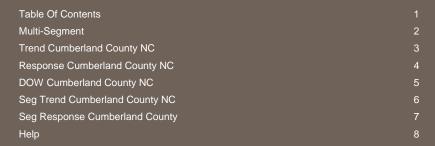
Date Created: Aug 16, 2018

Fayetteville Area CVB

For the Month of July 2018





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Fayetteville Area CVB

For the month of: July 2018

| | | | | (| Current Mont | h - July 20 | 18 vs Jul | y 2017 | | | | | | | | | Year to Date | - July 201 | 8 vs July | 2017 | | | | | | Part | icipation | |
|-----------------------|------|------|--------|--------|--------------|-------------|-----------|---------|--------|-----------|-------|------|------|------|--------|--------|--------------|------------|-----------|--------|----------|-------------|-------|--------------|--------|--------|-----------|--------|
| | Осс | % | AD | R | RevP | AR | | Percent | Change | from July | 2017 | | Осс | % | AD | R | RevP | AR | | Percen | t Change | from YTI | 2017 | | Prope | erties | Roo | ms |
| | 2040 | | 2012 | 2047 | 2042 | 2047 | 0 | 400 | D | Room | Room | Room | 2040 | 0047 | 2012 | 2017 | 0040 | 2047 | 0 | 400 | RevPAR | Room Rev | Room | Room Sold | | | | 01- |
| | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | Осс | | RevPAR | Rev | Avail | Sold | 2018 | 2017 | 2018 | 2017 | 2018 | 2017 | Осс | ADR | REVPAR | | Avail | | Census | Sample | Census | Sample |
| North Carolina | 68.2 | 69.0 | 106.85 | 106.21 | 72.87 | 73.33 | -1.2 | 0.6 | -0.6 | 1.6 | 2.2 | 0.9 | 63.9 | 64.2 | 103.14 | 101.28 | 65.88 | 65.03 | -0.5 | 1.8 | 1.3 | 3.9 | 2.6 | 2.0 | 1803 | 1184 | 157819 | 125088 |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cumberland County, NC | 65.2 | 68.4 | 78.60 | 76.89 | 51.24 | 52.56 | -4.6 | 2.2 | -2.5 | 1.1 | 3.7 | -1.1 | 64.7 | 68.3 | 77.25 | 76.00 | 49.98 | 51.92 | -5.3 | 1.6 | -3.7 | -0.5 | 3.4 | -2.1 | 70 | 51 | 6332 | 5291 |
| Johnston County, NC | 58.2 | 56.0 | 75.09 | 74.17 | 43.73 | 41.51 | 4.1 | 1.2 | 5.4 | 9.0 | 3.4 | 7.6 | 56.1 | 54.3 | 72.98 | 72.46 | 40.92 | 39.34 | 3.3 | 0.7 | 4.0 | 4.6 | 0.5 | 3.9 | 33 | 25 | 2293 | 1823 |
| Robeson County, NC | 66.5 | 64.2 | 77.96 | 77.54 | 51.87 | 49.80 | 3.6 | 0.5 | 4.2 | 1.4 | -2.7 | 0.9 | 61.6 | 66.1 | 74.69 | 76.55 | 46.01 | 50.63 | -6.9 | -2.4 | -9.1 | -11.6 | -2.7 | -9.4 | 28 | 15 | 1833 | 1188 |
| Wake County, NC | 67.2 | 68.6 | 102.03 | 97.82 | 68.59 | 67.06 | -1.9 | 4.3 | 2.3 | 5.6 | 3.2 | 1.2 | 69.3 | 70.2 | 105.63 | 102.53 | 73.22 | 72.02 | -1.3 | 3.0 | 1.7 | 6.6 | 4.8 | 3.4 | 140 | 130 | 16823 | 16048 |
| Durham County, NC | 67.0 | 64.2 | 98.42 | 95.01 | 65.90 | 61.03 | 4.2 | 3.6 | 8.0 | 8.0 | 0.0 | 4.2 | 68.4 | 67.6 | 105.61 | 103.81 | 72.22 | 70.16 | 1.2 | 1.7 | 2.9 | 3.7 | 0.8 | 2.0 | 65 | 61 | 8401 | 8008 |
| Edgecombe County, NC | | | | | | | | | | | | | | | | | | | | | | | | | 4 | 2 | 216 | 126 |
| Guilford County, NC | 63.5 | 59.5 | 94.38 | 86.32 | 59.90 | 51.40 | 6.6 | 9.3 | 16.5 | 16.4 | -0.1 | 6.5 | 59.5 | 58.9 | 97.54 | 93.28 | 58.09 | 54.90 | 1.2 | 4.6 | 5.8 | 5.7 | -0.1 | 1.1 | 85 | 68 | 10174 | 9052 |
| Harnett County, NC | 57.6 | 58.0 | 75.72 | 79.27 | 43.62 | 45.97 | -0.7 | -4.5 | -5.1 | -5.1 | 0.0 | -0.7 | 58.2 | 57.5 | 75.08 | 76.36 | 43.70 | 43.92 | 1.2 | -1.7 | -0.5 | -0.5 | 0.0 | 1.2 | 11 | 8 | 859 | 638 |
| Moore County, NC | 64.0 | 66.1 | 122.49 | 117.40 | 78.34 | 77.65 | -3.3 | 4.3 | 0.9 | 0.8 | -0.1 | -3.4 | 59.1 | 57.9 | 123.24 | 120.44 | 72.85 | 69.73 | 2.1 | 2.3 | 4.5 | 4.4 | -0.1 | 2.0 | 22 | 14 | 1958 | 1554 |

A blank row indicates insufficient data.

