



CORPORATE HOUSING
PROVIDERS ASSOCIATION

INFORMATION ON AND THE ECONOMIC IMPACT OF CORPORATE HOUSING IN BOSTON

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EXECUTIVE SUMMARY

- Corporate housing is an established and global industry providing a valuable and specific business purpose in Boston.
- A business-to-business model, professionally-managed corporate housing provides rent-furnished housing to individuals, military personnel, and corporations, primarily for longer than 30 days and less than one year. In the Boston area, the average length of stay for a corporate housing client is 71-72 days.
- Corporate housing generally consists of apartments, condos and single-family homes for people to use on a temporary basis. This includes employees experiencing a training or transition/relocation, as well as people who have been displaced by disaster or who require long-term medical care. Clients are most often vetted professionals and their families.
- Providers are insured business entities, governed through tenant/landlord leases and regularly pay rent to property owners. Corporate housing providers pay taxes and other required financial obligations, abide by property zoning laws, health and safety codes, community lease restrictions on minimum stays, and other local regulations.
- Corporate housing providers support local economies by both the rental dollars paid for market-rate (often luxury) units, as well as being local employers. Corporate housing companies support community and charitable organizations throughout Boston. And, corporate housing professionals share the goal of protecting Boston’s communities, as we are active members who work and live here.
- Community concerns surrounding short-term rentals are allegations of over-occupancy, ill-behaved guests, large gatherings, revolving doors of different guests with very short stays, failure to run criminal background checks and general lack of accountability. The corporate housing model eliminates these problems and the community opposition that can come with other types of short-term rentals.
- Many corporate housing professionals also have industry designations and credentials highlighting their experience and knowledge. These include:
 - Certified Corporate Housing Professional (CCHP)
 - Corporate Housing Providers Association (CHPA) company accreditation program
 - International Serviced Apartment Accreditation Programme (ISAAP) Quality Assessment
- The industry supports and abides by fair and reasonable regulations. All CHPA members annually agree to uphold ethical standards and could face expulsion for unethical conduct.

CORPORATE HOUSING DEFINED

An established and global industry, corporate housing is a business-to-business model that serves a valuable and specific business purpose. This is not discretionary vacation or travel dollars, but real business funds that are professionally managed through tenant/landlord leases. In the Boston area, the average length of stay for a corporate housing client is 71-72 days; nationally, this number is 84 days. (See page 8 for specific statistics in the Boston area.)

Corporate housing providers are professional service companies and operate as business entities. The business-to-business model precludes the tax collection issues common to non-professional models—corporate housing providers are familiar with and pay taxes, along with other financial obligations as required. In addition to abiding by appropriate tax codes, corporate housing providers comply with property zoning laws, health and safety codes, community lease restrictions on minimum stay and other local regulations.

As legislators attempt to keep up with the demand for regulation of the sharing economy, corporate housing industry leaders caution against policy responses that could unintentionally inhibit or prohibit necessary short-term rental housing.

CORPORATE HOUSING DIFFERS FROM OTHER SHORT-TERM RENTALS

Corporate housing is fundamentally different from other types of short-term rentals. This well-organized and established industry provides a valuable service to businesses, employees and others in need of temporary housing, while having a sizeable economic impact on the communities where it operates.

