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# *Manhattan lodging index*

*First quarter 2013*

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- Employment Trends
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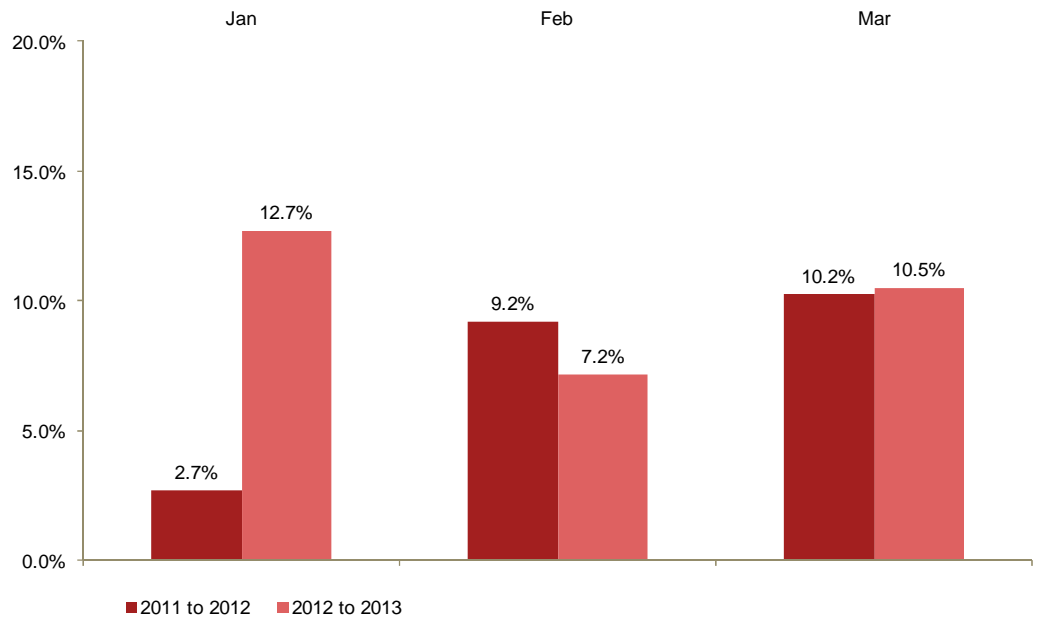
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# *Manhattan lodging overview*

**In the first quarter, Manhattan's average daily rate ("ADR") and occupancy levels saw healthy increases, resulting in a robust growth in revenue per available room ("RevPAR").**

During the first quarter of 2013, Manhattan's occupancy levels increased 4.4 percent to 80.0 percent. Pricing power continued to improve as ADR experienced healthy growth, increasing 5.5 percent. This combination led to a 10.2 percent increase in RevPAR in the first quarter, compared to year-ago levels; the highest since the first quarter increase of 10.3 percent in 2008.

### *Manhattan Q1 RevPAR growth by month*



Source: PwC, based on Smith Travel Research data

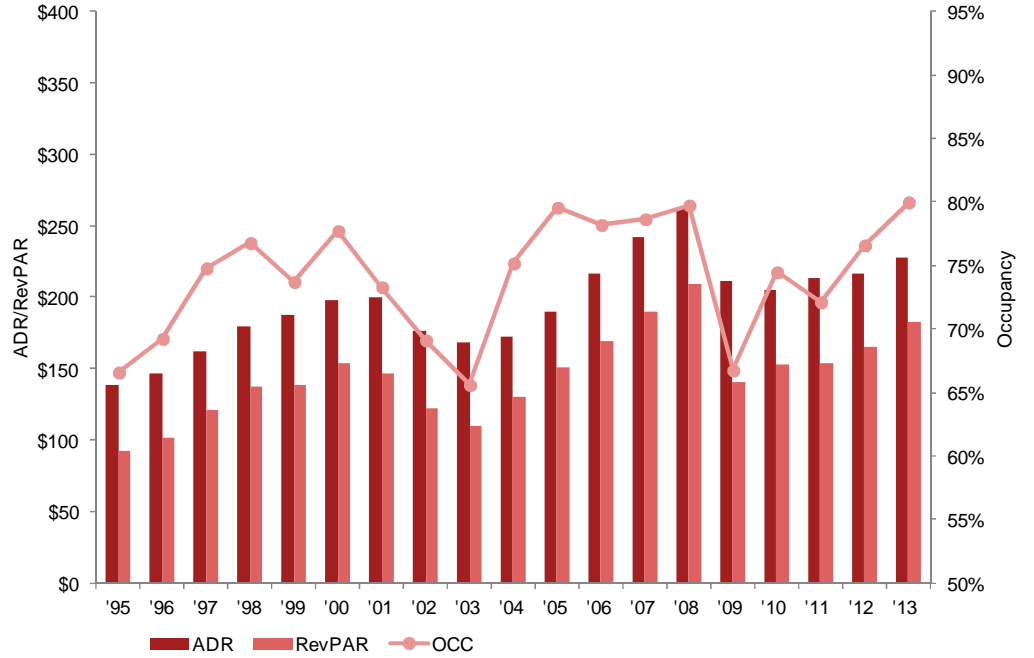
On the basis of class, all segments experienced increases in RevPAR from year-ago levels, driven by a combination of both ADR and occupancy growth. The upper midscale segment ended the first quarter with the highest increase in RevPAR, experiencing an 11.8 percent improvement over the prior year period. The upscale, upper-upscale, and luxury segments experienced RevPAR increases of 10.4 percent, 10.0 percent, and 9.1 percent, respectively.

At the neighborhood level, all submarkets experienced RevPAR growth in the first quarter of 2013, with growth driven by a combination of both ADR and occupancy. Upper Manhattan led in RevPAR growth, experiencing a quarterly increase of 14.9 percent. Midtown South, Midtown West, Lower Manhattan, and Midtown East all experienced a robust growth in RevPAR, with increases of 12.8 percent, 10.7 percent, 8.2 percent, and 6.7 percent, respectively.

Limited-service hotels outperformed full-service hotels in terms of RevPAR growth, experiencing a 13.0 percent increase, compared to 9.8 percent for full-service hotels.

