



SHEDY | DELARCIA INTERIORS
4047 NORTH LAUREL STREET, SUITE 206
CHICAGO, IL 60638
C: 312.286.5268
D: 773.239.9838

MADISON, WISCONSIN

FAIRFIELD INN & SUITES

| NO. | DESCRIPTION | DATE |
|-----|-------------|------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

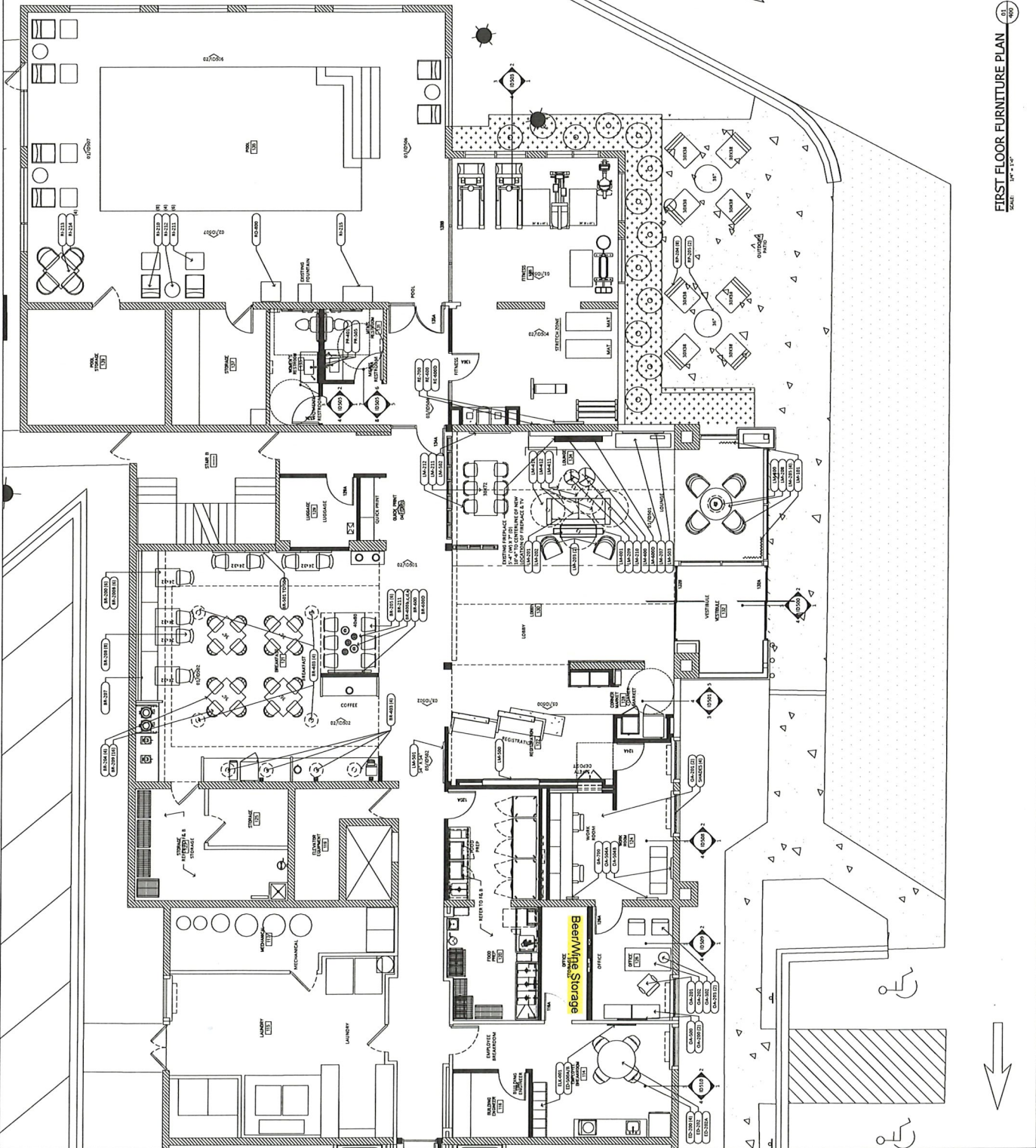
PROJECT NUMBER: 19-000000-000000
DRAWN BY: JH
CHECKED BY: JH
DATE: 10.27.19

FURNITURE PLAN
ID400

REFERENCE NOTES:
A. VERIFY ALL DIMENSIONS USING THE ENGINEER'S PROJECT MANUAL.
B. VERIFY ALL DIMENSIONS USING THE ARCHITECT'S PROJECT MANUAL.
C. REFER TO ARCHITECT'S DRAWINGS FOR EXTERIOR FINISHES.

GENERAL NOTES:
1. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.
2. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.
3. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.
4. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.
5. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.

CRITERIA NOTES:
1. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.
2. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.
3. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.
4. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.
5. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE.



