

The Boston & Cambridge Lodging Market

2024 Projections

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New Supply 2024



RAFFLES
BOSTON BACK BAY
HOTEL & RESIDENCES

Raffles
Boston Back Bay
October 2023
147 rooms



citizen
M
hotels

CitizenM
Boston Back Bay
July 2024 (est)
300 rooms



Demand Factors 2024

- Softening of leisure demand.
- Very strong convention/group demand.
- Continued slow recovery in business transient.
- Below inflation growth in ADR (2.5%) coupled with stronger rate growth (4-5%) during peak compression nights from conventions/peak events/sell outs.
- Limited new supply.
- Economic headwinds, geopolitical issues, and inflation provide risk to projections.



Boston & Cambridge 2024 Projection

	2023	2024	% Change
Occupancy	75.7%	77.8%	+ 2.7%
ADR	\$289	\$298	+ 3.3%
RevPAR	\$219	\$232	+ 6.1%

+3.7%

Projected
Demand
Increase

-0.9%

Projected
Supply
Increase

Date: Nov 14, 2023

Assumes the US lodging market is not negatively impacted by an economic recession and/or other major event.

Source: Pinnacle Perspective, Pinnacle Advisory Group



Pinnacle Advisory Group

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