

## CONSUMER: Lodging

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## Reasons for this report

✓ Our analysis of the most recent weekly US lodging results

## Lodging: US RevPAR -2.2% y/y last week. Inclement weather and MLK Holiday were headwinds to results

Overall U.S. RevPAR was -2.2% y/y for the week ending 1/20/2024, per STR, below the prior week's result of +3.3% and below the trailing 10-week average of +1.6%.

*Inclement weather and MLK Day were headwinds to RevPAR growth last week.*

- *Due to adverse weather in many of the areas of the U.S. we believe transient travel demand was diminished, with both industry-wide and transient customer occupancy down ~4% y/y. For example Nashville, a city severely impacted by the freezing temperatures, saw transient customer occupancy down ~26% y/y last week. U.S. hotels located near Airports saw the strongest demand early in the week with occupancy up ~7% and ~13% y/y on Monday, likely due to stay-overs due to flight cancellations, while other locations saw LSD to MSD Declines. U.S. Economy hotels saw -5.1% y/y RevPAR declines last week which we believe can be attributed to poor weather making driving conditions negligible.*
- *The MLK Holiday on Monday also created a week that was naturally light on group events due to the shortened business week. As group/convention has been the strongest customer segment of late, a lower mix of this business component brought down the overall averages.*

We note that STR stopped providing 2019 comparisons as of the start of 2024; we have adjusted our note accordingly.

### Major RevPAR statistics presented below:

- Luxury RevPAR: -1.6% y/y
- Upper Upscale RevPAR: +0.3% y/y
- Upscale RevPAR: -0.7% y/y
- Upper Midscale RevPAR: -4.3% y/y
- Midscale RevPAR: -5.3% y/y
- Economy RevPAR: -5.1% y/y
- Independent hotels (~ 1/3rd of the data set) RevPAR: -4.1% y/y; and
- Within Upper Upscale & Luxury class hotels:
  - Group: +5.9% y/y vs. +13.6% prior week;
  - Transient: -4.3% y/y vs. +5.0% prior week;
- Las Vegas RevPAR: -19.2% y/y
  - **As a caveat, we note that many large Strip casino hotel operators do not participate in STR's survey.**

### Last week's RevPAR details and sequential trends (all comparable information on new STR methodology):

- **Headline RevPAR** was -2.2% y/y vs. the running 28-day average of -1.3% y/y.
- **Occupancy:** Absolute occupancy was 52.2% vs. 50.6% for the running 28-day average.
- **Absolute Group occupancy:** 18.0% last week vs. 13.0% for the running 28 days.

**The lodging stocks:** Overall, we continue to summarize our view on the lodging sector at the moment as one of "relative optimism," *though more so for the global C-Corps and less so for the hotel REITS.*

- **Of the lodging stocks our favorite name continues to be Hyatt Hotels Corp. (H, Buy), which we see having several idiosyncratic catalysts.** Hyatt is a beneficiary of group strength primarily through its legacy portfolio but also to an extent due to the acquired Apple Leisure Group, the recovery of international higher-rated travel, and particular strength in leisure demand to the Caribbean and Europe, a continued push to asset-light, a leading global rooms pipeline, and improved FCF story. Hyatt

generates approx. 30% of earnings from the group segment and 30% from its Caribbean-centric Apple Leisure Group business.

- **For the hotel REITS, our favorite name is RHP (Buy).** With 75% of its business coming from groups/conventions, Ryman Hospitality Properties has the greatest exposure to this customer segment and has no hotels located in the especially tech-heavy San Francisco area. We add that RHP's hotels are likely benefiting from several "self-help" factors including having properties in better condition than some other big box comparables and convention centers as well as what has proven to be a smart strategy of maintaining their property-level salesforce during the peak of the pandemic.
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Weekly RevPAR Summary

Weekly RevPAR summary

Table with 14 columns: U.S., Luxury, Upscale (Upper, Midscale), Economy, Independent, New York, Boston, LA, Chicago, DC. Rows show weekly RevPAR change from 10/14/2023 to 1/20/2024.

