



United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

Fayetteville Area CVB

For the Month of January 2017

Date Created: Feb 16, 2017

	Tab
Table of Contents	1
Multi-Segment	2
Trend Cumberland County NC	3
Response Cumberland County NC	4
DOW Cumberland County NC	5
Seg Trend Cumberland County NC	6
Seg Response Cumberland County	7
Help	8



Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: January 2017

	Current Month - January 2017 vs January 2016												Year to Date - January 2017 vs January 2016												Participation				
	Occ %		ADR		RevPAR		Percent Change from January 2016						Occ %		ADR		RevPAR		Percent Change from YTD 2016						Properties		Rooms		
	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2017	2016	2017	2016	2017	2016	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample	
North Carolina	51.6	50.6	91.39	89.98	47.17	45.56	1.9	1.6	3.5	5.6	2.0	4.0	51.6	50.6	91.39	89.98	47.17	45.56	1.9	1.6	3.5	5.6	2.0	4.0	1672	1134	149169	119516	
Cumberland County, NC	63.7	55.4	74.40	71.52	47.36	39.63	14.9	4.0	19.5	21.5	1.7	16.8	63.7	55.4	74.40	71.52	47.36	39.63	14.9	4.0	19.5	21.5	1.7	16.8	65	47	5995	5015	
Johnston County, NC	46.1	45.1	68.84	69.18	31.76	31.21	2.3	-0.5	1.8	5.0	3.2	5.5	46.1	45.1	68.84	69.18	31.76	31.21	2.3	-0.5	1.8	5.0	3.2	5.5	32	24	2218	1735	
Robeson County, NC	70.3	52.4	75.70	68.72	53.23	35.99	34.3	10.2	47.9	56.3	5.7	41.9	70.3	52.4	75.70	68.72	53.23	35.99	34.3	10.2	47.9	56.3	5.7	41.9	30	17	1924	1291	
Wake County, NC	62.1	59.9	102.28	97.36	63.52	58.32	3.7	5.1	8.9	9.7	0.7	4.4	62.1	59.9	102.28	97.36	63.52	58.32	3.7	5.1	8.9	9.7	0.7	4.4	133	122	15830	15066	
Durham County, NC	58.7	55.0	96.62	98.67	56.69	54.28	6.6	-2.1	4.4	8.3	3.7	10.6	58.7	55.0	96.62	98.67	56.69	54.28	6.6	-2.1	4.4	8.3	3.7	10.6	64	58	8327	7719	
Edgecombe County, NC																													
Guilford County, NC	44.0	41.4	80.41	81.11	35.35	33.62	6.1	-0.9	5.2	5.7	0.5	6.6	44.0	41.4	80.41	81.11	35.35	33.62	6.1	-0.9	5.2	5.7	0.5	6.6	4	2	216	126	
Harnett County, NC	50.9	52.7	72.45	72.55	36.85	38.26	-3.5	-0.1	-3.7	7.3	11.4	7.5	50.9	52.7	72.45	72.55	36.85	38.26	-3.5	-0.1	-3.7	7.3	11.4	7.5	93	76	10895	9727	
Moore County, NC	40.0	42.4	90.99	89.15	36.40	37.76	-5.6	2.1	-3.6	5.9	9.9	3.8	40.0	42.4	90.99	89.15	36.40	37.76	-5.6	2.1	-3.6	5.9	9.9	3.8	11	8	859	638	
																										22	14	1960	1556

A blank row indicates insufficient data.

Source 2017 STR, Inc.

