

Hotel Intel

U.S. hotel market overview



By the numbers –
moderating but
continued growth

\$34.0B

JLL Hotels & Hospitality's 2019 forecast
of total U.S. transaction volume,
matching 2018's figure

2.4%

2019 ADR forecast

80%

Q1's volume of
single-asset sales

2.3%

2019 RevPAR forecast



By the markets –
depending on
investment
strategy, there are
opportunities across
the map

Investment activity across markets include...

Core and Secondary

Core markets with increased liquidity
that can weather cyclical changes such
as **New York City, Los Angeles and
San Francisco.**

Secondary markets with job and popu-
lation growth above the nation, such
as **Louisville, Atlanta and Pittsburgh,**
can offer higher yield opportunities.

Resorts

A limited development pipeline has
helped propel resort hubs such as
Hawaii, Miami and Phoenix.

Top 5 liquid markets from April 2018 –
April 2019: **New York, Washington D.C.,
Orlando, Miami, Phoenix.**



By the buyers –
hotels' investment
universe is
increasingly
diversified, with more
generalist investors
entering the space

U.S. Hotel Buyer Composition

