



Hospitality Market Report

Boston - MA (USA)

PREPARED BY



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HOSPITALITY MARKET REPORT

Overview	1
Performance	3
Construction	13
Under Construction Properties	16
Sales	17
Sales Past 12 Months	19
Economy	21
Markets Ranking	26
Supply & Demand Trends	29
Performance Trends	31
Sale Trends	33
Deliveries & Under Construction	35

12 Mo Occupancy

72.2%

12 Mo ADR

\$224.19

12 Mo RevPAR

\$161.82

12 Mo Supply

22.5M

12 Mo Demand

16.2M

The hotel industry in Boston has been performing remarkably well in the past year and has a positive outlook for 2024. As of December, RevPAR and ADR are at historic peaks at \$162 and \$220, respectively. However, year-over-year topline performance growth slowed since the second quarter of 2023 as traveler trends normalized. The Boston hotel industry faced challenges in demand due to slower weekday travel from the return to the office. Still, due to lower supply and steady demand growth from leisure over weekends in the last year, occupancy rates have improved in the past 12 months, reaching 98% of 2019 peaks.

The industry is expected to remain strong in 2024, with leisure travel predicted to normalize gradually and group and business travel continuing their return to the market. Room rates will remain historically elevated but are expected to slow down. Supply-side pressures from new rooms' inventory entering the market will likely slow occupancy growth but generate pricing power for increased rate growth, sustaining RevPAR growth above past peaks and national levels.

Hotel construction in the Boston area was generally muted through 2023, with over 300 room deliveries for the year. New deliveries included mostly mid-tier hotels, although one new luxury class hotel, the Raffles Boston, was added in September 2023. The 2024 pipeline is looking up, as 680 rooms are under construction, with over 2,000 rooms sitting in final planning through 2027. Boston's hotel development is primarily driven by its diverse demand generators, including its profile as a

business hub for large companies, two major convention centers, The Boston Convention & Exhibition Center (BCEC) and the Hynes Convention Center, and international inbound travel and sports tourism.

In 2023, there was a significant sale of the Sheraton Boston, comprising 792 rooms, one of the largest sales last year. However, due to the current economic climate, the transaction activity was much less active than in previous years as buyers are waiting for more favorable terms, possibly this year, as interest rates are expected to be lowered.

There are 26 properties in the market with CMBS loans maturing in the next two years; 14 properties are under the current watchlist for distress, with one in special servicing.

The Boston hotel industry faced challenges in demand due to slower weekday travel from the return to the office. Still, due to lower supply and steady demand growth in the past year, occupancy rates have improved in the past 12 months, reaching 98% of 2019 peaks. The industry is expected to remain strong in 2024, with leisure travel predicted to normalize gradually and group and business travel continuing their return to the market. Room rates will remain elevated to historical levels but will moderate in growth as supply-side pressures from new rooms enter the market and demand softens. Despite this, the Boston hotel industry is expected to perform well in 2024, with mid-year RevPAR forecast to maintain healthy growth.

KEY INDICATORS

Class	Rooms	12 Mo Occ	12 Mo ADR	12 Mo RevPAR	12 Mo Delivered	Under Construction
Luxury & Upper Upscale	25,231	72.6%	\$294.56	\$213.78	147	0
Upscale & Upper Midscale	30,241	72.3%	\$189.57	\$137.13	272	606
Midscale & Economy	7,176	70.0%	\$113.28	\$79.26	34	79
Total	62,648	72.2%	\$224.19	\$161.82	453	685

Overview

Boston Hospitality

Average Trend	Current	3 Mo	YTD	12 Mo	Historical Average	Forecast Average
Occupancy	58.4%	71.0%	72.2%	72.2%	60.5%	74.0%
Occupancy Change	8.8%	6.4%	7.2%	7.2%	-0.8%	0.5%
ADR	\$171.92	\$229.43	\$224.19	\$224.19	\$192.68	\$238.10
ADR Change	5.0%	7.0%	6.2%	6.2%	2.4%	2.2%
RevPAR	\$100.41	\$162.82	\$161.82	\$161.82	\$116.65	\$176.14
RevPAR Change	14.3%	13.8%	13.8%	13.8%	1.6%	2.6%

During the first two months of 2023, Boston's hotels saw a significant increase in performance compared to the same period in the previous year. However, travel patterns started to return to normal, and topline metrics slowed down in the second quarter of 2023. Despite this, RevPAR increased by 13.8%, reaching a new record high of \$162 in December. This was due to ADR's growth of 6.2%, pushing it to reach a new 12-month record of \$220. Occupancy remained steady at 72% through 23Q4 to the end of December, with a 12-month average of 72.6%, representing 98% of the peak level seen in 2019.

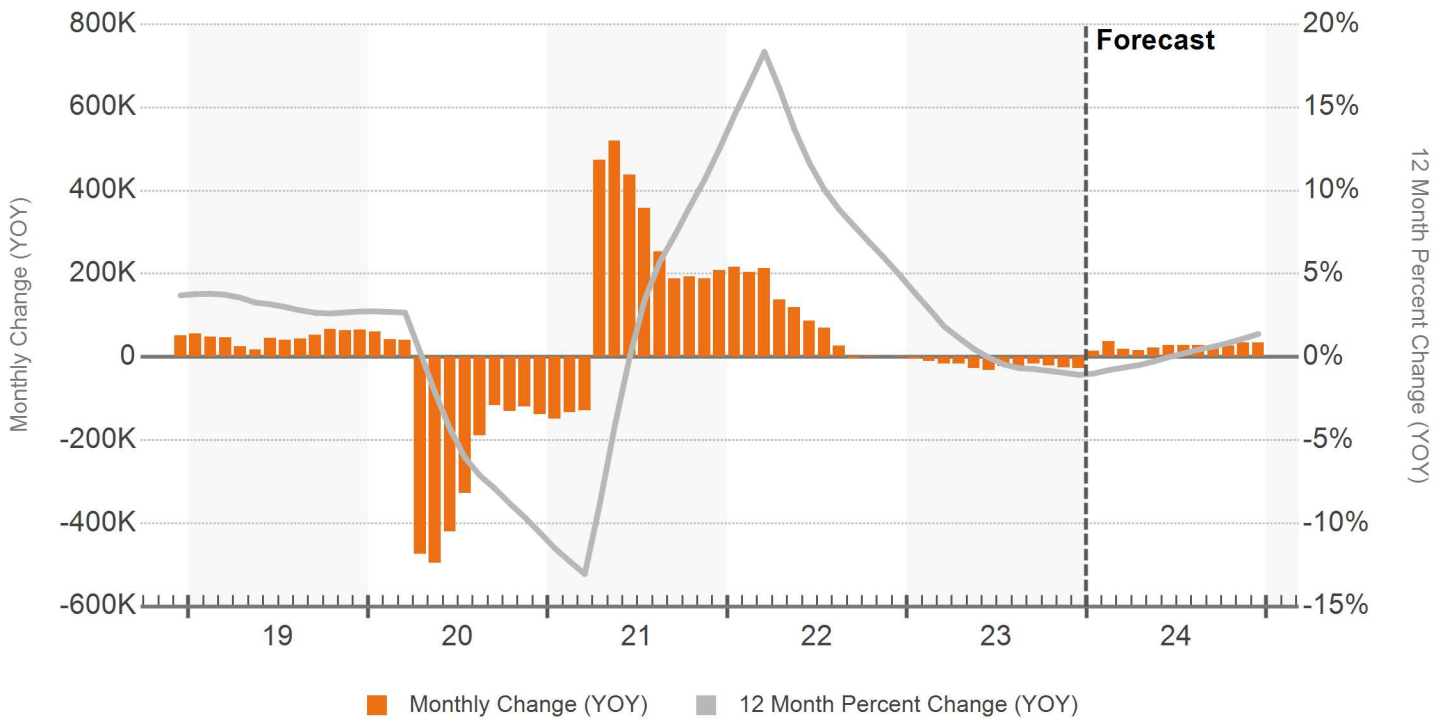
The hotel industry in Boston experienced a boost in its performance due to the return of leisure demand, mainly during weekends. Sports, historical sightseeing activities, and seasonal events like significant concerts and the Boston Marathon fueled this demand. Although the initial demand for travel has subsided, leisure travel is still expected to remain at high levels with moderate growth in the coming year. Weekday business travel also significantly improved, as many significant corporations initiated a return-to-office policy, increasing office demand. Moreover, groups traveling for conferences and conventions started returning to the market in 2023, with 23Q4 providing the most optimism for a return, when group demand exceeded 2019's quarterly peaks by 7% on a monthly average. However, the total number of groups traveling to the market is still about 10% lower year to date than 2019 levels, where it might remain in

the short-term due to renovations at the Hynes Convention Center, one of two convention centers located in the Boston CBD/Airport Submarket.

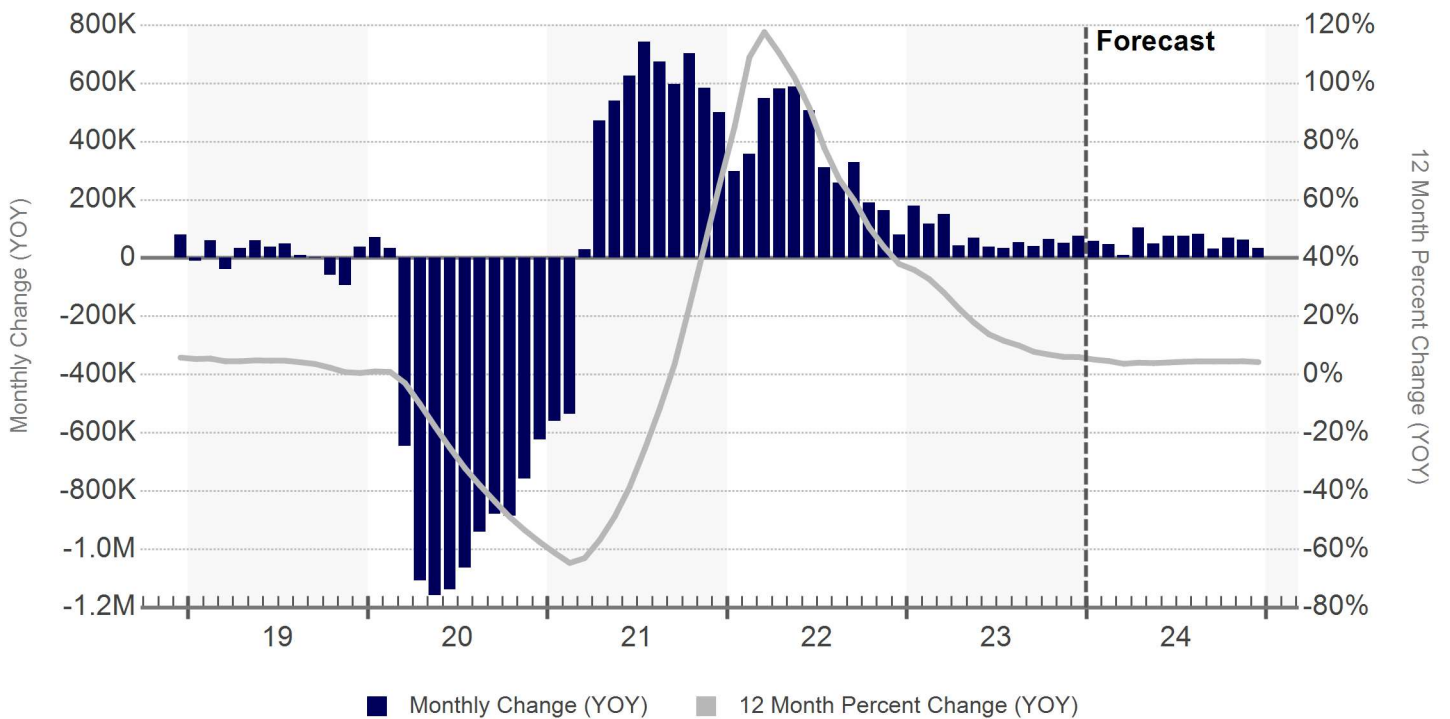
Boston's Seaport District, CBD/Airport, and districts such as Back Bay and Cambridge are booming with new developments driving interest in new hotel growth. This, combined with Boston's major headquarters operations, such as General Electric, John Hancock, Wayfair, and Fidelity, will continue to drive new supply to Boston submarkets and the CBD/Airport area. Boston is also home to two major convention centers, the Boston Convention & Exhibition Center (BCEC) and the aforementioned Hynes Convention Center, located in the Boston CBD/Airport Submarket: Approximately 50% of total market demand and 60% of group demand is drawn to the CBD/Airport Submarket. It is providing a significant boost for the hotels in that area and aiding it to be one of Boston's top-performing submarkets.

The Boston market can remain optimistic despite the economic headwinds and moderating performance levels. Steady performance is expected to stay above historic peaks, creating a favorable environment for hotels and potential investors. While leisure travel will gradually normalize from increased outbound travel options and softening economic growth, 2024 can expect group, business, and international travel to reemerge as return-to-office mandates grow and consumers and enterprises prioritize travel spending.

