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Fayetteville Area CVB

For the Month of March 2016				Date Created: Apr 15, 2016
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Tab 2 - Multi-Segment Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: March 2016

				Curr	ent Mont	h - Marcl	h 2016 vs	March 2	2015							Yea	r to Date	- March	2016 vs I	March 2	015					Part	cipation	
	Occ	%	AD	R	Revi	PAR	F	Percent	Change fi	rom Mar	ch 2015		Осс	: %	AD	R	Revi	PAR		Percen	t Change t	from YT	D 2015		Prope	erties	Rooi	ms
	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
								ADR															Avaii					
North Carolina	64.6	64.1	92.46	91.40	59.77	58.60	0.8	1.2	2.0	3.9	1.8	2.7	58.3	57.4	91.75	88.72	53.50	50.96	1.5	3.4	5.0	6.8	1.7	3.3	1685	1107	148082	115759
Cumberland County, NC	69.8	68.1	73.70	73.78	51.46	50.28	2.5	-0.1	2.3	2.0	-0.3	2.2	63.0	63.6	72.62	73.34	45.76	46.68	-1.0	-1.0	-2.0	-2.3	-0.3	-1.3	64	46	5881	4901
Johnston County, NC	54.3	51.7	69.75	71.07	37.85	36.73	5.0	-1.9	3.0	3.0	0.0	5.0	49.3	45.4	69.37	69.47	34.23	31.51	8.8	-0.1	8.6	8.6	0.0	8.8	31	22	2150	1593
Robeson County, NC	63.8	68.1	68.66	64.68	43.79	44.05	-6.4	6.2	-0.6	6.2	6.9	0.1	59.0	62.2	68.32	63.38	40.34	39.43	-5.1	7.8	2.3	9.3	6.9	1.4	29	16	1821	1190
Wake County, NC	71.3	74.2	102.05	96.44	72.74	71.53	-3.9	5.8	1.7	5.6	3.8	-0.2	66.3	68.4	100.04	94.48	66.33	64.61	-3.0	5.9	2.7	6.5	3.7	0.6	133	121	15765	14887
Durham County, NC	66.2	70.5	101.62	97.05	67.22	68.44	-6.2	4.7	-1.8	3.2	5.1	-1.4	61.9	65.1	100.94	94.88	62.51	61.77	-4.9	6.4	1.2	7.5	6.2	1.0	64	57	8243	7523
Edgecombe County, NC																									4	2	216	126
Guilford County, NC	59.3	62.4	87.96	98.00	52.13	61.17	-5.1	-10.2	-14.8	-15.2	-0.4	-5.5	51.8	53.1	85.50	90.25	44.26	47.89	-2.4	-5.3	-7.6	-7.4	0.2	-2.2	93	75	10799	9578
Harnett County, NC	55.4	57.7	72.22	68.90	40.02	39.73	-3.9	4.8	0.7	12.2	11.4	7.1	53.5	51.7	71.98	67.99	38.53	35.12	3.6	5.9	9.7	14.0	3.9	7.7	11	8	859	638
Moore County, NC	63.0	60.0	109.96	104.26	69.30	62.51	5.1	5.5	10.9	10.9	0.0	5.1	54.3	48.6	100.46	95.02	54.55	46.15	11.8	5.7	18.2	18.2	0.0	11.8	20	11	1784	1300

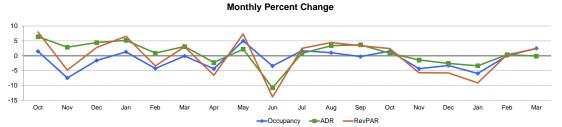
A blank row indicates insufficient data.

Source 2016 STR, Inc.

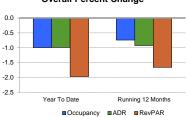
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Fayetteville Area CVB For the Month of March 2016

Percent Change



Overall Percent Change



_																		
Occupancy (%)		2014							20	115							2016	
occupancy (70)	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	62.3	59.5	55.6	59.1	63.7	68.1	71.1	67.0	71.0	69.3	69.4	61.6	63.3	56.9	53.8	55.6	63.7	69.8
Last Year	61.4	64.3	56.5	58.3	66.6	68.2	74.4	63.8	73.5	68.1	68.7	61.8	62.3	59.5	55.6	59.1	63.7	68.1

