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Fayetteville Area CVB

For the Week of March 26, 2017 to April 01, 2017

Date Created: Apr 04, 2017

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Tab 2 - Weekly Year Over Year Translation Table

For the Week of March 26, 2017 to April 01, 2017

		2017						
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
Mar		5	6	7	8	9	10	11
Mar		12	13	14	15	16	17	18
Mar		19	20	21	22	23	24	25
Mar / Apr		26	27	28	29	30	31	1
Apr		2	3	4	5	6	7	8
Apr		9	10	11	12	13	14	15



		2016						
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
Mar		6	7	8	9	10	11	12
Mar		13	14	15	16	17	18	19
Mar		20	21	22	23	24	25	26
Mar / Apr		27	28	29	30	31	1	2
Apr		3	4	5	6	7	8	9
Apr		10	11	12	13	14	15	16

This Year

Friday, Mar 17th - St. Patrick's Day
 Tuesday, Apr 11th - First Day of Passover
 Friday, Apr 14th - Good Friday

Number of Weekdays: 30
Number of Weekend Days: 12

Last Year

Thursday, Mar 17th - St. Patrick's Day
 Friday, Mar 25th - Good Friday
 Sunday, Mar 27th - Easter

Number of Weekdays: 30
Number of Weekend Days: 12

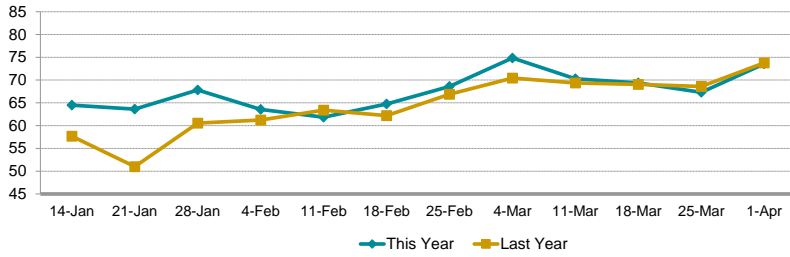
Note: Weekdays - Sunday through Thursday, Weekends - Friday and Saturday

