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## Fayetteville Area CVB

For the Month of October 2015

Date Created: Nov 16, 2015

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: October 2015

	Current Month - October 2015 vs October 2014												Year to Date - October 2015 vs October 2014												Participation				
	Occ %		ADR		RevPAR		Percent Change from October 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	68.3	68.9	104.04	98.53	71.07	67.89	-0.9	5.6	4.7	6.1	1.4	0.5	64.5	63.0	95.90	91.72	61.89	57.74	2.5	4.6	7.2	7.9	0.6	3.1	1732	1100	149555	115058	
Cumberland County, NC	63.3	62.3	73.46	72.80	46.51	45.36	1.6	0.9	2.5	2.1	-0.4	1.2	66.4	66.6	73.57	73.22	48.84	48.78	-0.4	0.5	0.1	1.1	0.9	0.6	64	45	5883	4849	
Johnston County, NC	44.5	42.4	68.56	69.07	30.52	29.27	5.1	-0.7	4.3	4.2	-0.1	5.0	47.1	43.9	69.73	69.05	32.87	30.29	7.4	1.0	8.5	8.4	-0.1	7.4	26	17	1838	1218	
Robeson County, NC	52.3	59.0	66.54	62.33	34.82	36.77	-11.3	6.8	-5.3	1.1	6.7	-5.3	62.3	60.0	65.15	63.39	40.59	38.05	3.8	2.8	6.7	6.9	0.2	4.0	29	16	1821	1190	
Wake County, NC	73.2	74.5	99.72	93.33	72.95	69.51	-1.8	6.8	5.0	8.1	3.0	1.2	71.3	69.6	95.74	90.74	68.23	63.16	2.4	5.5	8.0	9.5	1.4	3.8	137	126	16096	15263	
Durham County, NC	70.9	70.4	105.93	98.03	75.05	69.04	0.6	8.1	8.7	15.2	6.0	6.6	67.9	68.4	99.02	92.81	67.25	63.46	-0.7	6.7	6.0	10.5	4.2	3.5	64	57	8180	7454	
Edgecombe County, NC																													
Guilford County, NC	67.8	67.7	116.31	110.46	78.81	74.75	0.1	5.3	5.4	7.1	1.6	1.8	58.1	57.5	93.82	90.25	54.46	51.87	1.0	4.0	5.0	5.7	0.7	1.7	4	2	216	126	
Harnett County, NC	54.7	49.5	71.68	68.38	39.23	33.86	10.5	4.8	15.9	15.9	0.0	10.5	56.5	52.6	69.63	69.04	39.35	36.33	7.4	0.9	8.3	8.3	0.0	7.4	93	73	10844	9246	
Moore County, NC	66.0	65.6	141.76	139.63	93.56	91.58	0.6	1.5	2.2	-4.8	-6.8	-6.2	60.6	59.5	121.06	124.18	73.36	73.89	1.8	-2.5	-0.7	-6.9	-6.2	-4.5	10	7	771	550	

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Source 2015 STR, Inc.

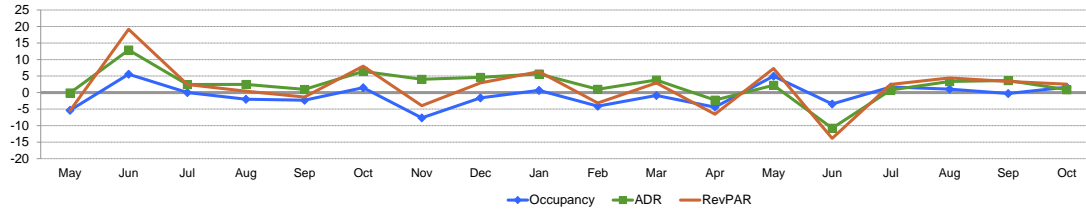
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Tab 3 - Trend Cumberland County NC

