



Meet The Money's Nuggets of Knowledge

U.S. Hotel Overview

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STR.com (COVID-19 landing page)

Analysis blogs, webinar recordings, press releases, etc.



The screenshot displays the STR.com website interface. At the top, there is a navigation bar with the STR logo on the left and menu items: DATA SOLUTIONS, INDUSTRIES WE SERVE, DATA INSIGHTS, WHO IS STR, and CONTACT. On the right side of the navigation bar, there is a search icon, a location dropdown set to 'North America', a language dropdown set to 'English', a shopping cart icon with a '0' notification, and a 'LOG IN' button.

The main content area features a large heading: "Data-driven solutions that empower your business". Below this heading is a paragraph: "Our global data and analytics services set the hospitality industry standard and inform your decisions through insights into your market and competition." At the bottom left of this section are two buttons: "TREND REPORTS" and "COVID-19 UPDATES".

The central focus is a dashboard window titled "Week of August 26, 2018". The dashboard includes a sidebar with navigation options (Dashboard, Alerts, Tools, Reports) and a main content area with several sections: "Property Details" for "Regent National Resort & Convention Center, 37th St, Denver, CO, USA", "Industry Report" for "Suburban", "Top Performing Week/4th Days" and "Bottom Performing Week/4th Days" with performance indicators, "Comp Sets" with a map of the Washington D.C. area, and an "At A Glance" section. The "At A Glance" section contains a grid of key performance indicators (KPIs) such as Occupancy (51.7%), RevPAR (187.27), and ADR (96.81), each with a trend indicator (up/down) and a percentage change.

Worst Single Month Ever

Total U.S., April 2020



		% Change
Room Supply		-12.1%
Room Demand		-68.3%
Occupancy	24.5%	-63.9%
ADR	\$73	-44.4%
RevPAR	\$18	-79.9%
Room Revenue		-82.4%

