# AKFAS

### **INVESTMENT TOPICS**

SEATTLE LODGING MARKET

EASTSIDE LODGING MARKET

SOUTH END LODGING MARKET

HOTEL SALES & FORECAST

SUMMARY & OPPORTUNITIES

#### WHO WE ARE

#### FOCUSED ON HOSPITALITY, LEISURE & LIFESTYLE.

From start to finish, and every step in between. CBRE Hotels provides a broad array of Advisory Services that protects and ensures the longevity of your investment throughout it's life cycle. Our technology and research is incomparable, being the leading provider for hotels data since 1936.



#### **INVESTMENT TOPICS**

#### Overall Sentiment Modestly Positive

#### **NATIONALLY**

- ➤ 100 consecutive months of RevPAR growth
- ➤ Plentiful and low-cost debt
- ➤ Impact of Tax Reform
- ➤ Technology continues to evolve as a Disruptor
- CBRE's 2018 US RevPAR forecast is 2.8%
- ▶ Opportunity Zones

#### LOCALLY

- WSCC Expansion
- ➤ Office Development
- Impact of supply growth continues to be closely monitored and now felt
- Modest top-line growth and a more challenging expense environment
- CBRE's 2018 Greater Seattle
  Area RevPAR forecast is 0.9%

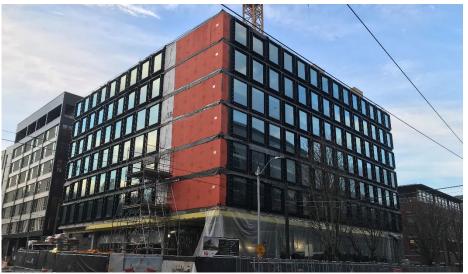


#### DEVELOPMENT TRENDS - MODULAR CONSTRUCTION

#### The Next Evolution in Hotel Development

- Modular construction is seen as the industry's next frontier for innovation
- Can save owners time and provide a potential pricing advantage while improving product quality
- First modular constructed hotel in Washington was the Courtyard Marriott in Pullman
- ➤ The CitizenM Seattle will be the first Seattle area modular constructed hotel







#### **DEVELOPMENT TRENDS – DUAL BRAND HOTELS**

#### **Efficient Development**

- ➤ Design that incorporates two (or More) brands that share a building envelope
- Can help minimize development costs through shared amenities
- Many dual brand properties combine transient and extended stay brands
- Examples in the state include the following:
  - ➤ SpringHill Suites / Towneplace Suites Bellingham
  - >Aloft / Element Redmond
  - ➤ EVEN / Staybridge Suites Seattle







#### SEATTLE CBD HISTORICAL PERFORMANCE

				2001	<b>– 2017</b>				
Year	Daily Supply	Percent Change	Daily Demand	Percent Change	Annual Occupancy	ADR	Percent Change	RevPAR	Percent Change
2001	10,735		7,061		65.8%	\$132.47		\$87.15	
2002	11,377	6.0%	7,455	5.6%	65.5%	\$126.31	-4.67%	\$82.69	-5.1%
2003	11,477	0.9%	7,684	3.1%	67.0%	\$123.78	-2.0%	\$82.80	0.1%
2004	11,595	1.0%	8,005	4.2%	69.0%	\$128.33	3.7%	\$88.54	6.9%
2005	11,348	-2.1%	8,286	3.5%	73.0%	\$136.44	6.3%	\$99.54	12.4%
2006	11,333	-0.1%	8,408	1.5%	74.2%	\$152.72	11.9%	\$113.24	13.8%
2007	11,908	5.1%	8,755	4.1%	73.5%	\$162.23	6.2%	\$119.22	5.3%
2008	12,267	3.0%	8,835	0.9%	72.0%	\$162.81	0.4%	\$117.20	-1.7%
2009	12,785	4.2%	8,547	-3.3%	66.8%	\$143.49	-11.9%	\$95.83	-18.2%
2010	13,071	2.2%	9,310	8.9%	71.2%	\$139.71	-2.6%	\$99.45	3.8%
2011	13,261	1.5%	9,820	5.5%	74.1%	\$145.76	4.3%	\$107.94	8.4%
2012	13,227	-0.3%	10,248	4.4%	77.5%	\$152.67	4.7%	\$118.30	9.6%
2013	13,084	-1.1%	10,365	1.1%	79.2%	\$164.38	7.6%	\$130.14	10.0%
2014	13,100	0.1%	10,714	3.4%	81.8%	\$181.03	10.2%	\$147.07	13.8%
2015	13,446	2.7%	11,040	3.0%	82.1%	\$195.52	8.0%	\$160.49	8.4%
2016	13,684	1.8%	11,243	1.8%	82.1%	\$202.09	3.4%	\$165.89	3.4%
2017	13,993	2.3%	12,048	7.2%	83.6%	\$213.24	5.5%	\$178.35	7.6%
CAGR/Avg.	1.79%	-	4.15%	-	74.2%	3.58%	-	6.15%	-

