



LW Hospitality Advisors LLC



**For Immediate Release**

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**LW Hospitality Advisors (LWHA) Releases  
Q2 LWHA Major U.S. Hotel Sales Survey**

***Daniel H. Lesser Is Pleased To Announce Collaboration With Boston University School of Hospitality Administration Associate Professor Of The Practice, Dr. Barry A. N. Bloom***

**New York, July 10, 2012** -- Daniel Lesser, President & CEO OF LW Hospitality Advisors LLC (LWHA) today announced that Boston University School of Hospitality Administration Associate Professor Of The Practice, Dr. Barry A. N. Bloom is now collaborating with him in connection with the quarterly publication of his noteworthy Quarterly Major U.S. Hotel Sales Survey. Simultaneously, LWHA released the results of its Q2 2012 survey.

Upon making the announcement Mr. Lesser said, "I am honored and flattered to join forces with my colleague, client, and friend Barry Bloom. I know Barry for more than 25 years, and believe with his extensive and successful hotel real estate achievements, he brings a unique perspective to the world of hotel academia."

Dr. Bloom said, "Dan is regarded as the world's premier authority in hotel valuation and feasibility. He is a friend who during the course of my career, I have turned to for sage counsel and advice on a variety of challenges and issues. I am thrilled to have the opportunity to team up with Dan, and the team at LWHA in publishing this important survey that the hotel industry relies upon."

The LWHA YTD Q2 2012 Major Sales Survey includes 52 single asset sale transactions totaling over \$2.9 billion. The roughly 12,400 rooms that traded represented an average sale price per room of approximately \$240,000. For a detailed illustration of the survey, along with commentary by Mr. Lesser and Dr. Bloom, please click on the following link: [www.zzzz.com](http://www.zzzz.com)

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