#### Date Created: Mar 18, 2019

## Fayetteville Area CVB

For the Month of February 2019





735 East Main Street, Hendersonville, TN 37075 USA T: +1 615 824 8664 destininfo@str.com www.str.com

Blue Fin Building, 110 Southwark Street, London SE1 0TA T: +44 (0)20 7922 1930 industryinfo@str.com www.str.com

Fayetteville Area CVB

For the month of: February 2019

|                       |      |      |        | Curre  | nt Month - F | ebruary 20 | 19 vs Feb | ruary 20 | 18        |             |               |              |      |      |        | Year   | to Date - Fel | oruary 201 | 9 vs Febr | uary 20 | 18        |          |               |              |         | Part   | icipation |        |
|-----------------------|------|------|--------|--------|--------------|------------|-----------|----------|-----------|-------------|---------------|--------------|------|------|--------|--------|---------------|------------|-----------|---------|-----------|----------|---------------|--------------|---------|--------|-----------|--------|
|                       | Осс  | %    | AD     | R      | RevP         | AR         | Pe        | rcent C  | nange fro | m Febru     | ary 2018      | 3            | Осс  | %    | AD     | R      | RevP          | AR         |           | Percen  | t Change  | from YTI | 2018          |              | Prope   | erties | Roo       | ms     |
|                       | 2019 | 2018 | 2019   | 2018   | 2019         | 2018       | Occ       | ADR      | PovPAR    | Room<br>Rev | Room<br>Avail | Room<br>Sold | 2019 | 2018 | 2019   | 2018   | 2019          | 2018       | Occ       | ADR     | RevPAR    | Room     | Room<br>Avail | Room<br>Sold | Camania | Sample | Census    | Camula |
|                       |      |      |        |        |              |            |           |          | ILEVI AIL |             |               |              |      |      |        |        |               |            |           | AUK     | 110117111 |          |               |              | Census  |        |           | Sample |
| North Carolina        | 62.2 | 57.1 | 103.47 | 96.86  | 64.32        | 55.33      | 8.8       | 6.8      | 16.3      | 16.6        | 0.3           | 9.1          | 58.0 | 53.3 | 99.80  | 95.86  | 57.90         | 51.08      | 8.9       | 4.1     | 13.3      | 13.6     | 0.2           | 9.1          | 1708    | 1178   | 153548    | 124648 |
|                       |      |      |        |        |              |            |           |          |           |             |               |              |      |      |        |        |               |            |           |         |           |          |               |              |         |        |           |        |
| Cumberland County, NC | 69.1 | 63.7 | 80.58  | 75.29  | 55.70        | 47.92      | 8.6       | 7.0      | 16.2      | 22.3        | 5.3           | 14.3         | 64.8 | 59.3 | 79.43  | 74.10  | 51.46         | 43.92      | 9.3       | 7.2     | 17.2      | 23.3     | 5.3           | 15.1         | 70      | 52     | 6323      | 5403   |
| Johnston County, NC   | 54.7 | 48.3 | 73.06  | 69.70  | 40.00        | 33.68      | 13.3      | 4.8      | 18.8      | 23.6        | 4.1           | 17.9         | 52.0 | 46.1 | 72.97  | 69.48  | 37.93         | 32.01      | 12.8      | 5.0     | 18.5      | 23.3     | 4.1           | 17.4         | 33      | 25     | 2294      | 1824   |
| Robeson County, NC    | 62.5 | 54.5 | 79.26  | 71.94  | 49.51        | 39.21      | 14.6      | 10.2     | 26.3      | 26.3        | 0.0           | 14.6         | 59.8 | 52.0 | 78.79  | 72.26  | 47.10         | 37.54      | 15.1      | 9.0     | 25.5      | 25.5     | 0.0           | 15.1         | 28      | 16     | 1833      | 1246   |
| Wake County, NC       | 71.0 | 66.6 | 107.36 | 104.20 | 76.26        | 69.36      | 6.7       | 3.0      | 9.9       | 12.9        | 2.7           | 9.6          | 66.7 | 62.7 | 106.12 | 103.38 | 70.76         | 64.86      | 6.3       | 2.7     | 9.1       | 12.0     | 2.7           | 9.1          | 144     | 133    | 17280     | 16431  |
| Durham County, NC     | 69.4 | 65.3 | 108.19 | 103.53 | 75.12        | 67.65      | 6.3       | 4.5      | 11.0      | 11.1        | 0.0           | 6.3          | 64.7 | 61.2 | 105.31 | 101.81 | 68.16         | 62.27      | 5.8       | 3.4     | 9.5       | 9.5      | 0.0           | 5.8          | 65      | 61     | 8402      | 8009   |
| Edgecombe County, NC  |      |      |        |        |              |            |           |          |           |             |               |              |      |      |        |        |               |            |           |         |           |          |               |              | 4       | 2      | 216       | 126    |
| Guilford County, NC   | 58.3 | 56.4 | 96.09  | 91.74  | 56.01        | 51.76      | 3.3       | 4.7      | 8.2       | 9.1         | 8.0           | 4.1          | 52.8 | 49.8 | 92.01  | 88.77  | 48.54         | 44.23      | 5.9       | 3.7     | 9.7       | 10.6     | 0.8           | 6.7          | 86      | 70     | 10257     | 9193   |
| Harnett County, NC    | 54.1 | 54.7 | 74.69  | 73.02  | 40.42        | 39.92      | -1.0      | 2.3      | 1.3       | 1.3         | 0.0           | -1.0         | 51.7 | 49.8 | 73.90  | 72.58  | 38.17         | 36.18      | 3.6       | 1.8     | 5.5       | 5.5      | 0.0           | 3.6          | 11      | 8      | 859       | 638    |
| Moore County, NC      | 58.1 | 50.9 | 101.78 | 97.63  | 59.13        | 49.67      | 14.2      | 4.3      | 19.0      | 19.0        | 0.0           | 14.2         | 52.0 | 45.7 | 98.69  | 93.53  | 51.31         | 42.76      | 13.7      | 5.5     | 20.0      | 20.0     | 0.0           | 13.7         | 21      | 14     | 1940      | 1554   |

#### A blank row indicates insufficient data.

Fayetteville Area CVB For the Month of February 2019

Last Year

Percent Change

72.54

8.5

79.45

-5.1

78.10

-5.7

73.45

-5.1

75.29

-3.2

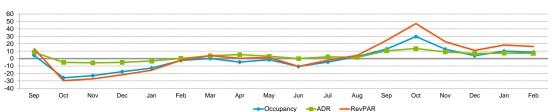
75.12

0.2

76.40

3.9

#### **Monthly Percent Change**



#### **Overall Percent Change**



| Year To Date |      | 1 | F    | tunning 12 Months |      |
|--------------|------|---|------|-------------------|------|
| 2018         | 2019 |   | 2017 | 2018              | 2019 |

68.8

64.1

2018

64.3

68.8

Running 12 Months

67.1

64.3

| Occupancy (%)  |       | 20    | 17    |       |       |       |       |       |       | 20    | 18    |       |       |       |       |       | 20    | 19    |       | Year To Date |       |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|-------|
| Occupancy (70) | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | 2017  | 2018         | 2019  |
| This Year      | 66.1  | 60.7  | 58.5  | 53.1  | 55.3  | 63.7  | 71.0  | 67.9  | 63.7  | 66.0  | 65.3  | 67.5  | 74.5  | 78.6  | 65.9  | 55.2  | 60.9  | 69.1  | 64.3  | 59.3         | 64.8  |
| Last Year      | 63.3  | 81.8  | 75.9  | 64.5  | 63.4  | 65.3  | 70.9  | 71.2  | 64.7  | 73.8  | 68.4  | 65.8  | 66.1  | 60.7  | 58.5  | 53.1  | 55.3  | 63.7  | 59.3  | 64.3         | 59.3  |
| Percent Change | 4.3   | -25.8 | -22.9 | -17.6 | -12.8 | -2.5  | 0.1   | -4.7  | -1.5  | -10.6 | -4.6  | 2.7   | 12.8  | 29.6  | 12.6  | 3.9   | 10.1  | 8.6   | 8.4   | -7.8         | 9.3   |
| _              |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |              |       |
| ADR            |       | 20    | 17    |       |       |       |       |       |       | 20    | 18    |       |       |       |       |       | 20    | 19    |       | Year To Date |       |
| ADIC           | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | 2017  | 2018         | 2019  |
| This Year      | 78.74 | 75.39 | 73.68 | 69.71 | 72.86 | 75.29 | 79.36 | 81.46 | 78.93 | 79.10 | 79.58 | 79.45 | 86.98 | 85.59 | 80.28 | 74.48 | 78.26 | 80.58 | 75.21 | 74.10        | 79.43 |

79.09

0.0

77.68

2.4

78.21

1.6

78.74

10.5

75.39

13.5

73.68

9.0

69.71

6.8

72.86

7.0

|       |       | Year To Date |       | Ru    | nning 12 Months |       |
|-------|-------|--------------|-------|-------|-----------------|-------|
| Feb   | 2017  | 2018         | 2019  | 2017  | 2018            | 2019  |
| 80.58 | 75.21 | 74.10        | 79.43 | 75.24 | 76.11           | 80.56 |
| 75.29 | 71.92 | 75.21        | 74.10 | 72.99 | 75.24           | 76.11 |
| 7.0   | 4.6   | -1.5         | 7.2   | 2.1   | 1.2             | 5.9   |

