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## Fayetteville Area CVB

For the Month of March 2016

Date Created: Apr 15, 2016

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: March 2016

	Current Month - March 2016 vs March 2015												Year to Date - March 2016 vs March 2015												Participation				
	Occ %		ADR		RevPAR		Percent Change from March 2015						Occ %		ADR		RevPAR		Percent Change from YTD 2015						Properties		Rooms		
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	64.6	64.1	92.46	91.40	59.77	58.60	0.8	1.2	2.0	3.9	1.8	2.7	58.3	57.4	91.75	88.72	53.50	50.96	1.5	3.4	5.0	6.8	1.7	3.3	1685	1107	148082	115759	
Cumberland County, NC	69.8	68.1	73.70	73.78	51.46	50.28	2.5	-0.1	2.3	2.0	-0.3	2.2	63.0	63.6	72.62	73.34	45.76	46.68	-1.0	-1.0	-2.0	-2.3	-0.3	-1.3	64	46	5881	4901	
Johnston County, NC	54.3	51.7	69.75	71.07	37.85	36.73	5.0	-1.9	3.0	3.0	0.0	5.0	49.3	45.4	69.37	69.47	34.23	31.51	8.8	-0.1	8.6	8.6	0.0	8.8	31	22	2150	1593	
Robeson County, NC	63.8	68.1	68.66	64.68	43.79	44.05	-6.4	6.2	-0.6	6.2	6.9	0.1	59.0	62.2	68.32	63.38	40.34	39.43	-5.1	7.8	2.3	9.3	6.9	1.4	29	16	1821	1190	
Wake County, NC	71.3	74.2	102.05	96.44	72.74	71.53	-3.9	5.8	1.7	5.6	3.8	-0.2	66.3	68.4	100.04	94.48	66.33	64.61	-3.0	5.9	2.7	6.5	3.7	0.6	133	121	15765	14887	
Durham County, NC	66.2	70.5	101.62	97.05	67.22	68.44	-6.2	4.7	-1.8	3.2	5.1	-1.4	61.9	65.1	100.94	94.88	62.51	61.77	-4.9	6.4	1.2	7.5	6.2	1.0	64	57	8243	7523	
Edgecombe County, NC																													
Guilford County, NC	59.3	62.4	87.96	98.00	52.13	61.17	-5.1	-10.2	-14.8	-15.2	-0.4	-5.5	51.8	53.1	85.50	90.25	44.26	47.89	-2.4	-5.3	-7.6	-7.4	0.2	-2.2	4	2	216	126	
Harnett County, NC	55.4	57.7	72.22	68.90	40.02	39.73	-3.9	4.8	0.7	12.2	11.4	7.1	53.5	51.7	71.98	67.99	38.53	35.12	3.6	5.9	9.7	14.0	3.9	7.7	93	75	10799	9578	
Moore County, NC	63.0	60.0	109.96	104.26	69.30	62.51	5.1	5.5	10.9	10.9	0.0	5.1	54.3	48.6	100.46	95.02	54.55	46.15	11.8	5.7	18.2	18.2	0.0	11.8	11	8	859	638	

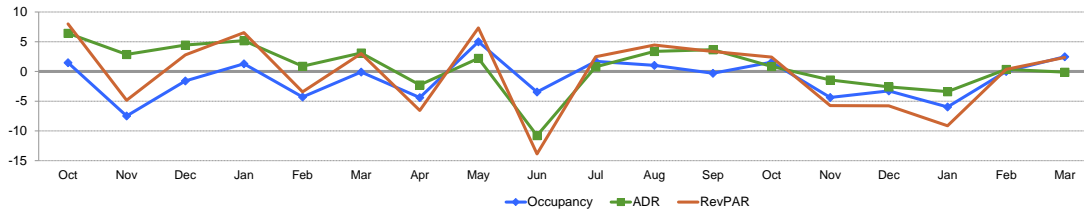
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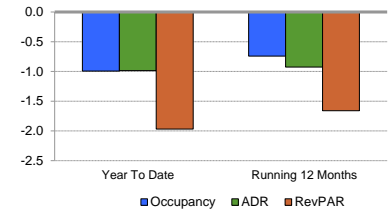
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Fayetteville Area CVB  
For the Month of March 2016

