

A brief graphical exploration into the growth of hospitality brands by market segment

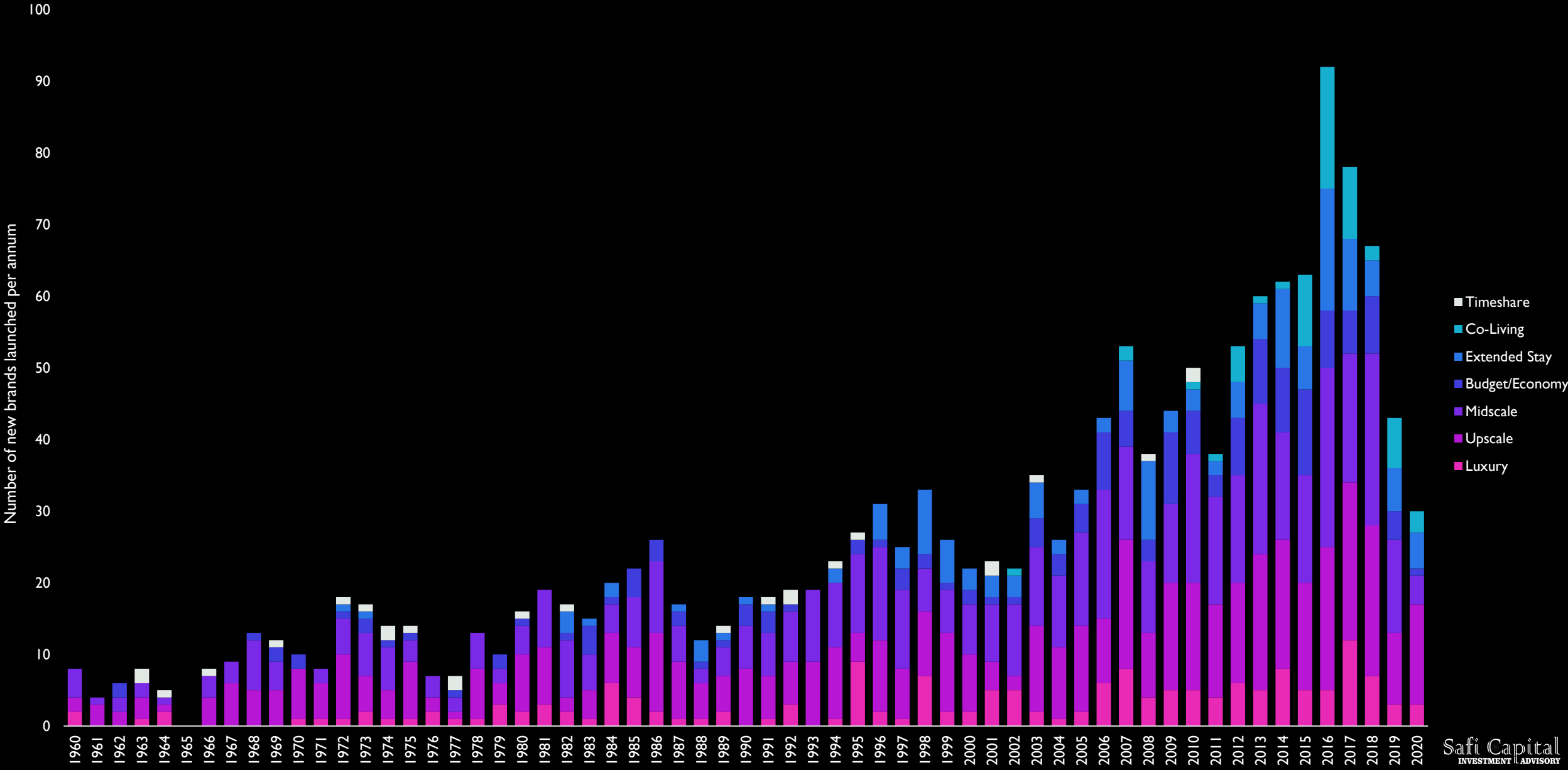
1960 to YTD 09/2020



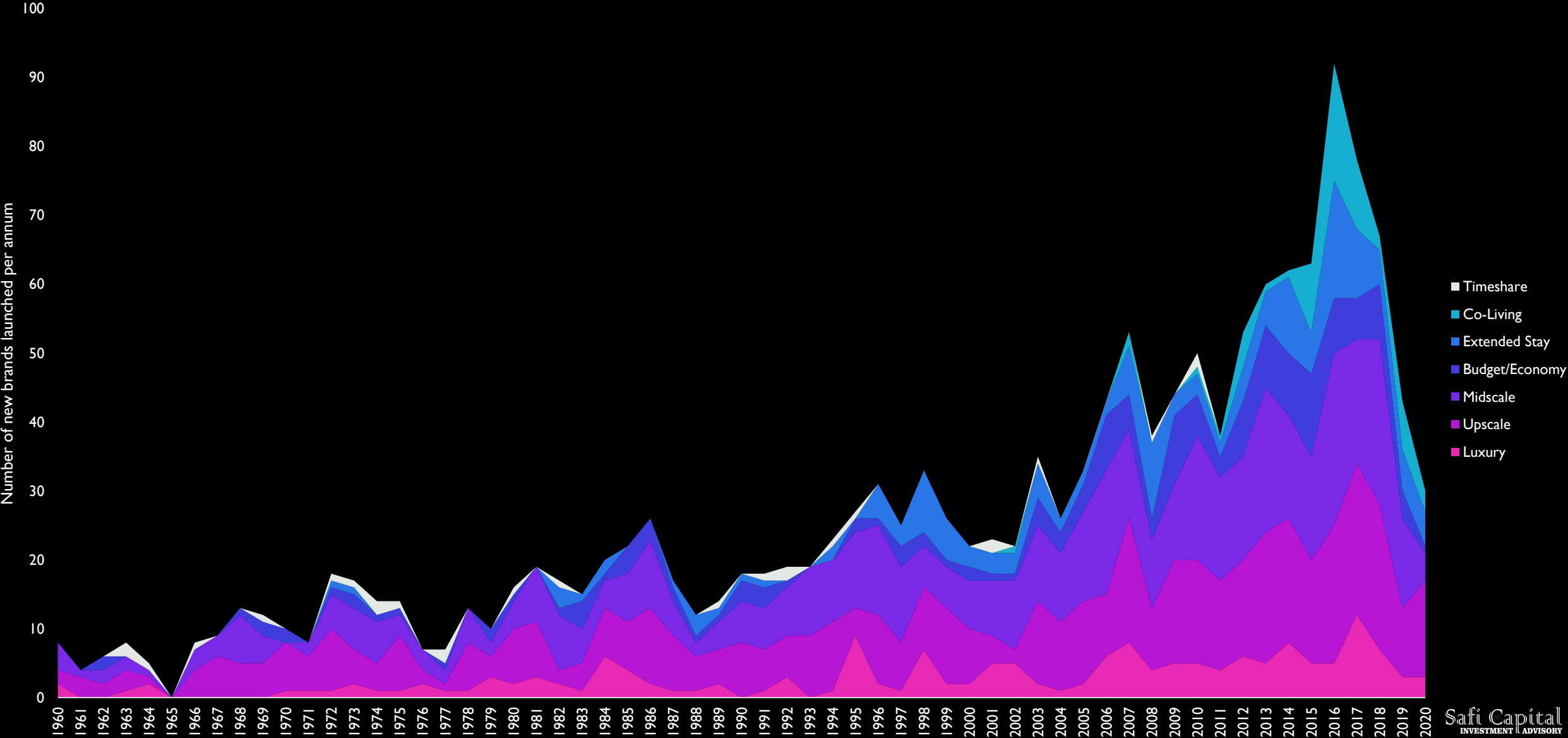
A Partial Timeline of Brand Launches by Market Segment (2015 to 09/2020)

	2015	2016	2017	2018	2019	YTD 09/2020
Luxury						
Upscale / Upper Upscale						
Midscale / Upper Midscale						
Budget/ Economy						
Extended Stay						
Co-living						

