

New Renaissance in Wauwautosa (Milwaukee) opening in August



New Circa Hotel in downtown Las Vegas opening in October

HOTEL MARKET & COVID

CURRENT SITUATION DATA THROUGH JUNE 27TH, 2020

Rob Hunden, CEO Hunden Strategic Partners

hunden strategic partners

Hunden Partners - Areas of Expertise

Real Estate Advisory

- Market Feasibility
- Financial Feasibility
- Physical Programming
- Funding Options/Public Incentives
- Economic & Fiscal Impact Analysis
- **RFQ/P** Processes
- **Business Plans**
- Strategy







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Hotel Industry



Key Points: Hotel Market Recovery

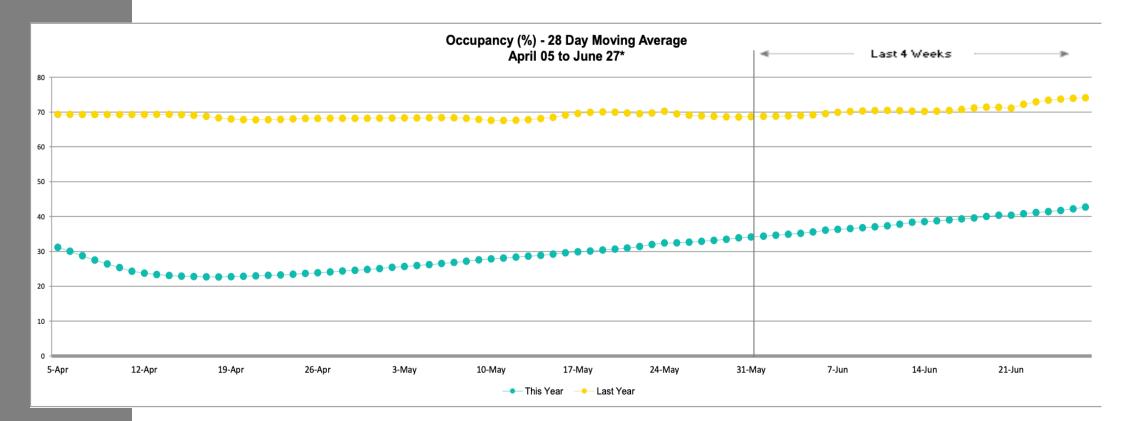
- The hotel market has experienced a continued rebound from the bottom week of April 5-11. Occupancy has increased by 2.3% per week, on average, since.
- Occupancy surpassed 46% last week, which is ~25 percentage point change since the lowest week when national occupancy hit 21%.
- Average daily rate increased by more than \$3 last week compared to the previous week.
- Luxury *class* hotels and Resort *location* hotels have shown the largest dollar amount increase in terms of ADR and RevPAR.
- HSP notes that cities under lockdown and hit hard by unrest were set back, although this may be masked by the fact that many of the downtown hotels were still closed during the riots and looting. Seattle, Minneapolis and Chicago are still struggling.
- Las Vegas is not shown in the Top 25 markets because many of its large casino hotels do not share data with STR, making the data unreliable.