Fayetteville Area CVB For the Month of July 2018

Monthly Percent Change



Overall Percent Change

2016

48.54 49.07



| Occupancy (%) | | | | | | 2017 | | | | | | | | | 2018 | | | | ĬΓ |
|-----------------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|------|------|------|------|-------|------|-----|
| Occupancy (70) | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | |
| This Year | 65.5 | 71.0 | 71.3 | 64.8 | 73.7 | 68.4 | 65.7 | 66.0 | 60.8 | 58.8 | 53.5 | 55.6 | 63.7 | 70.9 | 67.7 | 63.7 | 66.0 | 65.2 | Ī |
| Last Year | 63.5 | 69.6 | 73.0 | 62.8 | 67.0 | 70.2 | 68.7 | 63.4 | 81.8 | 76.1 | 64.8 | 63.7 | 65.5 | 71.0 | 71.3 | 64.8 | 73.7 | 68.4 | |
| Percent Change | 3.0 | 1.9 | -2.3 | 3.1 | 10.0 | -2.6 | -4.4 | 4.2 | -25.7 | -22.8 | -17.5 | -12.7 | -2.6 | -0.1 | -5.0 | -1.6 | -10.5 | -4.6 | |
| T Grount Ghango | 0.0 | 1.0 | 2.0 | 0.1 | 10.0 | 2.0 | | 7.2 | 20.7 | 22.0 | 17.0 | 12.7 | 2.0 | 0.1 | 0.0 | 1.0 | 10.0 | 4.0 | 1 1 |

| | Year To Date | | Ru | nning 12 Months | |
|------|--------------|------|------|-----------------|------|
| 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| 65.9 | 68.3 | 64.7 | 63.8 | 69.4 | 63.1 |
| 67.0 | 65.9 | 68.3 | 64.7 | 63.8 | 69.4 |
| -1.6 | 3.6 | -5.3 | -1.5 | 8.8 | -9.0 |

| ADR | | | | | | 2017 | | | | | | | | | 2018 | | | 1 | |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----|
| 7.51. | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | 20 |
| This Year | 74.24 | 75.56 | 76.47 | 75.66 | 78.31 | 76.89 | 77.41 | 77.88 | 74.40 | 72.64 | 68.68 | 71.64 | 74.20 | 78.38 | 80.47 | 77.88 | 78.11 | 78.60 | 73 |
| Last Year | 72.39 | 73.70 | 77.09 | 73.04 | 73.38 | 73.46 | 73.00 | 71.64 | 78.52 | 77.19 | 72.57 | 74.40 | 74.24 | 75.56 | 76.47 | 75.66 | 78.31 | 76.89 | 73 |
| Percent Change | 2.6 | 2.5 | -0.8 | 3.6 | 6.7 | 4.7 | 6.0 | 8.7 | -5.2 | -5.9 | -5.4 | -3.7 | -0.1 | 3.7 | 5.2 | 2.9 | -0.3 | 2.2 | 0 |

| Year To Da | ate | Ru | nning 12 Months | |
|------------|-------|-------|-----------------|-------|
| 2017 | 2018 | 2016 | 2017 | 2018 |
| 76.00 | 77.25 | 73.38 | 75.51 | 76.13 |
| 73.62 | 76.00 | 72.84 | 73.38 | 75.51 |
| 3.2 | 1.6 | 0.7 | 2.9 | 0.8 |

| RevPAR | | | | | | 2017 | | | | | | | | | 2018 | | | |
|--------------|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 11.01171 | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Ye | ar 48.59 | 53.63 | 54.49 | 48.99 | 57.72 | 52.56 | 50.86 | 51.43 | 45.22 | 42.68 | 36.72 | 39.82 | 47.30 | 55.55 | 54.47 | 49.62 | 51.51 | 51.24 |
| Last Ye | ar 46.00 | 51.33 | 56.24 | 45.86 | 49.15 | 51.57 | 50.19 | 45.41 | 64.24 | 58.73 | 47.03 | 47.36 | 48.59 | 53.63 | 54.49 | 48.99 | 57.72 | 52.56 |
| Percent Chan | ge 5.6 | 4.5 | -3.1 | 6.8 | 17.4 | 1.9 | 1.3 | 13.3 | -29.6 | -27.3 | -21.9 | -15.9 | -2.7 | 3.6 | 0.0 | 1.3 | -10.7 | -2.5 |
| | | | | | | | | | | | | | | | | | | |

| Year To Date | | Ru | nning 12 Months | |
|--------------|-------|-------|-----------------|-------|
| 2017 | 2018 | 2016 | 2017 | 2018 |
| 51.92 | 49.98 | 46.80 | 52.41 | 48.06 |
| 48.54 | 51.92 | 47.15 | 46.80 | 52.41 |
| 7.0 | -3.7 | -0.7 | 12.0 | -8.3 |

| Supply | | | | | | 2017 | | | | | | | | | 2018 | | | |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| опрр., | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 167,860 | 185,845 | 179,850 | 185,845 | 179,850 | 189,348 | 189,348 | 183,300 | 189,410 | 183,030 | 189,100 | 189,100 | 170,800 | 192,541 | 186,330 | 192,541 | 189,960 | 196,292 |
| Last 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 |
| Percent Change | 1.7 | 1.7 | 1.7 | 1.7 | 1.7 | 3.6 | 3.6 | 3.6 | 3.6 | 3.5 | 1.8 | 1.8 | 1.8 | 3.6 | 3.6 | 3.6 | 5.6 | 3.7 |

| | Year To Date | | Ru | nning 12 Months | |
|-----------|--------------|-----------|-----------|-----------------|-----------|
| 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| 1,249,740 | 1,274,443 | 1,317,564 | 2,151,859 | 2,179,478 | 2,251,752 |
| 1,250,588 | 1,249,740 | 1,274,443 | 2,147,340 | 2,151,859 | 2,179,478 |
| -0.1 | 2.0 | 3.4 | 0.2 | 1.3 | 3.3 |

| Demand | | | | | | 2017 | | | | | | | | | 2018 | | | |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 50 | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 109,871 | 131,905 | 128,165 | 120,335 | 132,556 | 129,445 | 124,400 | 121,053 | 115,123 | 107,543 | 101,092 | 105,100 | 108,882 | 136,461 | 126,127 | 122,669 | 125,280 | 127,958 |
| Last Year | 104,887 | 127,281 | 129,015 | 114,739 | 118,461 | 128,290 | 125,632 | 112,109 | 149,518 | 134,572 | 120,441 | 118,300 | 109,871 | 131,905 | 128,165 | 120,335 | 132,556 | 129,445 |
| Percent Change | 4.8 | 3.6 | -0.7 | 4.9 | 11.9 | 0.9 | -1.0 | 8.0 | -23.0 | -20.1 | -16.1 | -11.2 | -0.9 | 3.5 | -1.6 | 1.9 | -5.5 | -1.1 |

| | Year To Date | | Ru | nning 12 Months | |
|---------|--------------|---------|-----------|-----------------|---------|
| 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| 823,925 | 870,577 | 852,477 | 1,372,545 | 1,512,849 | 1,421,6 |
| 837,943 | 823,925 | 870,577 | 1,390,069 | 1,372,545 | 1,512,8 |
| -17 | 6.7 | -2.1 | -12 | 10.2 | -6.0 |

