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Fayetteville Area CVB

For the Month of September 2015

Date Created: Oct 16, 2015

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: September 2015

	Current Month - September 2015 vs September 2014													Year to Date - September 2015 vs September 2014												Participation			
	Occ %		ADR		RevPAR		Percent Change from September 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	63.7	62.0	96.99	92.13	61.75	57.07	2.8	5.3	8.2	9.6	1.3	4.1	64.1	62.3	94.89	90.86	60.83	56.58	2.9	4.4	7.5	8.1	0.5	3.5	1733	1102	149530	115082	
Cumberland County, NC	61.7	61.8	73.17	70.62	45.12	43.65	-0.2	3.6	3.4	4.9	1.5	1.3	66.7	67.1	73.58	73.27	49.10	49.18	-0.6	0.4	-0.2	1.0	1.1	0.5	64	45	5883	4849	
Johnston County, NC	43.4	39.1	67.98	68.42	29.54	26.75	11.1	-0.6	10.4	10.3	-0.1	11.0	47.4	44.0	69.86	69.05	33.14	30.41	7.7	1.2	9.0	8.9	-0.1	7.6	26	17	1838	1218	
Robeson County, NC	54.6	53.3	65.37	60.63	35.71	32.30	2.5	7.8	10.6	10.4	-0.2	2.4	63.5	60.1	65.02	63.51	41.30	38.19	5.6	2.4	8.1	7.6	-0.5	5.1	28	15	1703	1072	
Wake County, NC	70.3	68.9	98.04	91.63	68.97	63.14	2.1	7.0	9.2	11.5	2.1	4.2	71.1	69.0	95.26	90.43	67.69	62.44	2.9	5.3	8.4	9.7	1.2	4.1	136	124	15961	14990	
Durham County, NC	65.1	64.6	100.82	95.08	65.61	61.40	0.8	6.0	6.9	13.2	5.9	6.7	67.6	68.1	98.17	92.19	66.34	62.81	-0.8	6.5	5.6	9.9	4.0	3.2	64	58	8178	7572	
Edgecombe County, NC																													
Guilford County, NC	52.8	55.6	85.53	84.60	45.18	47.00	-4.9	1.1	-3.9	-2.3	1.6	-3.4	57.0	56.3	90.77	87.51	51.69	49.30	1.1	3.7	4.9	5.5	0.6	1.7	4	2	216	126	
Harnett County, NC	52.9	48.0	70.22	67.40	37.17	32.33	10.4	4.2	15.0	15.0	0.0	10.4	56.7	53.0	69.39	69.11	39.37	36.61	7.1	0.4	7.5	7.5	0.0	7.1	93	73	10844	9246	
Moore County, NC	64.7	61.1	132.74	135.29	85.91	82.61	6.0	-1.9	4.0	-3.1	-6.8	-1.2	60.0	58.8	118.47	122.21	71.07	71.87	2.0	-3.1	-1.1	-7.2	-6.1	-4.3	10	7	771	550	

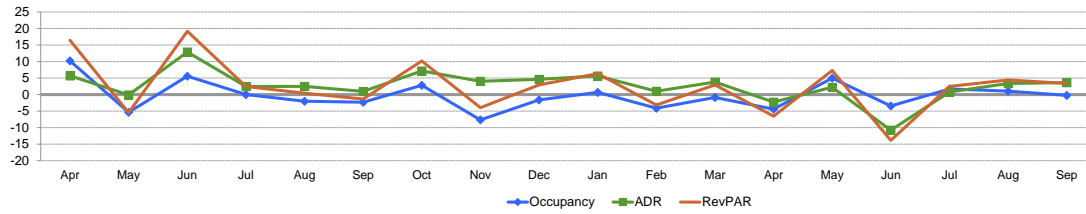
A blank row indicates insufficient data.

Source 2015 STR, Inc.