Average Supply Growth '01 – '17 = 1.79%

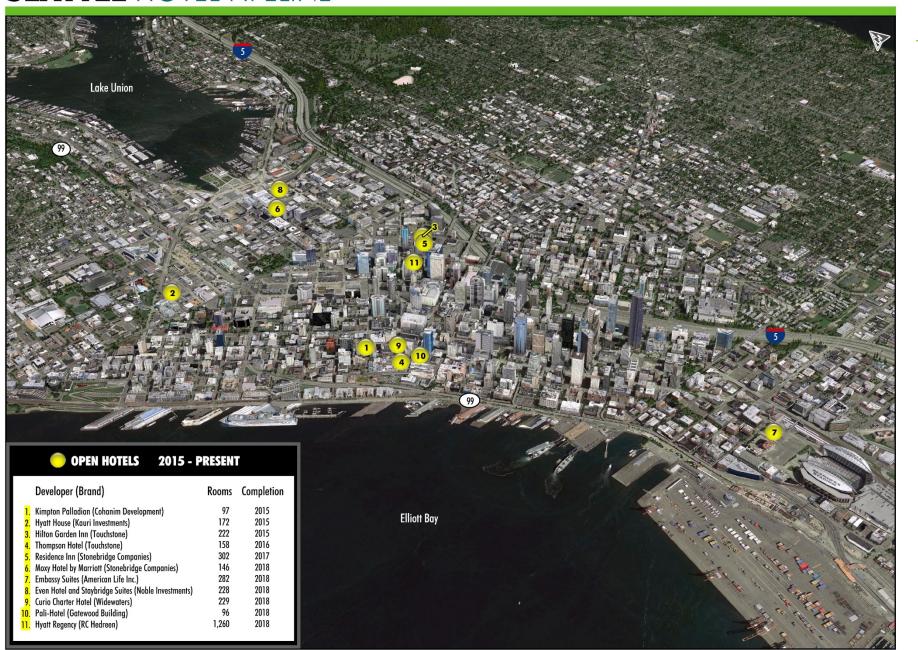
Average RevPAR Growth '01 – '17 = 6.15%

The market has experienced Flat (0.9%) RevPAR growth through the 3rd quarter of 2018

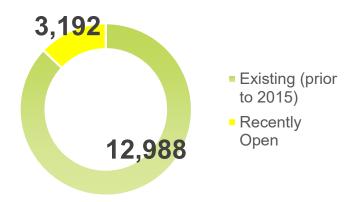
Source: STR, Inc. and CBRE Hotels



#### **SEATTLE** HOTEL PIPELINE



# Seattle CBD Hotel Rooms



The recently added 3,192 rooms represented an overall increase of 25% to the supply prior to 2015 (or 6.3% average per year)

In 2018, 2,241 rooms were delivered. (302 rooms delivered in 2017)



