



Hotel Performance Outlook

San Luis Obispo County

Kelsey Waite

Business Development Executive, Destinations

 kwaite@str.com

 [@Kelsey_STR](https://twitter.com/Kelsey_STR)

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HotelNewsNow.com



- **Total US Performance**
- **California State Trends**
- **San Luis Obispo County**
- **Voting Districts**
- **Competitive County Comparisons**
- **Look to the Future**

Key Terms



Supply: Number of Rooms Available

Demand: Number of Rooms Sold

Revenue: Rooms Revenue before Taxes



Occupancy: Demand/Supply

ADR (Average Daily Rate): Revenue/Demand

RevPAR (Revenue Per Available Room):
Revenue/Supply



Total US Performance

Total US - Key Statistics

Year End 2016

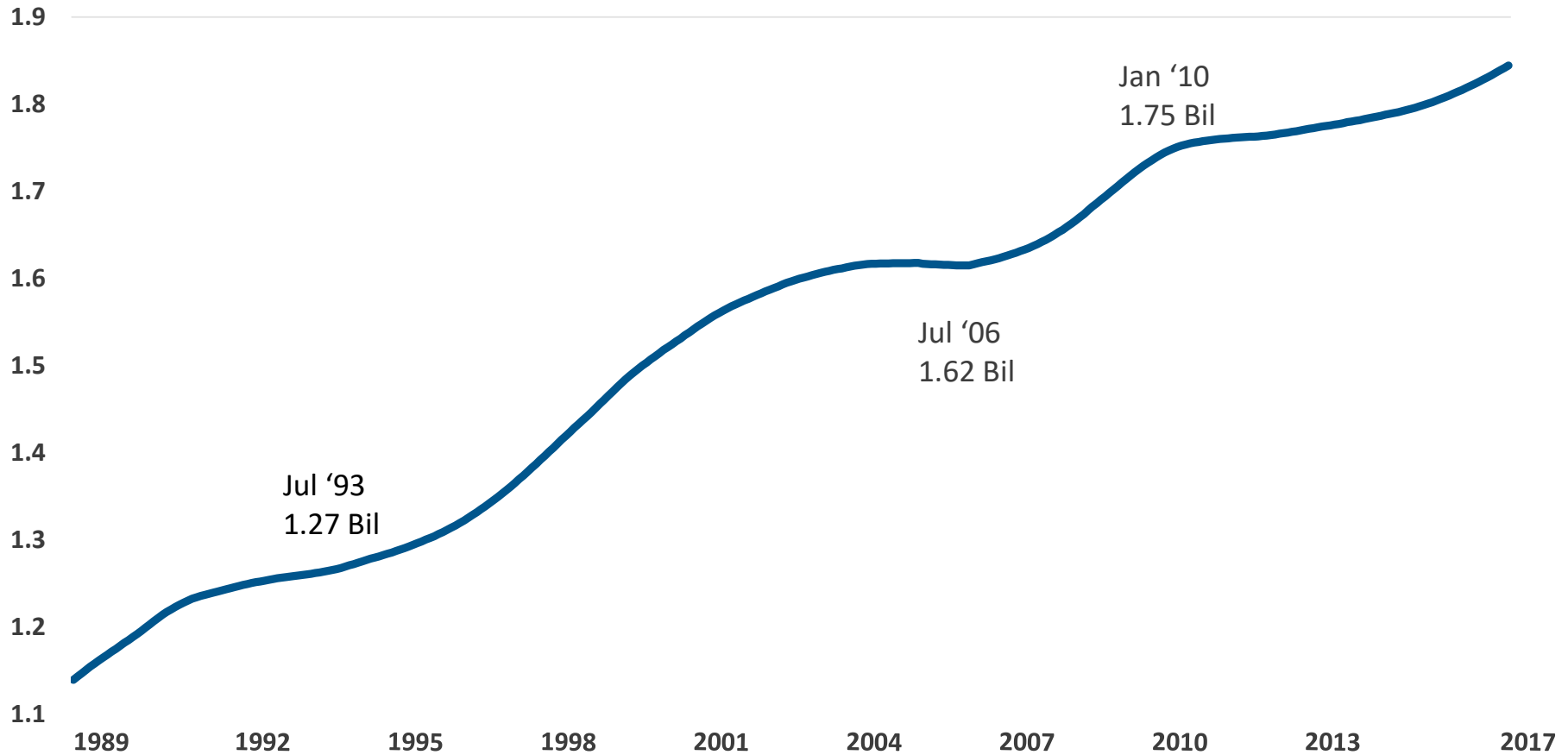


		<u>% Change</u>
• Hotels	53 k	
• Room Supply	1.8 bil	1.4%
• Room Demand	1.2 bil	1.7%
• Occupancy	65.5%	0.1%
• ADR	\$124	3.1%
• RevPAR	\$81.17	3.2%
• Room Revenue	\$149 tril	4.8%

Total United States

Room Supply in Billions

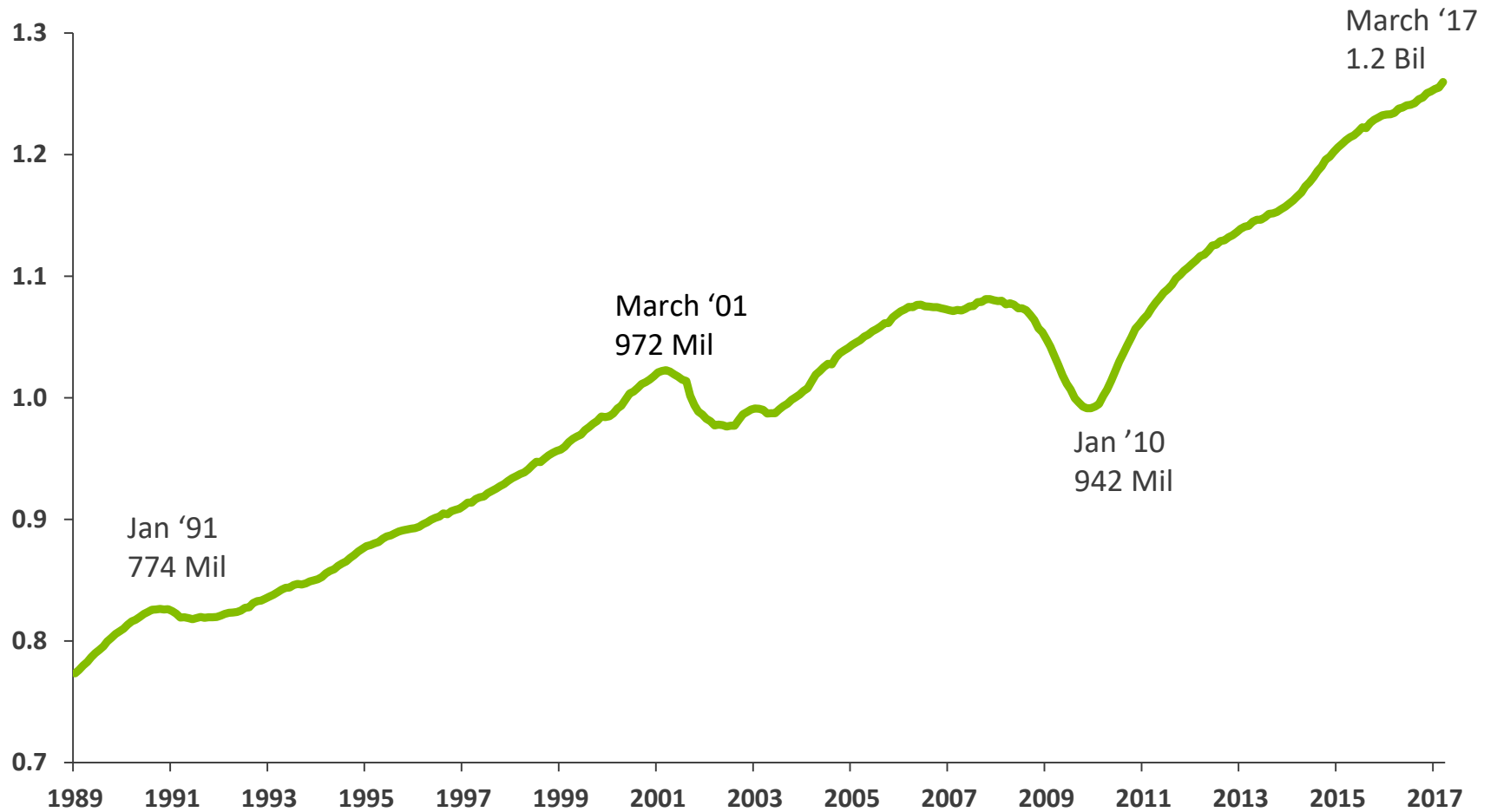
Twelve Month Moving Average – 1989 to March 2017



Total United States

Room Demand in Billions

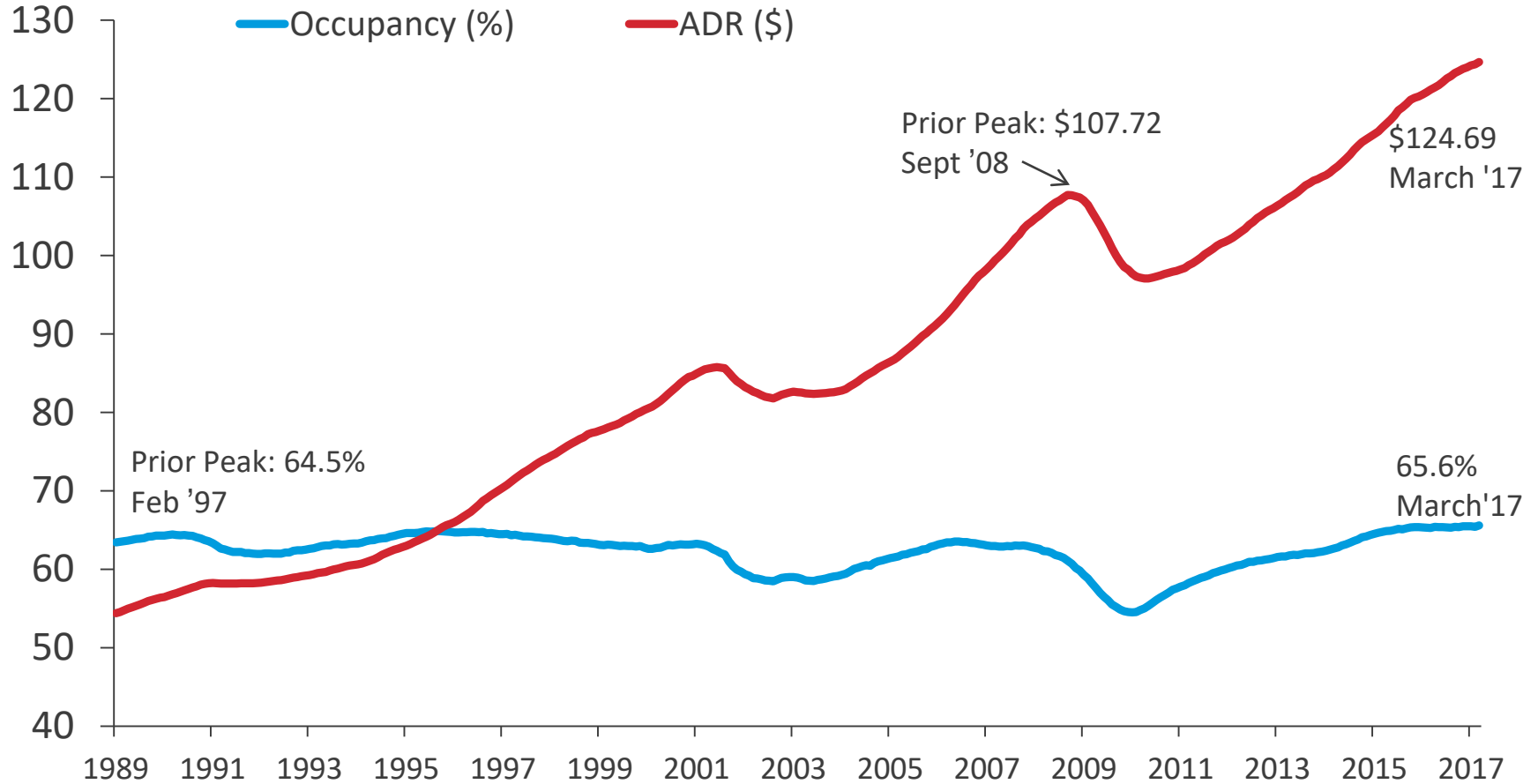
Twelve Month Moving Average – 1989 to March 2017



