

CONSUMER: Lodging

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Reasons for this report

- ✓ Our analysis of the most recent weekly China and Europe lodging results

International hotels' RevPAR last week: China +3.3% y/y, Europe +0.9% y/y.

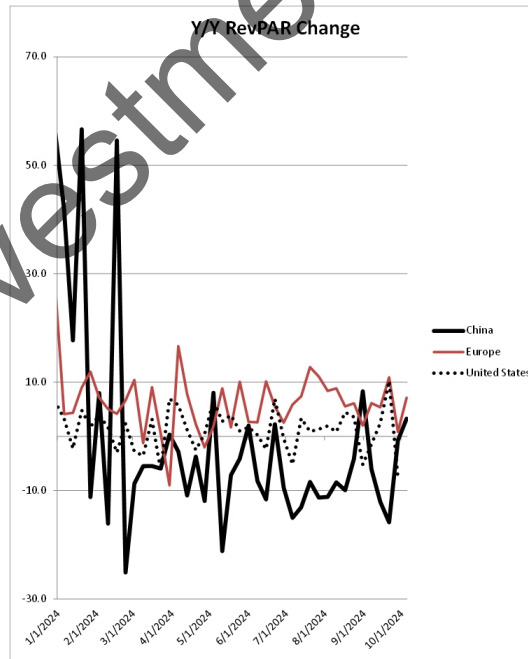
China: Per STR/CoStar for the week ending October 5th, hotel RevPAR in China in local currency was +3.3% y/y vs. -0.7% y/y in the prior week. Last week's RevPAR was up against a +77.2% y/y comparable result in 2023 vs. +38.2% y/y in the prior week. China results have been "less bad" than trend the past two weeks. The China "Golden Week" Holiday took place from 10/1 - 10/7 and this holiday is precipitated by an **influx of tourism**, which we believe acted as a tailwind to last week's RevPAR results. We note the "Golden Week" Holiday took place during the same dates in 2023 and the holiday travel rush is expected to last from 9/29 - 10/8.

Chinese consumer confidence and economic growth remains low, however China unveiled an **economic stimulus plan** on September 24th.

Europe: RevPAR in Europe in Euros was +0.9% y/y vs. +10.9% in the prior week. Last week's RevPAR was up against a +13.5% comparable result in 2023 and +13.3% in the prior week.

Overall U.S. RevPAR was -7.7% y/y, below the prior week's result of +10.2% y/y and below the trailing 10-week average of +1.1%.

Exhibit 1: Y/Y RevPAR Change for China, Europe, US



Source: STR, Truist Securities Research

RevPAR detail for week ending October 5th vs. trailing 28 days (see charts at end of note for graphical representations):

China (local currency):

- RevPAR was +3.3% y/y for the week ending October 5th **higher than** with the -5.9% for the trailing 28 days.
- ADR was -9.1% y/y for the week ending October 5th, **lower than** with the -7.2% for the trailing 28 days.
- Occupancy was +13.5% y/y for the week ending October 5th, **higher than** the +1.4% y/y for the trailing 28 days.

Europe (in Euros):

- RevPAR was +0.9% y/y for the week ending October 5th, **lower than** the +5.8% for the trailing 28 days.
- ADR was +1.4% y/y for the week ending October 5th, **lower than** the +5.2% for the trailing 28 days.
- Occupancy was -0.6% y/y for the week ending October 5th, **lower than** the +1.0% for the trailing 28 days.

