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Fayetteville Area CVB

For the Month of December 2015

Date Created: Jan 15, 2016

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: December 2015

	Current Month - December 2015 vs December 2014												Year to Date - December 2015 vs December 2014												Participation				
	Occ %		ADR		RevPAR		Percent Change from December 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	50.8	48.6	89.54	85.54	45.51	41.59	4.6	4.7	9.4	11.2	1.6	6.2	62.9	61.3	95.30	91.11	59.93	55.86	2.6	4.6	7.3	8.1	0.8	3.4	1668	1096	147575	114834	
Cumberland County, NC	53.8	55.6	68.80	70.66	37.01	39.28	-3.2	-2.6	-5.8	-6.1	-0.3	-3.5	64.5	65.1	73.12	73.02	47.19	47.53	-0.9	0.1	-0.7	0.0	0.7	-0.1	64	46	5881	4901	
Johnston County, NC	46.1	38.8	68.91	66.62	31.74	25.82	18.8	3.4	22.9	22.9	0.0	18.8	46.7	43.2	69.58	68.89	32.53	29.77	8.2	1.0	9.3	9.2	-0.1	8.1	26	17	1838	1218	
Robeson County, NC	49.3	51.4	66.73	62.29	32.89	31.98	-4.0	7.1	2.8	9.9	6.9	2.6	60.1	58.7	65.33	63.17	39.27	37.06	2.5	3.4	6.0	7.4	1.3	3.8	29	16	1821	1190	
Wake County, NC	56.9	55.2	94.25	87.90	53.65	48.54	3.1	7.2	10.5	14.3	3.4	6.6	69.7	68.2	95.87	90.67	66.81	61.82	2.2	5.7	8.1	9.9	1.7	3.9	138	126	16170	15263	
Durham County, NC	51.9	50.3	93.08	86.63	48.28	43.56	3.2	7.4	10.8	18.3	6.8	10.2	66.1	66.6	98.85	92.58	65.37	61.68	-0.7	6.8	6.0	10.9	4.7	3.9	64	57	8243	7620	
Edgecombe County, NC																													
Guilford County, NC	42.2	41.6	78.24	77.97	33.05	32.44	1.5	0.4	1.9	3.4	1.5	3.0	56.0	55.8	92.07	88.92	51.60	49.64	0.4	3.5	3.9	4.8	0.8	1.2	4	2	216	126	
Harnett County, NC	49.4	41.6	69.32	66.58	34.22	27.71	18.6	4.1	23.5	23.5	0.0	18.6	55.2	51.1	69.47	68.74	38.37	35.11	8.1	1.1	9.3	9.3	0.0	8.1	93	73	10844	9246	
Moore County, NC	48.3	39.4	86.90	85.84	41.97	33.86	22.4	1.2	24.0	15.5	-6.8	14.1	59.1	57.3	117.49	120.64	69.43	69.09	3.2	-2.6	0.5	-5.8	-6.3	-3.3	10	7	771	550	

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Source 2016 STR, Inc.

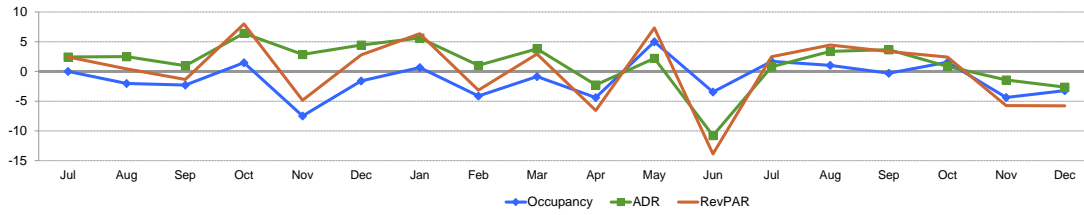
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Tab 3 - Trend Cumberland County NC

