



Pinnacle
Advisory Group

Boston Luxury Properties 2013

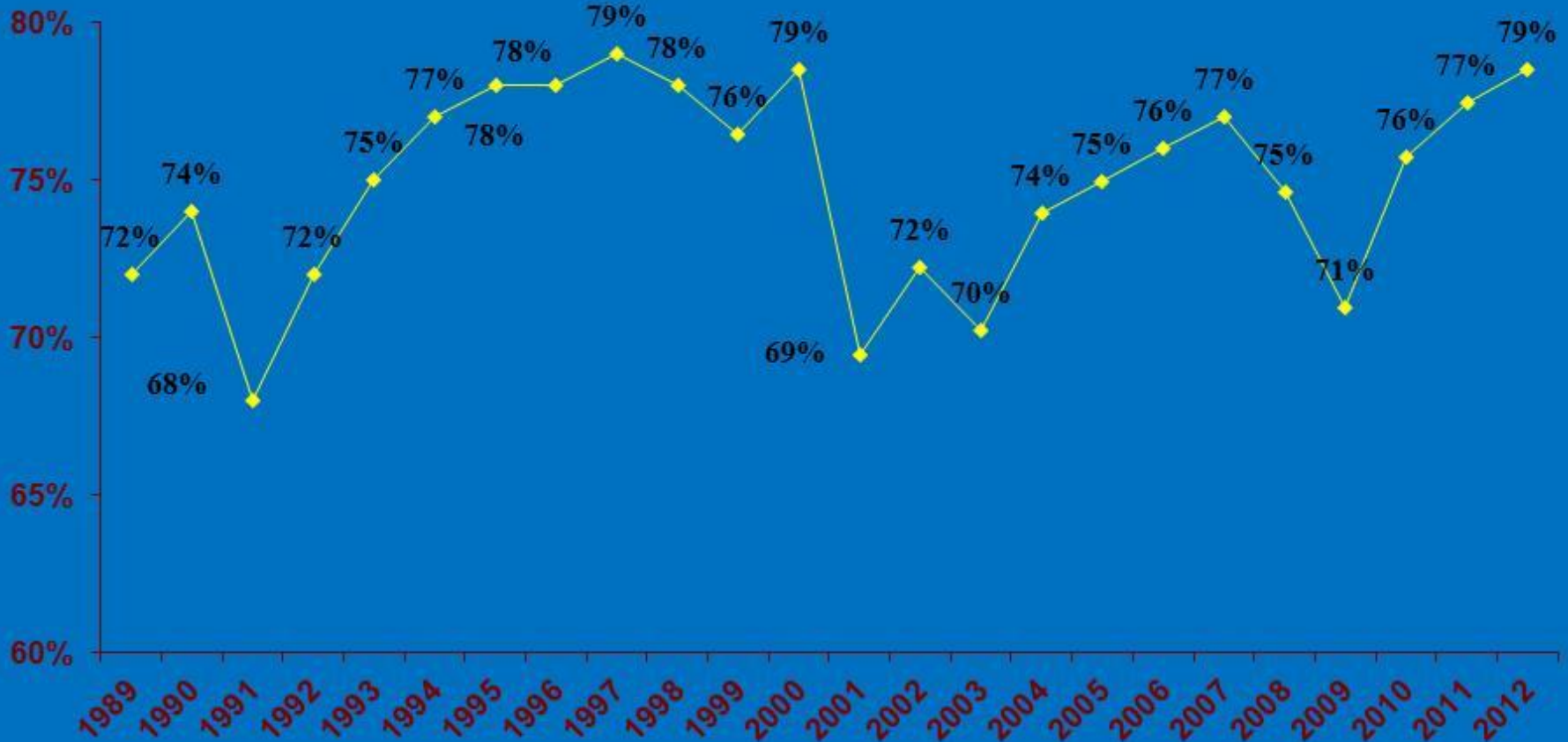
