

Atlanta - GA

PREPARED BY





HOSPITALITY MARKET REPORT

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12 Mo Occupancy

12 Mo ADR

12 Mo RevPAR

12 Mo Supply

12 Mo Demand

66.3%

\$122.04

\$80.85

40.4M

26.8M

Atlanta's hotel industry continued to benefit in early 2023 from the growth trends that began in 22Q2. Steady improvement in the group segment has combined with strong leisure travel to offset lingering weakness in corporate travel. On a rolling 12-month basis, Atlanta's ADR, RevPAR and demand were above pre-pandemic levels in 23Q1.

Atlanta's hotel KPIs are forecast to continued improving in 2023 despite expectations of a weakening economy and possible recession. The late start and slow pace of recovery for group and corporate travel, relative to leisure travel, is expected to extend growth into 2023 but at slower growth rates than in 2022.

However, Atlanta's recovery continues to trail the overall industry. RevPAR for the industry overall in 2022 was 8% above 2019, while RevPAR in Atlanta was 2% below, a result that ranked Atlanta in the bottom half of STR's top 25 markets.

The slow recovery in business travel has been the primary drag on Atlanta's recovery. While group meetings began to recover in early 2022, the slow return of corporate and business transient travel has been attributed to changing work habits and the adoption of technology for virtual meetings.

From 2015–19, demand for the Atlanta hospitality market

grew at approximately the same rate as supply, resulting in hotel occupancy hovering around 70%. More recently, the return of occupancy to pre-pandemic levels has been slowed by Atlanta's robust hotel pipeline. There are about 5,000 rooms under construction, adding to the more than 5,000 that opened from 2021 - 2022. As a result, occupancy in Atlanta isn't forecast to reach 2019's average before 2026.

Nearly 1,800 rooms are expected to open in 2023, including about 400 that opened in 23Q1. The modest slowdown in new rooms, compared to an average of about 2,800 rooms that opened annually from 2018-21, will take some of the supply-side pressure off occupancy rates. However, there are more than 3,000 rooms under construction and expected to open in 2024.

Thirteen properties traded in Atlanta during 23Q1, the fewest in a quarter since 21Q1 as investors contended with rising interest rates and economic uncertainty. The sales averaged \$81,000/key, similar to the 2022 average of \$83,000/key.

It was reported in March 2023 that the owners of the 763-room Sheraton Atlanta Hotel faced foreclosure after failing to pay off its mortgage at the end of 2022. Many investors are watching for signs of distress in the hotel sector as rising interest rates increase the cost of refinancing a maturing loan.

KEY INDICATORS

| Class | Rooms | 12 Mo Occ | 12 Mo ADR | 12 Mo RevPAR | 12 Mo Delivered | Under Construction |
|--------------------------|---------|-----------|-----------|--------------|-----------------|--------------------|
| Luxury & Upper Upscale | 28,650 | 63.9% | \$192.25 | \$122.87 | 749 | 2,076 |
| Upscale & Upper Midscale | 44,607 | 68.3% | \$125.28 | \$85.54 | 955 | 2,095 |
| Midscale & Economy | 38,715 | 65.7% | \$67.77 | \$44.50 | 277 | 849 |
| Total | 111,972 | 66.2% | \$122.04 | \$80.85 | 1,981 | 5,020 |

| Average Trend | Current | 3 Mo | YTD | 12 Mo | Historical Average | Forecast Average |
|------------------|----------|----------|----------|----------|--------------------|------------------|
| Occupancy | 69.4% | 65.6% | 65.6% | 66.3% | 62.3% | 68.4% |
| Occupancy Change | 2.0% | 9.0% | 9.0% | 7.0% | -1.1% | 0.7% |
| ADR | \$125.80 | \$125.33 | \$125.33 | \$122.04 | \$107.29 | \$132.99 |
| ADR Change | 9.9% | 15.0% | 15.0% | 15.3% | 2.8% | 2.8% |
| RevPAR | \$87.35 | \$82.24 | \$82.24 | \$80.85 | \$66.84 | \$90.90 |
| RevPAR Change | 12.0% | 25.4% | 25.4% | 23.4% | 1.7% | 3.6% |





Atlanta's hotel industry experienced strong growth in 23Q1, continuing the recovery that gained momentum in 2022 with the return of conventions and group meetings. RevPAR rose 25% in 23Q1, thanks to 9% growth in occupancy and 15% growth in ADR.

The return of business travel and group meetings has helped Atlanta's Central Business District, Buckhead, and Airport submarkets lead all of Atlanta's submarkets with the strongest RevPAR growth over the last 12 months.

However, growth is expected to slow after the strong start to the year. A portion of the strong results in 23Q1 was attributable to relatively easy comparisons against the impact of the omicron variant in early 2022, and the market will encounter more challenging prior year comparisons for the rest of 2023. And while the ongoing recovery of group and corporate travel means there is runway for growth to continue, expectations of a slowing economy could derail the business travel recovery.

Improving business travel lifted weekday occupancy 12% in 23Q1 versus a 2% increase in weekend occupancy. Likewise, weekday ADR rose 18%, outpacing the 8% growth in weekend rates. Weekday ADR exceeded

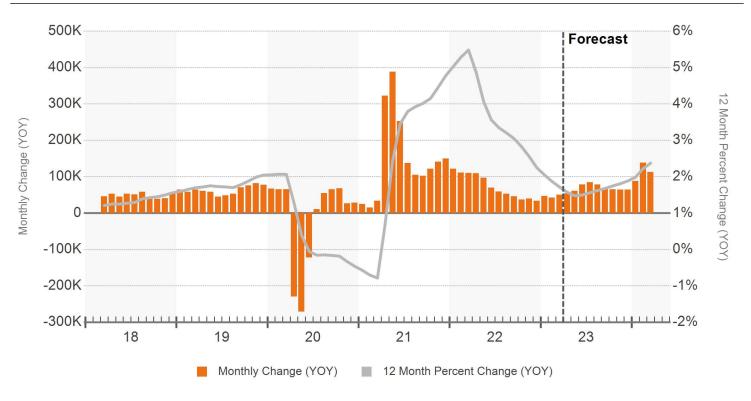
weekend ADR in 23Q1 for the first time since early 2020, returning to the relationship that existing prior to the pandemic's impact on business travel.

Demand in 23Q1 was the highest Q1 ever, surpassing 19Q1 when Atlanta hosted the Super Bowl. Despite record demand, occupancy rates remain well below prepandemic levels due to significant growth in the room inventory. More than 3,700 rooms opened in 2021 and another 1,500 in 2022, absorbing much of the growth in demand and delaying the recovery in occupancy rates.

The continuing recovery of the group and business transient segments is helping keep the outlook for Atlanta's hospitality market positive despite expectations the economy will slow in the second half of 2023.

On a calendar year basis, all KPIs are forecast to rise in 2023, but at slower growth rates than in the last two years. ADR and RevPAR growth slows from double-digit paces in 2021 and 2022 to low single digit growth in 2023. Demand growth is forecast to outpace supply, lifting annual occupancy above 66% in 2023 but still trailing 2019's occupancy of 69%. The current forecast indicates it could take until 2026 for occupancy rates to reach pre-pandemic levels as the market absorbs significant supply growth.