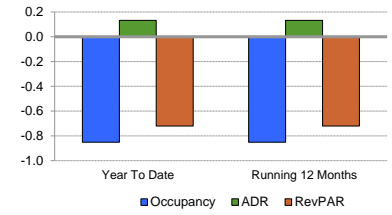
Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of December 2015

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2014						2015											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	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	53.8
Last Year	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	55.6
Percent Change	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	-3.2

ADR	2014						2015											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	73.61	73.71	70.62	72.80	73.07	70.66	73.91	72.04	73.78	72.83	73.02	72.78	74.19	76.20	73.21	73.42	72.03	68.80
Last Year	71.86	71.92	69.94	68.41	71.04	67.66	69.97	71.31	71.07	74.52	71.44	81.57	73.61	73.71	70.62	72.80	73.07	70.66
Percent Change	2.4	2.5	1.0	6.4	2.9	4.4	5.6	1.0	3.8	-2.3	2.2	-10.8	0.8	3.4	3.7	0.8	-1.4	-2.6

RevPAR	2014						2015											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	50.16	50.65	43.65	45.36	43.47	39.28	43.65	45.92	50.28	51.81	48.89	51.68	51.41	52.90	45.12	46.46	40.98	37.01
Last Year	48.97	50.44	44.24	42.01	45.68	38.22	41.05	47.41	48.86	56.44	45.56	59.99	50.16	50.65	43.65	45.36	43.47	39.28
Percent Change	2.4	0.4	-1.3	8.0	-4.8	2.8	6.3	-3.1	2.9	-6.6	7.3	-13.9	2.5	4.4	3.4	2.4	-5.7	-5.8

Supply	2014						2015											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	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	182,311
Last Year	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	182,869
Percent Change	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	-0.3

Demand	2014						2015											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	123,393	123,466	107,472	114,104	105,422	101,662	107,987	105,286	124,627	125,890	122,438	125,648	126,726	126,615	108,762	115,414	100,373	98,074
Last Year	122,386	125,939	109,921	110,254	111,732	101,426	106,217	108,730	124,473	130,376	115,467	128,871	123,393	123,466	107,472	114,104	105,422	101,662
Percent Change	0.8	-2.0	-2.2	3.5	-5.6	0.2	1.7	-3.2	0.1	-3.4	6.0	-2.5	2.7	2.6	1.2	1.1	-4.8	-3.5

Revenue	2014						2015											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	9,083,190	9,100,824	7,589,499	8,306,867	7,703,267	7,183,740	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	7,229,512	6,747,783
Last Year	8,794,788	9,057,305	7,687,648	7,542,321	7,937,314	6,862,252	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	7,183,740
Percent Change	3.3	0.5	-1.3	10.1	-2.9	4.7	7.4	-2.2	3.9	-5.6	8.4	-13.0	3.5	6.0	4.9	2.0	-6.2	-6.1

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

Year To Date	2014		2015
	2013	2014	2015
Occupancy	65.6	65.1	64.5
ADR	65.3	65.6	65.1
RevPAR	0.5	-0.8	-0.9

Running 12 Months	2014		2015
	2013	2014	2015
Occupancy	65.6	65.1	64.5
ADR	65.3	65.6	65.1
RevPAR	0.5	-0.8	-0.9

Year To Date	2014		2015
	2013	2014	2015
Occupancy	70.86	73.02	73.12
ADR	71.68	70.86	73.02
RevPAR	-1.1	3.1	0.1

Running 12 Months	2014		2015
	2013	2014	2015
Occupancy	70.86	73.02	73.12
ADR	71.68	70.86	73.02
RevPAR	-1.1	3.1	0.1

Year To Date	2014		2015
	2013	2014	2015
Supply	2,114,233	2,135,044	2,150,565
Demand	1,386,622	1,389,653	1,387,840
Revenue	1,371,558	1,386,622	1,389,653

Running 12 Months	2014		2015
	2013	2014	2015
Supply	2,114,233	2,135,044	2,150,565
Demand	1,386,622	1,389,653	1,387,840
Revenue	1,371,558	1,386,622	1,389,653

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Source 2016 STR, Inc.