US Hotel Trends During COVID-19												
Date	Occupancy		Annual Weekly Change Change Average Daily Rat	Daily Rate	Annual Weekly Change Change		Revenue per Available Room		Annual Change	Weekly Change		
	2020	2019			2020	2019			2020	2019		
Feb 8th	59.0%	59.8%	-0.8%		\$128.75	\$126.85	\$1.90		\$75.98	\$75.98	\$0.00	
Feb 15th	63.6%	63.5%	0.1%	4.6%	\$133.55	\$132.36	\$1.19	\$4.80	\$85.00	\$83.99	\$1.01	\$9.02
Feb 22nd	63.2%	64.6%	-1.4%	-0.4%	\$130.55	\$129.64	\$0.91	-\$3.00	\$82.55	\$83.72	-\$1.17	-\$2.45
Feb 29th	64.1%	65.2%	-1.1%	0.9%	\$129.67	\$127.63	\$2.04	-\$0.88	\$83.16	\$83.33	-\$0.17	\$0.61
Mar 7th	61.8%	66.7%	-4.9%	-2.3%	\$126.01	\$132.09	-\$6.08	-\$3.66	\$77.82	\$88.03	-\$10.21	-\$5.34
Mar 14th	53.0%	70.1%	-17.1%	-8.8%	\$120.30	\$134.71	-\$14.41	-\$5.71	\$63.74	\$94.43	-\$30.69	-\$14.08
Mar 21st	30.3%	69.5%	-39.2%	-22.7%	\$93.41	\$133.83	-\$40.42	-\$26.89	\$28.32	\$92.85	-\$64.53	-\$35.42
Mar 28th	22.6%	69.5%	-46.9%	-7.7%	\$79.92	\$131.88	-\$51.96	-\$13.49	\$18.05	\$91.62	-\$73.57	-\$10.27
April 4th	21.6%	68.6%	-47.0%	-1.0%	\$76.51	\$130.79	-\$54.28	-\$3.41	\$16.50	\$89.67	-\$73.17	-\$1.55
April 11th	21.0%	69.8%	-48.8%	-0.6%	\$74.18	\$136.36	-\$62.18	-\$2.33	\$15.61	\$95.18	-\$79.57	-\$0.89
April 18th	23.4%	65.7%	-42.3%	2.4%	\$74.53	\$128.94	-\$54.41	\$0.35	\$17.53	\$85.10	-\$67.57	\$1.92
April 25th	26.0%	68.8%	-42.8%	2.6%	\$73.61	\$128.91	-\$55.30	-\$0.92	\$19.13	\$88.56	-\$69.43	\$1.60
May 2nd	28.6%	68.9%	-40.3%	2.6%	\$74.72	\$133.43	-\$58.71	\$1.11	\$21.39	\$92.20	-\$70.81	\$2.26
May 9th	30.1%	68.3%	-38.2%	1.5%	\$76.35	\$131.87	-\$55.52	\$1.63	\$22.95	\$89.65	-\$66.70	\$1.56
May 16th	32.4%	70.6%	-38.2%	2.3%	\$77.55	\$134.64	-\$57.09	\$1.20	\$25.12	\$95.15	-\$70.03	\$2.17
May 23rd	35.4%	71.1%	-35.7%	3.0%	\$80.92	\$134.20	-\$53.28	\$3.37	\$26.67	\$88.60	-\$61.93	\$1.55
May 30th	36.6%	64.4%	-27.8%	1.2%	\$82.94	\$124.35	-\$41.41	\$2.02	\$30.34	\$80.05	-\$49.71	\$3.67
June 6th	39.3%	71.8%	-32.5%	2.7%	\$85.01	\$132.62	-\$47.61	\$2.07	\$33.43	\$95.51	-\$62.08	\$3.09
June 13th	41.7%	73.6%	-31.9%	2.4%	\$89.09	\$134.84	-\$45.75	\$4.08	\$37.15	\$99.27	-\$62.12	\$3.72
June 20th (starting June 14th)	43.9%	75.4%	-31.5%	2.2%	\$92.20	\$135.07	-\$42.87	\$3.11	\$40.48	\$101.86	-\$61.38	\$3.33
June 27th (starting June 21st)	46.2%	75.4%	-29.2%	2.3%	\$95.37	\$134.25	-\$38.88	\$3.17	\$44.03	\$101.16	-\$57.13	\$3.55
Average Weekly Change Sind	ce Bottom			2.3%				\$1.93				\$2.58

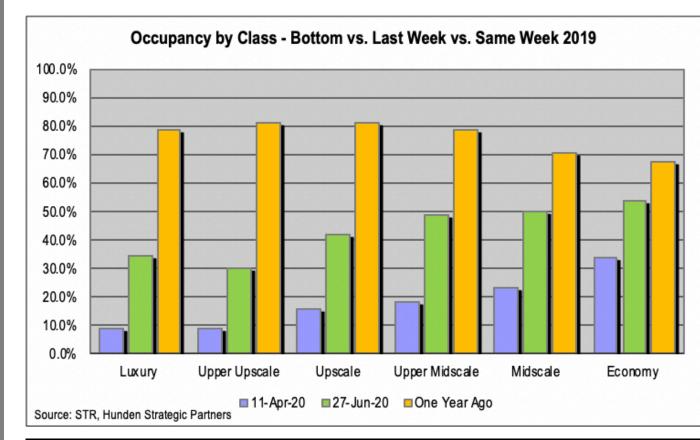
Source: HNN, Smith Travel Research, Hunden Strategic Partners

Since the market bottomed in occupancy, ADR, and RevPAR the week of April 5th -11th, the average increase in occupancy is 2.3% per week. ADR has increased on average \$1.93 per week, while RevPAR has increased on average \$2.58 per week. ADR and RevPAR had solid increases this week, at \$3.17 and \$3.55, respectively.

