

Lodging — U.S. RevPAR +7.8% Y/Y Last Week; Holidays + Hurricanes

October could be the 2nd strongest RevPAR month of the year (March #1)

What's Incremental To Our View

Overall U.S. RevPAR was +7.8% y/y for the week ending 10/14/17, per STR, up from the prior week's result of +3.0%. (2-year stacked RevPAR was +6.4% vs. +3.9% in the prior week.) Luxury (+16.7%) was the strongest chain scale; Independent hotels (+7.7%) slightly outperformed the industry average. Within Upper Upscale & Luxury class hotels, Group (+18.6% vs. +7.8% prior week) was stronger than Transient (+7.8% vs. +0.6% prior week). The headline RevPAR was positively impacted by the Jewish High Holidays calendar shift (easy y/y comp). Positive hurricane-related impact from Harvey and Irma generally continued this week: Houston was +57.0%, Miami was +21.6%, Orlando was +4.1%, and Tampa was -1.0%. Due to the holiday shifts and the hurricane impact, October may be the second strongest RevPAR month of the year.

As discussed last week: it is important to note that large and damaging weather events such as Harvey and Irma have historically been net positives for hotel demand, especially for limited service and extended stay hotels (see Choice (CHH, \$68.30, Hold) post-Katrina in 2005). However, while RevPAR growth rates will likely go up for companies such as CHH and Wyndham (WYN, \$109.63, Buy) in 2017 and into the first half of 2018, we caution investors to remember this is one-time and not sustainable demand and will likely mean second-half 2018 and first-half 2019 RevPAR growth rates will be challenged by the tough y/y comp (See CHH in 2006).

Takeaways from the latest weekly results:

This was another easy comp week due to the Jewish High Holidays calendar shift (negative impact
to 3Q/positive impact to 4Q). With Yom Kippur occuring midweek last year, this holiday shift was
an easier comp than last week. For more granularity, please also see our Fall Calendar Shift RevPAR
Roadmap report. Next week should be a relatively cleaner comp with the exception of residual hurricanerelated demand.

As a rule of thumb when analyzing the weekly data, if Group results are abnormally strong or weak, which they were last week, there is a holiday shift going on.

• Harvey impact: Houston RevPAR was +57.0% for the week compared with +66.0% last week. Historically, weather events such as these have been a net benefit to hotel demand (outside of the

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What's Inside

Weekly STR results and analysis



most impacted areas). This increased demand comes from extended relocations in hotels and increased government spending to repair the damage in the areas hit. We expect high occupancy in Houston and Texas in general for the next several months due to Harvey.

Irma impact - Positive to the major Florida markets independent of the calendar shift:

Orlando +4.1%. Last week was +32.8%.

Tampa⁰-1.0%. Last week was +3.1%.

Miami \$\pmathbb{4}21.6\%. Last week was \$+34.4\%. Miami was less impacted by the hurricane and thus we expect the hurricane demand impact to be less than for Orlando and Tampa. However, it is likely that areas of south Miami-Dade that are closer to the Florida Keys will have outsized RevPAR gains. The majority of the hotels in this part of Miami are select- and limited-service and thus the ideal fit for hurricane displacement and relief worker demand.

Please see the attached STR note for a deep-dive on the Irma impact (starting on page 3).

Color on last week's RevPAR results:

- Luxury was the strongest chain scale: Luxury RevPAR (+16.7%), Upper Upscale (+11.0%), Upscale (+6.2%), Upper Midscale (+4.4%), Midscale (+3.2%), and Economy (+2.9%). Independent hotels (+7.7%) slightly outperformed headline U.S. RevPAR.
- Within Upper Upscale & Luxury class hotels, Group was stronger than Transient (largely due to the holiday shift): Transient segment (individual business and leisure travelers) RevPAR was +7.8% (vs. +0.6% last week) and Group segment RevPAR was +18.6% (vs. +7.8% last week).
- DC (+36.3%) led the top 5 markets: Boston (+21.1%); Chicago (+2.6%); LA (+6.4%); and NYC (+11.1%).
- Other relevant markets:
 - San Francisco was very strong: RevPAR was +20.0% vs. -9.3% last week. We anticipate weak y/y results in San Francisco for 4Q due to the renovations at the Moscone Center (although less bad than 2Q/3Q).
 - o Texas results were up: Dallas RevPAR was +26.2% (vs. -4.8% last week). Houston RevPAR was +57.0% (vs. +66.0% last week).