EBITDA and rooms exposure by region:

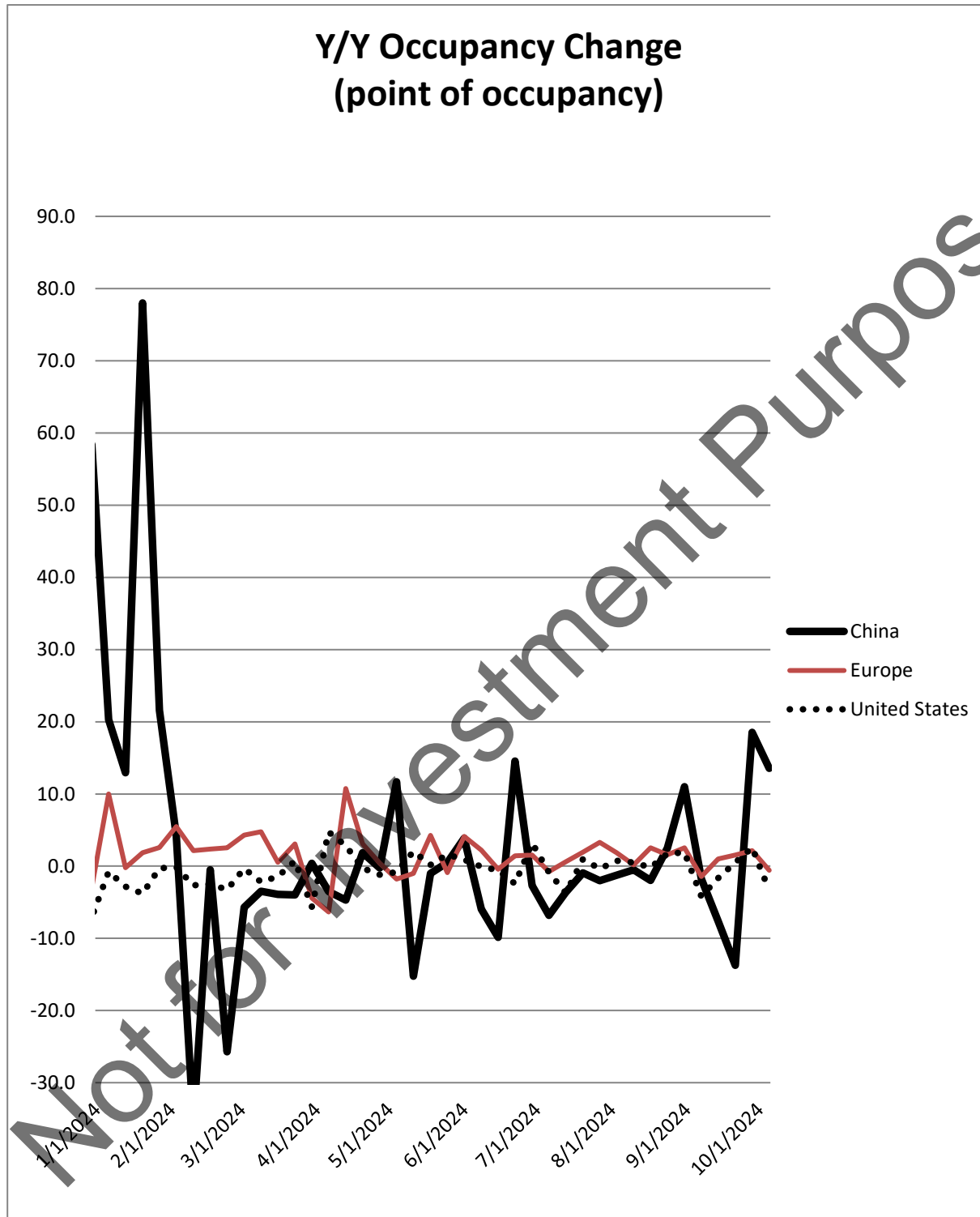
EBITDA: Hyatt (H, Buy), InterContinental (IHG, NR), and Marriott (MAR, Hold) are among the Lodging C-corps that have the greatest exposure to Europe and Asia. From Europe, MAR generates approximately 15% of EBITDA, IHG 15%, Wyndham (WH, Buy) less than 5%, H roughly 5%, and Hilton (HLT, Hold) 10% each. Of these companies, H and MAR have the greatest exposure to Asia (~10-20% of EBITDA). HLT is approximately 10%. Each of the other companies generates 5% to 10% of EBITDA from the Asia-Pacific region. Following the Apple Leisure Group acquisition, H has a relatively high ~25% exposure to the Americas ex-US/Canada.

