

# sofitel philadelphia philadelphia, pennsylvania

## **Property Information:**

**Acquisition Price:** 

Location:

Acquired: Rooms:

Type:

Built:/Converted:

\$87.0M (\$284K per room) Philadelphia, PA December 3, 2010 306

Upper-Upscale, Full-Service 1964; 2000

### **Property Amenities:**

- •306 guest rooms, including 68 suites
- · Historic building once housed the Philadelphia Stock Exchange
- Four-fixture bathrooms with French bathroom amenities
- •Two floors totaling approximately 15,000 SF of meeting space, including the 4.500-SF Paris Ballroom
- Chez Colette, a charming brasserie offering French-style breakfast cuisine
- Liberté, a chic bar and lounge overlooking the streetscape, serving lunch and dinner
- Fitness center
- On-site indoor parking

## Market Highlights:

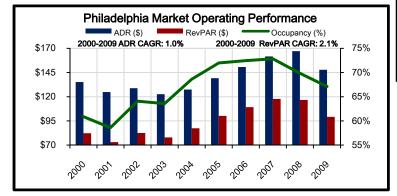
#### **Market Overview:**

- The Philadelphia downtown submarket has office space totaling over total 40 million square feet.
- •The Philadelphia Center City hotel market has a trailing twelve month occupancy of 72%, which represents a solid base for additional occupancy and rate growth.
- Convention center expansion is expected to double its available exhibition space in spring 2011 and attract more city-wide conventions.
- Well educated population with top-tier educational institutions including: University of Pennsylvania, Temple University, Villanova University and Drexel University.



#### **Demand Generators:**

- Philadelphia Convention Center is in the process of a major expansion that is projected to yield:
- A significant increase in room nights annually
- More than \$140 million in annual economic impact
- Large quantity of leisure demand generators:
- Franklin Institute of Science
- Independence Hall Visitor Center
- Liberty Bell
- National Constitution Center
- Philadelphia Museum of Art
- Philadelphia Zoo
- African American Museum
- Barnes Foundation
- Pennsylvania Academy of Fine Art
- Five major professional sports teams



## Historical Performance and Valuation:

Forward 12-Month Cap Rate (Projected NOI) (1):

Estimated Discount to Replacement Cost: 30% - 35% 2009 Occupancy 77% 2009 ADR: \$169

(1) Based on previously disclosed forecasted net operating income after capital reserves

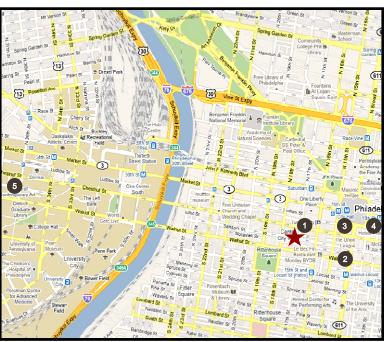




4.4% - 5.1%

## Competitive Set:

Hotels	Map Marker	Rooms	Year Opened
Sofitel Philadelphia	*	<i>306</i>	2000
Westin Philadelphia	1	294	1990
Hyatt at The Belleview	2	172	1904
Ritz-Carlton Philadelphia	3	299	2000
Loews Philadelphia	4	581	2000
Hilton The Inn @ Penn	5 _	238	1999
Total (excluding the Sofitel Philadelphia)	_	1,584	_



## Investment Highlights:

#### **Strengths**

- · High barriers to entry
- Premiere Center City location
- · High-quality asset
- Strong market performance history
- Attractive contemporary design
- Significant discount to replacement cost and positioning strategies

#### **Opportunities**

- Convention center expansion
- Bar/restaurant reconfiguration
- Improved cash flow through asset management
- Enhanced revenue management and positioning strategies