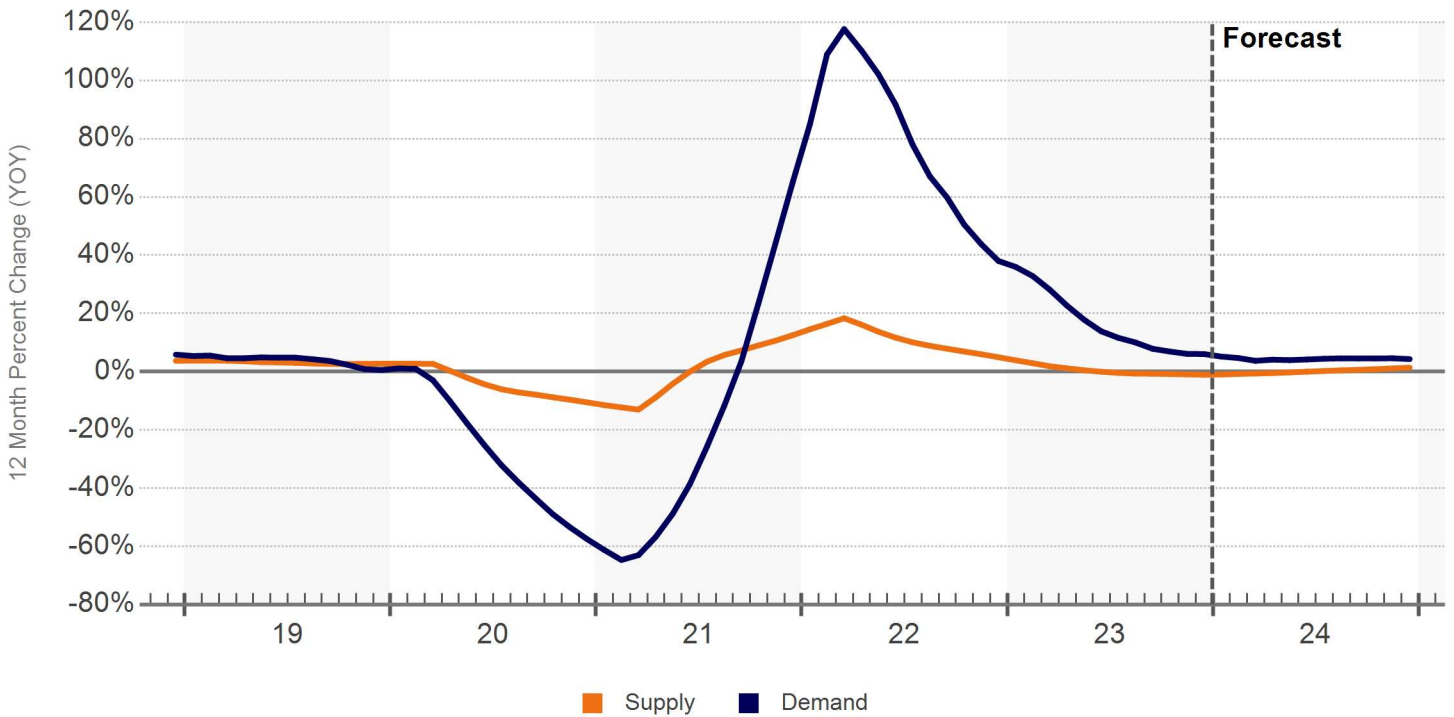
SUPPLY CHANGE



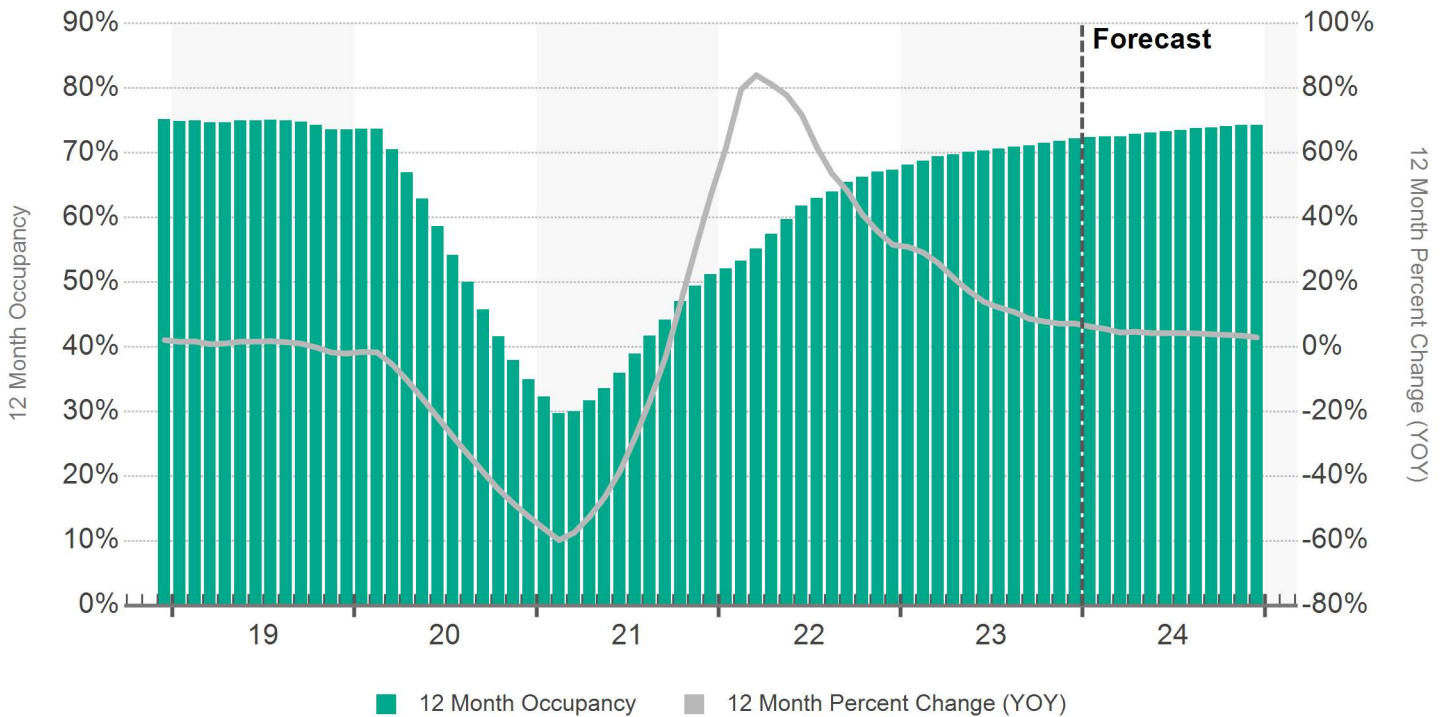
DEMAND CHANGE



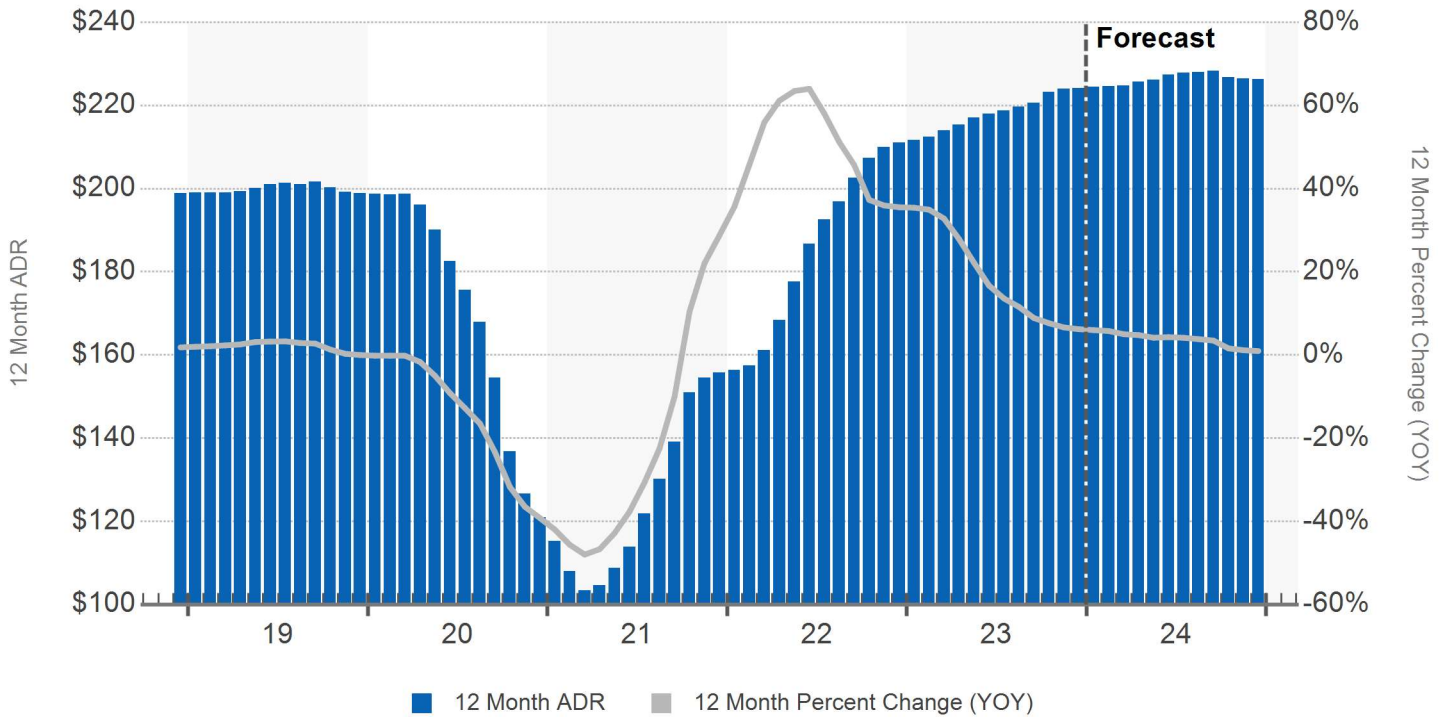
SUPPLY & DEMAND CHANGE



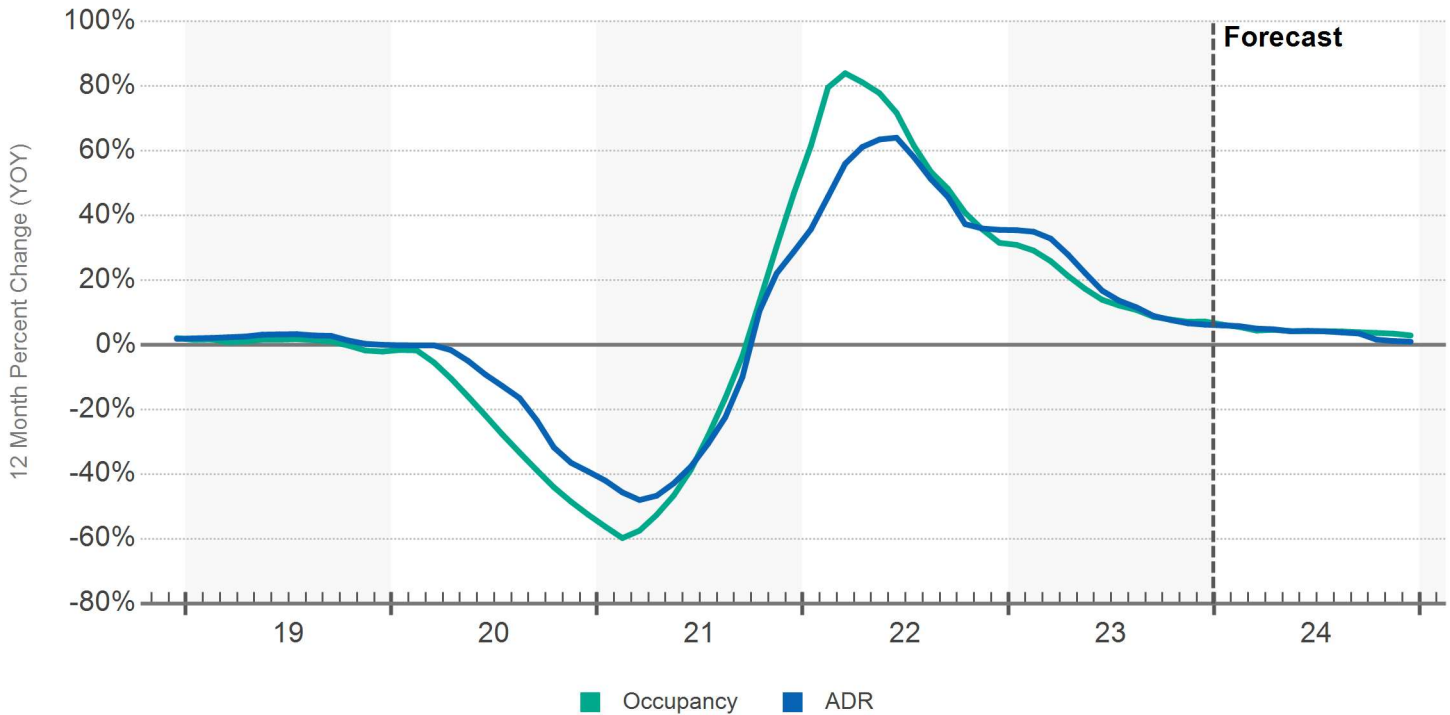
OCCUPANCY



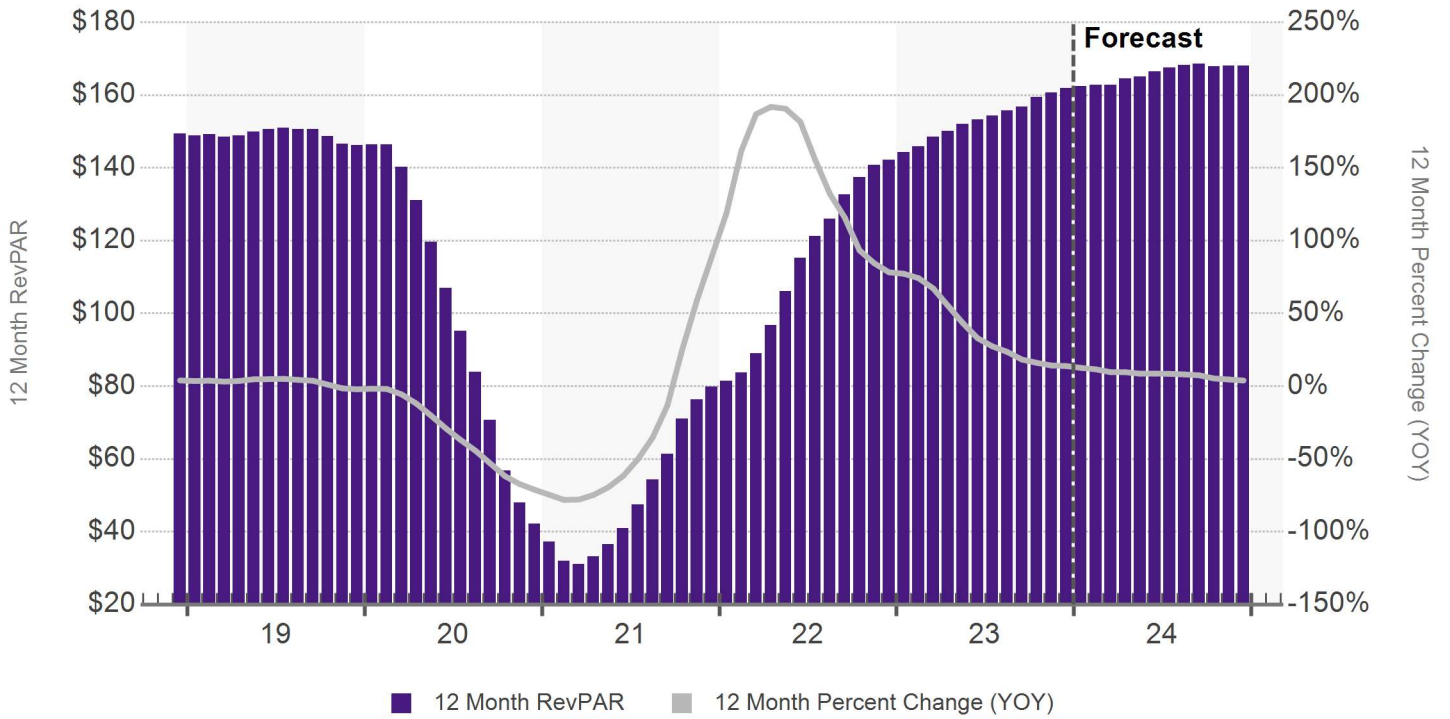
ADR



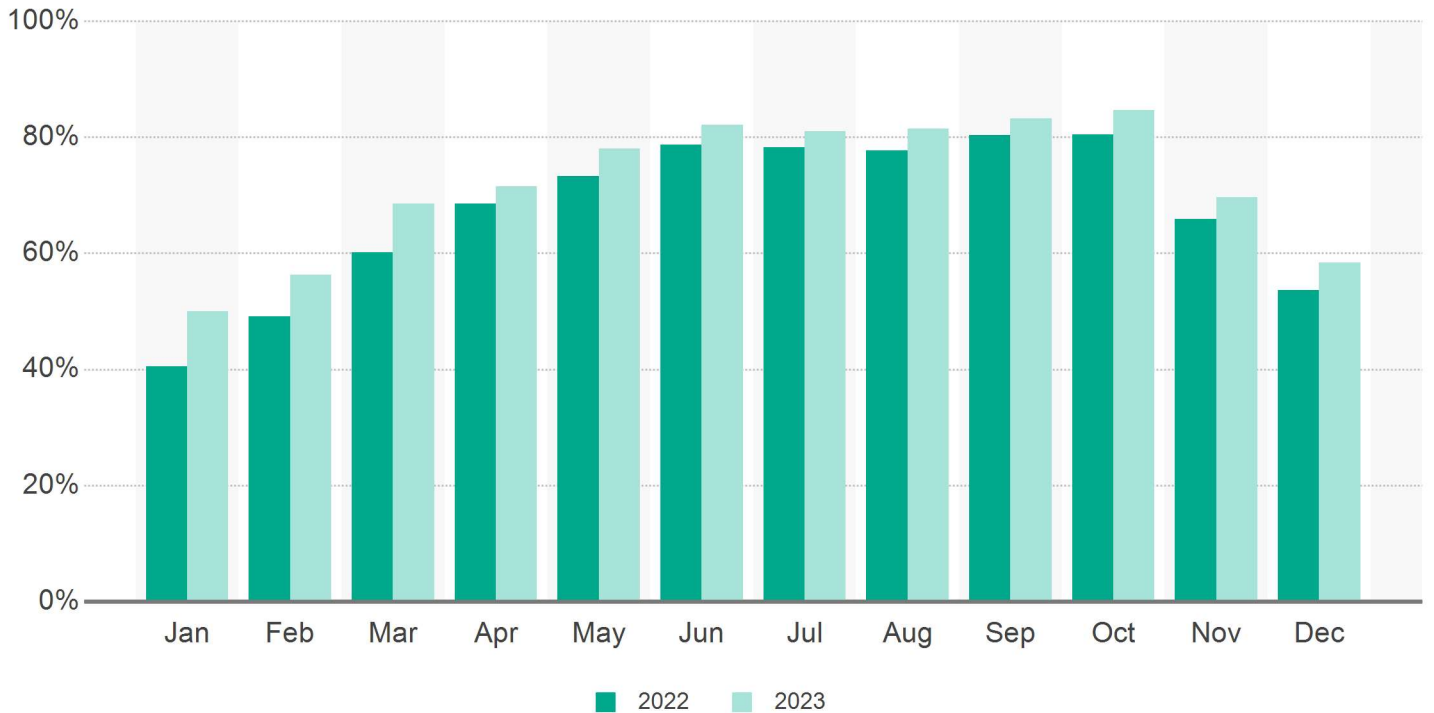
OCCUPANCY & ADR CHANGE



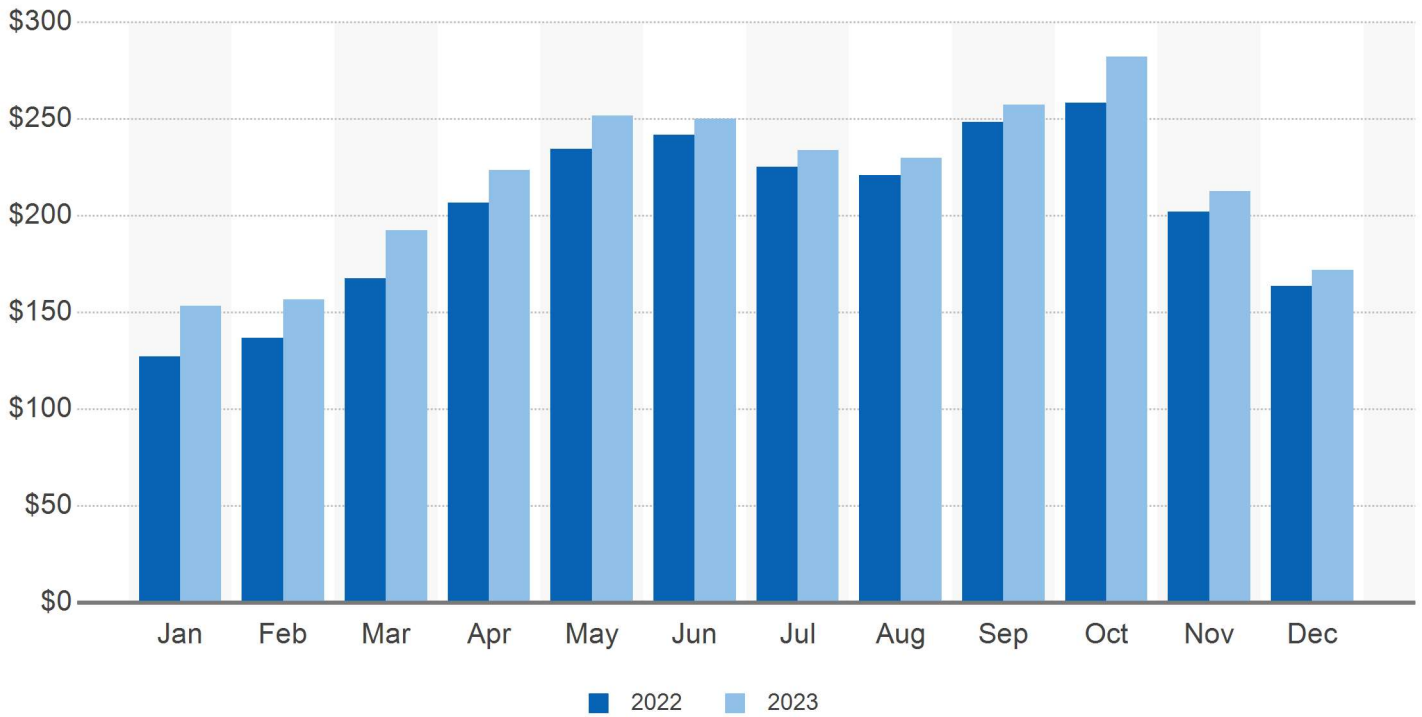
REVPAR



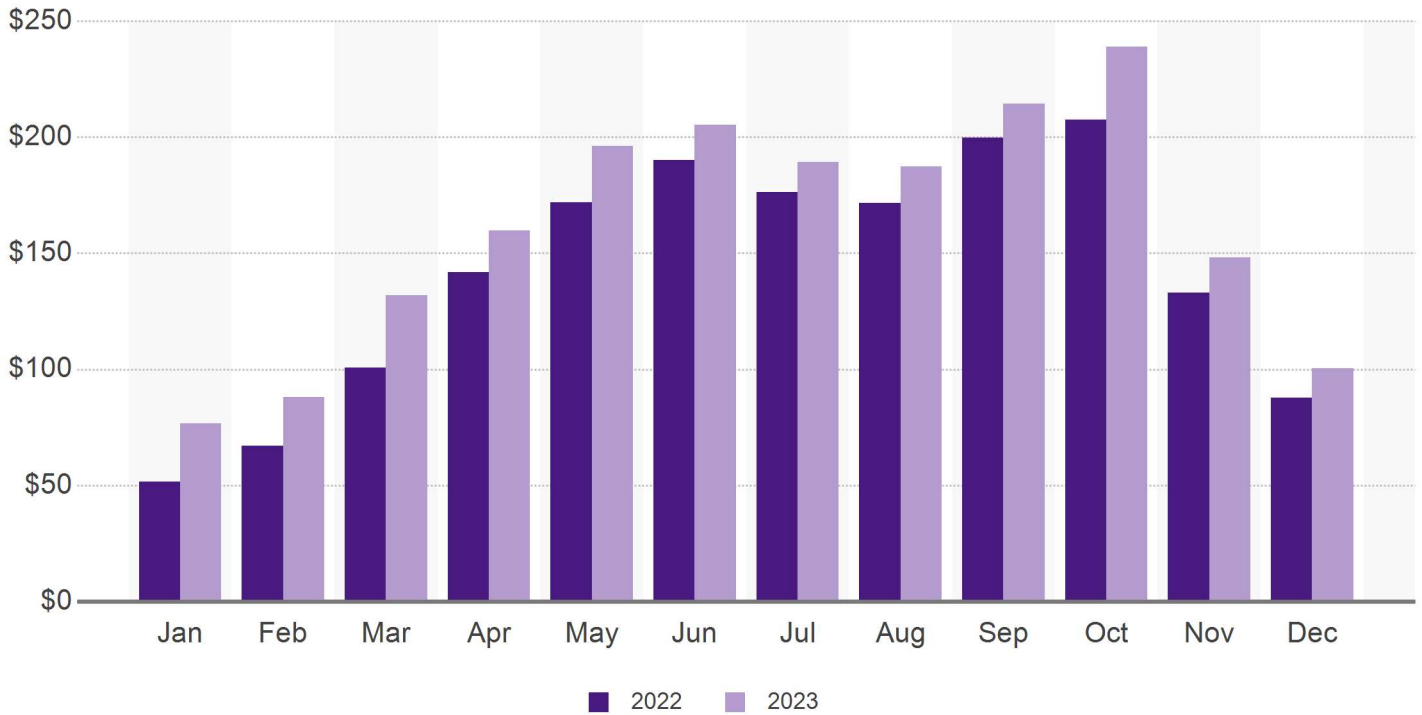
