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## Fayetteville Area CVB

For the Month of April 2017

Date Created: May 17, 2017

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# Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: April 2017

	Current Month - April 2017 vs April 2016												Year to Date - April 2017 vs April 2016												Participation				
	Occ %		ADR		RevPAR		Percent Change from April 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	68.3	70.7	103.23	101.64	70.53	71.84	-3.3	1.6	-1.8	0.4	2.2	-1.2	61.3	61.3	97.13	95.17	59.55	58.36	-0.0	2.1	2.0	4.2	2.1	2.1	1750	1148	152831	121186	
Cumberland County, NC	71.3	73.0	76.48	77.09	54.50	56.24	-2.3	-0.8	-3.1	-1.4	1.7	-0.7	67.9	65.4	75.22	73.87	51.05	48.29	3.8	1.8	5.7	7.5	1.7	5.6	65	47	5995	5015	
Johnston County, NC	60.9	57.3	73.42	72.11	44.75	41.35	6.3	1.8	8.2	7.8	-0.4	5.9	52.9	51.4	71.13	70.15	37.63	36.03	3.0	1.4	4.4	6.8	2.2	5.3	32	24	2218	1735	
Robeson County, NC	69.5	67.1	78.16	70.34	54.36	47.18	3.7	11.1	15.2	19.1	3.4	7.2	69.8	61.0	76.29	68.92	53.27	42.03	14.5	10.7	26.7	31.1	3.4	18.4	29	17	1883	1291	
Wake County, NC	74.0	75.0	104.42	103.78	77.23	77.84	-1.4	0.6	-0.8	0.4	1.2	-0.2	69.9	68.4	102.39	101.08	71.60	69.11	2.3	1.3	3.6	4.5	0.9	3.2	134	124	15965	15246	
Durham County, NC	72.5	73.8	108.67	108.01	78.80	79.73	-1.8	0.6	-1.2	2.5	3.7	1.9	67.3	64.8	103.30	102.57	69.50	66.50	3.8	0.7	4.5	8.4	3.7	7.6	64	60	8327	7934	
Edgecombe County, NC																													
Guilford County, NC	65.8	70.4	117.95	116.42	77.64	81.96	-6.5	1.3	-5.3	-5.3	0.0	-6.5	57.4	56.5	94.85	95.55	54.41	53.94	1.6	-0.7	0.9	1.7	0.8	2.4	4	2	216	126	
Harnett County, NC	64.1	60.4	77.37	73.15	49.63	44.19	6.2	5.8	12.3	12.3	0.0	6.2	57.6	55.2	74.72	72.42	43.02	40.01	4.2	3.2	7.5	13.2	5.3	9.8	93	76	10895	9727	
Moore County, NC	61.9	71.0	142.60	144.46	88.27	102.61	-12.9	-1.3	-14.0	-5.5	9.9	-4.3	53.0	58.5	113.38	113.87	60.07	66.56	-9.4	-0.4	-9.7	-0.8	9.9	-0.4	11	8	859	638	
																									22	14	1960	1556	

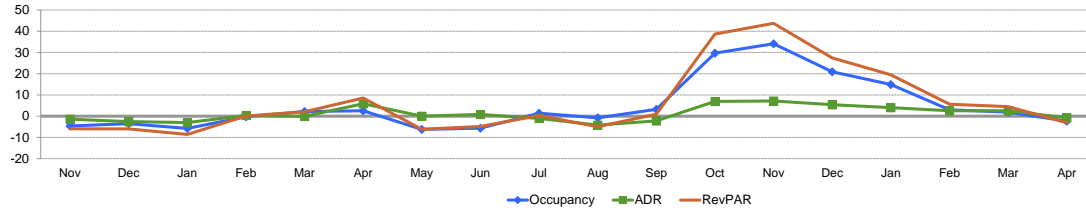
A blank row indicates insufficient data.

Source 2017 STR, Inc.

