



Explore Gwinnett: Industry Trends

21 August 2024





STR is the leader in data benchmarking, analytics and marketplace insights for the global hospitality industry.

39

years of partnership
with the industry

81K

participating
hotels around
the world

10.5M

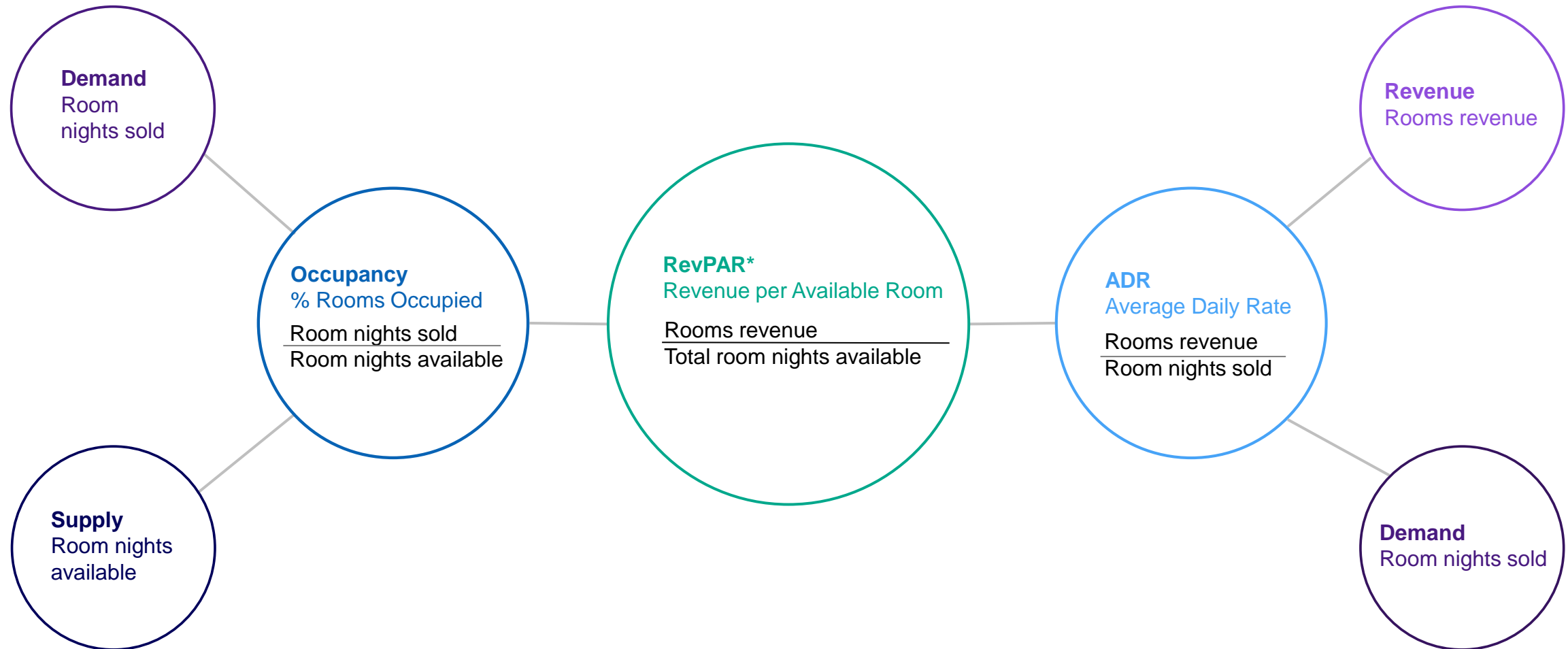
Rooms in our
global sample

78%

of branded
rooms globally

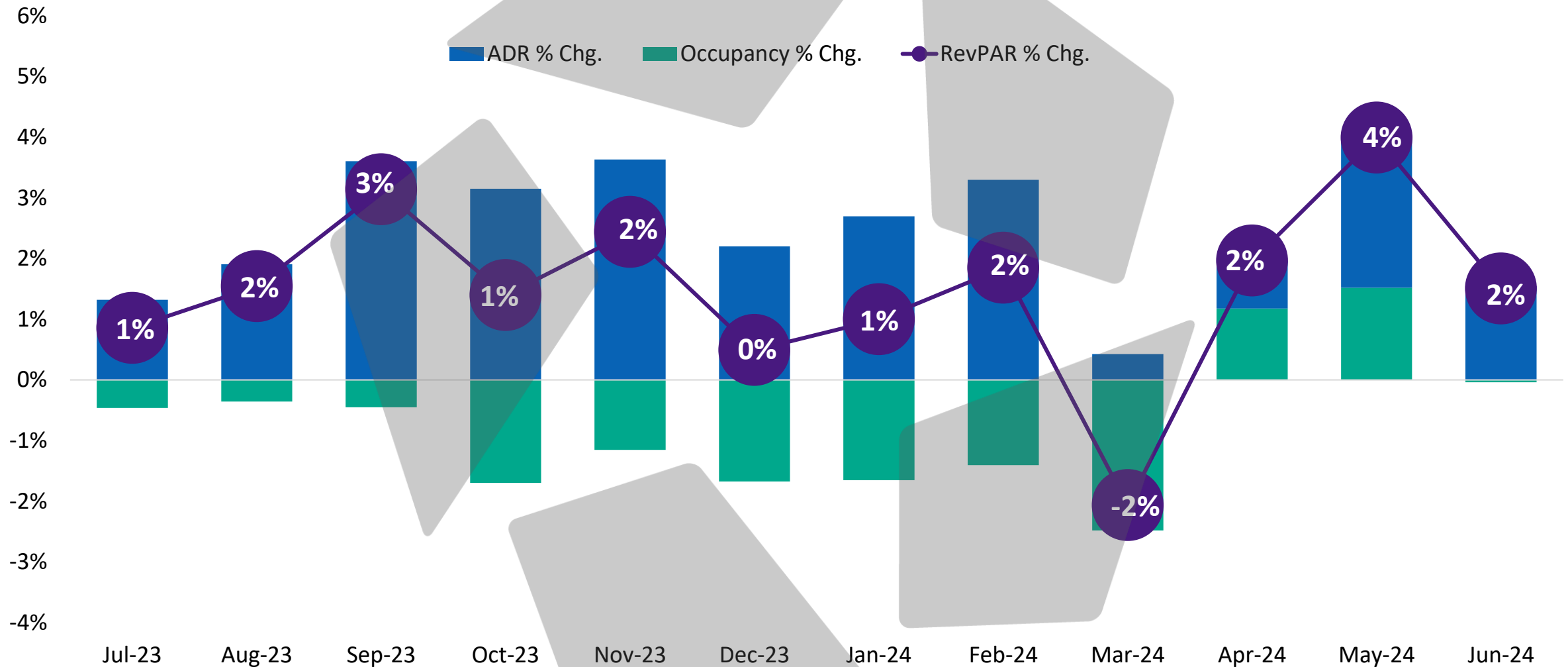
Foundational metrics for the hotel industry

Coined by STR, **RevPAR*** is widely viewed as the “gold standard” metric for measuring top-line performance and serves as a key indicator of profitability.



