

Hotels' Performance and Expansion After Covid

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And also:

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- What are the most popular hotel markets for investors?

And also:

- I'm not a big fan of investing a hotel or two. What does your presentation have to do with me?

Data Sources:

- 10-k Reports

2022 reports from Marriott International Inc., Hyatt Hotel Corporates, Hilton Grand Vacation, and InterContinental Hotels.

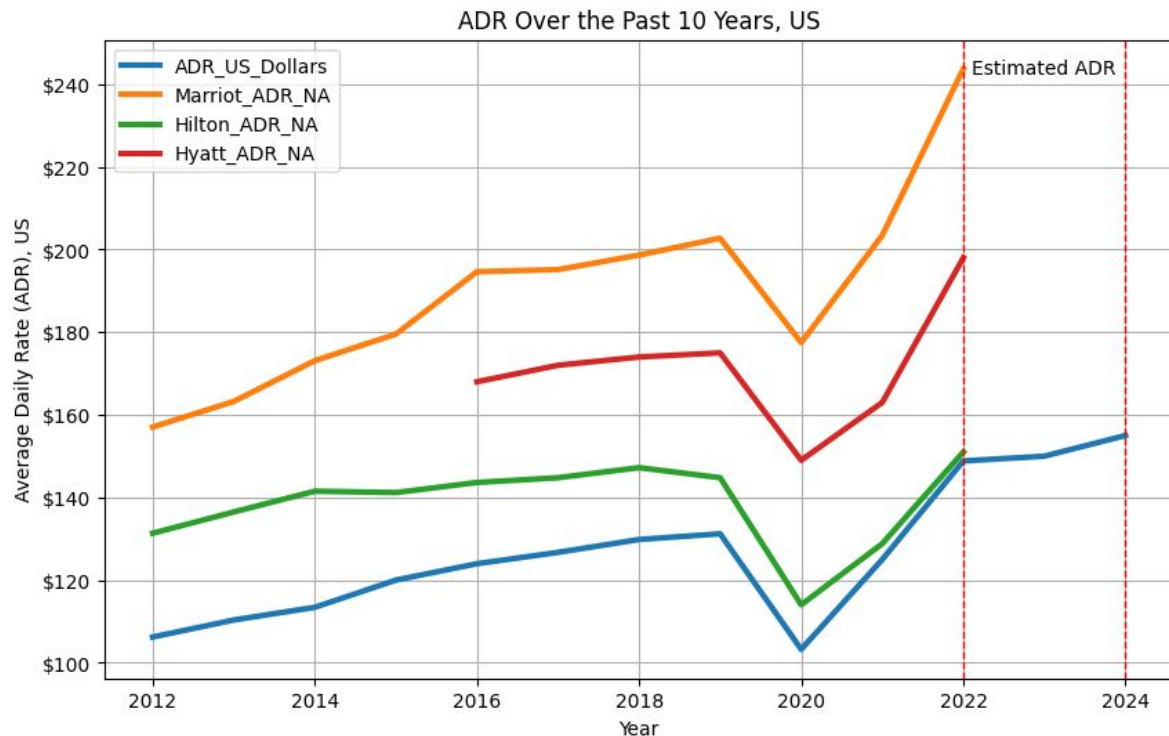
- STR Report

STR Benchmarking is a valuable tool that enables hotels to assess their performance within the industry, gain insights, make data-driven decisions, and improve your competitiveness

- Lodging Econometrics

Industry-leading provider of global hotel intelligence and decision-maker contact information for hotel franchising and expansion