| Revenue | | | | | | 2017 | | | | | | | | | 2018 | | | |
|----------------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| This Year | 8,157,011 | 9,966,922 | 9,800,905 | 9,105,131 | 10,380,171 | 9,952,765 | 9,629,486 | 9,427,700 | 8,564,654 | 7,811,500 | 6,943,271 | 7,529,391 | 8,078,872 | 10,695,434 | 10,149,952 | 9,553,078 | 9,785,318 | 10,057,829 |
| Last Year | 7,592,793 | 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 | 8,157,011 | 9,966,922 | 9,800,905 | 9,105,131 | 10,380,171 | 9,952,765 |
| Percent Change | 7.4 | 6.3 | -1.5 | 8.6 | 19.4 | 5.6 | 5.0 | 17.4 | -27.0 | -24.8 | -20.6 | -14.5 | -1.0 | 7.3 | 3.6 | 4.9 | -5.7 | 1.1 |
| | | | | | | | | | | | | | | | | | | |

| | Year To Date | | Ru | nning 12 Months | |
|------------|--------------|------------|-------------|-----------------|-------------|
| 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| 60,657,738 | 66,164,419 | 65,849,874 | 100,711,181 | 114,233,476 | 108,226,485 |
| 61,368,227 | 60,657,738 | 66,164,419 | 101,252,424 | 100,711,181 | 114,233,476 |
| | | | | | |

| Census % | | | | | | 2017 | | | | | | | | | 2018 | | | |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Celisus /6 | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| Census Props | 65 | 65 | 65 | 65 | 65 | 66 | 66 | 66 | 66 | 66 | 67 | 67 | 67 | 68 | 68 | 69 | 70 | 70 |
| Census Rooms | 5995 | 5995 | 5995 | 5995 | 5995 | 6108 | 6108 | 6110 | 6110 | 6101 | 6100 | 6100 | 6100 | 6211 | 6211 | 6211 | 6332 | 6332 |
| % Rooms Participants | 83.7 | 83.7 | 83.7 | 83.7 | 83.7 | 82.1 | 84.0 | 84.0 | 84.0 | 83.9 | 82.0 | 83.9 | 83.9 | 84.2 | 84.2 | 84.2 | 84.5 | 83.6 |

A blank row indicates insufficient data.