Two Very Bad Months Make For A Bad Year

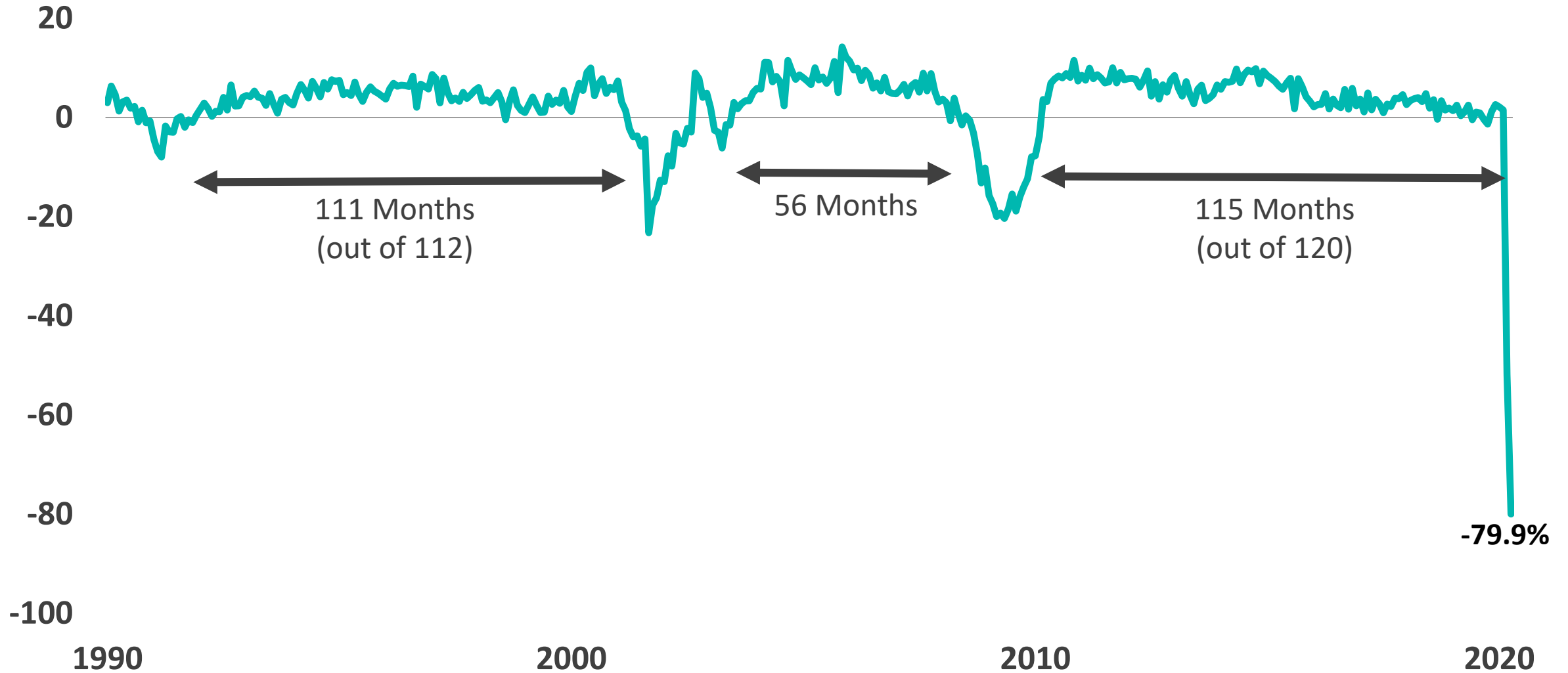
Total U.S., 12 MMA April 2020



		% Change
Room Supply		0.8%
Room Demand		-7.8%
Occupancy	60.5%	-8.6%
ADR	\$128	-1.5%
RevPAR	\$78	-9.9%
Room Revenue		-9.2%

RevPAR Growth: This One's Gonna Hurt

Total U.S. 1/1990 – 04/2020



RevPAR Declines Now “Better Than -75%”

