun 1988 Apr 2012 Jan 1999	Rooms 43 130 0 0 0 0 0 22 20 50 105 121 49 30 114 0 108 119 165	Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y Y		• • • • • • • • • • • • • • • • • • •	• • • • • • • • • • • • • • • • • • •	J	J A	S (0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	O N	• • • •		• • •	A M	• •	• • •	•	• • •		•	F	MA	M	J	A	s o	N C
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48653 Card 25296 Clos 4264 Colis	nbassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																									
25296 Clos 4264 Colis	arolina Motor Inn	Fayetteville, NC	28306	04.1.20.12	00	47																									
4264 Colis	osed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Υ																								
41886 Red	oliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75																									
	ed Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52	Υ												•		•			•							
25284 Rela	elax Inn	Fayetteville, NC	28306			32																		Т							
25294 Roa	padside Inn Motel	Fayetteville, NC	28306			20																									
48970 Land	ndmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	197	Υ		•	• •		•	•	•		•	•		•	• •	•		•	•							
62981 Fairl	irfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115			•	• •	•	•	•	•		•	•	•	•		•	•	•	•							
	lymont Inn & Suites Fayetteville I 95	Fayetteville, NC	28312	Dec 2017	May 1986	121		• •	•	• •		•	•	•	• •	•	•	• •	•	• •	•	•)	•							
	osed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Υ																								
39737 Com	omfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61		• •	• •	• •		•	•	•	• •	•	•	• •	•	• •	•	• •	•	•							
4266 Day	ays Inn Fayetteville South I 95 Exit 49	Fayetteville, NC	28312	Sep 2009	May 1986	97		• •	•	• •	•	•	•	•	• •	•	•	• •	•	• •	•	• •	•	•							
24174 Delu		Fayetteville, NC	28312	Jun 1988	Jun 1988	51																									
	publetree Fayetteville	Fayetteville, NC	28312	May 2008		148	Υ	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•							
	ono Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	74	Y	• •	•	• •	•	•	•	•	• •	•	•	• •	•	• •	•	• •	•	•							
	irfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998		66	Υ	•	•	• •	•	•	•	•	• •	•	•	•	•	•	•	•	•	•							
		Fayetteville, NC	28312	Jul 2017	Jul 2017	114														•	•	• •	•	•		_		_			
	ampton Inn & Suites Fayetteville	Fayetteville, NC	28312	Jun 1983	Jun 1983	198		• •	•	• •	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•							
	ampton Inn & Suites Fayetteville Diday Inn Fayetteville I 95	Fayetteville, NC	28312	Jan 1992	Jun 1986	115	Υ	•	•	• •	•	•	•	•	• •	•	•	•	•	• •	•	• •	•	•		_		_			
	ampton Inn & Suites Fayetteville oliday Inn Fayetteville I 95 otel 6 Fayetteville	Fayetteville, NC	28312	Aug 2008		81	.,	•	•	• •	•	•	•	•	• •	•	•	•	•	•	•	•	•	•							
	ampton Inn & Suites Fayetteville oliday Inn Fayetteville I 95 otel 6 Fayetteville uality Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Υ	•	•	•	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•							
	ampton Inn & Suites Fayetteville oliday Inn Fayetteville I 95 otel 6 Fayetteville uality Inn Fayetteville ed Roof Inn Fayetteville		28312	Dec 2017		76																	0	•							
	ampton Inn & Suites Fayetteville Jiday Inn Fayetteville I 95 otel 6 Fayetteville Julity Inn Fayetteville ad Roof Inn Fayetteville Jodeway Inn Fayetteville	Fayetteville, NC	28312	Nov 1995		63		•	•	•	•	•	•	•	• •	•	•	•	•	• •	•	•	•	•		_		_			. 1
33580 Sup 4267 Sure	ampton Inn & Suites Fayetteville oliday Inn Fayetteville I 95 otel 6 Fayetteville uality Inn Fayetteville ed Roof Inn Fayetteville	Fayetteville, NC Fayetteville, NC Fayetteville, NC	28312	Dec 1996	Dec 1996 Mar 1985	60 111	Υ	• •	•												•	• •	•	•							