	Year To Date		1	R	unning 12 Month	s
2014	2015	2016		2014	2015	2016
64.3	63.6	63.0		65.1	64.9	64.4
66.3	64.3	63.6		65.2	65.1	64.9
-3.0	-1.0	-1.0		-0.2	-0.4	-0.7

ADR		2014							20	115							2016		
ADIC	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2014
This Year	72.80	73.07	70.66	74.02	72.13	73.78	72.83	73.02	72.78	74.19	76.20	73.21	73.42	72.03	68.83	71.51	72.39	73.70	71.17
Last Year	68.41	71.04	67.66	70.38	71.50	71.55	74.52	71.44	81.57	73.61	73.71	70.62	72.80	73.07	70.66	74.02	72.13	73.78	71.48
Percent Change	6.4	2.9	4.4	5.2	0.9	3.1	-2.3	2.2	-10.8	0.8	3.4	3.7	0.8	-1.4	-2.6	-3.4	0.4	-0.1	-0.4

Year To Date		R	tunning 12 Month	ıs
2015	2016	2014	2015	2016
73.34	72.62	70.78	73.64	72.96
71.17	73.34	71.91	70.78	73.64
3.1	-1.0	-1.6	4.0	-0.9

RevPAR		2014							20	015							2016	
110117111	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	45.36	43.47	39.28	43.73	45.95	50.28	51.81	48.89	51.68	51.41	52.90	45.12	46.46	40.98	37.01	39.73	46.12	51.46
Last Year	42.01	45.68	38.22	41.05	47.59	48.82	55.44	45.56	59.99	50.16	50.65	43.65	45.36	43.47	39.28	43.73	45.95	50.28
Percent Change	8.0	-4.8	2.8	6.5	-3.4	3.0	-6.6	73	-13 9	2.5	4.4	3.4	2.4	-5.7	-5.8	-9.1	0.4	2.3

	Year To Date			R	unning 12 Month	s
2014	2015	2016	l L	2014	2015	2016
45.76	46.68	45.76		46.07	47.76	46.97
47.38	45.76	46.68		46.88	46.07	47.76
-3.4	2.0	-2.0		-1.7	3.7	-1.7

Supply		2014							20	115							2016	
опры	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	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	164,668	182,311
Last Year	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	165,172	182,869
Percent Change	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	-0.3	-0.3

	Year To Date			R	unning 12 Month	s
2014	2015	2016	L	2014	2015	2016
525,690	530,910	529,290		2,118,643	2,140,264	2,148,945
521,280	525,690	530,910		2,115,578	2,118,643	2,140,264
0.8	1.0	-0.3		0.1	1.0	0.4

Demand		2014							20	115							2016	
Domana	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	114,104	105,422	101,662	108,035	105,223	124,624	125,890	122,438	125,648	126,726	126,615	108,762	115,414	100,373	98,038	101,286	104,909	127,309
Last Year	110,254	111,732	101,426	105,620	108,857	123,533	130,376	115,467	128,871	123,393	123,466	107,472	114,104	105,422	101,662	108,035	105,223	124,624
Percent Change	3.5	-5.6	0.2	2.3	-3.3	0.9	-3.4	6.0	-2.5	2.7	2.6	1.2	1.1	-4.8	-3.6	-6.2	-0.3	2.2

	Year To Date		R	unning 12 Month	s
2014	2015	2016	2014	2015	2016
338,010	337,882	333,504	1,379,113	1,388,115	1,383,408
345,519	338,010	337,882	1,379,315	1,379,113	1,388,115
2.2	0.0	1.2	0.0	0.7	0.2

Revenue		2014							20	15							2016	
Revenue	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	8,306,867	7,703,267	7,183,740	7,996,502	7,590,014	9,194,797	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	7,242,841	7,594,096	9,382,079
Last Year	7,542,321	7,937,314	6,862,252	7,433,514	7,783,088	8,839,306	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	7,590,014	9,194,797
Percent Change	10.1	-2.9	4.7	7.6	-2.5	4.0	-5.6	8.4	-13.0	3.5	6.0	4.9	2.0	-6.2	-6.1	-9.4	0.1	2.0

	Year To Date		F	tunning 12 Month	s
2014	2015	2016	2014	2015	2016
24,055,908	24,781,313	24,219,016	97,615,304	102,225,306	100,934,989
24,696,015	24,055,908	24,781,313	99,186,701	97,615,304	102,225,306

_																		
Census %		2014							20	115							2016	
Celisus /0	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	63	63	63	63	63	63	63	63	63	63	64	64	64	64	64	64	64	64
Census Rooms	5907	5907	5899	5899	5899	5899	5899	5899	5899	5899	5883	5883	5883	5881	5881	5881	5881	5881
% Rooms Participants	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	83.3	83.3

Source 2016 STR, Inc. A blank row indicates insufficient data.

