



**United Kingdom**  
Blue Fin Building  
110 Southwark Street  
London SE1 0TA  
Phone: +44 (0)20 7922 1930  
Fax: +44 (0)20 7922 1931  
www.strglobal.com

**United States**  
735 East Main Street  
Hendersonville  
TN 37075  
Phone: +1 (615) 824 8664  
Fax: +1 (615) 824 3848  
www.str.com

## Fayetteville Area CVB

For the Month of August 2016

Date Created: Sep 16, 2016

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: August 2016

	Current Month - August 2016 vs August 2015												Year to Date - August 2016 vs August 2015												Participation				
	Occ %		ADR		RevPAR		Percent Change from August 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	67.9	66.1	101.64	98.67	68.99	65.17	2.8	3.0	5.9	7.8	1.8	4.6	65.3	64.1	98.86	95.35	64.58	61.08	2.0	3.7	5.7	7.6	1.8	3.8	1747	1122	151034	117877	
Cumberland County, NC	68.5	69.4	73.10	76.21	50.04	52.90	-1.4	-4.1	-5.4	-5.4	-0.0	-1.4	66.4	67.3	73.55	73.66	48.84	49.61	-1.4	-0.1	-1.6	-1.8	-0.3	-1.7	64	46	5881	4901	
Johnston County, NC	55.0	53.7	71.33	70.00	39.25	37.61	2.4	1.9	4.4	8.1	3.6	6.1	52.9	51.0	71.22	70.36	37.65	35.90	3.6	1.2	4.9	7.2	2.3	5.9	32	23	2227	1670	
Robeson County, NC	63.5	63.5	68.90	67.30	43.74	42.73	-0.0	2.4	2.4	9.4	6.9	6.9	62.7	64.2	68.78	65.14	43.12	41.82	-2.3	5.6	3.1	10.2	6.9	4.4	29	16	1821	1190	
Wake County, NC	70.0	68.5	97.78	94.86	68.43	65.00	2.1	3.1	5.3	7.4	2.0	4.2	69.9	71.5	100.36	95.59	70.13	68.32	-2.2	5.0	2.7	6.1	3.4	1.1	133	123	15828	15109	
Durham County, NC	68.4	66.5	97.99	96.56	67.00	64.23	2.8	1.5	4.3	8.3	3.8	6.7	66.6	67.7	102.45	97.23	68.25	65.87	-1.7	5.4	3.6	9.1	5.3	3.5	63	59	8131	7738	
Edgecombe County, NC																													
Guilford County, NC	61.6	58.1	86.66	89.27	53.39	51.90	6.0	-2.9	2.9	3.4	0.5	6.5	58.8	56.9	90.91	92.58	53.43	52.73	3.2	-1.8	1.3	1.6	0.3	3.5	4	2	216	126	
Harnett County, NC	53.6	62.1	72.19	70.74	38.70	43.90	-13.6	2.1	-11.8	-1.8	11.4	-3.8	55.5	57.0	71.84	69.45	39.84	39.57	-2.7	3.4	0.7	9.4	8.6	5.8	93	76	10895	9727	
Moore County, NC	62.8	62.5	119.96	111.86	75.28	69.96	0.3	7.2	7.6	18.2	9.9	10.2	60.5	59.4	119.10	116.58	72.10	69.23	1.9	2.2	4.1	8.1	3.8	5.8	11	8	859	638	
																										22	14	1960	1556

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Source 2016 STR, Inc.

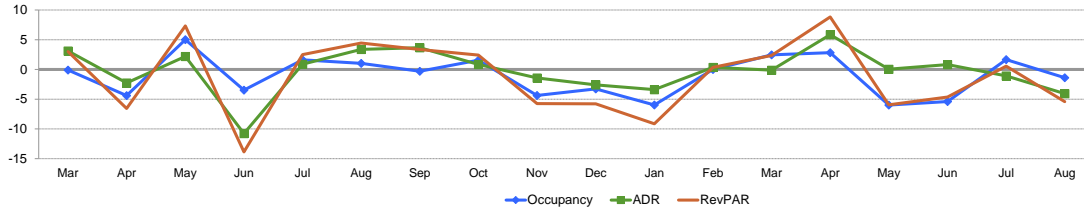
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Tab 3 - Trend Cumberland County NC