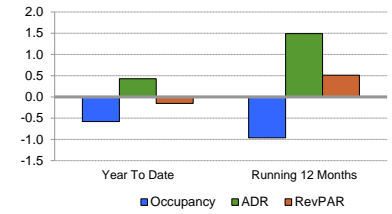
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Fayetteville Area CVB
For the Month of September 2015

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2014												2015					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	74.4	63.8	73.5	68.1	68.7	61.8	61.0	57.2	55.6	59.1	63.7	68.2	71.1	67.0	71.0	69.3	69.4	61.7
Last Year	67.5	67.4	69.7	68.2	70.1	63.3	59.3	61.9	56.5	58.7	66.5	68.7	74.4	63.8	73.5	68.1	68.7	61.8
Percent Change	10.2	-5.4	5.6	0.0	-2.0	-2.3	2.8	-7.7	-1.6	0.7	-4.1	-0.9	-4.4	5.0	-3.5	1.7	1.0	-0.2

ADR	2014												2015					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	74.52	71.44	81.57	73.61	73.71	70.62	75.69	76.07	70.57	73.91	72.04	73.78	72.83	73.02	72.78	74.19	76.20	73.17
Last Year	70.52	71.50	72.26	71.86	71.92	69.94	70.65	73.14	67.46	69.97	71.31	71.07	74.52	71.44	81.57	73.61	73.71	70.62
Percent Change	5.7	-0.1	12.9	2.4	2.5	1.0	7.1	4.0	4.6	6.3	1.0	3.8	-2.3	2.2	-10.8	0.8	3.4	3.6

RevPAR	2014												2015					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	55.44	45.56	58.99	50.16	50.85	43.65	46.16	43.51	39.25	43.65	45.92	50.28	51.81	48.89	51.68	51.41	52.90	45.12
Last Year	47.62	48.19	50.34	48.97	50.44	44.24	41.91	45.30	38.13	41.05	47.41	48.86	55.44	45.56	59.99	50.16	50.65	43.65
Percent Change	16.4	-5.5	19.2	2.4	0.4	-1.3	10.2	-4.0	2.9	6.3	-3.1	2.9	-6.6	7.3	-13.9	2.5	4.4	3.4

Supply	2014												2015					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	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	176,490
Last Year	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	173,880
Percent Change	0.8	0.8	0.8	0.8	0.1	0.1	2.0	2.0	1.8	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.5	1.5

Demand	2014												2015					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	130,376	115,467	128,871	123,393	123,466	107,472	111,880	101,355	101,700	107,987	105,286	124,627	125,890	122,438	125,648	126,726	126,815	108,818
Last Year	117,347	121,021	121,077	122,386	125,939	109,921	106,503	107,625	101,488	106,217	108,730	124,473	130,376	115,467	128,871	123,393	123,466	107,472
Percent Change	11.1	-4.7	6.4	0.8	-2.0	-2.2	4.9	-5.8	0.2	1.7	-3.2	0.1	-3.4	6.0	-2.5	2.7	2.6	1.3

Revenue	2014												2015					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	9,715,261	8,248,981	10,512,364	9,083,190	9,100,824	7,589,499	8,452,893	7,709,778	7,177,243	7,981,859	7,584,836	9,194,804	9,168,347	8,940,425	9,144,934	9,401,273	9,647,998	7,962,543
Last Year	8,275,057	8,653,381	8,749,330	8,794,788	9,057,305	7,687,648	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	7,589,499
Percent Change	17.4	-4.7	20.2	3.3	0.5	-1.3	12.3	-2.1	4.8	7.4	-2.2	3.9	-5.6	8.4	-13.0	3.5	6.0	4.9

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

Year To Date	2014		2015	
	2013	2014	2013	2015
Occupancy	67.2	67.1	66.7	67.1
ADR	67.3	67.2	67.1	67.1
RevPAR	-0.1	-0.2	-0.6	-0.6

Running 12 Months	2014		2015	
	2013	2014	2013	2015
Occupancy	65.2	65.1	64.5	64.5
ADR	65.1	65.2	65.1	65.1
RevPAR	0.3	-0.2	-1.0	-1.0

Year To Date	2014		2015	
	2013	2014	2013	2015
Supply	1,581,369	1,591,848	1,609,451	1,609,451
Demand	1,568,277	1,581,369	1,591,848	1,591,848
Revenue	0.8	0.7	1.1	1.1

Running 12 Months	2014		2015	
	2013	2014	2013	2015
Supply	2,114,450	2,124,712	2,152,647	2,152,647
Demand	2,086,605	2,114,450	2,124,712	2,124,712
Revenue	1.3	0.5	1.3	1.3

Year To Date	2014		2015	
	2013	2014	2013	2015
Census %	1,063,210	1,068,465	1,074,035	1,074,035
Revenue	1,065,162	1,063,210	1,068,465	1,068,465
Census %	0.8	0.5	0.5	0.5