Total U.S. RevPAR % Change, Week ending May 16



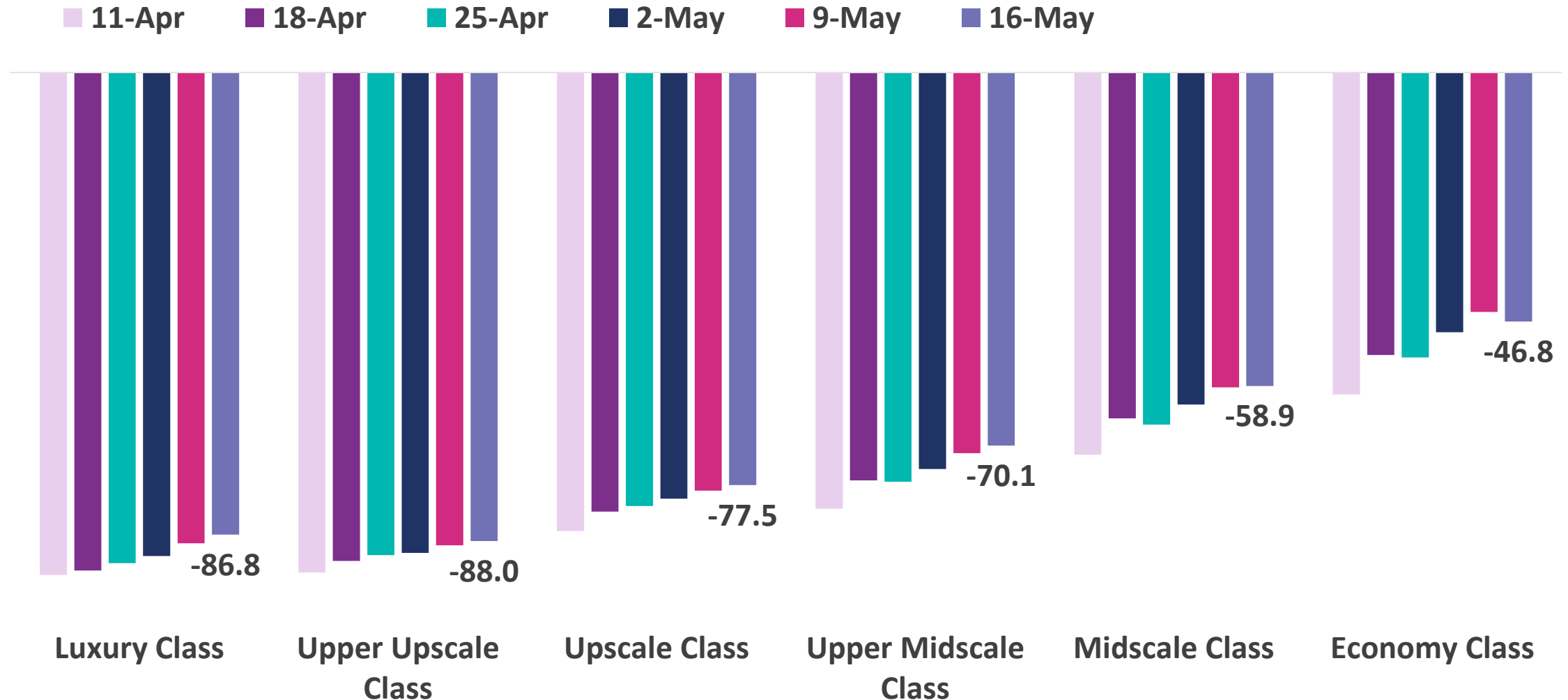
-73.6%

C O R O N A V I R U S

Class Performance: 5th Week Of Less Terrible Results

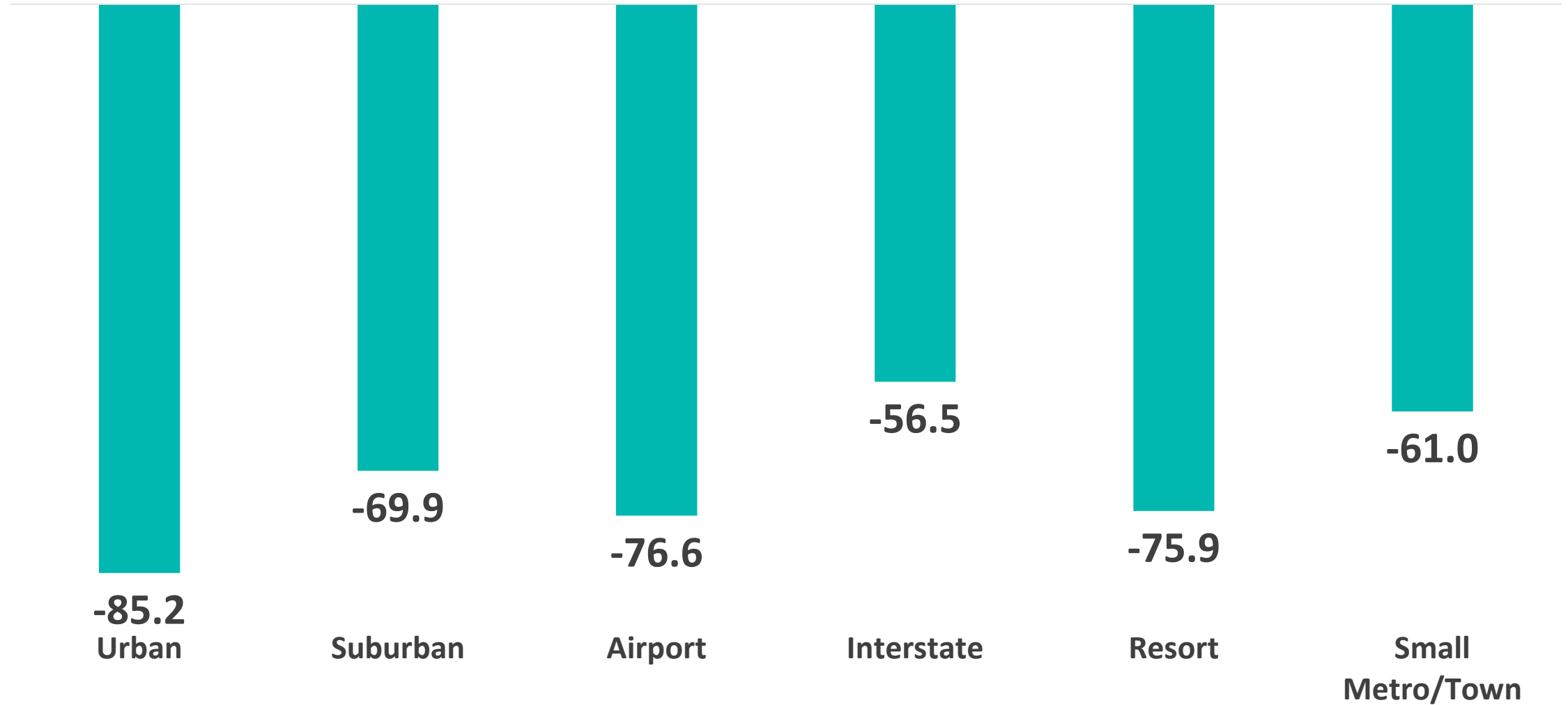


Total U.S., RevPAR % Change, weeks ending March 28 – May 16