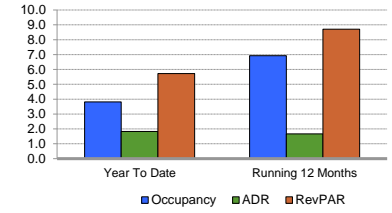
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Fayetteville Area CVB  
For the Month of April 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015				2016				2017					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	56.8	53.6	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.9	76.1	64.9
Last Year	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
Percent Change	-4.6	-3.5	-5.7	-0.3	2.2	2.5	-6.2	-5.6	1.4	-0.8	3.2	29.7	34.1	20.9

Year To Date		
2015	2016	2017
65.4	65.4	67.9
66.8	65.4	65.4
-2.1	-0.1	3.8

Running 12 Months		
2015	2016	2017
64.6	64.4	68.9
65.7	64.6	64.4
-1.7	-0.2	6.9

ADR	2015				2016				2017					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	72.03	68.84	71.52	72.39	73.70	77.09	73.04	73.38	73.46	73.01	71.61	78.50	77.18	72.57
Last Year	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
Percent Change	-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

Year To Date		
2015	2016	2017
73.14	73.87	75.22
72.10	73.14	73.87
1.4	1.0	1.8

Running 12 Months		
2015	2016	2017
73.47	73.37	74.59
71.15	73.47	73.37
3.2	-0.1	1.7

RevPAR	2015				2016				2017					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	40.88	36.92	39.63	46.00	51.33	56.24	45.87	49.16	51.58	50.17	45.43	64.26	58.74	47.07
Last Year	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
Percent Change	-6.0	-6.0	-8.6	0.1	2.1	8.5	-6.2	-4.9	0.3	-4.9	0.9	38.6	43.7	27.5

Year To Date		
2015	2016	2017
47.86	48.29	51.05
48.18	47.86	48.29
-0.7	0.9	5.7

Running 12 Months		
2015	2016	2017
47.44	47.26	51.37
46.72	47.44	47.26
1.5	-0.4	8.7

Supply	2015				2016				2017					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	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
Last Year	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
Percent Change	-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

Year To Date		
2015	2016	2017
707,880	707,400	719,400
700,920	707,880	707,400
1.0	-0.1	1.7

Running 12 Months		
2015	2016	2017
2,142,004	2,152,227	2,166,775
2,120,083	2,142,004	2,152,227
1.0	0.5	0.7

Demand	2015				2016				2017					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	100,372	98,024	101,252	104,887	127,281	129,015	114,765	118,487	128,319	125,572	112,190	148,591	134,807	120,539
Last Year	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
Percent Change	-4.8	-3.6	-5.8	-0.3	2.1	2.5	-6.3	-5.7	1.3	-0.8	3.2	29.6	34.1	23.0

Year To Date		
2015	2016	2017
463,228	462,435	488,241
468,386	463,228	462,435
-1.1	-0.2	5.6

Running 12 Months		
2015	2016	2017
1,383,085	1,386,298	1,492,311
1,392,142	1,383,085	1,386,298
-0.7	0.2	7.6

Revenue	2015				2016				2017					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	7,229,538	6,747,706	7,241,543	7,592,793	9,380,421	9,945,284	8,382,458	8,694,262	9,425,868	9,168,086	8,034,033	11,742,468	10,388,945	8,747,212
Last Year	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
Percent Change	-6.1	-6.1	-8.7	0.0	2.0	8.5	-6.2	-4.9	0.2	-5.0	0.9	38.6	43.7	29.6

Year To Date		
2015	2016	2017
33,880,501	34,160,041	36,727,010
33,771,169	33,880,501	34,160,041
0.3	0.8	7.5

Running 12 Months		
2015	2016	2017
101,609,233	101,707,267	111,310,342
99,055,508	101,609,233	101,707,267
2.6	0.1	9.4

Census %	2015				2016				2017					
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	64	64	64	64	64	64	64	64	64	64	64	64	64	65
Census Rooms	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5895	5995
% Rooms Participants	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