Running 12 Months	2014		2015	
	2013	2014	2013	2015
Census %	1,379,567	1,384,081	1,388,770	1,388,770
Revenue	1,357,978	1,379,567	1,384,081	1,384,081
Census %	1.6	0.3	0.3	0.3

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Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of September 2015

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2013												2014												2015																																																						
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																											
32663	Holiday Inn Express & Suites Fayetteville Northwest Spring	Spring Lake, NC	28390	Feb 1996	Feb 1996	85	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•														
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•										
51150	Starlite Motel	Spring Lake, NC	28390			28																																																																																
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Total Properties:						74	5883	<ul style="list-style-type: none"> ○ - 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 																																																																														

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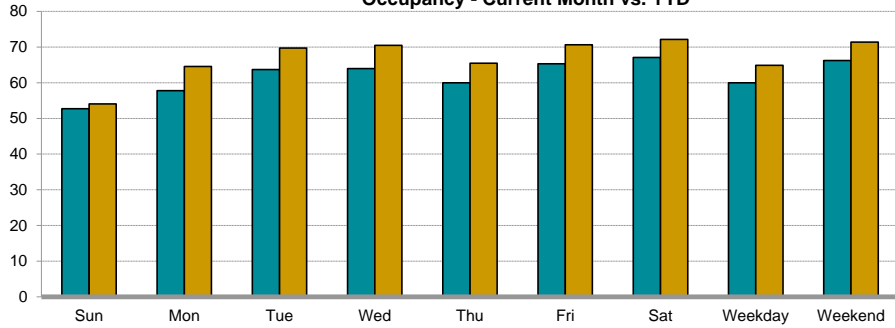
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