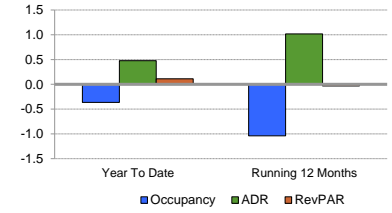
Currency: USD - US Dollar

Fayetteville Area CVB  
For the Month of October 2015

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2014												2015							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	63.8	73.5	68.1	68.7	61.8	62.3	57.2	55.6	59.1	63.7	68.2	71.1	67.0	71.0	69.3	69.4	61.6	63.3		
Last Year	67.4	69.7	68.2	70.1	63.3	61.4	61.9	56.5	58.7	66.5	68.7	74.4	63.8	73.5	68.1	68.7	61.8	62.3		
Percent Change	-5.4	5.6	0.0	-2.0	-2.3	1.5	-7.7	-1.6	0.7	-4.1	-0.9	-4.4	5.0	-3.5	1.7	1.0	-0.3	1.6		

Year To Date				Running 12 Months			
2013	2014	2015		2013	2014	2015	
66.6	66.6	66.4		65.2	65.4	64.7	
66.7	66.6	66.6		65.2	65.2	65.4	
-0.1	0.0	-0.4		0.0	0.2	-1.0	

ADR	2014												2015							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	71.44	81.57	73.61	73.71	70.62	72.80	76.07	70.57	73.91	72.04	73.78	72.83	73.02	72.78	74.19	76.20	73.21	73.46		
Last Year	71.50	72.26	71.86	71.92	69.94	68.41	73.14	67.46	69.97	71.31	71.07	74.52	71.44	81.57	73.61	73.71	70.62	72.80		
Percent Change	-0.1	12.9	2.4	2.5	1.0	6.4	4.0	4.6	5.6	1.0	3.8	-2.3	2.2	-10.8	0.8	3.4	3.7	0.9		

Year To Date				Running 12 Months			
2013	2014	2015		2013	2014	2015	
71.12	73.22	73.57		70.95	72.79	73.53	
71.98	71.12	73.22		71.61	70.95	72.79	
-1.2	3.0	0.5		-0.9	2.6	1.0	

RevPAR	2014												2015							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	45.56	59.99	50.16	50.65	43.65	45.36	43.51	39.25	43.65	45.92	50.28	51.81	48.89	51.68	51.41	52.90	45.12	46.51		
Last Year	48.19	50.34	48.97	50.44	44.24	42.01	45.30	38.13	41.05	47.41	48.86	55.44	45.56	59.99	50.16	50.65	43.65	45.36		
Percent Change	-5.5	19.2	2.4	0.4	-1.3	8.0	-4.0	2.9	6.3	-3.1	2.9	-6.6	7.3	-13.9	2.5	4.4	3.4	2.5		

Year To Date				Running 12 Months			
2013	2014	2015		2013	2014	2015	
47.39	48.78	48.84		46.28	47.60	47.58	
48.01	47.39	48.78		46.70	46.28	47.60	
-1.3	2.9	0.1		-0.9	2.9	0.0	

Supply	2014												2015							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	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	182,373		
Last Year	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	183,117		
Percent Change	0.8	0.8	0.8	0.1	0.1	2.0	1.8	1.8	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.5	1.5	-0.4		

Year To Date				Running 12 Months			
2013	2014	2015		2013	2014	2015	
1,760,921	1,774,965	1,791,824		2,114,233	2,128,277	2,151,903	
1,748,046	1,760,921	1,774,965		2,091,720	2,114,233	2,128,277	
0.7	0.8	0.9		1.1	0.7	1.1	

Demand	2014												2015							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	115,467	128,871	123,393	123,466	107,472	114,104	101,355	101,700	107,987	105,286	124,627	125,890	122,438	125,648	126,726	126,615	108,762	115,478		
Last Year	121,021	121,077	122,386	125,939	109,921	110,254	107,625	101,488	106,217	108,730	124,473	130,376	115,467	128,871	123,393	123,466	107,472	114,104		
Percent Change	-4.6	6.4	0.8	-2.0	-2.2	3.5	-5.8	0.2	1.7	-3.2	0.1	-3.4	6.0	-2.5	2.7	2.6	1.2	1.2		

Year To Date				Running 12 Months			
2013	2014	2015		2013	2014	2015	
1,173,464	1,182,569	1,189,457		1,379,091	1,391,682	1,392,512	
1,165,892	1,173,464	1,182,569		1,364,047	1,379,091	1,391,682	
0.6	0.8	0.6		1.1	0.9	0.1	