FIRST FLOOR FURNITURE PLAN
SCALE: 1/8" = 1'-0"

FAIRFIELD INN MADISON SOUTH
722 John Nolen Drive, Madison, WI 53713
Ph: 608-255-7400 – Fax: 608-234-1027

Hotel Information and Product Narrative
Trip Advisor Ranking: #26 of 67

HOTEL INFORMATION

ROOMS: 89
YEAR OPENED: 2024
LAST RENOVATION:
OWNERSHIP: Madison Hotel Property Investment, LLC
GENERAL MANAGER: Chris Scheel
DIRECTOR of SALES: Angela Wolf

POSITIONING STATEMENT: The new Fairfield Inn Madison South is a trusted haven of comfort and convenience in the heart of Wisconsin's vibrant capital city. Nestled amidst the natural beauty and cultural attractions of Madison, this Marriott Select Service hotel offers a perfect blend of modern amenities and warm hospitality. Whether traveling for business or leisure, the hotel's contemporary rooms, complimentary breakfast, and attentive service create an inviting and effortless experience that allows guests to focus on what matters most. Hotel will also feature a Corner Market, located off the lobby, that will provide snacks, soft drinks, alcohol and amenities for sale that you may have left behind. Located off the Madison Beltline, the central location near the Alliant Energy Center, that is host to many citywide conventions, allows for premium rate capture during high demand periods. The Marriott Bonvoy loyalty program and Global Sales organization, brand recognition, and an engaged staff and sales team provide additional tools to distinguish the property as an industry leader. Leisure travelers can explore Madison's capital city with easy access to the Capital City State Trail, Lake Monona, and downtown dining and retail establishments.

MARKET OVERVIEW:

Competitive landscape, demand drivers and economic conditions for 2024: The hotel is located directly across from the Alliant Energy Center which hosts various conventions, sporting and agricultural events. The Wisconsin state government, University of Wisconsin-Madison and Epic Systems are currently the top three economic influencers in the market. Madison's economy is evolving into a consumer services and high-tech base, particularly in the health, biotech and advertising sectors. There are currently two direct limited-service competitors in the neighborhood as well as a full-service hotel and an extended stay hotel. For the Madison CBD/West, September 2023 Trailing 12-month Occupancy is 61.8%, rate is \$174.72, and RevPAR is \$108.01.

NATIONAL ECONOMIC GROWTH: According to the most recent forecast released by The Conference Board (09/12/2023), U.S. GDP growth will yield a Base Case Forecast annual growth of 2.2% for 2023 (YOY), 2024 growth will slow to 0.8% year-over-year. This outlook is associated with persistent inflation and continued hawkishness by the Federal Reserve. Expect an early 2024 recession to be relatively short and shallow and the US economy will emerge from the volatility that dominated 2023. Overall growth will return to more stable pre-pandemic rates and inflation will drift closer to 2 percent as the Fed lowers rates to near 4 percent.



2023 HOTEL STR REVIEW

| Trailing Twelve 9/2023 | Occ | ADR | RevPAR |
|--|-------|----------|----------|
| Comp Set | 54.9% | \$156.56 | \$86.00 |
| % Change | 9.8 | 7.7 | 18.3 |
| Madison CBD Submarket Upscale & Upper Mid Classes | 61.8% | \$174.72 | \$108.01 |
| % Change | 8.0 | 4.8 | 13.2 |

2024 INDUSTRY OUTLOOK

| As of: 9/2023 | Occ | ADR | RevPAR |
|-------------------|-------|----------|----------|
| U.S. | 65.5% | \$153.13 | \$100.29 |
| % Change | 1.1% | 2.7% | 3.8% |
| National Suburban | 66.8% | \$128.62 | \$85.94 |
| % Change | 1.3% | 2.6% | 3.9% |

Data Source: CBRE



CITYWIDE GROUP / SPECIAL EVENTS

Citywide pace for 2024 in Madison is up to same time last year (STLY) by over 9,600 room nights. There are 35,477 definite room nights in the market for 2024. Repeat groups such as Dog Show, EPIC XGM and UGM, Ironman, World Dairy and Gamehole Con are growing. 2024 is continuing to pace ahead of STLY despite the loss of CrossFit.

Destination Madison is working to develop additional events, increasing the sales team and shifting resources at the Alliant Energy Center and Monona Terrace. University of Wisconsin Badger Football games traditionally drive occupancy and higher rate in the market along with other University demand drivers such as Graduation, Fall Family Weekend, Homecoming, and a variety of college sporting events.

| Madison Room Nights | 2023 | 2024 | 2025 | 2026 | 2027 |
|----------------------|---------|---------|--------|---------|---------|
| Definite Room Nights | 112,064 | 35,477 | 6,224 | 7,725 | 4,247 |
| Pace Targets | 97,062 | 32,941 | 11,509 | 6,165 | 3,562 |
| Variance | +15,001 | +2,536 | -5,285 | +1,560 | +685 |
| Pace Percentage | 115.46% | 107.70% | 54.08% | 125.31% | 119.24% |
| Definite Events | 108 | 41 | 8 | 5 | 5 |

Source: GMCVB / TAP Report, as of: September 2023

HOTEL SUPPLY CHANGES

Embassy Suites by Hilton Madison Downtown will open in Q1 2024 across from Monona Terrace, with 260 rooms, an on-site restaurant and 2,000 sq ft of meeting space.

Moxy Hotel Madison, managed by NCG, will open downtown in mid-late spring 2024 with 151 rooms and a 9th floor rooftop bar.

2024 SUPPLY and DEMAND OVERVIEW

| As of: 09/2023 | Supply % Change | Demand % Change |
|-------------------|--------------------|--------------------|
| U.S. | 0.8% | 1.9% |
| National Suburban | 0.9% | 2.2% |

Data Source: CBRE