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of July 2018

| | | | | | | | | 2016 | | | | | | | 201 | 7 | | | | | | | 2018 | | | | | | |
|----------|--|--------------------------------------|----------------|----------------------|----------------------|----------|---------------|------|-----|----|-----|-----|-----|-----|-----|-----|-----|-----|------|---|------|---|------|---|-----|------|----|---------|---------------|
| STR Code | Name of Establishment | City & State | Zip Code | Aff Date | Open Date | Rooms | Chg in Rms | J F | М | АМ | J, | JA | s c | NE | J | F M | A | / J | JA | s | o N | D | J F | м | A I | ИЈ | JA | s | O N |
| | American Eagle Inn | Fayetteville, NC | 28301 | Jun 2012 | Jun 1967 | 43 | | | | | | | | | | | | | | | | | | | | | | | |
| | Budget Inn | Fayetteville, NC Fayetteville, NC | 28301 28301 | Jul 2009 Nov 2010 | Jun 1964 Jun 1925 | 130 | V | | | | | | | | | | | | | | | | | | | | _ | | \rightarrow |
| | Closed - Independent Hotel Prince Charles Closed - Independent Patel Motel | Fayetteville, NC | 28301 | Jul 2011 | Jun 1925 Jun 1958 | 0 | Y | | | | | | | | | | | | | | | | | | | | | | |
| | Closed - Independent Faler Moter Closed - Independent Town & Country Motel | Fayetteville, NC | 28301 | Apr 2008 | Juli 1936 | 0 | 1 V | | | | | | | | | | | | | | | | | | | | | | |
| | Closed Days Inn Central Fayetteville | Fayetteville, NC | 28301 | Apr 2000 | | 0 | Ý | | | | | | | | | | | | | | | | | | | | | | |
| | Closed St James Inn | Fayetteville, NC | 28301 | Jan 1991 | | 0 | Y | | | | | | | | | | | | | | | | | | | | | | |
| | Closed Travel Inn | Fayetteville, NC | 28301 | Jun 2004 | | 0 | Ý | | П | | | | | | | | | П | | П | | П | | П | | | | ш | |
| | Cloverleaf Motel | Fayetteville, NC | 28301 | | | 22 | | | | | | | | | | | | | | | | | | | | | | | |
| 25291 | Eastover Inn | Fayetteville, NC | 28301 | | | 20 | | | | | | | | | | | | | | | | | | П | | | | | |
| 6498 | Economy Inn | Fayetteville, NC | 28301 | Sep 1995 | Jun 1985 | 50 | Υ | | | | | | | | | | | | | | | | | | | | | | |
| | Night Inn | Fayetteville, NC | 28301 | Sep 2011 | Jun 1972 | 50 | Υ | | | | | | | | | | | | | | | | | | | | | | |
| | Regency Inn | Fayetteville, NC | 28301 | Jul 2003 | Jun 1971 | 105 | Υ | | | | | | | | | | | | | | | | | | | | | | |
| | WoodSpring Suites Fayetteville | Fayetteville, NC | 28301 | Nov 2017 | Oct 2007 | 121 | | • • | • | • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • • | • • | • | | |
| | 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 | 0 0 | 0 0 | 0 | 0 0 | 0 | 0 0 | 0 | 0 0 | 0 | 0 0 | 0 | 0 | | |
| | Boulevard Motel | Fayetteville, NC | 28303 | Jun 1967 | Jun 1967 | 30 | | | | | | | | | | | | | | | | | | | | | | \perp | \perp |
| | Candlewood Suites Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Jan 2011 | Jan 2011 | 114 | | • • | • | • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • | • | • | 4 | |
| | Closed - Independent Cottonade Square | Fayetteville, NC | 28303 | Aug 2014 | | 0 | Υ | | | | | | | | | | | | | | | | | | | | | ш | \perp |
| | Courtyard Fayetteville | Fayetteville, NC | 28303 | Jan 1991 | Jan 1991 | 108 | | • • | • | • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • | • | • | 4 | |
| | Days Inn & Suites Fayetteville Northwest Fort Bragg Area | Fayetteville, NC | 28303 | Mar 2014 | Jun 1988 | 119 | Υ | • • | • | • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • • | • | • | ш | \perp |
| | Embassy Suites Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Apr 2012 | Apr 2012 | 165 | | • • | • | • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • | • | • | 4 | |
| | Extended Stay America Fayetteville Cross Creek Mall | Fayetteville, NC | 28303 | Apr 2013 | Jan 1999 | 77 | Y | • • | • (| • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • • | • | • | \perp | \perp |
| | Hampton Inn Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Dec 1995 | Dec 1995 | 130 | Υ | • • | • | • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • | • | • | | 4 |
| | Hilton Garden Inn Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Nov 2005 | Nov 2005 | 104 | ., | • • | • | • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • • | • | • | | \perp |
| | Holiday Inn Express & Suites Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Feb 2000 | Jan 1998 | 89 | Y | • • | • | • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • | • | • | 4 | |
| | Home2 Suites Fayetteville | Fayetteville, NC | 28303 | Feb 2011 | Feb 2011 | 118 | | • • | • (| • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • • | • | • | \perp | \perp |
| | Homewood Suites Fayetteville | Fayetteville, NC | 28303 | Mar 2018 | Mar 2018 | 111 | | | | | | | | | | | | | | | | | | • | • | • | • | | 4 |
| | Knights Inn Fayettevile | Fayetteville, NC | 28303 | Dec 1997 | Jun 1968 | 61 | | • • | • | • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • | • | _ | | \perp |
| | Motel 6 Fayetteville | Fayetteville, NC | 28303 | May 2018 | May 2018 | 71 | ., | | | | | | | | | | | | | | | | | | C | • | • | 4 | |
| | Quality Inn & Suites Fort Bragg Fayetteville | Fayetteville, NC | 28303 | Nov 2012 | Jun 1980 | 109 | Y | • • | • (| • | • • | • (| • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • | • | • | | |
| | Red Lion Inn & Suites Fayetteville Cross Creek Mall | Fayetteville, NC | 28303 | Oct 2017 | Jun 1989 | 129 | Υ | • • | • | • | • • | • | • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • | • | • | - | |
| | Residence Inn Fayetteville Cross Creek | Fayetteville, NC | 28303 | Dec 2006 | Dec 2006 | 92 | | • • | • (| • | • • | • (| • • | • • | • | • • | • • | • | • • | • | • • | • | • • | • | • | • | • | | |
| | Springhill Suites Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Jun 2018 | Jun 2018 | 121 | | | | | | | | | | | | | | | | | | | | 0 | • | - | |
| | Studio 6 Fayetteville | Fayetteville, NC | 28303 28303 | May 2018 Jul 2009 | Jun 1998 | 55 93 | Y | • | • | • | • | • ' | • | • | • | • | • | • | • | • | • | • | • | • | • | • | • | | _ |
| | TownePlace Suites Fayetteville Cross Creek Tropical Motel | Fayetteville, NC | | | Jul 2009 Jun 1970 | | | • | • • | • | • | • " | • • | | • | • • | • | • | • • | • | • • | • | • • | • | • | • | • | | |
| | । ropical Motel Wingate by Wyndham Fayetteville Fort Bragg | Fayetteville, NC | 28303 28303 | Jun 1970 | | 80 85 | | | | | | | | | | | | | _ _ | | | | | | | | | | _ |
| | Baymont Inn & Suites Fayetteville Fort Bragg Area | Fayetteville, NC Fayetteville, NC | 28304 | Aug 1998 Aug 2015 | Aug 1998 Aug 2015 | 96 | | | | | • | • | • | | • | • | • | • | | | • • | | • | • | • | | • | | |
| | Closed - Independent Becks Motel | Fayetteville, NC | 28304 | Sep 2008 | Aug 2015 | 0 | Υ | • • | | • | • | - | • • | • • | • | • • | • | • | • | • | • • | • | • • | • | • | | - | | _ |
| | Extended Stay America Fayetteville Owen Drive | Fayetteville, NC | 28304 | Jul 1997 | Jul 1997 | 120 | 1 | | | | | | | | | | | | | | | | | | | | | | |
| | Ramada Plaza Fayetteville Fort Bragg Area | Fayetteville, NC | 28304 | Aug 2015 | Jun 1974 | 199 | V | | | | | | | | | | | | | | | | | | | | | | |
| | WoodSpring Suites Fayetteville West | Fayetteville, NC | 28304 | Nov 2016 | Apr 2006 | 121 | | | | | | | | | | | | | | | | | | | | | | | |
| | Airport Inn Budget Motel | Fayetteville, NC | 28306 | 1400 2010 | Apr 2000 | 30 | | | | | | | • | | - | • | • | - | • | | • | | • | | • | | | | |
| | Ambassador Inn | Fayetteville, NC | 28306 | Jun 2012 | Jun 1964 | 62 | | | | | | | | | | | | | | | | | | | | | | | |
| | Carolina Motor Inn | Fayetteville, NC | 28306 | 3411 Z012 | Juli 1304 | 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 | | | | | | | | | | | | | | | | | | | | | | | |
| | 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 | | | | | | | | | | | | | | | | | | | | | | | |
| | Baymont Inn & Suites Fayetteville I 95 | Fayetteville, NC | 28312 | Dec 2017 | May 1986 | 121 | | | | | | | | | • | | | • | | • | • 0 | | | • | | • | • | | |
| | Closed Days Inn Fayetteville Inn | Fayetteville, NC | 28312 | Jan 2005 | Jun 1985 | 0 | Υ | | | | | | | | | | | | | | | | | | | | | | |
| | Comfort Inn Fayetteville | Fayetteville, NC | 28312 | | Apr 2000 | 61 | | | | | | | | | • | | | • | | | | | | • | | | • | | |
| | Days Inn Fayetteville South I 95 Exit 49 | Fayetteville, NC | 28312 | Sep 2009 | May 1986 | 97 | | | • | • | | | | | • | • • | | • | | • | • • | • | | • | | | • | | |
| | Delux Inn | Fayetteville, NC | 28312 | | Jun 1988 | 51 | | | | | | | | | | | | | | | | | | | | | | | |
| | Doubletree Fayetteville | Fayetteville, NC | 28312 | May 2008 | | 148 | Υ | | • | • | | | • • | | • | • • | | • | | • | • • | • | | • | | • | • | | |
| | Econo Lodge Fayetteville | Fayetteville, NC | 28312 | Jan 1989 | Jan 1989 | 74 | Υ | • • | • | • | • • | • | • • | | • | • • | • • | • | • • | • | • • | • | • • | • | • • | • | • | | |
| | Fairfield Inn Fayetteville I 95 | Fayetteville, NC | 28312 | Sep 1998 | Sep 1998 | 66 | Υ | • • | • | • | • • | • | • • | | • | • • | | • | • • | • | • • | • | • • | • | • • | • | • | | |
| | Hampton Inn & Suites Fayetteville | Fayetteville, NC | 28312 | Jul 2017 | Jul 2017 | 114 | | | | | | | | | | | | | • | • | • • | • | | • | | • | • | | |
| 285 | 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 | • • | • | • | • • | • | • • | | • | • • | • • | • | • • | • | • • | • | • • | • | • • | • | • | | |
| 42792 | Quality Inn Fayetteville | Fayetteville, NC | 28312 | Aug 2008 | Feb 1998 | 81 | | • • | • | • | • • | | • • | | • | • • | • • | • | • • | • | • • | • | • • | • | • • | • | • | | |
| 34632 | Red Roof Inn Fayetteville | Fayetteville, NC | 28312 | | Nov 1997 | 55 | Υ | | • | • | • • | • | • • | | • | • • | | • | • • | • | • • | • | • • | • | • • | • | • | | |
| | Rodeway Inn Fayetteville | Fayetteville, NC | 28312 | | Dec 2017 | 76 | | | | | | | | | | | | | | | | 0 | • • | • | • • | • | • | | |
| 32407 | Sleep Inn Fayetteville | Fayetteville, NC | 28312 | Nov 1995 | Nov 1995 | 63 | | | | | | | | | • | | | • | | | | | | | | | • | | |
| | Super 8 Favetteville | Fayetteville, NC | 28312 | | | 00 | | | - 1 | | | | | | | | | | | | - 1- | | | | | | | | |

