


Oregon Business Travel Association Education Luncheon

STATE OF THE HOTEL INDUSTRY

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Thousands of hotel owners, developers, investors, lenders, management companies, and public agencies around the world rely on HVS to support confident, informed business decisions.



50+ Offices

—
LOCATED THROUGHOUT FIVE
CONTINENTS



60,000+ Assignments

—
WHERE WE HAVE ADDED VALUE



6,000+ Markets

—
HAVE BEEN ANALYZED



350+ Industry Specialists

—
TO HELP YOU MAKE INFORMED
BUSINESS DECISIONS

Client Services:

- Hotel Valuations & Appraisals
- Market & Financial Feasibility Studies
- Brokerage & Transaction Advisory
- Brand & Management Selection and Contract Negotiations
- Asset Management
- Hotel Management
- Executive Search
- Convention, Sports & Entertainment Facilities
- Hospitality Interior Design Services
- Testimony & Litigation Support



Superior Results
Through Unrivaled
Hospitality Intelligence
Everywhere

**Expertise for Every
Phase of Hospitality
Ownership**



Hotels

Mixed Use

Shared
Ownership
Lodging

Casinos

Convention,
Sports &
Entertainment
Facilities

Spa

Golf Courses &
Country Clubs

HVS Hospitality Intelligence



**Market
Research
Articles &
Publications**

**Development Cost Survey
Franchise Fee Guide
Broker's Survey
Market Research Reports**

HVI
HOTEL VALUATION INDEX



**HOTEL COST ESTIMATING GUIDE
2019**





HVS.COM

Agenda

National Trends

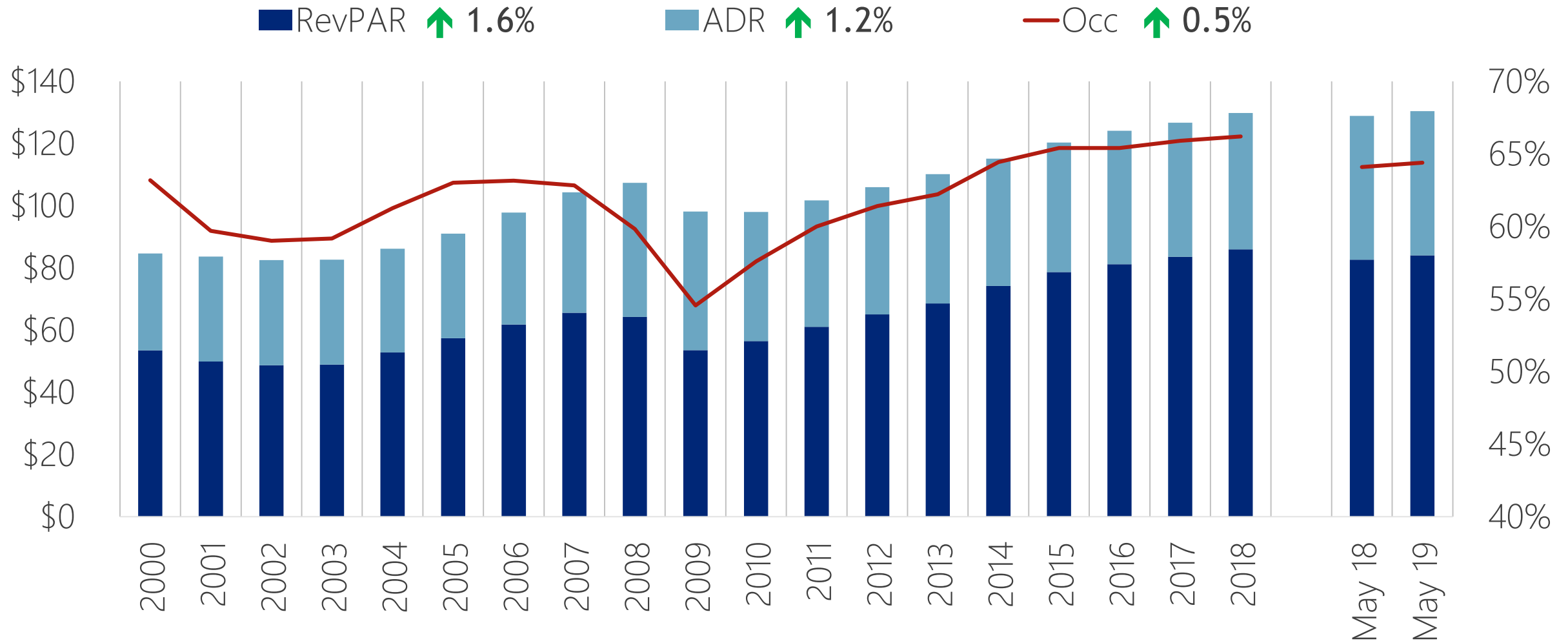
Portland Hotel Market
Overview

New Hotel Projects

A satellite view of the United States at night, showing a dense network of city lights and highways. The sun is visible on the right horizon, creating a bright glow. The text "NATIONAL TRENDS" is overlaid in the center in a bold, white, sans-serif font.

