

Local Lodging Market Forecasts

Introducing PricewaterhouseCoopers' Annual Subscription Service for Local Lodging Market Forecasts

If you monitor:

- local lodging market trends

If you need:

- timely updates of local lodging market forecasts

Then *PricewaterhouseCoopers' Local Lodging Market Forecasts* is the answer.

PricewaterhouseCoopers' Hospitality & Leisure practice has been a leader in forecasting lodging trends. PricewaterhouseCoopers has been a pioneer in introducing analytical tools that can reliably forecast future U.S. and chain scale segment lodging performance. With this new service we bring the same modeling capabilities to local lodging markets.

What is Included

PricewaterhouseCoopers is pleased to introduce this new comprehensive subscription service, forecasting future trends in 12 Smith Travel Research (STR) defined local lodging markets.

Your annual subscription includes electronic distribution of:

- Four quarterly forecast updates of annual lodging performance, levels and growth rates, for 12 STR-defined lodging markets for three years in the future (including current year):
 - Lodging performance statistics included: demand, supply, room rate, occupancy and revenue per available room
 - 12 markets: Atlanta, Boston, Chicago, Dallas, State of Hawaii, Orlando, Los Angeles, Miami, New York, Philadelphia, San Francisco, Washington DC.
- One free subscription of *PricewaterhouseCoopers Hospitality Directions*.

Pricing

The cost of the annual subscription is \$20,000. If you would like forecasts for additional markets or chain scale segments within individual markets, the annual cost per market is \$1,500 in addition to your annual subscription. Please contact us for details as to how to request and obtain forecasts for additional markets and/or segments.

To learn more about our research and forecasting services please contact Anthony Rodolakis, Ph.D. at 813-222-6226 or email him at anthony.rodolakis@us.pwc.com. For subscription information please contact Linda Baiamonte at 646-471-7049, or email her at linda.baiamonte@us.pwc.com.

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