



## Lodging: US RevPAR -76.8% Y/Y Last Week; slight improvement in headline RevPAR y/y change

### What's Incremental To Our View

Overall U.S. RevPAR was -76.8% Y/Y for the week ending 5/2/2020, per STR, stronger than the prior week's result of -78.4%. (2-year stacked RevPAR was -73.3% vs -81.3% in the prior week). Independent hotels (about 1/3rd of the data set) were -73.6% y/y. Economy (-38.0%) was the relatively strongest chain scale for branded hotels; Luxury was the weakest at -92.0%. Upscale (-80.3%) underperformed the industry average; Upper Midscale (-74.2%) outperformed. Within Upper Upscale & Luxury class hotels, Group (-93.6% vs. -91.3% prior week) was softer than Transient (-90.8% vs. -93.2% prior week).

RevPAR trends once again moved in a slightly "less worse" direction, even despite what we argue was a difficult y/y comp (2019 recovery demand post-Easter). However, as we noted last week we assume some of the strength may be driven by closed hotels and the remaining open properties receiving higher absolute demand. Regardless, we would not describe absolute occupancy of 28.6% to be a significant improvement vs. the running 28 day occupancy of 25.2%.

- RevPAR for the weeks ending April 4th/11th/18th/25th, 2020 were -81.6/-83.6/-79.4/-78.4%, respectively.

**While we have not seen a material number of hotels reopening, we will be attentive to demand implications as state governments enact "reopen policies".** We see leisure demand as the first segment to rebound and this trend may already be starting albeit slowly. Economy occupancy on Saturday was 48.0%, down 34.3% y/y. Results remain far worse for full-service hotels, broadly speaking.

**For the month of April, we estimate that full-service branded domestic hotels (the typical Hilton [HLT, Hold], Hyatt [H, Hold], or Marriott [MAR, Hold] hotel) will finish approximately -90%. We estimate that the overall industry will finish -80%.** Please note that reported monthly results include hotels that are not in the weekly data set. **Additionally, we caveat that these figures may include hotels that closed during April and RevPAR for hotels open for the full month may be moderately higher.**

Please see our [First look at virus impact on US hotel RevPAR](#) and [China & Italy](#) notes for our additional analysis on last week's U.S. and international trends.

- As a reminder for last week's results: please note there are many hotels that suspended operations/closed and they are not included in the comparisons. Implications are that the headline statistics overstate the actual performance of the overall industry. **Given we do not see a material number of hotels reopening, we strongly believe we have yet to reach the bottom of the COVID-19 lodging demand shock.**

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### What's Inside

Weekly STR results and analysis

**Last week's RevPAR details:**

- **Economy was the relatively strongest chain scale but all chain scales were materially negative:** Upscale and Upper Midscale underperformed by 4,230 bps and 3,620 bps, respectively: Luxury RevPAR (-92.0%), Upper Upscale (-91.5%), Upscale (-80.3%), Upper Midscale (-74.2%), Midscale (-58.8%), and Economy (-38.0%). Independent hotels (-73.6%) outperformed the headline U.S. RevPAR.
- **Within Upper Upscale & Luxury class hotels, Group underperformed Transient but both segments were similarly materially negative:** Transient segment (individual business and leisure travelers) RevPAR was -90.8% (vs. -93.2% last week) and Group segment RevPAR was -93.6% (vs. -91.3% last week).
- **NYC was the relatively strongest of the top five markets:** Boston (-89.6%), Chicago (-84.8%), Los Angeles (-78.1%), NYC (-77.9%), and Washington, D.C. (-86.8%).
- **Other relevant markets:**
  - **San Francisco:** RevPAR was -87.3% vs. -87.5% last week.
  - **Florida market RevPAR:**
    - **Miami:** (-84.6% vs. -88.2% last week);
    - **Orlando:** (-89.9% vs. -90.8% last week). We expect Orlando results to remain especially challenged given the major theme parks are closed and group demand is essentially zero.