OCCUPANCY MONTHLY



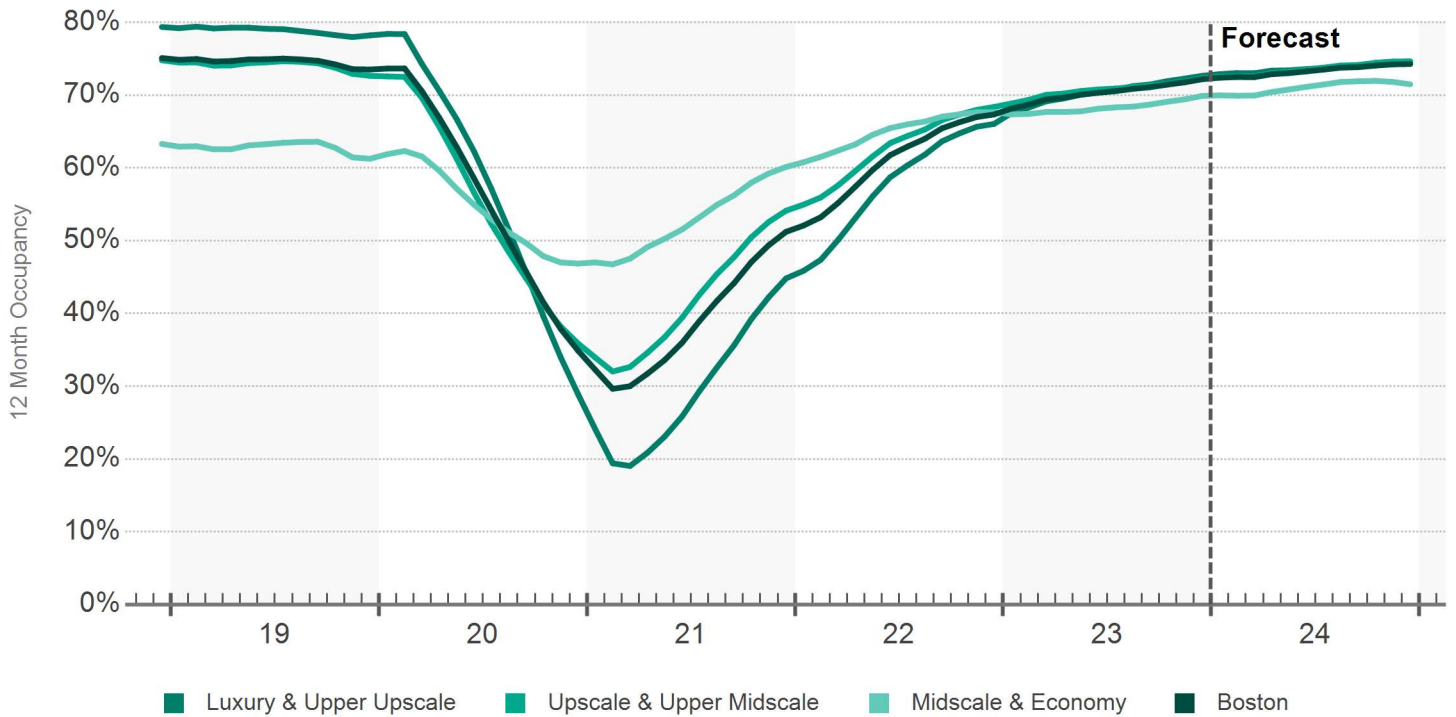
ADR MONTHLY



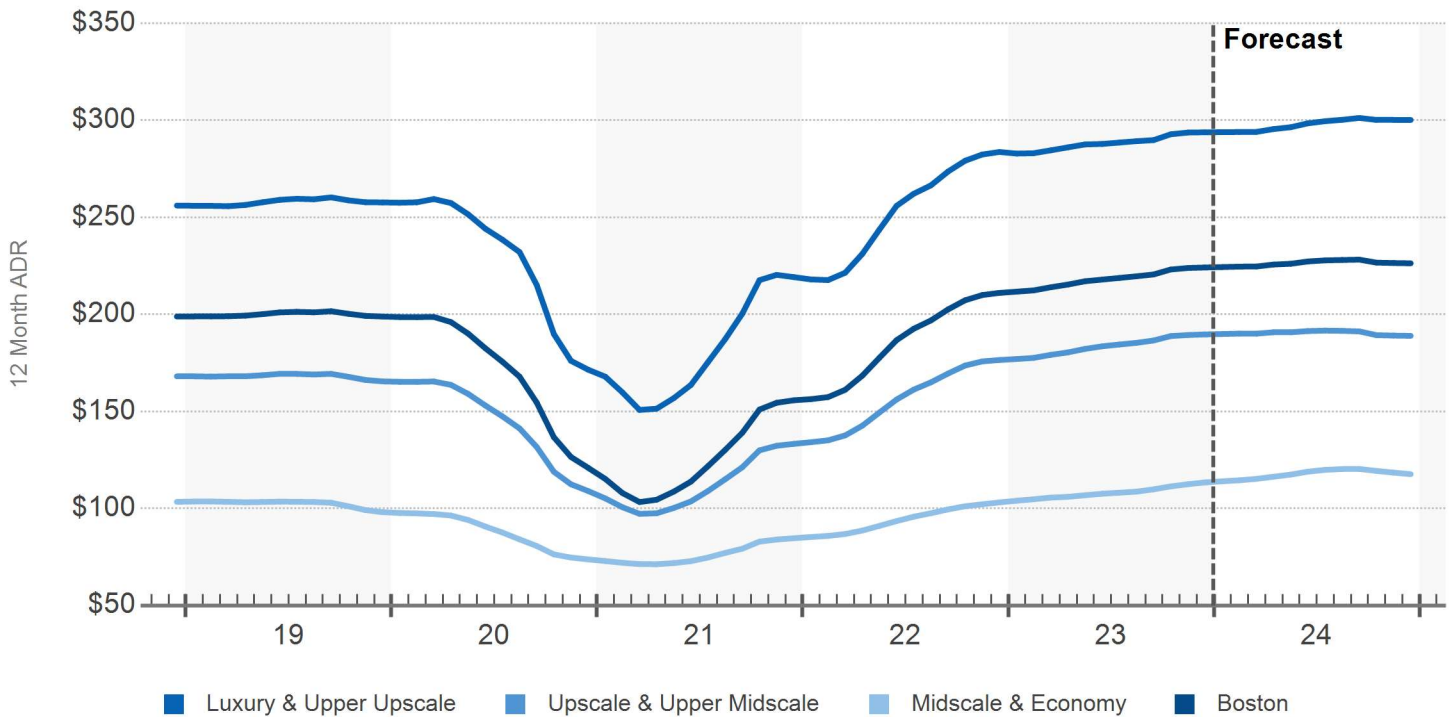
REVPAR MONTHLY



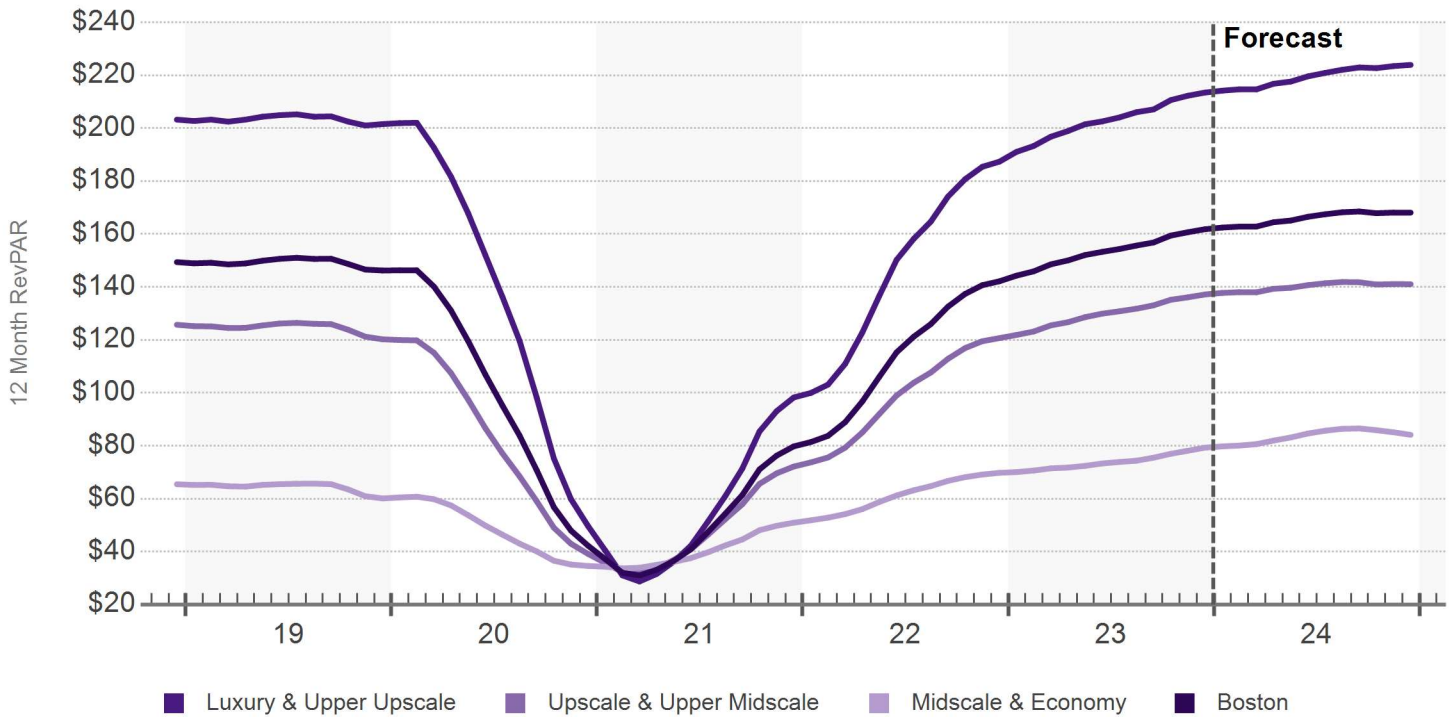
OCCUPANCY BY CLASS



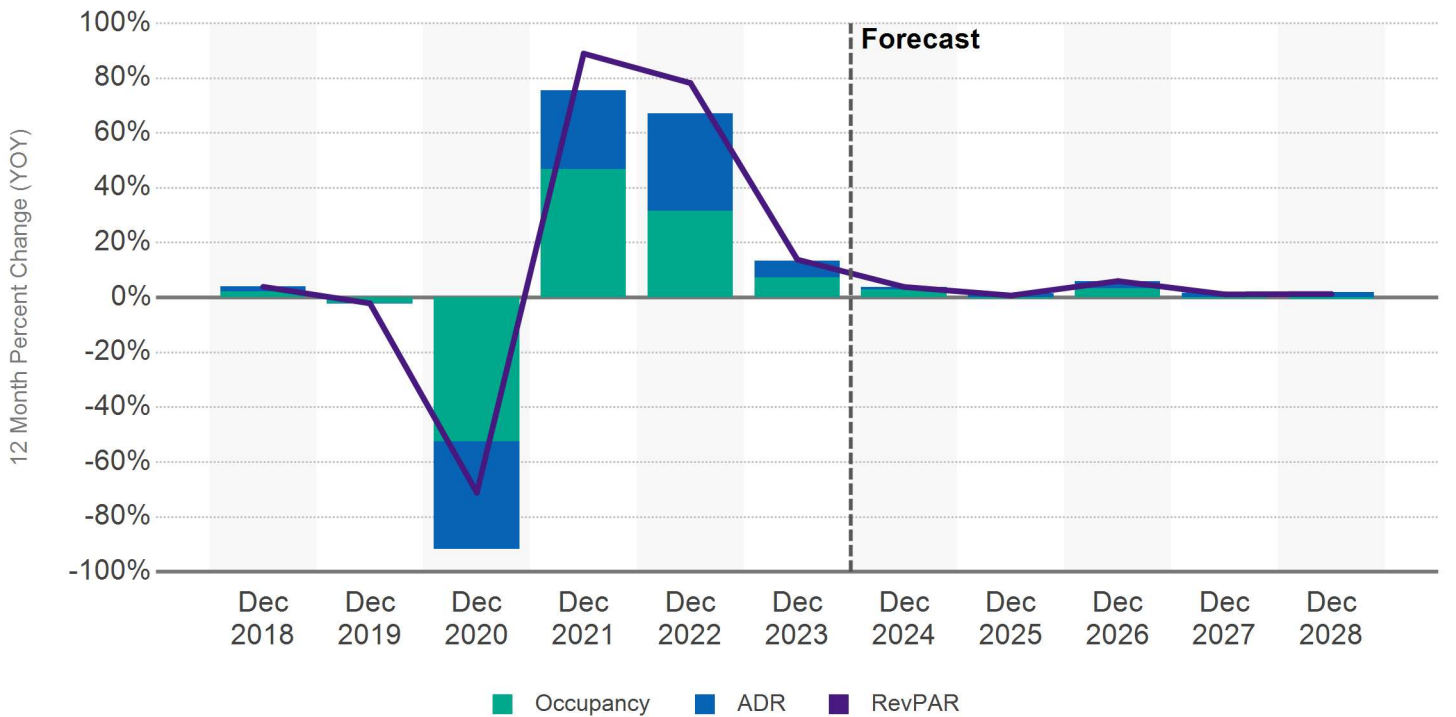
ADR BY CLASS



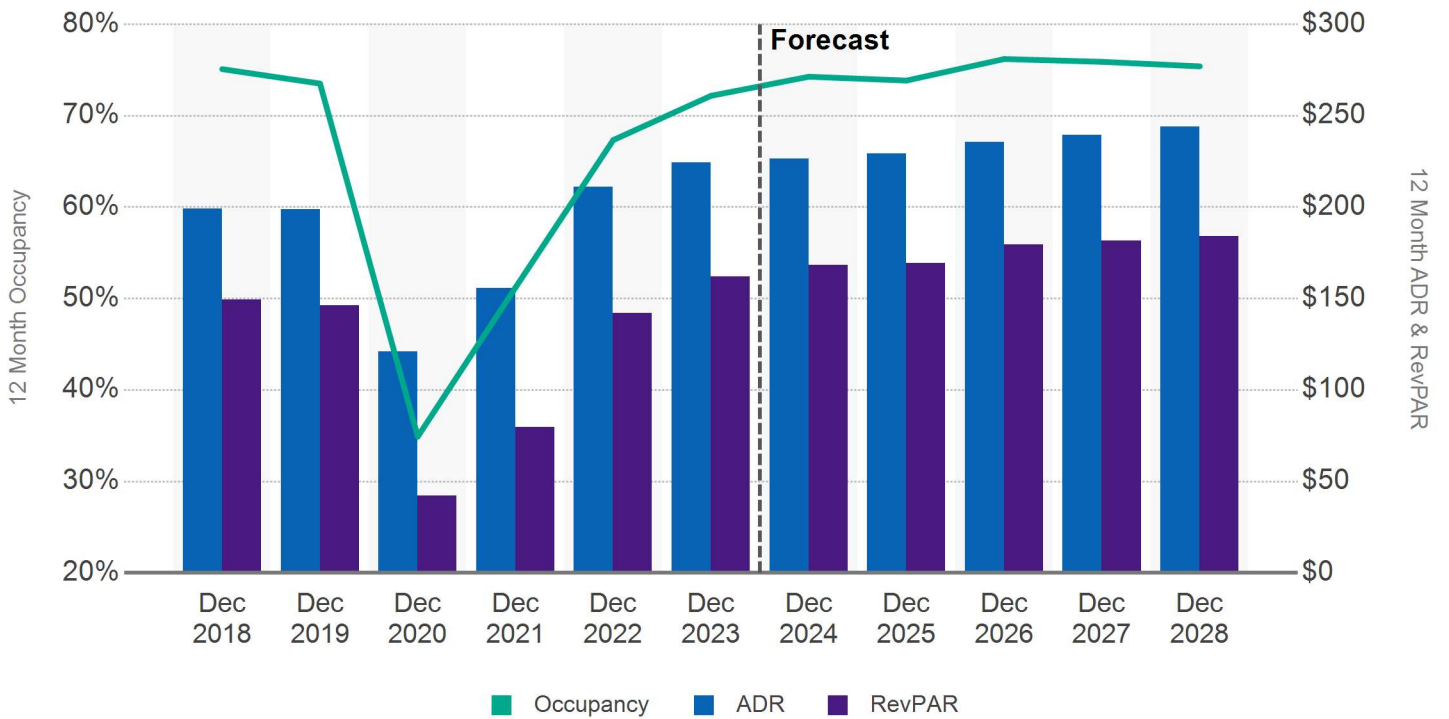
REVPAR BY CLASS



REVPAR GROWTH COMPOSITION



OCCUPANCY, ADR & REVPAR



FULL-SERVICE HOTELS PROFITABILITY (ANNUAL)