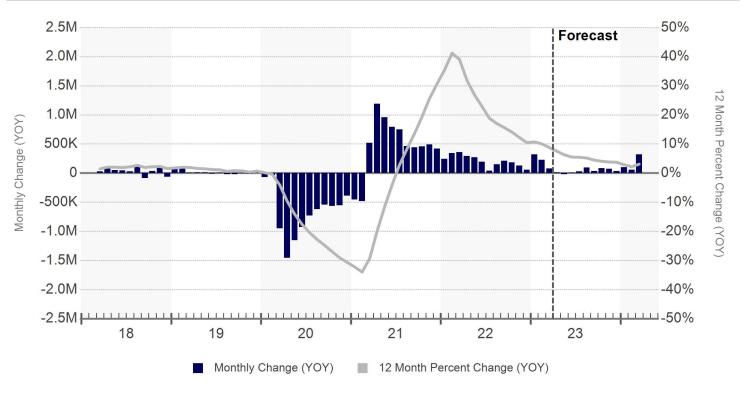
SUPPLY CHANGE



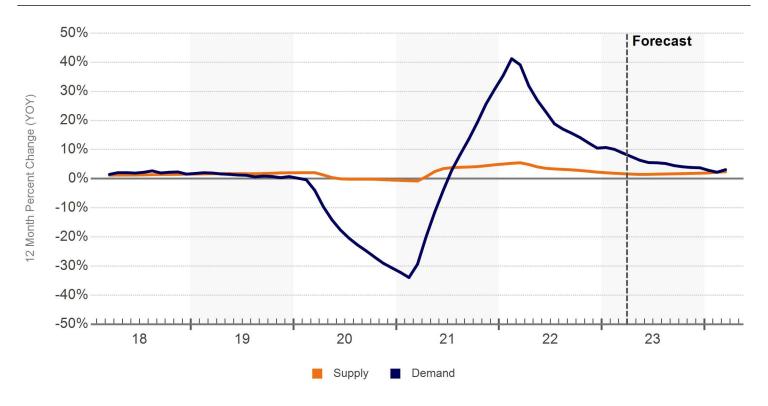




DEMAND CHANGE



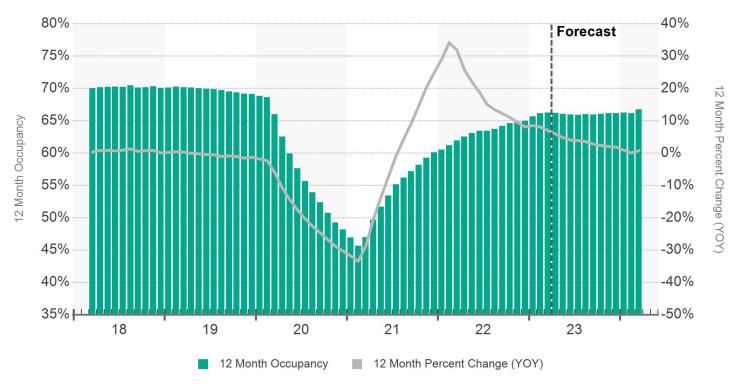
SUPPLY & DEMAND CHANGE



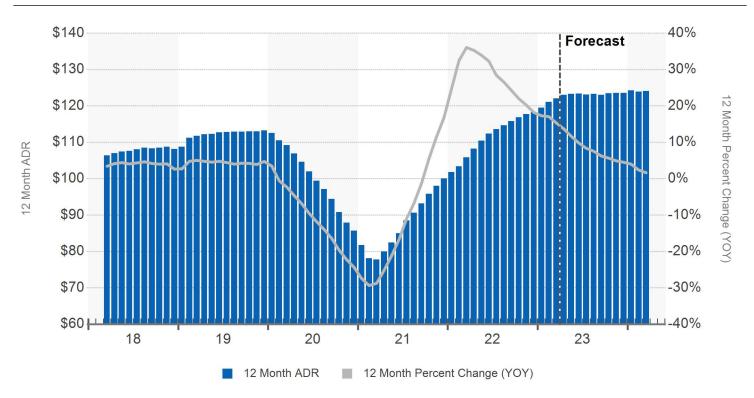




OCCUPANCY



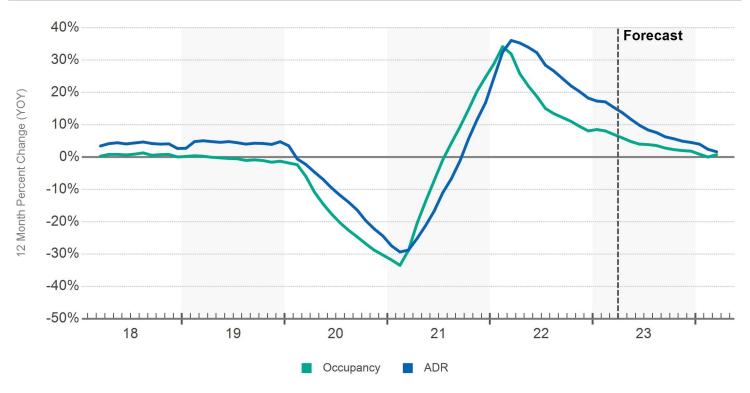
ADR



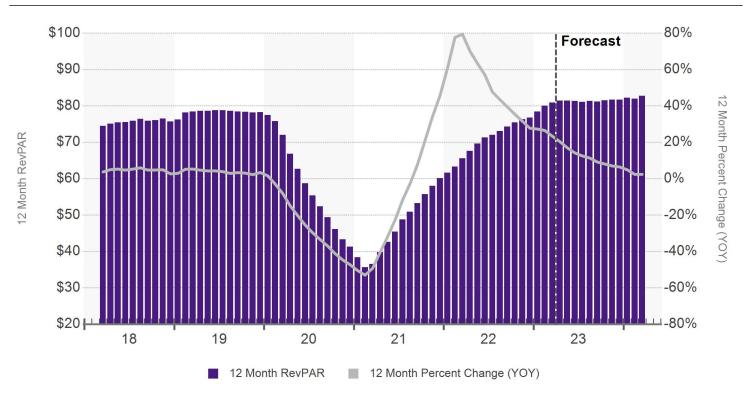




OCCUPANCY & ADR CHANGE



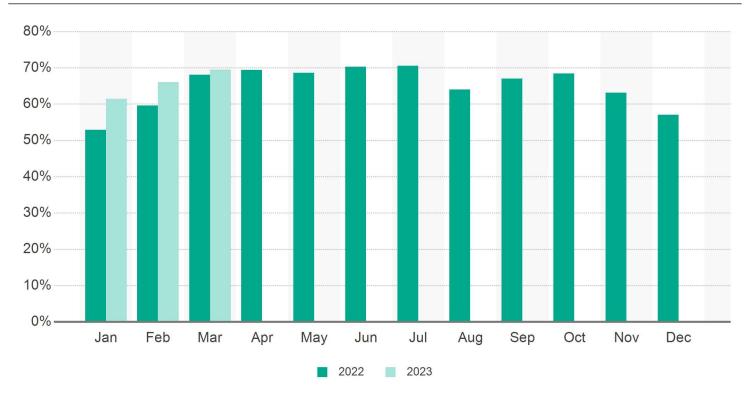
REVPAR



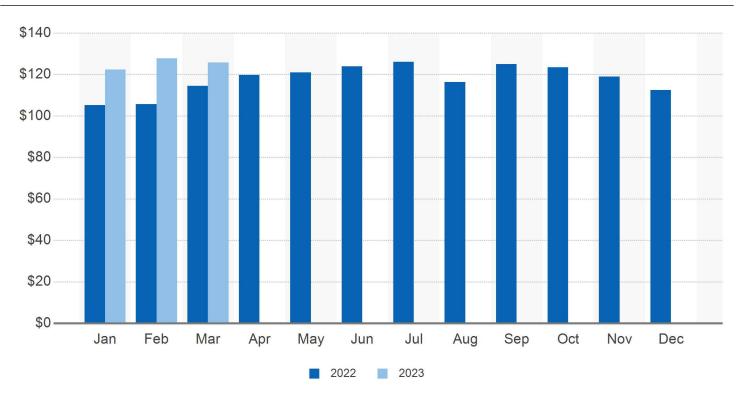




OCCUPANCY MONTHLY



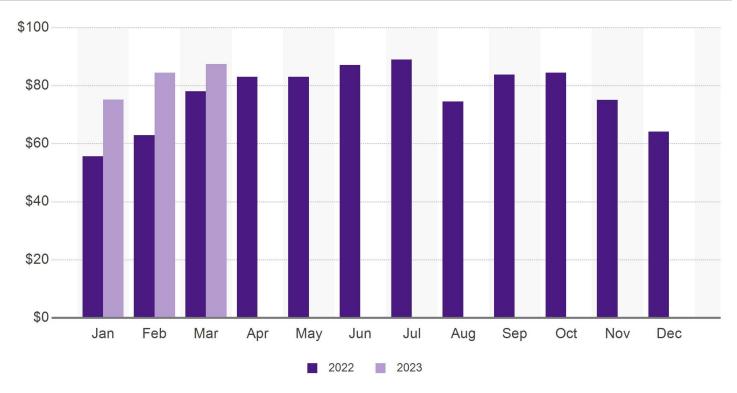
ADR MONTHLY



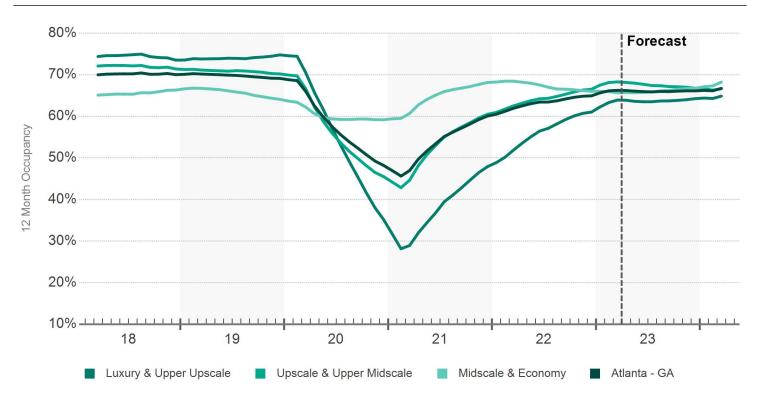




REVPAR MONTHLY



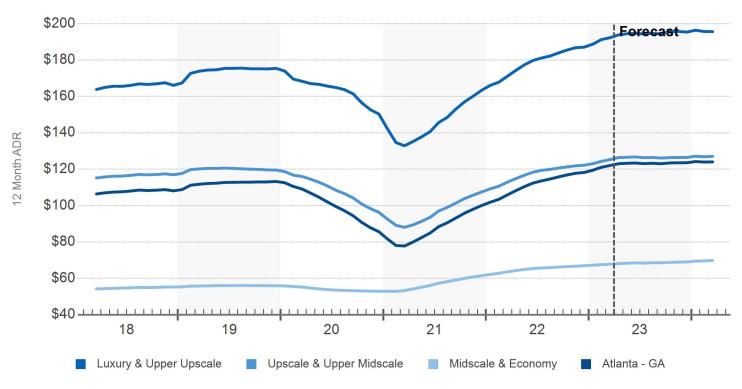
OCCUPANCY BY CLASS



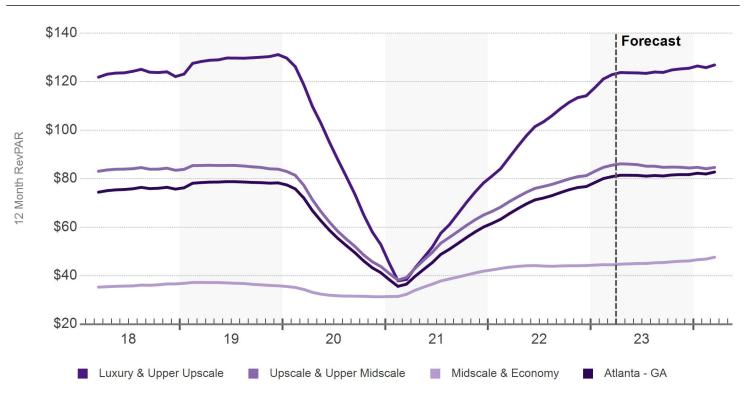




ADR BY CLASS



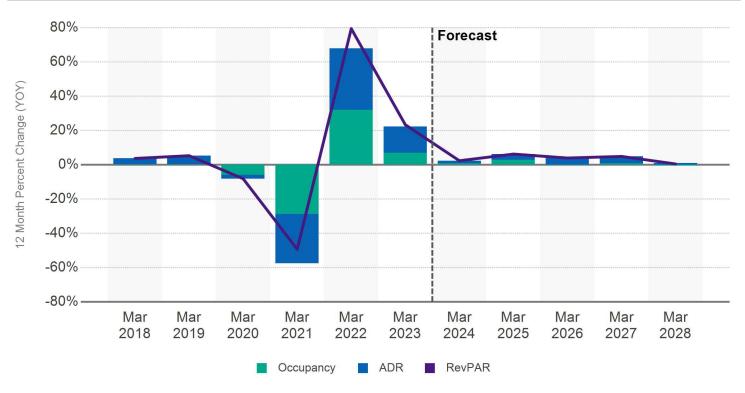
REVPAR BY CLASS



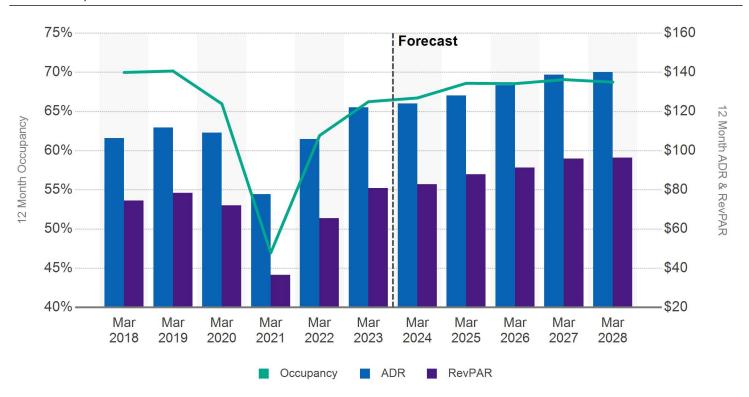




REVPAR GROWTH COMPOSITION



OCCUPANCY, ADR & REVPAR







FULL-SERVICE HOTELS PROFITABILITY (ANNUAL)

| | | 2021 | | 2020-2021 % Change | | |
|---|---------------|----------|----------|--------------------|--------|--|
| Market | % of Revenues | PAR | POR | PAR | POR | |
| Revenue | | | | | | |
| Rooms | 71.3% | \$29,388 | \$171.45 | 53.8% | 5.4% | |
| Food | 11.8% | \$4,867 | \$28.40 | 17.3% | -19.6% | |
| Beverage | 5.0% | \$2,069 | \$12.07 | 37.6% | -5.7% | |
| Other F&B | 4.5% | \$1,845 | \$10.76 | 29.3% | -11.4% | |
| Other Departments | 4.3% | \$1,789 | \$10.44 | 23.3% | -15.5% | |
| Miscellaneous Income | 3.0% | \$1,242 | \$7.24 | 1.8% | -30.3% | |
| Total Revenue | 100% | \$41,200 | \$240.36 | 42.8% | -2.2% | |
| Operating Expenses | | | | | | |
| Rooms | 28.0% | \$8,224 | \$47.98 | 35.6% | -7.1% | |
| Food & Beverage | 78.0% | \$6,848 | \$39.95 | 11.4% | -23.7% | |
| Other Departments | 68.5% | \$1,225 | \$7.15 | 53.4% | 5.1% | |
| Administrative & General | 11.8% | \$4,861 | \$28.36 | 14.3% | -21.7% | |
| Information & Telecommunication Systems | 2.0% | \$823 | \$4.80 | -5.7% | -35.4% | |
| Sales & Marketing | 9.5% | \$3,900 | \$22.75 | 13.0% | -22.6% | |
| Property Operations & Maintenance | 5.5% | \$2,263 | \$13.20 | 15.6% | -20.8% | |
| Utilities | 4.6% | \$1,885 | \$11 | 1.2% | -30.6% | |
| Gross Operating Profit | 27.1% | \$11,171 | \$65.17 | 223.9% | 121.9% | |
| Management Fees | 3.2% | \$1,304 | \$7.61 | 75.9% | 20.6% | |
| Rent | 1.5% | \$632 | \$3.69 | 37.1% | -6.1% | |
| Property Taxes | 3.8% | \$1,566 | \$9.14 | -18.3% | -44.0% | |
| Insurance | 1.2% | \$481 | \$2.81 | 9.5% | -24.9% | |
| EBITDA | 17.4% | \$7,188 | \$41.93 | - | - | |
| Total Labor Costs | 34.0% | \$14,024 | \$81.81 | 13.2% | -22.5% | |

⁽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.