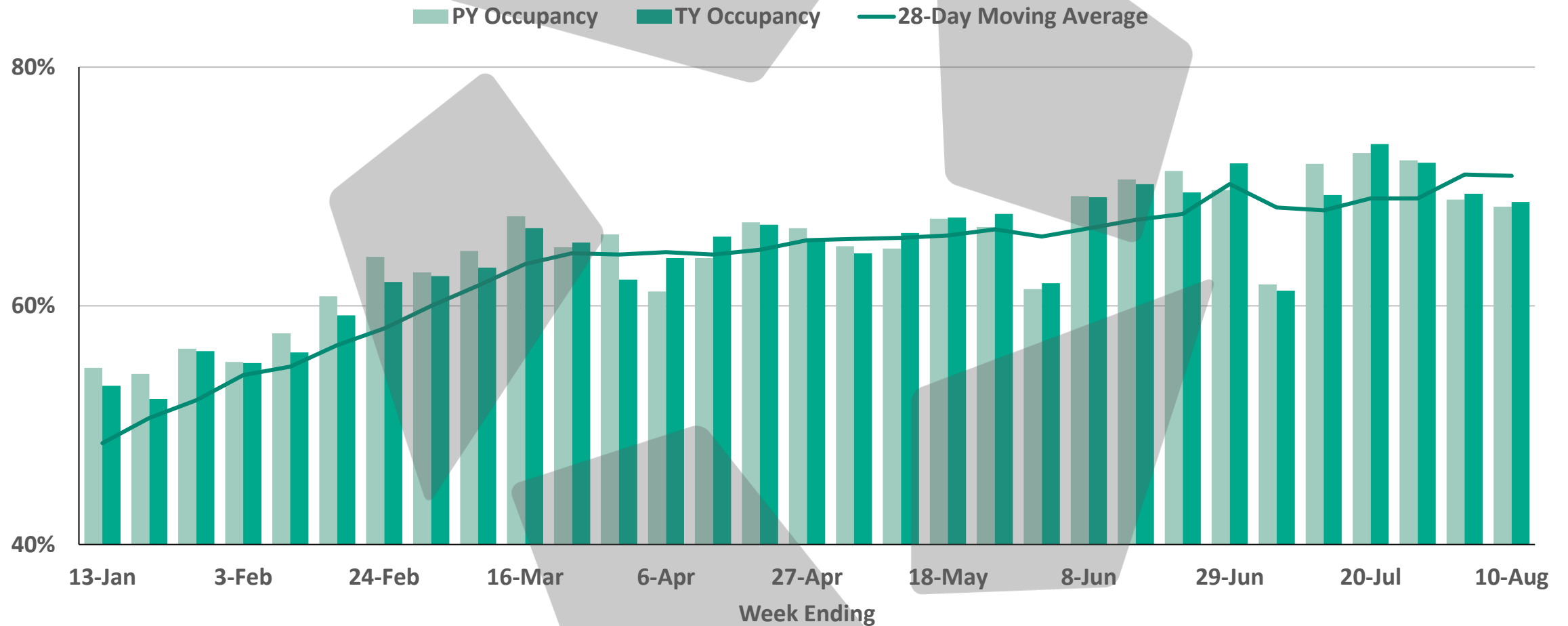
RevPAR slowed in June

U.S., KPI % change YoY, July 2023 – June 2024



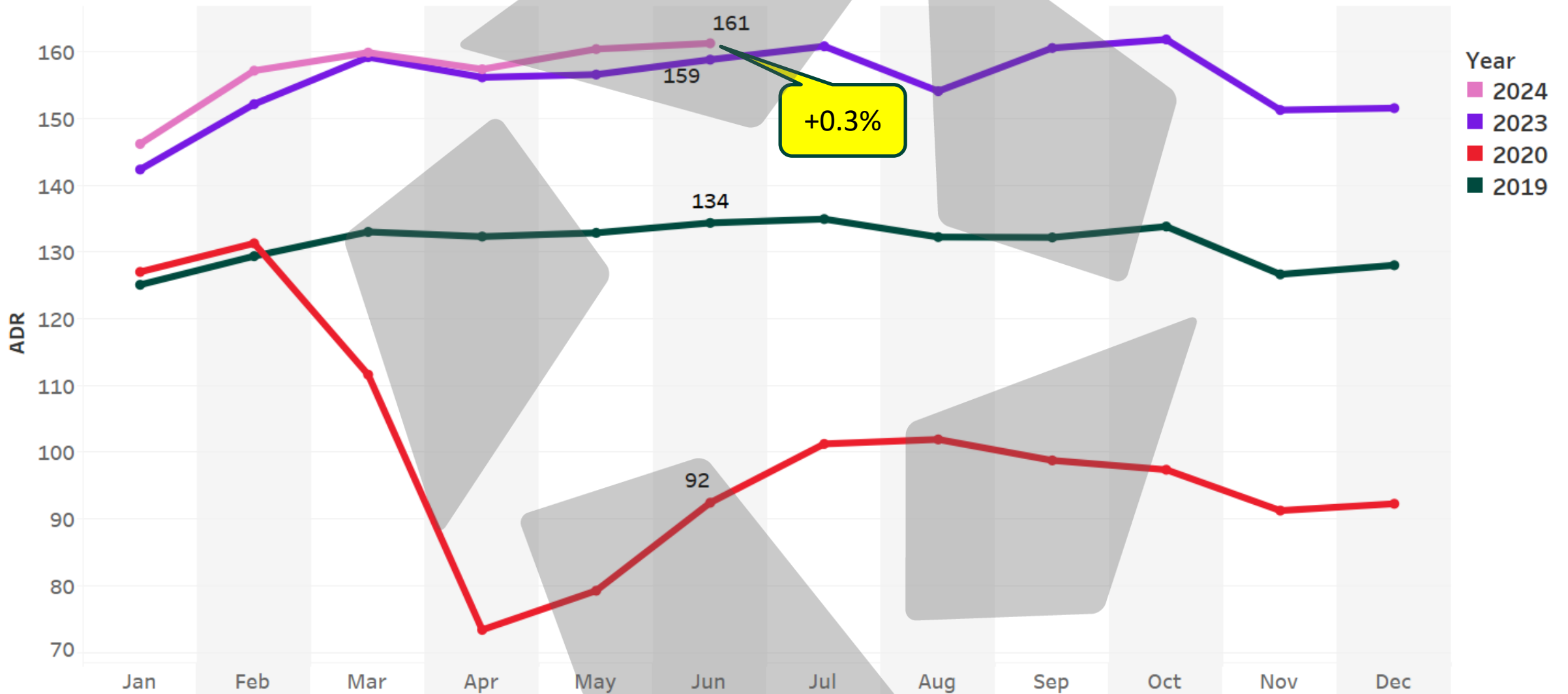
U.S. August occupancy holds as seasonal slide continues

