

HYATT PLACE Airport Atlanta

123 Main Street, Atlanta, Georgia

TBRE
HOTEL ADVISORS

CONFIDENTIAL
OFFERING MEMORANDUM



EXECUTIVE SUMMARY

FINANCIAL HIGHLIGHTS

MARKET SUMMARY

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Investment Highlights



Overview

TBRE Inc has been selected to exclusively market for sale the Hyatt Place at Interstate 285 located at 123 Main St., Atlanta, GA 30349.

With 300 guest rooms, a multitude of demand generators and first-class guest amenities, Hyatt Place is positioned to serve corporate and leisure lodging needs.



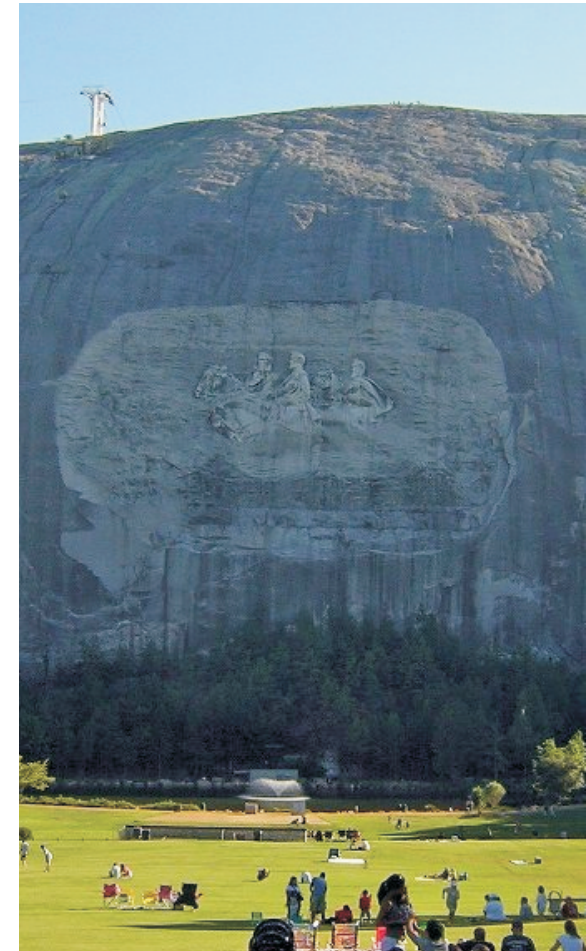


Property Highlights

- > The Hyatt Place Atlanta, GA is one of the leading hotels in the Hartsfield-Jackson Atlanta International Airport market.
- > RevPAR increased an impressive 30.4% for Year 2018 vs. Year 2017
- > The hotel is affiliated with the Hyatt Place which is a cornerstone of one of the world's largest and most dynamic hotel groups - the Carlson Rezidor Hotel Group. This global hotel group encompasses six national and international hotel brands found in 81 countries and territories with more than 1,300 hotel locations.
- > The Atlanta Lodging market experienced strong growth in 2017 as RevPAR increased 14.4% year-over-year and RevPAR for the Midscale Class hotels increased by 22.0% during the same period.
- > The property features a variety of amenities including a lobby lounge, business center, fitness center, swimming pool, complimentary breakfast, complimentary Wi-Fi and guest laundry. Additionally, the hotel offers flexible meeting space to accommodate a variety of corporate or social groups.
- > The Hyatt Place Atlanta enjoys a high-barrier-to-entry location on the south side of Hartsfield-Jackson International Airport

Property Highlights (cont.)

- > With a Room Revenue of almost \$5 million, the Hyatt Place Atlanta is an exceedingly well-performing select-service asset. Operating margins are in excess of 27% cash flow and provide consistent income for ownership.
- > The Hyatt Place Atlanta is being offered unencumbered of management. Perspective purchaser has the opportunity to install their own management company.
- > The Hyatt Place Atlanta is being offered unencumbered by debt.
- > The franchise license is considered an exceptionally valuable asset of the Hyatt Place. It provides a high level of traveler allegiance and recognition, an excellent computerized reservation system, and the popular Club Carlson program where guests earn free stays.
- > On change of ownership, it is anticipated that Carlson may require the new owner to complete a change of ownership PIP. This PIP will require certain improvements, upgrades, and modifications to the hotel as a condition of the issuance of a new Hyatt Place franchise. The Buyer will be responsible for all repairs and renovations needed to satisfy Hyatt Place requirements.



