

Atlas
HOSPITALITY GROUP

THE MARKET LEADER
IN CALIFORNIA HOTEL SALES

2015 Meet the Money California Hotel Overview

May 2015

WHICH YEAR ARE WE IN?

Corporate Travel at Record Levels Lures Investors to Resorts
– *Bloomberg*

Hotel Construction Zooms in Southland
– *GlobeSt.com*

Luxury Hotels Breaking A Million Dollar Barrier
– *NY Times*

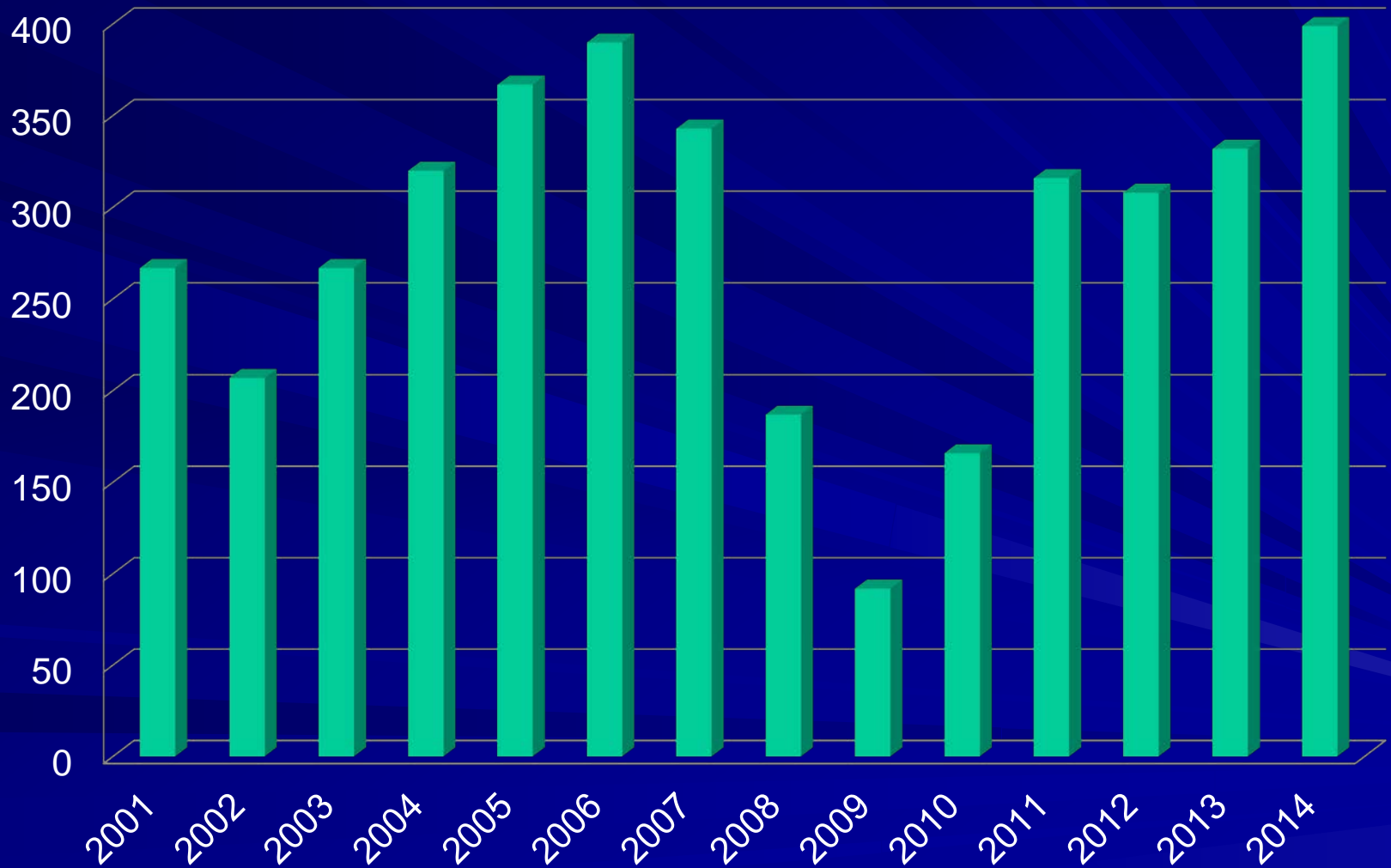
Strategic Closes Del Coronado Deal At Over \$1Million per Room
– *San Diego Tribune*

CALIFORNIA – DEJA-VU?