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Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of March 2016

								2014	4						20	15							201	6						
							Chg in		Ť	П	т		Т		T		ТП	Т	П	т		Т			т	\Box	\Box		\top	
STR Code	Name of Establishment	City & State	Zip Code				Rms	J	F M	Α	M J	J	A S	O N	D J	F	ΛA	M J	J.	A S	0 1	N D	J	F	M A	A M	J	j A	S) N
	American Eagle Inn	Fayetteville, NC	28301	Jun 2012	Jun 1967	43																								
	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130	.,																			\perp	\perp		_	\perp
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1925	0	Y																							-
	Closed - Independent Patel Motel	Fayetteville, NC Fayetteville, NC	28301 28301	Jul 2011	Jun 1958	0	Y																						_	
	Closed - Independent Town & Country Motel Closed Days Inn Central Fayetteville		28301	Apr 2008 Apr 2000		0	Y																							
	Closed St James Inn	Fayetteville, NC Fayetteville, NC	28301	Jan 1991		0	T V																							
	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Ý																							
	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	Favetteville, NC	28301	Sep 2011	Jun 1972	50	Υ																П							
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Υ																							
55787	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121					•		•	• •	• •		•	• •	•	•			•	•	•					
62851	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					
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																							
	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			0	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•					
	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	•	• •	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•	ш	\perp		_	\perp
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Υ	•	•	•	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	•					
	Hampton Inn Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Dec 1995	Dec 1995	131		•	•	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•	\perp	\perp		_	\perp
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104		•	•	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•					
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89	Υ	•	•	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•	\perp	\perp		_	\perp
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		•	•	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•					4
	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997	Jun 1968	61		•	•	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•	\perp		\perp	_	\perp
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109	Υ	•	•	•	•	• •	•	• •	• •	•	•	•	•	•	• •	•	•	•	•					-
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92		•	• •	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	• •	•			_	_	
	Suburban Extended Stay Hotel Near Fort Bragg TownePlace Suites Favetteville Cross Creek	Fayetteville, NC Favetteville, NC	28303	Jun 1998	Jun 1998	126 93	Y	•	•	•	•	•	•	• •	•	•	•	•	•	•	•	•	•	•	•					
			28303 28303	Jul 2009 Jun 1970	Jul 2009 Jun 1970	80		•	•	•	•	• •	•	• •	• •	•	•	• •	• •	•	• •	•	•	• •	•			_	_	
	Tropical Motel Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC Fayetteville, NC	28303	Aug 1998	Aug 1998	85																								
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 1996 Aug 2015	Aug 1996 Aug 2015	96			•	•	•	•	•	• •	• •		•	• •												
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008	Aug 2013	0	Υ																	•						
	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	185	Υ																							
	Value Place Fayetteville Walter Reed	Fayetteville, NC	28304	Apr 2006	Apr 2006	121	•																							
	Airport Inn Budget Motel	Fayetteville, NC	28306	7 tp. 2000	, ip. 2000	30							-		- -		1	- -				-		-						
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																								
	Carolina Motor Inn	Fayetteville, NC	28306			47																	П							
25296	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0	Υ																							
4264	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75																								\Box
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	198	Υ	•	•	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•					
62981	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115								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	Fayetteville, NC	28312	Sep 2009	May 1986	97		•	• •	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•	\perp	\perp		\perp	\perp
	Delux Inn	Fayetteville, NC	28312			51																								
-	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008		148	Υ	•	• •	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•	\perp	\perp		_	╜
	Econo Lodge Fayetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150		•	•	•	•	• •	•	• •	• •	• •	•	• •	•	•	• •	•	•	•	•					
	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66	Y	•	•	•	•	• •	•	• •	•	• •	•	• •	•	•	• •	•	•	•	•				_	
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312	May 1986		121		•	•	•	•	• •	•	• •	•	• •	•	•	•	•	•	•	•	•	•					
	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198		•	•	•	•	• •	•	• •	•	•	•	•	•	•	•	•	•	•	•				_	
	Motel 6 Fayetteville	Fayetteville, NC	28312	Jan 1992	Jun 1986	113			•	•	•	•	•	•	•		•	•	•	•	•	•	•	•						
	Quality Inn Fayetteville Red Roof Inn Favetteville	Fayetteville, NC	28312	Aug 2008	Feb 1998	81	V		•		•	•	•	•	•		•	•	•		•	•		•						
		Fayetteville, NC	28312	Oct 2014	Nov 1997	55	Y	0 0	0	0	0	0 0	0	0	•		•	•	•	•	•	•	•	•						
	Rodeway Inn Fayetteville Sleep Inn Fayetteville	Fayetteville, NC Fayetteville, NC	28312 28312	Mar 2013 Nov 1995	Mar 1985 Nov 1995	120 63		•		•		•		•	•	•		•	•	-	•	•	•	•						
	Sieep inn Fayetteville Super 8 Fayetteville		28312	Nov 1995 Dec 1996	Nov 1995 Dec 1996	63							•					•				•								
	Super 8 Fayetteville Comfort Inn Cross Creek	Fayetteville, NC Fayetteville, NC	28312	Jul 1987	Jul 1987	176	V						•	•			•	•				•								
	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	176	Ť																							
	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72																								
	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390		Feb 1996	85	Υ						_																	
J2003	Obuminy min & Dunes I ayelleville Full blayy	Opining Land, INC	120390	1 CU ZU 10	ו פט וששט	00	I	1-1-	- -	1 T		• •		-	-	• •		- -	1 1		• •		T .	- I	- 1	1 1	(I	1 '		1 1

