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## Fayetteville Area CVB

For the Month of November 2015

Date Created: Dec 16, 2015

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: November 2015

	Current Month - November 2015 vs November 2014												Year to Date - November 2015 vs November 2014											Participation					
	Occ %		ADR		RevPAR		Percent Change from November 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	58.7	57.6	93.78	89.23	55.09	51.43	1.9	5.1	7.1	8.7	1.5	3.5	64.0	62.5	95.72	91.51	61.27	57.17	2.5	4.6	7.2	7.9	0.7	3.2	1704	1101	148833	114816	
Cumberland County, NC	56.9	59.5	72.02	73.07	40.97	43.47	-4.4	-1.4	-5.7	-6.2	-0.4	-4.8	65.5	66.0	73.45	73.21	48.13	48.30	-0.7	0.3	-0.4	0.5	0.8	0.1	64	46	5881	4901	
Johnston County, NC	43.5	41.2	68.65	69.37	29.88	28.55	5.8	-1.0	4.7	4.6	-0.1	5.7	46.8	43.6	69.64	69.08	32.60	30.14	7.3	0.8	8.2	8.1	-0.1	7.2	26	17	1838	1218	
Robeson County, NC	50.4	52.5	66.04	61.52	33.25	32.28	-4.0	7.3	3.0	10.1	6.9	2.6	61.2	59.3	65.22	63.24	39.90	37.53	3.1	3.1	6.3	7.2	0.8	3.9	29	16	1821	1190	
Wake County, NC	67.3	67.2	98.65	92.27	66.35	62.02	0.1	6.9	7.0	10.2	3.0	3.0	70.9	69.4	95.99	90.88	68.06	63.06	2.2	5.6	7.9	9.6	1.5	3.7	137	126	16096	15263	
Durham County, NC	63.8	66.1	102.10	94.89	65.12	62.68	-3.4	7.6	3.9	10.1	6.0	2.3	67.5	68.2	99.28	93.00	67.06	63.39	-0.9	6.8	5.8	10.4	4.4	3.4	64	57	8180	7258	
Edgecombe County, NC																													
Guilford County, NC	50.2	53.7	83.33	83.26	41.85	44.70	-6.4	0.1	-6.4	-5.0	1.5	-5.1	57.3	57.1	93.02	89.66	53.32	51.23	0.3	3.7	4.1	4.9	0.8	1.1	4	2	216	126	
Harnett County, NC	48.6	45.2	67.29	67.29	32.68	30.40	7.5	0.0	7.5	7.5	0.0	7.5	55.8	52.0	69.48	68.90	38.76	35.80	7.4	0.8	8.3	8.3	0.0	7.4	93	73	10844	9246	
Moore County, NC	55.0	53.2	105.35	107.42	57.95	57.10	3.5	-1.9	1.5	-5.4	-6.8	-3.6	60.1	58.9	119.77	122.81	71.98	72.38	2.0	-2.5	-0.6	-6.8	-6.3	-4.4	10	7	771	550	
																									20	10	1784	1177	

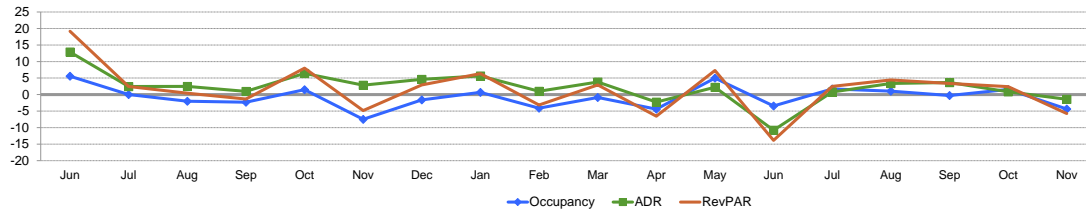
A blank row indicates insufficient data.

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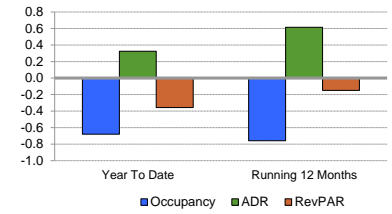
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Fayetteville Area CVB  
For the Month of November 2015