	2006	2014
No. of Individual Hotel Sales	390	399
Total Dollar Volume	\$5.1 Bil.	\$5.1 Bil.
Median Price per Room	\$77,273	\$73,488
No. of Transactions > \$5 Mil.	179	170
No. of Hotels Under Construction	90	88

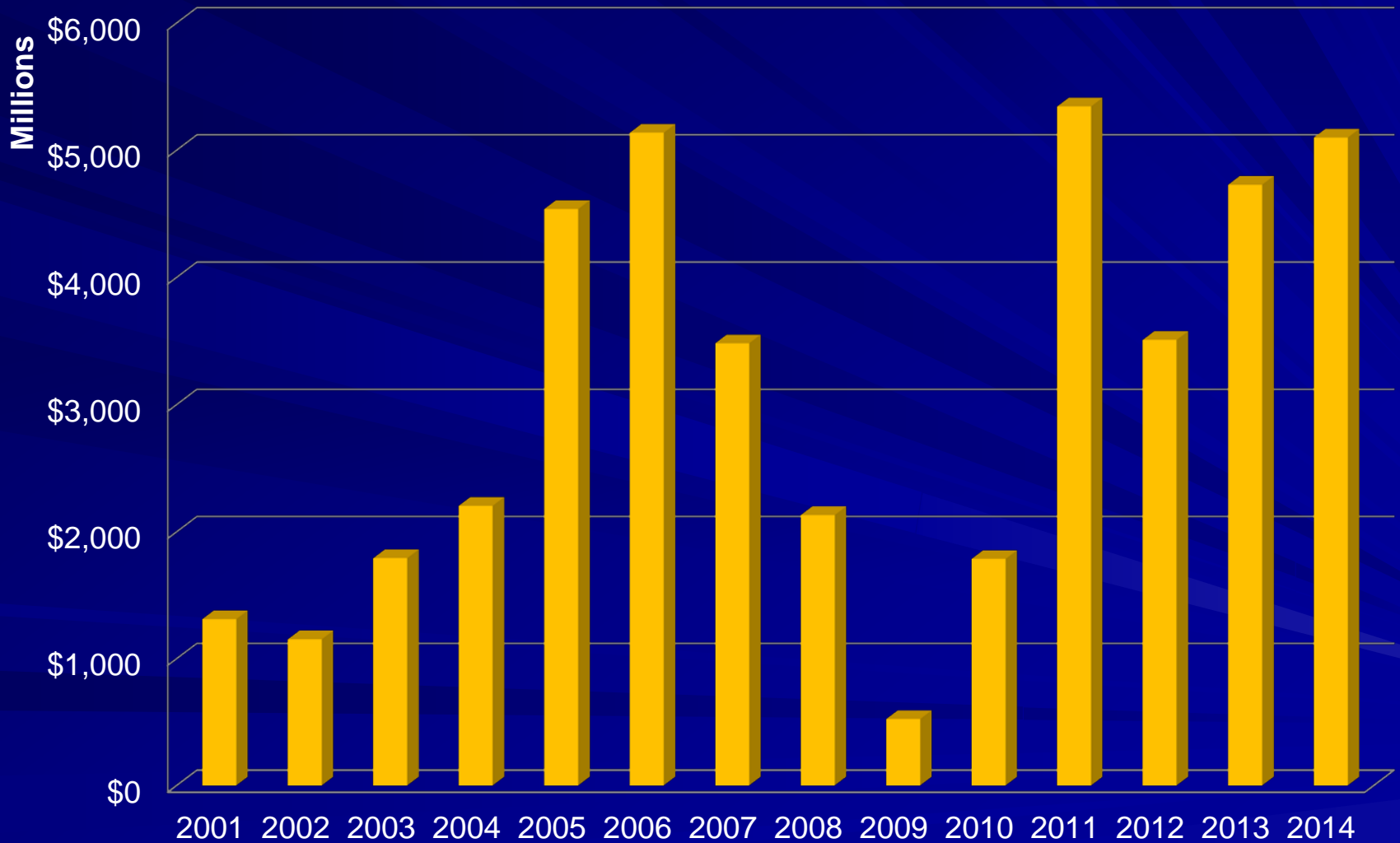
Historical Sales Chart

#SALES



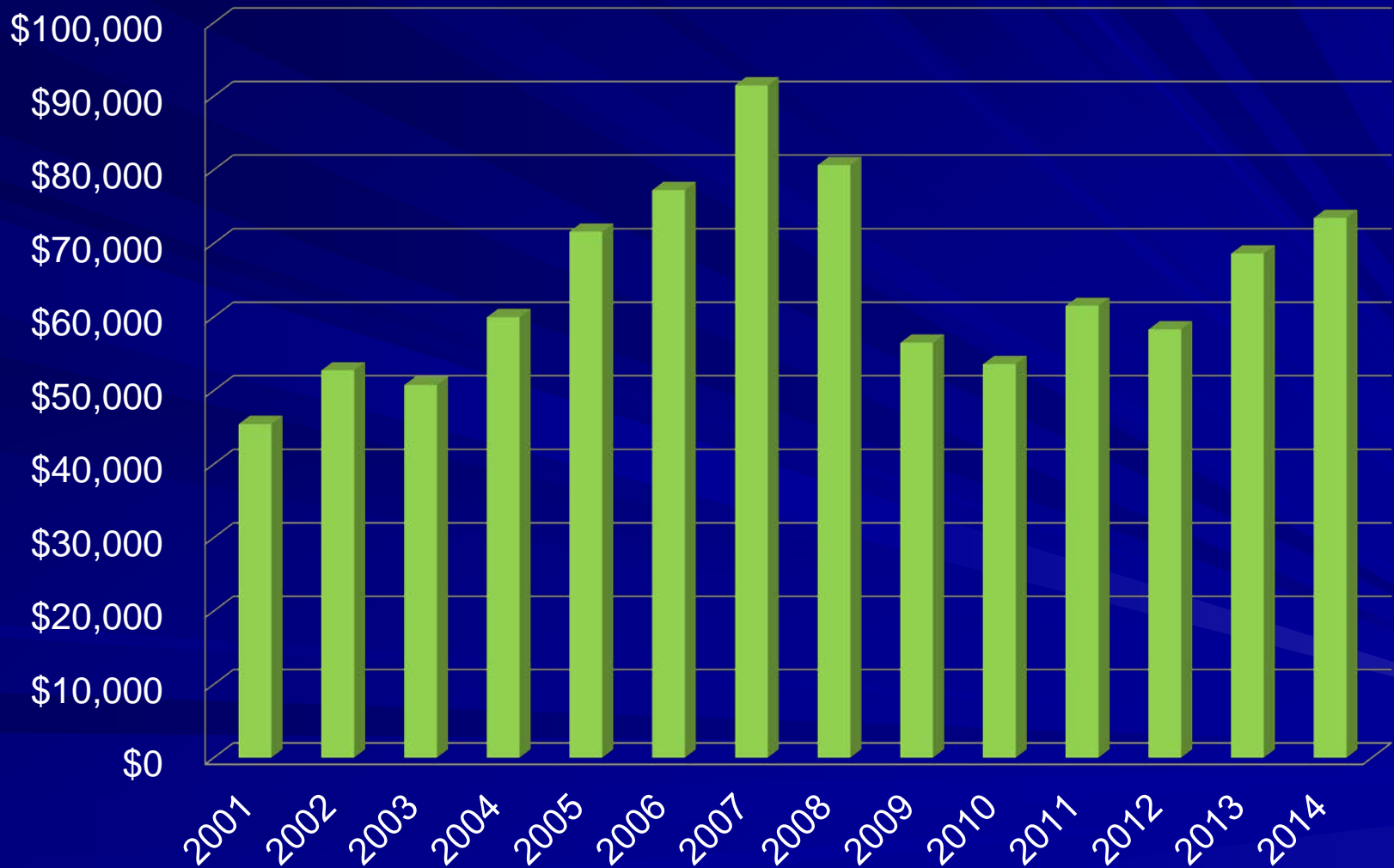
Historical Sales Chart

\$ VOL. (Mil.)



