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Fayetteville Area CVB

For the Month of August 2015

Date Created: Sep 16, 2015

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: August 2015

	Current Month - August 2015 vs August 2014												Year to Date - August 2015 vs August 2014												Participation				
	Occ %		ADR		RevPAR		Percent Change from August 2014						Occ %		ADR		RevPAR		Percent Change from YTD 2014						Properties		Rooms		
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	66.2	66.6	97.75	94.13	64.74	62.69	-0.5	3.8	3.3	4.0	0.7	0.2	64.2	62.3	94.62	90.70	60.73	56.53	3.0	4.3	7.4	7.9	0.4	3.4	1732	1097	149193	114780	
Cumberland County, NC	69.5	68.7	76.15	73.71	52.90	50.65	1.1	3.3	4.4	6.0	1.5	2.6	67.4	67.8	73.62	73.56	49.59	49.85	-0.6	0.1	-0.5	0.5	1.1	0.4	64	45	5883	4849	
Johnston County, NC	49.9	46.4	70.42	70.28	35.13	32.60	7.6	0.2	7.8	7.7	-0.1	7.5	47.9	44.6	70.06	69.12	33.58	30.86	7.3	1.4	8.8	8.7	-0.1	7.3	26	17	1838	1218	
Robeson County, NC	64.1	61.4	67.05	63.84	43.01	39.22	4.4	5.0	9.7	9.5	-0.2	4.2	64.6	61.0	64.98	63.82	41.98	38.91	6.0	1.8	7.9	7.3	-0.6	5.4	28	15	1703	1072	
Wake County, NC	68.4	67.9	94.08	88.06	64.39	59.79	0.8	6.8	7.7	9.9	2.1	2.9	71.2	69.1	94.93	90.30	67.57	62.39	3.0	5.1	8.3	9.5	1.1	4.1	137	125	16133	15128	
Durham County, NC	66.9	68.5	96.90	90.83	64.80	62.20	-2.3	6.7	4.2	8.5	4.2	1.8	67.9	68.6	97.81	91.85	66.44	62.99	-1.0	6.5	5.5	9.5	3.8	2.8	63	56	8046	7387	
Edgecombe County, NC																													
Guilford County, NC	58.5	59.6	87.77	83.81	51.32	49.95	-1.9	4.7	2.7	2.9	0.1	-1.8	57.5	56.4	91.33	87.86	52.49	49.58	1.9	3.9	5.9	6.3	0.4	2.3	4	2	216	126	
Harnett County, NC	62.8	54.0	70.29	69.99	44.13	37.79	16.3	0.4	16.8	16.8	0.0	16.3	57.3	53.6	69.26	69.30	39.65	37.14	6.8	-0.1	6.8	6.8	0.0	6.8	93	72	10844	9287	
Moore County, NC	62.7	53.6	111.44	98.94	69.93	53.05	17.0	12.6	31.8	22.9	-6.8	9.1	59.4	58.5	116.50	120.51	69.23	70.53	1.5	-3.3	-1.8	-7.8	-6.1	-4.6	10	7	771	550	
																									20	12	1784	1380	

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Source 2015 STR, Inc.

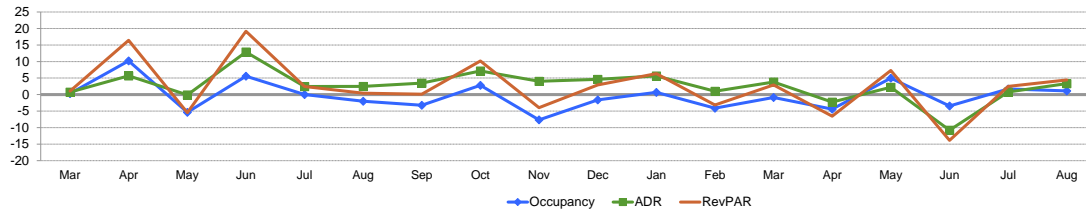
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Tab 3 - Trend Cumberland County NC