Monthly Percent Change



Overall Percent Change



Occupancy (%)										2014										2015															
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov					
This Year	73.5	68.1	68.7	61.8	62.3	59.5	55.6	59.1	63.7	68.2	71.1	67.0	71.0	69.3	69.4	61.6	63.3	56.9	59.1	63.7	68.2	71.1	67.0	71.0	69.3	69.4	61.6	63.3	56.9	71.0	69.3	69.4	61.6	63.3	56.9
Last Year	69.7	68.2	70.1	63.3	61.4	64.3	56.5	58.7	66.5	68.7	74.4	63.8	73.5	68.1	68.7	61.8	62.3	59.5	58.7	66.5	68.7	74.4	63.8	73.5	68.1	68.7	61.8	62.3	59.5	68.1	68.7	61.8	62.3	59.5	
Percent Change	5.6	0.0	-2.0	-2.3	1.5	-7.5	-1.6	0.7	-4.1	-0.9	-4.4	5.0	-3.5	1.7	1.0	-0.3	1.6	-4.4	0.7	-4.1	-0.9	-4.4	5.0	-3.5	1.7	1.0	-0.3	1.6	-4.4	1.7	1.0	-0.3	1.6	-4.4	

ADR										2014										2015														
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov				
This Year	81.57	73.61	73.71	70.62	72.80	73.07	70.57	73.91	72.04	73.78	72.83	73.02	72.78	74.19	76.20	73.21	73.42	72.02	73.91	72.04	73.78	72.83	73.02	72.78	74.19	76.20	73.21	73.42	72.02	74.19	76.20	73.21	73.42	72.02
Last Year	72.26	71.86	71.92	69.94	68.41	71.04	67.46	69.97	71.31	71.07	74.52	71.44	81.57	73.61	73.71	70.62	72.80	73.07	69.97	71.31	71.07	74.52	71.44	81.57	73.61	73.71	70.62	72.80	73.07	73.61	73.71	70.62	72.80	73.07
Percent Change	12.9	2.4	2.5	1.0	6.4	2.9	4.6	5.6	1.0	3.8	-2.3	2.2	-10.8	0.8	3.4	3.7	0.8	-13.0	5.6	1.0	3.8	-2.3	2.2	-10.8	0.8	3.4	3.7	0.8	-13.0	0.8	3.4	3.7	0.8	-13.0

RevPAR										2014										2015														
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov				
This Year	59.99	50.16	50.85	43.65	45.36	43.47	39.25	43.65	45.92	50.28	51.81	48.89	51.68	51.41	52.90	45.12	46.46	40.97	43.65	45.92	50.28	51.81	48.89	51.68	51.41	52.90	45.12	46.46	40.97	51.41	52.90	45.12	46.46	40.97
Last Year	50.34	48.97	50.44	44.24	42.01	45.68	38.13	41.05	47.41	48.86	55.44	45.56	59.99	50.16	50.85	43.65	45.36	43.47	41.05	47.41	48.86	55.44	45.56	59.99	50.16	50.85	43.65	45.36	43.47	50.16	50.85	43.65	45.36	43.47
Percent Change	19.2	2.4	0.4	-1.3	8.0	-4.8	2.9	6.3	-3.1	2.9	-6.6	7.3	-13.9	2.5	4.4	3.4	2.4	-5.7	6.3	-3.1	2.9	-6.6	7.3	-13.9	2.5	4.4	3.4	2.4	-5.7	2.5	4.4	3.4	2.4	-5.7

Supply										2014										2015														
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov				
This Year	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	176,430	182,869	165,172	182,869	176,970	182,869	176,970	182,869	182,373	176,490	182,373	176,430	182,373	176,490	182,373	176,430	
Last Year	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	177,210	179,552	173,760	179,552	181,071	163,548	181,071	175,230	181,071	179,676	173,880	183,117	177,210	179,676	173,880	183,117	177,210
Percent Change	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	-0.4	-0.4	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.5	1.5	-0.4	-0.4	1.5	1.5	-0.4	-0.4

Demand										2014										2015																		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov								
This Year	128,871	123,393	123,466	107,472	114,104	105,422	101,700	107,987	105,286	124,627	125,890	122,438	125,848	126,726	126,615	108,762	115,414	100,378	107,987	105,286	124,627	125,890	122,438	125,848	126,726	126,615	108,762	115,414	100,378	126,615	108,762	115,414	100,378					
Last Year	121,077	122,386	125,939	109,921	110,254	111,732	101,488	106,217	108,730	124,473	130,376	115,467	128,871	123,393	123,466	107,472	114,104	105,422	109,921	110,254	111,732	101,488	106,217	108,730	124,473	130,376	115,467	128,871	123,393	123,466	107,472	114,104	105,422	123,393	123,466	107,472	114,104	105,422
Percent Change	6.4	0.8	-2.0	-2.2	3.5	-5.6	0.2	1.7	-3.2	3.9	-5.6	8.4	-2.5	2.7	2.6	1.2	1.1	-4.8	-2.2	3.5	-5.6	0.2	1.7	-3.2	3.9	-5.6	8.4	-2.5	2.7	2.6	1.2	1.1	-4.8	2.6	1.2	1.1	-4.8	