#### SEATTLE CBD HISTORICAL PERFORMANCE

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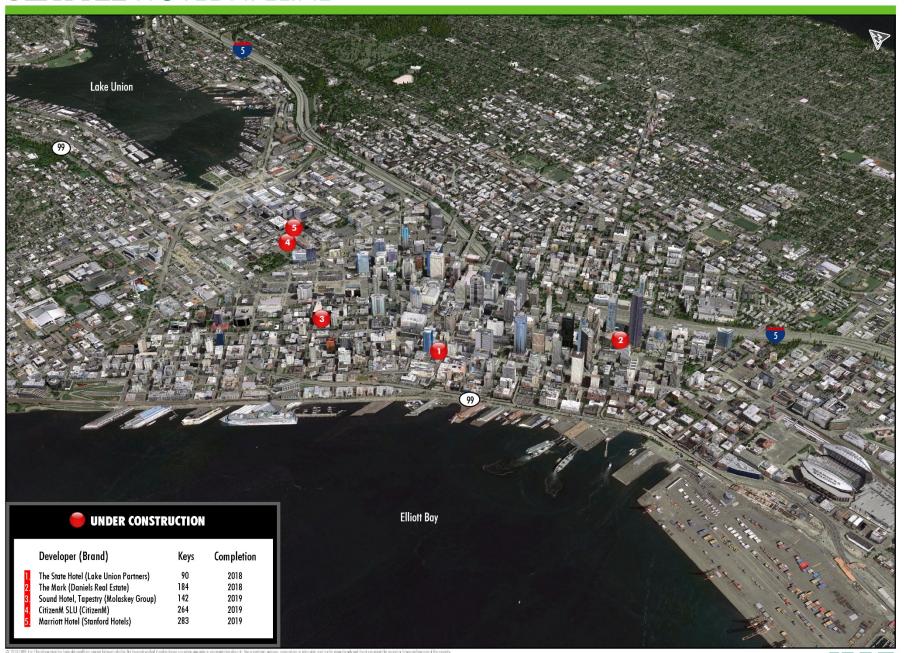
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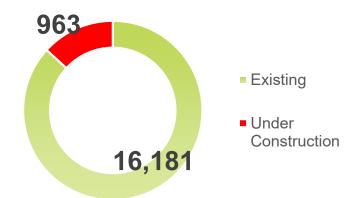
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#### **SEATTLE HOTEL PIPELINE**



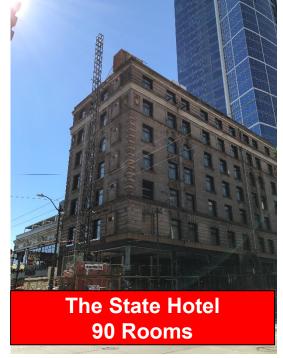
# Seattle CBD Hotel Rooms

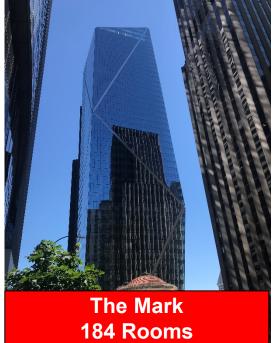


The 963 rooms under construction represent an overall increase of <u>6%</u> to the existing supply

The largest project recently completed was the Hyatt Regency with 1,260 rooms





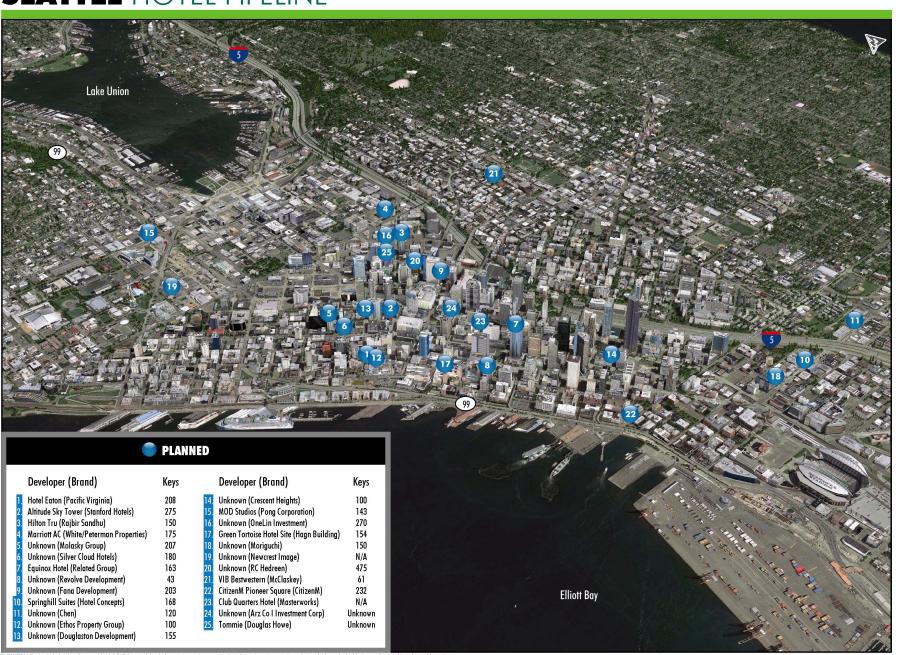




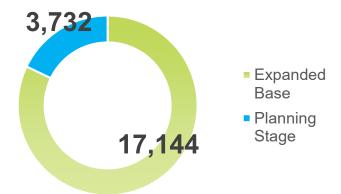




#### **SEATTLE** HOTEL PIPELINE



# Seattle CBD Hotel Rooms



Assuming all five projects under construction open as planned, Seattle CBD's hotel base expands to 80 hotels with 17,144 rooms