Occupancy 28 Day Moving Average



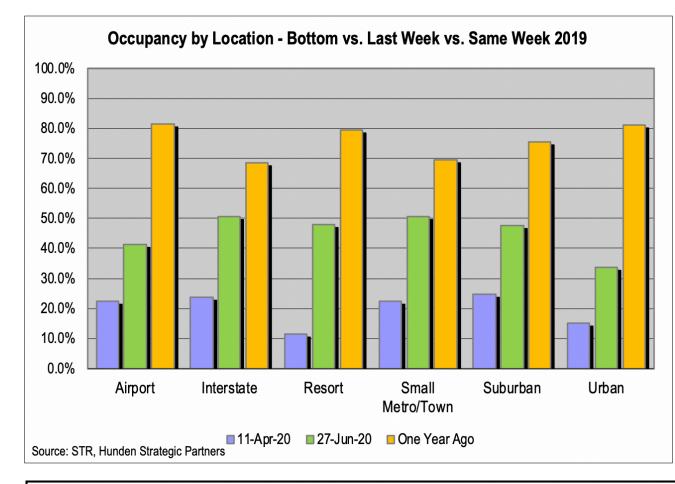
Occupancy has rebounded to 46.2% from a yearly low on the week of April 5th – 11th of 21%. The summer travel season exhibits higher occupancy, as shown by the yellow dotted line, suggesting that while 2020 is improving, it did not gain relative to last year, due to the summer occupancy increase.



Class	One Year Ago	11-Apr-20	27-Jun-20	Percentage Change
Luxury	78.4%	8.9%	34.3%	25.4%
Upper Upscale	81.3%	8.8%	30.0%	21.2%
Upscale	80.9%	15.7%	41.8%	26.1%
Upper Midscale	78.3%	18.0%	48.7%	30.7%
Midscale	70.4%	23.4%	50.1%	26.7%
Economy	67.5%	33.6%	53.7%	20.1%

- Upper Midscale has shown the biggest percentage point change in occupancy from a low of 18.0% to 48.7% this past week
 - Upper Upscale (fullservice) hotels have recovered the least amount of occupancy relative to their historical performance.

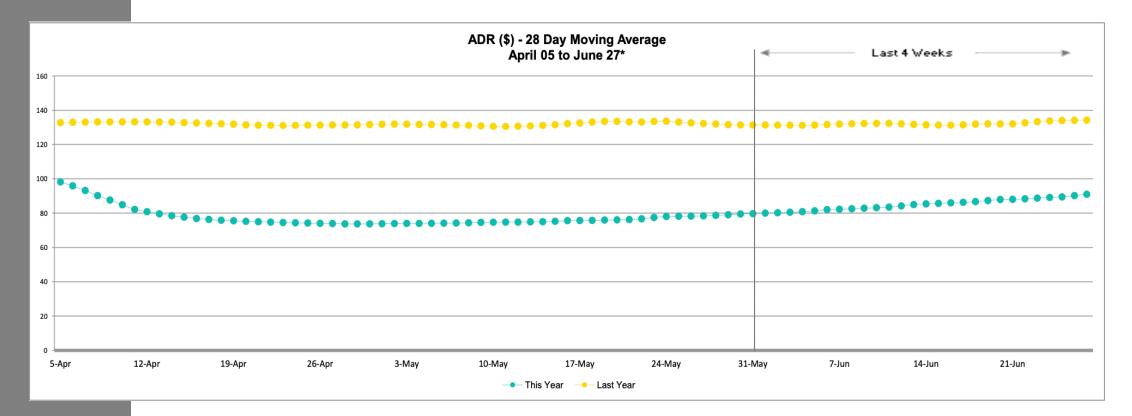
Despite the global pandemic, Economy hotels are performing best relative to their historical average, surpassing 50% occupancy