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of January 2018

								2016							2	017								20	018							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		- м	АМ	J	JA	s	N	D .	J F	м	А М	J	J	A S	o	N	J	F	м	A	иЈ	J	A S	30	N D
67095	Tru by Hilton Fayetteville I 95	Fayetteville, NC	28312		U/C	109																							П		Γ	
20056	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Υ		•	•	• •	•	• •	•	• •	•	•	•	•	• •	•	•	• •									
55750	WoodSpring Suites Fayetteville Fort Bragg	Fayetteville, NC	28314	Nov 2016	Apr 2006	121				•	•	•	• •	•	• •	•	•	•	•	• •	• •	•	• •									
	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									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	erties:	80	6441		0 -	Month	ıly da	ta rec	eived	by S	TR																		

 ⁻ Monthly and daily data received by STR

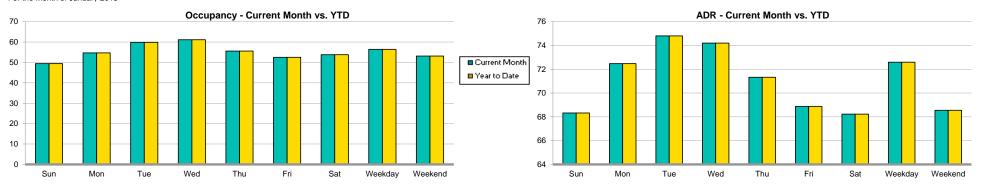
Blank - No data received by STR

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.

Fayetteville Area CVB

For the Month of January 2018



		Occupano	cy (%)	ADR		RevPA	ıR .	Suppl	у	Deman	d	Reven	ue
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	49.4	-12.0	68.33	-3.6	33.77	-15.2	24,400	-18.6	12,059	-28.4	823,961	-30.9
	Year To Date	49.4	-12.0	68.33	-3.6	33.77	-15.2	24,400	-18.6	12,059	-28.4	823,961	-30.9
	Running 12 Month	53.7	-6.5	70.92	0.8	38.10	-5.7	315,161	2.8	169,297	-3.9	12,007,017	-3.1
Monday	Current Month	54.7	-12.8	72.47	-2.6	39.66	-15.1	30,500	1.8	16,690	-11.2	1,209,527	-13.6
	Year To Date	54.7	-12.8	72.47	-2.6	39.66	-15.1	30,500	1.8	16,690	-11.2	1,209,527	-13.6
	Running 12 Month	62.9	-5.0	75.57	1.6	47.53	-3.5	315,161	0.9	198,226	-4.2	14,980,780	-2.6
Tuesday	Current Month	59.9	-12.8	74.81	-2.6	44.78	-15.1	30,500	1.8	18,258	-11.3	1,365,787	-13.6
	Year To Date	59.9	-12.8	74.81	-2.6	44.78	-15.1	30,500	1.8	18,258	-11.3	1,365,787	-13.6
	Running 12 Month	65.8	-7.4	77.25	1.0	50.86	-6.5	315,161	0.8	207,485	-6.7	16,029,135	-5.7
Wednesday	Current Month	61.1	-11.4	74.20	-3.1	45.37	-14.1	30,500	27.2	18,648	12.7	1,383,741	9.3
	Year To Date	61.1	-11.4	74.20	-3.1	45.37	-14.1	30,500	27.2	18,648	12.7	1,383,741	9.3
	Running 12 Month	68.3	-5.7	77.08	1.5	52.66	-4.3	321,147	4.8	219,413	-1.2	16,912,914	0.2
Thursday	Current Month	55.6	-13.3	71.33	-3.3	39.65	-16.1	24,400	1.8	13,565	-11.8	967,541	-14.7
	Year To Date	55.6	-13.3	71.33	-3.3	39.65	-16.1	24,400	1.8	13,565	-11.8	967,541	-14.7
	Running 12 Month	64.8	-6.1	74.71	1.0	48.44	-5.1	315,047	2.7	204,249	-3.5	15,259,617	-2.5
Friday	Current Month	52.5	-15.9	68.89	-6.2	36.18	-21.1	24,400	1.8	12,817	-14.5	882,912	-19.8
	Year To Date	52.5	-15.9	68.89	-6.2	36.18	-21.1	24,400	1.8	12,817	-14.5	882,912	-19.8
	Running 12 Month	67.4	-6.5	74.73	1.0	50.34	-5.6	315,048	2.7	212,191	-3.9	15,857,974	-3.0
Saturday	Current Month	53.8	-15.1	68.23	-8.1	36.71	-22.0	24,400	1.8	13,127	-13.6	895,646	-20.6
	Year To Date	53.8	-15.1	68.23	-8.1	36.71	-22.0	24,400	1.8	13,127	-13.6	895,646	-20.6
	Running 12 Month	68.5	-6.0	75.17	0.9	51.47	-5.2	315,161	2.8	215,788	-3.4	16,220,582	-2.5
Weekday / Wee	ekend	I											
Weekday	Current Month	56.5	-11.7	72.59	-2.7	40.99	-14.0	140,300	1.8	79,219	-10.1	5,750,556	-12.5
(Sun-Thu)	Year To Date	56.5	-11.7	72.59	-2.7	40.99	-14.0	140,300	1.8	79,219	-10.1	5,750,556	-12.5
	Running 12 Month	63.1	-6.1	75.29	1.2	47.54	-5.0	1,581,677	2.4	998,670	-3.9	75,189,463	-2.7
Weekend	Current Month	53.2	-15.5	68.55	-7.2	36.45	-21.6	48,800	1.8	25,945	-14.0	1,778,558	-20.2
(Fri-Sat)	Year To Date	53.2	-15.5	68.55	-7.2	36.45	-21.6	48,800	1.8	25,945	-14.0	1,778,558	-20.2
	Running 12 Month	67.9	-6.3	74.95	0.9	50.90	-5.4	630,209	2.8	427,979	-3.7	32,078,556	-2.8
Total	Current Month	55.6	-12.6	71.59	-3.8	39.82	-15.9	189,100	1.8	105,164	-11.1	7,529,114	-14.5
	Year To Date	55.6	-12.6	71.59	-3.8	39.82	-15.9	189,100	1.8	105,164	-11.1	7,529,114	-14.5
	Running 12 Month	64.5	-6.2	75.19	1.1	48.50	-5.1	2,211,886	2.5	1,426,649	-3.8	107,268,019	-2.7

