

# Hotels

An attractive asset class because of:

**R**esilience

**A**dventure

**T**ransient leisure

**E**veryone

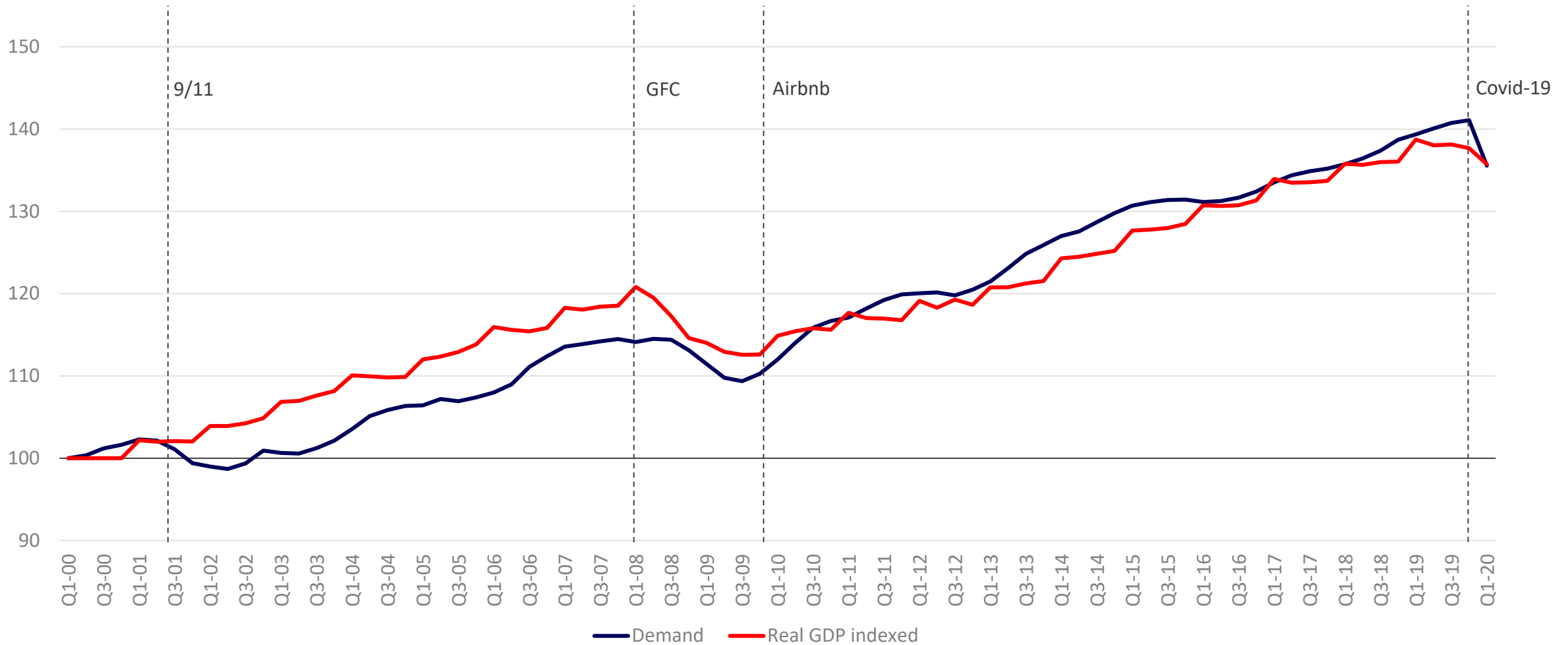
**S**ales

Alex Robinson | STR, a CoStar company

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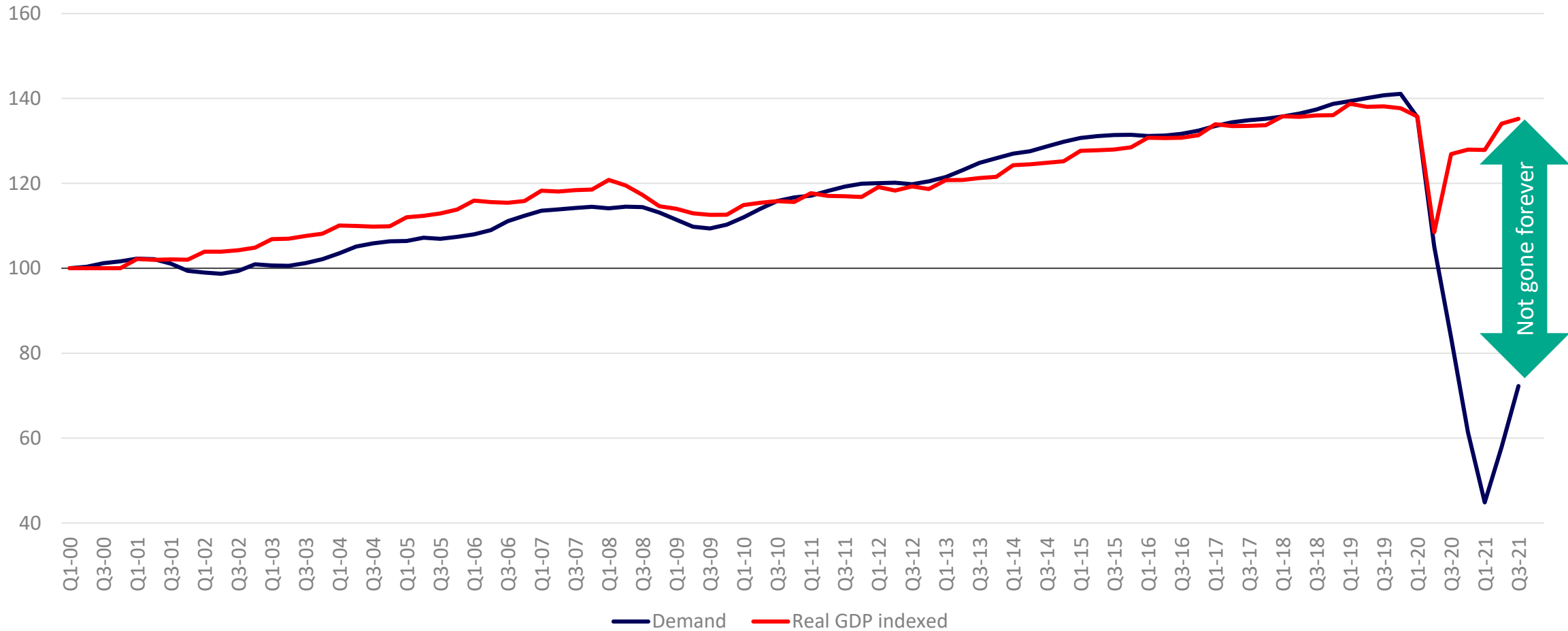