Independent hotels outpaced chain-affiliated hotels in RevPAR growth, experiencing an 11.7 percent gain, compared to a 9.3 percent increase for chain-affiliated hotels.

## *Manhattan Q1 performance, 19-year trend*



Source: PwC, based on Smith Travel Research data

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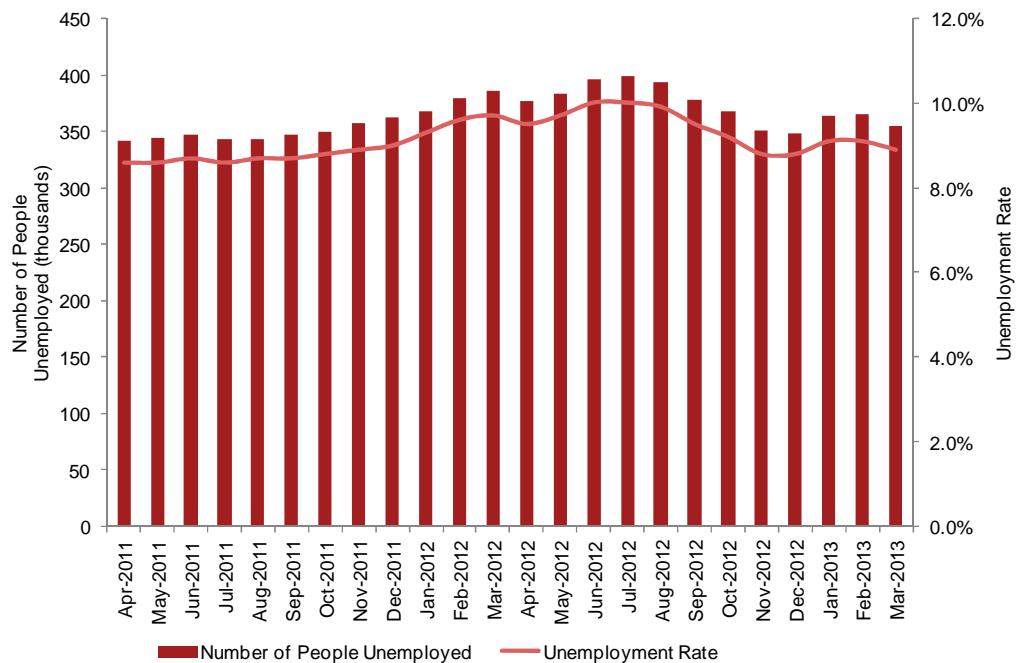
# *Employment trends*

The New York City labor market continued to improve as unemployment rates declined compared to year-ago levels. According to the New York State Department of Labor, New York City's seasonally adjusted unemployment rate averaged 9.0 percent in the first quarter of 2013, a decline of approximately 5.2 percent from the same period last year. New York State's seasonally adjusted unemployment rate averaged 8.3 percent in the first quarter of 2013, down 1.2 percent from the same period last year.

The average US unemployment rate during the first quarter of 2013 decreased slightly from the fourth quarter of 2012, averaging approximately 7.7 percent.

According to the New York State Department of Labor, for the twelve-month period ended March 2013, New York City's private sector employment increased by 57,900, or 1.8 percent, to 3,358,800. During the period, job growth occurred in professional and business services, which gained 22,800 jobs, education and health services, which gained 22,700 jobs, trade, transportation and utilities, which gained 11,200 jobs, other services, which gained 4,700 jobs, natural resources, mining and construction, which gained 2,500 jobs, leisure and hospitality, which gained 1,500 jobs. The sectors that experienced job losses for this 12-month period included financial activities, which lost 5,800 jobs, manufacturing, which lost 1,400 jobs, and the information sector, which lost 300 jobs.

### ***New York City Unemployment for the 24-month period ended March 2013***



Source: New York State Department of Labor

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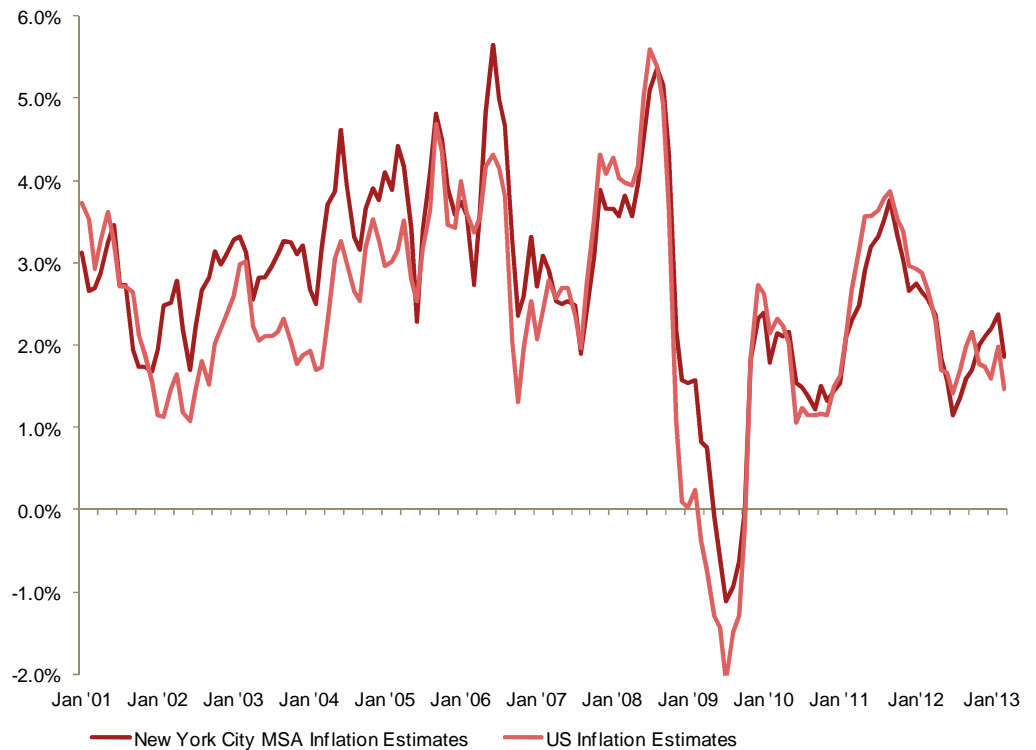
*Gross metro  
product and  
consumer price  
Index*