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of March 2016

								2014							201	5							201	6							
							Chg in		П											П			\Box		T		T	\Box	T	П	Т
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	JF	M.	A M] J ,	J A	s o	N [) J	F M	A	M J	J	AS	0	NE) J	FN	ΛA	M .	J J	A١	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	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		•	•	• •	•	0	0	•	• •	•	• •	•	• •	•		•	• •	. []						
			Total Prope	rties:	74	5881		o - N	∕lonth	ly dat	a rec	eived	by S1	R																	

Monthly and daily data received by STR

Blank - No data received by STR

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

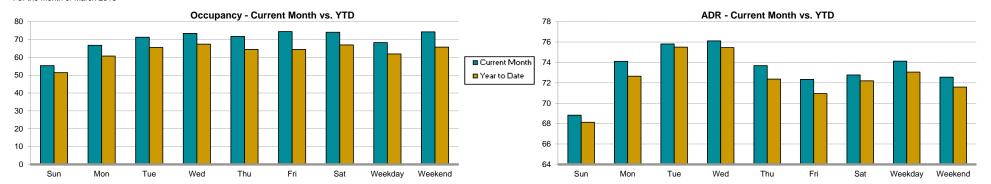
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Fayetteville Area CVB

For the Month of March 2016



		Occupancy (%)	ADR		RevPAR		Supply		Demand		Reveni	ue
Day of Week			% Chg		% Chg		% Chg		% Chg		% Chg		% Chg
Sunday	Current Month	55.4	3.1	68.83	-0.1	38.12	3.0	23,524	-20.2	13,027	-17.7	896,671	-17.8
	Year To Date	51.4	0.5	68.13	-0.6	35.03	-0.1	75,642	-1.4	38,893	-0.9	2,649,804	-1.5
	Running 12 Month	52.8	-0.9	68.48	-0.9	36.14	-1.8	305,333	0.1	161,115	-0.8	11,033,751	-1.7
Monday	Current Month	66.7	3.7	74.11	1.4	49.46	5.2	23,524	-20.2	15,700	-17.3	1,163,472	-16.1
	Year To Date	60.8	-1.4	72.65	-0.8	44.14	-2.2	75,439	-1.6	45,837	-3.0	3,330,224	-3.8
	Running 12 Month	62.5	-0.9	73.06	-0.2	45.66	-1.1	305,130	0.1	190,709	-0.8	13,933,199	-1.0
Tuesday	Current Month	71.3	1.5	75.82	-0.2	54.03	1.3	29,405	-0.3	20,954	1.2	1,588,675	1.0
	Year To Date	65.5	-2.1	75.51	-0.2	49.49	-2.3	75,642	-1.4	49,577	-3.4	3,743,488	-3.6
	Running 12 Month	67.1	-0.1	75.45	0.1	50.66	0.0	305,334	-1.7	205,015	-1.8	15,468,693	-1.7
Wednesday	Current Month	73.4	1.5	76.12	-0.9	55.88	0.6	29,405	24.6	21,587	26.5	1,643,192	25.3
	Year To Date	67.4	0.8	75.46	-0.4	50.88	0.4	75,642	6.9	51,003	7.8	3,848,759	7.3
	Running 12 Month	67.8	0.3	75.05	-0.8	50.90	-0.5	311,233	2.1	211,094	2.4	15,841,715	1.5
Thursday	Current Month	71.7	4.4	73.69	-1.7	52.85	2.6	29,405	24.6	21,091	30.1	1,554,164	27.8
	Year To Date	64.5	3.9	72.37	-0.7	46.66	3.1	75,642	-1.4	48,769	2.5	3,529,252	1.7
	Running 12 Month	63.9	-0.9	72.47	-1.5	46.27	-2.4	311,231	2.1	198,729	1.1	14,401,332	-0.4
Friday	Current Month	74.5	-0.6	72.35	-0.9	53.88	-1.4	23,524	-0.3	17,520	-0.9	1,267,469	-1.7
	Year To Date	64.4	-4.8	70.95	-2.9	45.72	-7.5	75,642	-1.4	48,744	-6.1	3,458,180	-8.8
