



---

## California Lodging Market Conditions

Bruce Ford, Senior Vice President, Director of Global Business Development

*Lodging Econometrics Inc.*



## Who We Are

LE is the leading provider of Global Hotel Real Estate Intelligence.

We maintain and deliver the most comprehensive Business Development Programs in the industry. Our Programs include a: **Database** of New Construction, Announced Renovation, Conversion, Sales Transaction and Open & Operating Hotel Records, complete with decision-maker contact information globally.

Now available as an App on the App Store and Google Play.

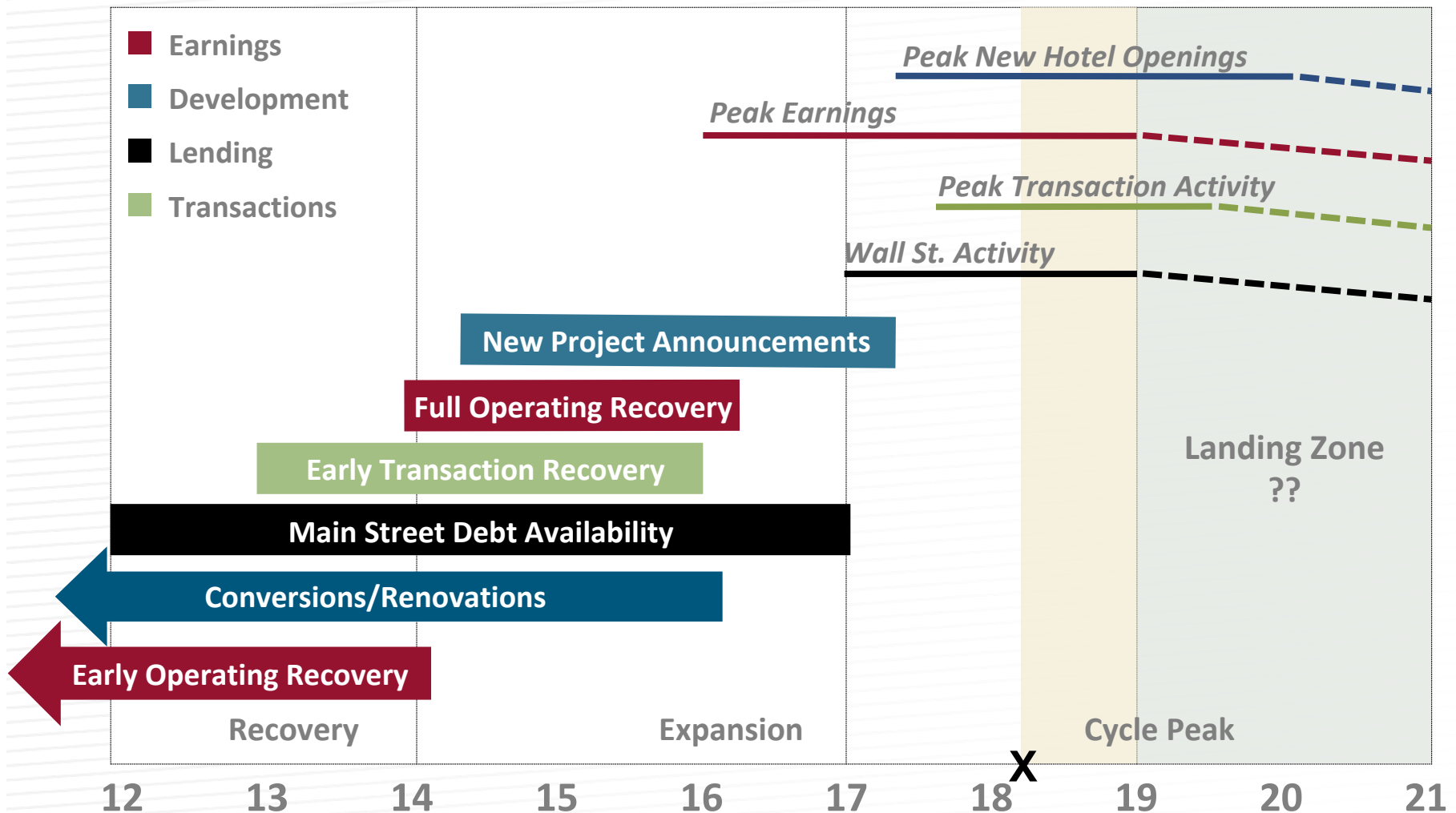
LE's team maintains relationships with over **200 National and Global Brands, 800 Developers and 1,500 Ownership & Management Groups**, to bring you the most trusted and accurate information.