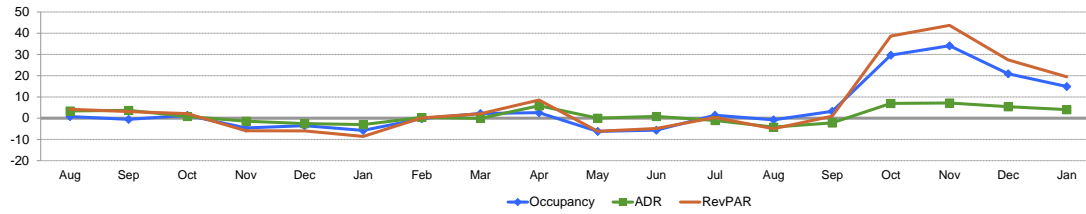
DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 3 - Trend Cumberland County NC

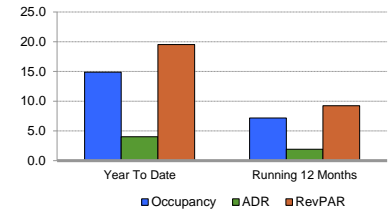
Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of January 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)													2015					2016					2017	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017					
This Year	69.3	61.5	63.1	56.8	53.6	55.4	63.6	69.7	73.0	62.8	67.0	70.2	68.7	63.4	81.9	76.1	64.9	63.7	58.8	55.4	63.7	58.3	58.8	55.4					
Last Year	68.7	61.8	62.3	59.5	55.6	58.8	63.7	68.1	71.1	67.0	71.0	69.2	69.3	61.5	63.1	56.8	53.6	55.4	58.3	58.8	63.7	58.3	58.8	55.4					
Percent Change	0.8	-0.6	1.3	-4.6	-3.5	-5.7	-0.2	2.2	2.6	-6.2	-5.6	1.4	-0.8	3.2	29.7	34.1	20.9	14.9	0.8	-5.7	14.9	0.8	-5.7	14.9					

ADR													2015					2016					2017	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017					
This Year	76.21	73.22	73.41	72.03	68.84	71.52	72.39	73.70	77.08	73.04	73.38	73.46	73.01	71.61	78.50	77.18	72.57	74.40	73.75	71.52	74.40	73.37	72.96	74.35					
Last Year	73.71	70.62	72.80	73.07	70.66	73.75	72.13	73.78	72.83	73.01	72.79	74.26	76.21	73.22	73.41	72.03	68.84	71.52	70.38	73.75	71.52	70.81	73.37	72.96					
Percent Change	3.4	3.7	0.8	-1.4	-2.6	-3.0	0.4	-0.1	5.8	0.0	0.8	-1.1	-4.2	-2.2	6.9	7.2	5.4	4.0	4.8	-3.0	4.0	3.6	-0.6	1.9					

RevPAR													2015					2016					2017	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017					
This Year	52.78	45.01	46.34	40.88	36.92	39.63	46.01	51.34	56.25	45.87	49.16	51.58	50.17	45.43	64.26	58.74	47.07	47.36	43.35	39.63	47.36	47.73	46.80	51.12					
Last Year	50.65	43.65	45.36	43.47	39.28	43.35	45.95	50.28	51.81	48.89	51.67	51.42	52.78	45.01	46.34	40.88	36.92	39.63	41.05	43.35	39.63	46.27	47.73	46.80					
Percent Change	4.2	3.1	2.2	-6.0	-6.0	-8.6	0.1	2.1	8.6	-6.2	-4.9	0.3	-4.9	0.9	38.6	43.7	27.5	19.5	5.6	-6.6	19.5	3.2	-1.9	9.2					

Supply													2015					2016					2017	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017					
This Year	182,807	176,910	182,807	176,850	182,745	182,745	165,060	182,745	176,850	182,745	176,850	182,745	182,745	176,850	182,745	176,850	185,845	185,845	182,869	182,745	185,845	2,136,842	2,152,583	2,157,875					
Last Year	179,676	173,880	183,117	177,210	182,869	182,869	165,172	182,869	176,970	182,869	176,970	182,869	182,807	176,910	182,807	176,850	182,745	182,745	181,071	182,869	182,745	2,115,752	2,136,842	2,152,583					
Percent Change	1.7	1.7	-0.2	-0.2	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	0.0	0.0	0.0	0.0	1.7	1.7	1.0	-0.1	1.7	1.0	0.7	0.2					

