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Fayetteville Area CVB

For the Month of January 2016

Date Created: Feb 17, 2016

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: January 2016

	Current Month - January 2016 vs January 2015												Year to Date - January 2016 vs January 2015												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2015						Occ %		ADR		RevPAR		Percent Change from YTD 2015						Properties		Rooms	
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
North Carolina	50.7	49.3	88.95	85.08	45.11	41.99	2.8	4.5	7.4	9.3	1.8	4.6	50.7	49.3	88.95	85.08	45.11	41.99	2.8	4.5	7.4	9.3	1.8	4.6	1653	1099	147009	115105
Cumberland County, NC	55.6	59.1	71.51	74.02	39.73	43.73	-6.0	-3.4	-9.2	-9.4	-0.3	-6.3	55.6	59.1	71.51	74.02	39.73	43.73	-6.0	-3.4	-9.2	-9.4	-0.3	-6.3	64	46	5881	4901
Johnston County, NC	42.4	35.9	69.19	68.51	29.35	24.60	18.1	1.0	19.3	19.3	0.0	18.1	42.4	35.9	69.19	68.51	29.35	24.60	18.1	1.0	19.3	19.3	0.0	18.1	26	16	1838	1144
Robeson County, NC	52.5	54.4	68.62	62.22	36.02	33.84	-3.5	10.3	6.4	13.7	6.9	3.1	52.5	54.4	68.62	62.22	36.02	33.84	-3.5	10.3	6.4	13.7	6.9	3.1	29	16	1821	1190
Wake County, NC	59.7	59.3	96.55	91.79	57.65	54.38	0.8	5.2	6.0	9.6	3.4	4.2	59.7	59.3	96.55	91.79	57.65	54.38	0.8	5.2	6.0	9.6	3.4	4.2	138	127	16169	15336
Durham County, NC	55.0	55.8	99.17	90.84	54.58	50.67	-1.3	9.2	7.7	15.0	6.8	5.4	55.0	55.8	99.17	90.84	54.58	50.67	-1.3	9.2	7.7	15.0	6.8	5.4	64	57	8243	7620
Edgecombe County, NC																												
Guilford County, NC	41.4	44.0	80.59	85.22	33.33	37.52	-6.1	-5.4	-11.2	-9.9	1.5	-4.7	41.4	44.0	80.59	85.22	33.33	37.52	-6.1	-5.4	-11.2	-9.9	1.5	-4.7	4	2	216	126
Harnett County, NC	53.2	43.3	72.13	67.40	38.37	29.17	22.9	7.0	31.5	31.5	0.0	22.9	53.2	43.3	72.13	67.40	38.37	29.17	22.9	7.0	31.5	31.5	0.0	22.9	93	74	10844	9493
Moore County, NC	42.4	38.9	89.07	86.25	37.78	33.53	9.1	3.3	12.7	12.7	0.0	9.1	42.4	38.9	89.07	86.25	37.78	33.53	9.1	3.3	12.7	12.7	0.0	9.1	10	7	771	550

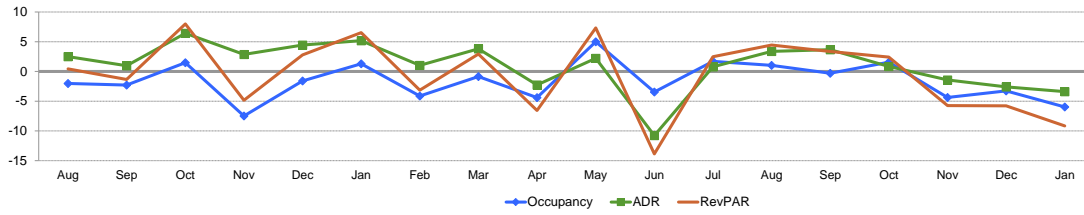
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Source 2016 STR, Inc.