Room Demand % change YOY, June 2024 YTD



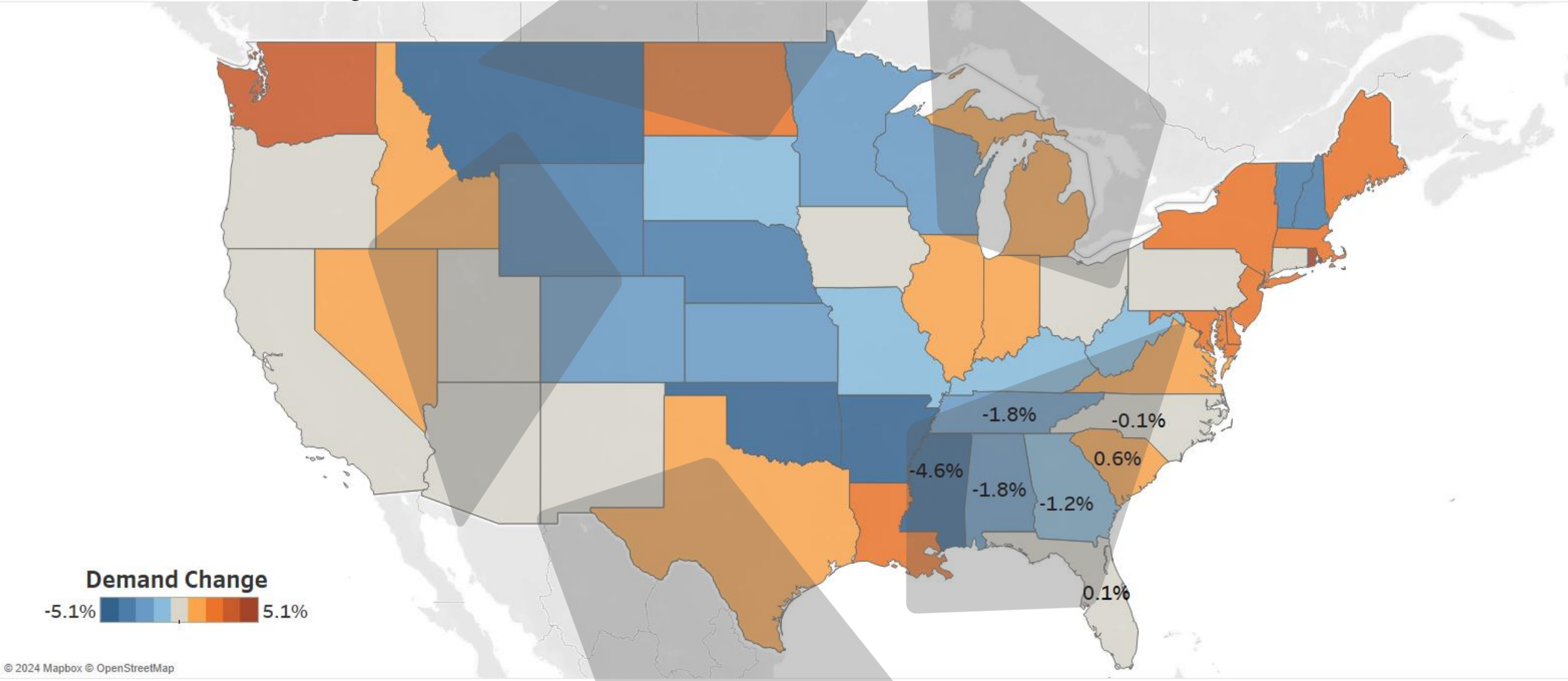
U.S. ADRs Increasing, but Under Pace of Inflation