The 3,732 rooms proposed represent an increase of 21.8% to the existing and under construction supply



#### SEATTLE CBD AIRBNB STATISTICS

Seattle CBD Airbnb and Hotel Performance (Jan 2017 – Dec 2017)								
	Airbnb Hotels Premiu (Discou							
OCC	66.6%	83.6%	-20.4%					
ADR	\$162.19	\$213.24	-23.9%					
RevPAR	\$108.03	\$178.35	-39.4%					

Seattle CBD Airbnb and Hotel Performance (Jan 2017 – Dec 2017)								
	Airbnb	Hotels	Airbnb/Hotels					
Available Supply	885,176	5,033,499	17.6%					
Units Sold	589,947	4,209,880	14.0%					
Total Revenue	\$95,765,415	\$897,725,060	10.7%					

Sources: CBRE Hotels' Americas Research, Airdna, STR, Q4 2017

Seattle's Airbnb stock for 2017 represented on average of 2,425 rooms per night or 17.6% of the hotel stock

Airbnb Total Revenue equaled **10.7%** of Hotel Revenue in 2017





According to the latest RLB Carne survey there were <u>65</u> cranes in Seattle as of May 2018

Seattle has more cranes than any other U.S. City for the third year in a row

#### CBD OFFICE AND HOTEL COMPARISON

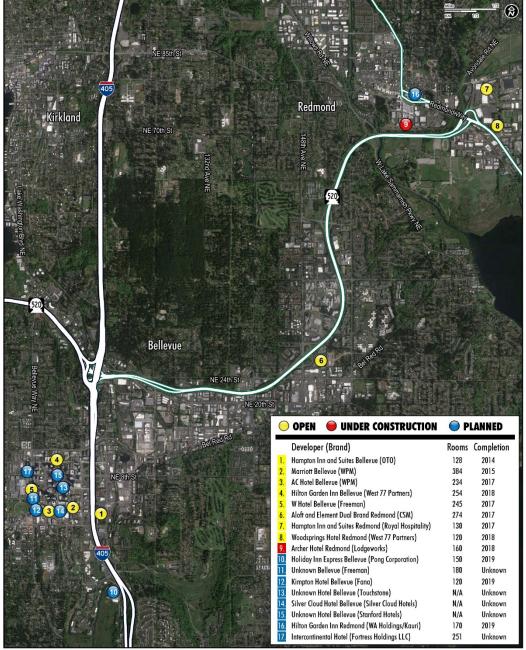
City CBD Co	City CBD Comparison of the Square Footage of Office per Hotel Room										
City	CBD Office Space (SF)	Office Vacancy Rate	CBD Hotel Rooms	Hotel OCC Levels	SF of office per Hotel Room						
Houston	38,876,000	22.7%	8,084	65.6%	4,809						
Seattle	53,184,000	6.7%	14,595	83.6%	3,644						
Chicago	133,016,000	11.8%	45,379	74.6%	2,931						
Philadelphia	34,908,000	9.3%	12,264	78.2%	2,846						
Los Angeles	34,390,000	15.9%	13,281	77.2%	2,589						
Denver	26,350,000	14.6%	11,916	75.8%	2,211						
San Francisco	69,140,000	6.1%	33,969	83.3%	2,035						
Charlotte	17,640,000	9.1%	8,886	72.0%	1,985						
Portland	17,415,000	11.7%	8,867	79.7%	1,964						
Columbus	11,163,000	10.6%	6,541	67.7%	1,707						
Indianapolis	11,568,000	12.7%	7,542	72.3%	1,534						
Dallas	26,119,000	25.3%	18,005	68.8%	1,451						
San Jose	10,552,000	13.1%	9,839	78.1%	1,072						
Fort Worth	7,621,000	14.2%	7,742	70.2%	984						
Austin	9,307,000	8.8%	10,741	76.5%	866						
San Diego	10,400,000	12.0%	17,749	79.7%	586						
San Antonio	4,728,000	20.5%	14,374	69.3%	329						
Qualifier	1Q 2018	1Q 2018	1Q 2018	YE 2017							