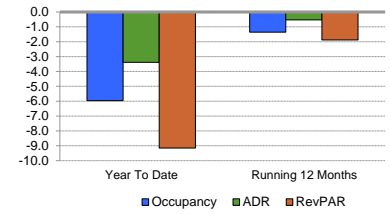
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Fayetteville Area CVB
For the Month of January 2016

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	68.7	61.8	62.3	59.5	55.6	59.1	63.7	68.2	71.1	67.0	71.0	69.3	69.4	61.6	63.3	56.9	53.8	55.6
Last Year	70.1	63.3	61.4	64.3	56.5	58.3	66.5	68.7	74.4	63.8	73.5	68.1	68.7	61.8	62.3	59.5	55.6	59.1
Percent Change	-2.0	-2.3	1.5	-7.5	-1.6	1.3	-4.1	-0.9	-4.4	5.0	-3.5	1.7	1.0	-0.3	1.6	-4.4	-3.3	-3.4

ADR	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	73.71	70.62	72.80	73.07	70.66	74.02	72.04	73.78	72.83	73.02	72.78	74.19	76.20	73.21	73.42	72.03	68.83	71.51
Last Year	71.92	69.94	68.41	71.04	67.66	70.38	71.31	71.07	74.52	71.44	81.57	73.61	73.71	70.62	72.80	73.07	70.66	74.02
Percent Change	2.5	1.0	6.4	2.9	4.4	5.2	1.0	3.8	-2.3	2.2	-10.8	0.8	3.4	3.7	0.8	-1.4	-2.6	-3.4

RevPAR	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	50.65	43.65	45.36	43.47	39.28	43.73	45.92	50.28	51.81	48.89	51.88	51.41	52.90	45.12	46.46	40.98	37.01	39.73
Last Year	50.44	44.24	42.01	45.68	38.22	41.05	47.41	48.86	55.44	45.56	59.99	50.16	50.65	43.65	45.36	43.47	39.28	43.73
Percent Change	0.4	-1.3	8.0	-4.8	2.8	6.5	-3.1	2.9	-6.6	7.3	-13.9	2.5	4.4	3.4	2.4	-5.7	-5.8	-9.2

Supply	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	179,676	173,880	183,117	177,210	182,869	182,869	165,172	182,869	176,970	182,869	176,970	182,869	182,373	176,490	182,373	176,430	182,311	182,311
Last Year	179,583	173,760	179,552	173,760	179,552	181,071	163,548	181,071	175,230	181,071	175,230	181,071	179,676	173,880	183,117	177,210	182,869	182,869
Percent Change	0.1	0.1	2.0	2.0	1.8	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.5	1.5	-0.4	-0.4	-0.3	-0.3

Demand	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	123,466	107,472	114,104	105,422	101,662	108,035	105,286	124,627	125,890	122,438	125,648	126,726	126,815	108,762	115,414	100,373	98,038	101,280
Last Year	125,939	109,921	110,254	111,732	101,426	105,620	108,730	124,473	130,376	115,467	128,871	123,393	123,466	107,472	114,104	105,422	101,662	108,035
Percent Change	-2.0	-2.2	3.5	-5.6	0.2	2.3	-3.2	0.1	-3.4	6.0	-2.5	2.7	2.6	1.2	1.1	-4.8	-3.6	-6.3

Revenue	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	9,100,824	7,589,499	8,306,867	7,703,267	7,183,740	7,996,502	7,584,836	9,194,804	9,168,347	8,940,425	9,144,934	9,401,273	9,647,998	7,962,543	8,473,158	7,229,512	6,747,783	7,242,499
Last Year	9,057,305	7,687,648	7,542,321	7,937,314	6,862,252	7,433,514	7,753,620	8,846,260	9,715,261	8,248,981	10,512,364	9,083,190	9,100,824	7,589,499	8,306,867	7,703,267	7,183,740	7,996,502
Percent Change	0.5	-1.3	10.1	-2.9	4.7	7.6	-2.2	3.9	-5.6	8.4	-13.0	3.5	6.0	4.9	2.0	-6.2	-6.1	-9.4

Census %	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	62	62	63	63	63	63	63	63	63	63	63	63	64	64	64	64	64	64
Census Rooms	5796	5796	5907	5907	5899	5899	5899	5899	5899	5899	5899	5899	5883	5883	5883	5881	5881	5881
% Rooms Participants	82.2	80.1	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.4	82.4	82.4	83.3	83.3	83.3

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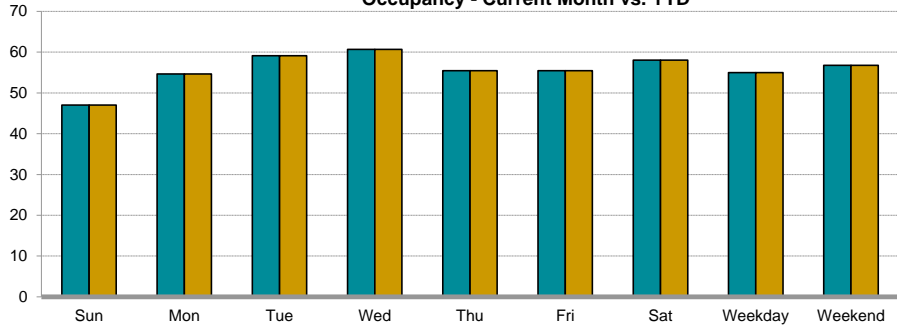
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

