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Fayetteville Area CVB

For the Month of June 2016

Date Created: Jul 15, 2016

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: June 2016

	Current Month - June 2016 vs June 2015												Year to Date - June 2016 vs June 2015												Participation				
	Occ %		ADR		RevPAR		Percent Change from June 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	70.7	69.3	101.32	98.48	71.59	68.29	1.9	2.9	4.8	6.7	1.8	3.7	63.9	62.6	97.49	93.93	62.31	58.77	2.1	3.8	6.0	7.9	1.8	4.0	1744	1117	150810	117516	
Cumberland County, NC	67.2	71.0	73.37	72.79	49.28	51.67	-5.4	0.8	-4.6	-4.9	-0.3	-5.7	65.4	66.7	73.64	73.10	48.14	48.73	-2.0	0.7	-1.2	-1.5	-0.3	-2.3	64	46	5881	4901	
Johnston County, NC	54.3	53.3	72.26	70.78	39.24	37.76	1.8	2.1	3.9	7.6	3.6	5.4	52.1	49.8	70.89	70.39	36.94	35.04	4.7	0.7	5.4	7.3	1.8	6.6	32	23	2227	1670	
Robeson County, NC	65.2	63.2	67.37	64.66	43.95	40.83	3.3	4.2	7.6	15.1	6.9	10.5	61.3	63.3	68.35	64.12	41.89	40.61	-3.2	6.6	3.2	10.2	6.9	3.4	29	16	1821	1190	
Wake County, NC	72.7	74.1	100.39	97.03	72.97	71.94	-2.0	3.5	1.4	4.7	3.2	1.2	70.2	71.7	101.55	95.92	71.26	68.80	-2.2	5.9	3.6	7.4	3.7	1.5	134	122	15937	15059	
Durham County, NC	70.1	71.6	101.31	97.46	70.98	69.79	-2.2	3.9	1.7	6.8	5.0	2.8	66.8	68.3	104.84	98.72	70.04	67.47	-2.3	6.2	3.8	9.6	5.6	3.2	64	57	8241	7618	
Edgecombe County, NC																													
Guilford County, NC	61.3	58.5	87.59	88.78	53.71	51.95	4.8	-1.4	3.4	4.4	1.0	5.8	57.8	56.5	92.95	94.68	53.69	53.46	2.3	-1.8	0.4	1.0	0.6	2.9	4	2	216	126	
Harnett County, NC	57.7	57.7	70.16	69.65	40.46	40.22	-0.1	0.7	0.6	12.1	11.4	11.3	55.4	54.9	71.83	68.94	39.78	37.84	0.9	4.2	5.1	13.2	7.7	8.7	94	76	10948	9727	
Moore County, NC	64.4	65.9	118.07	120.47	76.09	79.34	-2.1	-2.0	-4.1	0.6	4.9	2.7	60.0	57.0	119.39	117.52	71.60	67.02	5.2	1.6	6.8	8.6	1.7	6.9	11	8	859	638	
																									21	13	1872	1468	

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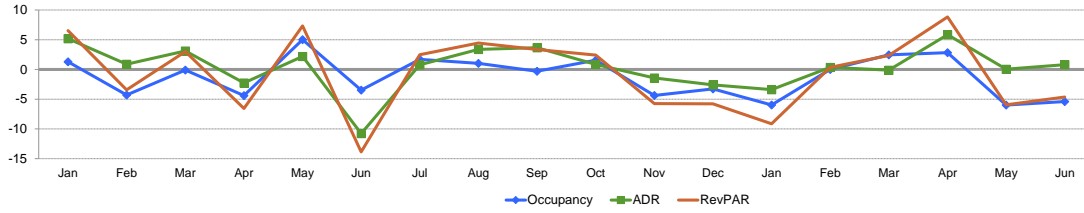
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Tab 3 - Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of June 2016

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015												2016					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	73.1	63.0	67.2
Last Year	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	71.1	67.0	71.0
Percent Change	1.3	-4.3	-0.1	-4.4	5.0	-3.5	1.7	1.0	-4.3	-0.3	1.6	-1.4	-3.3	-6.0	2.5	2.8	-6.0	-5.4

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
67.4	66.7	65.4	65.7	64.7	63.9
67.2	67.4	66.7	65.6	65.7	64.7
0.3	-1.1	-2.0	0.1	-1.5	-1.2

ADR	2015												2016					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	74.02	72.13	73.78	72.83	73.01	72.79	74.19	76.20	73.21	73.42	72.03	68.83	71.51	72.39	73.70	77.08	73.04	73.37
Last Year	70.38	71.50	71.55	74.52	71.44	81.57	73.61	73.71	70.82	72.80	73.07	70.66	74.02	72.13	73.78	72.83	73.01	72.79
Percent Change	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	5.8	0.0	0.8

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
73.71	73.10	73.64	72.01	72.80	73.41
71.46	73.71	73.10	71.67	72.01	72.80
3.1	-0.8	0.7	0.5	1.1	0.8