The US economic recovery accelerated in the first quarter of 2013. According to the advance estimate released by the Bureau of Economic Analysis, US real gross domestic product ("GDP") increased at a seasonally-adjusted, annualized rate of 2.5 percent. This quarter's increase was primarily driven by positive contributions from personal consumption expenditures ("PCE"), which increased by 3.2 percent, a positive sign for the domestic lodging sector. Other factors that contributed to an increase in GDP included private inventory investment, which increased approximately 1.0 percent, exports, which increased 2.9 percent, residential investment, which increased 12.6 percent, and non-residential fixed investment, which increased 2.1 percent. These increases were partly offset by declines in federal government spending and state and local government spending.

At the local level, New York's gross metro product is expected to increase by 2.8 percent in 2013, according to Moody's Economy.com forecast as of January 2013.

New York City's consumer price index ("CPI") increased by an average of 2.1 percent during the first quarter, above the 1.7 percent increase in national CPI.

### *Consumer price index*



Source: Bureau of Labor Statistics



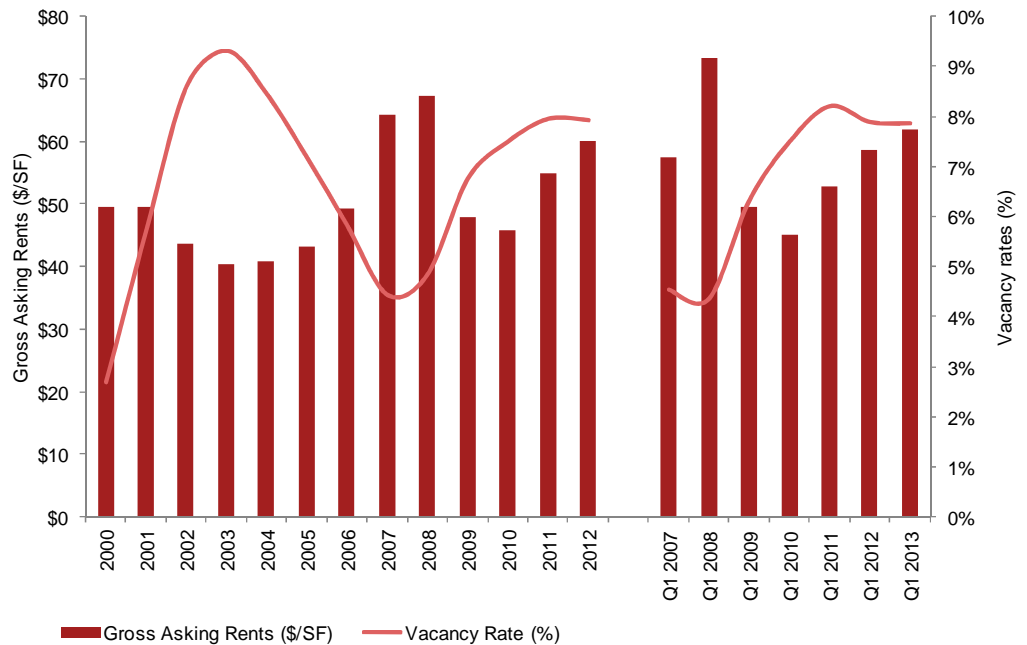
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# *Office market statistics*

Manhattan's office market showed positive results in the first quarter of 2013, as overall vacancy rates decreased to approximately 7.9 percent, down 0.4 percent from year-ago levels, while gross asking rents increased by approximately 5.6 percent to \$61.89 per square foot, compared to the same period last year.

During the first quarter, the Downtown submarket's vacancy rate was 6.9 percent, down 0.7 percentage points compared to the same period last year, while the Midtown submarket's vacancy rate was 8.2 percent, up 0.2 percentage points relative to last year. During the same period, the Downtown submarket experienced gross asking rents of \$43.90 per square foot, up 14.1 percent from the same period last year, while the Midtown submarket experienced gross asking rents of \$68.10 per square foot, up 3.9 percent.

### Gross asking rents and vacancy rates



Source: PwC, based on CBRE Economic Advisors data

According to The Real Deal, in January 2013, IBM signed a sublease for 54,045 square feet, the entire 8<sup>th</sup> floor of the 63 Madison Avenue building for an unreported rent per square foot. In February 2013, the insurance brokerage firm, Aon, signed a sublease for 112,000 square feet on the 14<sup>th</sup>, 21<sup>st</sup>, 22<sup>nd</sup>, and 23<sup>rd</sup> floors at 299 Park Avenue for a reported rent of approximately \$50 per square foot. Also in February 2013, Microsoft signed a long-term lease at 11 Times Square for an undisclosed rent per square foot. In March 2013, investment bank, Jefferies, signed a 15-year lease renewal for 450,000 square feet at 520 Madison Avenue. Jefferies currently pays a reported rent of \$90 per square foot for its space on the lower floors and \$103 per square foot for the upper floors through its current lease expiration in 2022, after which the unreported rent for the extension term will take effect.