Total United States

Occupancy and ADR

Twelve Month Moving Average – February 2017



Total United States

RevPAR

Twelve Month Moving Average – 1989 to February 2017



Total US - Key Statistics

1st Quarter 2017



		<u>% Change</u>
• Hotels	53 k	
• Room Supply	454 mil	1.9%
• Room Demand	277.8 mil	2.8%
• Occupancy	61.1%	0.9%
• ADR	\$124.27	2.5%
• RevPAR	\$75.92	3.4%
• Room Revenue	\$34.5 bn	5.4%



California Performance

Total California - Key Statistics

Year End 2016



		<u>% Change</u>
• Hotels	5,574	
• Room Supply	185.5 mil	0.7%
• Room Demand	139.9 mil	1.8%
• Occupancy	75.4%	1.1%
• ADR	\$158.30	5.4%
• RevPAR	\$119.35	6.6%
• Room Revenue	\$22.1 bil	7.3%

Total California

Year End 2015 vs. 2016



Total California - Key Statistics

1st Quarter 2017



		<u>% Change</u>
• Hotels	5,578	
• Room Supply	46 mil	1.1%
• Room Demand	33.3 mil	0.5%
• Occupancy	72.3%	-0.5%
• ADR	\$157.00	1.6%
• RevPAR	\$113.52	1.1%
• Room Revenue	\$5.2 bil	2.2%



San Luis Obispo County

San Luis Obispo County, CA - Key Statistics

2016 Year End

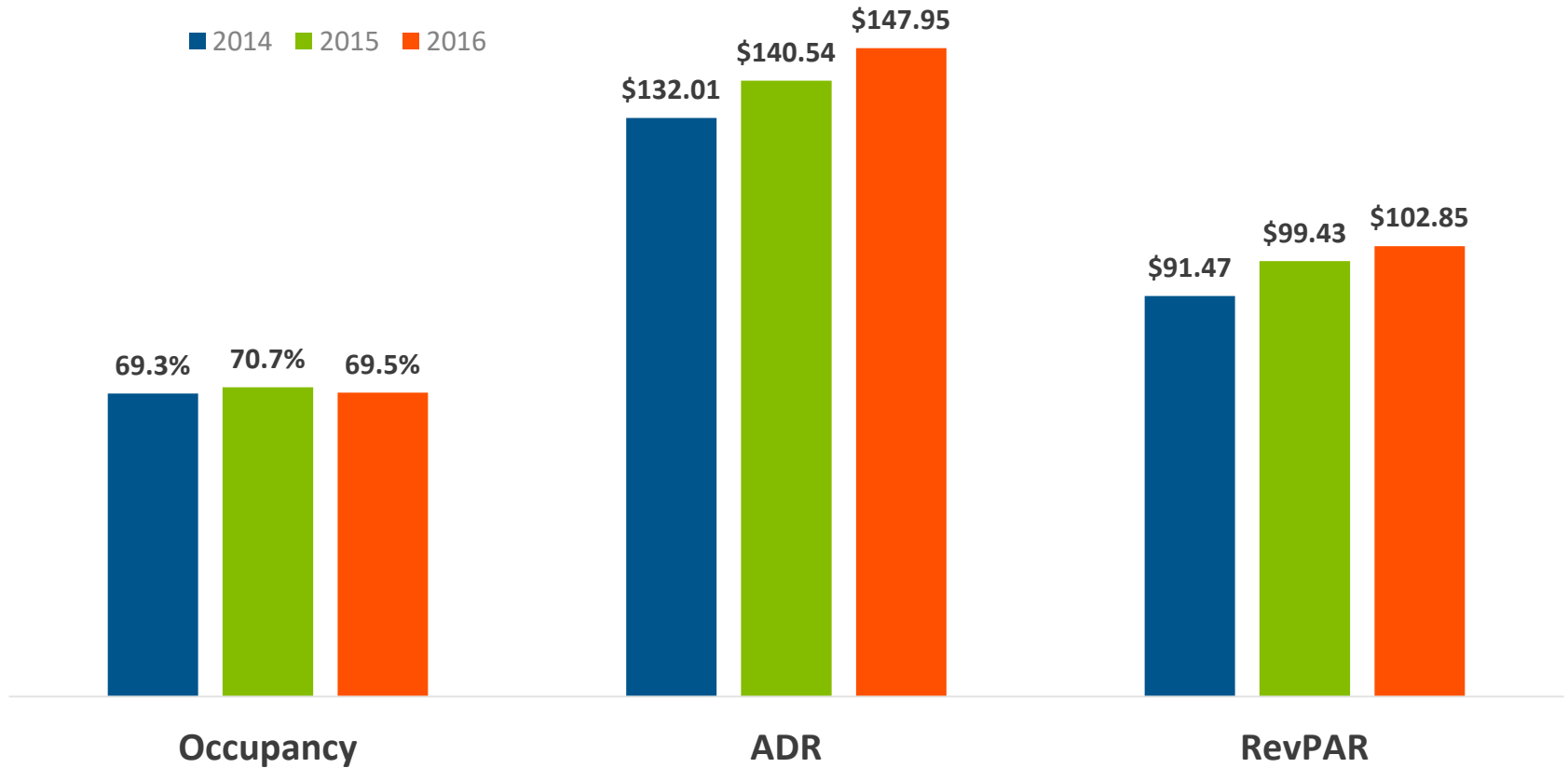


		<u>% Change</u>
• Hotels	160	
• Room Supply	3.3 mil	2.1%
• Room Demand	2.3 mil	0.3%
• Occupancy	69.5%	-1.7%
• ADR	\$147.95	5.3%
• RevPAR	\$102.85	3.4%
• Room Revenue	\$336.5 mil	5.6%

San Luis Obispo County, CA

Key Statistics

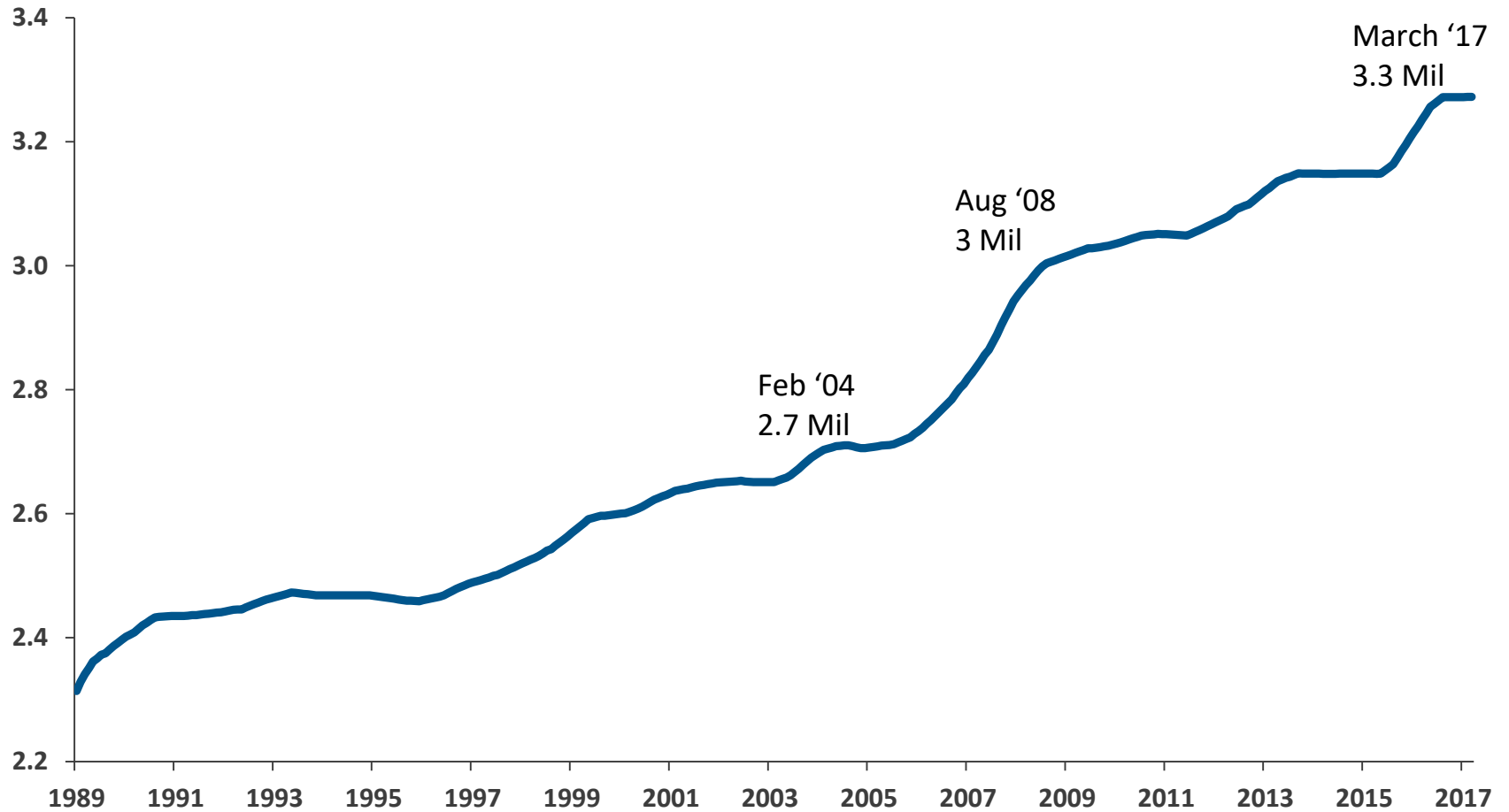
Year End 2014, 2015, 2016



San Luis Obispo County, CA

Room Supply in Millions

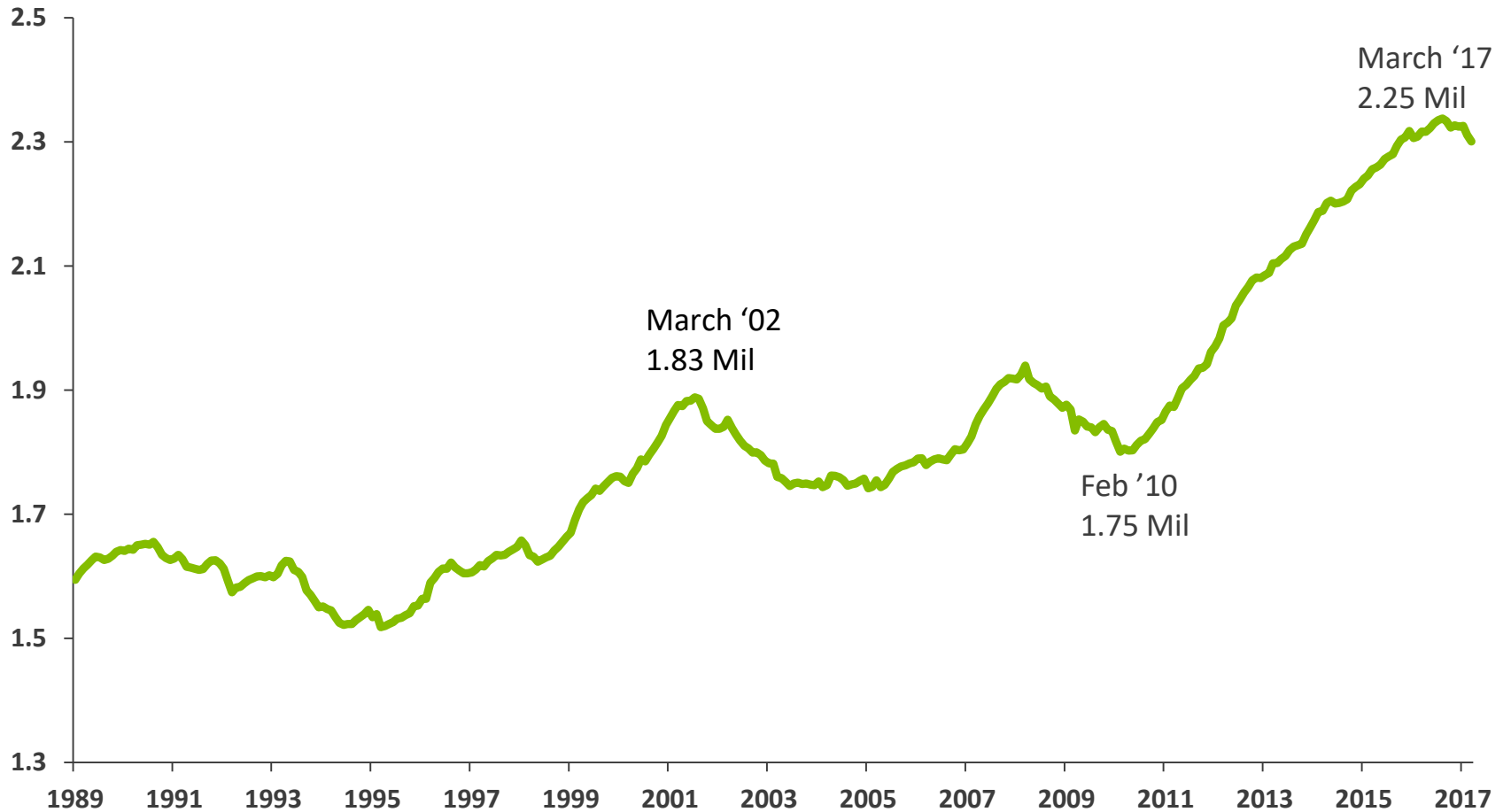
Twelve Month Moving Average – 1989 to March 2017