The lodging and leisure stocks: As we have written in our last several reports, while the RevPAR trends are uninspiring, the good news is we believe companies are likely not going to miss their (uninspiring and intentionally conservative per some company conference calls) guided ranges. If nothing else, that has at least prevented the stocks from giving back most of their November and December gains, along with the continued hope (but fading by the day) that President Trump will eventually Make RevPAR Great Again, in our view. There are several relative bright spots that we believe will continue to prevent hotel stock prices from significantly contracting:

- 1. Other sectors considered "uninvestable" by investors. Investors tell us other sectors which historically were in their investment universe have become "uninvestable" due to threats from Amazon (AMZN, \$1,009.13, Buy, Squali) and the like. While we see Airbnb (private) as a threat to the hotel industry, we think the threat is nowhere near the magnitude of say Uber (private) vs. yellow cabs. A frequent comment we hear from investors when we discuss lackluster hotel fundamentals and expensive lodging stocks, most notably MAR (\$115.04, Hold) vs. peers, is "Our other investment choices look far less attractive so we're sticking with our investments in lodging for now."
- 2. Hotel REIT dividends are attractive, in our view, and should be sustainable over the next year. We believe an unwillingness to have to go against a 6%+ dividend yield has kept investors from being overly negative (potentially shorting) the hotel REITS.