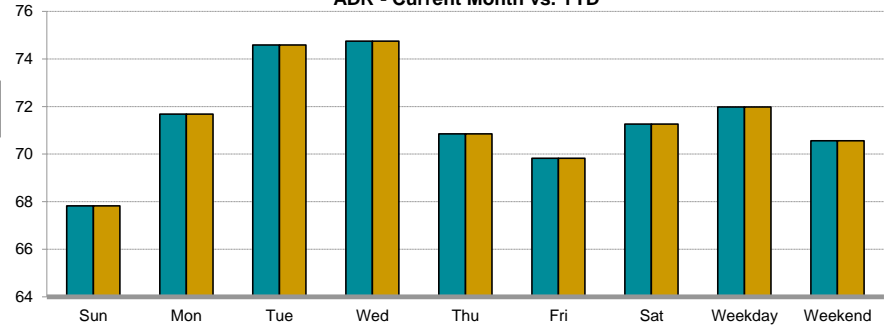
Fayetteville Area CVB

For the Month of January 2016

Occupancy - Current Month vs. YTD



ADR - Current Month vs. YTD



Day of Week		Occupancy (%)		ADR		RevPAR		Supply		Demand		Revenue	
		%	% Chg	%	% Chg	%	% Chg	%	% Chg	%	% Chg	%	% Chg
Sunday	Current Month	47.0	-1.1	67.83	-1.0	31.88	-2.1	29,405	24.6	13,822	23.2	937,504	22.0
	Year To Date	47.0	-1.1	67.83	-1.0	31.88	-2.1	29,405	24.6	13,822	23.2	937,504	22.0
	Running 12 Month	52.5	-2.4	68.53	-0.5	36.00	-2.9	312,187	2.6	163,994	0.1	11,238,928	-0.4
Monday	Current Month	54.6	-7.1	71.68	-3.7	39.17	-10.6	23,524	-0.3	12,856	-7.4	921,495	-10.8
	Year To Date	54.6	-7.1	71.68	-3.7	39.17	-10.6	23,524	-0.3	12,856	-7.4	921,495	-10.8
	Running 12 Month	62.4	-2.0	73.01	0.1	45.54	-1.8	306,306	0.6	191,071	-1.3	13,949,322	-1.2
Tuesday	Current Month	59.1	-5.9	74.59	-2.6	44.12	-8.3	23,524	-0.3	13,913	-6.2	1,037,779	-8.6
	Year To Date	59.1	-5.9	74.59	-2.6	44.12	-8.3	23,524	-0.3	13,913	-6.2	1,037,779	-8.6
	Running 12 Month	67.2	-0.2	75.34	0.4	50.63	0.2	306,307	0.6	205,832	0.4	15,508,155	0.9
Wednesday	Current Month	60.7	-3.4	74.75	-1.7	45.36	-5.0	23,524	-0.3	14,276	-3.7	1,067,106	-5.3
	Year To Date	60.7	-3.4	74.75	-1.7	45.36	-5.0	23,524	-0.3	14,276	-3.7	1,067,106	-5.3
	Running 12 Month	67.5	-0.6	75.01	-0.4	50.66	-1.1	306,307	0.6	206,871	0.0	15,516,637	-0.5
Thursday	Current Month	55.4	-2.9	70.85	-2.3	39.27	-5.0	23,524	-20.2	13,040	-22.5	923,835	-24.3
	Year To Date	55.4	-2.9	70.85	-2.3	39.27	-5.0	23,524	-20.2	13,040	-22.5	923,835	-24.3
	Running 12 Month	63.3	-2.6	72.47	-1.1	45.85	-3.6	306,305	0.6	193,779	-2.0	14,044,002	-3.0
Friday	Current Month	55.5	-10.6	69.82	-6.5	38.73	-16.4	29,405	-0.3	16,312	-10.9	1,138,979	-16.6
	Year To Date	55.5	-10.6	69.82	-6.5	38.73	-16.4	29,405	-0.3	16,312	-10.9	1,138,979	-16.6
	Running 12 Month	67.4	-2.1	72.35	-1.4	48.78	-3.4	306,305	0.6	206,503	-1.5	14,940,190	-2.9
Saturday	Current Month	58.0	-5.7	71.26	-3.9	41.35	-9.4	29,405	-0.3	17,062	-6.0	1,215,802	-9.7
	Year To Date	58.0	-5.7	71.26	-3.9	41.35	-9.4	29,405	-0.3	17,062	-6.0	1,215,802	-9.7
	Running 12 Month	69.6	0.5	72.95	-0.9	50.74	-0.4	306,290	-1.3	213,048	-0.8	15,540,877	-1.7
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	55.0	-4.8	71.98	-2.5	39.58	-7.2	123,501	-0.3	67,906	-5.1	4,887,718	-7.5
	Year To Date	55.0	-4.8	71.98	-2.5	39.58	-7.2	123,501	-0.3	67,906	-5.1	4,887,718	-7.5
	Running 12 Month	62.5	-1.6	73.07	-0.3	45.70	-1.8	1,537,412	1.0	961,547	-0.6	70,257,045	-0.8
Weekend (Fri-Sat)	Current Month	56.7	-8.2	70.56	-5.2	40.04	-12.9	58,810	-0.3	33,374	-8.4	2,354,781	-13.2
	Year To Date	56.7	-8.2	70.56	-5.2	40.04	-12.9	58,810	-0.3	33,374	-8.4	2,354,781	-13.2
	Running 12 Month	68.5	-0.8	72.65	-1.1	49.76	-1.9	612,595	-0.3	419,550	-1.1	30,481,067	-2.3
Total	Current Month	55.6	-6.0	71.51	-3.4	39.73	-9.2	182,311	-0.3	101,280	-6.3	7,242,499	-9.4
	Year To Date	55.6	-6.0	71.51	-3.4	39.73	-9.2	182,311	-0.3	101,280	-6.3	7,242,499	-9.4
	Running 12 Month	64.2	-1.4	72.94	-0.5	46.85	-1.9	2,150,007	0.6	1,381,097	-0.7	100,738,112	-1.3

