



Lodging - US RevPAR +5.2% Y/Y Last Week; Easy July 4th y/y comp drove results

July 4th week last year was hurt by holiday timing but helped this year.

What's Incremental To Our View

Overall U.S. RevPAR was +5.2% Y/Y for the week ending 7/6/2019, per STR, stronger than the prior week's result of +0.9%. (2-year stacked RevPAR was +3.9% vs +6.6% in the prior week.) Independent hotels (about 1/3rd of the data set) were +4.6% y/y. Upper Upscale (+7.2%) was the strongest chain scale for branded hotels; Midscale was the weakest at +3.6%. Upper Midscale (+5.7%) outperformed the industry average. Within Upper Upscale & Luxury class hotels, Group (+4.3% vs. -0.8% prior week) was softer than Transient (+5.3% vs. +1.5% prior week). The 7/4 calendar shift boosted RevPAR.

The calendar shift of July 4th to a Thursday from a Wednesday y/y resulted in a very mixed week -- hurting the start of the week (including the end of June) and helped the late workweek/holiday. Thursday RevPAR was +19.8% and Friday was +11.7%. The strongest results were in the lowest-rated and highest-rated chain scales for the back half of the week which suggests to us that leisure was the strongest demand segment. However, as we note below, Transient growth was led by occupancy whereas Group growth (still respectably good at +4.3% RevPAR) was led by rate; we would rather have the rate growth due to the flow to profitability. The occupancy growth was driven by the calendar shift given the holiday week (occupancy was 250 bps higher last week than the running 28 day average of +0.1%).

- The *relative* outperformance in leisure is consistent to what we have seen in recent months where leisure is the *relatively* strongest demand segment (but to clear we would not classify any customer segment as particularly "strong"). However, the strong headline RevPAR was driven by the calendar shift and **we continue to emphasize that run-rate RevPAR continues to be flat to slightly positive.**

For the month of June, we estimate that full-service branded domestic hotels (the typical Hilton [HLT, Buy], Hyatt [H, Hold], or Marriott [MAR, Hold] hotel) will finish approximately flattish (unchanged from our prior estimate). We estimate that the overall industry will finish approximately flat to -1% (unchanged from our prior estimate). Please note that reported monthly results include hotels that are not in the weekly data set.

For 2Q, we estimate that full-service branded domestic hotels will finish approximately flat to 1% (plus or minus any market share gains/losses; unchanged from our prior estimate). We estimate that the overall industry will finish approximately +1% (unchanged from our prior estimate).

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What's Inside

Weekly STR results and analysis

- Note that for 2Q, MAR's North American RevPAR guidance was +1-2% and HLT's worldwide guidance was +1-2% (there is no quarterly regional guidance).

Last week's RevPAR details:

- **Upper Upscale was the strongest chain scale.** Upscale and Upper Midscale underperformed by 280 bps and 150 bps, respectively: Luxury RevPAR (+5.7%), Upper Upscale (+7.2%), Upscale (+4.4%), Upper Midscale (+5.7%), Midscale (+3.6%), and Economy (+4.0%). Independent hotels (+4.6%) underperformed headline U.S. RevPAR.
- **Within Upper Upscale & Luxury class hotels, Group was softer than Transient although both segments were relatively positive. Notably, the Transient lift was from occupancy (we believe from the calendar shift; occupancy was +3.3%) whereas Group RevPAR was driven primarily by ADR (+3.7%). We would rather have the rate growth given the flow to profitability:** Transient segment (individual business and leisure travelers) RevPAR was +5.3% (vs. +1.5% last week) and Group segment RevPAR was +4.3% (vs. -0.8% last week).
- **DC (+10.1%) was the strongest of the top five markets:** Boston (+9.7%), Chicago (+0.3%), LA (+1.3%), and NYC (+0.9%).
- **Other relevant markets:**
 - **San Francisco was down (Moscone Convention Center expansion and renovation completed):** RevPAR was -3.1% vs. -5.1% last week.
 - **Houston** was +16.3% (vs. -10.4% last week).
 - **Florida markets were up:** Miami (+4.0% vs. -2.3% last week); Orlando (+2.4% vs. -5.8% last week).

The lodging stocks: We continue to favor C-Corps over hotel REITS (we favored hotel REITS for the first half of last year) and within C-Corps **we prefer Buy-rated WH**, partly due to its underperformance this year vs. **Buy-rated Hilton**. In an environment of low RevPAR growth combined with gradually increasing wages/margin pressures, we think **returns for hotel owners is a major headwind to EBITDA growth**. Hotel stocks, but especially hotel REIT stocks, typically work best when there is a spark to RevPAR growth and at this moment we are not seeing such sparks like we did at this time one year ago.

