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Fayetteville Area CVB

For the Week of April 09, 2017 to April 15, 2017

Date Created: Apr 18, 2017

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Tab 2 - Weekly Year Over Year Translation Table

For the Week of April 09, 2017 to April 15, 2017

		2017						
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
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
Apr		16	17	18	19	20	21	22
Apr		23	24	25	26	27	28	29



		2016						
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
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
Apr		17	18	19	20	21	22	23
Apr		24	25	26	27	28	29	30

This Year

Tuesday, Apr 11th - First Day of Passover
 Friday, Apr 14th - Good Friday
 Sunday, Apr 16th - Easter

Last Year

Friday, Mar 25th - Good Friday
 Sunday, Mar 27th - Easter
 Saturday, Apr 23rd - First Day of Passover

Number of Weekdays: 30
Number of Weekend Days: 12

Number of Weekdays: 30
Number of Weekend Days: 12

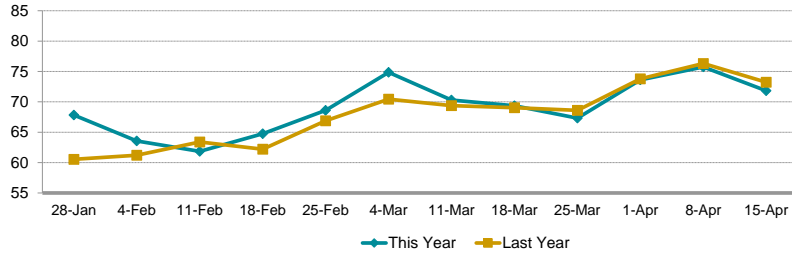
Note: Weekdays - Sunday through Thursday, Weekends - Friday and Saturday

Tab 3 - Day Trend Cumberland County NC

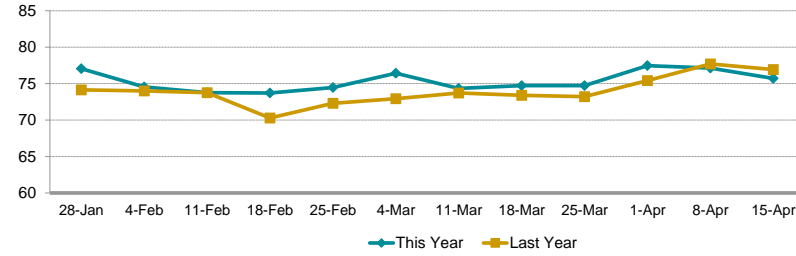
Fayetteville Area CVB
For the Week of April 09, 2017 to April 15, 2017

