#### Date Created: Apr 16, 2018

# Fayetteville Area CVB

For the Month of March 2018

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Fayetteville Area CVB

For the month of: March 2018

				Cu	rrent Month	- March 20	18 vs Mar	ch 2017								Y	ear to Date -	March 201	8 vs Marc	h 2017						Parti	icipation	
	Осс	%	AD	R	RevP	AR	F	Percent (	Change f	rom Mar	h 2017		Occ	%	AD	R	RevP	AR		Percent	Change	from YTI	2017		Prope	erties	Roo	ms
										Room	Room	Room										Room	Room	Room				
	2018	2017	2018	2017	2018	2017	Осс	ADR	RevPAR	Rev	Avail	Sold	2018	2017	2018	2017	2018	2017	Осс	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample
North Carolina	65.2	65.4	99.60	97.00	64.91	63.46	-0.4	2.7	2.3	5.1	2.7	2.3	57.4	58.8	97.20	94.82	55.79	55.76	-2.4	2.5	0.1	3.1	3.0	0.6	1738	1181	154849	124800
Cumberland County, NC	70.9	71.0	78.31	75.56	55.54	53.63	-0.1	3.6	3.6	7.3	3.6	3.5	63.5	66.7	75.03	74.78	47.61	49.90	-4.9	0.3	-4.6	-2.3	2.4	-2.6	68	50	6211	5231
Johnston County, NC	58.6	55.7	72.49	71.29	42.51	39.68	5.4	1.7	7.1	6.5	-0.6	4.7	50.2	50.2	70.94	70.25	35.63	35.26	0.1	1.0	1.0	0.4	-0.6	-0.6	32	25	2204	1769
Robeson County, NC	66.8	69.1	75.34	76.11	50.32	52.59	-3.3	-1.0	-4.3	-6.8	-2.7	-5.9	57.1	69.7	73.50	75.70	41.94	52.79	-18.2	-2.9	-20.6	-22.7	-2.7	-20.3	28	16	1833	1233
Wake County, NC	70.9	74.6	105.00	103.20	74.49	76.98	-4.9	1.7	-3.2	2.2	5.6	0.4	65.4	68.5	104.13	101.92	68.15	69.85	-4.5	2.2	-2.4	3.6	6.2	1.4	140	130	16793	16052
Durham County, NC	70.1	70.6	102.87	103.29	72.09	72.94	-0.8	-0.4	-1.2	-0.3	0.9	0.1	64.2	65.6	102.24	101.29	65.65	66.40	-2.1	0.9	-1.1	-0.3	0.9	-1.2	65	61	8401	8008
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	61.1	61.9	92.07	89.37	56.28	55.34	-1.3	3.0	1.7	1.6	-0.1	-1.4	53.7	54.5	90.05	86.38	48.38	47.07	-1.4	4.3	2.8	2.7	-0.1	-1.5	84	67	10176	9054
Harnett County, NC	67.8	60.3	72.84	74.76	49.41	45.04	12.6	-2.6	9.7	9.7	0.0	12.6	56.0	55.3	72.71	73.72	40.74	40.75	1.4	-1.4	-0.0	-0.0	0.0	1.4	11	8	859	638
Moore County, NC	62.1	61.6	113.33	111.90	70.41	68.98	0.8	1.3	2.1	2.0	-0.1	0.7	51.4	50.0	101.73	101.33	52.33	50.67	2.9	0.4	3.3	3.2	-0.1	2.7	22	14	1958	1554

Currency: USD - US Dollar

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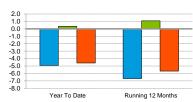
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Fayetteville Area CVB For the Month of March 2018

