

**STR: Caribbean/Mexico hotel pipeline for September 2016**

13 October 2016

LONDON—[STR’s](http://str.com/) September 2016 Pipeline Report shows 32,678 rooms in 193 projects Under Contract in the Caribbean/Mexico region. The total represents an 18.5% increase in rooms Under Contract compared with September 2015. Under Contract data includes projects in the In Construction, Final Planning and Planning stages but does not include projects in the Unconfirmed stage.

The region reported 13,962 rooms in 90 projects In Construction for the month, which is an 18.7% increase in year-over-year comparisons.

Among Chain Scale segments, the Upscale segment accounted for the largest portion of rooms Under Contract (23.5% with 7,678 rooms).

The Luxury segment accounted for the largest percentage of rooms In Construction (24.2% with 3,374 rooms).

**Caribbean/Mexico pipeline by Chain Scale (number of rooms):**

|  |  |  |  |
| --- | --- | --- | --- |
| **Chain Scale** | **Existing Supply** | **In Construction** | **Under Contract** |
| Luxury | 51,193 | 3,374 | 5,359 |
| Upper Upscale | 48,811 | 1,941 | 6,068 |
| Upscale | 79,208 | 2,694 | 7,678 |
| Upper Midscale | 59,371 | 2,538 | 4,385 |
| Midscale | 31,089 | 1,044 | 2,699 |
| Economy | 5,679 | 529 | 529 |
| Unaffiliated | 330,460 | 1,842 | 5,960 |
| **Total** | **605,811** | **13,962** | **32,678** |

Source: STR / report as of September 2016, activity reported through August 2016
Under Contract data includes those projects in the In Construction, Final Planning and Planning stages

**A note to editors:** As of 1 March 2016, all references to STR data and analysis should cite “STR” as the source. Please refrain from citing “STR, Inc.” “Smith Travel Research” or “STR Global” in sourcing as those names no longer fit within the updated STR brand.

**About STR**
STR provides clients from multiple market sectors with premium, global data benchmarking, analytics and marketplace insights. Founded in 1985, STR maintains a presence in 14 countries around the world with a corporate North American headquarters in Hendersonville, Tennessee, and an international headquarters in London, England. For more information, please visit [str.com](file:///C%3A%5CUsers%5Cnminerd%5CDesktop%5CBranding%5CPress%20Release%20Elements%5CFinal%20templates%5Cstr.com).

**Media Contacts:**

Jeff Higley

VP, Digital Media & Communications

jhigley@str.com

+1 (615) 824-8664 ext. 3318

Nick Minerd

Public Relations Manager

nminerd@str.com

+1 (615) 824-8664 ext. 3305