

Research & Data Products

CBRE Hotels Research specializes in analyzing and reporting on both the historical and future performance of the lodging industry. We prepare a variety of forecast and benchmarking reports, as well as maintain extensive databases of hotel income statements and property values. These reports and data provide the foundation for strategic planning by all who have an interest in hotel property financial performance.



MARKET FORECASTS [HOTEL HORIZONS®]

Econometrically Derived Reports

Reports prepared on a quarterly basis that analyze historical and expected lodging performance.

65 Major U.S. Markets and 435+ Submarkets

Coverage of over 65 major U.S. markets in addition to a national summary report of the entire U.S. lodging industry.

Forecast & Historical Data

Reports contain annual and quarterly forecast data, plus five years of historical market and submarket performance. Analyze baseline, upside, and downside forecast scenarios. U.S. and market historical data is presented monthly.

Market Segmentation

National data is presented by chain scale. Market reports display Upper, Middle and Lower priced segmentation. Two-year market level history broken out by booking channel.

On-demand Analysis

A variety of economic, demographic, and other benchmarking statistics appear in the reports to provide the reader with a deeper understanding of local market conditions.



HOTEL AVM [EVA]

Electronic Valuation Algorithm [EVA]

Automates the DCF component of a valuation.

Superior Hotel Performance Data

Culminates CBRE Hotels datasets to produce an entirely objective process using a variety of CBRE/vendor data in a complex modeling framework to value hotels.

Consistent, Efficient Hotel Valuation

Generates objective property values off a subject property's room count, location and hotel type.

PIP Dataset Integration

Builds off many other existing tools already on the PIP (Hotel Horizons®, BenchmarkerSM, myProperty, myShare, Investment Performance, etc...) and is integrated into one application.



BENCHMARKING [BENCHMARKERSM]

Financial Reporting

Instantly generate reports that compare the profitability of your property against the aggregated financial performance of a group of U.S. hotels.

Customized Criteria

Selection+7,000 properties searchable based on customized criteria.

Operating Performance Data

Explore aggregate data from the firm's annual Trends® in the Hotel Industry survey of operating statements from thousands of U.S. hotels.

Data Analysis

Dive into 220 P&L line items, comparing average revenue, expense & profit information.

Reports Presented in USALI Format

View a side-by-side comparison of six Departmental Sub-Schedules and a Labor Cost Analysis.



NEW SUPPLY [SUPPLYTRACK]

Project Phases

Search and analyze the same construction data used in our forecasting, through nine phases.

Supply Statistics

Build reports by phase, displaying number of projects, room count, and value.

Project Level Search

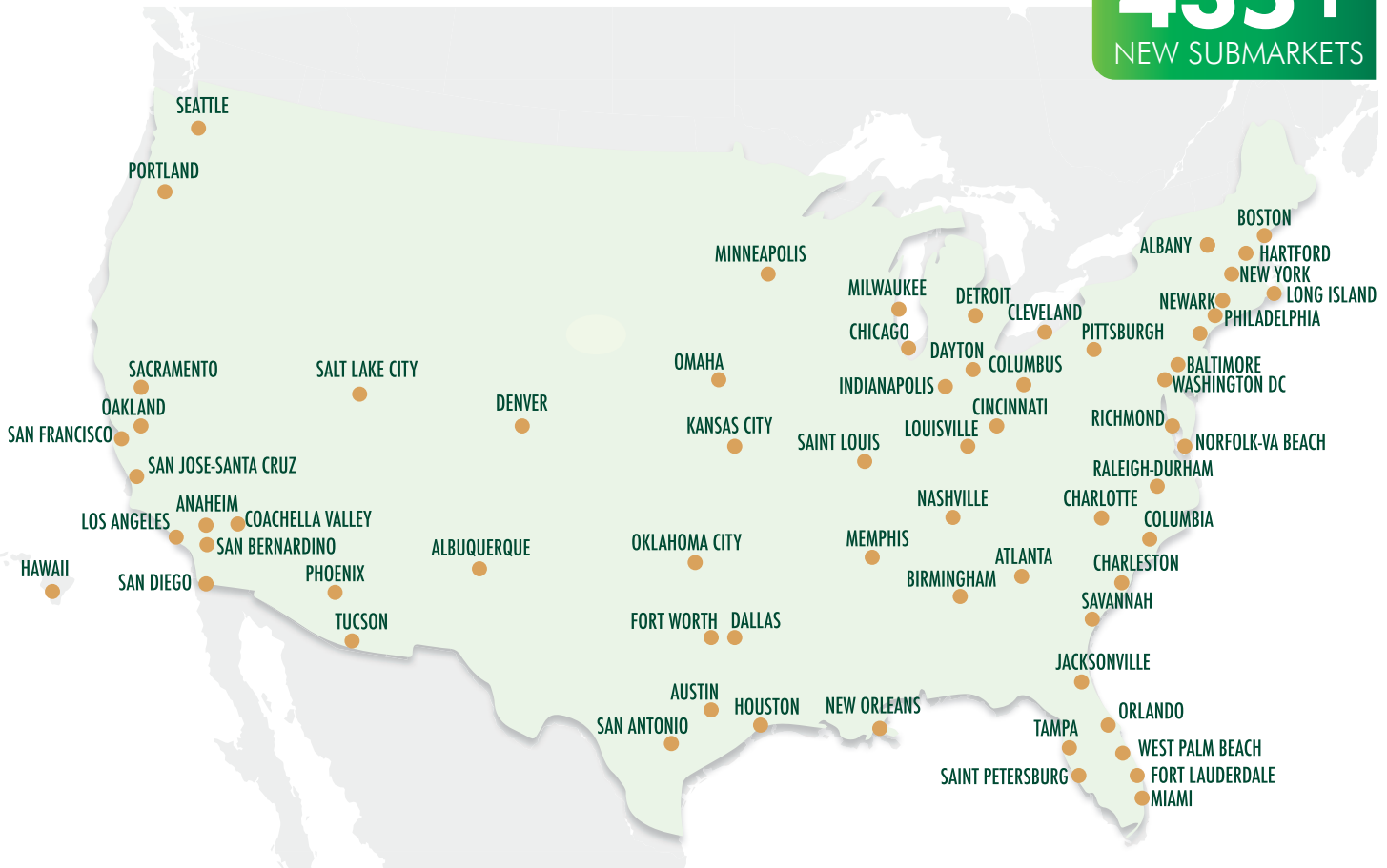
Query the database geographically, by location type, and scope of project.

