Date Created: Nov 16, 2017

Fayetteville Area CVB

For the Month of October 2017

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For the month of: October 2017

				Currer	nt Month ·	- Octobe	er 2017 vs	October	2016							Year	to Date -	October	2017 vs (October	2016					Parti	cipation	
	Occ	%	AD	R	RevF	PAR	P	ercent C	hange fro	om Octo	ber 2016		Occ	%	AD	R	Rev	PAR		Percen	t Change f	rom YT	D 2016		Prope	erties	Roo	ms
										Room	Room	Room										Room	Room	Room				
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Rev	Avail	Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample
North Carolina	68.1	74.1	110.95	108.38	75.56	80.35	-8.1	2.4	-6.0	-3.3	2.8	-5.6	65.0	66.1	103.09	100.30	66.97	66.33	-1.8	2.8	1.0	3.4	2.4	0.6	1772	1170	154928	123535
Cumberland County, NC	60.8	81.8	74.38	78.52	45.22	64.24	-25.7	-5.3	-29.6	-27.0	3.6	-23.0	67.0	67.6	76.18	73.98	51.07	50.00	-0.8	3.0	2.1	4.7	2.5	1.7	66	48	6110	5130
Johnston County, NC	53.2	71.0	71.66	72.80	38.10	51.65	-25.1	-1.6	-26.2	-26.3	-0.0	-25.1	54.4	54.5	72.41	71.31	39.42	38.86	-0.1	1.5	1.5	2.1	0.6	0.6	32	24	2217	1734
Robeson County, NC	52.4	57.7	72.89	73.80	38.16	42.61	-9.3	-1.2	-10.4	-5.3	5.7	-4.1	63.7	61.9	76.05	69.15	48.47	42.77	3.0	10.0	13.3	18.0	4.1	7.3	29	17	1883	1291
Wake County, NC	73.6	82.4	106.76	104.90	78.62	86.46	-10.7	1.8	-9.1	-4.5	5.0	-6.2	70.5	71.2	102.82	101.15	72.51	71.97	-0.9	1.7	0.8	3.0	2.2	1.3	138	129	16554	15895
Durham County, NC	73.8	76.8	110.85	103.88	81.77	79.78	-3.9	6.7	2.5	5.9	3.3	-0.7	68.2	67.9	104.09	102.59	70.95	69.63	0.4	1.5	1.9	5.5	3.6	4.0	65	61	8401	8008
Edgecombe County, NC																									4	1	216	65
Guilford County, NC	68.2	73.4	125.67	119.91	85.68	87.97	-7.1	4.8	-2.6	-2.6	-0.0	-7.1	60.0	60.1	96.64	94.74	57.98	56.96	-0.2	2.0	1.8	2.1	0.3	0.1	84	67	10184	9062
Harnett County, NC	48.8	65.8	76.99	77.90	37.54	51.26	-25.9	-1.2	-26.8	-26.8	0.0	-25.9	56.3	56.1	76.79	72.73	43.23	40.79	0.4	5.6	6.0	8.1	2.0	2.4	11	8	859	638
Moore County, NC	62.5	72.9	141.89	134.64	88.74	98.09	-14.2	5.4	-9.5	-9.6	-0.1	-14.2	58.9	60.9	124.61	122.87	73.38	74.86	-3.3	1.4	-2.0	2.6	4.6	1.1	22	14	1958	1554

Currency: USD - US Dollar

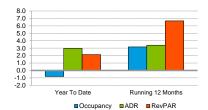
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Tab 3 - Trend Cumberland County NC Fayetteville Area CVB For the Month of October 2017