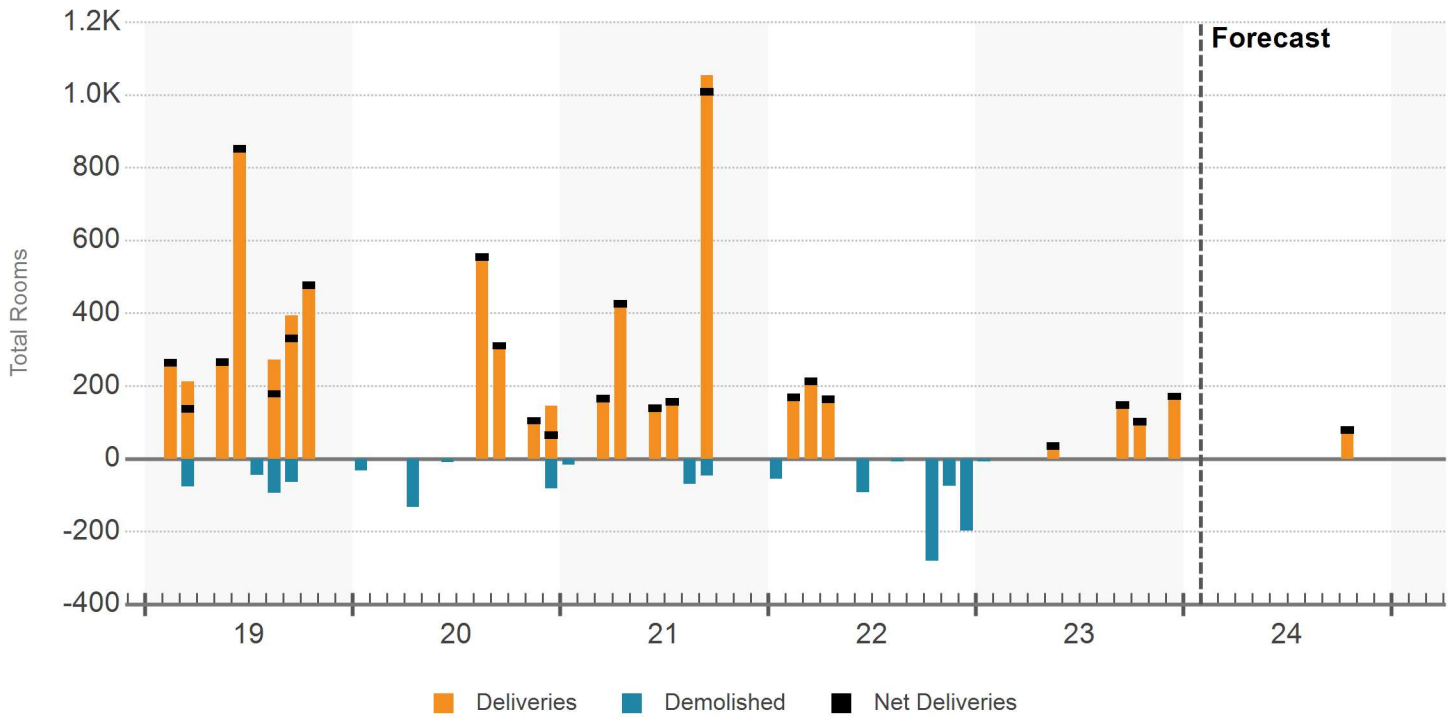
Market	% of Revenues	2022		2021-2022 % Change	
		PAR	POR	PAR	POR
Revenue					
Rooms	74.6%	\$65,130	\$274.04	98.6%	32.6%
Food	11.8%	\$10,271	\$43.22	138.7%	59.4%
Beverage	3.5%	\$3,069	\$12.91	91.5%	27.8%
Other F&B	5.5%	\$4,784	\$20.13	157.0%	71.6%
Other Departments	2.4%	\$2,134	\$8.98	53.9%	2.8%
Miscellaneous Income	2.2%	\$1,898	\$7.98	18.1%	-21.1%
Total Revenue	100%	\$87,286	\$367.26	100.4%	33.8%
Operating Expenses					
Rooms	25.6%	\$16,647	\$70.04	63.3%	9.0%
Food & Beverage	76.0%	\$13,776	\$57.96	100.2%	33.6%
Other Departments	52.3%	\$1,116	\$4.70	71.8%	14.7%
Administrative & General	8.8%	\$7,686	\$32.34	49.6%	-0.1%
Information & Telecommunication Systems	1.3%	\$1,103	\$4.64	24.5%	-16.9%
Sales & Marketing	8.3%	\$7,223	\$30.39	72.8%	15.3%
Property Operations & Maintenance	4.0%	\$3,464	\$14.57	30.8%	-12.7%
Utilities	4.0%	\$3,498	\$14.72	28.3%	-14.3%
Gross Operating Profit	37.5%	\$32,772	\$137.89	219.7%	113.4%
Management Fees	3.5%	\$3,019	\$12.70	136.4%	57.8%
Rent	0.8%	\$669	\$2.82	-16.4%	-44.2%
Property Taxes	5.9%	\$5,143	\$21.64	2.0%	-31.9%
Insurance	0.8%	\$718	\$3.02	30.7%	-12.8%
EBITDA	26.6%	\$23,223	\$97.71	800.2%	500.9%
Total Labor Costs	34.3%	\$29,979	\$126.14	63.5%	9.2%

(1) For Annual P&L, the current year exchange rate is used for each year going back in time. This current year exchange rate is the average of all 12 monthly rates for that year.

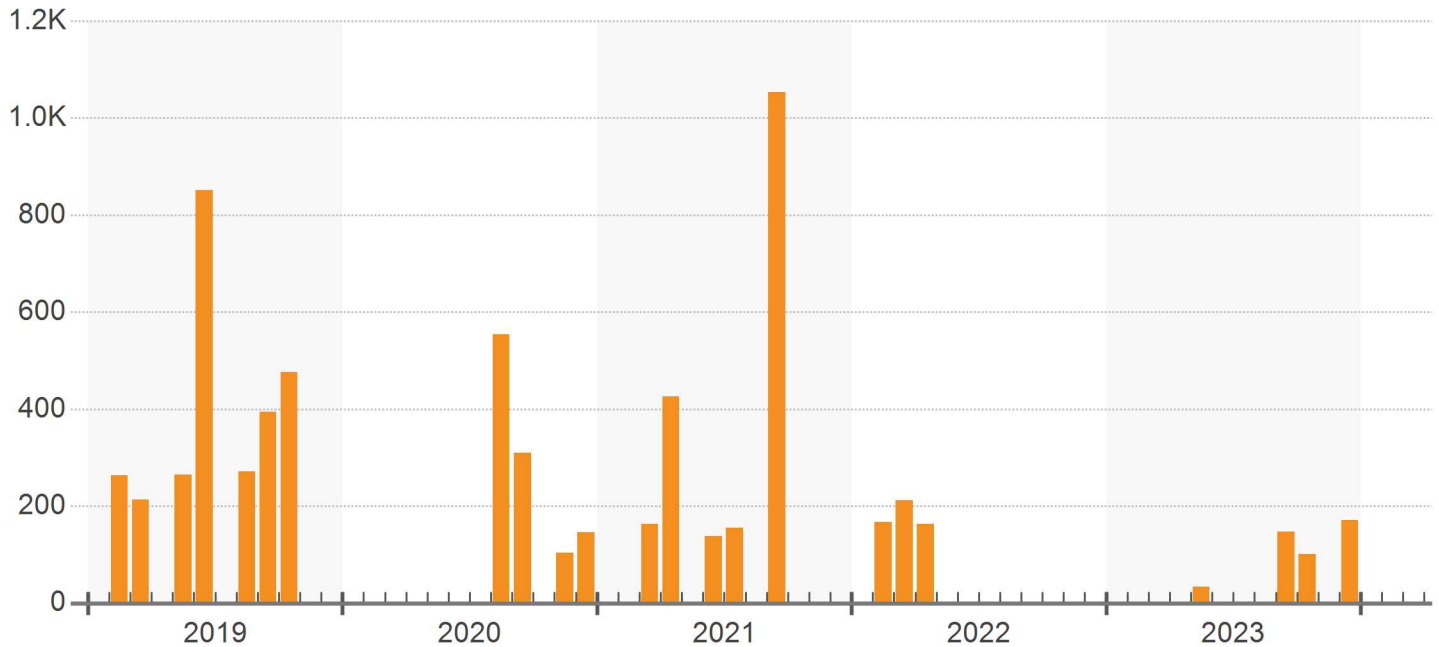
(2) Percentage of Revenues for departmental expenses (Rooms, Food & Beverage, and Other Departments) are based on their respective departmental revenues. All other expense percentages are based on Total Revenue.

(3) Labor costs are already included in the operating expenses above. Amounts shown in Total Labor Costs are for additional detail only.