Demand													2015					2016					2017	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017					
This Year	126,606	106,739	115,407	100,372	98,024	101,252	104,909	127,308	129,044	114,765	118,487	128,319	125,572	112,190	149,591	134,607	120,539	118,300	107,488	101,252	118,300	1,390,111	1,380,855	1,483,631					
Last Year	123,466	107,472	114,104	105,422	101,662	107,488	105,223	124,624	125,893	122,451	125,641	126,623	126,606	108,739	115,407	100,372	98,024	101,252	105,620	107,488	101,252	1,382,471	1,390,111	1,380,855					
Percent Change	2.5	1.2	1.1	-4.8	-3.6	-5.8	-0.3	2.2	2.5	-6.3	-5.7	1.3	-0.8	3.2	29.6	34.1	23.0	16.8	1.8	-5.8	16.8	0.6	-0.7	7.4					

Revenue													2015					2016					2017	Year To Date			Running 12 Months		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017	2015	2016	2017					
This Year	9,648,034	7,962,141	8,472,081	7,229,538	6,747,706	7,241,543	7,594,096	9,382,079	9,947,116	8,382,458	8,694,262	9,425,868	9,168,086	8,034,033	11,742,468	10,388,945	8,747,212	8,801,514	7,927,369	7,241,543	8,801,514	101,993,756	100,741,901	110,308,137					
Last Year	9,100,824	7,589,499	8,306,867	7,703,267	7,183,740	7,927,369	7,590,014	9,194,797	9,168,321	8,940,417	9,144,910	9,402,399	9,648,034	7,962,141	8,472,081	7,229,538	6,747,706	7,241,543	7,433,514	7,927,369	7,241,543	97,891,791	101,993,756	100,741,901					
Percent Change	6.0	4.9	2.0	-6.1	-6.1	-8.7	0.1	2.0	8.5	-6.2	-4.9	0.2	-5.0	0.9	38.6	43.7	29.6	21.5	6.6	-8.7	21.5	4.2	-1.2	9.5					

Census %													2015					2016					2017	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	2015	2016	2017			
Census Props	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	64	65	65	5897	5897	5897	5895	5895	5895
Census Rooms	5897	5897	5897	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5897	5897	5897	5895	5895	5895
% Rooms Participants	82.5	82.5	82.5	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.4	83.7	83.7	82.5	82.5	82.5	83.4	83.4	83.7

A blank row indicates insufficient data.

Source 2017 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

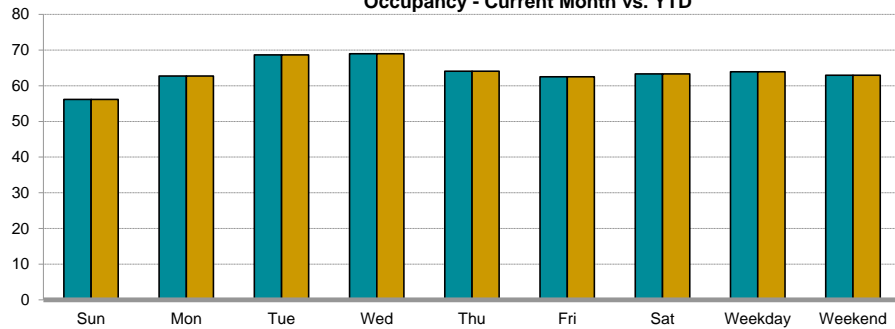
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

