

THE BOUTIQUE HOTEL REPORT 2019

Lifestyle Hotels
Soft Brand Collections
Independent Boutique



TRYP by Wyndham, Savannah, GA

Independent Boutique

21 C Museum Hotels
Ace
CitizenM
Dream Hotels
Delano by SBE
Graduate Hotels
SLS Hotels
Mondrian by SBE
NYLO Hotels
Room Mate
Sixty Hotels
Valencia
Viceroy
Virgin
And many other unique and independent hotels

Lifestyle Hotels

AC by Marriott
Aloft by Marriott
Andaz by Hyatt
Cambria by Choice
Canopy by Hilton
Centric by Hyatt
Design by Marriott
Edition by Marriott
Even by IHG
GLO by Best Western
Indigo by IHG
Kimpton by IHG
Le Meridien by Marriott
Motto by Hilton
Moxy by Marriott
Red by Radisson
Thompson by Hyatt
TRYP by Wyndham
Vib by Best Western
Voco by IHG
W by Marriott

Soft Brand Collections

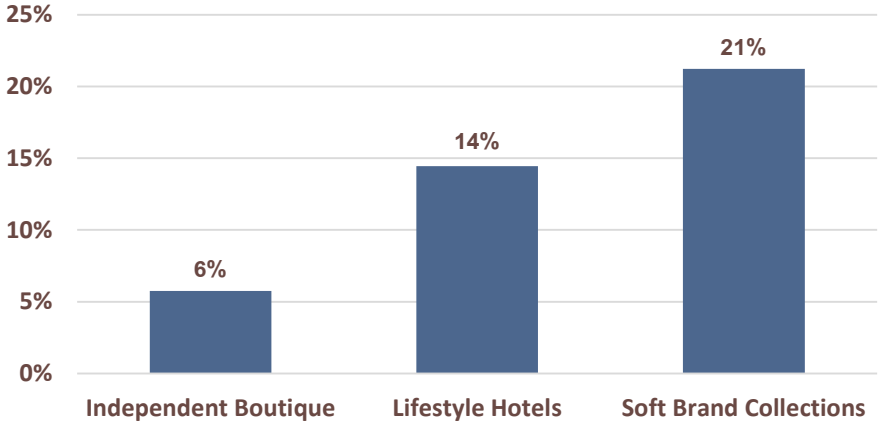
Aiden by Best Western
Ascend by Choice
Autograph by Marriott
Curio by Hilton
Destination by Hyatt
Dolce by Wyndham
Joie D Vivre by Hyatt
Luxury by Marriott
Registry Collection by Wyndham
Sadie by Best Western
Tapestry by Hilton
Tribute Portfolio by Marriott
Trademark by Wyndham
Unbound by Hyatt

Total Revenue in Billions



Sources: STR and The Highland Group

Compound Average Supply Growth 2000 - 2018



Sources: STR and The Highland Group

Independent
Boutique Hotels

Luxury Independent Boutique Hotels Market Performance

	Supply	Change	Occupancy	Demand	Change	Average Rate	Change	RevPar	Change
2012	9,996,125		70.4%	7,033,557		\$284.40		\$200.11	
2013	10,209,742	2.1%	72.0%	7,351,136	4.5%	\$301.19	5.9%	\$216.86	8.4%
2014	10,503,691	2.9%	73.7%	7,737,271	5.3%	\$314.71	4.5%	\$231.83	6.9%
2015	10,989,950	4.6%	72.8%	7,996,121	3.3%	\$326.37	3.7%	\$237.46	2.4%
2016	11,645,569	6.0%	73.1%	8,508,200	6.4%	\$330.45	1.3%	\$241.43	1.7%
2017	12,058,583	3.5%	72.8%	8,782,322	3.2%	\$330.50	0.0%	\$240.70	-0.3%
2018	12,490,037	3.6%	72.9%	9,102,459	3.6%	\$337.57	2.1%	\$246.01	2.2%
Compound		3.8%			4.4%		2.9%		3.5%

Note: Includes 301 hotels totaling 34,814 rooms

Source: STR

Soft Brand

Collections

Luxury & Upper Upscale Soft Brand Collections Market Performance

	Supply	Change	Occupancy	Demand	Change	Average Rate	Change	RevPar	Change
2012	3,575,663		67.3%	2,407,115		\$170.17		\$114.56	
2013	3,711,449	3.8%	68.6%	2,544,801	5.7%	\$180.86	6.3%	\$124.01	8.3%
2014	3,707,590	-0.1%	70.3%	2,605,267	2.4%	\$196.59	8.7%	\$138.14	11.4%
2015	3,731,238	0.6%	71.5%	2,668,167	2.4%	\$213.41	8.6%	\$152.60	10.5%
2016	3,962,964	6.2%	72.3%	2,863,500	7.3%	\$214.82	0.7%	\$155.22	1.7%
2017	4,260,429	7.5%	73.0%	3,110,825	8.6%	\$219.32	2.1%	\$160.14	3.2%
2018	5,151,320	20.9%	71.9%	3,702,527	19.0%	\$225.29	2.7%	\$161.93	1.1%
Compound		6.3%			7.4%		4.8%		5.9%

Note: Includes 120 hotels and 15,156 rooms

Source: STR

Lifestyle

Hotels

Luxury & Upper Upscale Lifestyle Hotels Market Performance

	Supply	Change	Occupancy	Demand	Change	Average Rate	Change	RevPar	Change
2012	5,385,539		76.1%	4,098,098		\$213.49		\$162.45	
2013	5,424,166	0.7%	77.8%	4,221,851	3.0%	\$221.74	3.9%	\$172.59	6.2%
2014	5,549,872	2.3%	78.9%	4,379,692	3.7%	\$231.94	4.6%	\$183.03	6.1%
2015	6,080,683	9.6%	77.8%	4,731,341	8.0%	\$244.58	5.5%	\$190.30	4.0%
2016	6,456,165	6.2%	78.8%	5,088,149	7.5%	\$248.13	1.5%	\$195.56	2.8%
2017	7,056,294	9.3%	77.2%	5,444,467	7.0%	\$248.11	0.0%	\$191.43	-2.1%
2018	7,858,816	11.4%	76.4%	6,004,376	10.3%	\$249.32	0.5%	\$190.49	-0.5%
Compound		6.5%			6.6%		2.6%		2.7%

Note: Includes 119 hotels totaling 22,395 rooms

Source: STR