Monthly U.S. Average Daily Rate, Select Years



Room Demand Has Slowed in Most Southern States

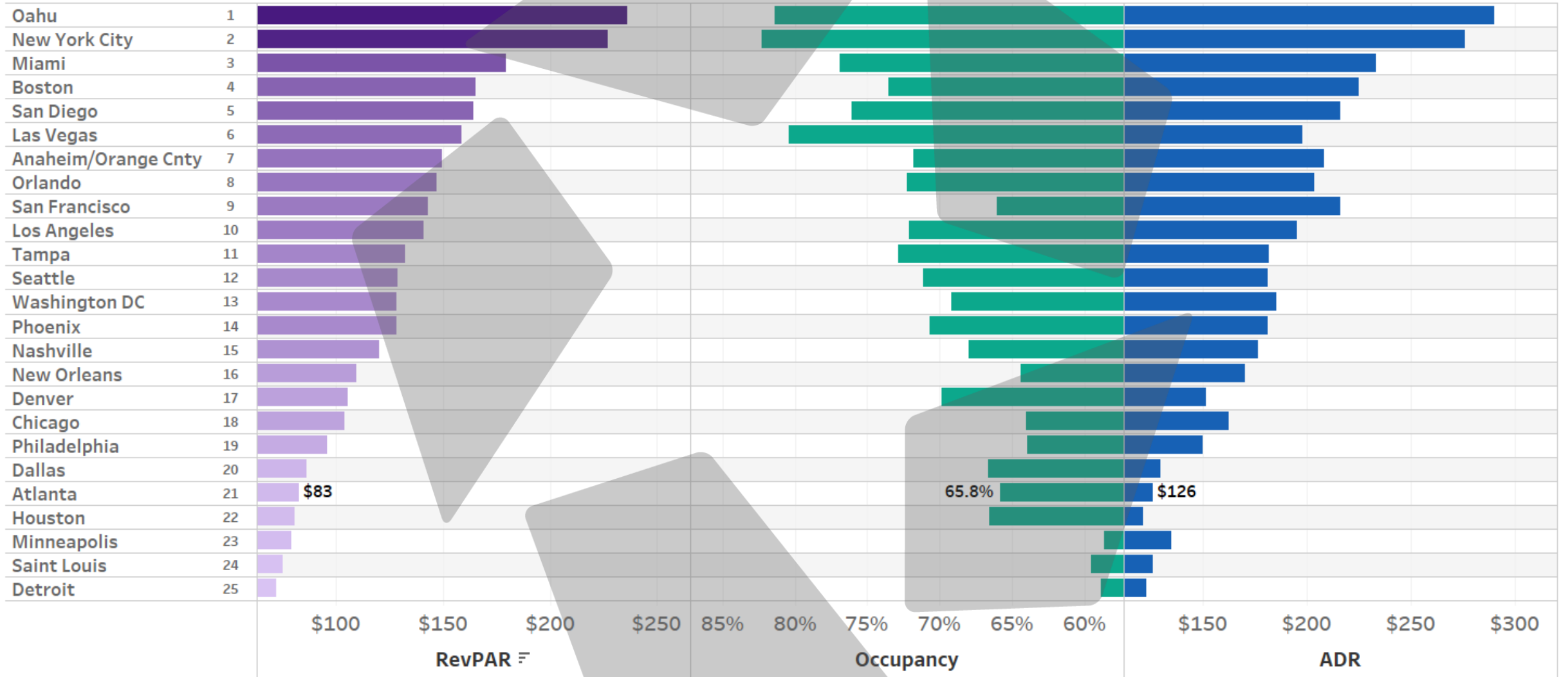
Room Demand % change YOY, June 2024 YTD