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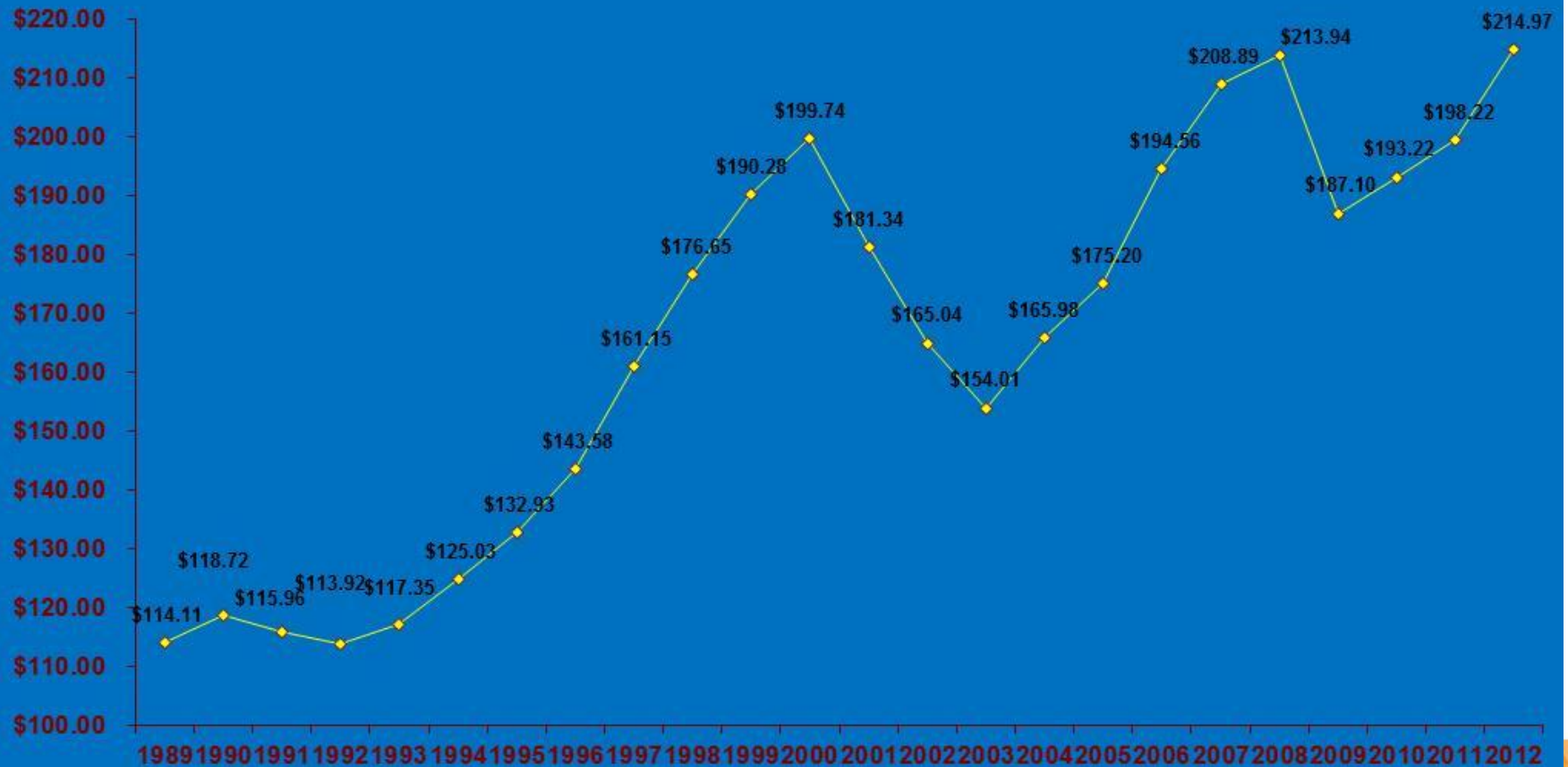
164 Canal Street Boston, MA 02114 ~ 617/722-9916