Currency: USD - US Dollar

Weekly Occ (%) - Jan 28, 2017 to Apr 15, 2017



Weekly ADR - Jan 28, 2017 to Apr 15, 2017



		Current Week														Current Week	Run 28	Run MTD													
		Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week	Run 28	Run MTD						
Occupancy (%)	Mar	19	20	21	22	23	24	25	26	27	28	29	30	31															71.8	72.1	74.2
	This Year	54.3	68.4	71.5	71.0	68.4	66.0	71.6	58.5	69.6	73.8	79.1	73.1	81.6	60.3	71.5	74.2	74.9	69.8	78.8	73.2	73.2	73.0	76.4							
	Last Year	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	62.6	74.0	77.7	77.7	71.5	73.0	76.1	76.9	75.87	77.74							
	Percent Change	-4.0	0.6	-1.2	-3.8	-4.0	-10.2	10.6	15.1	9.7	3.0	3.9	-7.7	-5.8	-3.7	-3.3	-4.5	-3.6	-2.4	7.9	-3.8	-1.9	-1.2	-2.9							
ADR	Mar	19	20	21	22	23	24	25	26	27	28	29	30	31															75.71	76.30	76.64
	This Year	71.21	76.16	77.17	76.61	74.59	71.83	74.54	71.24	76.77	80.09	78.75	77.23	77.36	79.26	73.10	77.68	78.20	78.62	74.74	77.83	78.64	75.71	76.30	76.64						
	Last Year	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	74.35	77.26	79.58	78.84	78.08	77.80	77.39	76.93	75.87	77.74						
	Percent Change	3.7	2.6	1.3	1.3	2.5	-2.6	6.8	7.4	7.6	6.6	1.1	2.0	-1.1	0.7	-1.7	0.5	-1.7	-0.3	-4.3	0.0	1.6	-1.6	0.6	-1.4						
RevPAR	Mar	19	20	21	22	23	24	25	26	27	28	29	30	31															54.37	55.03	56.84
	This Year	38.67	52.07	55.19	54.37	51.01	47.44	53.37	41.70	53.44	59.08	62.30	56.49	63.13	63.09	45.03	56.57	60.25	58.71	55.60	65.22	67.49	54.37	55.03	56.84						
	Last Year	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	48.63	59.33	63.07	63.75	58.93	60.20	61.16	56.33	55.37	59.38						
	Percent Change	-0.5	3.2	0.1	-2.6	-1.6	-12.5	18.2	23.7	18.0	9.8	5.1	-5.9	-6.8	-9.4	-7.4	-4.7	-4.5	-7.9	-5.6	8.3	10.3	-3.5	-0.6	-4.3						
Supply	Mar	19	20	21	22	23	24	25	26	27	28	29	30	31															41,965	167,860	89,925
	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	41,965	167,860	89,925						
	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	41,265	165,060	88,425						
	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						
Demand	Mar	19	20	21	22	23	24	25	26	27	28	29	30	31															30,136	121,065	66,692
	This Year	3,256	4,099	4,288	4,255	4,100	3,959	4,292	3,509	4,173	4,422	4,743	4,385	4,892	4,772	3,693	4,366	4,619	4,477	4,460	5,024	5,145	30,136	121,065	66,692						
	Last Year	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	3,856	4,527	4,672	4,767	4,449	4,561	4,659	30,214	120,455	67,543						
	Percent Change	-2.4	2.3	0.5	-2.2	-2.4	-8.7	12.5	17.0	11.6	4.7	5.7	-6.2	-4.2	-8.5	-4.2	-3.6	-1.1	-6.1	0.2	10.2	10.4	-0.3	0.5	-1.3						
Revenue	Mar	19	20	21	22	23	24	25	26	27	28	29	30	31															2,281,552	9,237,088	5,110,995
	This Year	231,854	312,171	330,887	325,957	305,811	284,384	319,931	249,979	320,361	354,176	373,495	338,649	378,438	378,238	269,952	339,142	361,199	351,996	333,326	391,012	404,578	2,281,552	9,237,088	5,110,995						
	Last Year	229,029	297,415	325,116	329,032	305,665	319,555	266,257	198,794	266,836	317,096	349,531	353,719	399,467	410,624	286,694	349,765	371,785	375,822	347,381	354,860	360,567	2,324,375	9,139,485	5,250,463						
	Percent Change	1.2	5.0	1.8	-0.9	0.0	-11.0	20.2	25.7	20.0	11.7	6.9	-4.3	-5.3	-7.9	-5.8	-3.0	-2.8	-6.3	-4.0	10.2	12.2	-1.8	1.1	-2.7						
Census %	Mar	19	20	21	22	23	24	25	26	27	28	29	30	31															82.8	82.8	82.8
	Census Props	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	65	82.8	82.8	82.8						
	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	82.8	82.8	82.8						
	% 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						

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Week of April 09, 2017 to April 15, 2017

							Mar	Apr																											
20056	Comfort Inn Cross Creek	Fayetteville, NC	28314	Jul 1987	Jul 1987	176	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
55750	Value Place Fayetteville Cliffdale	Fayetteville, NC	28314	Apr 2006	Apr 2006	121		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
58867	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	
65586	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100		T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
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		B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B	B
			Total Properties:			76	6109																												

T - This Year data received by STR
 L - Last Year data received by STR
 B - Both This Year & Last Year 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

Source 2017 STR, Inc.

A blank row indicates insufficient data.

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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.