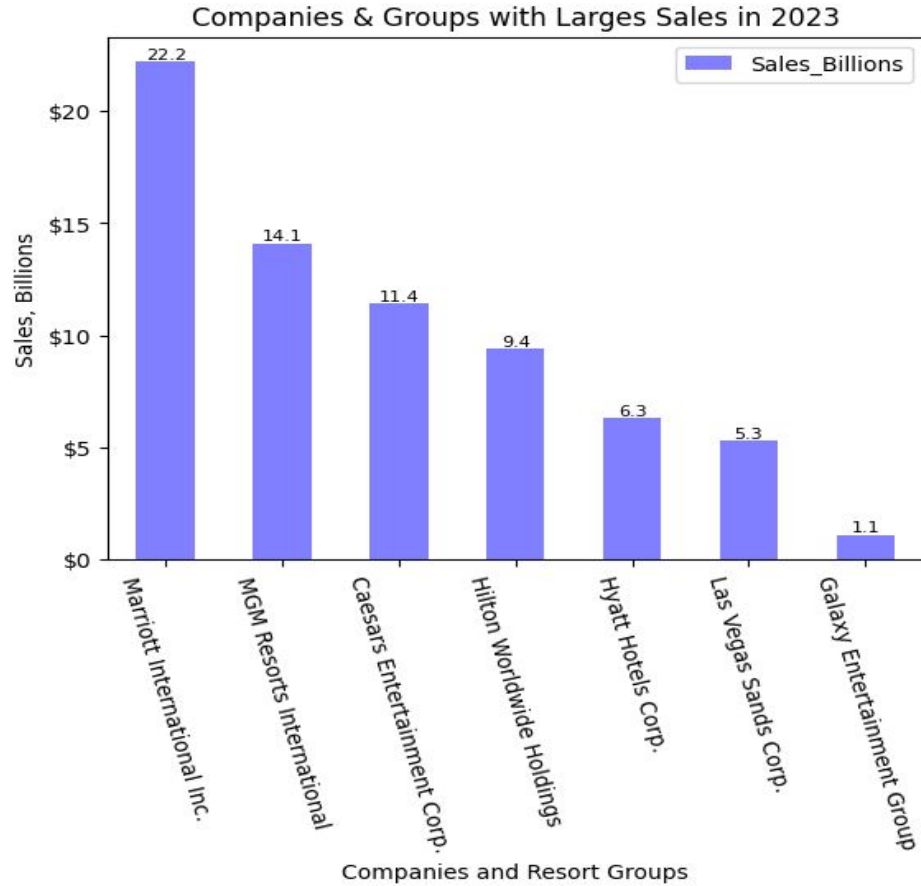
How has the market performed so far? - ADR Perspective



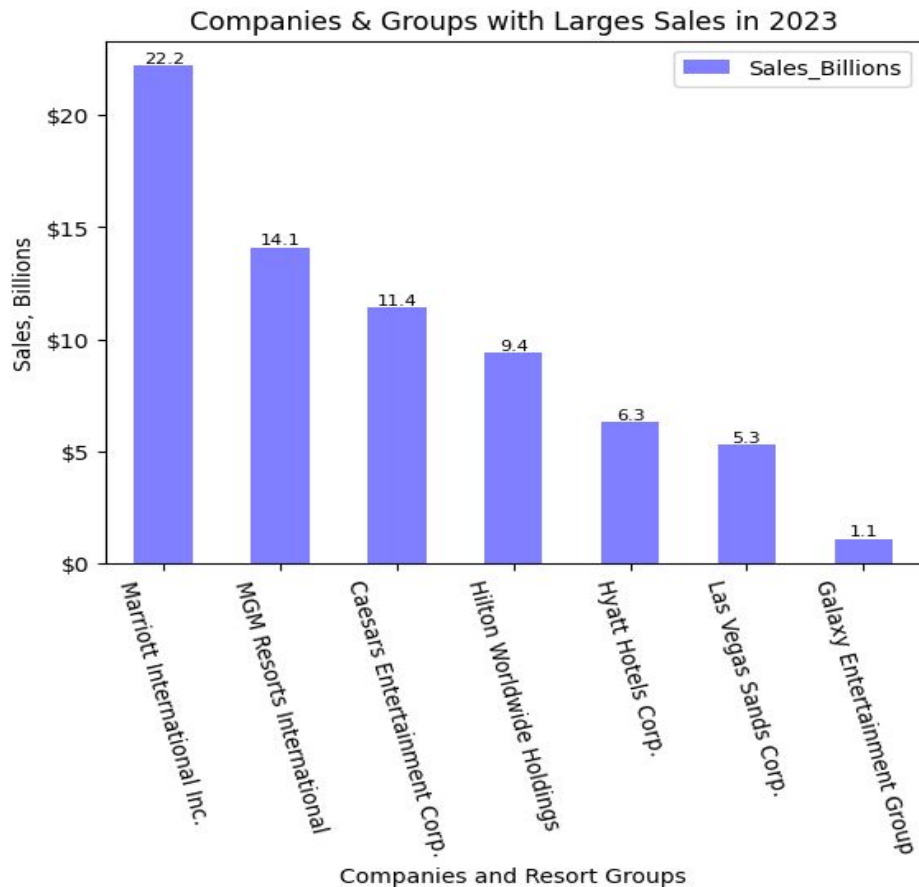
ADR: Average Daily Rate
It refers to the lowest available
1-night rate at a hotel.
Eg. standard room