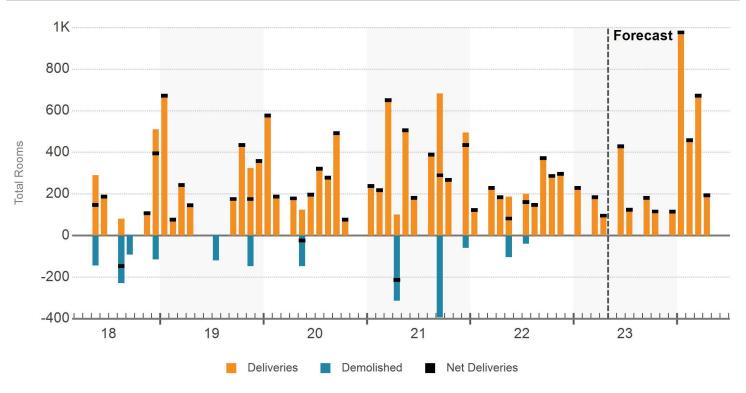




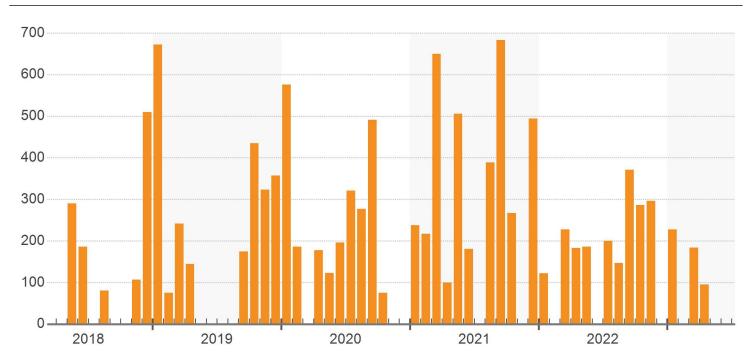
⁽²⁾ Percentage of Revenues for departmental expenses (Rooms, Food & Beverage, and Other Departments) are based on their respective departmental revenues. All other expense percentages are based on Total Revenue.

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

DELIVERIES & DEMOLITIONS



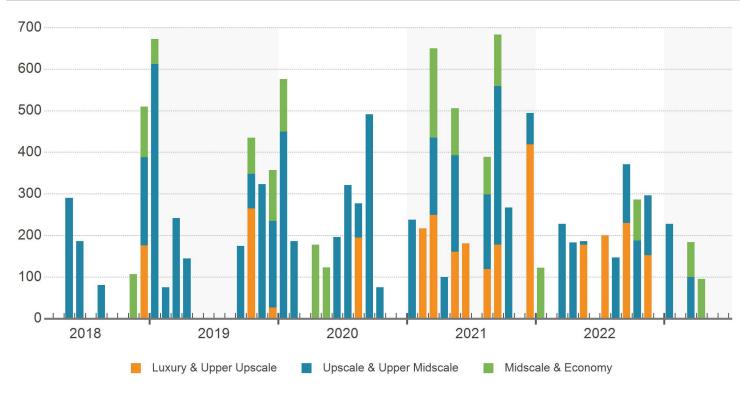
ROOMS DELIVERED



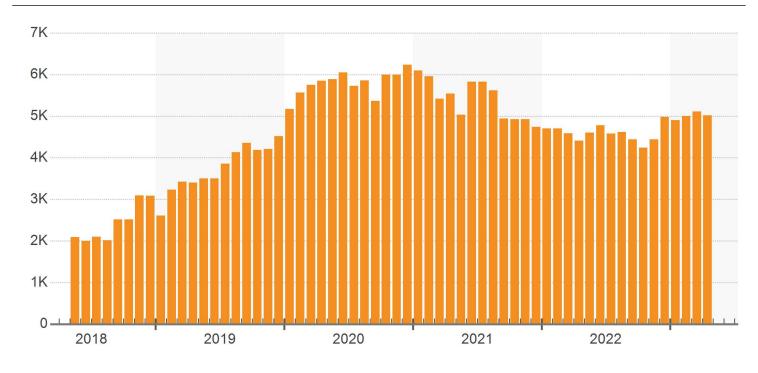




ROOMS DELIVERED BY CLASS



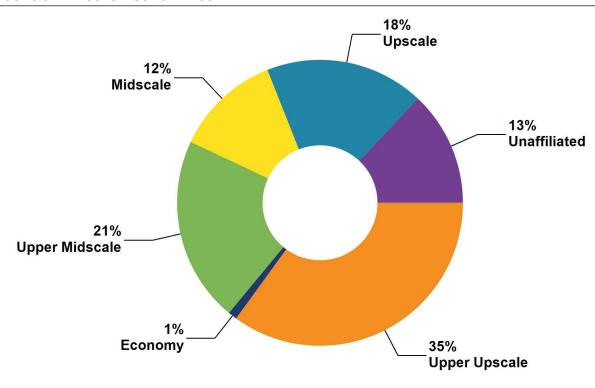
ROOMS UNDER CONSTRUCTION



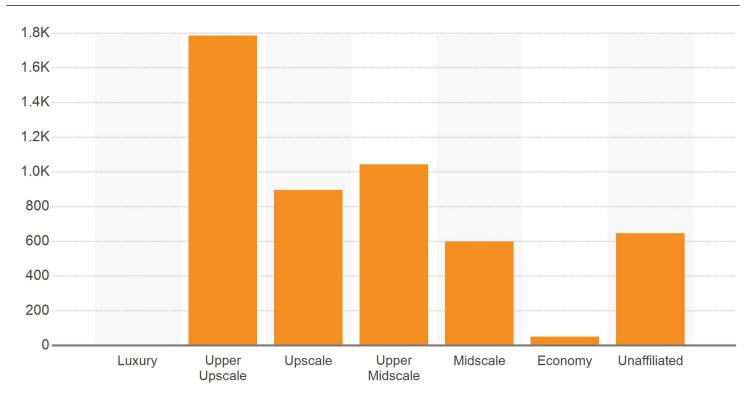




TOTAL ROOMS UNDER CONSTRUCTION BY SCALE



ROOMS UNDER CONSTRUCTION BY SCALE







Atlanta - GA Hospitality

Properties Rooms Percent of Inventory Average Rooms

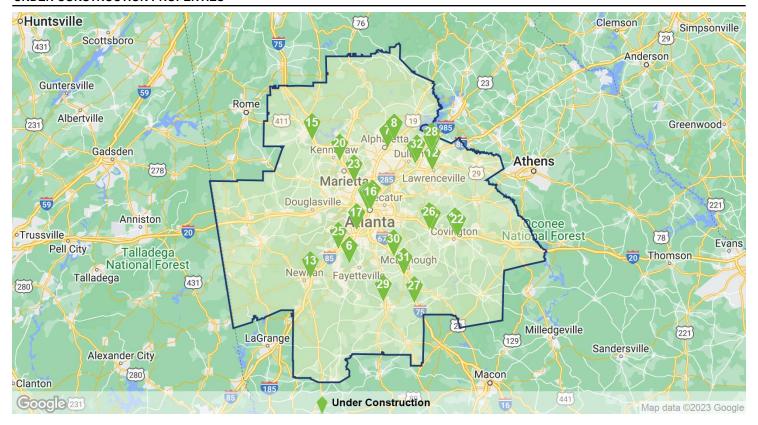
32

5,020

4.5%

157

UNDER CONSTRUCTION PROPERTIES



UNDER CONSTRUCTION

| | Property Name/Address | Class | Rooms | Stories | Start | Complete | Brand/Developer |
|---|---|-------------------|-------|---------|----------|----------|---|
| 1 | Signia by Hilton Atlanta Georgia 159 Northside Dr NE | Upper Upscale | 976 | 42 | Jun 2021 | Jan 2024 | Signia by Hilton The Drew Company |
| 2 | YOTEL Atlanta 2 Wall St | Upscale | 351 | 15 | Dec 2022 | Dec 2024 | YOTEL - |
| 3 | The Westin Atlanta Gwinnett 6450 Sugarloaf Pky | Upper Upscale | 348 | 11 | Feb 2020 | Mar 2024 | Westin Concord Hospitality Enterprises |
| 4 | Anthem Hotel Centennial Yards 95 Centennial Olympic Par | Upper Upscale | 291 | 18 | Nov 2022 | Nov 2025 | - CIM Group, LP |
| 5 | Fourth Ward Park Hotel 760 Ralph McGill Blvd NE | Economy | 200 | 5 | Nov 2022 | Feb 2024 | - New City Properties |
| 6 | Tribute Portfolio Atlanta Fayetteville NEQ Iver PI & J Arthur Ra | Upper Upscale | 181 | 4 | Jun 2022 | Sep 2023 | Tribute Portfolio Trilith Development |
| 7 | Fairfield by Marriott Inn & Suites A SEQ Webb Bridge Road and | Upper Midscale | 166 | 5 | May 2022 | Feb 2024 | Fairfield Inn Firmo Construction |



UNDER CONSTRUCTION

| | Property Name/Address | Class | Rooms | Stories | Start | Complete | Brand/Developer |
|----|---|-------------------|-------|---------|----------|----------|--|
| 8 | Embassy Suites by Hilton Alphare 6430 Market St | Upper Upscale | 160 | 6 | Dec 2019 | May 2023 | Embassy Suites by Hilton Wealth Hospitality Group |
| 9 | Sonder Atlanta - Grant Building 44 Broad St NW | Upscale | 156 | 10 | Jan 2023 | Jun 2024 | - |
| 10 | Home2 Suites by Hilton Atlanta Ai 2101 Convention Center Concour | Upper Midscale | 148 | 5 | Oct 2021 | Jun 2023 | Home2 Suites by Hilton Starlight Hotel Group |
| 11 | Wyndham Origin Atlanta, a Hotel 166 Pryor St SW | Upscale | 124 | 6 | Apr 2019 | Jul 2023 | Wyndham Atlantic Construction Partners, |
| 12 | The Lawrence Hotel Lawrenceville 200 E Crogan St | Upper Upscale | 120 | 3 | Dec 2020 | Jan 2025 | Tapestry Collection by Hilton NorthPointe Hospitality Manag |
| 13 | Everhome Suites Newnan 67 Diplomat Pky | Midscale | 115 | 7 | Mar 2022 | Oct 2023 | Everhome Suites |
| 14 | Homewood Suites by Hilton Bufor Buford Dr and Laurel Cros | Upscale | 114 | 1 | May 2022 | Dec 2023 | Homewood Suites by Hilton |
| 15 | Element Cartersville SEQ Stars Way | Upscale | 112 | 4 | Mar 2023 | Jun 2024 | element - |
| 16 | Motto by Hilton Atlanta Old Fourth 40 Boulevard SE | Upper Midscale | 110 | 9 | Dec 2021 | Mar 2024 | Motto by Hilton Lucror Resources |
| 17 | Tru by Hilton Atlanta Airport Colle 2121 Convention Center Concour | Midscale | 105 | 5 | Oct 2021 | Jun 2023 | Tru by Hilton Starlight Hotel Group |
| 18 | Home2 Suites by Hilton Fairburn Senoia Rd | Upper Midscale | 100 | 4 | Mar 2023 | Jul 2024 | Home2 Suites by Hilton |
| 19 | Courtyard Atlanta Covington 14901 Alcovy Cir | Upscale | 99 | 4 | Feb 2023 | May 2024 | Courtyard Premier Petroleum Hospitality |
| 20 | Candlewood Suites Atlanta - Kenn 745 Cobb Place Blvd NW | Midscale | 98 | 5 | Aug 2021 | Jun 2023 | Candlewood Suites JDH Developers |
| 21 | Tru by Hilton Stockbridge Intersection of Patrick H | Midscale | 98 | 5 | May 2022 | Apr 2024 | Tru by Hilton - |
| 22 | SpringHill Suites Atlanta Covington 14470 Paras Dr | Upscale | 95 | 3 | Dec 2022 | Mar 2024 | SpringHill Suites |
| 23 | Candlewood Suites Smyrna 2250 Corporate Plaza Pky | Midscale | 93 | 5 | Nov 2019 | May 2023 | Candlewood Suites Cosmo Ventures Cobb LLC |
| 24 | Holiday Inn Express Conyers 1953 Iris Dr SE | Upper Midscale | 93 | 3 | Dec 2022 | Aug 2024 | Holiday Inn Express |
| 25 | TownePlace Suites By Marriott Atl 7777 Ella Ln | Upper Midscale | 92 | 4 | Aug 2022 | Feb 2024 | TownePlace Suites |
| 26 | Home2 Suites by Hilton Conyers Old Salem Rd | Upper Midscale | 91 | 4 | Oct 2022 | Sep 2024 | Home2 Suites by Hilton Eraa Hospitality |
| 27 | Candlewood Suites Jackson GA 116 Hospitality Dr | Midscale | 90 | 5 | Aug 2022 | Aug 2024 | Candlewood Suites |