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of July 2018

| | | | | | | | | 2016 | | | | | | | | 2017 | | | | | | | 2 | 2018 | | | | | | |
|----------|--|------------------|-------------|----------|-----------|-------|---------------|------|-------|--------|--------|-------|--------|-------|---|-------|---|----|---|------|---|------|---|------|---|---|------|---|----|-------|
| STR Code | Name of Establishment | City & State | Zip Code | Aff Date | Open Date | Rooms | Chg in Rms | J F | M | A N | IJ | JA | s | o N | D | J F | м | АМ | J | JA | s | 0 1 | D | J F | м | A | мЈ | J | AS | O N D |
| 4267 | SureStay Plus Hotel Fayetteville | Fayetteville, NC | 28312 | Nov 2017 | Mar 1985 | 111 | Υ | • • | • | • • | • | • • | • | • | • | • | • | • | • | • • | • | • • | • | • • | • | • | • | • | | |
| 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 | • • | | • • | • | • • | • | • • | • | • • | • | • | • | • • | • | • • | • | • • | • | • | • | • | | |
| 55750 | WoodSpring Suites Fayetteville Fort Bragg | Fayetteville, NC | 28314 | Nov 2016 | Apr 2006 | 121 | | • • | | • • | • | • • | • | • | • | • | • | • | • | • • | • | • • | • | • • | • | • | • | • | | |
| 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 | | | | | | | | | 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: | 81 | 6441 | | 0 - | Month | nly da | ta red | ceive | d by S | STR | | | | | | | | | | | | | | | | |

o - Monthly data received by STR

Blank - No data received by STR

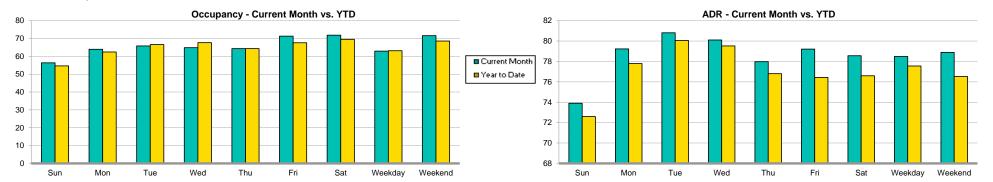
Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

A blank row indicates insufficient data.