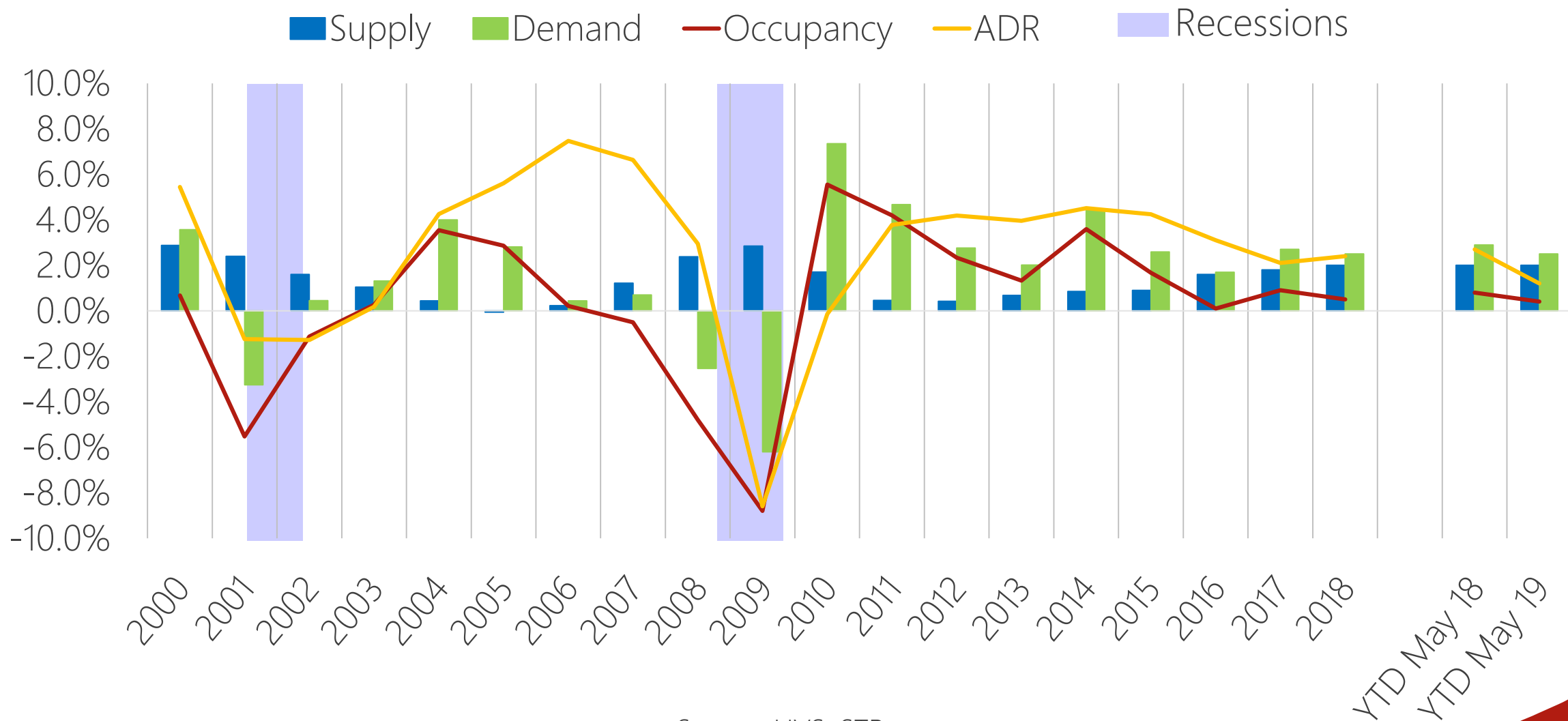
NATIONAL TRENDS

National Occupancy, Average Rate (ADR), and Revenue Per Available Room (RevPAR) Trends



Source: STR

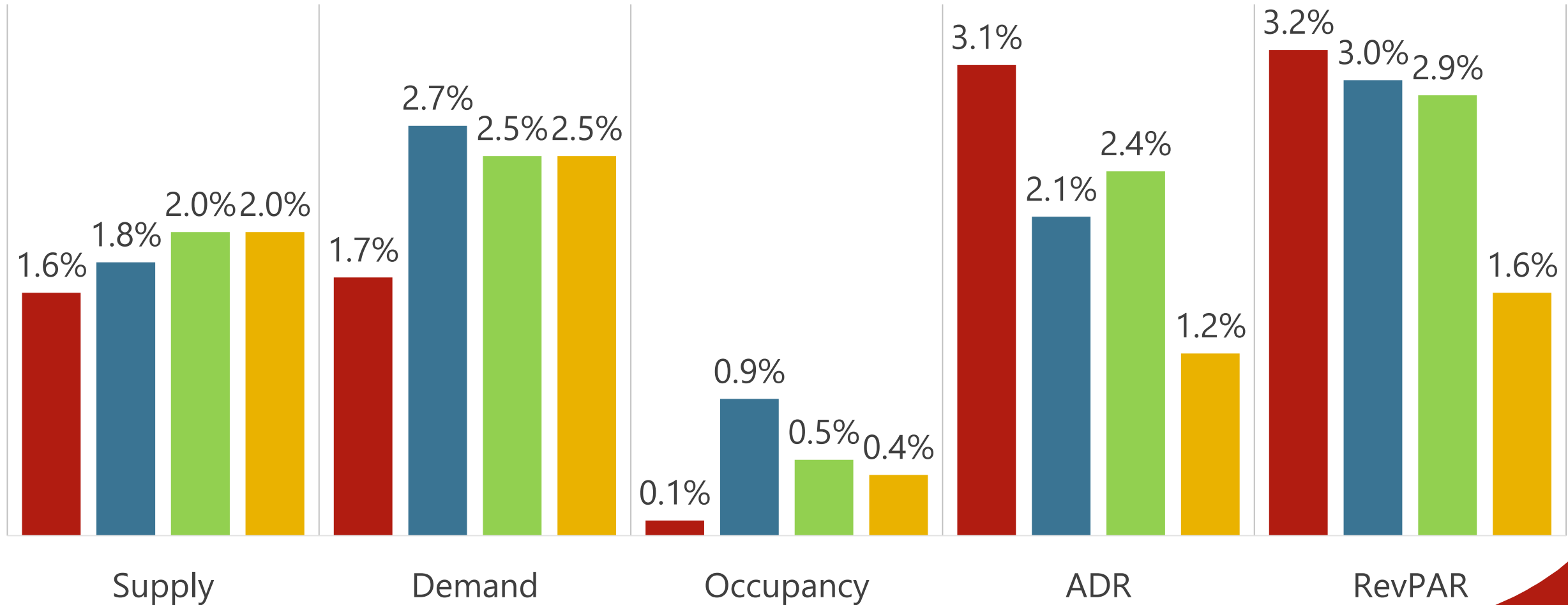
Demand and ADR Decelerated through May; Supply Holds Steady