MLK Holiday and inclement weather act as headwinds

Upper Upscale and Luxury led the industry

NYC and BOS led the Top 5 markets

Summary table for RevPAR with columns for weeks and 14 categories. Rows include 1019-1024, 2019-2024, 3019-3024, and 4019-4024.

Table with 14 columns: U.S., Luxury, Upscale (Upper, Midscale), Economy, Independent, New York, Boston, LA, Chicago, DC. Rows show weekly ADR change from 10/14/2023 to 1/20/2024.

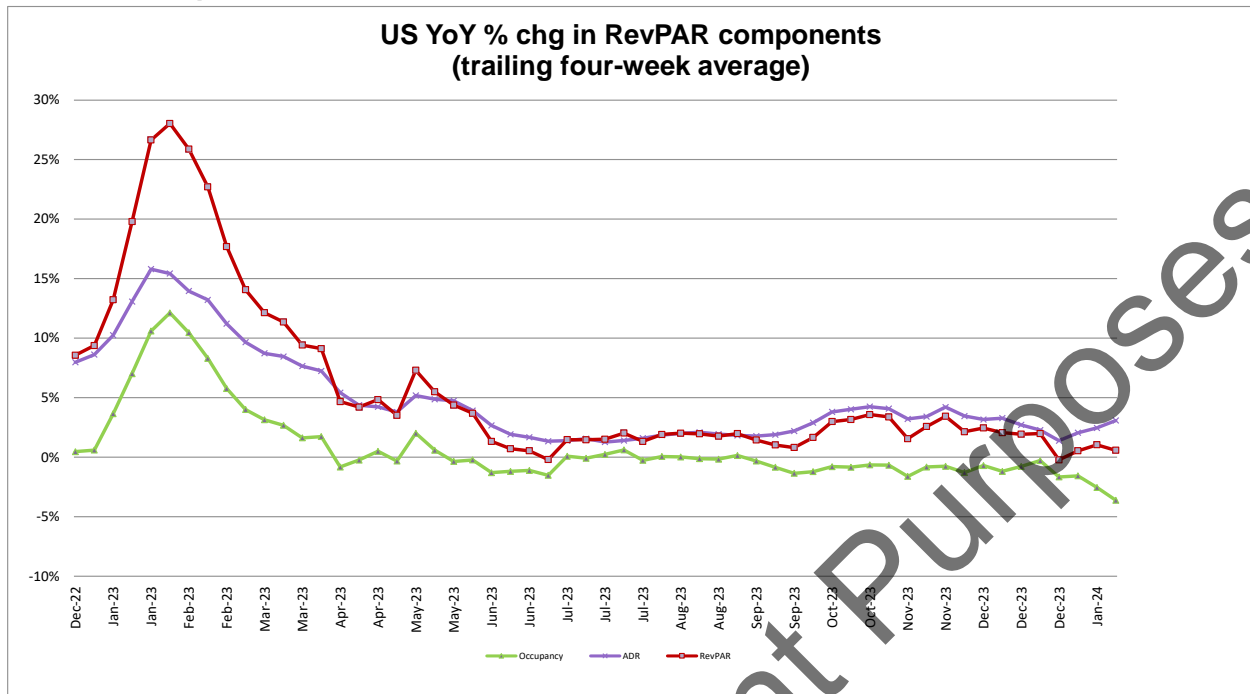
Summary table for ADR with columns for weeks and 14 categories. Rows include 1019-1024, 2019-2024, 3019-3024, and 4019-4024.

Table with 14 columns: U.S., Luxury, Upscale (Upper, Midscale), Economy, Independent, New York, Boston, LA, Chicago, DC. Rows show weekly Occupancy change from 10/14/2023 to 1/20/2024.

Summary table for Occupancy with columns for weeks and 14 categories. Rows include 1019-1024, 2019-2024, 3019-3024, and 4019-4024.