Weekly RevPAR Summary

_	1		Upper		Upper	oY % ch	ange min	Inde-	New				
	U.S.	Luxury		Upscale	• • •	Midscale	Economy	:	York	Boston	LA	Chicago	DC
9/2/2017	4.3%	5.8%	2.9%	3.6%	4.0%	5.3%	2.3%	4.9%	1.0%	5.0%	3.0%	-1.3%	-1.09
9/9/2017	3.7%	2.3%	1.4%	3.4%	5.7%	9.5%	8.1%	1.2%	-0.3%	6.8%	2.2%	4.6%	2.89
9/16/2017	1.8%	0.6%	-1.9%	0.7%	3.6%	7.6%	8.7%	0.6%	2.3%	-6.2%	3.4%	-7.9%	-6.49
9/23/2017	-2.5%	-10.4%	-6.9%	-2.1%	1.5%	3.4%	2.5%	-3.6%	-7.2%	-18.5%	-7.3%	-16.1%	-17.59
9/30/2017	1.2%	-4.6%	-0.5%	1.7%	2.1%	3.6%	2.4%	1.2%	-1.8%	0.7%	-6.0%	-1.0%	0.09
10/7/2017	3.0%	3.3%	3.9%	1.7%	2.1%	1.3%	0.6%	3.4%	1.2%	5.5%	1.6%	6.4%	-15.09
10/14/2017	7.8%	16.7%	11.0%	6.2%	4.4%	3.2%	2.9%	7.7%	11.1%	21.1%	6.4%	2.6%	36.39
	Easy comp - Jewish High Holidays												
			- Jewish High Holidays alendar shift		Luxury	and Upper Up	cale led the industry		DC and Boston led the Top 5		Top 5 markets	narkets	
1Q15	8.0%	6.3%	6.0%	7.0%	8.5%	8.8%	9.2%	8.9%	-4.3%	13.8%	7.7%	11.4%	6.39
2Q15	6.5%	5.5%	5.4%	5.9%	6.3%	6.6%	6.7%	7.1%	-1.8%	7.1%	7.4%	11.0%	11.79
3Q15	5.9%	4.4%	4.0%	5.7%	5.7%	6.4%	6.1%	6.8%	0.6%	7.1%	11.1%	5.1%	0.3
4Q15	4.8%	2.7%	3.8%	4.2%	4.9%	3.7%	4.4%	5.9%	-2.0%	5.3%	8.3%	1.4%	2.1
1Q16	2.7%	1.6%	1.9%	2.2%	2.0%	0.0%	1.8%	4.0%	-1.2%	-3.0%	16.6%	-4.8%	3.1
2Q16	3.5%	0.8%	2.9%	3.1%	3.2%	3.2%	3.0%	4.2%	-4.5%	1.5%	11.1%	-1.0%	3.5
3Q16	3.3%	1.5%	2.5%	2.0%	1.8%	2.5%	3.0%	5.1%	-2.5%	-0.5%	9.3%		5.5
4Q16	3.2%	1.9%	0.6%	1.2%	2.2%	3.9%	4.4%	5.1%	0.9%	-1.6%	6.9%	3.3%	8.0
1Q17	3.4%	2.1%	3.0%	1.0%	2.4%	3.5%	2.6%	5.2%	-1.3%	-1.1%	-2.5%	1.5%	16.19
2Q17	2.7%	2.3%	0.6%	0.6%	1.2%	2.4%	3.7%	5.1%	0.2%	4.4%	3.6%	0.8%	0.8
3Q17	1.9%	0.5%	-0.7%	0.7%	1.8%	3.5%	2.9%	3.1%	-0.9%	-0.2%	-1.2%	-5.0%	-0.6
_						YoY % c	hange in						
			Upper		Upper		_	Inde-	New				
	U.S.		Upscale			Midscale			York	Boston	LA	Chicago	DC
9/2/2017	2.1%	4.2%	1.4%	0.9%	1.1%	2.0%	2.3%	2.6%	-0.7%	2.6%	3.4%	-1.3%	-2.9
9/9/2017	1.6%	3.4%	1.2%	1.9%	2.1%	3.8%	4.4%	0.6%	-1.5%	1.7%	3.6%	4.3%	-0.7
9/16/2017	1.4%	4.4%	0.9%	2.1%	2.2%	3.7%	4.8%	0.7%	-0.2%	-2.3%	4.6%	-5.4%	-2.5
9/23/2017	-1.9%	-3.2%	-4.2%	-1.3%	0.2%	1.9%	2.6%	-1.8%	-5.6%	-11.0%	-1.1%	-8.7%	-10.4
9/30/2017	0.8%	0.3%	-0.1%	1.3%	0.6%	1.8%	2.8%	1.0%	-2.4%	0.9%	0.5%	0.8%	1.9
10/7/2017	2.0%	-1.7%	1.4%	0.9%	1.4%	1.6%	3.0%	1.9%	0.5%	3.7%	4.4%	5.5%	-10.9