#### **Monthly Percent Change**



#### Overall Percent Change



■ Occupancy	- PayDAD	

							→ Occupa	incy <del></del> A[	OR —Rev	PAR										<b>■</b> Oc	ccupancy   A	ADR RevPAR		
		2016							20	017							2018			Year To Date		P.··	nning 12 Months	
Occupancy (%)	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2016	2017	2018	2016	2017	2018
This Year	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	63.7	70.9	62.8	66.7	63.5	64.2	69.0	64.4
Last Year	62.9	56.7	53.6	55.4	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	63.5	62.8	66.7	64.8	64.2	69.0
Percent Change	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	-12.7	-2.6	-0.1	-1.1	6.2	-4.9	-0.9	7.4	-6.7
ADR		2016							20	017							2018			Year To Date		Rui	nning 12 Months	
ADIX	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2016	2017	2018	2016	2017	2018
This Year	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	71.64	74.20	78.31	72.63	74.78	75.03	72.99	74.65	75.45
Last Year	73.69	72.03	68.84	71.52	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	73.26	72.63	74.78	73.62	72.99	74.65
Percent Change	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	-3.7	-0.1	3.6	-0.9	3.0	0.3	-0.9	2.3	1.1
RevPAR		2016							20	017							2018			Year To Date		Rui	nning 12 Months	
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2016	2017	2018	2016	2017	2018
This Year	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	47.30	55.54	45.64	49.90	47.61	46.89	51.50	48.58
Last Year	46.34	40.87	36.92	39.63	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	46.55	45.64	49.90	47.73	46.89	51.50
Percent Change	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	-2.7	3.6	-1.9	9.3	-4.6	-1.8	9.8	-5.7
		2016							20	017							2018			Year To Date		P	nning 12 Months	
Supply	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2016	2017	2018	2016	2017	2018
This Year	182,745	176,850	185,845	185.845	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	530,550	539,550	552,441	2,152,347	2,163,775	2,221,522
Last Year	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	167,860	185,845	530,910	539,550	539,550	2,140,264	2,152,347	2,163,775
Percent Change	0.0	0.0	1.7	1.7	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	-0.1	1.7	2.4	0.6	0.5	2,103,773
r Grount Onlango	0.0	0.0								0.0	0.0	0.0	0.0	0.0	1.0	1.0	1.0	0.0	0.1		2.7	0.0	0.0	
Demand		2016							20	017							2018			Year To Date		Rui	nning 12 Months	
Demand	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2016	2017	2018	2016	2017	2018
This Year	149,518	134,572	120,441	118,300	109,871	131,905	128,165	120,335	132,553	129,445	124,400	121,053	115,123	107,543	101,092	105,100	108,882	136,559	333,420	360,076	350,541	1,382,648	1,492,853	1,430,250
Last Year	114,971	100,350	98,004	101,252	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	337,335	333,420	360,076	1,387,568	1,382,648	1,492,853
Percent Change	30.0	34.1	22.9	16.8	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	-1.2	8.0	-2.6	-0.4	8.0	-4.2
Revenue		2016							20	017							2018			Year To Date		Rui	nning 12 Months	
110101140	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2016	2017	2018	2016	2017	2018
This Year	11,739,610	10,386,953	8,739,819	8,801,514	8,157,011	9,966,922	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	7,529,391	8,078,872	10,694,111	24,214,757	26,925,447	26,302,374	100,924,247	111,437,485	107,917,408
Last Year	8,471,860	7,228,159	6,746,501	7,241,543	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	24,712,180	24,214,757	26,925,447	102,156,173	100,924,247	111,437,485
Percent Change	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	-1.0	7.3	-2.0	11.2	-2.3	-1.2	10.4	-3.2
				_																				
Census %	0	2016	D		F-1		•			017		0	0-4		D		2018							
0	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep 66	Oct	Nov	Dec	Jan	Feb	Mar						
Census Props Census Rooms	64 5895	64 5895	65 5995	65 5995	65 5995	65	65 5995	65	65 5995	66 6108	66 6108	6110	66 6110	66 6101	67 6100	67	67 6100	68 6211						
% Rooms Participants	83.4	83.4	83.7	83.7	83.7	5995 83.7	83.7	5995 83.7	83.7	82.1	84.0	84.0	84.0	83.9	82.0	83.9	83.9							
/o Rouris Participants	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	83.9	84.2						

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## Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of March 2018