Weekly RevPAR Summary

YoY % change in RevPAR													
	U.S.	Upper		Upper		Inde-		New					
		Luxury	Upscale	Upscale	Midscale	Midscale	Economy		York	Boston	LA	Chicago	DC
3/23/2019	0.4%	-3.6%	-1.0%	-1.8%	0.7%	0.3%	1.2%	2.5%	-2.5%	-6.8%	1.3%	-2.3%	-16.8%
3/30/2019	5.1%	-8.9%	9.2%	7.5%	9.0%	6.1%	2.8%	1.6%	-22.9%	9.3%	-6.0%	-4.2%	25.2%
4/6/2019	1.9%	-2.9%	9.8%	3.2%	1.8%	-3.0%	-1.2%	-2.5%	4.4%	-10.2%	-2.3%	22.8%	16.7%
4/13/2019	6.3%	5.9%	7.1%	4.3%	6.0%	5.8%	6.8%	8.4%	3.2%	9.8%	9.4%	17.0%	0.6%
4/20/2019	-8.0%	-1.9%	-13.7%	-12.0%	-11.6%	-10.4%	-4.8%	-1.1%	6.2%	-4.4%	2.1%	-26.3%	-30.1%
4/27/2019	-2.9%	-5.1%	-10.6%	-5.5%	-1.0%	0.8%	2.8%	1.3%	-7.5%	-7.7%	-6.4%	-16.9%	-20.3%
5/4/2019	3.6%	6.9%	3.8%	2.2%	2.8%	-0.2%	0.8%	3.9%	-3.2%	17.4%	10.8%	14.5%	11.8%
5/11/2019	0.9%	2.6%	0.5%	0.0%	0.3%	-1.8%	-0.7%	1.4%	-9.6%	5.2%	1.3%	-6.8%	2.2%
5/18/2019	2.2%	1.4%	1.7%	1.0%	2.3%	1.1%	1.6%	2.4%	-8.2%	11.5%	3.7%	4.7%	1.0%
5/25/2019	3.1%	5.5%	4.0%	2.3%	2.2%	-0.2%	0.8%	3.0%	7.6%	-2.8%	-2.5%	4.5%	8.3%
6/1/2019	1.6%	-0.3%	0.9%	0.1%	1.3%	0.3%	0.2%	3.2%	0.9%	18.1%	-1.3%	-0.6%	-3.3%
6/8/2019	-0.8%	0.2%	-0.5%	-1.9%	-1.9%	-2.9%	-0.5%	0.9%	-4.0%	-0.9%	1.9%	-2.5%	-3.8%
6/15/2019	1.3%	2.7%	3.3%	0.0%	0.3%	-0.9%	0.5%	0.9%	-6.2%	12.8%	4.9%	3.1%	2.9%
6/22/2019	0.2%	0.5%	0.7%	-0.6%	0.1%	-1.1%	-0.8%	0.2%	-5.8%	2.8%	2.6%	-4.0%	-4.0%
6/29/2019	0.9%	0.8%	1.0%	0.0%	0.3%	-1.4%	-1.5%	2.0%	4.5%	3.3%	-4.3%	-4.3%	-0.6%
7/6/2019	5.2%	5.7%	7.2%	4.4%	5.7%	3.6%	4.0%	4.6%	0.9%	9.7%	1.3%	0.3%	10.1%

