

# Lodging - US RevPAR +2.5% Y/Y Last Week; Luxury Continues to Shine (+6.5%)

End of week hurt by eclipse comps as will this week's upcoming results

#### What's Incremental To Our View

Overall U.S. RevPAR was +2.5% Y/Y for the week ending 8/18/2018, per STR, lower than the prior week's result of +5.1%. (2-year stacked RevPAR was +5.9% vs. +7.2% in the prior week.) Independent hotels (about 1/3rd of the data set) were +2.1% y/y. Luxury (+6.5%) was the strongest chain scale for branded hotels; Upper Midscale was the weakest at +0.7%. Midscale (+1.1%) also underperformed the overall US hotel industry average. Within Upper Upscale & Luxury class hotels, Group (+3.7% vs. +6.3% prior week) was stronger than Transient (+2.2% vs. +4.1% prior week).

Last week was a relatively clean comp until the end of the workweek when the impact from last year's solar eclipse (Monday, August 21, 2017) began to show up as a tough y/y comp. We note that leisure demand picked up before the eclipse in many markets that were in the "eclipse watching" zone.

- Monday/Tuesday RevPAR was +3.7%. Comparatively, despite strong overall leisure demand, Friday RevPAR was +1.7% and Saturday was +0.2%.
- We anticipate a very difficult comp at the start of next week due to the solar eclipse. For reference, Sunday, August 20th RevPAR was +18.6%, Monday was +8.2%, and the remainder of the workweek was +4-5%.
- What complicates matters starting next week and going forward for the rest of the year are the y/y comps from the various hurricanes. The next few weeks in particular will be very noisy, particularly as the impact to RevPAR from FL and TX weigh on the results. Hurricane Harvey made landfall on the Texas Gulf Coast on August 25th and eventually proceeded towards Louisiana over the next several days. The first tropical storm watches for Texas were issued on August 23, 2017 (a Wednesday).
  - O Hurricane-impacted markets had mixed performance last week (see below for detail).
- Irrespective of the y/y noise, Luxury demand continues to be very strong. Being that August is more of a leisure-oriented month, we interpret the ~ +8-9% Luxury RevPAR for Monday-Wednesday last week as indicative in part of strong leisure demand. We note that mid-week RevPAR in the typically business-oriented chain scales of Upper Upscale to Upper Midscale were low-to-mid single digit positive, thus we believe the Luxury results were more impacted by the "wealth effect".

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#### What's Inside

Weekly STR results and analysis



For the month of August, we estimate that full-service branded domestic hotels (the typical Hilton [HLT, \$76.73, Buy], Hyatt [H, \$78.84, Hold], or Marriott [MAR, \$125.16, Hold] hotel) will finish at approximately +2-3%. We estimate that the overall industry will finish approximately +2-3%. Please note that reported monthly results include hotels that are not in the weekly data set.

