

CONSUMER: Lodging

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**Reasons for this report**

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

**Int'l hotels' RevPAR last week: China +37% y/y (+5% vs 2019), Europe +5% y/y (+29% vs 2019).**

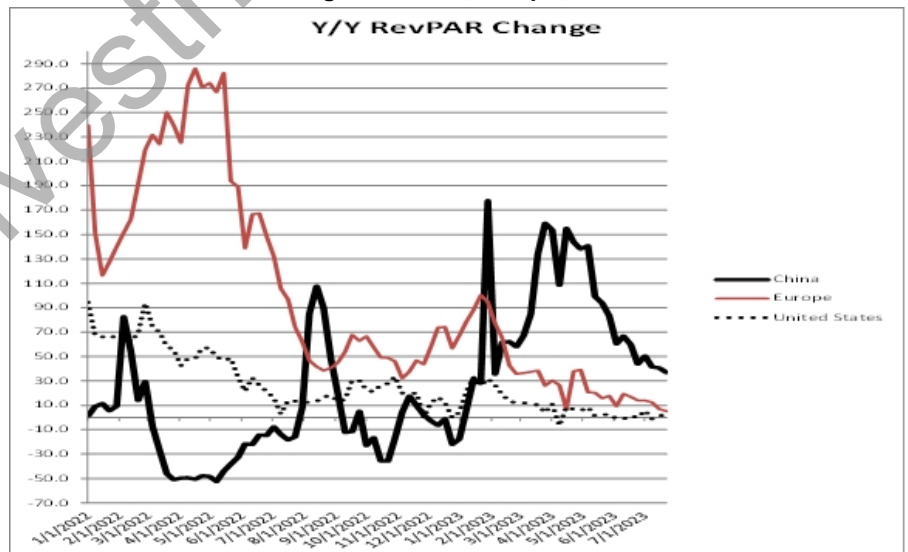
**China:** Per STR for the week ending July 22nd, hotel RevPAR in China in local currency was +36.9% vs. +40.6% y/y in the prior week. Last week's RevPAR was up against a -15.7% y/y comparable result in 2022 and vs. -18.3% in the prior week. *Versus 2019, RevPAR was +5.4%, down from +8.3% in the prior week's result.*

**Europe:** RevPAR in Europe in Euros was +5.1% y/y vs. +6.9% in the prior week. Last week's RevPAR was up against a +74.2% comparable result in 2022 and +96.9% in the prior week. *Versus 2019, RevPAR was +28.9%, down from the +33.5% in the prior week.*

**Overall U.S. RevPAR** was +2.0% y/y, slightly above the prior week's result of +1.6%, and slightly above the trailing 10-week average of +1.8%. **Versus 2019, RevPAR was +11.6%**, above the prior week's result of +8.1%, and similar to the trailing 10-week average of +11.9%.

- **Last week was a clean comp week on both y/y and 2019 comparisons which we view as helpful for analysis on a leisure-led week.** We maintain our view of domestic hotel leisure trends as overall lethargic with MSD-HSD occupancy declines vs. 2019. On a y/y basis, we see MSD improvement in higher-rated urban occupancy and LSD/MSD declines in resorts/Economy.

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



Source: STR, Truist Securities Research

**RevPAR detail for week ending July 22nd vs. trailing 28 days (see charts at end of note for graphical representations):**

China (local currency):

- RevPAR was +36.9% y/y for the week ending July 22nd, **lower than** the +42.0% for the trailing 28 days.
- ADR was +12.0% y/y for the week ending July 22nd, **lower than** the +14.8% for the trailing 28 days.
- Occupancy was +22.2% y/y for the week ending July 22nd, **lower than** the +23.7% for the trailing 28 days.

Europe (in Euros):

- RevPAR was +5.1% y/y for the week ending July 22nd, **lower than** the +9.8% for the trailing 28 days.
- ADR was +3.7% y/y for the week ending July 22nd, **lower than** the +7.6% for the trailing 28 days.
- Occupancy was +1.4% y/y for the week ending July 22nd, **lower than** the +2.1% for the trailing 28 days.