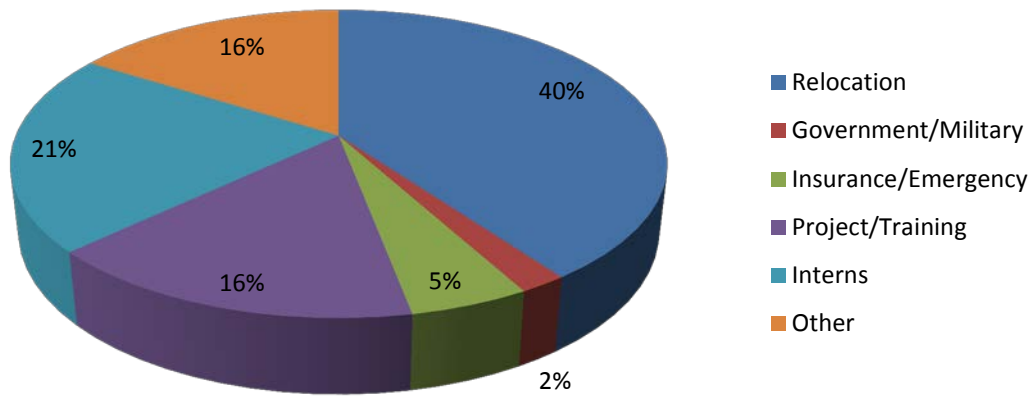
The most prominent community concerns surrounding short-term rentals are allegations of over-occupancy, ill-behaved guests, large gatherings, revolving doors of different guests with very short stays, failure to run criminal background checks and general lack of accountability. The fundamental characteristics of the corporate housing model eliminate these problems and the community opposition that can come with other types of short-term rentals.

CORPORATE HOUSING CLIENTS

Corporate housing provides rent-furnished housing to individuals, military personnel, and corporations, primarily for longer than 30 days and less than one year. It generally consists of apartments, condos and single-family homes for people to use on a temporary basis. This type of lodging is a much-needed service provided for employees experiencing a training or transition, as well as people who have been displaced by disaster or who require long-term medical care.

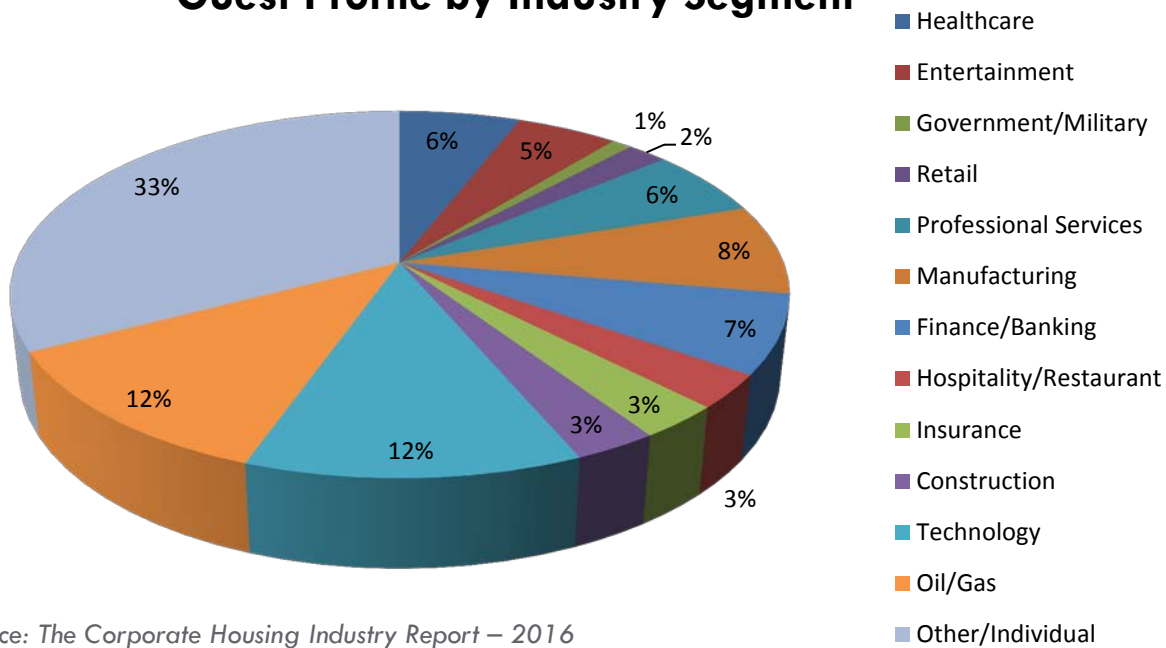
Corporate housing clients are professionally vetted and are often accompanied by their families. With corporate clients, background and credit checks are standard.