Location Performance: Interstate “Less Bad”

Total U.S., RevPAR % Change, week ending May 16





**U.S. Occupancy
Weekend May 15-16
34.8%**



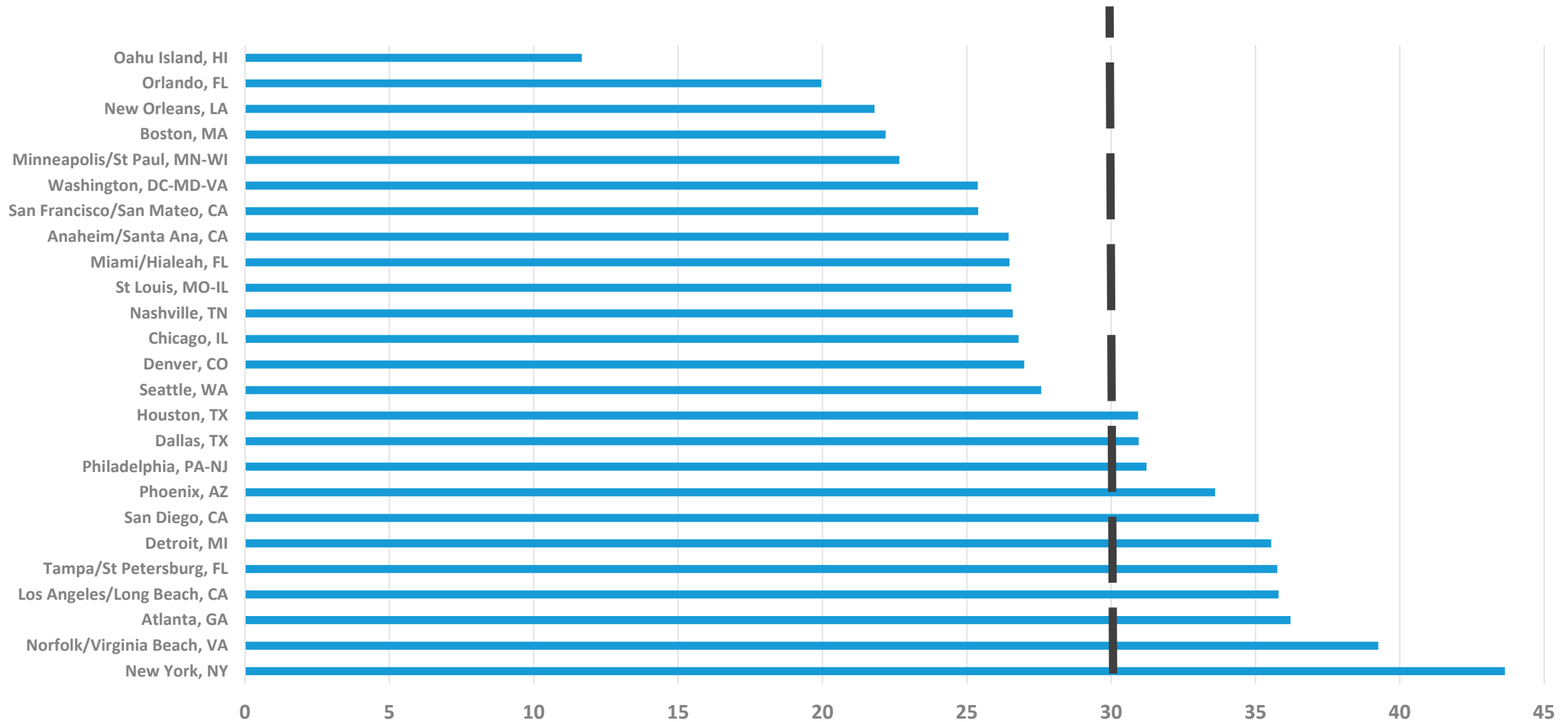
As Expected: Drive To Destinations Dominate