#### RevPAR details:

- Luxury was the strongest chain scale. Upper Midscale and Midscale underperformed by 580 bps and 540 bps, respectively: Luxury RevPAR (+6.5%), Upper Upscale (+3.2%), Upscale (+2.1%), Upper Midscale (+0.7%), Midscale (+1.1%), and Economy (+1.3%). Independent hotels (+2.1%) modestly underperformed headline U.S. RevPAR.
- Within Upper Upscale & Luxury class hotels, Group was stronger than Transient: Transient segment (individual business and leisure travelers) RevPAR was +2.2% (vs. +4.1% last week) and Group segment RevPAR was +3.7% (vs. +6.3% last week).
- NYC (+6.2%) was the strongest of the top five markets: Boston (+4.0%), Chicago (+5.5%), LA (+3.7%), and DC (+0.9%).
- Other relevant markets:
  - San Francisco was modestly negative: RevPAR was -0.9% vs. +3.0% last week. We anticipate y/y comps will be relatively easy in 3Q as the Moscone Convention Center's North and South halls were closed from April to August 2017.
  - Texas results were mixed: Dallas RevPAR was +4.9% (vs. -2.8% last week). Houston RevPAR was -0.5% (vs. +8.3% last week). Note that FEMA ended financial assistance for some Texans in Houston hotels on July 1st. Next week's data will be very noisy due to the y/y comp related to Hurricane Harvey.
  - Hurricane-impacted markets in FL had positive results: Miami (+4.8% vs. +1.9% last week); Orlando (+9.5% vs. -0.7% last week).
  - Oahu results were very positive last week. We continue to believe that there is insufficient evidence (so far) to suggest a major demand shift from the volcano eruption on the Big Island. Oahu was +7.1% vs. +3.0% running 28 days. Comparatively, U.S. Resort RevPAR was +3.6% last week vs. +4.4% running 28 days. As we previously noted, we believe some of the Big Island hotel demand that chooses to stay on another island may be more likely to stay on Maui or Kauai due to the comparable destination appeal and less likely to stay in/near Waikiki (where the majority of Oahu hotel supply is based). Please note that the comparison of Oahu to U.S. Resorts will be noisier in future weeks due in some respects to the impact of Hurricane Irma (Orlando in particular has numerous resorts that received displaced Floridians and tourists).
    - In part due to the general strength of the Oahu market (particularly in terms of occupancy), it is difficult for us to determine the measurability of impact from demand that is choosing to stay on Oahu from the Big Island. STR noted similarly in an article on HotelNewsNow published on June 18th. That being said, we do not have granular data on the Maui and Kauai markets where we believe the greatest demand shift (on a relative basis) is most likely to occur.
    - On a positive note, Norwegian Cruise Line (NCLH, \$53.36, Buy) resumed calls to the Big Island in mid-June. Additionally, some tour operators appear to be adjusting itineraries in light of the volcano disruption, which could alleviate some travelers concerns about staying on the island.
    - We believe a bigger test for the Big Island is forthcoming as potential Hawaii travelers determine whether to stay on the Big Island or adjust their travels elsewhere. Many vacationers plan a Hawaii vacation well in advance and it is possible we have yet to see in the data a more measurable impact from potential travelers who decided after the volcano news to avoid staying on the Big Island.

# The lodging and leisure stocks:

Overall for the stocks, we think the continuation of improving trends signals an opportunity to grind higher and favor hotel owners (REITs) over the managers/franchisors as the hotel owners have the greatest sensitivity to changes in RevPAR. The rule of thumb for earnings sensitivity to a 1 point change in RevPAR is a 5 point change in EBIT for an owned hotel versus a 1 point change in EBIT for a hotel franchisor (a hotel manager falls somewhere between, depending on the degree of incentive management fees in the contract).