Overall Percent Change





2016 2017 Year To Date Running 12 Months Occupancy (%) Oct Feb Oct 2015 2016 2017 2015 2016 2017 May Jur Jul Aug Se Dec Ja Mar May Ju Jul Sep Ap Aug This Year 62.8 67.0 70.2 68.7 63.4 81.8 76.1 64.9 63.7 65.5 71.0 71.3 64.8 73.7 68.4 65.7 66.0 60.8 66.3 67.6 67.0 64.8 65.5 67.6 Last Year 67.0 71.0 69.2 69.2 61.5 62.9 56.8 53.6 55.4 63.5 69.6 73.0 62.8 67.0 70.2 68.7 63.4 81.8 66.5 66.3 67.6 65.5 64.8 65.5 Percent Change -6.2 -5.7 1.4 -0.7 3.2 30.1 34.1 20.9 14.9 3.0 1.9 -2.3 3.1 10.0 -2.6 -44 4.2 -25.7 -0.4 2.0 -0.8 -1.1 1.1 3.2 2016 2017 Year To Date Running 12 Months ADR Mav Jun Jul Aua Sec Oct Nov Dec Jan Feb Mar Apr Mav Jun Jul Auc Sep Oct 2015 2016 2017 2015 2016 2017 74.40 77.88 This Year 73.04 73.38 73.46 73.00 71.64 78.52 77.18 72.57 74.24 75.56 76.47 75.66 78.30 76.89 77.41 74.38 73.60 73.98 76.18 73.34 73.48 75.97 Last Year 73.01 72.79 74.26 76.21 73.22 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 73.33 73.60 73.98 72.73 73.34 73.48 Percent Change 0.0 0.8 -1.1 -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 -5.3 0.4 0.5 3.0 0.8 0.2 3.4 2016 2017 Year To Date Running 12 Months RevPAR May Jul Oct Dec Feb Mar May Jun Jul Oct 2015 2016 2017 2015 2016 2017 Jun Aug Sep Nov Jan Apr Sep Aug This Year 45.86 49.15 51.57 50.19 45.41 64.24 58.74 47.07 47.36 48.59 53.63 54.50 48.99 57.71 52.56 50.86 51.43 45.22 48.77 50.00 51.07 47.53 48.14 51.35 Last Year 48.89 51.67 51.42 52.77 45.00 46.34 40.88 36.92 39.63 46.00 51.33 56.24 45.86 49.15 51.57 50.19 45.41 64.24 48.80 48.77 50.00 47.65 47.53 48.14 Percent Change -6.2 -4.9 0.3 -4.9 0.9 38.6 43.7 27.5 19.5 5.6 4.5 -3.1 17.4 1.9 1.3 13.3 -29.6 -0.1 2.5 2.1 -0.3 1.3 6.7 6.8 2016 2017 Year To Date Running 12 Months Supply May Jun Jul Oct Dec Jan Feb Mar May Jul Oct 2015 2016 2017 2015 2016 2017 Aug Sep Nov Apr Jur Aug Sep This Year 182,745 176.850 182.745 182.745 176.850 182,745 176.850 185.845 185.845 167.860 185.845 179.850 185.845 179.850 189.348 189.348 183.300 189,410 1.793.112 1.792.080 1.836.501 2.153.191 2.151.675 2,199,196 Last Year 182,869 176,970 182,869 182,807 176 910 182 807 176,850 182,745 182,745 165,060 182,745 176,850 182,745 176,850 182,745 182,745 176,850 182,745 1,774,965 1,793,112 1,792,080 2,128,277 2,153,191 2,151,675 Percent Change -0.1 -0.1 -0.1 0.0 0.0 0.0 0.0 17 1.7 1.7 1.7 1.7 1.7 17 3.6 3.6 3.6 3.6 1.0 -0.1 2.5 1.2 -0.1 2.2 2016 2017 Year To Date Running 12 Months Demand Jul Oct 2015 2017 2017 Mav Jun Aua Sep Nov Dec Jan Feb Mar Apr Mav Jun Jul Aua Sep Oct 2016 2015 2016 This Year 112,109 149.518 134.607 120.539 118,300 109.873 131.903 132.553 121.053 115.152 1.231.179 1.395.293 1.409.580 1.486.325 114,739 118.461 128.290 125.632 128,165 120.335 129,445 124,400 1.188.209 1.211.184 Last Year 125,641 126,578 108,717 98,024 127,281 129,015 114,739 128,290 112,109 149,518 1,181,159 1,211,184 1,394,317 1,409,580 122,451 126,623 114,971 100,372 101,252 104,887 118,461 125,632 1,188,209 1,395,293 Percent Change -6.3 -5.7 1.3 -0.7 3.1 30.0 34.1 23.0 16.8 4.8 3.6 -0.7 4.9 11.9 0.9 -1.0 8.0 -23.0 0.6 1.9 1.7 0.1 1.0 5.4 2016 2017 Year To Date Running 12 Months Revenue May Oct Feb May Oct 2015 2016 2017 2015 2016 2017 Jun Jul Sep Nov Dec Jan Mar Jun Jul Sep Aug Apr Aug 8,380,936 8,692,735 9,424,026 9,171,500 8,031,175 11,739,610 10,388,945 8,747,212 8,801,514 8,157,123 9,966,748 9,800,966 9,105,131 10,379,561 9,952,765 9,629,486 9,427,700 8,564,717 87,447,010 This Year 89,600,023 93,785,711 102,334,017 103.577.267 112,921,868 Last Year 8,940,417 9,144,910 9,402,399 9,646,181 7,960,742 8,471,860 7,229,538 6,747,706 7,241,543 7,592,793 9,380,421 9,945,284 8,380,936 8,692,735 9,424,026 9,171,500 8,031,175 11,739,610 86,612,894 87,447,010 89,600,023 101,412,460 102,334,017 103,577,267 Percent Change -6.3 -4.9 0.2 -4.9 0.9 38.6 43.7 29.6 21.5 7.4 6.3 -1.5 8.6 19.4 5.6 5.0 17.4 -27.0 1.0 2.5 4.7 0.9 1.2 9.0 2016 2017 Census % May Jun .lul Aug Sec Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Census Props 64 64 64 64 64 64 64 65 65 65 65 65 65 65 66 66 66 66 6110 Census Rooms 5895 5895 5895 5895 5895 5895 5895 5995 5995 5995 5995 5995 5995 5995 6108 6108 6110

