

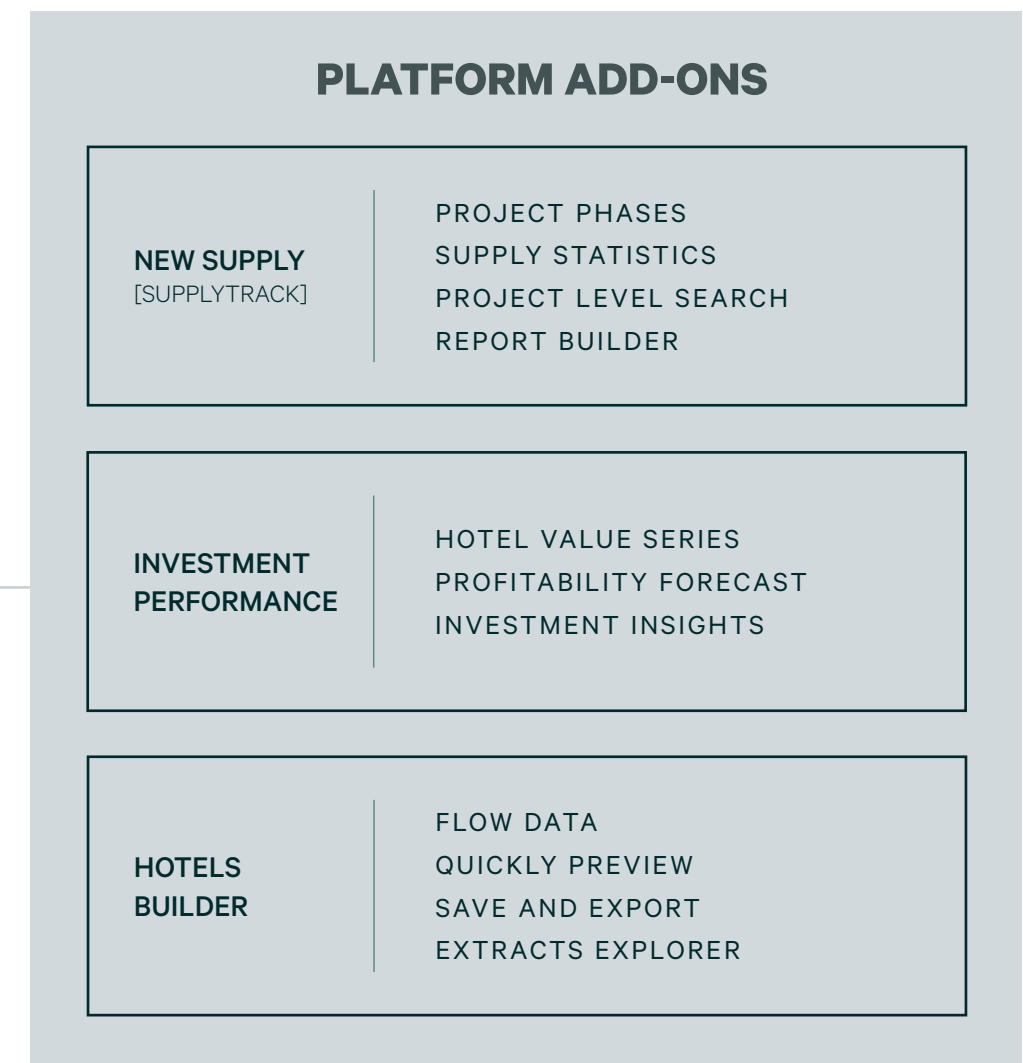
# Hotels Research & Data Products

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Offering a variety of forecast and benchmarking reports, as well as maintaining 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.



CBRE Hotels Research specializes in analyzing and reporting on both the historical and future performance of the lodging industry.



# Hotel Horizons® & Benchmarker

# Platform Add-on's

## HOTEL HORIZONS®

- 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.
- 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.
- 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.

## BENCHMARKER<sup>SM</sup>

- Instantly generate reports that compare the profitability of your property against the aggregated financial performance of a group of U.S. hotels.
- Selection of 7,000+ properties that are searchable based on customized criteria.
- Explore aggregate data from the firm's annual *Trends® in the Hotel Industry* survey compiled of operating statements from thousands of U.S. hotels.
- 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.



## SUPPLYTRACK

- Search and analyze the same construction data used in our forecasting.
- Build reports by phase, displaying number of projects, room count, and value.
- Search the database geographically, by location type, and scope of project.
- Generate summary and full detail reports, design and build custom reports for analysis within the tool or export to excel.