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For the Month of January 2018

							This `	Year										Pe	rcent C	hange ((%)				
		(Оссира	ncy (%)			AD	R			RevP	AR			Occupa	ncy (%)		ADR	(%)			RevP	AR (%)	
Curre Mont		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
		Truiis.	Огр.	Jon.		Truiis.	огр.	0011.		Truno.	Огр.	0011.		Truns.	Огр.	0011.		Truns.	огр.	0011.		Truns.	Огр.	Jon.	
2016					68.7				73.00				50.19				-0.7				-4.2				-4.9
	Sep				63.4				71.64				45.41				3.2				-2.2				0.9
	Oct				81.8				78.52				64.24				30.1				6.6				38.6
	Nov				76.1				77.19				58.73				34.1				7.2				43.7
	Dec				64.8				72.57				47.03				20.8				5.4				27.4
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				78.30				57.71				10.0				6.7				17.4
	Jul				68.4				76.89				52.56				-2.6				4.7				1.9
	Aug				65.7				77.41				50.86				-4.4				6.0				1.3
	Sep				66.0				77.88				51.43				4.2				8.7				13.3
	Oct				60.8				74.40				45.22				-25.7				-5.2				-29.6
	Nov	53.9	3.1	1.7	58.8	73.09	74.89	54.27	72.64	39.40	2.34	0.94	42.68				-22.8				-5.9				-27.3
	Dec	48.9	2.8	1.7	53.5	69.56	63.23	52.48	68.68		1.78	0.89	36.72				-17.5				-5.4				-21.9
	Jan	48.5	5.7	1.4	55.6	72.56	68.47	51.08	71.59		3.88	0.73	39.82				-12.6				-3.8				-15.9
2016	Jan	48.5	5.7	1.4	55.6	72.56	08.47	51.08	71.59	35.21	3.88	0.73	39.82				-12.0				-3.8				-15.9
Year To	o Date	·																Pe	rcent C	hange ((%)				
2016					55.4				71.52				39.63				-5.7				-3.0				-8.6
2017	Jan				63.7				74.40				47.36				14.9				4.0				19.5
	Jan	48.5	5.7	1.4		72.56	68.47	51.08	71.59	35.21	3.88	0.73	39.82				-12.6				-3.8				-15.9

Running 12	Month				Percent Change (%)	
2016 Jan	64.1	72.98	46.80	-1.4	-0.5	-2.0
2017 Jan	68.7	74.35	51.11	7.2	1.9	9.2
2018 Jan	64.5	75.19	48.50	-6.2	1.1	-5.1