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**EBITDA and rooms exposure by region:**

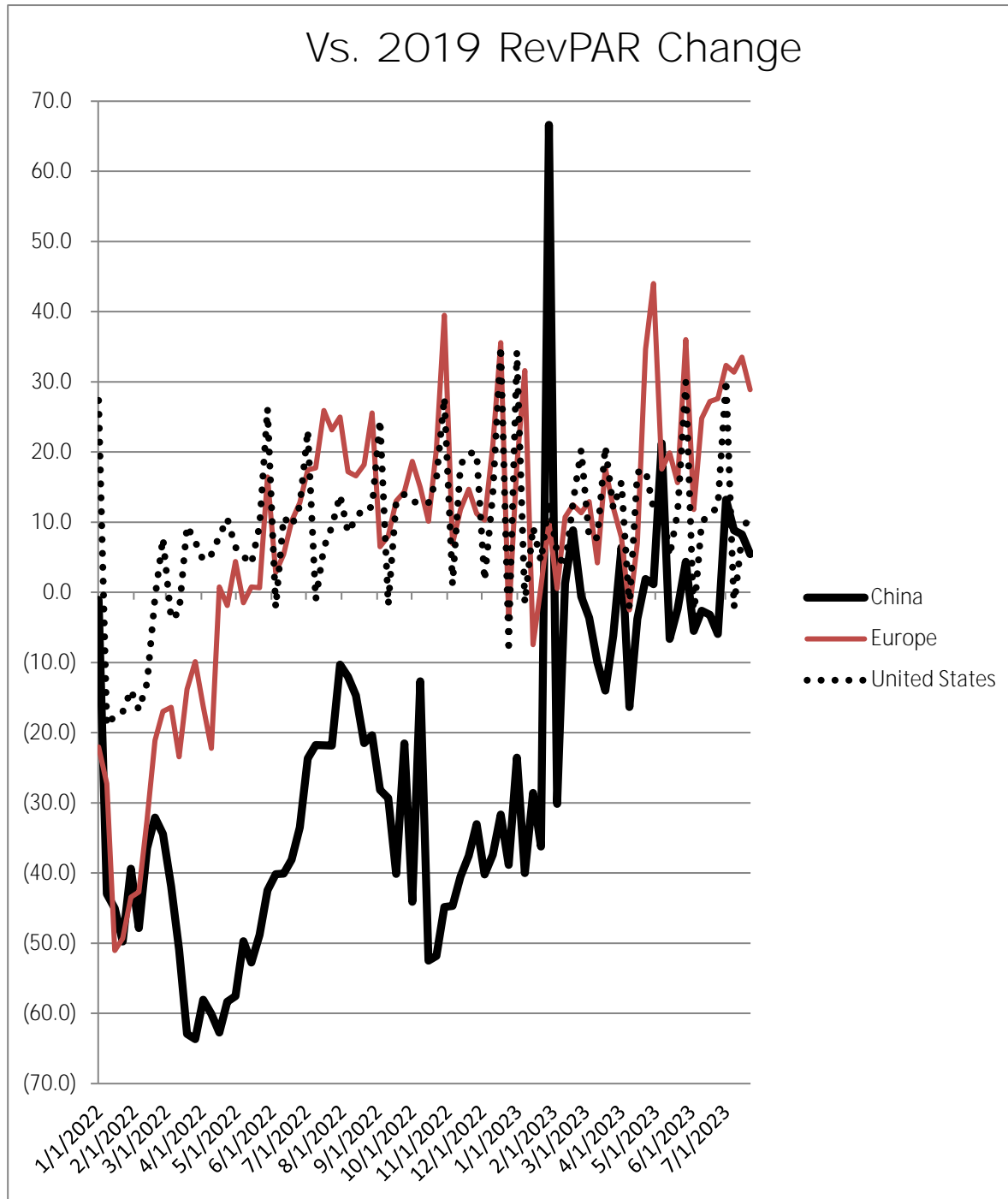
**EBITDA: Hyatt (H, Buy), InterContinental (IHG, NR), and Marriott (MAR, Hold) are among the Lodging C-corps that have the greatest exposure to Europe and Asia.** From Europe, MAR generates approximately 15% of EBITDA, IHG 15%, Wyndham (WH, Buy) less than 5%, H roughly 5%, and Hilton (HLT, Hold) 10% 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 4Q21; figures may not round to 100%):**