10/14/2017	5.3%	9.1%	5.8%	3.7%	2.5%	2.7%	3.8%	4.7%	5.8%	10.7%	5.6%	-1.4%	23.3
1Q15	4.7%	5.8%	4.7%	5.2%	4.7%	4.7%	5.5%	4.7%	-4.1%	7.3%	6.5%	7.1%	1.7
2Q15	4.8%	4.9%	4.8%	5.3%	4.6%	4.3%	5.4%	4.6%	-1.5%	6.8%	7.1%	9.2%	7.9
3Q15	4.5%	3.7%	3.6%	5.2%	4.4%	4.6%	5.0%	4.6%	0.3%	7.4%	9.6%	5.3%	-0.1
4Q15	3.6%	2.3%	3.0%	3.9%	3.5%	3.0%	4.2%	3.8%	-2.3%	3.9%	6.1%	2.3%	1.0
1Q16	3.2%	1.9%	2.7%	3.2%	2.6%		3.3%	3.7%	-3.1%	1.4%	11.3%	-1.9%	1.1
2Q16	2.9%	1.5%	2.2%	2.9%	2.8%	2.7%	3.4%	3.0%	-3.1%	3.3%	9.4%	0.3%	2.1
3Q16	3.4%	1.5%	2.5%	2.7%	2.4%	3.1%	3.6%	4.4%	-2.7%	2.3%	7.5%	1.9%	3.5
4Q16	2.6%	2.1%	1.4%	2.2%	2.0%	2.2%	3.2%	3.8%	-1.2%	1.3%	5.8%	3.9%	4.19
1Q17	2.5%	2.3%	2.4%	1.3%	1.6%	1.8%	2.4%	3.5%	-2.2%	0.0%	-0.2%	1.7%	13.6
2Q17	2.2%	2.2%	1.2%	1.7%	1.5%	2.1%	2.3%	3.5%	-1.5%	4.1%	2.8%	1.5%	2.0
3Q17	1.4%	1.4%	0.2%	0.8%	1.2%	1.9%	2.4%	2.2%	-2.0%	0.8%	1.8%	-2.4%	0.0
					V.	Y % char	as in Os						
_			Upper		Upper	1 /0 Cital	ige ili oc	Inde-	New				
	U.S.	Luxury	Upscale	Upscale	Midscale	Midscale	Economy		York	Boston	LA	Chicago	DC
9/2/2017	2.2%	1.6%	1.5%	2.7%	2.9%	3.2%	-0.1%	2.3%	1.7%	2.4%	-0.4%	0.0%	1.9
9/9/2017	2.1%	-1.0%	0.3%	1.4%	3.5%	5.5%	3.6%	0.6%	1.2%	5.0%	-1.3%	0.3%	3.5
9/16/2017	0.5%	-3.7%	-2.8%	-1.4%	1.4%	3.8%	3.7%	-0.2%	2.5%	-3.9%	-1.2%	-2.7%	-4.0
9/23/2017	-0.7%	-7.5%	-2.8%	-0.9%	1.3%	1.5%	0.0%	-1.8%	-1.7%	-8.4%	-6.3%	-8.1%	-7.9
9/30/2017	0.4%	-4.9%	-0.5%	0.3%	1.5%	1.7%	-0.4%	0.2%		-0.2%	-6.5%	-1.9%	-1.9
10/7/2017	0.9%	5.1%	2.4%	0.8%	0.7%	-0.3%	-2.3%	1.5%		1.8%	-2.7%	0.9%	-4.7
10/14/2017	2.4%	6.9%	4.9%	2.4%	1.8%	0.4%	-0.9%	2.8%		9.4%	0.8%	4.1%	10.6
1Q15	3.1%	0.5%	1.3%	1.7%	3.6%	3.9%	3.5%	4.0%	-0.2%	6.1%	1.1%	4.0%	4.6
2Q15	1.6%	0.6%	0.5%	0.6%	1.7%	2.2%	1.3%	2.3%		0.3%	0.3%	1.7%	3.5
3Q15	1.4%	0.6%	0.4%	0.5%	1.3%	1.8%	1.0%	2.1%		-0.3%	1.3%	-0.1%	0.4
4Q15	1.2%	0.4%	0.8%	0.2%	1.3%	0.6%	0.2%	2.1%	0.3%	1.4%	2.0%	-0.9%	1.1
1Q16	-0.5%	-0.3%	-0.8%	-0.9%	-0.6%	-1.7%	-1.5%	0.3%	2.0%	-4.3%	4.7%	-3.0%	2.0
2Q16	0.6%	-0.7%	0.7%	0.2%	0.4%	0.5%	-0.4%	1.2%	-1.4%	-1.7%	1.5%	-1.4%	1.3
3Q16	0.0%	0.0%	-0.1%	-0.6%	-0.6%	-0.6%	-0.6%	0.7%	0.3%	-2.8%	1.7%	-0.7%	1.9
4Q16	0.6%	-0.2%	-0.8%	-1.0%	0.2%	1.7%	1.2%	1.2%	2.2%	-2.8%	1.0%	-0.5%	3.7
1Q17	0.9%	-0.2%	0.6%	-0.3%	0.7%	1.6%	0.2%	1.6%	1.0%	-1.1%	-2.4%	-0.2%	2.2
1Q17 2Q17	0.9%	0.1%	-0.6%	-0.3% -1.1%	-0.3%	0.4%	1.4%	1.6%	1.0% 1.7%	-1.1% 0.3%	-2.4% 0.8%	-0.2% -0.7%	2.29 -1.29