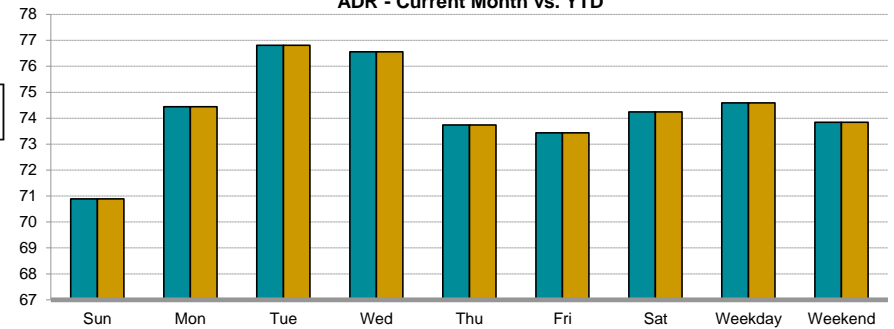
Fayetteville Area CVB

For the Month of January 2017

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	% Chg	% Chg				
Sunday	Current Month	56.2	19.8	70.89	4.5	39.82	25.2	29,975	1.7	16,836	21.9	1,193,572	27.3
	Year To Date	56.2	19.8	70.89	4.5	39.82	25.2	29,975	1.7	16,836	21.9	1,193,572	27.3
	Running 12 Month	57.4	9.4	70.37	2.7	40.42	12.4	306,627	-1.9	176,115	7.3	12,392,467	10.2
Monday	Current Month	62.7	15.1	74.44	3.8	46.71	19.5	29,975	27.1	18,808	46.4	1,400,084	52.0
	Year To Date	62.7	15.1	74.44	3.8	46.71	19.5	29,975	27.1	18,808	46.4	1,400,084	52.0
	Running 12 Month	66.2	6.3	74.34	1.8	49.25	8.2	312,319	1.8	206,892	8.3	15,381,097	10.2
Tuesday	Current Month	68.6	16.3	76.81	2.9	52.71	19.7	29,975	27.1	20,573	47.8	1,580,128	52.2
	Year To Date	68.6	16.3	76.81	2.9	52.71	19.7	29,975	27.1	20,573	47.8	1,580,128	52.2
	Running 12 Month	71.1	6.0	76.47	1.4	54.40	7.5	312,522	1.9	222,319	8.0	16,999,920	9.6
Wednesday	Current Month	69.0	13.9	76.56	2.4	52.80	16.7	23,980	1.7	16,537	15.9	1,266,057	18.7
	Year To Date	69.0	13.9	76.56	2.4	52.80	16.7	23,980	1.7	16,537	15.9	1,266,057	18.7
	Running 12 Month	72.5	7.5	75.97	1.2	55.06	8.8	306,527	0.0	222,169	7.4	16,877,059	8.7
Thursday	Current Month	64.1	16.0	73.74	4.1	47.26	20.7	23,980	1.7	15,370	17.9	1,133,397	22.7
	Year To Date	64.1	16.0	73.74	4.1	47.26	20.7	23,980	1.7	15,370	17.9	1,133,397	22.7
	Running 12 Month	69.1	9.3	73.94	2.0	51.06	11.5	306,627	0.0	211,744	9.3	15,656,917	11.5
Friday	Current Month	62.5	13.0	73.44	5.2	45.89	18.8	23,980	-18.6	14,985	-8.1	1,100,456	-3.4
	Year To Date	62.5	13.0	73.44	5.2	45.89	18.8	23,980	-18.6	14,985	-8.1	1,100,456	-3.4
	Running 12 Month	72.1	7.0	74.01	2.3	53.33	9.5	306,627	0.0	220,955	7.0	16,352,912	9.5
Saturday	Current Month	63.3	9.5	74.24	4.2	47.03	14.0	23,980	-18.6	15,191	-10.9	1,127,820	-7.2
	Year To Date	63.3	9.5	74.24	4.2	47.03	14.0	23,980	-18.6	15,191	-10.9	1,127,820	-7.2
	Running 12 Month	72.9	4.9	74.51	2.1	54.29	7.2	306,627	0.0	223,437	4.9	16,647,765	7.2
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	63.9	16.5	74.59	3.6	47.67	20.8	137,885	11.4	88,124	29.8	6,573,238	34.5
	Year To Date	63.9	16.5	74.59	3.6	47.67	20.8	137,885	11.4	88,124	29.8	6,573,238	34.5
	Running 12 Month	67.3	7.7	74.39	1.8	50.05	9.6	1,544,621	0.3	1,039,239	8.1	77,307,460	10.0
Weekend (Fri-Sat)	Current Month	62.9	11.2	73.84	4.6	46.46	16.3	47,960	-18.6	30,176	-9.5	2,228,276	-5.4
	Year To Date	62.9	11.2	73.84	4.6	46.46	16.3	47,960	-18.6	30,176	-9.5	2,228,276	-5.4
	Running 12 Month	72.5	6.0	74.26	2.2	53.81	8.3	613,254	0.0	444,392	6.0	33,000,677	8.3
Total	Current Month	63.7	14.9	74.40	4.0	47.36	19.5	185,845	1.7	118,300	16.8	8,801,514	21.5
	Year To Date	63.7	14.9	74.40	4.0	47.36	19.5	185,845	1.7	118,300	16.8	8,801,514	21.5
	Running 12 Month	68.8	7.2	74.35	1.9	51.12	9.2	2,157,875	0.2	1,483,631	7.4	110,308,137	9.5