Trip Purpose: U.S. Corporate Housing



Source: The Corporate Housing Industry Report – 2016

Guest Profile by Industry Segment



Source: The Corporate Housing Industry Report – 2016

ECONOMIC IMPACT OF CORPORATE HOUSING

Corporate housing is a global industry that has a positive impact on local communities in a variety of ways, both directly and indirectly. U.S. corporate housing revenues were \$2.93 billion in 2015. Property owners benefit by collecting dependable rental income from tenants comprised of vetted professionals and their families. Immediate neighbors of corporate housing benefit from living near well-kept and closely managed residences.

Local economies also benefit from the strong economic impact that this often-unseen industry makes. This includes both the rental dollars paid for market-rate (often luxury) units, as well as visitor spending. (See page 8 for specific statistics in the Boston area.)

ADHERENCE TO REGULATIONS AND CODE OF ETHICS

Corporate housing providers support and abide by fair and reasonable regulations. All Corporate Housing Providers Association members annually agree to abide by and uphold ethical standards. Should a member be found to violate these standards, a grievance process is in place to expel violating companies from membership in the association.

The industry's standards for service minimize the risk that an occupant will create a disturbance. In addition to being accountable for client behavior in communities, these professional managers are accountable to the professional organizations that set expectations for ethical expectations and conduct. Corporate housing providers minimize disruptions to permanent residents.

Corporate housing is bound by landlord/tenant laws versus ungoverned stays that violate lease terms. Providers are insured, compared to unlicensed individuals providing lodging. Because of the professional nature of this business, providers pay the appropriate taxes and business fees.

Many corporate housing professionals have industry designations and credentials highlighting their experience and knowledge. These include the Certified Corporate Housing Professional (CCHP), Corporate Housing Providers Association (CHPA) company accreditation program, and the International Serviced Apartment Accreditation Programme (ISAAP) Quality Assessment.

Additionally, members of CHPA are involved in a number of other organizations, further reflecting their professionalism and dedication to the communities they serve. These include:

- Employee Relocation Council (ERC)
- Boston Chamber of Commerce
- Cambridge Chamber of Commerce
- New England Relocation Association
- New England Business Travelers Association
- MA Biotechnology Council
- Rental Housing Authority
- Downtown Boston Business Improvement District
- Greater Boston Food Bank

CHPA CODE OF ETHICS

Members of CHPA subscribe to a standard Code of Ethics, guiding them to provide a level of service and professionalism clients can trust.

- We provide professional corporate housing products and services in compliance with applicable codes, laws and regulations.
- We stay informed on issues and trends that impact the corporate housing industry and our clients to better meet these needs, continuously improving and educating our associates.
- We practice legal, truthful sales, marketing and advertising of our company's products and services.
- We do not make false or misleading statements regarding companies within the corporate housing industry.
- We fairly disclose the obligations of both our company and the customer, clarifying expectations of all parties involved.
- We provide our services competently in keeping with best practices, exceptional quality and the highest standards in the corporate housing industry.
- We fulfill company obligations in an expeditious and equitable manner.
- We respond to any customer service complaint expeditiously to meet the needs and concerns of our customers.
- We actively promote the understanding and visibility of the corporate housing industry.
- We exercise corporate social responsibility, giving back to the communities in which we operate.
- We treat our customers, associates and business partners fairly and equitably, acting with integrity.
- We respect our relationships with the communities in which we conduct our business and the companies with whom we partner to fill the needs of our customers.
- We respect the natural and physical environments in which we do business.

BOSTON-AREA STATISTICS: CORPORATE HOUSING CLIENTS

The following is just a small sampling of the clients served by corporate housing providers in the Boston area:

