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Fayetteville Area CVB

For the Month of June 2017

Date Created: Jul 17, 2017

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Fayetteville Area CVB

For the month of: June 2017

	Current Month - June 2017 vs June 2016												Year to Date - June 2017 vs June 2016												Participation				
	Occ %		ADR		RevPAR		Percent Change from June 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	69.6	70.6	104.69	101.61	72.88	71.78	-1.5	3.0	1.5	3.9	2.3	0.8	63.5	63.8	100.23	97.66	63.63	62.34	-0.6	2.6	2.1	4.3	2.2	1.6	1764	1155	153608	121831	
Cumberland County, NC	73.7	67.0	78.28	73.38	57.68	49.15	10.0	6.7	17.4	19.3	1.7	11.9	68.3	65.2	75.84	73.65	51.80	48.02	4.8	3.0	7.9	9.7	1.7	6.5	65	47	5995	5015	
Johnston County, NC	57.0	54.3	73.99	72.28	42.16	39.24	5.0	2.4	7.4	7.0	-0.4	4.5	54.0	52.1	72.12	70.90	38.97	36.92	3.8	1.7	5.5	6.9	1.3	5.1	32	24	2217	1734	
Robeson County, NC	62.8	65.3	76.02	67.35	47.77	43.95	-3.7	12.9	8.7	12.4	3.4	-0.4	66.6	61.2	76.32	68.39	50.87	41.88	8.8	11.6	21.5	25.6	3.4	12.5	29	17	1883	1291	
Wake County, NC	72.0	72.5	101.98	100.66	73.43	72.96	-0.7	1.3	0.6	2.2	1.6	0.9	70.6	70.1	103.29	101.81	72.91	71.36	0.7	1.5	2.2	3.5	1.3	2.0	135	126	16126	15467	
Durham County, NC	69.6	70.0	100.61	100.79	70.00	70.52	-0.5	-0.2	-0.7	3.0	3.7	3.2	68.1	66.7	105.26	104.28	71.72	69.54	2.2	0.9	3.1	7.0	3.7	6.0	64	60	8327	7934	
Edgecombe County, NC																													
Guilford County, NC	65.0	61.3	91.26	87.81	59.30	53.81	6.0	3.9	10.2	10.2	-0.0	6.0	58.8	57.7	93.69	93.25	55.11	53.80	2.0	0.5	2.4	3.0	0.5	2.5	4	2	216	126	
Harnett County, NC	57.8	57.7	78.44	70.07	45.36	40.45	0.2	11.9	12.1	12.1	0.0	0.2	57.6	55.3	75.79	71.86	43.62	39.77	4.0	5.5	9.7	13.5	3.5	7.6	93	76	10894	9726	
Moore County, NC	63.5	64.4	125.87	118.08	79.87	76.09	-1.5	6.6	5.0	9.9	4.7	3.1	56.5	58.9	121.03	119.15	68.38	70.18	-4.1	1.6	-2.6	5.3	8.1	3.7	11	8	859	638	
																										22	14	1960	1556

A blank row indicates insufficient data.

Source 2017 STR, Inc.

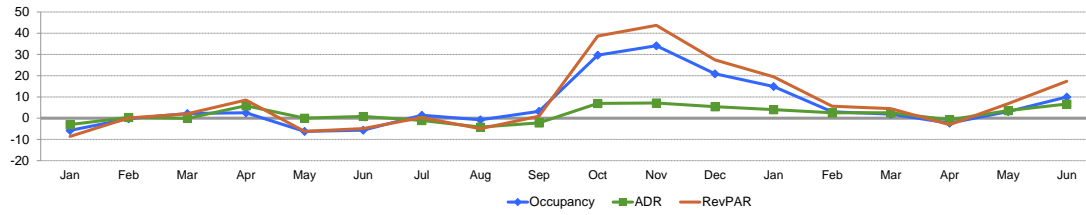
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Tab 3 - Trend Cumberland County NC

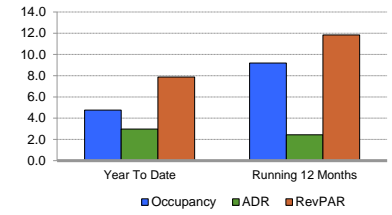
Currency: USD - US Dollar

Fayetteville Area CVB
For the Month of June 2017

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	55.4	63.5	69.6	73.0	62.8	67.0	70.2	68.7	63.4	81.9	76.1	64.9	63.7	65.5	71.0	71.3	64.8	73.7
Last Year	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	63.5	69.6	73.0	62.8	67.0
Percent Change	-5.7	-0.3	2.2	-0.1	5.8	-0.8	-1.1	1.4	3.2	29.7	34.1	20.9	14.9	3.0	1.9	-2.3	3.1	10.0