# Resilience: in the face of global crises and new competition

## UK Real GDP and UK total hotel demand (room nights), 2000 - 2021



# ... and demonstrating Resilience once more

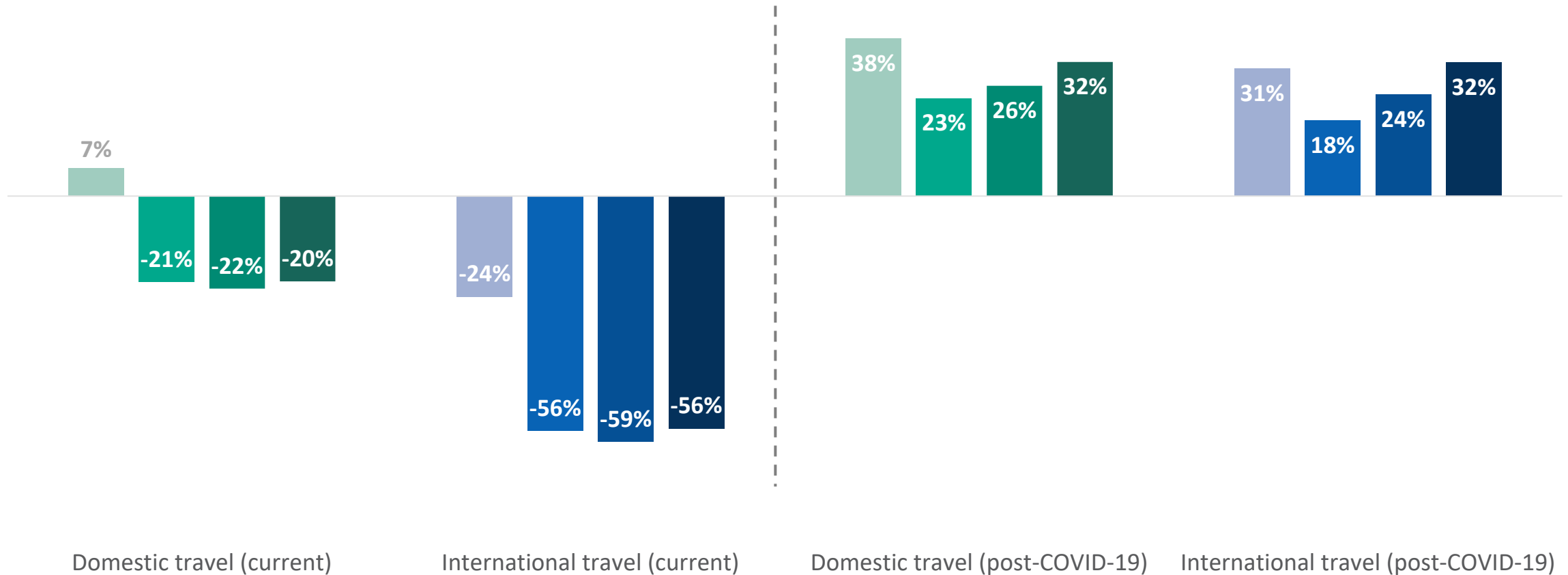
UK Real GDP and UK total hotel demand (room nights), 2000 - 2021