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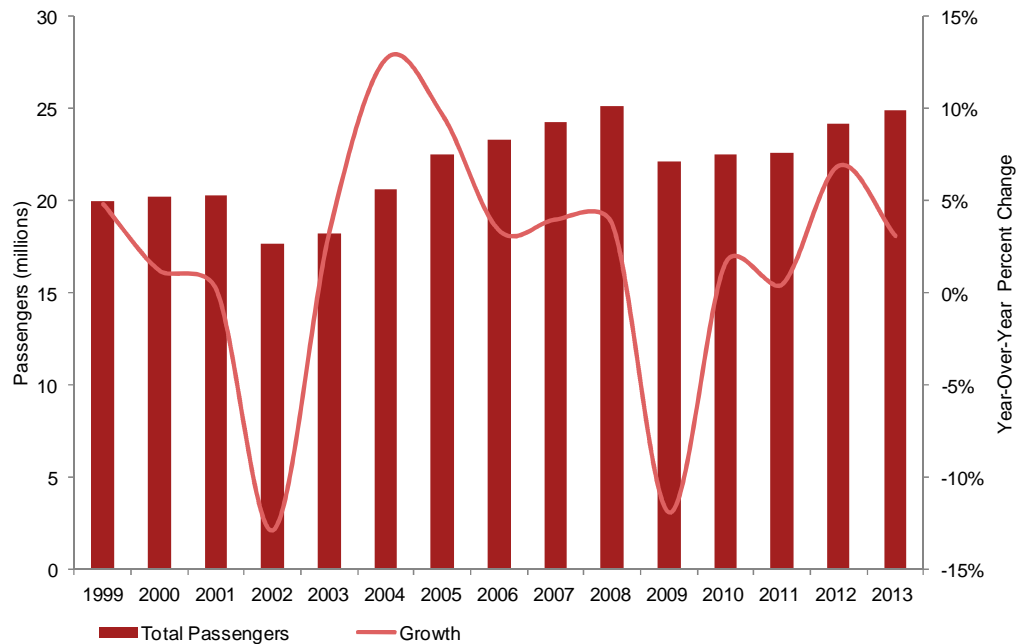
According to Real Capital Analytics, in January 2013, Besen & Associates purchased the 42,176,000 square-foot Fine Arts Building at 232 East 59<sup>th</sup> Street for approximately \$806 per square foot from 232 Battaglia Realty LLC. In February 2013, a joint venture between Carlyle Group and ClearRock Properties purchased the 107,865 square-foot office building at 920 Broadway from The Estate of Muriel Block on behalf of Yeshiva University for a reported price of \$542 per square foot. In March 2013, a joint venture between Chetrit Group and Clipper Equity purchased the 855,000 square-foot Sony Plaza at 550 Madison from Sony for approximately \$1,287 per square foot. Also in March 2013, Glenwood Management purchased the 7,895 square-foot former International Longevity Center office building at 60 East 86<sup>th</sup> Street for approximately \$2,812 per square foot from Columbia University. Finally, in March 2013, RFR Realty purchased the 393,687 square-foot office building at 350 Madison from Kensico Properties for approximately \$664 per square foot.

# *Air traffic statistics*

Air traffic levels during the first quarter of 2013 increased approximately 3.1 percent from year-ago levels. The three major New York metropolitan airports - Newark Liberty International Airport, LaGuardia International Airport and John F. Kennedy International Airport - combined to serve approximately 24.9 million passengers from January through March 2013, up from 24.2 million passengers over the same period a year ago. International passenger traffic increased approximately 4.6 percent to a level of approximately 8.34 million passengers, compared to approximately 7.97 million passengers during the same period last year.

The following chart displays first quarter passenger traffic and growth over the past fifteen years.

### Q1 passenger traffic



Source: Port Authority of New York and New Jersey

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# *Recent Manhattan hotel transactions*

Two hotel transactions occurred recently in Manhattan. In March 2013, the 185-room Hyatt Place Midtown South was sold by Sam Chang to Chesapeake Lodging Trust for a reported transaction price of approximately \$76 million. In April 2013, the 178-room Hyatt Union Square was sold by Sam Chang to Hersha Hospitality Trust for a reported transaction price of approximately \$101 million.

The following table summarizes these recent transactions.

Transaction date	Hotel name	Rooms	Transaction price	Price per room
March 2013	Hyatt Place Midtown South	185	\$ 76,489,637	\$ 413,457
April 2013	Hyatt Union Square	178	\$ 101,000,000	\$ 567,416

Source: Real Capital Analytics

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*Recent and planned  
hotel  
openings/closings*



Ten hotels recently opened in Manhattan. The 147-room Hampton Inn United Nations opened in February 2013. In March, four hotels opened, including the 185-room Hyatt Place Midtown South, the 113-room Jade Hotel Union Square, the 88-room Comfort Inn Midtown West, and the 132-room Holiday Inn Lower East Side. April saw the opening of two hotels - the 235-unit Fairfield Inn & Suites New York Midtown Manhattan/Pennsylvania Station and the 178-room Hyatt Union Square. Finally, three hotels opened in May, including the 173-unit SpringHill Suites New York West 37<sup>th</sup> Street, the 94-room Best Western Premier Herald Square, and the 224-room Courtyard by Marriott New York Manhattan/Times Square West.

## 2013

Property	Location	Neighborhood	Owner/Developer	Anticipated Opening/Closing	Rooms
The Refinery Hotel	63 W 38th St	Times Square Area	63 West 38th Street Development	Jun-13	197
Fairfield Inn & Suites New York City Manhattan South	95 Henry St	Lower Manhattan	East Broadway Tower Corp	Jul-13	90
Quin Hotel	101 W 57th St	Times Square Area	UBS Realty Investors	Oct-13	200
Holiday Inn Express New York Manhattan West Side	540 W 48th St	Times Square Area	McSam Hotel Group LLC	Oct-13	179
Hyatt Times Square	135 W 45th St	Times Square Area	Extell Development Co	Oct-13	487
Hampton Inn Manhattan Downtown Financial District	32 Pearl St	Lower Manhattan	Hersha Hospitality	Nov-13	81
Viceroy New York	120 W 57th St	Times Square Area	Ark Investment Partners, LP	Nov-13	240
Courtyard by Marriott	1715-1717 Broadway	Times Square Area	Granite Development Corporation	Dec-13	378
Residence Inn	1715-1717 Broadway	Times Square Area	Granite Development Corporation	Dec-13	261
Galerie 515	511 9th Ave	Times Square Area	511 9th LLC	Dec-13	87
Grand Street Hotel	196 Grand St	Lower Manhattan	196 Grand LLC	Dec-13	47
Hilton Garden Inn Central Park South	235-237 W 54th St	Times Square Area	The Moinian Group	Dec-13	401