 ⁻ Monthly and daily data received by STR

Fayetteville Area CVB

For the Month of July 2018



| | | Occupancy | (%) | ADR | | RevPA | AR | Supp | ly | Dema | nd | Rever | nue |
|--------------|------------------|-----------|-------|-------|-------|-------|-------|-----------|-------|-----------|-------|-------------|-------|
| Day of Week | | | % Chg | | % Chg | | % Chg | • | % Chg | | % Chg | | % Chg |
| Sunday | Current Month | 56.4 | -1.9 | 73.90 | 0.6 | 41.68 | -1.4 | 31,660 | 3.7 | 17,855 | 1.7 | 1,319,594 | 2.2 |
| | Year To Date | 54.6 | -3.2 | 72.59 | 1.0 | 39.66 | -2.2 | 186,531 | 0.1 | 101,912 | -3.2 | 7,398,146 | -2.2 |
| | Running 12 Month | 53.2 | -8.1 | 71.57 | 0.0 | 38.06 | -8.1 | 320,857 | 3.3 | 170,616 | -5.0 | 12,210,421 | -5.1 |
| Monday | Current Month | 64.0 | -1.4 | 79.23 | 3.4 | 50.68 | 1.9 | 31,660 | 3.7 | 20,253 | 2.2 | 1,604,657 | 5.6 |
| | Year To Date | 62.4 | -5.8 | 77.79 | 2.4 | 48.57 | -3.5 | 192,631 | 3.3 | 120,267 | -2.6 | 9,355,337 | -0.3 |
| | Running 12 Month | 61.4 | -9.1 | 76.84 | 1.8 | 47.20 | -7.5 | 320,857 | 1.4 | 197,115 | -7.8 | 15,145,924 | -6.2 |
| Tuesday | Current Month | 65.9 | -0.5 | 80.81 | 3.1 | 53.23 | 2.6 | 31,660 | 29.6 | 20,852 | 28.9 | 1,685,120 | 32.9 |
| | Year To Date | 66.6 | -5.2 | 80.06 | 2.8 | 53.33 | -2.5 | 192,631 | 6.8 | 128,311 | 1.3 | 10,272,600 | 4.1 |
| | Running 12 Month | 64.7 | -9.9 | 78.74 | 1.9 | 50.94 | -8.2 | 326,965 | 5.3 | 211,518 | -5.1 | 16,654,999 | -3.3 |
| Wednesday | Current Month | 64.9 | -12.4 | 80.10 | 1.9 | 51.95 | -10.7 | 25,328 | 3.7 | 16,427 | -9.2 | 1,315,853 | -7.5 |
| | Year To Date | 67.7 | -7.2 | 79.53 | 2.3 | 53.84 | -5.0 | 186,299 | 3.3 | 126,113 | -4.1 | 10,029,478 | -1.8 |
| | Running 12 Month | 66.1 | -10.1 | 78.34 | 1.8 | 51.80 | -8.5 | 320,624 | 3.3 | 211,992 | -7.1 | 16,607,604 | -5.5 |
| Thursday | Current Month | 64.3 | -7.4 | 77.98 | 2.0 | 50.17 | -5.6 | 25,328 | 3.7 | 16,294 | -4.0 | 1,270,637 | -2.1 |
| | Year To Date | 64.3 | -6.5 | 76.80 | 1.9 | 49.41 | -4.8 | 186,410 | 3.4 | 119,924 | -3.4 | 9,210,010 | -1.5 |
| | Running 12 Month | 63.0 | -9.9 | 75.69 | 0.9 | 47.65 | -9.1 | 320,735 | 3.3 | 201,931 | -7.0 | 15,283,196 | -6.1 |
| Friday | Current Month | 71.4 | -2.9 | 79.22 | 3.0 | 56.53 | 0.0 | 25,328 | 3.7 | 18,074 | 0.6 | 1,431,746 | 3.7 |
| | Year To Date | 67.6 | -5.5 | 76.43 | 0.7 | 51.70 | -4.8 | 186,531 | 3.5 | 126,159 | -2.2 | 9,642,721 | -1.5 |
| | Running 12 Month | 65.9 | -8.9 | 75.28 | -0.3 | 49.64 | -9.2 | 320,857 | 3.3 | 211,551 | -5.9 | 15,926,444 | -6.2 |
| Saturday | Current Month | 71.9 | -4.0 | 78.57 | 1.3 | 56.47 | -2.8 | 25,328 | -17.1 | 18,204 | -20.4 | 1,430,223 | -19.4 |
| | Year To Date | 69.6 | -3.9 | 76.60 | 0.1 | 53.30 | -3.8 | 186,531 | 3.4 | 129,791 | -0.6 | 9,941,583 | -0.5 |
| | Running 12 Month | 67.6 | -7.2 | 75.58 | -0.5 | 51.11 | -7.7 | 320,857 | 3.3 | 216,966 | -4.1 | 16,397,898 | -4.6 |
| Weekday / We | ekend | I | | | | | | | | | | | |
| Weekday | Current Month | 63.0 | -4.6 | 78.49 | 2.3 | 49.41 | -2.3 | 145,636 | 8.4 | 91,681 | 3.4 | 7,195,860 | 5.8 |
| (Sun-Thu) | Year To Date | 63.2 | -5.5 | 77.56 | 2.2 | 48.98 | -3.5 | 944,502 | 3.4 | 596,527 | -2.4 | 46,265,571 | -0.2 |
| | Running 12 Month | 61.7 | -9.5 | 76.42 | 1.3 | 47.14 | -8.2 | 1,610,038 | 3.3 | 993,171 | -6.5 | 75,902,143 | -5.2 |
| Weekend | Current Month | 71.6 | -3.6 | 78.89 | 2.1 | 56.50 | -1.5 | 50,656 | -7.9 | 36,277 | -11.1 | 2,861,969 | -9.3 |
| (Fri-Sat) | Year To Date | 68.6 | -4.7 | 76.52 | 0.4 | 52.50 | -4.3 | 373,062 | 3.4 | 255,950 | -1.4 | 19,584,303 | -1.0 |
| | Running 12 Month | 66.8 | -8.1 | 75.43 | -0.4 | 50.37 | -8.4 | 641,714 | 3.3 | 428,517 | -5.0 | 32,324,342 | -5.4 |
| Total | Current Month | 65.2 | -4.6 | 78.60 | 2.2 | 51.24 | -2.5 | 196,292 | 3.7 | 127,958 | -1.1 | 10,057,829 | 1.1 |
| | Year To Date | 64.7 | -5.3 | 77.25 | 1.6 | 49.98 | -3.7 | 1,317,564 | 3.4 | 852,477 | -2.1 | 65,849,874 | -0.5 |
| | Running 12 Month | 63.1 | -9.0 | 76.13 | 0.8 | 48.06 | -8.3 | 2,251,752 | 3.3 | 1,421,688 | -6.0 | 108,226,485 | -5.3 |

A blank row indicates insufficient data.

For the Month of July 2018

| | | | | | | | This ` | Year | | | | | | | | | | Pe | rcent C | hange (| (%) | | | | |
|---------------|-----|--------|--------|---------|-------|--------|--------|-------------|-------|--------|------|------|-------|--------|--------|---------|-------|--------|---------|---------|--------|--------|------|--------|-------|
| | | (| Оссира | ncy (%) | ١ | | AD | R | | | RevP | PAR | | | 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 |
| 2017 | 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 | | | | 54.49 | | | | -2.3 | | | | -0.8 | | | | -3.1 |
| | May | | | | 64.8 | | | | 75.66 | | | | 48.99 | | | | 3.1 | | | | 3.6 | | | | 6.8 |
| | Jun | | | | 73.7 | | | | 78.31 | | | | 57.72 | | | | 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 | 34.04 | 1.78 | 0.89 | 36.72 | | | | -17.5 | | | | -5.4 | | | | -21.9 |
| 2018 | Jan | 48.5 | 5.7 | 1.4 | 55.6 | 72.61 | 68.51 | 51.11 | 71.64 | 35.21 | 3.88 | 0.73 | 39.82 | | | | -12.7 | | | | -3.7 | | | | -15.9 |
| | Feb | 58.7 | 3.7 | 1.4 | 63.7 | 74.43 | 77.39 | 55.87 | 74.20 | 43.70 | 2.84 | 0.76 | 47.30 | | | | -2.6 | | | | -0.1 | | | | -2.7 |
| | Mar | 60.7 | 8.7 | 1.4 | 70.9 | 78.71 | 79.35 | 58.67 | 78.38 | 47.78 | 6.92 | 0.85 | 55.55 | | | | -0.1 | | | | 3.7 | | | | 3.6 |
| | Apr | 55.9 | 10.3 | 1.4 | 67.7 | 80.31 | 84.10 | 60.46 | 80.47 | 44.91 | 8.70 | 0.86 | 54.47 | | | | -5.0 | | | | 5.2 | | | | 0.0 |
| | May | | | | 63.7 | | | | 77.88 | | | | 49.62 | | | | -1.6 | | | | 2.9 | | | | 1.3 |
| | Jun | 58.7 | 5.9 | 1.3 | 66.0 | 77.70 | 85.91 | 61.41 | 78.11 | 45.61 | 5.08 | 0.82 | 51.51 | | | | -10.5 | | | | -0.3 | | | | -10.7 |
| | Jul | 57.3 | 6.5 | 1.4 | 65.2 | 78.65 | 84.46 | 49.31 | 78.60 | 45.08 | 5.47 | 0.69 | 51.24 | | | | -4.6 | | | | 2.2 | | | | -2.5 |
| Voor To | | | | | | | | | | | | | _ | | | | | | roont C | | (0.4.) | | | | |