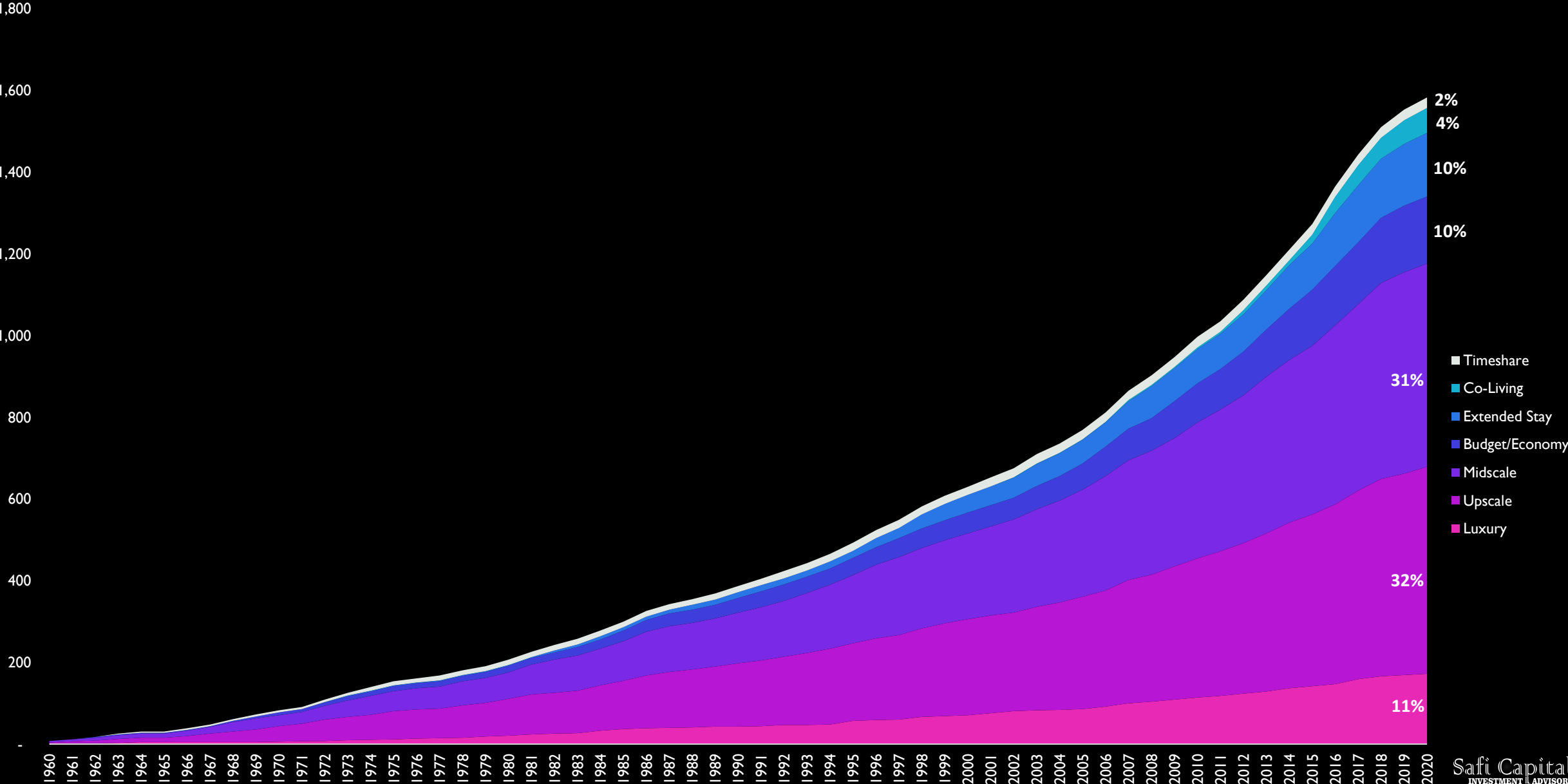
New Hospitality Brand Launches by Year and Market Segment (1960 to YTD 09/2020)



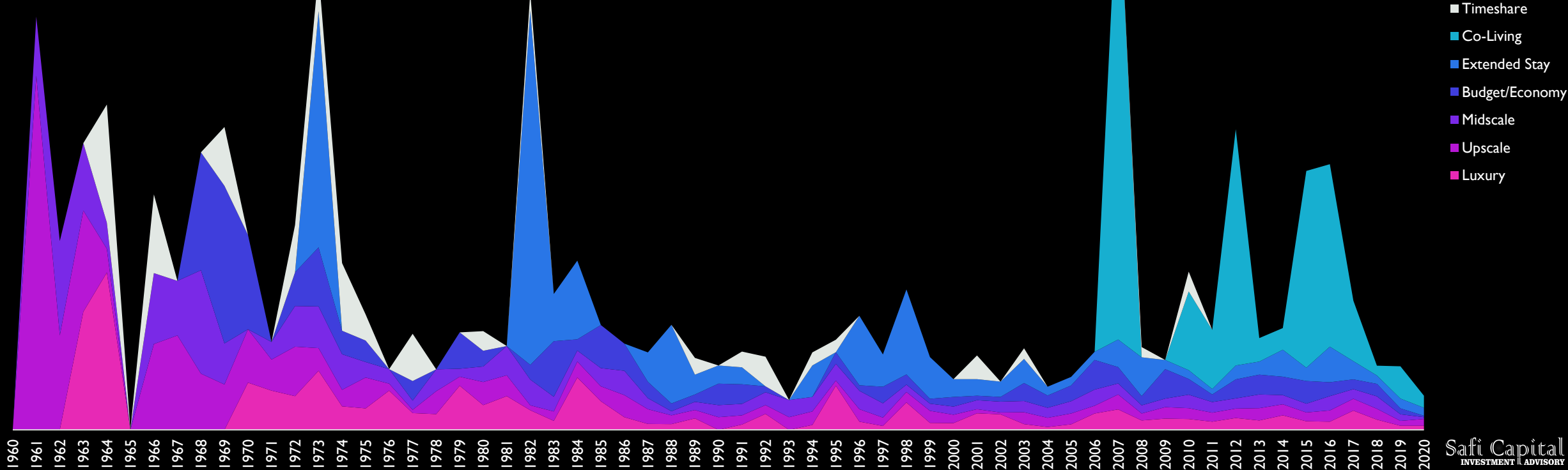
New Hospitality Brand Launches by Year and Market Segment (1960 to YTD 09/2020)



Accumulated Hospitality Brand Growth by Market Segment (1960 to YTD 09/2020)



Hospitality Brand Growth by Market Segment (1960 to YTD 09/2020)





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