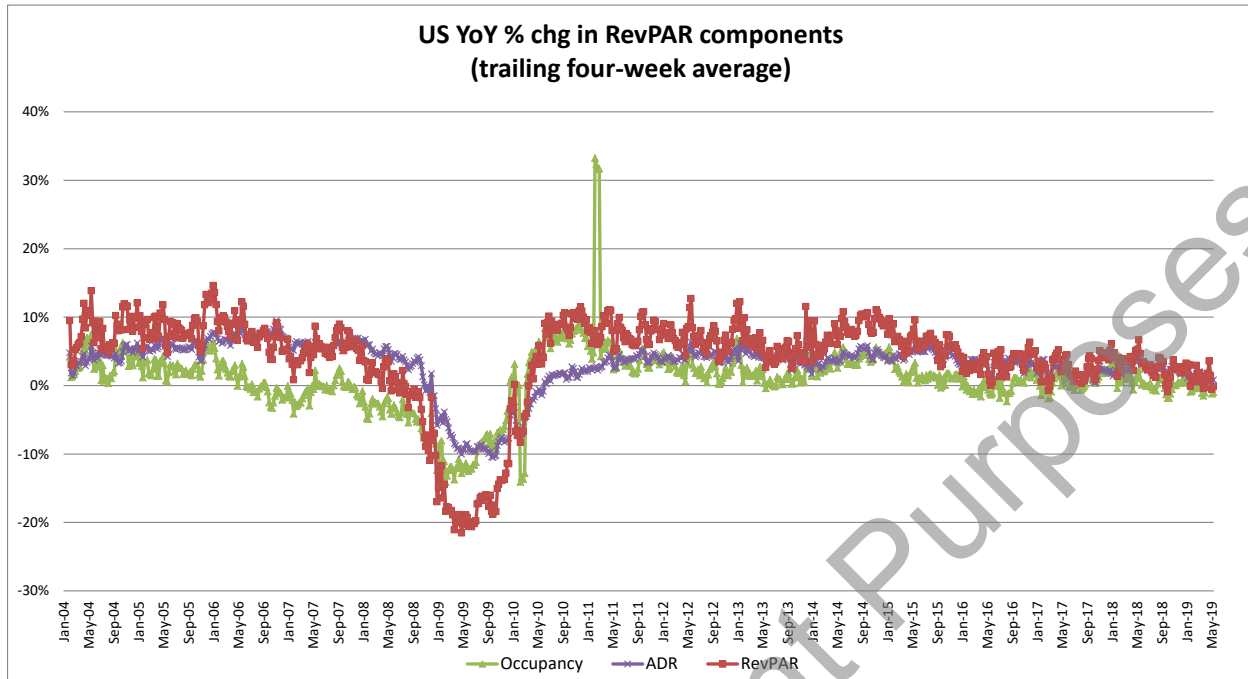
July 4th calendar shift benefit			Upper Upscale and Upper Midscale led the industry						DC and Boston led the Top 5 markets				
	U.S.	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	Inde-	York	Boston	LA	Chicago	DC
1Q16	2.7%	1.6%	1.8%	2.2%	2.0%	0.0%	1.8%	4.0%	-1.2%	-3.0%	16.6%	-4.8%	3.1%
2Q16	3.5%	0.8%	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%	6.8%	0.7%	2.2%	3.0%	3.8%	5.3%	2.8%	2.3%	2.8%	2.9%	-6.8%	-1.0%
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%
3Q18	1.7%	3.3%	1.9%	0.8%	-0.5%	0.1%	1.8%	2.2%	0.7%	2.8%	1.3%	7.5%	-3.4%
4Q18	2.4%	3.0%	1.1%	0.0%	0.5%	1.3%	2.9%	4.9%	3.5%	12.2%	3.0%	2.8%	-3.4%
1Q19	1.5%	-0.7%	1.2%	-0.5%	0.4%	-0.1%	1.9%	3.1%	-7.1%	-2.1%	-1.7%	-4.5%	-2.4%

YoY % change in ADR													
	U.S.	Upper		Upper		Inde-		New					
		Luxury	Upscale	Upscale	Midscale	Midscale	Economy		York	Boston	LA	Chicago	DC
3/23/2019	0.2%	-0.8%	0.6%	0.1%	1.0%	-0.3%	-0.1%	0.4%	-3.9%	-3.3%	-0.7%	-2.0%	-9.1%
3/30/2019	0.9%	-6.4%	4.6%	2.0%	2.4%	0.7%	0.5%	-0.8%	-16.4%	5.5%	-3.9%	-2.1%	19.7%
4/6/2019	1.5%	-3.1%	5.5%	2.1%	1.7%	-1.9%	-0.8%	-1.5%	1.8%	-2.9%	-2.7%	10.7%	11.9%
4/13/2019	4.4%	6.1%	5.0%	3.7%	4.2%	3.0%	3.1%	4.6%	0.0%	6.2%	4.1%	7.9%	0.2%
4/20/2019	-1.9%	4.5%	-5.6%	-3.1%	-2.9%	-2.9%	-2.2%	1.5%	4.7%	-2.5%	-0.9%	-16.9%	-19.4%
4/27/2019	-1.4%	0.9%	-4.5%	-2.1%	0.5%	0.4%	0.8%	0.9%	-3.9%	-5.8%	-4.4%	-12.6%	-13.2%
5/4/2019	2.3%	4.7%	2.5%	0.8%	1.7%	0.1%	0.6%	2.3%	-0.8%	8.5%	5.9%	7.1%	8.0%
5/11/2019	1.2%	1.9%	1.3%	0.5%	0.7%	-0.4%	-0.2%	1.4%	-4.9%	-0.2%	1.8%	-7.7%	3.2%
5/18/2019	1.4%	1.1%	1.3%	0.8%	1.8%	0.4%	1.0%	1.2%	-6.1%	7.2%	2.6%	0.5%	1.5%
5/25/2019	2.1%	3.7%	2.8%	1.3%	1.4%	-0.3%	0.2%	2.1%	5.2%	-0.6%	-0.7%	1.1%	8.0%
6/1/2019	1.0%	0.8%	0.8%	0.3%	0.5%	-0.2%	0.2%	1.8%	-0.4%	11.3%	-1.3%	-0.8%	1.1%
6/8/2019	0.5%	2.1%	0.8%	0.0%	0.0%	-0.5%	0.3%	0.5%	-3.3%	-1.3%	1.6%	-2.2%	-1.1%
6/15/2019	1.9%	2.5%	3.0%	0.7%	0.9%	0.4%	1.2%	2.1%	-4.2%	9.2%	2.6%	-0.5%	4.0%
6/22/2019	0.8%	1.9%	1.2%	-0.3%	0.3%	-0.2%	0.4%	1.0%	-4.9%	3.5%	1.5%	-3.4%	3.9%
6/29/2019	1.4%	1.8%	1.9%	0.7%	0.2%	-0.5%	0.0%	2.4%	4.0%	4.7%	0.7%	-2.6%	1.2%
7/6/2019	2.6%	3.6%	2.8%	1.1%	1.6%	1.7%	2.4%	3.2%	-0.8%	3.0%	1.4%	-3.5%	6.1%
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%	2.9%	7.5%	1.9%	3.5%
4Q16	2.6%	2.1%	1.4%	2.2%	2.0%	2.2%	3.2%	3.8%	-1.9%	-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%
3Q18	2.1%	3.3%	2.4%	1.8%	1.2%	1.3%	1.2%	1.9%	1.2%	1.9%	1.1%	6.7%	-0.8%
4Q18	2.0%	3.7%	2.2%	1.6%	1.1%	0.9%	0.8%	2.9%	3.4%	5.6%	1.4%	2.2%	-2.1%
1Q19	1.1%	2.2%	2.5%	1.0%	0.8%	-0.2%	-0.3%	1.9%	-3.8%	0.7%	-1.0%	-2.4%	1.5%