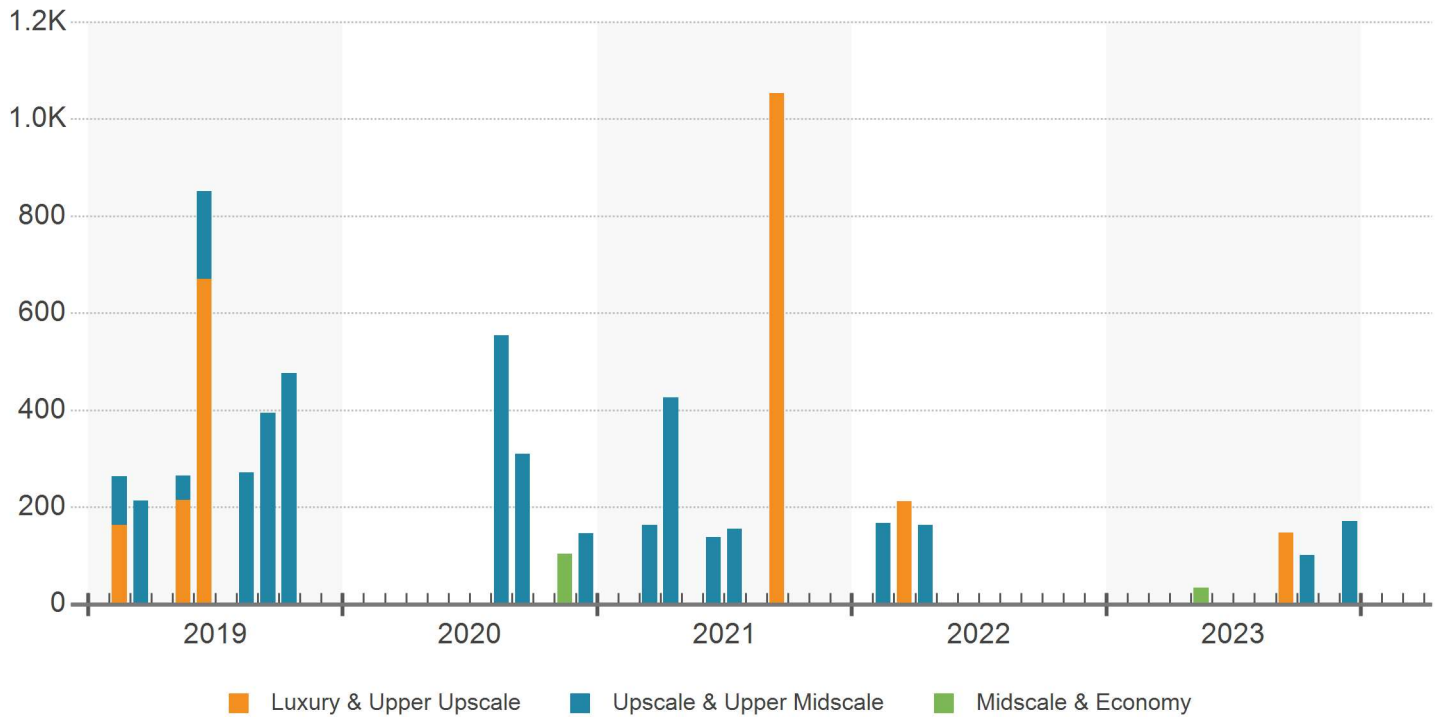
DELIVERIES & DEMOLITIONS



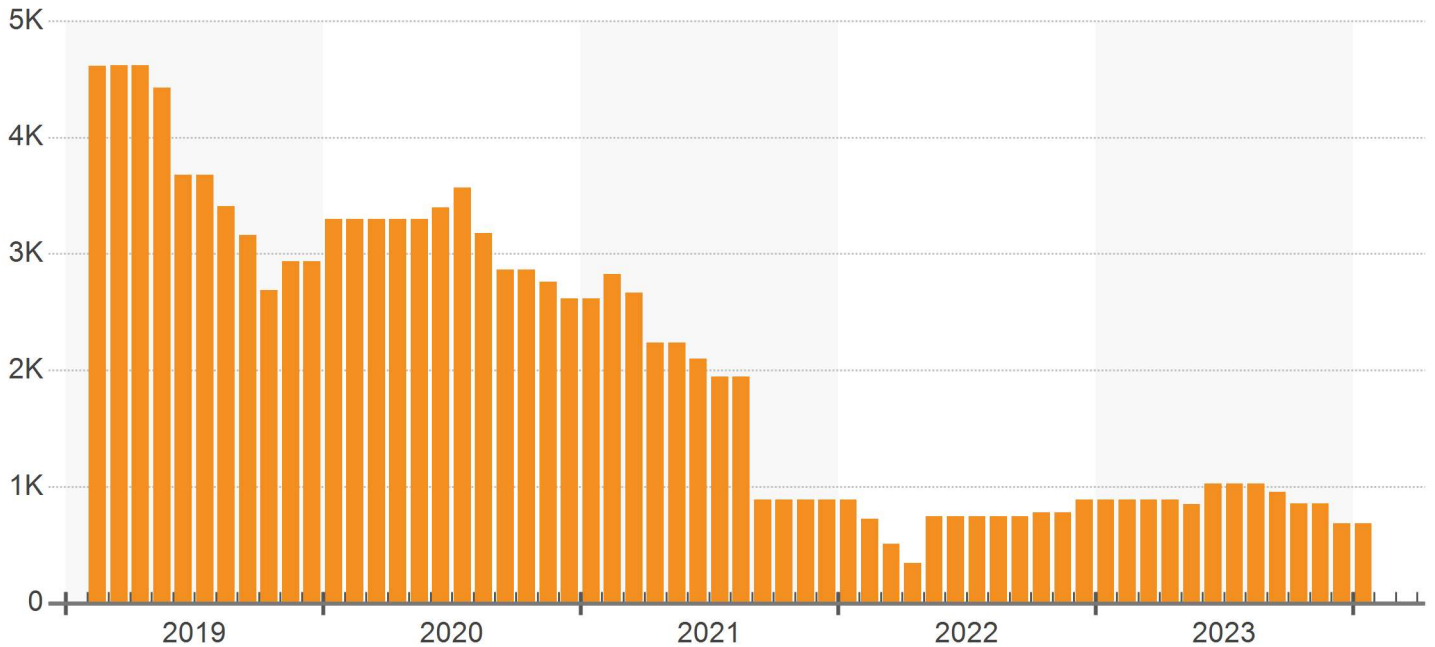
ROOMS DELIVERED



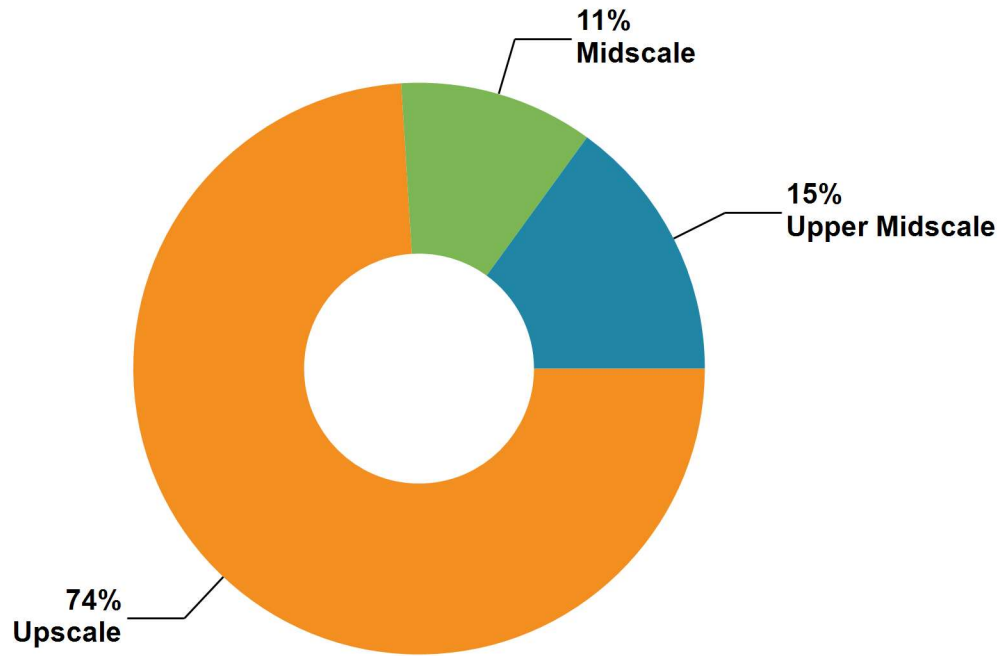
ROOMS DELIVERED BY CLASS



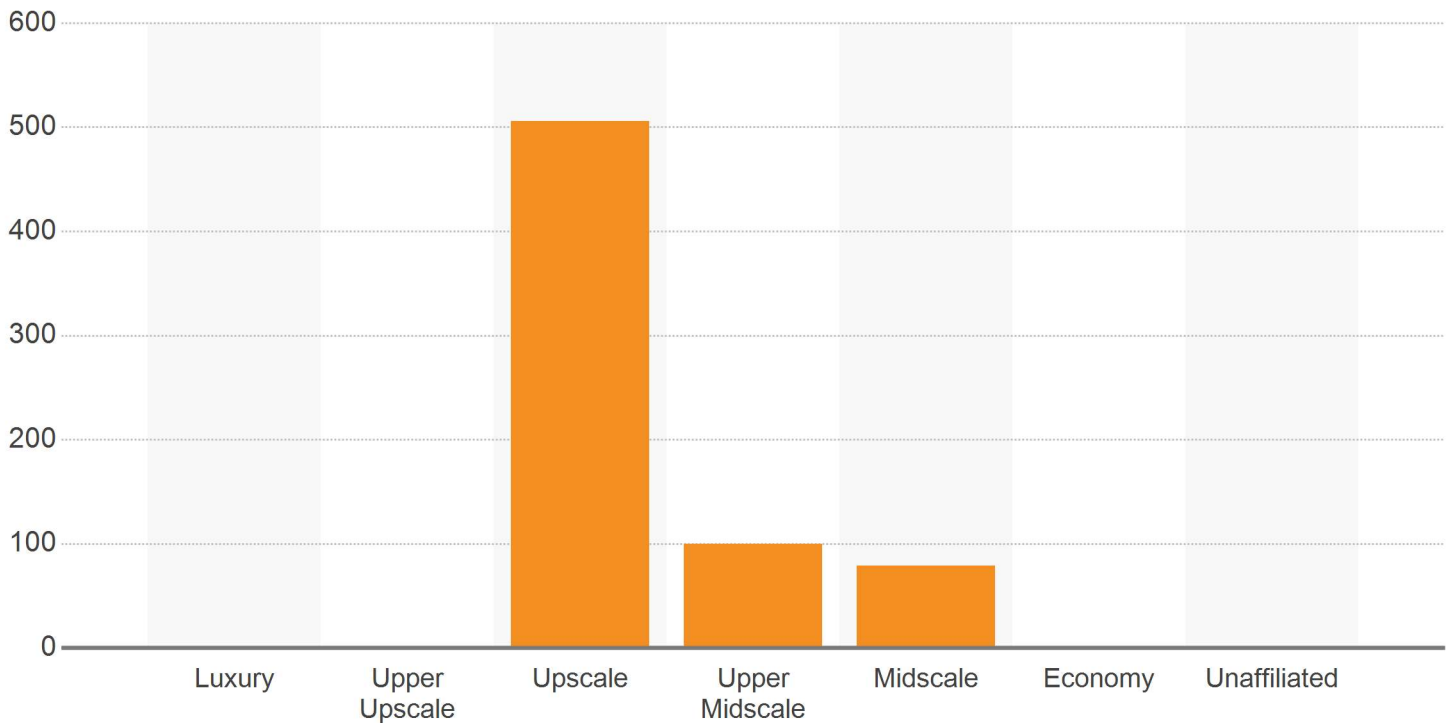
ROOMS UNDER CONSTRUCTION



TOTAL ROOMS UNDER CONSTRUCTION BY SCALE



ROOMS UNDER CONSTRUCTION BY SCALE



Under Construction Properties

Boston Hospitality

Properties

Rooms

Percent of Inventory

Average Rooms

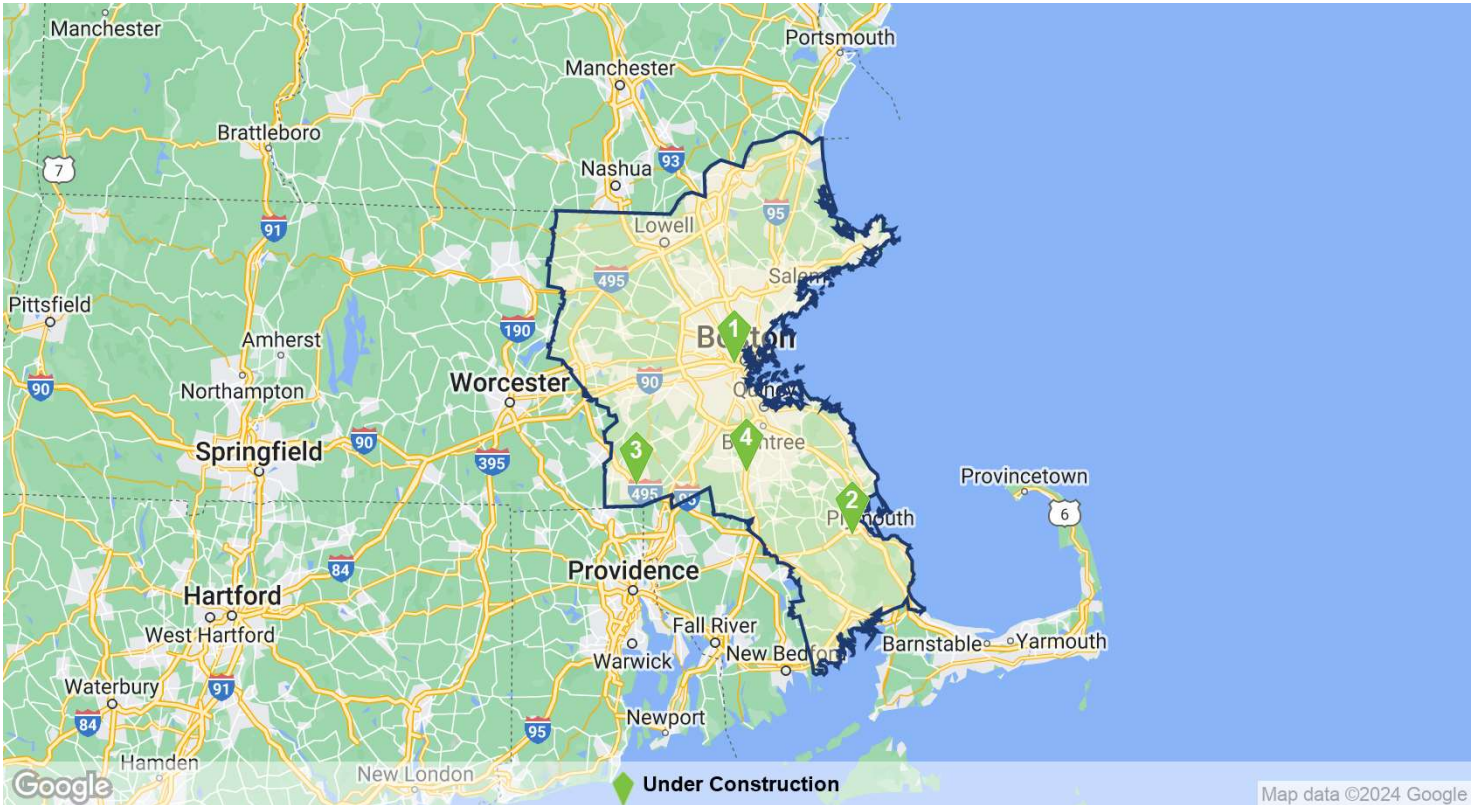
4

685

1.1%

171

UNDER CONSTRUCTION PROPERTIES



UNDER CONSTRUCTION

Property Name/Address	Class	Rooms	Stories	Start	Complete	Brand/Developer
1 citizenM Boston Back Bay 408 Newbury St	Upscale	399	13	May 2022	Dec 2025	citizenM Samuels & Associates
2 Cambria Hotels & Suites Plymouth 26 Plaza Way	Upscale	107	4	Dec 2022	Jul 2025	Cambria Hotels
3 Home2 Suites by Hilton Boston Framingham 725 Union St	Upper Midscale	100	4	Jan 2020	Feb 2024	Home2 Suites by Hilton Jamsan Management
4 Tru by Hilton Brockton 0 Westgate Dr	Midscale	79	4	Sep 2023	Oct 2024	Tru by Hilton KARM Properties

Hotel investment activity in Boston has been relatively low in 2023, with only 16 transactions in the past 12 months. This number is significantly lower than the number of transactions in 2022, which was 46. But considering the higher interest rate environment and the trades that have taken place this year, trades have represented a good mix of different types of hotels, with approximately 40% being upper-tier hotels, 40% being mid-tier hotels, and 20% being economy hotels.

In November, it was announced that CBRE's Debt & Structured Finance Team acquired the Sheraton Boston Hotel for \$164.1 million (\$207,070/key). The Sheraton Boston Hotel is a 792-room hotel in Boston's Back Bay in the mixed-use Prudential Center. Starting in 23Q4, the hotel will undergo a comprehensive renovation to become the next-generation Sheraton Hotel. The renovation plan includes upgrading the guest rooms, refreshing the meeting and event spaces, and renovating and re-conceptualizing the F&B outlets.

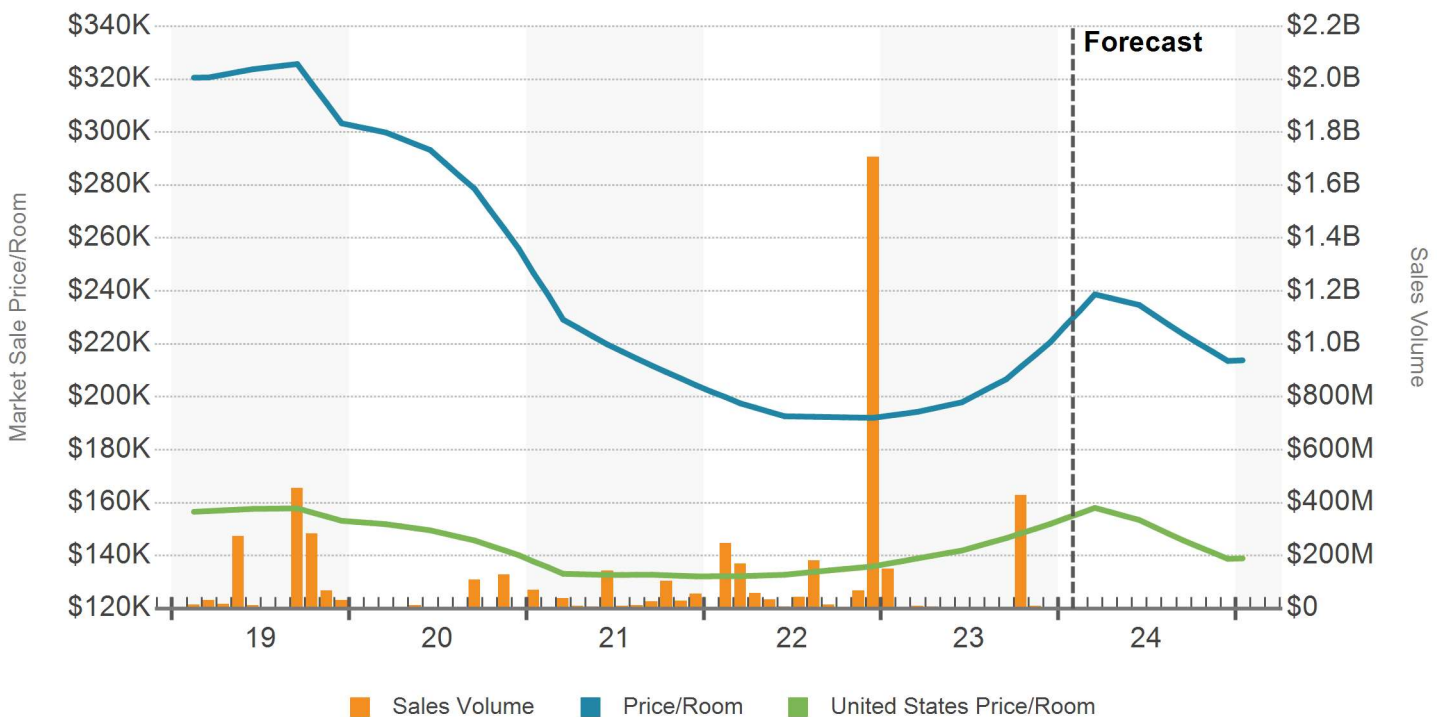
In October, the 1,060-room Hilton Boston Park Plaza hotel sold for \$370 million (\$349,057/key) from Parks Hospitality, the seller, to Sunstone Hotel Partnership, LLC. Additionally, in October, The Whitney Hotel, a 65-

room Luxury class hotel, sold for \$57 million (\$876,923/key). The hotel was traded from Egeria Real Estate Boston LLC to Related Management, and Pentucket Bank provided the buyer with a \$17.1 million loan toward the purchase.

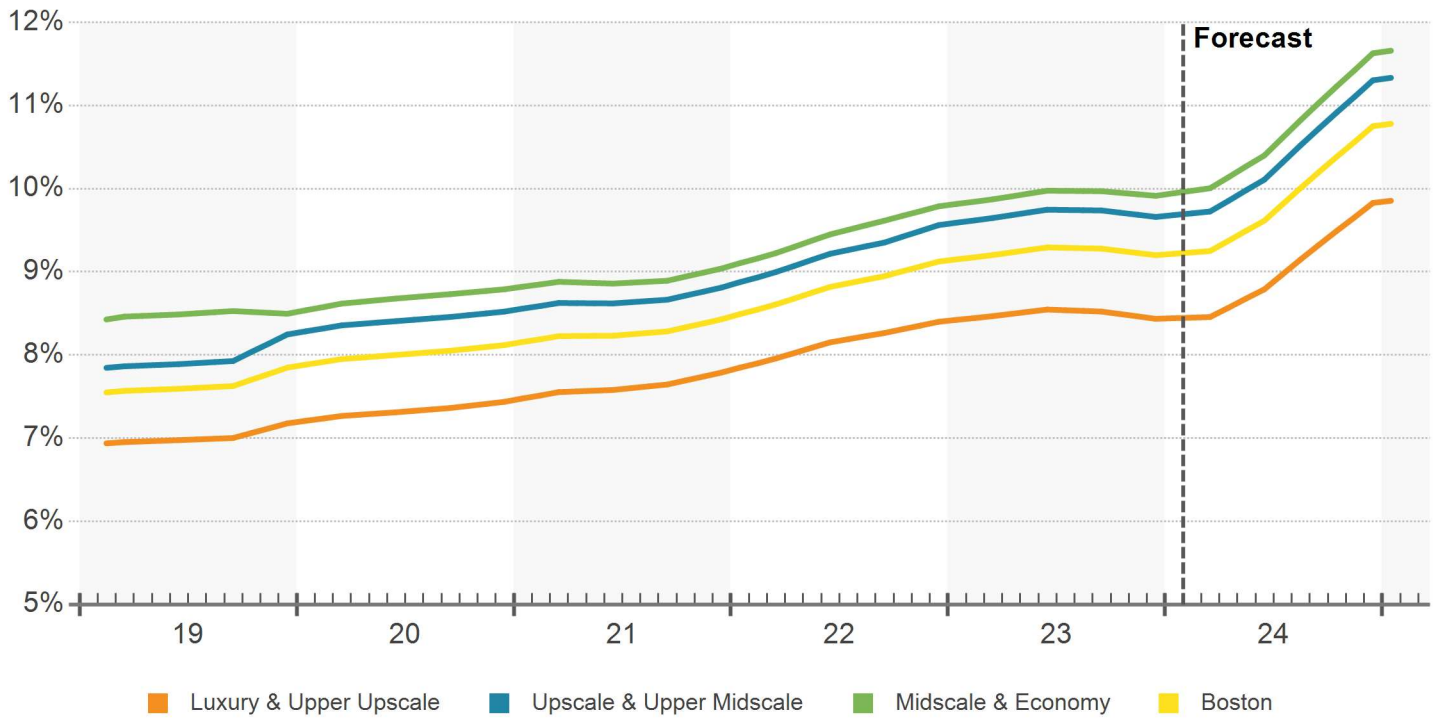
According to CoStar's CMBS data, 36 hotels have active CMBS loans. Over 75% of active loans are maturing in the next two years, providing potential opportunities for investors watching the market. Fourteen hotels are currently on the watchlist for possible distress. One of the 14 hotels on the watchlist, the 130-room Courtyard Boston Dedham is located in the Dedham/Marlborough Submarket.

The recent increase in interest rates is making it more difficult for buyers to finance their deals and investments, as overall economic trends may affect lending practices. However, the limited availability of new hotels in the market is a positive signal for current property owners and operators. It could lead to increased transactions, as the Fed is expected to lower interest rates in 2024. Nevertheless, potential buyers may require a more detailed strategy to analyze the risks and assess these opportunities.

SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE



Sales Past 12 Months

Boston Hospitality

Sale Comparables

Average Price/Room

Average Price

Average Cap Rate

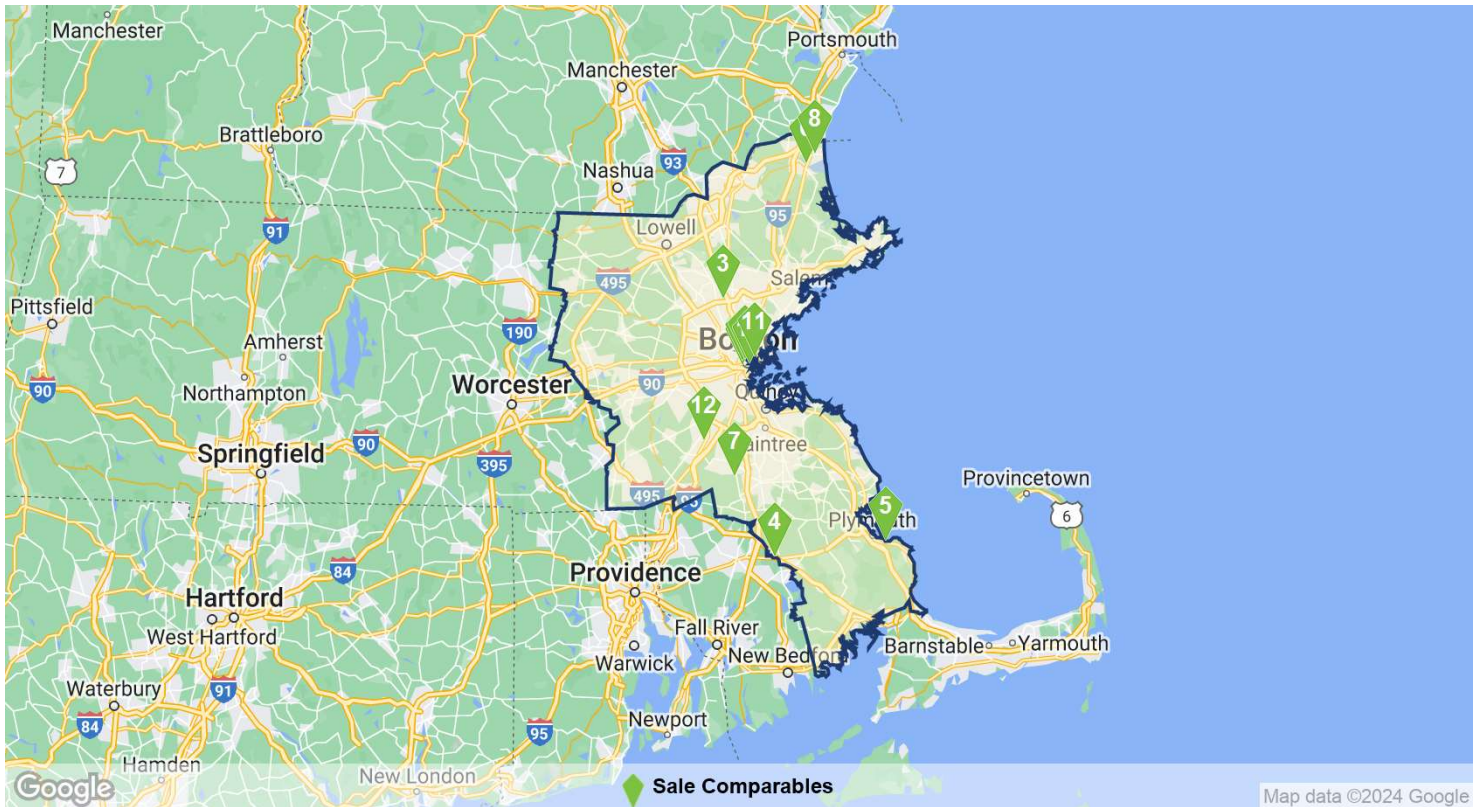
12

\$321K

\$57.7M

7.8%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sale Attributes	Low	Average	Median	High
Sale Price	\$2,250,000	\$57,703,124	\$6,925,000	\$370,000,000
Price/Room	\$92,500	\$321,242	\$111,694	\$876,923
Cap Rate	7.1%	7.8%	7.1%	8.5%
Time Since Sale in Months	2.2	6.8	4.7	11.7
Property Attributes	Low	Average	Median	High
Property Size in Rooms	16	173	80	1,060
Number of Floors	1	4	4	15
Total Meeting Space	1,320	18,374	18,374	64,490
Year Built	1920	1966	1964	2013
Class	Economy	Upscale	Upper Midscale	Luxury

Sales Past 12 Months

Boston Hospitality

RECENT SIGNIFICANT SALES

	Property Name/Address	Property Information			Sale Information			
		Class	Yr Built	Rooms	Brand	Sale Date	Price	Price/Room
1	Hilton Boston Park Plaza 50 Park Plz	Upper Upscale	1927	1060	Hilton	10/30/2023	\$370,000,000	\$349,057
2	The Whitney Hotel 170 Charles St	Luxury	1925	65	-	10/16/2023	\$57,000,000	\$876,923
3	Holiday Inn Express Boston North... 315 Mishawum Rd	Upper Midscale	1984	93	Holiday Inn Express	3/24/2023	\$9,500,000	\$102,151
4	Fairfield Inn & Suites Raynham Mi... 4 Chalet Rd	Upper Midscale	1989	100	Fairfield Inn	11/1/2023	\$9,250,000	\$92,500
5	Pilgrim Sands Hotel 150 Warren Ave	Upper Midscale	1964	62	-	4/14/2023	\$6,925,000	\$111,694
6	The Inn At Ring's Island 175 Bridge Rd	Economy	1960	18	-	9/11/2023	\$4,199,999	\$233,333
7	Stoughton Motel 1919 Washington St	Economy	1950	16	-	5/30/2023	\$2,500,000	\$156,250
8	Beach Road Grove Cabins 104 Beach Rd	Economy	1969	23	-	2/10/2023	\$2,250,000	\$97,826
9	The Boxer 107 Merrimac St	Upper Upscale	1920	80	-	11/28/2023	-	-
10	The Envoy Hotel, Autograph Colle... 70 Sleeper St	Upper Upscale	2013	136	Autograph Collection	11/28/2023	-	-
11	Embassy Suites by Hilton 207 Porter St	Upper Upscale	2003	282	Embassy Suites by Hilton	3/9/2023	-	-
12	Courtyard Boston Norwood/Canton 300 River Ridge Dr	Upscale	1989	147	Courtyard	2/23/2023	-	-

Boston's economy rebounded strongly in 2023 and is expected to see stabilized growth this year., reaching pre-pandemic levels.. As the largest city in New England, Boston has a significant cultural and economic influence on the entire region, earning it the title of the region's unofficial capital. The city has a robust academic and medical presence, with over 100 colleges and universities in Greater Boston that attract more than 250,000 students. Boston is also famous for its rich history, particularly concerning the American Revolution, evident in the Boston National Historical Park, a repository for several historical sites from that period.

Boston is a hub for technology companies and is recognized as the country's leading center for biotechnology and life sciences, receiving more funding from the National Institutes of Health annually than any other city in the United States. Innovation is a significant component of Boston's identity, thanks to its strong academic presence, access to venture capital, and the many high-tech companies operating in the market. The Route 128 corridor and Greater Boston remain significant centers for venture capital investment, and the high-tech industry is an essential sector of the local economy.

Boston's economy has faced headwinds, particularly employment, but professional and technical services, information, healthcare, and social assistance sectors are pushing past pre-pandemic levels.

Tourism is a vital part of Boston and Massachusetts's economy, with Boston receiving 19.8 million domestic and 2.8 million international visitors in 2019, who spent about \$14 billion. The tourism industry is expected to recover, as inbound international travel from China, the European Union, and the United Kingdom continues to ramp up to pre-pandemic levels. Convention and group demand are crucial to the region's economy and the number of jobs it supports. The Boston Convention & Exhibit Center (BCEC) generates an estimated economic impact of \$640 million annually and supports over 5,000 jobs. Due to pandemic-related cancellations in 2020 and 2021, 2023 has fared much better, with the return of many groups to both the Hynes Convention Center and the BCEC. The group travel pace for 2023 so far is nearly 90% of 2019 levels, and the 2023 pace is expected to surpass 2019 levels, underscoring the strong recovery underway across the region.

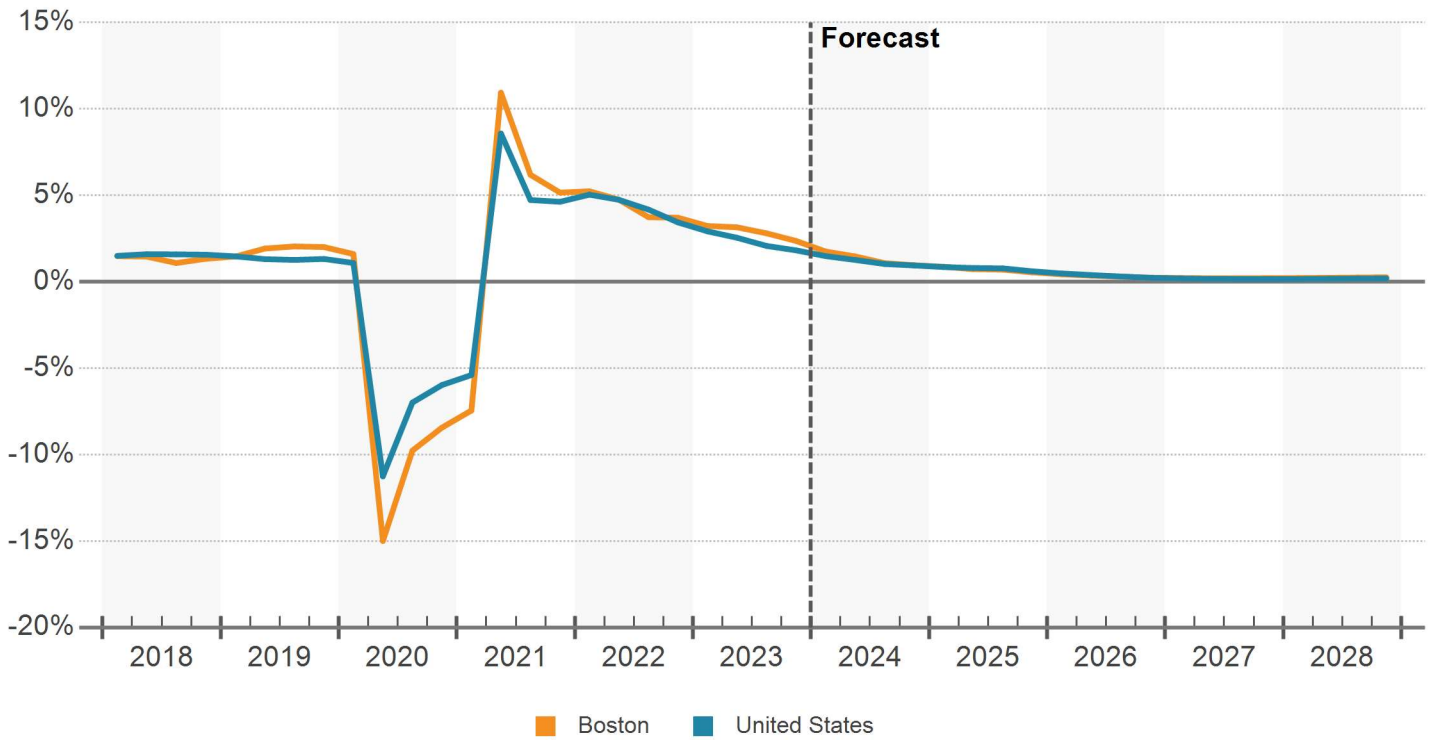
While further recovery in the hospitality industry remains a challenge, Boston's economy shows signs of a robust recovery across various sectors. However, new challenges present uncertainty as the Federal Reserve continues to battle against inflation, making securing financing for real estate development more difficult in the high-interest rate environment. Nonetheless, Boston's economy has navigated past challenges in the past three years and to emerge in a strong position.

BOSTON EMPLOYMENT BY INDUSTRY IN THOUSANDS

Industry	CURRENT JOBS		CURRENT GROWTH		10 YR HISTORICAL		5 YR FORECAST	
	Jobs	LQ	Market	US	Market	US	Market	US
Manufacturing	148	0.7	-0.38%	0.07%	-0.56%	0.72%	-0.27%	0.15%
Trade, Transportation and Utilities	363	0.7	0.99%	0.18%	0.20%	1.06%	-0.12%	0.16%
Retail Trade	204	0.8	-1.62%	0.05%	-0.60%	0.20%	-0.01%	0.13%
Financial Activities	191	1.2	0.46%	0.62%	1.20%	1.46%	0.08%	0.18%
Government	290	0.7	2.66%	2.74%	0.50%	0.52%	0.22%	0.37%
Natural Resources, Mining and Construction	123	0.8	5.52%	2.49%	3.92%	2.43%	1.25%	0.30%
Education and Health Services	586	1.3	3.07%	3.93%	1.77%	1.99%	0.52%	0.66%
Professional and Business Services	547	1.4	2.46%	0.77%	2.62%	2.00%	0.51%	0.51%
Information	85	1.6	-1.66%	-2.66%	1.69%	1.07%	0.66%	0.28%
Leisure and Hospitality	247	0.9	3.04%	3.07%	0.82%	1.52%	1.08%	0.77%
Other Services	98	1.0	1.77%	1.83%	0.49%	0.67%	0.75%	0.31%
Total Employment	2,679	1.0	2.14%	1.69%	1.32%	1.36%	0.43%	0.41%

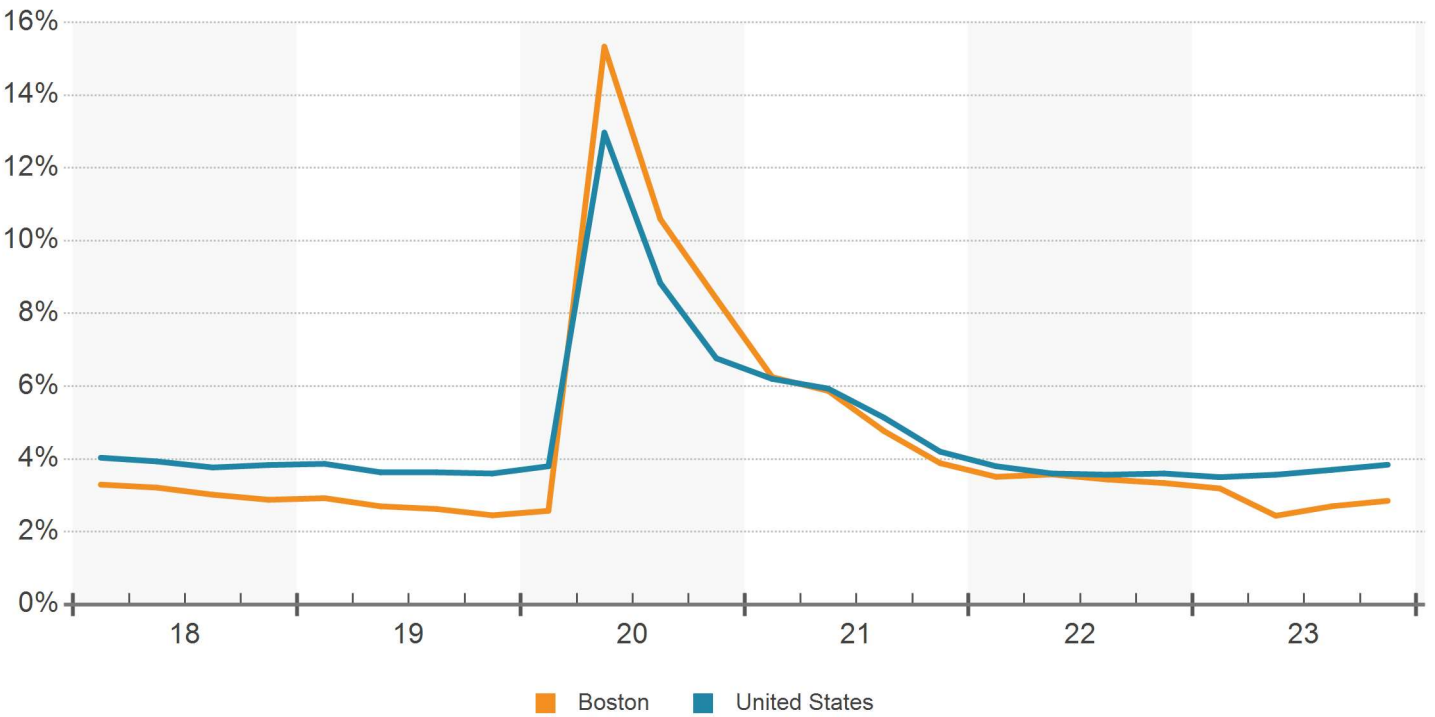
Source: Oxford Economics
LQ = Location Quotient

JOB GROWTH (YOY)