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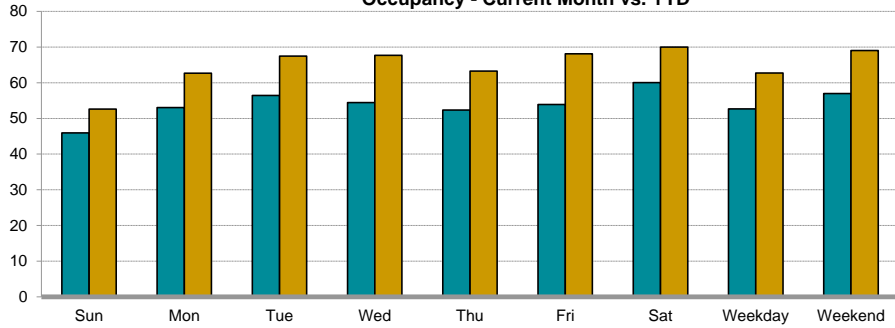
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

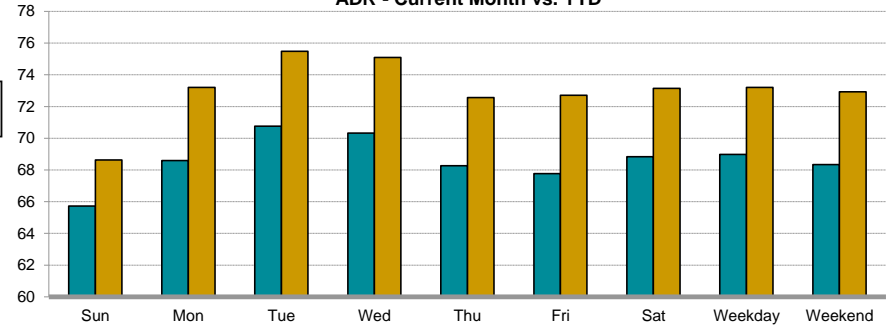
Fayetteville Area CVB

For the Month of December 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	45.9	-3.9	65.73	-1.3	30.19	-5.1	23,524	-0.3	10,805	-4.2	710,160	-5.4
	Year To Date	52.6	-2.7	68.63	-0.1	36.10	-2.8	306,378	0.7	161,167	-2.0	11,060,279	-2.1
	Running 12 Month	52.6	-2.7	68.63	-0.1	36.10	-2.8	306,378	0.7	161,167	-2.0	11,060,279	-2.1
Monday	Current Month	53.0	-4.3	68.59	-3.9	36.38	-8.1	23,524	-20.2	12,477	-23.7	855,764	-26.7
	Year To Date	62.7	-1.6	73.20	0.7	45.87	-0.9	306,378	0.7	191,989	-0.8	14,053,872	-0.1
	Running 12 Month	62.7	-1.6	73.20	0.7	45.87	-0.9	306,378	0.7	191,989	-0.8	14,053,872	-0.1
Tuesday	Current Month	56.4	2.4	70.76	-1.7	39.92	0.7	29,405	-0.3	16,589	2.1	1,173,841	0.4
	Year To Date	67.5	0.4	75.48	1.0	50.92	1.3	306,379	0.7	206,695	1.1	15,601,042	2.1
	Running 12 Month	67.5	0.4	75.48	1.0	50.92	1.3	306,379	0.7	206,695	1.1	15,601,042	2.1
Wednesday	Current Month	54.4	1.2	70.33	-1.7	38.29	-0.5	29,405	-0.3	16,010	0.9	1,125,947	-0.8
	Year To Date	67.7	0.4	75.10	0.3	50.82	0.7	306,379	-1.2	207,340	-0.8	15,570,708	-0.5
	Running 12 Month	67.7	0.4	75.10	0.3	50.82	0.7	306,379	-1.2	207,340	-0.8	15,570,708	-0.5
Thursday	Current Month	52.3	-6.4	68.26	-3.7	35.72	-9.8	29,405	24.6	15,388	16.7	1,050,391	12.4
	Year To Date	63.3	-2.8	72.56	-0.5	45.91	-3.3	312,276	2.7	197,568	-0.2	14,336,503	-0.7
	Running 12 Month	63.3	-2.8	72.56	-0.5	45.91	-3.3	312,276	2.7	197,568	-0.2	14,336,503	-0.7
Friday	Current Month	53.9	-10.9	67.77	-4.7	36.53	-15.0	23,524	-0.3	12,682	-11.1	859,437	-15.3
	Year To Date	68.1	-0.9	72.71	-0.3	49.53	-1.2	306,395	0.7	208,708	-0.2	15,175,109	-0.5
	Running 12 Month	68.1	-0.9	72.71	-0.3	49.53	-1.2	306,395	0.7	208,708	-0.2	15,175,109	-0.5
Saturday	Current Month	60.0	-2.0	68.84	-1.7	41.33	-3.7	23,524	-0.3	14,123	-2.3	972,244	-4.0