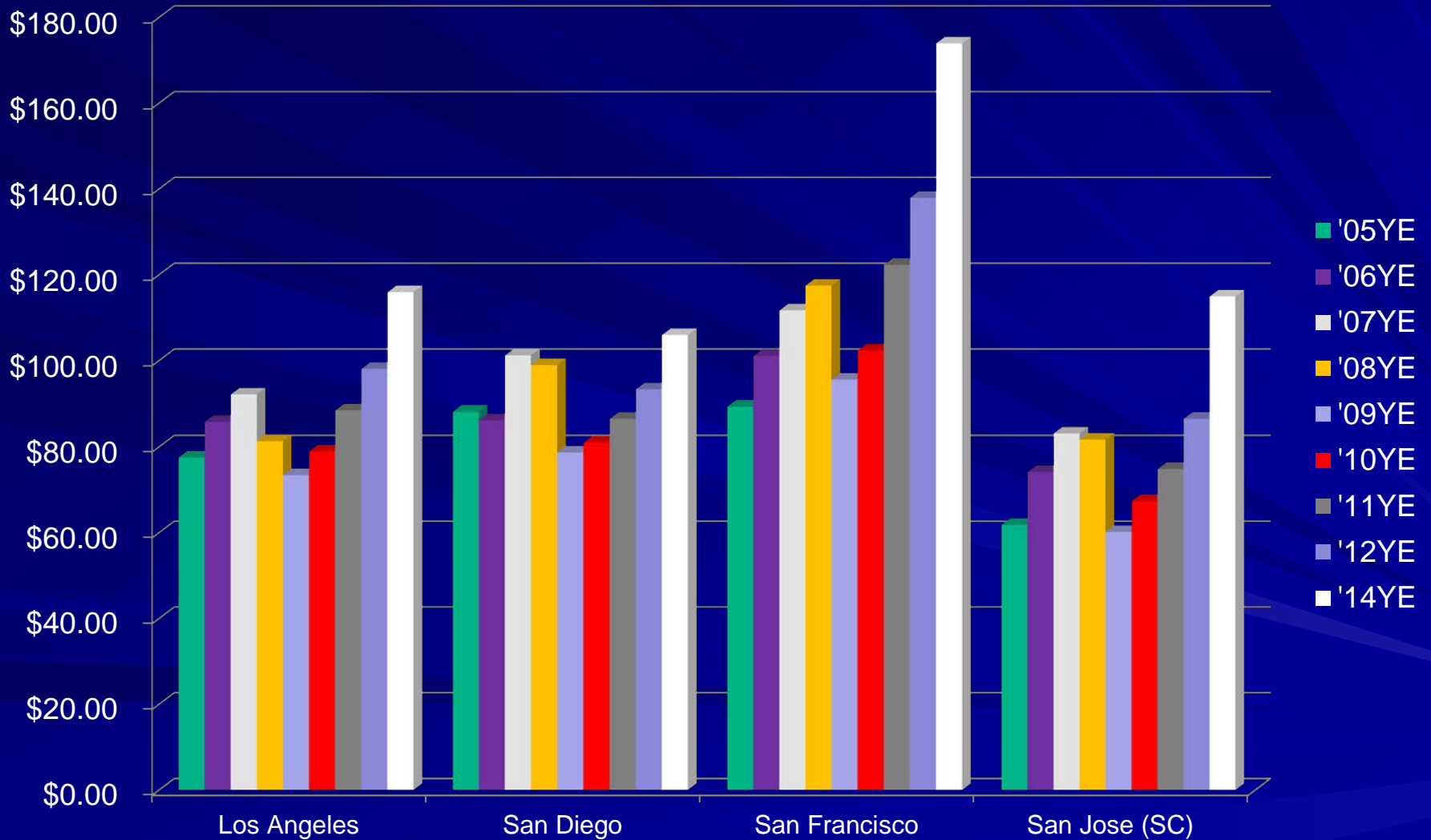
Historical Sales Chart

MEDIAN \$/RM



Historical Rev PAR

Source: Smith Travel Research



2015 YTD

Notable Sales:



Montage Laguna Beach



SLS Beverly Hills



Malibu Beach Inn



Grand Del Mar



**Ace Hotel
Downtown Los Angeles**

BACK TO DEJA-VU

% Decline in California Individual Hotel Sales

1st Quarter 2007	13%
1st Quarter 2015	14%

2015 Rev-PAR Trend

- o **California average RevPAR 2015 YTD 1st Quarter up 12.6%, vs. U.S. average up 7.9%**
- o **Santa Monica/Marina Del Rey have the highest average Rev-PAR at \$225.45, up 6.7%**
- o **2014 California Average RevPAR at \$101.98**

2015 1st Quarter

Top 5 California Rev-PAR Increases

1.	Santa Cruz	34.2%
2.	San Jose	24.4%
3.	California Rural North	18.5%
4.	Napa Valley	17.6%
5.	Stockton	16.5%

2015 Forecast

- **Number of sales to decline 10-12%**
- **Median Price per Room to increase 5-10%**
- **Increase in new hotel construction and development**
- **Record prices continuing on trophy hotels**

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