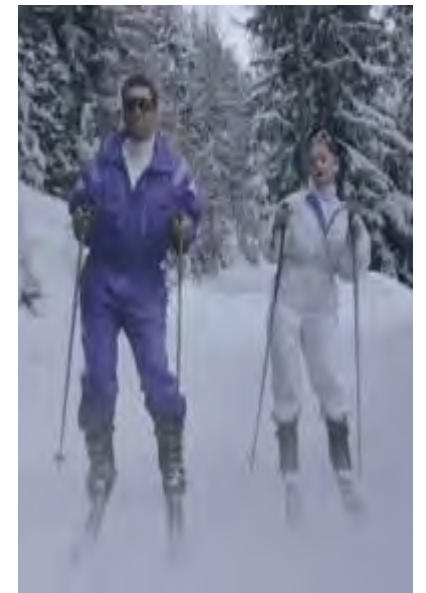
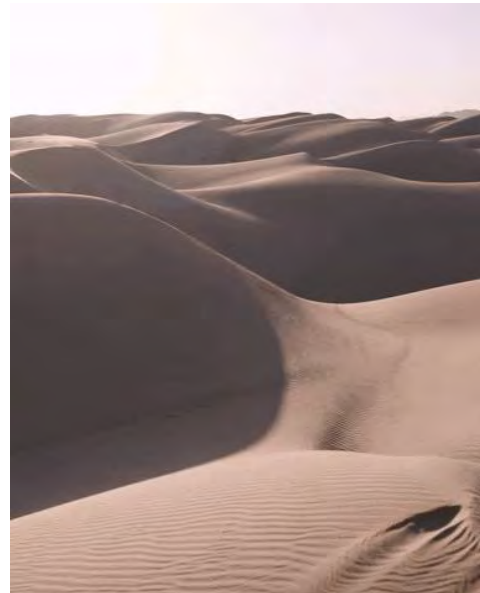
# Adventure: travellers are 30+% more likely to travel post pandemic

## Current & Post-COVID-19 Travel (Net Propensity)

■ Feb 2021 ■ Jul 2021 ■ Nov 2021 ■ Feb 2022 ■ Feb 2021 ■ Jul 2021 ■ Nov 2021 ■ Feb 2022



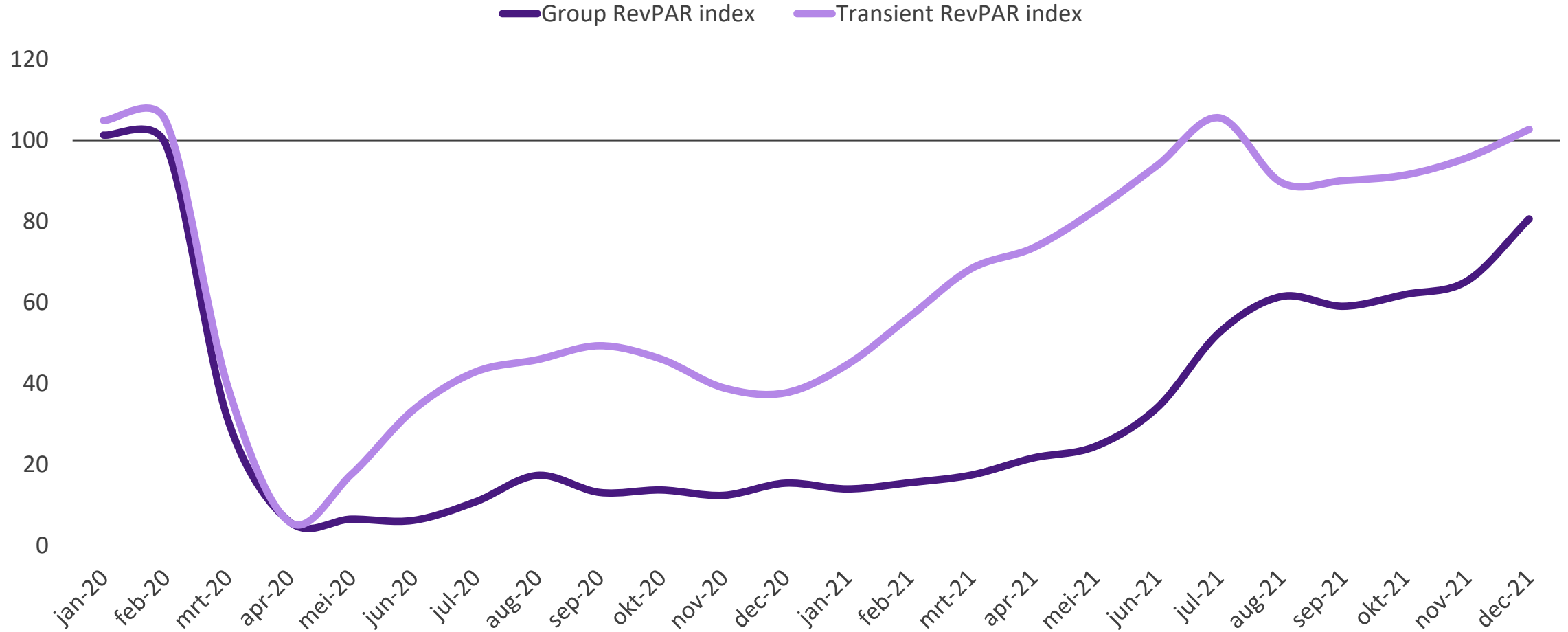
# Because **Adventures** create something that there is no KPI for



