



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 May 2017

Date Created: Jun 16, 2017

	Tab
Table of Contents	1
Multi-Segment	2
Trend Cumberland County NC	3
Response Cumberland County NC	4
DOW Cumberland County NC	5
Seg Trend Cumberland County NC	6
Seg Response Cumberland County	7
Help	8



Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: May 2017

	Current Month - May 2017 vs May 2016													Year to Date - May 2017 vs May 2016												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 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	65.9	66.8	106.35	102.28	70.10	68.32	-1.3	4.0	2.6	5.0	2.4	1.0	62.3	62.5	99.21	96.77	61.76	60.45	-0.3	2.5	2.2	4.4	2.2	1.8	1762	1153	153457	121570	
Cumberland County, NC	64.8	62.8	75.66	73.04	48.99	45.86	3.1	3.6	6.8	8.6	1.7	4.9	67.2	64.8	75.31	73.71	50.63	47.79	3.7	2.2	5.9	7.7	1.7	5.4	65	47	5995	5015	
Johnston County, NC	55.6	52.6	73.85	72.31	41.03	38.05	5.6	2.1	7.8	7.3	-0.4	5.1	53.4	51.6	71.72	70.61	38.33	36.46	3.5	1.6	5.1	6.9	1.7	5.3	32	24	2217	1734	
Robeson County, NC	58.5	58.4	76.61	67.34	44.82	39.30	0.2	13.8	14.1	17.9	3.4	3.7	67.4	60.4	76.38	68.61	51.49	41.47	11.5	11.3	24.2	28.4	3.4	15.3	29	17	1883	1291	
Wake County, NC	72.0	74.5	106.93	104.65	76.98	77.94	-3.3	2.2	-1.2	1.2	2.5	-0.9	70.3	69.6	103.55	102.06	72.81	71.03	1.0	1.5	2.5	3.8	1.2	2.3	135	126	16126	15467	
Durham County, NC	70.0	70.6	117.16	113.71	81.99	80.33	-0.9	3.0	2.1	5.8	3.7	2.7	67.8	66.0	106.23	105.01	72.07	69.34	2.7	1.2	3.9	7.8	3.7	6.5	64	60	8327	7934	
Edgecombe County, NC																													
Guilford County, NC	58.6	59.0	91.81	90.22	53.82	53.23	-0.7	1.8	1.1	1.1	-0.0	-0.7	57.6	57.0	94.22	94.41	54.29	53.79	1.1	-0.2	0.9	1.5	0.6	1.8	4	2	216	126	
Harnett County, NC	57.2	53.4	77.35	71.57	44.26	38.25	7.1	8.1	15.7	15.7	0.0	7.1	57.5	54.9	75.26	72.25	43.27	39.63	4.8	4.2	9.2	13.7	4.2	9.2	93	76	10894	9726	
Moore County, NC	63.8	60.7	140.22	140.89	89.44	85.53	5.1	-0.5	4.6	9.4	4.6	10.0	55.2	58.9	119.82	119.81	66.10	70.61	-6.4	0.0	-6.4	1.8	8.8	1.8	11	8	859	638	
																									22	14	1960	1556	

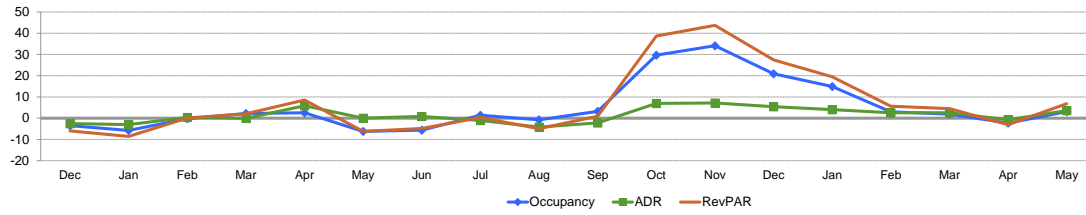
A blank row indicates insufficient data.

Source 2017 STR, Inc.

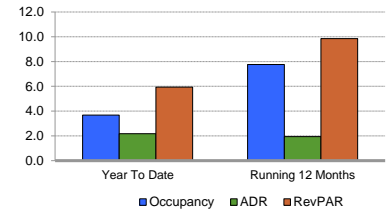
DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Fayetteville Area CVB
For the Month of May 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	53.6	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.9	76.1	64.9	63.7	65.5	71.0	71.3	64.8
Last Year	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	69.6	73.0	62.8
Percent Change	-3.5	-5.7	-0.3	2.2	2.5	-6.2	-5.6	1.4	-0.8	3.2	29.7	34.1	20.9	14.9	3.0	1.9	-2.3	3.1

ADR	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	68.4	71.52	72.39	73.70	77.09	73.04	73.38	73.46	73.01	71.61	78.50	77.18	72.57	74.40	74.24	75.56	76.48	75.66
Last Year	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	73.70	77.09	73.04
Percent Change	-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	2.5	-0.8	3.6

