



196+ roundtable
usa

usa

online
(04.11.2021)

35
participants

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NOTES

1) calculated as per PKF sample; includes all
properties with at least 100 rooms; 2) as per 31
December 2020; 3) as per the PKF contract
database; 4) from the viewpoint of hotel groups

supply

16,279 properties | 3,033,031 rooms¹

87% branded rooms | 90% chain affiliated rooms

group / brand profile

- › strongest brand: **Marriott**
- › strongest group: **Marriott**
- › fastest growing brand: **Home2 Suites**
- › fastest growing group: **Marriott**
- › strongest regional brand (global presence): **Hilton**
- › fastest growing regional brand: **Marriott**

key takeaways

- › Despite the 629,000 NYC population increase from 2010 to 2020, the city experienced a significant amount of movement of people moving in, out, and within the city during the Covid-19 pandemic. While many did move out of the city, 79% of people who made permanent moves did not leave the metro area. More Manhattanites moved to Brooklyn than anywhere else between March 2020 and February 2021 at about 20,000.
- › The percent of rooms closed since April 2020 is diminishing with only 1.4% of rooms closed in the U.S. as of August 2021. In relation to the Manhattan submarkets, the East River/Queens/West Brooklyn submarket was not as heavily impacted by the pandemic with -4.5% decrease in rooms supply August 2021 YTD and ADR at -12.7%.
- › Investors and developers, following in the shift in consumers towards getaways and permanent moves outside of MSAs, have increased their capabilities and scope to address the demand for nature-based, intimate, and authentic accommodation destinations. Harlem Valley has seen an increase in activity with new boutique hotel openings and an uptick in real estate sales.
- › There is a positive outlook on the state of the NYC hospitality industry with the continued push for design-forward luxury products.

pipeline

393 properties | 93,147 rooms^{1,2}

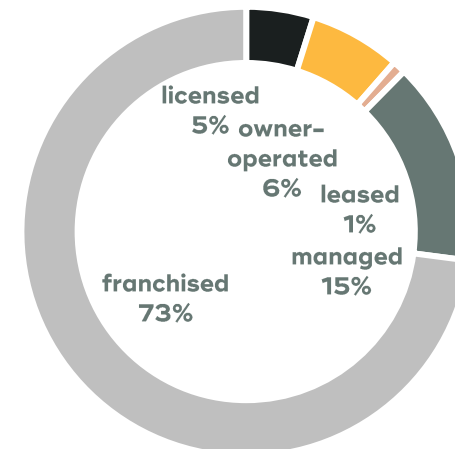
310 hotels under construction | 83 planned hotels

selected openings of 2020

- › Universal's Endless Summer Resort – Dockside Inn and Suites, Orlando, **2,050 rooms**
- › Kalahari Resorts Round Rock, Round Rock, **975 rooms**
- › Loews Kansas City Hotel, Kansas City, **800 rooms**
- › Circa Resort & Casino, Las Vegas, **777 rooms**
- › Grand Hyatt Nashville, Nashville, **591 rooms**

contracts

9,370 properties | 1,629,174 rooms under contract^{2,3,4}



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