Source: HVS, STR

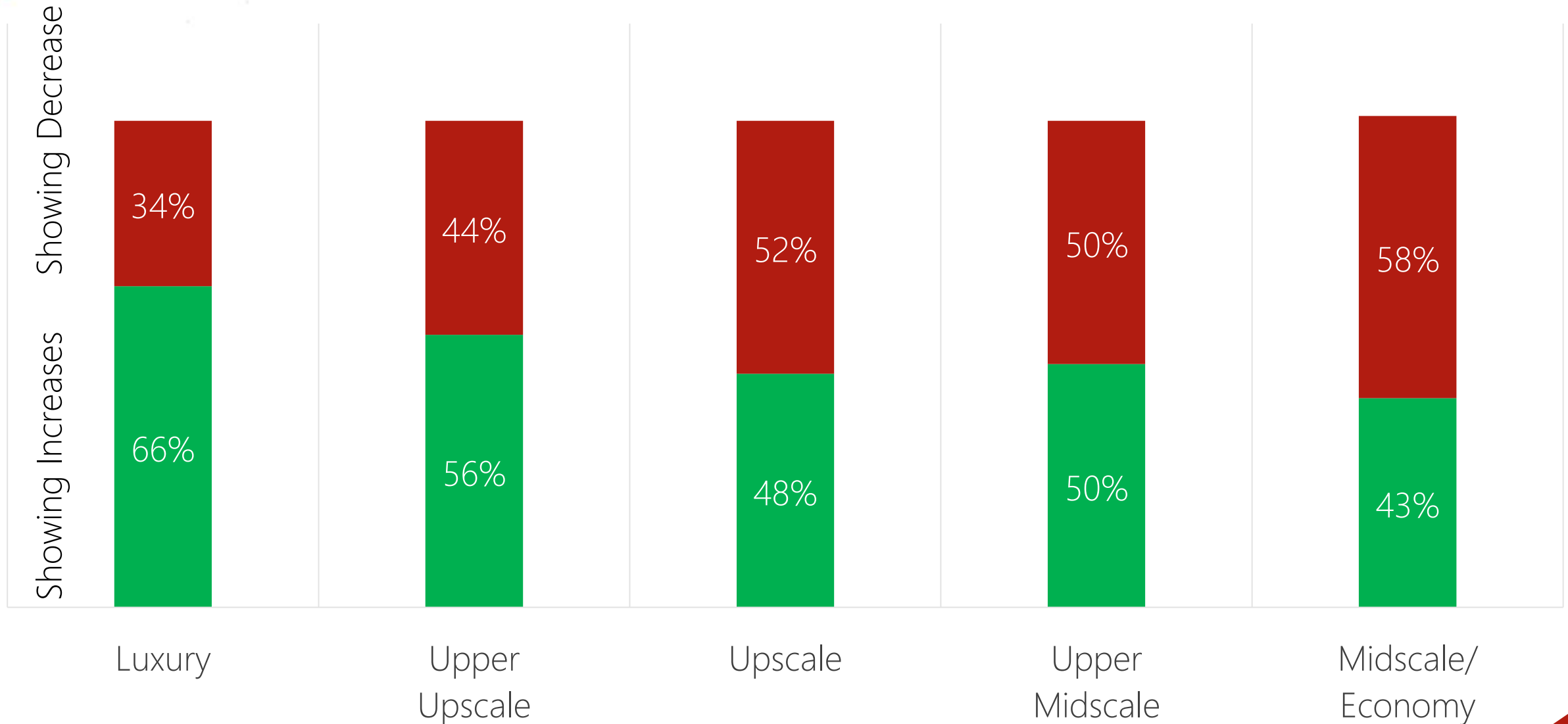
Supply escalating, ADR and RevPAR moderating YTD