RevPAR	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	36.92	39.63	46.00	51.33	56.24	45.86	49.16	51.58	50.17	45.43	64.26	58.74	47.07	47.36	48.59	53.63	54.50	48.99
Last Year	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	51.33	56.24	45.86
Percent Change	-6.0	-8.6	0.1	2.1	8.5	-6.2	-4.9	0.3	-4.9	0.9	38.6	43.7	27.5	19.5	5.6	4.5	-3.1	6.8

Supply	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	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	185,845	179,850	185,845
Last Year	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	182,745	176,850	182,745
Percent Change	-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	1.7	1.7	1.7

Demand	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	98,024	101,252	104,887	127,281	129,015	114,739	118,487	128,319	125,572	112,190	149,591	134,607	120,539	118,300	109,873	131,903	128,165	120,335
Last Year	101,662	107,488	105,223	124,624	125,893	122,451	125,641	126,623	126,806	108,739	115,407	100,372	98,024	101,252	104,887	127,281	129,015	114,739
Percent Change	-3.6	-5.8	-0.3	2.1	2.5	-6.3	-4.9	0.2	-5.0	0.9	38.6	43.7	29.6	16.8	4.8	3.6	-0.7	4.9

Revenue	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	6,747,706	7,241,543	7,592,793	9,380,421	9,945,284	8,380,936	8,694,262	9,425,868	9,168,086	8,034,033	11,742,468	10,388,945	8,747,212	8,801,514	8,157,123	9,966,748	9,801,625	9,105,131
Last Year	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	9,380,421	9,945,284	8,380,936
Percent Change	-6.1	-8.7	0.0	2.0	8.5	-6.3	-4.9	0.2	-5.0	0.9	38.6	43.7	29.6	21.5	7.4	6.3	-1.4	8.6

Census %	2015					2016					2017							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Census Props	64	64	64	64	64	64	64	64	64	64	64	64	65	65	65	65	65	65
Census Rooms	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5995	5995	5995	5995	5995	5995
% Rooms Participants	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	83.7	83.7	83.7

A blank row indicates insufficient data.

Source 2017 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 4 - Response Cumberland County NC

Fayetteville Area CVB
 For the Month of May 2017

							2015												2016												2017																																																		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																						
58867	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																						
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																				
65586	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																	
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	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
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	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●			
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Total Properties:						77	6220																																																																										

○ - Monthly data received by STR
 ● - 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

A blank row indicates insufficient data. **Source 2017 STR, Inc.**
 DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

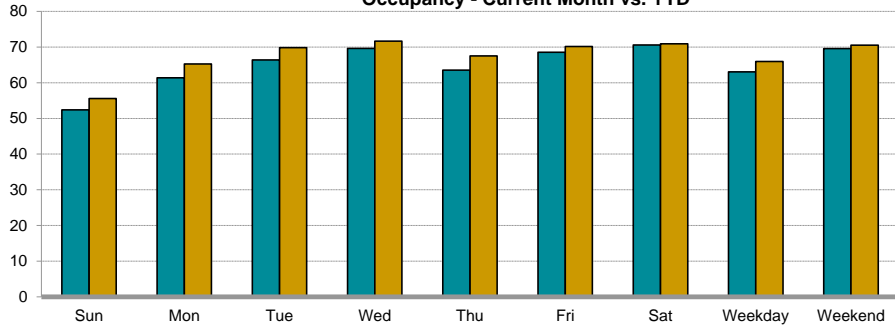
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