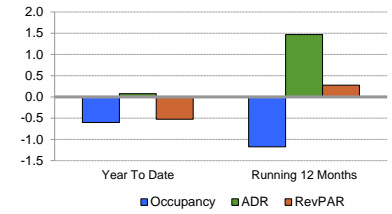
Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of August 2015

Monthly Percent Change



Overall Percent Change



2014													2015							
Occupancy (%)	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	68.7	74.4	63.8	73.5	68.1	68.7	58.6	61.0	57.2	55.6	59.1	63.7	68.2	71.1	67.0	71.0	69.3	69.5		
Last Year	68.5	67.5	67.4	69.7	68.2	70.1	60.6	59.3	61.9	56.5	58.7	66.5	68.7	74.4	63.8	73.5	68.1	68.7		
Percent Change	0.3	10.2	-5.4	5.6	0.0	-2.0	-3.2	2.8	-7.7	-1.6	0.7	-4.1	-0.9	-4.4	5.0	-3.5	1.7	1.1		

2014													2015							
ADR	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	71.07	74.52	71.44	81.57	73.61	73.71	74.89	75.69	76.07	70.57	73.91	72.04	73.78	72.83	73.02	72.78	74.19	76.15		
Last Year	70.54	70.52	71.50	72.26	71.86	71.92	72.39	70.65	73.14	67.46	69.97	71.31	71.07	74.52	71.44	81.57	73.61	73.71		
Percent Change	0.7	5.7	-1.0	12.9	2.4	2.5	3.5	7.1	4.0	4.6	5.6	1.0	3.8	-2.3	2.2	-10.8	0.8	3.3		

2014													2015							
RevPAR	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	48.86	55.44	45.56	59.99	50.16	50.65	43.92	46.16	43.51	39.25	43.65	45.92	50.28	51.81	48.89	51.68	51.41	52.90		
Last Year	48.35	47.62	48.19	50.34	48.97	50.44	43.86	41.91	45.30	38.13	41.05	47.41	48.86	55.44	45.56	59.99	50.16	50.65		
Percent Change	1.1	16.4	-5.5	19.2	2.4	0.4	0.1	10.2	-4.0	2.9	6.3	-3.1	2.9	-6.6	7.3	-13.9	2.5	4.4		

2014													2015							
Supply	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	181,071	175,230	181,071	175,230	181,071	179,676	173,880	183,117	177,210	182,869	182,869	165,172	182,869	176,970	182,869	176,970	182,869	182,373		
Last Year	179,552	173,790	179,583	173,790	179,583	179,583	173,760	179,552	173,760	179,552	181,071	163,548	181,071	175,230	181,071	175,230	181,071	179,676		
Percent Change	0.8	0.8	0.8	0.8	0.8	0.8	0.1	0.1	2.0	1.8	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.5		

2014													2015							
Demand	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	124,473	130,376	115,467	128,871	123,393	123,466	101,966	111,680	101,355	101,700	107,987	105,286	124,627	125,890	122,438	125,648	126,726	126,701		
Last Year	123,057	117,347	121,021	121,077	122,386	125,939	105,276	106,503	107,625	101,488	106,217	108,730	124,473	130,376	115,467	128,871	123,393	123,466		
Percent Change	1.2	11.1	-4.6	6.4	0.8	-2.0	-3.1	4.9	-5.8	0.2	1.7	-3.2	0.1	-3.4	6.0	-2.5	2.7	2.6		

2014													2015							
Revenue	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	8,846,260	9,715,261	8,248,981	10,512,364	9,083,190	9,100,824	7,636,680	8,452,893	7,709,778	7,177,243	7,981,659	7,584,836	9,194,804	9,168,347	8,940,425	9,144,934	9,401,273	9,648,149		
Last Year	8,680,660	8,275,057	8,653,381	8,749,330	8,794,788	9,057,305	7,621,069	7,524,257	7,871,403	6,846,270	7,432,078	7,753,620	8,846,260	9,715,261	8,248,981	10,512,364	9,083,190	9,100,824		
Percent Change	1.9	17.4	-4.7	20.2	3.3	0.5	0.2	12.3	-2.1	4.8	7.4	-2.2	3.9	-5.6	8.4	-13.0	3.5	6.0		

