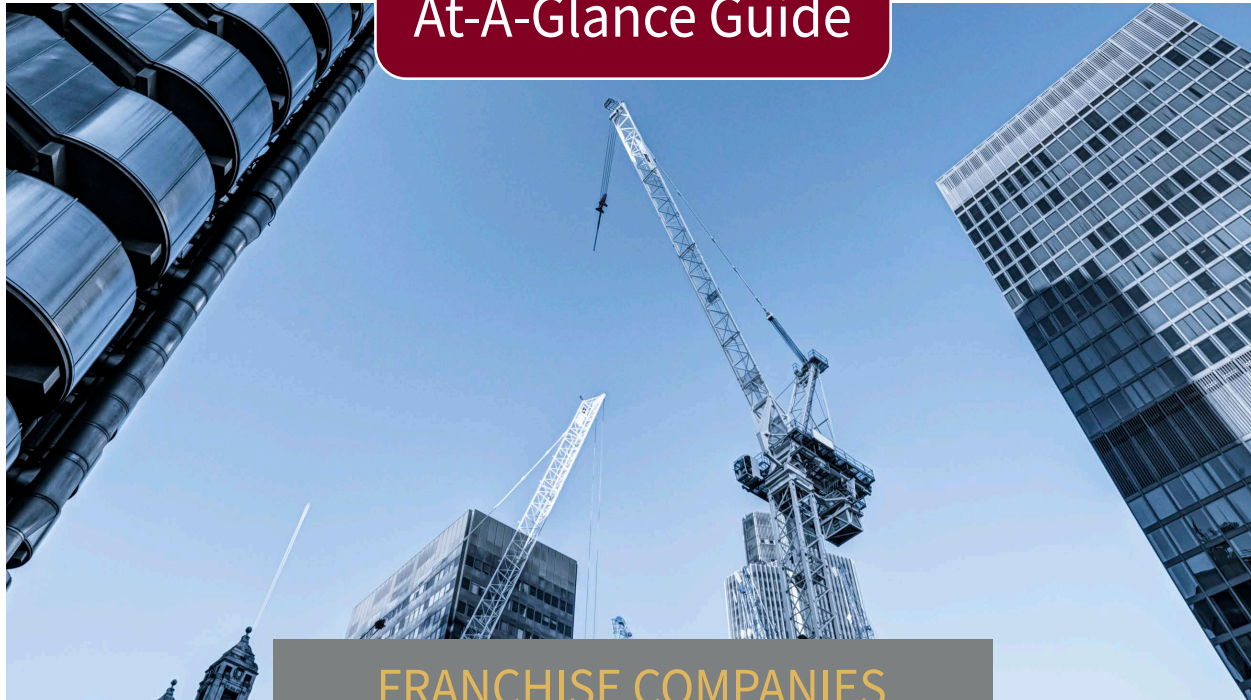




Lodging Econometrics

Database of Hotel Records
At-A-Glance Guide



FRANCHISE COMPANIES





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Home Page

Property Activity

Stay informed of all recently added and updated property records.