San Luis Obispo County, CA

Room Demand in Millions

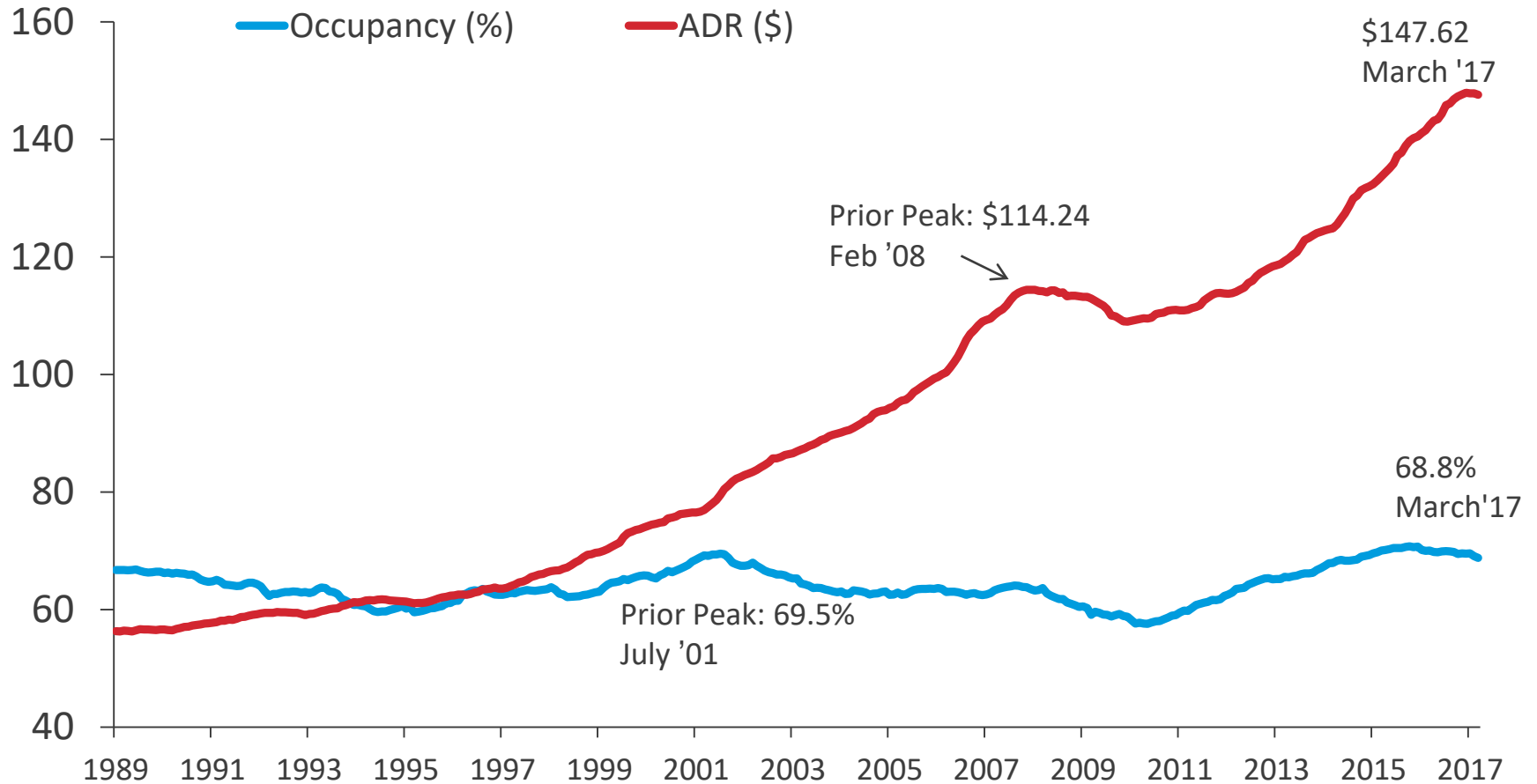
Twelve Month Moving Average – 1989 to March 2017



San Luis Obispo County, CA

Occupancy and ADR

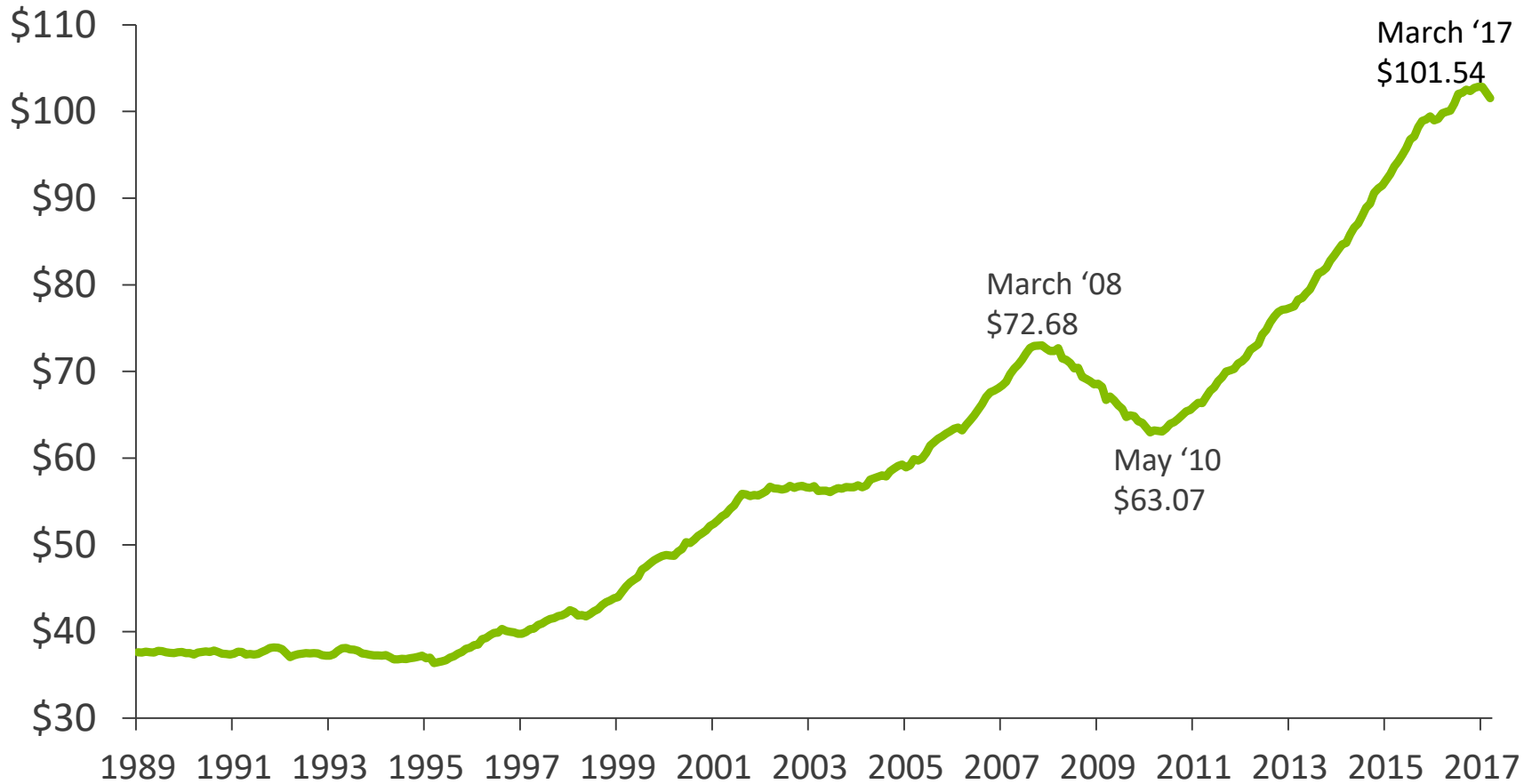
Twelve Month Moving Average – March 2017



San Luis Obispo County, CA

RevPAR

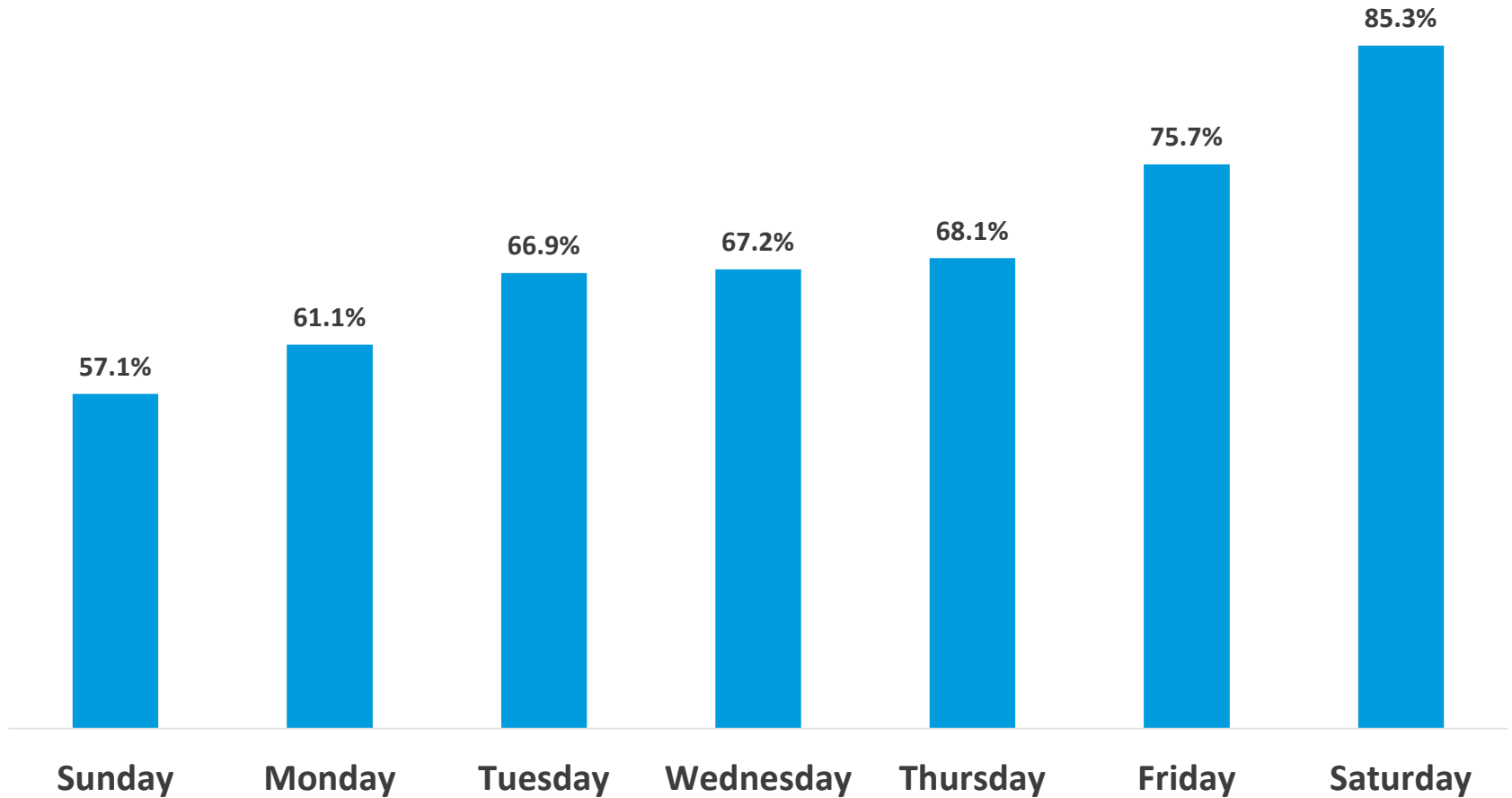
Twelve Month Moving Average – 1989 to March 2017