	Year To Date	70.0	0.8	73.14	-0.3	51.18	0.5	306,380	0.7	214,373	1.6	15,679,759	1.3
	Running 12 Month	70.0	0.8	73.14	-0.3	51.18	0.5	306,380	0.7	214,373	1.6	15,679,759	1.3
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	52.7	-2.0	68.98	-2.4	36.34	-4.4	135,263	-0.3	71,269	-2.3	4,916,102	-4.7
	Year To Date	62.7	-1.2	73.20	0.3	45.92	-0.9	1,537,790	0.7	964,760	-0.5	70,622,403	-0.2
	Running 12 Month	62.7	-1.2	73.20	0.3	45.92	-0.9	1,537,790	0.7	964,760	-0.5	70,622,403	-0.2
Weekend (Fri-Sat)	Current Month	57.0	-6.4	68.33	-3.1	38.93	-9.4	47,048	-0.3	26,805	-6.7	1,831,681	-9.6
	Year To Date	69.0	-0.1	72.93	-0.3	50.35	-0.3	612,775	0.7	423,080	0.7	30,854,869	0.4
	Running 12 Month	69.0	-0.1	72.93	-0.3	50.35	-0.3	612,775	0.7	423,080	0.7	30,854,869	0.4
Total	Current Month	53.8	-3.2	68.80	-2.6	37.01	-5.8	182,311	-0.3	98,074	-3.5	6,747,783	-6.1
	Year To Date	64.5	-0.9	73.12	0.1	47.19	-0.7	2,150,565	0.7	1,387,840	-0.1	101,477,272	0.0
	Running 12 Month	64.5	-0.9	73.12	0.1	47.19	-0.7	2,150,565	0.7	1,387,840	-0.1	101,477,272	0.0

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Source 2016 STR, Inc.

Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of December 2015

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 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				70.66				39.28				-1.6				4.4				2.8
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				72.03				40.98				-4.4				-1.4				-5.7
Dec				53.8				68.80				37.01				-3.2				-2.6				-5.8

Year To Date												Percent Change (%)												
2013 Dec				65.6				70.86				46.47				0.5				-1.1				-0.7
2014 Dec				65.1				73.02				47.53				-0.8				3.1				2.3
2015 Dec				64.5				73.12				47.19				-0.9				0.1				-0.7

Running 12 Month												Percent Change (%)												
2013 Dec				65.6				70.86				46.47				0.5				-1.1				-0.7
2014 Dec				65.1				73.02				47.53				-0.8				3.1				2.3
2015 Dec				64.5				73.12				47.19				-0.9				0.1				-0.7

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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.