US average ADR was released
in Q2 2022, data for 2023 and
2024 are forecasted.

How has the market performed so far? - Sales Perspective



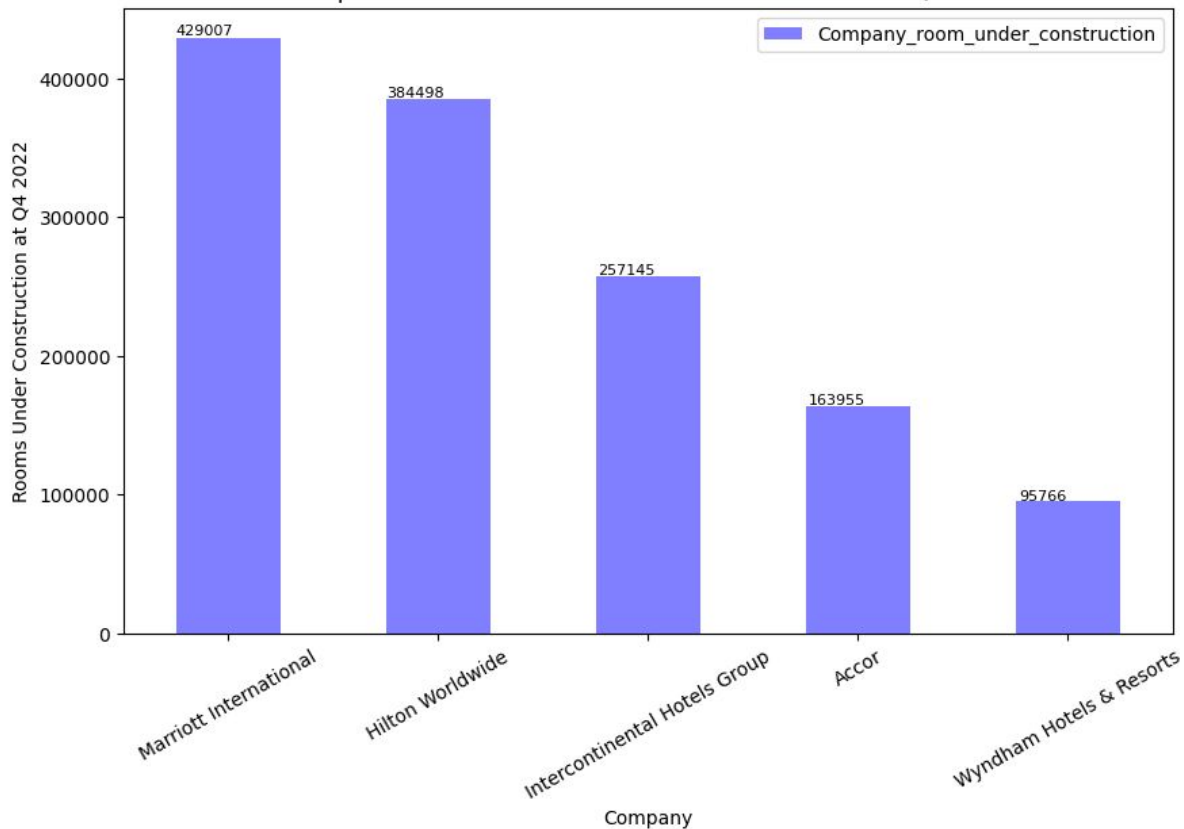
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