- In a normalized environment, Greater China inclusive of Macau and Hong Kong generally represents half of the Asia-Pacific EBITDA from the C-corps.

Rooms (as of 4Q23; figures may not round to 100%):

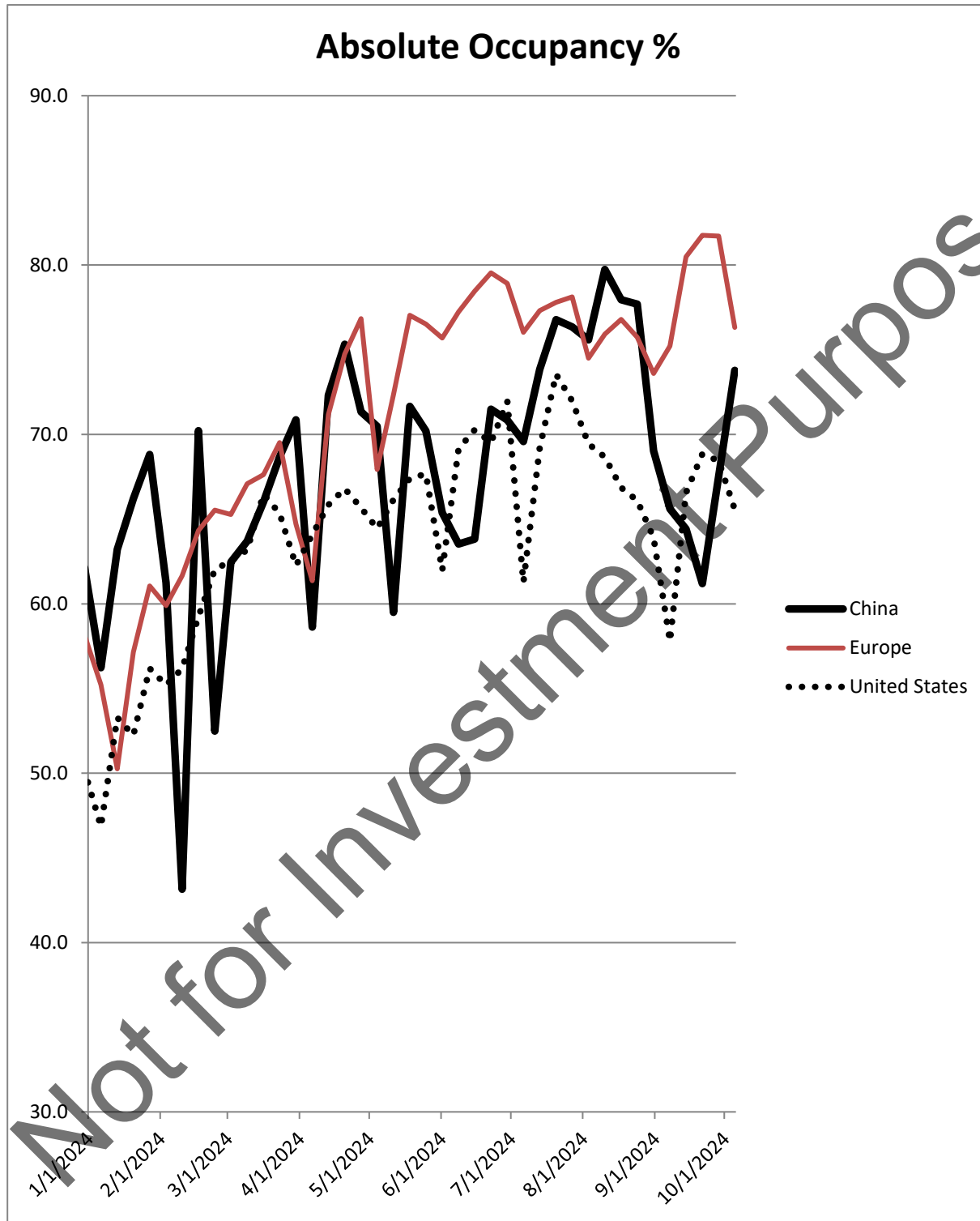
- Choice Hotels (CHH, Hold):
 - Domestic: 79%
 - Asia-Pacific: 4%
 - Europe/Middle East: 9%
 - Latin America & Canada: 9%
- H (includes owned/leased hotels):
 - United States: 49%
 - Americas (ex U.S.): 14%
 - Greater China: 13%
 - Asia Pacific (ex Greater China): 10%
 - Europe: 11%
 - Middle East/Africa: 3%
- HLT:
 - US: 67%
 - Americas: 6%
 - Europe: 9%
 - Middle East/Africa: 3%
 - Asia Pacific: 14%
 - Other hotels, likely to be converted to a brand, with no geography noted: 0.4%
- IHG:
 - Americas: 55%
 - EMEAA: 26%
 - Greater China: 19%
- MAR (ex-timeshare):
 - North America: 62%
 - Europe: 9%
 - Middle East/Africa: 5%
 - Asia Pacific: 18%
 - Caribbean/Latin America ("CALA"): 6%
- WH:
 - US: 57%
 - Canada: 5%
 - Greater China: 20%
 - Rest of Asia: 4%
 - Europe/Middle East/Africa: 10%
 - Latin America: 5%