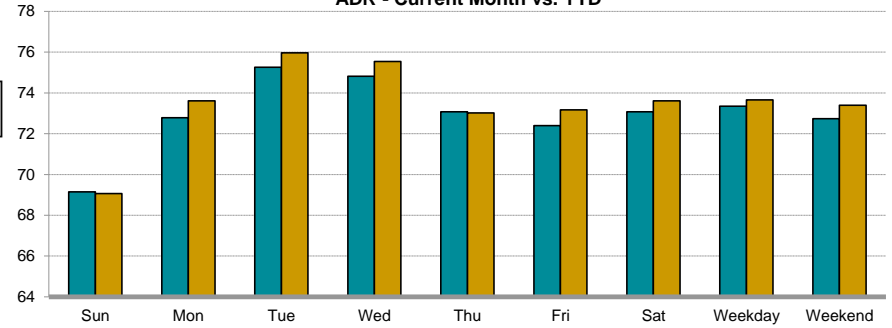
Fayetteville Area CVB

For the Month of September 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	52.7	-0.8	69.14	3.7	36.46	2.8	23,532	1.5	12,408	0.6	857,913	4.4
	Year To Date	54.1	-3.0	69.07	-0.1	37.34	-3.1	229,917	1.1	124,287	-1.9	8,584,373	-2.0
	Running 12 Month	52.2	-3.2	69.32	1.2	36.21	-2.0	306,676	1.3	160,178	-1.9	11,103,575	-0.7
Monday	Current Month	57.8	-4.3	72.79	3.4	42.05	-1.0	23,532	-18.8	13,594	-22.3	989,440	-19.6
	Year To Date	64.6	-1.7	73.62	1.1	47.53	-0.6	229,917	1.1	148,435	-0.6	10,927,344	0.5
	Running 12 Month	62.5	-1.8	73.76	2.0	46.10	0.1	306,668	1.3	191,673	-0.5	14,137,753	1.5
Tuesday	Current Month	63.7	-2.2	75.26	3.3	47.93	1.0	29,415	1.5	18,734	-0.8	1,409,842	2.5
	Year To Date	69.7	0.0	75.96	1.3	52.97	1.3	229,918	1.1	160,330	1.1	12,179,138	2.4
	Running 12 Month	66.9	-0.6	75.93	2.0	50.81	1.4	306,669	-0.6	205,187	-1.2	15,580,568	0.8
Wednesday	Current Month	63.9	-3.4	74.82	1.5	47.85	-1.9	29,415	26.9	18,811	22.6	1,407,423	24.5
	Year To Date	70.5	0.5	75.55	0.5	53.24	1.0	229,918	1.1	162,031	1.6	12,240,847	2.1
	Running 12 Month	67.4	-1.0	75.54	1.2	50.90	0.2	312,576	3.3	210,626	2.2	15,911,392	3.5
Thursday	Current Month	60.0	-2.0	73.08	3.3	43.83	1.2	23,532	1.5	14,113	-0.5	1,031,385	2.7
	Year To Date	65.5	-2.1	73.02	-0.1	47.83	-2.1	229,932	1.1	150,602	-1.0	10,996,685	-1.1
	Running 12 Month	63.7	-1.9	73.34	1.2	46.74	-0.8	306,691	1.3	195,463	-0.6	14,335,988	0.5
Friday	Current Month	65.3	5.2	72.40	5.2	47.28	10.6	23,532	1.5	15,369	6.8	1,112,689	12.3
	Year To Date	70.6	0.1	73.17	0.1	51.69	0.2	229,932	1.1	162,443	1.2	11,886,307	1.3
	Running 12 Month	68.7	-0.1	73.40	1.4	50.40	1.3	306,691	1.3	210,614	1.2	15,458,160	2.7
Saturday	Current Month	67.1	4.8	73.07	4.8	49.03	9.8	23,532	1.5	15,790	6.3	1,153,851	11.4
	Year To Date	72.2	1.4	73.61	-0.1	53.12	1.3	229,917	1.1	165,906	2.5	12,212,125	2.4
	Running 12 Month	70.1	1.2	73.66	1.2	51.65	2.5	306,676	1.3	215,029	2.5	15,839,297	3.8
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	60.0	-2.2	73.35	3.1	44.01	0.9	129,426	1.5	77,659	-0.7	5,696,003	2.4
	Year To Date	64.9	-1.1	73.66	0.6	47.78	-0.5	1,149,602	1.1	745,686	-0.1	54,928,387	0.6
	Running 12 Month	62.6	-1.6	73.79	1.6	46.17	-0.1	1,539,280	1.3	963,127	-0.3	71,069,276	1.2
Weekend (Fri-Sat)	Current Month	66.2	5.0	72.74	5.0	48.16	10.2	47,064	1.5	31,159	6.5	2,266,540	11.8
	Year To Date	71.4	0.7	73.39	0.0	52.41	0.7	459,849	1.1	328,349	1.9	24,098,432	1.9
	Running 12 Month	69.4	0.6	73.53	1.3	51.03	1.9	613,367	1.3	425,643	1.9	31,297,457	3.3
Total	Current Month	61.7	-0.2	73.17	3.6	45.12	3.4	176,490	1.5	108,818	1.3	7,962,543	4.9
	Year To Date	66.7	-0.6	73.58	0.4	49.10	-0.2	1,609,451	1.1	1,074,035	0.5	79,026,819	1.0
	Running 12 Month	64.5	-1.0	73.71	1.5	47.55	0.5	2,152,647	1.3	1,388,770	0.3	102,366,733	1.8

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Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of September 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 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				61.8				70.62				43.65				-2.3				1.0				-1.3
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				69.4				76.20				52.90				1.0				3.4				4.4
Sep				61.7				73.17				45.12				-0.2				3.6				3.4

Year To Date												Percent Change (%)												
2013 Sep				67.2				71.40				48.00				-0.1				-0.8				-0.9
2014 Sep				67.1				73.27				49.18				-0.2				2.6				2.4
2015 Sep				66.7				73.58				49.10				-0.6				0.4				-0.2

Running 12 Month												Percent Change (%)												
2013 Sep				65.2				71.25				46.48				0.3				-0.4				-0.2
2014 Sep				65.1				72.63				47.31				-0.2				1.9				1.8
2015 Sep				64.5				73.71				47.55				-1.0				1.5				0.5

A blank row indicates insufficient data.

Source 2015 STR, Inc.

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Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB
 For the Month of September 2015

							2013			2014					2015																																													
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																	
32663	Holiday Inn Express & Suites Fayetteville Northwest Spring	Spring Lake, NC	28390	Feb 1996	Feb 1996	85	Y																																																					
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y																																																					
51150	Starlite Motel	Spring Lake, NC	28390			28																																																						
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60																																																						
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y																																																					
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y																																																					
Total Properties:						74	5883	s - Montly Segmentation (Transient, Group, Contract) Only r - Monthly Additional Revenue Only B - Both Segmentation and Additional Revenue Blank - No data received by STR																																																				

A blank row indicates insufficient data. **Source 2015 STR, Inc.**
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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.