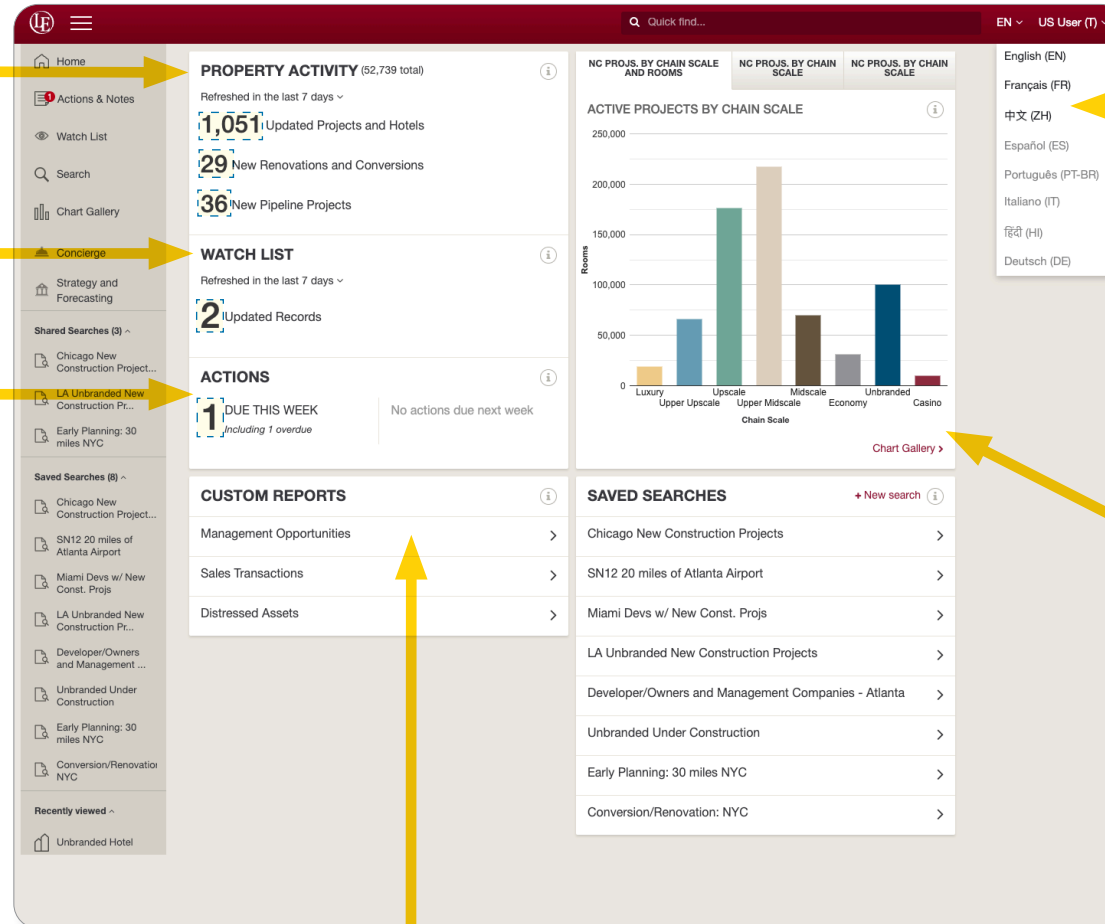
Watch List

Monitor properties of importance and receive notifications of updates when they become available.

Actions

Stay organized and reminded of priority properties and companies that are scheduled for follow-up. You can set email or in-app notifications in your account profile, to be reminded at any time, on these properties.

Note: Each number in the **Property Activity**, **Watch List**, **Actions**, and **Chart Gallery** sections is clickable and will take you to corresponding records. Also, the refreshed time frame on Property Activity and Watch List is adjustable using the drop-down.



Multi-Language Localization Drop Down Selector

Access and understand crucial hotel development in your preferred language and discover more opportunities. Languages available include: English, French, Simplified Chinese, Spanish, Portuguese, Italian, Hindi, and German.

Chart Gallery

Support your strategic planning with this macro-overview snapshot of development based on your company's database specifications. Clicking on **Chart Gallery** in the bottom right corner will direct you to a full display of all available charts.

Custom Reports

Access a list of custom-built searches integral to your growth strategies. We can customize and add searches to this section of your homepage.



Menu

Menu

Access database functions using the database menu. Click on the navigation icon (☰) in the upper left hand corner to open and close the navigation menu.

Actions & Notes

Write notes on individual property and company records, schedule follow-ups, and set email or in-app notifications on a particular record.

Watch List

Monitor properties of importance and receive notifications of updates when they become available. Properties added to your Watch List will appear here.

Search

Search for hotels or companies and receive the details associated. View entire company portfolios or determine hotels or companies within a radius of a fixed point.

Concierge

Contact Concierge Services by email.

Strategy and Forecast Center

Access to your quarterly Management Guidance and Lodging Trend reports platform.

Shared Searches

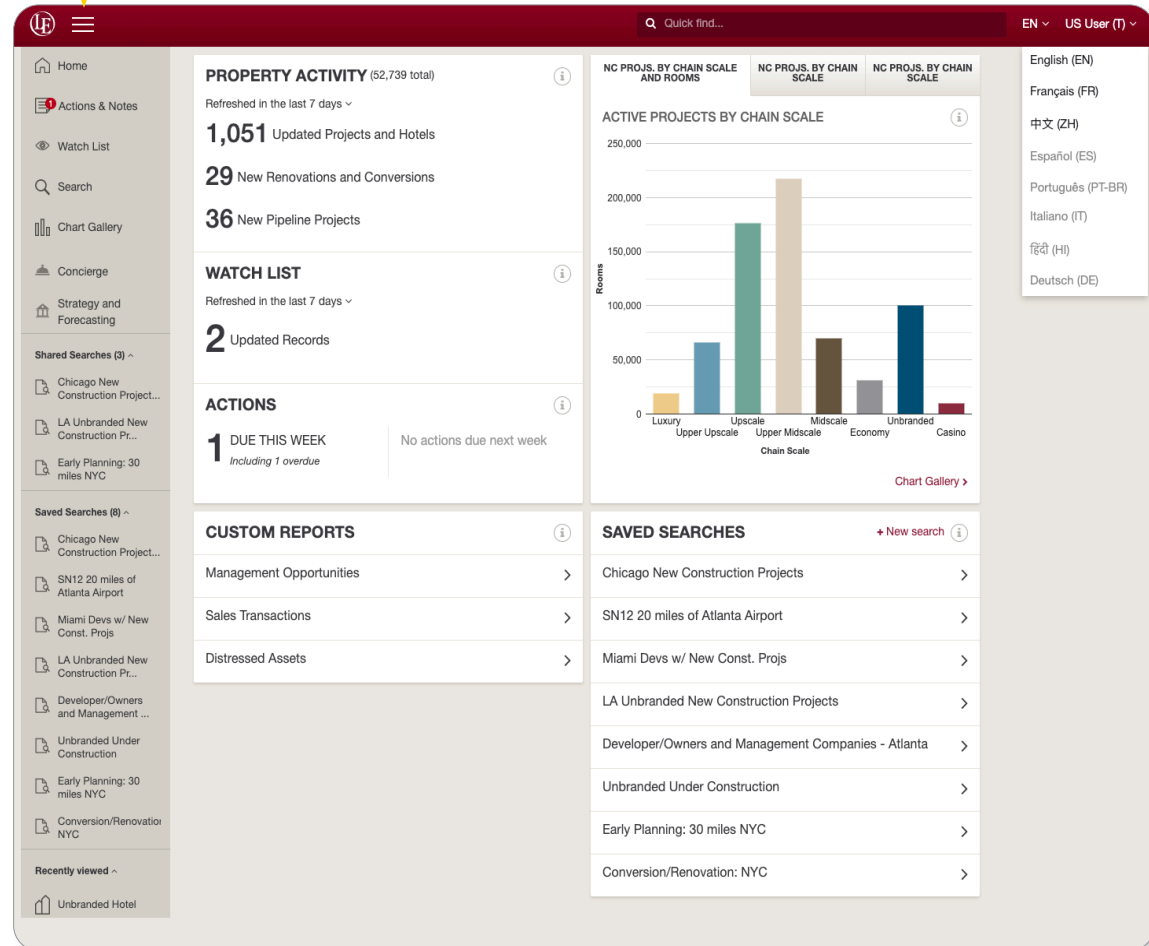
Access previously saved searches shared by your colleagues and get a refreshed set of records fitting that criteria.