# **Weekly RevPAR Summary**

.s.		Upper					YoY % change in RevPAR												
.s.				Upper			Inde-	New											
	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent	York	Boston	LA	Chicago	DC							
3.0%	5.1%	3.7%	2.5%	1.7%	1.6%	1.7%	2.8%	11.5%	5.3%	2.4%	6.6%	7.2%							
5.2%	4.8%	7.1%	5.8%	4.5%	4.5%	2.4%	4.0%	9.8%	3.1%	2.2%	12.3%	5.0%							
-2.0%	0.9%	-2.7%	-3.8%	-3.8%	-1.4%	-0.9%	-1.1%	0.8%	-18.1%	2.9%	-17.3%	-6.4%							
-0.4%	-1.3%	-1.5%	-1.1%	-0.8%	0.4%	0.2%	-0.1%	-3.7%	-2.3%	-3.3%	5.5%	-17.8%							
3.0%	4.6%	3.9%	2.1%	1.9%	2.2%	2.7%	2.6%	2.1%	-5.4%	4.7%	21.2%	1.0%							
4.2%	6.4%	5.6%	3.4%	3.7%	3.9%	4.0%	3.0%	5.6%	8.7%	3.3%	14.0%	0.1%							
4.1%	6.4%	4.8%	3.0%	2.9%	3.7%	3.3%	4.2%	0.5%	12.0%	3.9%	15.2%	4.0%							
5.1%	4.8%	4.8%	3.5%	3.5%	5.4%	5.6%	6.2%	6.5%	3.4%	-0.1%	16.1%	-0.8%							
2.5%	6.5%	3.2%	2.1%	0.7%	1.1%	1.3%	2.1%	6.2%	4.0%	3.7%	5.5%	0.9%							
-2 -0 3 4 4	2.0% 0.4% 6.0% 6.2% 6.1%	2.0% 0.9% 0.4% -1.3% 0.0% 4.6% 0.2% 6.4% 0.1% 6.4% 0.1% 4.8%	1.0%     0.9%     -2.7%       1.4%     -1.3%     -1.5%       1.0%     4.6%     3.9%       1.2%     6.4%     5.6%       1.1%     6.4%     4.8%       4.8%     4.8%	1.0%     0.9%     -2.7%     -3.8%       1.4%     -1.3%     -1.5%     -1.1%       1.0%     4.6%     3.9%     2.1%       1.2%     6.4%     5.6%     3.4%       1.1%     6.4%     4.8%     3.0%       1.1%     4.8%     4.8%     3.5%	1.0%     0.9%     -2.7%     -3.8%     -3.8%       1.4%     -1.3%     -1.5%     -1.1%     -0.8%       1.0%     4.6%     3.9%     2.1%     1.9%       1.2%     6.4%     5.6%     3.4%     3.7%       1.1%     6.4%     4.8%     3.0%     2.9%       i.1%     4.8%     4.8%     3.5%     3.5%	1.0%         0.9%         -2.7%         -3.8%         -3.8%         -1.4%           1.4%         -1.3%         -1.5%         -1.1%         -0.8%         0.4%           0.0%         4.6%         3.9%         2.1%         1.9%         2.2%           1.2%         6.4%         5.6%         3.4%         3.7%         3.9%           1.1%         6.4%         4.8%         3.0%         2.9%         3.7%           i.1%         4.8%         4.8%         3.5%         3.5%         5.4%	1.0%     0.9%     -2.7%     -3.8%     -3.8%     -1.4%     -0.9%       1.4%     -1.3%     -1.5%     -1.1%     -0.8%     0.4%     0.2%       1.0%     4.6%     3.9%     2.1%     1.9%     2.2%     2.7%       1.2%     6.4%     5.6%     3.4%     3.7%     3.9%     4.0%       1.1%     6.4%     4.8%     3.0%     2.9%     3.7%     3.3%       1.1%     4.8%     4.8%     3.5%     3.5%     5.4%     5.6%	1.0%         0.9%         -2.7%         -3.8%         -3.8%         -1.4%         -0.9%         -1.1%           1.4%         -1.3%         -1.5%         -1.1%         -0.8%         0.4%         0.2%         -0.1%           0.0%         4.6%         3.9%         2.1%         1.9%         2.2%         2.7%         2.6%           2.2%         6.4%         5.6%         3.4%         3.7%         3.9%         4.0%         3.0%           1.1%         6.4%         4.8%         3.0%         2.9%         3.7%         3.3%         4.2%           i.1%         4.8%         4.8%         3.5%         