

4Q14 Hotel Performance DowntownDC, Rest of DC and All DC Hotels

1/29/2014
Source: Smith Travel Research and DowntownDC BID

Annual Totals																		
Year	Occupancy (%)			ADR			RevPAR			Room Supply			Room Demand			Room Revenues		
	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC
2008	75.2	72.9	73.7%	220.14	202.40	208.48	165.54	147.54	153.59	3,227,218	6,376,557	9,603,775	2,426,784	4,648,112	7,074,896	534,226,708	940,779,800	1,475,006,508
2009	76.9	70.8	72.8%	211.14	191.70	198.58	162.34	135.64	144.59	3,304,273	6,554,432	9,858,705	2,540,476	4,637,736	7,178,212	536,401,780	889,040,706	1,425,442,486
2010	76.5	72.9	74.1%	215.17	194.61	201.72	164.57	141.94	149.52	3,362,018	6,668,687	10,030,705	2,571,297	4,863,893	7,435,190	553,278,805	946,556,486	1,499,835,291
2011	77.9	73.8	75.2%	222.04	197.45	205.93	172.95	145.80	154.84	3,363,205	6,737,974	10,101,179	2,619,679	4,975,373	7,595,052	581,674,253	982,402,543	1,564,076,796
2012	76.3	74.1	74.9%	220.49	194.53	203.35	168.28	144.18	152.22	3,364,210	6,724,972	10,089,182	2,567,689	4,984,367	7,552,056	566,141,430	969,599,347	1,535,740,777
2013	79.1	74.6	76.1%	227.47	199.44	209.12	179.95	148.89	159.21	3,367,682	6,765,529	10,133,211	2,664,154	5,050,467	7,714,621	606,015,991	1,007,286,200	1,613,302,191
2014	77.5	76.6	76.9%	227.36	201.03	210.35	176.17	153.93	161.74	3,656,733	6,746,970	10,403,703	2,833,397	5,166,191	7,999,588	644,190,989	1,038,543,396	1,682,734,385
Diff 2014-2013	-1.63	1.92	0.01	-0.11	1.58	1.23	-3.78	5.04	2.53	289,051	-18,559	270,492	169,243	115,724	284,967	38,174,998	31,257,196	69,432,194
% Diff 2014 to 2013	-2.1%	2.6%	1.0%	-0.1%	0.8%	0.6%	-2.1%	3.4%	1.6%	8.6%	-0.3%	2.7%	6.4%	2.3%	3.7%	6.3%	3.1%	4.3%