LOCATION MAP

County Inn & Suites Atlanta

5100 W Fayetteville Road
Atlanta, GA 30349

Best Western

1556 Phoenix Blvd.,
College Park, GA 30349

Sheraton Atlanta

1900 Sullivan Rd.,
Atlanta, GA 30337

Holiday Inn Atlanta Airport

4669 Airport Blvd.,
College Park, GA 30337

Atlanta Airport Marriott

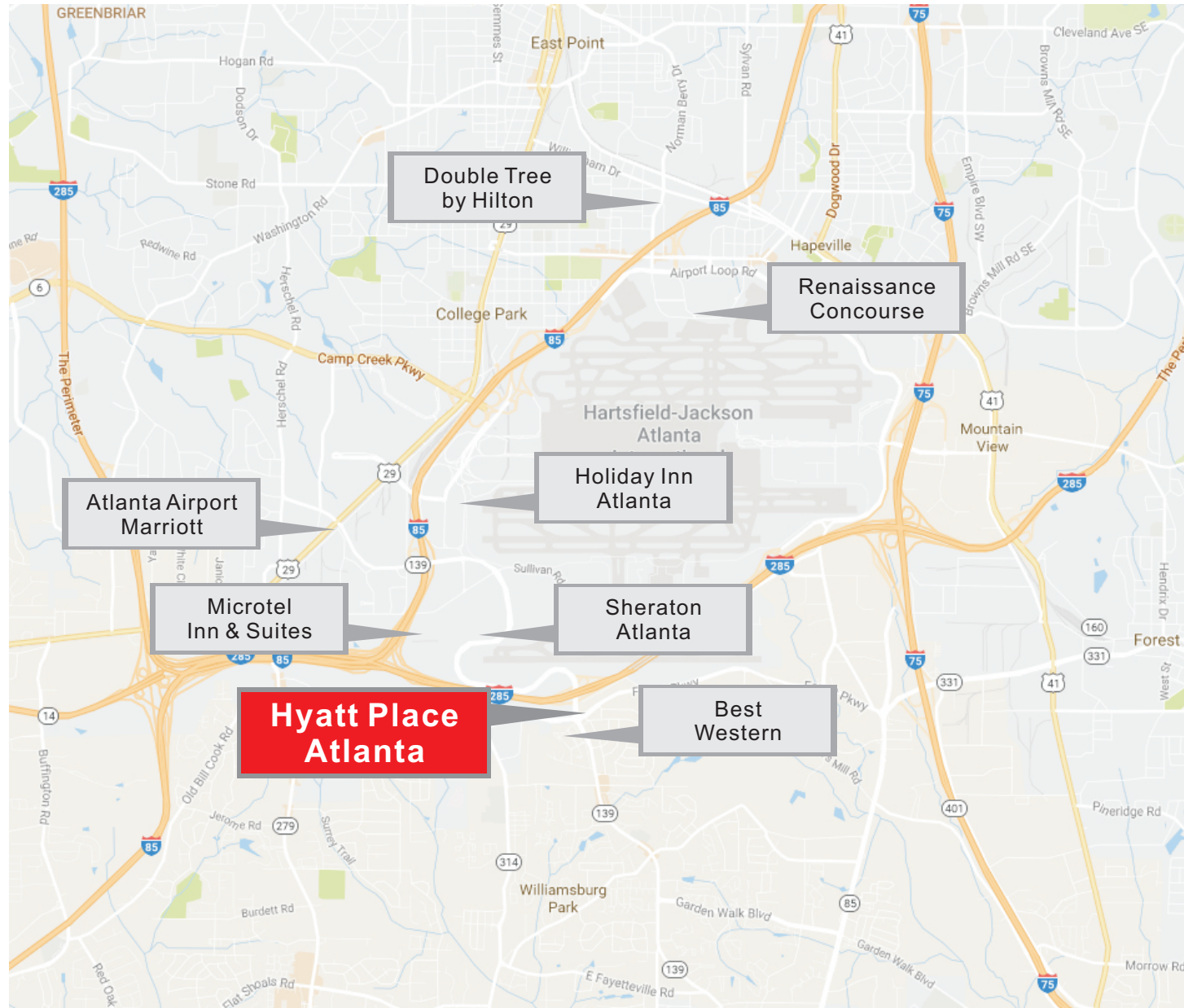
4711 Best Rd.,
Atlanta, GA 30337

Renaissance Concourse

1 Hartsfield Center Pkwy.,
Atlanta, GA 30354

Double Tree by Hilton

3400 Norman Berry Dr.,
Atlanta, GA 30344



PROPERTY PHOTOS



PROPERTY PHOTOS



ATLANTA AT A GLANCE

> **Overview** – Hyatt Place Atlanta is located in College Park, GA - a city located within Fulton and Clayton Counties. Positioned inside the perimeter of Atlanta and about 9 miles southwest of downtown, College Park is part of Atlanta-Sandy Springs-Roswell, GA MSA-the 9th largest metropolitan area in the Country, center of the Southeast and home to roughly six million people. Also located within College Park is the Georgia International Convention Center and the Hartsfield-Jackson International Airport, the world’s busiest airport. Its proximity to Hartsfield-Jackson, Atlanta’s international commerce, metropolitan amenities and an abundance of recreational opportunities has primed the city of College Park for growth well into the future.