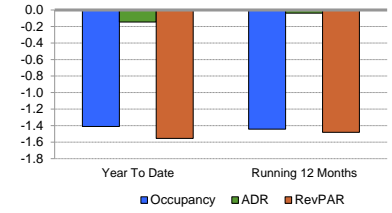
Currency: USD - US Dollar

Fayetteville Area CVB  
For the Month of August 2016

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015												2016							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	68.1	71.1	67.0	71.0	69.2	69.4	61.6	63.3	56.9	53.8	55.6	63.7	69.8	73.1	63.0	67.2	70.4	68.5		
Last Year	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	71.1	67.0	71.0	69.2	69.4		
Percent Change	-0.1	-4.4	5.0	-3.5	1.6	1.0	-0.3	1.6	-4.4	-3.3	-6.0	0.0	2.5	2.8	-6.0	-5.4	1.6	-1.4		

Year To Date			
2014	2015	2016	
67.7	67.3	66.4	
67.7	67.7	67.3	
-0.1	-0.5	-1.4	

Running 12 Months			
2014	2015	2016	
65.6	64.8	63.9	
65.8	65.6	64.8	
-0.3	-1.1	-1.4	

ADR	2015												2016							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	73.78	72.83	73.01	72.79	74.26	76.21	73.21	73.42	72.03	68.83	71.51	72.39	73.70	77.08	73.04	73.38	73.46	73.10		
Last Year	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	72.83	73.01	72.79	74.26	76.21		
Percent Change	3.1	-2.3	2.2	-10.8	0.9	3.4	3.7	0.8	-1.4	-2.6	-3.4	0.4	-0.1	5.8	0.0	0.8	-1.1	-4.1		

Year To Date			
2014	2015	2016	
73.70	73.66	73.55	
71.57	73.70	73.66	
3.0	-0.1	-0.1	

Running 12 Months			
2014	2015	2016	
72.33	73.09	73.06	
71.55	72.33	73.09	
1.1	1.1	0.0	

RevPAR	2015												2016							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	50.28	51.81	48.89	51.67	51.42	52.90	45.12	46.46	40.98	37.01	39.73	46.12	51.46	56.38	45.98	49.28	51.70	50.04		
Last Year	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	51.81	48.89	51.67	51.42	52.90		
Percent Change	3.0	-6.6	7.3	-13.9	2.5	4.4	3.4	2.4	-4.4	-5.7	-9.1	0.4	2.3	8.8	-6.0	-4.6	0.6	-5.4		

Year To Date			
2014	2015	2016	
49.87	49.61	48.84	
48.47	49.87	49.61	
2.9	-0.5	-1.6	

Running 12 Months			
2014	2015	2016	
47.42	47.38	46.68	
47.07	47.42	47.38	
0.7	-0.1	-1.5	

Supply	2015												2016							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	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	176,430	182,311	176,430	182,311	182,311		
Last Year	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	176,970	182,869	176,970	182,869	182,373		
Percent Change	1.0	1.0	1.0	1.0	1.0	1.0	1.5	-0.4	0.4	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	-0.3	0.0	0.0		

Year To Date			
2014	2015	2016	
1,417,968	1,432,961	1,429,083	
1,407,609	1,417,968	1,432,961	
0.7	1.1	-0.3	

Running 12 Months			
2014	2015	2016	
2,124,592	2,150,037	2,146,687	
2,114,660	2,124,592	2,150,037	
0.5	1.2	-0.2	

Demand	2015												2016							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	124,624	125,893	122,451	125,641	126,623	126,606	108,762	115,414	100,373	98,038	101,286	104,909	127,308	129,044	114,765	118,487	128,319	124,797		
Last Year	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	125,893	122,451	125,641	126,623	126,606		
Percent Change	0.9	-3.4	6.0	-2.5	2.6	2.5	1.2	1.1	-4.8	-3.6	-6.2	-0.3	2.2	2.5	-6.3	-5.7	1.3	-1.4		

Year To Date			
2014	2015	2016	
959,583	965,096	948,915	
953,289	959,583	965,096	
0.7	0.6	-1.7	

Running 12 Months			
2014	2015	2016	
1,392,916	1,393,756	1,371,502	
1,391,212	1,392,916	1,393,756	
0.1	0.1	-1.6	

Revenue	2015												2016							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	9,194,797	9,168,321	8,940,417	9,144,910	9,402,399	9,648,034	7,962,543	8,473,158	7,229,512	6,747,783	7,242,841	7,594,096	9,382,079	9,947,116	8,382,458	8,694,262	9,425,868	9,122,652		
Last Year	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	9,168,321	8,940,417	9,144,910	9,402,399	9,648,034		
Percent Change	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	8.5	-6.2	-4.9	0.2	-5.4		