Let LE assist you with your strategic planning and analysis.



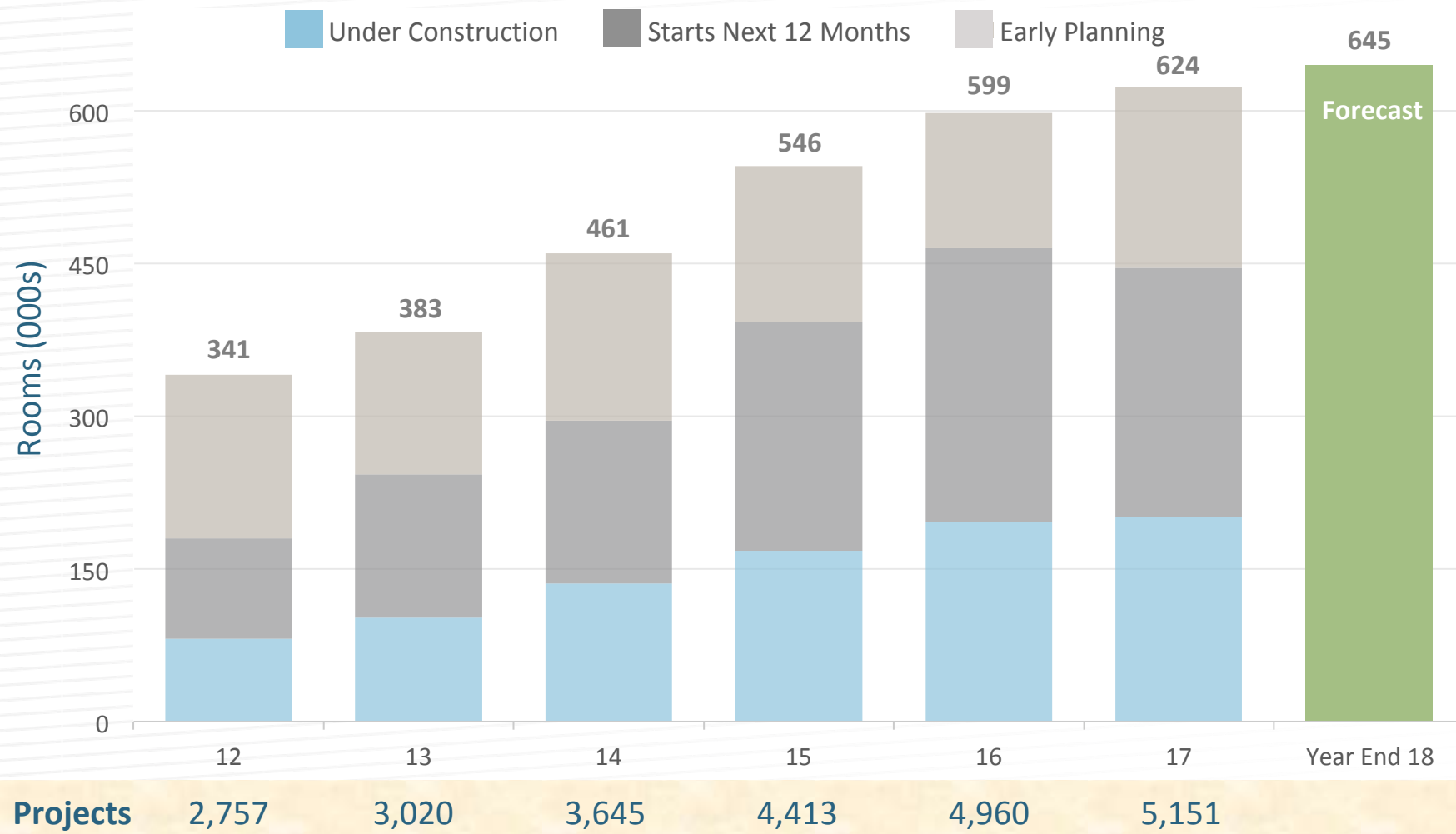
# US Lodging Real Estate Cycle

Last Cycle Peak: Q208 with 5,883 Projects/785,547 Rooms





## US Construction Pipeline By Projects and Rooms







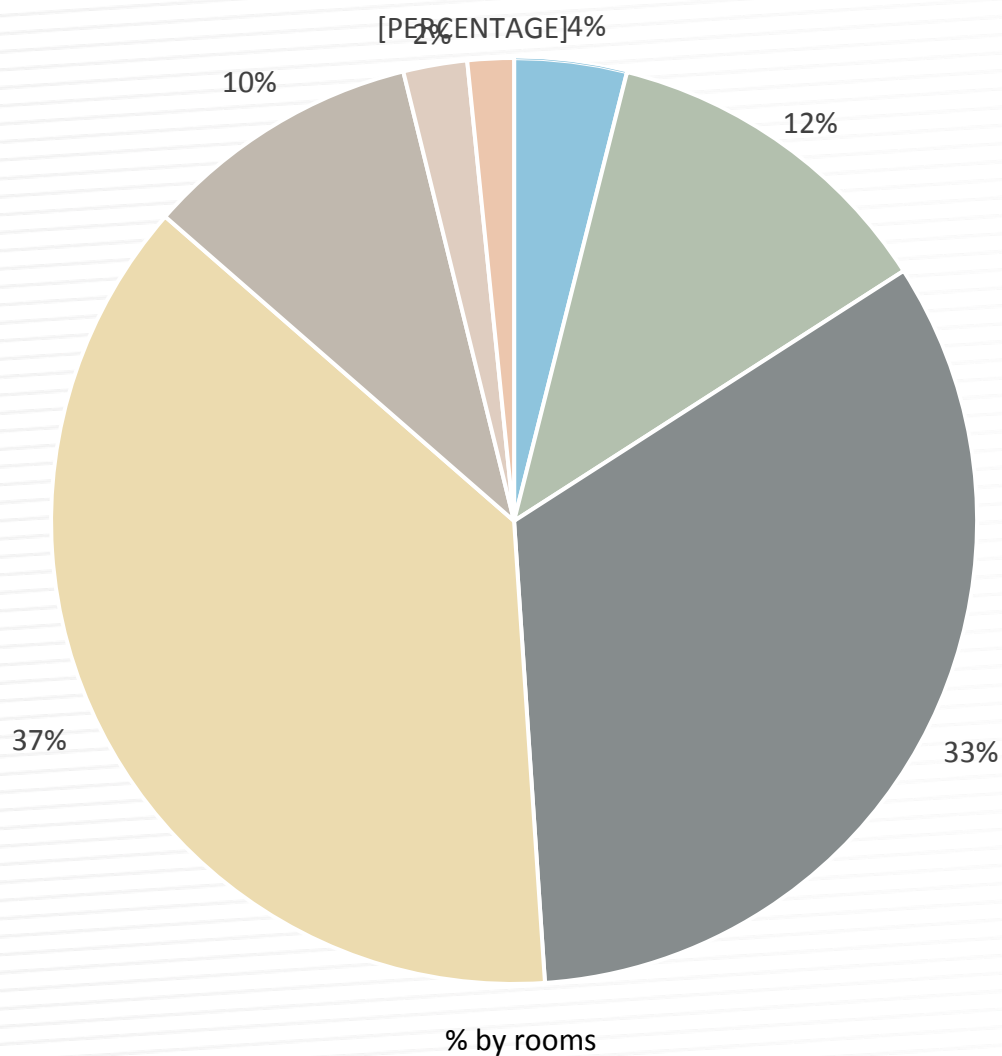
## US Construction Pipeline By Project Stage Year-Over-Year (YOY)

	Q417		Q416		% Variance	
	Projects	Rooms	Projects	Rooms	Projects	Rooms
Under Construction	1,544	200,632	1,520	196,409	2%	2%
Starts Next 12 Months	2,101	245,214	2,392	268,843	12%	9%
Early Planning	1,506	177,849	1,048	133,436	44%	33%
<b>Total Pipeline</b>	<b>5,151</b>	<b>623,695</b>	<b>4,960</b>	<b>598,688</b>	<b>4%</b>	<b>4%</b>



# US Construction Pipeline

By Chain Scale with Unbranded Included



Chain Scale	Rooms
Luxury	24,486
Upper Upscale	74,781
Upscale	205,946
Upper Midscale	233,766
Midscale	60,725
Economy	13,913
Casino	10,078
Total	623,695