■ 2016 ■ 2017 ■ 2018 ■ YTD May 19



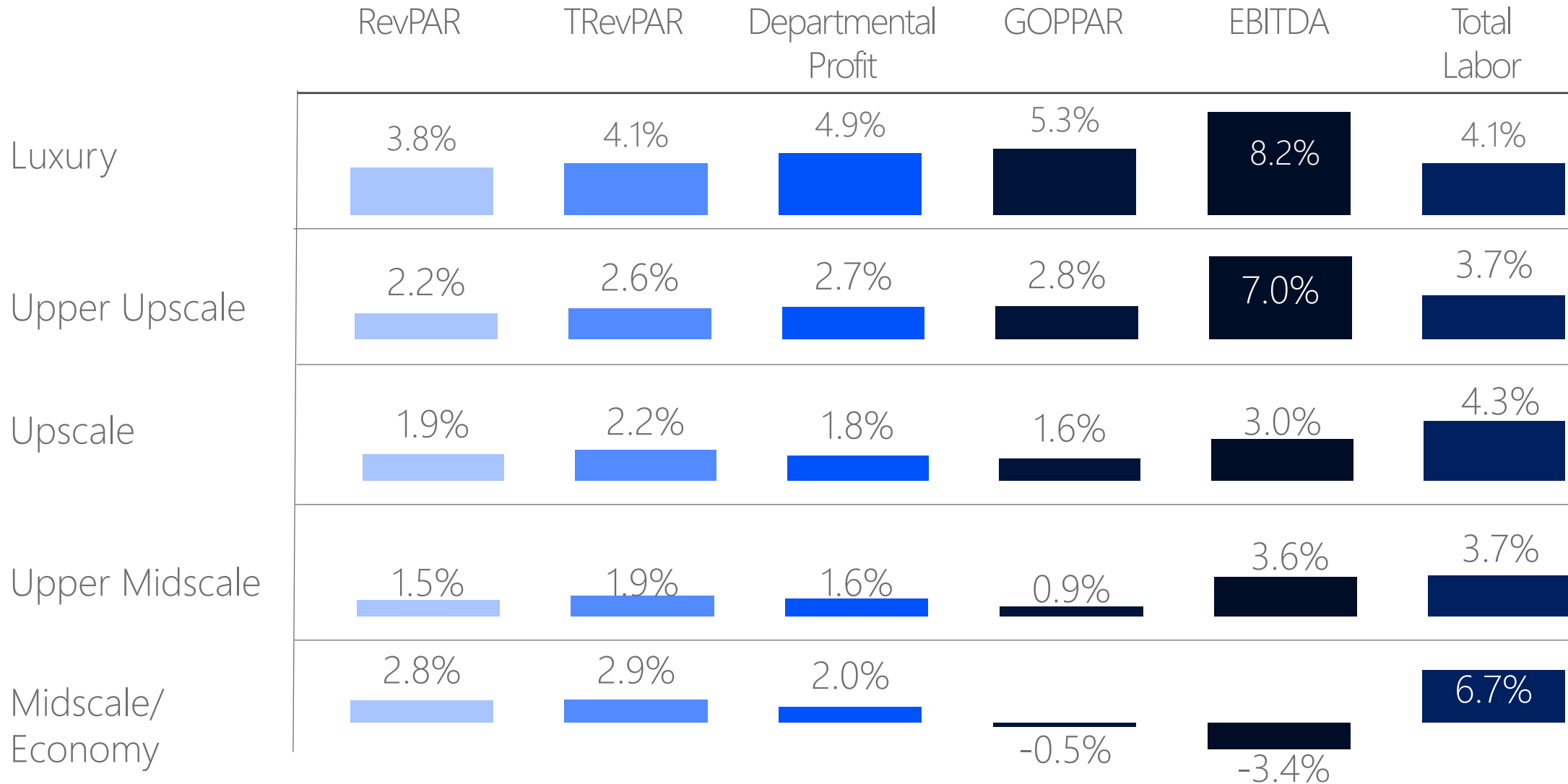
Source: STR

In 2018 >45% of Hotels in U.S. Reported GOP Decline



Source: STR

HOST Operating Stats – Labor Expenses Rise at Greater Rate than RevPAR

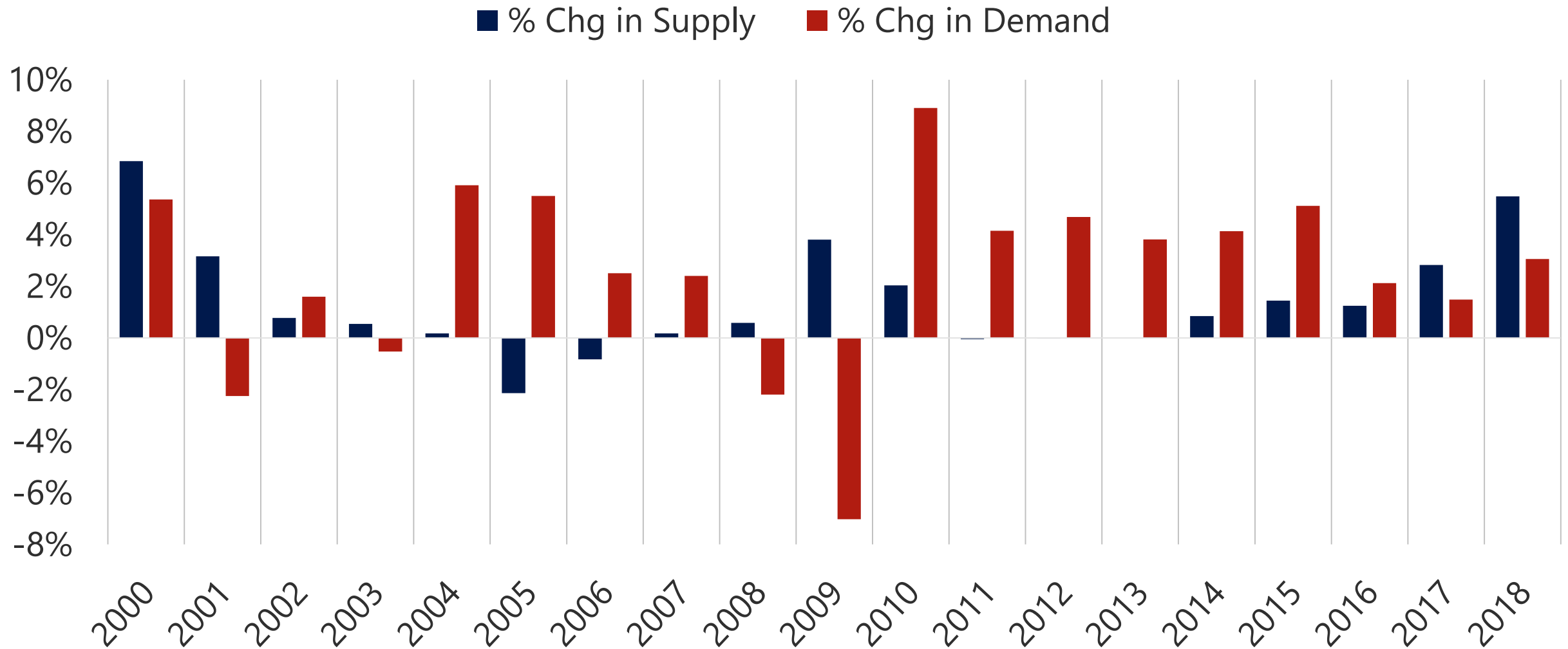


Source: STR

Portland Hotel Market Overview