The Seattle CBD has 3,644 SF of office space per hotel room

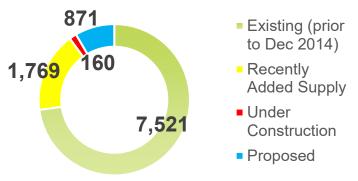
Of the CBD's shown Seattle had the highest Hotel Occupancy level (83.6%)

Of the CBD's shown Seattle had one of the lowest Office vacancy rates (6.7%)

#### BELLEVUE AND REDMONDHOTEL PIPELINE



# Bellevue and Redmond Hotel Rooms



Eight hotels have recently opened expanding the market to 61 hotels (9,290 rooms)

The recently added 1,769 rooms represented an overall increase of 23.5% to the supply prior to Dec 2014 (The vast majority of supply was delivered in 2017 / 2018)

The 871 rooms proposed represent an overall increase of 9.2% to the new base (assuming delivery of the hotel under construction)



#### SUBMARKET PROFILE – BELLEVUE/EASTSIDE

#### Bellevue / Eastside Performance – All Hotels

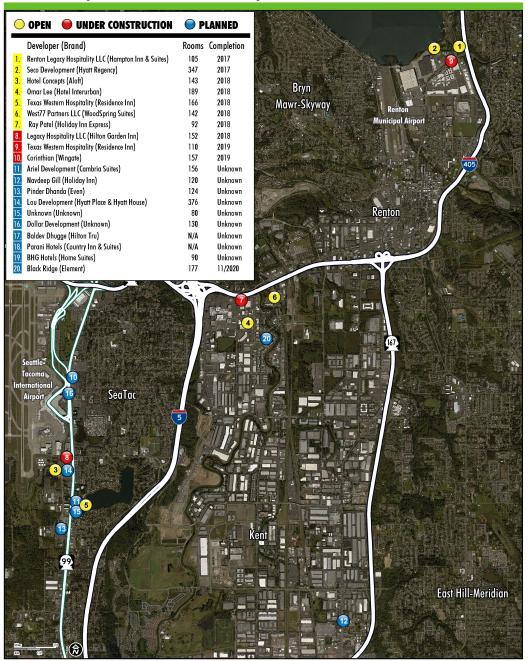
	2013	2014	2015	2016	2017	3Q17 YTD	3Q18 YTD
Occupancy	73.1%	74.3%	74.2%	73.3%	70.3%	74.8%	72.6%
% Change		+1.6%	-0.2%	-1.2%	-4.1%		-2.9%
ADR	\$143.47	\$155.35	\$167.16	\$173.27	\$176.99	\$180.79	\$181.74
% Change		+8.3%	+7.6%	+3.7%	+2.1%		+0.5%
RevPAR	\$104.91	\$115.45	\$124.00	\$127.02	\$124.47	\$135.20	\$131.96
% Change		+10.0%	+7.4%	+2.4%	-2.0%		-2.4%

In 2017 / 2018 six
hotels totaling 1,257
were added to the
market, representing
an overall supply
increase of 15.6%

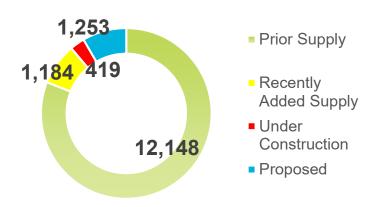
The market has experienced RevPAR declines in 2017 and through the 3rd quarter of 2018



#### SEATAC/SOUTHCENTER/RENTON HOTEL PIPELINE



# South End Hotel Rooms



Seven hotels recently opened expanding the market to 115 hotels with 13,332 rooms

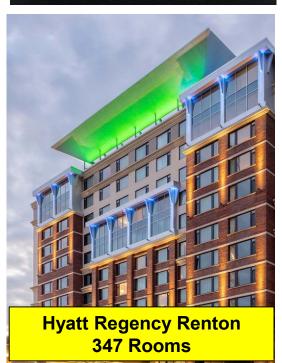
The 419 rooms under construction represent an overall increase of 3.1% rooms