837

83.7

83.7

82.1

84.0

84.0

84.0

% Rooms Participants A blank row indicates insufficient data.

83.4

83.4

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837

83.7

83.7

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of October 2017

								2015							2	016								2017							
STR Code	Name of Establishment	City & State	Zip Code		Open Date	Rooms	Chg in Rms	JF	м	а м	J .	J A	s	o N	D.	JF	м	а м	J	JA	s	0	N D	JI	- м	A	мЈ	J	A٤	3 O	N D
	American Eagle Inn Budget Inn	Fayetteville, NC Fayetteville, NC	28301 28301	Jun 2012 Jul 2009	Jun 1967 Jun 1964	43 130																									
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1964	0	Y																								
	Closed - Independent Patel Motel	Favetteville, NC	28301	Jul 2011	Jun 1958	0	Y																					1.1			
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008	our rooo	0	Ŷ																								
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Ŷ																					1.1			
	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Ŷ																								
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Y																								
25286	Cloverleaf Motel	Fayetteville, NC	28301			22																									
25291	Eastover Inn	Fayetteville, NC	28301			20																									
	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50	Y																								
	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																								
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Y																								
	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121		• •	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•	• •		•	
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	49		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	0 0	0	
	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	1 4004	0	Y																						-		_
	Courtyard Fayetteville	Fayetteville, NC	28303	Jan 1991	Jan 1991	108	Y	• •	•••	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•	• •	•	• •	•	•	•	•	
	Days Inn Fayetteville Northwest Fort Bragg Area Embassy Suites Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28303 28303	Mar 2014 Apr 2012	Jun 1988	119 165	Y	• •	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	•	• •	•	• •	•	•	•	• •	•	•	
	Extended Stay America Fayetteville Fort Bragg	Fayetteville, NC	28303	Apr 2012 Apr 2013	Apr 2012 Jan 1999	165 77	Y			•	• •	•	•	•		•	•	•	•	•	•	• •	•		•	•			•		
	Hampton Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Dec 1995	Dec 1995	130	ř V	• •	•••	•	•••	•	•••	•	•••	•	• •	•	•	•••	•	•••		• •	•	•	•	•			
	Hilton Garden Inn Favetteville Fort Bragg	Favetteville, NC	28303	Nov 2005	Nov 2005	130	I	•••			• •	•		•		•					•	• •			•					•	
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	V																								
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2000	Feb 2011	118	I																								
	Homewood Suites Fayetteville	Fayetteville, NC	28303	160 2011	U/C	111		•••			•••		•••		•••	•	• •		•	•••	•	•••			•	• •					
	Knights Inn Favettevile Fort Bragg	Fayetteville, NC	28303	Dec 1997	Jun 1968	61															•										
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Y																								
	Red Lion Inn & Suites Fayetteville Cross Creek Mall	Favetteville, NC	28303	Oct 2017	Jun 1989	129	Ý												•		•				•						
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92													•												
	Springhill Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	2000 2000	U/C	121										1							1								
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Y			•	• •	•		•			• •		•		•		•		•	•		• •			
	TownePlace Suites Favetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93		• •	• •	•	• •	•	• •	•	• •	•	• •	•	•		•	• •	•	• •	•	• •		•		•	
47205	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																									
36902	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85		• •	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•	• •	• •	•	
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 2015	96						•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•	• •	• •		
25283	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	U	0	Y																								