San Luis Obispo County, CA

Occupancy

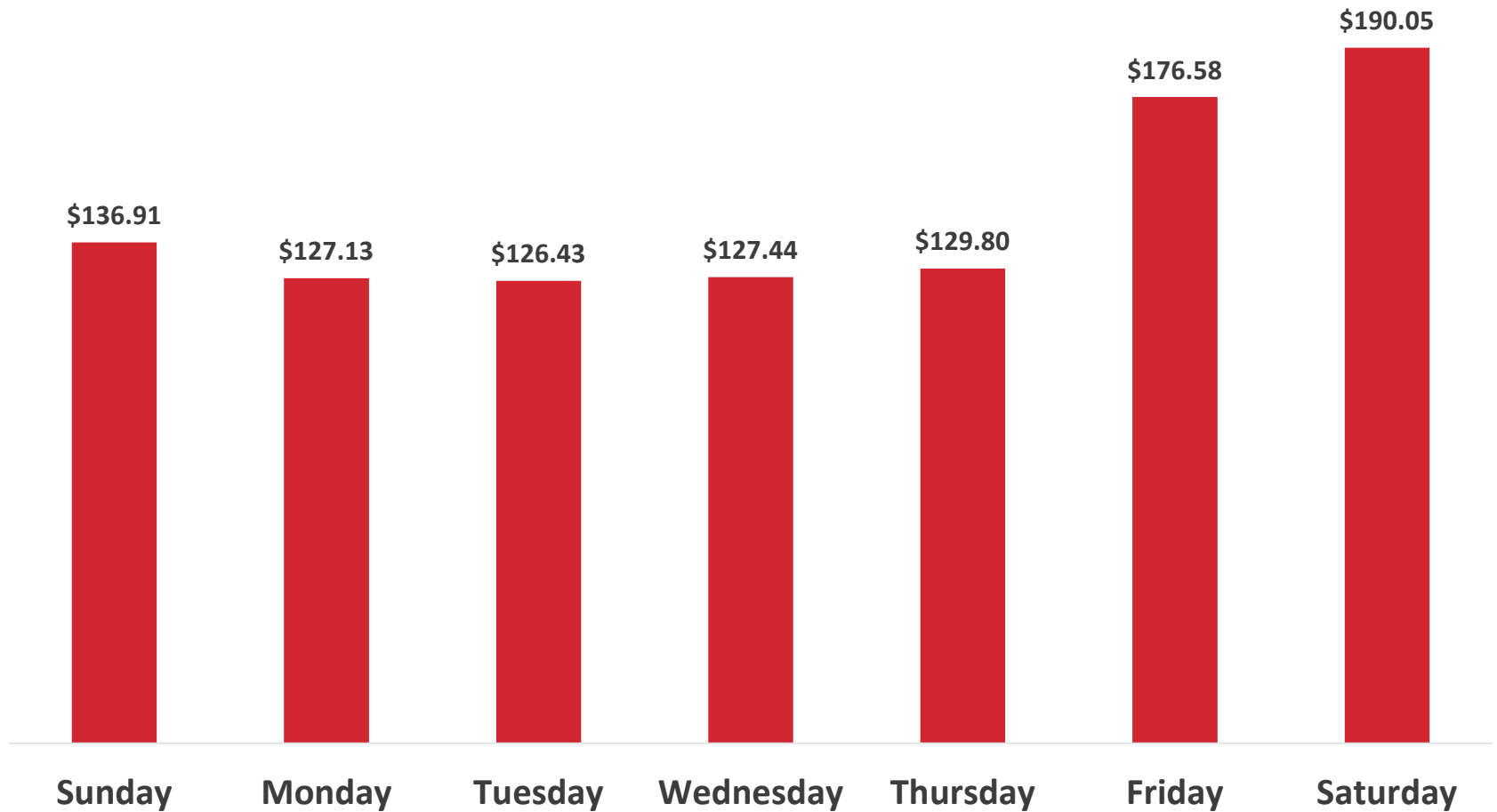
Day of Week, 12 MMA March 2017



San Luis Obispo County, CA

ADR

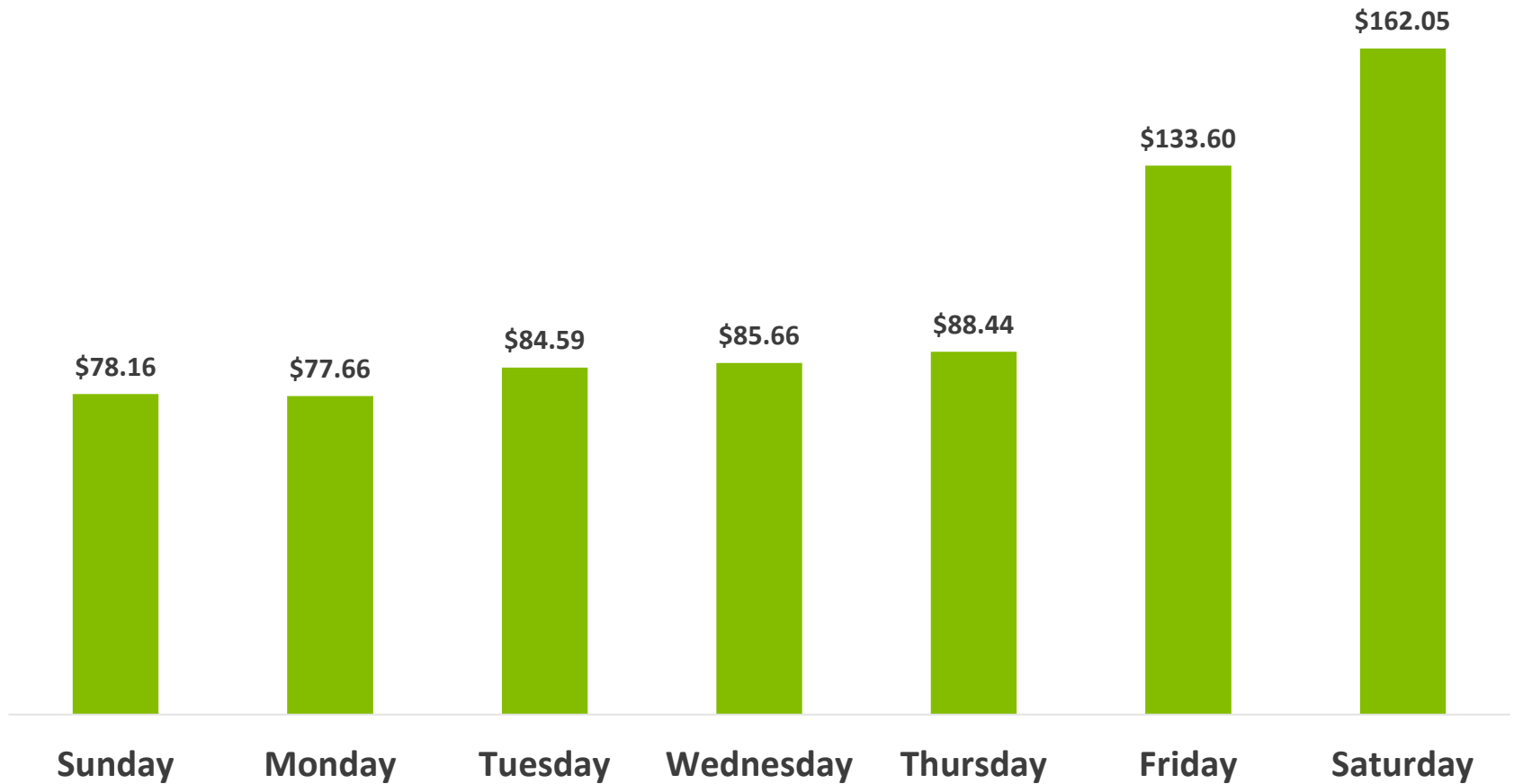
Day of Week, 12 MMA March 2017



San Luis Obispo County, CA

RevPAR

Day of Week, 12 MMA March 2017



San Luis Obispo County, CA - Key Statistics

1st Quarter 2017



		<u>% Change</u>
• Hotels	160	
• Room Supply	807k	0%
• Room Demand	465k	-4.9%
• Occupancy	57.6%	-4.9%
• ADR	\$123.99	-2.1%
• RevPAR	\$71.41	-6.9%
• Room Revenue	\$57.6 mil	-6.9%