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of January 2016

Currency: USD - US Dollar

Current Month	This Year												Percent Change (%)											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2014 Aug				68.7				73.71				50.65				-2.0				2.5				0.4
Sep				61.8				70.62				43.65				-2.3				1.0				-1.3
Oct				62.3				72.80				45.36				1.5				6.4				8.0
Nov				59.5				73.07				43.47				-7.5				2.9				-4.8
Dec				55.6				70.66				39.28				-1.6				4.4				2.8
2015 Jan				59.1				74.02				43.73				1.3				5.2				6.5
Feb				63.7				72.04				45.92				-4.1				1.0				-3.1
Mar				68.2				73.78				50.28				-0.9				3.8				2.9
Apr				71.1				72.83				51.81				-4.4				-2.3				-6.6
May				67.0				73.02				48.89				5.0				2.2				7.3
Jun				71.0				72.78				51.68				-3.5				-10.8				-13.9
Jul				69.3				74.19				51.41				1.7				0.8				2.5
Aug				69.4				76.20				52.90				1.0				3.4				4.4
Sep				61.6				73.21				45.12				-0.3				3.7				3.4
Oct				63.3				73.42				46.46				1.6				0.8				2.4
Nov				56.9				72.03				40.98				-4.4				-1.4				-5.7
Dec				53.8				68.83				37.01				-3.3				-2.6				-5.8
2016 Jan				55.6				71.51				39.73				-6.0				-3.4				-9.2

Year To Date												Percent Change (%)												
2014 Jan				58.3				70.38				41.05				-4.6				-0.9				-5.5
2015 Jan				59.1				74.02				43.73				1.3				5.2				6.5
2016 Jan				55.6				71.51				39.73				-6.0				-3.4				-9.2

Running 12 Month												Percent Change (%)												
2014 Jan				65.3				70.81				46.27				-0.1				-1.3				-1.4
2015 Jan				65.1				73.33				47.75				-0.3				3.6				3.2
2016 Jan				64.2				72.94				46.85				-1.4				-0.5				-1.9

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Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of January 2016

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2014												2015												2016																							
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D												
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 Properties:			74	5881	s - Monthly Segmentation (Transient, Group, Contract) Only r - Monthly Additional Revenue Only B - Both Segmentation and Additional Revenue Blank - No data received by STR																																															

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Tab 8 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.
It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

The percent of rooms from which STR receives data. Calculated as $(\text{Sample Rooms} / \text{Census Rooms}) * 100$

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.