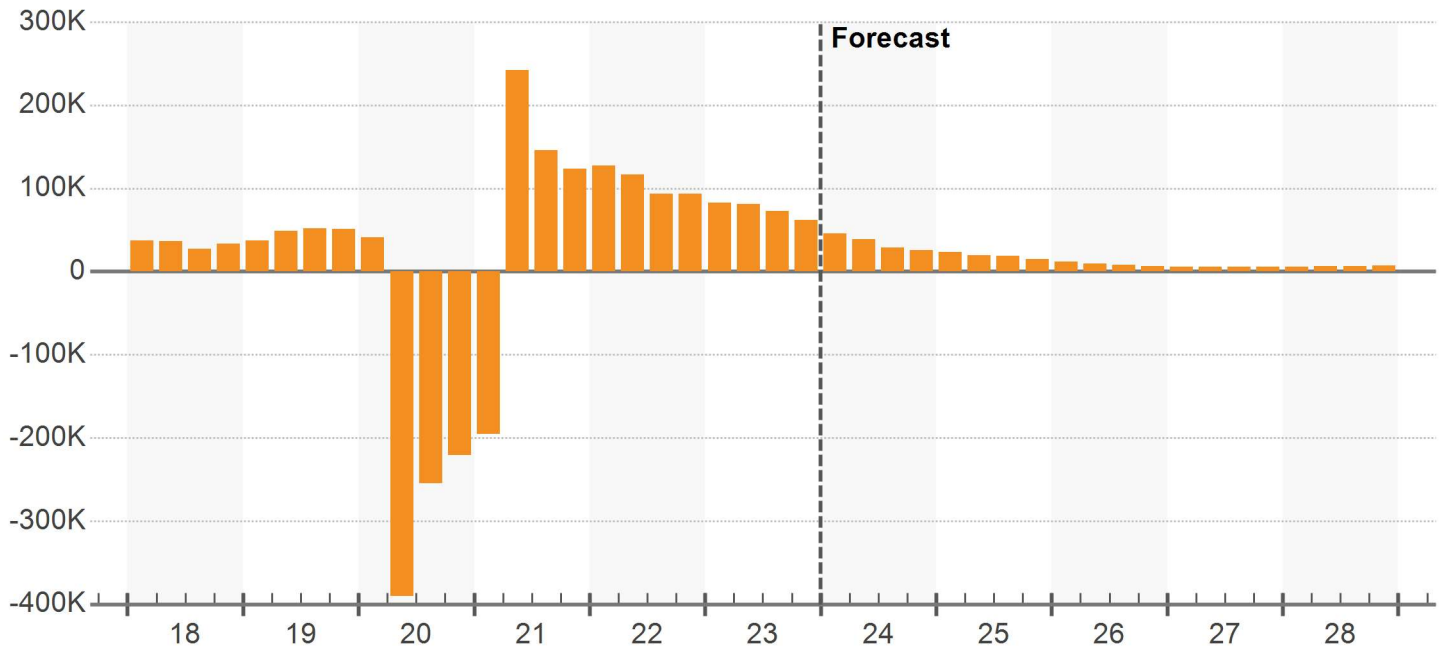


Source: Oxford Economics

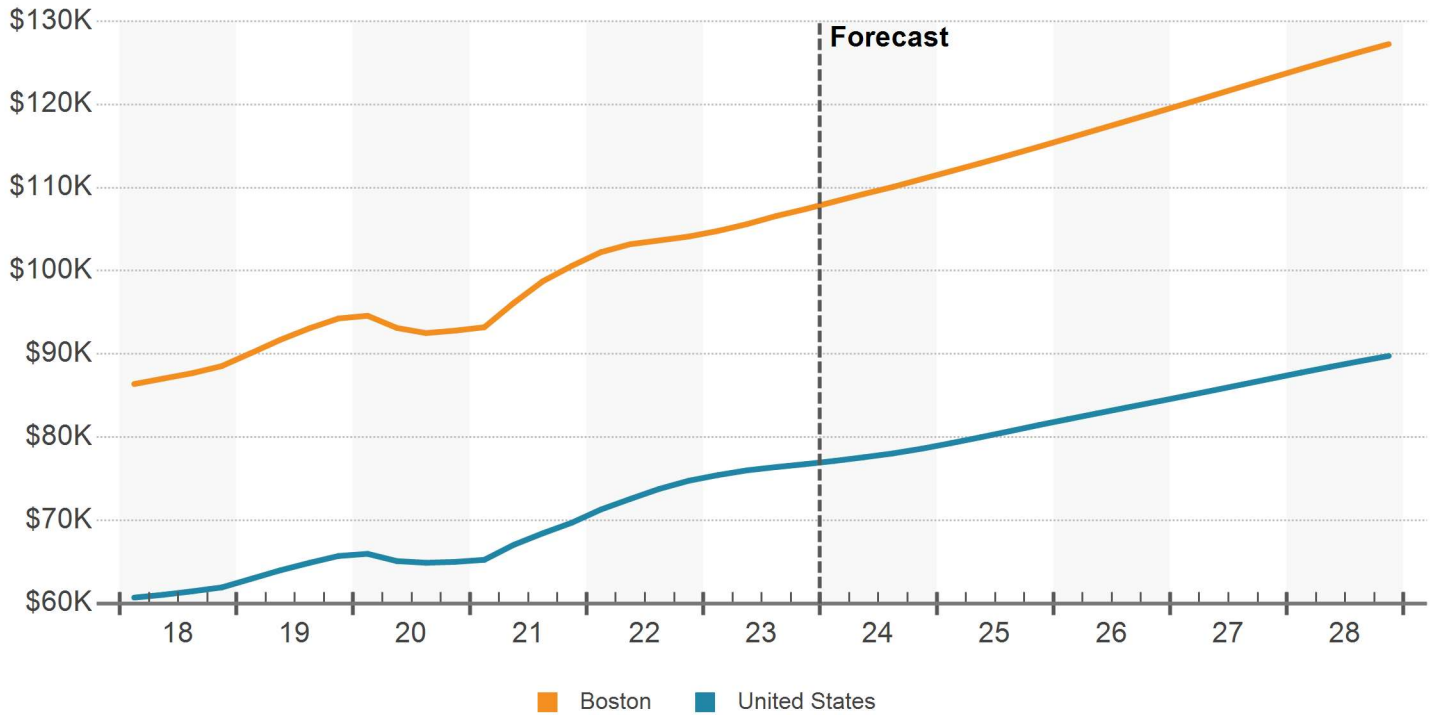
UNEMPLOYMENT RATE (%)



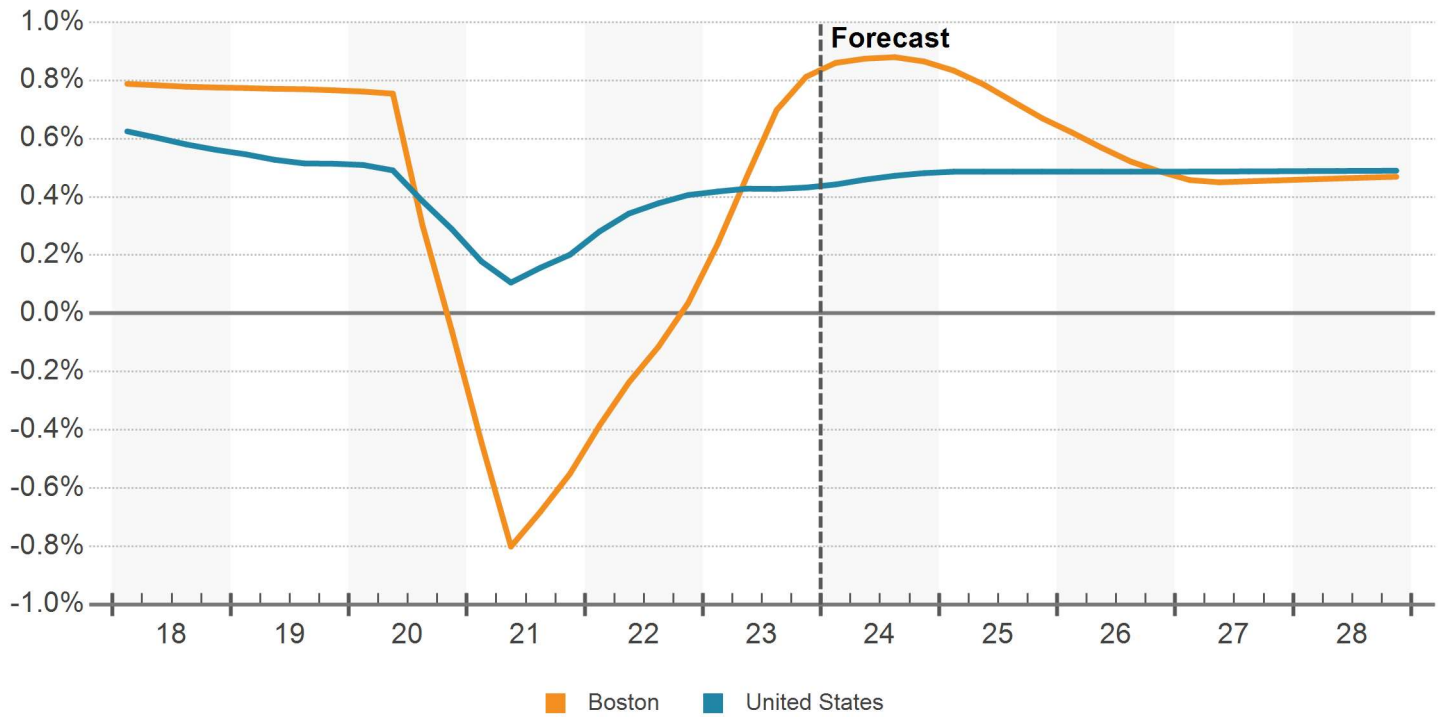
NET EMPLOYMENT CHANGE (YOY)



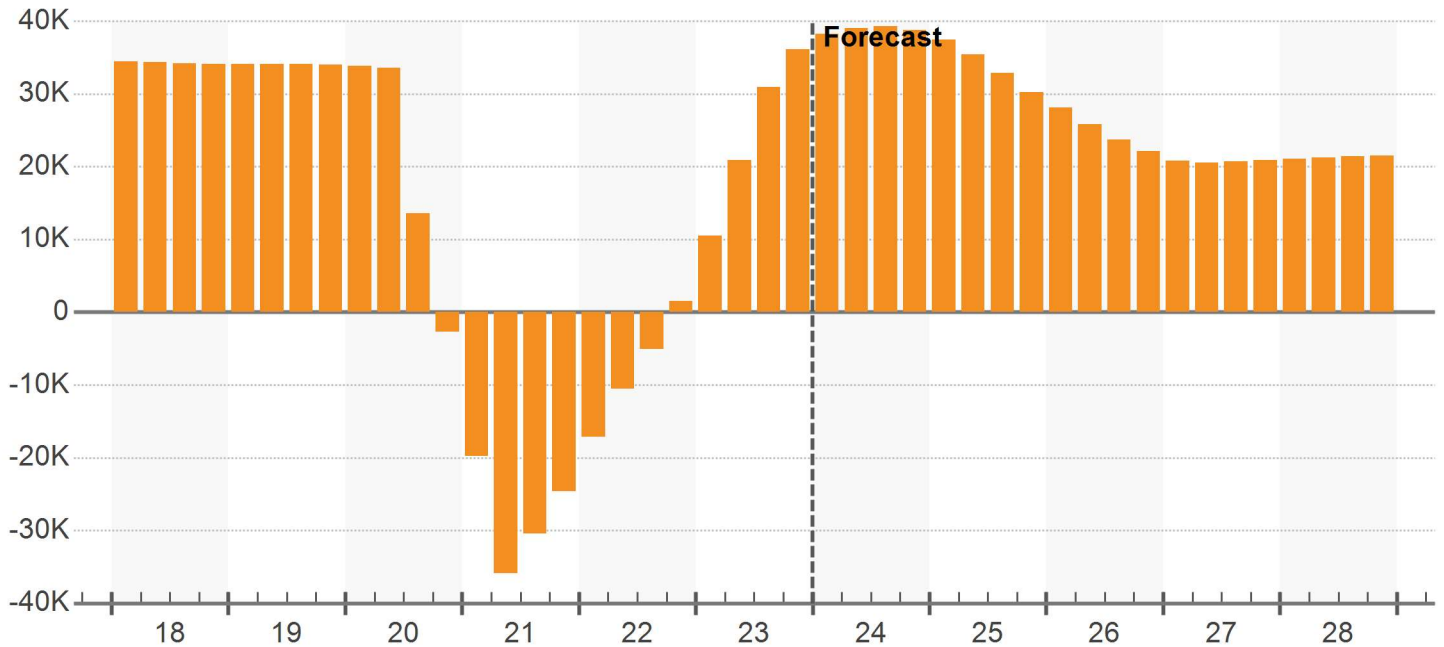
MEDIAN HOUSEHOLD INCOME



POPULATION GROWTH (YOY %)



NET POPULATION CHANGE (YOY)

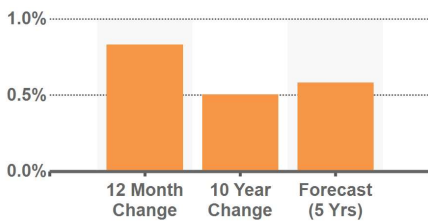


DEMOGRAPHIC TRENDS

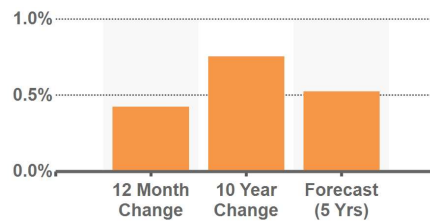
Demographic Category	Current Level		12 Month Change		10 Year Change		5 Year Forecast	
	Metro	US	Metro	US	Metro	US	Metro	US
Population	4,480,033	335,246,656	0.8%	0.4%	0.5%	0.5%	0.6%	0.5%
Households	1,786,160	130,903,977	1.0%	0.6%	1.0%	0.9%	0.7%	0.6%
Median Household Income	\$107,750	\$76,899	3.2%	2.5%	4.0%	3.9%	3.4%	3.2%
Labor Force	2,467,038	168,486,109	0.4%	1.9%	0.8%	0.8%	0.5%	0.2%
Unemployment	2.8%	3.8%	-0.4%	0.3%	-0.3%	-0.3%	-	-

Source: Oxford Economics

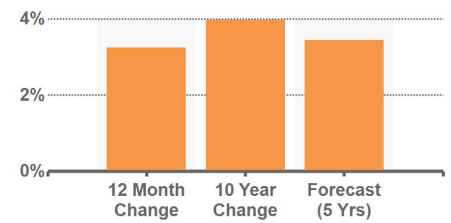
POPULATION GROWTH



LABOR FORCE GROWTH

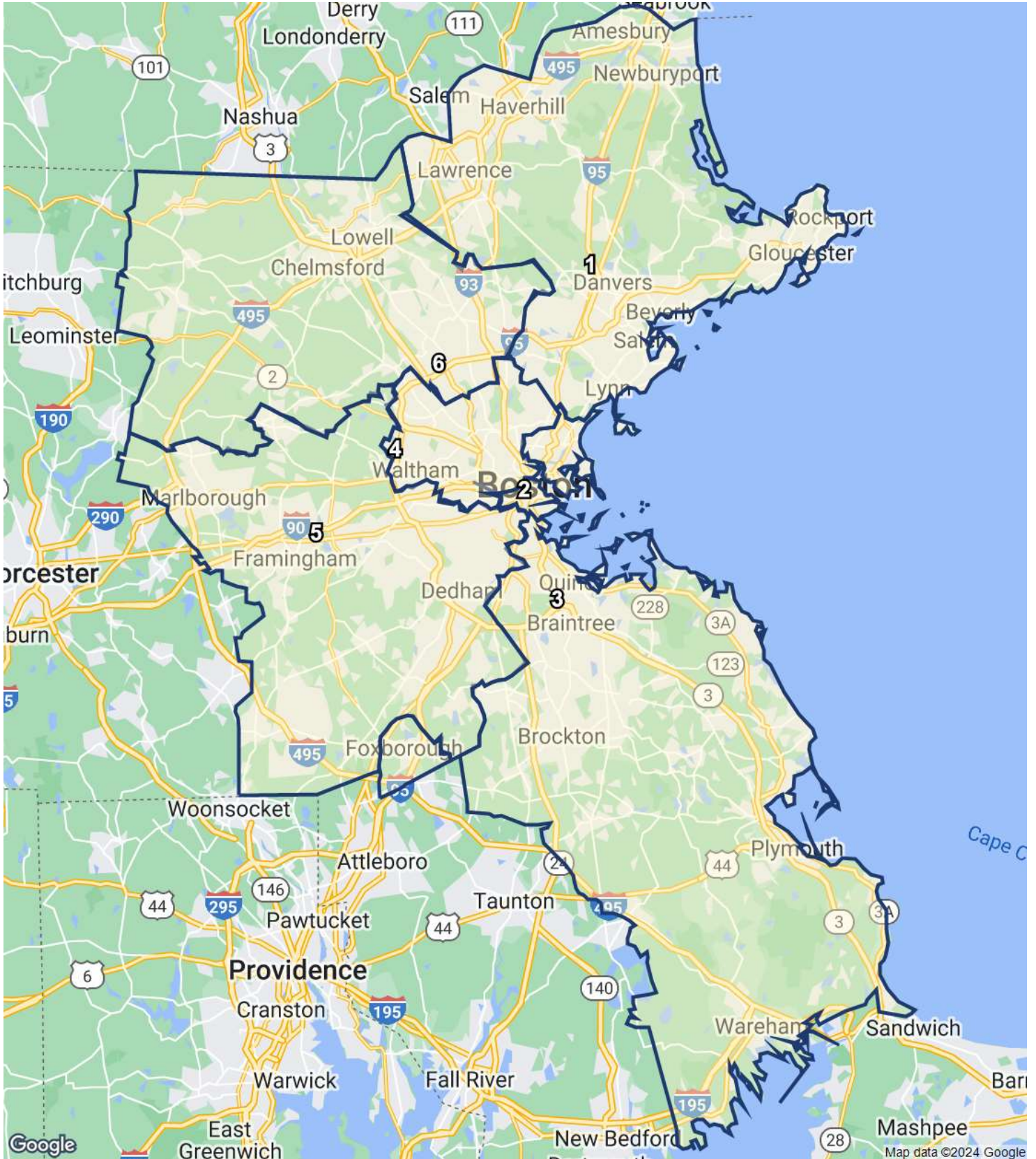


INCOME GROWTH



Source: Oxford Economics

BOSTON SUBMARKETS



SUBMARKET INVENTORY

#	Submarket	Inventory				12 Month Deliveries				Under Construction			
		Bldgs	Rooms	% Market	Rank	Bldgs	Rooms	%	Rank	Bldgs	Rooms	% Market	Rank
1	Andover/Danvers Northeast	88	6,488	10.4%	6	0	0	-	-	0	0	0%	6
2	Boston CBD/Airport	104	24,992	39.9%	1	1	147	0.6%	3	1	399	1.6%	2
3	Boston Southshore	75	6,726	10.7%	5	2	135	2.0%	2	2	186	2.8%	1
4	Cambridge/Waltham	65	9,291	14.8%	2	0	0	-	-	0	0	0%	4
5	Dedham/Marlborough	66	8,259	13.2%	3	2	171	2.1%	1	1	100	1.2%	3
6	Woburn/Tewksbury Northwest	52	6,892	11.0%	4	0	0	-	-	0	0	0%	5

SUBMARKET PERFORMANCE

#	Submarket	12 Mo Occupancy			12 Mo ADR			12 Mo RevPAR		
		Rank	%	Year Growth	Rank	Per Room	Year Growth	Rank	Per Room	Year Growth
1	Andover/Danvers Northeast	3	69.6%	4.3%	5	\$155.35	7.1%	4	\$108.13	11.7%
2	Boston CBD/Airport	1	76.5%	8.7%	1	\$289.72	4.8%	1	\$221.53	13.9%
3	Boston Southshore	4	69.0%	3.6%	4	\$157.97	6.6%	3	\$108.91	10.5%
4	Cambridge/Waltham	2	72.7%	11.7%	2	\$227.47	4.9%	2	\$165.31	17.2%
5	Dedham/Marlborough	6	66.3%	7.1%	3	\$160.30	7.3%	5	\$106.26	14.9%
6	Woburn/Tewksbury Northwest	5	68.2%	1.4%	6	\$152.32	9.8%	6	\$103.92	11.3%