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	62.3	59.5	55.6	59.1	63.7	68.1	71.1	67.0	71.0	69.3	69.4	61.6	63.3	56.9	53.8	55.6	63.7	69.8
Last Year	61.4	64.3	56.5	58.3	66.6	68.2	74.4	63.8	73.5	68.1	68.7	61.8	62.3	59.5	55.6	59.1	63.7	68.1
Percent Change	1.5	-7.5	-1.6	1.3	-4.3	-0.1	-4.4	5.0	-7.5	1.7	1.0	-0.3	1.6	-4.4	-3.3	-6.0	0.0	2.5

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
64.3	63.6	63.0	65.1	64.9	64.4
66.3	64.3	63.6	65.2	65.1	64.9
-3.0	-1.0	-1.0	-0.2	-0.4	-0.7

ADR	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	72.80	73.07	70.66	74.02	72.13	73.78	72.83	73.02	72.78	74.19	76.20	73.21	73.42	72.03	68.83	71.51	72.39	73.70
Last Year	68.41	71.04	67.66	70.38	71.50	71.55	74.52	71.44	81.57	73.61	73.71	70.62	72.80	73.07	70.66	74.02	72.13	73.78
Percent Change	6.4	2.9	4.4	5.2	0.9	3.1	-2.3	2.2	-10.8	0.8	3.4	3.7	0.8	-1.4	-2.6	-3.4	0.4	-0.1

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
71.17	73.34	72.62	70.78	73.64	72.96
71.48	71.17	73.34	71.91	70.78	73.64
-0.4	3.1	-1.0	-1.6	4.0	-0.9

RevPAR	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	45.36	43.47	39.28	43.73	45.95	50.28	51.81	48.89	51.68	51.41	52.90	45.12	46.46	40.98	37.01	39.73	46.12	51.46
Last Year	42.01	45.68	38.22	41.05	47.59	48.82	55.44	45.56	59.99	50.16	50.65	43.65	45.36	43.47	39.28	43.73	45.95	50.28
Percent Change	8.0	-4.8	2.8	6.5	-3.4	3.0	-6.6	7.3	-4.8	1.3	1.5	4.4	3.4	-6.2	-5.8	-9.1	0.4	2.3

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
45.76	46.68	45.76	46.07	47.76	46.97
47.38	45.76	46.68	46.88	46.07	47.76
-3.4	2.0	-2.0	-1.7	3.7	-1.7

Supply	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	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	182,311	164,668	182,311
Last Year	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	182,869	165,172	182,869
Percent Change	2.0	-4.8	2.8	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.5	1.5	-0.4	-0.4	-0.3	-0.3	-0.3	-0.3

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
525,690	530,910	529,290	2,118,643	2,140,264	2,148,945
521,280	525,690	530,910	2,115,578	2,118,643	2,140,264
0.8	1.0	-0.3	0.1	1.0	0.4

Demand	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	114,104	105,422	101,862	108,035	105,223	124,624	125,890	122,438	125,848	126,726	126,615	108,762	115,414	100,373	98,038	101,286	104,909	127,309
Last Year	110,254	111,732	101,426	105,620	108,857	123,533	130,376	115,467	128,871	123,393	123,466	107,472	114,104	105,422	101,662	108,035	105,223	124,624
Percent Change	3.5	-5.6	0.2	2.3	-3.3	0.9	-3.4	6.0	-2.5	2.7	2.6	1.2	1.1	-4.8	-3.6	-6.2	-0.3	2.2

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
338,010	337,882	333,504	1,379,113	1,388,115	1,383,408
345,519	338,010	337,882	1,379,315	1,379,113	1,388,115
-2.2	0.0	-1.3	0.0	0.7	-0.3

Revenue	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
This Year	8,306,867	7,703,267	7,183,740	7,996,502	7,590,014	9,194,797	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	7,242,841	7,594,096	9,382,079
Last Year	7,542,321	7,937,314	6,862,252	7,433,514	7,783,088	8,839,306	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	7,996,502	7,590,014	9,194,797
Percent Change	10.1	-2.9	4.7	7.6	-2.5	4.0	-5.6	8.4	-13.0	3.5	6.0	4.9	2.0	-6.2	-6.1	-9.4	0.1	2.0