	Running 12 Month	67.2	-2.2	72.25	-1.9	48.57	-4.0	305,350	0.1	205,285	-2.0	14,831,856	-3.8
Saturday	Current Month	74.1	-3.6	72.77	-0.5	53.92	-4.2	23,524	-0.3	17,431	-3.9	1,268,436	-4.5
	Year To Date	67.0	-3.5	72.20	-1.4	48.38	-4.9	75,642	-1.4	50,682	-4.8	3,659,309	-6.2
	Running 12 Month	69.3	-0.5	72.94	-1.3	50.52	-1.8	305,335	0.1	211,461	-0.4	15,424,443	-1.7
Weekday / We	ekend	l											
Weekday	Current Month	68.3	4.3	74.13	0.1	50.61	4.4	135,263	-0.3	92,359	4.0	6,846,174	4.1
(Sun-Thu)	Year To Date	61.9	0.5	73.06	-0.5	45.24	-0.1	378,006	0.1	234,078	0.6	17,101,527	0.1
	Running 12 Month	62.8	-0.5	73.12	-0.6	45.95	-1.1	1,538,260	0.5	966,663	0.0	70,678,690	-0.6
Weekend	Current Month	74.3	-2.1	72.56	-0.7	53.90	-2.8	47,048	-0.3	34,950	-2.4	2,535,905	-3.1
(Fri-Sat)	Year To Date	65.7	-4.1	71.59	-2.1	47.05	-6.2	151,284	-1.4	99,426	-5.4	7,117,489	-7.5
	Running 12 Month	68.2	-1.3	72.60	-1.6	49.54	-2.9	610,685	0.1	416,745	-1.2	30,256,299	-2.8
Total	Current Month	69.8	2.5	73.70	-0.1	51.46	2.3	182,311	-0.3	127,309	2.2	9,382,079	2.0
	Year To Date	63.0	-1.0	72.62	-1.0	45.76	-2.0	529,290	-0.3	333,504	-1.3	24,219,016	-2.3
	Running 12 Month	64.4	-0.7	72.96	-0.9	46.97	-1.7	2,148,945	0.4	1,383,408	-0.3	100,934,989	-1.3

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Tab 6 - Seg Trend Cumberland County NC

64.4

Fayetteville Area CVB

2016 Mar

For the Month of March 2016

						This	Year										Pe	ercent C	Change	(%)				
		Occupa	ancy (%)		Α	DR			Rev	PAR			Occupa	ancy (%)			२ (%)			RevP	AR (%)	
Current Month	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 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				72.13				45.95				-4.3				0.9				-3.4
Mar				68.1				73.78				50.28				-0.1				3.1				3.0
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	1			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				-9.1
Feb				63.7				72.39				46.12				0.0				0.4				0.4
Mar				69.8				73.70				51.46				2.5				-0.1				2.3
Year To Da	ite																Pe	ercent C	hange	(%)				
2014 Mar				64.3				71.17				45.76				-3.0				-0.4				-3.4
2015 Mar				63.6				73.34				46.68				-1.0				3.1				2.0
2016 Mar				63.0				72.62				45.76				-1.0				-1.0				-2.0
Running 12	2 Month																Pe	ercent C	hange	(%)				
2014 Mar				65.1				70.78				46.07				-0.2				-1.6				-1.7
2015 Mar				64.9				73.64				47.76				-0.4				4.0				3.7
0040 14																								

Currency: USD - US Dollar

A blank row indicates insufficient data.

