

Hotel Property Performance Premium Summary

Summary:

- Hotels attached to retail outperform against national hotel trend and competitive hotels
- Hotel premium evident for upscale hotels attached to retail and town centers
- Hotel occupancy premium evident during holiday seasons
- Rapid increase in premium as confirmed by performance at The Woodlands Waterway
- Increased hotel premiums are sustained at these locations despite economic downturns
- Performance premium has significant impact on valuation of hotels attached to retail

Performance Premium	ADR %	Occupancy	REVPAR %
Hotel within MPC	20-30%	10% - 15%	25-40%
Hotel within MPC & Retail	25-35%	10%	20-30%
Hotel adjacent to Retail	35-40%	10% - 20%	30-40%