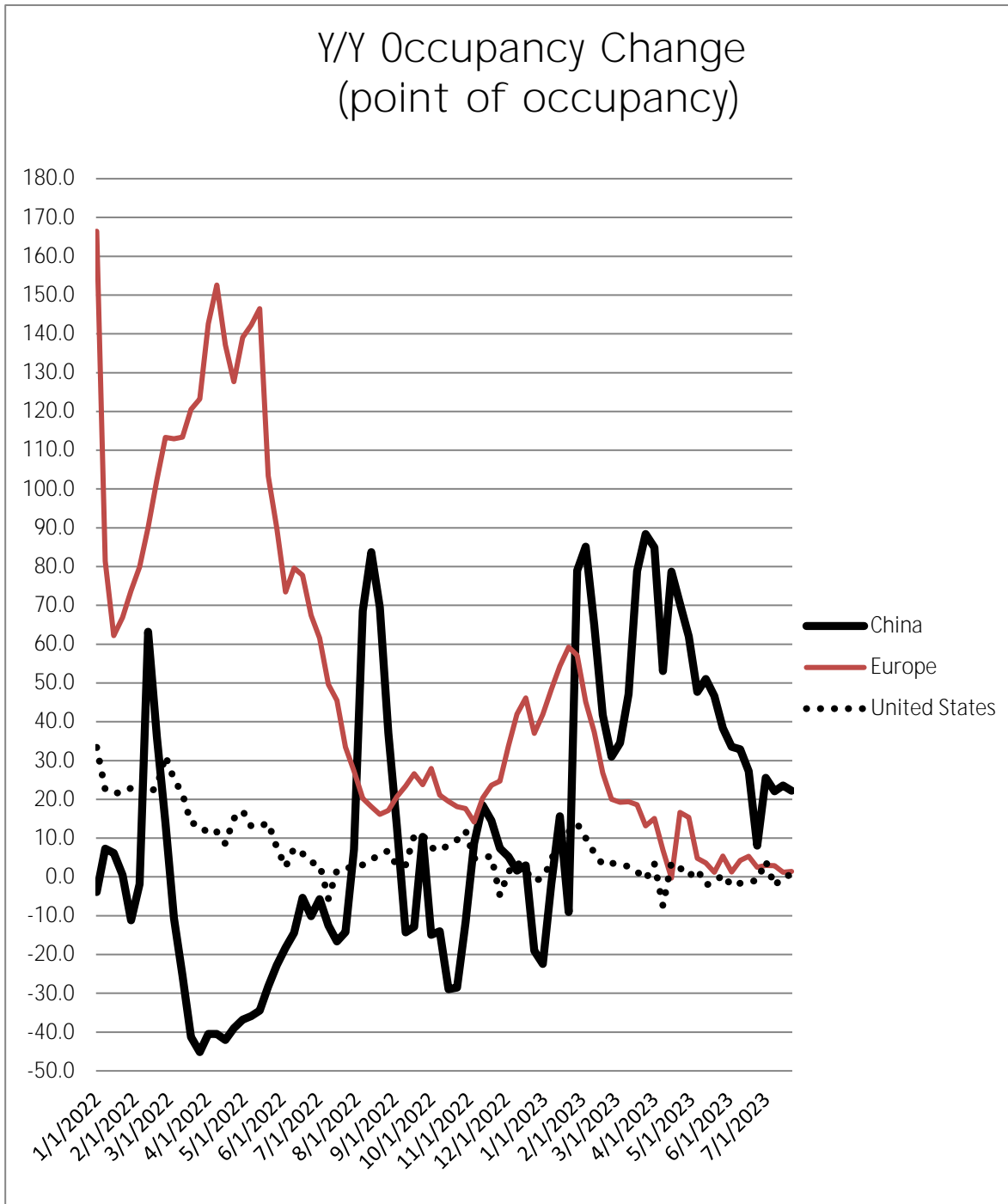
- CHH:
  - Domestic: 79%
  - Asia-Pacific: 4%
  - Europe/Middle East: 9%
  - Latin America & Canada: 8%
  
