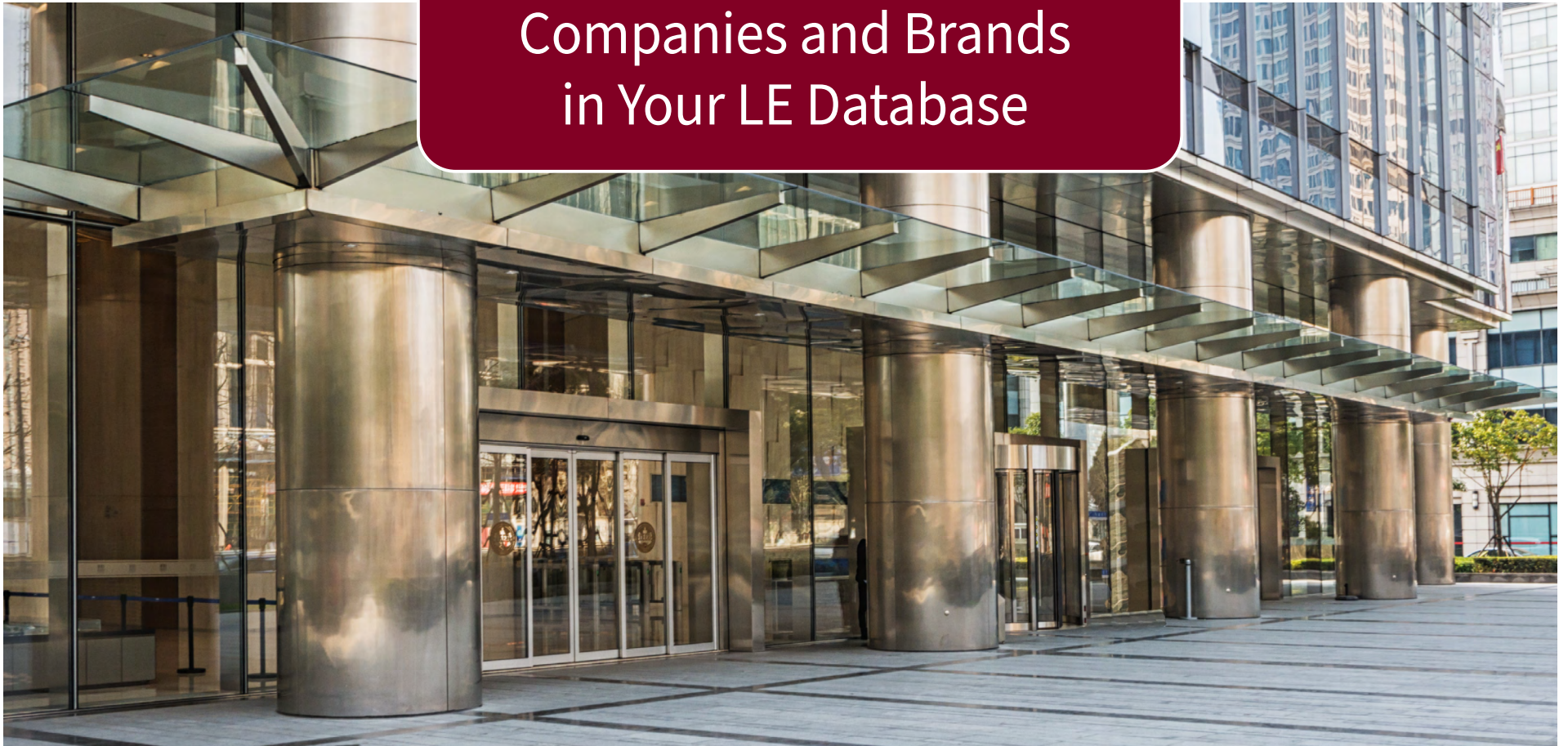




Lodging Econometrics

Searching For Franchise Companies and Brands in Your LE Database





Searching for Franchise Companies and Brands in Your LE Database

To find **New Construction** or **Renovation Projects** for a particular Franchise Company or Brand, navigate to the **SEARCH PROPERTIES** tab:

- 1 In the **HOTEL INFORMATION** column, type in the name of the **Brand** or **Franchise Company** you are searching. In this particular example, we are searching for the brand Delta Hotel.
- 2 In the **PROJECT TYPE** column, you can select the Project Types. We have selected **New Construction** and **Renovation**.
- 3 **SHOW RESULTS** to view all of the New Construction and Renovation Projects that belong to the Delta Hotel brand.