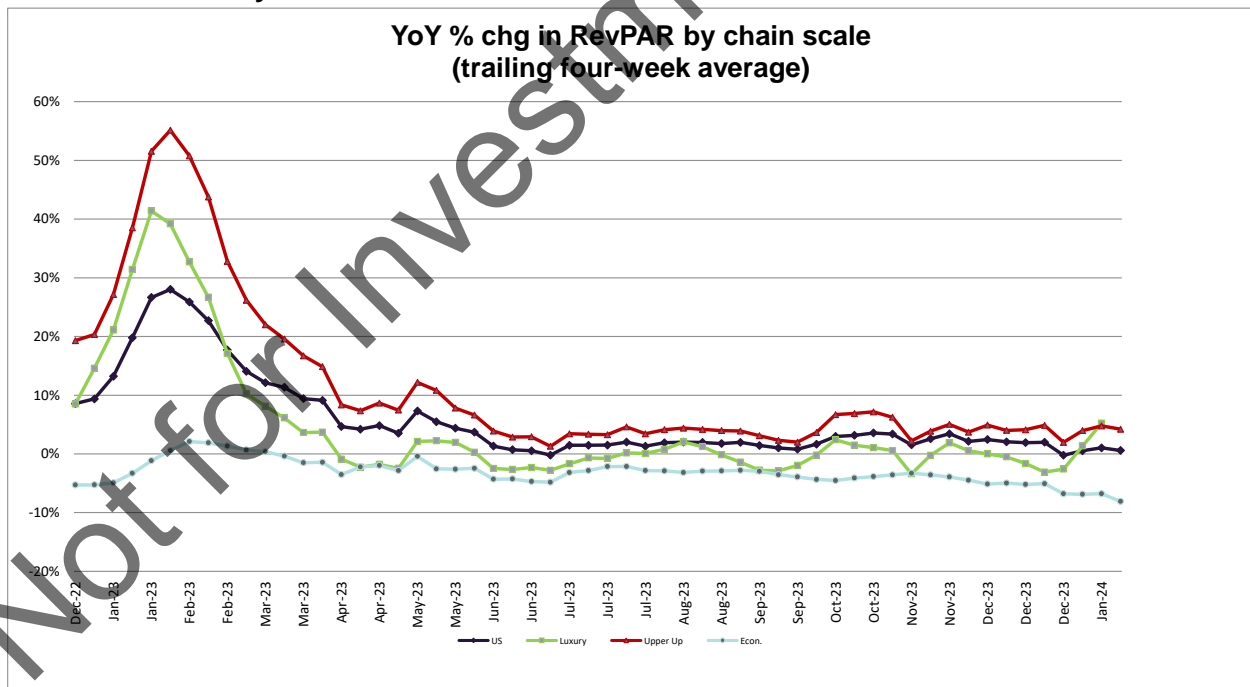
Source: STR data, Truist Securities research

RevPAR Component Trends



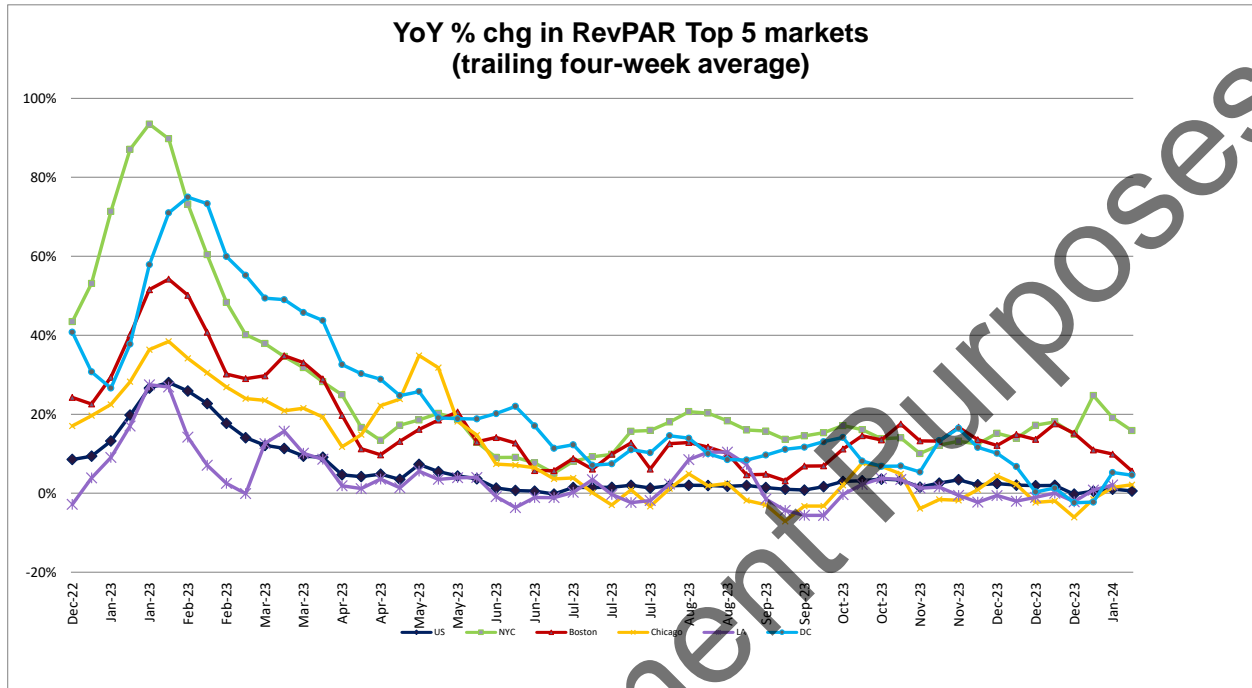
Source: STR data, Truist Securities research