RevPAR	2015												2016					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	43.73	45.95	50.28	51.81	48.89	51.67	51.41	52.90	45.12	46.46	40.98	37.01	39.73	46.12	51.46	56.38	45.98	49.28
Last Year	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	51.81	48.89	51.67
Percent Change	6.5	-3.4	3.0	-6.6	7.3	-13.9	2.5	4.4	3.4	2.4	-5.7	-5.8	-9.1	0.4	2.3	8.8	-6.0	-4.6

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
49.69	48.73	48.14	47.30	47.08	46.90
48.05	49.69	48.73	47.04	47.30	47.08
3.4	-1.9	-1.2	0.5	-0.5	-0.4

Supply	2015												2016					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	176,430	182,311	176,430
Last Year	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	176,970	182,869	176,970
Percent Change	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	-0.3	-0.3	-0.3

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
1,057,221	1,067,719	1,064,461	2,123,011	2,145,542	2,147,307
1,048,443	1,057,221	1,067,719	2,115,032	2,123,011	2,145,542
0.8	1.0	-0.3	0.4	1.1	0.1

Demand	2015												2016					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	108,035	105,223	124,624	125,893	122,451	125,641	126,726	126,615	108,762	115,414	100,373	98,038	101,286	104,909	127,308	129,044	114,765	118,503
Last Year	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	125,893	122,451	125,641
Percent Change	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	2.5	-6.3	-5.7

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
712,724	711,867	695,815	1,394,382	1,387,386	1,371,743
704,964	712,724	711,867	1,388,323	1,394,382	1,387,386
1.1	-0.1	-2.3	0.4	-0.5	-1.1

Revenue	2015												2016					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	7,996,502	7,590,014	9,194,797	9,168,321	8,940,417	9,144,910	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	9,947,116	8,382,458	8,694,472
Last Year	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	9,168,321	8,940,417	9,144,910
Percent Change	7.6	-2.5	4.0	-5.6	8.4	-13.0	8.2	6.0	4.9	2.0	-6.2	-6.1	-9.4	0.1	2.0	8.5	-6.2	-4.9

Year To Date			Running 12 Months		
2014	2015	2016	2014	2015	2016
52,532,514	52,034,961	51,243,062	100,414,142	101,002,348	100,705,329
50,373,783	52,532,514	52,034,961	99,500,563	100,414,142	101,002,348
4.3	-0.9	-1.5	0.9	0.6	-0.3

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

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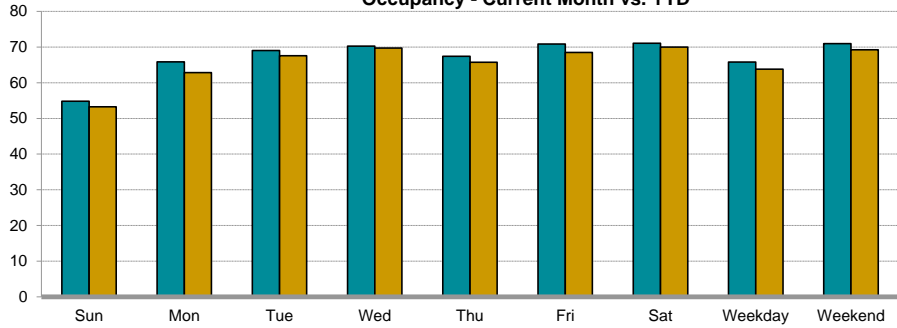
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