SEARCH PROPERTIES

SEARCH COMPANIES

← Restore previous search

✕ Clear all filters

HOTEL INFORMATION

Property ID

Hotel Name

Street Address

City

State/Province

Postal Code

Country

Rooms

Market

Tract (US Only)

Delta Hotel;

Franchise Company

FKey

Chain Scale

☒ Include like kind unbranded

Territory

PROJECT TYPE

To filter by project type, check one or more boxes below and fill in the details. (Optional)

☒ New Construction

☐ Conversion

☒ Renovation

☐ Sales Transaction

☐ Open & Operating

DETAILS

Project Stage

Start Date

Opening Date

TIMELINE CHANGES

☐ Changed since

☒ Click to set date

60

days ago

Type of change

Changes to:

☐ Start

☐ Open

☐ Project Stage

COMPANIES

To filter by company role, select one or more boxes below and fill in more information. (Optional)

24 records found
(5,543 rooms)

CANCEL

SHOW RESULTS



Searching for Franchise Companies and Brands in Your LE Database

To find a **Conversion Project** for a particular Franchise Company or Brand, navigate to the **SEARCH PROPERTIES** tab:

- 1 In the **PROJECT TYPE** column, check **Conversion**.
- 2 In the **DETAILS If Converting** field, type in the name of the **New Franchise Company** or **Brand** you are searching. In this example, we are searching for hotels that are converting to the Delta Hotel Brand.
- 3 **SHOW RESULTS** to view all of the Conversion Projects that belong to the Delta Hotel brand.

The screenshot shows the 'SEARCH PROPERTIES' tab in the LE database. The interface is divided into three main sections: HOTEL INFORMATION, PROJECT TYPE, and COMPANIES. The HOTEL INFORMATION section includes fields for Property ID, Hotel Name, Street Address, City, State/Province, Postal Code, Country, Rooms, Market, Tract (US Only), Brand, Franchise Company, FKey, Chain Scale, and Territory. The PROJECT TYPE section includes checkboxes for New Construction, Conversion (checked), Renovation, Sales Transaction, and Open & Operating. The COMPANIES section includes a dropdown for Project Stage, Start Date, Opening Date, and a section for 'If Converting' with a dropdown for Delta Hotel; (checked), New Franchise Company, and New Chain Scale. The TIMELINE CHANGES section includes a checkbox for Changed since and a date picker for Click to set date. The bottom of the interface shows 17 records found (3,974 rooms) and buttons for CANCEL and SHOW RESULTS.

SEARCH PROPERTIES | **SEARCH COMPANIES** | Restore previous search | Clear all filters

HOTEL INFORMATION

Property ID
Hotel Name
Street Address
City
State/Province | Postal Code
Country
Rooms
Market
Tract (US Only)
Brand
Franchise Company
FKey
Chain Scale
Territory

☒ Include like kind unbranded

PROJECT TYPE

To filter by project type, check one or more boxes below and fill in the details. (Optional)

☐ New Construction ☒ **Conversion** ☐ Renovation ☐ Sales Transaction ☐ Open & Operating

DETAILS

Project Stage
Start Date
Opening Date

If Converting

Delta Hotel; ☒ **New Franchise Company** ☐ New Chain Scale

TIMELINE CHANGES

☐ Changed since Click to set date 60 days ago

17 records found (3,974 rooms)

CANCEL **SHOW RESULTS**

DEFINITION OF BRAND CONVERSION: Projects that involve a change in brand affiliation. The time required to complete a conversion varies and is based on the scope of the renovation program, but conversions generally tend to have shorter timelines than new construction projects.