- H (includes owned/leased hotels):
  - Americas ex-all inclusives: 57%
  - Asia-Pacific: 18%
  - Europe/Africa/Mid East/SW Asia ex-all inclusives: 12%
  - Americas ALG + Ziva/Zilara: 9%
  - Europe ALG: 4%
  
- HLT:
  - US: 70%
  - Americas: 6%
  - Europe: 9%
  - Middle East/Africa: 3%
  - Asia Pacific: 12%
  - Other hotels, likely to be converted to a brand, with no geography noted: 0.3%
  
- IHG:
  - Americas: 57%
  - EMEAA: 25%
  - Greater China: 18%
  
- MAR (ex-timeshare):
  - North America: 65%
  - Europe: 9%
  - Middle East/Africa: 4%
  - Asia Pacific: 18%
  - Caribbean/Latin America ("CALA"): 4%
  
- WH:
  - US: 61%
  - Canada: 5%
  - Greater China: 19%
  - Rest of Asia: 4%
  - Europe/Middle East/Africa: 8%
  - Latin America: 4%

Exhibit 2: Vs. 2019 RevPAR Change for China, Europe, US



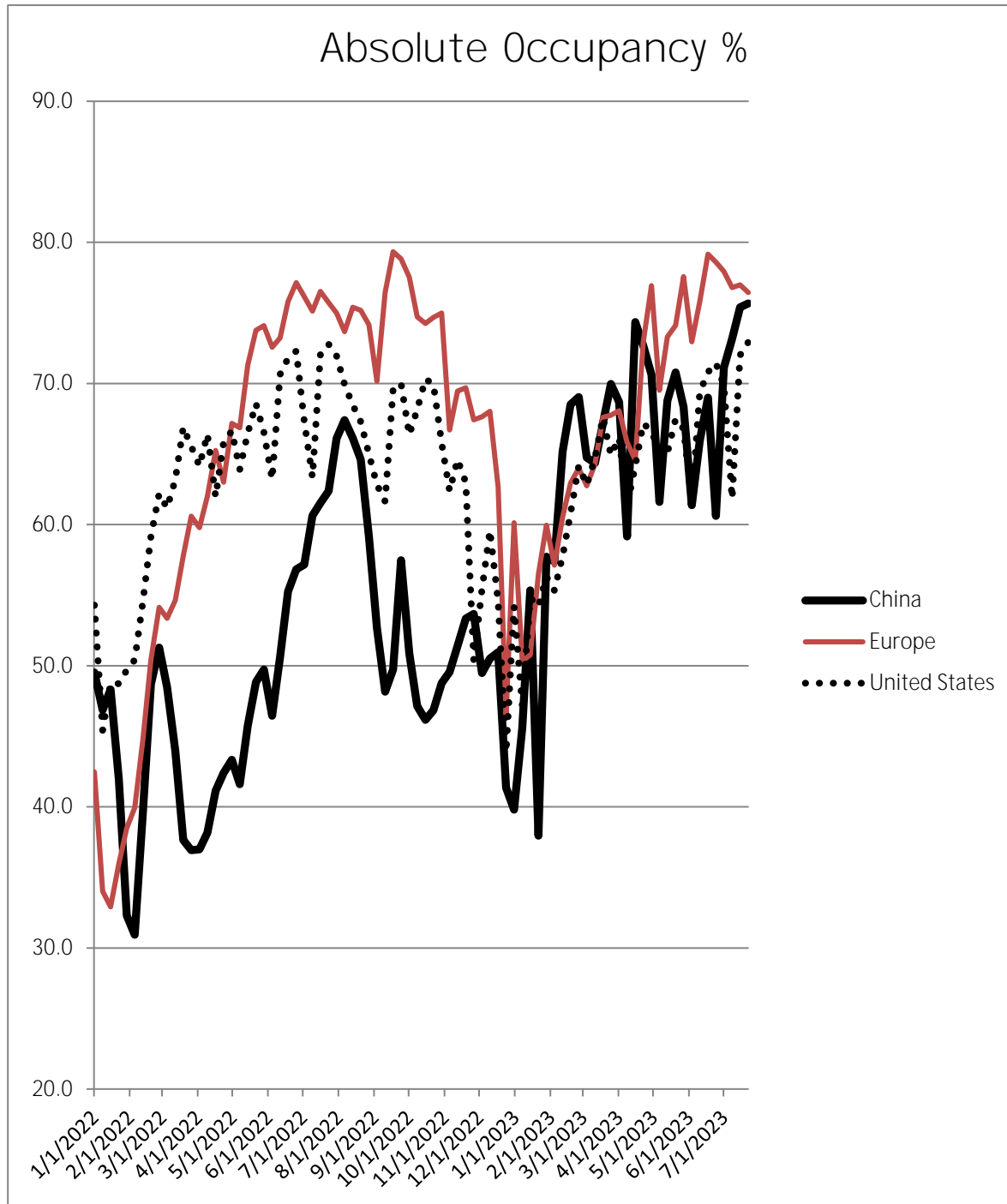
Source: STR, Truist Securities research

Exhibit 3 Y/Y Occupancy change for China, Europe, US



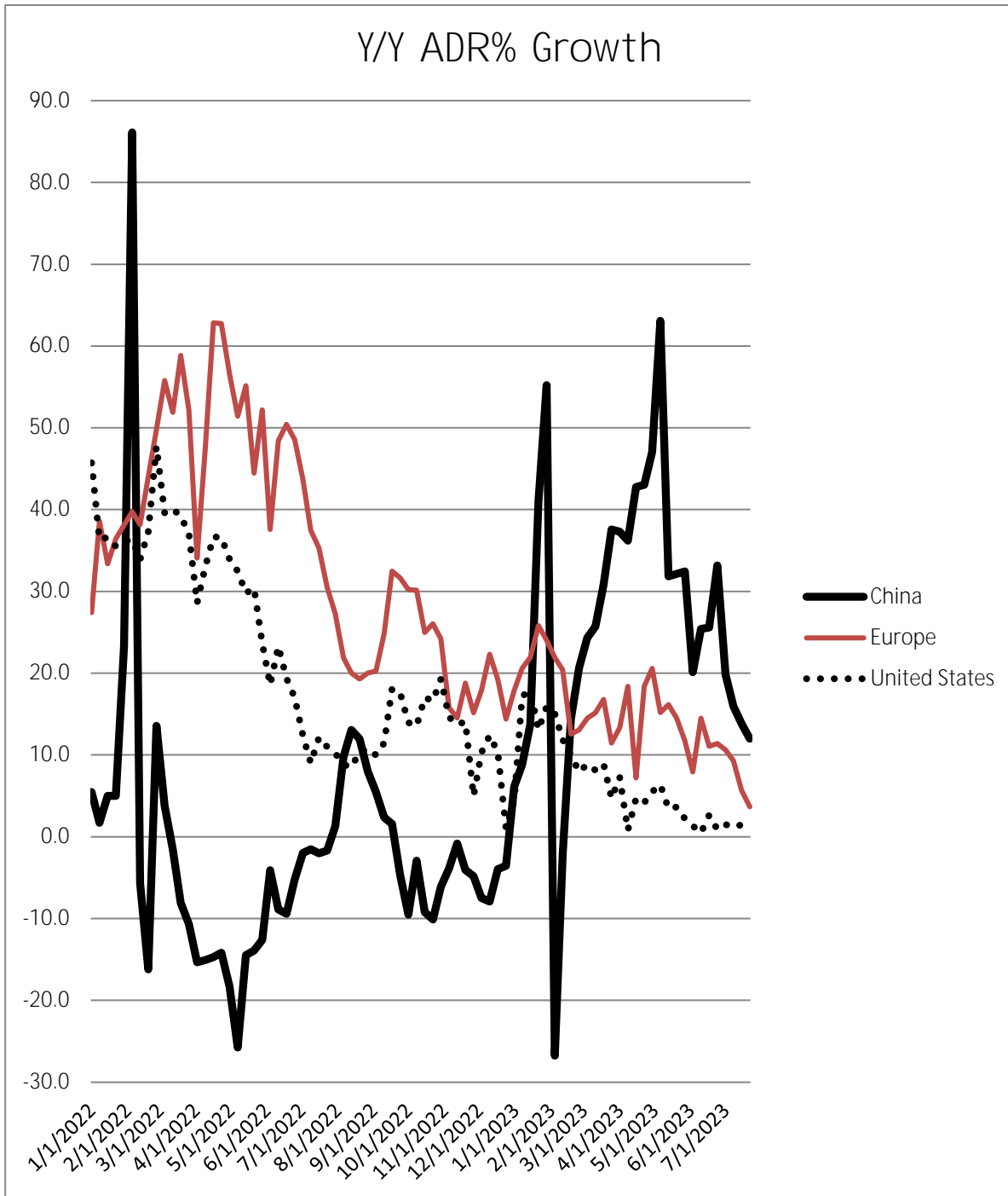
Source: STR, Truist Securities research

Exhibit 4 Absolute Occupancy % for China, Europe, US



Source: STR, Truist Securities research