Exhibit 2: Y/Y Occupancy change for China, Europe, US



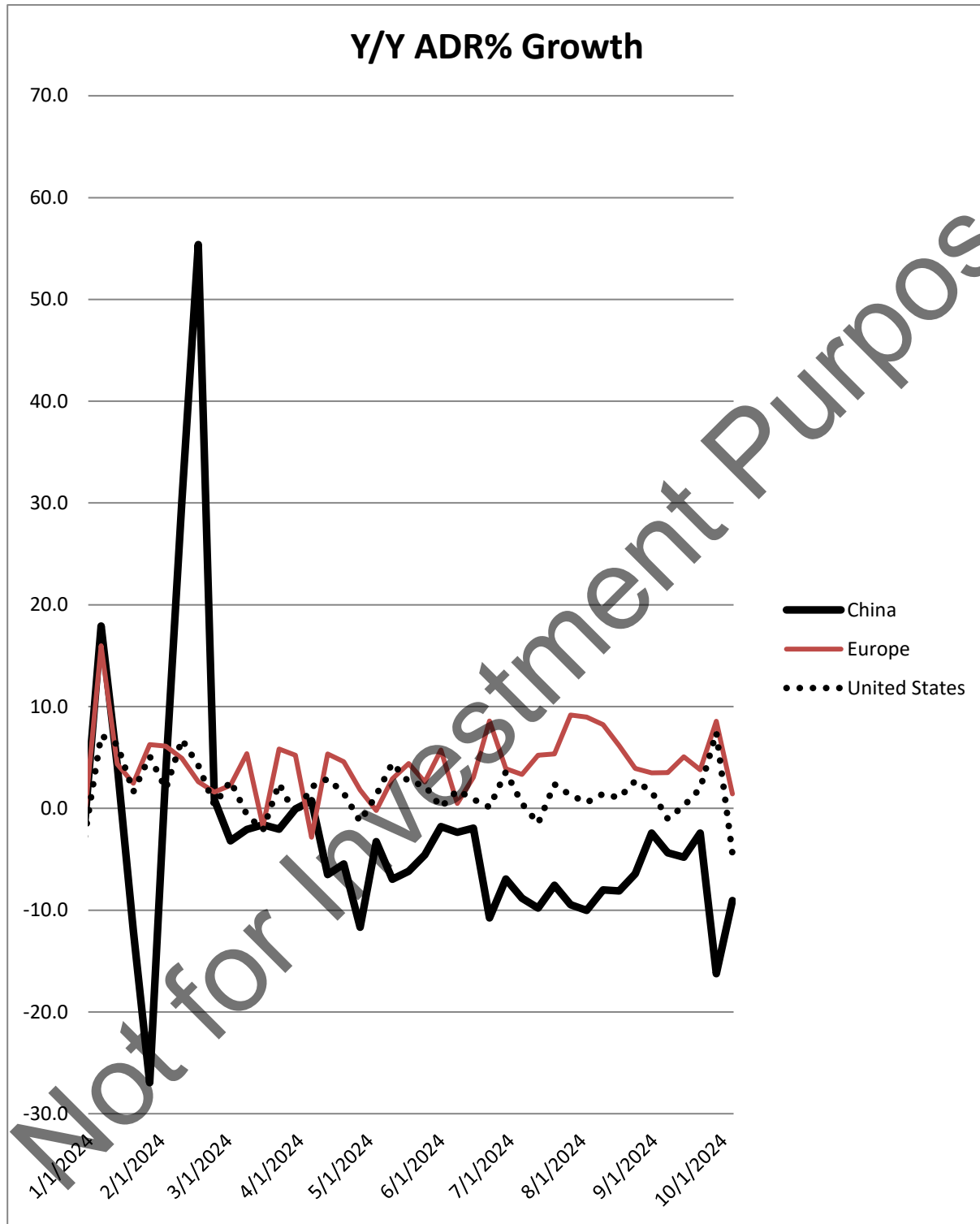
Source: STR, Truist Securities research

Exhibit 3: Absolute Occupancy % for China, Europe, US



Source: STR, Truist Securities research

Exhibit 4: Y/Y ADR % change for China, Europe, US



Source: STR, Truist Securities research

H: Valuation and Risks

Our price target of \$164 is derived by applying a 15.0x target EV/EBITDA multiple (a blended average of the industry multiples for each business segment) to our estimate for 2025 EBITDA. Our sum-of-the-parts analysis on our 2025 segment multiple assumptions include (12.5x owned EBITDA u/c, 16x fees EBITDA u/c) and other segments/ALG (10-12x, u/c).

Risks to our rating and price target: Material labor issues to owned hotels. Regional risks to the Caribbean including material new competitive supply growth. H pipeline growth slower than expected. Apple Leisure Group underperforms Hyatt's guidance.

HLT: Valuation and Risks

We apply a blended multiple of 16.7x (11.5x for Owned/leased and 17.0x for Managed/franchised) to our 2025 adjusted EBITDA estimate to derive a price target of \$208. This multiple is above the high end of the historical range of 10x-16x which we view as appropriate based on current trading fundamentals/flight to quality consumer stocks.

Risks to our rating and price target:

Upside risks include: Higher than expected pipeline growth, material RevPAR growth (macroeconomic improvement beyond expectations), material market share gains.