By Month Comparison between 2013 & 2014: Jan to April vs. March to December																		
Month	Occupancy (%)			ADR			RevPAR			Room Supply			Room Demand			Room Revenues		
	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC
Inauguration - Jan 2013	60.9	55.3	57.2%	241.78	215.91	225.13	147.25	119.46	128.76	285,820	568,385	854,205	174,073	314,472	488,545	42,087,255	67,896,730	109,983,985
Feb 2013	72.2	67.8	69.3%	217.11	181.85	194.07	156.70	123.32	134.43	258,160	517,552	775,712	186,327	350,972	537,299	40,452,735	63,822,572	104,275,307
Mar 2013	86.6	82.6	83.9%	242.78	210.57	221.61	210.29	173.94	186.02	285,820	574,523	860,343	247,563	474,584	722,147	60,104,532	99,933,598	160,038,130
Record Month - Apr 2013	92.8	88.1	89.6%	269.37	237.67	248.56	249.93	209.33	222.80	276,870	557,700	834,570	256,885	491,190	748,075	69,197,440	116,741,945	185,939,385
Jan to April 2013	78.1%	73.5%	75.1%	244.95	213.58	224.45	191.42	157.06	168.50	1,106,670	2,218,160	3,324,830	864,848	1,631,218	2,496,066	211,841,962	348,394,845	560,236,807
May-13	86.1	81.5	83.0%	244.21	214.95	225.02	210.34	175.22	186.87	286,099	576,197	862,296	246,420	469,694	716,114	60,177,273	100,963,066	161,140,339
Jun 2013	87.2	81.8	83.6%	234.03	203.89	214.27	203.99	166.86	179.13	276,870	561,090	837,960	241,330	459,198	700,528	56,477,673	93,624,435	150,102,108
Jul 2013	86.7	82.5	83.9%	196.87	175.07	182.52	170.77	144.47	153.16	286,099	579,793	865,892	248,159	478,444	726,603	48,856,076	83,762,776	132,618,852
Aug 2013	81.9	76.6	78.4%	161.91	148.51	153.14	132.67	113.79	120.03	286,099	579,638	865,737	234,431	444,129	678,560	37,957,214	65,959,077	103,916,291
Sep 2013	78.0	73.6	75.1%	229.55	202.17	211.59	178.98	148.84	158.83	276,870	558,510	835,380	215,876	411,190	627,066	49,554,787	83,129,160	132,683,947
Oct 2013	82.9	77.1	79.0%	278.57	239.64	253.17	230.89	184.73	200.02	286,099	577,127	863,226	237,126	444,881	682,007	66,056,348	106,610,347	172,666,695
Nov 2013	73.3	71.5	72.1%	217.29	187.05	197.29	159.26	133.73	142.24	276,870	554,100	830,970	202,927	396,159	599,086	44,094,676	74,100,619	118,195,295
Dec 2013	60.5	56.3	57.7%	179.15	160.80	167.30	108.39	90.46	96.52	286,006	560,914	846,920	173,037	315,554	488,591	30,999,982	50,741,875	81,741,857
May to Dec 2013	79.6%	75.2%	76.6%	219.07	192.70	201.79	174.34	144.90	154.67	2,261,012	4,547,369	6,808,381	1,799,306	3,419,249	5,218,555	394,174,029	658,891,355	1,053,065,384
Jan 2014	56.5	54.8	55.4%	187.35	162.53	171.08	105.83	89.11	94.76	286,006	561,007	847,013	161,550	307,602	469,152	30,266,771	49,993,799	80,260,570
Feb 2014	74.7	69.0	71.0%	218.34	182.91	195.51	163.21	126.28	138.75	258,412	506,716	765,128	193,161	349,839	543,000	42,175,523	63,988,450	106,163,973
Mar 2014	83.7	82.3	82.8%	265.85	224.66	238.73	222.58	184.92	197.63	286,099	561,007	847,106	239,526	461,759	701,285	63,678,587	103,739,041	167,417,628
Apr 2014	91.8	88.0	89.3%	248.20	222.61	231.50	227.97	195.96	206.77	276,870	542,910	819,780	254,297	477,908	732,205	63,117,043	106,387,882	169,504,925
Jan to April 2014	76.6%	73.5%	74.6%	234.80	202.94	213.99	179.92	149.25	159.60	1,107,387	2,171,640	3,279,027	848,534	1,597,108	2,445,642	199,237,924	324,109,172	523,347,096
Marriott Marquis Washington DC Opens May 2014 (1175 Rooms)																		
May 2014	82.6	84.5	83.8%	243.27	222.68	229.98	200.98	188.19	192.79	322,524	574,151	896,675	266,456	485,224	751,680	64,819,548	108,049,935	172,869,483
Jun 2014	82.8	83.1	83.0%	223.81	206.10	212.42	185.35	171.19	176.25	312,120	561,630	873,750	258,495	466,484	724,979	57,852,523	96,144,374	153,996,897
Jul 2014	82.8	83.9	83.5%	207.79	184.81	192.95	172.07	154.98	161.09	322,524	580,351	902,875	267,090	486,687	753,777	55,497,961	89,945,458	145,443,419
Aug 2014	78.4	80.2	79.6%	178.07	165.21	169.74	139.66	132.54	135.09	322,524	580,351	902,875	252,962	465,589	718,551	45,045,002	76,921,491	121,966,493
Sep 2014	80.9	80.5	80.7%	255.82	214.75	229.47	206.87	172.95	185.07	312,210	561,630	873,840	252,477	452,305	704,782	64,588,393	97,134,696	161,723,089
Oct 2014	82.8	82.8	82.8%	262.25	233.77	243.94	217.25	193.66	202.09	322,617	580,351	902,968	267,263	480,780	748,043	70,089,913	112,390,479	182,480,392
Nov 2014	72.5	71.6	72.0%	230.70	199.11	210.48	167.25	142.65	151.44	312,210	561,630	873,840	226,345	402,390	628,735	52,217,199	80,117,872	132,335,071
Dec 2014	60.1	57.3	58.3%	179.81	163.00	169.23	108.00	93.41	98.65	322,617	575,236	897,853	193,775	329,624	523,399	34,842,526	53,729,919	88,572,445
May to Dec 2014	77.9%	78.0%	78.0%	224.17	200.17	208.75	174.54	156.15	162.73	2,549,346	4,575,330	7,124,676	1,984,863	3,569,083	5,553,946	444,953,065	714,434,224	1,159,387,289