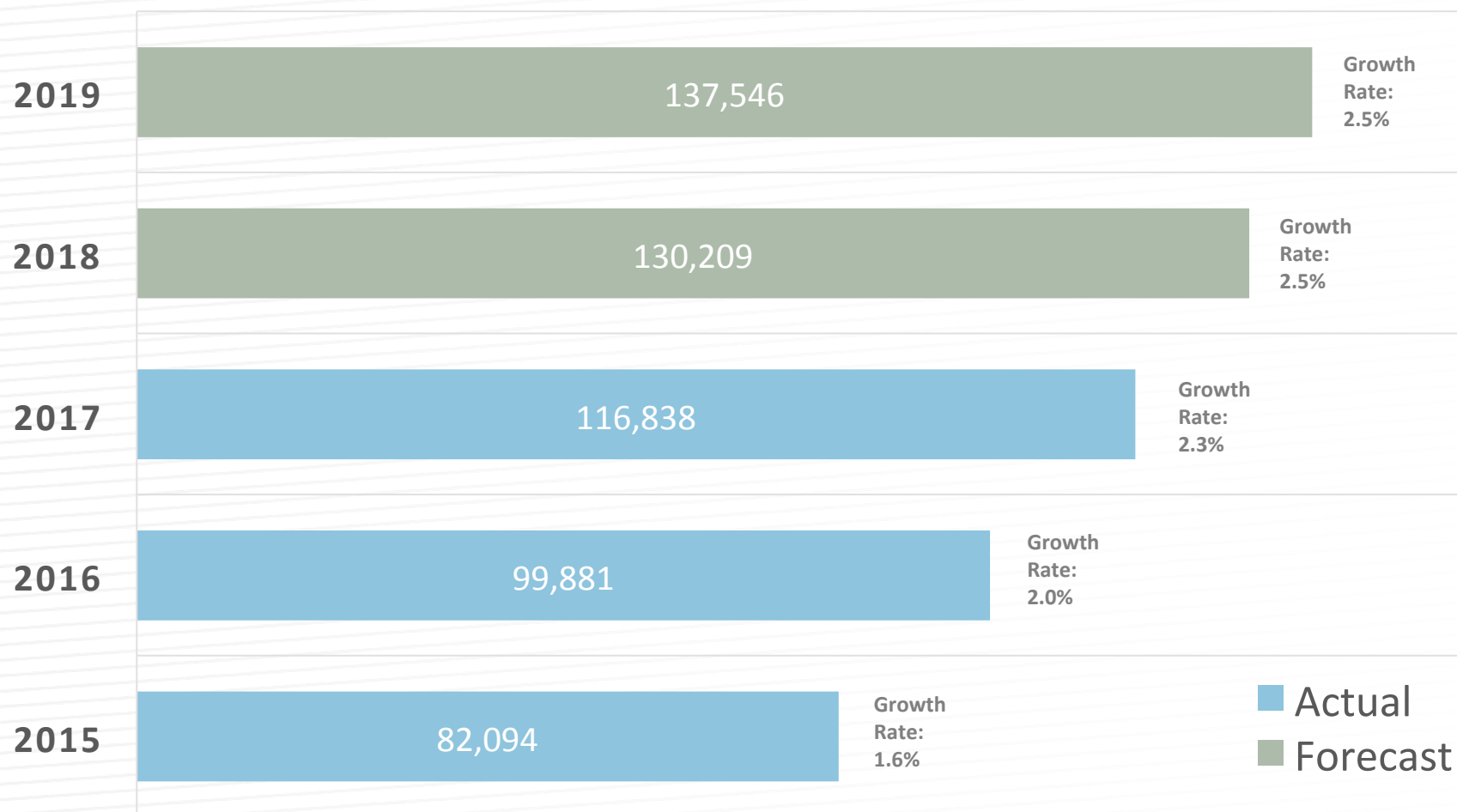


## US Development Pipeline By Top US Franchise Companies

	Q417		Q416	
	Projects	Rooms	Projects	Rooms
Marriott International	1,503	195,187	1,390	182,482
Hilton Worldwide	1,359	156,016	1,219	141,720
InterContinental Hotels Group (IHG)	902	93,280	863	91,643
Choice Hotels	704	54,418	591	46,683
Best Western Hotels & Resorts	280	24,367	200	18,331