Revenue	2014												2015							
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct		
This Year	8,248,981	10,512,364	9,083,190	9,100,824	7,589,499	8,306,867	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	9,647,998	7,962,543	8,482,767		
Last Year	8,653,381	8,749,330	8,794,788	9,057,305	7,687,648	7,542,321	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	8,306,867		
Percent Change	-4.7	20.2	3.3	0.5	-1.3	10.1	-2.1	4.8	7.4	-2.2	3.9	-5.6	8.4	-13.0	3.5	6.0	4.9	2.1		

Year To Date				Running 12 Months			
2013	2014	2015		2013	2014	2015	
83,455,845	86,588,944	87,509,586		97,846,689	101,306,617	102,396,607	
83,921,504	83,455,845	86,588,944		97,673,826	97,846,689	101,306,617	
-0.6	3.8	1.1		0.2	3.5	1.1	

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

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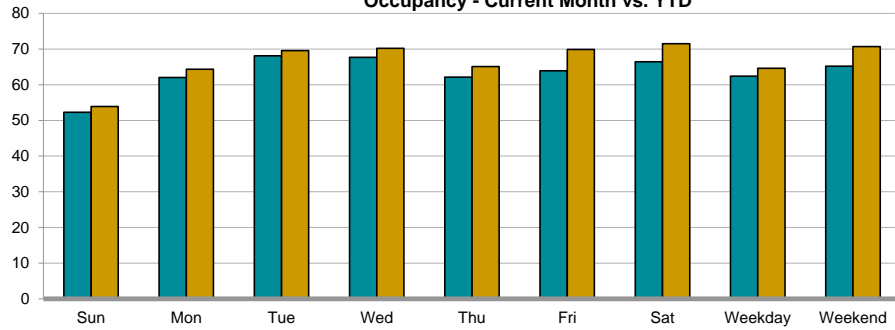
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