2014													2015							
Census %	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Census Props	63	63	63	63	63	62	62	63	63	63	63	63	63	63	63	63	63	64		
Census Rooms	5841	5841	5841	5841	5841	5796	5796	5907	5907	5899	5899	5899	5899	5899	5899	5899	5899	5883		
% Rooms Participants	79.5	81.6	81.6	81.6	81.6	82.2	80.1	80.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.4		

Year To Date			Running 12 Months		
2013	2014	2015	2013	2014	2015
67.7	67.8	67.4	65.8	65.0	64.3
67.0	67.7	67.8	64.5	65.8	65.0
1.1	0.1	-0.6	1.9	-1.1	-1.2

Year To Date			Running 12 Months		
2013	2014	2015	2013	2014	2015
71.57	73.56	73.62	71.55	72.77	73.84
71.76	71.57	73.56	71.26	71.55	72.77
-0.3	2.8	0.1	2.4	1.7	1.5

Year To Date			Running 12 Months		
2013	2014	2015	2013	2014	2015
48.47	49.85	49.59	47.07	47.33	47.46
48.05	48.47	49.85	45.99	47.07	47.33
0.9	2.9	-0.5	4.0	0.5	0.3

Year To Date			Running 12 Months		
2013	2014	2015	2013	2014	2015
1,407,609	1,417,968	1,432,961	2,114,660	2,124,592	2,150,037
1,394,307	1,407,609	1,417,968	2,081,655	2,114,660	2,124,592
1.0	0.7	1.1	1.6	0.5	1.2

Year To Date			Running 12 Months		
2013	2014	2015	2013	2014	2015
953,289	960,993	965,303	1,391,212	1,381,885	1,382,004
933,596	953,289	960,993	1,343,427	1,391,212	1,381,885
2.1	0.8	0.4	3.6	-0.7	0.0

Year To Date			Running 12 Months		
2013	2014	2015	2013	2014	2015
68,225,876	70,692,578	71,064,427	99,542,439	100,555,577	102,041,021
66,995,785	68,225,876	70,692,578	95,728,787	99,542,439	100,555,577
1.8	3.6	0.5	4.0	1.0	1.5

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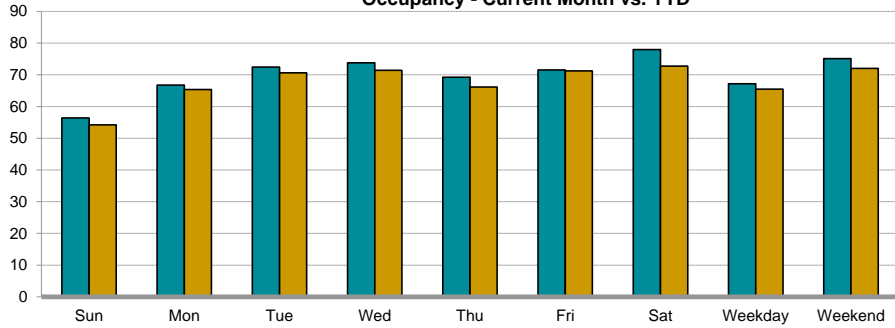
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