3.5%         5.4%         5.6%         6.2%	1.0%         0.9%         -2.7%         -3.8%         -3.8%         -1.4%         -0.9%         -1.1%         0.8%           1.4%         -1.3%         -1.5%         -1.1%         0.8%         0.4%         0.2%         -0.1%         -3.7%           0.0%         4.6%         3.9%         2.1%         1.9%         2.2%         2.7%         2.6%         2.1%           1.2%         6.4%         5.6%         3.4%         3.7%         3.9%         4.0%         3.0%         5.6%           1.1%         6.4%         4.8%         3.5%         2.9%         3.7%         3.3%         4.2%         0.5%           6.1%         4.8%         3.5%         3.5%         5.4%         5.6%         6.2%         6.5%	1.0%         0.9%         -2.7%         -3.8%         -3.8%         -1.4%         -0.9%         -1.1%         0.8%         -18.1%           1.4%         -1.3%         -1.5%         -1.1%         -0.8%         0.4%         0.2%         -0.1%         -3.7%         -2.3%           0.0%         4.6%         3.9%         2.1%         1.9%         2.2%         2.7%         2.6%         2.1%         -5.4%           1.2%         6.4%         5.6%         3.4%         3.7%         3.9%         4.0%         3.0%         5.6%         8.7%           1.1%         4.8%         4.8%         3.5%         3.5%         5.4%         5.6%         6.2%         6.5%         3.4%	1.0%         0.9%         -2.7%         -3.8%         -3.8%         -1.4%         -0.9%         -1.1%         0.8%         -18.1%         2.9%           1.4%         -1.3%         -1.5%         -1.1%         -0.8%         0.4%         0.2%         -0.1%         -3.7%         -2.3%         -3.3%           0.0%         4.6%         3.9%         2.1%         1.9%         2.2%         2.7%         2.6%         2.1%         -5.4%         4.7%           1.2%         6.4%         5.6%         3.4%         3.7%         3.9%         4.0%         3.0%         5.6%         8.7%         3.3%           1.1%         6.8%         4.8%         3.5%         3.5%         5.4%         5.6%         6.2%         6.5%         3.4%         -0.1%	1.0%         0.9%         -2.7%         -3.8%         -3.8%         -1.4%         -0.9%         -1.1%         0.8%         -18.1%         2.9%         -17.3%           1.4%         -1.3%         -1.5%         -1.1%         0.8%         0.4%         0.2%         -0.1%         -3.7%         -2.3%         -3.3%         5.5%           0.0%         4.6%         3.9%         2.1%         1.9%         2.2%         2.7%         2.6%         2.1%         -5.4%         4.7%         21.2%           1.2%         6.4%         5.6%         3.4%         3.7%         3.9%         4.0%         3.0%         5.6%         8.7%         3.3%         14.0%           1.1%         6.4%         4.8%         3.0%         2.9%         3.7%         3.3%         4.2%         0.5%         12.0%         3.3%         15.2%           1.1%         6.4%         4.8%         3.5%         3.5%         5.4%         5.6%         6.2%         6.5%         3.4%         -0.1%         16.1%							