© 2024 Mapbox © OpenStreetMap

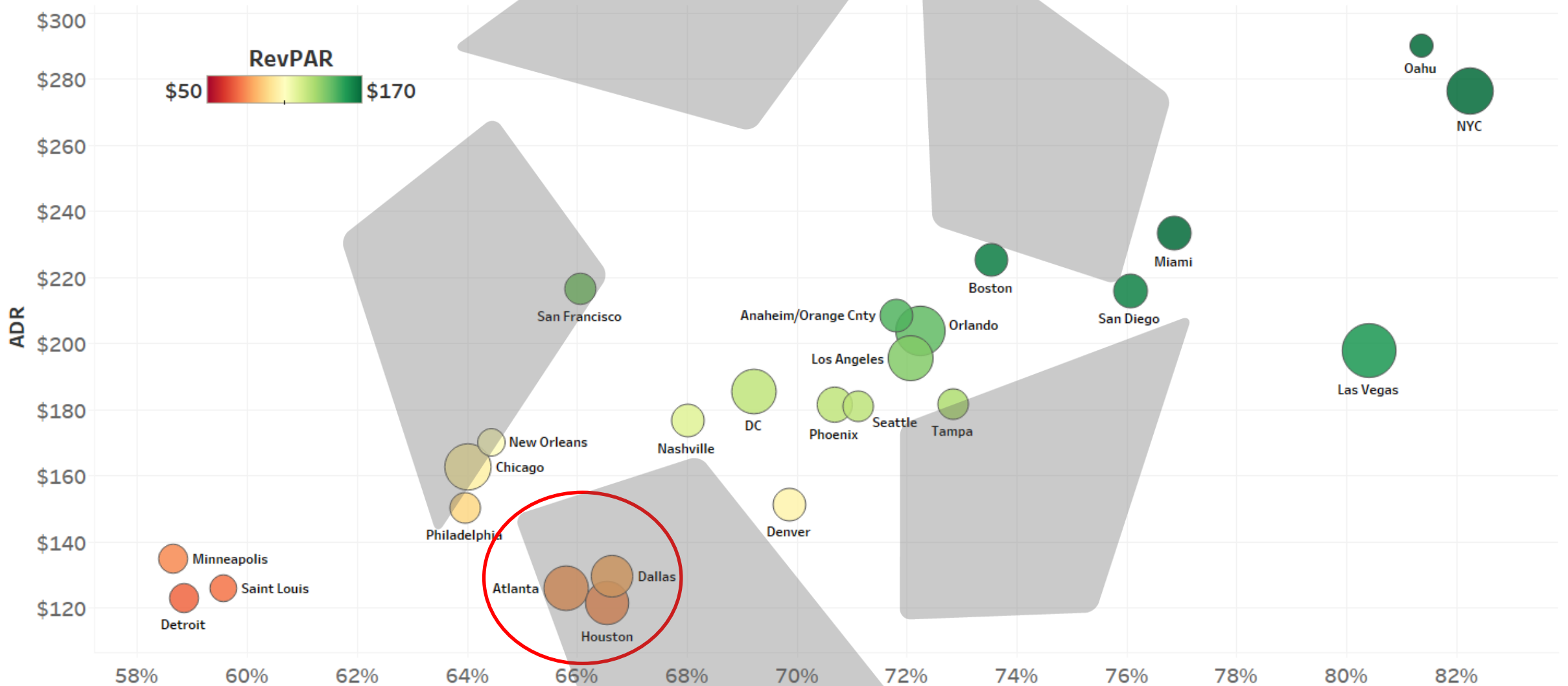
Atlanta's Lower ADRs Led to Modest RevPAR Compared to Top 25

Key performance indicators through 10-August 2024 (YTD)



