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Fayetteville Area CVB

For the Month of February 2017

Date Created: Mar 17, 2017

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: February 2017

	Current Month - February 2017 vs February 2016												Year to Date - February 2017 vs February 2016												Participation				
	Occ %		ADR		RevPAR		Percent Change from February 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms		
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	59.7	59.5	95.29	93.89	56.87	55.85	0.3	1.5	1.8	4.0	2.2	2.5	55.4	54.8	93.28	92.00	51.68	50.44	1.1	1.4	2.5	4.6	2.1	3.2	1677	1136	149433	119819	
Cumberland County, NC	65.5	63.5	74.24	72.39	48.60	46.00	3.0	2.6	5.6	7.4	1.7	4.8	64.5	59.3	74.32	71.96	47.95	42.65	8.8	3.3	12.4	14.3	1.7	10.7	65	47	5995	5015	
Johnston County, NC	48.8	48.5	70.26	69.00	34.26	33.47	0.5	1.8	2.4	5.6	3.2	3.7	47.4	46.7	69.54	69.09	32.94	32.28	1.4	0.6	2.0	5.3	3.2	4.6	32	24	2218	1735	
Robeson County, NC	70.2	60.8	74.50	67.73	52.27	41.21	15.3	10.0	26.8	34.0	5.7	21.8	70.2	56.4	75.13	68.21	52.78	38.47	24.6	10.1	37.2	45.0	5.7	31.6	30	17	1924	1291	
Wake County, NC	69.2	67.6	101.22	100.35	70.00	67.86	2.3	0.9	3.1	3.6	0.4	2.7	65.4	63.6	100.88	98.87	65.94	62.85	2.8	2.0	4.9	5.5	0.6	3.4	133	123	15830	15111	
Durham County, NC	68.5	64.7	103.66	101.33	70.99	65.59	5.8	2.3	8.2	12.2	3.7	9.7	62.9	59.6	100.13	100.04	62.96	59.65	5.5	0.1	5.5	9.4	3.7	9.4	64	60	8327	7934	
Edgecombe County, NC																													
Guilford County, NC	57.9	54.9	86.33	87.12	49.99	47.87	5.4	-0.9	4.4	5.9	1.4	6.8	50.6	47.8	83.64	84.37	42.30	40.35	5.8	-0.9	4.8	5.8	0.9	6.7	4	2	216	126	
Harnett County, NC	55.1	51.8	73.61	71.26	40.58	36.91	6.5	3.3	10.0	22.5	11.4	18.6	52.8	52.3	73.08	71.94	38.61	37.62	1.0	1.6	2.6	14.4	11.4	12.6	93	76	10895	9727	
Moore County, NC	48.2	57.7	95.84	98.32	46.22	56.77	-16.5	-2.5	-18.6	-10.6	9.9	-8.2	43.9	49.7	93.52	94.21	41.06	46.78	-11.6	-0.7	-12.2	-3.6	9.9	-2.9	11	8	859	638	
																									22	14	1960	1556	

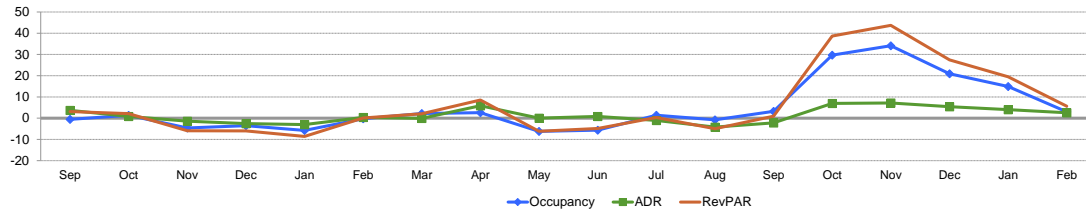
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Source 2017 STR, Inc.