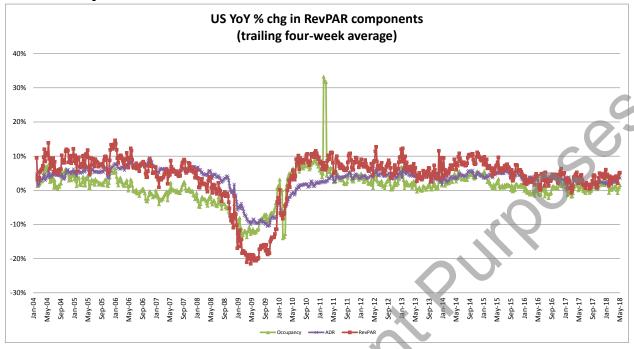
	Relatively clea comp at the	n comp ex-y e end of the			Luxury and	NYC and Chicago led the Top 5 markets							
1Q15	8.0%	6.3%	6.0%	7.0%	8.5%	8.8%	9.2%	8.9%	-4.3%	13.8%	7.7%	11.4%	6.3%
2Q15	6.5%	5.5%	5.4%	5.9%	6.3%	6.6%	6.7%	7.1%	-1.8%	7.1%	7.4%	11.0%	11.7%
3Q15	5.9%	4.4%	4.0%	5.7%	5.7%	6.4%	6.1%	6.8%	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%	1.2%	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%	16.1%
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%
4Q17	4.2%	4.5%	3.2%	3.8%	3.9%	3.7%	3.7%	4.1%	0.8%	3.7%	4.2%	-2.5%	2.2%
1Q18	3.5%	6.6%	0.9%	2.2%	3.0%	3.8%	5.3%	3.8%	7.1%	2.6%	2.7%	5.8%	-11.0%
2Q18	4.0%	4.9%	3.4%	2.8%	3.0%	4.1%	3.1%	4.6%	4.2%	-1.2%	0.6%	4.0%	3.1%

