



**NORTH AMERICA  
EXECUTIVE  
SUITE  
REVIEW  
2012**

**Instant**

**1591**

number of open centers in USA

**9%** increase in 12 months

**23%**

London's share of the UK market;  
up from 21% in 2011



**25%**

increase in number of  
open centers in Calgary

**14.3%**

increase in open centers in  
Los Angeles

**18.2%**

increase in open centers in  
San Francisco

**551**

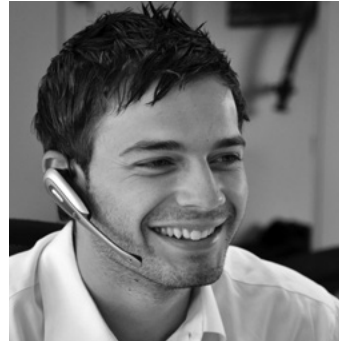
number of centers  
Regus operates in  
North America

**-10%**

decrease in workstation rates in  
Atlanta

**-11%**

decrease in open centers



**10%**

increase in workstation  
rates in Irvine

**13%**

increase in open centers

**\$984**

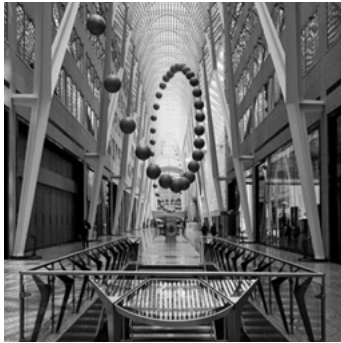
average workstation rate in  
New York

- highest in North America

**\$874**

Washington DC

- second highest



**161**

number of open centers  
in Canada

**19%**

increase in 12 months

**2.5**

average workstations  
per contract across USA  
and Canada



**19**

number of new centers  
opened in New York  
since July 2011

Average workstations  
per contract

**3.8**

highest in New York

**1.3**

lowest in Las Vegas

**MEXICO CITY**

fastest growing city for executive  
suites

**32%**

growth in 12 months

# SUMMARY

The North American executive suite market has continued to show impressive growth over the past 12 months, vastly outperforming the regions' overall economies. The North American market, covering the United States, Canada and Mexico, has grown by 14% with a total of 1,881 centers now in operation. The increased supply has allowed rates to remain fairly stable throughout the region, although some individual cities have seen greater variances.

The United States is the largest market in the region with almost 1,600 open centers, 85% of the total North American market. Over the past 12 months, the US market has grown by 8.5% and added more than 120 center locations. The average base workstation rate in the US has increased by almost 5% to \$561 per month, excluding services.

## NORTH AMERICA LARGEST PROVIDERS

Rank	Provider	Centers
1	Regus	551
2	Premier Business Centers	65
3	Intelligent Office	53
4	Corporate Office Centers	36
5	Office Suites Plus	32
6	Carr Workplaces	31
7	Abby Office Centers	23
8	Barrister Executive Suites	22
9	Servcorp	21
10	Businessuites	20
11	Meridian Business Centers	14
11	IZA Business Centers	14

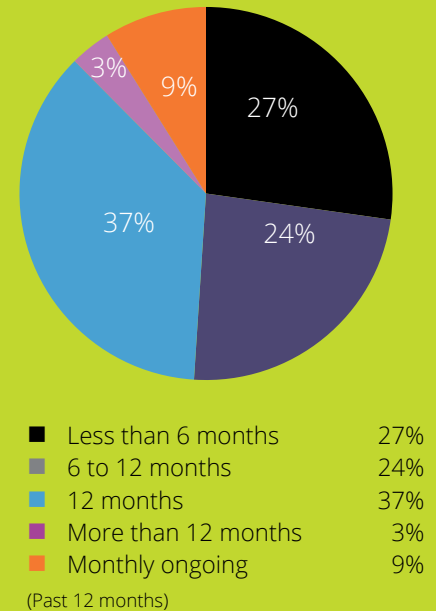
New York retains its place as the largest market in North America and the second largest market in the world, after London. The number of centers in New York City has increased by almost 23% including the introduction of niche providers offering co-op and hot desk space. This growing trend has made New York one of the most dynamic markets by embracing a wide variety of flexible workplace solutions.

Washington DC is also one of the fastest growing markets in the US as demand for flexible space has increased for both government and military contracts. With more than 20% growth in the past year, the DC area is also one of the most expensive markets with the average monthly workstation rate increasing to \$874. Other markets such as Atlanta and Chicago have become oversaturated and have experienced negative growth in terms of open centers and average rates.

Average workstation rates in North America, and primarily the United States, can appear to be lower than actual costs to the customer due to inconsistencies in the way base rates are calculated. While most centers' base rates provide for a fully furnished office, some providers have lower base rates with furniture being an additional charge.

While the US has added the largest number of new centers, the Canadian and Mexican markets have experienced the highest growth over the past year at 19% and 50% respectively. Calgary, Montreal and Toronto have all experienced double digit growth in terms of new centers, although the additional supply has resulted in a slight decrease in average rates in some locations. The growth of executive suites in Mexico City has skyrocketed by 32% over the past year.

## NORTH AMERICA CONTRACT TERM



The concept of flexible space is becoming increasingly popular, and competition within the city has increased with the introduction of many new quality providers.

Over the next 12 months we expect to see the executive suite market continue to show robust growth, regardless of the underlying economic situation. This is attributed to the trend for flexible working and down-sizing of property commitments, as well as the continuing growth of new business start-ups.

# 2012 NORTH AMERICA FIGURES

Location	Open centers July 2012	% change year on year	Average monthly workstation rates	% change year on year	Average workstations per contract
UNITED STATES	1591	8.5%	\$561	4.9%	2.5
CANADA	161	19.3%	\$542	-3.2%	2.5
New York	102	22.9%	\$984	8.6%	3.8
Atlanta	64	-11.1%	\$445	-10.1%	2.6
Mexico City	45	32.4%	\$472	4.4%	3.2
Houston	43	4.9%	\$533	0.9%	2.1
Los Angeles	40	14.3%	\$655	3.8%	1.8
Toronto	40	11.1%	\$659	-0.5%	2.3
Miami	38	8.6%	\$590	5.0%	2.1
Dallas	35	9.4%	\$473	-3.1%	1.7
Chicago	33	-8.3%	\$727	-6.1%	2.9
Washington DC	30	20.0%	\$874	4.8%	2.7
San Francisco	26	18.2%	\$661	-2.4%	3.6
Las Vegas	23	15.0%	\$452	-6.6%	1.3
Vancouver	22	-4.3%	\$691	-5.3%	2.3
San Diego	19	18.8%	\$465	4.5%	2.7
Denver	19	-5.0%	\$535	2.5%	1.6
Irvine	18	12.5%	\$577	10.3%	1.7
Montreal	17	21.4%	\$564	-2.6%	2.6
Calgary	15	25.0%	\$724	4.2%	2.1
Charlotte	15	7.1%	\$351	-7.1%	2.7
Tampa	15	-11.8%	\$501	3.7%	1.7

**Center Inclusions:** Open center counts are based on the total number of centers currently operating within each listed municipality. Count does not include centers in adjacent cities.

**Note:** All figures in this report were collated using Instant's proprietary data comprised of all provider details regarding center and workstation numbers and sales data as of July 31, 2012.