Trading activity began to slow in 22Q4, as investors contended with rising interest rates and economic uncertainty, and activity slowed further in early 2023. Thirteen trades occurred 23Q1, the fewest in a quarter since 21Q1, and sales volume fell to \$79 million, the lowest quarterly volume since 20Q4.

Sales in 23Q1 were primarily in the suburban areas around Atlanta and averaged 79 rooms per property, smaller than the average of 105 rooms per property in 2022. The sales averaged \$81,000/key, similar to the 2022 average of \$83,000/key.

There were only two trades in Atlanta's Airport Submarket in 23Q1 and none in Buckhead, the CBD, Galleria/Marietta, or Perimeter submarkets. Those submarkets typically account for about one-third of transactions in Atlanta.

Some investors anticipate an increase in distressed sales in 2023 due to the cost of refinancing a maturing loan at current interest rates. There are about 50 hotels in Atlanta tied to CMBS loans maturing in the next 12 months, including 14 on watchlists and one in special servicing.

The W Hotel Atlanta Downtown is one of five properties that collateralize a \$166.6 million loan maturing in June 2023. It is currently in special servicing, and the borrower is expected to exercise one of its annual extension options.

In March 2023, it was reported that Arden Group, the

owner of the 763-room Sheraton Atlanta Hotel, had defaulted on its mortgage and faced foreclosure. Apollo Commercial Real Estate Finance began foreclosure talks with Arden after the borrower failed to pay off its \$98.2 million mortgage at the end of 2022.

The slowdown in hotel sales in early 2023 followed the two busiest years ever in Atlanta. Sales volume surpassed \$1.3 billion from 128 trades in 2022, down from 2021's record volume of more than \$1.5 billion from 97 trades.

The higher number of properties traded but lower total sales volume, compared to 2021, was related to several portfolio sales of Economy and Midscale properties including Woodspring Suites, InTown Suites, and Efficiency Lodge.

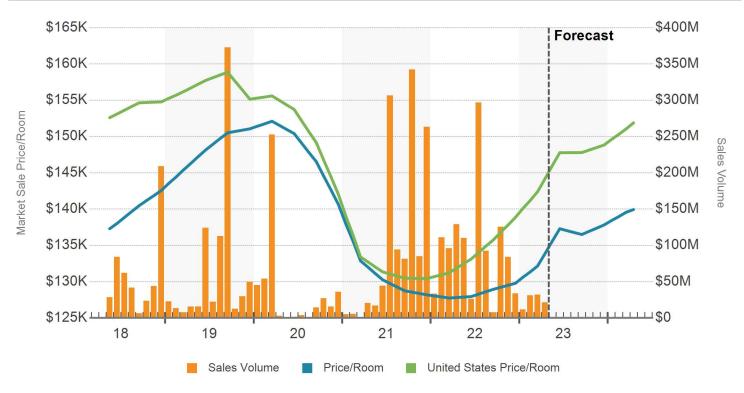
Notable sales in 2022 included the Renaissance Atlanta Midtown and The American Hotel. The Renaissance Atlanta Midtown traded for an estimated \$74.9 million (\$246,000/key), the largest sale in Atlanta in 2022. The property was part of Brookfield Asset Management's acquisition of Watermark Lodging Trust and its portfolio of 25 Luxury and Upper Upscale properties.

Legacy Ventures sold The American Hotel to The RADCO Companies for \$68.1 million (\$216,000/key), becoming the third acquisition by the hotel division RADCO launched in early 2021. When announcing the acquisition, RADCO shared plans to up brand the hotel to Hilton's Tapestry Collection.

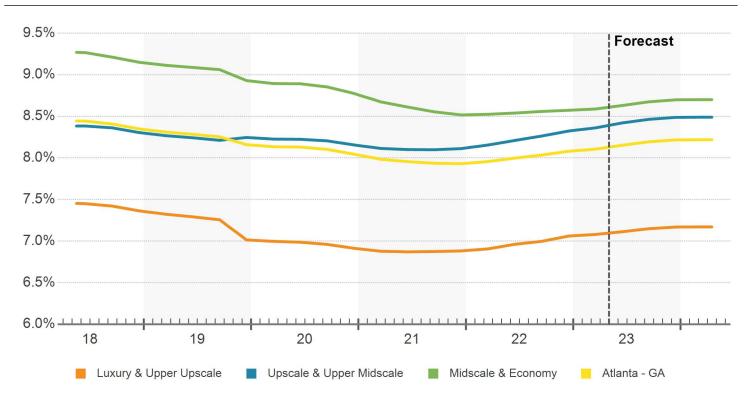




SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE







Sale Comparables

Average Price/Room

Average Price

Average Cap Rate

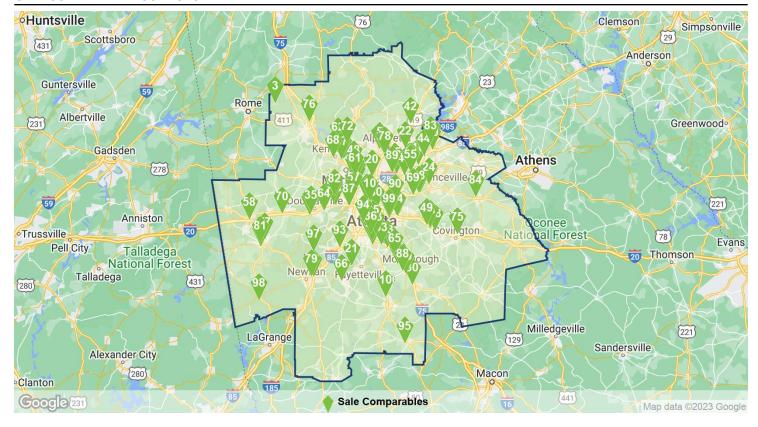
101

\$89K

\$8.8M

10.0%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

| Sale Attributes | Low | Average | Median | High |
|---------------------------|-----------|----------------|-------------|--------------|
| Sale Price | \$235,000 | \$8,755,515 | \$5,985,010 | \$74,913,014 |
| Price/Room | \$14,282 | \$89,175 | \$71,311 | \$246,424 |
| Cap Rate | 9.0% | 10.0% | 10.3% | 10.8% |
| Time Since Sale in Months | 0.3 | 7.5 | 9.0 | 11.9 |
| Property Attributes | Low | Average | Median | High |
| Property Size in Rooms | 16 | 99 | 99 | 304 |
| Number of Floors | 1 | 3 | 3 | 21 |
| Total Meeting Space | 100 | 1,987 | 1,987 | 15,690 |
| Year Built | 1920 | 1991 | 1996 | 2023 |
| Class | Economy | Upper Midscale | Economy | Luxury |



RECENT SIGNIFICANT SALES

| | | Proper | ty Informa | ition | Sale Information | | n | |
|--|-------------------|----------|------------|----------------------|------------------|--------------|------------|--|
| Property Name/Address | Class | Yr Built | Rooms | Brand | Sale Date | Price | Price/Room | |
| Renaissance Atlanta Midtown Hotel 866 W Peachtree St | Upper Upscale | 2007 | 304 | Renaissance | 10/21/2022 | \$74,913,014 | \$246,424 | |
| Sheraton Hotel Suites Galleria Atl 2844 Cobb Pky | Upper Upscale | 1990 | 278 | Sheraton Hotel | 5/25/2022 | \$26,486,000 | \$95,273 | |
| Barnsley Resort 597 Barnsley Gardens Rd NW | Luxury | 1999 | 140 | - | 11/3/2022 | \$26,000,000 | \$185,714 | |
| Hotel Indigo Atlanta - Vinings 2857 Paces Ferry Rd SE | Upper Upscale | 1986 | 160 | Hotel Indigo | 5/12/2022 | \$23,000,000 | \$143,750 | |
| InTown Suites Roswell 1175 Hembree Rd | Economy | 1996 | 137 | InTown Suites | 7/29/2022 | \$22,774,487 | \$166,237 | |
| DoubleTree by Hilton Hotel Atlant 2055 S Park PI SE | Upscale | 1979 | 224 | DoubleTree by Hilton | 5/6/2022 | \$21,280,000 | \$95,000 | |
| Artmore Hotel 1302 W Peachtree St NW | Upscale | 1924 | 103 | - | 8/5/2022 | \$21,100,000 | \$204,854 | |
| 8 InTown Suites Northside Drive 1375 Northside Dr NW | Economy | 1996 | 150 | InTown Suites | 7/29/2022 | \$20,296,272 | \$135,308 | |
| 9 InTown Suites Duluth 3750 Satellite Blvd | Economy | 1996 | 139 | InTown Suites | 7/29/2022 | \$19,438,768 | \$139,847 | |
| Aloft Lawrenceville Sugarloaf 2110 N Brown Rd NW | Upscale | 2022 | 112 | aloft Hotel | 10/18/2022 | \$19,250,000 | \$171,875 | |
| Courtyard Atlanta Kennesaw 540 Greers Chapel Dr NW | Upscale | 2017 | 100 | Courtyard | 3/14/2023 | \$18,950,000 | \$189,500 | |
| InTown Suites Extended Stay Atla 1990 Willow Trail Pkwy | Economy | 1996 | 150 | InTown Suites | 7/29/2022 | \$18,631,889 | \$124,213 | |
| Holiday Inn Stockbridge Atlanta I75 638 W Ga-138 Hwy | Upper Midscale | 2008 | 112 | Holiday Inn | 11/8/2022 | \$17,866,667 | \$159,524 | |
| InTown Suites Forest Park 363 Forest Pky | Economy | 1986 | 126 | InTown Suites | 7/29/2022 | \$16,635,609 | \$132,029 | |
| InTown Suites Jonesboro 7021 Tara Blvd | Economy | 1996 | 139 | InTown Suites | 7/29/2022 | \$16,169,913 | \$116,330 | |
| InTown Suites Lilburn 4142 Stone Mountain Hwy | Economy | 1995 | 132 | InTown Suites | 7/29/2022 | \$15,752,038 | \$119,334 | |
| InTown Suites Douglasville 5820 Plaza Pky | Economy | 1996 | 133 | InTown Suites | 7/29/2022 | \$15,152,074 | \$113,925 | |
| InTown Suites Buford Highway 6067 Buford Hwy | Economy | 1986 | 129 | InTown Suites | 7/29/2022 | \$14,260,842 | \$110,549 | |
| InTown Suites Conyers 1125 Northlake Dr | Economy | 1996 | 122 | InTown Suites | 7/29/2022 | \$14,133,703 | \$115,850 | |
| InTown Suites Sandy Springs 355 Hammond Dr NE | Economy | 1999 | 71 | InTown Suites | 7/29/2022 | \$13,100,576 | \$184,515 | |





Atlanta is the economic capital of the Southeast and home to world-class universities, the world's most-traveled airport, and a rich arts and culture scene. There are 13 Fortune 500 and 24 Fortune 1000 headquarters in the area, including Delta Air Lines, the Home Depot, UPS, and the Coca-Cola Company. Atlanta was named the best place to live in the U.S. by Money Magazine, citing the city's strong economy, cultural diversity and commitment to equality.