		YoY % change in ADR											
			Upper		Upper			Inde-	New				
	U.S.	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent	York	Boston	LA	Chicago	DC
6/23/2018	2.9%	3.5%	3.4%	2.4%	1.7%	1.7%	2.2%	3.0%	9.8%	3.7%	2.3%	6.4%	4.5%
6/30/2018	3.1%	1.6%	4.5%	3.2%	2.4%	1.8%	1.4%	2.4%	8.0%	3.5%	0.9%	8.3%	3.7%
7/7/2018	1.1%	3.4%	1.3%	1.0%	0.3%	0.9%	1.3%	1.1%	1.7%	-9.5%	1.7%	-7.8%	-3.4%
7/14/2018	1.2%	1.4%	0.9%	0.9%	0.8%	1.6%	1.8%	1.3%	0.0%	-0.6%	-2.3%	6.2%	-11.0%
7/21/2018	2.6%	4.6%	3.4%	2.3%	1.7%	1.6%	2.5%	2.1%	2.9%	-3.7%	3.0%	13.9%	1.4%
7/28/2018	2.9%	4.6%	3.6%	2.3%	2.3%	2.0%	2.7%	2.5%	4.4%	4.7%	2.4%	10.1%	-0.6%
8/4/2018	3.1%	4.4%	2.9%	2.5%	2.1%	2.5%	3.4%	2.8%	1.4%	6.8%	2.3%	11.0%	1.8%
8/11/2018	3.0%	4.8%	3.0%	2.9%	2.3%	2.6%	3.2%	2.9%	4.6%	1.3%	0.0%	10.6%	0.5%
8/18/2018	2.2%	4.7%	2.0%	2.3%	1.0%	1.1%	1.4%	1.6%	3.9%	2.6%	2.4%	6.0%	0.5%
		•						$\mathbf{X} \cdot \mathbf{A}$					
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%	1.7%	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%	4.1%
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%
4Q17	2.4%	2.2%	1.9%	1.8%	1.8%	2.5%	3.4%	2.1%	-0.2%	0.8%	4.6%	-2.0%	2.4%
1Q18	2.5%	4.5%	1.0%	1.7%	2.0%	3.0%	4.0%	3.1%	3.5%	-1.0%	4.0%	1.4%	-9.4%
2Q18	2.9%	3.5%	2.9%	2.4%	2.1%	2.6%	2.7%	3.1%	3.7%	-0.1%	2.1%	3.3%	2.4%

	YoY % change in Occupancy												
-		Upper Upper Inde-							New				
	U.S.	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent	York	Boston	LA	Chicago	DC
6/23/2018	0.1%	1.6%	0.3%	0.1%	0.0%	-0.1%	-0.6%	-0.2%	1.6%	1.6%	0.1%	0.1%	2.6%
6/30/2018	2.1%	3.2%	2.4%	2.5%	2.1%	2.6%	1.0%	1.6%	1.6%	-0.4%	1.3%	3.6%	1.2%
7/7/2018	-3.1%	-2.4%	-3.9%	-4.7%	-4.1%	-2.3%	-2.1%	-2.2%	-0.8%	-9.5%	1.2%	-10.3%	-3.1%
7/14/2018	-1.6%	-2.7%	-2.4%	-2.0%	-1.6%	-1.2%	-1.5%	-1.4%	-3.7%	-1.6%	-1.0%	-0.6%	-7.7%
7/21/2018	0.4%	0.1%	0.5%	-0.2%	0.1%	0.5%	0.2%	0.5%	-0.8%	-1.8%	1.6%	6.4%	-0.4%
7/28/2018	1.3%	1.8%	1.9%	1.0%	1.4%	1.8%	1.3%	0.5%	1.2%	3.8%	0.9%	3.6%	0.6%
8/4/2018	1.0%	1.9%	1.9%	0.5%	0.7%	1.2%	-0.1%	1.3%	-0.8%	4.9%	1.5%	3.8%	2.2%
8/11/2018	2.0%	-0.1%	1.7%	0.6%	1.1%	2.7%	2.3%	3.1%	1.7%	2.1%	-0.1%	5.0%	-1.2%
8/18/2018	0.3%	1.7%	1.2%	-0.2%	-0.3%	0.0%	0.0%	0.4%	2.2%	1.4%	1.2%	-0.4%	0.4%
		,											
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%	0.3%	1.7%	3.5%
3Q15	1.4%	0.6%	0.4%	0.5%	1.3%	1.8%	1.0%	2.1%	0.2%	-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%
2Q17	0.5%	0.1%	-0.6%	-1.1%					1.7%	0.3%	0.8%	-0.7%	-1.2%
3Q17	0.5%	-0.9%	-0.9%	-0.1%				0.9%	1.1%	-1.0%	-2.9%	-2.7%	-0.5%
4Q17	1.8%	2.2%	1.3%	2.0%	2.1%				1.0%	2.8%	-0.3%	-0.5%	-0.2%
1Q18	0.9%	2.1%	0.0%	0.5%		0.9%			3.5%	3.7%	-1.3%	4.4%	-1.8%
2Q18	1.1%	1.3%	0.5%	0.4%	0.9%	1.5%	0.4%	1.5%	0.5%	-1.1%	-1.4%	0.7%	0.7%