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Boston / Cambridge Occupancy 1989-2012



Boston / Cambridge ADR 1989-2012





Historical Occupancy 2010 - 2012

Year	2010	2011	2012
B/C Occupancy	75.7%	77.4%	78.5%
Luxury Occupancy	75.5%	75.8%	78.1%



Historical ADR 2010 – 2012

Year	2010	2011	2012
B/C ADR	\$193.22	\$199.55	\$214.97
Change		3.3%	7.7%
Luxury ADR	\$228.26	\$241.03	\$259.05
Change		5.6%	7.5%



Citywides

Citywide Conventions (2,000 Rm Nts on Peak Night) as of December 2012

Year		2011	2012	2013	2014	2015
Hynes	Citywides	8	8	8	6	3
	Room nights	81,757	110,150	97,456	98,623	38,471
BCEC	Citywides	13	17	12	19	19
	Room nights	174,449	184,547	147,547	193,500	192,192
Total	Citywides	21	25	20	25	22
	Room nights	256,206	294,697	245,003	292,123	230,663

Source: GBCVB



Boston / Cambridge Group Demand Trends

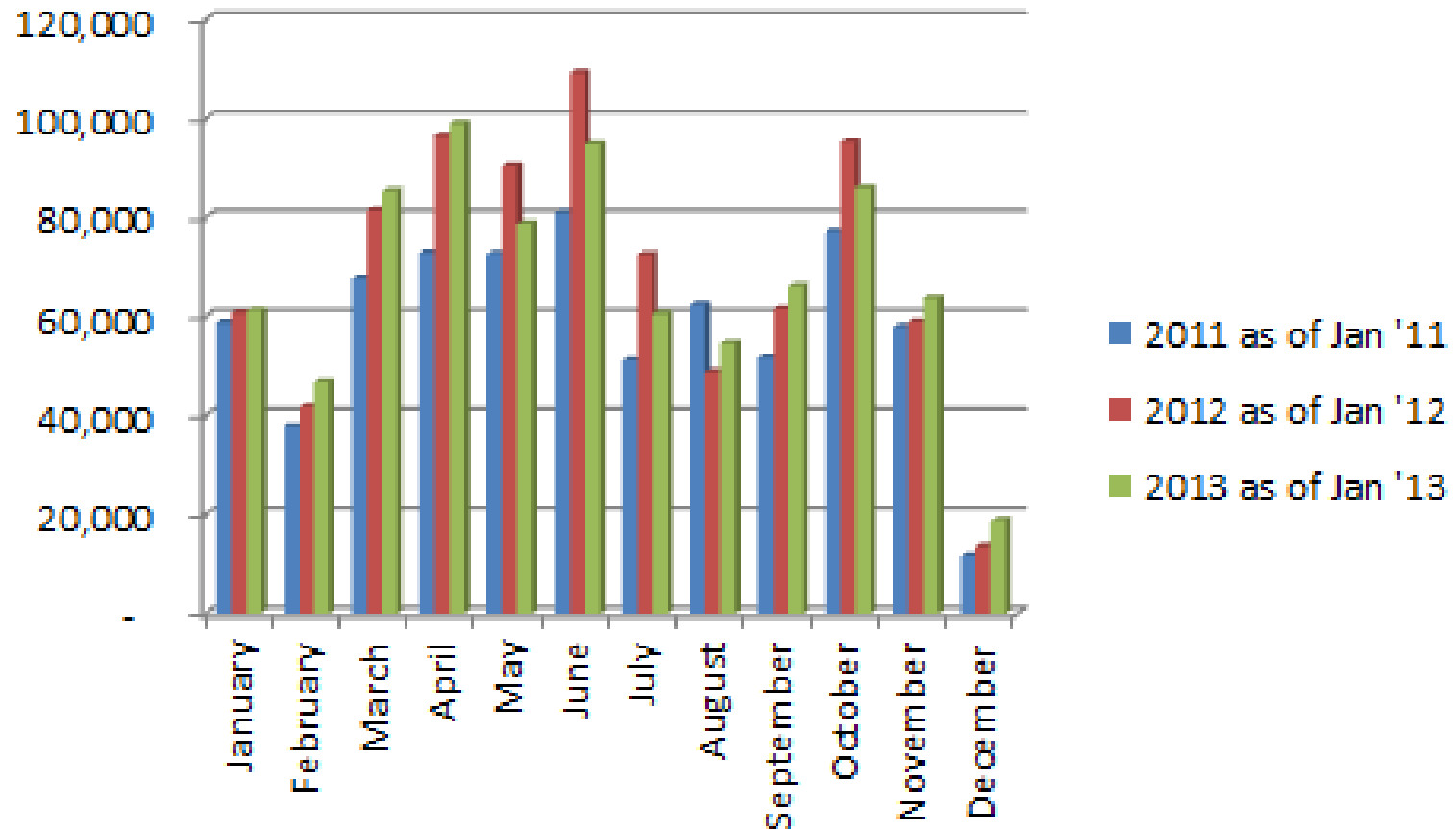
Compression Days by Quarter 2013 vs. 2012¹

Set	Back Bay Set			Downtown Set		
	2013	2012	Variance	2013	2012	Variance
Q1	8	8	0	8	4	4
Q2	17	33	-16	8	18	-10
Q3	4	6	-2	2	3	-1
Q4	9	13	-4	1	3	-2
Total	38	60	-22	19	28	-9

Note: 1. Compression is defined as when 50% or more of supply in the set is committed to groups.