As a tourist destination, Atlanta is known for its history and culture as well as attractions such as the Georgia Aquarium, World of Coke, and the amusement park Six Flags Over Georgia. National Geographic's list of 25 Amazing Journeys for 2022 included Atlanta as one of the best places to visit in 2022 for culture and history, citing the area's history related to the civil rights movement and Atlanta's hip-hop culture. Additionally, Money Magazine included Atlanta in its 2023 list of Best Places to Travel.

Key drivers for Atlanta's hospitality market also include Georgia World Congress Center and Mercedes-Benz Stadium, home to the Atlanta Falcons (NFL) and Atlanta United (MLS). The stadium has hosted numerous demand-generating events including the 2018 College Football Playoff National Championship, Super Bowl LIII in February 2019, international soccer matches, college football games, and concerts. The stadium will host the 2025 College Football Playoff National Championship, becoming the first site to repeat as host of college football's biggest game, and has been selected as a host site for the 2026 World Cup.

Prior to the pandemic, approximately a third of hotel room demand was driven by conventions and conferences. The Georgia World Congress Center in downtown Atlanta is one of the top five largest convention centers in the U.S., with 1.5 million SF of exhibit space, and is the world's largest LEED-certified convention center.

Travel to and from the market is supported by Hartsfield-Jackson Atlanta International Airport, the busiest airport in the world. The airport provides more than 63,000 jobs on-site, making it the state's largest employer.

The airport offers nonstop service to more than 150 domestic destinations and more than 70 international destinations in 50 countries. Passenger volume is dominated by Delta Air Lines, which is headquartered at Hartsfield-Jackson, but the airport has passenger service from more than 15 domestic and international airlines.

ATLANTA - GA EMPLOYMENT BY INDUSTRY IN THOUSANDS

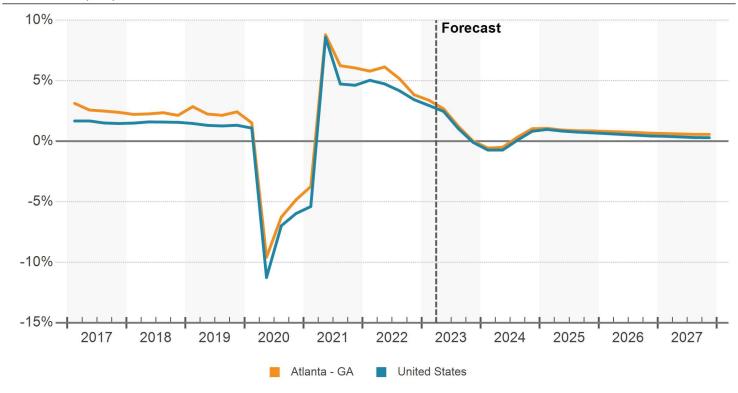
| | CURRE | NT JOBS | CURRENT | GROWTH | 10 YR HIS | STORICAL | 5 YR FO | RECAST |
|--|-------|---------|---------|--------|-----------|----------|---------|--------|
| Industry | Jobs | LQ | Market | US | Market | US | Market | US |
| Manufacturing | 178 | 0.7 | 1.29% | 2.22% | 1.94% | 0.80% | 0.11% | -0.10% |
| Trade, Transportation and Utilities | 653 | 1.2 | 0.29% | 1.18% | 2.29% | 1.22% | 0.09% | 0.00% |
| Retail Trade | 299 | 1.0 | -0.89% | 0.45% | 1.31% | 0.42% | 0.08% | 0.01% |
| Financial Activities | 205 | 1.1 | 3.67% | 1.33% | 2.79% | 1.50% | 0.10% | 0.00% |
| Government | 341 | 0.8 | 3.49% | 1.84% | 0.84% | 0.28% | 0.62% | 0.44% |
| Natural Resources, Mining and Construction | 145 | 0.9 | 5.43% | 3.50% | 4.80% | 2.55% | 0.19% | 0.12% |
| Education and Health Services | 401 | 0.8 | 5.29% | 4.08% | 3.14% | 1.77% | 1.17% | 0.56% |
| Professional and Business Services | 593 | 1.3 | 1.33% | 2.53% | 2.86% | 2.19% | 0.41% | 0.24% |
| Information | 115 | 1.9 | 1.71% | 1.18% | 3.36% | 1.28% | 0.24% | -0.03% |
| Leisure and Hospitality | 312 | 1.0 | 9.35% | 6.38% | 2.53% | 1.61% | 1.31% | 0.92% |
| Other Services | 107 | 0.9 | 5.50% | 3.26% | 1.21% | 0.67% | -0.02% | 0.22% |
| Total Employment | 3,050 | 1.0 | 3.13% | 2.77% | 2.47% | 1.37% | 0.49% | 0.29% |

Source: Oxford Economics LQ = Location Quotient



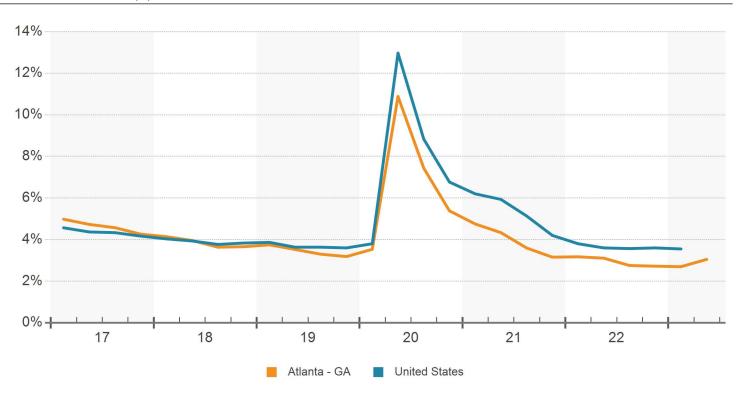


JOB GROWTH (YOY)



Source: Oxford Economics

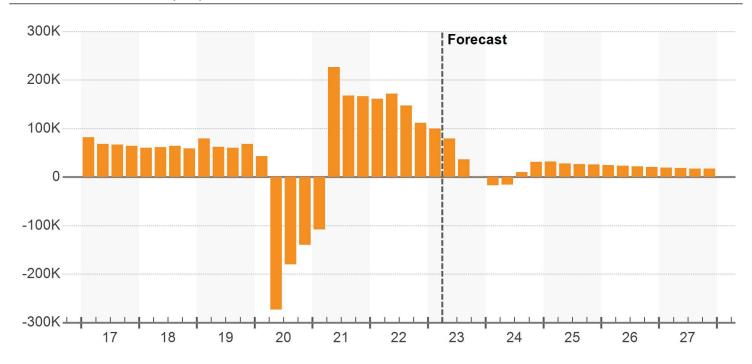
UNEMPLOYMENT RATE (%)



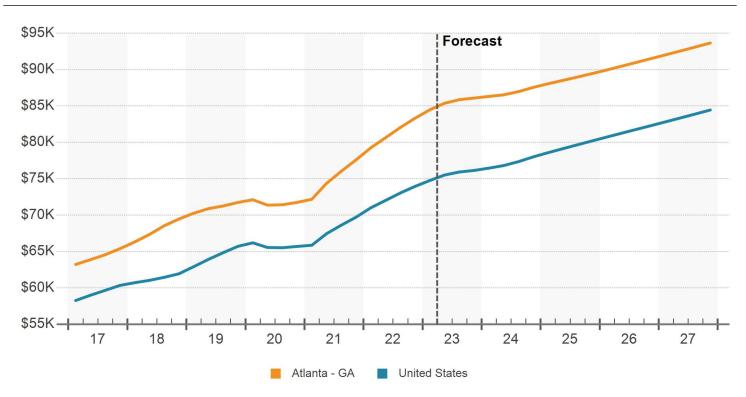




NET EMPLOYMENT CHANGE (YOY)



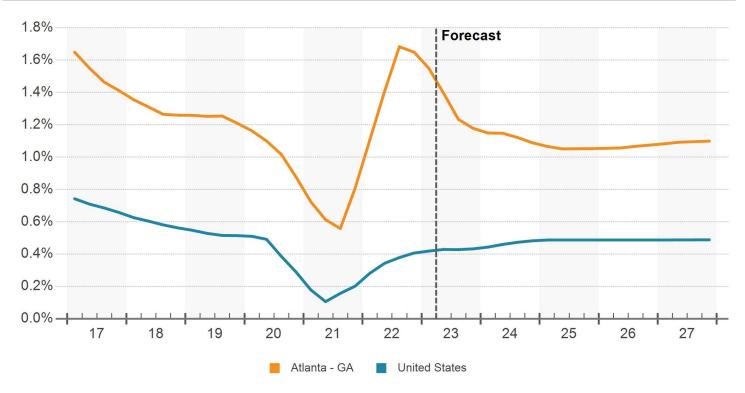
MEDIAN HOUSEHOLD INCOME



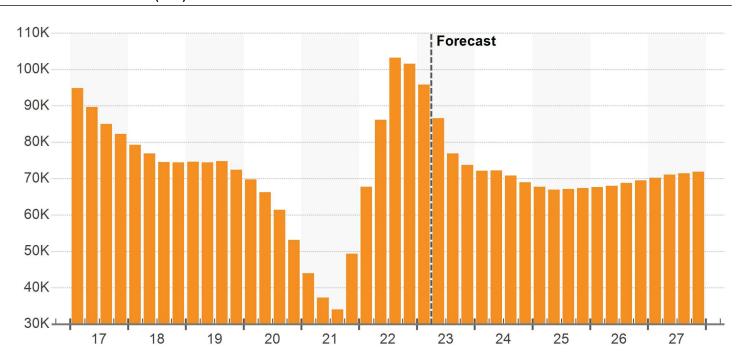




POPULATION GROWTH (YOY %)



NET POPULATION CHANGE (YOY)









DEMOGRAPHIC TRENDS

| | Currer | nt Level | 12 Month | n Change | 10 Year | Change | 5 Year Forecast | | |
|-------------------------|-----------------------------|-------------|----------|----------|---------|--------|-----------------|------|--|
| Demographic Category | nographic Category Metro US | | Metro | US | Metro | US | Metro | US | |
| Population | 6,288,840 | 334,143,188 | 1.5% | 0.4% | 1.4% | 0.6% | 1.1% | 0.5% | |
| Households | 2,354,545 | 129,681,547 | 2.0% | 0.9% | 1.7% | 0.9% | 1.2% | 0.6% | |
| Median Household Income | \$84,801 | \$75,031 | 6.3% | 5.1% | 4.4% | 3.8% | 2.2% | 2.6% | |
| Labor Force | 3,222,825 | 165,230,063 | 1.3% | 0.8% | 1.5% | 0.6% | 0.6% | 0.4% | |
| Unemployment | 2.8% | 3.5% | -0.3% | -0.2% | -0.5% | -0.4% | 0% | - | |