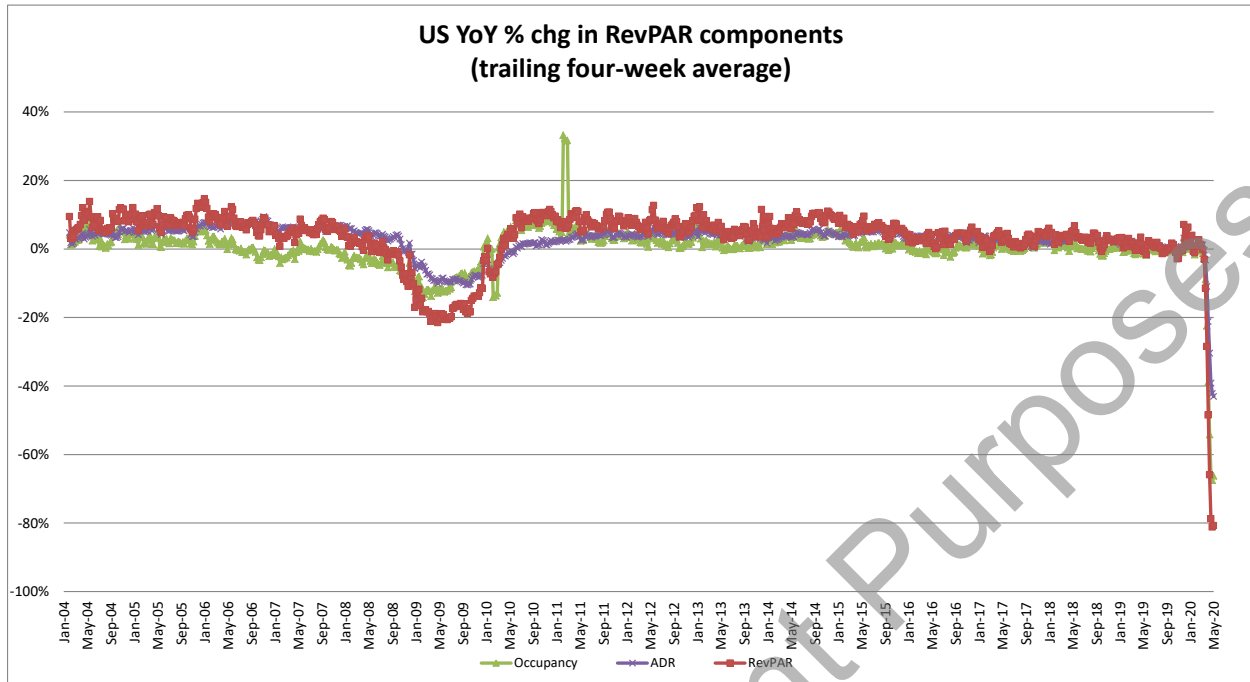
**From observations of what is happening with RevPAR and re-openings in China, we suspect we may see a slower and longer recovery in the US than what the more optimistic/bullish management teams and investors expect. While hotel stocks have been crushed, we are holding back on any potential stock upgrades at this time as we suspect we may see more attractive entry points at a future date.**

(Our ratings and price targets generally represent our recommendations and forecasts based on a 12 to 18 month outlook. We acknowledge that near term uncertainty and volatility could affect financial inputs to our targets, and the likely multiples the market may pay for those metrics.)