Year To Date			
2014	2015	2016	
70,716,528	71,085,394	69,791,372	
68,225,876	70,716,528	71,085,394	
3.7	0.5	-1.8	

Running 12 Months			
2014	2015	2016	
100,746,063	101,868,767	100,204,368	
99,542,439	100,746,063	101,868,767	
1.2	1.1	-1.6	

Census %	2015												2016							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Census Props	63	63	63	63	63	64	64	64	64	64	64	64	64	64	64	64	64	64		
Census Rooms	5899	5899	5899	5899	5899	5883	5883	5883	5881	5881	5881	5881	5881	5881	5881	5881	5881	5881		
% Rooms Participants	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	83.3	83.3	83.3	83.3	83.3		

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Source 2016 STR, Inc.

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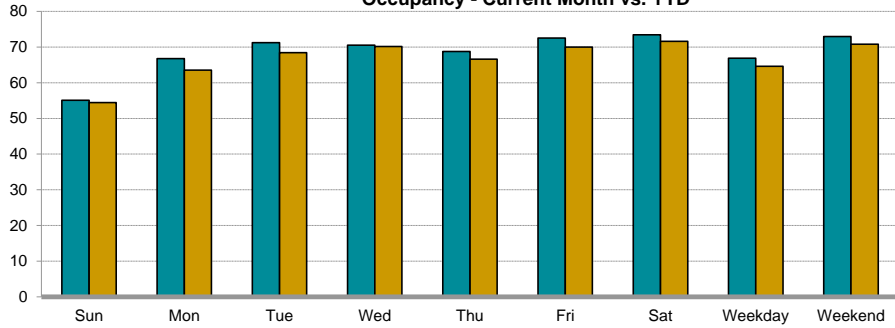
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