Year To Date

| _              |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| RevPAR         |       | 20    | 017   |       |       |       |       |       |       | 2     | 018   |       |       |       |       |       | 2     | 019   |       |
| IteVI AIL      | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | 2017  |
| This Year      | 52.01 | 45.72 | 43.14 | 37.04 | 40.30 | 47.92 | 56.34 | 55.28 | 50.29 | 52.20 | 51.94 | 53.66 | 64.81 | 67.28 | 52.94 | 41.12 | 47.64 | 55.70 | 48.37 |
| Last Year      | 45.95 | 64.98 | 59.32 | 47.36 | 47.77 | 49.03 | 54.16 | 55.06 | 49.50 | 58.38 | 53.15 | 51.44 | 52.01 | 45.72 | 43.14 | 37.04 | 40.30 | 47.92 | 42.67 |
| Percent Change | 13.2  | -29.6 | -27.3 | -21.8 | -15.6 | -2.2  | 4.0   | 0.4   | 1.6   | -10.6 | -2.3  | 4.3   | 24.6  | 47.1  | 22.7  | 11.0  | 18.2  | 16.2  | 13.3  |

76.52

3.1

77.31

5.4

|       | Year To Date |       | Ru    | nning 12 Months |       |
|-------|--------------|-------|-------|-----------------|-------|
| 2017  | 2018         | 2019  | 2017  | 2018            | 2019  |
| 48.37 | 43.92        | 51.46 | 51.75 | 48.93           | 54.03 |
| 42.67 | 48.37        | 43.92 | 46.81 | 51.75           | 48.93 |
| 13.3  | -9.2         | 17.2  | 10.6  | -5.5            | 10.4  |

| Oct Nov         | _       |         |         |         |         |         |         |         |         |         |         |         |   |   |   |
|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---|---|---|
|                 | Dec     | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec   | Jan   | Feb   |
| 185,380 179,130 | 185,070 | 186,217 | 168,196 | 189,658 | 183,540 | 189,658 | 187,170 | 193,409 | 193,409 | 186,330 | 192,541 | 186,330 | 196,013   | 196,013   | 177,044   |
| 178,715 172,950 | 181,815 | 181,815 | 164,220 | 181,815 | 175,950 | 181,815 | 175,950 | 185,318 | 185,318 | 179,400 | 185,380 | 179,130 | 185,070   | 186,217   | 168,196   |
| 3.7 3.6         | 1.8     | 2.4     | 2.4     | 4.3     | 4.3     | 4.3     | 6.4     | 4.4     | 4.4     | 3.9     | 3.9     | 4.0     | 5.9   | 5.3   | 5.3   |
|                 |         | ,       |         |         |         |         |         |         |         |         |         |         | 178,715 172,950 181,815 181,815 164,220 181,815 175,950 181,815 175,950 185,318 185,318 179,400 185,380 179,130 | 178,715 172,950 181,815 181,815 164,220 181,815 175,950 181,815 175,950 185,318 185,318 179,400 185,380 179,130 185,070 | 178,715 172,950 181,815 181,815 164,220 181,815 175,950 181,815 175,950 185,318 185,318 179,400 185,380 179,130 185,070 186,217 |

| 2017    | 2018    | 2019    | 2017      | 2018      | 2019      |
|---------|---------|---------|-----------|-----------|-----------|
| 346,035 | 354,413 | 373,057 | 2,121,155 | 2,169,559 | 2,271,115 |
| 347,805 | 346,035 | 354,413 | 2,152,471 | 2,121,155 | 2,169,559 |
| -0.5    | 2.4     | 5.3     | -1.5      | 2.3       | 4.7       |

| Demand         |         | 20      | 117     |         |         |         |         |         |         | 20      | 118     |         |         |         |         |         | 20      | 019     |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Domana         | Sep     | Oct     | Nov     | Dec     | Jan     | Feb     | Mar     | Apr     | May     | Jun     | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     | Jan     | Feb     |
| This Year      | 118,499 | 112,433 | 104,876 | 98,341  | 102,994 | 107,067 | 134,636 | 124,557 | 120,847 | 123,518 | 126,241 | 130,618 | 138,822 | 151,351 | 122,863 | 108,218 | 119,320 | 122,375 |
| Last Year      | 109,556 | 146,177 | 131,354 | 117,248 | 115,357 | 107,178 | 128,904 | 125,315 | 117,616 | 129,870 | 126,796 | 121,894 | 118,499 | 112,433 | 104,876 | 98,341  | 102,994 | 107,067 |
| Percent Change | 8.2     | -23.1   | -20.2   | -16.1   | -10.7   | -0.1    | 4.4     | -0.6    | 2.7     | -4.9    | -0.4    | 7.2     | 17.2    | 34.6    | 17.2    | 10.0    | 15.9    | 14.3    |

|         | Year To Date |         | Ru        | nning 12 Months |           |
|---------|--------------|---------|-----------|-----------------|-----------|
| 2017    | 2018         | 2019    | 2017      | 2018            | 2019      |
| 222,535 | 210,061      | 241,695 | 1,459,096 | 1,394,605       | 1,523,366 |
| 206,359 | 222,535      | 210,061 | 1,380,211 | 1,459,096       | 1,394,605 |
| 7.8     | -5.6         | 15.1    | 5.7       | -4.4            | 9.2       |

| Revenue        |           | 20         | 17         |           |           |           |            |            |           | 20         | 18         |            |            |            |           |           | 20        | 019       |
|----------------|-----------|------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|
| 110101140      | Sep       | Oct        | Nov        | Dec       | Jan       | Feb       | Mar        | Apr        | May       | Jun        | Jul        | Aug        | Sep        | Oct        | Nov       | Dec       | Jan       | Feb       |
| This Year      | 9,330,985 | 8,476,482  | 7,727,049  | 6,855,636 | 7,504,282 | 8,060,686 | 10,684,420 | 10,146,511 | 9,538,017 | 9,770,738  | 10,046,298 | 10,377,767 | 12,075,403 | 12,954,449 | 9,863,654 | 8,059,961 | 9,337,604 | 9,860,937 |
| Last Year      | 7,947,436 | 11,613,764 | 10,259,019 | 8,611,281 | 8,685,684 | 8,051,209 | 9,847,715  | 9,688,660  | 8,999,632 | 10,271,795 | 9,849,438  | 9,533,554  | 9,330,985  | 8,476,482  | 7,727,049 | 6,855,636 | 7,504,282 | 8,060,686 |
| Percent Change | 17.4      | -27.0      | -24.7      | -20.4     | -13.6     | 0.1       | 8.5        | 4.7        | 6.0       | -4.9       | 2.0        | 8.9        | 29.4       | 52.8       | 27.7      | 17.6      | 24.4      | 22.3      |
|                |           |            |            |           |           |           |            |            |           |            |            |            |            |            |           |           |           |           |

|            | Year To Date |            | Ru          | nning 12 Months |             |
|------------|--------------|------------|-------------|-----------------|-------------|
| 2017       | 2018         | 2019       | 2017        | 2018            | 2019        |
| 16,736,893 | 15,564,968   | 19,198,541 | 109,776,969 | 106,145,914     | 122,715,759 |
| 14,842,331 | 16,736,893   | 15,564,968 | 100,746,618 | 109,776,969     | 106,145,914 |
|            | :            |            |             |                 |             |

| Concue %             |      | 20   | 17   |      |      |      |      |      |      | 2    | 018  |      |      |      |      |      | 20   | 019  |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Celisus /6           | Sep  | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Jan  | Feb  |
| Census Props         | 65   | 65   | 65   | 66   | 67   | 67   | 68   | 68   | 69   | 70   | 70   | 70   | 69   | 69   | 69   | 70   | 70   | 70   |
| Census Rooms         | 5980 | 5980 | 5971 | 5970 | 6007 | 6007 | 6118 | 6118 | 6118 | 6239 | 6239 | 6239 | 6211 | 6211 | 6211 | 6323 | 6323 | 6323 |
| % Rooms Participants | 85.8 | 85.8 | 85.8 | 83.7 | 85.2 | 85.2 | 85.5 | 85.5 | 85.5 | 85.8 | 84.8 | 84.8 | 85.2 | 85.2 | 85.2 | 83.7 | 83.6 | 85.4 |

A blank row indicates insufficient data.

## Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of February 2019

|          |  |                                      | 1              | T        | 1 1            | Cha !      |     | 017   |     |     | 1 1 | 7    | 1 |       |     | 2018 | 1 1 | 1    | 1 1 |      | $\overline{}$ | 1 1 | - 1  | $\neg$ | $\overline{}$ | $\overline{}$ | $\overline{}$ | $\overline{}$ | $\overline{}$ | $\overline{}$ | $\neg$  | T       |
|----------|--|--------------------------------------|----------------|----------|----------------|------------|-----|-------|-----|-----|-----|------|---|-------|-----|------|-----|------|-----|------|---------------|-----|------|--------|---------------|---------------|---------------|---------------|---------------|---------------|---------|---------|
| OTD 0-4- | Name of Patablishment                                    | 014 0. 04-4-                         | 7: 0 1 -       | A# D-1-  | 0 D-4-         | Chg ir     | - 1 | .   _ |     |     |     |      |   | _     |     |      |     | .    |     |      |               |     |      |        | .   _         | .             |               | ا . ا . ا     | ١.١           |               |         |         |
| TR Code  | Name of Establishment                                    | City & State                         | Zip Code       |          | Open Date Roor |            | J   | JF    | M   | A M | IJ  | JA   | S | O N   | D   | JF   | M . | A M  | IJ  | JA   | \ S           | 0   | NL   | ) J    | <u> </u>      | M             | AM            | /I J          | J             | A             | 3 0     | N       |
|          | American Eagle Inn                                       | Fayetteville, NC                     | 28301<br>28301 | Jun 2012 |                | 43         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | -             |               |               |               |               |               |         |         |
|          | Closed - Independent Hotel Prince Charles                | Fayetteville, NC                     |                | May 2016 |                | 0 Y<br>0 Y |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | -             |               |               | _             |               | -             | -       |         |
|          | Closed - Independent Hotel Prince Charles                | Fayetteville, NC                     | 28301          | Nov 2010 | Jun 1925       | -          |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Closed - Independent Patel Motel                         | Fayetteville, NC                     | 28301          | Jul 2011 | Jun 1958       | 0 Y<br>0 Y |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | -             |               |               | _             |               | -             | -       |         |
|          | Closed - Independent Town & Country Motel                | Fayetteville, NC                     | 28301          | Apr 2008 |                |            |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | 4             |               |               |               |               |               |         |         |
|          | Closed Days Inn Central Fayetteville                     | Fayetteville, NC                     | 28301          | Apr 2000 |                |            |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | _             |               | _             | _             |               | _             | -       |         |
|          | Closed St James Inn                                      | Fayetteville, NC                     | 28301          | Jan 1991 |                | 0 Y        |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | 4             |               |               |               |               |               |         |         |
|          | Closed Travel Inn  | Fayetteville, NC                     | 28301          | Jun 2004 | F-1- 4050      | 0 .        |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | _             |               | _             | _             |               | _             | -       |         |
|          | Cloverleaf Motel   | Fayetteville, NC<br>Favetteville, NC | 28301          | Feb 1959 |                | 22         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Eastover Inn   |                                      | 28301          | Jul 1951 |                | 20<br>50 Y |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | _             |               | _             | _             |               | _             | -       |         |
|          | Economy Inn Night Inn                                    | Fayetteville, NC                     | 28301          | Sep 1995 |                |            |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | 4             |               |               |               |               |               |         |         |
|          |  | Fayetteville, NC                     | 28301          | Sep 2011 |                |            |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | -             |               | _             | _             |               | -             | -       |         |
|          | Regency Inn  | Fayetteville, NC                     | 28301          | Jul 2003 |                |            |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | WoodSpring Suites Fayetteville                           | Fayetteville, NC                     | 28301          | Nov 2017 |                | 21         | 0   | •     | • ( | 0 0 | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | • •  | •      | •             |               | _             |               | _             | _             | _       | $\perp$ |
|          | Affordable Suites Fayetteville                           | Fayetteville, NC                     | 28303          | Jan 2014 |                | 49<br>30   | 0   | 0     | 0 0 | 0 0 | 0   | 0 0  | 0 | 0 0   | 0 0 | 0    | 0 0 | 0    | 0   | 0 0  | 0             | 0 0 | 0    | 0      | 0             |               |               |               |               |               |         |         |
|          | Boulevard Motel  | Fayetteville, NC                     | 28303          | Jun 1967 |                |            |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | _             |               | _             | _             | _             | _             | _       |         |
|          | Candlewood Suites Fayetteville Fort Bragg                | Fayetteville, NC                     | 28303          | Jan 2011 | Jan 2011 1     | 14         | •   | •     | • ( | • • | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               |               | -             |               |               | 4       | 4       |
|          | Closed - Independent Cottonade Square                    | Fayetteville, NC                     | 28303          | Aug 2014 |                | 0 Y        |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | _             |               | _             |               | _             | _             | _       | $\perp$ |
|          | Courtyard Fayetteville                                   | Fayetteville, NC                     | 28303          | Jan 1991 |                | 08         | •   | •     | •   | •   | •   | • •  | • | • •   | •   | •    | •   | •    | •   | •    | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Days Inn & Suites Fayetteville Northwest Fort Bragg Area | Fayetteville, NC                     | 28303          | Mar 2014 |                | 19 Y       | •   | •     | • ( | •   | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               | _             |               |               | _             | _       |         |
|          | Embassy Suites by Hilton Fayetteville Fort Bragg         | Fayetteville, NC                     | 28303          | Apr 2012 |                | 65         | •   | •     | •   | •   | •   | •    | • | • •   | •   | •    | •   | •    | •   | •    | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Extended Stay America Fayetteville Cross Creek Mall      | Fayetteville, NC                     | 28303          | Apr 2013 |                | 77 Y       | •   | •     | • ( | • • | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | • •  | •      | •             | ш             |               |               | ш             | _             | $\perp$ | $\perp$ |
|          | Hampton Inn Fayetteville Fort Bragg                      | Fayetteville, NC                     | 28303          | Dec 1995 |                | 30 Y       | •   | •     | •   | • • | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Hilton Garden Inn Fayetteville Fort Bragg                | Fayetteville, NC                     | 28303          | Nov 2005 |                | 04         | •   | •     | • ( | • • | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | • •  | •      | •             | ш             |               |               | ш             | _             | $\perp$ | $\perp$ |
|          | Holiday Inn Express & Suites Fayetteville Fort Bragg     | Fayetteville, NC                     | 28303          | Feb 2000 |                | 89 Y       | •   | •     | •   | • • | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Home2 Suites by Hilton Fayetteville                      | Fayetteville, NC                     | 28303          | Feb 2011 |                | 18         | •   | •     | •   | • • | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | • •  | •      | •             |               |               |               |               |               |         |         |
| 66525    | Homewood Suites by Hilton Fayetteville                   | Fayetteville, NC                     | 28303          | Mar 2018 |                | 11         |     |       |     |     |     |      |   |       |     |      | •   | •    | •   | •  • | •             | •   | • •  | •      | •             |               |               |               |               |               |         |         |
|          | Knights Inn Fayettevile                                  | Fayetteville, NC                     | 28303          | Dec 1997 |                | 61         | •   | •     | •   | • • | •   | •  • | • | • •   | •   | •  • | •   | •  • | •   |      |               |     |      |        |               |               |               |               |               |               |         |         |
| 67605    | Motel 6 Fayetteville                                     | Fayetteville, NC                     | 28303          | May 2018 | May 2018       | 71         |     |       |     |     |     |      |   |       |     |      |     | 0    | •   | • •  | •             | •   | •  • | •      |               |               |               |               |               |               |         |         |
| 37019    | Quality Inn & Suites Fort Bragg Fayetteville             | Fayetteville, NC                     | 28303          | Nov 2012 | Jun 1980 1     | 09 Y       | •   | •     | •   | • • |     | • •  | • | • •   | •   | • •  | •   | •    |     | • •  | •             | •   | • •  | •      | •             |               |               |               |               |               |         |         |
| 25877    | Red Lion Inn & Suites Fayetteville at Cross Creek Mall   | Fayetteville, NC                     | 28303          | Oct 2017 | Jun 1989 1     | 29 Y       | •   | •     |     |     |     |      | • |       |     |      |     | •    |     |      | •             |     |      |        |               |               |               |               |               |               |         |         |
| 53828    | Residence Inn Fayetteville Cross Creek                   | Fayetteville, NC                     | 28303          | Dec 2006 | Dec 2006       | 92         | •   | •     | •   |     |     | • •  | • |       | •   |      |     |      |     |      | •             |     |      |        | •             |               |               |               |               |               |         |         |
| 66800    | Springhill Suites Fayetteville Fort Bragg                | Fayetteville, NC                     | 28303          | Jun 2018 | Jun 2018 1     | 21         |     |       |     |     |     |      |   |       |     |      |     |      | 0   |      | •             |     |      |        |               |               |               |               |               |               |         |         |
| 36796    | Studio 6 Fayetteville                                    | Fayetteville, NC                     | 28303          | May 2018 |                | 55 Y       | •   | •     | •   |     | •   |      | • |       |     |      |     |      | •   |      | •             |     |      |        | •             |               |               |               |               | Т             | Т       |         |
| 59989    | TownePlace Suites Fayetteville Cross Creek               | Fayetteville, NC                     | 28303          | Jul 2009 |                | 93         |     | •     |     |     |     |      |   |       |     |      |     |      |     |      | •             |     |      |        |               |               |               |               |               |               |         |         |
|          | Tropical Motel   | Fayetteville, NC                     | 28303          | Jun 1970 |                | 80         |     |       |     |     |     |      | П |       |     |      |     |      |     |      |               |     |      |        | т             | П             | -             |               |               |               | т       |         |
|          | Wingate by Wyndham Fayetteville Fort Bragg               | Fayetteville, NC                     | 28303          | Aug 1998 |                | 85         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Baymont Inn & Suites Fayetteville Fort Bragg Area        | Fayetteville, NC                     | 28304          | Aug 2015 |                | 96         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               | П             | -             |               |               |               | т       |         |
|          | Closed - Independent Becks Motel                         | Fayetteville, NC                     | 28304          | Sep 2008 |                | 0 Y        |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Extended Stay America Fayetteville Owen Drive            | Fayetteville, NC                     | 28304          | Jul 1997 | Jul 1997 1     | 20         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Holiday Inn Fayetteville W Fort Bragg Area               | Fayetteville, NC                     | 28304          |          |                | 10         | -   | 1     | -   |     | -   |      | - |       |     |      |     |      | -   |      | 1             |     |      | 1      | i             |               |               |               |               |               |         |         |
|          | Ramada Plaza Fayetteville Fort Bragg Area                | Fayetteville, NC                     | 28304          | Aug 2015 |                | 99 Y       |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | WoodSpring Suites Fayetteville West                      | Fayetteville, NC                     | 28304          | Nov 2016 |                | 21         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Airport Inn Budget Motel                                 | Fayetteville, NC                     | 28306          | Jun 1957 |                | 30         | -   |       |     |     |     |      |   |       |     |      |     |      |     |      | ľ             |     |      |        |               |               |               |               |               |               |         |         |
|          | Ambassador Inn   | Fayetteville, NC                     | 28306          | Jun 2012 |                | 62         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Carolina Motor Inn                                       | Fayetteville, NC                     | 28306          | Jun 1954 |                | 47         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               | -             |         |         |
|          | Closed McInnis Motel                                     | Fayetteville, NC                     | 28306          | Jun 1993 | 0411 1004      | 0 Y        |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Coliseum Inn   | Fayetteville, NC                     | 28306          | Sep 1996 | Jun 1968       | 75         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Mt Rose Hotel  | Fayetteville, NC                     | 28306          | Jan 2018 |                | 37         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Red Roof Inn & Suites Fayetteville Fort Bragg            | Fayetteville, NC                     | 28306          | Oct 2015 |                | 52 Y       |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Relax Inn  | Fayetteville, NC                     | 28306          | Feb 1955 |                | 32         |     | •     |     | •   |     | •    |   | •     | •   |      | •   |      |     | •    | _             |     | •    | •      | i             |               |               |               |               | 4             |         |         |
|          | Roadside Inn Motel                                       | Fayetteville, NC                     | 28306          | Sep 1956 |                | 20         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | Landmark Inn Fort Bragg                                  |                                      | 28310          | Jan 2001 |                | 97 Y       |     | -     |     |     |     |      | - |       |     |      |     |      |     |      | -             |     |      |        | 4             |               |               | _             |               | -             | -       |         |
|          |  | Fort Bragg, NC                       |                |          |                |            | •   | •     | •   | •   | •   | •    | • | • •   | •   | •    | •   |      | •   | •    | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Fairfield Inn & Suites Fayetteville North                | Fayetteville, NC                     | 28311          | Oct 2014 |                | 15         | •   | •     | • ( | • • | •   | • •  | • | • •   | • • | •    | •   | •    | •   | • •  | •             | •   | • •  | •      | •             |               | _             | _             |               | _             | -       |         |
|          | Baymont Inn & Suites Fayetteville I 95                   | Fayetteville, NC                     | 28312          | Dec 2017 | 1. 1           | 21         | •   | •     | • ( | • • | •   | • •  | • | •   0 | •   | •    | •   | •    | •   | • •  | •             | •   | • •  | •      | •             |               |               |               |               | -             |         |         |
|          | Closed Days Inn Fayetteville Inn                         | Fayetteville, NC                     | 28312          | Jan 2005 | Jun 1985       | 0 Y        |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        | _             |               | _             |               | _             | _             | _       |         |
|          | Comfort Inn Fayetteville                                 | Fayetteville, NC                     | 28312          | Mar 2013 |                | 61         | •   | •     | •   | •   | •   | •    | • | •     | •   | •    | •   | •    | •   | •    | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Days Inn Fayetteville South I 95 Exit 49                 | Fayetteville, NC                     | 28312          | Sep 2009 |                | 97         | •   | •     | • ( | •   | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               | _             |               | $\perp$       | _             | _       |         |
|          | Delux Inn  | Fayetteville, NC                     | 28312          | Jun 1988 |                | 51         |     |       |     |     |     |      |   |       |     |      |     |      |     |      |               |     |      |        |               |               |               |               |               |               |         |         |
|          | DoubleTree by Hilton Hotel Fayetteville                  | Fayetteville, NC                     | 28312          | May 2008 |                | 48 Y       | •   | •     | • • | •   | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               |               |               |               |               | _       |         |
|          | Econo Lodge Fayetteville                                 | Fayetteville, NC                     | 28312          | Jan 1989 |                | 74 Y       | •   | •     | •   | •   | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Fairfield Inn Fayetteville I 95                          | Fayetteville, NC                     | 28312          | Sep 1998 |                | 66 Y       | •   | •     | •   | • • | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Hampton Inn Fayetteville                                 | Fayetteville, NC                     | 28312          | Jul 2017 |                | 14         |     |       |     |     |     | •    | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Holiday Inn Fayetteville I 95 South                      | Fayetteville, NC                     | 28312          | Jun 1983 |                | 98         | •   | •     | •   | • • | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | • •  | •      | •             |               |               |               |               |               |         |         |
|          | Motel 6 Fayetteville                                     | Fayetteville, NC                     | 28312          | Jan 1992 |                | 15 Y       | •   | •     | •   | •   | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    |        | •             |               |               |               |               |               |         |         |
|          | Quality Inn Fayetteville                                 | Fayetteville, NC                     | 28312          | Aug 2008 |                | 84 Y       | •   | •     | •   | • • | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Red Roof Inn Fayetteville                                | Fayetteville, NC                     | 28312          | Oct 2014 | Nov 1997       | 55 Y       | •   | •     | •   |     | •   | • •  | • | • •   | •   | •    | •   | •    | •   | • •  | •             | •   | •    | •      | •             |               |               |               |               |               |         |         |
|          | Rodeway Inn Fayetteville                                 | Fayetteville, NC                     | 28312          | Dec 2017 |                | 76         |     |       |     |     |     |      |   |       | 0   |      |     |      |     |      | •             | •   |      |        | •             |               |               |               |               |               |         |         |

## Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of February 2019

|          |  |                  |             |          |           |      |               | 2017 |       |        |        |      |      |      | 2 | 2018 |     |   |      |   |      |   | 20  | 119 |   |     |    |    |    |   |
|----------|--|------------------|-------------|----------|-----------|------|---------------|------|-------|--------|--------|------|------|------|---|------|-----|---|------|---|------|---|-----|-----|---|-----|----|----|----|---|
| STR Code | Name of Establishment                                | City & State     | Zip Code    | Aff Date | Open Date |      | Chg in<br>Rms |      | - м   | A N    | IJ     | JA   | s    | οи   | D | J F  | М   | м | JJ   | A | s o  | N | D J | F   | м | а м | J, | JA | sc | N |
| 32497    | Sleep Inn Fayetteville                               | Fayetteville, NC | 28312       | Nov 1995 | Nov 1995  | 63   |               | • •  | •     | • •    | •      | •    | •    | • •  | • | •    | • • | • | • •  | • | • •  | • | •   | •   |   |     |    |    |    |   |
| 33580    | Super 8 Fayetteville                                 | Fayetteville, NC | 28312       | Dec 1996 | Dec 1996  | 60   |               |      | •     | • •    | •      | •    | •    |      | • | •    |     | • | • •  |   | • •  | • | •   | •   |   |     |    |    |    |   |
| 4267     | SureStay Plus Hotel Fayetteville                     | Fayetteville, NC | 28312       | Nov 2017 | Mar 1985  | 111  | Υ             |      | •     | • •    | •      | •    | •    | •    | • | •    |     | • | • •  |   | • •  | • | •   | •   |   |     |    |    |    |   |
| 67095    | Tru by Hilton Fayetteville I 95                      | Fayetteville, NC | 28312       | Dec 2018 | Dec 2018  | 109  |               |      |       |        |        |      |      |      |   |      |     |   |      |   |      |   | •   | •   |   |     |    |    |    |   |
| 20056    | Comfort Inn Cross Creek                              | Fayetteville, NC | 28314       | Jul 1987 | Jul 1987  | 176  | Υ             |      | •     | • •    |        | •    | •    | • •  | • | •    | • • | • | •  • |   | • •  | • | •   | •   |   |     |    |    |    |   |
| 55750    | WoodSpring Suites Fayetteville Fort Bragg            | Fayetteville, NC | 28314       | Nov 2016 | Apr 2006  | 121  |               |      | •     | • •    | •      | •    |      | • •  |   | •    | • • | • | • •  |   | • •  | • | •   | •   |   |     |    |    |    |   |
| 58867    | Holiday Inn Express & Suites Hope Mills Fayetteville | Hope Mills, NC   | 28348       | Nov 2009 | Nov 2009  | 72   |               |      | •     | • •    |        | •    |      | • •  |   | •    | • • | • | •  • |   | • •  | • | •   | •   |   |     |    |    |    |   |
| 51150    | Closed - Independent Starlite Motel                  | Spring Lake, NC  | 28390       | Sep 2018 | Jan 1958  | 0    | Υ             |      |       |        |        |      |      |      |   |      |     |   |      |   |      |   |     |     |   |     |    |    |    |   |
| 32663    | Country Inn & Suites Fayetteville Fort Bragg         | Spring Lake, NC  | 28390       | Feb 2016 | Feb 1996  | 85   | Υ             |      | •     | • •    |        | •    | •    | • •  | • | •    | • • | • | •  • |   | • •  | • | •   | •   |   |     |    |    |    |   |
| 65586    | Courtyard Fayetteville Fort Bragg Spring Lake        | Spring Lake, NC  | 28390       | Dec 2016 | Dec 2016  | 100  |               |      | •     | • •    | •      | •    | •    | • •  | • | •    | • • | • | • •  |   | • •  | • | •   | •   |   |     |    |    |    |   |
| 29996    | Gateway Inn & Suites                                 | Spring Lake, NC  | 28390       | Feb 1994 | Feb 1994  | 105  | Υ             |      |       |        |        |      |      |      |   |      |     |   |      |   |      |   |     |     |   |     |    |    |    |   |
| 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   | Υ             |      | •     | • •    |        | •    | •    | • •  | • | •    | • • | • | •  • |   | • •  | • | •   | •   |   |     |    |    |    |   |
| 26555    | Super 8 Spring Lake Fort Bragg Pope AFB              | Spring Lake, NC  | 28390       | Jul 1988 | Jul 1988  | 60   |               | •  • | •     | • •    |        | •    | •    | •  • | • | •    | • • | • | •  • |   | •  • | • | •   | •   |   |     |    |    |    |   |
| 4634     | Econo Lodge Wade Fayetteville North                  | Wade, NC         | 28395       | Dec 2014 | Mar 1974  | 109  | Υ             |      | •     | • •    | •      | •    | •    | • •  | • | •    | • • | • | • •  |   | • •  | • | •   | •   |   |     |    |    |    |   |
| -        |  |                  | Total Prope | erties:  | 83        | 6433 |               | 0 -  | Montl | hly da | ta rec | eive | by S | STR  |   |      |     |   |      |   |      |   |     |     |   |     |    |    |    |   |