Source: Oxford Economics

POPULATION GROWTH



LABOR FORCE GROWTH



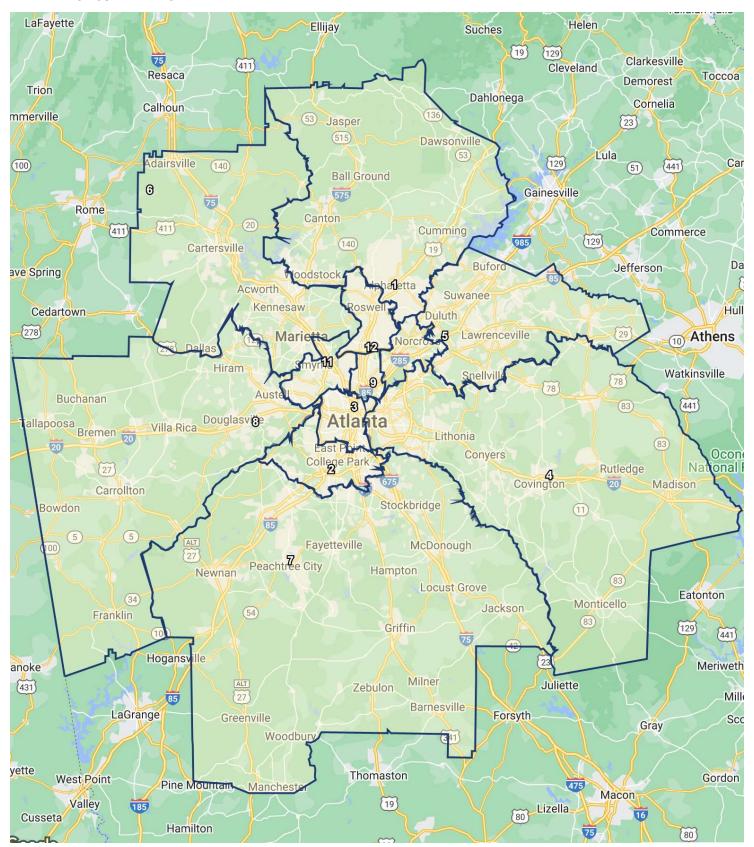
INCOME GROWTH



Source: Oxford Economics



ATLANTA - GA SUBMARKETS







Atlanta - GA Hospitality

SUBMARKET INVENTORY

| | | | Inve | ntory | | | 12 Month | Deliveries | | Under Construction | | | |
|----|--------------------------|-------|--------|----------|------|-------|----------|------------|------|--------------------|-------|----------|------|
| # | Submarket | Bldgs | Rooms | % Market | Rank | Bldgs | Rooms | % | Rank | Bldgs | Rooms | % Market | Rank |
| 1 | Alpharetta/North | 74 | 6,834 | 6.1% | 10 | 4 | 325 | 4.8% | 1 | 2 | 326 | 4.8% | 4 |
| 2 | Atlanta Airport | 86 | 12,776 | 11.4% | 2 | 1 | 161 | 1.3% | 9 | 2 | 253 | 2.0% | 7 |
| 3 | Atlanta CBD | 73 | 18,715 | 16.7% | 1 | 2 | 430 | 2.3% | 4 | 7 | 2,208 | 11.8% | 1 |
| 4 | Atlanta East | 109 | 8,948 | 8.0% | 5 | 3 | 318 | 3.6% | 2 | 4 | 378 | 4.2% | 5 |
| 5 | Atlanta Northeast | 73 | 7,331 | 6.5% | 9 | 1 | 112 | 1.5% | 6 | 5 | 667 | 9.1% | 2 |
| 6 | Atlanta Northwest | 95 | 7,373 | 6.6% | 8 | 0 | 0 | - | - | 2 | 210 | 2.9% | 6 |
| 7 | Atlanta South | 160 | 11,582 | 10.3% | 3 | 2 | 91 | 0.8% | 10 | 9 | 885 | 7.6% | 3 |
| 8 | Atlanta West | 86 | 6,201 | 5.5% | 11 | 0 | 0 | - | - | 0 | 0 | 0% | 11 |
| 9 | Buckhead | 46 | 8,704 | 7.8% | 6 | 1 | 152 | 1.7% | 5 | 0 | 0 | 0% | 9 |
| 10 | Chamblee/Norcross | 59 | 7,626 | 6.8% | 7 | 1 | 98 | 1.3% | 8 | 0 | 0 | 0% | 10 |
| 11 | Galleria/Marietta | 75 | 9,885 | 8.8% | 4 | 1 | 147 | 1.5% | 7 | 1 | 93 | 0.9% | 8 |
| 12 | Perimeter Center/Roswell | 40 | 5,997 | 5.4% | 12 | 1 | 141 | 2.4% | 3 | 0 | 0 | 0% | 12 |





SUBMARKET PERFORMANCE

| | | | 12 Mo Occu | pancy | | 12 Mo AD | R | 12 Mo RevPAR | | | |
|----|--------------------------|------|------------|-------------|------|----------|-------------|--------------|----------|-------------|--|
| # | Submarket | Rank | % | Year Growth | Rank | Per Room | Year Growth | Rank | Per Room | Year Growth | |
| 1 | Alpharetta/North | 7 | 65.6% | 7.5% | 3 | \$120.96 | 14.5% | 5 | \$79.29 | 23.1% | |
| 2 | Atlanta Airport | 2 | 70.8% | 9.2% | 6 | \$112.98 | 15.8% | 4 | \$80.01 | 26.5% | |
| 3 | Atlanta CBD | 11 | 62.8% | 25.5% | 1 | \$189.81 | 13.4% | 1 | \$119.27 | 42.3% | |
| 4 | Atlanta East | 4 | 67.6% | -3.1% | 10 | \$91.12 | 11.5% | 10 | \$61.62 | 8.1% | |
| 5 | Atlanta Northeast | 1 | 73.6% | 5.3% | 7 | \$112.28 | 12.8% | 3 | \$82.59 | 18.8% | |
| 6 | Atlanta Northwest | 8 | 64.3% | 1.6% | 8 | \$102.69 | 10.6% | 8 | \$65.98 | 12.3% | |
| 7 | Atlanta South | 3 | 69.5% | -2.2% | 9 | \$92.22 | 6.8% | 9 | \$64.09 | 4.4% | |
| 8 | Atlanta West | 6 | 65.9% | 0% | 11 | \$88.93 | 8.7% | 11 | \$58.61 | 8.7% | |
| 9 | Buckhead | 12 | 62.7% | 14.8% | 2 | \$167.72 | 12.5% | 2 | \$105.09 | 29.2% | |
| 10 | Chamblee/Norcross | 5 | 65.9% | 0.3% | 12 | \$80.84 | 12.5% | 12 | \$53.29 | 12.8% | |
| 11 | Galleria/Marietta | 10 | 63.5% | 7.4% | 4 | \$119.21 | 13.4% | 6 | \$75.74 | 21.8% | |
| 12 | Perimeter Center/Roswell | 9 | 63.7% | 8.0% | 5 | \$114.42 | 15.9% | 7 | \$72.85 | 25.2% | |





OVERALL SUPPLY & DEMAND

| | | Supply | | Demand | | | |
|------|-----------------|-----------------|-------|----------------|-------------|----------|--|
| Year | Available Rooms | Change % Change | | Occupied Rooms | Change | % Change | |
| 2027 | 42,504,503 | 0 | 0% | 29,324,946 | 20,721 | 0.1% | |
| 2026 | 42,504,503 | 87,321 | 0.2% | 29,304,225 | 225,692 | 0.8% | |
| 2025 | 42,417,182 | 227,753 | 0.5% | 29,078,533 | 200,510 | 0.7% | |
| 2024 | 42,189,429 | 1,183,285 | 2.9% | 28,878,023 | 1,767,862 | 6.5% | |
| 2023 | 41,006,144 | 758,030 | 1.9% | 27,110,161 | 979,154 | 3.7% | |
| YTD | 10,019,163 | 139,025 | 1.4% | 6,574,316 | 625,857 | 10.5% | |
| 2022 | 40,248,114 | 884,725 | 2.2% | 26,131,007 | 2,483,737 | 10.5% | |
| 2021 | 39,363,389 | 1,794,240 | 4.8% | 23,647,270 | 5,548,507 | 30.7% | |
| 2020 | 37,569,149 | (174,099) | -0.5% | 18,098,763 | (7,988,304) | -30.6% | |
| 2019 | 37,743,248 | 756,408 | 2.0% | 26,087,067 | 188,785 | 0.7% | |
| 2018 | 36,986,840 | 567,147 | 1.6% | 25,898,282 | 404,346 | 1.6% | |
| 2017 | 36,419,693 | 411,209 | 1.1% | 25,493,936 | 377,764 | 1.5% | |
| 2016 | 36,008,484 | 495,265 | 1.4% | 25,116,172 | 402,359 | 1.6% | |
| 2015 | 35,513,219 | 224,152 | 0.6% | 24,713,813 | 823,155 | 3.4% | |
| 2014 | 35,289,067 | (43,718) | -0.1% | 23,890,658 | 1,799,654 | 8.1% | |
| 2013 | 35,332,785 | 74,732 | 0.2% | 22,091,004 | 773,428 | 3.6% | |

LUXURY & UPPER UPSCALE SUPPLY & DEMAND

| | | Supply | | | Demand | | | |
|------|-----------------|-----------|----------|----------------|-------------|----------|--|--|
| Year | Available Rooms | Change | % Change | Occupied Rooms | Change | % Change | | |
| 2027 | 11,069,461 | 0 | 0% | 7,799,339 | 3,078 | 0% | | |
| 2026 | 11,069,461 | 0 | 0% | 7,796,261 | 82,677 | 1.1% | | |
| 2025 | 11,069,461 | 21,590 | 0.2% | 7,713,584 | 268,810 | 3.6% | | |
| 2024 | 11,047,871 | 540,500 | 5.1% | 7,444,774 | 693,584 | 10.3% | | |
| 2023 | 10,507,371 | 208,151 | 2.0% | 6,751,190 | 466,176 | 7.4% | | |
| YTD | 2,578,500 | 57,558 | 2.3% | 1,661,427 | 334,215 | 25.2% | | |
| 2022 | 10,299,220 | 419,965 | 4.3% | 6,285,014 | 1,551,453 | 32.8% | | |
| 2021 | 9,879,255 | 1,130,339 | 12.9% | 4,733,561 | 1,659,925 | 54.0% | | |
| 2020 | 8,748,916 | (770,729) | -8.1% | 3,073,636 | (4,044,390) | -56.8% | | |
| 2019 | 9,519,645 | 107,701 | 1.1% | 7,118,026 | 199,563 | 2.9% | | |
| 2018 | 9,411,944 | 284,679 | 3.1% | 6,918,463 | 108,693 | 1.6% | | |
| 2017 | 9,127,265 | 68,589 | 0.8% | 6,809,770 | 67,367 | 1.0% | | |
| 2016 | 9,058,676 | 105,910 | 1.2% | 6,742,403 | 101,323 | 1.5% | | |
| 2015 | 8,952,766 | (28,687) | -0.3% | 6,641,080 | 117,242 | 1.8% | | |
| 2014 | 8,981,453 | 32,539 | 0.4% | 6,523,838 | 345,502 | 5.6% | | |
| 2013 | 8,948,914 | 29,786 | 0.3% | 6,178,336 | 149,792 | 2.5% | | |