Source: STR data, STRH research

0.5%

-0.9%

-0.9%

-0.1%

3Q17

1.6%

0.5%

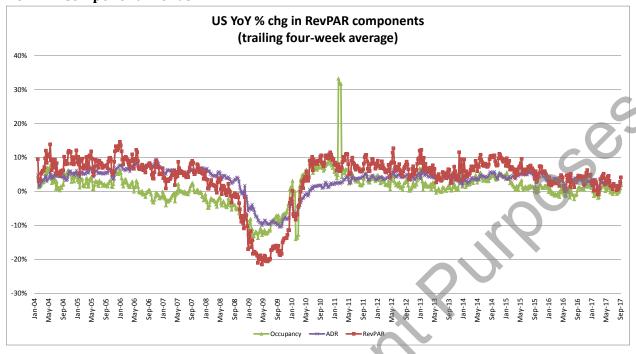
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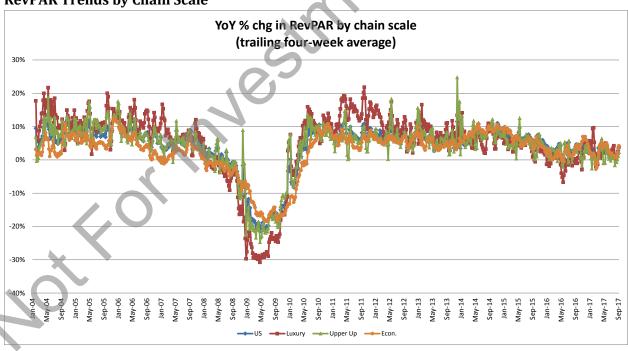


RevPAR Component Trends



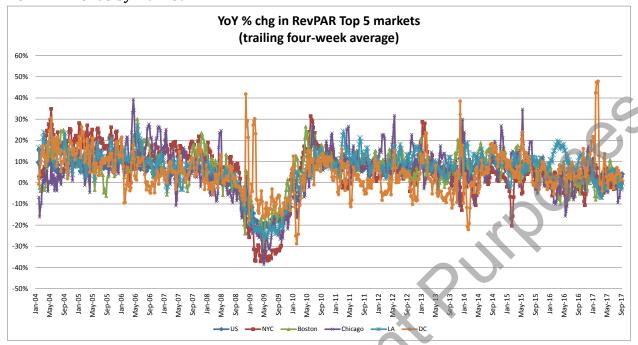
Source: STR data, STRH research

RevPAR Trends by Chain Scale



Source: STR data, STRH research

RevPAR Trends by Market



Source: STR data, STRH research



Price Target/Risks Summary

		Price			% upside down-	2018E EBITDA	Target EV/EBITDA	
Lodging	TKR	10/17/17	Rating	PT*	side	(\$M)	Multiple	Risks
								Upside risk: improvement in NY and Chicago markets
								Downside risk: softening of RevPAR trends in Boston or SF. Slowdown in
Chesapeake Lodging Trust	CHSP	\$28.56	Hold	\$23	-19%	\$183	12.0X	real estate lending.
								Upside risk: conservative guidance.
								Downside risk: big catalyst of special dividend already baked into the
Choice Hotels	CHH	\$68.30	Hold	\$65	-5%	\$321	13.5X	stock.
								Upside risk: specific markets (esp. NYC) perform better than expected
DiamondRock Hospitality	DRH	\$11.05	Hold	\$11	0%	\$254	11.5X	Downside risk: company unable to locate properties to buy.
								Upside risk: the company increases dividends by more than expected:
								NYC outperforms or is sold down at attractive multiples.
								Downside risk: Group underperforms. NYC hotels underperform and
Host Hotels & Resorts	HST	\$19.34	Hold	\$19	-2%	\$1,415	12.5X	asset sales do not happen.
								Upside risk: Transient and group trends outperform expectations
Hyatt Hotels	Н	\$61.70	Hold	\$61	-1%	\$777	12.2X	Downside risk: ongoing misexecution and volatility.
								Downside risk: Disruption in a major market (HGV more concentrated
Hilton Conn. d Man. etiana	HGV	#00.00	D	C 4 4	20/	6400	40.07	than peers), issues with Japanese customer (HGV more exposed than
Hilton Grand Vacations	поч	\$39.83	Buy	\$41	3%	\$408	10.9X	peers), difficulty sourcing additional fee-for-service inventory deals Downside risk: overhang from remaining big sponsor ownership, slowing
Hilton	HLT	\$71.22	Buy	\$67	-6%	\$1,947	14.0X	pipeline
riiitori	IILI	Ψ/1.22	Биу	φυτ	-0 /0	φ1,947	14.07	Upside risk: further acceleration in returning capital to shareholders.
InterContinental Hotels	IHG	\$54.23	Hold	\$51	-6%	\$899	13.5X	Downside risk: trends continue to worsen in Greater China
intercontinental Fioteis	1110	ψ04.20	rioid	ΨΟΙ	070	ψοσσ	10.07	Downside risk: membership base erosion as churn outstrips new
ILG	ILG	\$29.29	Buy	\$29	-1%	\$368	10.8X	timeshare sales
		4 _00			.,,	****		Upside risk: ability to increase dividend.
Lasalle Hotel Properties	LHO	\$30.18	Hold	\$26	-14%	\$320	12.5X	Downside risk: heavy D.C. exposure.
<u> </u>								Upside Risk: 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 Risk: 2017 or 2018 is a recession year in the US. Geopolitical
Marriott International	MAR	\$115.04	Hold	\$96	-17%	\$3,139	13.7X	and policy risks negatively impact lodging demand.
								Upside risk: Mix shift not an issue for margins, quicker execution/upsiz
								of buyback program; Downside risk: inability to achieve development
								margin targets, inability to close asset sales or asset sales are done at
Marriott Vacations	VAC	\$124.39	Hold	\$120	-4%	\$295	10.4X	lesser values than expected
								Upside risk: The downturn in the lodging cycle is short-lived and positive
								macroeconomic trends result in increasingly positive RevPAR growth an
						. 4		improved EBITDA.
Park Hotels & Resorts	PK	\$28.59	Hold	\$28	-2%	\$741	12.0X	Downside risk: Significant supply growth and macroeconomic challenges/shocks.
Fair Hotels & Results	FK	φ20.39	rioiu	Ψ20	-2 /0	3/41	12.07	Upside risk:recovering group demand better than expected, better margi
							, *	recovery.
Ryman Hospitality Properties	RHP	\$64.69	Hold	\$59	-9%	\$385	12.3X	Downside risk: booking issues stickier than expected.
, roportion		ŢO00		+30			.2.071	Upside risk: valuation discount to peers.
								Downside risk: San Diego, Boston, LA exposure. Insufficient ADR lift
Sunstone Hotel Investors	SHO	\$16.73	Hold	\$15	-10%	\$341	12.0X	from Boston Park Plaza/Marriott Wailea Beach renovations.
-								Downside risk: the timeshare business is especially vulnerable to
Wyndham Worldwide Corp	WYN	\$109.63	Buy	\$112	2%	\$1,509	9.8X	economic softness.

