HTLroundtable usa	usa	online (22.10.2020)	**38** participants

supply

15,006 properties; 2,799,947 rooms[1]

BRANDED ROOMS

89%

CHAIN AFFILIATED ROOMS

93%

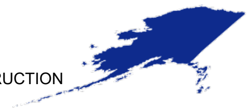
GROUP / BRAND PROFILE

- 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: Hampton by Hilton

pipeline

426 properties; 96,518 rooms[1,2]

373
HOTELS UNDER CONSTRUCTION



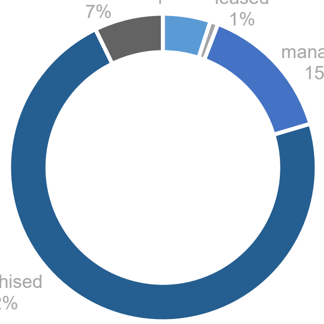
53
PLANNED HOTELS

SELECTED OPENINGS of 2019

- Universal's Endless Summer Resort – Surfside Inn and Suites, Orlando, FL, 750 rooms
- Encore Boston Harbor, Everett, MA, 671 rooms
- Hyatt Regency Portland at the Oregon Convention Center, Portland, OR, 600 rooms
- Hyatt Place New York City / Times Square, New York, NY, 520 rooms

hotel contracts

5,971 properties; 1,042,285 rooms under contract[2,3,4]



key takeaways

- US Hotel investors and operators have been unevenly impacted by the downturn; with those with significant exposure to Luxury, City and Convention markets showing steeper declines than those in the economy and drive market segment
- the lack of a uniform approach to travel and quarantine regulations by cities, counties and states, has exacerbated the pandemic's effect on the hotel industry.
- luxury Hotels seeking to fill rooms have caused downward rate pressure throughout all segments, where 4-star full-service hotels, compete with 3-star limited-service hotels, and extended stay hotels now compete with economy and budget properties for guests.
- unlike the financial crisis in 2008, debt is available for acquisitions and refinancing, but only to those with strong relationships with the banks and those creditors with proven track records of performance
- it is forecasted that there will be a consolidation of hotel operators, as undercapitalized hotel management companies will be acquired or merged to meet potential performance clauses/obligations which were triggered by the pandemic

participant feedback

HTLroundtables around the globe

learn more and find the HTLroundtables schedule at

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NOTES:
1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2019;
3) as per the PKF contract database 4) from the viewpoint of hotel groups