Downside risks include: Growth trajectory could disappoint. Pipeline growth could either slow down or projects scheduled for construction could be canceled, which would diminish system growth for the firm and disappoint investors.

MAR: Valuation and Risks

Our \$254 price target is based on a 16.7x blended multiple on our 2025E EBITDA. In the parts, we assign a 12.0x multiple of EBITDA to the Owned segment and 17.0x fees EBITDA (the fees EBITDA also includes credit card branding fees, a 10x multiple business) to the managed/franchised business. The multiple is towards the higher end of the historical range of 9-18x.

Risks to our rating and price target:

Upside Risks: Significant U.S macroeconomic improvement results in large recovery in transient corporate and group/convention demand. Owned assets sell for premium prices relative to MAR expectations. Supply growth is stronger than expectations. Consolidation in the lodging industry benefits MAR.

Downside Risks: Deep macroeconomic recession. Geopolitical, inflation, and policy risks negatively impact lodging demand. Inability to grow pipeline in line with Street expectations.

WH: Valuation and Risks

Our price target of \$104 for WH is based on a 15.0x target EV/EBITDA multiple (in line with portfolio quality/RevPAR relative to peers) of our 2025 EBITDA estimate.

Risks to our rating and price target: Slowdown in development opportunities. Macro demand/pipeline headwinds.