Revenue										2014										2015																		
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov								
This Year	10,512,364	9,083,190	9,100,824	7,589,499	8,306,867	7,703,267	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	8,473,158	7,229,051	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	8,473,158	7,229,051	9,401,273	9,647,998	7,962,543	8,473,158	7,229,051				
Last Year	8,749,330	8,794,788	9,057,305	7,687,648	7,942,321	7,937,314	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	7,703,267	7,687,648	7,942,321	7,937,314	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	7,703,267	9,083,190	9,100,824	7,589,499	8,306,867	7,703,267
Percent Change	20.2	3.3	0.5	-1.3	10.1	-2.9	4.8	7.4	-2.2	3.9	-5.6	8.4	-13.0	3.5	6.0	4.9	2.0	-6.2	-1.3	10.1	-2.9	4.8	7.4	-2.2	3.9	-5.6	8.4	-13.0	3.5	6.0	4.9	2.0	-6.2	3.5	6.0	4.9	2.0	-6.2

Census %										2014										2015																						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov	Jun	Jul	Aug	Sep	Oct	Nov												
Census Props	63	63	62	62	63	63	63	63	63	63	63	63	63	63	64	64	64	64	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	
Census Rooms	5841	5841	5796	5796	5907	5907	5899	5899	5899	5899	5899	5899	5899	5899	5883	5883	5883	5881	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899	5899
% Rooms Participants	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	83.3	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5	82.5

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Source 2015 STR, Inc.

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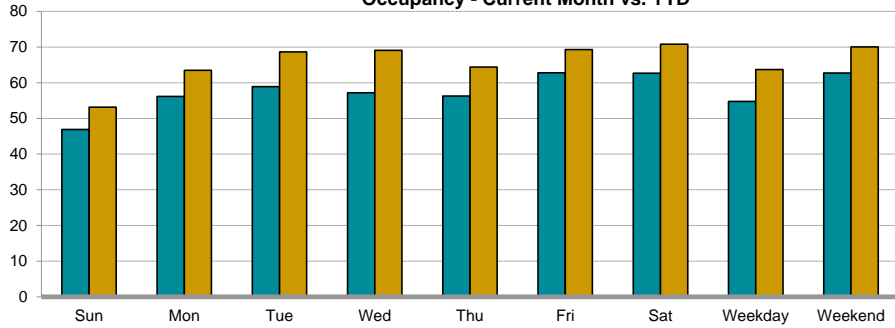
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