## 2014

Property	Location	Neighborhood	Owner/Developer	Anticipated Opening/Closing	Rooms
Courtyard by Marriott Chelsea	135 W 30th St	Lower Manhattan	Flintlock Construction Services LLC	Jan-14	266

Property	Location	Neighborhood	Owner/Developer	Anticipated Opening/Closing	Rooms
Audobon Hotel	507 W 181st St	Uptown	505 West 181 Associates LLC	Jan-14	36
Hilton Garden Inn 52nd Street Midtown East	206 E 52nd St	Midtown East	Hersha Hospitality	Jan-14	206
CitizenM Hotel	218 W 50th St	Times Square Area	OSIB-BCRE 50th Street Holdings	Jan-14	230
Unnamed Hotel	54 Canal St	Lower Manhattan	Nine Orchard Partners LLC	Jan-14	140
Holiday Inn Manhattan Financial District	99 Washington St	Lower Manhattan	McSam Hotel Group	Feb-14	416
Marlton House	5 W 8th St	Lower Manhattan	Greenwich Village Hospitality LLC	Feb-14	121
Fairfield Inn Seaport Hotel	161 Front St	Lower Manhattan	Lam Generations LLC	Feb-14	173
Hotel Soho	523 Greenwich St	Lower Manhattan	Fortuna Realty Group	Feb-14	124
The Knickerbocker Hotel	1462 Broadway	Times Square Area	AC Broadway 1466 LP	Mar-14	363
Hilton Garden Inn New York Midtown Park Avenue	45 E 33rd St	Lower Manhattan	Empire 33rd Street LLC	Mar-14	232
Homewood Suites New York Midtown South	312 W 37th St	Times Square Area	West 37th Street Partners LLC c/o Albanese Org.	Apr-14	294
Hilton Garden Inn New York Times Square South	136 W 42nd St	Times Square Area	AC Broadway 1466 LP	Apr-14	282
Archer New York	45-49 W 38th St	Times Square Area	Lodgeworks	May-14	180
aloft	49 Ann St	Lower Manhattan	The Lam Group	May-14	125
Residence Inn	170 Broadway	Lower Manhattan	AC Broadway 1466 LP	May-14	243
One57 Park Hyatt Hotel	157 W 57th St	Times Square Area	Extell Development Co	Jun-14	210
Unnamed Hotel	1414 Ave. of the Americas	Midtown East	Starwood Capital Group	Jun-14	240
Allen Hotel	139 Orchard Street	Lower Manhattan	Richter + Ratner	Jun-14	98
Grand East Hotel	451 Lexington Ave	Midtown East	451 Lexington Realty LLC	Jun-14	288
SLS Hotel New York	444 Park Ave South	Midtown East	Sam Nazarian	Jul-14	190
Holiday Inn	585 8th Ave	Times Square Area	McSam Hotel Group	Jul-14	288
Cambria Suites Chelsea	123 W 28th St	Lower Manhattan	We Care Trading Co. Ltd.	Jul-14	135
Four Points by Sheraton Financial District Hotel	6 Platt St	Lower Manhattan	The Lam Group	Jul-14	263
Comfort Inn & Suites New York	154 Madison St	Lower Manhattan	USA Senwell Fund	Jul-14	42

Property	Location	Neighborhood	Owner/Developer	Anticipated Opening/Closing	Rooms
			Management LLC		
Baccarat Luxury Hotel & Condominium	20-24 W 53rd St	Midtown East	VIII Hotel II Tribeca Holdings LLC	Jul-14	114
CitizenM Hotel	185-191 Bowery	Lower Manhattan	Brack Capital Real Estate	Jul-14	315
Hotel Ludlow	180-184 Ludlow St	Lower Manhattan	BD Hotels	Sep-14	162
John Street Hotel	24 John St	Lower Manhattan	N/A	Sep-14	90
Fairfield Inn New York Lower Manhattan	20 Fletcher St	Lower Manhattan	Seaport Heights LLC	Sep-14	181
Mott Hotel	197 Mott St	Lower Manhattan	First Mott St LLC	Sep-14	48
Ayya Hotel	11 E 31st St	Lower Manhattan	244 East 86th Street, LLC	Sep-14	260
The Stories Hotel	163 Orchard St	Lower Manhattan	163 Orchard Street LLC	Dec-14	52
Thompson Hotel Downtown	5 Beekman St	Lower Manhattan	GB Lodging	Dec-14	297
Hotel Indigo	180 Orchard St	Lower Manhattan	LES Realty Group LLC	Dec-14	151
EVEN Hotel	219 E 44th St	Lower Manhattan	InterContinental Hotels & Resorts	Dec-14	230
Hampton Inn Manhattan Times Square	220-246 W 41st St	Lower Manhattan	OTO Development LLC	Dec-14	300

## *2015 and Hotels in permitting and planning*

Property	Location	Neighborhood	Owner/Developer	Anticipated Opening/Closing	Rooms
Cambria Suites Times Square	30 W 46th St	Times Square Area	South 46 LLC	Jan-15	194
Clocktower Edition New York	5 Madison Ave	Lower Manhattan	N/A	May-15	355
Unnamed Hotel	400 W 42nd St	Times Square Area	Friedman Group and Landis Group	Jun-15	510
Unnamed Hotel	218 W 35th St	Times Square Area	N/A	Jun-15	300
Riu Plaza New York Times Square	733 8th Ave	Times Square Area	Riu Hotels & Resorts	Jul-15	600
aloft Hotel Manhattan Midtown	1225-1227 Broadway	Lower Manhattan	The Lam Group	Dec-15	200
Embassy Suites New York Midtown	60 W 37th St	Times Square Area	N/A	Jan-16	310
Unnamed Hotel	45th St and Lexington Ave	Times Square Area	N/A	N/A	N/A