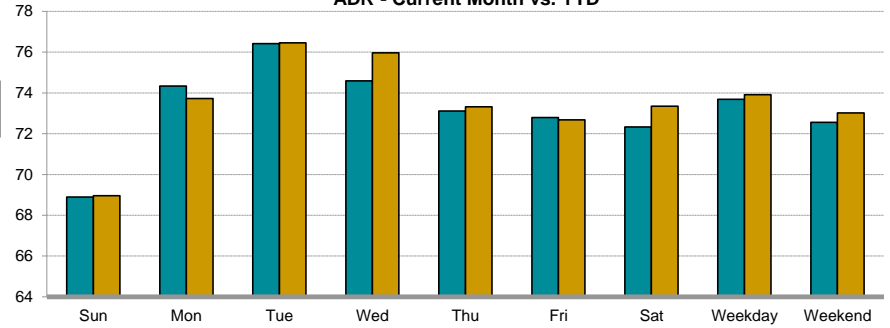
Fayetteville Area CVB

For the Month of June 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	54.8	-2.6	68.90	3.0	37.77	0.4	23,524	-0.3	12,895	-2.9	888,412	0.1
	Year To Date	53.2	-0.7	68.96	1.0	36.71	0.2	152,095	-0.8	80,969	-1.5	5,583,924	-0.6
	Running 12 Month	52.5	-0.7	68.91	1.1	36.18	0.4	305,099	-0.2	160,200	-0.9	11,038,932	0.2
Monday	Current Month	65.9	-4.9	74.34	2.3	48.96	-2.7	23,524	-20.2	15,494	-24.1	1,151,795	-22.4
	Year To Date	62.8	-3.3	73.73	0.7	46.31	-2.5	151,892	-1.0	95,403	-4.2	7,034,025	-3.5
	Running 12 Month	61.6	-2.4	73.51	0.9	45.31	-1.5	304,896	-0.2	187,932	-2.6	13,814,033	-1.8
Tuesday	Current Month	69.0	-6.2	76.42	2.4	52.76	-4.0	23,524	-20.2	16,240	-25.2	1,241,092	-23.4
	Year To Date	67.6	-4.0	76.46	1.3	51.65	-2.8	152,095	-0.8	102,744	-4.8	7,855,468	-3.6
	Running 12 Month	66.1	-1.7	75.99	1.5	50.20	-0.2	305,100	-2.1	201,565	-3.7	15,316,635	-2.3
Wednesday	Current Month	70.3	-8.2	74.59	-0.8	52.42	-8.9	29,405	24.6	20,664	14.4	1,541,296	13.5
	Year To Date	69.7	-2.0	75.97	0.8	52.95	-1.2	152,095	3.1	106,015	1.1	8,053,849	1.9
	Running 12 Month	67.1	-0.6	75.45	0.9	50.59	0.3	310,999	1.7	208,542	1.1	15,733,922	2.1
Thursday	Current Month	67.4	-6.8	73.11	-0.3	49.28	-7.1	29,405	24.6	19,820	16.1	1,449,022	15.8
	Year To Date	65.8	0.1	73.32	0.9	48.22	1.0	152,095	-0.8	100,022	-0.7	7,333,654	0.2
	Running 12 Month	63.3	-1.0	72.92	0.6	46.15	-0.4	310,997	1.7	196,846	0.7	14,353,693	1.3
Friday	Current Month	70.8	-5.7	72.80	0.2	51.57	-5.4	23,524	-0.3	16,666	-5.9	1,213,214	-5.7
	Year To Date	68.5	-2.3	72.68	0.0	49.78	-2.3	152,095	-0.8	104,170	-3.1	7,571,533	-3.1
	Running 12 Month	67.2	-1.9	72.74	0.2	48.91	-1.7	305,116	-0.2	205,170	-2.0	14,923,440	-1.8
Saturday	Current Month	71.1	-3.5	72.33	0.1	51.42	-3.4	23,524	-0.3	16,724	-3.8	1,209,641	-3.7
	Year To Date	70.0	-1.5	73.34	0.6	51.35	-0.9	152,095	-0.8	106,492	-2.4	7,810,608	-1.7
	Running 12 Month	69.3	-0.2	73.41	0.8	50.88	0.6	305,101	-0.2	211,488	-0.4	15,524,674	0.4
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	65.8	-5.7	73.69	1.1	48.47	-4.7	129,382	-0.3	85,113	-6.0	6,271,617	-5.0
	Year To Date	63.8	-2.0	73.92	0.9	47.17	-1.1	760,271	-0.1	485,153	-2.1	35,860,921	-1.1
	Running 12 Month	62.1	-1.3	73.56	1.0	45.71	-0.3	1,537,090	0.2	955,085	-1.1	70,257,215	-0.1
Weekend (Fri-Sat)	Current Month	71.0	-4.6	72.56	0.2	51.50	-4.4	47,048	-0.3	33,390	-4.9	2,422,855	-4.7
	Year To Date	69.3	-1.9	73.02	0.3	50.57	-1.6	304,190	-0.8	210,662	-2.7	15,382,141	-2.4
	Running 12 Month	68.3	-1.0	73.08	0.5	49.90	-0.5	610,217	-0.2	416,658	-1.2	30,448,114	-0.7
Total	Current Month	67.2	-5.4	73.37	0.8	49.28	-4.6	176,430	-0.3	118,503	-5.7	8,694,472	-4.9
	Year To Date	65.4	-2.0	73.64	0.7	48.14	-1.2	1,064,461	-0.3	695,815	-2.3	51,243,062	-1.5
	Running 12 Month	63.9	-1.2	73.41	0.8	46.90	-0.4	2,147,307	0.1	1,371,743	-1.1	100,705,329	-0.3

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Tab 6 - Seg Trend Cumberland County NC

Currency: USD - US Dollar

Fayetteville Area CVB

For the Month of June 2016

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
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				73.01				48.89				5.0				2.2				7.3
	Jun			71.0				72.79				51.67				-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
	Apr			73.1				77.08				56.38				2.8				5.8				8.8
	May			63.0				73.04				45.98				-6.0				0.0				-6.0
	Jun			67.2				73.37				49.28				-5.4				0.8				-4.6

Year To Date												Percent Change (%)												
2014	Jun			67.4				73.71				49.69				0.3				3.1				3.4
2015	Jun			66.7				73.10				48.73				-1.1				-0.8				-1.9
2016	Jun			65.4				73.64				48.14				-2.0				0.7				-1.2

Running 12 Month												Percent Change (%)												
2014	Jun			65.7				72.01				47.30				0.1				0.5				0.5
2015	Jun			64.7				72.80				47.08				-1.5				1.1				-0.5
2016	Jun			63.9				73.41				46.90				-1.2				0.8				-0.4

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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.