Saved Searches

Click on a previously saved search to receive a refreshed set of records fitting that search's criteria.

Recently Viewed

View a list of your most recently viewed properties.



Search Properties

Input search term(s) into any fields of the search form to receive properties that match your criteria using:

- 1 Selected criteria
- 2 Proximity filter
- 3 Additional data

Timeline Changes:

Search for changes to any project's timeline. Changes to a timeline can include start date, open date, or project stage. Project timeline changes are updated weekly and include the timeline history changes of a project.

Recent Changes:

Easily discover properties or contacts, within a selected time frame, that have been updated, new pipeline projects, new renovation or conversion projects, or distressed assets.

Additional Data:

Select to see a list of hotels that have **Actions or Notes** written on them. You can also include a particular keyword, or view a comprehensive list of hotels that you have added to your Watch List matching particular criteria.

In this illustration, we have selected to find properties that are in the **Phoenix, AZ** market which are **Unbranded** and are **Under Construction, Scheduled to Start in the Next 12 Months, and Early Planning New Construction** projects.

As you begin to input in your search criteria, the number in the bottom left hand corner will adjust to show the number of found records.

Once you are satisfied with the number of records found, click **SHOW RESULTS** to access that list of records.



Abstract View

After conducting a search in the database, you will receive a list of matching records, displayed in a summary format.

← Back to Search Form

Save as a new Saved Search Export Copy link

Activity Clear Project Stage Clear Market Clear

New Construction Under Construction; Start Next 12 Months; Early Planning Phoenix, AZ; MORE FILTERS

Brand Role Clear

Unbranded

records found
19
(3,867 rooms)

Show related companies Sorted by World Region 1, Coun... Views

United States > AZ > Phoenix, AZ

Unbranded Hotel

25300 N 22nd Ln
Phoenix, AZ 85085
United States

Rooms 95
Chain Scale Upscale
Brand Unbranded Hotel
Franchise Co. Unbranded Hotel

Market Phoenix, AZ
Tract Black Canyon Corridor
County Maricopa
Territory None
Attributes Shared Site, Mixed Use, Extended Stay

New Construction
Start Next 12 Months
Start 05/2024 Open 10/2025
Timeline Changes

Dev/Own Ivan Kasser, Holualoa Companies P: 520 615-1094

Save Search: To recall a search later, save it by clicking **Save as a new Saved Search**.

Export: Your found set of records can be exported and downloaded or emailed to you from the database in PDF, Excel, or CSV formats.

Copy Link: Creates a link that can be shared with others, who have a database account, to receive the same set of records you've searched upon.

Modify Search Window: Modify your search results by changing any of your current criteria, clearing any criteria, or by clicking more filters to go back to the search form.

Show Related Companies: From your found set of records, click on show related companies to view the developers, owners, and management companies associated. You can toggle back to the properties view at any time.

Sorted by: Custom sort the way in which your records display below. Filters include: project type, stage, chain scale, market, and more.

Views: View records in a summary format or click the globe to view on an interactive map.

Watch List: Add a record to your personalized **Watch List** to stay updated on changes to the record as they become available.

Actions & Notes: Write notes on an individual property. Convert that note into an action by scheduling a follow-up date.

X: remove a record from your found set by clicking on the **X**. This moves that record into your exclusion filter where you can add it back at any time.

As of...	Project Stage	Start	Open
(Baseline)	Oct 27, 2023	Start Next 12 Months	01/15/2024 06/15/2025
Feb 23, 2024	Start Next 12 Months	05/15/2024	10/15/2025

Hovering over the calendar icon next to **Timeline Changes** allows for you to see the history of changes to the project's timeline dating back to February 2020.



Full Property Record

Click on any hotel name to get a summary record to view the complete details available for that particular record.