San Luis Obispo County, CA

Key Statistics

1st Quarter 2015, 2016, 2017

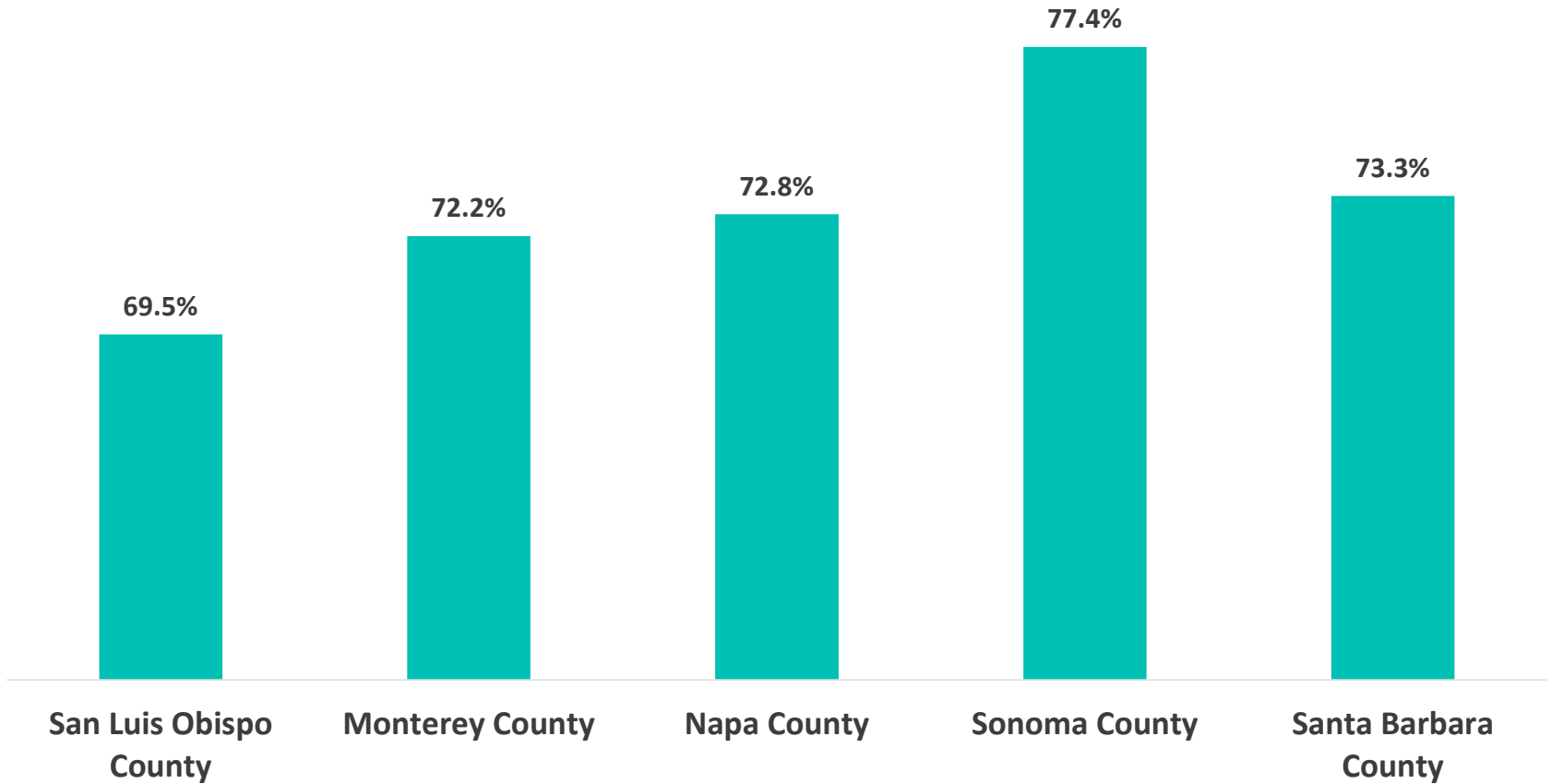




Comparison to Competitors

Occupancy by County

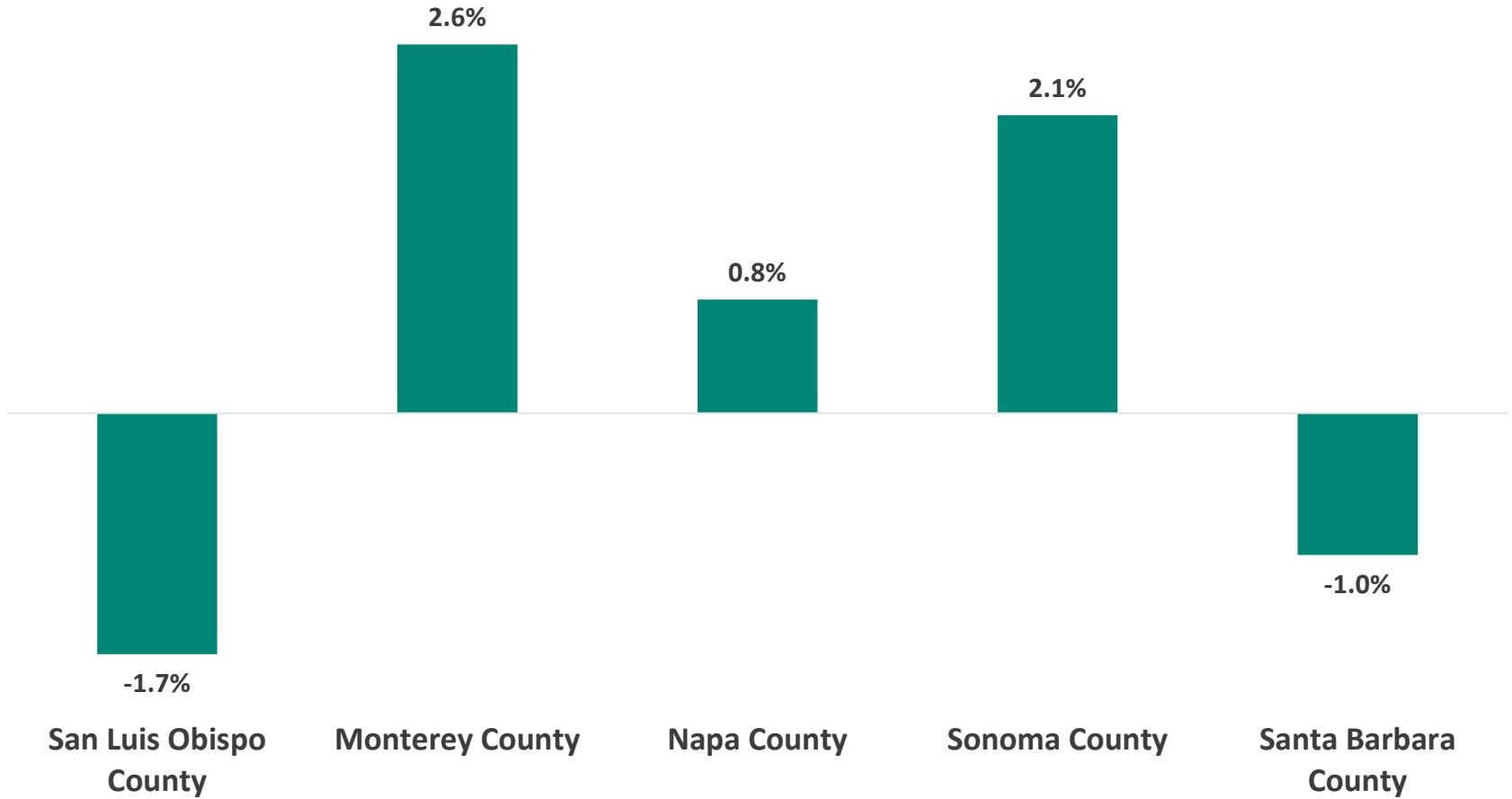
Year End 2016





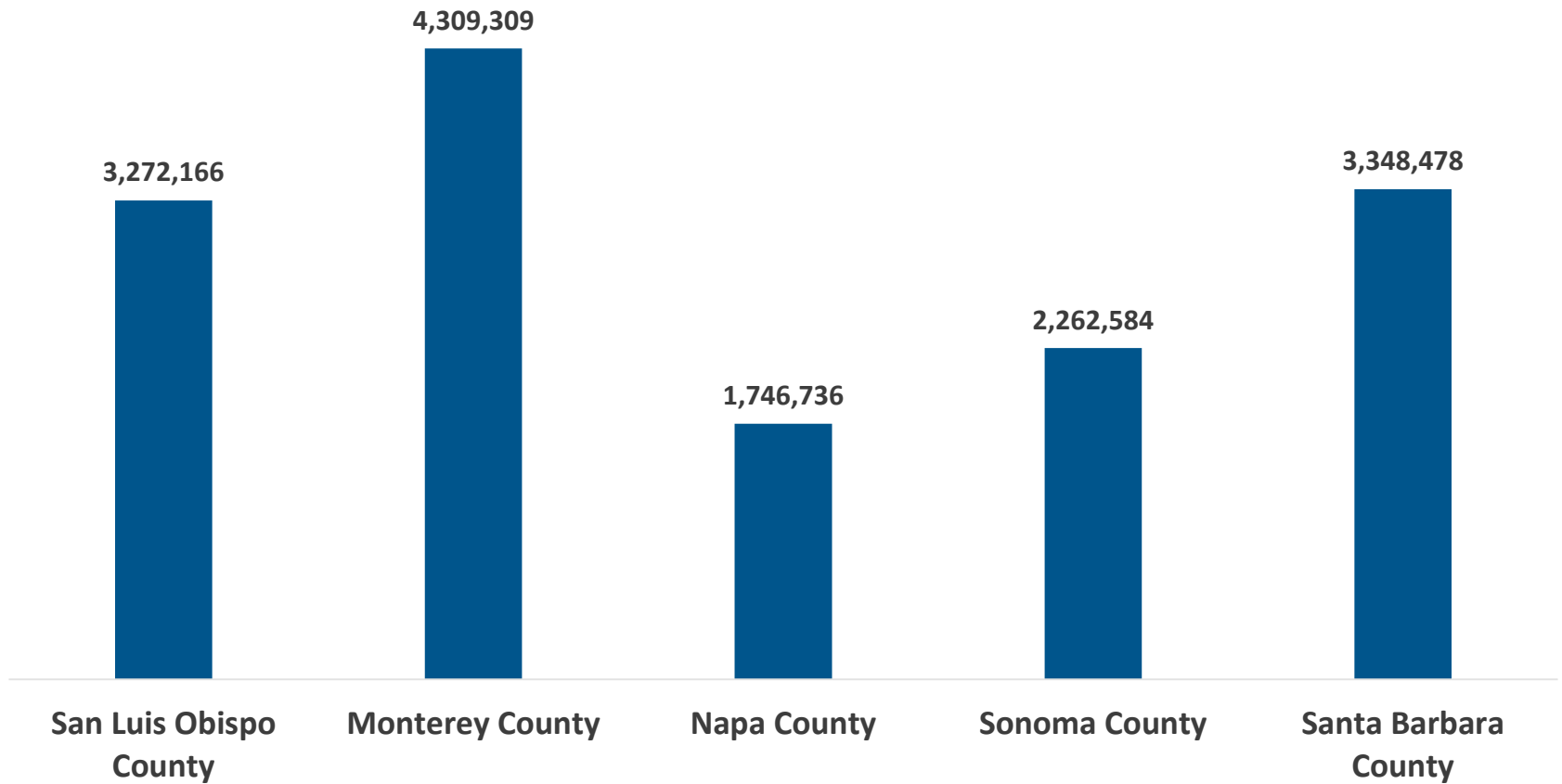