- Monthly data received by STR
 - Monthly and daily data received by STR

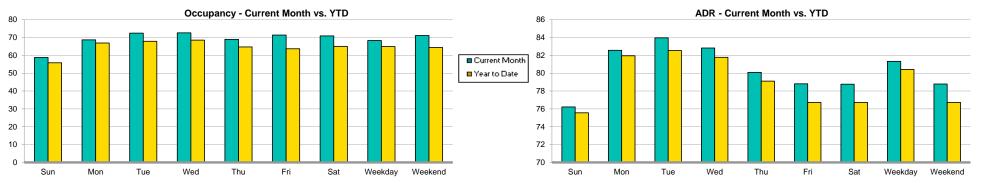
Blank - No data received by STR

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.

Fayetteville Area CVB

For the Month of February 2019



|              |                  | Occupanc | v (%) | ADR   |       | RevPA | .R    | Suppl     | v     | Demar     | nd    | Reven       | ue    |
|--------------|------------------|----------|-------|-------|-------|-------|-------|-----------|-------|-----------|-------|-------------|-------|
| Day of Week  |                  |          | % Chg |       | % Chg |       | % Chg | •         | % Chg |           | % Chg |             | % Chg |
| Sunday       | Current Month    | 58.8     | 9.1   | 76.22 | 8.0   | 44.80 | 17.8  | 25,292    | 5.3   | 14,867    | 14.9  | 1,133,105   | 24.0  |
|              | Year To Date     | 55.8     | 8.5   | 75.56 | 7.7   | 42.19 | 16.9  | 50,584    | 5.3   | 28,245    | 14.2  | 2,134,176   | 23.1  |
|              | Running 12 Month | 56.7     | 6.0   | 76.09 | 5.9   | 43.12 | 12.3  | 323,583   | 4.7   | 183,393   | 11.0  | 13,954,377  | 17.6  |
| Monday       | Current Month    | 68.7     | 10.8  | 82.56 | 8.8   | 56.71 | 20.6  | 25,292    | 5.3   | 17,373    | 16.6  | 1,434,397   | 27.0  |
|              | Year To Date     | 66.9     | 15.9  | 81.96 | 9.6   | 54.85 | 27.0  | 50,584    | -6.4  | 33,852    | 8.5   | 2,774,390   | 18.9  |
|              | Running 12 Month | 65.3     | 4.2   | 81.13 | 6.0   | 52.96 | 10.5  | 323,583   | 4.7   | 211,230   | 9.1   | 17,137,587  | 15.6  |
| Tuesday      | Current Month    | 72.5     | 8.2   | 83.96 | 7.1   | 60.87 | 15.9  | 25,292    | 5.3   | 18,336    | 13.9  | 1,539,533   | 22.0  |
|              | Year To Date     | 67.9     | 7.9   | 82.55 | 6.9   | 56.04 | 15.4  | 56,907    | 5.3   | 38,629    | 13.5  | 3,188,792   | 21.4  |
|              | Running 12 Month | 69.1     | 5.3   | 83.03 | 6.1   | 57.35 | 11.7  | 323,583   | 4.7   | 223,481   | 10.2  | 18,556,275  | 16.9  |
| Wednesday    | Current Month    | 72.6     | 4.6   | 82.83 | 6.1   | 60.14 | 11.0  | 25,292    | 5.3   | 18,365    | 10.2  | 1,521,070   | 16.8  |
|              | Year To Date     | 68.6     | 6.0   | 81.78 | 6.7   | 56.07 | 13.0  | 56,907    | 5.3   | 39,017    | 11.6  | 3,190,749   | 19.0  |
|              | Running 12 Month | 69.9     | 2.4   | 82.87 | 6.2   | 57.92 | 8.8   | 323,583   | 2.7   | 226,168   | 5.2   | 18,743,038  | 11.8  |
| Thursday     | Current Month    | 69.0     | 8.7   | 80.09 | 6.2   | 55.25 | 15.4  | 25,292    | 5.3   | 17,447    | 14.4  | 1,397,266   | 21.5  |
|              | Year To Date     | 64.7     | 8.8   | 79.12 | 6.8   | 51.20 | 16.2  | 56,907    | 18.4  | 36,828    | 28.9  | 2,913,622   | 37.6  |
|              | Running 12 Month | 67.1     | 4.0   | 80.16 | 6.0   | 53.80 | 10.2  | 329,701   | 6.7   | 221,290   | 11.0  | 17,737,882  | 17.6  |
| Friday       | Current Month    | 71.4     | 12.5  | 78.81 | 7.6   | 56.27 | 21.1  | 25,292    | 5.3   | 18,058    | 18.4  | 1,423,256   | 27.4  |
|              | Year To Date     | 63.7     | 10.2  | 76.73 | 6.8   | 48.86 | 17.7  | 50,584    | 5.3   | 32,210    | 16.0  | 2,471,386   | 23.9  |
|              | Running 12 Month | 70.0     | 4.4   | 79.85 | 5.7   | 55.93 | 10.3  | 323,499   | 4.7   | 226,603   | 9.3   | 18,093,222  | 15.5  |
| Saturday     | Current Month    | 70.9     | 6.7   | 78.77 | 6.0   | 55.84 | 13.1  | 25,292    | 5.3   | 17,930    | 12.3  | 1,412,310   | 19.0  |
|              | Year To Date     | 65.1     | 8.6   | 76.73 | 6.4   | 49.93 | 15.5  | 50,584    | 5.3   | 32,914    | 14.3  | 2,525,426   | 21.6  |
|              | Running 12 Month | 71.5     | 4.5   | 79.99 | 5.1   | 57.15 | 9.9   | 323,583   | 4.7   | 231,202   | 9.4   | 18,493,378  | 15.1  |
| Weekday / We | ekend            | I        |       |       |       |       |       |           |       |           |       |             |       |
| Weekday      | Current Month    | 68.3     | 8.2   | 81.32 | 7.1   | 55.55 | 15.9  | 126,460   | 5.3   | 86,387    | 13.9  | 7,025,371   | 22.0  |
| (Sun-Thu)    | Year To Date     | 64.9     | 9.3   | 80.43 | 7.4   | 52.23 | 17.4  | 271,889   | 5.3   | 176,571   | 15.0  | 14,201,729  | 23.6  |
|              | Running 12 Month | 65.6     | 4.3   | 80.83 | 6.0   | 53.03 | 10.6  | 1,624,033 | 4.7   | 1,065,562 | 9.2   | 86,129,160  | 15.8  |
| Weekend      | Current Month    | 71.1     | 9.5   | 78.79 | 6.8   | 56.06 | 17.0  | 50,584    | 5.3   | 35,988    | 15.3  | 2,835,566   | 23.1  |
| (Fri-Sat)    | Year To Date     | 64.4     | 9.4   | 76.73 | 6.6   | 49.39 | 16.6  | 101,168   | 5.3   | 65,124    | 15.2  | 4,996,812   | 22.7  |
|              | Running 12 Month | 70.7     | 4.5   | 79.92 | 5.4   | 56.54 | 10.1  | 647,082   | 4.7   | 457,804   | 9.4   | 36,586,599  | 15.3  |
| Total        | Current Month    | 69.1     | 8.6   | 80.58 | 7.0   | 55.70 | 16.2  | 177,044   | 5.3   | 122,375   | 14.3  | 9,860,937   | 22.3  |
|              | Year To Date     | 64.8     | 9.3   | 79.43 | 7.2   | 51.46 | 17.2  | 373,057   | 5.3   | 241,695   | 15.1  | 19,198,541  | 23.3  |
|              | Running 12 Month | 67.1     | 4.3   | 80.56 | 5.8   | 54.03 | 10.4  | 2,271,115 | 4.7   | 1,523,366 | 9.2   | 122,715,759 | 15.6  |

A blank row indicates insufficient data.