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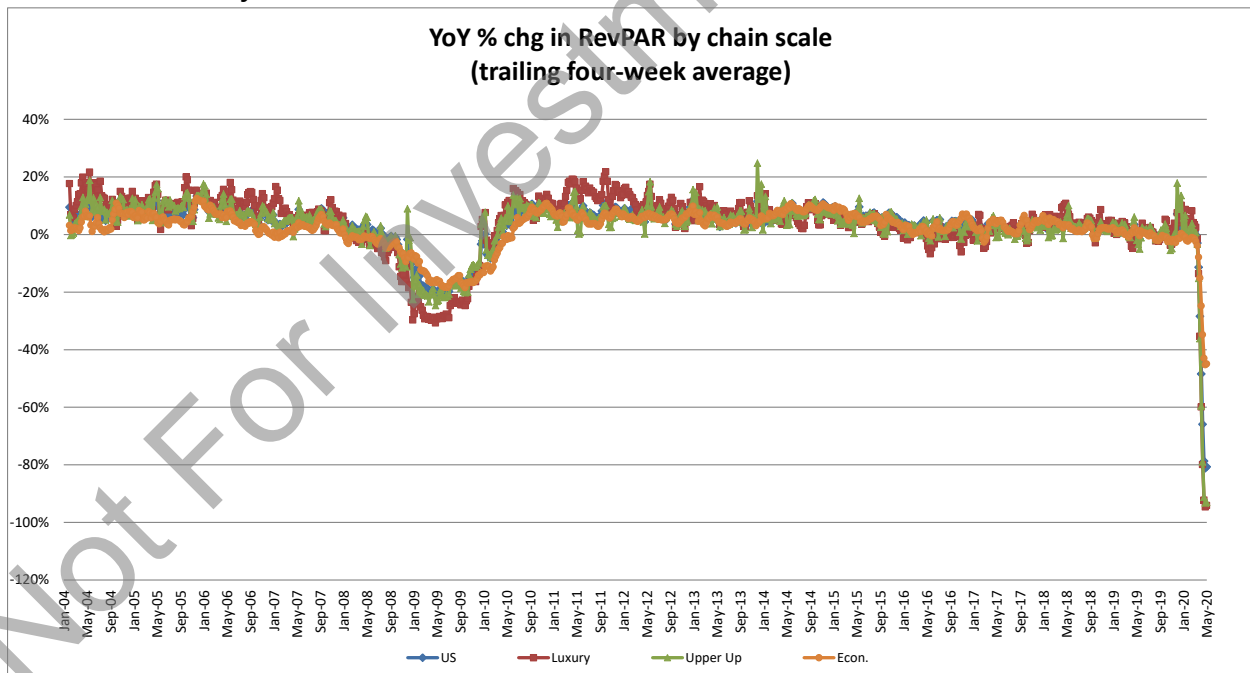