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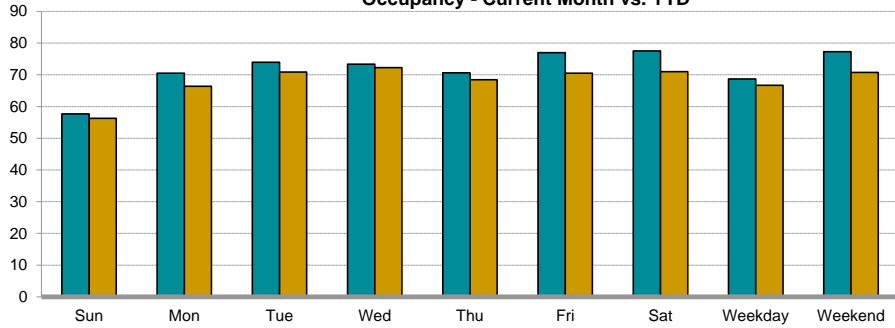


# Tab 5 - DOW Cumberland County NC

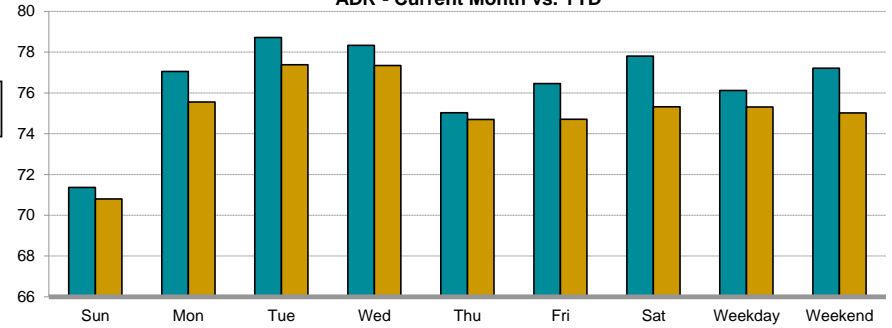
Currency: USD - US Dollar

Fayetteville Area CVB  
For the Month of April 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
Sunday	Current Month	57.7	-2.7	71.37	-1.9	41.18	-4.6	29,975	27.1	17,295	23.7	1,234,320	21.2
	Year To Date	56.3	5.8	70.80	2.1	39.84	8.0	107,910	8.6	60,714	14.8	4,298,645	17.2
	Running 12 Month	57.5	8.9	70.56	2.6	40.58	11.7	314,635	2.9	180,935	12.0	12,767,336	14.9
Monday	Current Month	70.5	-0.5	77.05	-1.0	54.33	-1.5	23,980	1.7	16,908	1.2	1,302,853	0.2
	Year To Date	66.4	5.3	75.56	2.0	50.17	7.5	101,915	2.7	67,674	8.2	5,113,116	10.4
	Running 12 Month	66.8	6.9	74.66	1.5	49.85	8.5	308,640	1.0	206,068	7.9	15,384,832	9.6
Tuesday	Current Month	73.9	-0.2	78.72	-1.3	58.20	-1.5	23,980	1.7	17,731	1.5	1,395,715	0.1
	Year To Date	70.8	5.0	77.38	1.0	54.82	6.1	101,915	2.5	72,200	7.7	5,587,086	8.8
	Running 12 Month	71.5	6.8	76.57	0.9	54.78	7.8	308,640	0.9	220,810	7.8	16,907,482	8.8
Wednesday	Current Month	73.4	-4.1	78.34	-1.2	57.47	-5.2	23,980	1.7	17,592	-2.5	1,378,100	-3.6
	Year To Date	72.3	4.1	77.35	1.1	55.90	5.3	101,915	2.5	73,659	6.7	5,697,322	7.9
	Running 12 Month	72.7	7.5	76.14	0.8	55.39	8.4	308,640	0.9	224,521	8.5	17,095,437	9.4
Thursday	Current Month	70.7	-0.7	75.03	-2.3	53.02	-3.0	23,980	1.7	16,944	1.0	1,271,335	-1.3
	Year To Date	68.5	3.8	74.70	1.6	51.13	5.5	101,915	2.5	69,764	6.5	5,211,106	8.2
	Running 12 Month	69.2	8.6	74.15	1.8	51.31	10.5	308,740	1.0	213,637	9.7	15,840,858	11.6
Friday	Current Month	77.0	-0.5	76.46	0.6	58.86	0.1	23,980	-18.6	18,461	-19.0	1,411,546	-18.6
	Year To Date	70.5	3.8	74.71	3.0	52.70	6.9	101,915	-3.2	71,890	0.5	5,370,728	3.5
	Running 12 Month	72.1	6.8	74.43	2.4	53.67	9.4	308,740	-1.0	222,621	5.8	16,570,368	8.4
Saturday	Current Month	77.5	-1.7	77.81	1.5	60.31	-0.2	29,975	1.7	23,233	0.0	1,807,757	1.5
	Year To Date	71.0	1.1	75.32	2.3	53.47	3.5	101,915	-3.2	72,340	-2.1	5,449,006	0.2
	Running 12 Month	72.5	4.2	74.84	2.0	54.23	6.3	308,740	-1.0	223,717	3.2	16,744,030	5.3
