

Hampton Inn & Suites Atlanta Midtown

Location: Midtown Atlanta, GA
Acquisition Price: \$58.0M (\$312K per room)
Year Built: 2020
Rooms: 186 keys
Amenities: Rooftop bar, onsite parking, fitness center, business center



Bullseye Deal

- Rooms-oriented
- Premium brand
- High margins
- Heart of demand location
- High growth market
- Strong RevPAR

Investment Thesis

- **Newly built**
- **Top-tier, high growth market**
- **Accretive to RLJ portfolio:**
 - ~\$185 stabilized ADR
 - ~\$150 stabilized RevPAR
 - ~42% stabilized margins
 - ~8.0% - 8.5% stabilized NOI yield
- **Off-market transaction**



Atlanta Midtown Highlights

- **High growth submarket**
 - RevPAR CAGR outpaced Top 25 Markets and U.S. by 360 bps and 270 bps from 2015 - 2019
- **#1 submarket in Atlanta**
 - Pre-COVID RevPAR +88% higher than Atlanta Market
- **Significant Midtown development**
 - 17 projects under construction
 - 4.7M SF of office space and +6,000 residential units in planning
- **Midtown population boom**
 - 5x population growth compared to the City of Atlanta
- **Atlanta's tech & innovation hub**
 - 46% of City's professional / tech / science / management jobs
- **7 million annual visitors to Midtown**

Atlanta Highlights

- **Atlanta has emerged as a hot spot for corporate relocations and tech**
 - +24,000 new jobs in Midtown Atlanta
- **Location of top companies**
 - Coca-Cola, Delta, Home Depot, UPS, Georgia Pacific, AT&T, NCR, Georgia Pacific, Google, Facebook, Microsoft, Invesco, Southern Company, Equifax and Anthem
- **Globally ranked universities**
 - +37,500 students across Georgia Tech / Emory Medical / SCAD
- **Largest concentration of arts and cultural institutions in the Southeast**