

### **Property Information:**

**Acquisition Price:** 

Location: Acquired:

\$90.0M (\$216k per room) Union Square, San Francisco, CA June 22, 2010

Rooms: Type:

Built / Last Renovated:

416 Upper Upscale, Full-Service 1928 / 2011

### **Property Highlights:**

- 416 well-appointed guest rooms and suites
- 18,000 square feet of meeting space in eleven rooms
- · Five food and beverage options:
  - Scala's Bistro
  - The Wine Room at Scala's Bistro
  - Bar Drake
  - Starlight Room (rooftop lounge)
  - Starbucks (leased)
- Off-site valet parking
- 24-hour business center and fitness center
- 3,600 square feet of retail space

## Market Highlights:

#### **Market Overview:**

- San Francisco is the fifth most populous region in the nation and the second most populous in California
- Highly educated population with array of top-tier educational institutions including Stanford University, San Francisco and UC Berkeley, UC San Francisco and UC Berkeley
- Excellent transportation infrastructure, with three international airports, a modern network of highways and an efficient public transportation system
- Proven history of double-digit RevPAR growth in recovery cycles
- Union Square location is a 2.5-acre plaza with one of the largest collections
  of department stores, boutique shops, art galleries and high- end salons in
  the United States (retailers include Gucci, Tiffany's, Barney's, Prada, etc.)



### **Demand Generators:**

- The Moscone Convention Center
- Financial Center: Home to numerous prominent Fortune 500 companies, banks, financial service companies and venture capital firms
- Silicon Valley and San Francisco:
   High concentration of world-leading
   technology and software companies
- Biotechnology: Global leader for biotechnology firms and research
- Retail: Renowned Union Square retail center
- Varied environmental demand generators lead to a diverse tourism base: Pacific Ocean, San Francisco Bay, Napa Valley, Mountains and National Parks



# sir francis drake san francisco, california

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2010 EBITDA <sup>(1)</sup> :	\$3.4M
2011 EBITDA (under renovation) <sup>(1)</sup> :	\$5.0M
2012 EBITDA <sup>(1)</sup> :	\$8.4M
2010 EBITDA Yield <sup>(1)</sup> :	3.6%
2011 EBITDA Yield <sup>(1)</sup> :	4.9%
2012 EBITDA Yield <sup>(1)</sup> :	8.0%

(1) Estimated discount to replacement cost at time of acquisition; EBITDA based on previously disclosed hotel earnings before interest, taxes, depreciation and amortization ("EBITDA"); EBITDA Yield reflects certain capital investments made by Pebblebrook as of year-end 2010, year-end 2011 and year-end 2012.





# **Competitive Set:**

Hotels	Map Marker	Rooms	Year Opened
Kimpton Sir Francis Drake Hotel	*	416	1928
Marriott San Francisco Union Square	1	400	1971
Grand Hyatt San Francisco	2	660	1973
InterContinental Mark Hopkins San Francisco	3	383	1926
Kimpton Hotel Monaco San Francisco	4	201	1910
Kimpton Serrano Hotel	5	236	1928
Hotel Nikko San Francisco	6	532	1987
Total (excluding Sir Francis Drake)		2.412	



# **Investment Highlights:**

### **Strengths**

- Famous historic hotel
- Union Square location
- Extremely high barriers to entry
- Diversified economic drivers
- A+ location in a truly world class city
- Destination food and beverage
- Historic/unique meeting spaceStrong lease income
- Significant discount to replacement cost

### **Opportunities**

- Renovation and expansion of Moscone Convention Center
- Recently completed guest rooms, corridors, lobby, entrance and Starlight Room renovation
- Front entrance retail
- Proximity to Asia
- Improved cash flow through best practices and Pebblebrook asset management

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