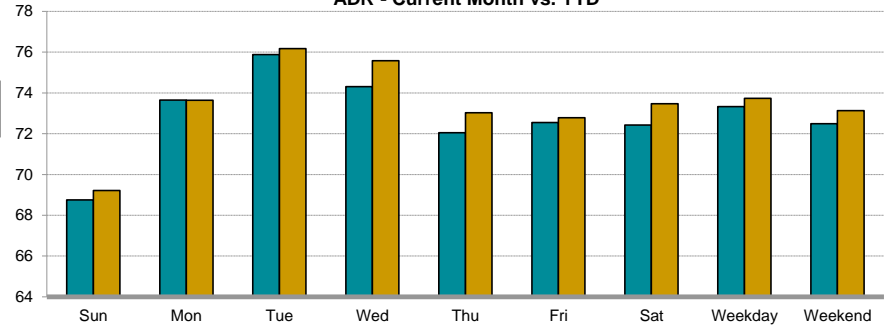
Fayetteville Area CVB

For the Month of August 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	55.1	-2.4	68.75	-4.6	37.86	-6.9	23,524	-20.0	12,954	-21.9	890,644	-25.5
	Year To Date	54.4	0.2	69.22	0.3	37.69	0.5	205,024	-0.7	111,626	-0.5	7,726,540	-0.2
	Running 12 Month	52.8	-0.4	68.73	0.4	36.26	0.1	305,017	-0.4	160,932	-0.8	11,060,635	-0.4
Monday	Current Month	66.8	0.1	73.65	-3.1	49.18	-3.0	29,405	0.0	19,634	0.1	1,446,027	-3.0
	Year To Date	63.5	-2.8	73.64	-0.2	46.79	-3.0	204,821	-0.8	130,147	-3.5	9,584,067	-3.7
	Running 12 Month	61.5	-2.5	73.14	0.0	44.95	-2.5	304,814	-2.3	187,320	-4.8	13,700,409	-4.8
Tuesday	Current Month	71.2	-1.7	75.88	-4.3	54.06	-5.9	29,405	25.0	20,949	22.9	1,589,682	17.6
	Year To Date	68.5	-3.1	76.18	0.1	52.15	-3.0	205,024	2.3	140,356	-0.9	10,691,836	-0.8
	Running 12 Month	66.1	-1.9	75.55	0.3	49.93	-1.6	310,900	1.5	205,480	-0.4	15,523,992	-0.1
Wednesday	Current Month	70.6	-4.3	74.31	-5.5	52.43	-9.5	29,405	25.0	20,746	19.6	1,541,694	13.1
	Year To Date	70.2	-1.8	75.58	-0.2	53.02	-2.0	205,024	2.3	143,826	0.4	10,870,772	0.3
	Running 12 Month	66.9	-1.5	75.05	-0.1	50.20	-1.6	310,900	1.5	207,972	0.0	15,608,463	-0.1
Thursday	Current Month	68.8	-0.6	72.05	-4.5	49.55	-5.1	23,524	0.0	16,179	-0.6	1,165,665	-5.1
	Year To Date	66.6	0.7	73.03	0.0	48.63	0.6	199,143	-3.5	132,600	-2.9	9,684,039	-2.9
	Running 12 Month	63.5	-1.1	72.58	-0.3	46.07	-1.3	305,019	-0.4	193,614	-1.5	14,053,204	-1.8
Friday	Current Month	72.5	1.4	72.55	-3.0	52.60	-1.6	23,524	0.0	17,055	1.4	1,237,373	-1.6
	Year To Date	70.0	-1.6	72.78	-0.7	50.95	-2.3	205,024	-0.7	143,527	-2.2	10,446,385	-2.9
	Running 12 Month	67.3	-1.8	72.38	-0.5	48.68	-2.3	305,019	-0.4	205,145	-2.2	14,848,842	-2.8
Saturday	Current Month	73.5	-5.7	72.43	-5.7	53.20	-11.1	23,524	-20.0	17,280	-24.5	1,251,566	-28.9
	Year To Date	71.6	-1.4	73.47	-0.3	52.62	-1.6	205,024	-0.7	146,832	-2.0	10,787,733	-2.3
	Running 12 Month	69.2	-0.9	73.01	-0.1	50.52	-1.0	305,019	-0.4	211,039	-1.4	15,408,822	-1.5
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	66.9	-0.4	73.33	-3.9	49.04	-4.3	135,263	4.5	90,462	4.1	6,633,713	0.0
	Year To Date	64.6	-1.4	73.73	0.0	47.65	-1.4	1,019,035	-0.1	658,556	-1.5	48,557,254	-1.5
	Running 12 Month	62.2	-1.5	73.22	0.1	45.52	-1.4	1,536,649	0.0	955,318	-1.5	69,946,703	-1.4
Weekend (Fri-Sat)	Current Month	73.0	-2.7	72.49	-4.6	52.90	-7.2	47,048	-11.1	34,335	-13.6	2,488,939	-17.5
	Year To Date	70.8	-1.5	73.13	-0.5	51.78	-1.9	410,048	-0.7	290,359	-2.1	21,234,118	-2.6
	Running 12 Month	68.2	-1.4	72.70	-0.3	49.60	-1.7	610,038	-0.4	416,184	-1.8	30,257,665	-2.1
Total	Current Month	68.5	-1.4	73.10	-4.1	50.04	-5.4	182,311	0.0	124,797	-1.4	9,122,652	-5.4
	Year To Date	66.4	-1.4	73.55	-0.1	48.84	-1.6	1,429,083	-0.3	948,915	-1.7	69,791,372	-1.8
	Running 12 Month	63.9	-1.4	73.06	0.0	46.68	-1.5	2,146,687	-0.2	1,371,502	-1.6	100,204,368	-1.6

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Source 2016 STR, Inc.

# Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of August 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
2015 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				73.01				48.89				5.0				2.2				7.3
Jun				71.0				72.79				51.67				-3.5				-10.8				-13.9
Jul				69.2				74.26				51.42				1.6				0.9				2.5
Aug				69.4				76.21				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
Apr				73.1				77.08				56.38				2.8				5.8				8.8
May				63.0				73.04				45.98				-6.0				0.0				-6.0
Jun				67.2				73.38				49.28				-5.4				0.8				-4.6
Jul				70.4				73.46				51.70				1.6				-1.1				0.6
Aug				68.5				73.10				50.04				-1.4				-4.1				-5.4

Year To Date												Percent Change (%)												
2014 Aug				67.7				73.70				49.87				-0.1				3.0				2.9
2015 Aug				67.3				73.66				49.61				-0.5				-0.1				-0.5
2016 Aug				66.4				73.55				48.84				-1.4				-0.1				-1.6

Running 12 Month												Percent Change (%)												
2014 Aug				65.6				72.33				47.42				-0.3				1.1				0.7
2015 Aug				64.8				73.09				47.38				-1.1				1.1				-0.1
2016 Aug				63.9				73.06				46.68				-1.4				0.0				-1.5

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](mailto: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.