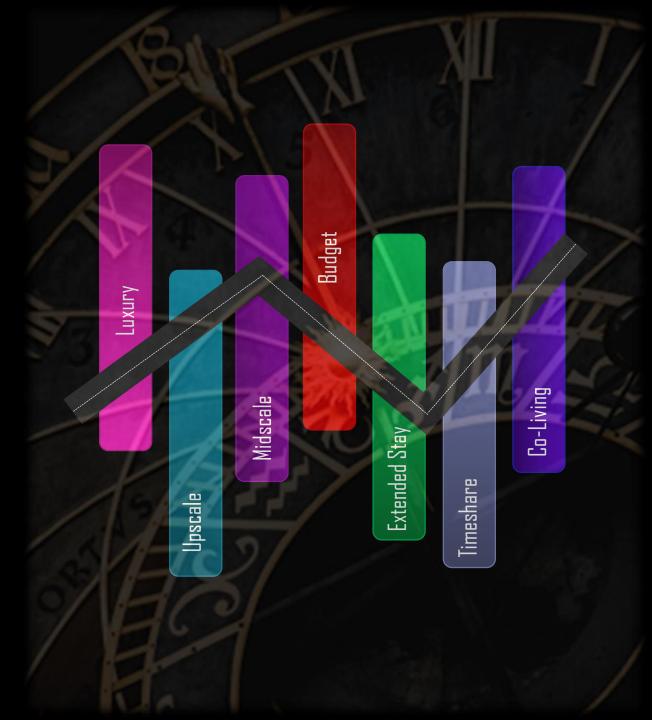
A brief graphical exploration into the growth of hospitality brands by market segment

1960 to YTD 09/2020





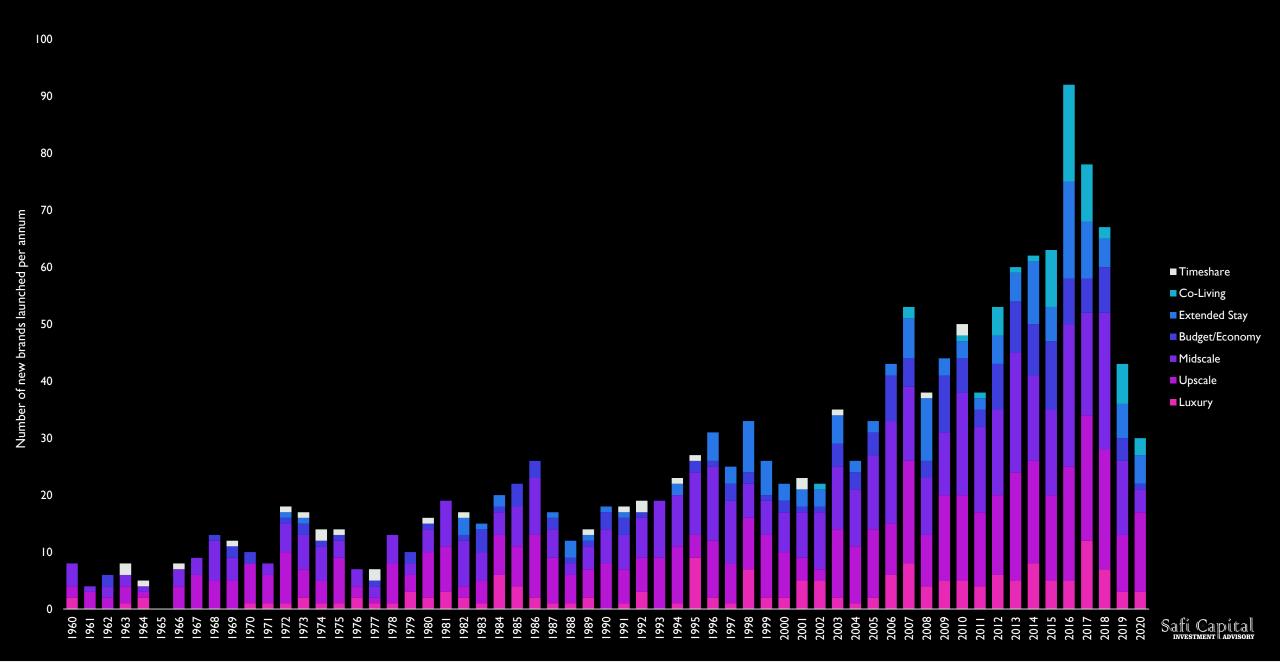
A Partial Timeline of Brand Launches by Market Segment