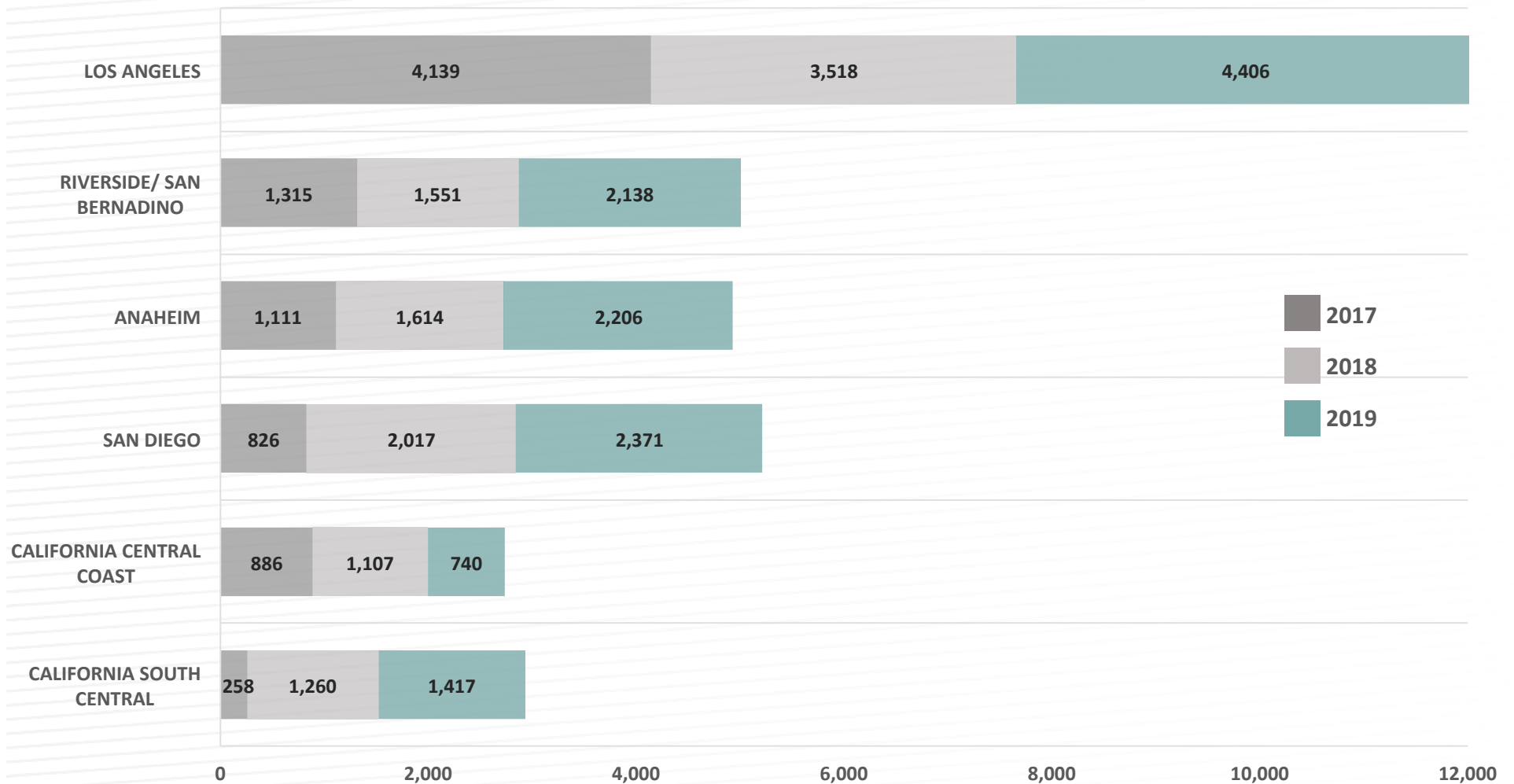
## US Forecast New Hotel Openings By Rooms