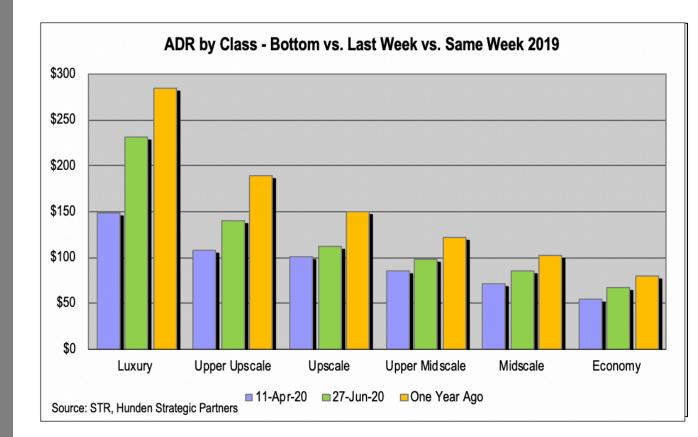
Location	One Year Ago	11-Apr-20	27-Jun-20	Percentage Chang
Airport	81.3%	22.3%	41.3%	19.0%
nterstate	68.4%	23.7%	50.6%	26.9%
Resort	79.3%	11.6%	47.9%	36.3%
Small Metro/Town	69.5%	22.4%	50.6%	28.2%
Suburban	75.5%	24.7%	47.7%	23.0%
Jrban	81.2%	15.0%	33.8%	18.8%

- Resort hotels continued their surge back this week to 47.9% occupancy, with the highest percentage point change since a low point of 11.6% on the week of April 11th
- Interstate and Small Metro/Town hotels are currently topping the list, with occupancies at 50.6%.
- Urban hotels remain hardest hit by events of 2020 and are sub-34%.

ADR 28 Day Moving Average

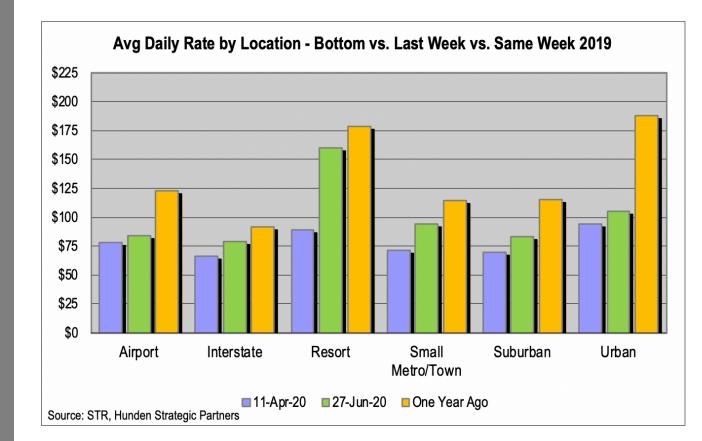


ADR has bounced back to \$95.37 from the yearly low on the week of April 5th – 11th of \$74.18. The ADR gap continues to shrink, however, the figures still remain painfully low compared to ~\$135 in 2019.



Class	One Year Ago	11-Apr-20	27-Jun-20	Dollar Amt Change
Luxury	\$285	\$148	\$231	\$82.40
Upper Upscale	\$190	\$108	\$141	\$32.26
Upscale	\$150	\$101	\$112	\$11.18
Upper Midscale	\$122	\$85	\$98	\$12.87
Midscale	\$102	\$71	\$86	\$15.08
Economy	\$80	\$55	\$66	\$11.27

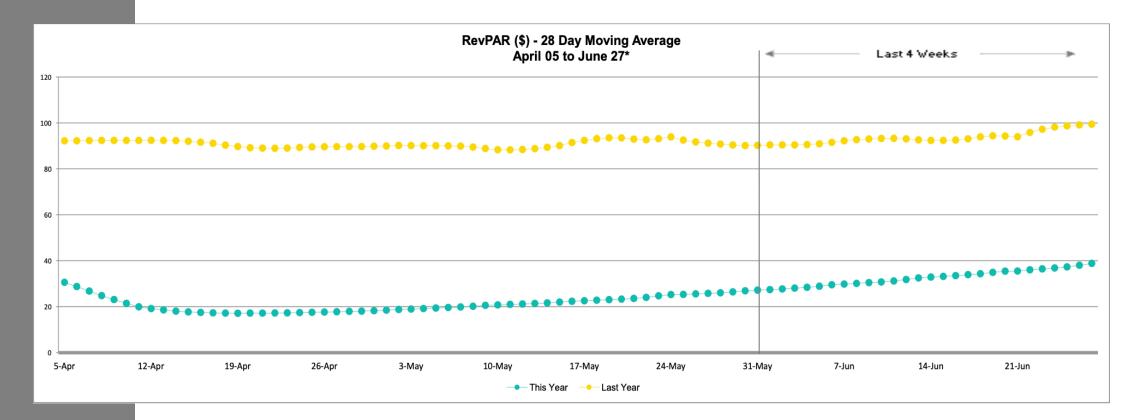
- Luxury hotels currently have the highest dollar amount change in ADR from the low of \$148 to \$231 this past week
- Upscale hotel ADR has increased the least since the bottom in April, increasing ~\$11
- Upper Upscale (fullservice) are beginning to see a rebound in ADR, despite very low occupancy