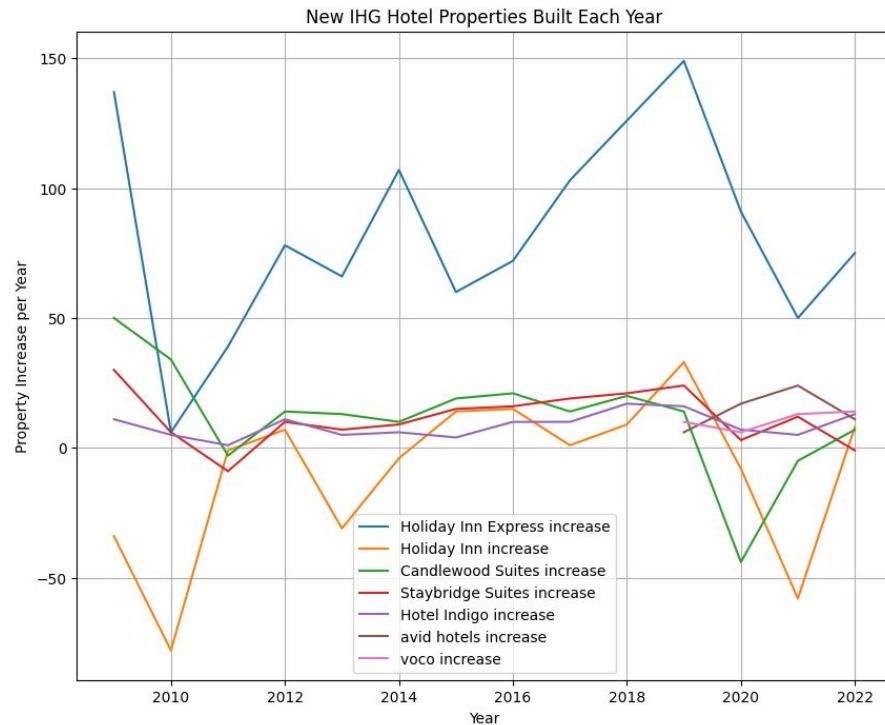
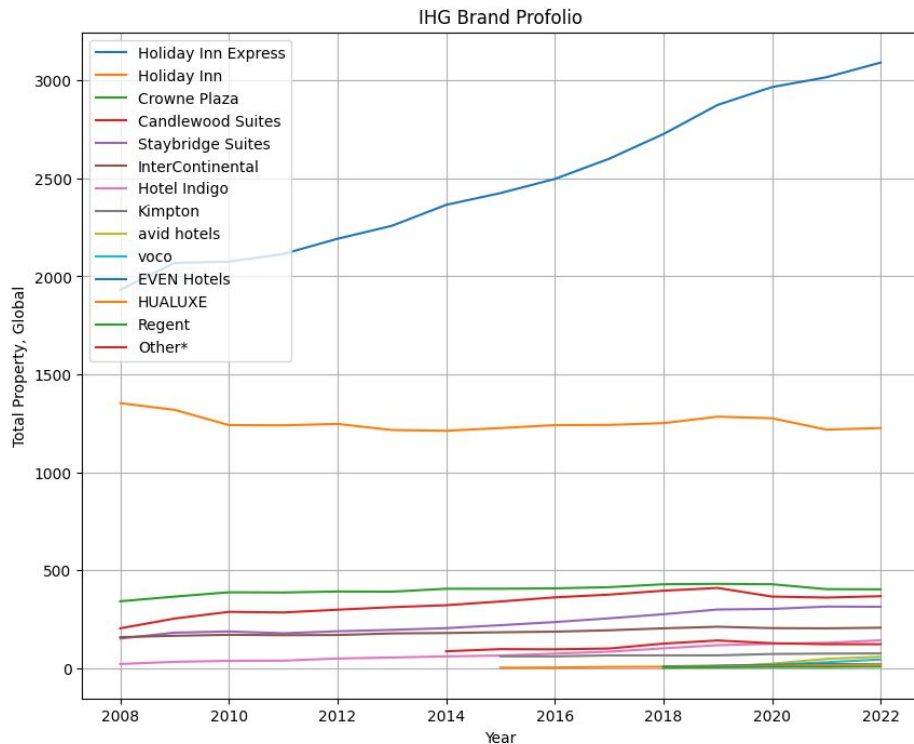
Revenue of Marriott 2016-2022,Global	US Dallar Billions
2016	17.07
2017	22.90
2018	20.76
2019	20.97
2020	10.57
2021	13.86
2022	20.77

