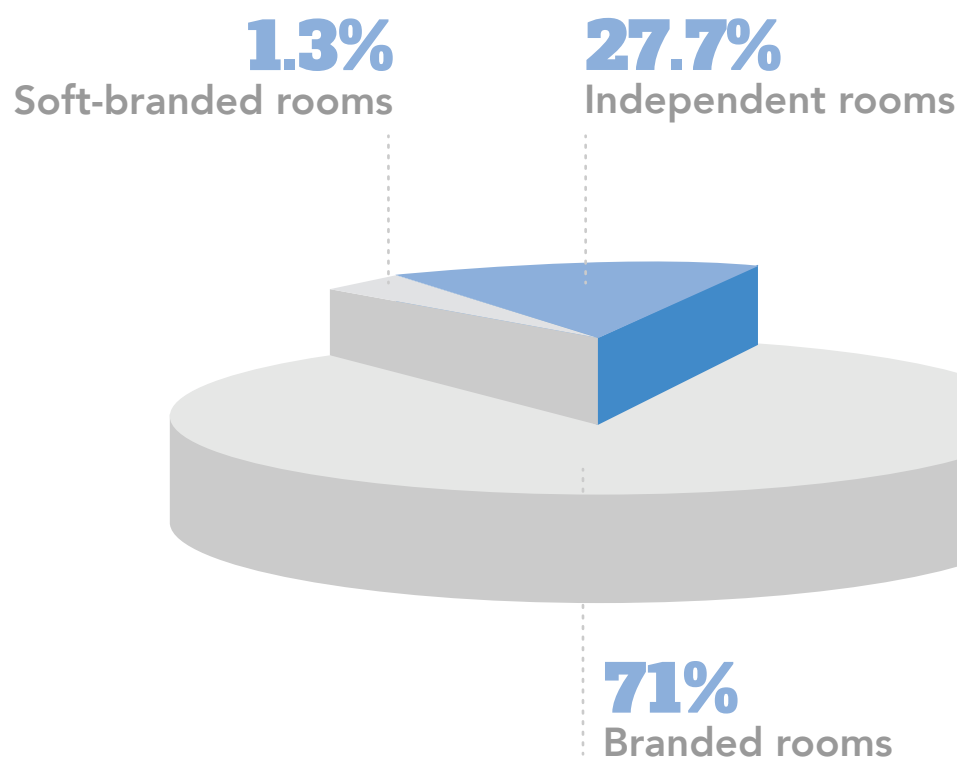


Total US independent & soft-brand footprint

Soft-branded hotels still make up a relatively tiny part of the total U.S. hotel picture. This infographic breaks down soft-branded hotels and independent hotels as part of the total U.S. hotel footprint.

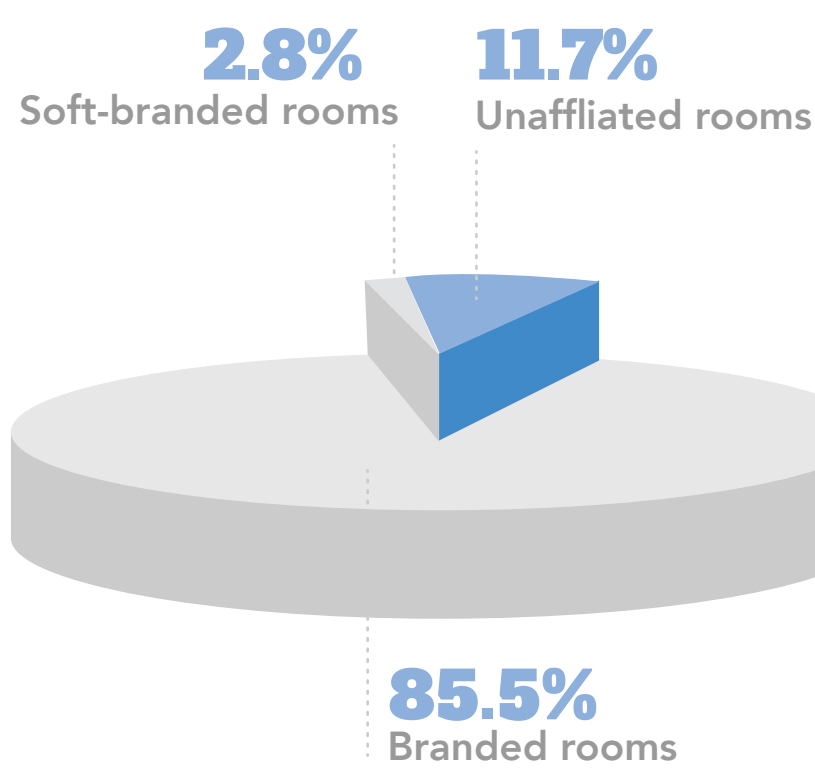
ROOMS OPEN

Independent hotel rooms made up **27.7%** of total U.S. hotel rooms open in March, compared to select soft brands¹, which made up only **1.3%** of total U.S. hotel rooms open.

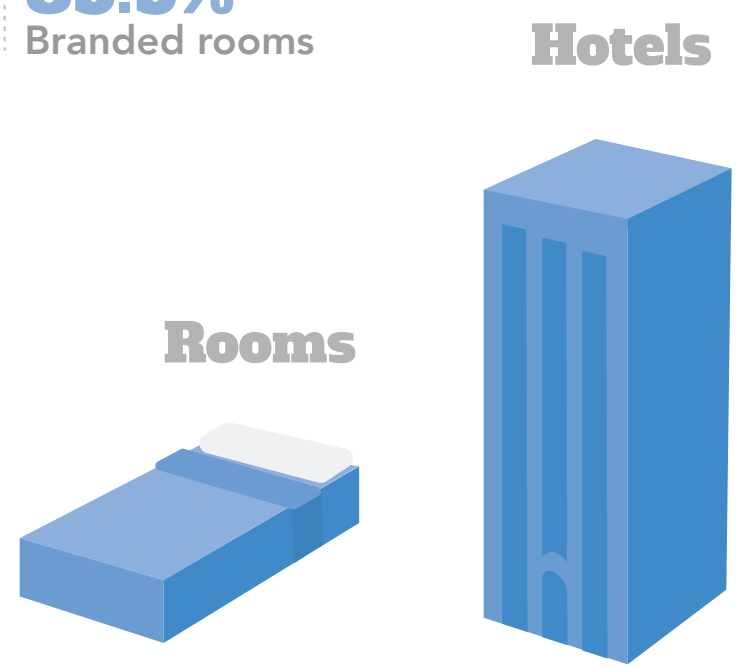


PIPELINE

When it comes to the pipeline, soft-branded rooms represent **2.8%** of the U.S. pipeline of guestrooms under contract², while unaffiliated³ hotels make up **11.7%** of the total U.S. pipeline.



By the numbers



Category	Existing supply	Under contract
Total U.S. hotels	5,245,049	658,255
U.S. independent hotels	1,454,508	76,947
U.S. unaffiliated hotels	67,769	18,360
Select soft-branded hotels	427	133

¹Soft brands for this infographic include Ascend by Choice, Autograph by Marriott, Curio by Hilton, The House of Originals, Luxury by Marriott, LXR Collection, Registry Collection by Wyndham, SureStay Signature Collection by Best Western, Tapestry by Hilton, The Red Collection, Tribute Portfolio by Marriott, Trademark by Wyndham, Unbound by Hyatt

²Under contract means hotels and hotel rooms that are in the in construction, final planning and planning stages according to HNN's parent company STR.

³Unaffiliated is the term STR uses to describe hotels and hotel rooms in the under contract stage that have not yet affiliated with a brand.