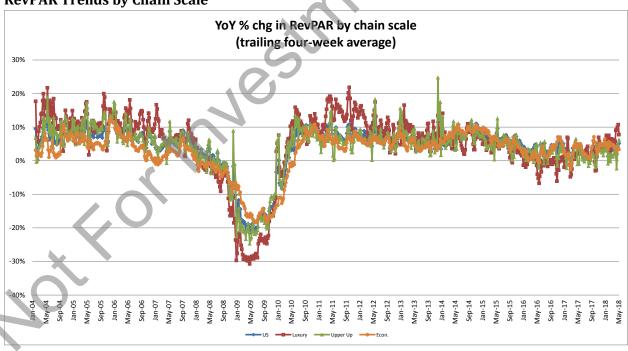
Source: STR data, STRH research

# **RevPAR Component Trends**



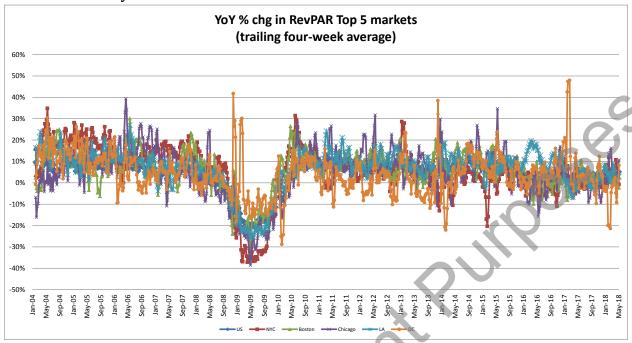
Source: STR data, STRH research

## **RevPAR Trends by Chain Scale**



Source: STR data, STRH research

## **RevPAR Trends by Market**



Source: STR data, STRH research



**Price Target/Risks Summary** 

Lodging	TKR	Price 8/21/18	Rating	PT*	% upside down- side	2019E EBITDA (\$M)	Target EV/EBITDA Multiple	Risks
							•	
								Upside risk: improvement in NY and Chicago markets
	01100	***			400/	• • • • •	40.01/	Downside risk: softening of RevPAR trends in Boston or SF. Slowdown
Chesapeake Lodging Trust	CHSP	\$32.79	Hold	\$27	-18%	\$188	12.0X	real estate lending.
Choice Hotels	СНН	\$77.40	Hold	\$86	11%	\$365	15.0X	Upside risk: conservative guidance.  Downside risk: slowdown in development opportunities.
Choice Hotels	СПП	\$77.40	пош	φου	1170	<b>Ф</b> 303	15.07	Downside risk. slowdown in development opportunities.
								Upside risk: specific markets (esp. NYC) perform better than expected
DiamondRock Hospitality	DRH	\$11.89	Hold	\$12	1%	\$267	12.0X	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	\$21.06	Hold	\$21	0%	\$1,558	12.5X	asset sales do not happen.
Lhiett Hetele	н	<b>€70.04</b>	Hold	\$86	9%	\$826	14.1X	Upside risk: Transient and group trends outperform expectations
Hyatt Hotels	п	\$78.84	Hold	200	9%	\$820	14.1X	Downside risk: ongoing misexecution and volatility.  Downside risk: 3rd party induced defaults worsen. Middle market
Bluegreen Vacations Corporation	BXG	\$19.66	Buy	\$24	22%	\$183	9.2X	customers underperform.
Praegreen vacanene cerperanen	2710	ψ10.00	Duj	Ψ=.	22,0	ψ.ου	0.27	Downside risk: Disruption in a major market (HGV more concentrated
								than peers), issues with Japanese customer (HGV more exposed than
Hilton Grand Vacations	HGV	\$33.31	Buy	\$47	41%	\$473	12.0X	peers), difficulty sourcing additional fee-for-service inventory deals
								Downside risk: overhang from remaining big sponsor ownership, slowing
Hilton	HLT	\$76.73	Buy	\$95	24%	\$2,266	16.0X	pipeline
			_					Downside risk: membership base erosion as churn outstrips new
ILG	ILG	\$35.55	Buy	\$34	-4%	\$436	11.1X	timeshare sales Upside risk: ability to increase dividend.
LaSalle Hotel Properties	LHO	\$34.44	Hold	\$32	-7%	\$320	12.5X	Downside risk: ability to increase dividend.  Downside risk: heaw D.C. exposure.
Laballe Floter Froperties	LIIO	ψ04.44	Holu	ΨΟΖ	-1 70	ΨΟΖΟ	12.57	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: 2018 is a recession year in the US. Geopolitical and
Marriott International	MAR	\$125.16	Hold	\$136	9%	\$0	15.8X	policy risks negatively impact lodging demand.
								Upside risk: continued share repurchases, continued strong execution
								and M&A drive continued outperformance.
Marriott Vacations	VAC	\$126.33	Buy	\$143	13%	\$368	11.1X	Downside risk: M&A story fades and multiples revert to historical levels
iviamon vacations	VAC	\$120.33	Биу	ψ143	13/0	φ300	TT. IX	Downside risk: Significant supply growth and macroeconomic
Park Hotels & Resorts	PK	\$33.12	Buy	\$34	3%	\$774	12.6X	challenges/shocks.
								Upside risk: RevPAR reaccelerates due to macroeconomic
								improvements, leading to estimate revisions and multiple expansion.
								Downside risk: Significant supply growth, struggle to source deals/lower
RLJ Lodging Trust	RLJ	\$22.02	Hold	\$21	-5%	\$537	11.5X	leverage, macroeconomic challenges/demand shocks.
								Upside risk:recovering group demand better than expected, better margi
Byman Haanitality Dranartica	RHP	\$87.50	Hold	\$71	-19%	\$447	12.3X	recovery.
Ryman Hospitality Properties	KHP	φο1.30	Holu	\$7.1	-19%	<del>344</del> 1	12.3٨	Downside risk: booking issues stickier than expected.  Upside risk: Recovery of corporate demand in SHO's markets. Above
			\ \ \	/ -				average group bookings in Orlando and Boston Park Plaza post-meeting
								space expansions.
								Downside risk: Weaker than expected demand trends following capital
Sunstone Hotel Investors	SHO	\$16.50	Hold	\$15	-9%	\$327	12.0X	investment projects.
			,					
				•••	=00:			Downside risk: The timeshare business is especially vulnerable to
Wyndham Destinations	WYND	\$45.24	Buy	\$69	53%	\$1,006	9.8X	economic softness. There are potential execution risks post the spin of
Wyndham Hotels & Resorts	WH	\$56.75	Buy	\$71	25%	\$634	14.0X	Downside risk: Slowdown in development opportunities. La Quinta synergies below expectations.
vv y nunam nultio & neoullo	VVII	φυυ./5	Бuy	Ψ11	25/0	φυση	14.07	syrietytes below expectations.