For the Month of February 2019

|           |         |        |        |         |       |        | This ` | <b>Year</b> |       |        |       |      |       |        |        |         |       | Per    | cent Ch | ange (º | %)    |        |       |       |       |
|-----------|---------|--------|--------|---------|-------|--------|--------|-------------|-------|--------|-------|------|-------|--------|--------|---------|-------|--------|---------|---------|-------|--------|-------|-------|-------|
|           |         |        | Occupa | ncy (%) |       |        | AD     | R           |       |        | RevP  | PAR  |       |        | Оссира | ncy (%) |       |        | ADR     | (%)     |       |        | RevPA | R (%) |       |
| Cur<br>Mo |         | Trans. | Grp.   | Con.    | Total | Trans. | Grp.   | Con.        | Total | Trans. | Grp.  | Con. | Total | Trans. | Grp.   | Con.    | Total | Trans. | Grp.    | Con.    | Total | Trans. | Grp.  | Con.  | Total |
| 2017      | Sep     |        |        |         | 66.1  |        |        |             | 78.74 |        |       |      | 52.01 |        |        |         | 4.3   |        |         |         | 8.5   |        |       |       | 13.2  |
|           | Oct     |        |        |         | 60.7  |        |        |             | 75.39 |        |       |      | 45.72 |        |        |         | -25.8 |        |         |         | -5.1  |        |       |       | -29.6 |
|           | Nov     | 53.7   | 3.1    | 1.7     | 58.5  | 74.14  | 75.97  | 55.05       | 73.68 | 39.82  | 2.37  | 0.95 | 43.14 |        |        |         | -22.9 |        |         |         | -5.7  |        |       |       | -27.3 |
|           | Dec     | 48.6   | 2.8    | 1.7     | 53.1  | 70.60  | 64.18  | 53.27       | 69.71 | 34.35  | 1.80  | 0.90 | 37.04 |        |        |         | -17.6 |        |         |         | -5.1  |        |       |       | -21.8 |
| 2018      | Jan     | 48.3   | 5.6    | 1.4     | 55.3  | 73.85  | 69.68  | 51.98       | 72.86 | 35.63  | 3.93  | 0.74 | 40.30 |        |        |         | -12.8 |        |         |         | -3.2  |        |       |       | -15.6 |
|           | Feb     | 58.6   | 3.7    | 1.4     | 63.7  | 75.52  | 78.52  | 56.69       | 75.29 | 44.27  | 2.88  | 0.77 | 47.92 |        |        |         | -2.5  |        |         |         | 0.2   |        |       |       | -2.2  |
|           | Mar     | 60.8   | 8.7    | 1.4     | 71.0  | 79.69  | 80.34  | 59.40       | 79.36 | 48.46  | 7.02  | 0.86 | 56.34 |        |        |         | 0.1   |        |         |         | 3.9   |        |       |       | 4.0   |
|           | Apr     | 56.1   | 10.4   | 1.4     | 67.9  | 81.30  | 85.13  | 61.20       | 81.46 | 45.58  | 8.83  | 0.87 | 55.28 |        |        |         | -4.7  |        |         |         | 5.4   |        |       |       | 0.4   |
|           | May     |        |        |         | 63.7  |        |        |             | 78.93 |        |       |      | 50.29 |        |        |         | -1.5  |        |         |         | 3.1   |        |       |       | 1.6   |
|           | Jun     | 58.7   | 5.9    | 1.3     | 66.0  | 78.69  | 87.01  | 62.20       | 79.10 | 46.22  | 5.15  | 0.83 | 52.20 |        |        |         | -10.6 |        |         |         | 0.0   |        |       |       | -10.6 |
|           | Jul     | 57.4   | 6.5    | 1.4     | 65.3  | 79.58  | 85.91  | 50.16       | 79.58 | 45.69  | 5.55  | 0.70 | 51.94 |        |        |         | -4.6  |        |         |         | 2.4   |        |       |       | -2.3  |
|           | Aug     | 57.5   | 8.6    | 1.4     | 67.5  | 79.74  | 80.88  | 59.11       | 79.45 | 45.85  | 6.97  | 0.84 | 53.66 |        |        |         | 2.7   |        |         |         | 1.6   |        |       |       | 4.3   |
|           | Sep     | 61.1   | 12.0   | 1.4     | 74.5  | 85.33  | 98.15  | 63.49       | 86.98 | 52.14  | 11.78 | 0.88 | 64.81 |        |        |         | 12.8  |        |         |         | 10.5  |        |       |       | 24.6  |
|           | Oct     | 68.1   | 8.9    | 1.6     | 78.6  | 84.02  | 101.28 | 64.97       | 85.59 | 57.19  | 9.05  | 1.05 | 67.28 |        |        |         | 29.6  |        |         |         | 13.5  |        |       |       | 47.1  |
|           | Nov     | 59.6   | 4.7    | 1.7     | 65.9  | 80.07  | 90.48  | 58.96       | 80.28 | 47.70  | 4.26  | 0.98 | 52.94 | 10.9   | 50.9   | -3.5    | 12.6  | 8.0    | 19.1    | 7.1     | 9.0   | 19.8   | 79.7  | 3.3   | 22.7  |
|           | Dec     | 50.9   | 2.8    | 1.4     | 55.2  | 75.41  | 65.15  | 59.57       | 74.48 | 38.42  | 1.85  | 0.85 | 41.12 | 4.7    | 1.1    | -15.4   | 3.9   | 6.8    | 1.5     | 11.8    | 6.8   | 11.9   | 2.6   | -5.4  | 11.0  |
| 2019      | Jan     | 45.2   | 13.4   | 2.2     | 60.9  | 81.07  | 71.80  | 60.27       | 78.26 | 36.64  | 9.65  | 1.35 | 47.64 | -6.3   | 138.2  | 58.2    | 10.1  | 9.8    | 3.0     | 16.0    | 7.4   | 2.8    | 145.4 | 83.4  | 18.2  |
|           | Feb     | 42.5   | 24.3   | 2.3     | 69.1  | 84.67  | 75.14  | 62.49       | 80.58 | 36.00  | 18.24 | 1.45 | 55.70 | -27.5  | 562.6  | 69.9    | 8.6   | 12.1   | -4.3    | 10.2    | 7.0   | -18.7  | 534.1 | 87.3  | 16.2  |
|           |         |        |        |         |       |        |        |             |       |        |       |      |       |        |        |         |       |        |         |         |       |        |       |       |       |
| Year 1    | Γο Date | е      |        |         |       |        |        |             |       |        |       |      |       |        |        |         |       | Per    | cent Ch | ange (% | %)    |        |       |       |       |

| Year To D | ate |      |      |     |      |       |       |       |       |       |       |      |       |       |       |      |      | Perc | ent Cha | ange (%) |      |      |       |      |      |
|-----------|-----|------|------|-----|------|-------|-------|-------|-------|-------|-------|------|-------|-------|-------|------|------|------|---------|----------|------|------|-------|------|------|
| 2017 Fe   | b   |      |      |     | 64.3 |       |       |       | 75.21 |       |       |      | 48.37 |       |       |      | 8.4  |      |         |          | 4.6  |      |       |      | 13.3 |
| 2018 Fe   | b d | 53.2 | 4.7  | 1.4 | 59.3 | 74.72 | 72.95 | 54.17 | 74.10 | 39.73 | 3.43  | 0.75 | 43.92 |       |       |      | -7.8 |      |         |          | -1.5 |      |       |      | -9.2 |
| 2019 Fe   | b d | 43.9 | 18.6 | 2.3 | 64.8 | 82.72 | 73.87 | 61.35 | 79.43 | 36.34 | 13.73 | 1.40 | 51.46 | -17.4 | 295.1 | 63.7 | 9.3  | 10.7 | 1.3     | 13.2     | 7.2  | -8.5 | 300.1 | 85.3 | 17.2 |

| Runni | ng 12 | Month |     |     |      |       |       |       |       |       |      |      |       |      | Percent Change (%) |        |
|-------|-------|-------|-----|-----|------|-------|-------|-------|-------|-------|------|------|-------|------|--------------------|--------|
| 2017  | Feb   |       |     |     | 68.8 |       |       |       | 75.24 |       |      |      | 51.75 | 7.3  | 3                  | 1 10.6 |
| 2018  | Feb   |       |     |     | 64.3 |       |       |       | 76.11 |       |      |      | 48.93 | -6.6 | 1                  | -5.5   |
| 2019  | Feb   | 56.3  | 9.2 | 1.6 | 67.1 | 80.75 | 82.98 | 59.84 | 80.56 | 45.48 | 7.59 | 0.96 | 54.03 | 4.3  | 5                  | 8 10.4 |