(2015 to 09/2020)

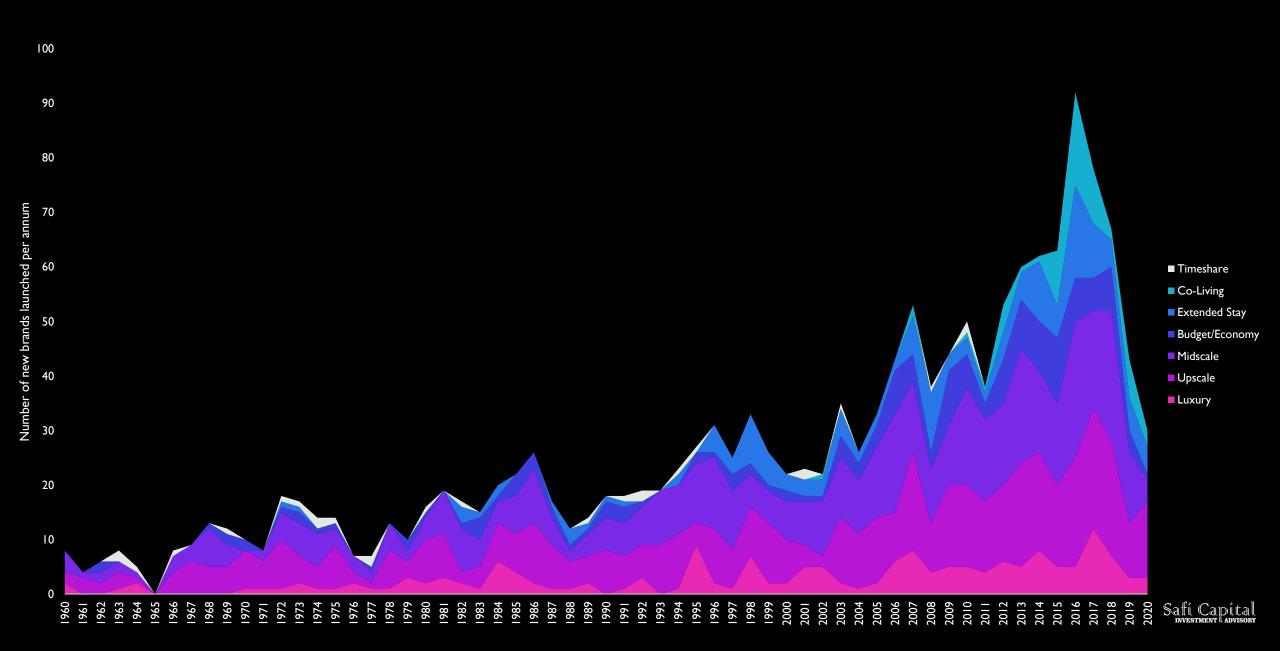
	2015	2016	2017	2018	2019	YTD 09/2020
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Extended	BEYONDER HOTELS	FIVE SONDER DESCRIPTION	NEST Dream	●● room2	by BEST WESTERN	room2lite
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	bnd CoHo 2015	2016		2018	2019	2020