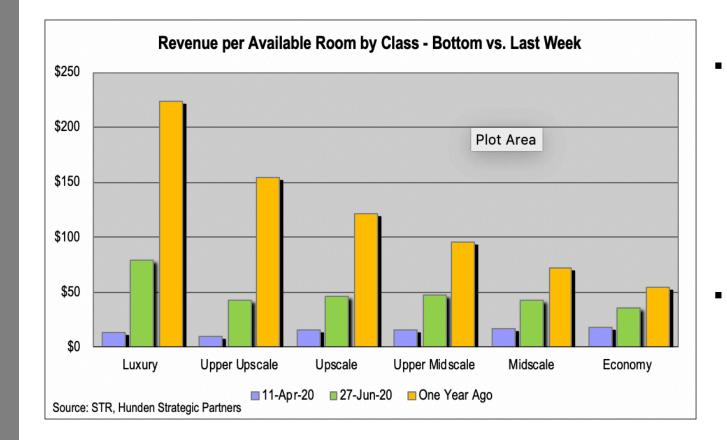
Location	One Year Ago	11-Apr-20	27-Jun-20	Dollar Amt Change
Airport	\$123	\$78	\$84	\$5.92
Interstate	\$92	\$66	\$79	\$12.64
Resort	\$179	\$89	\$160	\$70.71
Small Metro/Town	\$115	\$71	\$95	\$23.23
Suburban	\$115	\$70	\$83	\$13.13
Urban	\$188	\$94	\$105	\$11.28

- Resort hotels have shown the highest dollar amount change in ADR of \$71 between the low week of April 11th to the week ending on June 27. Resorts are only \$19 below 2019 levels.
- Airport hotels have struggled, with only a \$5.92 change in ADR from the low week of April 11th to this past week
- Urban hotels have recovered the smallest portion of ADR vs. 2019

RevPAR 28 Day Moving Average

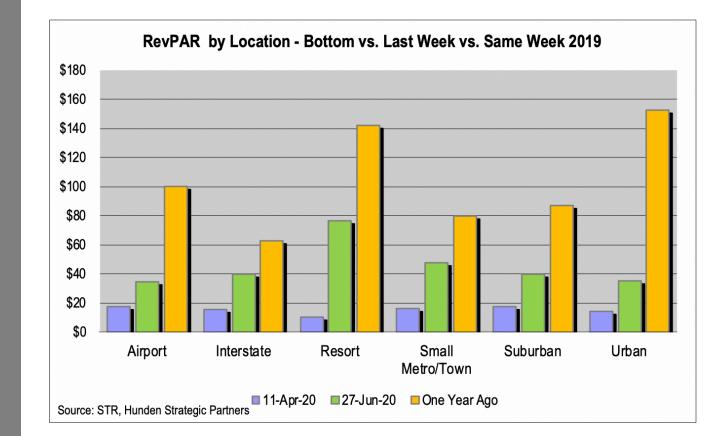


RevPAR has rebounded to \$44.03 from the yearly low on the week of April 5^{th} – 11^{th} of \$15.61. The gap in RevPAR closing, but very slowly.



Weekly Hotel Review by Class - Revenue per Available Room							
Class	One Year Ago	11-Apr-20	27-Jun-20	Dollar Amt Change			
Luxury	\$223	\$13	\$79	\$65.99			
Upper Upscale	\$154	\$10	\$42	\$32.53			
Upscale	\$121	\$16	\$47	\$30.84			
Upper Midscale	\$96	\$15	\$48	\$32.29			
Midscale	\$72	\$17	\$43	\$26.36			
Economy	\$54	\$19	\$36	\$17.17			

- Similar to ADR, RevPAR for Luxury hotels is both the highest and has shown the largest dollar amount change from the low week of April 11th to this past week ending June 27th.
- Upscale and Upper Upscale
 hotels have recovered the
 least amount of RevPAR
 since the trough relative to
 their prior year amount,.
 Upper Upscale (full-service
 hotels) are generating only
 27% of their prior year
 revenue
- Economy hotels have recovered ~66% of their 2019 figure