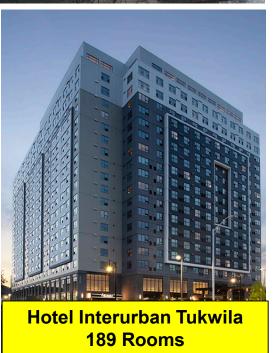
The 1,253 rooms proposed represent an overall increase of 9.1% to the new base (assuming delivery of assets under construction)















#### **SUBMARKET PROFILE – AIRPORT**

#### **Airport Performance – All Hotels**

	2013	2014	2015	2016	2017	3Q17 YTD	3Q18 YTD
Occupancy	72.5%	76.8%	79.0%	77.7%	79.9%	82.2%	80.4%
% Change		+6.0%	+2.8%	-1.6%	+2.8%		-2.2%
ADR	\$95.97	\$103.77	\$113.59	\$118.68	\$124.12	\$129.46	\$133.26
% Change		+8.1%	+9.5%	+4.5%	+4.6%		+2.9%
RevPAR	\$69.59	\$79.74	\$89.70	\$92.23	\$99.17	\$106.40	\$107.16
% Change		+14.6%	+12.5%	+2.8%	+7.5%		+0.7%

The Airport was the #1 preforming submarket in the Seattle area based on RevPAR change over the last 4 quarter

The majority of properties in this submarket are either centered around the Sea-Tac Airport or along the interstate in the suburban community of Tukwila.

Total Room Supply: 8,889
Total Hotels: 65



#### **AIRPORT - HIGHLIGHTS**

#### Sea-Tac 2017

- ➤ A record number of 46.9 million passengers were serviced in 2017
- ➤ 41% increase in demand for air travel over the past 5 years
- ➤ International passenger traffic ♠ 5.4% including a 17.1% increase from European travelers.
- Sea-Tac Airport's expansion includes 30 projects with an estimated cost of \$4 billion. (2027 completion)







#### SUBMARKET PROFILE – KENT / RENTON

#### **Kent / Renton Performance – All Hotels**

	2013	2014	2015	2016	2017	3Q17 YTD	3Q18 YTD
Occupancy	63.5%	65.8%	68.5%	69.8%	72.2%	75.3%	73.3%
% Change		+3.7%	+4.0%	+1.9%	+3.5%		-2.7%
ADR	\$83.60	\$89.84	\$97.18	\$98.87	\$102.59	\$106.06	\$107.26
% Change		+7.5%	+8.2%	+1.7%	+3.8%		+1.1%
RevPAR	\$53.06	\$59.14	\$66.53	\$68.98	\$74.06	\$79.89	\$78.58
% Change		+11.5%	+12.5%	+3.7%	+7.4%		-1.6%

This submarket has experienced RevPAR declines through the 3rd quarter of 2018

Hotels in this sector are clustered along Highway 167 and Interstate 5 south of the airport. Cities within this submarket include Auburn, Renton, Kent, and Federal Way.

Total Room Supply: 4,443
Total Hotels: 50



#### **KENT VALLEY - HIGHLIGHTS**

#### **Kent by the Numbers**

- ➤ 4<sup>th</sup> Largest manufacturing and distribution area in the U.S.
- ▶6<sup>th</sup> Largest city in the state of Washington
- ≥ 18 Miles from both Seattle and Tacoma
- ➤63,000+ jobs are located in Kent
- >2020 Construction for light rail will begin



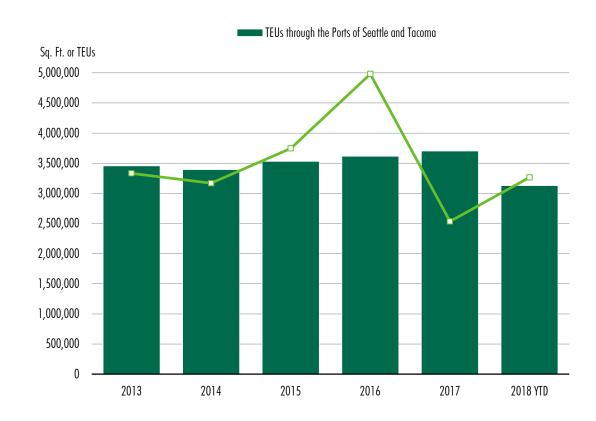


#### **KENT VALLEY - HIGHLIGHTS**

#### **Kent Valley Key Employers**

- ▶ Boeing
- > Amazon
- >REI
- ➤Blue Origin
- >WCP Solutions
- Mikron Industries
- ➤ Oberto Sausage Company
- ➤ Starbucks Roasting Plant
- > Alaska Airlines