Year To Date		
2015	2016	2017
66.6	65.2	68.3
67.4	66.6	65.2
-1.2	-2.1	4.8

Running 12 Months		
2015	2016	2017
64.6	63.7	69.6
65.7	64.6	63.7
-1.6	-1.4	9.2

ADR	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	71.52	72.39	73.70	77.09	73.04	73.38	73.46	73.01	71.61	78.50	77.18	72.57	74.40	74.24	75.56	76.47	75.66	78.28
Last Year	73.75	72.13	73.78	72.83	73.01	72.79	74.26	76.21	73.22	73.41	72.03	68.94	71.52	72.39	73.70	77.09	73.04	73.38
Percent Change	-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	2.6	2.5	-0.8	3.6	6.7

Year To Date		
2015	2016	2017
73.06	73.65	75.84
73.71	73.06	73.65
-0.9	0.8	3.0

Running 12 Months		
2015	2016	2017
72.78	73.43	75.21
72.01	72.78	73.43
1.1	0.9	2.4

RevPAR	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	39.63	46.00	51.33	56.24	45.86	49.15	51.58	50.17	45.43	64.26	58.74	47.07	47.36	48.59	53.63	54.50	48.99	57.68
Last Year	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	46.00	51.33	56.24	45.86	49.15
Percent Change	-8.6	0.1	2.1	8.5	-6.2	-4.9	0.3	-4.9	0.9	38.6	43.7	27.5	19.5	5.6	4.5	-3.1	6.8	17.4

Year To Date		
2015	2016	2017
48.67	48.02	51.80
49.69	48.67	48.02
-2.1	-1.3	7.9

Running 12 Months		
2015	2016	2017
47.04	46.79	52.33
47.30	47.04	46.79
-0.5	-0.5	11.8

Supply	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	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	167,860	185,845	179,850	185,845	179,850
Last Year	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	165,060	182,745	176,850	182,745	176,850
Percent Change	-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	1.7	1.7	1.7	1.7	1.7

Year To Date		
2015	2016	2017
1,067,719	1,066,995	1,085,095
1,057,221	1,067,719	1,066,995
1.0	-0.1	1.7

Running 12 Months		
2015	2016	2017
2,145,542	2,151,983	2,172,875
2,123,011	2,145,542	2,151,983
1.1	0.3	1.0

Demand	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	101,252	104,887	127,281	129,015	114,739	118,461	128,319	125,572	112,190	149,591	134,607	120,539	118,300	109,873	131,903	128,165	120,335	132,530
Last Year	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	104,887	127,281	129,015	114,739	118,461
Percent Change	-5.8	-0.3	2.1	2.5	-6.3	-4.9	0.2	-0.8	3.2	29.6	34.1	23.0	16.8	4.8	6.3	-0.7	4.9	11.9

Year To Date		
2015	2016	2017
711,320	695,635	741,106
712,724	711,320	695,635
-0.2	-2.2	6.5

Running 12 Months		
2015	2016	2017
1,386,839	1,371,406	1,511,924
1,394,382	1,386,839	1,371,406
-0.5	-1.1	10.2

Revenue	2016												2017					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	7,241,543	7,592,793	9,380,421	9,945,284	8,380,936	8,692,735	9,425,868	9,168,086	8,034,033	11,742,468	10,388,945	8,747,212	8,801,514	8,157,123	9,966,748	9,800,966	9,105,131	10,374,383
Last Year	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	7,592,793	9,380,421	9,945,284	8,380,936	8,692,735
Percent Change	-8.7	0.0	2.0	8.5	-6.3	-4.9	0.2	-5.0	0.9	38.6	43.7	29.6	21.5	7.4	6.3	-1.5	8.6	19.3

Year To Date		
2015	2016	2017
51,965,828	51,233,712	56,205,865
52,532,514	51,965,828	51,233,712
-1.1	-1.4	9.7

Running 12 Months		
2015	2016	2017
100,933,215	100,695,611	113,712,477
100,414,142	100,933,215	100,695,611
0.5	-0.2	12.9

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

A blank row indicates insufficient data.

Source 2017 STR, Inc.

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Tab 4 - Response Cumberland County NC

Fayetteville Area CVB

For the Month of June 2017

							2015												2016												2017																																													
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D																																	
58867	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																			
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																	
65586	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•												
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•										
51150	Starlite Motel	Spring Lake, NC	28390			28																																																																						
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•						
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Total Properties:						77	6219																																																																					

○ - Monthly data received by STR
 ● - Monthly and daily data received by STR
 Blank - No data received by STR
 Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

A blank row indicates insufficient data.