Hotel Groups with the most rooms under Construction?

Companies with the most rooms Under Construction at Q4 2022



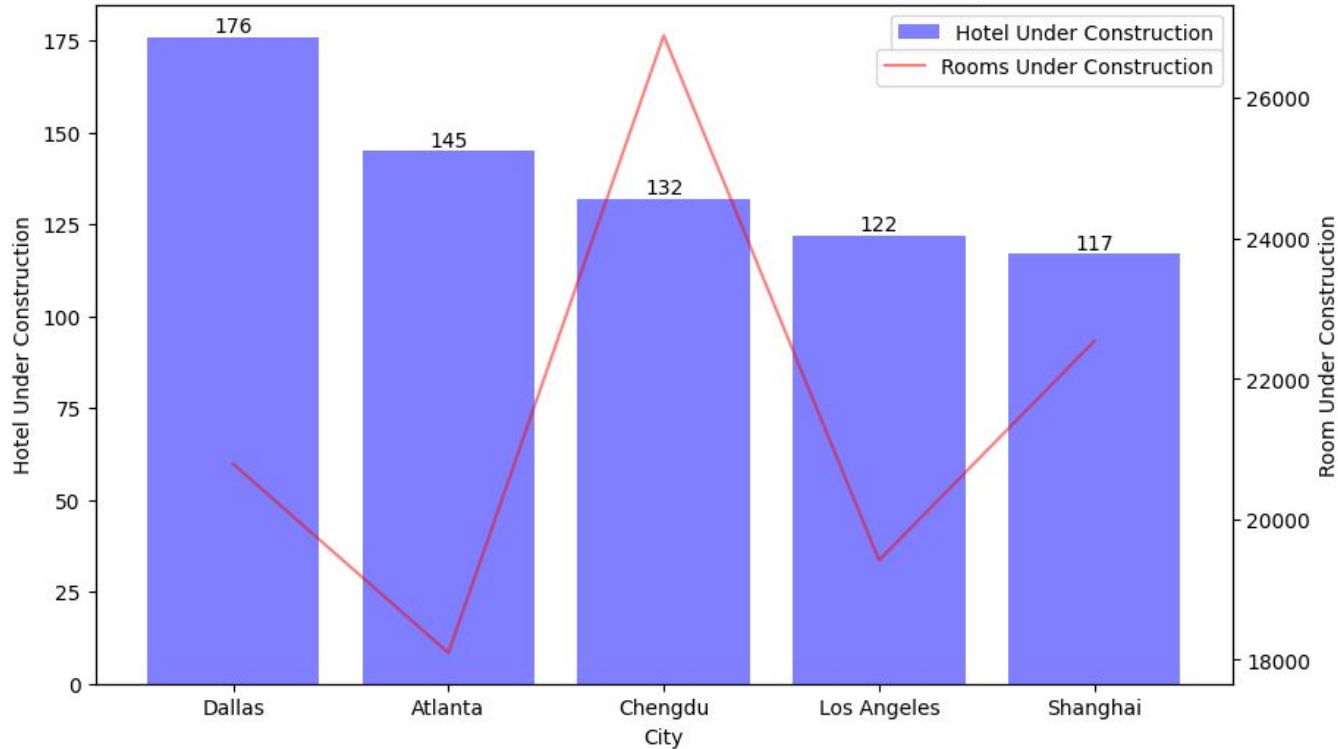
Number of IHG Hotels, by Brands



- Holiday Inn Express and Holiday Inn take up 70.69% of the properties in IHG
- Holiday Inn, avid Hotel, voco Hotel, Indigo, Staybridge Suite keep increasing new properties even during COVID
- IHG paused the expansion of their classic brand portfolio like Crowne Plaza, Regent, InterContinental hotel, and Holiday Inn.

The Top 5 Hottest cities for Hotel Construction Pipeline, Global

Cities with the Most Hotels and Rooms Under Construction, Global



Nashville Hotel Construction Pipeline

Recent Hotel Opening				
Hotel Name	Chain	Total Room	Service Type	Scale
Aloft	Marriott	100	Full-Service	Mid scale
Four Season	Four Season	235	Full-Service	Luxury
Hilton Garden Inn	Hilton	103	Full-Service	Mid scale
Home2 Suites	Hilton	69	Selected-Service	Upper Midscale
Hotel Fraye, Curio Collection	Hilton	200	Selected-Service	Upscale
New Hotel Under Construction				
Hotel Name	Chain	Total Room	Service Type	Scale
Raddisson Red	Independent	120	Selected-Service	Upper Midscale
Cambria Hotel	Choice Hotels	159	Full-Service	Upscale
Hilton BNA	Hilton	298	Full-Service	Upper-Upscale
Hyatt Place Green Hills	Hyatt	127	Selected-Service	Upscale
Residence Inn	Marriott	124	Full-Service	Upscale
Tempo by Hilton	Hilton	306	Full-Service	Upscale
The Printing House	Hilton	180	Full-Service	Upscale
Homewood Suites	Hilton	152	Selected-Service	Mid scale
Canopy Hotel	Hilton	181	Full-Service	Upper Upscale

FAST FACTS in Nashville

- In 2020, 12 hotels opened with 2,539 rooms.