							OF .	201	6		Ţ					201	17				-	-		-		018		الببا	47	47			#	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Daama	Chg in Rms		ΕМ	١, ١,	, I	.	, ,		N D	, J	<u>-</u>  .						0		╮│.	╽┎	M			'				
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	Kooms 43	KIIIS	J	F IVI	AI	W J	J	AS	. 0	ND	J	FI	VI A	IVI	J	JA	3	U	NI	J	-	IVI	A IV	/I J	1	A	3	-0	N
	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130																												
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1925	0	Υ																											
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0	Y																				П		$\mathbf{T}$					
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008		0	Υ																											
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Υ																				П		т				П	
25298	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Υ																											
25288	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Υ																											
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	Υ																											
7873	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		45					
	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30																							$\perp$	Ш'	ш	L	L	
	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114		•	•	•	•	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•	•							
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0	Υ																						$\perp$	⊥_′	ш		ш	
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108		•	•	•	•	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•	•							
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jun 1988	119	Υ	•	•	•	•	•	• •	•	• •	•	• •	•	•	•	•	•	•	• •	•	•	•	$\perp$	$\perp$					
	Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012	Apr 2012	165	,,	•	•	•	•	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•	•							
	Extended Stay America Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Apr 2013	Jan 1999	77	Y	•	•	• •	•	•	• •	•	• •	•	•	•	•	• (	•	•	• (	• •	•	•	•	_	_	₩.			Н	
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	130	Υ	•	•	•	•	•	• •	•	•	•	•	•	•	• (	•	•	• (	•	•	•	•		4	4				
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104	.,	•	•	•	•	•	• •	•	• •	•	•	•	•	• (	•	•	• (	• •	•	•	•	_	_	_			Н	
	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		•	•	•	•	•	• •	•	• •	•	•	•	•	• (	•	•	• (	• •	•	•	•	_	_	_			Н	
	Homewood Suites Fayetteville	Fayetteville, NC	28303	Mar 2018	Mar 2018	111																					•		4					
	Knights Inn Fayettevile Fort Bragg Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC Fayetteville, NC	28303 28303	Dec 1997 Nov 2012	Jun 1968 Jun 1980	61 109	V		•	•	•	•	•	•	•	•	•	•	•	• (	•	•	• (	•	•	•	•		-	-				
	Red Lion Inn & Suites Fort Bragg Fayetteville Red Lion Inn & Suites Fayetteville Cross Creek Mall		28303	Oct 2017	Jun 1980 Jun 1989	129	Y		•	•	•	•	•	•	•	•	•		•	•	•	•	• '		•	•	•		4					
	Residence Inn Fayetteville Cross Creek Mail	Fayetteville, NC Fayetteville, NC	28303	Dec 2006	Dec 2006	92	Ť			•		•	•	•	•	•			•	• '		•	• '		•	•	•		+					
	Springhill Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 2006	U/C	121			•	•	•	•	• •	•	• •	•	•	•	•	• '	•	•	• '	•	•	•	•		-					
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	121	V																											
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93	ı																						-					
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80				•			•		•	•	•			•		-		•	-	•								
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85													_								_							
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 1996 Aug 2015	96																												
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	Aug 2013	0	Υ						•		•		•									ľ								
	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	Υ																											
	WoodSpring Suites Fayetteville West	Fayetteville, NC	28304	Nov 2016	Apr 2006	121	·																											
	Airport Inn Budget Motel	Fayetteville, NC	28306		1.4	30																					П		$\mathbf{T}$					
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																												
	Carolina Motor Inn	Fayetteville, NC	28306			47																					П		т					
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Υ																											
4264	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75																					П		т				П	
41886	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52	Υ		•		•	•	• •	•	• •	•	•	•	•	•		•	•		•	•	•							
25284	Relax Inn	Fayetteville, NC	28306			32																												
25294	Roadside Inn Motel	Fayetteville, NC	28306			20																												
48970	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	197	Υ		•	•	•	•	• •	•	• •	•	• •	•	•	•	• •	•	•	• •	•	•	•							
62981	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	Mar 2013	Apr 2000	61		•	•	• •	•	•	• •	•	• •	•	• •	•	•	•	• •	•	•	• •	•	•	•							
	Days Inn Fayetteville South I 95 Exit 49	Fayetteville, NC	28312	Sep 2009	May 1986	97		•	•	•	•	•	• •	•	• •	•	•	•	•	•	• •	•	•	• •	•	•	•		45					
	Delux Inn	Fayetteville, NC	28312	Jun 1988	Jun 1988	51																												
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Υ	•	•	•	•	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•	•							
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	74	Y	•	•	• •	•	•	• •	•	• •	•	• •	•	•	•	•	•	•	• •	•	•	•	$\perp$	$\perp$					
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66	Υ	•	•	•	•	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•	•		4	4				
	Hampton Inn & Suites Fayetteville	Fayetteville, NC	28312	Jul 2017	Jul 2017	114															•	•	•	• •	•	•	•	$\perp$	$\perp$					
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198		•	•	•	•	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•	•			4				
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992	Jun 1986	115	Υ	•	•	•	•	•	• •	•	• •	•	• •	•	•	•	•	•	•	• •	•	•	•	$\perp$	$\perp$					
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008	Feb 1998	81		•	•	•	•	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•	•			4				
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Y	•	•	•	•	•	• •	•	• •	•	•	•	•	• •	•	•	•	•	•	•	•		-					
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Dec 2017	Dec 2017	76																		C	•	•	•							
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995 Dec 1996	Nov 1995	63		•	•	•	•	•	• •	•	•	•	•	•	•	• (	•	•	• (	• •	•	•	•		_			<u> </u>	_	
	Super 8 Fayetteville	Fayetteville, NC	28312		Dec 1996	60																												

## Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of March 2018

								201	6							2017	7							2	018							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date		Chg in Rms		F M	A	МЈ	J	A S	0	N D	J	F M	A	м	J	A	s o	N	D,	J F	м	A	иJ	J	AS	0 1	۱ <u>۵</u>
67095	Tru by Hilton Fayetteville I 95	Fayetteville, NC	28312		U/C	109																								$\neg \neg$		
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:	80	6441		0 -	Mont	thly d	lata re	eceiv	ed by	STR																		

 <sup>-</sup> Monthly and daily data received by STR Blank - No data received by STR

A blank row indicates insufficient data.

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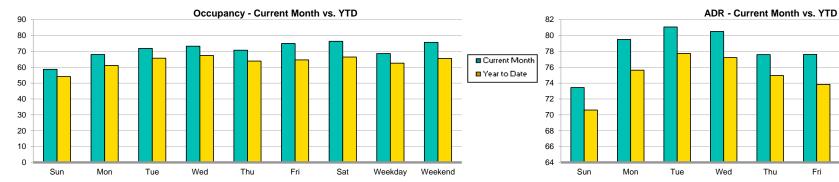
Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

Weekday

Fri

Fayetteville Area CVB

For the Month of March 2018



		Occupancy	(%)	ADR		RevPA	R	Supp	ly	Deman	nd	Reven	ue
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	58.7	3.0	73.45	4.6	43.11	7.8	24,844	3.6	14,584	6.8	1,071,088	11.6
	Year To Date	54.1	-2.9	70.60	0.0	38.21	-2.8	73,644	-5.5	39,853	-8.2	2,813,719	-8.2
	Running 12 Month	53.9	-6.5	71.12	0.7	38.32	-5.9	316,445	2.7	170,507	-4.0	12,125,797	-3.4
Monday	Current Month	68.0	-1.5	79.50	4.9	54.09	3.3	24,844	3.6	16,902	2.0	1,343,739	7.0
	Year To Date	61.1	-6.2	75.63	0.8	46.22	-5.5	79,744	2.3	48,734	-4.0	3,685,744	-3.3
	Running 12 Month	62.7	-6.1	75.87	1.5	47.55	-4.7	316,445	2.7	198,311	-3.6	15,046,550	-2.2
Tuesday	Current Month	71.9	0.9	81.08	4.9	58.29	5.9	24,844	3.6	17,861	4.5	1,448,258	9.7
	Year To Date	65.8	-5.9	77.74	1.0	51.12	-5.0	79,744	2.3	52,437	-3.7	4,076,561	-2.8
	Running 12 Month	65.7	-8.2	77.63	1.3	50.97	-7.1	316,445	2.7	207,767	-5.8	16,128,368	-4.6
Wednesday	Current Month	73.3	-2.7	80.52	3.9	59.02	1.2	24,844	-17.1	18,212	-19.3	1,466,406	-16.2
	Year To Date	67.4	-6.3	77.21	0.2	52.06	-6.1	79,744	2.3	53,769	-4.1	4,151,657	-3.9
	Running 12 Month	67.9	-6.9	77.34	1.5	52.55	-5.5	316,436	2.7	215,004	-4.4	16,627,888	-3.0
Thursday	Current Month	70.8	-1.1	77.59	2.7	54.90	1.6	31,055	3.6	21,975	2.4	1,705,040	5.2
	Year To Date	63.9	-5.7	74.95	0.5	47.91	-5.2	79,855	2.5	51,040	-3.4	3,825,624	-2.9
	Running 12 Month	64.5	-6.8	74.96	0.9	48.37	-5.9	316,547	2.7	204,275	-4.3	15,311,641	-3.4
Friday	Current Month	75.0	-0.8	77.61	2.7	58.22	1.9	31,055	3.6	23,296	2.8	1,808,041	5.6
	Year To Date	64.6	-5.7	73.84	-0.4	47.74	-6.0	79,855	2.5	51,626	-3.4	3,811,886	-3.7
	Running 12 Month	67.1	-7.0	74.94	0.7	50.32	-6.4	316,548	0.7	212,556	-6.3	15,928,178	-5.7
Saturday	Current Month	76.4	2.4	78.03	3.5	59.62	6.0	31,055	29.5	23,729	32.6	1,851,540	37.2
	Year To Date	66.5	-2.6	74.17	0.0	49.30	-2.6	79,855	11.0	53,082	8.1	3,937,183	8.1
	Running 12 Month	68.8	-5.3	75.50	1.0	51.91	-4.3	322,656	4.7	221,829	-0.8	16,748,986	0.2
Weekday / We	ekend	I											
Weekday	Current Month	68.6	-0.9	78.57	3.9	53.93	3.0	130,431	-1.1	89,534	-2.0	7,034,530	1.9
(Sun-Thu)	Year To Date	62.6	-5.3	75.47	0.6	47.24	-4.7	392,731	0.8	245,833	-4.5	18,553,305	-4.0
	Running 12 Month	62.9	-6.9	75.55	1.2	47.55	-5.8	1,582,318	2.7	995,865	-4.5	75,240,244	-3.3
Weekend	Current Month	75.7	0.7	77.82	3.1	58.92	3.8	62,110	15.1	47,025	15.9	3,659,581	19.5
(Fri-Sat)	Year To Date	65.6	-4.2	74.01	-0.2	48.52	-4.3	159,710	6.6	104,708	2.1	7,749,069	2.0
	Running 12 Month	68.0	-6.1	75.23	0.9	51.12	-5.3	639,204	2.7	434,385	-3.6	32,677,164	-2.8
Total	Current Month	70.9	-0.1	78.31	3.6	55.54	3.6	192,541	3.6	136,559	3.5	10,694,111	7.3
	Year To Date	63.5	-4.9	75.03	0.3	47.61	-4.6	552,441	2.4	350,541	-2.6	26,302,374	-2.3
	Running 12 Month	64.4	-6.7	75.45	1.1	48.58	-5.7	2,221,522	2.7	1,430,250	-4.2	107,917,408	-3.2