Property	Location	Neighborhood	Owner/Developer	Anticipated Opening/Closing	Rooms
Residence Inn	215 Pearl St	Lower Manhattan	The Lam Group	N/A	120
Courtyard By Marriott	215 Pearl St	Lower Manhattan	The Lam Group	N/A	200
Unnamed Hotel	231 Hudson St	Lower Manhattan	McSam Hotel Group	N/A	N/A
Unnamed Hotel	501 Canal St	Lower Manhattan	McSam Hotel Group	N/A	N/A
Unnamed Hotel	1225-1227 Broadway	Lower Manhattan	The Lam Group	N/A	N/A
Unnamed Hotel	32 W 29th St	Lower Manhattan	32-34 West 29th Street Realty LLC	N/A	117
Unnamed Hotel	152-154 Leroy St	Lower Manhattan	N/A	N/A	N/A
Unnamed Hotel	Unknown Location	Uptown/Midtown East	Dewberry Capital Corporation	N/A	80
Greenhouse 26	132 W 26th St	Lower Manhattan	Jack Ancona	N/A	27
Unnamed Hotel	50 Trinity Pl	Lower Manhattan	44 5th Avenue Associates LLC	N/A	249
Unnamed Hotel	509 W 43rd St	Times Square Area	SCW West LLC	N/A	342
Unnamed Hotel	577 9th Ave	Times Square Area	400 Times Square Associates LLC	N/A	441
Unnamed Hotel	105 W 28th St	Lower Manhattan	107 West 28th Street	N/A	24
Unnamed Hotel	1212 Broadway	Lower Manhattan	1212 Broadway NYC LLC c/o Fantas	N/A	N/A
Unnamed Hotel	233 W 125th St	Uptown	Danforth Development Partners LLC/Exact Capital	N/A	175
Unnamed Hotel	510 W 44th St	Times Square Area	Mikesam Construction Corporation	N/A	350
Unnamed Hotel	6 Water St	Lower Manhattan	McSam Hotel Group	N/A	260
Unnamed Hotel	741 8th Ave	Times Square Area	303 West 46th St	N/A	275
Unnamed Hotel	53 W 53rd St	Midtown East	W205 Hines West Fifth Realty LLC	N/A	100
Unnamed Hotel	431 W 33rd St	Lower Manhattan	McSam Hotel Group	N/A	155
Unnamed Hotel	176 Madison Ave	Lower Manhattan	NMP Group LLC	N/A	108
Unnamed Hotel	6 E 37th St	Lower Manhattan	6 E. 37th St. LLC	N/A	N/A
Unnamed Hotel	322 W 14th St	Lower Manhattan	The ICON Group	N/A	92

Property	Location	Neighborhood	Owner/Developer	Anticipated Opening/Closing	Rooms
Unnamed Hotel	145 E 47th St	Midtown East	Steve Shemel	N/A	126
Unnamed Hotel	71 4th Ave	Lower Manhattan	71 Park Ave South LLC	N/A	91
Unnamed Hotel	703 Washington St	Lower Manhattan	Madison Equities	N/A	57
Unnamed Hotel	38 W 36th St	Times Square Area	8th & Pine Partners LP	N/A	97
Unnamed Hotel	112 W 25th St	Lower Manhattan	112-118 West 25th	N/A	305
Advaya Hotel	107 W 28th St	Lower Manhattan	107 West 28th Street	N/A	62
Graves Charney Hotel	120 W 41st St	Times Square Area	Stanford Hotels Corporation	N/A	99
Unnamed Hotel	356 W 40th St	Times Square Area	Ron Joobeen	N/A	21
Unnamed Hotel	338 Bowery	Lower Manhattan	McSam Hotel Group	N/A	37
Unnamed Hotel	11th Ave & 33rd Street	Lower Manhattan	The Related Companies	N/A	N/A
Unnamed Hotel	321 W 35th St	Lower Manhattan	CCW Realty Inc	N/A	134
Unnamed Hotel	88 Allen St	Lower Manhattan	Paul Leung	N/A	45
Unnamed Hotel	19 W 55th St	Times Square Area	AREP 19 Fifty-Fifth LLC	N/A	376
Unnamed Hotel	2 Stanton St	Lower Manhattan	Chrystie Land Associates LLC	N/A	377
Unnamed Hotel	333 W 38th St	Times Square Area	Optima Real Estate LLC	N/A	79
Unnamed Hotel	160 W 56th St	Times Square Area	Carnegie Towers LLC	N/A	41
Unnamed Hotel	72 9th Ave	Lower Manhattan	Jamestown Premier Chelsea Market LP	N/A	N/A
Unnamed Hotel	1150 Avenue of the Americas	Times Square Area	Fortuna Realty Group	N/A	187
Unnamed Hotel	516 5th Ave	Times Square Area	Thor Equities	N/A	N/A
Unnamed Hotel	27 E 4th St	Lower Manhattan	Kalodop II Park Corp	N/A	N/A
Unnamed Hotel	514 W 168th St	Uptown	514 West 168th Street LLC	N/A	41
Unnamed Hotel	701 7th Ave	Times Square Area	Vimar Realty Corp c/o W & S Inc	N/A	360
Unnamed Hotel	50 Bowery	Lower Manhattan	Bower Holdings LLC	N/A	235
Unnamed Hotel	217 W 57th St	Times Square Area	Extell Development Co	N/A	N/A

Property	Location	Neighborhood	Owner/Developer	Anticipated Opening/Closing	Rooms
Unnamed Hotel	101 W 28th St	Lower Manhattan	Celebration Downtown Developers LLC /Lexin Capital	N/A	152
Marriott Edition	W 47th St and 7th Ave	Times Square Area	N/A	N/A	N/A
Unnamed Hotel	44 W 29th St	Lower Manhattan	Devli Properties Inc	N/A	110
Unnamed Hotel	215 Chrystie St	Lower Manhattan	Ian Schrager Company	N/A	N/A

Source: PwC, based on CBRE Econometric Advisors data, news reports, and industry contacts

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*First quarter 2013  
Manhattan lodging  
index*