Exhibit 5/Y/Y ADR % change for China, Europe, US



Source: STR, Truist Securities research

**H: Valuation and Risks**

Our price target of \$149 is derived by applying a 14.1x target EV/EBITDA multiple (a blended average of the industry multiples for each business segment) to our estimate for 2024 EBITDA. Our sum-of-the-parts analysis on our 2024 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: Lodging recovery takes longer than expected. Planned dispositions take longer than expected. 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.

**MAR: Valuation and Risks**

Our \$213 price target is based on a 16.7x blended multiple on our 2024E EBITDA. In the parts, we assign a 13.0x 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 \$95 for WH is based on a 15.0x multiple (in line with portfolio quality/RevPAR relative to peers) of our 2024 EBITDA estimate.

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

**CHH: Valuation and Risks**

Our price target of \$133 for CHH is derived by applying a 15.0x target EV/EBITDA multiple (slightly above industry average) to our estimate for 2024 EBITDA.

Risks to our rating and price target include: Upside risks: conservative guidance, if the economy performs better than expected. Downside risks: slowdown in development opportunities, rising construction costs, the COVID-19 pandemic and its effects on the lodging industry, and newly created brands grow slower than expectations.

**HLT: Valuation and Risks**

We apply a blended multiple of 16.6x (11.5x for Owned/leased and 17.0x for Managed/franchised) to our 2024 adjusted EBITDA estimate to derive a price target of \$172. This multiple is above the high 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 canceled, which would diminish system growth for the firm and disappoint investors.

**Companies Mentioned in This Note**

- Choice Hotels International, Inc.** (CHH, \$125.06, Hold, C. Patrick Scholes)
- Hyatt Hotels Corporation** (H, \$120.48, Buy, C. Patrick Scholes)
- Hilton Worldwide Holdings Inc.** (HLT, \$150.26, Hold, C. Patrick Scholes)
- Marriott International, Inc.** (MAR, \$193.73, Hold, C. Patrick Scholes)
- Wyndham Hotels & Resorts, Inc.** (WH, \$74.35, Buy, C. Patrick Scholes)
- InterContinental (IHG, NR)