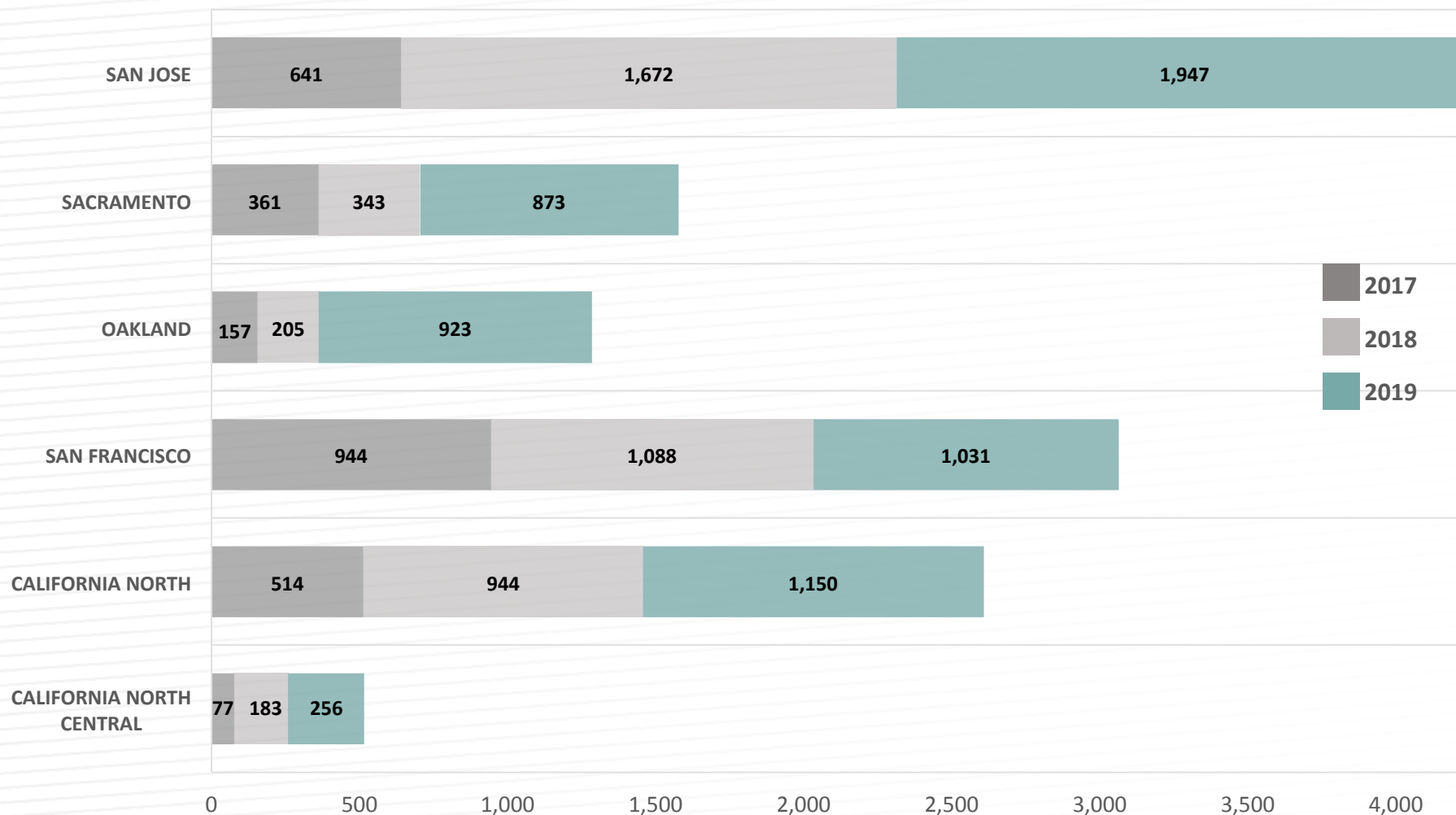


## California New Hotel Openings SoCal by Rooms





## California New Hotel Openings NorCal by Rooms





## California Market Trend Spotlight Anaheim & San Diego

	Anaheim		San Diego	
	Projects	Rooms	Projects	Rooms
<b>Total Pipeline</b>	41	7,486	40	9,437
<i>Under Construction</i>	13	2,792	16	2,835
<i>Stars Next 12 Months</i>	18	3,135	15	3,248
<i>Early Planning</i>	10	1,559	9	3,354
Brand Conversions	7	1,546	8	802
Announced Renovations	3	1,496	2	163
Total Transactions*	2	\$365,900	9	\$124,853

\*Total Transactions are for the last 12 months with a Reported Selling Price; Number of hotels sold/Average Selling Price Per Room.



## Los Angeles Construction Pipeline All Tracts

	Total Pipeline	
	Projects	Rooms
Hollywood – Beverly Hills	11	1,821
Los Angeles Airport	2	380
Los Angeles CBD	24	4,400
Los Angeles North	21	2,159
South Bay, CA	7	933
Los Angeles East	23	3,591
Los Angeles Southeast	4	513
Pasadena/Glendale/Burbank	10	1,590
Long Beach	2	314
Santa Monica/Marina Del Rey	6	1,032





---

## Thank You

---



**Bruce Ford**

*Senior Vice President, Director of Global Business Development*

**Office:** +1 603.427.9546

**Mobile:** +1 603.770.5634

**Email:** [bford@LodgingEconometrics.com](mailto:bford@LodgingEconometrics.com)