- In 2021, 11 hotels opened with 1,709 rooms.
- In 2022, 12 hotels opened with 1,888 rooms.

Nashville Hotel Construction Pipeline

New Hotel Announced				
Hotel Name	Chain	Total Room	Service Type	Scale
Russell Street		40	Full-Service	Upscale
Nashville Marriott Downtowr	Marriott	400	Full-Service	Upper-Upscale
SpringHill Suites	Marriott	128	Selected-Service	Upscale
AC Hotel	Marriott	150	Selected-Service	Upscale
Caption	Hyatt	210	Full-Service	Upscale
The Edition	Marriott	280	Full-Service	Luxury
Ritz-Carlton	Marriott	240	Full-Service	Luxury
Autograph Collection	Marriott	789	Full-Service	Luxury

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- Hotel ADR is continuously increasing after COVID, due to both the rapid rebound in travel demand and inflation.

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- In the US, Dallas, Atlanta, Los Angeles are the hottest hotel construction market

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- In light of the upcoming deflation and recession, major hotel chains are shifting their expansion strategies. They are moving away from large conference hotels and instead focusing on smaller, budget-friendly hotel brands.
- In the US, Dallas, Atlanta, Los Angeles are the hottest hotel construction market
- Nashville is getting its infrastructure ready to become the heart of the central US, markets give investors a lot of confidence

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- Which hotel group has the best loyalty program? Best credit card?

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-
- Will I recommend people to work in hotel industry?
This one is free, RUN!