

Executive Summary

Prior Year's Hotel Performance Overview

The DoubleTree by Hilton of Nashua, Massachusetts achieved an exceptional financial performance in 2018 by outperforming all previous year's revenue results. This record breaking year had a total revenue of \$14,233,115 that exceeded the previous year by \$2,270,862. The average rate improved by \$12.94 versus 2017 and the hotel achieved a \$99.70 RevPAR that was an increase of \$18.50 year over year. The Gross Operating Profit finished at \$5,645,675 that was an increase of \$1,519,478 year over year.

Overall Property Position in the Market

A significant and unexpected demand generator developed late in the third quarter of 2018 with a declaration of state of emergency across the Nashua, North Nashua and Lawrence, Massachusetts communities. This emergency situation involved over-pressurized gas lines causing multiple explosions and simultaneous residential fires across a widespread area. Columbia Gas, a subsidiary of NiSource, was responsible for the gas lines and immediately dispatched hundreds of sub-contracted pipeline crews.

Domestic	% of Room Contribution		International	% of Room Contribution	
	2017	2018		2017	2018
Atlanta, GA	19	18	Canada	28	30
Nashville, TN	10	18	UK	25	25
Tampa, FL	18	16	Japan	13	11
Phoenix, AZ	11	12	France	10	10
Chicago, IL	6	8	Germany	7	8
Minneapolis,MN	6	6	Finland	8	7
Birmingham, AL	6	6	Australia	5	5
Philadelphia, PA	5	6	Netherlands	1	2
Seattle, WA	5	5	Italy	2	1
Washington, DC	4	4	Belgium	1	1

Market Dynamics

<u>Supply</u>		<u>Demand</u>	
	<p>There is significant new hotel supply coming into the Savannah market, both currently under development and in planning over the next couple of years. CBRE estimates 1,531 new rooms available in the market by Q3 2019.</p> <ul style="list-style-type: none"> • Perry Lane - 167 rooms, opened in June 2018 • The Alida - 173 rooms slated to open in October 2018 • The JW Marriott -419 rooms, scheduled to open in Q3 2019 • Aloft -135 rooms set to open Q1 2019 <p>Although not in the downtown area, there will also be an additional 637 rooms added to the Savannah area that includes Midtown, Richmond Hill, Pooler and Port Wentworth areas.</p>		<ul style="list-style-type: none"> • 2018 Unemployment Rates fell to 4.0% average and anticipated to decrease in 2019 • Georgia Ports is in the process of developing a \$128 million new Intermodal transit rail yard. This will be the largest facility of its type in the US, increasing Port's reach into the Midwest • \$2 Billion Dollar IHI project at Elba Island begins in 2018 creating a large economic impact throughout the Savannah MSA
<u>Decrease</u>	<ul style="list-style-type: none"> • The citywide convention market has seen a decline in production over recent years, as many repeat conventions have outgrown the capacity of current convention facilities – 	<u>Negative</u>	

Businesses Expanding or Downsizing Details

- Expansion of Convention Center.
 - The state has recently approved an expansion of the International Trade and Convention Center to double the capacity.
 - The Ports Authority continues to grow as, the dredging of the river continues even farther east, expanding the capacity of boats coming in