OVERALL SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2027	22,995,185	0	0%	17,451,955	(70,387)	-0.4%
2026	22,995,185	156,072	0.7%	17,522,342	656,796	3.9%
2025	22,839,113	57,229	0.3%	16,865,546	(53,170)	-0.3%
2024	22,781,884	310,341	1.4%	16,918,716	699,126	4.3%
2023	22,471,543	(244,500)	-1.1%	16,219,590	923,013	6.0%
YTD	22,471,543	(244,500)	-1.1%	16,219,590	923,013	6.0%
2022	22,716,043	1,073,319	5.0%	15,296,577	4,213,213	38.0%
2021	21,642,724	2,407,258	12.5%	11,083,364	4,370,659	65.1%
2020	19,235,466	(2,269,830)	-10.6%	6,712,705	(9,096,645)	-57.5%
2019	21,505,296	571,984	2.7%	15,809,350	89,760	0.6%
2018	20,933,312	747,909	3.7%	15,719,590	867,833	5.8%
2017	20,185,403	535,837	2.7%	14,851,757	351,634	2.4%
2016	19,649,566	639,932	3.4%	14,500,123	(33,360)	-0.2%
2015	19,009,634	243,620	1.3%	14,533,483	387,112	2.7%
2014	18,766,014	(1,471)	0%	14,146,371	414,255	3.0%
2013	18,767,485	140,103	0.8%	13,732,116	365,202	2.7%

LUXURY & UPPER UPSCALE SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2027	9,192,235	0	0%	7,124,056	(87,251)	-1.2%
2026	9,192,235	0	0%	7,211,307	333,931	4.9%
2025	9,192,235	0	0%	6,877,376	21,194	0.3%
2024	9,192,235	55,668	0.6%	6,856,182	218,887	3.3%
2023	9,136,567	(117,813)	-1.3%	6,637,295	525,895	8.6%
YTD	9,136,567	(117,813)	-1.3%	6,637,295	525,895	8.6%
2022	9,254,380	819,687	9.7%	6,111,400	2,331,513	61.7%
2021	8,434,693	1,613,014	23.6%	3,779,887	1,807,269	91.6%
2020	6,821,679	(2,036,336)	-23.0%	1,972,618	(4,954,653)	-71.5%
2019	8,858,015	249,833	2.9%	6,927,271	96,233	1.4%
2018	8,608,182	111,868	1.3%	6,831,038	125,539	1.9%
2017	8,496,314	30,095	0.4%	6,705,499	11,090	0.2%
2016	8,466,219	166,182	2.0%	6,694,409	92,236	1.4%
2015	8,300,037	68,021	0.8%	6,602,173	109,615	1.7%
2014	8,232,016	(24,255)	-0.3%	6,492,558	37,715	0.6%
2013	8,256,271	30,155	0.4%	6,454,843	190,574	3.0%

UPSCALE & UPPER MIDSCALE SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2027	11,224,518	0	0%	8,474,395	36,444	0.4%
2026	11,224,518	156,072	1.4%	8,437,951	279,773	3.4%
2025	11,068,446	35,173	0.3%	8,158,178	(76,975)	-0.9%
2024	11,033,273	168,060	1.5%	8,235,153	378,956	4.8%
2023	10,865,213	(57,821)	-0.5%	7,856,197	388,507	5.2%
YTD	10,865,213	(57,821)	-0.5%	7,856,197	388,507	5.2%
2022	10,923,034	309,969	2.9%	7,467,689	1,724,551	30.0%
2021	10,613,065	806,142	8.2%	5,743,138	2,224,125	63.2%
2020	9,806,923	(160,154)	-1.6%	3,519,013	(3,721,278)	-51.4%
2019	9,967,077	491,748	5.2%	7,240,291	155,228	2.2%
2018	9,475,329	660,623	7.5%	7,085,063	692,730	10.8%
2017	8,814,706	499,887	6.0%	6,392,333	372,264	6.2%
2016	8,314,819	461,563	5.9%	6,020,069	86,796	1.5%
2015	7,853,256	169,911	2.2%	5,933,273	273,241	4.8%
2014	7,683,345	76,628	1.0%	5,660,031	293,296	5.5%
2013	7,606,717	152,844	2.1%	5,366,736	205,958	4.0%

MIDSCALE & ECONOMY SUPPLY & DEMAND

Year	Supply			Demand		
	Available Rooms	Change	% Change	Occupied Rooms	Change	% Change
2027	2,578,432	0	0%	1,853,504	(19,580)	-1.0%
2026	2,578,432	0	0%	1,873,084	43,092	2.4%
2025	2,578,432	22,056	0.9%	1,829,992	2,610	0.1%
2024	2,556,376	85,846	3.5%	1,827,382	100,875	5.8%
2023	2,470,530	(68,866)	-2.7%	1,726,507	8,658	0.5%
YTD	2,470,530	(68,866)	-2.7%	1,726,507	8,658	0.5%
2022	2,539,396	(56,337)	-2.2%	1,717,849	157,248	10.1%
2021	2,595,733	(13,078)	-0.5%	1,560,601	338,418	27.7%
2020	2,608,811	(73,340)	-2.7%	1,222,183	(420,712)	-25.6%
2019	2,682,151	(169,597)	-5.9%	1,642,895	(161,717)	-9.0%
2018	2,851,748	(24,582)	-0.9%	1,804,612	49,599	2.8%
2017	2,876,330	5,855	0.2%	1,755,013	(31,737)	-1.8%
2016	2,870,475	12,187	0.4%	1,786,750	(212,433)	-10.6%
2015	2,858,288	5,688	0.2%	1,999,183	4,329	0.2%
2014	2,852,600	(53,844)	-1.9%	1,994,854	83,256	4.4%
2013	2,906,444	(42,896)	-1.5%	1,911,598	(31,307)	-1.6%

OVERALL PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2027	75.9%	-0.4%	\$239.29	1.6%	\$181.61	1.2%
2026	76.2%	3.2%	\$235.57	2.7%	\$179.51	6.0%
2025	73.8%	-0.6%	\$229.30	1.3%	\$169.33	0.7%
2024	74.3%	2.9%	\$226.33	1.0%	\$168.08	3.9%
2023	72.2%	7.2%	\$224.19	6.2%	\$161.82	13.8%
YTD	72.2%	7.2%	\$224.19	6.2%	\$161.82	13.8%
2022	67.3%	31.5%	\$211.09	35.5%	\$142.14	78.2%
2021	51.2%	46.7%	\$155.75	28.8%	\$79.76	89.0%
2020	34.9%	-52.5%	\$120.96	-39.2%	\$42.21	-71.1%
2019	73.5%	-2.1%	\$198.90	0%	\$146.22	-2.1%
2018	75.1%	2.1%	\$198.92	1.8%	\$149.38	3.9%
2017	73.6%	-0.3%	\$195.35	1.7%	\$143.74	1.4%
2016	73.8%	-3.5%	\$192	2.8%	\$141.68	-0.8%
2015	76.5%	1.4%	\$186.78	6.1%	\$142.80	7.6%
2014	75.4%	3.0%	\$176.09	7.5%	\$132.74	10.8%
2013	73.2%	2.0%	\$163.78	3.4%	\$119.84	5.4%

LUXURY & UPPER UPSCALE PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2027	77.5%	-1.2%	\$317.93	1.5%	\$246.40	0.3%
2026	78.4%	4.9%	\$313.10	2.6%	\$245.63	7.6%
2025	74.8%	0.3%	\$305.02	1.6%	\$228.21	1.9%
2024	74.6%	2.7%	\$300.18	2.2%	\$223.90	4.9%
2023	72.6%	10.0%	\$293.83	3.6%	\$213.45	13.9%
YTD	72.6%	10.0%	\$293.83	3.6%	\$213.45	13.9%
2022	66.0%	47.4%	\$283.68	29.4%	\$187.33	90.7%
2021	44.8%	55.0%	\$219.21	27.8%	\$98.24	98.1%
2020	28.9%	-63.0%	\$171.53	-33.4%	\$49.60	-75.4%
2019	78.2%	-1.5%	\$257.70	0.6%	\$201.53	-0.8%
2018	79.4%	0.5%	\$256.08	1.7%	\$203.21	2.3%
2017	78.9%	-0.2%	\$251.74	2.3%	\$198.68	2.1%
2016	79.1%	-0.6%	\$246.19	0.7%	\$194.67	0.1%
2015	79.5%	0.9%	\$244.37	5.4%	\$194.38	6.3%
2014	78.9%	0.9%	\$231.84	8.3%	\$182.85	9.3%
2013	78.2%	2.7%	\$214.05	2.6%	\$167.35	5.3%

UPSCALE & UPPER MIDSCALE PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2027	75.5%	0.4%	\$199.22	2.0%	\$150.41	2.4%
2026	75.2%	2.0%	\$195.35	2.2%	\$146.86	4.3%
2025	73.7%	-1.2%	\$191.11	1.1%	\$140.86	-0.1%
2024	74.6%	3.2%	\$188.96	-0.4%	\$141.03	2.8%
2023	72.3%	5.8%	\$189.69	7.5%	\$137.16	13.7%
YTD	72.3%	5.8%	\$189.69	7.5%	\$137.16	13.7%
2022	68.4%	26.3%	\$176.51	32.4%	\$120.67	67.3%
2021	54.1%	50.8%	\$133.30	22.3%	\$72.13	84.4%
2020	35.9%	-50.6%	\$109	-34.1%	\$39.11	-67.5%
2019	72.6%	-2.9%	\$165.50	-1.6%	\$120.22	-4.4%
2018	74.8%	3.1%	\$168.12	3.2%	\$125.71	6.4%
2017	72.5%	0.2%	\$162.89	2.1%	\$118.13	2.3%
2016	72.4%	-4.2%	\$159.50	3.5%	\$115.48	-0.8%
2015	75.6%	2.6%	\$154.14	7.6%	\$116.45	10.3%
2014	73.7%	4.4%	\$143.27	8.5%	\$105.54	13.3%
2013	70.6%	1.9%	\$132.04	4.0%	\$93.15	6.0%

MIDSCALE & ECONOMY PERFORMANCE

Year	Occupancy		ADR		RevPAR	
	Percent	% Change	Per Room	% Change	Per Room	% Change
2027	71.9%	-1.0%	\$120.24	1.7%	\$86.43	0.6%
2026	72.6%	2.4%	\$118.27	2.9%	\$85.92	5.3%
2025	71.0%	-0.7%	\$114.99	-2.3%	\$81.61	-3.0%
2024	71.5%	2.3%	\$117.67	3.7%	\$84.12	6.1%
2023	69.9%	3.3%	\$113.43	10.0%	\$79.27	13.6%
YTD	69.9%	3.3%	\$113.43	10.0%	\$79.27	13.6%
2022	67.6%	12.5%	\$103.13	21.8%	\$69.76	37.0%
2021	60.1%	28.3%	\$84.68	14.8%	\$50.91	47.3%
2020	46.8%	-23.5%	\$73.78	-24.8%	\$34.56	-42.5%
2019	61.3%	-3.2%	\$98.11	-5.1%	\$60.09	-8.2%
2018	63.3%	3.7%	\$103.42	5.4%	\$65.45	9.3%
2017	61.0%	-2.0%	\$98.13	-0.3%	\$59.87	-2.2%
2016	62.2%	-11.0%	\$98.38	5.3%	\$61.24	-6.3%
2015	69.9%	0%	\$93.45	6.5%	\$65.36	6.5%
2014	69.9%	6.3%	\$87.74	5.5%	\$61.36	12.2%
2013	65.8%	-0.2%	\$83.13	4.1%	\$54.68	4.0%

OVERALL SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	\$293,332	221	9.9%
2027	-	-	-	-	-	-	\$275,707	207	10.1%
2026	-	-	-	-	-	-	\$254,086	191	10.4%
2025	-	-	-	-	-	-	\$225,397	169	10.8%
2024	-	-	-	-	-	-	\$213,550	161	10.8%
YTD	-	-	-	-	-	-	\$239,198	180	9.1%
2023	10	\$611.8M	2.8%	\$61,175,500	\$344,845	7.8%	\$220,701	166	9.2%
2022	39	\$2.5B	10.1%	\$65,042,361	\$399,410	8.3%	\$192,039	144	9.1%
2021	26	\$504.5M	4.4%	\$19,404,761	\$180,963	7.3%	\$204,352	154	8.4%
2020	8	\$253.5M	1.3%	\$31,683,318	\$314,475	9.6%	\$255,881	192	8.1%
2019	20	\$1.2B	5.6%	\$60,680,459	\$353,307	6.3%	\$303,337	228	7.8%
2018	20	\$795.8M	5.7%	\$39,790,831	\$240,065	8.8%	\$320,419	241	7.5%
2017	17	\$586.2M	5.0%	\$34,484,143	\$206,655	6.1%	\$312,078	235	7.5%
2016	30	\$1.1B	6.7%	\$36,385,861	\$297,432	8.0%	\$293,774	221	7.5%
2015	42	\$1.1B	10.7%	\$26,704,655	\$198,329	7.0%	\$274,267	206	7.4%
2014	24	\$565.2M	5.3%	\$23,548,203	\$205,139	10.2%	\$244,202	184	7.5%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

LUXURY & UPPER UPSCALE SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	\$478,298	224	9.0%
2027	-	-	-	-	-	-	\$449,558	211	9.2%
2026	-	-	-	-	-	-	\$414,305	194	9.5%
2025	-	-	-	-	-	-	\$367,525	172	9.9%
2024	-	-	-	-	-	-	\$348,208	163	9.8%
YTD	-	-	-	-	-	-	\$390,057	183	8.3%
2023	3	\$509.6M	5.2%	\$169,876,667	\$387,551	7.1%	\$359,029	168	8.4%
2022	6	\$2.1B	10.2%	\$357,337,500	\$822,095	7.1%	\$310,661	146	8.4%
2021	4	\$112.3M	2.7%	\$28,079,665	\$163,491	6.8%	\$328,028	154	7.8%
2020	3	\$118.3M	1.3%	\$39,416,667	\$383,929	12.0%	\$413,042	194	7.4%
2019	8	\$1B	8.1%	\$128,096,639	\$507,313	4.8%	\$489,811	230	7.2%
2018	7	\$512.4M	7.2%	\$73,202,857	\$297,573	8.3%	\$514,660	242	6.9%
2017	2	\$265M	3.2%	\$132,500,000	\$358,593	4.3%	\$501,062	235	6.9%
2016	12	\$757.1M	6.4%	\$63,094,732	\$512,271	5.3%	\$473,503	222	6.9%
2015	11	\$767.2M	9.9%	\$69,748,853	\$339,153	6.7%	\$445,549	209	6.8%
2014	6	\$375.3M	4.0%	\$62,541,667	\$417,408	-	\$394,023	185	6.8%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

UPSCALE & UPPER MIDSACLE SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	\$187,284	212	10.4%
2027	-	-	-	-	-	-	\$176,031	200	10.6%
2026	-	-	-	-	-	-	\$162,227	184	10.9%
2025	-	-	-	-	-	-	\$143,909	163	11.4%
2024	-	-	-	-	-	-	\$136,346	155	11.3%
YTD	-	-	-	-	-	-	\$152,732	173	9.5%
2023	4	\$93.2M	1.3%	\$23,293,750	\$231,779	8.5%	\$141,478	160	9.7%
2022	22	\$338.9M	10.5%	\$15,404,087	\$107,652	6.0%	\$124,336	141	9.6%
2021	15	\$366.4M	5.5%	\$24,426,675	\$219,270	7.8%	\$134,259	152	8.8%
2020	1	\$107.5M	0.8%	\$107,500,000	\$486,425	7.8%	\$166,714	189	8.5%
2019	8	\$155.4M	3.7%	\$19,422,354	\$145,622	10.5%	\$197,458	224	8.2%
2018	9	\$280.3M	5.5%	\$31,140,823	\$189,883	9.0%	\$211,879	240	7.8%
2017	12	\$313.3M	7.8%	\$26,108,369	\$158,733	7.2%	\$206,719	234	7.8%
2016	14	\$312.6M	7.9%	\$22,331,058	\$167,363	8.4%	\$193,238	219	7.8%
2015	26	\$323.2M	13.4%	\$12,431,932	\$110,505	7.8%	\$177,712	201	7.7%
2014	10	\$153.7M	5.8%	\$15,366,487	\$126,162	9.0%	\$160,332	182	7.7%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

MIDSCALE & ECONOMY SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Room	Avg Cap Rate	Price/Room	Price Index	Cap Rate
2028	-	-	-	-	-	-	\$98,068	223	10.7%
2027	-	-	-	-	-	-	\$92,176	210	10.9%
2026	-	-	-	-	-	-	\$84,947	193	11.2%
2025	-	-	-	-	-	-	\$75,356	172	11.7%
2024	-	-	-	-	-	-	\$71,395	163	11.6%
YTD	-	-	-	-	-	-	\$80,063	182	9.8%
2023	3	\$8.9M	0.8%	\$2,983,333	\$157,018	-	\$74,524	170	9.9%
2022	11	\$53.7M	8.3%	\$4,885,198	\$90,315	12.8%	\$65,698	150	9.8%
2021	7	\$25.8M	5.8%	\$3,686,429	\$60,012	-	\$70,538	161	9.0%
2020	4	\$27.7M	3.7%	\$6,929,137	\$100,060	9.0%	\$86,245	196	8.8%
2019	4	\$33.5M	4.6%	\$8,364,308	\$96,141	6.5%	\$102,403	233	8.5%
2018	4	\$3.1M	1.5%	\$782,306	\$26,745	-	\$103,735	236	8.4%
2017	3	\$7.9M	1.5%	\$2,643,333	\$63,952	-	\$100,225	228	8.3%
2016	4	\$21.8M	4.0%	\$5,451,060	\$67,297	10.1%	\$93,716	213	8.4%
2015	5	\$31.1M	5.8%	\$6,225,581	\$66,513	-	\$86,756	198	8.3%
2014	8	\$36.2M	7.9%	\$4,530,250	\$56,806	11.9%	\$77,706	177	8.4%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred.

DELIVERIES & UNDER CONSTRUCTION

Year	Inventory			Deliveries		Net Deliveries		Under Construction	
	Bldgs	Rooms	% Change	Bldgs	Rooms	Bldgs	Rooms	Bldgs	Rooms
YTD	450	62,648	0%	0	0	0	0	4	685
2023	450	62,648	-0.2%	5	453	4	445	4	685
2022	447	62,747	-0.7%	3	543	(3)	(165)	6	888
2021	450	63,161	3.2%	7	1,938	4	1,807	6	891
2020	446	61,209	0.3%	9	1,114	2	859	12	2,617
2019	446	60,996	4.4%	16	2,870	10	2,591	14	2,939
2018	433	58,448	3.2%	11	1,453	7	1,313	22	4,677
2017	421	56,648	2.9%	14	1,989	13	1,872	20	3,358
2016	410	55,075	4.5%	16	2,303	13	2,243	18	3,197
2015	394	52,702	1.7%	6	695	5	682	19	2,978
2014	386	51,805	0%	2	173	0	58	10	1,278