Companies Mentioned in This Note

- Choice Hotels International, Inc.** (CHH, \$130.32, Hold, C. Patrick Scholes)
- Hyatt Hotels Corporation** (H, \$152.44, Buy, C. Patrick Scholes)
- Hilton Worldwide Holdings Inc.** (HLT, \$234.19, Hold, C. Patrick Scholes)
- Marriott International, Inc.** (MAR, \$256.58, Hold, C. Patrick Scholes)
- Wyndham Hotels & Resorts, Inc.** (WH, \$78.02, Buy, C. Patrick Scholes)
- InterContinental (IHG, Not Rated)

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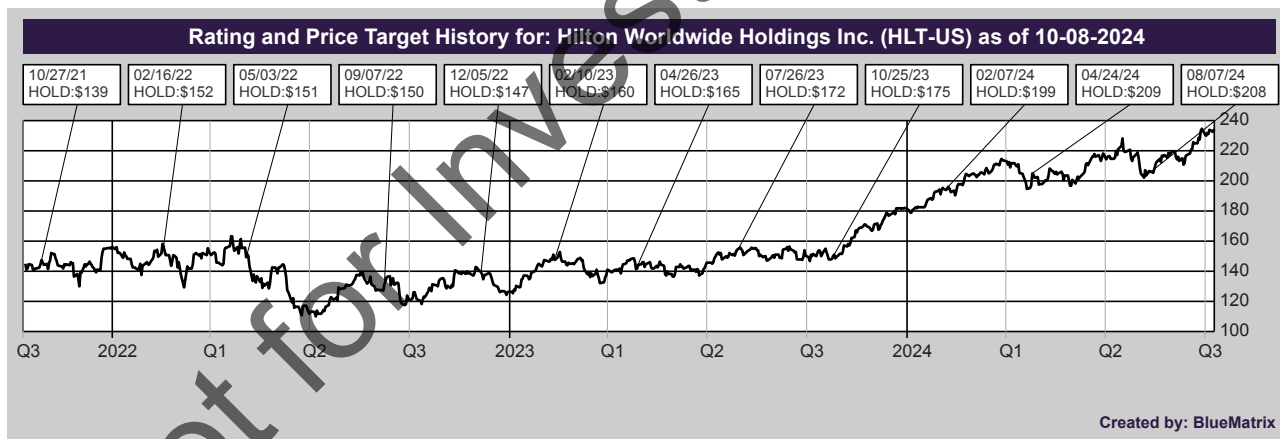
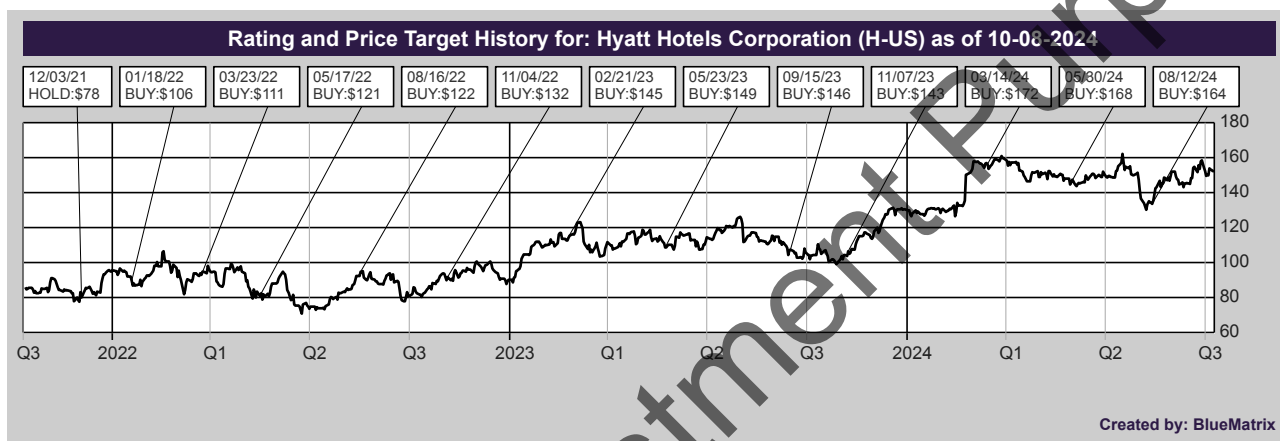
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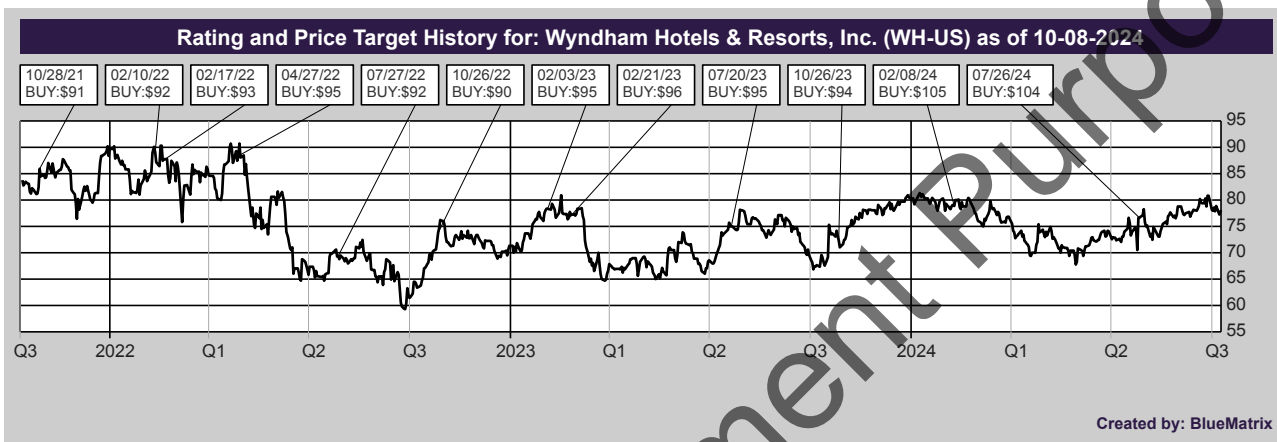
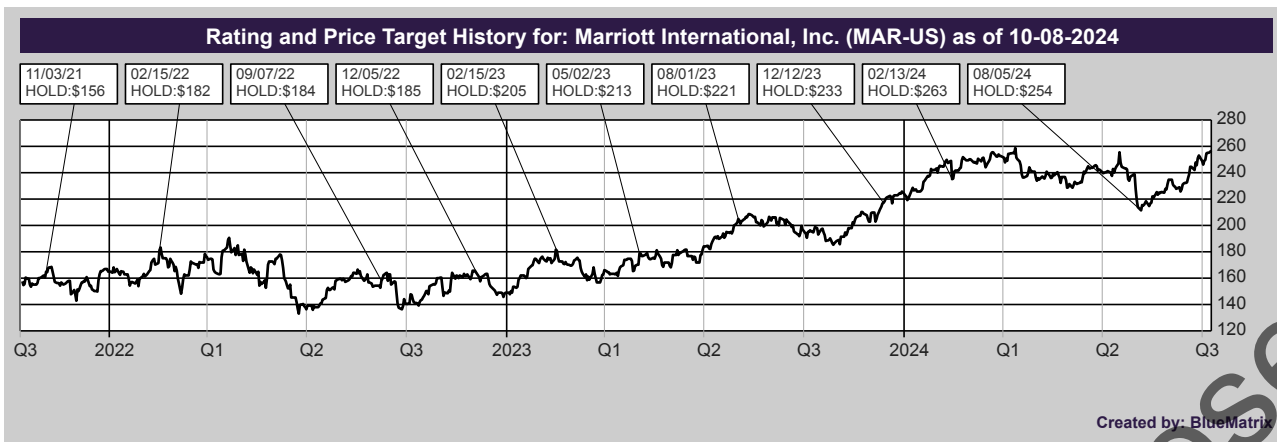
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