35106	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304	Jul 1997	Jul 1997	120		• •	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•	• •		•	
12994	Ramada Plaza Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Jun 1974	199	Y	• •	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•	• •		•	
	WoodSpring Suites Fayetteville West	Fayetteville, NC	28304	Nov 2016	Apr 2006	121		• •	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•	• •		•	
	Airport Inn Budget Motel	Fayetteville, NC	28306			30																									
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																									
	Carolina Motor Inn	Fayetteville, NC	28306			47																									
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Y																								
	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	Y							•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	
	Relax Inn	Fayetteville, NC	28306			32														_									-		-
	Roadside Inn Motel	Fayetteville, NC	28306	1 0004	1 0004	20	Y																								
	Landmark Inn Fort Bragg Fairfield Inn & Suites Fayetteville North	Fort Bragg, NC Fayetteville, NC	28310 28311	Jan 2001 Oct 2014	Jan 2001 Oct 2014	198	Ŷ	• •	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•	• •	•••	•	
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	115 0	Y	••	•••	•	• •	•	• •	•	•••	•	• •	•	•	• •	•	• •	•	• •	•	• •	•	• •	••	•	
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2005	Apr 2000	61	Ť									-			-		-		-								
	Days Inn Fayetteville	Favetteville, NC	28312	Sep 2009	May 1986	97						•		•																	
	Delux Inn	Fayetteville, NC	28312	Sep 2009	Iviay 1900	51		•••			•••		•••		•••	•	• •		•	•••	•	•••			•	• •					
	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y												•												
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	140																									
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	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		Jun 1986	115	Y														•							•			
	Quality Inn Fayetteville	Favetteville, NC	28312	Aug 2008	Feb 1998	81													•												
	Red Lion Inn & Suites Fayetteville	Fayetteville, NC	28312	Feb 2017	May 1986	121				•		•		•		•		•	•		•				•	•		•			
	Red Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Y	• •		•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•				
	Sleep Inn Fayetteville	Fayetteville, NC	28312	Nov 1995	Nov 1995	63		• •	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	•	•	•		•	
	Super 8 Fayetteville	Fayetteville, NC	28312	Dec 1996	Dec 1996	60		• •	• •	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	
	SureStay Plus Hotel Fayetteville	Fayetteville, NC	28312	Nov 2017	Mar 1985	111	Y	• •		•		•		•	• •	•	• •	•	•	• •	•	• •	•			•	•	•		•	
4207																															

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of October 2017

								2015	5						:	2016							2	2017						
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	JF	FM	AI	N J	JA	A S	0 N	D	JF	м	АМ	IJ	J	A S	0 1	D	JF	м	AN	ı J	J	۱s	O N D
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	Y	• •	•	• •	• •	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•
65586	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100																	0	•	•	• •	•	• •	•	•
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77		• •	•	• •	• •	• •	•	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•	•	• •	•	• •	•	•
51150	Starlite Motel	Spring Lake, NC	28390			28																								
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60		• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	•	• •	•	•	•	• •	•	• •	•	•
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y																							
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y	• •	•	• •	•	• •	•	• •	•	• •	•	•	•	• •	٠	• •	•	•	•	• •	•	• •	•	•
			Total Prope	erties:	78	6333		0 -	Mont	hly d	ata re	ceive	ed by	STR																
								• -	Mont	hly a	nd da	ily da	ta reo	ceived	by S	STR														1
								Blan	k - No	o dat	a rece	ived	by S	TR																1
								Y -	(Chg	in R	ms) P	roper	rty ha	s exp	erien	ced a	roon	n add	lition	or dr	op di	uring	he tin	ne pe	riod o	of the	e repo	ort		1