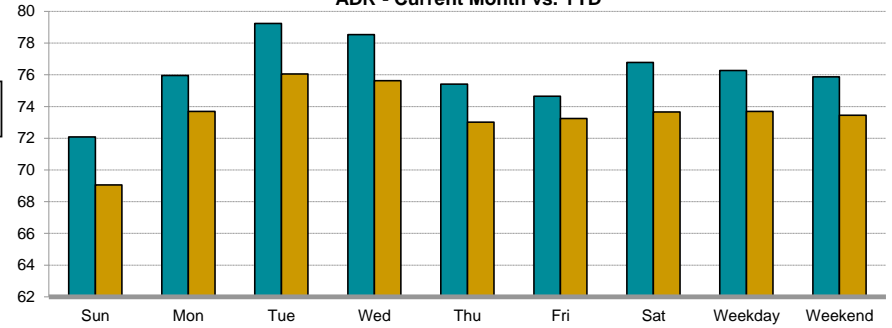
Fayetteville Area CVB

For the Month of August 2015

Occupancy - Current Month vs. YTD



ADR - Current Month vs. YTD



Day of Week		Occupancy (%)		ADR		RevPAR		Supply		Demand		Revenue	
		% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg	% Chg				
Sunday	Current Month	56.4	0.3	72.08	4.0	40.66	4.3	29,415	1.5	16,595	1.8	1,196,111	5.8
	Year To Date	54.2	-3.2	69.06	-0.5	37.44	-3.7	206,385	1.1	111,891	-2.2	7,727,088	-2.7
	Running 12 Month	51.9	-3.2	69.52	1.3	36.10	-2.0	306,328	-0.7	159,069	-3.9	11,058,609	-2.6
Monday	Current Month	66.8	-3.4	75.96	1.9	50.71	-1.5	29,415	26.9	19,635	22.6	1,491,508	24.9
	Year To Date	65.3	-1.6	73.70	0.8	48.15	-0.9	206,385	4.0	134,855	2.3	9,938,381	3.1
	Running 12 Month	62.4	-1.8	73.89	2.0	46.08	0.1	312,116	3.1	194,619	1.3	14,380,833	3.2
Tuesday	Current Month	72.5	0.8	79.23	3.7	57.42	4.5	23,533	1.5	17,055	2.3	1,351,330	6.1
	Year To Date	70.6	0.3	76.05	1.0	53.71	1.3	200,503	1.1	141,608	1.4	10,769,050	2.4
	Running 12 Month	66.8	-0.9	76.05	1.9	50.77	0.9	306,234	1.2	204,441	0.2	15,548,084	2.1
Wednesday	Current Month	73.8	2.4	78.54	3.3	57.93	5.8	23,533	1.5	17,357	4.0	1,363,246	7.4
	Year To Date	71.4	1.2	75.63	0.4	54.03	1.6	200,503	-1.8	143,232	-0.6	10,833,334	-0.2
	Running 12 Month	67.4	-1.1	75.77	1.3	51.04	0.2	306,345	1.2	206,368	0.1	15,636,837	1.4
Thursday	Current Month	69.2	2.8	75.41	2.9	52.20	5.7	23,531	1.5	16,290	4.3	1,228,409	7.3
	Year To Date	66.1	-2.1	73.01	-0.4	48.28	-2.5	206,400	1.1	136,500	-1.0	9,965,790	-1.4
	Running 12 Month	63.6	-2.3	73.48	1.1	46.71	-1.2	306,343	1.2	194,764	-1.1	14,310,610	0.0
Friday	Current Month	71.6	-1.5	74.65	2.1	53.42	0.6	23,531	-18.8	16,838	-20.0	1,256,978	-18.3
	Year To Date	71.3	-0.4	73.24	-0.4	52.19	-0.8	206,400	1.1	147,085	0.7	10,772,688	0.3
	Running 12 Month	68.2	-0.6	73.45	1.3	50.12	0.7	306,343	1.2	209,065	0.6	15,354,799	1.9
Saturday	Current Month	78.0	7.0	76.78	4.7	59.85	11.9	29,415	1.5	22,931	8.6	1,760,567	13.6
	Year To Date	72.7	1.1	73.66	-0.6	53.58	0.5	206,385	1.1	150,132	2.2	11,058,095	1.6
	Running 12 Month	69.8	0.9	73.71	1.2	51.42	2.1	306,328	1.2	213,678	2.1	15,751,249	3.3
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	67.2	0.6	76.27	3.1	51.23	3.7	129,427	6.3	86,932	6.9	6,630,605	10.3
	Year To Date	65.5	-1.0	73.69	0.3	48.26	-0.7	1,020,176	1.1	668,086	0.0	49,233,644	0.4
	Running 12 Month	62.4	-1.8	73.95	1.6	46.14	-0.2	1,537,366	1.2	959,261	-0.6	70,934,973	1.0
Weekend (Fri-Sat)	Current Month	75.1	3.2	75.88	3.6	56.99	6.9	52,946	-8.7	39,769	-5.7	3,017,544	-2.3
	Year To Date	72.0	0.3	73.45	-0.5	52.89	-0.1	412,785	1.1	297,217	1.4	21,830,783	0.9
	Running 12 Month	69.0	0.2	73.58	1.2	50.77	1.4	612,671	1.2	422,743	1.4	31,106,048	2.6
Total	Current Month	69.5	1.1	76.15	3.3	52.90	4.4	182,373	1.5	126,701	2.6	9,648,149	6.0
	Year To Date	67.4	-0.6	73.62	0.1	49.59	-0.5	1,432,961	1.1	965,303	0.4	71,064,427	0.5
	Running 12 Month	64.3	-1.2	73.84	1.5	47.46	0.3	2,150,037	1.2	1,382,004	0.0	102,041,021	1.5

