

# NOVEMBER 2020 LODGING PERFORMANCE

## L.A. COUNTY & CUSTOM REGIONS

|                                 | Occupancy % |          | ADR \$   |          | RevPAR \$ |          |
|---------------------------------|-------------|----------|----------|----------|-----------|----------|
| L.A. County & Submarkets        | Nov 2020    | % Chg LY | Nov 2020 | % Chg LY | Nov 2020  | % Chg LY |
| Los Angeles County              | 43.6        | -43.0    | 123.60   | -30.2    | 53.91     | -60.2    |
| Downtown L.A. (CBD)             | 27.0        | -66.6    | 136.59   | -41.4    | 36.87     | -80.4    |
| Hollywood/West Hollywood        | 32.4        | -59.6    | 167.87   | -27.9    | 54.43     | -70.9    |
| Beverly Hills/Westside L.A.     | 35.5        | -53.6    | 246.56   | -28.6    | 87.60     | -66.9    |
| Santa Monica/MDR/Venice/Malibu  | 33.0        | -57.0    | 220.08   | -29.9    | 72.60     | -69.8    |
| LAX Area/Inglewood/Culver City  | 39.1        | -53.4    | 103.69   | -24.3    | 40.50     | -64.7    |
| South Bay                       | 49.4        | -34.4    | 117.03   | -15.3    | 57.77     | -44.5    |
| San Fernando Valley             | 49.9        | -34.4    | 109.60   | -25.9    | 54.70     | -51.4    |
| Pasadena/Arcadia/Monrovia       | 49.5        | -34.0    | 103.86   | -37.1    | 51.36     | -58.5    |
| L.A. East (San Gabriel Valley)  | 52.2        | -26.2    | 89.12    | -17.4    | 46.53     | -39.1    |
| L.A. Southeast (Gateway Cities) | 53.8        | -24.1    | 95.92    | -9.1     | 51.59     | -31.0    |

Updated: Tourism Insights CB 12/18/20

Source: Smith Travel Research

# YTD 2020 LODGING PERFORMANCE

## L.A. COUNTY & CUSTOM REGIONS

|                                 | Occupancy %           |          | ADR \$                |          | RevPAR \$             |          |
|---------------------------------|-----------------------|----------|-----------------------|----------|-----------------------|----------|
| L.A. County & Submarkets        | Jan – Nov<br>YTD 2020 | % Chg LY | Jan - Nov<br>YTD 2020 | % Chg LY | Jan - Nov<br>YTD 2020 | % Chg LY |
| Los Angeles County              | 49.9                  | -37.9    | 140.93                | -22.4    | 70.39                 | -51.8    |
| Downtown L.A. (CBD)             | 37.6                  | -52.8    | 175.18                | -20.2    | 65.79                 | -62.3    |
| Hollywood/West Hollywood        | 42.9                  | -48.0    | 199.96                | -16.4    | 85.77                 | -56.5    |
| Beverly Hills/Westside L.A.     | 42.8                  | -47.0    | 303.98                | -17.7    | 130.04                | -56.4    |
| Santa Monica/MDR/Venice/Malibu  | 41.6                  | -50.2    | 259.67                | -20.1    | 108.03                | -60.2    |
| LAX Area/Inglewood/Culver City  | 47.8                  | -45.2    | 119.18                | -18.0    | 56.94                 | -55.1    |
| South Bay                       | 55.9                  | -31.5    | 124.51                | -16.6    | 69.58                 | -42.9    |
| San Fernando Valley             | 53.2                  | -34.0    | 118.10                | -22.9    | 62.87                 | -49.1    |
| Pasadena/Arcadia/Monrovia       | 51.6                  | -34.7    | 123.38                | -24.4    | 63.62                 | -50.7    |
| L.A. East (San Gabriel Valley)  | 54.3                  | -25.7    | 93.76                 | -14.3    | 50.87                 | -36.3    |
| L.A. Southeast (Gateway Cities) | 56.8                  | -25.8    | 98.93                 | -9.4     | 56.15                 | -32.8    |