> **Economy** – As the state of Georgia continues to grow and prosper in the area of economic development, metro Atlanta, including Fulton County, has become a leader in attracting new industry worldwide. Corporation continues to look at Fulton County to locate and re-locate their headquarters, distribution facilities and offices.

> **Corporation Culture** – Fulton County is home to the headquarters for some noteworthy companies-AFC Enterprises, Porsche, Mercedes Benz, AT&T Mobility, Chick-fil-A, Coca-Cola, Cox Enterprises, Delta Air Lines, Equifax, Georgia-Pacific, IBM, Newell Reubbermaid, and UPS among others.

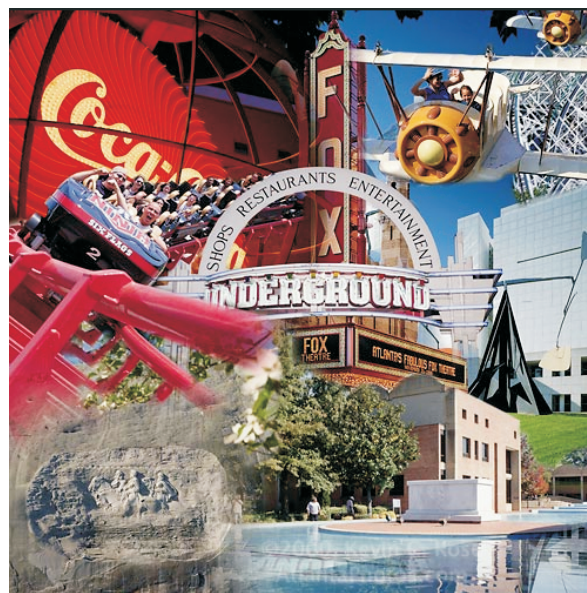
> **Hartsfield-Jackson Atlanta International Airport** – College Park is home to the world’s busiest airport which puts in within a tow hour flight of 80% of the U.S. population.

> **Tourism in Atlanta** – Atlanta is the 7th most-visited city in the United States with over 35 million visitors per year.

> **Fortune 500 Mecca** – Atlanta ranks 3rd in Fortune 500 company headquarters which include Delta, Coca-Cola, The Home Depot, Cox Enterprises, UPS and SunTrust.

> **Economic Impact** – Encompassing \$304 billion, the Atlanta metropolitan area is the 8th largest economy in the country and 17th largest in the world.