Week Ending May 16

Submarket	Weekday Occ %	Weekend Occ %	Point Difference
Myrtle Beach/South, SC	23.7	74.9	51.2
Daytona Beach, FL	35.0	73.1	38.0
Fort Walton Beach, FL	43.3	80.6	37.3
Myrtle Beach/North, SC	32.0	67.3	35.3
Gatlinburg/Pigeon Forge, TN	19.7	52.3	32.6

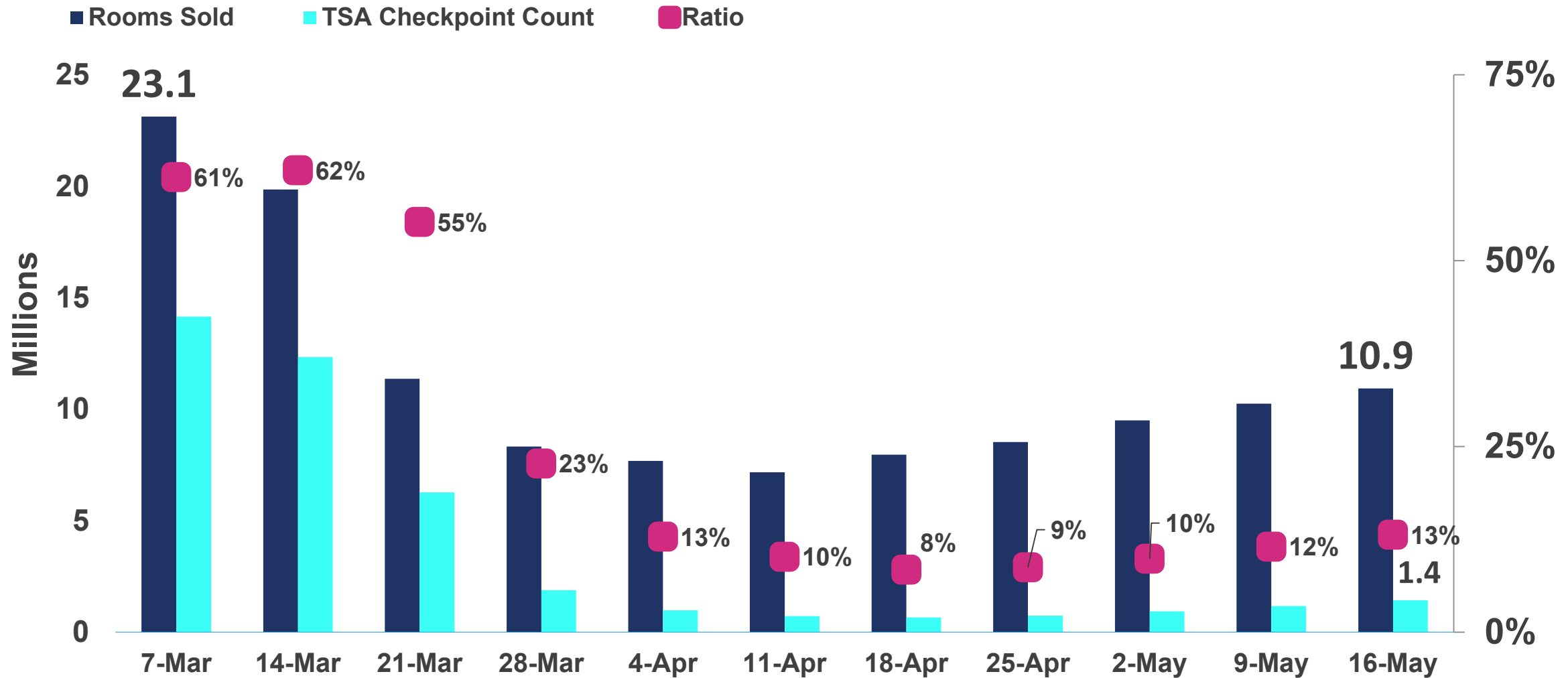
Top 25: 13 Markets Between 20% and 30%

Occupancy %, Weekend May 16



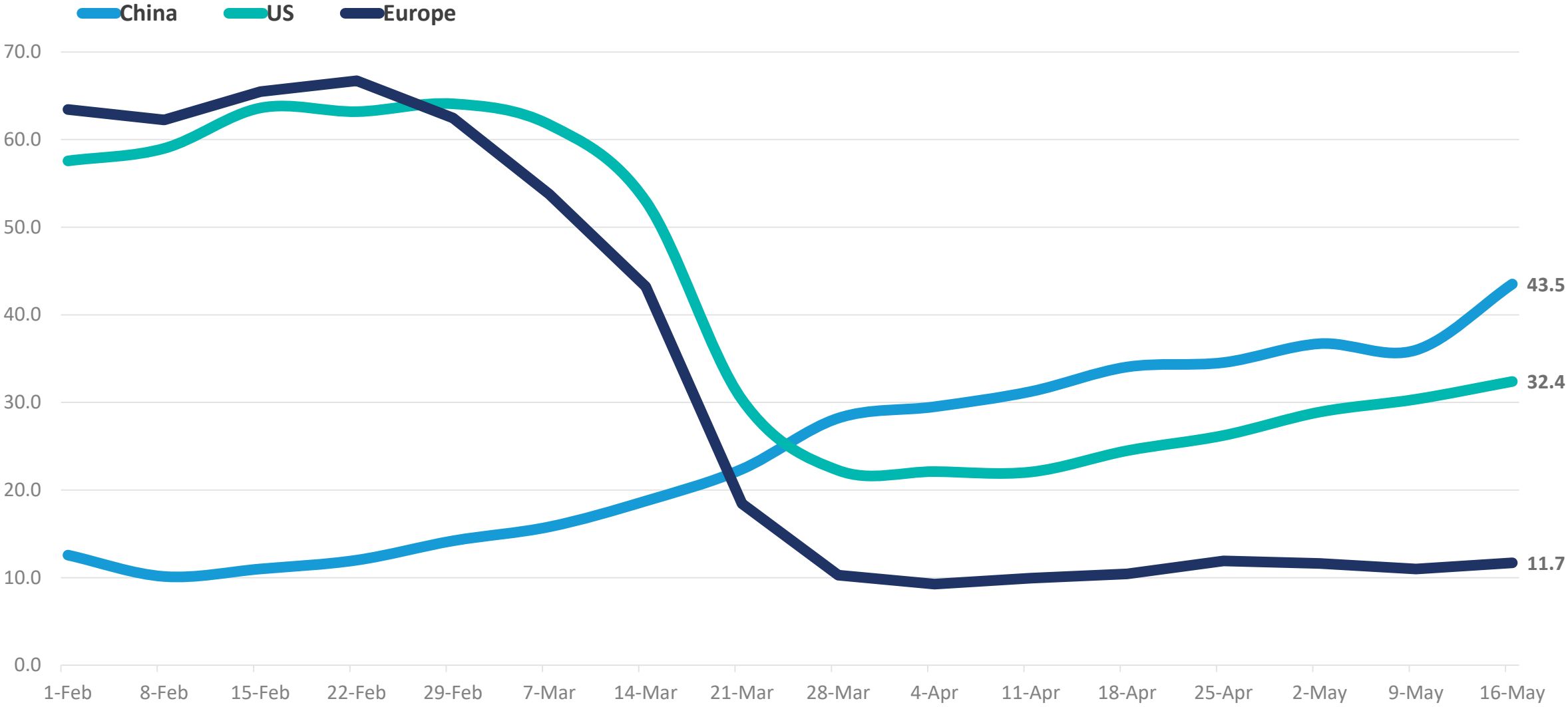
TSA Check Points Counts vs. Room Demand: Looking up!