Location	One Year Ago	11-Apr-20	27-Jun-20	Dollar Amt Change
Airport	\$100	\$17	\$35	\$17.31
Interstate	\$63	\$16	\$40	\$24.27
Resort	\$142	\$10	\$77	\$66.37
Small Metro/Town	\$80	\$16	\$48	\$31.92
Suburban	\$87	\$17	\$40	\$22.36
Urban	\$152	\$14	\$35	\$21.39

- Similar to ADR, RevPAR for Resort hotels is both the highest and has shown the largest dollar amount change from the low week of April 11th to this past week ending June 27thth
- Airport hotels, have struggled, with only a \$17 change to \$35 since the low week of April 11th, whereas last year they boasted a RevPAR of \$100
- Urban hotels are still performing the worst relative to 2019 at just over 1/5th of their prior performance

Occupancy: Top 25 Markets – Sorted by Occupancy and Percentage Point Change since Bottom

Weekly Hotel Review by Market - Occupancy							
Top 25 Markets	11-Apr	27-Jun	Percentage Point Change				
Norfolk/Virginia Beach, VA	27.6%	61.4%	33.8%				
Detroit, MI	22.3%	52.0%	29.7%				
Tampa/St Petersburg, FL	19.4%	51.1%	31.7%				
Phoenix, AZ	21.7%	49.1%	27.4%				
Atlanta, GA	24.8%	48.2%	23.4%				
San Diego, CA	23.8%	47.3%	23.5%				
Los Angeles/Long Beach, CA	21.2%	44.9%	23.7%				
New York, NY	24.8%	42.4%	17.6%				
Nashville, TN	19.0%	42.0%	23.0%				
Philadelphia, PA-NJ	21.9%	41.8%	19.9%				
Denver, CO	18.4%	41.7%	23.3%				
Dallas, TX	23.4%	41.0%	17.6%				
St Louis, MO-IL	18.7%	39.1%	20.4%				
Anaheim/Santa Ana, CA	15.2%	39.0%	23.8%				
Houston, TX	22.8%	39.0%	16.2%				
Miami/Hialeah, FL	20.2%	37.8%	17.6%				
San Francisco/San Mateo, CA	15.4%	35.2%	19.8%				
Chicago, IL	17.7%	34.7%	17.0%				
Seattle, WA	20.2%	33.2%	13.0%				
Washington, DC-MD-VA	18.3%	32.5%	14.2%				
Minneapolis/St Paul, MN-WI	15.4%	32.3%	16.9%				
New Orleans, LA	14.1%	31.6%	17.5%				
Orlando, FL	12.3%	28.9%	16.6%				
Boston, MA	14.3%	27.5%	13.2%				
Oahu Island, HI	7.1%	15.0%	7.9%				

Weekly Hote	el Review by	Market - Occu	pancy
Top 25 Markets	11-Apr	27-Jun	Percentage Point Change
Norfolk/Virginia Beach, VA	27.6%	61.4%	33.8%
Tampa/St Petersburg, FL	19.4%	51.1%	31.7%
Detroit, MI	22.3%	52.0%	29.7%
Phoenix, AZ	21.7%	49.1%	27.4%
Anaheim/Santa Ana, CA	15.2%	39.0%	23.8%
Los Angeles/Long Beach, CA	21.2%	44.9%	23.7%
San Diego, CA	23.8%	47.3%	23.5%
Atlanta, GA	24.8%	48.2%	23.4%
Denver, CO	18.4%	41.7%	23.3%
Nashville, TN	19.0%	42.0%	23.0%
St Louis, MO-IL	18.7%	39.1%	20.4%
Philadelphia, PA-NJ	21.9%	41.8%	19.9%
San Francisco/San Mateo, CA	15.4%	35.2%	19.8%
New York, NY	24.8%	42.4%	17.6%
Miami/Hialeah, FL	20.2%	37.8%	17.6%
Dallas, TX	23.4%	41.0%	17.6%
New Orleans, LA	14.1%	31.6%	17.5%
Chicago, IL	17.7%	34.7%	17.0%
Minneapolis/St Paul, MN-WI	15.4%	32.3%	16.9%
Orlando, FL	12.3%	28.9%	16.6%
Houston, TX	22.8%	39.0%	16.2%
Washington, DC-MD-VA	18.3%	32.5%	14.2%
Boston, MA	14.3%	27.5%	13.2%
Seattle, WA	20.2%	33.2%	13.0%
Oahu Island, HI	7.1%	15.0%	7.9%

Source: STR Hotel Review, Hunden Strategic Partners

Source: STR Hotel Review, Hunden Strategic Partners

Three of the top 25 markets surpassed 50% (Norfolk is over 60%) and twelve of the top 25 markets hit 40%+, while Oahu is still only at 15%. Oahu, Seattle, Boston and DC have recovered the least amount of occupancy.