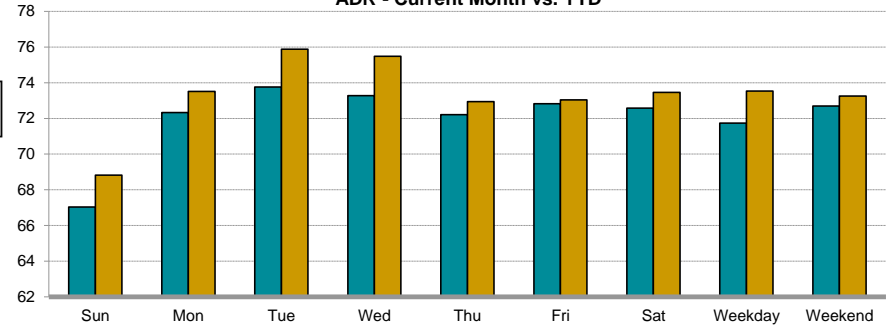
Fayetteville Area CVB

For the Month of November 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	46.9	-1.9	67.03	0.0	31.43	-1.9	29,405	-0.4	13,789	-2.3	924,243	-2.3
	Year To Date	53.2	-2.6	68.83	-0.1	36.59	-2.7	282,854	0.8	150,386	-1.8	10,350,336	-1.9
	Running 12 Month	52.7	-2.4	68.71	0.4	36.21	-2.0	306,450	-1.0	161,488	-3.3	11,096,504	-3.0
Monday	Current Month	56.1	-2.2	72.33	0.0	40.61	-2.3	29,405	24.4	16,509	21.7	1,194,040	21.6
	Year To Date	63.5	-1.7	73.51	1.0	46.66	-0.7	282,854	3.0	179,543	1.3	13,198,406	2.3
	Running 12 Month	62.7	-1.4	73.33	1.3	45.98	-0.1	312,349	2.9	195,877	1.4	14,363,098	2.7
Tuesday	Current Month	58.9	-3.0	73.76	-1.3	43.47	-4.3	23,524	-0.4	13,864	-3.4	1,022,588	-4.7
	Year To Date	68.6	0.2	75.88	1.2	52.09	1.4	276,974	0.8	190,138	1.0	14,427,546	2.2
	Running 12 Month	67.3	0.1	75.57	1.3	50.88	1.4	306,469	0.9	206,352	1.0	15,594,390	2.4
Wednesday	Current Month	57.2	-9.3	73.27	-2.9	41.91	-11.9	23,524	-0.4	13,455	-9.7	985,891	-12.3
	Year To Date	69.1	0.4	75.49	0.5	52.15	0.9	276,974	-1.3	191,362	-0.9	14,445,106	-0.4
	Running 12 Month	67.6	-0.8	75.18	0.5	50.83	-0.3	306,469	0.9	207,213	0.1	15,577,965	0.6
Thursday	Current Month	56.3	-6.3	72.21	-1.9	40.65	-8.0	23,524	-0.4	13,241	-6.7	956,181	-8.4
	Year To Date	64.4	-2.2	72.94	-0.2	46.96	-2.5	282,871	0.8	182,121	-1.4	13,284,012	-1.7
	Running 12 Month	63.7	-2.4	72.78	0.0	46.39	-2.3	306,467	0.9	195,312	-1.5	14,215,494	-1.5
Friday	Current Month	62.8	-1.6	72.82	-1.7	45.72	-3.2	23,524	-0.4	14,771	-2.0	1,075,602	-3.7
	Year To Date	69.3	-0.2	73.04	0.0	50.61	-0.3	282,871	0.8	196,015	0.6	14,316,569	0.6
	Running 12 Month	68.7	-0.1	72.88	0.4	50.03	0.3	306,467	0.9	210,392	0.8	15,333,646	1.2
Saturday	Current Month	62.7	-3.7	72.58	-1.6	45.51	-5.2	23,524	-20.4	14,750	-23.3	1,070,505	-24.5
	Year To Date	70.8	1.0	73.46	-0.2	51.99	0.8	282,856	0.8	200,206	1.8	14,707,051	1.6
	Running 12 Month	70.1	0.9	73.20	0.2	51.31	1.1	306,452	0.9	214,837	1.8	15,725,174	2.0
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	54.8	-4.5	71.73	-1.3	39.29	-5.7	129,382	4.3	70,858	-0.4	5,082,944	-1.7
	Year To Date	63.7	-1.1	73.53	0.5	46.85	-0.6	1,402,527	0.8	893,550	-0.3	65,705,407	0.2
	Running 12 Month	62.8	-1.3	73.32	0.8	46.06	-0.5	1,538,204	0.9	966,242	-0.4	70,847,452	0.4
Weekend (Fri-Sat)	Current Month	62.7	-2.7	72.70	-1.6	45.62	-4.3	47,048	-11.5	29,520	-13.9	2,146,107	-15.3
	Year To Date	70.0	0.4	73.25	-0.1	51.30	0.3	565,727	0.8	396,221	1.2	29,023,621	1.1
	Running 12 Month	69.4	0.4	73.04	0.3	50.67	0.7	612,919	0.9	425,229	1.3	31,058,819	1.6
Total	Current Month	56.9	-4.4	72.02	-1.4	40.97	-5.7	176,430	-0.4	100,378	-4.8	7,229,051	-6.2
	Year To Date	65.5	-0.7	73.45	0.3	48.13	-0.4	1,968,254	0.8	1,289,771	0.1	94,729,028	0.5
	Running 12 Month	64.7	-0.8	73.24	0.6	47.37	-0.1	2,151,123	0.9	1,391,471	0.1	101,906,271	0.8

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Source 2015 STR, Inc.

# Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of November 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 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				59.5				73.07				43.47				-7.5				2.9				-4.8
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				73.42				46.46				1.6				0.8				2.4
Nov				56.9				72.02				40.97				-4.4				-1.4				-5.7

Year To Date												Percent Change (%)												
2013 Nov				66.4				71.11				47.24				0.4				-1.2				-0.9
2014 Nov				66.0				73.21				48.30				-0.7				2.9				2.2
2015 Nov				65.5				73.45				48.13				-0.7				0.3				-0.4

Running 12 Month												Percent Change (%)												
2013 Nov				65.5				70.87				46.42				0.2				-1.2				-1.1
2014 Nov				65.2				72.79				47.44				-0.5				2.7				2.2
2015 Nov				64.7				73.24				47.37				-0.8				0.6				-0.1

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](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.