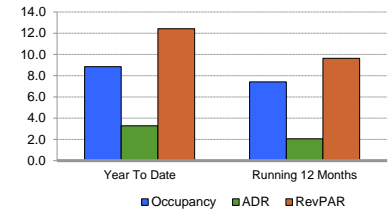
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Fayetteville Area CVB
For the Month of February 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015				2016				2017									
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	61.5	63.1	56.8	53.6	55.4	63.5	69.7	73.0	62.8	67.0	70.2	68.7	63.4	81.9	76.1	64.9	63.7	65.5
Last Year	61.8	62.3	59.5	55.6	58.8	63.7	68.1	71.1	67.0	71.0	69.2	69.3	61.5	63.1	56.8	53.6	55.4	63.5
Percent Change	-0.6	1.3	-4.6	-3.5	-5.7	-0.3	2.2	2.6	-6.2	-5.6	1.4	-0.8	3.2	29.7	34.1	20.9	14.9	3.0

ADR	2015				2016				2017									
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	73.22	73.41	72.03	68.84	71.52	72.39	73.70	77.08	73.04	73.38	73.46	73.01	71.61	78.50	77.18	72.57	74.40	74.24
Last Year	70.62	72.80	73.07	70.66	73.75	72.13	73.78	72.83	73.01	72.79	74.26	76.21	73.22	73.41	72.03	68.84	71.52	72.39
Percent Change	3.7	0.8	-1.4	-2.6	-3.0	0.4	-0.1	5.8	0.0	0.8	-1.1	-4.2	-2.2	6.9	7.2	5.4	4.0	2.6

RevPAR	2015				2016				2017									
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	45.01	46.34	40.88	36.92	39.63	46.00	51.34	56.25	45.87	49.16	51.58	50.17	45.43	64.26	58.74	47.07	47.36	48.60
Last Year	43.65	45.36	43.47	39.28	43.35	45.95	50.28	51.81	48.89	51.67	51.42	52.78	45.01	46.34	40.88	36.92	39.63	46.00
Percent Change	3.1	2.2	-6.0	-6.0	-8.6	0.1	2.1	8.6	-6.2	-4.9	0.3	-4.9	0.9	38.6	43.7	27.5	19.5	5.6

Supply	2015				2016				2017									
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	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	176,850	185,845	185,845	167,860
Last Year	173,880	183,117	177,210	182,869	182,869	165,172	182,869	176,970	182,869	176,970	182,869	182,807	176,910	182,807	176,850	182,745	182,745	165,060
Percent Change	1.7	-0.2	-0.2	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	0.0	0.0	0.0	0.0	1.7	1.7	1.7

Demand	2015				2016				2017									
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	108,739	115,407	100,372	98,024	101,252	104,887	127,308	129,044	114,765	118,487	128,319	125,572	112,190	149,591	134,607	120,539	118,300	109,881
Last Year	107,472	114,104	105,422	101,662	107,488	105,223	124,624	125,893	122,451	125,641	126,623	126,606	108,739	115,407	100,372	98,024	101,252	104,887
Percent Change	1.2	1.1	-4.8	-3.6	-5.8	-0.3	2.2	2.5	-6.3	-5.7	1.3	-0.8	3.2	29.6	34.1	23.0	16.8	4.8

Revenue	2015				2016				2017									
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
This Year	7,962,141	8,472,081	7,229,538	6,747,706	7,241,543	7,592,793	9,382,079	9,947,116	8,382,458	8,694,262	9,425,868	9,168,086	8,034,033	11,742,468	10,388,945	8,747,212	8,801,514	8,157,499
Last Year	7,589,499	8,306,867	7,703,267	7,183,740	7,927,369	7,590,014	9,194,797	9,168,321	8,940,417	9,144,910	9,402,399	9,648,034	7,962,141	8,472,081	7,229,538	6,747,706	7,241,543	7,592,793
Percent Change	4.9	2.0	-6.1	-6.1	-8.7	0.0	2.0	8.5	-6.2	-4.9	0.2	-5.0	0.9	38.6	43.7	29.6	21.5	7.4

Census %	2015				2016				2017									
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Census Props	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	65	65	65
Census Rooms	5897	5897	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895
% Rooms Participants	82.5	82.5	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.7	83.7	83.7