ADR: Top 25 Markets – Sorted by ADR and Dollar Amount Change since Bottom

Top 25 Marketa	44 4 -	27-Jun	Dollar Amt Change
Top 25 Markets	11-Apr		
Oahu Island, HI	\$145.27	\$175.31	\$30.04
Anaheim/Santa Ana, CA	\$85.11	\$131.14	\$46.03
New York, NY	\$127.61	\$127.02	-\$0.59
Miami/Hialeah, FL	\$89.53	\$123.51	\$33.98
Los Angeles/Long Beach, CA	\$107.69	\$118.15	\$10.46
San Francisco/San Mateo, CA	\$107.42	\$114.86	\$7.44
San Diego, CA	\$93.39	\$114.73	\$21.34
Tampa/St Petersburg, FL	\$74.89	\$112.77	\$37.88
Norfolk/Virginia Beach, VA	\$60.69	\$109.11	\$48.42
Boston, MA	\$98.96	\$103.95	\$4.99
Seattle, WA	\$85.42	\$94.47	\$9.05
Washington, DC-MD-VA	\$92.21	\$92.98	\$0.77
Nashville, TN	\$71.00	\$89.33	\$18.33
Philadelphia, PA-NJ	\$76.08	\$88.80	\$12.72
Phoenix, AZ	\$75.86	\$86.51	\$10.65
Denver, CO	\$72.07	\$85.51	\$13.44
New Orleans, LA	\$84.01	\$85.16	\$1.15
St Louis, MO-IL	\$65.39	\$81.78	\$16.39
Detroit, MI	\$64.94	\$81.31	\$16.37
Chicago, IL	\$72.07	\$80.78	\$8.71
Orlando, FL	\$70.48	\$80.23	\$9.75
Minneapolis/St Paul, MN-WI	\$66.46	\$77.55	\$11.09
Atlanta, GA	\$62.09	\$77.22	\$15.13
Dallas, TX	\$63.15	\$74.10	\$10.95
Houston, TX	\$59.04	\$70.50	\$11.46

Top 25 Markets	11-Apr	27-Jun	Dollar Amt Change
Norfolk/Virginia Beach, VA	\$60.69	\$109.11	\$48.42
Anaheim/Santa Ana, CA	\$85.11	\$131.14	\$46.03
Tampa/St Petersburg, FL	\$74.89	\$112.77	\$37.88
Miami/Hialeah, FL	\$89.53	\$123.51	\$33.98
Oahu Island, HI	\$145.27	\$175.31	\$30.04
San Diego, CA	\$93.39	\$114.73	\$21.34
Nashville, TN	\$71.00	\$89.33	\$18.33
St Louis, MO-IL	\$65.39	\$81.78	\$16.39
Detroit, MI	\$64.94	\$81.31	\$16.37
Atlanta, GA	\$62.09	\$77.22	\$15.13
Denver, CO	\$72.07	\$85.51	\$13.44
Philadelphia, PA-NJ	\$76.08	\$88.80	\$12.72
Houston, TX	\$59.04	\$70.50	\$11.46
Minneapolis/St Paul, MN-WI	\$66.46	\$77.55	\$11.09
Dallas, TX	\$63.15	\$74.10	\$10.95
Phoenix, AZ	\$75.86	\$86.51	\$10.65
Los Angeles/Long Beach, CA	\$107.69	\$118.15	\$10.46
Orlando, FL	\$70.48	\$80.23	\$9.75
Seattle, WA	\$85.42	\$94.47	\$9.05
Chicago, IL	\$72.07	\$80.78	\$8.71
San Francisco/San Mateo, CA	\$107.42	\$114.86	\$7.44
Boston, MA	\$98.96	\$103.95	\$4.99
New Orleans, LA	\$84.01	\$85.16	\$1.15
Washington, DC-MD-VA	\$92.21	\$92.98	\$0.77
New York, NY	\$127.61	\$127.02	-\$0.59

Source: STR Hotel Review, Hunden Strategic Partners

SIR Hotel Review, Hunden Strated

New York is the only remaining market that has suffered a negative dollar amount change in ADR since the national low ten weeks ago.