72.96

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46.97

-0.7

-0.9

-1.7

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of March 2016

								20°	14							20	15								201	6						البيا	
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Daama	Chg in Rms		_ .	/ A			۱, ا	s o	. . .	D J			M				0 1		١.١	_ .							
	American Eagle Inn	Favetteville, NC	28301	Jun 2012	Jun 1967	Kooms 43		J	F	ИΑ	IVI .	JJ	A	5 0	N	υJ	F	M A	IVI	J	JA	3	U	ט וי	J	FIN	I A	IVI .	JJ	A	5 0	אוכ	۳
	Budget Inn	Fayetteville, NC	28301	Jul 2009	Jun 1964	130																											
	Closed - Independent Hotel Prince Charles	Fayetteville, NC	28301	Nov 2010	Jun 1925	0	Y																										
	Closed - Independent Patel Motel	Fayetteville, NC	28301	Jul 2011	Jun 1958	0	Ý																										т
	Closed - Independent Town & Country Motel	Fayetteville, NC	28301	Apr 2008		0	Y																										
	Closed Days Inn Central Fayetteville	Fayetteville, NC	28301	Apr 2000		0	Y										П		П			П					П				\Box	Т	Т
25298	Closed St James Inn	Fayetteville, NC	28301	Jan 1991		0	Y																										
25288	Closed Travel Inn	Fayetteville, NC	28301	Jun 2004		0	Y																										П
25286	Cloverleaf Motel	Fayetteville, NC	28301			22																											
	Eastover Inn	Fayetteville, NC	28301			20																											
6498	Economy Inn	Fayetteville, NC	28301	Sep 1995	Jun 1985	50																											
7873	Night Inn	Fayetteville, NC	28301	Sep 2011	Jun 1972	50	Y																										
	Regency Inn	Fayetteville, NC	28301	Jul 2003	Jun 1971	105	Y																										
55787	Value Place Fayetteville Bragg	Fayetteville, NC	28301	Oct 2007	Oct 2007	121																											
	Affordable Suites Fayetteville	Fayetteville, NC	28303	Jan 2014	Jan 2014	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		0	Y																					\perp		ш		\perp	L
	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	SS	SS	S	s s	S	S S	s s							
	Days Inn Fayetteville Northwest Fort Bragg Area	Fayetteville, NC	28303	Mar 2014	Jun 1988	119																						ш					L
	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																						\perp		ш		\perp	L
	Fairfield Inn Fayetteville	Fayetteville, NC	28303	Jun 1989	Jun 1989	129	Y																										
	Hampton Inn Fayetteville Cross Creek Mall	Fayetteville, NC	28303	Dec 1995	Dec 1995	131																						\perp		ш	_	_	L
	Hilton Garden Inn Fayetteville Fort Bragg	Fayetteville, NC	28303	Nov 2005	Nov 2005	104																											
	Holiday Inn Express & Suites Fayetteville Fort Bragg	Fayetteville, NC	28303	Feb 2000	Jan 1998	89																						\perp		ш	_	_	L
	Home2 Suites Fayetteville	Fayetteville, NC	28303	Feb 2011	Feb 2011	118		В	ВЕ	В	ВВ	3 B	ВВ	3 B	ВЕ	3 B	В	ВВ	В	ВЕ	ВВ	В	ВВ	В	В	ВВ							
	Knights Inn Fort Bragg Fayettevile	Fayetteville, NC	28303	Dec 1997	Jun 1968	61	.,,																					\perp		ш	_	_	L
	Quality Inn & Suites Fort Bragg Fayetteville	Fayetteville, NC	28303	Nov 2012	Jun 1980	109																											4
	Residence Inn Fayetteville Cross Creek	Fayetteville, NC	28303	Dec 2006	Dec 2006	92																								ш	_	_	L
	Suburban Extended Stay Hotel Near Fort Bragg	Fayetteville, NC	28303	Jun 1998	Jun 1998	126																											+
	TownePlace Suites Fayetteville Cross Creek	Fayetteville, NC	28303	Jul 2009	Jul 2009	93																								ш	_	_	L
	Tropical Motel	Fayetteville, NC	28303	Jun 1970	Jun 1970	80																											+
	Wingate by Wyndham Fayetteville Fort Bragg	Fayetteville, NC	28303	Aug 1998	Aug 1998	85 96																	-							_	_	_	Н
	Baymont Inn & Suites Fayetteville Fort Bragg Area	Fayetteville, NC	28304	Aug 2015	Aug 2015																Г	Г	Г								-		
	Closed - Independent Becks Motel	Fayetteville, NC	28304	Sep 2008 Jul 1997	I. I. 1007	120	Y																								-		٠