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
24,055,908	24,781,313	24,219,016	97,615,304	102,225,306	100,934,989
24,696,015	24,055,908	24,781,313	99,186,701	97,615,304	102,225,306
-2.6	3.0	-2.3	-1.6	4.7	-1.3

Census %	2014			2015												2016		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Census Props	63	63	63	63	63	63	63	63	63	63	64	64	64	64	64	64	64	64
Census Rooms	5907	5907	5899	5899	5899	5899	5899	5899	5899	5899	5883	5883	5883	5881	5881	5881	5881	5881
% Rooms Participants	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	83.3	83.3	83.3

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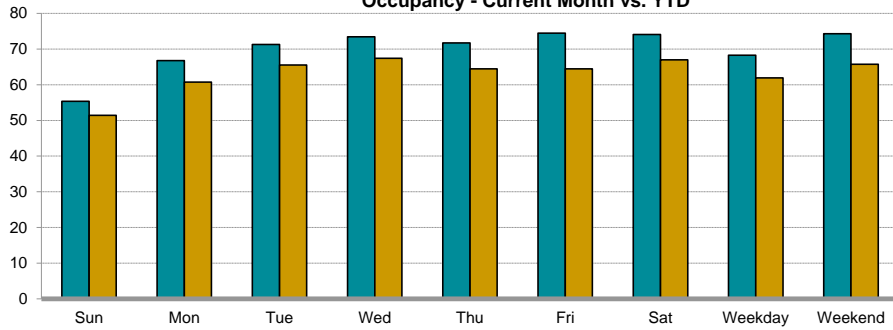
# Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