ATLANTA AT A GLANCE

- > **Fortune 500 Mecca** – Atlanta ranks 3rd in Fortune 500 company headquarters which include Delta, Coca-Cola, The Home Depot, Cox Enterprises, UPS and SunTrust.
- > **Economic Impact** – Encompassing \$304 billion, the Atlanta metropolitan area is the 8th largest economy in the country and 17th largest in the world.
- > **Atlanta's Abounding Economic Accolades** – #2 Most Wired City, #3 Business Friendly City, #2 in Entrepreneurial Activity, #5 U.S. City for Foreign Investment
- > **Education Masses** – The Greater Atlanta Metro Area is home to 27 colleges and universities offering four year degree programs. Well-recognized schools include Agnes Scott College, Emory University, Georgia Institute of Technology, Georgia State University, Morehouse College, and Spelman College.
- > **Sports Fan Heaven** – Atlanta is home to myriad opportunities for college and professional sports fans from the NBA's Hawks, to the NFL's Falcons, to Major League Baseball's Atlanta Braves. College sports fans come into town for SEC Championship weekend each year, take in Georgia Tech Yellow Jackets football matchups on the gridiron and head to Georgia State basketball games. The recent addition of the College Football Hall of Fame adds yet another major athletics attraction to the city.
- > **Atlanta's Tourist Attractions** – Visitors to Atlanta have an abundance of ways to spend a day or a weekend- Centennial Olympic Park, the Atlanta Aquarium, The World of Coca-Cola, Atlanta Botanical Gardens, Zoo Atlanta, Music Midtown, Atlanta Dogwood Festival, and more.

DEMOGRAPHIC SUMMARY

Radius	1 Mile	3 Mile	5 Mile
Population			
2021 Projection	11,015	57,480	173,495
2016 Estimate	10,257	54,713	165,101
2010 Census	8,037	50,238	153,953
Growth 2016 - 2021	7.39%	5.06%	5.08%
Growth 2010 - 2016	27.62%	8.91%	7.24%
2016 Population by Hispanic Origin	705	2,245	18,000
2016 Population	10,257	54,713	165,101
White	577 5.63%	2,701 4.94%	26,763 16.21%
Black	9,049 88.22%	49,618 90.69%	129,660 78.53%
Am. Indian & Alaskan	88 0.86%	209 0.38%	885 0.54%
Asian	319 3.11%	1,190 2.17%	4,683 2.84%
Hawaiian & Pacific Island	25 0.24%	42 0.08%	155 0.09%
Other	201 1.96%	954 1.74%	2,956 1.79%
U.S. Armed Forces	23	60	202
Households			
2021 Projection	4,242	22,370	65,186
2016 Estimate	3,952	21,284	61,978
2010 Census	3,111	19,487	57,737
Growth 2016 - 2021	7.34%	5.10%	5.18%
Growth 2010 - 2016	27.03%	9.22%	7.35%
Owner Occupied	1,073 27.15%	8,000 37.59%	28,209 45.51%
Renter Occupied	2,879 72.85%	13,284 62.41%	33,769 54.49%
2016 Households by HH Income	3,951	21,282	61,975
Income: <\$25,000	1,558 39.43%	7,995 37.57%	21,340 34.43%
Income: \$25,000 - \$50,000	1,224 30.98%	6,470 30.40%	18,259 29.46%
Income: \$50,000 - \$75,000	602 15.24%	3,465 16.28%	11,158 18.00%
Income: \$75,000 - \$100,000	353 8.93%	1,891 8.89%	5,570 8.99%
Income: \$100,000 - \$125,000	146 3.70%	644 3.03%	2,634 4.25%
Income: \$125,000 - \$150,000	22 0.56%	278 1.31%	1,114 1.80%
Income: \$150,000 - \$200,000	19 0.48%	207 0.97%	1,018 1.64%
Income: \$200,000+	27 0.68%	332 1.56%	882 1.42%
2016 Avg Household Income	\$41,778	\$45,958	\$49,168
2016 Med Household Income	\$30,535	\$34,135	\$37,524