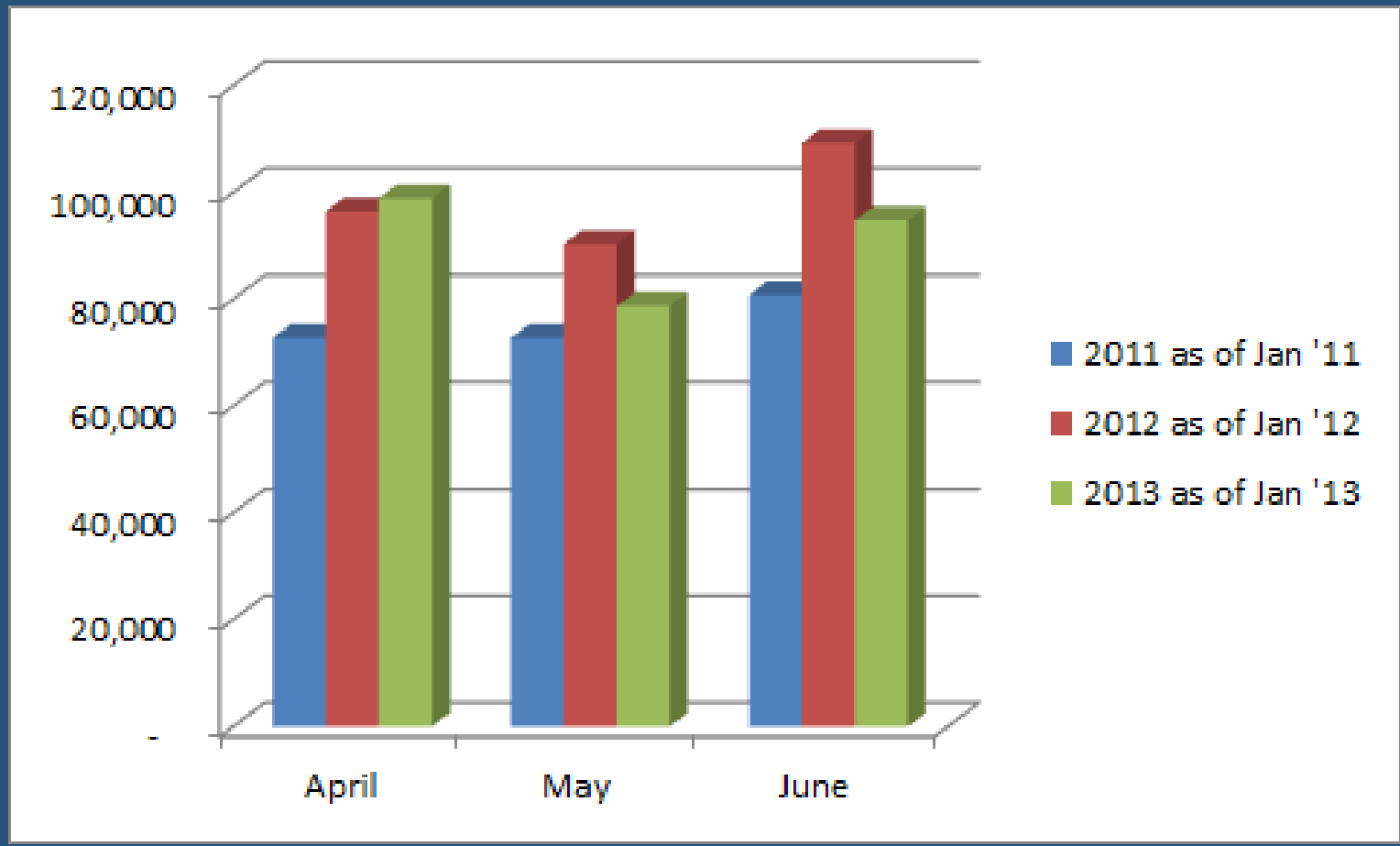


Downtown and Back Bay Pace



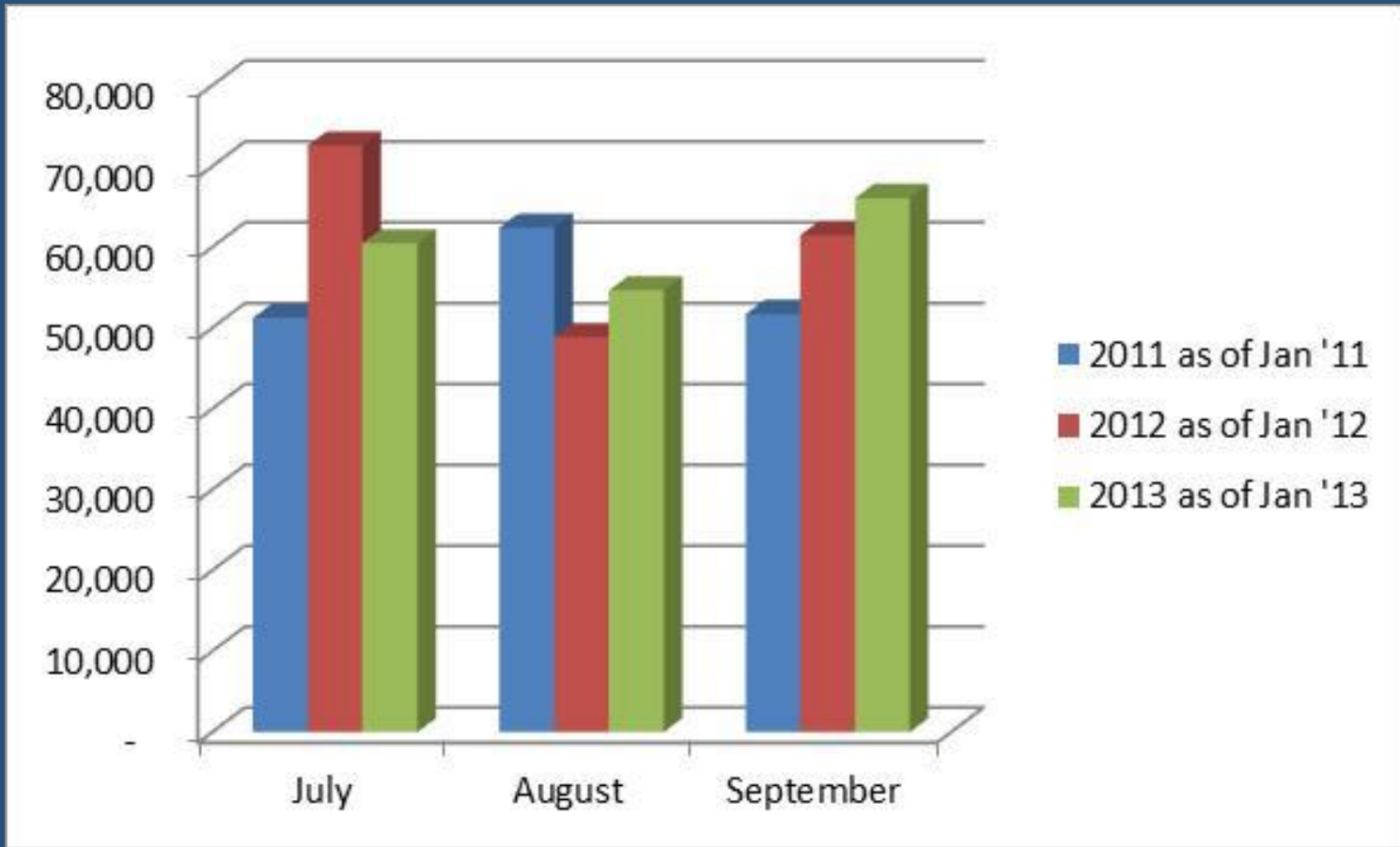


Downtown and Back Bay Pace



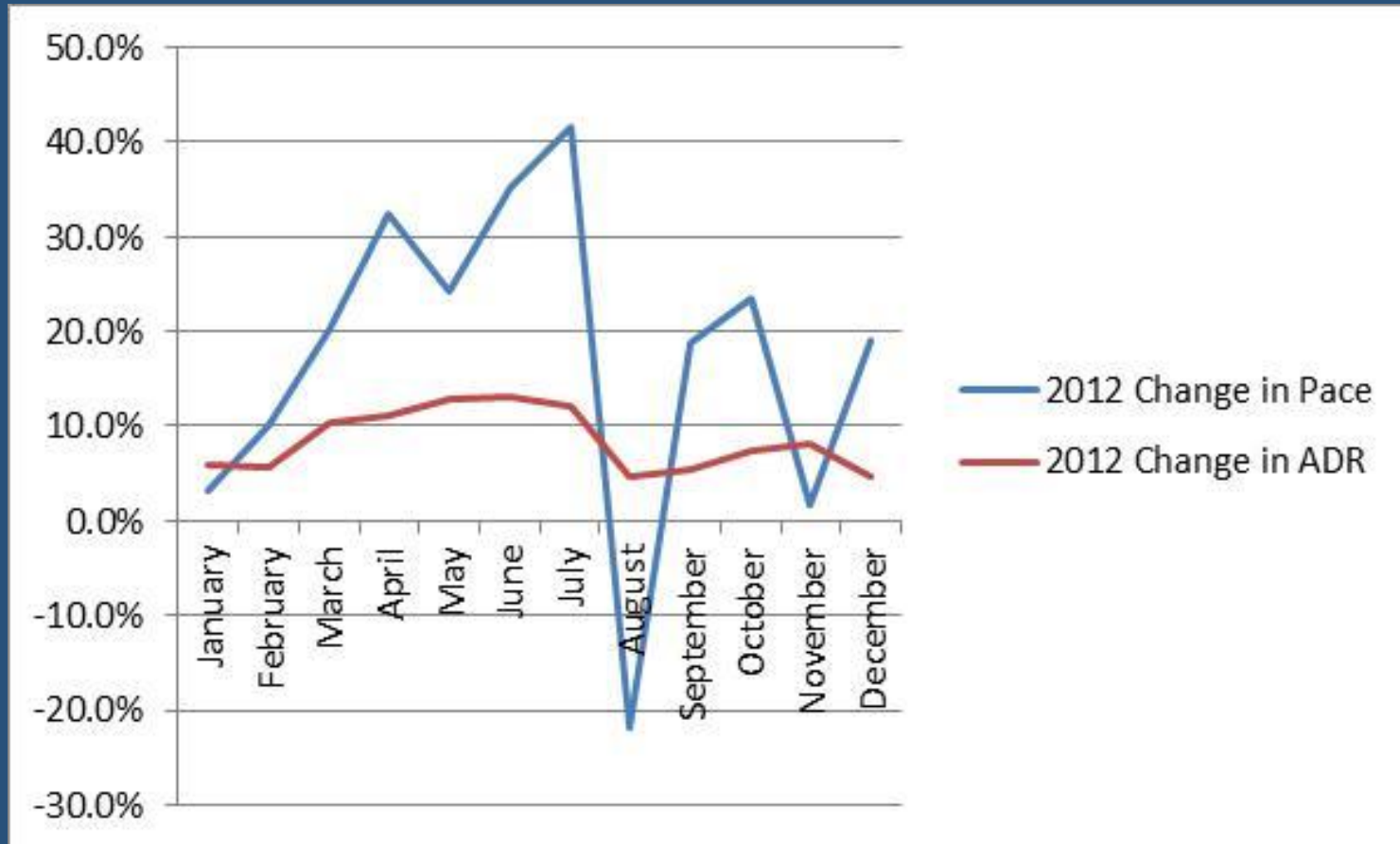


Downtown and Back Bay Pace



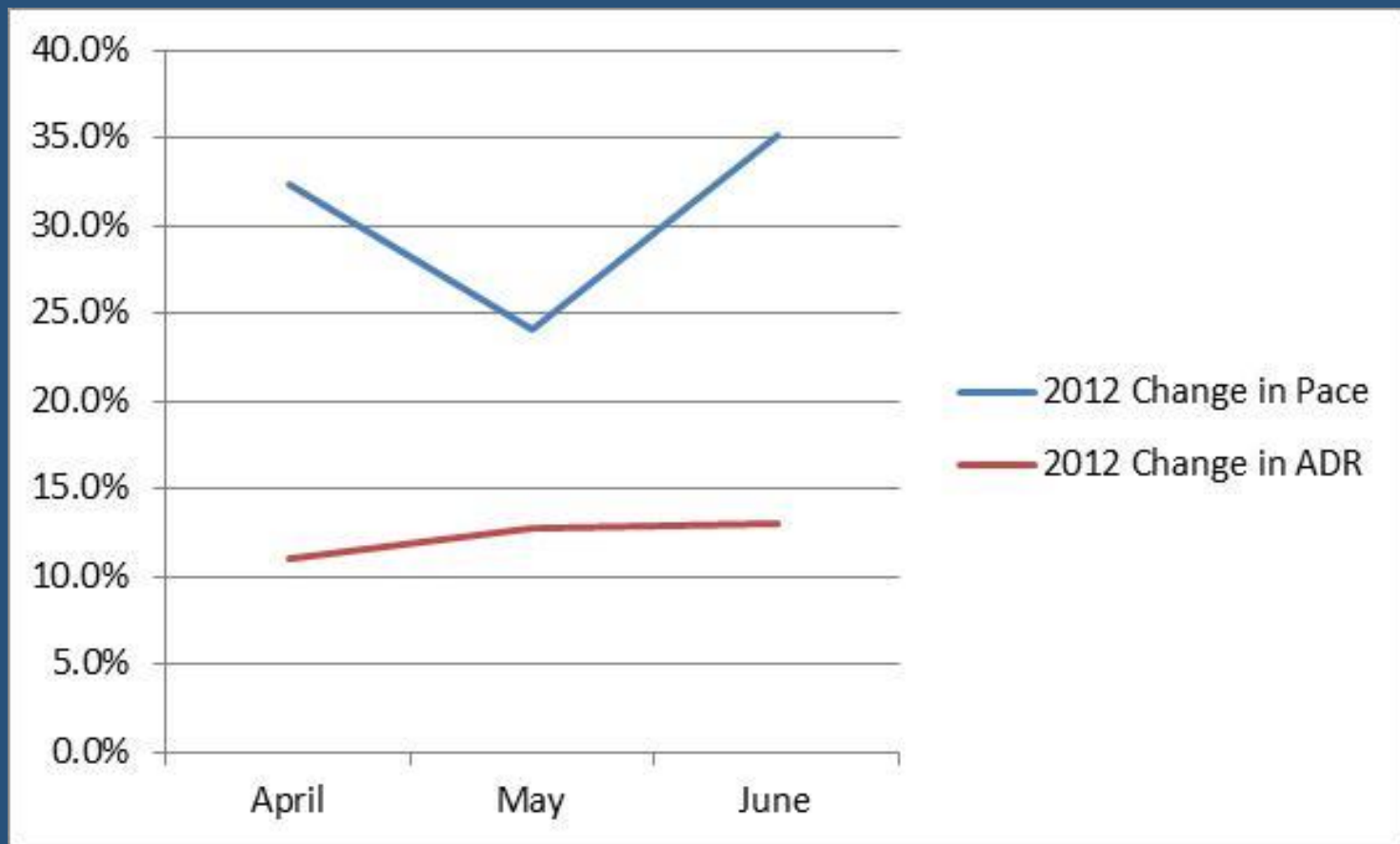


Downtown and Back Bay Pace and Change in ADR