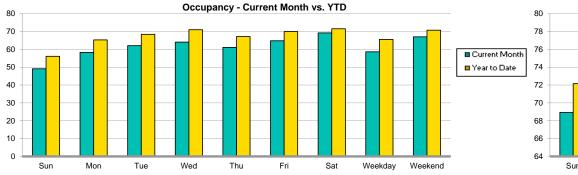
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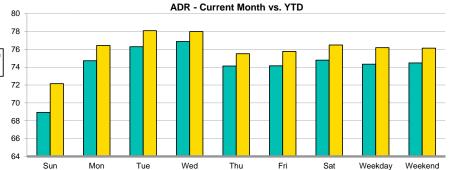
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Tab 5 - DOW Cumberland County NC

Fayetteville Area CVB

For the Month of October 2017





		Occupan	icy (%)	ADR		RevPA	AR	Supp	ly	Dema	nd	Rever	ue
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	49.1	-31.4	68.93	-8.4	33.84	-37.2	30,550	3.6	14,997	-28.9	1,033,821	-34.9
	Year To Date	56.1	-0.1	72.15	3.2	40.48	3.1	265,832	2.8	149,153	2.7	10,761,749	6.0
	Running 12 Month	56.5	3.7	71.99	3.7	40.67	7.5	313,392	0.6	177,040	4.3	12,744,870	8.1
Monday	Current Month	58.3	-26.8	74.73	-4.4	43.59	-30.0	30,550	3.6	17,822	-24.1	1,331,777	-27.5
	Year To Date	65.3	0.4	76.44	3.1	49.92	3.6	265,832	2.9	173,604	3.3	13,269,457	6.6
	Running 12 Month	65.9	4.1	76.12	3.4	50.15	7.7	313,392	0.6	206,470	4.8	15,716,758	8.4
Tuesday	Current Month	62.1	-25.5	76.30	-3.0	47.39	-27.8	30,550	29.6	18,975	-3.5	1,447,728	-6.4
	Year To Date	68.4	-1.7	78.10	2.4	53.43	0.6	265,832	5.2	181,856	3.4	14,203,142	5.8
	Running 12 Month	69.4	2.8	77.80	2.8	53.99	5.7	319,287	4.4	221,569	7.4	17,237,822	10.4
Wednesday	Current Month	64.1	-24.7	76.87	-2.3	49.25	-26.4	24,440	3.6	15,658	-22.0	1,203,669	-23.7
	Year To Date	71.0	-0.3	77.99	2.9	55.37	2.6	259,722	2.8	184,384	2.5	14,381,055	5.4
	Running 12 Month	71.6	4.6	77.63	3.2	55.61	7.9	313,177	2.4	224,342	7.1	17,416,360	10.6
Thursday	Current Month	61.1	-28.4	74.13	-6.3	45.31	-32.9	24,440	3.6	14,936	-25.8	1,107,263	-30.5
	Year To Date	67.2	-0.7	75.52	2.7	50.73	2.0	259,722	2.8	174,479	2.1	13,175,781	4.9
	Running 12 Month	68.0	4.2	75.40	3.2	51.26	7.5	313,277	2.5	212,968	6.7	16,057,173	10.2
Friday	Current Month	64.8	-26.1	74.15	-7.6	48.08	-31.8	24,440	3.6	15,846	-23.4	1,175,035	-29.3
	Year To Date	70.0	-1.5	75.77	3.3	53.02	1.7	259,724	0.4	181,736	-1.1	13,770,505	2.2
	Running 12 Month	70.3	1.8	75.75	3.8	53.26	5.7	313,279	2.5	220,284	4.3	16,685,611	8.3
Saturday	Current Month	69.2	-16.3	74.80	-5.8	51.78	-21.2	24,440	-17.1	16,918	-30.6	1,265,425	-34.6
	Year To Date	71.6	-1.3	76.49	3.3	54.74	1.9	259,837	0.5	185,966	-0.9	14,224,022	2.4
	Running 12 Month	71.4	0.8	76.29	3.6	54.45	4.5	313,392	2.5	223,652	3.3	17,063,275	7.1
Weekday / We	ekend	I											
Weekday	Current Month	58.6	-27.2	74.34	-4.6	43.58	-30.6	140,530	8.4	82,387	-21.1	6,124,257	-24.8
(Sun-Thu)	Year To Date	65.6	-0.5	76.19	2.8	49.96	2.3	1,316,940	3.3	863,476	2.8	65,791,184	5.7
	Running 12 Month	66.3	4.0	75.95	3.3	50.35	7.4	1,572,525	2.1	1,042,389	6.1	79,172,983	9.6
Weekend	Current Month	67.0	-21.1	74.48	-6.7	49.93	-26.4	48,880	-7.9	32,765	-27.3	2,440,460	-32.2
(Fri-Sat)	Year To Date	70.8	-1.4	76.13	3.3	53.88	1.8	519,561	0.5	367,703	-1.0	27,994,527	2.3
	Running 12 Month	70.8	1.3	76.02	3.7	53.85	5.1	626,671	2.5	443,936	3.8	33,748,885	7.7
Total	Current Month	60.8	-25.7	74.38	-5.3	45.22	-29.6	189,410	3.6	115,152	-23.0	8,564,717	-27.0
	Year To Date	67.0	-0.8	76.18	3.0	51.07	2.1	1,836,501	2.5	1,231,179	1.7	93,785,711	4.7
	Running 12 Month	67.6	3.2	75.97	3.4	51.35	6.7	2,199,196	2.2	1,486,325	5.4	112,921,868	9.0