Occupancy Percent Change by County

Year End 2016



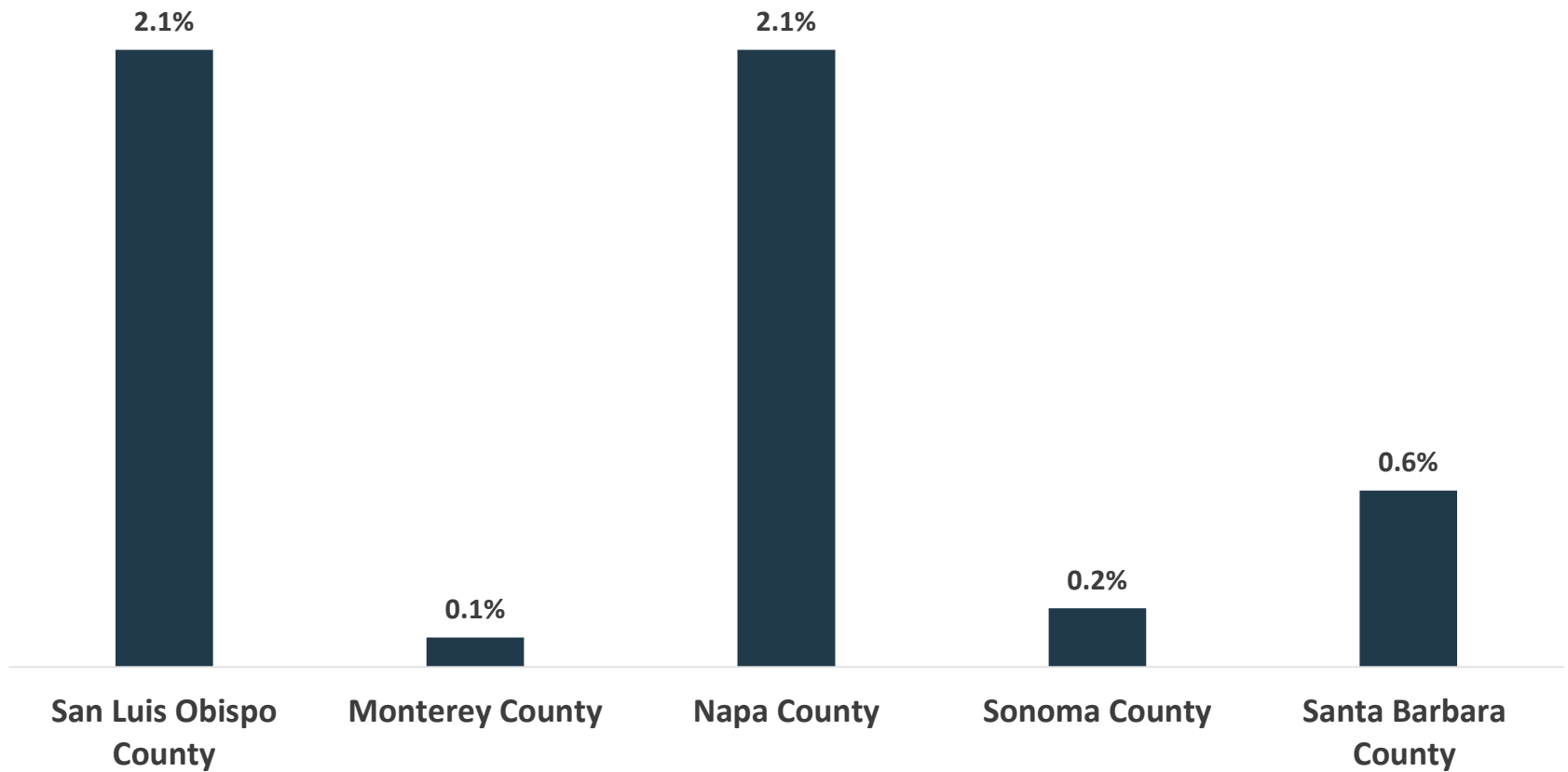
Supply by County

Year End 2016



Supply Percent Change by County

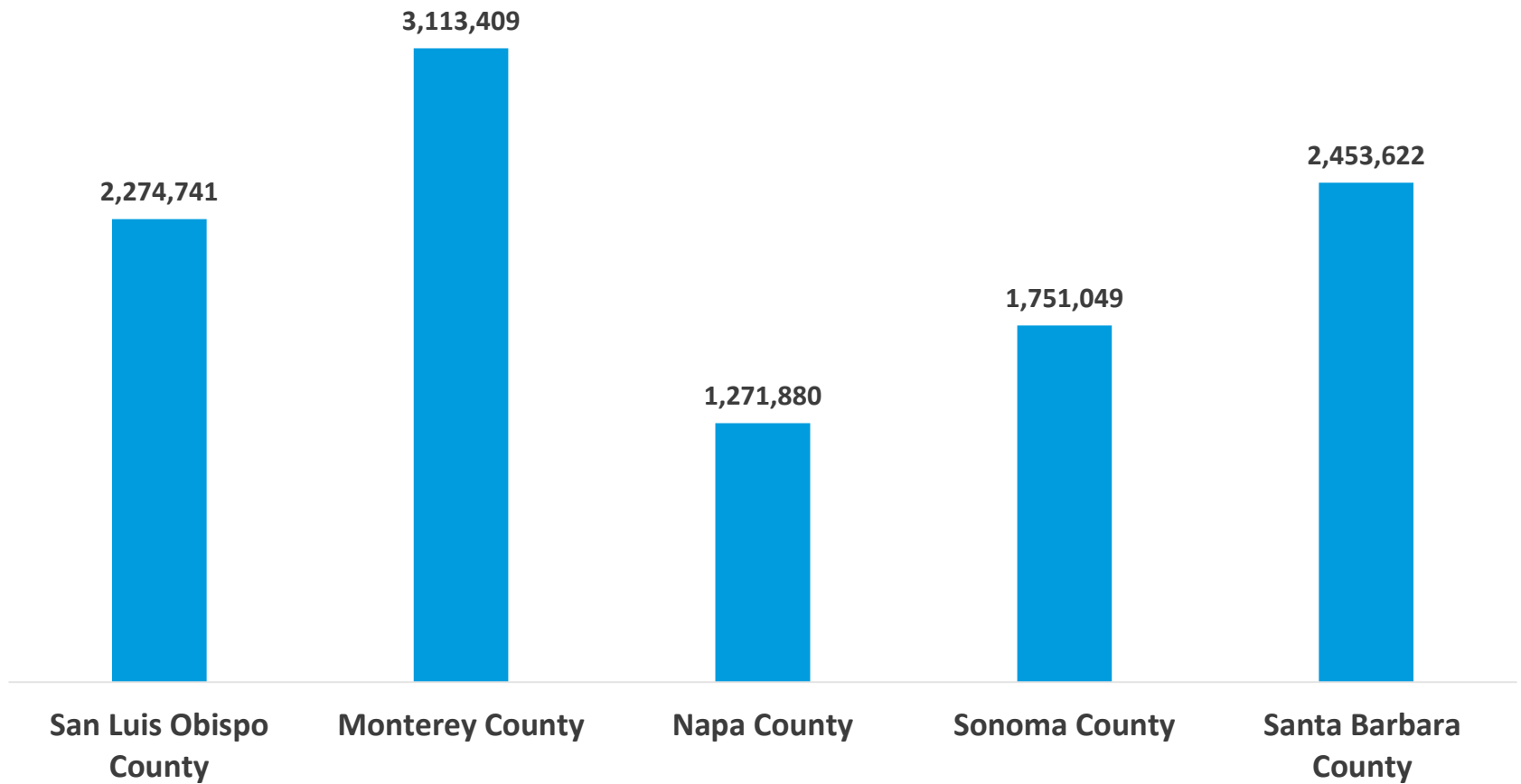
2016 Year End





Demand (Rooms Sold) by County

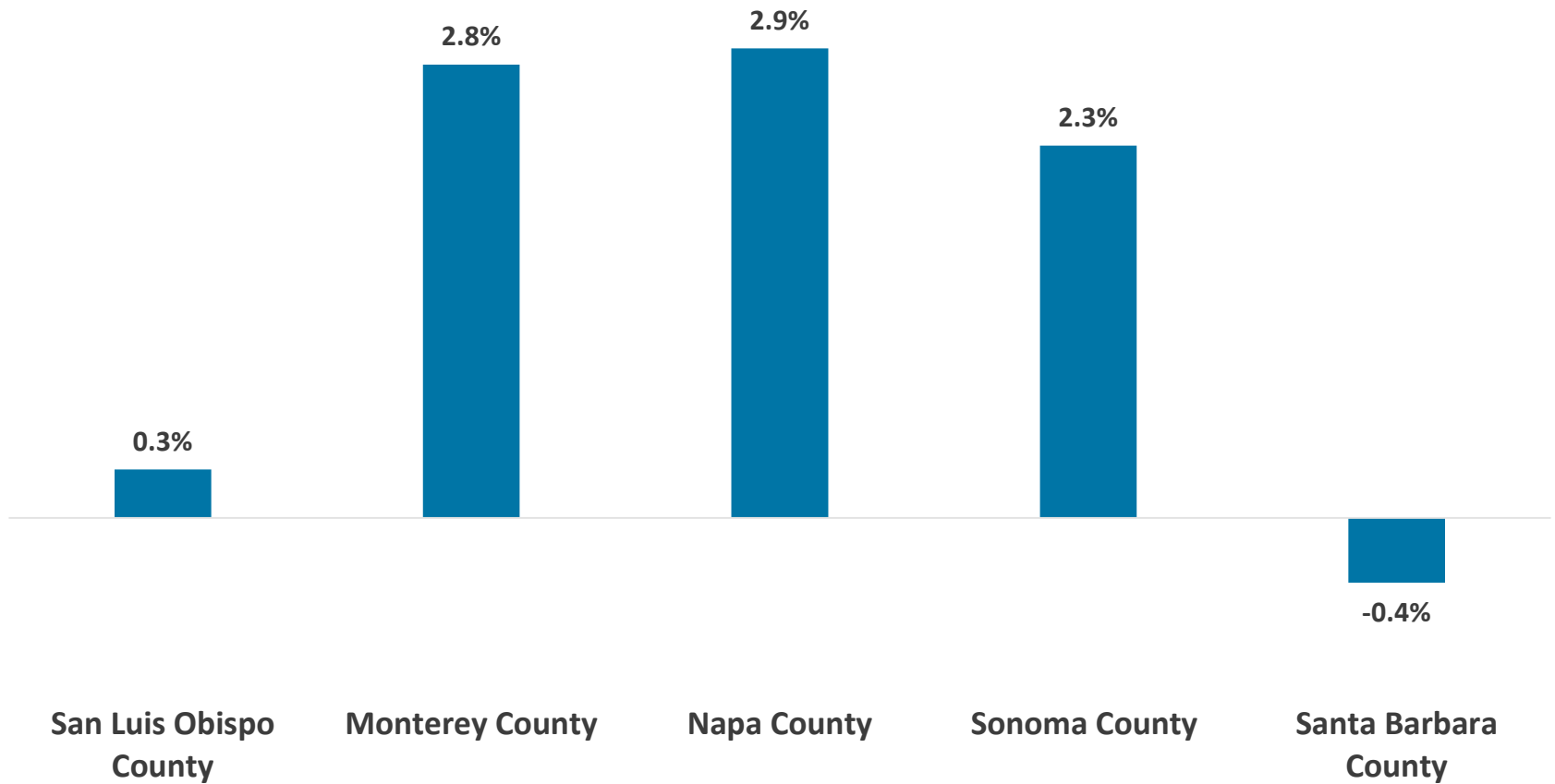