Q: Thinking about the current COVID-19 situation..., are you likely to travel for leisure/holidays more or less compared to before pandemic?  
 Base: Leisure Travelers: Feb 21 (1333), Jul 21 (1750), Nov 21 (1440) | Net propensity (i.e. difference between 'More likely to travel' and 'Less likely to travel')

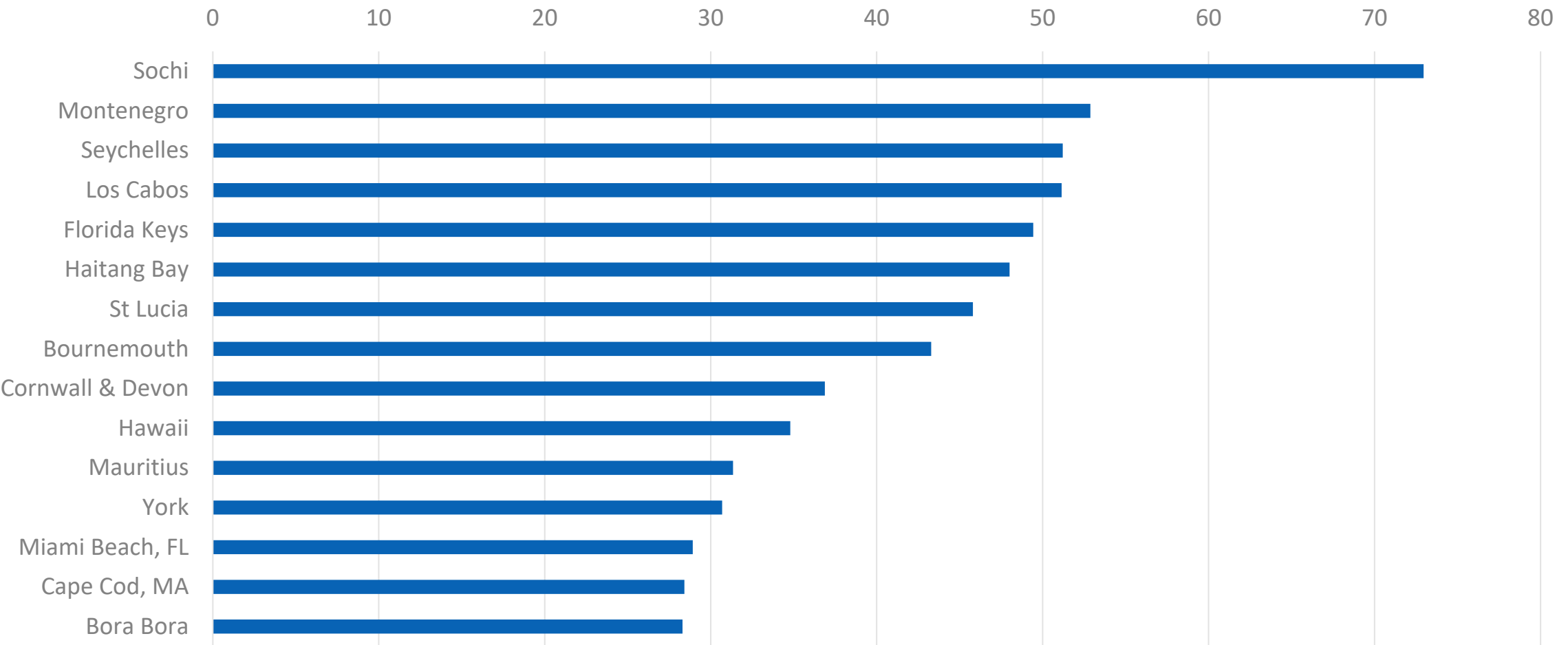
# Transient has all but recovered in the U.S