- Accenture
- AIG
- American Express
- AstraZeneca
- BAE Systems
- Bain and Company
- Bank of America
- BioGen
- Boston Bruins
- Boston Celtics
- Boston Children's Hospital
- Boston Consulting Group
- Boston Red Sox
- Boston College
- Boston University
- Bristol-Myers Squibb
- Converse/Nike
- Dell/EMC
- Deloitte
- Embassy of UAE
- EMC
- Ernst and Young
- Facebook
- Fidelity Investments
- General Electric
- Genzyme
- Harvard University
- Hill Holiday
- Houghton Mifflin
- John Hancock
- Johnson & Johnson
- KPMG
- Leslie College
- Liberty Mutual
- Manulife
- Mass General Hospital
- McGraw Hill
- Microsoft
- MIT
- Northeastern University
- Oracle
- Price Waterhouse Coopers
- Proctor & Gamble
- Putnam Investments
- PwC
- Raytheon
- Reebok
- Ropes and Gray
- Santander
- Sapiient
- State Street Bank
- Suffolk University
- Takeda Pharmaceuticals
- TJX
- TRX Companies
- Veolia
- Vertex
- Wayfair
- Zipcar

MEDICAL CARE

In addition to the corporate clients above, CHPA members serve visitors from all over the world coming to:

- Beth Israel Hospital
- Boston Children's Hospital
- Boston Medical Center
- Brigham and Women's Hospital
- Dana Farber Cancer Center
- Mass. Eye and Ear
- Mass General Hospital
- Spaulding Rehab

Corporate Housing: Boston (Metro Area Total)

Inventory

2015 Sample Units	1,212
2014 Sample Units	1,325
2013 Sample Units	1,005
2012 Sample Units	823
2011 Sample Units	889
2010 Sample Units	795
2009 Sample Units	847
2008 Sample Units	1,346
2007 Sample Units	1,073

Occupancy

2015 Average	88%
2014 Average	89%
2013 Average	85%
2012 Average	90%
2011 Average	88%
2010 Average	84%
2009 Average	85%
2008 Average	88%
2007 Average	88%

Average Daily Rate

2015 ADR	\$192
2014 ADR	\$176
2013 ADR	\$169
2012 ADR	\$152
2011 ADR	\$142
2010 ADR	\$118
2009 ADR	\$129
2008 ADR	\$129
2007 ADR	\$131

Average Stay

Average Stay 2015	71
Average Stay 2014	69
Average Stay 2013	57
Average Stay 2012	66
Average Stay 2011	74
Average Stay 2010	72
Average Stay 2009	85
Average Stay 2008	80
Average Stay 2007	76