Source: FactSet, STRH research



## **Companies Mentioned in This Note**

Bluegreen Vacations Corporation (BXG, \$19.66, Hold, C. Patrick Scholes)

Choice Hotels International, Inc. (CHH, \$77.40, Hold, C. Patrick Scholes)

Chesapeake Lodging Trust (CHSP, \$32.79, Hold, C. Patrick Scholes)

DiamondRock Hospitality Company (DRH, \$11.89, Hold, C. Patrick Scholes)

Hyatt Hotels Corporation (H, \$78.84, Hold, C. Patrick Scholes)

Hilton Grand Vacations Inc. (HGV, \$33.31, Buy, C. Patrick Scholes)

Hilton Worldwide Holdings Inc. (HLT, \$76.73, Buy, C. Patrick Scholes)

Host Hotels & Resorts, Inc. (HST, \$21.06, Hold, C. Patrick Scholes)

ILG, Inc. (ILG, \$35.55, Buy, C. Patrick Scholes)

LaSalle Hotel Properties (LHO, \$34.44, Hold, C. Patrick Scholes)

Marriott International, Inc. (MAR, \$125.16, Hold, C. Patrick Scholes)

Norwegian Cruise Line Holdings Ltd. (NCLH, \$53.36, Buy, C. Patrick Scholes)

Park Hotels & Resorts Inc. (PK, \$33.12, Buy, C. Patrick Scholes)

Ryman Hospitality Properties, Inc. (RHP, \$87.50, Hold, C. Patrick Scholes)

RLJ Lodging Trust (RLJ, \$22.02, Hold, C. Patrick Scholes)

Sunstone Hotel Investors, Inc. (SHO, \$16.50, Hold, C. Patrick Scholes)

Marriott Vacations Worldwide Corporation (VAC, \$126.33, Buy, C. Patrick Scholes)

Wyndham Hotels & Resorts, Inc. (WH, \$56.75, Buy, C. Patrick Scholes)

Wyndham Destinations, Inc. (WYND, \$45.24, Buy, C. Patrick Scholes)

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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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SunTrust Robinson Humphrey (STRH) rates individual equities using a three-tiered system. Each stock is rated relative to the broader market (generally the S&P 500) over the next 12-18 months (unless otherwise indicated).

**Buy (B)** – the stock's total return is expected to outperform the S&P 500 or relevant benchmark over the next 12-18 months (unless otherwise indicated)

**Hold (H)** – the stock's total return is expected to perform in line with the S&P 500 or relevant benchmark over the next 12-18 months (unless otherwise indicated)

**Sell (S)** – the stock's total return is expected to underperform the S&P 500 or relevant benchmark over the next 12-18 months (unless otherwise indicated)

Not Rated (NR) – STRH does not have an investment rating or opinion on the stock

**Coverage Suspended (CS)** – indicates that STRH's rating and/or target price have been temporarily suspended due to applicable regulations and/or STRH Management discretion. The previously published rating and target price should not be relied upon

STRH analysts have a price target on the stocks that they cover, unless otherwise indicated. The price target represents that analyst's expectation of where the stock will trade in the next 12-18 months (unless otherwise indicated). If an analyst believes that there are insufficient valuation drivers and/or investment catalysts to derive a positive or negative investment view, they may elect with the approval of STRH Research Management not to assign a target price; likewise certain stocks that trade under \$5 may exhibit volatility whereby assigning a price target would be unhelpful to making an investment decision. As such, with Research Management's approval, an analyst may refrain from assigning a target to a sub-\$5 stock.

### **Legend for Rating and Price Target History Charts:**

B = Buy

H = Hold

S = Sell

D = Drop Coverage

CS = Coverage Suspended

NR = Not Rated

I = Initiate Coverage

T = Transfer Coverage

### The prior rating system until Oct. 7, 2016:

3 designations based on total returns\* within a 12-month period\*\*

- · Buy total return ≥ 15% (10% for low-Beta securities)\*\*\*
- · Reduce total return ≤ negative 10% (5% for low Beta securities)
- · Neutral total return is within the bounds above



- · NR NOT RATED, STRH does not provide equity research coverage
- · CS Coverage Suspended
- \*Total return (price appreciation + dividends); \*\*Price targets are within a 12-month period, unless otherwise noted; \*\*\*Low Beta defined as securities with an average Beta of 0.8 or less, using Bloomberg's 5-year average

SunTrust Robinson Humphrey ratings distribution (as of 08/22/2018):

Coverage Univer	se		Investment Banking Clients Past 12 Month					
Rating	Count	Percent	Rating	Count	Percent			
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Hold	247	33.93%	Hold	33	13.36%			
Sell	4	0.55%	Sell	1	25.00%			

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