Updated: Tourism Insights CB 12/18/20

Source: Smith Travel Research

# PROPERTY & ROOM CENSUS: NOVEMBER 2020

|                                           | Total Properties | %             | Total Rooms    | %             |
|-------------------------------------------|------------------|---------------|----------------|---------------|
| <b>LOS ANGELES COUNTY, CA</b>             | <b>1,036</b>     | <b>100.0%</b> | <b>101,759</b> | <b>100.0%</b> |
| Downtown L.A. (Full Region)               | 106              | 10.2%         | 12,713         | 12.5%         |
| Downtown L.A. (Central Business District) | 24               | 2.3%          | 8,339          | 8.2%          |
| Hollywood/West Hollywood                  | 81               | 7.8%          | 7,594          | 7.5%          |
| Beverly Hills/Westside L.A.               | 56               | 5.4%          | 6,482          | 6.4%          |
| LAX Area/Inglewood/Culver City            | 82               | 7.9%          | 14,424         | 14.2%         |
| Long Beach                                | 58               | 5.6%          | 5,501          | 5.4%          |
| South Bay                                 | 137              | 13.2%         | 11,941         | 11.7%         |
| L.A. Southeast (Gateway Cities)           | 112              | 10.8%         | 7,242          | 7.1%          |
| Santa Monica/MDR/Venice/Malibu            | 62               | 6.0%          | 6,126          | 6.0%          |
| L.A. East (San Gabriel Valley/Pomona)     | 135              | 13.0%         | 10,153         | 10.0%         |
| Los Angeles North (inc SF Valley)         | 136              | 13.1%         | 12,145         | 11.9%         |
| San Fernando Valley (only)                | 125              | 12.1%         | 12,083         | 11.9%         |
| Pasadena/Arcadia/Monrovia                 | 36               | 3.5%          | 4,052          | 4.0%          |

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# HOTELS OPENED IN 2019/2020

| Hotel                                               | L.A. County Submarket            | Opening Date | Number of Rooms |
|-----------------------------------------------------|----------------------------------|--------------|-----------------|
| <b>Residence Inn Los Angeles Glendale</b>           | Pasadena/Glendale/Burbank        | Oct-20       | 145             |
| <b>Residence Inn Marina Del Rey</b>                 | Santa Monica/Marina Del Rey      | Sep-20       | 129             |
| <b>Hotel Mariposa</b>                               | San Fernando Valley              | Sep-20       | 96              |
| <b>Staybridge Suites Long Beach Airport</b>         | Long Beach                       | Aug-20       | 125             |
| <b>Tribute Portfolio The Glenmark, Glendale</b>     | Pasadena/Glendale/Burbank        | Jul-20       | 85              |
| <b>Courtyard Thousand Oaks Agoura Hills</b>         | Los Angeles North                | Jul-20       | 129             |
| <b>TownePlace Suites Thousand Oaks Agoura Hills</b> | Los Angeles North                | Jul-20       | 96              |
| <b>Hotel June</b>                                   | Los Angeles Airport              | Jun-20       | 250             |
| <b>The Wayfarer Downtown LA</b>                     | Downtown L.A.                    | Feb-20       | 156             |
| <b>The Prospect Hollywood</b>                       | Hollywood/Beverly Hills/Westside | Feb-20       | 24              |
|                                                     |                                  |              |                 |
| <b>Silver Lake Pool &amp; Inn</b>                   | Hollywood/Beverly Hills/Westside | Nov-19       | 54              |
| <b>Soho Warehouse</b>                               | Downtown L.A.                    | Oct-19       | 48              |
| <b>Hoxton Downtown LA</b>                           | Downtown L.A.                    | Oct-19       | 174             |
| <b>The West Hollywood EDITION</b>                   | Hollywood/Beverly Hills/Westside | Sep-19       | 190             |
| <b>Best Western Premier NOHO Inn</b>                | Los Angeles North                | Jul-19       | 70              |
| <b>AC Hotels by Marriott South Bay</b>              | Los Angeles Airport              | Jul-19       | 180             |
| <b>Palihotel Culver City</b>                        | Los Angeles Airport              | Jan-19       | 49              |
| <b>Santa Monica Proper</b>                          | Santa Monica/Marina Del Rey      | Jun-19       | 271             |
| <b>AC Hotels by Marriott Beverly Hills</b>          | Hollywood/Beverly Hills/Westside | Jan-19       | 142             |

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