

# How to Perform a Hotel Market Analysis, Make Financial Projections and Value a Hotel Using Hotel Market Analysis and Valuation Software

## Table of Contents

- 1.0 Welcome to the Course and Introduction- Video
- 1-A Course Description and Learning Outcomes- Article
- 1-B What Is a Hotel Market Analysis and Valuation- Article
- 1-C More About Steve Rushmore- Article
- 2.0 How to Value a Hotel- Intro Case Study- Introduction- Video
- 2-A Case Study- How to Value a Hotel- Case Material Download
- 3.0 How to Value a Hotel- Intro Case Study- Solution- Video
- 4.0 How to Value a Hotel- Intro Case Study- Cost Approach- Video
- 5.0 How to Value a Hotel- Intro Case Study- Sales Approach- Video
- 6.0 How to Value a Hotel- Intro Case Study- Income Approach, Final Value- Video
- 6-A Hotel Appraisal Theory- Article
- 6-B Phases of Performing a Hotel Market Analysis and Valuation- Article
- 6-C Hotel Data Collection Checklist- Article
- 6-D Hotel Data Collection Checklist- Download
- 6-E Quiz #1- Let's See How Much You Have Learned
- 7.0 Introduction to Hotel Market Analysis- Video
- 7-A Projecting Hotel Occupancy Using the Build-up Approach Based on an Analysis of Hotel Activity- Article
- 8.0 Hotel Market Overview- Demand Generators and Competitive Supply- Video
- 8-A Introduction to the Case Study- How to Perform a Hotel Market Analysis and Valuation- Article
- 8-B Define the Primary Hotel Market Area- Article
- 8-C Identify Generators of Transient Visitation- Article

- 8-D Case Study- Analysis of Hotel Demand Generators- Information
- 8-E Major Hotel Market Segments- Article
- 8-F Identify Primary and Secondary Competitive Hotels- Article
- 8-G Case Study- Analysis of Primary Competitive Hotel Supply- Information
- 9.0 Buildup Approach Based on an Analysis of Hotel Activity- Calculations- Video
- 9-A Case Study- Analysis of the Secondary Competition- Competitive Weighting Factor- Information
- 9-B Quiz #2- Let's See How Much You Have Learned
- 10.0 Estimate Latent Hotel Demand- Video
- 10-A Estimate Latent Hotel Demand- Article
- 10-B Case Study- Calculation of Latent Demand- Information
- 11.0 Forecast Demand Growth Rates- Video
- 11-A Projecting Hotel Room Night Demand into the Future- Article
- 11-B Case Study- Projecting Room Night Demand Growth Rates- Information
- 12.0 Quantify Existing and Expected Competitive Rooms Supply- Video
- 12-A Classification of Hotels and Their Facilities- Article
- 12-B Evaluating the Potential of Future Competitive Hotel Supply- Article
- 12-C How to Calculate the Total Market Demand Adjusted for Unaccommodatable Demand- Article
- 13.0 Develop Base Year Competitive Indices- Video
- 14.0 Project the Competitive Indices of Each Hotel- Video
- 15.0 Calculate Market Share, Fair Share, Room Nights Capture, Occupancy- Video
- 15-A How to Estimate a Hotel's Stabilized Occupancy- Article
- 15-B Quiz #3- Let's See How Much You Have Learned
- 16.0 Project Average Daily Rate- Video
- 16-A What is a Hotel's Average Daily Rate- Article

- 16-B Projecting a Hotel's Average Daily Rate- Article
- 16-C Forecasting ADR Using the Competitive Positioning Method and the Market Segmentation Approach- Article
- 17.0 Introduction to Hotel Market Analysis and Valuation Software- Video
- 17- A Hotel Market Analysis & ADR Forecasting Model- v6.6- (Blank Copy)- Software Download
- 17-B Hotel Market Analysis & ADR Forecasting Model- v6.6- (With Case Data)- Software Download
- 17-C Hotel Market Analysis & ADR Forecasting Model- v6.6- (With Case Data)- PDF Download
- 17-D Manual- Hotel Market Analysis & Valuation Software- Publication Download
- 18.0 Inputting Accommodated Hotel Demand Data- Primary Competitors- Software- Video
- 19.0 Inputting Accommodated Hotel Demand Data- Secondary Competitors- Software- Video
- 20.0 Inputting Latent Demand and Future Growth Data- Software- Video
- 21.0 Inputting Hotel Supply Data and Competitive Indices- Software- Video
- 21-A How to Use the Long-Term Supply Growth in the Supply Addition Tab- Article
- 22.0 Software Output Sheets- Video
- 22-A Quiz #4- Let's See How Much You Have Learned
- 23.0 Project Average Daily Rate- Software- Video
- 24.0 Hotel Market Analysis Calculation Sheets- Software- Video
- 25.0 Forecasting Hotel Revenues and Expenses- Video
- 25-A Forecasting Hotel Revenues and Expenses- Fixed and Variable Component Approach- Article
- 25-B What is the Uniform System of Accounts for the Lodging Industry- Article
- 25-C Quiz #5- Let's See How Much You Have Learned
- 26.0 Hotel Revenue and Expense Forecasting Software Model- Video
- 26-A Hotel Revenue & Expense Forecasting Model- v6.7(Blank Copy)- Software Download
- 26-B Hotel Revenue & Expense Forecasting Model- v6.7 (With Case Data)- Software Download
- 26-C Hotel Revenue & Expense Forecasting Model- v6.7- (With Case Data)- PDF Download

27.0 Hotel Mortgage Equity Valuation Procedure- Video

27-A Hotel Valuation Articles- Optional Readings

28.0 Hotel Mortgage Equity Software Input- Video

28-A Hotel Mortgage-Equity Valuation Model- v6.3 (Blank Copy)- Software Download

28-B Hotel Mortgage-Equity Valuation Model- v6.3 (With Case Data)- Software Download

28-C Hotel Mortgage-Equity Valuation Model- v6.3 (With Case Data)- PDF Download

28-D How a Lender will Evaluate Your Hotel Loan Using a Debt Yield Ratio- Article

29.0 Hotel Mortgage Equity Software- Output- Video

30.0 Final Conclusion- Video

30-A Quiz #6- Let's See How Much You Have Learned

31.0 Final Project- Video

31-A Final Project- Case Study Hotel Market Analysis & Valuation- Instructions and Appraisal Report Download

31-B Instruction for Submitting the Written Deliverables for the Final Project

31-C Submit 1st Deliverable File

31-D Submit 2nd Deliverable File

31-E Submit 3rd Deliverable File

31-F Submit 4th Deliverable File

32.0 Thank You! - Video