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For the Month of March 2018

							This `	Year										Pe	rcent C	hange (	(%)				
		(	Оссира	ıncy (%)			AD	R			RevP	AR			Occupa	ncy (%)			ADR	R (%)			RevP	AR (%)	
Curr Mor		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	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	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	60.8	8.7	1.4	70.9	78.64	79.28	58.62	78.31	47.77	6.92	0.85	55.54				-0.1				3.6				3.6
Vear T	'- D-1	_	_	_	_	_	_	_	_	_		_	_	_	_	_	_	р.	rcent C		(0/)		_	_	

Year T	o Date	•													Percent Change (%)	
2016	Mar				62.8				72.63				45.64	-1.1		-0.9
2017	Mar				66.7				74.78				49.90	6.2		3.0 9.3
2018	Mar	55.9	6.1	1.4	63.5	75.48	75.52	55.21	75.03	42.21	4.62	0.78	47.61	-4.9		0.3

Runni	ng 12	Month				Percent Change (%)	
2016	Mar	64.2	72.99	46.89	-0.9	-0.9	-1.8
2017	Mar	69.0	74.65	51.50	7.4	2.3	9.8
2018	Mar	64.4	75.45	48.58	-6.7	1.1	-5.7

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## Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of March 2018

								00	10							004	,							_	040							
							Chg in	201	16			Т				201	/					Т		2	2018					$\blacksquare$		_
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms		FN	/ A	м.	JJ	AS	s o	N D	J	FМ	A	м∫ј	J	A	s o	N	р.	J F	:   M	A	мЈ	J	A S	o	N D
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																								T		
	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130	.,																	_	$\perp$					_	ш	_
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1925	0	Y																							4		
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0	Y																	_	_					_		_
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008		0	Y																							-		
	Closed Days Inn Central Fayetteville Closed St James Inn	Fayetteville, NC	28301 28301	Apr 2000 Jan 1991		0	Y																	-	-							_
	Closed Travel Inn	Fayetteville, NC Fayetteville, NC	28301	Jun 2004		0	Y																	-								-
	Cloverleaf Motel	Fayetteville, NC	28301	Juli 2004		22																										
	Eastover Inn	Fayetteville, NC	28301			20																										
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Υ																									
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																П	$\top$		П				-	$\Box$	
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Υ																									
	WoodSpring Suites Fayetteville	Fayetteville, NC	28301	Nov 2017	Oct 2007	121																	П	Т	Т	П				Т	П	
62851	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49																										
25285	Boulevard Motel	Fayetteville, NC	28303	Jun 1967	Jun 1967	30																										
61199	Candlewood Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Jan 2011	Jan 2011	114																										
	Closed - Independent Cottonade Square	Fayetteville, NC	28303	Aug 2014		0	Υ																		$\perp$						ш	
	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	ВВ	3 s	S						
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jun 1988	119	Υ																	$\perp$	$\perp$					$\perp$	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																	_	_					_	ш	_
	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	Υ							_																4	4	
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		В	ВВ	В	ВВ	В	ВВ	В	ВВ	В	3 B	ВЕ	3 B	В	ВВ	В	В	ВВ	3 B	В				_	$\perp$	_
	Homewood Suites Fayetteville	Fayetteville, NC	28303	Mar 2018	Mar 2018	111																		-						4	4	
	Knights Inn Fayetteville Fort Bragg	Fayetteville, NC	28303 28303	Dec 1997 Nov 2012	Jun 1968 Jun 1980	61 109	Υ																	-	_							_
	Quality Inn & Suites Fort Bragg Fayetteville Red Lion Inn & Suites Fayetteville Cross Creek Mall	Fayetteville, NC Fayetteville, NC	28303	Oct 2017	Jun 1980 Jun 1989	129	Ϋ́																В	ВВ	3 B	В					-	-
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92	1															S		SS		0						
	Springhill Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 2006	U/C	121										S	S	SS	S	S	s s	5	5	5 5	5	5					1	-