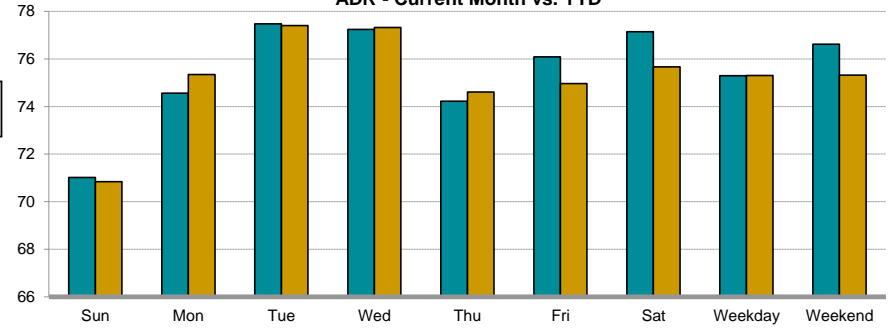
Fayetteville Area CVB

For the Month of May 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	52.4	1.7	71.01	5.0	37.20	6.7	23,980	-18.6	12,562	-17.3	892,081	-13.2
	Year To Date	55.6	5.2	70.84	2.7	39.36	8.0	131,890	2.3	73,276	7.7	5,190,727	10.6
	Running 12 Month	57.7	9.8	70.84	3.1	40.86	13.2	309,140	1.1	178,304	11.0	12,631,701	14.5
Monday	Current Month	61.4	4.2	74.56	3.5	45.78	7.8	29,975	1.7	18,403	6.0	1,372,113	9.7
	Year To Date	65.3	5.1	75.34	2.3	49.17	7.6	131,890	2.5	86,077	7.7	6,485,230	10.3
	Running 12 Month	67.0	8.2	74.87	2.1	50.16	10.5	309,140	-0.8	207,108	7.4	15,505,600	9.6
Tuesday	Current Month	66.4	0.6	77.47	2.0	51.45	2.7	29,975	1.7	19,906	2.3	1,542,162	4.4
	Year To Date	69.8	4.1	77.40	1.2	54.05	5.3	131,890	2.3	92,105	6.5	7,129,248	7.8
	Running 12 Month	71.6	7.8	76.71	1.2	54.90	9.0	309,140	-0.8	221,263	6.9	16,972,539	8.1
Wednesday	Current Month	69.6	0.7	77.24	2.2	53.76	2.9	29,975	27.1	20,864	28.0	1,611,552	30.8
	Year To Date	71.7	3.3	77.32	1.3	55.42	4.7	131,890	7.2	94,522	10.8	7,308,874	12.3
	Running 12 Month	72.7	8.0	76.28	1.0	55.47	9.1	315,035	3.0	229,081	11.3	17,474,386	12.4
Thursday	Current Month	63.6	2.3	74.22	2.0	47.18	4.3	23,980	1.7	15,242	4.0	1,131,259	6.0
	Year To Date	67.5	3.6	74.61	1.7	50.38	5.3	125,895	2.4	85,006	6.0	6,342,365	7.8
	Running 12 Month	69.3	9.2	74.25	1.8	51.45	11.1	309,140	1.1	214,218	10.4	15,905,054	12.4
Friday	Current Month	68.5	1.3	76.08	4.0	52.14	5.4	23,980	1.7	16,435	3.0	1,250,394	7.2
	Year To Date	70.2	3.3	74.96	3.2	52.59	6.6	125,895	-2.3	88,325	1.0	6,621,122	4.1
	Running 12 Month	72.2	7.0	74.65	2.6	53.87	9.9	309,140	1.1	223,102	8.2	16,654,220	11.1
Saturday	Current Month	70.6	5.1	77.14	5.3	54.44	10.7	23,980	1.7	16,924	6.9	1,305,570	12.6
	Year To Date	70.9	1.8	75.67	2.9	53.65	4.8	125,895	-2.3	89,264	-0.5	6,754,575	2.4
	Running 12 Month	72.7	4.8	75.13	2.3	54.63	7.3	309,140	1.1	224,805	6.0	16,889,515	8.5
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	63.1	3.1	75.30	3.2	47.50	6.4	137,885	1.7	86,976	4.8	6,549,168	8.2
	Year To Date	66.0	4.3	75.31	1.8	49.67	6.2	653,455	3.3	430,987	7.8	32,456,444	9.7
	Running 12 Month	67.7	8.6	74.75	1.7	50.59	10.4	1,551,595	0.7	1,049,974	9.3	78,489,280	11.2
Weekend (Fri-Sat)	Current Month	69.6	3.2	76.62	4.7	53.29	8.0	47,960	1.7	33,359	5.0	2,555,963	9.9
	Year To Date	70.5	2.6	75.32	3.0	53.12	5.7	251,790	-2.3	177,589	0.2	13,375,697	3.2
	Running 12 Month	72.4	5.9	74.89	2.5	54.25	8.6	618,280	1.1	447,907	7.1	33,543,735	9.7
Total	Current Month	64.8	3.1	75.66	3.6	48.99	6.8	185,845	1.7	120,335	4.9	9,105,131	8.6
	Year To Date	67.2	3.7	75.31	2.2	50.63	5.9	905,245	1.7	608,576	5.4	45,832,141	7.7
	Running 12 Month	69.0	7.8	74.79	1.9	51.63	9.9	2,169,875	0.8	1,497,881	8.7	112,033,015	10.8

A blank row indicates insufficient data.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Source 2017 STR, Inc.

Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of May 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 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				69.6				73.70				51.33				2.2				-0.1				2.1
Apr				73.0				77.09				56.24				2.5				5.8				8.5
May				62.8				73.04				45.86				-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				48.59				3.0				2.6				5.6
Mar				71.0				75.56				53.63				1.9				2.5				4.5
Apr				71.3				76.48				54.50				-2.3				-0.8				-3.1
May				64.8				75.66				48.99				3.1				3.6				6.8

Year To Date												Percent Change (%)												
2015 May				65.8				73.11				48.07				-0.7				1.6				0.9
2016 May				64.8				73.71				47.79				-1.4				0.8				-0.6
2017 May				67.2				75.31				50.63				3.7				2.2				5.9

Running 12 Month												Percent Change (%)												
2015 May				64.8				73.59				47.72				-0.8				3.4				2.6
2016 May				64.1				73.37				47.00				-1.2				-0.3				-1.5
2017 May				69.0				74.79				51.63				7.8				1.9				9.9

A blank row indicates insufficient data.

Source 2017 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

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