← Back to Search Results

Print Copy link Add to Watch List 1 of 19 >

Unbranded Hotel

ID: 1298769
25300 N 22nd Ln | Phoenix, AZ 85085 | United States
[Map this location](#)

Rooms	95	County	Maricopa
Market	Phoenix, AZ	Brand	Unbranded Hotel
Tract	Black Canyon Corridor	Franchise Co.	Unbranded Hotel
		Chain Scale	Upscale
		Territory	None

Actions & Notes

+ New

Developer / Owner

[Show more](#)

Ivan Kasser
President
Holualoa Companies

P: 520 615-1094
F: 520 615-1896

New Construction

Project Stage **Start Next 12 Months**

Start Date **05/2024**

Opening Date **10/2025**

▼ **Timeline Change History**

As of...	Project Stage	Start	Open
(Baseline) Oct 27, 2023	Start Next 12 Months	01/15/2024	06/15/2025
Feb 23, 2024	Start Next 12 Months	05/15/2024	10/15/2025

Additional Details

Country	United States	Meeting Space	under 10,000 (ft ²)
World Region 1	North America	Brand Role	Unbranded
World Region 2	United States	Attributes	Shared Site, Mixed Use,
Location Type	CBD		Extended Stay

Commentary

The green hotel brand, element, falls in the upscale extended stay market segment. This hotel will use technology that saves water and cuts electric use, including energy efficient appliances, tall windows to bring natural light into common areas, and recycling bins in guest rooms. This hotel will occupy a shared site with another hotel.

Add to Watch List: Add a record to your personalized **Watch List** to be notified of changes to this record.

Print: Create a PDF or print a full property record to send to others for easy viewing and collaboration.

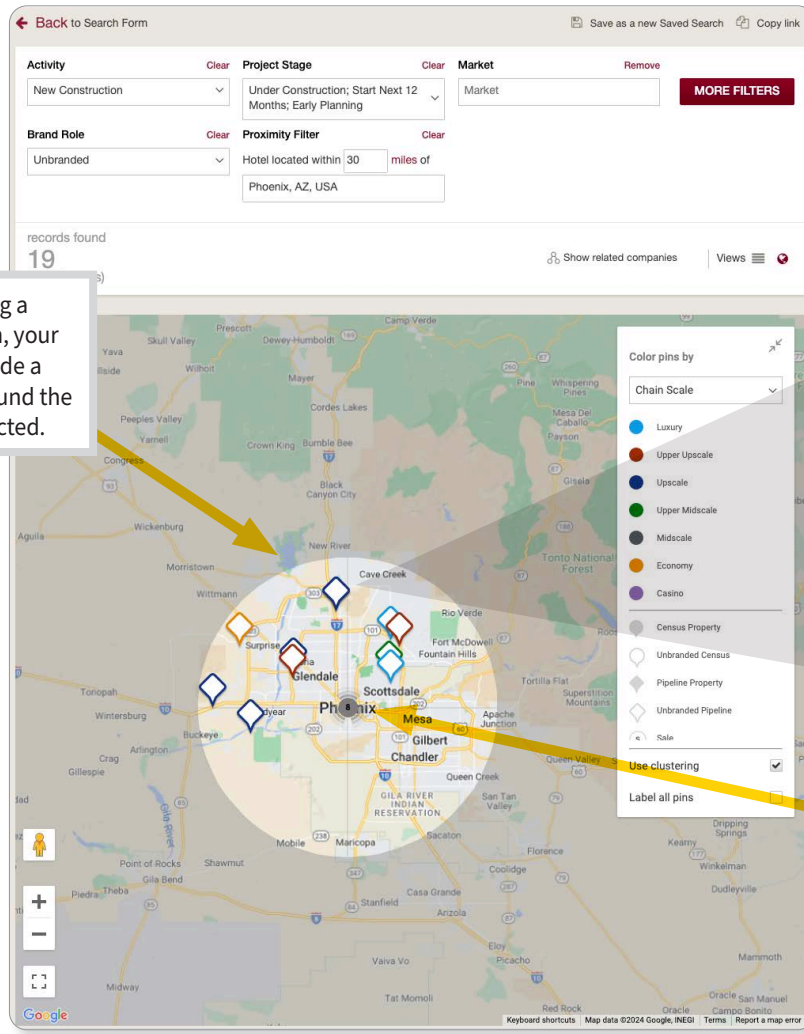
Show More and Contacts Highlight: Click either **Show More** or the Company Name to access decision maker contacts and the complete development portfolio for that company.

Text Highlights

Easily identify new information that has been added to a record. Updates or changes to a record in the last seven (7) days will appear in red; changes to a record in the last thirty (30) days will appear in orange.

Property Mapping

A found set of records can be viewed on an interactive map and viewed by chain scale, project type, project stage, room count and franchise company.



When conducting a proximity search, your results will provide a radius circle around the area you've selected.

Unbranded Hotel ✓ Add to Watch List + New note

25300 N 22nd Ln
Phoenix, AZ 85085
United States

Rooms 179
Brand Unbranded Hotel
Chain Scale Upscale

New Construction Start Next 12 Months Start 05/2024 Open 10/2025

Dev/Own Ivan Kasser, Holualoa Companies P: 520 615-1094

ID: 1298768 CLOSE SEE DETAILS

Property Pop-Up: Click on a pin to view a property detail pop-up window, add to your personalized Watch List, create a note, or see full details of the property.