Total U.S., by Week



China & US Occupancy On The Upswing. No Growth In Europe.

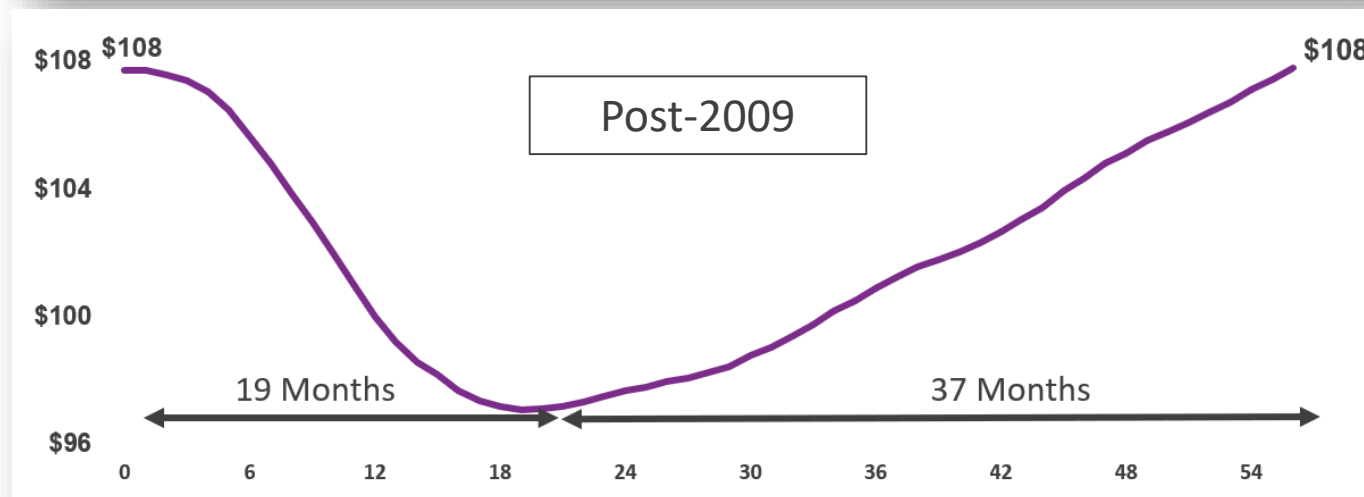
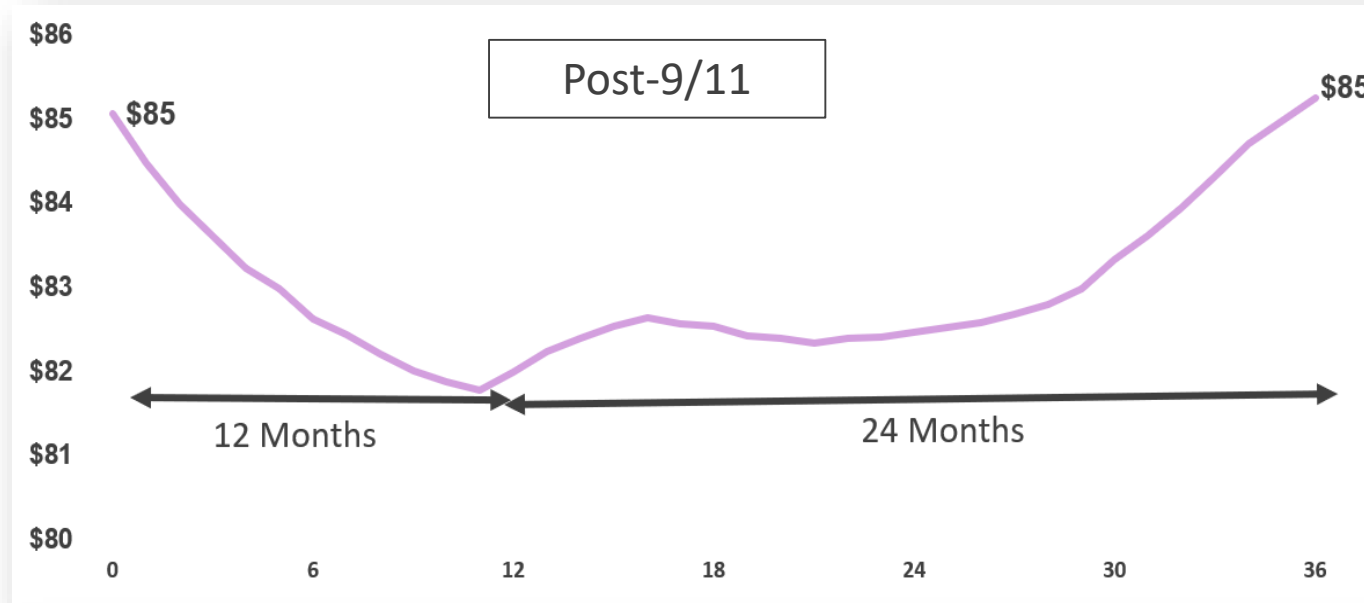
Absolute Occ %, Select Areas