UPSCALE & UPPER MIDSCALE SUPPLY & DEMAND

| | | Supply | | Demand | | | |
|------|-----------------|---------|----------|----------------|-------------|----------|--|
| Year | Available Rooms | Change | % Change | Occupied Rooms | Change | % Change | |
| 2027 | 16,900,622 | 0 | 0% | 11,600,782 | 3,114 | 0% | |
| 2026 | 16,900,622 | 0 | 0% | 11,597,668 | 98,975 | 0.9% | |
| 2025 | 16,900,622 | 154,544 | 0.9% | 11,498,693 | 207,944 | 1.8% | |
| 2024 | 16,746,078 | 436,403 | 2.7% | 11,290,749 | 403,551 | 3.7% | |
| 2023 | 16,309,675 | 391,954 | 2.5% | 10,887,198 | 301,468 | 2.8% | |
| YTD | 3,968,687 | 76,369 | 2.0% | 2,706,367 | 334,470 | 14.1% | |
| 2022 | 15,917,721 | 506,465 | 3.3% | 10,585,730 | 1,262,034 | 13.5% | |
| 2021 | 15,411,256 | 580,639 | 3.9% | 9,323,696 | 2,576,996 | 38.2% | |
| 2020 | 14,830,617 | 396,297 | 2.7% | 6,746,700 | (3,385,423) | -33.4% | |
| 2019 | 14,434,320 | 748,263 | 5.5% | 10,132,123 | 363,530 | 3.7% | |
| 2018 | 13,686,057 | 454,964 | 3.4% | 9,768,593 | 233,612 | 2.5% | |
| 2017 | 13,231,093 | 337,923 | 2.6% | 9,534,981 | 318,334 | 3.5% | |
| 2016 | 12,893,170 | 371,240 | 3.0% | 9,216,647 | 235,865 | 2.6% | |
| 2015 | 12,521,930 | 247,157 | 2.0% | 8,980,782 | 501,490 | 5.9% | |
| 2014 | 12,274,773 | 30,329 | 0.2% | 8,479,292 | 621,368 | 7.9% | |
| 2013 | 12,244,444 | (3,552) | 0% | 7,857,924 | 291,116 | 3.8% | |

MIDSCALE & ECONOMY SUPPLY & DEMAND

| | | Supply | | | Demand | | |
|------|-----------------|-----------|----------|----------------|-----------|----------|--|
| Year | Available Rooms | Change | % Change | Occupied Rooms | Change | % Change | |
| 2027 | 14,534,420 | 0 | 0% | 9,924,825 | 14,529 | 0.1% | |
| 2026 | 14,534,420 | 87,321 | 0.6% | 9,910,296 | 44,040 | 0.4% | |
| 2025 | 14,447,099 | 51,619 | 0.4% | 9,866,256 | (276,245) | -2.7% | |
| 2024 | 14,395,480 | 206,382 | 1.5% | 10,142,501 | 670,728 | 7.1% | |
| 2023 | 14,189,098 | 157,925 | 1.1% | 9,471,773 | 211,510 | 2.3% | |
| YTD | 3,471,976 | 5,098 | 0.1% | 2,206,522 | (42,828) | -1.9% | |
| 2022 | 14,031,173 | (41,705) | -0.3% | 9,260,263 | (329,750) | -3.4% | |
| 2021 | 14,072,878 | 83,262 | 0.6% | 9,590,013 | 1,311,587 | 15.8% | |
| 2020 | 13,989,616 | 200,333 | 1.5% | 8,278,426 | (558,492) | -6.3% | |
| 2019 | 13,789,283 | (99,556) | -0.7% | 8,836,918 | (374,308) | -4.1% | |
| 2018 | 13,888,839 | (172,496) | -1.2% | 9,211,226 | 62,041 | 0.7% | |
| 2017 | 14,061,335 | 4,697 | 0% | 9,149,185 | (7,938) | -0.1% | |
| 2016 | 14,056,638 | 18,115 | 0.1% | 9,157,123 | 65,172 | 0.7% | |
| 2015 | 14,038,523 | 5,682 | 0% | 9,091,951 | 204,423 | 2.3% | |
| 2014 | 14,032,841 | (106,586) | -0.8% | 8,887,528 | 832,784 | 10.3% | |
| 2013 | 14,139,427 | 48,498 | 0.3% | 8,054,744 | 332,520 | 4.3% | |



OVERALL PERFORMANCE

| | Оссі | ıpancy | A | DR | RevPAR | | |
|------|---------|----------|----------|----------|----------|----------|--|
| Year | Percent | % Change | Per Room | % Change | Per Room | % Change | |
| 2027 | 69.0% | 0.1% | \$139.68 | 1.5% | \$96.37 | 1.6% | |
| 2026 | 68.9% | 0.6% | \$137.56 | 4.3% | \$94.84 | 4.8% | |
| 2025 | 68.6% | 0.2% | \$131.95 | 4.0% | \$90.46 | 4.2% | |
| 2024 | 68.4% | 3.5% | \$126.85 | 2.7% | \$86.83 | 6.3% | |
| 2023 | 66.1% | 1.8% | \$123.56 | 4.5% | \$81.69 | 6.4% | |
| YTD | 65.6% | 9.0% | \$125.33 | 15.0% | \$82.24 | 25.4% | |
| 2022 | 64.9% | 8.1% | \$118.23 | 18.2% | \$76.76 | 27.8% | |
| 2021 | 60.1% | 24.7% | \$100.01 | 16.8% | \$60.08 | 45.6% | |
| 2020 | 48.2% | -30.3% | \$85.64 | -24.4% | \$41.26 | -47.3% | |
| 2019 | 69.1% | -1.3% | \$113.25 | 4.7% | \$78.28 | 3.4% | |
| 2018 | 70.0% | 0% | \$108.13 | 2.6% | \$75.72 | 2.7% | |
| 2017 | 70.0% | 0.4% | \$105.36 | 3.4% | \$73.75 | 3.8% | |
| 2016 | 69.8% | 0.2% | \$101.88 | 5.9% | \$71.06 | 6.2% | |
| 2015 | 69.6% | 2.8% | \$96.16 | 6.2% | \$66.92 | 9.2% | |
| 2014 | 67.7% | 8.3% | \$90.53 | 4.2% | \$61.29 | 12.8% | |
| 2013 | 62.5% | 3.4% | \$86.87 | 2.2% | \$54.31 | 5.7% | |

LUXURY & UPPER UPSCALE PERFORMANCE

| | Оссі | ıpancy | A | DR | RevPAR | | |
|------|---------|----------|----------|----------|----------|----------|--|
| Year | Percent | % Change | Per Room | % Change | Per Room | % Change | |
| 2027 | 70.5% | 0% | \$210.30 | 1.5% | \$148.17 | 1.6% | |
| 2026 | 70.4% | 1.1% | \$207.15 | 3.5% | \$145.90 | 4.6% | |
| 2025 | 69.7% | 3.4% | \$200.17 | 1.9% | \$139.49 | 5.4% | |
| 2024 | 67.4% | 4.9% | \$196.36 | 0.5% | \$132.32 | 5.4% | |
| 2023 | 64.3% | 5.3% | \$195.37 | 4.4% | \$125.53 | 10.0% | |
| YTD | 64.4% | 22.4% | \$199.97 | 12.7% | \$128.85 | 37.9% | |
| 2022 | 61.0% | 27.4% | \$187.09 | 14.5% | \$114.17 | 45.9% | |
| 2021 | 47.9% | 36.4% | \$163.33 | 8.6% | \$78.26 | 48.2% | |
| 2020 | 35.1% | -53.0% | \$150.35 | -14.3% | \$52.82 | -59.7% | |
| 2019 | 74.8% | 1.7% | \$175.40 | 5.6% | \$131.15 | 7.4% | |
| 2018 | 73.5% | -1.5% | \$166.11 | 2.4% | \$122.10 | 0.9% | |
| 2017 | 74.6% | 0.2% | \$162.21 | 2.3% | \$121.02 | 2.5% | |
| 2016 | 74.4% | 0.3% | \$158.61 | 5.1% | \$118.06 | 5.5% | |
| 2015 | 74.2% | 2.1% | \$150.85 | 5.0% | \$111.90 | 7.3% | |
| 2014 | 72.6% | 5.2% | \$143.62 | 3.3% | \$104.32 | 8.7% | |
| 2013 | 69.0% | 2.1% | \$138.98 | 1.7% | \$95.95 | 3.9% | |



UPSCALE & UPPER MIDSCALE PERFORMANCE

| | Оссі | ıpancy | A | DR | RevPAR | |
|------|---------|----------|----------|----------|----------|----------|
| Year | Percent | % Change | Per Room | % Change | Per Room | % Change |
| 2027 | 68.6% | 0% | \$145.36 | 1.6% | \$99.78 | 1.6% |
| 2026 | 68.6% | 0.9% | \$143.09 | 4.9% | \$98.19 | 5.8% |
| 2025 | 68.0% | 0.9% | \$136.40 | 4.6% | \$92.80 | 5.6% |
| 2024 | 67.4% | 1.0% | \$130.40 | 3.1% | \$87.92 | 4.2% |
| 2023 | 66.8% | 0.4% | \$126.46 | 3.5% | \$84.42 | 3.9% |
| YTD | 68.2% | 11.9% | \$127.07 | 11.9% | \$86.65 | 25.3% |
| 2022 | 66.5% | 9.9% | \$122.19 | 13.7% | \$81.26 | 25.0% |
| 2021 | 60.5% | 33.0% | \$107.48 | 11.6% | \$65.03 | 48.5% |
| 2020 | 45.5% | -35.2% | \$96.28 | -19.5% | \$43.80 | -47.8% |
| 2019 | 70.2% | -1.7% | \$119.57 | 2.2% | \$83.93 | 0.5% |
| 2018 | 71.4% | -1.0% | \$116.95 | 2.3% | \$83.47 | 1.3% |
| 2017 | 72.1% | 0.8% | \$114.35 | 3.2% | \$82.41 | 4.1% |
| 2016 | 71.5% | -0.3% | \$110.77 | 6.2% | \$79.19 | 5.8% |
| 2015 | 71.7% | 3.8% | \$104.32 | 6.9% | \$74.82 | 11.0% |
| 2014 | 69.1% | 7.6% | \$97.61 | 6.6% | \$67.43 | 14.8% |
| 2013 | 64.2% | 3.9% | \$91.54 | 2.9% | \$58.75 | 6.9% |

MIDSCALE & ECONOMY PERFORMANCE

| | Оссі | ıpancy | A | DR | RevPAR | |
|------|---------|----------|----------|----------|----------|----------|
| Year | Percent | % Change | Per Room | % Change | Per Room | % Change |
| 2027 | 68.3% | 0.1% | \$77.54 | 1.6% | \$52.95 | 1.7% |
| 2026 | 68.2% | -0.2% | \$76.35 | 4.0% | \$52.06 | 3.8% |
| 2025 | 68.3% | -3.1% | \$73.43 | 2.2% | \$50.15 | -1.0% |
| 2024 | 70.5% | 5.5% | \$71.88 | 4.1% | \$50.64 | 9.9% |
| 2023 | 66.8% | 1.1% | \$69.05 | 3.1% | \$46.09 | 4.3% |
| YTD | 63.6% | -2.0% | \$67.01 | 5.2% | \$42.58 | 3.0% |
| 2022 | 66.0% | -3.2% | \$66.96 | 8.9% | \$44.20 | 5.5% |
| 2021 | 68.1% | 15.2% | \$61.50 | 16.1% | \$41.91 | 33.8% |
| 2020 | 59.2% | -7.7% | \$52.95 | -5.4% | \$31.33 | -12.6% |
| 2019 | 64.1% | -3.4% | \$55.96 | 1.3% | \$35.86 | -2.1% |
| 2018 | 66.3% | 1.9% | \$55.24 | 2.9% | \$36.64 | 4.9% |
| 2017 | 65.1% | -0.1% | \$53.68 | 4.9% | \$34.93 | 4.8% |
| 2016 | 65.1% | 0.6% | \$51.16 | 6.2% | \$33.33 | 6.9% |
| 2015 | 64.8% | 2.3% | \$48.16 | 7.5% | \$31.19 | 10.0% |
| 2014 | 63.3% | 11.2% | \$44.79 | 5.8% | \$28.37 | 17.6% |
| 2013 | 57.0% | 3.9% | \$42.35 | 3.6% | \$24.12 | 7.7% |