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Source 2015 STR, Inc.

Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of August 2015

Currency: USD - US Dollar

Current Month	This Year												Percent Change (%)											
	Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2014 Mar				68.7				71.07				48.86				0.3				0.7				1.1
Apr				74.4				74.52				55.44				10.2				5.7				16.4
May				63.8				71.44				45.56				-5.4				-0.1				-5.5
Jun				73.5				81.57				59.99				5.6				12.9				19.2
Jul				68.1				73.61				50.16				0.0				2.4				2.4
Aug				68.7				73.71				50.65				-2.0				2.5				0.4
Sep				58.6				74.89				43.92				-3.2				3.5				0.1
Oct				61.0				75.69				46.16				2.8				7.1				10.2
Nov				57.2				76.07				43.51				-7.7				4.0				-4.0
Dec				55.6				70.57				39.25				-1.6				4.6				2.9
2015 Jan				59.1				73.91				43.65				0.7				5.6				6.3
Feb				63.7				72.04				45.92				-4.1				1.0				-3.1
Mar				68.2				73.78				50.28				-0.9				3.8				2.9
Apr				71.1				72.83				51.81				-4.4				-2.3				-6.6
May				67.0				73.02				48.89				5.0				2.2				7.3
Jun				71.0				72.78				51.68				-3.5				-10.8				-13.9
Jul				69.3				74.19				51.41				1.7				0.8				2.5
Aug				69.5				76.15				52.90				1.1				3.3				4.4

Year To Date												Percent Change (%)												
2013 Aug				67.7				71.57				48.47				1.1				-0.3				0.9
2014 Aug				67.8				73.56				49.85				0.1				2.8				2.9
2015 Aug				67.4				73.62				49.59				-0.6				0.1				-0.5

Running 12 Month												Percent Change (%)												
2013 Aug				65.8				71.55				47.07				1.9				0.4				2.4
2014 Aug				65.0				72.77				47.33				-1.1				1.7				0.5
2015 Aug				64.3				73.84				47.46				-1.2				1.5				0.3

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Tab 8 - Help

All data is processed by STR using both the current and historical sampling of hotels.
For further questions about the methodology used to produce our reports, please email destin@str.com.

Average Daily Rate (ADR)

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

Census (properties and rooms)

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

Country

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.
It is typically recognized by the International Organization for Standardization (ISO).

Custom Segments

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

Demand (Rooms Sold)

The number of rooms sold or rented (excludes complimentary rooms).

Exchange Rate

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

Index

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

Market

A geographic area within a country. Markets are defined by STR and STR Global.

Occupancy (Occ)

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

Percent Change

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as $((TY - LY) / LY) * 100$.

Revenue (Room Revenue)

Total room revenue generated from the sale or rental of rooms.

RevPAR (Revenue Per Available Room)

Room revenue divided by rooms available.

Sample or % Room Participants

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

Sub-Market

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

Supply (Rooms Available)

The number of rooms times the number of days in the period.

Twelve Month Moving Average

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

WD (Weekday)

Average of Sunday through Thursday

WE (Weekend)

Average of Friday and Saturday

Year-to-date

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.