RevPAR: Top 25 Markets – Sorted by RevPAR and Dollar Amount Change since Bottom

Weekly Hotel Revie	ew by Market - Rev	enue per Availat	ole Room	Weekly Hotel Revie	w by Market - Rev	enue per Availat	le Room
Top 25 Markets	11-Apr	27-Jun	Dollar Amt Change	Top 25 Markets	11-Apr	27-Jun	Dollar Amt Chan
Norfolk/Virginia Beach, VA	\$16.73	\$66.97	\$50.24	Norfolk/Virginia Beach, VA	\$16.73	\$66.97	\$50.24
Tampa/St Petersburg, FL	\$14.56	\$57.68	\$43.12	Tampa/St Petersburg, FL	\$14.56	\$57.68	\$43.12
San Diego, CA	\$22.26	\$54.29	\$32.03	Anaheim/Santa Ana, CA	\$12.98	\$51.02	\$38.04
New York, NY	\$31.67	\$53.87	\$22.20	San Diego, CA	\$22.26	\$54.29	\$32.03
Los Angeles/Long Beach, CA	\$22.78	\$53.02	\$30.24	Los Angeles/Long Beach, CA	\$22.78	\$53.02	\$30.24
Anaheim/Santa Ana, CA	\$12.98	\$51.02	\$38.04	Miami/Hialeah, FL	\$18.06	\$46.64	\$28.58
Miami/Hialeah, FL	\$18.06	\$46.64	\$28.58	Detroit, MI	\$14.49	\$42.30	\$27.81
Phoenix, AZ	\$16.45	\$42.44	\$25.99	Phoenix, AZ	\$16.45	\$42.44	\$25.99
Detroit, MI	\$14.49	\$42.30	\$27.81	Nashville, TN	\$13.49	\$37.52	\$24.03
San Francisco/San Mateo, CA	\$16.50	\$40.47	\$23.97	San Francisco/San Mateo, CA	\$16.50	\$40.47	\$23.97
Nashville, TN	\$13.49	\$37.52	\$24.03	Denver, CO	\$13.29	\$35.64	\$22.35
Atlanta, GA	\$15.38	\$37.20	\$21.82	New York, NY	\$31.67	\$53.87	\$22.20
Philadelphia, PA-NJ	\$16.66	\$37.12	\$20.46	Atlanta, GA	\$15.38	\$37.20	\$21.82
Denver, CO	\$13.29	\$35.64	\$22.35	Philadelphia, PA-NJ	\$16.66	\$37.12	\$20.46
St Louis, MO-IL	\$12.25	\$32.01	\$19.76	St Louis, MO-IL	\$12.25	\$32.01	\$19.76
Seattle, WA	\$17.26	\$31.32	\$14.06	Oahu Island, HI	\$10.26	\$26.30	\$16.04
Dallas, TX	\$14.79	\$30.37	\$15.58	Dallas, TX	\$14.79	\$30.37	\$15.58
Washington, DC-MD-VA	\$16.92	\$30.24	\$13.32	Chicago, IL	\$12.78	\$28.01	\$15.23
Boston, MA	\$14.10	\$28.63	\$14.53	New Orleans, LA	\$11.84	\$26.88	\$15.04
Chicago, IL	\$12.78	\$28.01	\$15.23	Minneapolis/St Paul, MN-WI	\$10.23	\$25.01	\$14.78
Houston, TX	\$13.46	\$27.51	\$14.05	Orlando, FL	\$8.66	\$23.21	\$14.55
New Orleans, LA	\$11.84	\$26.88	\$15.04	Boston, MA	\$14.10	\$28.63	\$14.53
Oahu Island, HI	\$10.26	\$26.30	\$16.04	Seattle, WA	\$17.26	\$31.32	\$14.06
Minneapolis/St Paul, MN-WI	\$10.23	\$25.01	\$14.78	Houston, TX	\$13.46	\$27.51	\$14.05
Orlando, FL	\$8.66	\$23.21	\$14.55	Washington, DC-MD-VA	\$16.92	\$30.24	\$13.32

Source: STR Hotel Review, Hunden Strategic Partners

Source: STR Hotel Review, Hunden Strategic Partners

Six markets now have Revenue per Available Room (RevPAR) above \$50, while seven markets are still below \$30.

Contact Information

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