OVERALL SALES

| | | | Co | mpleted Transactions | s (1) | | Market Pricing Trends (2) | | | |
|------|-------|----------|----------|----------------------|----------------|--------------|---------------------------|-------------|----------|--|
| Year | Deals | Volume | Turnover | Avg Price | Avg Price/Room | Avg Cap Rate | Price/Room | Price Index | Cap Rate | |
| 2027 | - | - | - | - | - | - | \$170,719 | 239 | 8.2% | |
| 2026 | - | - | - | - | - | - | \$165,632 | 232 | 8.2% | |
| 2025 | - | - | - | - | - | - | \$156,189 | 219 | 8.2% | |
| 2024 | - | - | - | - | - | - | \$146,154 | 205 | 8.2% | |
| 2023 | - | - | - | - | - | - | \$137,808 | 193 | 8.2% | |
| YTD | 15 | \$95.6M | 1.0% | \$6,373,347 | \$87,868 | - | \$135,524 | 190 | 8.1% | |
| 2022 | 118 | \$1.1B | 11.2% | \$9,700,765 | \$91,234 | 9.6% | \$129,777 | 182 | 8.1% | |
| 2021 | 68 | \$1.3B | 7.5% | \$18,583,787 | \$152,565 | 6.0% | \$128,182 | 180 | 7.9% | |
| 2020 | 40 | \$451.7M | 4.2% | \$11,293,439 | \$101,656 | 9.9% | \$140,638 | 197 | 8.0% | |
| 2019 | 50 | \$797.9M | 6.0% | \$15,958,696 | \$125,916 | 9.4% | \$151,057 | 212 | 8.2% | |
| 2018 | 70 | \$790.2M | 7.2% | \$11,288,791 | \$107,104 | 9.7% | \$142,560 | 200 | 8.3% | |
| 2017 | 59 | \$1B | 8.7% | \$17,221,376 | \$115,982 | 8.4% | \$133,239 | 187 | 8.5% | |
| 2016 | 57 | \$577.4M | 6.6% | \$10,130,362 | \$87,265 | 8.0% | \$122,652 | 172 | 8.6% | |
| 2015 | 67 | \$847.4M | 9.5% | \$12,647,820 | \$90,203 | 9.6% | \$109,880 | 154 | 8.6% | |
| 2014 | 55 | \$543.5M | 8.2% | \$9,882,371 | \$67,747 | 6.3% | \$97,022 | 136 | 8.8% | |
| 2013 | 56 | \$547.2M | 8.2% | \$9,771,136 | \$68,142 | 8.6% | \$87,145 | 122 | 9.0% | |

⁽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.

LUXURY & UPPER UPSCALE SALES

| | | | Co | mpleted Transactions | s (1) | | Market Pricing Trends (2) | | | |
|------|-------|----------|----------|----------------------|----------------|--------------|---------------------------|-------------|----------|--|
| Year | Deals | Volume | Turnover | Avg Price | Avg Price/Room | Avg Cap Rate | Price/Room | Price Index | Cap Rate | |
| 2027 | - | - | - | - | - | - | \$356,083 | 249 | 7.1% | |
| 2026 | - | - | - | - | - | - | \$345,473 | 242 | 7.1% | |
| 2025 | - | - | - | - | - | - | \$325,778 | 228 | 7.1% | |
| 2024 | - | - | - | - | - | - | \$304,845 | 213 | 7.2% | |
| 2023 | - | - | - | - | - | - | \$287,439 | 201 | 7.2% | |
| YTD | - | - | - | - | - | - | \$282,752 | 198 | 7.1% | |
| 2022 | 11 | \$155.2M | 4.5% | \$14,112,991 | \$119,786 | - | \$269,814 | 189 | 7.1% | |
| 2021 | 10 | \$717.7M | 10.1% | \$71,765,119 | \$251,631 | - | \$266,683 | 187 | 6.9% | |
| 2020 | 1 | \$208M | 1.6% | \$208,000,000 | \$492,891 | - | \$292,899 | 205 | 6.9% | |
| 2019 | 3 | \$517M | 7.6% | \$172,333,333 | \$255,814 | 7.0% | \$313,824 | 220 | 7.0% | |
| 2018 | 6 | \$291M | 4.3% | \$48,496,585 | \$259,803 | 6.4% | \$289,274 | 202 | 7.4% | |
| 2017 | 7 | \$559.7M | 12.3% | \$79,958,086 | \$179,479 | 8.3% | \$269,566 | 189 | 7.5% | |
| 2016 | 5 | \$171.8M | 5.0% | \$34,368,500 | \$135,951 | 10.2% | \$248,454 | 174 | 7.6% | |
| 2015 | 10 | \$457.3M | 11.8% | \$45,729,013 | \$154,989 | 7.0% | \$221,084 | 155 | 7.7% | |
| 2014 | 8 | \$300M | 11.2% | \$37,498,750 | \$108,222 | 8.0% | \$195,368 | 137 | 7.8% | |
| 2013 | 6 | \$373M | 11.3% | \$62,166,074 | \$133,690 | 8.0% | \$175,080 | 123 | 8.0% | |

⁽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.





⁽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 MIDSCALE SALES

| | | | Co | mpleted Transactions | s (1) | | Market | t Pricing Trends (| 2) |
|------|-------|----------|----------|----------------------|----------------|--------------|------------|--------------------|----------|
| Year | Deals | Volume | Turnover | Avg Price | Avg Price/Room | Avg Cap Rate | Price/Room | Price Index | Cap Rate |
| 2027 | - | - | - | - | - | - | \$137,367 | 223 | 8.4% |
| 2026 | - | - | - | - | - | - | \$133,274 | 216 | 8.4% |
| 2025 | - | - | - | - | - | - | \$125,676 | 204 | 8.5% |
| 2024 | - | - | - | - | - | - | \$117,601 | 190 | 8.5% |
| 2023 | - | - | - | - | - | - | \$110,886 | 180 | 8.5% |
| YTD | 6 | \$55.9M | 1.1% | \$9,317,667 | \$111,812 | - | \$109,030 | 177 | 8.4% |
| 2022 | 45 | \$544.4M | 12.1% | \$12,097,645 | \$101,836 | 9.4% | \$105,199 | 170 | 8.3% |
| 2021 | 28 | \$430.6M | 7.3% | \$15,378,402 | \$136,092 | 6.8% | \$105,273 | 171 | 8.1% |
| 2020 | 11 | \$124.3M | 3.4% | \$11,303,864 | \$87,949 | 5.7% | \$117,246 | 190 | 8.2% |
| 2019 | 22 | \$179.3M | 5.5% | \$8,148,364 | \$81,041 | 10.1% | \$126,734 | 205 | 8.2% |
| 2018 | 32 | \$397.8M | 9.8% | \$12,429,932 | \$105,590 | 7.8% | \$123,831 | 201 | 8.3% |
| 2017 | 26 | \$386.7M | 8.9% | \$14,872,465 | \$118,108 | 8.0% | \$116,343 | 188 | 8.4% |
| 2016 | 25 | \$324.2M | 8.3% | \$12,966,649 | \$108,164 | 8.6% | \$107,257 | 174 | 8.5% |
| 2015 | 24 | \$279.2M | 9.8% | \$11,631,426 | \$82,010 | 9.5% | \$96,831 | 157 | 8.5% |
| 2014 | 20 | \$194.9M | 8.5% | \$9,746,747 | \$66,192 | - | \$85,197 | 138 | 8.7% |
| 2013 | 18 | \$129.7M | 7.1% | \$7,204,018 | \$53,584 | 11.6% | \$76,641 | 124 | 8.9% |

⁽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.

MIDSCALE & ECONOMY SALES

| | | | Co | mpleted Transactions | s (1) | | Market Pricing Trends (2) | | | |
|------|-------|----------|----------|----------------------|----------------|--------------|---------------------------|-------------|----------|--|
| Year | Deals | Volume | Turnover | Avg Price | Avg Price/Room | Avg Cap Rate | Price/Room | Price Index | Cap Rate | |
| 2027 | - | - | - | - | - | - | \$68,524 | 245 | 8.7% | |
| 2026 | - | - | - | - | - | - | \$66,482 | 238 | 8.7% | |
| 2025 | - | - | - | - | - | - | \$62,692 | 224 | 8.7% | |
| 2024 | - | - | - | - | - | - | \$58,664 | 210 | 8.7% | |
| 2023 | - | - | - | - | - | - | \$55,314 | 198 | 8.7% | |
| YTD | 9 | \$39.7M | 1.5% | \$4,410,468 | \$67,507 | - | \$54,412 | 195 | 8.6% | |
| 2022 | 62 | \$445.1M | 15.3% | \$7,178,280 | \$75,369 | 10.3% | \$51,770 | 185 | 8.6% | |
| 2021 | 30 | \$115.5M | 5.8% | \$3,848,370 | \$50,927 | 4.3% | \$49,405 | 177 | 8.5% | |
| 2020 | 28 | \$119.4M | 6.8% | \$4,264,109 | \$45,780 | 12.3% | \$51,952 | 186 | 8.8% | |
| 2019 | 25 | \$101.7M | 5.5% | \$4,066,831 | \$48,323 | 9.0% | \$55,459 | 198 | 8.9% | |
| 2018 | 32 | \$101.5M | 6.5% | \$3,171,189 | \$40,738 | 12.6% | \$52,682 | 189 | 9.1% | |
| 2017 | 26 | \$69.7M | 6.1% | \$2,679,634 | \$29,422 | 12.0% | \$49,134 | 176 | 9.3% | |
| 2016 | 27 | \$81.4M | 6.1% | \$3,015,627 | \$34,559 | 4.6% | \$44,813 | 160 | 9.4% | |
| 2015 | 33 | \$111M | 7.9% | \$3,362,412 | \$36,500 | 10.7% | \$40,425 | 145 | 9.5% | |
| 2014 | 27 | \$48.6M | 6.0% | \$1,800,202 | \$21,078 | 5.8% | \$35,926 | 129 | 9.6% | |
| 2013 | 32 | \$44.5M | 7.2% | \$1,391,089 | \$15,785 | 6.2% | \$32,438 | 116 | 9.9% | |

⁽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.





⁽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 | 976 | 111,972 | 0.3% | 6 | 507 | 6 | 507 | 32 | 5,020 |
| 2022 | 970 | 111,621 | 1.1% | 16 | 2,019 | 14 | 1,874 | 32 | 4,979 |
| 2021 | 962 | 110,448 | 3.2% | 27 | 3,725 | 23 | 2,957 | 32 | 4,743 |
| 2020 | 938 | 106,992 | 1.9% | 20 | 2,423 | 19 | 2,275 | 45 | 6,240 |
| 2019 | 917 | 104,959 | 2.1% | 22 | 2,424 | 19 | 2,151 | 35 | 4,520 |
| 2018 | 899 | 102,784 | 2.1% | 16 | 1,965 | 8 | 1,244 | 25 | 3,088 |
| 2017 | 884 | 100,641 | 1.0% | 17 | 2,016 | 16 | 1,915 | 19 | 2,505 |
| 2016 | 872 | 99,688 | 1.2% | 11 | 1,074 | 5 | 895 | 21 | 2,885 |
| 2015 | 860 | 98,461 | 0.8% | 9 | 981 | 6 | 586 | 10 | 1,061 |
| 2014 | 853 | 97,728 | -0.2% | 5 | 551 | 0 | (167) | 7 | 909 |
| 2013 | 852 | 97,965 | 0.1% | 6 | 676 | 0 | (7) | 4 | 471 |