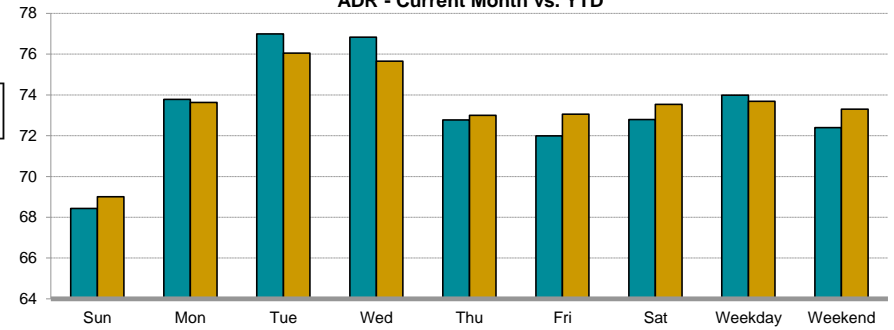
Fayetteville Area CVB

For the Month of October 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
Sunday	Current Month	52.3	0.1	68.43	0.4	35.79	0.5	23,532	-0.4	12,306	-0.4	842,153	0.1
	Year To Date	53.9	-2.7	69.01	-0.1	37.20	-2.8	253,449	1.0	136,604	-1.8	9,427,064	-1.8
	Running 12 Month	52.5	-3.2	69.02	0.6	36.24	-2.6	306,580	1.1	160,963	-2.1	11,109,257	-1.5
Monday	Current Month	62.0	1.4	73.78	1.1	45.76	2.5	23,532	-0.4	14,595	1.0	1,076,813	2.1
	Year To Date	64.3	-1.4	73.64	1.1	47.37	-0.3	253,449	1.0	163,042	-0.4	12,005,606	0.7
	Running 12 Month	62.7	-1.9	73.57	1.4	46.15	-0.5	306,572	1.1	192,339	-0.8	14,149,527	0.6
Tuesday	Current Month	68.1	5.1	76.99	2.6	52.43	7.9	23,532	-0.4	16,024	4.7	1,233,681	7.4
	Year To Date	69.6	0.4	76.05	1.4	52.90	1.8	253,450	1.0	176,283	1.4	13,406,290	2.8
	Running 12 Month	67.3	-0.5	75.85	1.6	51.04	1.0	306,573	1.1	206,323	0.6	15,648,659	2.2
Wednesday	Current Month	67.7	6.9	76.83	3.0	52.01	10.1	23,532	-20.3	15,931	-14.8	1,223,977	-12.3
	Year To Date	70.2	1.2	75.66	0.7	53.11	2.0	253,450	-1.4	177,916	-0.2	13,460,625	0.6
	Running 12 Month	67.9	-0.5	75.53	0.9	51.28	0.4	306,573	1.1	208,133	0.5	15,720,070	1.4
Thursday	Current Month	62.1	-0.5	72.77	-0.4	45.21	-0.9	29,415	-0.4	18,276	-0.9	1,329,945	-1.3
	Year To Date	65.1	-1.9	73.00	-0.1	47.54	-2.0	259,347	0.9	168,890	-1.0	12,329,363	-1.1
	Running 12 Month	63.8	-2.3	73.11	0.5	46.66	-1.9	306,571	1.1	195,682	-1.3	14,305,789	-0.8
Friday	Current Month	63.9	-2.0	71.99	-0.1	46.01	-2.1	29,415	-0.4	18,799	-2.4	1,353,271	-2.5
	Year To Date	69.9	-0.1	73.06	0.1	51.06	0.0	259,347	0.9	181,254	0.8	13,242,527	0.9
	Running 12 Month	68.6	-0.3	73.18	1.0	50.18	0.7	306,571	-0.8	210,191	-1.1	15,382,686	-0.1
Saturday	Current Month	66.5	0.7	72.79	0.3	48.37	1.0	29,415	24.5	19,548	25.3	1,422,928	25.7
	Year To Date	71.5	1.2	73.53	-0.1	52.59	1.1	259,332	3.3	185,467	4.5	13,638,111	4.5
	Running 12 Month	70.1	0.9	73.47	0.8	51.46	1.8	312,463	3.1	218,881	4.0	16,080,619	4.9
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	62.4	2.4	73.98	1.3	46.19	3.7	123,543	-4.9	77,132	-2.7	5,706,568	-1.4
	Year To Date	64.6	-0.8	73.69	0.7	47.62	-0.1	1,273,145	0.5	822,735	-0.3	60,628,948	0.4
	Running 12 Month	62.9	-1.6	73.62	1.1	46.27	-0.6	1,532,869	1.1	963,441	-0.5	70,933,302	0.5
Weekend (Fri-Sat)	Current Month	65.2	-0.6	72.40	0.2	47.19	-0.4	58,830	10.7	38,346	10.0	2,776,199	10.2
	Year To Date	70.7	0.5	73.30	0.0	51.83	0.6	518,679	2.1	366,722	2.7	26,880,638	2.7
	Running 12 Month	69.3	0.3	73.33	0.9	50.83	1.2	619,034	1.1	429,071	1.4	31,463,305	2.4
Total	Current Month	63.3	1.6	73.46	0.9	46.51	2.5	182,373	-0.4	115,478	1.2	8,482,767	2.1
	Year To Date	66.4	-0.4	73.57	0.5	48.84	0.1	1,791,824	0.9	1,189,457	0.6	87,509,586	1.1
	Running 12 Month	64.7	-1.0	73.53	1.0	47.58	0.0	2,151,903	1.1	1,392,512	0.1	102,396,607	1.1

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Source 2015 STR, Inc.

# Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of October 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	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			62.3				72.80				45.36				1.5				6.4				8.0
	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			61.6				73.21				45.12				-0.3				3.7				3.4
	Oct			63.3				73.46				46.51				1.6				0.9				2.5

Year To Date												Percent Change (%)												
2013	Oct			66.6				71.12				47.39				-0.1				-1.2				-1.3
2014	Oct			66.6				73.22				48.78				0.0				3.0				2.9
2015	Oct			66.4				73.57				48.84				-0.4				0.5				0.1

Running 12 Month												Percent Change (%)												
2013	Oct			65.2				70.95				46.28				0.0				-0.9				-0.9
2014	Oct			65.4				72.79				47.60				0.2				2.6				2.9
2015	Oct			64.7				73.53				47.58				-1.0				1.0				0.0

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Source 2015 STR, Inc.

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# Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB  
For the Month of October 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 - Monthly 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.  
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**Source 2015 STR, Inc.**

## 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](mailto: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.