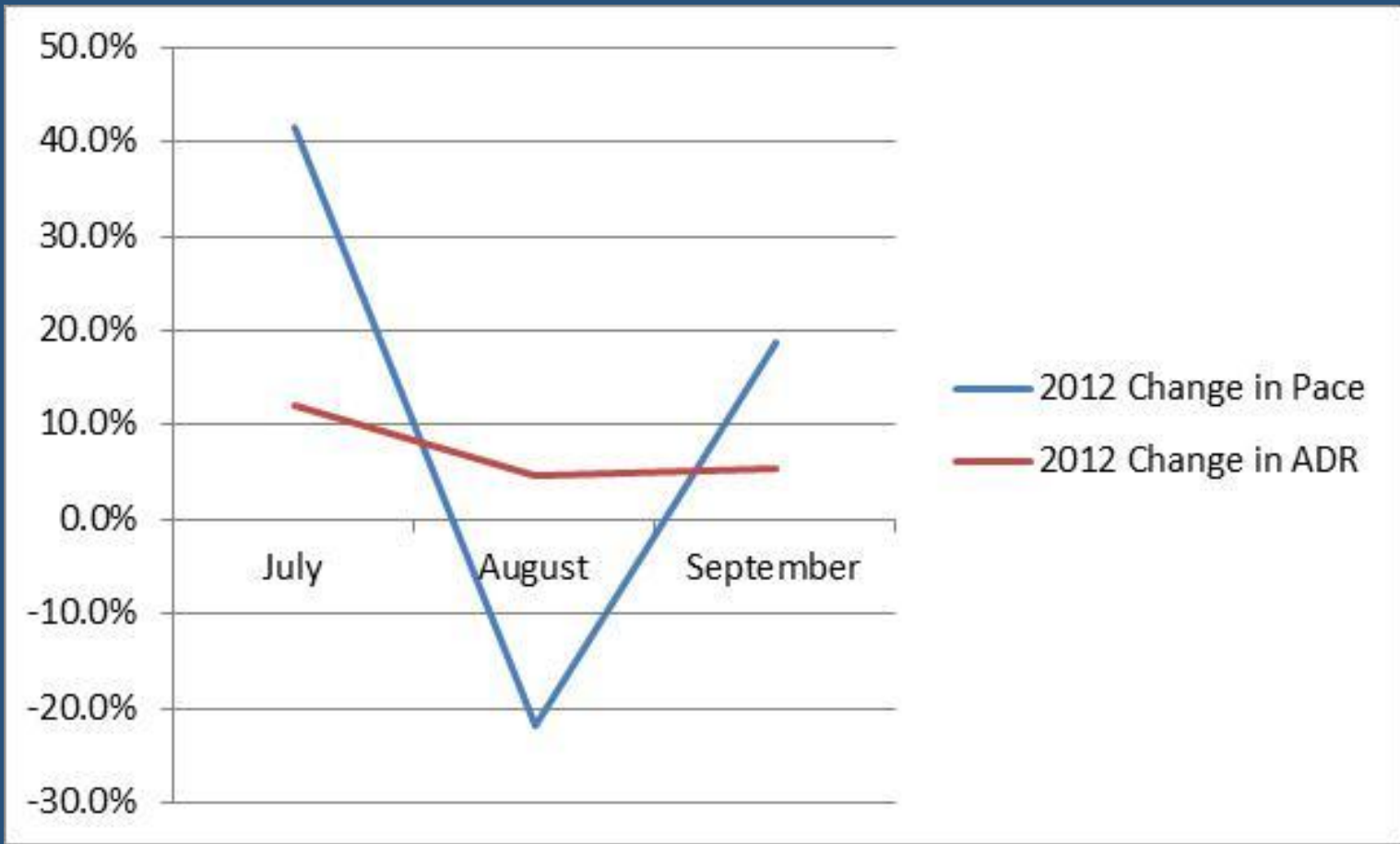


Downtown and Back Bay Pace and Change in ADR





Downtown and Back Bay Pace and Change in ADR





Boston/Cambridge Supply Changes 2012/2013

2012: Envision Hotel – 39-room Longwood Medical Area

2013: 120-suite Residence Inn Fort Point Channel summer

175-suite Residence Inn Fenway fall 2013

209-room Courtyard North End year end 2013

Several other renovations on-going which may include rooms expansions



Boston/Cambridge Supply Changes 2014/ 2015

2014

135-room Autograph - Seaport

235-room Autograph - Downtown Crossing

500-rooms – Aloft/Element - Seaport

180-room Hilton Garden Inn - East Boston

2015

HQ hotel complex 1,500 rooms – Seaport District



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Boston Cambridge Projections 2013



	2012	2013	% Change
Occupancy	79%	78%	-1.3%
Average Rate	\$214.97	\$227.87	6.0%
RevPAR	\$169.90	\$177.82	4.7%



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Boston Luxury Survey

- 9 Responses
- Occupancy versus Pinnacle (-1 Point)
 - Higher – 67%
 - Lower – 22%
 - Same -11%
- Average Daily Rate versus Pinnacle (+6%)
 - Higher – 44%
 - Lower - 33%
 - Same – 22%



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