#### A blank row indicates insufficient data.

## Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of February 2019

| STE LOAD   |       |   |                  |          |          |           |       |        | 2017 | 7   |     |         |     |     |     |     | 2018 |     |    |     |        |     |     |         | 201 | 19        |   |   |    |   |        |         |         |
|--|-------|---|------------------|----------|----------|-----------|-------|--------|------|-----|-----|---------|-----|-----|-----|-----|------|-----|----|-----|--------|-----|-----|---------|-----|-----------|---|---|----|---|--------|---------|---------|
| 2000   Content   |       |   |                  |          |          |           |       | Chg in |      |     | T   |         |     |     |     |     | 2010 | П   | Т  |     | $\top$ |     | Т   | Т       | 20  | 15        |   | Т | т  |   | $\top$ | T       |         |
| 2000   Colored Industry   Colored Properties   Co   |       |   | City & State     | Zip Code | Aff Date | Open Date | Rooms | Rms    | J    | F M | AN  | ΛJ      | J   | A S | 0 1 | N D | J F  | M   | ΑМ | J   | JA     | S   | O N | 1 D     | J   | F         | М | A | ИΙ | J | A١     | 3 C     | N       |
| 15000   Closed - Independent Plane   March   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 2020   Cover - Independent From Cuttery Mores   Frommeries No.   2001   Apr 1500   V   V   V   V   V   V   V   V   V   |       |   |                  |          |          |           |       |        |      |     |     | $\perp$ |     |     |     |     |      |     |    |     |        |     |     | _       | ш   | ш         |   |   |    |   | _      | $\perp$ | ш       |
| 29000   Classed - Freedoment Control Force     |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        | 4       |         |
| 2000   Cores Decreased Expensive   Functional No.   2001   Age 2000   Cores Service   Cores    |       |   |                  |          |          | Jun 1958  |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | _       |     |           |   |   |    |   | _      | _       |         |
| 2009   Clarest Function   Clar   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | -       |     |           |   |   |    |   |        | +       |         |
| 2000  Closed Tree Into   Projection   Proj   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | -       |     |           |   |   |    |   | -      | -       |         |
| 2200   Coverted Model   Poysterolis   NC   2001   10   10   10   10   10   10  |       |   |                  |          |          |           | -     |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | +       |     |           |   |   |    |   |        | +       |         |
| 26301   Estatorer In   |       |   |                  |          |          | Fab 1050  |       | '      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | -       |     |           |   |   |    |   | -      | +       |         |
| Getal Examency Inn   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | -       |     |           |   |   |    |   |        |         |         |
| Perspective   No.   2001   300   3   |       |   |                  |          |          |           |       | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 22022   Expertory Into   |       |   |                  |          |          |           |       |        |      |     |     | П       |     |     |     |     |      | П   |    |     |        |     |     | -       |     |           | П |   |    |   | т      | т       |         |
| SSTOP   WoodSpring Subset Projectivities   Projectivities   Capacities   Projectivities   Capacities   Capa   |       |   |                  |          |          |           |       | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 28205 Southerwork Model Figure 1981 Candwork Subset Expectation For Bridge Feynments N. C. 28203 18690 Candword Fregetenitie 18690 Candword Fr |       |   |                  | 28301    | Nov 2017 | Oct 2007  |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | Т       |     |           |   |   |    |   |        | Т       |         |
| 61190 Candlewood Sulses Expellatelle Fot Bridge   Feytimella N.O. 28000   Jun 2011   114   V. 28200   Jun 2012   Jun 2012 | 62851 | Affordable Suites Fayetteville                | Fayetteville, NC | 28303    | Jan 2014 | Jan 2014  | 49    |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 2507   Closed - Independent Contracts Square   Fourthealth IAC   28030   Aug 2014   0   V   0   0   5   0   0   0   0   0   0   0  | 25285 | Boulevard Motel                               | Fayetteville, NC |          | Jun 1967 | Jun 1967  |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 1998   Courty-ord Foyetherwise   Courty-ord  | 61199 | Candlewood Suites Fayetteville Fort Bragg     | Fayetteville, NC | 28303    |          | Jan 2011  | 114   |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 27272   Doys Inn & Sulder Psystemic Notification For Blagg Area   Psystemic No.   2333   May 2016   July 1986   119   Y  |       |   |                  |          |          |           | -     | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 61400 Embassy Sulnes by Hinto Faynethrollis Post Creat Mall Faynethrollis NC 28033 Apr 2013 Jun 1999 7 V J Jun 1998 Jun 1999 1 V J Jun 1999 Jun 199 |       |   |                  |          |          |           |       |        | SS   | S   | s s | S       | s s | S   | s s | В   | B s  | s E | S  | S   | S      | S S | S   | S       | S   | S         |   |   |    |   |        |         |         |
| 37502   Extended Stay America Fayetterolic Cross Croek Mall   Fayetterolic NC   2333   De 1995   77   7   7   7   7   7   7   7   7  |       |   |                  |          |          |           |       | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 32322   Fampton for Engage Flyetteville, NC   2333   No. 2005      |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| S3774   Hilton Gardon Inn Fryethroville Fort Bragg   Fayethroville, NC   28303   Feb 2001   Feb 2011   Feb 2   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 36100   Holiday   Inn Express & Sultes Fayetterville   Fayet   |       |   |                  |          |          |           |       | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        | 4       |         |
| 60700   Horne2 Sultes by Hillon Fryetteville   Fayetteville   Fa   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | _       | ш   | ш         |   |   |    |   | _      | _       | $\perp$ |
| 66526   Homeword Sulties by Hilton Fayetterville   Fayetterville, No.   28303   Mar 2018   111   |       |   |                  |          |          |           |       | Y      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        | 4       |         |
| 25739  Korghtes Inn Fayesterville   Fayester   |       |   |                  |          |          |           |       |        | BE   | з в | ВВ  | В       | ВЕ  | з в | BB  | В   | ВВ   | ВЕ  | В  | В   | з В    | ВЕ  | з в | В       | В   | В         |   |   |    |   | _      | _       | $\perp$ |
| 67605   Most of Fayetteville   Fay   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        | 4       |         |
| 37719   Quality In & Suites Fort Bragg Feyetteville NC   28303   Nov 2012   Jun 1980   19   Y     B   B   B   B   B   B   B   B  |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | -       |     |           |   |   |    |   | -      | -       |         |
| 28977   Red Lion In n. & Sultes Fayetteville of Cross Creek Key Settleville, NC   28303   Dec 2006   Dec 2006   Dec 2006   Settleville, NC   28303   Dec 2006   Settleville, NC   28303   Dec 2006     |       |   |                  |          |          |           |       | V      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | -       |     |           |   |   |    |   | -      | -       |         |
| 53828 Residence Inn Fryetterville Cross Crock   Fayetterville, NC   23033   Dec 2006   Dec 2006   Dec 2006   St. S.  |       | , , , , ,                                     |                  |          |          |           |       |        |      |     |     |         |     |     |     | В   | D D  | D E |    | D E | D D    | D D | D D | D       | Ь   | D         |   |   |    |   | 4      | 4       |         |
| 66800   Springhill Sulries Fayetterville For Bragg   |       |   | '                |          |          |           |       | ı      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         | В   | В         |   |   |    |   | -      | -       |         |
| Series   Studio 6 Fayetterville   Fayetterville   NC   28303   May 2018   Jun 1998   55   Y  |       |   |                  |          |          |           |       |        | 3 3  | 3   | 3 3 | 3       | 3 3 | 3   | 3 3 | 3   | 3    | 3 3 | 3  | 3 3 | , 3    | 3 3 | , 3 | 3       | 3   | 3         |   |   |    |   | -      | +       |         |
| 59989   TownePlace Sulies Fayetteville   Cross Creek   Fayetteville   NC   28303   Jul 2009   38   38   38   38   38   38   38   3   |       |   |                  |          |          |           |       | Y      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | -       |     |           |   |   |    |   |        |         |         |
| 47205   Tropical Mortel   Fayetteville, NC   28303   Jun 1970   80   89802   Wingste by Wynchapte by Wyncha   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 36900   Wingate by Wyndham Fayetteville Fort Bragg   Fayetteville, NC   28304   Aug 1998   85  |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        | т       |         |
| 64554   Baymont Inn & Sulies Fayetteville Fort Bragg Area   Fayetteville, NC   28304   Sug 2015     |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 25283 Closed - Independent Becks Motel   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | Т       |     |           |   |   |    |   | Т      | Т       | $\Box$  |
| Best   Boliday Inn Fayetteville N   Cay    |       |   |                  |          |          |           |       | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 12994   Ramada Plaza Fayetteville Fort Bragg Area   Fayetteville, NC   28304   Aug 2015   Jun 1974   199   Y   | 35106 | Extended Stay America Fayetteville Owen Drive | Fayetteville, NC | 28304    | Jul 1997 | Jul 1997  | 120   |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | Т       |     |           |   |   |    |   |        | Т       |         |
| 55751   WoodSpring Suites Fayetteville West   Fayetteville, NC   28304   Nov 2016   Apr 2006   121   Nov 2016   Apr 2006   Apr    | 68155 | Holiday Inn Fayetteville W Fort Bragg Area    | Fayetteville, NC | 28304    |          |           | 110   |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 25298 Airport Inn Budget Motel   | 12994 | Ramada Plaza Fayetteville Fort Bragg Area     | Fayetteville, NC | 28304    | Aug 2015 | Jun 1974  | 199   | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| A265 Ambassador Inn  | 55751 | WoodSpring Suites Fayetteville West           | Fayetteville, NC | 28304    | Nov 2016 | Apr 2006  |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| A8663 Carolina Motor Inn   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 25296   Closed McInnis Motel   Fayetteville, NC   28306   Jun 1993   0 Y   1   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        | 45      |         |
| 4264   Coliseum Inn  |       |   |                  |          |          | Jun 1954  |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | $\perp$ | ш   | $\square$ |   |   |    |   | _      | $\perp$ | ш       |
| 68241 Mt Rose Hotel  |       |   |                  |          |          |           |       | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| Att886   Red Roof Inn & Suites Fayetteville Fort Bragg   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 25284   Relax Inn  |       |   |                  |          |          |           |       | .,     |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 25294   Roadside Inn Motel   Fayetteville, NC   28316   Sep 1956   20   48970   Landmark Inn Ford Bragg   Fort Bragg, NC   28311   Oct 2014   Oct 2014   Oct 2014   I15   Fayetteville   Port Bragg, NC   28311   Oct 2014   Oct 2014   Oct 2014   I15   Fayetteville   Port Superior   Port   |       |   |                  |          |          |           |       | Y      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     | 1       |     |           |   |   |    |   | _      |         |         |
| A8970   Landmark Inn Fort Bragg   Fort Bragg, NC   28310   Jan 2001   Jan 2001   197   Y   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 62981   Fairfield Inn & Suites Fayetteville North   Fayetteville, NC   28311   Oct 2014   Oct 2014   115   22485   Baymont Inn & Suites Fayetteville   95   Fayetteville, NC   28312   Jan 2005   Jun 1985   O Y   Say 1      |       |   |                  |          |          |           |       | V      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 22485   Baymont Inn & Suites Fayetteville I 95   Fayetteville, NC   28312   Dec 2017   Jun 1985   O Y   Jun 1986   O Y   Jun 1986   O Y   Jun 1988   Jun 1986   Jun 19   |       |   |                  |          |          |           |       | Y      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 3255   Closed Days Inn Fayetteville Inn   Fayetteville   NC   28312   Jan 2005   Jun 1985   0   Y  |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 39737   Comfort Inn Fayetteville   Fayetteville, NC   28312   Mar 2013   Apr 2000   61   |       |   |                  |          |          |           |       | V      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| A266   Days Inn Fayetteville   South I 95 Exit 49  |       |   |                  |          |          |           |       | ı      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 24174 Delux Inn 4478 DoubleTree by Hilton Hotel Fayetteville Fayetteville, NC 28312 Jun 1988 Mar 1986 148 Y  24255 Econo Lodge Fayetteville Fayetteville, NC 28312 Jan 1989 36866 Fairfield Inn Fayetteville 195 Fayetteville, NC 28312 Jun 1989 Sep 1998 Sep 1 |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 4478   DoubleTree by Hilton Hotel Fayetteville   Fayetteville, NC   28312   May 2008   Mar 1986   148   Y  |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 24255       Econo Lodge Fayetteville       Fayetteville, NC       28312       Jan 1989       74       Y         36866       Fairfield Inn Fayetteville I 95       Fayetteville, NC       28312       Sep 1998       66       Y         65866       Hampton Inn Fayetteville       Fayetteville, NC       28312       Jul 2017       Jul 2017       Jul 2017       114         285       Holiday Inn Fayetteville I 95 South       Fayetteville, NC       28312       Jun 1983       Jun 1983       198         10148       Motel 6 Fayetteville       Fayetteville, NC       28312       Jan 1992       Jun 1986       115       Y         42792       Quality Inn Fayetteville       Fayetteville, NC       28312       Aug 2008       Feb 1998       84       Y         34632       Red Roof Inn Fayetteville       Fayetteville, NC       28312       Oct 2014       Nov 1997       55       Y  |       |   |                  |          |          |           |       | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 36866   Fairfield Inn Fayetteville I 95   Fayetteville, NC   28312   Sep 1998   Sep 19   |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 65866   Hampton Inn Fayetteville   Fayetteville, NC   28312   Jul 2017   Jul 2017   114   285   Holiday Inn Fayetteville   95 South   Fayetteville, NC   28312   Jun 1983   198      |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 285 Holiday Inn Fayetteville I 95 South Fayetteville, NC 28312 Jun 1983 198 10148 Motel 6 Fayetteville Fayetteville Fayetteville, NC 28312 Jun 1986 115 Y 42792 Quality Inn Fayetteville Fayetteville, NC 28312 Aug 2008 Feb 1998 84 Y 34632 Red Roof Inn Fayetteville Fayetteville, NC 28312 Oct 2014 Nov 1997 55 Y   |       |   |                  |          |          |           |       | ,      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 10148 Motel 6 Fayetteville       Fayetteville, NC       28312 Jan 1992 Jun 1986       115 Y        |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 42792 Quality Inn Fayetteville       Fayetteville, NC       28312       Aug 2008       Feb 1998       84       Y       <   |       |   |                  |          |          |           |       | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
| 34632 Red Roof Inn Fayetteville Fayetteville, NC 28312 Oct 2014 Nov 1997 55 Y  |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
|  |       |   |                  |          |          |           |       | Υ      |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |
|  |       |   |                  |          |          |           |       |        |      |     |     |         |     |     |     |     |      |     |    |     |        |     |     |         |     |           |   |   |    |   |        |         |         |

## Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB

For the Month of February 2019

|          |  |                  |             |          |           |       |               | 2017 |       |       |      |       |        |        |       | 201  | 8     |        |       |     |    |   |     |     | 201 | 19 |   |   |   |   |     |    |     |
|----------|--|------------------|-------------|----------|-----------|-------|---------------|------|-------|-------|------|-------|--------|--------|-------|------|-------|--------|-------|-----|----|---|-----|-----|-----|----|---|---|---|---|-----|----|-----|
| STR Code | Name of Establishment                                | City & State     | Zip Code    | Aff Date | Open Date | Rooms | Chg in<br>Rms |      | - м   | A M   | J    | JA    | s      | 0 1    | N D   | J    | FN    | ı A    | м     | J,  | JA | s | 0 1 | ı D | J   | F  | м | м | J | J | A S | 50 | N I |
| 32497    | Sleep Inn Fayetteville                               | Fayetteville, NC | 28312       | Nov 1995 | Nov 1995  | 63    |               |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   | П |   |     |    |     |
| 33580    | Super 8 Fayetteville                                 | Fayetteville, NC | 28312       | Dec 1996 | Dec 1996  | 60    |               |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
| 4267     | SureStay Plus Hotel Fayetteville                     | Fayetteville, NC | 28312       | Nov 2017 | Mar 1985  | 111   | Υ             |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
| 67095    | Tru by Hilton Fayetteville I 95                      | Fayetteville, NC | 28312       | Dec 2018 | Dec 2018  | 109   |               |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
| 20056    | Comfort Inn Cross Creek                              | Fayetteville, NC | 28314       | Jul 1987 | Jul 1987  | 176   | Υ             |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
| 55750    | WoodSpring Suites Fayetteville Fort Bragg            | Fayetteville, NC | 28314       | Nov 2016 | Apr 2006  | 121   |               |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
| 58867    | Holiday Inn Express & Suites Hope Mills Fayetteville | Hope Mills, NC   | 28348       | Nov 2009 | Nov 2009  | 72    |               |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
| 51150    | Closed - Independent Starlite Motel                  | Spring Lake, NC  | 28390       | Sep 2018 | Jan 1958  | 0     | Υ             |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
|          | Country Inn & Suites Fayetteville Fort Bragg         | Spring Lake, NC  | 28390       | Feb 2016 | Feb 1996  | 85    | Υ             |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
|          | Courtyard Fayetteville Fort Bragg Spring Lake        | Spring Lake, NC  | 28390       | Dec 2016 | Dec 2016  | 100   |               |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
| 29996    | Gateway Inn & Suites                                 | Spring Lake, NC  | 28390       | Feb 1994 | Feb 1994  | 105   | Υ             |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
| 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    | Υ             |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
|          | Super 8 Spring Lake Fort Bragg Pope AFB              | Spring Lake, NC  | 28390       | Jul 1988 | Jul 1988  | 60    |               |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
| 4634     | Econo Lodge Wade Fayetteville North                  | Wade, NC         | 28395       | Dec 2014 | Mar 1974  | 109   | Υ             |      |       |       |      |       |        |        |       |      |       |        |       |     |    |   |     |     |     |    |   |   |   |   |     |    |     |
|          |  |                  | Total Prope | erties:  | 83        | 6433  |               | s -I | Month | y Seq | ment | ation | r (Tra | ansier | nt, G | roup | , Cor | ntract | t) On | nly |    |   |     |     |     |    |   |   |   |   |     |    |     |

r - Monthly Additional Revenue Only

B - Both Segmentation and Additional Revenue

Blank - No data received by STR

#### A blank row indicates insufficient data.



# How can we assist you?

#### Glossary:

For all STR definitions, please visit www.str.com/resources/glossary

#### Frequently Asked Questions (FAQ):

For all STR FAQs, please click here or visit www.str.com/resources/faq

Please visit our website at www.str.com, or if you need additional assistance please reach out to our Customer Support team.

North America:

735 East Main Street, Hendersonville, TN 37075 USA

T:+1 615 824 8664

destininfo@str.com

International:

Blue Fin Building, 110 Southwark Street, London SE1 0TA

T: +44 (0) 20 7922 1930 industryinfo@str.com

#### Asia Pacific:

Thong Teck Building, 15 Scotts Road #08-12, 228 218 Singapore

T: +64 6800 7850 apinfo@str.com

For the latest in industry news, visit HotelNewsNow.com.

To learn more about the Hotel Data Conference, visit HotelDataConference.com.