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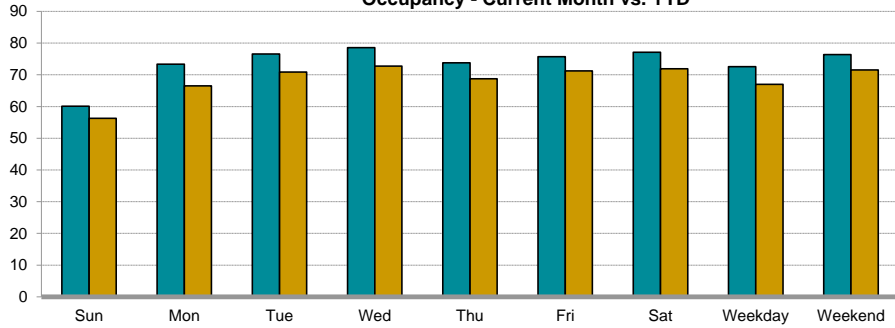
Tab 5 - DOW Cumberland County NC

Currency: USD - US Dollar

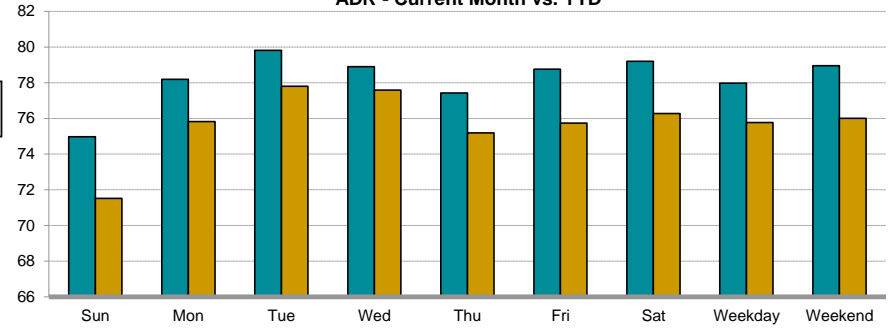
Fayetteville Area CVB

For the Month of June 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	60.1	10.0	74.97	8.8	45.06	19.6	23,980	1.7	14,413	11.8	1,080,609	21.7
	Year To Date	56.3	6.0	71.52	3.7	40.23	9.9	155,870	2.2	87,689	8.3	6,271,251	12.3
	Running 12 Month	58.1	10.9	71.31	3.5	41.43	14.8	309,540	1.2	179,824	12.3	12,823,896	16.2
Monday	Current Month	73.4	11.7	78.20	5.2	57.38	17.5	23,980	1.7	17,597	13.6	1,376,012	19.5
	Year To Date	66.5	6.2	75.83	2.8	50.43	9.2	155,870	2.4	103,674	8.7	7,861,151	11.8
	Running 12 Month	67.6	9.9	75.19	2.3	50.82	12.4	309,540	1.3	209,213	11.3	15,729,822	13.9
Tuesday	Current Month	76.6	11.2	79.82	4.4	61.13	16.1	23,980	1.7	18,364	13.1	1,465,803	18.1
	Year To Date	70.9	5.2	77.80	1.7	55.14	7.0	155,870	2.2	110,469	7.5	8,594,954	9.4
	Running 12 Month	72.2	9.5	76.98	1.3	55.56	10.9	309,540	1.2	223,389	10.9	17,196,723	12.3
Wednesday	Current Month	78.6	12.1	78.90	5.8	61.98	18.6	23,980	-18.6	18,836	-8.8	1,486,224	-3.5
	Year To Date	72.7	4.6	77.59	2.1	56.43	6.8	155,870	2.2	113,359	7.0	8,795,023	9.2
	Running 12 Month	73.4	9.8	76.65	1.6	56.28	11.5	309,540	-0.7	227,256	9.0	17,419,373	10.7
Thursday	Current Month	73.8	9.8	77.42	5.9	57.13	16.2	29,975	1.7	22,119	11.6	1,712,526	18.2
	Year To Date	68.7	4.8	75.19	2.5	51.68	7.4	155,870	2.2	107,125	7.1	8,054,803	9.9
	Running 12 Month	69.9	10.7	74.68	2.4	52.22	13.4	309,640	-0.7	216,520	10.0	16,168,650	12.6
Friday	Current Month	75.7	7.2	78.76	8.2	59.66	16.0	29,975	27.1	22,704	36.3	1,788,279	47.4
	Year To Date	71.2	4.3	75.74	4.2	53.95	8.7	155,870	2.2	111,029	6.6	8,409,303	11.1
	Running 12 Month	72.6	8.3	75.19	3.4	54.60	11.9	315,535	3.2	229,143	11.7	17,229,290	15.5
Saturday	Current Month	77.1	8.8	79.20	9.5	61.09	19.1	23,980	1.7	18,497	10.7	1,464,929	21.1
	Year To Date	71.9	3.0	76.27	4.0	54.84	7.1	149,875	-1.7	107,761	1.2	8,219,380	5.3
	Running 12 Month	73.2	5.9	75.67	3.1	55.39	9.1	309,540	1.2	226,580	7.2	17,144,724	10.5
Weekday / Weekend													
Weekday (Sun-Thu)	Current Month	72.5	10.6	77.97	5.8	56.56	17.0	125,895	-2.9	91,329	7.3	7,121,175	13.6
	Year To Date	67.0	5.3	75.77	2.5	50.78	7.9	779,350	2.3	522,316	7.7	39,577,182	10.4
	Running 12 Month	68.2	10.1	75.12	2.1	51.26	12.4	1,547,800	0.5	1,056,202	10.6	79,338,464	12.9
Weekend (Fri-Sat)	Current Month	76.4	7.9	78.96	8.8	60.29	17.4	53,955	14.4	41,201	23.4	3,253,208	34.3
	Year To Date	71.6	3.6	76.00	4.1	54.39	7.8	305,745	0.3	218,790	3.9	16,628,683	8.1
	Running 12 Month	72.9	7.0	75.43	3.2	54.99	10.5	625,075	2.2	455,722	9.4	34,374,013	12.9
Total	Current Month	73.7	10.0	78.28	6.7	57.68	17.4	179,850	1.7	132,530	11.9	10,374,383	19.3
	Year To Date	68.3	4.8	75.84	3.0	51.80	7.9	1,085,095	1.7	741,106	6.5	56,205,865	9.7
	Running 12 Month	69.6	9.2	75.21	2.4	52.33	11.8	2,172,875	1.0	1,511,924	10.2	113,712,477	12.9