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Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of January 2018

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STR Code	Name of Establishment	City & State	Zip Code		Open Date		Rms	J	F	M A	M J	IJ	A S	0	N D	J	FIN	I A	М .	JJ	Α	S	O N	I D	J	FIN	M A	M	JJ	Α	S	O N	D
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																											+
	Budget Inn	Fayetteville, NC	28301 28301	Jul 2009	Jun 1964 Jun 1925	130 0	V																										4
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010 Jul 2011	Jun 1925 Jun 1958	0	Y Y																										
	Closed - Independent Patel Motel Closed - Independent Town & Country Motel	Fayetteville, NC Fayetteville, NC	28301		Juli 1956	0																											Н
	, ,			Apr 2008																													
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0																										_	Н
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0																											+
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0																											Н
	Cloverleaf Motel	Fayetteville, NC	28301			22																											1
	Eastover Inn	Fayetteville, NC	28301	Can 100F	lum 1005	20 50	Υ																										4
	Economy Inn	Fayetteville, NC	28301	Sep 1995			Y																										+
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																									_	Н
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Y																										+
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121																											L
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49																											+
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30																			ш							_	Н
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114																											1
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0	Υ																								\perp	_	L
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108		S	SS	S	s s	S	s s	S	SS	S	s s	S	s s	S	S	s s	S	В	В								
	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																											
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013	Jan 1999	77	Υ																		ш						\perp		L
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995		130	Υ																										
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005		104																			ш						ш		L
	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		В	BE	3 B	ВВ	В	ВВ	B	3 B	В	ВВ	В	BE	3 B	В	BE	3 B	В	В								
	Homewood Suites Fayetteville	Fayetteville, NC	28303		U/C	111																											
	Knights Inn Fayettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997	Jun 1968	61																											
37019	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Y																										
25877	Red Lion Inn & Suites Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Oct 2017	Jun 1989	129	Y																В	В	В								
53828	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92										s	s s	s	s s	s	s	s s	s	s	s								
66800	Springhill Suites Fayetteville Fort Bragg	Fayetteville, NC	28303		U/C	121																											П
36796	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Y																										
59989	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93																									П		Г
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																											Г
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015		96																											
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008		0	Υ																										Г
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120																											
	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015		199	Υ																										Т
	WoodSpring Suites Fayetteville West	Fayetteville, NC	28304	Nov 2016		121																											
	Airport Inn Budget Motel	Fayetteville, NC	28306			30																											Т
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																											
	Carolina Motor Inn	Fayetteville, NC	28306			47																											Т
	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	00.20.0	ay 2001	32																											
	Roadside Inn Motel	Fayetteville, NC	28306			20																											
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	197	Υ																										
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115																											Н
	Baymont Inn & Suites Fayetteville I 95	Fayetteville, NC	28312	Dec 2017	May 1986	121																											1
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Υ																										Н
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																											+
	Davs Inn Favetteville South I 95 Exit 49	Favetteville, NC	28312	Sep 2009		97																											
					1. 1																												1
	Delux Inn	Fayetteville, NC	28312	Jun 1988	Jun 1988	51	Υ																									_	Н
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008		148																											-
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	74	Y																									_	-
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998		66	Υ																										
	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	115	Υ																									_	1
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008		81																											
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Υ																										1
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Dec 2017		76																											
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995		63																											\perp
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996		60																											
1267	SureStay Plus Hotel Fayetteville	Fayetteville, NC	28312	Nov 2017	Mar 1985	111	Υ																					1 1			ı I		

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of January 2018

								2016	6							201	17								20	18							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		F М	A N	1 J	J	A S	o	N D	J	F	ИΑ	м	J	JA	s	0	N D	J	F	М	A М	J	J	s	o	N D
67095	Tru by Hilton Fayetteville I 95	Fayetteville, NC	28312		U/C	109																											
20056	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Υ																										
	WoodSpring Suites Fayetteville Fort Bragg	Fayetteville, NC	28314	Nov 2016	Apr 2006	121																											
	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																											
	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																										
	Starlite Motel	Spring Lake, NC	28390			28																											
	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60																											
	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	erties:	80	6441			Montl							roup	o, Co	ntrac	t) O	nly													
								r -	Month	hly A	dditio	nal F	Rever	nue (Only																		

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

A blank row indicates insufficient data.



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Glossary:

For all STR definitions, please visit www.str.com/resources/glossary

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