RevPAR Trends by Chain Scale



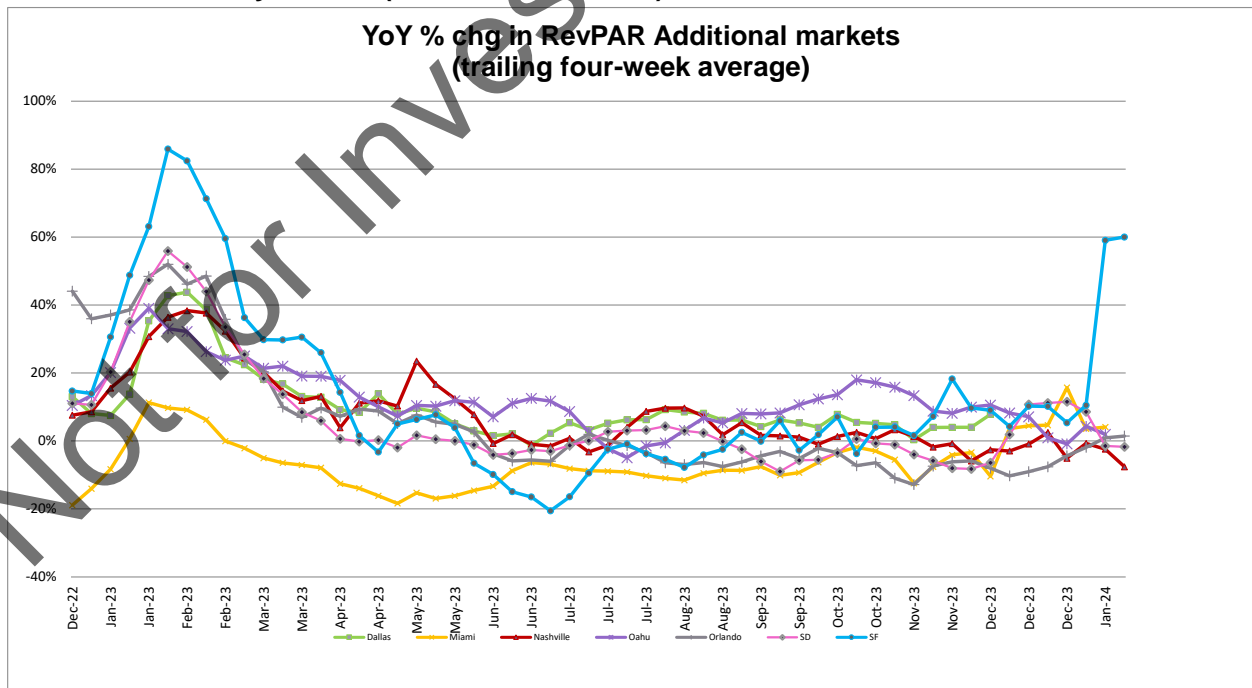
Source: STR data, Truist Securities research

RevPAR Trends by Market (Top 5 markets)