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Tab 6 - Seg Trend Cumberland County NC Fayetteville Area CVB

For the Month of October 2017

							This	Year										Pe	ercent C	hange	(%)				
			Оссира	ancy (%)		AI	DR			Rev	PAR			Occupa	ancy (%)		ADF	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	May				62.8				73.04				45.86				-6.2				0.0				-6.2
	Jun				67.0				73.38				49.15				-5.7				0.8				-4.9
	Jul				70.2				73.46				51.57				1.4				-1.1				0.3
	Aug				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				77.18				58.74				34.1				7.2				43.7
	Dec				64.9				72.57				47.07				20.9				5.4				27.5
2017	Jan				63.7				74.40				47.36				14.9				4.0				19.5
	Feb				65.5				74.24				48.59				3.0				2.6				5.6
	Mar				71.0				75.56				53.63				1.9				2.5				4.5
	Apr				71.3				76.47				54.50				-2.3				-0.8				-3.1
	May				64.8				75.66				48.99				3.1				3.6				6.8
	Jun				73.7				78.30				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				74.38				45.22				-25.7				-5.3				-29.6

Year T	o Date)				Percent Change (%)	
2015	Oct	66.3	73.60	48.77	-0.4	0.4	-0.1
2016	Oct	67.6	73.98	50.00	2.0	0.5	2.5
2017	Oct	67.0	76.18	51.07	-0.8	3.0	2.1

Runnin	ng 12	Month				Percent Change (%)	
2015	Oct	64.8	73.34	47.53	-1.1	0.8	-0.3
2016	Oct	65.5	73.48	48.14	1.1	0.2	1.3
2017	Oct	67.6	75.97	51.35	3.2	3.4	6.7

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Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of October 2017