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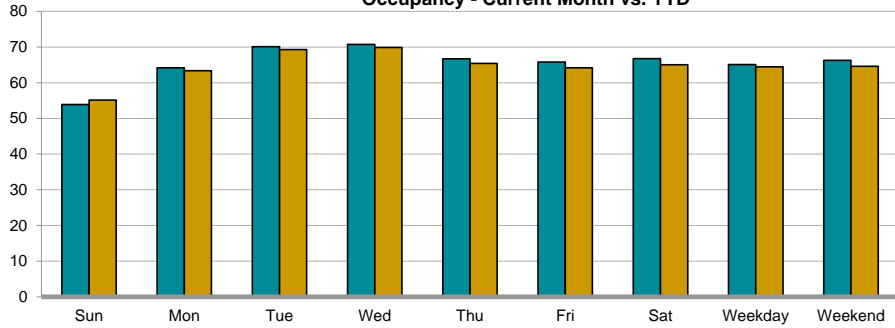
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

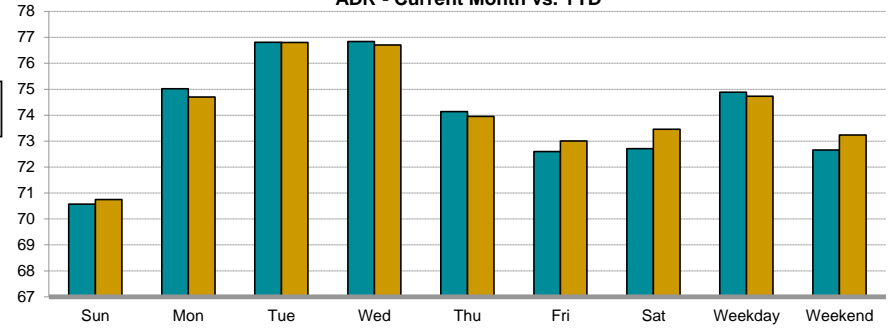
Fayetteville Area CVB

For the Month of February 2017

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	% Chg	% Chg				
Sunday	Current Month	53.9	1.9	70.57	4.2	38.02	6.2	23,980	5.3	12,920	7.3	911,822	11.8
	Year To Date	55.2	11.4	70.75	4.4	39.02	16.3	53,955	3.3	29,757	15.1	2,105,283	20.1
	Running 12 Month	57.5	9.3	70.56	3.0	40.57	12.7	307,840	-1.2	176,993	8.0	12,488,633	11.2
Monday	Current Month	64.2	5.7	75.02	4.1	48.14	10.0	23,980	-15.7	15,389	-10.9	1,154,481	-7.3
	Year To Date	63.4	9.5	74.70	3.9	47.34	13.7	53,955	3.7	34,197	13.5	2,554,435	17.9
	Running 12 Month	66.6	7.0	74.59	2.2	49.67	9.3	307,840	-1.2	205,000	5.7	15,290,279	8.0
Tuesday	Current Month	70.1	8.5	76.81	1.1	53.83	9.7	23,980	5.3	16,805	14.3	1,290,805	15.6
	Year To Date	69.3	12.2	76.80	2.0	53.21	14.4	53,955	16.4	37,378	30.6	2,870,786	33.2
	Running 12 Month	71.5	6.9	76.53	1.4	54.74	8.3	313,735	2.6	224,415	9.6	17,173,583	11.1
Wednesday	Current Month	70.8	6.4	76.84	2.2	54.37	8.7	23,980	5.3	16,968	12.1	1,303,805	14.5
	Year To Date	69.9	10.1	76.71	2.3	53.59	12.6	47,960	3.5	33,504	13.9	2,570,035	16.5
	Running 12 Month	72.8	7.8	76.08	1.3	55.38	9.2	307,740	0.6	223,997	8.5	17,042,478	9.9
Thursday	Current Month	66.7	3.8	74.14	3.2	49.47	7.1	23,980	5.3	16,000	9.3	1,186,229	12.9
	Year To Date	65.4	9.6	73.95	3.6	48.37	13.5	47,960	3.5	31,371	13.4	2,319,872	17.5
	Running 12 Month	69.2	9.2	74.10	2.1	51.30	11.6	307,840	0.7	213,108	10.0	15,792,109	12.3
Friday	Current Month	65.8	0.5	72.60	2.9	47.79	3.5	23,980	5.3	15,784	5.9	1,145,898	9.0
	Year To Date	64.2	7.4	73.00	4.0	46.84	11.7	47,960	-8.2	30,769	-1.4	2,246,252	2.6
	Running 12 Month	72.1	7.3	74.14	2.6	53.43	10.0	307,840	0.7	221,828	8.0	16,447,081	10.7
Saturday	Current Month	66.8	-6.1	72.71	0.2	48.56	-5.9	23,980	5.3	16,014	-1.1	1,164,460	-0.9
	Year To Date	65.1	2.3	73.46	2.2	47.80	4.5	47,960	-8.2	31,205	-6.1	2,292,350	-4.1
	Running 12 Month	72.5	4.5	74.52	2.1	54.05	6.8	307,840	0.7	223,263	5.2	16,637,377	7.5
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	65.1	5.5	74.88	3.0	48.77	8.6	119,900	0.3	78,082	5.8	5,847,141	9.0
	Year To Date	64.5	10.7	74.73	3.3	48.18	14.3	257,785	5.9	166,207	17.3	12,420,411	21.1
	Running 12 Month	67.5	8.1	74.54	1.9	50.35	10.2	1,544,995	0.3	1,043,512	8.4	77,787,082	10.5
Weekend (Fri-Sat)	Current Month	66.3	-2.9	72.66	1.5	48.17	-1.5	47,960	5.3	31,799	2.3	2,310,358	3.8
	Year To Date	64.6	4.7	73.23	3.1	47.32	7.9	95,920	-8.2	61,974	-3.8	4,538,602	-0.9
	Running 12 Month	72.3	5.9	74.33	2.3	53.74	8.4	615,680	0.7	445,091	6.6	33,084,458	9.1
Total	Current Month	65.5	3.0	74.24	2.6	48.60	5.6	167,860	1.7	109,881	4.8	8,157,499	7.4
	Year To Date	64.5	8.8	74.32	3.3	47.95	12.4	353,705	1.7	228,181	10.7	16,959,013	14.3
	Running 12 Month	68.9	7.4	74.48	2.1	51.31	9.6	2,160,675	0.4	1,488,603	7.8	110,871,540	10.1