Report Builder

Generate summary and full detail reports, design and build custom reports for analysis within the tool or export to excel.

Forecasts Coverage

435+
NEW SUBMARKETS



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|------------------|-----------------|------------------|------------------|---------------------|
| Albany | Columbia | Long Island | Omaha | San Diego |
| Albuquerque | Columbus | Los Angeles | Orlando | San Francisco |
| Anaheim | Dallas | Louisville | Philadelphia | San Jose-Santa Cruz |
| Atlanta | Dayton | Memphis | Phoenix | Savannah |
| Austin | Denver | Miami | Pittsburgh | Seattle |
| Baltimore | Detroit | Milwaukee | Portland | Tampa |
| Birmingham | Fort Lauderdale | Minneapolis | Raleigh-Durham | Tucson |
| Boston | Fort Worth | Nashville | Richmond | Washington DC |
| Charleston | Hartford | New Orleans | Sacramento | West Palm Beach |
| Charlotte | Hawaii | Newark | Saint Louis | United States |
| Chicago | Houston | Norfolk-VA Beach | Saint Petersburg | |
| Cincinnati | Indianapolis | Oakland | Salt Lake City | |
| Cleveland | Jacksonville | Oklahoma City | San Antonio | |
| Coachella Valley | Kansas City | | San Bernardino | |

SUBMARKET FORECASTS

Utilize your understanding of local market conditions and CBRE's market forecasts as a guidewire to generate a submarket forecast with CBRE's [myShare tool](#).

Product List and Pricing

MARKET FORECASTS [HOTEL HORIZONS®] ANNUAL SUBSCRIPTIONS

10 MARKET + NATIONAL REPORT	\$12,600
25 MARKET + NATIONAL REPORT	\$28,275
65 MARKET + NATIONAL REPORT	\$47,500

Online Access for 25 Users: instant access to all forecasts, historical data, submarket forecasting tools, charting and rankings on the data platform.

Alternative Scenarios: access and filter multiple forecast scenarios: Baseline, Oxford Economics, Upside, Downside, and Severe Downside.

Exclusive Access to our Economists & Consultants: discuss market dynamics, new supply, macro-economic, policy changes impacting the industry.

On-demand Analysis: economic, demographic, and other benchmarking statistics appear in the reports to provide deeper understanding of local market conditions. Download and export excel worksheets and PDF reports.

HOTEL HORIZONS® ADD-ONS

INVESTMENT PERFORMANCE	\$5,500
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Utilizing CBRE's proprietary property-level and transaction databases, we now bring our top-line market performance forecast down to the bottom line.

EVA HOTEL AVM	\$10,000
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*** Only available with Hotel Horizons® 65 market subscription**

Step-by-step Guided Valuation: input property-level statistics and override assumptions about operating performance on-demand, to generate an objective desktop valuation.

Generate, Save and Export Reports: proprietary methodology capable of generating value off of property-level location or full historical performance; generate executive-level summary for each valuation.

BENCHMARKING [BENCHMARKERSM] ANNUAL SUBSCRIPTION

BENCHMARKER UNLIMITED	\$12,500
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Generate Unlimited Reports: 12-month access to generate unlimited NOW and SELECT reports. Our team of database experts are available to consult on custom pulls of the property level database.

NEW SUPPLY [SUPPLYTRACK]

SUPPLYTRACK	\$7,750
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Query Reports: full project-level detail reports or pre-populated report summaries.

Report Library: save and refresh previously prepared report queries.

Updated Monthly: project-level statistics are refreshed and updated every 30-days.