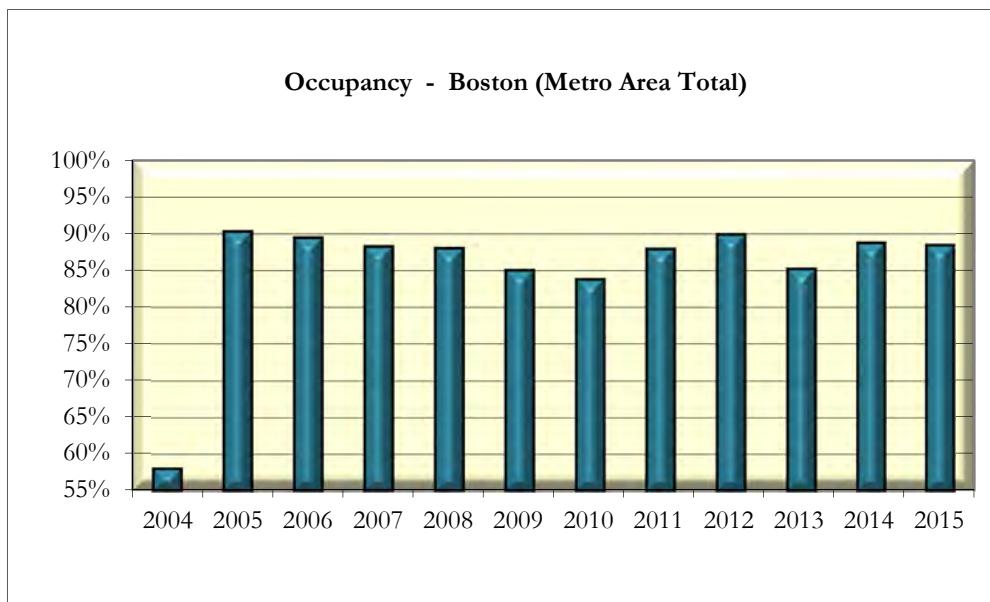
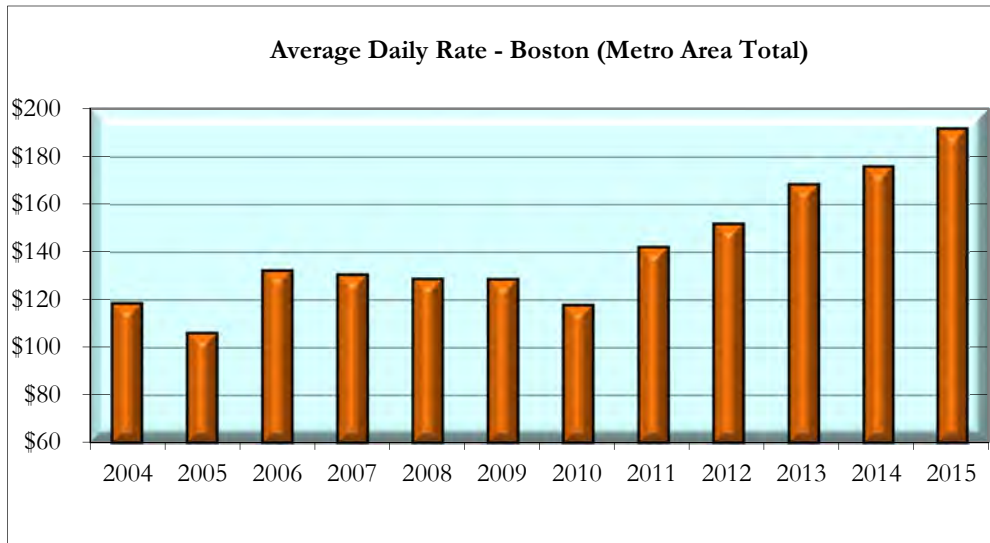
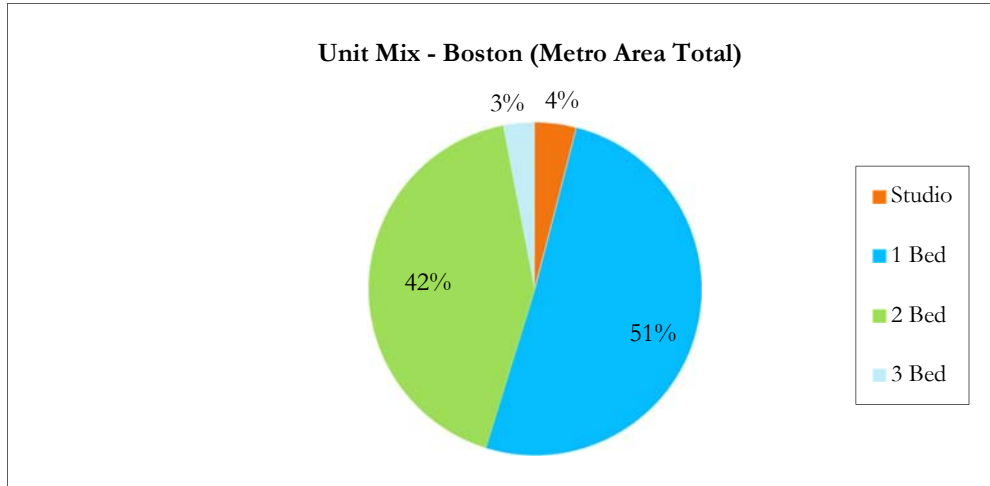
Average Daily Rate by Type

Studio ADR:	\$116.04
1-Bedroom ADR:	\$172.85
2-Bedroom ADR:	\$211.88
3-Bedroom ADR:	\$332.64

Unit Sample by Unit Type Ratio

Studio:	4%
1B Units:	51%
2B Units:	42%
3B Units:	3%
Other:	0%

Corporate Housing: Boston (Metro Area Total)



Corporate Housing: Boston City Center

Inventory

2015 Sample Units	892
2014 Sample Units	1,007
2013 Sample Units	655
2012 Sample Units	536
2011 Sample Units	549
2010 Sample Units	251
2009 Sample Units	469
2008 Sample Units	679
2007 Sample Units	n/a