Tab 3 - Day Trend Cumberland County NC

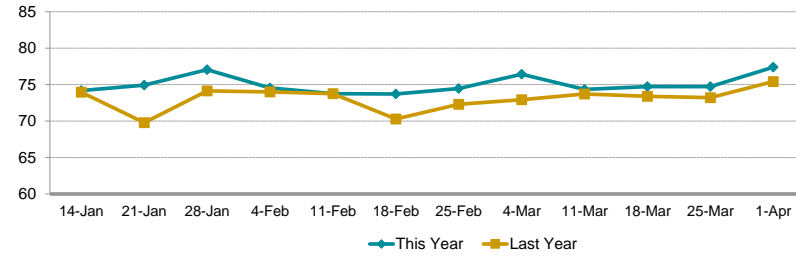
Currency: USD - US Dollar

Fayetteville Area CVB
For the Week of March 26, 2017 to April 01, 2017

Weekly Occ (%) - Jan 14, 2017 to Apr 01, 2017



Weekly ADR - Jan 14, 2017 to Apr 01, 2017



		Current Week																								Apr				
		Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Apr
Occupancy (%)	Mar	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	
	This Year	58.0	69.4	71.3	72.7	71.4	77.0	72.2	56.7	68.7	74.2	76.1	54.3	68.4	71.5	71.0	68.4	66.0	71.6	58.5	69.6	73.8	79.1	73.1	81.4	79.4				
	Last Year	59.6	71.8	73.5	71.8	65.1	70.4	73.4	54.1	63.4	69.3	69.6	69.0	78.0	79.8	56.6	67.9	72.4	73.8	71.2	73.5	64.7	50.9	63.4	71.6	76.1	79.3	86.6	88.5	
	Percent Change	-2.7	-3.4	-2.9	1.2	9.6	9.4	-1.6	4.9	8.4	-1.5	4.5	-0.5	-4.9	-4.6	-4.0	0.6	-1.2	-3.8	-4.0	-10.2	10.6	15.1	9.7	3.0	3.9	-7.7	-6.1	-10.3	
ADR	Mar	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	
	This Year	69.23	74.03	75.18	75.33	75.19	76.46	73.81	69.04	75.99	76.24	78.02	72.90	74.36	75.37	74.2	76.1	77.19	76.61	74.60	71.83	74.50	71.25	76.76	80.09	78.74	77.23	77.16	79.00	
	Last Year	72.18	77.29	76.36	74.25	70.02	71.46	73.79	67.40	72.80	76.16	74.67	73.35	73.04	74.74	68.67	74.26	76.19	75.66	72.79	73.72	69.77	66.31	71.37	75.11	77.88	75.69	78.20	78.74	
	Percent Change	-4.1	-4.2	-1.5	1.5	7.4	7.0	0.0	2.4	4.4	0.1	4.5	-0.6	1.8	0.8	3.8	2.6	1.3	1.3	2.5	-2.6	6.8	7.5	7.5	6.6	1.1	2.0	-1.3	0.3	
RevPAR	Mar	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	
	This Year	40.18	51.35	53.60	54.76	53.69	58.91	53.28	39.18	52.23	51.99	56.77	50.10	55.20	57.38	38.70	52.08	55.21	54.37	51.02	47.44	53.33	41.71	53.43	59.08	62.30	56.49	62.79	62.71	
	Last Year	43.05	55.48	56.09	53.34	45.61	50.32	54.14	36.47	46.14	52.75	52.00	50.64	57.01	59.66	38.85	50.45	55.15	55.82	51.85	54.21	45.17	33.72	45.28	53.79	59.29	60.00	67.76	69.66	
	Percent Change	-6.7	-7.5	-4.4	2.7	17.7	17.1	-1.6	7.4	13.2	-1.4	9.2	-1.1	-3.2	-3.8	-0.4	3.2	0.1	-2.6	-1.6	-12.5	18.1	23.7	18.0	9.8	5.1	-5.9	-7.3	-10.0	
Supply	Mar	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	
	This Year	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	
	Last Year	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	5,895	
	Percent Change	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	
Demand	Mar	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	
	This Year	3,479	4,158	4,274	4,358	4,281	4,619	4,328	3,402	4,120	4,088	4,362	4,120	4,450	4,564	3,256	4,099	4,288	4,255	4,100	3,959	4,292	3,509	4,173	4,422	4,743	4,385	4,879	4,759	
	Last Year	3,516	4,232	4,330	4,235	3,840	4,151	4,325	3,190	3,736	4,083	4,105	4,070	4,601	4,705	3,335	4,005	4,267	4,349	4,199	4,335	3,816	2,998	3,740	4,222	4,488	4,673	5,108	5,215	
	Percent Change	-1.1	-1.7	-1.3	2.9	11.5	11.3	0.1	6.6	10.3	0.1	6.3	1.2	-3.3	-3.0	-2.4	2.3	0.5	-2.2	-2.4	-8.7	12.5	17.0	11.6	4.7	5.7	-6.2	-4.5	-8.7	
Revenue	Mar	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	
	This Year	240,860	307,820	321,337	328,307	321,875	353,177	319,433	234,873	313,091	311,677	340,336	300,354	330,915	344,009	232,010	312,219	330,982	325,957	305,859	284,384	319,743	250,026	320,322	354,176	373,470	338,649	376,444	375,952	
	Last Year	253,802	327,073	330,641	314,454	268,888	296,645	319,126	214,992	271,984	310,962	306,528	298,552	336,070	351,668	229,029	297,415	325,116	329,032	305,665	319,555	266,257	198,794	266,936	317,096	349,531	353,719	399,467	410,624	
	Percent Change	-6.1	-6.9	-2.8	4.4	19.7	19.1	0.1	9.2	15.1	0.2	11.0	0.6	-1.5	-2.2	1.3	5.0	1.8	-0.9	0.1	-11.0	20.1	25.8	20.0	11.7	6.8	-4.3	-5.8	-8.4	
Census %	Mar	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	
	Census Props	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	
	Census Rooms	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	5,995	
	% Rooms Participants	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	82.8	81.2	

Current Week	Run 28	Run MTD
73.6	70.1	70.9
73.8	70.2	69.7
-0.3	-0.1	1.7

Current Week	Run 28	Run MTD
77.39	75.33	75.49
75.42	73.96	73.63
2.6	1.9	2.5

Current Week	Run 28	Run MTD
56.93	52.83	53.52
55.64	51.92	51.35
2.3	1.8	4.2

Current Week	Run 28	Run MTD
41,965	167,860	185,845
41,265	165,060	182,745
1.7	1.7	1.7

Current Week	Run 28	Run MTD
30,870	117,722	131,753
30,444	115,869	127,433
1.4	1.6	3.4

Current Week	Run 28	Run MTD
2,389,039	8,868,257	9,945,678
2,296,167	8,569,621	9,383,209
4.0	3.5	6.0

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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Tab 5 - 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.

Affiliation Date

The date the property became affiliated with its current flag.

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.

Change in Rooms

The property has added or removed rooms from inventory.

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.

Open Date

The date the property opened.

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.

Run 28

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the last 28 days.

Run MTD

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from the 1st of the month through the current day processed.

Sample or % Room Participants

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

Sub-Market (Tract)

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

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.