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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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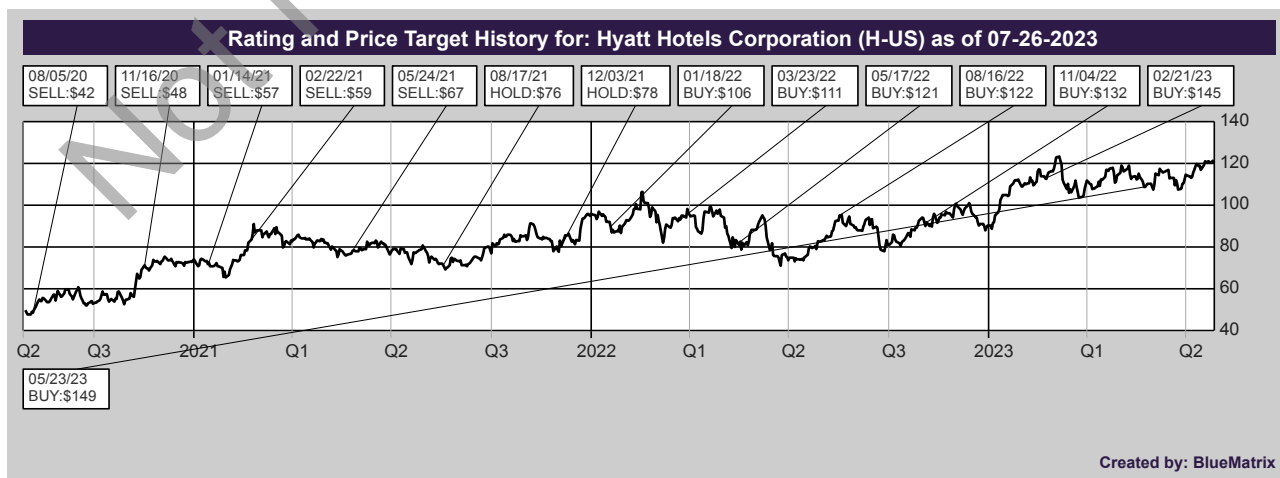
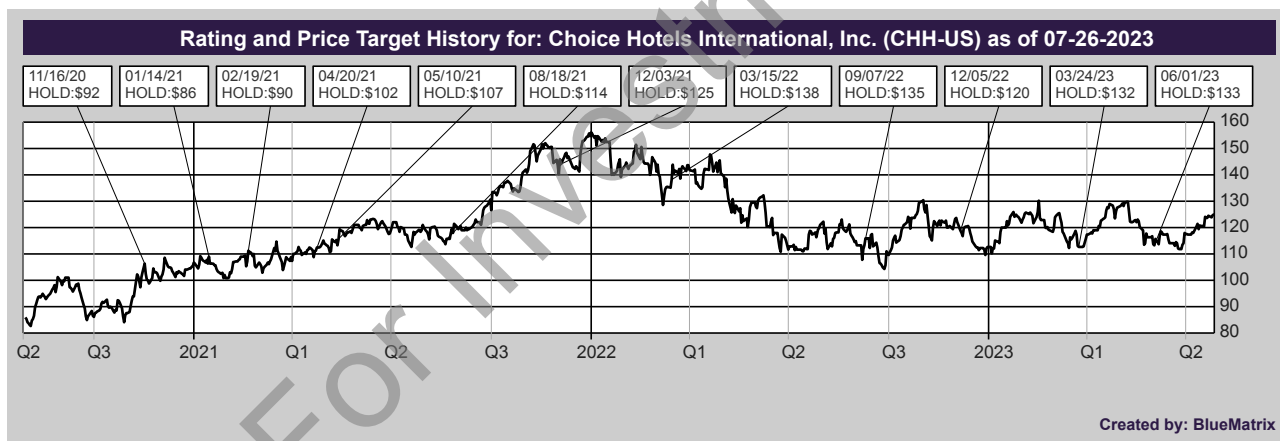