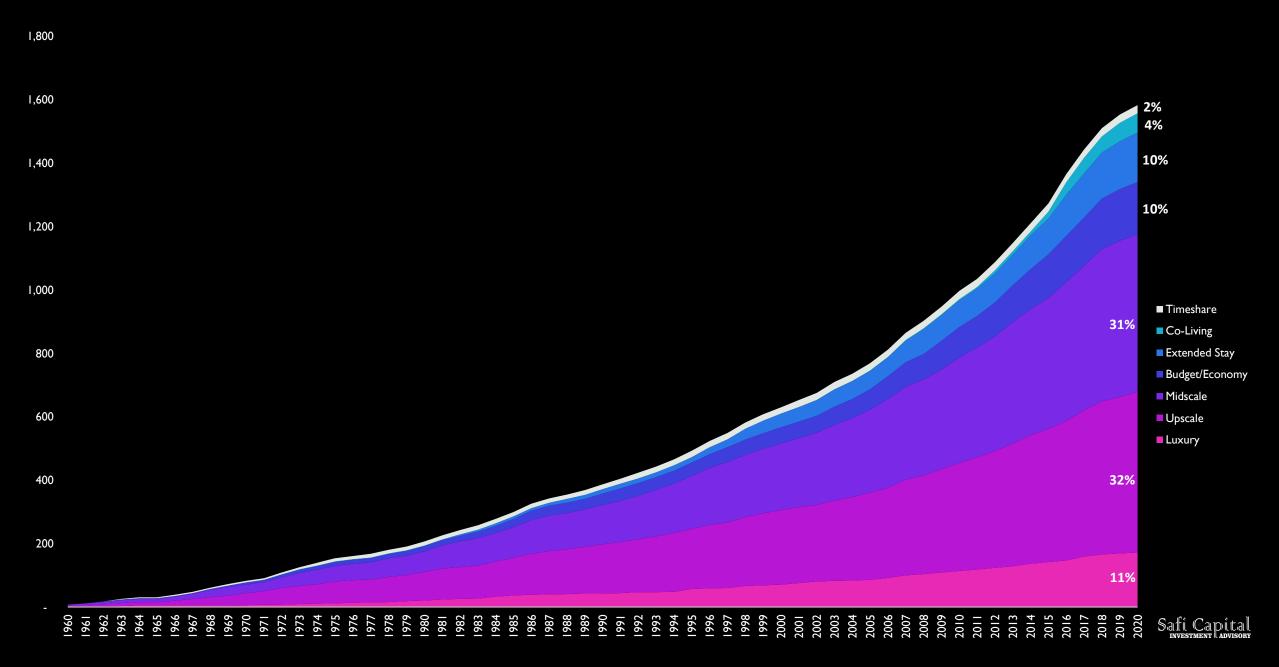
New Hospitality Brand Launches by Year and Market Segment (1960 to YTD 09/2020)



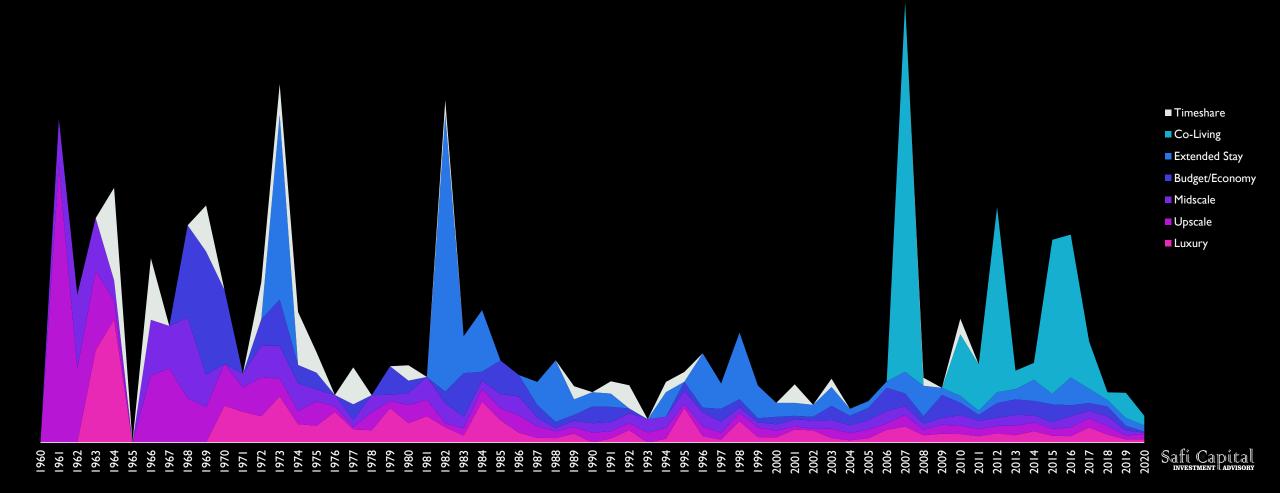
New Hospitality Brand Launches by Year and Market Segment (1960 to YTD 09/2020)



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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