Source: FactSet, STRH research



Companies Mentioned in This Note

Amazon.com, Inc. (AMZN, \$1,009.13, Buy, Youssef Squali)

Choice Hotels International, Inc. (CHH, \$68.30, Hold, C. Patrick Scholes)

Chesapeake Lodging Trust (CHSP, \$28.56, Hold, C. Patrick Scholes)

DiamondRock Hospitality Company (DRH, \$11.05, Hold, C. Patrick Scholes)

Hyatt Hotels Corporation (H, \$61.70, Hold, C. Patrick Scholes)

Hilton Grand Vacations Inc. (HGV, \$39.83, Buy, Bradford Dalinka)

Hilton Worldwide Holdings Inc. (HLT, \$71.22, Buy, C. Patrick Scholes)

Host Hotels & Resorts, Inc. (HST, \$19.34, Hold, C. Patrick Scholes)

InterContinental Hotels Group, PLC (IHG, \$54.23, Hold, C. Patrick Scholes)

ILG, Inc. (ILG, \$29.29, Buy, C. Patrick Scholes)

LaSalle Hotel Properties (LHO, \$30.18, Hold, C. Patrick Scholes)

Marriott International, Inc. (MAR, \$115.04, Hold, C. Patrick Scholes)

Park Hotels & Resorts Inc. (PK, \$28.59, Hold, C. Patrick Scholes)

Ryman Hospitality Properties, Inc. (RHP, \$64.69, Hold, C. Patrick Scholes)

Sunstone Hotel Investors (SHO, \$16.73, Hold, C. Patrick Scholes)

Marriott Vacations Worldwide Corp. (VAC, \$124.39, Hold, C. Patrick Scholes)

Wyndham Worldwide Corporation (WYN, \$109.63, Buy, C. Patrick Scholes)

RLJ Lodging Trust (RLJ, \$22.26, Not Rated)

Uber (private)

Airbnb (private)

Analyst Certification

I, C. Patrick Scholes, hereby certify that the views expressed in this research report accurately reflect my personal views about the subject company(ies) and its (their) securities. I also certify that I have not been, am not, and will not be receiving direct or indirect compensation in exchange for expressing the specific recommendation(s) in this report.

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