### RevPAR Component Trends



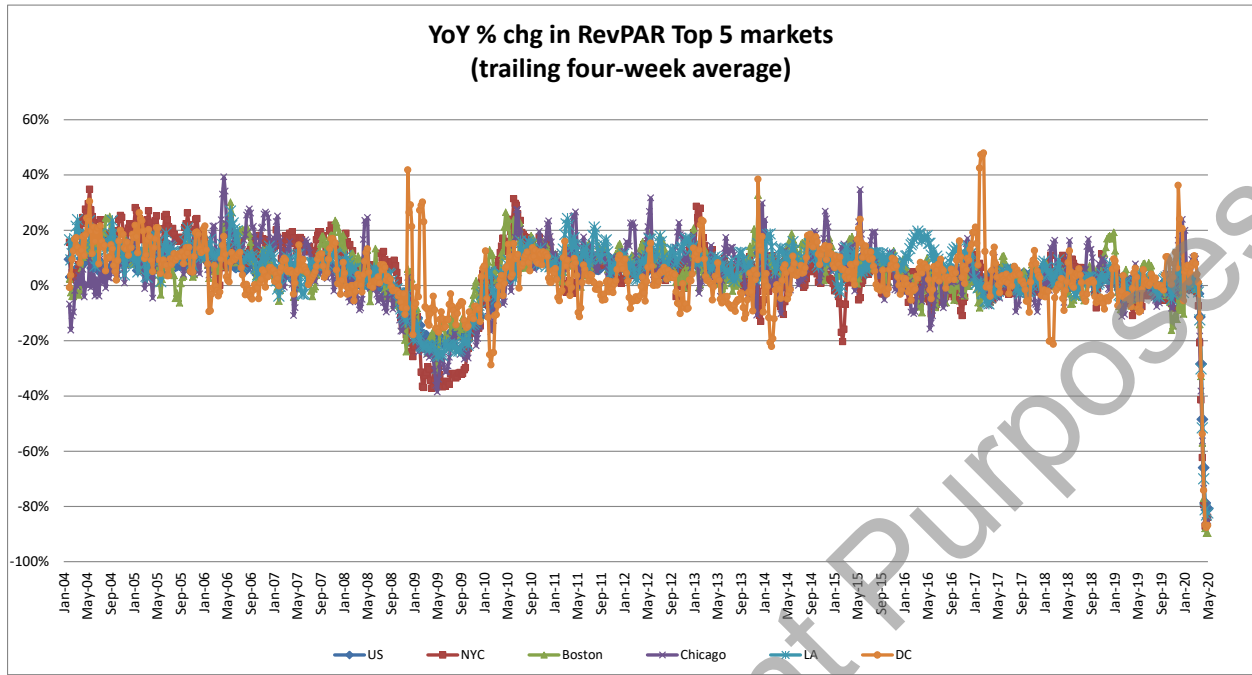
Source: STR data, STRH research

### RevPAR Trends by Chain Scale



Source: STR data, STRH research

### RevPAR Trends by Market



Source: STR data, STRH research

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### H: Valuation and Risks

Our price target of \$49 for H is derived by applying a 12.7x target EV/EBITDA multiple (a blended average of the industry multiples for each business segment) to our estimate for 2021 EBITDA. Our valuation model for Hyatt assumes an owned-hotel 2021 EBITDA multiple of 12.0x and a franchise/management fee EBITDA multiple of 13.0x.

Upside risk: transient and group trends outperform expectations.

Downside risk: ongoing misexecution and volatility. The coronavirus lodging demand shock presents a downward risk to the lodging industry due to the uncertainties regarding the timing and scope of the demand recovery, consumer behavior, impact to lodging supply fundamentals, macro room rate integrity, and short/long-term impact to the U.S. and international macroeconomy.

### MAR: Valuation and Risks

Our \$83 price target is based on a 13.9x blended multiple on our 2021E EBITDA. In the parts, we assign a 13.0x multiple of EBITDA to the Owned segment and 14.0x 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 middle 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 demand (and consequential >400 bps RevPAR improvement). Owned assets sell for premium prices relative to MAR expectations.

Downside Risks: Severe macroeconomic downturn. Geopolitical and policy risks negatively impact lodging demand. The coronavirus lodging demand shock presents a downward risk to the lodging industry due to the uncertainties regarding the timing and scope of the demand recovery, consumer behavior, impact to lodging supply fundamentals, macro room rate integrity, and short/long-term impact to the U.S. and international macroeconomy.

### HLT: Valuation and Risks

We apply a blended multiple of 13.9x (11.0x for Owned/leased and 14.0x for Managed/franchised) to our 2021 adjusted EBITDA estimate to derive a 12-month price target of \$61. This multiple is towards the middle-higher end of the historical range of 10x-16x.

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 cancelled, which would diminish system growth for the firm and disappoint investors. The coronavirus lodging demand shock presents a downward risk to the lodging industry due to the uncertainties regarding the timing and scope of the demand recovery, consumer behavior, impact to lodging supply fundamentals, macro room rate integrity, and short/long-term impact to the U.S. and international macroeconomy.

### Companies Mentioned in This Note

**Hyatt Hotels Corporation** (H, \$50.20, Hold, C. Patrick Scholes)

**Hilton Worldwide Holdings Inc.** (HLT, \$70.79, Hold, C. Patrick Scholes)

**Marriott International, Inc.** (MAR, \$81.11, Hold, C. Patrick Scholes)

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Rating and Price Target History for: Hyatt Hotels Corporation (H-US) as of 05-06-2020



Created by: BlueMatrix

Rating and Price Target History for: Hilton Worldwide Holdings Inc. (HLT-US) as of 05-06-2020



Created by: BlueMatrix

Rating and Price Target History for: Marriott International, Inc. (MAR-US) as of 05-06-2020



Created by: BlueMatrix



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