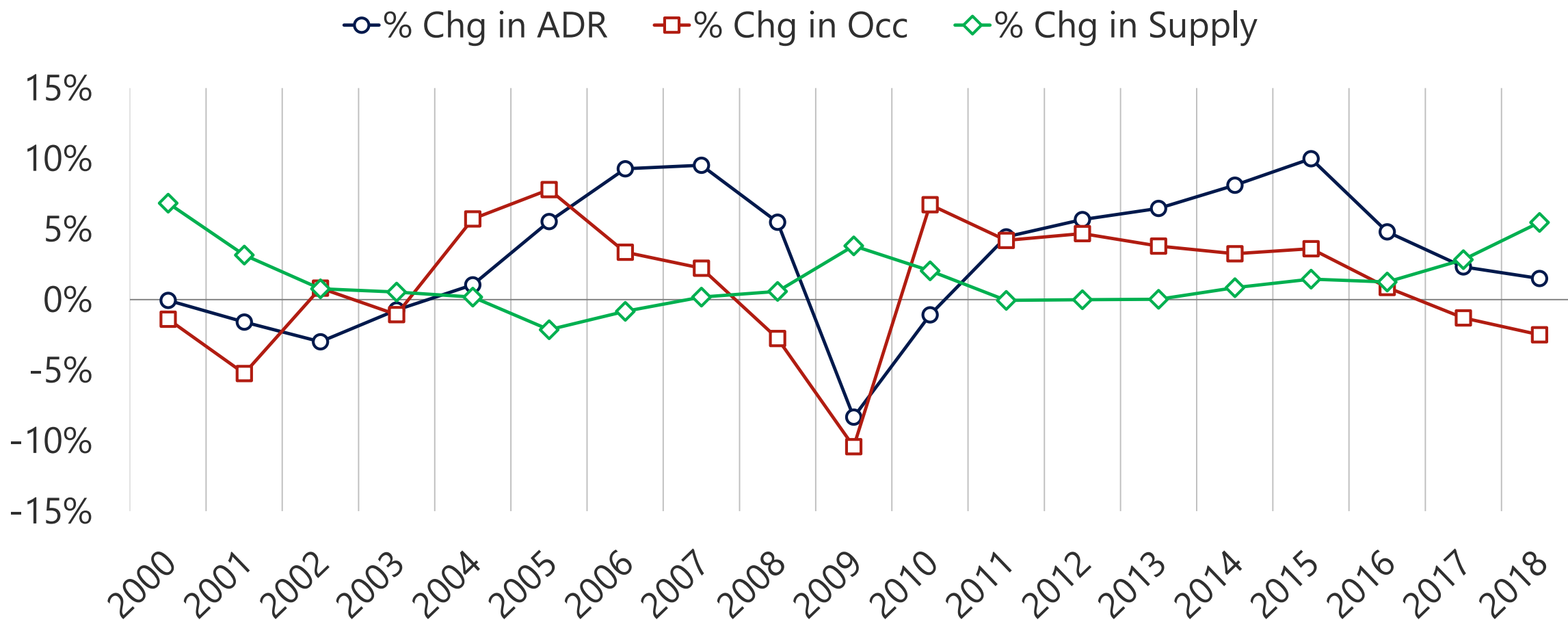


Supply Outpaced Demand in 2018



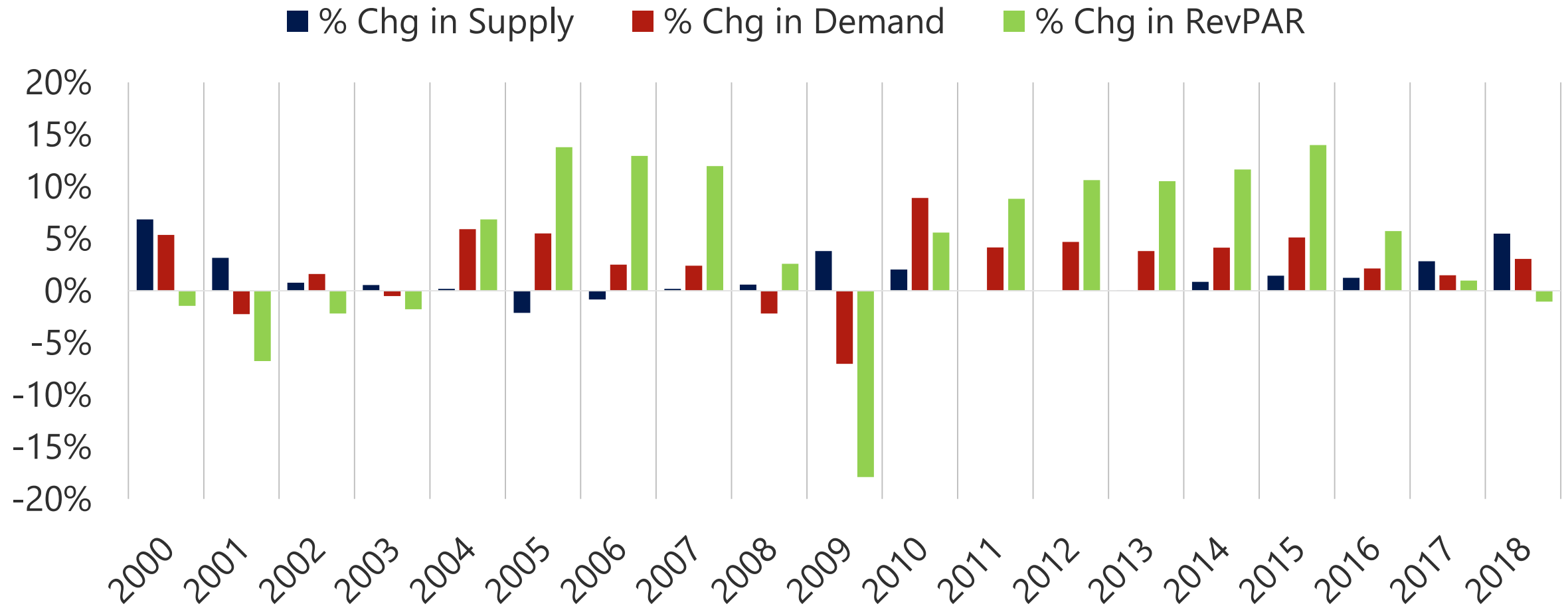
Source: STR and HVS

How Supply is Affecting Occupancy & Average Rate













Source: STR and HVS

2018 RevPAR Performance








Source: STR and HVS

Performance Snapshot 2017 & 2018