25295 Bu 12296 Clc 8366 Clc 25299 Clc 25298 Clc 25288 Clc 25288 Clc 25286 Clc 25281 Ea 6498 Ec 55787 Va 25292 Re 55787 Va 25292 Re 55787 Clc 1025287 Clc 10392 Clc 27827 Da 61409 En 37582 Ex 32352 Ha 53774 Hill 36100 Ho 60525 Ho 25293 Kn	losed - Independent Hotel Prince Charles losed - Independent Patel Motel losed - Independent Town & Country Motel losed Days Inn Central Fayetteville losed St James Inn losed Travel Inn loverleaf Motel astover Inn conomy Inn	City & State Fayetteville, NC Fayetteville,	Zip Code 28301 28301 28301 28301 28301 28301 28301 28301 28301 28301 28301 28301 28301 28301 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 2014 Jan 2014 Mar 2014	Open Date Jun 1967 Jun 1964 Jun 1925 Jun 1958 Jun 1958 Jun 1972 Jun 1971 Oct 2007 Jan 2014 Jun 1967 Jan 2011 Jan 1991 Jun 1988	43 130 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Chg in Rms Y Y Y Y Y Y Y Y	J F					A S					M		M	L	J		S	0 1										S O	
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66525 Ho 25293 Kn			28303	Feb 2000	Jan 1998	89	Y																													
25293 Kn	omewood Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		вв	в	в в	B	в в	в	в	ВE	3 B	в	в	в	в	BI	BE	3 E	B E	3 B	3 E	3 B	B	В	В	В	в	в	в в	, В	
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	esidence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92																					S	S	S	S	s	s	S	s s	S	
	pringhill Suites Fayetteville Fort Bragg	Fayetteville, NC	28303		U/C	121						_	_							_	-			-										_	_	
	uburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126	Y																											44	4	
	ownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009 Jun 1970	93 80																													-	
	ropical Motel /ingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28303 28303	Jun 1970 Aug 1998	Aug 1998	85																														
	aymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 1998 Aug 2015	Aug 1998 Aug 2015	96						r	r	r																						
	losed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	Aug 2013	0	Y																													
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	/oodSpring Suites Fayetteville West	Fayetteville, NC	28304	Nov 2016	Apr 2006	121																														
25289 Air	irport Inn Budget Motel	Fayetteville, NC	28306			30																				Т	Т	Т	Т	Т				T		
4265 An	mbassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																														
	arolina Motor Inn	Fayetteville, NC	28306			47																														
	losed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Y																													
	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	Y																						T						4	
25284 Re		Fayetteville, NC	28306			32																														
	oadside Inn Motel	Fayetteville, NC	28306	lan 2001	lan 2004	20	V										T												T							
	andmark Inn Fort Bragg	Fort Bragg, NC	28310 28311	Jan 2001 Oct 2014	Jan 2001 Oct 2014	198 115	Y																													
	airfield Inn & Suites Fayetteville North losed Days Inn Fayetteville Inn	Fayetteville, NC Fayetteville, NC	28311	Jan 2005	Jun 1985	115	Y										T												T							
	omfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2003	Apr 2000	61	1																													
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24174 De		Fayetteville, NC	28312	000 2000	May 1000	51																														
	oubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y						1			T	T	1					T		T	Т	T	Т	Т	Т	T.				T	
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65866 Ha	ampton Inn & Suites Fayetteville	Fayetteville, NC	28312	Jul 2017	Jul 2017	114																														
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	lotel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992	Jun 1986	115	Y																													
	uality Inn Fayetteville	Fayetteville, NC	28312	Aug 2008	Feb 1998	81																														
	ed Lion Inn & Suites Fayetteville	Fayetteville, NC	28312		May 1986	121																														
	ed Roof Inn Fayetteville	Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Y																												1	
	leep Inn Fayetteville	Fayetteville, NC	28312		Nov 1995	63																							T						4	
	uper 8 Fayetteville	Fayetteville, NC	28312	Dec 1996	Dec 1996	60	V																													
	ureStay Plus Hotel Fayetteville omfort Inn Cross Creek	Fayetteville, NC Fayetteville, NC	28312 28314		Mar 1985 Jul 1987	111 176	Y										T												T							

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of October 2017

								2015	5							2016								2	2017								
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms		F M		n J	JA	s	0 N	I D	JF	м	A	мЈ	I J	A	s o	N	D	JF	м	A	м.	J	A :	s o	N 1	D
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	Y																										
	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100																											
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77																											
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y																										
51150	Starlite Motel	Spring Lake, NC	28390			28																											
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60																											
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y																										
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y																										
			Total Prope	rties:	78	6333		s -	Mon	tly Se	gmen	tatior	n (Tra	nsier	nt, Gr	oup, I	Cont	ract)	Only	y													٦
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