Atlanta within Context of Top 25 Market

YTD Performance through 10 August 2024

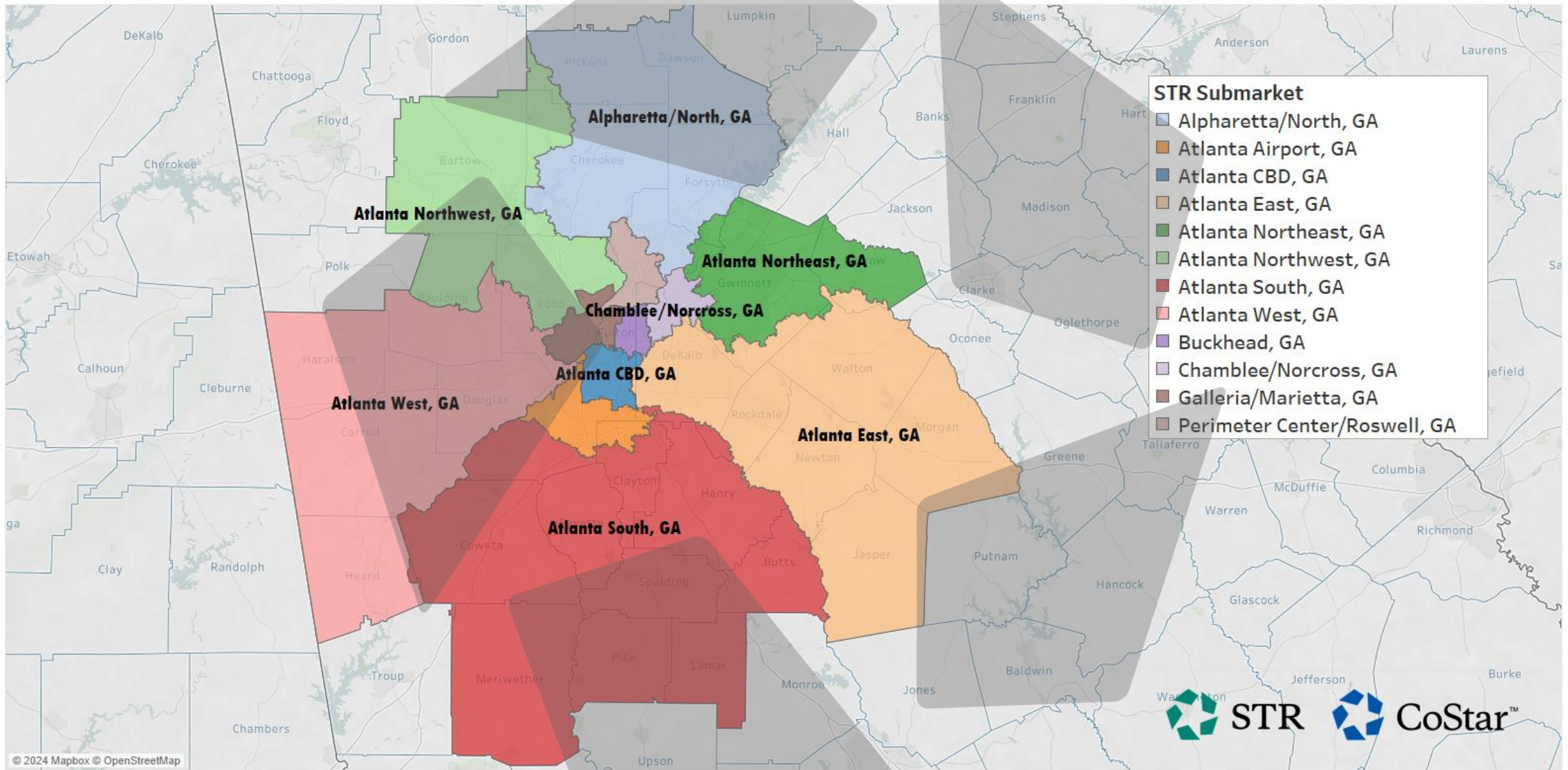


Gwinnett County 2024 Indicators Reduced from Pandemic Surge

YTD June 2024, Gwinnett County

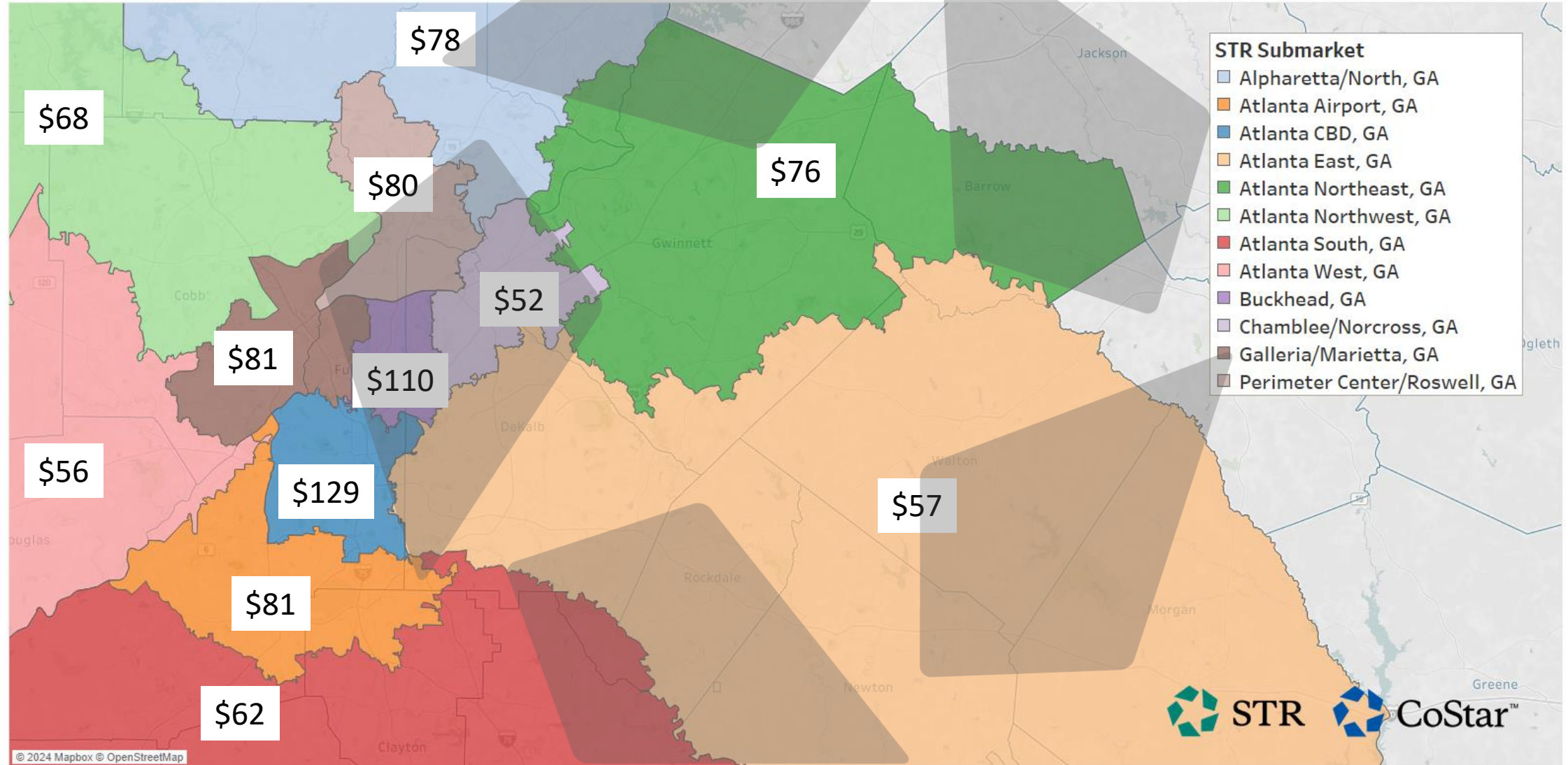
	Actuals	2019 % Change	YoY % Change