Cluster: A concentrated area of properties will appear as a cluster. Click on a cluster to drill-down and zoom into the map to expose smaller clusters or individual pins.



Search Companies

Identify the decision-maker contacts to call on a project and view their portfolio of opportunities. Input search term(s) into any of the fields of the search form to receive the companies and contacts that match your criteria.

From your results, you can sort your records by portfolio size, company name, company city, state, and more. You can also toggle between showing the related properties and companies that match your search.

SEARCH PROPERTIES **SEARCH COMPANIES** [Restore previous search](#) [Clear all filters](#)

COMPANY INFORMATION Check all roles

Company role

☒ Dev/Own ☐ Management

Portfolio Size (all roles)

Location

Office located within 20 miles of

3400 Sky Hbr Blvd, Phoenix, AZ 85034, USA

Letterhead

Contact Name

Company Name

Street Address

City

State/Province

Postal Code

Country

Company ID

☐ Company has notes or actions written by me created or changed anytime mentioning search text

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

☐ Changed since ☐ Click to set date

7 days ago

Type of Change

PORTFOLIO

Property ID

Hotel Name

Street Address

City

State/Province

Postal Code

Country

Rooms

Market

Tract (US Only)

Brand

Franchise Company

FKey

Chain Scale

☒ Include like kind unbranded

Territory

Location

Hotel located within miles of

Address or Location

Additional property details

Country (US Only)

World Region 1

World Region 2

Year Built

Brand Aff. Yr.

Last Reno.

Date of Sale

Location Type

Meeting Space

Owner/Management Role

Brand Role

Attributes

Commentary

Additional MktgUS data

☐ Hotel has notes or actions written by me created or changed anytime mentioning search text

☐ Hotel is on my watch list

198 records found

[CANCEL](#) [SHOW RESULTS](#)

In this illustration, we have selected to find all **Developers/Owners** within a **20-mile radius of the Phoenix, AZ Airport**. This proximity filtering is a powerful tool for conducting city-wide sales blitzes. Once your criteria has been inputted and you are satisfied with the number of records found, click **SHOW RESULTS** to access the list of companies.

SORTING AND HEADINGS

Quick find

Priority Sort fields Ascending/Descending Show Headings

1 Portfolio Size

- none -

- none -

- none -

- none -

[CLEAR ALL](#) [DEFAULT SETTINGS](#) [CANCEL](#) [SHOW RESULTS](#)

Click on a company from the results list to view the company's decision-maker contacts as well as the number of potential opportunities in their portfolio. You can also write a note on the company record and set a follow-up, if needed for future reference. Notes written on any of the company's properties will also appear here.

Southwest Hospitality Management LLC ID: CO46041

Address

6630 E Baseline Rd #101
Mesa, AZ 85206
United States
[Map this location](#)
P: 480 924-8000

Roles

Developer/Owner
Management

Portfolio Size

16 properties
16 in my account
[Generate portfolio listing](#)

Actions & Notes
for this company [+ New](#)

Actions & Notes
for related properties

Contacts [Request More Information](#)

VC Naik, Director Operations P: 480 924-8000

Anil Patel, Financial Controller P: 480 924-8000

Ashwin Patel, President & Chief Executive Officer P: 480 924-8000



Full Company Record

Click on a company to view complete contact information, decision-makers, and their portfolio of properties. You can also view the company's location on Google Maps or request more information from LE's Concierge Services Department.

Southwest Hospitality Management LLC

ID: CO46041

Address

6630 E Baseline Rd #101
Mesa, AZ 85206
United States
[Map this location](#)
P: [480 924-8000](tel:4809248000)

Roles

Developer/Owner
Management

Portfolio Size

16 properties
16 in my account
[Generate portfolio listing](#)

Contacts

[Request More Information](#)

VC Naik, Director Operations

P: [480 924-8000](tel:4809248000)

Anil Patel, Financial Controller

P: [480 924-8000](tel:4809248000)

Ashwin Patel, President & Chief Executive Officer

P: [480 924-8000](tel:4809248000)

Actions & Notes
for this company

[+ New](#)