ATLANTA HIGHLIGHTS

- > **Atlanta, GA MSA/Center of the Southeast** – College Park is part of the Atlanta, GA MSA and benefits from its location inside the perimeter of the city and its commerce, amenities, entertainment, and culture. Metro Atlanta is the population, employment, and transportation center of the Southeast, and the ninth largest metro area in the United States. Atlanta’s exceptional qualities of life, low cost of living, diverse job opportunities, education infrastructure and cultural amenities have attracted the largest in-migration of new residents in the U.S. during the last decade.
- > **Fast Growing Population** – The Atlanta MSA is one of the fastest-growing areas in the United States. The current population is estimated at nearly 6 million residents, which is a 60% increase from 1990. Total households increased from 1.1 million in 1990 to 1.94 million by 2009 and were projected to increase to 2.15 million by the end of 2014
- > **Popular International Destination** – In recent years, the strong business climate and ease of access have drawn a tremendous amount of international interest and investment to Atlanta. More than 400 international flights leave from Atlanta’s Hartsfield-Jackson International Airport each week, making the city increasingly accessible to foreign investors. There are more than 1,200 foreign-owned facilities in Atlanta that employ close to 81,000 employees. The countries with the largest presence in Atlanta are Japan, Germany, The United Kingdom, France, and Canada.
- > **Employment Hub** – Atlanta is the economic hub of the Southeast. Many national surveys continue to rank Atlanta among the nation’s best cities for business and entrepreneurial activity. A very diverse economy, the city serves as the headquarters for 13 Fortune 500 companies which places it fourth behind New York (42), Houston (24), and Dallas (14). Notable companies include Coca-Cola, Cox Enterprises, Delta, The Home Depot, and SunTrust. The area is also home to thousands of government and military-related jobs including the CDC, Fort Gillem / Fort McPherson, and Lockheed Martin. According to Property and Portfolio Research, Atlanta’s projected employment growth rate for the next five (5) years is 3.5% which is 66% higher than the projected U.S. growth rate of 2.1%. In addition, the projected unemployment rate over the next five (5) years for the metro area is well below the U.S. average at 6.5% versus 7.2%.
- > **Corporate Relocation and Expansions** – Atlanta continues to benefit from corporate relocations and expansions due to its strategic East Coast location, access to transportation, educated workforce, and quality of life. Noteworthy firms that have relocated their corporate headquarters recently include NCR, First Data, Novellis, Sony Ericsson, and Efinity Corp. In addition, Verizon and GE Energy plan to expand operation bringing up to 1,000 new jobs to the metropolitan area. For this reason, the city is primed to maintain its high growth while attracting new talent.

ATLANTA HIGHLIGHTS

> **Transportation & Infrastructure/Air Transportation-the World's Busiest Airport** – The world's busiest airport by passenger traffic since 1998, and by number of landings and take-offs since 2005, Hartsfield–Jackson held its ranking as the world's busiest airport in 2012- both in passengers and number of flights, by accommodating 95 million passengers (more than 260,000 passengers daily) and 950,119 flights. Many of the nearly one million flights are domestic flights from within the United States, where Atlanta serves as a focus city for Southwest Airlines and the primary hub for Delta Airlines. At nearly 1,000 flights a day, the Delta hub is the world's largest airline hub. The airport also has international service to North America, South America, Central America, Europe, Asia, and Africa.

> **Atlanta Interstate Network** – Interstate 85, 75, 20 ,and 285



> **Railway Service** – Georgia boasts one of the most extensive Freight Rail systems in the U.S., with 5,000 miles of track that run through most of the state's 159 counties. The primary Class I railroads serving Atlanta include CSX and Norfolk Southern. Intercity Passenger Rail Service in Georgia is provided by the National Railroad Passenger Corporation, known commonly as "AMTRAK."

> **MARTA/Metropolitan Atlanta Rapid Transit Authority** – MARTA is the principal rapid-transit system in the Atlanta metropolitan area. It is the eighth-largest rapid transit system in the United States by ridership. Formed in 1971 as strictly a bus system, MARTA operates a network of bus routes linked to a rapid transit system consisting of 48 miles of rail track with 38 train stations.





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