<b>Weekday / Weekend</b>													
Weekday (Sun-Thu)	Current Month	68.7	-2.4	76.12	-1.8	52.28	-4.1	125,895	6.8	86,470	4.2	6,582,323	2.4
	Year To Date	66.7	4.6	75.31	1.5	50.25	6.1	515,570	3.8	344,011	8.5	25,907,276	10.1
	Running 12 Month	67.5	7.6	74.57	1.4	50.34	9.1	1,549,295	1.3	1,045,972	9.1	77,995,945	10.6
Weekend (Fri-Sat)	Current Month	77.3	-1.1	77.21	1.1	59.67	0.1	53,955	-8.5	41,695	-9.4	3,219,302	-8.4
	Year To Date	70.8	2.5	75.02	2.6	53.08	5.2	203,830	-3.2	144,230	-0.8	10,819,734	1.8
	Running 12 Month	72.3	5.5	74.64	2.2	53.95	7.8	617,480	-1.0	446,339	4.5	33,314,397	6.8
Total	Current Month	71.3	-2.3	76.48	-0.8	54.50	-3.1	179,850	1.7	128,165	-0.7	9,801,625	-1.4
	Year To Date	67.9	3.8	75.22	1.8	51.05	5.7	719,400	1.7	488,241	5.6	36,727,010	7.5
	Running 12 Month	68.9	6.9	74.59	1.7	51.37	8.7	2,166,775	0.7	1,492,311	7.6	111,310,342	9.4

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Source 2017 STR, Inc.

# Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of April 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	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			63.5				72.39				46.00				-0.3				0.4				0.1
	Mar			69.6				73.70				51.33				2.2				-0.1				2.1
	Apr			73.0				77.09				56.24				2.5				5.8				8.5
	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
	Feb			65.5				74.24				48.59				3.0				2.6				5.6
	Mar			71.0				75.56				53.63				1.9				2.5				4.5
	Apr			71.3				76.48				54.50				-2.3				-0.8				-3.1

Year To Date												Percent Change (%)												
2015	Apr			65.4				73.14				47.86				-2.1				1.4				-0.7
2016	Apr			65.4				73.87				48.29				-0.1				1.0				0.9
2017	Apr			67.9				75.22				51.05				3.8				1.8				5.7

Running 12 Month												Percent Change (%)												
2015	Apr			64.6				73.47				47.44				-1.7				3.2				1.5
2016	Apr			64.4				73.37				47.26				-0.2				-0.1				-0.4
2017	Apr			68.9				74.59				51.37				6.9				1.7				8.7

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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.

### **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**