A blank row indicates insufficient data.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Source 2017 STR, Inc.

Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of January 2017

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
2015 Aug				69.3				76.21				52.78				0.8				3.4				4.2
Sep				61.5				73.22				45.01				-0.6				3.7				3.1
Oct				63.1				73.41				46.34				1.3				0.8				2.2
Nov				56.8				72.03				40.88				-4.6				-1.4				-6.0
Dec				53.6				68.84				36.92				-3.5				-2.6				-6.0
2016 Jan				55.4				71.52				39.63				-5.7				-3.0				-8.6
Feb				63.6				72.39				46.01				-0.2				0.4				0.1
Mar				69.7				73.70				51.34				2.2				-0.1				2.1
Apr				73.0				77.08				56.25				2.6				5.8				8.6
May				62.8				73.04				45.87				-6.2				0.0				-6.2
Jun				67.0				73.38				49.16				-5.6				0.8				-4.9
Jul				70.2				73.46				51.58				1.4				-1.1				0.3
Aug				68.7				73.01				50.17				-0.8				-4.2				-4.9
Sep				63.4				71.61				45.43				3.2				-2.2				0.9
Oct				81.9				78.50				64.26				29.7				6.9				38.6
Nov				76.1				77.18				58.74				34.1				7.2				43.7
Dec				64.9				72.57				47.07				20.9				5.4				27.5
2017 Jan				63.7				74.40				47.36				14.9				4.0				19.5

Year To Date												Percent Change (%)												
2015 Jan				58.8				73.75				43.35				0.8				4.8				5.6
2016 Jan				55.4				71.52				39.63				-5.7				-3.0				-8.6
2017 Jan				63.7				74.40				47.36				14.9				4.0				19.5

Running 12 Month												Percent Change (%)												
2015 Jan				65.1				73.37				47.73				-0.4				3.6				3.2
2016 Jan				64.1				72.96				46.80				-1.4				-0.6				-1.9
2017 Jan				68.8				74.35				51.12				7.2				1.9				9.2

A blank row indicates insufficient data.

Source 2017 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

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.

Contract Rooms

Contract rooms are occupied at rates stipulated by contracts – such as for airline crews and permanent guests. Room allotments that do not require guaranteed use or payment should not be classified as contract. Rooms sold under such allotments should be classified as transient.

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.

Group Rooms

Group rooms are sold simultaneously in blocks of a minimum of ten rooms or more (e.g. group tours, domestic and international groups, association, convention and corporate groups).

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.

Transient Rooms

Transient rooms Include rooms occupied by those with reservations at rack, corporate, corporate negotiated, package, government, or foreign traveler rates. Also includes occupied rooms booked via third party web sites (exception: simultaneous bookings of ten or more rooms which should be defined as group).

Twelve Month Moving Average