## Kent Valley/Southend Industrial Growth Y/Y (SF/TEU's)





#### RECENT HOTEL TRANSACTIONS – SEATTLE AREA

Hotel Transactions										
Hotel Property	Sale Date	Sale Price	Price per Room	Cap Rate Range						
Palladian	8/18	\$42.0M	\$432,989	5-6%						
AC Marriott Bellevue	3/18	\$87.0M	\$371,795	6-7%						
Marriott Redmond	2/18	\$70.0M	\$267,176	7-8%						
Motif	1/18	\$145.0M	\$454,545	Portfolio						
Alexis (Hotel Sale)	4/17	\$62.0M	\$512,397	6-7%						
Hilton Garden Inn	3/17	\$88.0M	\$396,396	5-6%						
Pan Pacific Hotel	2/17	\$79.0M	\$516,340	1-2%						
Hotel Deca	1/17	\$55.0M	\$348,101	6-7%						

Three of the last eight institutional hotel sales have been to overseas investors (AC, Motif, and Hilton Garden Inn)

#### **GREATER SEATTLE HOTEL MARKET FORECAST**

#### CBRE is forecasting Occupancy to decline through 2019

	Long-Run Avg.	2013	2014	2015	2016	2017	2018F	2019F	2020F
Occupancy	69.6%	72.8%	75.5%	76.1%	75.8%	76.8%	75.2%	74.9%	75.3%
% Change	-	+2.3%	+3.7%	+0.8%	-0.5%	+1.3%	-2.1%	-0.4%	+0.6%
ADR	-	\$126.69	\$137.59	\$148.59	\$153.61	\$159.69	\$164.86	\$170.50	\$176.29
% Change	3.9%	+5.4%	+8.6%	+8.0%	+3.4%	+4.0%	+3.1%	+3.4%	+3.4%
RevPAR	-	\$92.23	\$103.90	\$113.14	\$116.39	\$122.63	\$123.99	\$127.70	\$132.80
% Change	4.4%	+7.8%	+12.7%	+8.9%	+2.9%	+5.4%	+0.9%	+3.0%	+4.0%

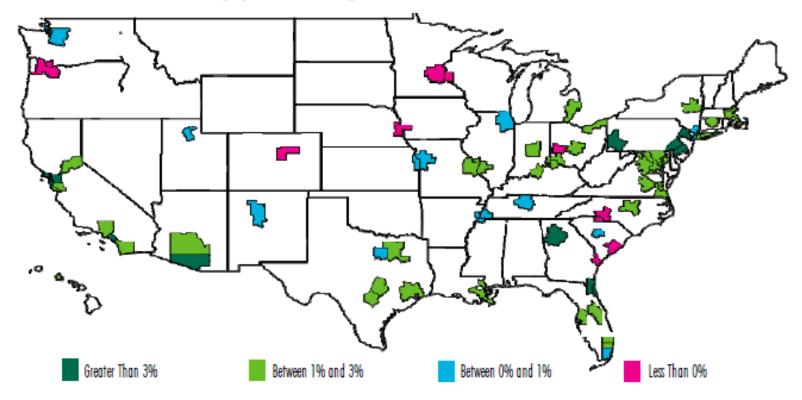
CBRE is forecasting RevPAR growth of 0.9% in 2018



#### NATIONAL HOTEL MARKET FORECAST

#### 2019 RevPAR Change Outlook:

Okay for Some; Disappointing for Others.



Source: STR, CBRE Hotels' Americas Research, Hotel Horizons® September-November 2018



#### **SUMMARY THOUGHTS & OPPORTUNITIES**

#### THE SEATTLE AREA LODGING MARKET GOING FORWARD...

#### **PROS**

➤ Growth in Hotel Supply

- ➤ WSCC Expansion
- Office Development, Growing Technology Center (Amazon, Microsoft, Google, Facebook)
- Continue Growth of Airport
  Traffic
- Growing Popularity as a Leisure Destination with robust cruise line industry
- Areas of opportunity; Kent, Burien, and SeaTac

- ➤ Normal Business Cycle Recession on the Horizon?
- Strength of \$USD against Euro and other currency's

CONS

Expanding Airbnb presence





#### **CBRE HOTELS**

The World's Leading Hotel Experts.

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