Actions & Notes
for related properties

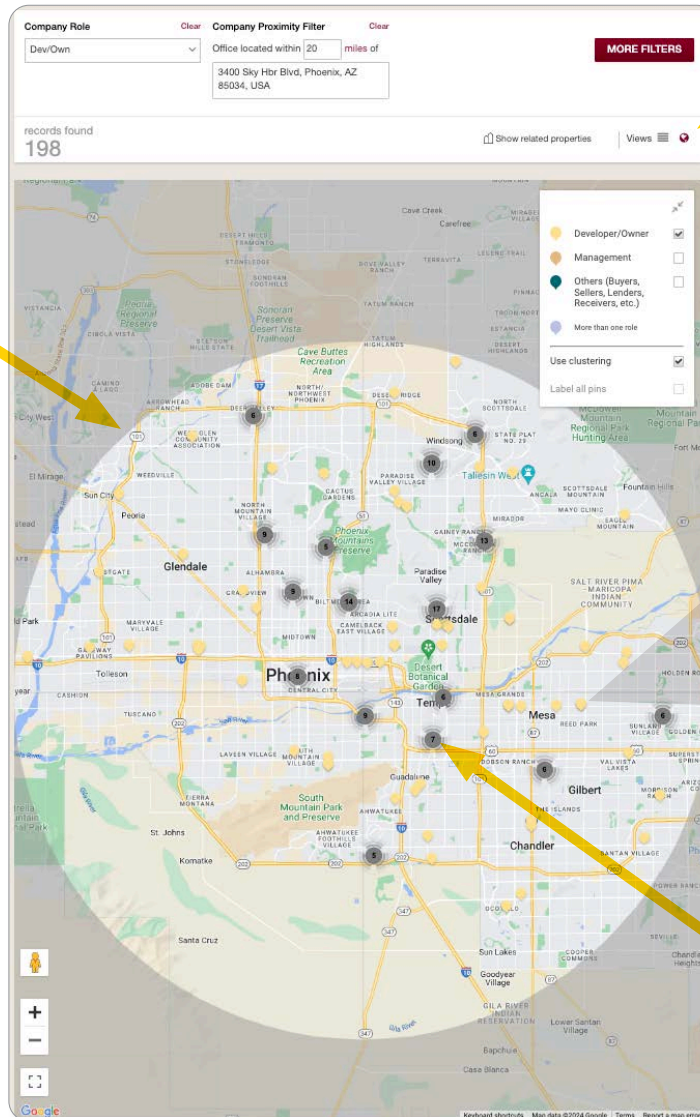
The **black property** number indicates the company's total portfolio of projects and hotels.

The **red property** number indicates the number of the company's projects and hotels that are a part of your database based upon your purchased specifications.



Company Mapping

A found set of companies can be viewed on an interactive map and viewed by developer/owner, management company, design team members, or others.



When conducting a proximity search, your results will provide a radius circle around the area you've selected.

Views: Click the list icon to return to the summary list of companies.

Southwest Hospitality Management LLC

Address
6630 E Baseline Rd
#101
Mesa, AZ 85206
United States
P: 480 924-8000

Roles
Developer/Owner
Management

Portfolio Size
16 properties
16 in my account
Generate portfolio
listing

Contacts

VC Naik, Director Operations	P: 480 924-8000
Anil Patel, Financial Controller	P: 480 924-8000
Ashwin Patel, President & Chief Executive Officer	P: 480 924-8000

CLOSE

Company Pop-Up: Click on a company pin to view the company's detail pop-up window with contact information, their portfolio size, and a clickable link to their portfolio of properties.

Cluster: A concentrated area of companies will appear as a cluster. Click on a cluster to drill-down and zoom into the map to expose smaller clusters or individual pins.

Actions & Notes

Stay organized and reminded of priority properties in your pipeline that are scheduled for follow-up. You can set email or in-app notifications in your account profile on these properties. You can also tab between viewing actions due and all actions and notes.

Written by

View Actions & Notes that were written by yourself or someone else on your team by clicking on the red me next to the written by section.

Yellow or Green Record Highlight

The yellow highlight on a record signifies an Action & Note has been assigned to a property, while the green highlight signifies an Action & Note has been written for a particular company.

ACTIONS DUE

ALL ACTIONS AND NOTES
Ordered by date of creation or change, most recent first.

Written by **me** Mentioning Created or changed **anytime** [Add Filters](#) [Use Saved Search](#)

9 Items (showing **property and company notes**) [Export](#) [Go to...](#)

Unbranded Hotel
Goodyear, AZ, United States
Created Mar 20, 2024
Contact about a potential branding opportunity.

Highgate Hotels
New York, NY, United States
Created Mar 27, 2023 • Edited Feb 7, 2024 • **DUE FEB 16, 2024**
Call about new projects for next year.

Property note
+ Add new note to property

Company action ✓ Mark as done
+ Add new note to company

Mentioning: You can search your Actions & Notes using a particular keyword search in the Mentioning box.

Created or Changed: Allows you to filter the time frame in which an action or note was created or changed:

Show notes created or changed...

☒ Anytime

☐ In the last days

☐ Between and

Add Filters: A pop-up will open to input search criteria and filter your Actions & Notes. After inputting search criteria, the list of properties will update and only include properties fitting that criteria.

Use Saved Search: Filter the list of properties in your Actions & Notes by the criteria you previously inputted and saved in that search.

Hovering over a property or company will allow you to add a new note, edit an existing one, or delete the record entirely.

Watch List

Track updates to properties that you have added to your Watch List. Properties on this page are displayed by the time frame in which updates were made. Properties that have been most recently updated will display first.

US'S WATCH LIST (other watch lists) [Add Filters](#) [Use Saved Search](#)

6 properties [Go to Property List](#)

CHANGED IN THE LAST 7 DAYS

AC Hotel by Marriott Sherman Oaks, Los Angeles, ...  