Occupancy

2015 Average	89%
2014 Average	89%
2013 Average	86%
2012 Average	92%
2011 Average	90%
2010 Average	84%
2009 Average	86%
2008 Average	87%
2007 Average	n/a

Average Daily Rate

2015 ADR	\$206
2014 ADR	\$181
2013 ADR	\$185
2012 ADR	\$174
2011 ADR	\$164
2010 ADR	\$160
2009 ADR	\$164
2008 ADR	\$144
2007 ADR	n/a

Average Stay

Average Stay 2015	71
Average Stay 2014	64
Average Stay 2013	51
Average Stay 2012	65
Average Stay 2011	82
Average Stay 2010	74
Average Stay 2009	101
Average Stay 2008	83
Average Stay 2007	n/a

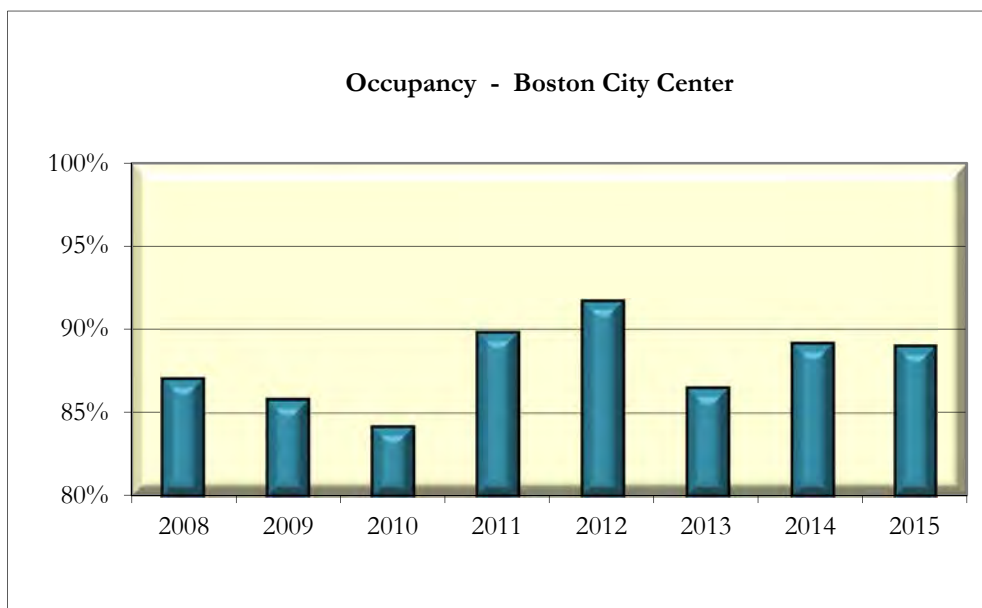
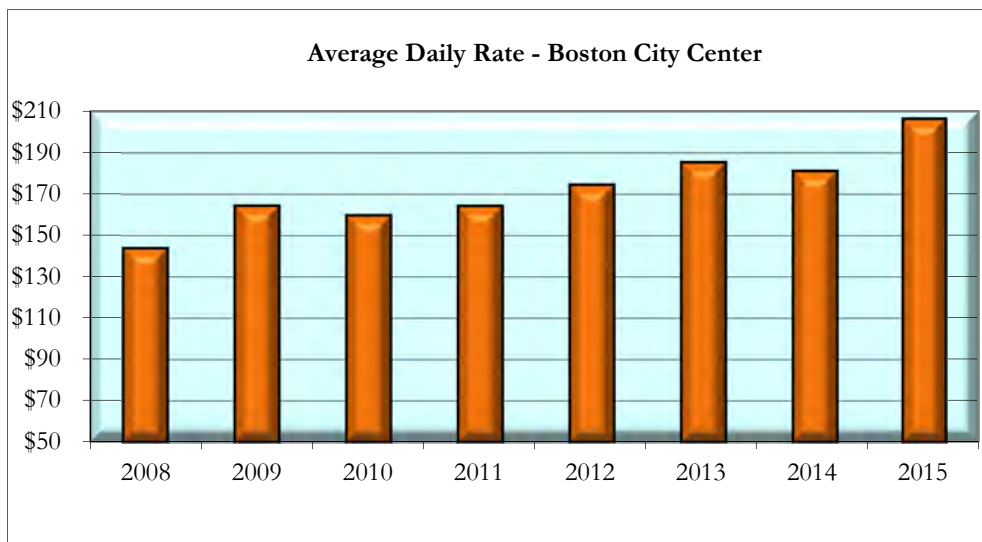
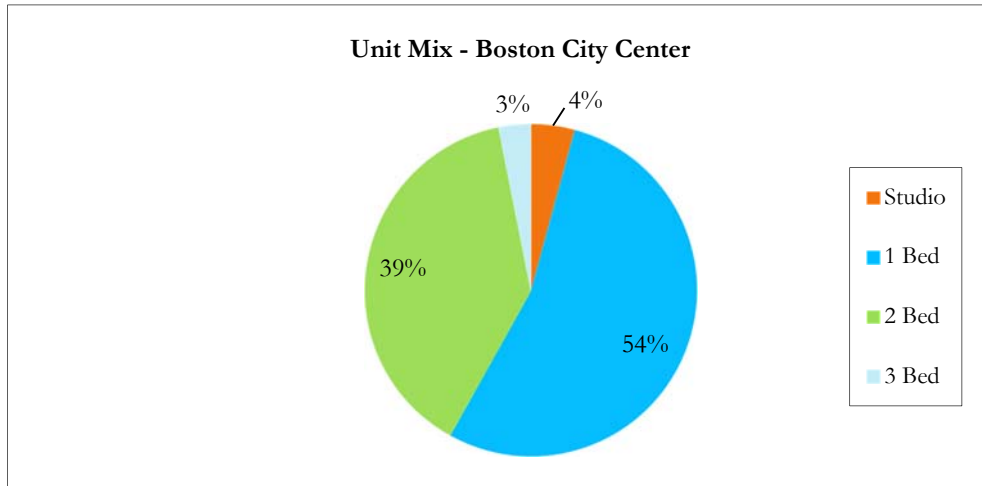
Average Daily Rate by Type