	Extended Stay America Fayetteville Owen Drive	Fayetteville, NC	28304 28304		Jul 1997 Jun 1974	120 185																											+
	Ramada Plaza Fayetteville Fort Bragg Area Value Place Fayetteville Walter Reed	Fayetteville, NC Fayetteville, NC	28304	Aug 2015 Apr 2006	Apr 2006	121																									-		٠
	Airport Inn Budget Motel	Fayetteville, NC	28306	Apr 2006	Apr 2006	30																									-	-	+
	Ambassador Inn	Fayetteville, NC	28306	Jun 2012	Jun 1964	62																											
	Carolina Motor Inn	Fayetteville, NC	28306	Juli 2012	Juli 1304	47																											т
	Closed McInnis Motel	Fayetteville, NC	28306	Jun 1993		0																											
	Coliseum Inn	Fayetteville, NC	28306	Sep 1996	Jun 1968	75																											т
	Red Roof Inn & Suites Fayetteville Fort Bragg	Fayetteville, NC	28306	Oct 2015	May 2001	52																											
	Relax Inn	Fayetteville, NC	28306	0012010	Way 2001	32																											т
	Roadside Inn Motel	Fayetteville, NC	28306			20																											
	Landmark Inn Fort Bragg	Fort Bragg, NC	28310	Jan 2001	Jan 2001	198																											
	Fairfield Inn & Suites Fayetteville North	Fayetteville, NC	28311	Oct 2014	Oct 2014	115																											
	Closed Days Inn Fayetteville Inn	Fayetteville, NC	28312	Jan 2005	Jun 1985	0	Y										П													П		т	Т
	Comfort Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Apr 2000	61																											
4266	Days Inn Fayetteville	Fayetteville, NC	28312	Sep 2009	May 1986	97													П			П									\top	Т	Т
	Delux Inn	Fayetteville, NC	28312	·	1	51																											
4478	Doubletree Fayetteville	Fayetteville, NC	28312	May 2008	Mar 1986	148	Y	В	ВВ			В	ВВ	3					П			П									\top	Т	Т
24255	Econo Lodge Favetteville	Fayetteville, NC	28312	Jan 1989	Jan 1989	150																											
36866	Fairfield Inn Fayetteville I 95	Fayetteville, NC	28312	Sep 1998	Sep 1998	66	Y										П														Т	Т	П
	Hampton Inn Fayetteville I 95	Fayetteville, NC	28312		May 1986	121																											
285	Holiday Inn Fayetteville I 95	Fayetteville, NC	28312	Jun 1983	Jun 1983	198																											
	Motel 6 Fayetteville	Fayetteville, NC	28312		Jun 1986	113																											
	Quality Inn Fayetteville	Fayetteville, NC	28312			81																											П
	Red Roof Inn Fayetteville	Fayetteville, NC	28312		Nov 1997	55	Y																										
	Rodeway Inn Fayetteville	Fayetteville, NC	28312	Mar 2013	Mar 1985	120																											П
	Sleep Inn Fayetteville	Fayetteville, NC	28312			63																											
	Super 8 Fayetteville	Fayetteville, NC	28312		Dec 1996	60																											
20056	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Y																										
55750	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121																											
58867	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348		Nov 2009	72																											
00000	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85																											

Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of March 2016

								2014							2015							2010	5						
							Chg in		П					I								П	\Box					П	П
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Rms	J F	: M /	A M	J J	AS	0 0	1 D	J F	M	A M	JJ	A	s o	NC) J	F M	A M	J .	J A	SC) 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	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 Proper	rties:	74	5881		s -	Montly	Seam	entati	on (Tr	ansier	nt Gro	oun C	ontra	ct) O	nlv											_

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

A blank row indicates insufficient data.

Source 2016 STR, Inc.

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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 (Sample Rooms/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.