| Year T | o Date | • | | | | | | | | | | | | | Percent Change (%) | |
|--------|--------|------|-----|-----|------|-------|-------|-------|-------|-------|------|------|-------|------|--------------------|------|
| 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 |
| 2018 | Jul | 56.7 | 6.5 | 1.4 | 64.7 | 77.42 | 80.42 | 55.80 | 77.25 | 43.93 | 5.24 | 0.80 | 49.98 | -5.3 | 1.6 | -3.7 |

| Runnii | ng 12 | Month | | | | | | | | | | | | | Percent Change (%) | |
|--------|-------|-------|-----|-----|------|-------|-------|-------|-------|-------|------|------|-------|------|--------------------|--------|
| 2016 | Jul | | | | 63.8 | | | | 73.38 | | | | 46.80 | -1.5 | 0. | 7 -0.7 |
| 2017 | Jul | | | | 69.4 | | | | 75.51 | | | | 52.41 | 8.8 | 2. | 9 12.0 |
| 2018 | Jul | 55.9 | 5.7 | 1.5 | 63.1 | 76.50 | 78.21 | 54.82 | 76.13 | 42.78 | 4.44 | 0.84 | 48.06 | -9.0 | 0. | 8 -8.3 |

A blank row indicates insufficient data.

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of July 2018

| | | | | | | | Charles | 2016 | 5 | | | | | - | | 20 | 17 | | | | | | | - | | 20 | 18 | | | | Ţ. | | | 4 | 4 |
|----------|---|--------------------------------------|----------------|----------------------|----------------------|------------|---------------|------|-----|---|-------|-----|-----|-----|-----|-----|----|-------|------------------|-----|----|-----|-----|------|---|----|----|-----|-----|------|-----|---|---|---------|---|
| STR Code | Name of Establishment | City & State | Zip Code | Aff Date | Open Date I | | Chg in Rms | ١., | - М | | M . | .∣. | A S | | N | П | _ | м , | , _M | ١. | ١. | ۸, | ، ا | N | | ١. | F | м | A I | м | .∣. | _ | ۰ | _ | N |
| | American Eagle Inn | Fayetteville, NC | 28301 | Jun 2012 | Jun 1967 | 43 | Kills | J | IVI | _ | IVI J | , , | A | , 0 | 14 | 0 0 | - | IVI F | -\ IV | 1 3 | 9 | ^ ' | 3 (| J 14 | - | - | H | IVI | ^ ' | VI C | , , | ^ | 3 | | |
| | Budget Inn | Fayetteville, NC | 28301 | Jul 2009 | Jun 1964 | 130 | | | | | | | | | | | | | | | | | | | | | | | | | | | | т | т |
| | Closed - Independent Hotel Prince Charles | Fayetteville, NC | 28301 | Nov 2010 | Jun 1925 | 0 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8366 | Closed - Independent Patel Motel | Fayetteville, NC | 28301 | Jul 2011 | Jun 1958 | 0 | Υ | | | | | | | | | | П | | | | | | | | П | | | | | | Т | | | П | Т |
| 25299 | 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25298 | Closed St James Inn | Fayetteville, NC | 28301 | Jan 1991 | | 0 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed Travel Inn | Fayetteville, NC | 28301 | Jun 2004 | | 0 | Υ | | | | | | | | | | | | | | | | | | | | ш | | | | | | | | |
| | Cloverleaf Motel | Fayetteville, NC | 28301 | | | 22 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Eastover Inn | Fayetteville, NC | 28301 | | | 20 | ., | | | | | | | | | | | | | | | | | | | | | | | | | | | _ | _ |
| | Economy Inn | Fayetteville, NC | 28301 | Sep 1995 | Jun 1985 | 50 | Y | | | | | | | | | | | | | | | | | | | | | | | | | | | | 4 |
| | Night Inn | Fayetteville, NC | 28301 | Sep 2011 | Jun 1972 | 50 | Y | | | | | | | | | | | | | | | | | | | | | | | | | | | _ | |
| | Regency Inn | Fayetteville, NC | 28301 | Jul 2003 | Jun 1971 | 105 | Y | | | | | | | | | | | | | | | | | | | | | | | | | | | | + |
| | WoodSpring Suites Fayetteville Affordable Suites Fayetteville | Fayetteville, NC Fayetteville, NC | 28301 28303 | Nov 2017 Jan 2014 | Oct 2007 Jan 2014 | 121 49 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Boulevard Motel | Fayetteville, NC | 28303 | Jun 1967 | Jun 1967 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | - |
| | Candlewood Suites Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Jan 2011 | Jan 2011 | 114 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed - Independent Cottonade Square | Fayetteville, NC | 28303 | Aug 2014 | 00112011 | 0 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | т |
| | 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 | В | В | S | s | Вѕ | s | S | | | | |
| | Days Inn & Suites Fayetteville Northwest Fort Bragg Area | Fayetteville, NC | 28303 | Mar 2014 | Jun 1988 | 119 | Υ | 3 | | | _ | | 3 | | | | | - 3 | | | | | 3 | | | | | | | 3 | | | | П | |
| | 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 | | | | | | | | | | | | | | | | | П | | | | | | | | | | Т | |
| | Hampton Inn Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Dec 1995 | Dec 1995 | 130 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hilton Garden Inn Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Nov 2005 | Nov 2005 | 104 | | | | | | | | | | | П | | | | | | | | П | | | | | | Т | | | П | Т |
| 36100 | Holiday Inn Express & Suites Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Feb 2000 | Jan 1998 | 89 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 60760 | Home2 Suites Fayetteville | Fayetteville, NC | 28303 | Feb 2011 | Feb 2011 | 118 | | ВВ | В | В | в в | В | в в | В | ВЕ | 3 B | В | в в | В | В | В | ВЕ | 3 B | В | В | В | В | В | ВЕ | з В | В | | | | П |
| 66525 | Homewood Suites Fayetteville | Fayetteville, NC | 28303 | Mar 2018 | Mar 2018 | 111 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25293 | Knights Inn Fayettevile | Fayetteville, NC | 28303 | Dec 1997 | Jun 1968 | 61 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | П |
| 67605 | Motel 6 Fayetteville | Fayetteville, NC | 28303 | May 2018 | May 2018 | 71 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Quality Inn & Suites Fort Bragg Fayetteville | Fayetteville, NC | 28303 | Nov 2012 | Jun 1980 | 109 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25877 | Red Lion Inn & Suites Fayetteville Cross Creek Mall | Fayetteville, NC | 28303 | Oct 2017 | Jun 1989 | 129 | Υ | | | | | | | | | | | | | | | | | В | В | В | В | В | B r | В | В | | | | |
| | 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 | S | s : | s s | s | s | | | | |
| | Springhill Suites Fayetteville Fort Bragg | Fayetteville, NC | 28303 | Jun 2018 | Jun 2018 | 121 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Studio 6 Fayetteville | Fayetteville, NC | 28303 | May 2018 | Jun 1998 | 55 | Υ | | | | | | | | | | | | | | | | | | | | ш | | | | | | | _ | _ |
| | 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 4 |
| | Baymont Inn & Suites Fayetteville Fort Bragg Area | Fayetteville, NC | 28304 | Aug 2015 | Aug 2015 | 96 | | | | | | | | | | | | | | | | | | | | | | | | | | | | _ | _ |
| | Closed - Independent Becks Motel | Fayetteville, NC | 28304 | Sep 2008 | I. J. 4007 | 0 | Y | | | | | | | | | | | | | | | | | | | | | | | | | | | | 4 |
| | Extended Stay America Fayetteville Owen Drive | Fayetteville, NC | 28304 28304 | Jul 1997 | Jul 1997 Jun 1974 | 120 199 | V | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Ramada Plaza Fayetteville Fort Bragg Area WoodSpring Suites Fayetteville West | Fayetteville, NC Fayetteville, NC | 28304 | Aug 2015 Nov 2016 | Apr 2006 | 121 | Ť | | | | | | | | | | | | | | | | | | | | | | | | | | | | + |
| | Airport Inn Budget Motel | Fayetteville, NC | 28306 | 1100 2010 | Apr 2006 | 30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Ambassador Inn | Fayetteville, NC | 28306 | Jun 2012 | Jun 1964 | 62 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | - |
| | Carolina Motor Inn | Fayetteville, NC | 28306 | Juli 2012 | Juli 1904 | 47 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed McInnis Motel | Fayetteville, NC | 28306 | Jun 1993 | | 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 | | , 2001 | 32 | • | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Roadside Inn Motel | Fayetteville, NC | 28306 | | | 20 | | | | | | | | | | | | | | | | | | П | | | | | | | | | | Т | |
| | 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 | | | | | | | | | | | | | | | | | | П | | | | | | | | | | Т | |
| | Baymont Inn & Suites Fayetteville I 95 | Fayetteville, NC | 28312 | Dec 2017 | May 1986 | 121 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Closed Days Inn Fayetteville Inn | Fayetteville, NC | 28312 | Jan 2005 | Jun 1985 | 0 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 39737 | Comfort Inn Fayetteville | Fayetteville, NC | 28312 | Mar 2013 | Apr 2000 | 61 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4266 | Days Inn Fayetteville South I 95 Exit 49 | Fayetteville, NC | 28312 | Sep 2009 | May 1986 | 97 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Delux Inn | Fayetteville, NC | 28312 | | Jun 1988 | 51 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Doubletree Fayetteville | Fayetteville, NC | 28312 | | Mar 1986 | 148 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Econo Lodge Fayetteville | Fayetteville, NC | 28312 | Jan 1989 | Jan 1989 | 74 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Fairfield Inn Fayetteville I 95 | Fayetteville, NC | 28312 | | Sep 1998 | 66 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Hampton Inn & Suites Fayetteville | Fayetteville, NC | 28312 | | Jul 2017 | 114 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Holiday Inn Fayetteville I 95 | Fayetteville, NC | 28312 | Jun 1983 | Jun 1983 | 198 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Motel 6 Fayetteville | Fayetteville, NC | 28312 | | Jun 1986 | 115 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Quality Inn Fayetteville | Fayetteville, NC | 28312 | | Feb 1998 | 81 | | | | | | | | | | | | | | | | | | | | | Ш | | | | | | | \perp | _ |
| | Red Roof Inn Fayetteville | Fayetteville, NC | 28312 | | Nov 1997 | 55 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Rodeway Inn Fayetteville | Fayetteville, NC | 28312 | | Dec 2017 | 76 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sleep Inn Fayetteville | Fayetteville, NC | 28312 | | Nov 1995 | 63 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 33580 | Super 8 Fayetteville | Fayetteville, NC | 28312 | Dec 1996 | Dec 1996 | 60 | | | | | | | | | | | | | | | | | | | | | 1 | | | | | | | | |