Source: STR data, Truist Securities research

RevPAR Trends by Market (Additional markets)



Source: STR data, Truist Securities research

Price Target/Risks Summary

Lodging	TKR	Price 1/23/24	Rating	PT*	% upside/downside	Truist Securities Valuation EBITDA excluding Stock Based Comp/Other			As Reported/Consensus/Data Aggregator "Headline" EBITDA			Target EV/EBITDA Multiple	Risks
						2022A EBITDA (\$M)**	2023E EBITDA (\$M)**	2024E EBITDA (\$M)**	2022A EBITDA (\$M)*	2023E EBITDA (\$M)*	2024E EBITDA (\$M)**		
Bluegreen Vacations	BVH	\$75.00	Hold	\$75	0%	\$140	\$152	\$159	\$140	\$152	\$159	9.2X	Upside risk: A better buy-out offer, though we do not see this as likely. Downside risk: controlled company issues, limited cap/float, loan defaults, and macroeconomic risk.
Choice Hotels	CHH	\$118.15	Hold	\$140	18%	\$459	\$517	\$564	\$478	\$539	\$587	15.0X	Upside risk: conservative growth of new brands; market share gains. Downside risk: slowdown in development opportunities; market share losses. Upside risk: faster demand improvement in corporate travel than expected. Brand changes (e.g. Vail) lead to material EBITDA improvement. Leisure hotels hold/improve on RevPAR and margins despite the challenging macro. Downside risk: lodging recovery takes longer than expected; weaker results from ROI projects than forecasted; poor performance of recently acquired assets.
DiamondRock Hospitality	DRH	\$9.20	Hold	\$10	9%	\$281	\$271	\$267	\$281	\$271	\$267	12.0X	
Hilton	HLT	\$187.38	Hold	\$175	-7%	\$2,479	\$2,928	\$3,206	\$2,599	\$3,037	\$3,320	16.7X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Hilton Grand Vacations	HGV	\$41.98	Buy	\$66	56%	\$1,049	\$1,004	\$1,066	\$1,049	\$1,004	\$1,066	9.2X	Upside risk: faster demand improvement in corporate/convention travel than expected. Dispositions at higher multiple than expected; stronger than expected performance by luxury leisure resorts on both top-line and margins through the valuation year. Downside risk: extended industry downturn with particular impact to large big box hotels, weak recovery of international travel during the valuation period; macro demand shock to acquired resort assets, labor issues.
Host Hotels & Resorts	HST	\$19.59	Hold	\$21	7%	\$1,498	\$1,624	\$1,541	\$1,498	\$1,624	\$1,541	12.0X	
Hyatt Hotels	H	\$131.18	Buy	\$143	9%	\$1,004	\$1,105	\$1,216	\$908	\$1,009	\$1,119	14.2X	Downside risk: lodging recovery takes longer than expected. Planned dispositions take longer than expected. Material labor issues to owned hotels. Pipeline growth slower than expected. Apple Leisure Group underperforms.
Marriott International	MAR	\$237.10	Hold	\$233	-2%	\$3,546	\$4,230	\$4,682	\$3,853	\$4,599	\$5,036	16.2X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession.
Marriott Vacations	VAC	\$84.95	Buy	\$149	75%	\$966	\$755	\$760	\$966	\$755	\$760	11.0X	Downside risk: M&A story fades and multiples revert to historical levels. Downside risk: extended downturn in San Francisco, weak recovery of international travel during the valuation period especially Oahu, macro demand shock impact to major resort assets, labor issues.
Park Hotels & Resorts	PK	\$15.56	Buy	\$20	29%	\$589	\$633	\$620	\$606	\$652	\$644	12.0X	Upside Risks: Material near-term incremental EBITDA from Legacy LHO assets. Faster than expected San Francisco recovery. Downside Risks: Incremental EBITDA from major CapEx investments take longer than anticipated, contributing to multiple contraction. Very slow recovery in San Francisco.
Pebblebrook Hotel Trust***	PEB	\$15.85	Hold	\$16	1%	\$345	\$338	\$334	\$357	\$350	\$347	13.5X	Downside risk: demand shocks, hurricanes, reduced airfare, new supply, country-specific risks (emerging market portfolio).
Playa Hotels & Resorts	PLYA	\$8.03	Buy	\$13	62%	\$231	\$251	\$256	\$243	\$264	\$269	10.5X	Downside risk: Slower than expected recovery of corporate business travel post-COVID; scope/timing and/or upside from repositionings underwhelms investor expectations.
RLJ Lodging Trust***	RLJ	\$11.72	Buy	\$14	19%	\$315	\$343	\$350	\$337	\$367	\$374	11.5X	Downside risk: Group demand slower than expected. Property-specific risks given a small portfolio.
Ryman Hospitality Properties	RHP	\$110.88	Buy	\$134	21%	\$536	\$662	\$746	\$556	\$656	\$777	13.0X	
Sunstone Hotel Investors	SHO	\$10.54	Hold	\$12	14%	\$223	\$249	\$222	\$224	\$260	\$234	13.5X	Upside risk: faster demand improvement in corporate travel than expected. Renovations lead to faster than expected EBITDA improvements. SHO buys hotels at accretive terms and quickly adds incremental EBITDA during the valuation period. Downside risk: Lodging recovery takes longer than expected, labor issues, weak recovery of international travel to gateway markets, natural disaster risk. Mortgage EBITDA stabilizes well lower than expected.
Vail Resorts, Inc.	MTN	\$225.71	Buy	\$290	28%	\$833	\$847	\$946	\$833	\$847	\$946	13.0X	Downside risk: MTN is subject to prolonged weakness in general economic conditions, including adverse effects on the overall travel and leisure related industries.
Travel + Leisure Co.	TNL	\$39.59	Buy	\$59	50%	\$859	\$966	\$956	\$859	\$906	\$956	8.5X	Downside risk: The timeshare business is especially vulnerable to economic softness. There are potential execution risks post the spin off.
Wyndham Hotels & Resorts	WH	\$78.50	Buy	\$94	20%	\$618	\$630	\$652	\$651	\$658	\$693	15.0X	Downside risk: Slowdown in development opportunities. Weaker than expected transient trends.