## INVESTMENT PERFORMANCE

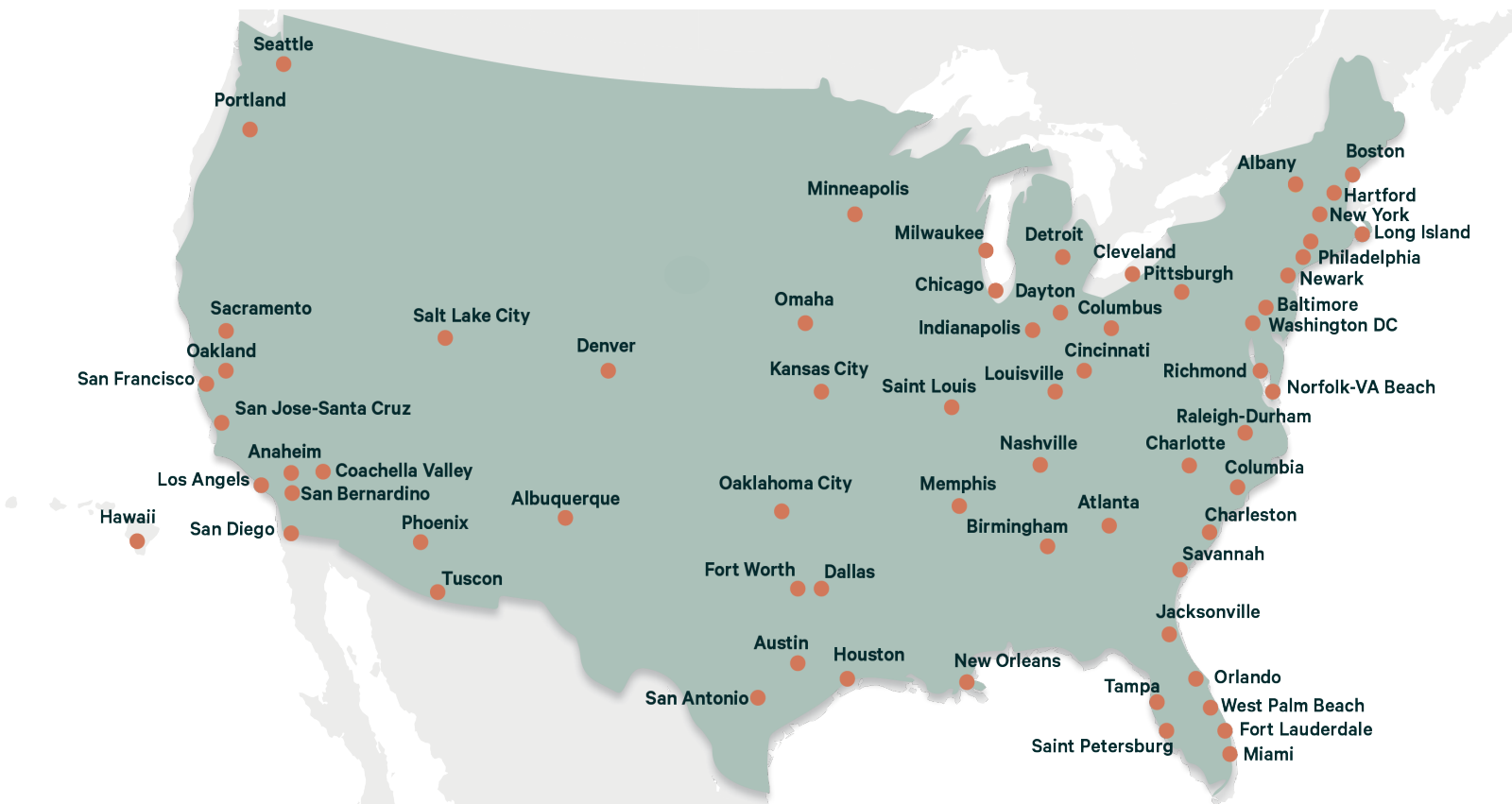
- Analyze historical and expected profitability of 65 major U.S. lodging markets, with ten years of data.
- Track revenues, expenses, NOI, Cap Rate, and Value for upper-priced, mid-priced and lower-priced segments at the market level.
- Variables can be compared alongside top-line performance forecasts of occupancy and ADR through ranking and charting tools.

## HOTELS BUILDER

- Discover, sort and filter a catalog of 1,500+ Hotel Horizons® variables by region, sector and market for easy export.
- Select from a list of variables across datasets and markets to preview your reports and update them live.
- Save and export your reports for use in external models. Refresh stored queries as quarterly data becomes available.
- Choose from a list of pre-populated and commonly used reports with the Extracts Explorer tool.

# Market Forecast Coverage

# Platform Product List & Pricing



65+

Major Markets

435+

Submarkets

Custom market forecasts are available for cities not covered in our standard 65 markets

## HOTEL HORIZONS® ANNUAL SUBSCRIPTIONS

<b>10 Markets + National Report</b>	<b>\$13,000</b>
<b>25 Markets + National Report</b>	<b>\$29,200</b>
<b>65 Markets + National Report</b>	<b>\$49,900</b>

- instant access for 25 users to all forecasts, historical data, submarket forecasting tools, charting and rankings on the data platform.
- Access and filter multiple forecast scenarios: Baseline, Oxford Economics, Upside, Downside, and Severe Downside.
- Exclusive access to our Economists & Consultants
- 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

<b>Investment Performance</b>	<b>\$7,500</b>
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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.

## BENCHMARKER<sup>SM</sup> ANNUAL SUBSCRIPTION

<b>Benchmarker Unlimited</b>	<b>\$15,500</b>
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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.

## SUPPLYTRACK

<b>Annual Subscription</b>	<b>\$9,000</b>
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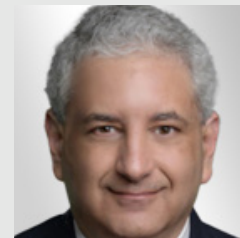
- Full project-level detail reports or pre-populated report summaries included.
- Save and refresh previously prepared report queries.
- Project-level statistics are refreshed and updated every 30-days.

## TEAM OVERVIEW

Specializing 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.



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