	2017	2018
Supply	2.83% 	5.48% 
Demand	1.49% 	3.06% 
Occupancy	1.30% 	2.50% 
ADR	2.32% 	1.50% 
RevPAR	0.98% 	1.04% 

Source: STR and HVS

Portland Expected New Supply

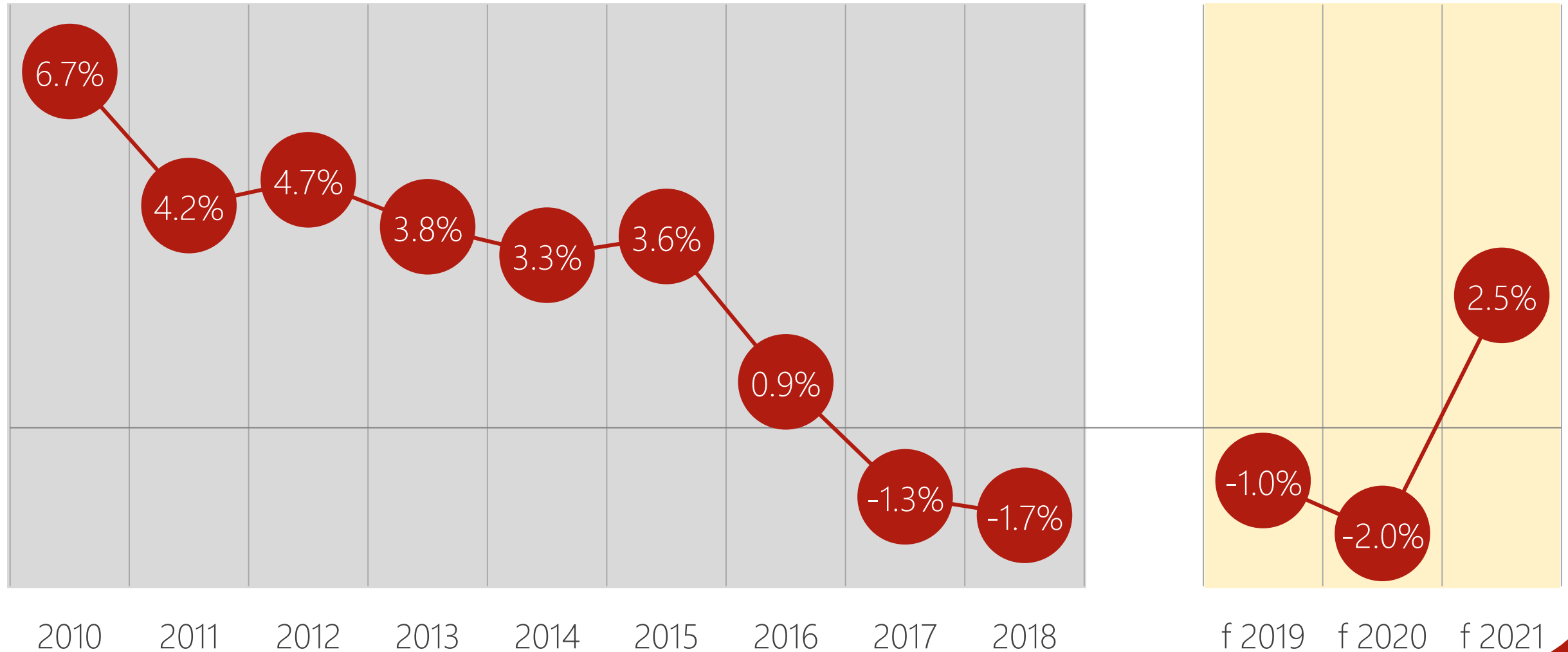
-  Approved
-  Under Construction
-  Recently Opened
-  Early Development
-  Broke Ground