Room Supply	2.2 M	4.6%	1.9%
Room Demand	1.4 M	-5.0%	-3.2%
Occupancy	66.2 %	-9.2%	-5.1%
ADR	\$92	13.5%	-2.6%
RevPAR	\$61	3.1%	-7.5%
Room Revenue	\$131.1 M	7.8%	-5.7%

Atlanta Hotel Submarkets



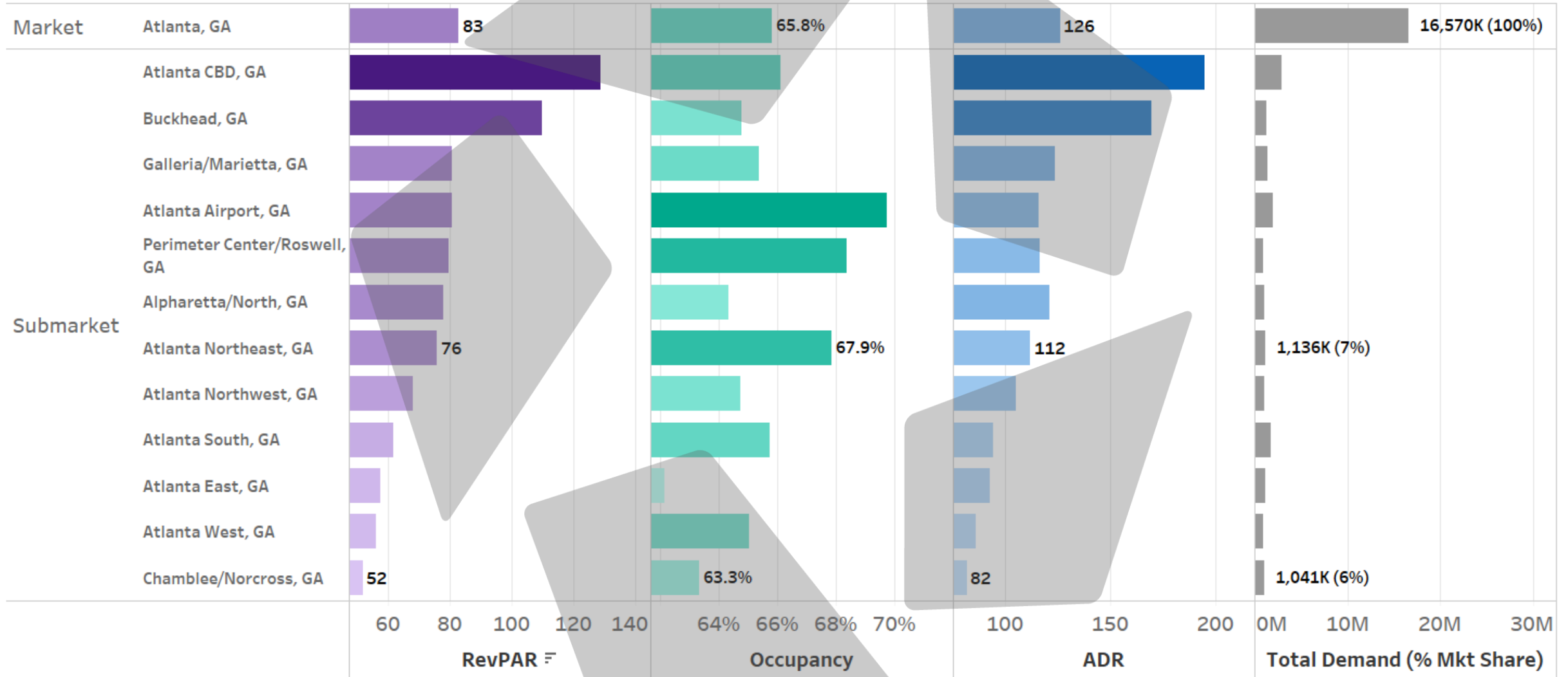
Highest RevPAR in CBD & Buckhead, ATL NE is Solid Contender