A blank row indicates insufficient data.

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Source 2017 STR, Inc.

Tab 6 - Seg Trend Cumberland County NC

Fayetteville Area CVB

For the Month of June 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
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				45.86				-6.2				0.0				-6.2
	Jun			67.0				73.38				49.15				-5.7				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				76.47				54.50				-2.3				-0.8				-3.1
	May			64.8				75.66				48.99				3.1				3.6				6.8
	Jun			73.7				78.28				57.68				10.0				6.7				17.4

Year To Date							
2015	Jun		66.6		73.06		48.67
2016	Jun		65.2		73.65		48.02
2017	Jun		68.3		75.84		51.80

Percent Change (%)							
			-1.2		-0.9		-2.1
			-2.1		0.8		-1.3
			4.8		3.0		7.9

Running 12 Month							
2015	Jun		64.6		72.78		47.04
2016	Jun		63.7		73.43		46.79
2017	Jun		69.6		75.21		52.33

Percent Change (%)							
			-1.6		1.1		-0.5
			-1.4		0.9		-0.5
			9.2		2.4		11.8

A blank row indicates insufficient data.

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Tab 7 - Seg Response Cumberland County

Fayetteville Area CVB
 For the Month of June 2017

STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	2015												2016												2017											
								J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
58867	Holiday Inn Express & Suites Hope Mills Fayetteville	Hope Mills, NC	28348	Nov 2009	Nov 2009	72																																					
32663	Country Inn & Suites Fayetteville Fort Bragg	Spring Lake, NC	28390	Feb 2016	Feb 1996	85	Y																																				
65586	Courtyard Fayetteville Fort Bragg Spring Lake	Spring Lake, NC	28390	Dec 2016	Dec 2016	100																																					
55648	Hampton Inn Spring Lake Fort Bragg	Spring Lake, NC	28390	Apr 2007	Apr 2007	77																																					
30000	Sleep Inn & Suites Near Fort Bragg	Spring Lake, NC	28390	Dec 1994	Dec 1994	91	Y																																				
51150	Starlite Motel	Spring Lake, NC	28390			28																																					
26555	Super 8 Spring Lake Fort Bragg Pope AFB	Spring Lake, NC	28390	Jul 1988	Jul 1988	60																																					
29996	Wellons Gateway Inn	Spring Lake, NC	28390	Feb 1994	Feb 1994	105	Y																																				
4634	Econo Lodge Wade Fayetteville North	Wade, NC	28395	Dec 2014	Mar 1974	109	Y																																				
Total Properties:						77	6219	s - Monthly Segmentation (Transient, Group, Contract) Only r - Monthly Additional Revenue Only B - Both Segmentation and Additional Revenue Blank - No data received by STR																																			

A blank row indicates insufficient data.

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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.

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