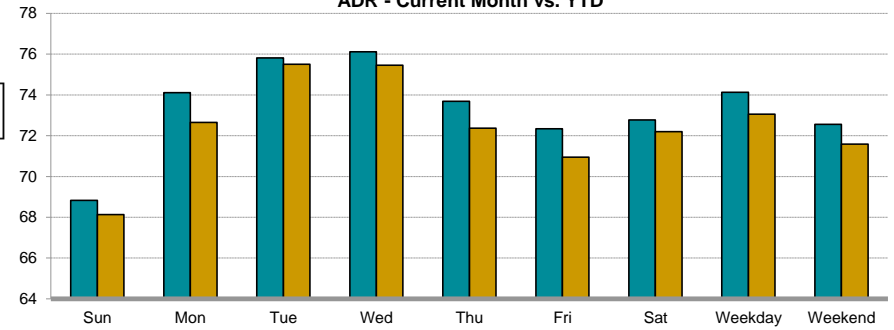
Fayetteville Area CVB

For the Month of March 2016

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	55.4	3.1	68.83	-0.1	38.12	3.0	23,524	-20.2	13,027	-17.7	896,671	-17.8
	Year To Date	51.4	0.5	68.13	-0.6	35.03	-0.1	75,642	-1.4	38,893	-0.9	2,649,804	-1.5
	Running 12 Month	52.8	-0.9	68.48	-0.9	36.14	-1.8	305,333	0.1	161,115	-0.8	11,033,751	-1.7
Monday	Current Month	66.7	3.7	74.11	1.4	49.46	5.2	23,524	-20.2	15,700	-17.3	1,163,472	-16.1
	Year To Date	60.8	-1.4	72.65	-0.8	44.14	-2.2	75,439	-1.6	45,837	-3.0	3,330,224	-3.8
	Running 12 Month	62.5	-0.9	73.06	-0.2	45.66	-1.1	305,130	0.1	190,709	-0.8	13,933,199	-1.0
Tuesday	Current Month	71.3	1.5	75.82	-0.2	54.03	1.3	29,405	-0.3	20,954	1.2	1,588,675	1.0
	Year To Date	65.5	-2.1	75.51	-0.2	49.49	-2.3	75,642	-1.4	49,577	-3.4	3,743,488	-3.6
	Running 12 Month	67.1	-0.1	75.45	0.1	50.66	0.0	305,334	-1.7	205,015	-1.8	15,468,693	-1.7
Wednesday	Current Month	73.4	1.5	76.12	-0.9	55.88	0.6	29,405	24.6	21,587	26.5	1,643,192	25.3
	Year To Date	67.4	0.8	75.46	-0.4	50.88	0.4	75,642	6.9	51,003	7.8	3,848,759	7.3
	Running 12 Month	67.8	0.3	75.05	-0.8	50.90	-0.5	311,233	2.1	211,094	2.4	15,841,715	1.5
Thursday	Current Month	71.7	4.4	73.69	-1.7	52.85	2.6	29,405	24.6	21,091	30.1	1,554,164	27.8
	Year To Date	64.5	3.9	72.37	-0.7	46.66	3.1	75,642	-1.4	48,769	2.5	3,529,252	1.7
	Running 12 Month	63.9	-0.9	72.47	-1.5	46.27	-2.4	311,231	2.1	198,729	1.1	14,401,332	-0.4
Friday	Current Month	74.5	-0.6	72.35	-0.9	53.88	-1.4	23,524	-0.3	17,520	-0.9	1,267,469	-1.7
	Year To Date	64.4	-4.8	70.95	-2.9	45.72	-7.5	75,642	-1.4	48,744	-6.1	3,458,180	-8.8
	Running 12 Month	67.2	-2.2	72.25	-1.9	48.57	-4.0	305,350	0.1	205,285	-2.0	14,831,856	-3.8
Saturday	Current Month	74.1	-3.6	72.77	-0.5	53.92	-4.2	23,524	-0.3	17,431	-3.9	1,268,436	-4.5
	Year To Date	67.0	-3.5	72.20	-1.4	48.38	-4.9	75,642	-1.4	50,682	-4.8	3,659,309	-6.2
	Running 12 Month	69.3	-0.5	72.94	-1.3	50.52	-1.8	305,335	0.1	211,461	-0.4	15,424,443	-1.7
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	68.3	4.3	74.13	0.1	50.61	4.4	135,263	-0.3	92,359	4.0	6,846,174	4.1
	Year To Date	61.9	0.5	73.06	-0.5	45.24	-0.1	378,006	0.1	234,078	0.6	17,101,527	0.1
	Running 12 Month	62.8	-0.5	73.12	-0.6	45.95	-1.1	1,538,260	0.5	966,663	0.0	70,678,690	-0.6
Weekend (Fri-Sat)	Current Month	74.3	-2.1	72.56	-0.7	53.90	-2.8	47,048	-0.3	34,950	-2.4	2,535,905	-3.1
	Year To Date	65.7	-4.1	71.59	-2.1	47.05	-6.2	151,284	-1.4	99,426	-5.4	7,117,489	-7.5
	Running 12 Month	68.2	-1.3	72.60	-1.6	49.54	-2.9	610,685	0.1	416,745	-1.2	30,256,299	-2.8
Total	Current Month	69.8	2.5	73.70	-0.1	51.46	2.3	182,311	-0.3	127,309	2.2	9,382,079	2.0
	Year To Date	63.0	-1.0	72.62	-1.0	45.76	-2.0	529,290	-0.3	333,504	-1.3	24,219,016	-2.3
	Running 12 Month	64.4	-0.7	72.96	-0.9	46.97	-1.7	2,148,945	0.4	1,383,408	-0.3	100,934,989	-1.3

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Source 2016 STR, Inc.

# Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of March 2016

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 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				74.02				43.73				1.3				5.2				6.5
Feb				63.7				72.13				45.95				-4.3				0.9				-3.4
Mar				68.1				73.78				50.28				-0.1				3.1				3.0
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				68.83				37.01				-3.3				-2.6				-5.8
2016 Jan				55.6				71.51				39.73				-6.0				-3.4				-9.1
Feb				63.7				72.39				46.12				0.0				0.4				0.4
Mar				69.8				73.70				51.46				2.5				-0.1				2.3

Year To Date												Percent Change (%)												
2014 Mar				64.3				71.17				45.76				-3.0				-0.4				-3.4
2015 Mar				63.6				73.34				46.68				-1.0				3.1				2.0
2016 Mar				63.0				72.62				45.76				-1.0				-1.0				-2.0

Running 12 Month												Percent Change (%)												
2014 Mar				65.1				70.78				46.07				-0.2				-1.6				-1.7
2015 Mar				64.9				73.64				47.76				-0.4				4.0				3.7
2016 Mar				64.4				72.96				46.97				-0.7				-0.9				-1.7

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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](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.