Revenue per Available Room (RevPAR), YTD 10-August 2024, Atlanta submarkets (detail)



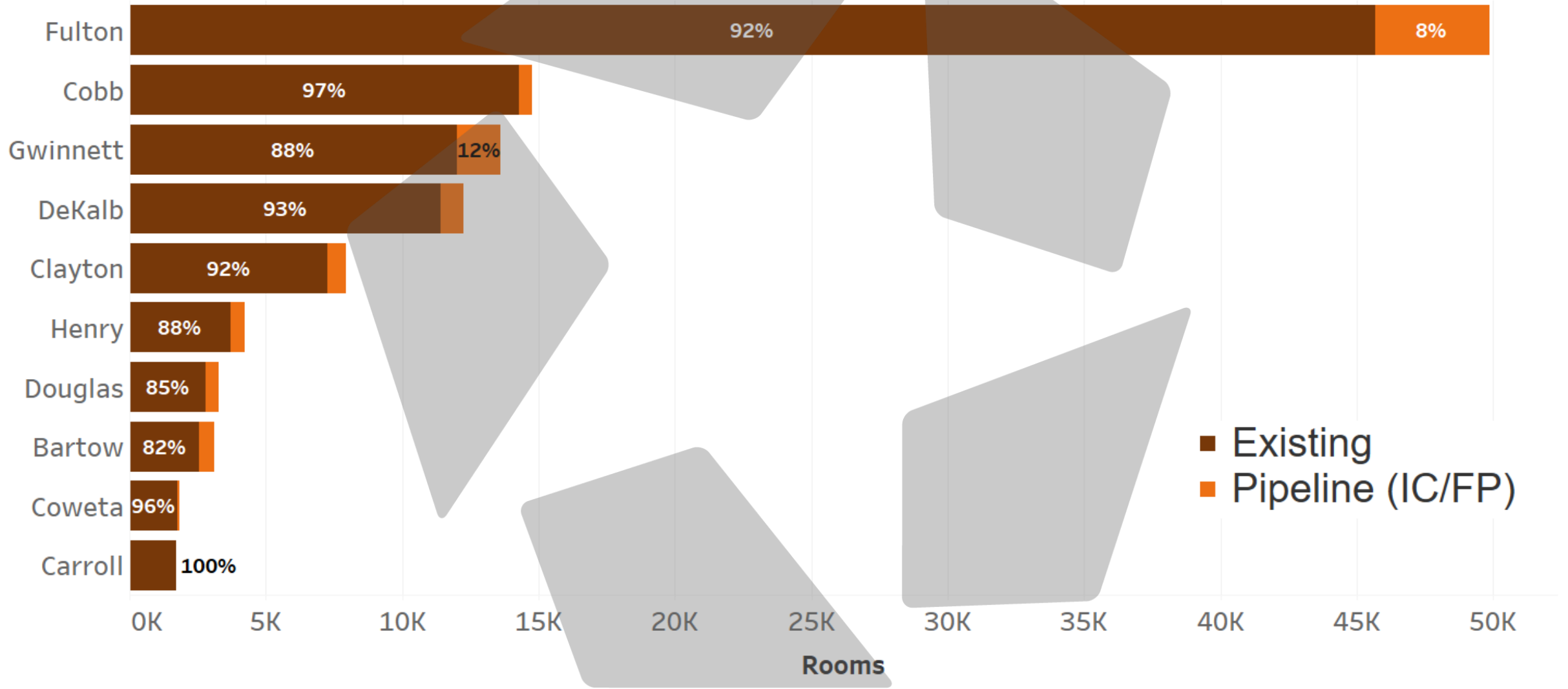
Major Contrasts Between Atlanta Submarkets

KPIs, June 2024 YTD



Gwinnett's Near-term Pipeline Proportionally Large

Existing and Pipeline rooms with proportion of In-construction/Final Planning phase rooms





Thank you.

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