25 Hotels
5,374 Rooms



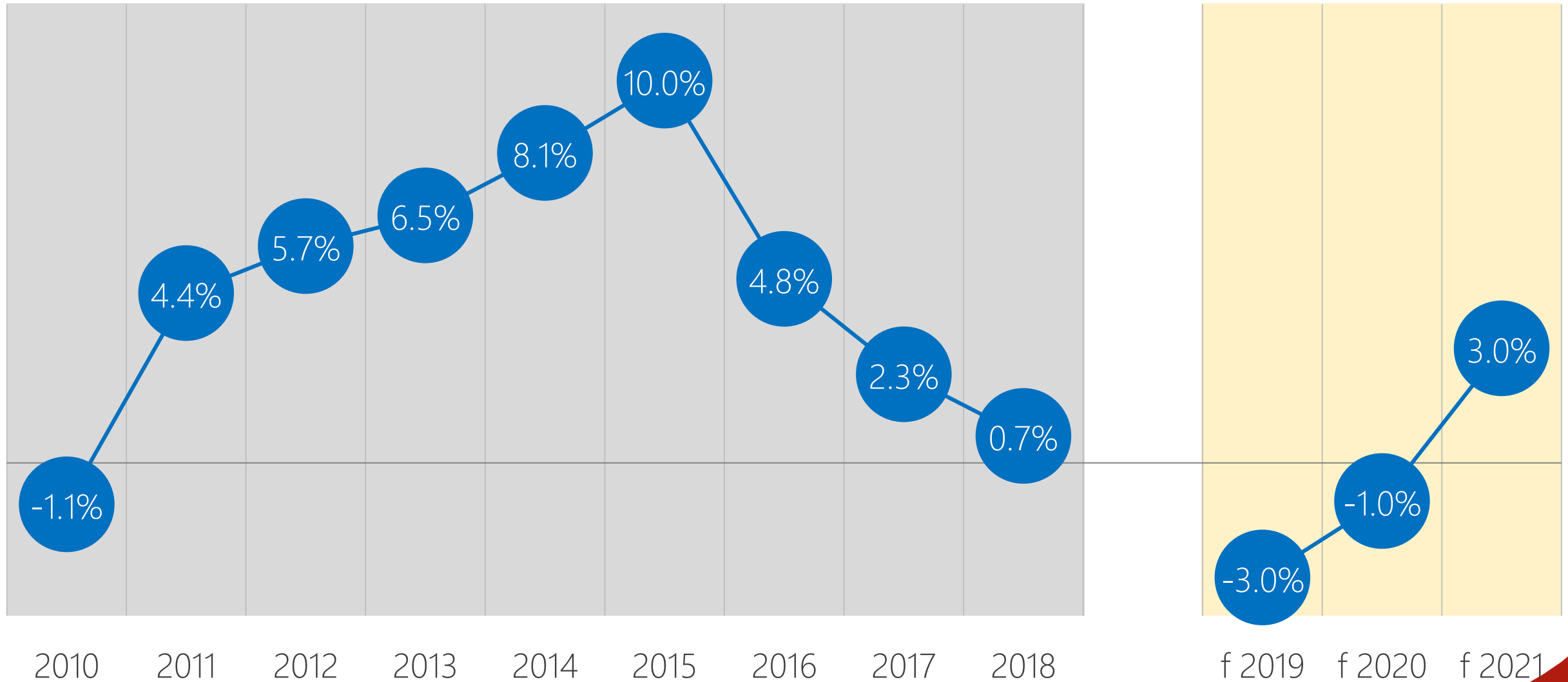
Portland Notable Projects

Portland's occupancy anticipated to recover in 2021 as new supply is absorbed



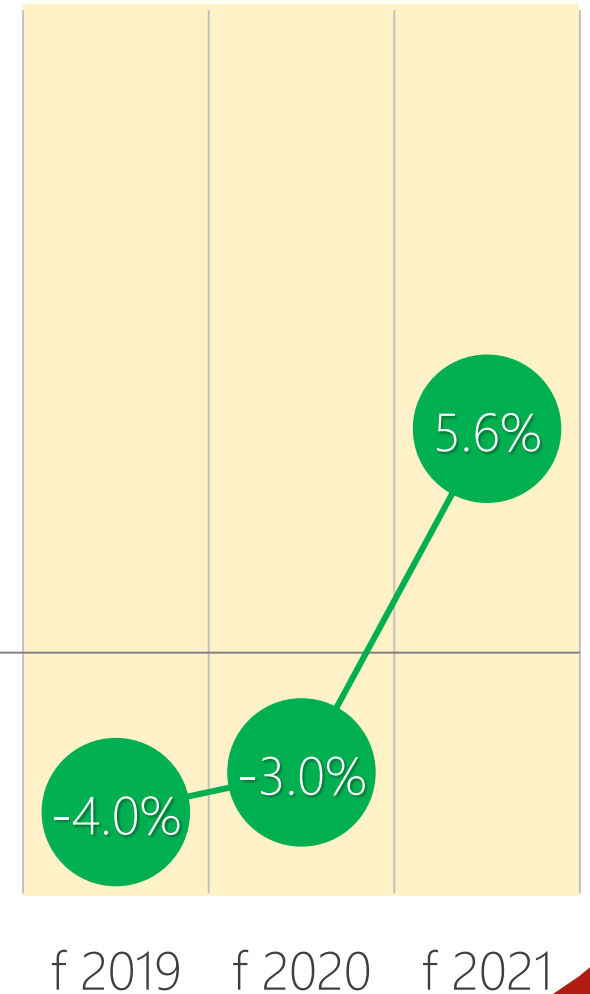
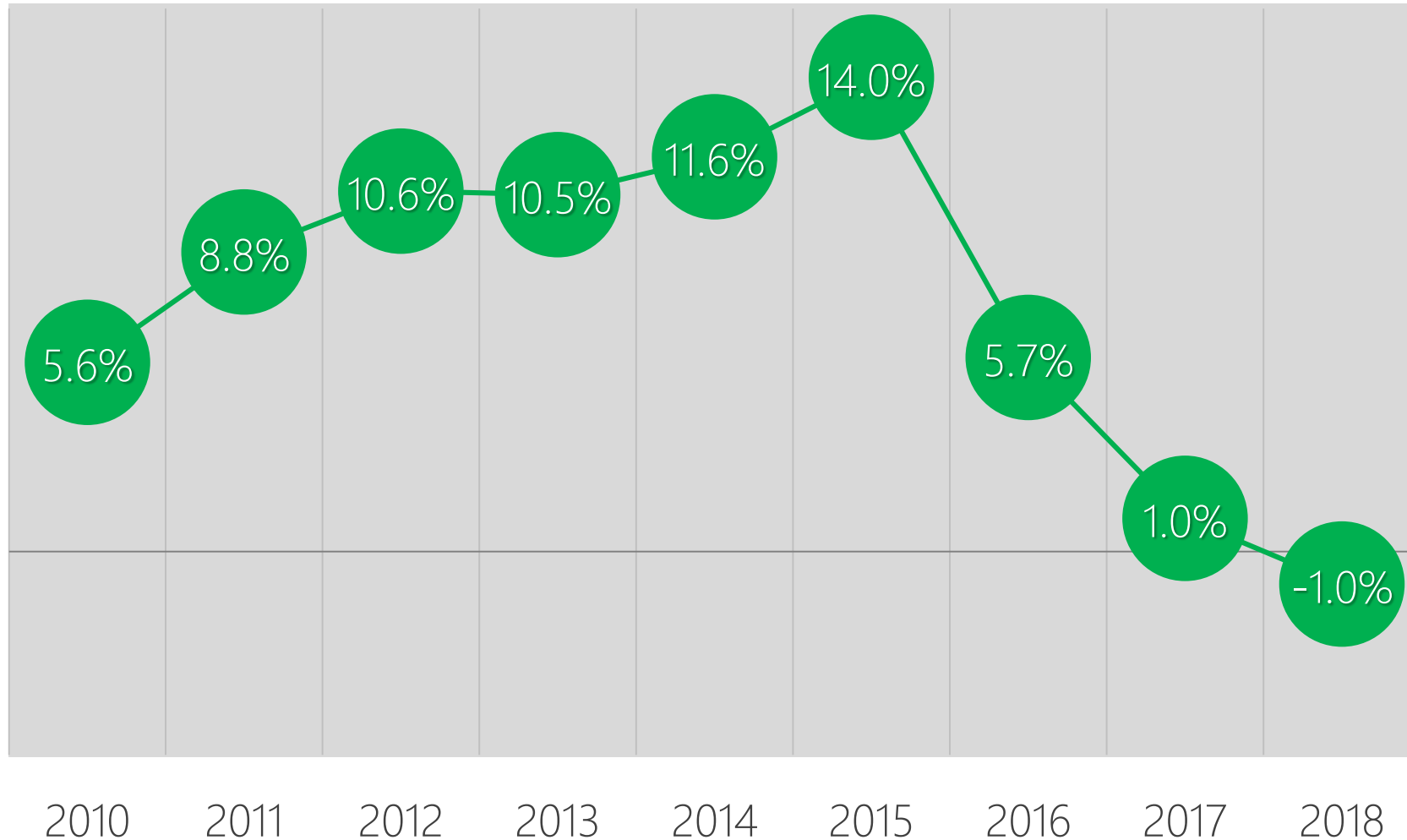
Source: STR, HVS

Portland's ADR to recover in 2021 as new supply is absorbed



Source: STR, HVS

Portland's RevPAR to experience healthy growth in 2021



Thank you!

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