By Month Percentage Comparison between 2013 & 2014: Jan to April vs. March to December																		
Date	Occupancy (%)			ADR			RevPAR			Room Supply			Room Demand			Room Revenues		
Compare 2013-2014	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC	Downtown	Rest of DC	All DC
January	-7.3%	-0.9%	-3.2%	-22.5%	-24.7%	-24.0%	-28.1%	-25.4%	-26.4%	0.1%	-1.3%	-0.8%	-7.2%	-2.2%	-4.0%	-28.1%	-26.4%	-27.0%
February	3.6%	1.8%	2.5%	0.6%	0.6%	0.7%	4.2%	2.4%	3.2%	0.1%	-2.1%	-1.4%	3.7%	-0.3%	1.1%	4.3%	0.3%	1.8%
March	-3.3%	-0.4%	-1.4%	9.5%	6.7%	7.7%	5.8%	6.3%	6.2%	0.1%	-2.4%	-1.5%	-3.2%	-2.7%	-2.9%	5.9%	3.8%	4.6%
April	-1.0%	-0.1%	-0.4%	-7.9%	-6.3%	-6.9%	-8.8%	-6.4%	-7.2%	0.0%	-2.7%	-1.8%	-1.0%	-2.7%	-2.1%	-8.8%	-8.9%	-8.8%
Jan to April 2014 to 2013	-1.9%	0.0%	-0.7%	-4.1%	-5.0%	-4.7%	-6.0%	-5.0%	-5.3%	0.1%	-2.1%	-1.4%	-1.9%	-2.1%	-2.0%	-5.9%	-7.0%	-6.6%

Marriott Marquis Washington DC Opens May 2014 (1175 Rooms)																		
May	6.6%	3.7%	0.9%	-0.4%	3.6%	2.2%	-4.5%	7.4%	3.2%	12.7%	-0.4%	4.0%	8.1%	3.3%	5.0%	7.7%	7.0%	7.3%
June	-5.0%	1.5%	-0.7%	-4.4%	1.1%	-0.9%	-9.1%	2.6%	-1.6%	12.7%	0.1%	4.3%	7.1%	1.6%	3.5%	2.4%	2.7%	2.6%
July	-4.5%	1.6%	-0.5%	5.5%	5.6%	5.7%	0.8%	7.3%	5.2%	12.7%	0.1%	4.3%	7.6%	1.7%	3.7%	13.6%	7.4%	9.7%
August	-4.3%	4.7%	1.5%	10.0%	11.2%	10.8%	5.3%	16.5%	12.5%	12.7%	0.1%	4.3%	7.9%	4.8%	5.9%	18.7%	16.6%	17.4%
September	3.7%	9.4%	7.4%	11.4%	6.2%	8.4%	15.6%	16.2%	16.5%	12.8%	0.6%	4.6%	17.0%	10.0%	12.4%	30.3%	16.8%	21.9%
October	0.0%	7.5%	4.9%	-5.9%	-2.4%	-3.6%	-5.9%	4.8%	1.0%	12.8%	0.6%	4.6%	12.7%	8.1%	9.7%	6.1%	5.4%	5.7%
November	-1.1%	0.2%	-0.2%	6.2%	6.4%	6.7%	5.0%	6.7%	6.5%	12.8%	1.4%	5.2%	11.5%	1.6%	4.9%	18.4%	8.1%	12.0%