Hotels, Alternative Accommodations and Wellness

Jan D. Freitag, SVP, STR, Inc., U.S.
Living A Well Life
The Hotel Perspective

Jan D. Freitag
Senior Vice President

jan@str.com
@jan_freitag

www.hotelnewsnow.com
The Center of the Hotel Industry Benchmarking Universe: Hendersonville, TN
Gyms Are A Commodity...

*Hotels with Exercise Room / Health / Fitness Facility, AH&LA Lodging Survey, 2017
... Except In Lower End Hotels...

- **Luxury**: 100%
- **Upper Upscale**: 98%
- **Upscale**: 99%
- **Upper Midscale**: 92%
- **Midscale**: 69%
- **Economy**: 26%

*Hotels with Exercise Room / Health / Fitness Facility, AH&LA Lodging Survey, 2017
... Which Incidentally Also Have The Lowest % of Smoke-Free Hotels

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury</td>
<td>99%</td>
</tr>
<tr>
<td>Upper Upscale</td>
<td>96%</td>
</tr>
<tr>
<td>Upscale</td>
<td>99%</td>
</tr>
<tr>
<td>Upper Midscale</td>
<td>92%</td>
</tr>
<tr>
<td>Midscale</td>
<td>62%</td>
</tr>
<tr>
<td>Economy</td>
<td>42%</td>
</tr>
</tbody>
</table>

*Hotels with 100% Non-Smoking Rooms, AH&LA Lodging Survey, 2017
Spas Are - Not Surprisingly – More Prevalent In High-End Hotels

- **Luxury**: 68%
- **Upper Upscale**: 19%
- **Upscale**: 1%
- **Upper Midscale**: 0%
- **Midscale**: 0%
- **Economy**: 1%

*Hotels with Spas (with Treatment Rooms), AH&LA Lodging Survey, 2017*
How Do You Differentiate In This Sea Of Brands?
Every Brand Has Their Own Answer
ADR For Luxury Hotels *(The Chart That Made Me (In)Famous)*

*Average Daily Rate, Luxury Class Hotels, with and without Spas, by year 2000 – YTD 2017*
Thank You!

jan@str.com

@jan_freitag

www.linkedin.com/in/janfreitag