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of July 2018

| | | | | | | | | 2016 | | | | | | | | 2017 | 7 | | | | | | | | 2018 | 3 | | | | | | | |
|----------|--|------------------|-------------|-----------|-----------|-------|---------------|------|--------|-------|------|----------|------|-------|-------|------|-----|-------|------|-----|---|---|-----|---|------|---|---|----|-----|---|---|-----|---|
| STR Code | Name of Establishment | City & State | Zip Code | Aff Date | Open Date | Rooms | Chg in Rms | | - м | ΔМ | | | s | ON | Ь | .1 | F M | _ | м | . L | Δ | s | o N | D | | м | | м. | 1 . | Δ | S | N | D |
| | SureStay Plus Hotel Fayetteville | Fayetteville, NC | 28312 | | Mar 1985 | 111 | Y | | 101 | A 101 | | <u> </u> | | - 11 | | - | | 1 | | 0 0 | 1 | | 11 | | ٠. | | 1 | | , 0 | | - | 114 | Ĭ |
| | Tru by Hilton Fayetteville I 95 | Fayetteville, NC | 28312 | 1407 2017 | U/C | 109 | • | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Comfort Inn Cross Creek | Fayetteville, NC | 28314 | Jul 1987 | Jul 1987 | 176 | Υ | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | WoodSpring Suites Fayetteville Fort Bragg | Fayetteville, NC | 28314 | Nov 2016 | | 121 | • | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Holiday Inn Express & Suites Hope Mills Fayetteville | Hope Mills, NC | 28348 | | Nov 2009 | 72 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Country Inn & Suites Fayetteville Fort Bragg | Spring Lake, NC | 28390 | Feb 2016 | Feb 1996 | 85 | Υ | | | | | | | | | | | | | | | | | | | | | | | | т | | |
| | 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 | | | | | | | П | | | | | | | | | | | П | | | | | Т | | Т | | |
| 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 | | | | | | | | | | | | | | | | | | | | | | | | | Т | | |
| 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: | 81 | 6441 | | s - | Montly | / Seg | ment | ation | (Tra | nsien | t, Gr | oup, | Con | tract |) On | nly | | | | | | | | | | | | | |

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A blank row indicates insufficient data.

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue



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