Studio ADR:	\$130.97
1-Bedroom ADR:	\$178.20
2-Bedroom ADR:	\$240.57
3-Bedroom ADR:	\$368.60

Unit Sample by Unit Type Ratio

Studio:	4%
1B Units:	54%
2B Units:	39%
3B Units:	3%
Other:	0%

Corporate Housing: Boston City Center



Corporate Housing: Boston Suburbs

Inventory

2015 Sample Units	319
2014 Sample Units	318
2013 Sample Units	350
2012 Sample Units	288
2011 Sample Units	340
2010 Sample Units	544
2009 Sample Units	378
2008 Sample Units	667
2007 Sample Units	n/a

Occupancy

2015 Average	87%
2014 Average	88%
2013 Average	83%
2012 Average	87%
2011 Average	85%
2010 Average	83%
2009 Average	84%
2008 Average	88%
2007 Average	n/a

Average Daily Rate

2015 ADR	\$151
2014 ADR	\$160
2013 ADR	\$137
2012 ADR	\$110
2011 ADR	\$108
2010 ADR	\$101
2009 ADR	\$85
2008 ADR	\$114
2007 ADR	n/a

Average Stay

Average Stay 2015	72
Average Stay 2014	82
Average Stay 2013	69
Average Stay 2012	67
Average Stay 2011	63
Average Stay 2010	70
Average Stay 2009	69
Average Stay 2008	77
Average Stay 2007	n/a

Average Daily Rate by Type

Studio ADR:	\$65.06
1-Bedroom ADR:	\$153.72
2-Bedroom ADR:	\$151.71
3-Bedroom ADR:	\$218.45

Unit Sample by Unit Type Ratio

Studio:	3%
1B Units:	42%
2B Units:	52%
3B Units:	3%
Other:	0%

Corporate Housing: Boston Suburbs