## All Manhattan

	Occupancy				ADR				RevPAR				March YTD		
	Jan	Feb	Mar	1Q	Jan	Feb	Mar	1Q	Jan	Feb	Mar	1Q	Occ.	ADR	RevPAR
2012 Market Average	69.4%	75.5%	84.7%	76.6%	\$203.10	\$203.57	\$236.69	\$216.09	\$141.03	\$153.67	\$200.36	\$165.48	76.6%	\$216.09	\$165.48
2013 Market Average	75.6%	78.1%	86.0%	80.0%	\$210.10	\$210.92	\$257.53	\$227.98	\$158.93	\$164.70	\$221.39	\$182.32	80.0%	\$227.98	\$182.32
	% Change from 2012				% Change from 2012				% Change from 2012				% Change from 2012		
Market Average	8.9%	3.4%	1.6%	4.4%	3.4%	3.6%	8.8%	5.5%	12.7%	7.2%	10.5%	10.2%	4.4%	5.5%	10.2%

## By Class

	Occupancy				ADR				RevPAR				March YTD		
	Jan	Feb	Mar	1Q	Jan	Feb	Mar	1Q	Jan	Feb	Mar	1Q	Occ.	ADR	RevPAR
Luxury – 2012	68.2%	73.5%	81.3%	74.4%	\$317.78	\$322.25	\$347.75	\$330.59	\$216.59	\$236.94	\$282.69	\$245.97	74.4%	\$330.59	\$245.97
Luxury – 2013	73.1%	75.4%	82.0%	76.9%	\$331.11	\$333.48	\$378.25	\$349.15	\$241.95	\$251.41	\$310.12	\$268.37	76.9%	\$349.15	\$268.37
Upper Upscale – 2012	69.5%	74.5%	83.6%	75.9%	\$222.31	\$222.77	\$256.30	\$235.33	\$154.44	\$165.90	\$214.38	\$178.60	75.9%	\$235.33	\$178.60
Upper Upscale – 2013	75.4%	77.9%	88.0%	80.5%	\$227.61	\$226.70	\$271.52	\$243.87	\$171.62	\$176.69	\$238.98	\$196.40	80.5%	\$243.87	\$196.40
Upscale – 2012	72.5%	78.0%	86.7%	79.1%	\$156.74	\$156.40	\$193.81	\$170.67	\$113.70	\$122.02	\$168.01	\$135.05	79.1%	\$170.67	\$135.05
Upscale - 2013	79.8%	79.7%	84.1%	81.3%	\$163.64	\$164.69	\$217.51	\$183.41	\$130.62	\$131.30	\$182.98	\$149.10	81.3%	\$183.41	\$149.10
Upper Midscale – 2012	71.2%	78.1%	88.3%	79.3%	\$132.79	\$135.39	\$170.19	\$148.01	\$94.58	\$105.72	\$150.29	\$117.34	79.3%	\$148.01	\$117.34
Upper Midscale - 2013	75.7%	80.3%	90.0%	82.1%	\$140.82	\$142.67	\$188.51	\$159.65	\$106.60	\$114.61	\$169.66	\$131.13	82.1%	\$159.65	\$131.13
	% Change from 2012				% Change from 2012				% Change from 2012				% Change from 2012		
Luxury	7.2%	2.5%	0.9%	3.3%	4.2%	3.5%	8.8%	5.6%	11.7%	6.1%	9.7%	9.1%	3.3%	5.6%	9.1%
Upper Upscale	8.5%	4.7%	5.2%	6.1%	2.4%	1.8%	5.9%	3.6%	11.1%	6.5%	11.5%	10.0%	6.1%	3.6%	10.0%
Upscale	10.0%	2.2%	-3.0%	2.7%	4.4%	5.3%	12.2%	7.5%	14.9%	7.6%	8.9%	10.4%	2.7%	7.5%	10.4%
Upper Midscale	6.3%	2.9%	1.9%	3.6%	6.1%	5.4%	10.8%	7.9%	12.7%	8.4%	12.9%	11.8%	3.6%	7.9%	11.8%



## By Neighborhood

	Occupancy				ADR				RevPAR				March YTD		
	Jan	Feb	Mar	1Q	Jan	Feb	Mar	1Q	Jan	Feb	Mar	1Q	Occ.	ADR	RevPAR
Upper Manhattan – 2012	62.1%	67.4%	79.1%	69.6%	\$260.47	\$258.42	\$287.62	\$270.47	\$161.77	\$174.29	\$227.41	\$188.27	69.6%	\$270.47	\$188.27
Upper Manhattan – 2013	67.3%	69.7%	83.1%	73.5%	\$277.95	\$287.08	\$313.54	\$294.50	\$187.03	\$200.18	\$260.40	\$216.40	73.5%	\$294.50	\$216.40
Midtown West – 2012	72.2%	76.8%	86.0%	78.4%	\$197.74	\$195.13	\$231.04	\$209.57	\$142.74	\$149.76	\$198.60	\$164.23	78.4%	\$209.57	\$164.23
Midtown West – 2013	78.7%	80.1%	86.6%	81.8%	\$203.74	\$201.73	\$255.53	\$222.05	\$160.30	\$161.61	\$221.24	\$181.74	81.8%	\$222.05	\$181.74
Midtown East – 2012	66.6%	73.3%	83.2%	74.4%	\$221.59	\$221.99	\$257.64	\$235.57	\$147.49	\$162.82	\$214.42	\$175.24	74.4%	\$235.57	\$175.24
Midtown East – 2013	73.5%	74.8%	82.9%	77.2%	\$225.07	\$222.76	\$273.35	\$242.29	\$165.42	\$166.73	\$226.49	\$186.94	77.2%	\$242.29	\$186.94
Midtown South – 2012	71.6%	78.5%	87.6%	79.3%	\$160.23	\$166.35	\$194.71	\$175.25	\$114.66	\$130.63	\$170.55	\$138.89	79.3%	\$175.25	\$138.89
Midtown South – 2013	76.4%	81.9%	90.9%	83.1%	\$168.51	\$175.44	\$216.05	\$188.55	\$128.70	\$143.69	\$196.40	\$156.68	83.1%	\$188.55	\$156.68
Lower Manhattan – 2012	67.6%	77.2%	83.4%	76.1%	\$225.48	\$232.36	\$257.02	\$239.86	\$152.40	\$179.46	\$214.29	\$182.63	76.1%	\$239.86	\$182.63
Lower Manhattan - 2013	72.3%	77.0%	85.4%	78.3%	\$237.02	\$243.46	\$271.55	\$252.16	\$171.43	\$187.45	\$231.81	\$197.53	78.3%	\$252.16	\$197.53
	% Change from 2012				% Change from 2012				% Change from 2012				% Change from 2012		
Upper Manhattan	8.3%	3.4%	5.0%	5.6%	6.7%	11.1%	9.0%	8.9%	15.6%	14.9%	14.5%	14.9%	5.6%	8.9%	14.9%
Midtown West	9.0%	4.4%	0.7%	4.4%	3.0%	3.4%	10.6%	6.0%	12.3%	7.9%	11.4%	10.7%	4.4%	6.0%	10.7%
Midtown East	10.4%	2.0%	-0.4%	3.7%	1.6%	0.3%	6.1%	2.9%	12.2%	2.4%	5.6%	6.7%	3.7%	2.9%	6.7%
Midtown South	6.7%	4.3%	3.8%	4.9%	5.2%	5.5%	11.0%	7.6%	12.2%	10.0%	15.2%	12.8%	4.9%	7.6%	12.8%
Lower Manhattan	7.0%	-0.3%	2.4%	2.9%	5.1%	4.8%	5.7%	5.1%	12.5%	4.4%	8.2%	8.2%	2.9%	5.1%	8.2%