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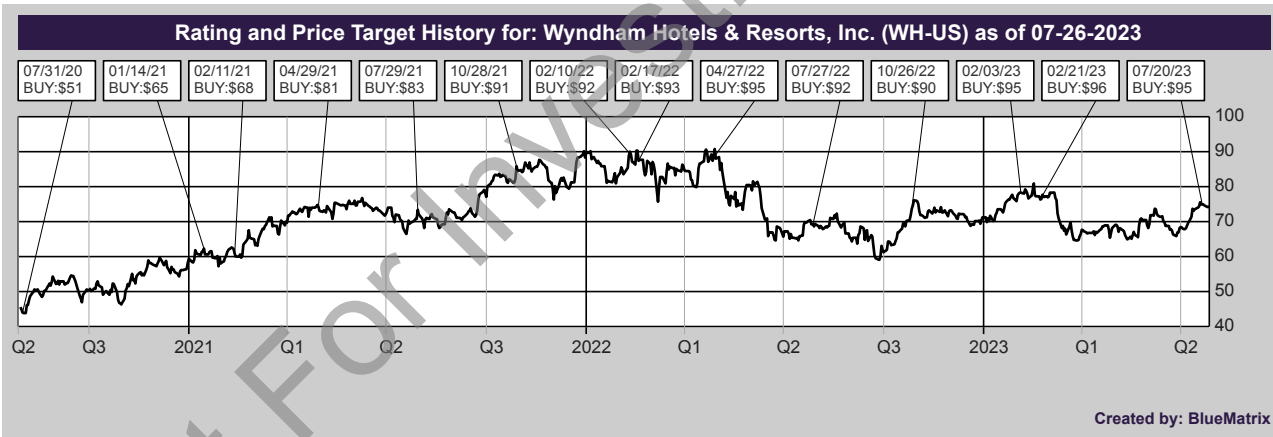
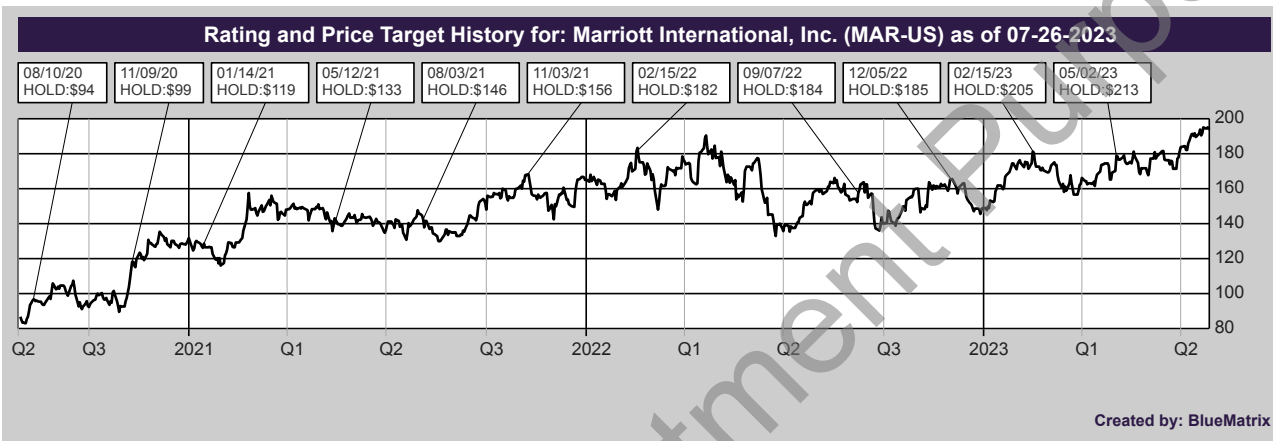
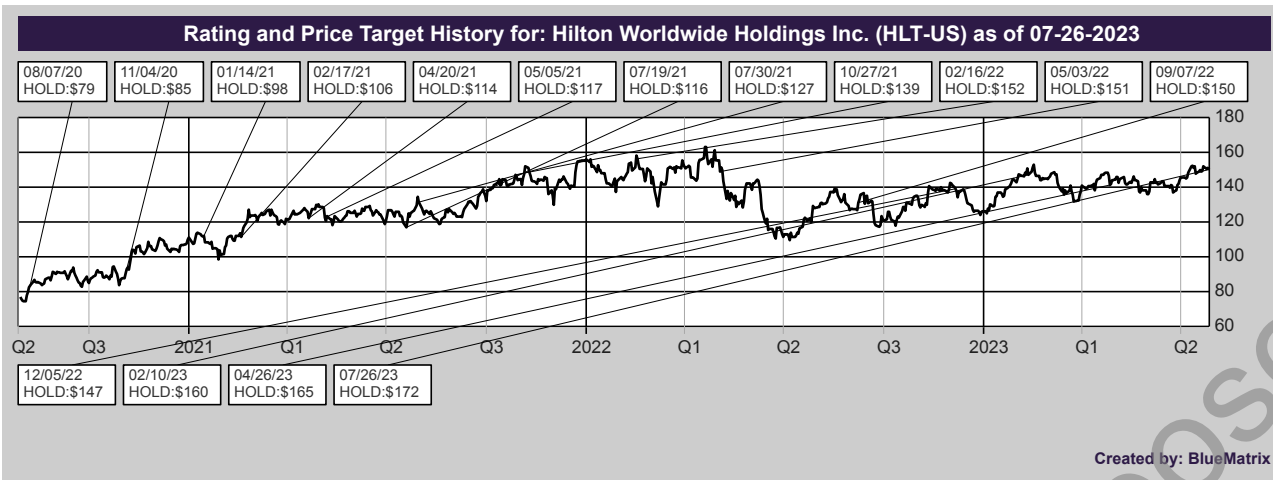
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