US RevPAR indexed to YTD 2019, USD, Constant currency, YTD 2021



# And Leisure has led ADR recovery globally

Selection of STR markets with highest ADR growth, 2021 Percent change from 2019



# Hotels offer something for Everyone

Economy & Midscale



Upscale & Upper midscale

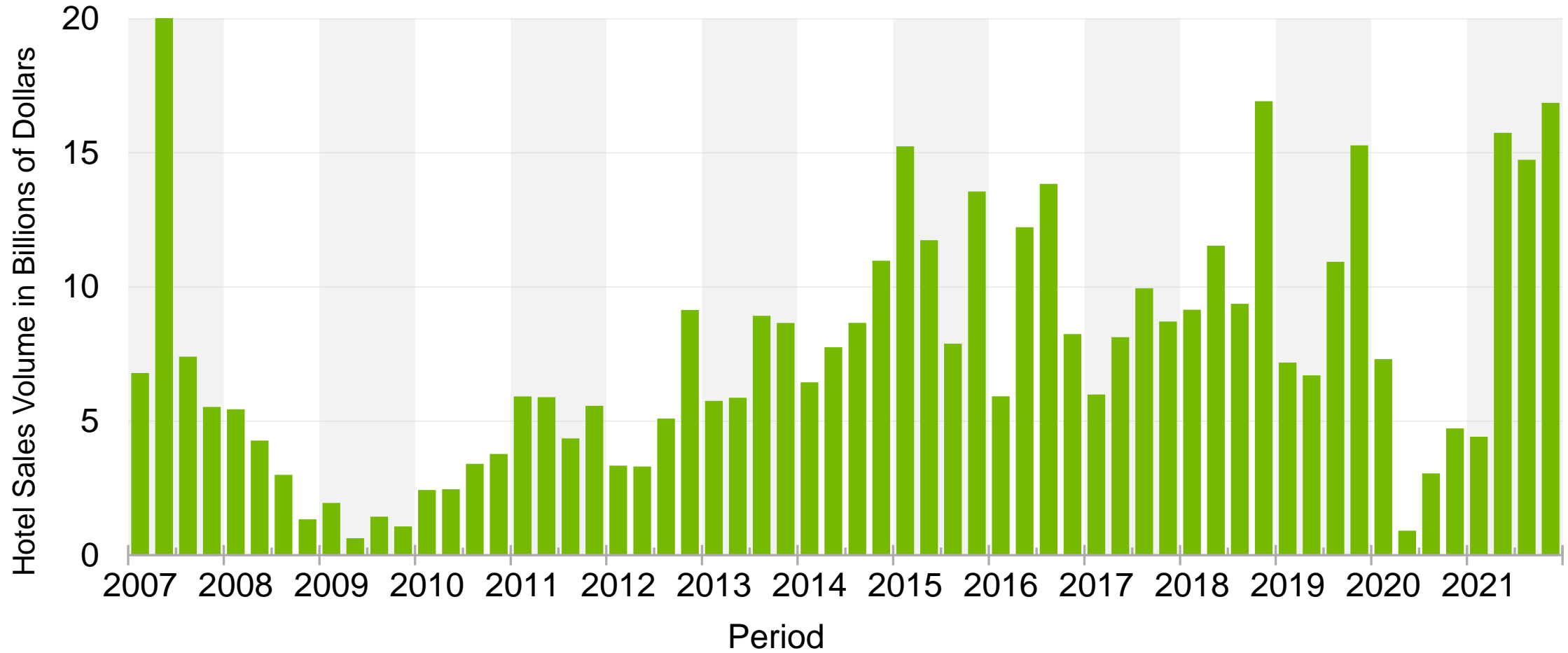


Luxury & Upper Upscale





# ~\$52bn In Total Asset U.S Sales in 2021 Bodes Well For 2022



# Thank you!

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HOTEL DATA  
CONFERENCE  
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