### Neighborhood Index

Upper Manhattan 59th Street and North	Midtown West 5th Avenue and West from 34th Street to 59th Street	Midtown East 5th Avenue and East from 34th Street to 59th Street	Midtown South 14th Street to 34th Street	Lower Manhattan 14th Street and South
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## By Service

	Occupancy				ADR				RevPAR				March YTD		
	Jan	Feb	Mar	1Q	Jan	Feb	Mar	1Q	Jan	Feb	Mar	1Q	Occ.	ADR	RevPAR
Full Service - 2012	69.4%	75.3%	84.6%	76.5%	\$212.88	\$213.40	\$245.78	\$225.64	\$147.69	\$160.63	\$207.87	\$172.54	76.5%	\$225.64	\$172.54
Full Service - 2013	75.5%	78.3%	85.9%	79.9%	\$219.34	\$219.61	\$266.83	\$237.00	\$165.50	\$171.95	\$229.21	\$189.44	79.9%	\$237.00	\$189.44
Limited Service - 2012	69.7%	76.5%	85.0%	77.1%	\$160.42	\$161.06	\$196.68	\$174.39	\$111.80	\$123.14	\$167.16	\$134.40	77.1%	\$174.39	\$134.40
Limited Service - 2013	76.5%	77.2%	86.2%	80.1%	\$170.08	\$173.42	\$218.64	\$189.44	\$130.12	\$133.84	\$188.57	\$151.81	80.1%	\$189.44	\$151.81
	% Change from 2012				% Change from 2012				% Change from 2012				% Change from 2012		
Full Service	8.8%	4.0%	1.6%	4.5%	3.0%	2.9%	8.6%	5.0%	12.1%	7.0%	10.3%	9.8%	4.5%	5.0%	9.8%
Limited Service	9.8%	0.9%	1.5%	4.0%	6.0%	7.7%	11.2%	8.6%	16.4%	8.7%	12.8%	13.0%	4.0%	8.6%	13.0%

## By Affiliation

	Occupancy				ADR				RevPAR				March YTD		
	Jan	Feb	Mar	1Q	Jan	Feb	Mar	1Q	Jan	Feb	Mar	1Q	Occ.	ADR	RevPAR
Chain Affiliated - 2012	73.1%	77.6%	85.2%	78.7%	\$217.53	\$219.71	\$256.52	\$232.82	\$158.97	\$170.46	\$218.52	\$183.17	78.7%	\$232.82	\$183.17
Chain Affiliated - 2013	78.5%	79.5%	87.1%	81.8%	\$226.33	\$226.90	\$275.65	\$244.74	\$177.77	\$180.31	\$240.03	\$200.18	81.8%	\$244.74	\$200.18
Independent - 2012	64.1%	72.5%	83.8%	73.5%	\$181.00	\$179.97	\$208.93	\$191.67	\$116.03	\$130.52	\$175.03	\$140.89	73.5%	\$191.67	\$140.89
Independent - 2013	71.9%	76.1%	84.4%	77.5%	\$185.52	\$187.24	\$230.84	\$203.07	\$133.45	\$142.53	\$194.79	\$157.45	77.5%	\$203.07	\$157.45
	% Change from 2012				% Change from 2012				% Change from 2012				% Change from 2012		
Chain Affiliated	7.5%	2.4%	2.2%	4.0%	4.0%	3.3%	7.5%	5.1%	11.8%	5.8%	9.8%	9.3%	4.0%	5.1%	9.3%
Independent	12.2%	5.0%	0.7%	5.5%	2.5%	4.0%	10.5%	6.0%	15.0%	9.2%	11.3%	11.7%	5.5%	6.0%	11.7%

Source: PwC, based on Smith Travel Research data

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## **Contact us**

### ***Hospitality & Leisure Sectors***

Convention center

Cruise

Gaming

Lodging

Marinas

Sports facilities & teams

Travel & tourism

Vacation ownership

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This report is available from our website ([www.lodgingresearch.com](http://www.lodgingresearch.com)).

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## Further reading

**Loyalty analytics exposed: What every program manager needs to know**



**Loyalty analytics exposed: What every program manager needs to know**

**UK hotels forecast 2013 update**  
*A challenging year ahead for hoteliers*

As loyalty programs have grown and matured, various accounting, actuarial, and regulatory models have emerged. Differing views on recognizing and measuring loyalty program benefits and costs have led to diversity in practice.

This latest publication from our colleagues in Europe presents an updated outlook for UK hotel performance in 2013.

For London, provinces and the UK as a whole, the outlook presents estimates of occupancy, ADR and RevPAR in 2013.

Gaining an understanding of these different perspectives, particularly with respect to point-based loyalty programs, is critical to establishing an effective loyalty program strategy and proper financial reporting.