Source: FactSet, Truist Securities research

## Companies Mentioned in This Note

**Bluegreen Vacations Holding Corporation** (BVH, \$75.00, Hold, C. Patrick Scholes)  
**Choice Hotels International, Inc.** (CHH, \$118.15, Hold, C. Patrick Scholes)  
**DiamondRock Hospitality Company** (DRH, \$9.20, Hold, C. Patrick Scholes)  
**Hyatt Hotels Corporation** (H, \$131.18, Buy, C. Patrick Scholes)  
**Hilton Grand Vacations Inc.** (HGV, \$41.98, Buy, C. Patrick Scholes)  
**Hilton Worldwide Holdings Inc.** (HLT, \$187.38, Hold, C. Patrick Scholes)  
**Host Hotels & Resorts, Inc.** (HST, \$19.59, Hold, C. Patrick Scholes)  
**Marriott International, Inc.** (MAR, \$237.10, Hold, C. Patrick Scholes)  
**Vail Resorts, Inc.** (MTN, \$225.71, Buy, C. Patrick Scholes)  
**Pebblebrook Hotel Trust** (PEB, \$15.85, Hold, Gregory Miller)  
**Park Hotels & Resorts Inc.** (PK, \$15.56, Buy, C. Patrick Scholes)  
**Playa Hotels & Resorts N.V.** (PLYA, \$8.03, Buy, C. Patrick Scholes)  
**Ryman Hospitality Properties, Inc.** (RHP, \$110.88, Buy, C. Patrick Scholes)  
**RLJ Lodging Trust** (RLJ, \$11.72, Buy, Gregory Miller)  
**Sunstone Hotel Investors, Inc.** (SHO, \$10.54, Hold, C. Patrick Scholes)  
**Travel + Leisure Co.** (TNL, \$39.59, Buy, C. Patrick Scholes)  
**Marriott Vacations Worldwide Corporation** (VAC, \$84.95, Buy, C. Patrick Scholes)  
**Wyndham Hotels & Resorts, Inc.** (WH, \$78.50, Buy, C. Patrick Scholes)

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