2016 Year End





Demand Percent Change by County

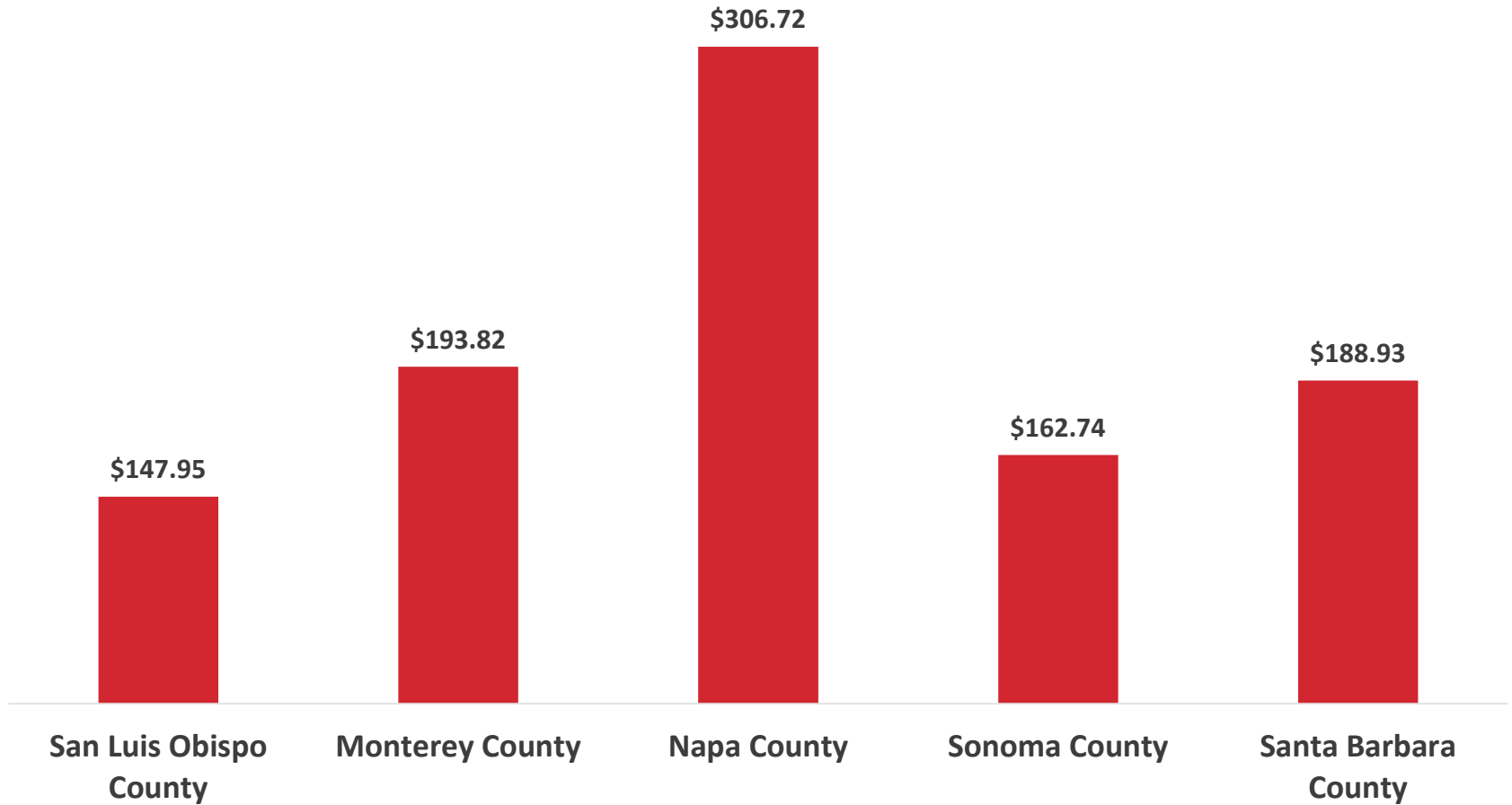
2016 Year End





Average Daily Rate by County

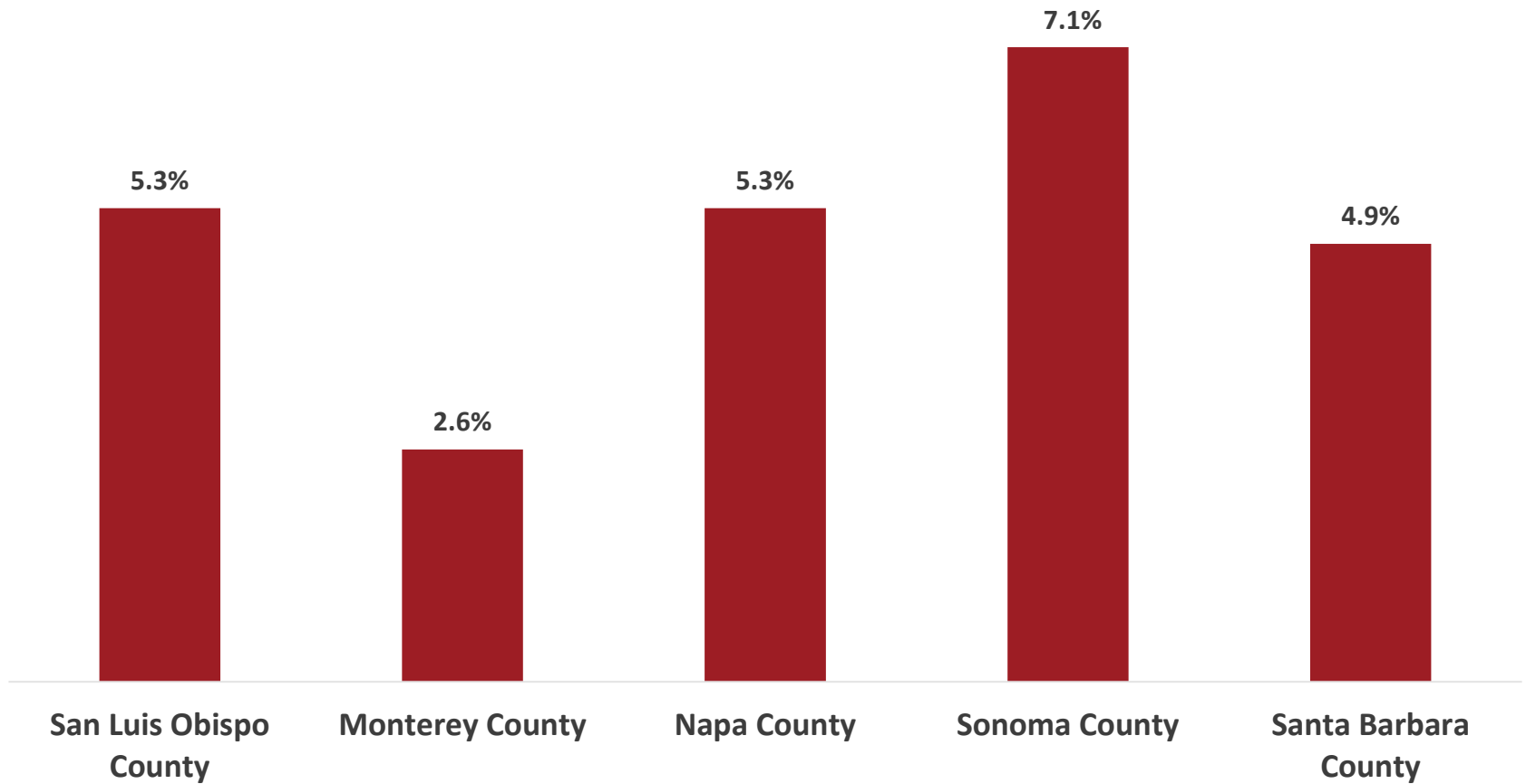
Year End 2016 in USD





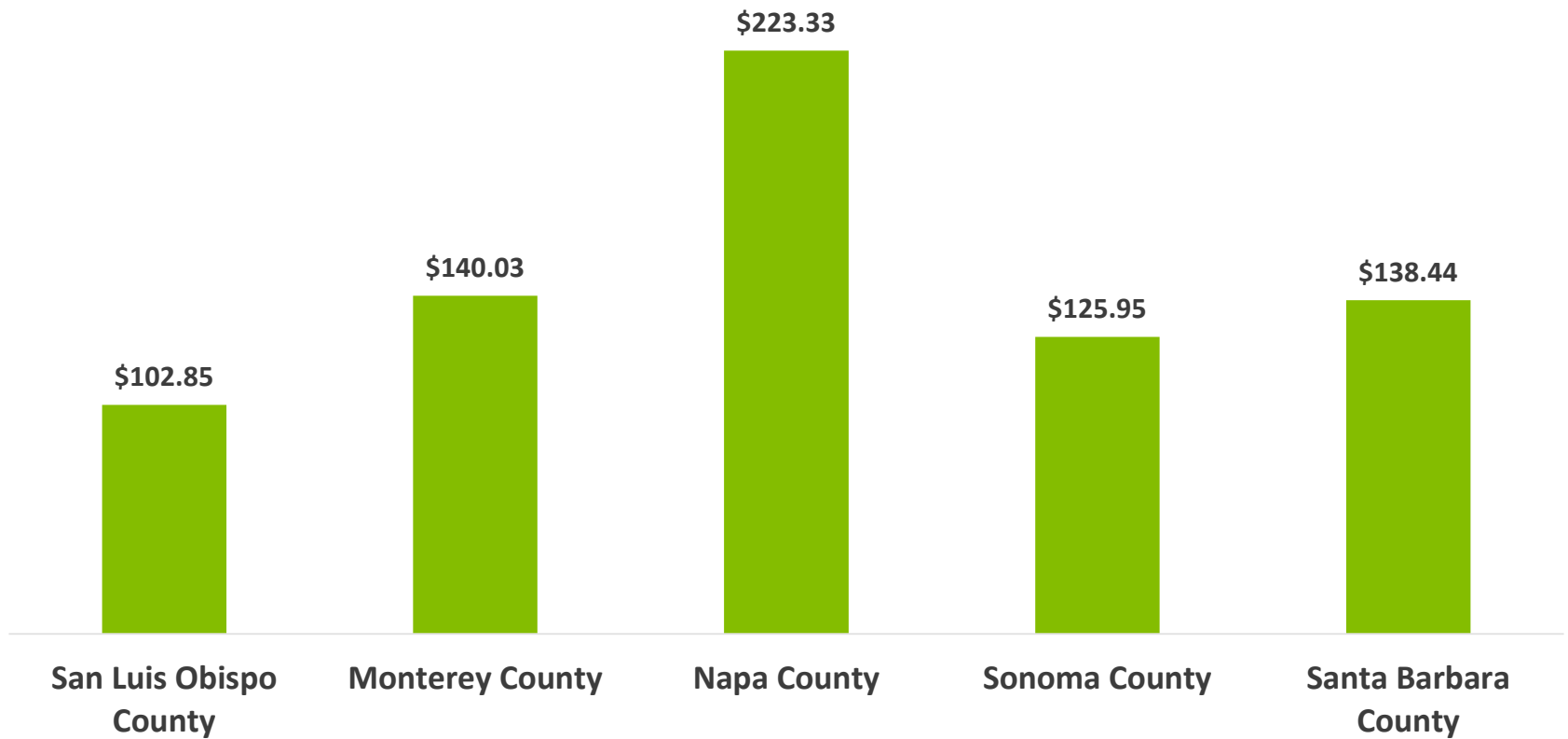
Average Daily Rate Percent Change by County

