

boston boston, massachusetts

Property Information:

Acquisition Price:

Location: Acquired:

Rooms:

Type: **Built:** \$89.5M (\$381K per room) Boston, MA June 8, 2011 Luxury, Full-Service

2009

Property Highlights:

- •235 luxuriously-appointed guest rooms that include the signature W bed, panoramic views, fully wired technology, state-of-the-art entertainment and Bliss Spa bath amenities
- •5,000 square feet of indoor meeting space in 9 meeting rooms with integrated audio systems, built-in recessed screens and light dimming and control systems
- Market by Jean-Georges is a full-service restaurant that serves classic dishes recreated and reinvented with eclectic flair
- Bliss Spa offers upscale services and amenities including massages, body treatments/wraps, manicures/pedicures, facials, waxing and a retail store
- •SWEAT Fitness Center is an 1,100 square-foot fully-equipped fitness center
- Onsite valet and 142 garage parking spaces

Market Highlights:

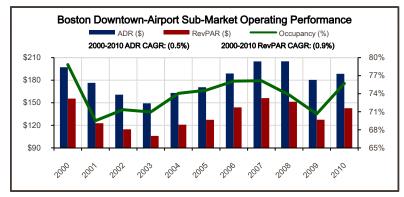
Market Overview:

- The Greater Boston metropolitan area has the sixth-largest economy in the
- •The Boston hotel market (Downtown/Airport) has commenced a significant recovery with 2010 RevPAR up 12% from 2009.
- •Compounded annual RevPAR growth for Boston's CBD was 9.1% from 1995 to 2000 and 10.2% from 2003 to 2007, the two most recent prior recovery periods.



Demand Generators:

- ·Boston's colleges and universities are a major demand driver of the regional economy, offering significant stability and long-term growth:
- -There are a total of 52 institutions of higher education in metropolitan Boston
- Premier tourism destination for national and international travelers
- -\$7.2 billion spending impact in 2010
- Well diversified economy, with major economic contributions from a wide variety of industries
- 2 convention centers with almost 1 million SF of exhibition and meeting space
- · First-class sports, dining, entertainment, musical and cultural activities:
 - -5 major professional sports teams: Boston Bruins, New England Patriots, Boston Red Sox, Boston Celtics, New England Revolution



Historic Performance and Valuation:

Estimated Discount to Replacement Cost: 30% 2010 Occupancy: 2010 ADR:

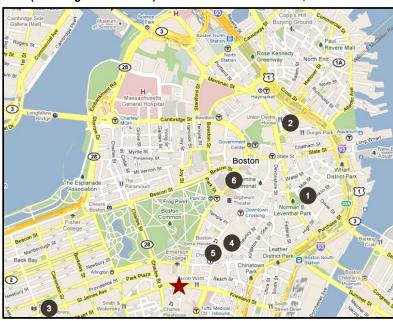
Forward 12-Month Cap Rate (Projected EBITDA)(1): 6.3% Forward 12-Month Cap Rate (Projected NOI)(1):





Competitive Set:

Hotels	Map Marker	Rooms	Year Opened
W Boston	*	235	2009
Langham Hotel Boston	1	318	1981
Millennium Bostonian	2	201	1983
Fairmont The Copley Plaza	3	383	1912
Hyatt Regency Boston	4	498	1985
Ritz-Carlton Boston Common	5	193	2001
Kimpton Nine Zero	6	190	2002
Total (including the W Boston)		2,018	



Investment Highlights:

Strenaths

- Significant discount-to-replacement cost
- Superb facilities and amenities
- Stable market with excellent demand fundamentals
- Newly built high-quality luxury product
- Minimal capital expenditure needs

Opportunities

- Strong upside from operations that have yet to stabilize since the hotel's completion
- Expected positive impact from new lounge
- Attractive improving location
- Excellent 2012 market outlook
- Improved cash flow through Pebblebrook asset management and best practices