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Source 2017 STR, Inc.

Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of February 2017

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 Sep				61.5				73.22				45.01				-0.6				3.7				3.1
Oct				63.1				73.41				46.34				1.3				0.8				2.2
Nov				56.8				72.03				40.88				-4.6				-1.4				-6.0
Dec				53.6				68.84				36.92				-3.5				-2.6				-6.0
2016 Jan				55.4				71.52				39.63				-5.7				-3.0				-8.6
Feb				63.5				72.39				46.00				-0.3				0.4				0.1
Mar				69.7				73.70				51.34				2.2				-0.1				2.1
Apr				73.0				77.08				56.25				2.6				5.8				8.6
May				62.8				73.04				45.87				-6.2				0.0				-6.2
Jun				67.0				73.38				49.16				-5.6				0.8				-4.9
Jul				70.2				73.46				51.58				1.4				-1.1				0.3
Aug				68.7				73.01				50.17				-0.8				-4.2				-4.9
Sep				63.4				71.61				45.43				3.2				-2.2				0.9
Oct				81.9				78.50				64.26				29.7				6.9				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				48.60				3.0				2.6				5.6

Year To Date												Percent Change (%)												
2015 Feb				61.1				72.95				44.58				-1.8				2.8				1.0
2016 Feb				59.3				71.96				42.65				-3.0				-1.4				-4.3
2017 Feb				64.5				74.32				47.95				8.8				3.3				12.4

Running 12 Month												Percent Change (%)												
2015 Feb				64.8				73.42				47.60				-0.4				3.9				3.4
2016 Feb				64.1				72.98				46.80				-1.1				-0.6				-1.7
2017 Feb				68.9				74.48				51.31				7.4				2.1				9.6

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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.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract.
Rooms sold under such allotments should be classified as transient.

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.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

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.

Transient Rooms

Transient rooms Include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates.
Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average