Pipeline Project

Project Stage is now Early Planning (was Start Next 12 Months)

Start Date is now 06/2025 (was 08/2024)

Scheduled Open is now 12/2026 (was 02/2026)

Unbranded Hotel, Islamorada, FL, United States  

Conversion to Tribute

Franchise Co. Tribute

Project Stage is now Underway (was Start Next 6 Months)

2 more changes

CHANGED 15 - 30 DAYS AGO

Ascend Collection, Chicago, IL, United States  

Pipeline Project

DevOwn Contact added Philip Beckham

CHANGED 30 - 60 DAYS AGO

St Regis, Longboat Key, FL, United States  

Pipeline Project

Management added [Marriott International](#)

Comfort Inn Huntsville, Huntsville, AL, United States  

As of...	Project Stage	Start	Open
(Baseline) Apr 7, 2023	Start Next 12 Months	06/26/2023	09/30/2024
Jul 14, 2023	Start Next 12 Months	09/18/2023	09/30/2024
Oct 6, 2023	Start Next 12 Months	11/30/2023	03/27/2025
Oct 27, 2023	Start Next 12 Months	01/22/2024	03/27/2025
Feb 9, 2024	Start Next 12 Months	03/25/2024	03/27/2025

UNCHANGED IN THE PAST 60 DAYS

Unbranded Hotel, Raleigh, NC, United States  

Pipeline Project

Other Watch Lists: View projects that have been saved to other team members' Watch Lists. A great tool for collaboration.

Add Filters: A pop-up will open to input search criteria and filter your Watch List. After inputting search criteria, the list of properties will refresh and only include those properties that fit your criteria.

Use Saved Search: Filter the list of properties in your Watch List by the criteria you previously inputted and saved in that search.

Go to Property List: Isolate your Watch List in a Property List view giving you the ability to export the list as a .pdf, .xlsx, or .csv file.

Hover over the calendar icon next to the property name to see the history of changes to the property's timeline dating back to February 2020.

More changes click "x more changes" to expand the list.

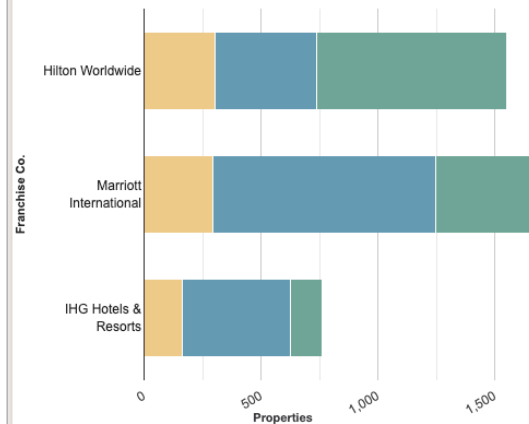


Chart Gallery

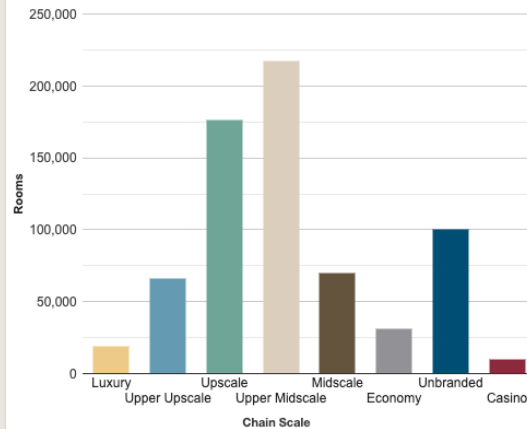
US CHART GALLERY

These charts summarize your customized database access only, which can vary from other LE Reports.

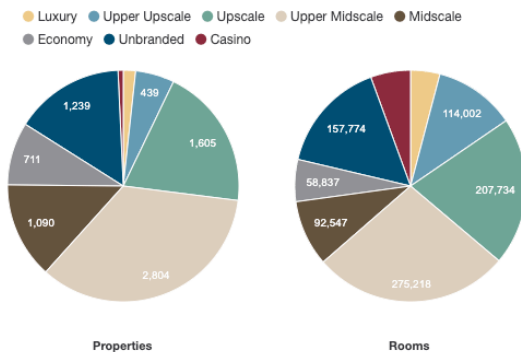
ACTIVE PROJECTS (TOP 3 BRAND COMPANIES) BY
FRANCHISE COMPANY AND PROJECT STAGE



ACTIVE PROJECTS BY CHAIN SCALE



ACTIVE PROJECTS BY CHAIN SCALE



ACTIVE PROJECTS BY COUNTRY AND PROJECT STAGE

	Start Next 12 Months	Early Planning	Under Construction	Total
United States	280,499	270,135	139,781	690,415
Total	280,499	270,135	139,781	690,415

Support your strategic and sales planning with this suite of charts and graphs.

These informative charts allow you to visually understand trends based on your company's database specifications by:

- Parent company
- Chain scale
- Project stage
- Other iterations

Click on any part of a chart to view the corresponding data.



Account Profile

Profile Page Access

Access your profile by clicking on your name in the top right corner of any page in the database.

Select Language

You can also set your language preference in your Account Profile by click the drop-down selector.

Weekly Digest/ Email Reminders

Update your settings by selecting to receive a weekly email digest of all recently added pipeline projects, new renovations and conversions and updated projects and hotels. You can also set phone or email action reminders.