Source: STR. 2020 © CoStar Realty Information, Inc.

ADR Rebound After External Shock Takes Time

Total U.S., ADR \$, 12MMA



Total U.S. Forecast – % Change

Key Performance Indicators (% Change vs. Prior Year)
2019A – 2020F – 2021F

Metric	2019 Actual	2020 Forecast	2021 Forecast
Supply	+2.0%	-5.2%	+7.7%
Economic Supply*	+2.0%	+1.4%	+2.5%
Demand	+2.0%	-45.0%	+49.1%
Occupancy*	-0.1%	-45.8%	+45.5%
ADR	+0.9%	-21.6%	+1.7%
RevPAR*	+0.9%	-57.5%	+48.0%

*Reflects economic methodology, which assumes no temporary hotel closures.

Total U.S. Forecast

Key Performance Indicators
2019A – 2020F – 2021F

Metric	2019 Actual	2020 Forecast	2021 Forecast
Occupancy*	66.1%	35.8%	52.1%
ADR	\$131.11	\$102.83	\$104.58
RevPAR*	\$86.66	\$36.84	\$54.53

*Reflects economic methodology, which assumes no temporary hotel closures.



Takeaway

01

Recovery from this downturn will be dictated by both economic factors and health and safety concerns.

Takeaway

02

Due to the severity of this downturn, the industry's recovery is projected to take longer than recoveries from previous downturns.

Takeaway

03

Hotels well-poised to a quicker recovery are those without a strong reliance on group or international demand. Drive-to markets and those that see much stronger weekend occupancies may see demand return quicker.

Takeaway

04

Hotels with smaller rate declines last downturn saw a shorter downturn and faster recovery than those with larger rate declines.

Takeaway

05

Stress-testing your hotel's financial performance in the recovery will be crucial to your success.





Thank you

*“Tourism Is The Gateway To Economic Development”
-anonymous*



Thank you for staying home and saving lives.



HOTEL DATA
CONFERENCE
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