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Υ																	-								
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93																		-								
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																										
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85																										
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015		96																										
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	.5	0	Υ																П	т	T	П				Т	$\Box$	
35106	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	Υ																П	Т	Т	П				Т	П	
55751	WoodSpring Suites Fayetteville West	Fayetteville, NC	28304	Nov 2016	Apr 2006	121																										
25289	Airport Inn Budget Motel	Fayetteville, NC	28306			30																										
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																								45		
	Carolina Motor Inn	Fayetteville, NC	28306			47																			$\perp$						ш	
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Υ																									
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75	.,																	_	_					_	ш	_
	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	lan 2004	lan 0004	20	.,																									
	Landmark Inn Fort Bragg	Fort Bragg, NC Fayetteville, NC	28310 28311	Jan 2001	Jan 2001	197 115	Υ																									
	Fairfield Inn & Suites Fayetteville North Baymont Inn & Suites Fayetteville I 95	Fayetteville, NC	28311	Oct 2014 Dec 2017	Oct 2014 May 1986	115																										
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Υ																	-	4							
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																		-							1	-
	Days Inn Favetteville South I 95 Exit 49	Fayetteville, NC	28312	Sep 2009	May 1986	97																										
	Delux Inn	Fayetteville, NC	28312	Jun 1988	Jun 1988	51																										
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008		148	Υ																									
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	74	Ý																									
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998		66	Y																									
	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																									
	Quality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008		81																										
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Υ																									
	Rodeway Inn Fayetteville	Fayetteville, NC	28312		Dec 2017	76																										
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995	Nov 1995	63																										
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996		60																										
4267	SureStay Plus Hotel Fayetteville	Fayetteville, NC	28312	Nov 2017	Mar 1985	111	Υ																									

### Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of March 2018

								2016	6							201	7								201	8							
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	1 1	F M	A M	J	JA	s	0 1	ı D	J	FM	I A	м	J,	JA	s	o I	1 D	J	F	ИΑ	м	J .	JA	s	0	٦ 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																										
55750	WoodSpring Suites Fayetteville Fort Bragg	Fayetteville, NC	28314	Nov 2016	Apr 2006	121																											40
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																										417
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																											40
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																											40
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																										40
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Υ																										
			Total Prop	erties:	80	6441		s -	Montl	y Seg	ment	ation	(Tra	nsier	nt, G	roup,	Con	tract	) On	nly													
									Month	, .					,																		
								B -	Both	Segm	entat	ion a	nd A	dditio	nal F	Reve	nue																

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