The screenshot displays the 'Account Profile' page with a dark red header. In the top right corner, there is a search bar labeled 'Quick find...' and two dropdown menus: 'EN' and 'US User (T)'. The main content area is divided into two columns. The left column, titled 'SETTINGS', contains three sections: 'SELECT LANGUAGE' with a dropdown menu currently set to 'English (EN)'; 'WEEKLY DIGEST' with a checked checkbox for 'Email me a weekly digest'; and 'ACTION REMINDERS' with a checked checkbox for 'Remind me about actions due...'. Below this, there are several sub-options with checkboxes: 'One week ahead', 'Three business days ahead', 'Two business days ahead', 'One business day ahead', 'On the due date', and 'When they are overdue'. At the bottom of the settings section, there is a 'Send reminders to me...' section with two radio button options: '...as notifications on my phone or tablet (requires installed app)' (which is selected) and '...as email messages'. The right column, titled 'CHANGE PASSWORD', contains three input fields: 'Enter your current password', 'Enter new password', and 'Repeat new password'. A purple 'CHANGE PASSWORD' button is located at the bottom right of this section.

Change Password

On this page you can change your password at any time.

Common Search Operators

;

Semicolon Include more than one search term criteria in any field.

Example: To find properties in particular markets, you could input into the Markets field the markets separated by a semi-colon (;): New York, NY; Buffalo, NY; Alexandria, VA; Philadelphia, PA. Similarly, you could also use this to exclude criteria. For example: if you were looking for properties that had less than 100 rooms but more than 300 rooms you could input in the Rooms field <100;>300. This will give you anything less than 100 and greater than 300 but nothing in between. You could also do this with date ranges.

• •

Search Range Search for a range of rooms, dates, and years.

Example: To search for 8 – 10 year old hotels that may be coming due for a potential renovation, you would enter “2012..2014”.

*

Asterisk Find all records that only have completed information in that particular search field.

Example: To find New Construction Projects and only want those that have a defined start date, you would use the asterisk (*) in the Start Date field. That would pull in only New Construction Records having a confirmed start date into your results. Any records without a start date would not be included.

—

Minus Exclude any search term from a particular field.

Example: If you know you have already called all of Hilton’s New Construction Projects, you could exclude Hilton Worldwide from your next search. To do this, you would select Project Type: New Construction, and then minus (-) Hilton Worldwide in the Franchise Company field. This would give you all Projects in Early Planning except for those that are Hilton.

~

Tilde Find all records that do not have completed information in that particular search field.

Example: To find hotels that potentially have not yet completed a renovation, you could select Project Type: Open and Operating Hotels and then in the Last Reno. field use the tilde (~) to pull in all those hotels that have no information known.

<

Less than

Example: To find hotels < 150 rooms. This will pull in hotels with 149 rooms or less.

<=

Less than or equal to

Example: To find hotels <= 150 rooms. This will pull in all hotels with 150 rooms or less, including 150.

>

Greater than

Example: To find hotels >150 rooms. This will pull in all hotels with 151 rooms or more.

>=

Greater than or equal to

Example: To find hotels >= to 150 rooms. This will pull in all hotels with 150 rooms or more, including 150.



Glossary

Project Stage Definitions for: New Construction

Under Construction: A hotel project is considered to be under construction once work on the structure's footings has commenced. Please note that site work is not considered "under construction" because it does not always mean that construction will immediately follow.

Starts In Next 12 Months: A hotel project that is scheduled to start construction in the next 12 months. Some information, including brand selection, may be incomplete as final approvals are still pending.

Early Planning: Active hotel projects not scheduled to begin construction in the next 12 months, such as:

- A project where the developer has the land parcel under option and has begun the planning process.
- A project where a municipal agency is conducting an RFP process for a planned hotel. Information in this stage is often sparse as many development details still remain to be worked out.

Potential Future Project: A project that will start construction in more than three years and either has a land site that is not under control or the project cannot be verified by multiple sources at this time.

Projects On Hold: A project that a developer has decided to stop pursuing for a period of time and will most likely reconsider in the future.

Projects Cancelled: A project that a developer or franchisor has chosen not to pursue and will not consider under the current circumstances.

Project Stage Definitions for: Brand Conversions and Announced Renovations

Underway: A hotel project that has received all necessary permits and approvals and has begun a renovation or conversion.

Starts in the Next 6 Months: A hotel project that has entered into the formal permitting process and/or is likely to begin a renovation or conversion in the next six months. In this stage, project information may be incomplete as final approvals and budgets are often still pending.

Early Planning: Active hotel projects not scheduled to begin construction in the next 12 months, such as:

- A project where the developer has the land parcel under option and has begun the planning process.
- A project where a municipal agency is conducting an RFP process for a planned hotel. Information in this stage is often sparse as many development details still remain to be worked out.

Potential Future Project: A project that will begin the conversion or renovation process in one year or more.

Projects On Hold: A project that a developer has decided to stop pursuing for a period of time and will most likely reconsider in the future.

Projects Cancelled: A project that a developer or franchisor has chosen not to pursue and will not consider under the current circumstances.