Year End 2016



RevPAR by County

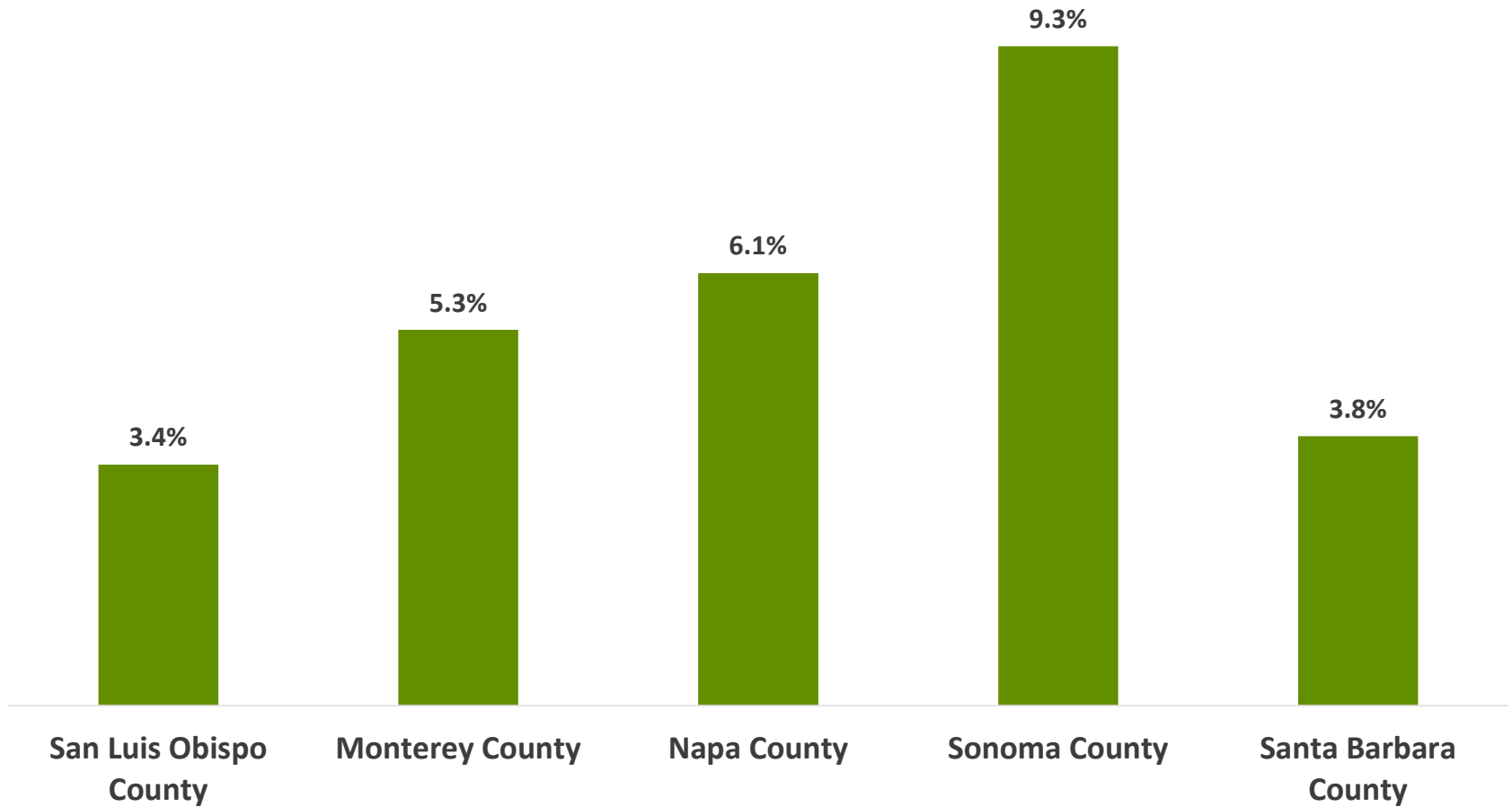
Year End 2016 in USD





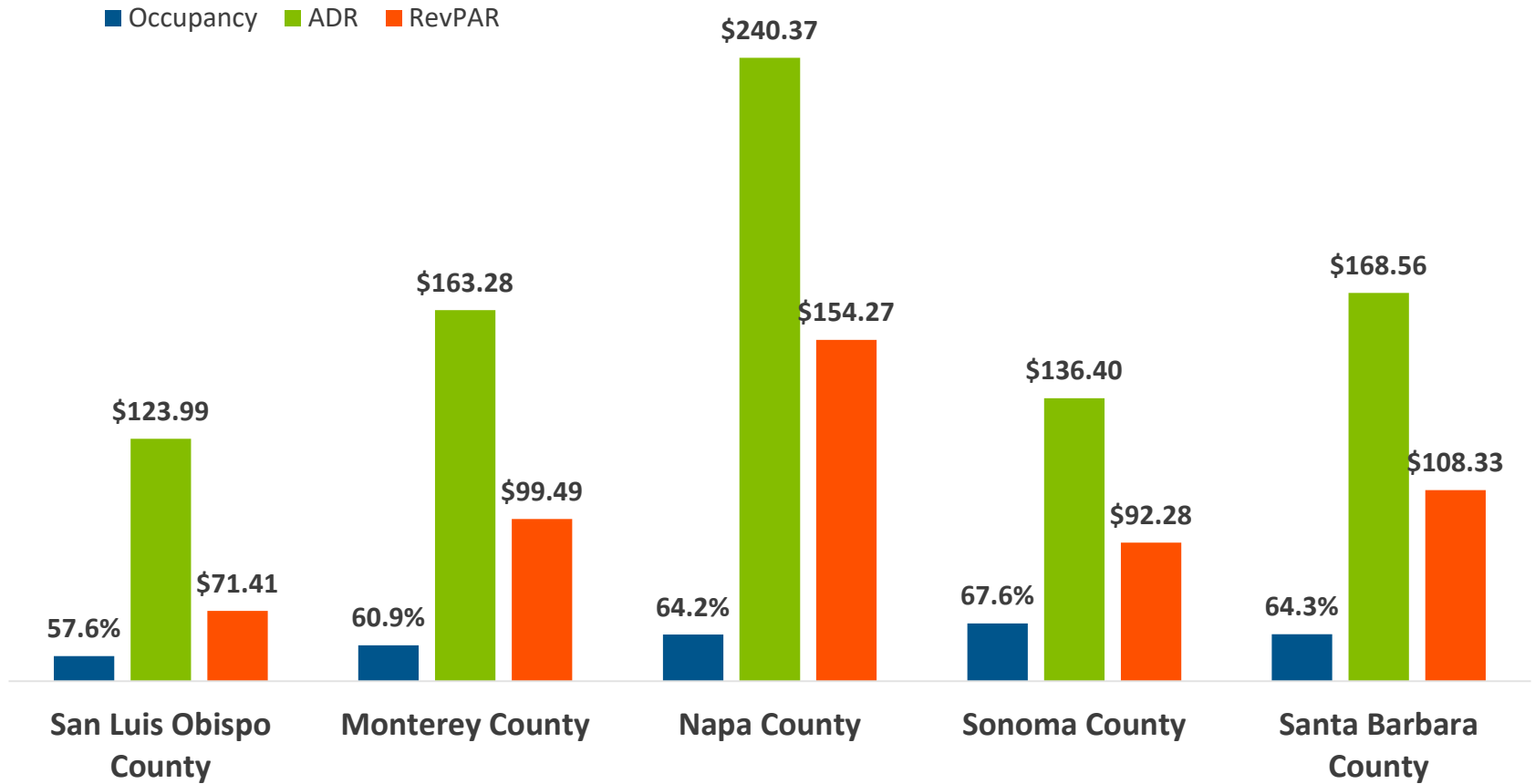
RevPAR Percent Change by County

Year End 2016



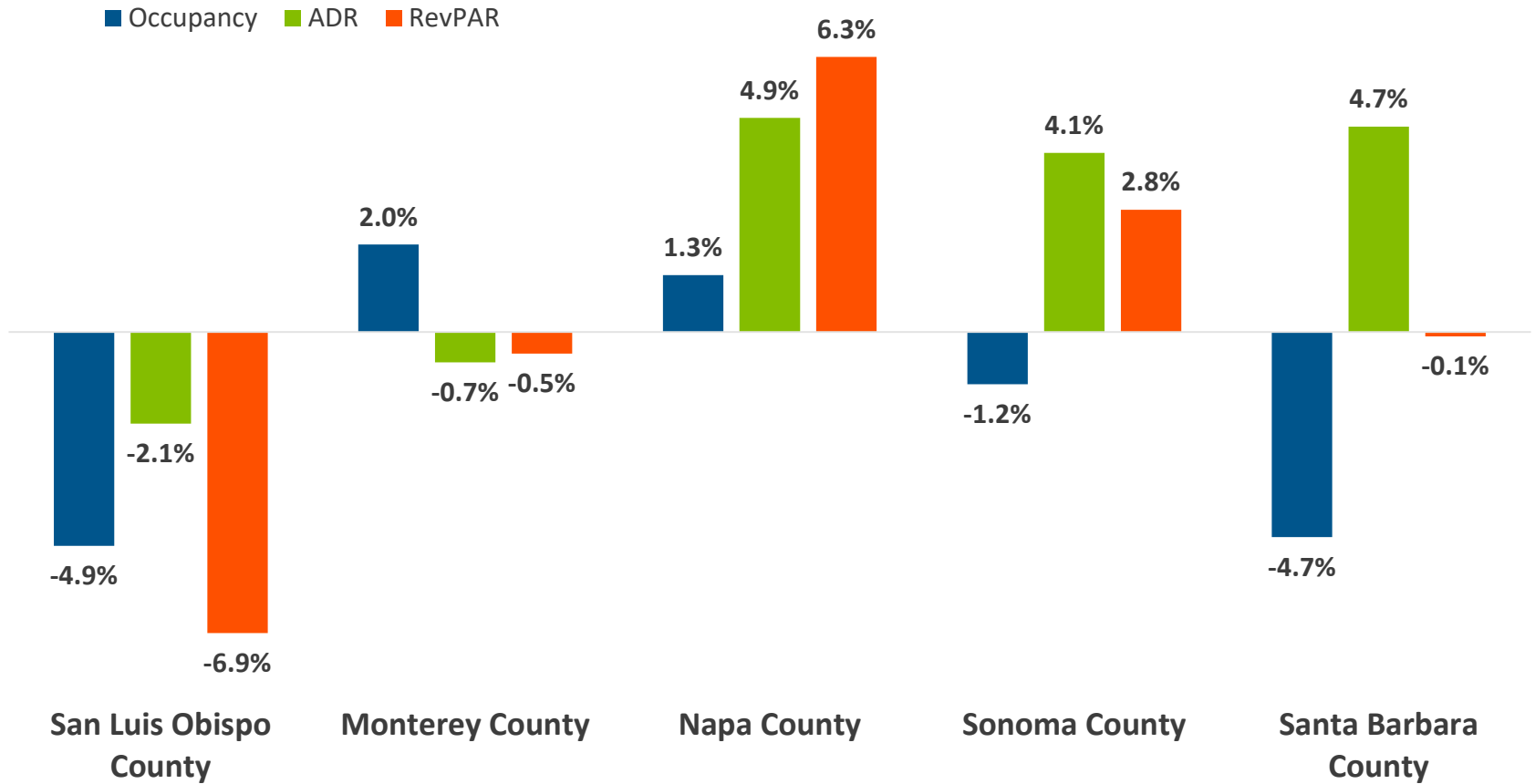
Key Statistics by County

1st Quarter 2017



Percent Change by County

1st Quarter 2017





Look to the Future

San Luis Obispo County Hotel Development Pipeline



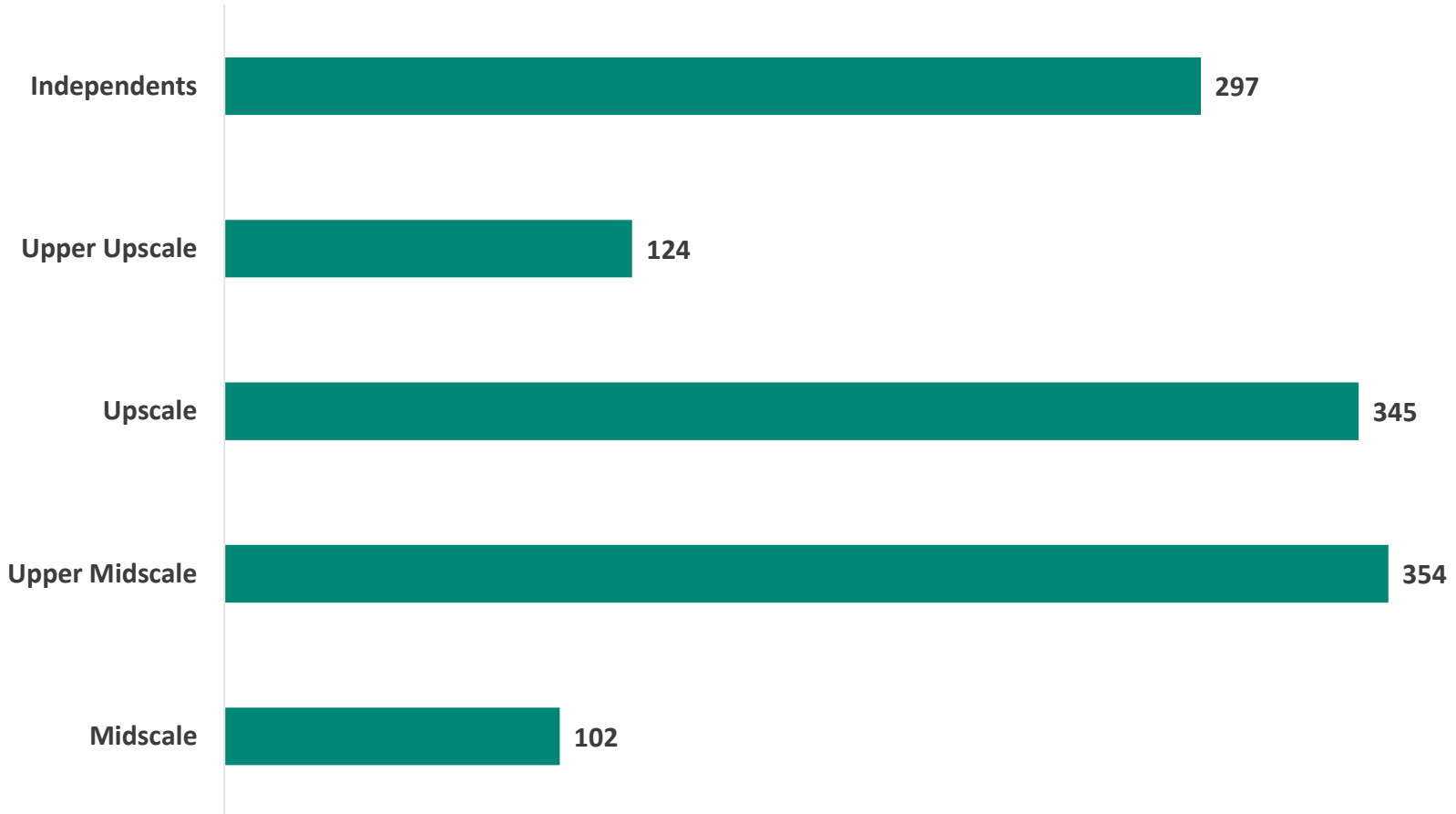
Construction Phase	Properties	Rooms
In Construction	2	206
Final Planning	6	689
Planning	4	327
Totals	12	1,222

Pipeline by Phase, April 2017 – San Luis Obispo County, CA



Rooms in the Pipeline by Chain Scale

San Luis Obispo County – All Phases, April 2017





Largest Pipeline Projects

All Phases, San Luis Obispo County – April 2017





2017 Year End RevPAR Forecast

Top 25 US Markets

-5% to 0%	0% to 5%	5% to 10%
Houston, TX	Anaheim-Santa Ana, CA	
Miami-Hialeah, FL	Atlanta, GA	
New York, NY	Boston, MA	
	Chicago, IL	
	Dallas, TX	
	Denver, CO	
	Detroit, MI	
	Los Angeles-Long Beach, CA	
	Minneapolis-St. Paul, MN-WI	
	Nashville, TN	
	New Orleans, LA	
	Norfolk-Virginia Beach, VA	
	Oahu Island, HI	
	Orlando, FL	
	Philadelphia, PA-NJ	
	Phoenix, AZ	
	San Diego, CA	
	San Francisco/San Mateo, CA	
	Seattle, WA	
	St. Louis, MO-IL	
	Tampa, FL	
	Washington, D.C.	

Total US Forecast

Key Performance Indicator Outlook (% Change vs. Prior Year)

2017F – 2018F



Outlook		
	2017 Forecast	2018 Forecast
Supply	2.0%	2.2%
Demand	1.7%	2.0%
Occupancy	-0.3%	-0.2%
ADR	2.8%	2.8%
RevPAR	2.5%	2.6%

SLO County Forecast – YE 2017

% Change from YE 2016



Outlook for San Luis Obispo County

	2017 YE % Change	2017 YE Projected Actuals
Occupancy	-1.1%	68.8%
ADR	1.7%	\$150.47
RevPAR	0.6%	\$103.50



Questions?

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Thank You!

Kelsey Waite



kwaite@str.com



(615) 824-8664 ext. 3458



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