YoY % change in Occupancy													
	U.S.	Upper		Upper		Inde-		New					
		Luxury	Upscale	Upscale	Midscale	Midscale	Economy		York	Boston	LA	Chicago	DC
3/23/2019	0.2%	-2.9%	-1.8%	-1.9%	-0.3%	0.6%	1.4%	2.1%	1.5%	-3.6%	2.0%	-0.3%	-8.5%
3/30/2019	4.2%	-2.6%	4.5%	5.4%	6.5%	5.4%	2.3%	2.4%	-7.8%	3.7%	-2.2%	-2.1%	4.6%
4/6/2019	0.4%	0.2%	4.0%	1.1%	0.1%	-1.1%	-0.3%	-1.1%	2.5%	-7.5%	0.4%	11.0%	4.3%
4/13/2019	2.4%	-0.2%	2.0%	0.6%	1.7%	2.7%	3.6%	3.6%	3.2%	3.5%	5.1%	8.5%	0.4%
4/20/2019	-6.2%	-6.1%	-8.5%	-3.3%	-9.0%	-7.8%	-2.6%	-1.4%	1.4%	-2.0%	3.0%	-11.3%	-13.3%
4/27/2019	-1.4%	-6.0%	-6.3%	-3.5%	-1.8%	0.4%	2.0%	0.4%	-3.7%	-2.1%	-2.1%	4.9%	-8.1%
5/4/2019	1.2%	2.1%	1.3%	1.4%	1.1%	-0.3%	0.2%	1.6%	-2.4%	8.2%	4.7%	6.9%	3.5%
5/11/2019	-0.3%	0.7%	-0.9%	-0.5%	-0.4%	-1.4%	-0.5%	0.0%	-5.0%	5.4%	-0.5%	1.0%	-1.0%
5/18/2019	0.8%	0.3%	0.4%	0.2%	0.5%	0.6%	0.6%	1.2%	-2.3%	4.0%	1.1%	4.2%	-0.5%
5/25/2019	0.9%	1.8%	1.1%	1.0%	0.8%	0.1%	0.6%	0.8%	2.3%	-2.2%	-1.8%	3.4%	2.2%
6/1/2019	0.6%	-0.8%	0.1%	-0.2%	0.8%	0.5%	0.0%	1.4%	1.3%	6.1%	0.0%	0.2%	-1.7%
6/8/2019	-1.3%	-1.9%	-1.4%	-1.8%	-1.9%	-0.8%	-0.7%	-0.7%	-0.7%	0.4%	0.4%	-0.3%	-2.7%
6/15/2019	-0.6%	0.3%	0.3%	-0.7%	-0.6%	-1.3%	-0.7%	-1.2%	-2.0%	3.3%	2.3%	3.6%	-1.1%
6/22/2019	-0.6%	-1.3%	-0.8%	-0.3%	-0.2%	-0.9%	-1.2%	-0.8%	-0.9%	-0.7%	1.1%	-0.6%	0.1%
6/29/2019	-0.5%	-1.1%	-0.9%	-0.6%	0.0%	-0.9%	-1.4%	-0.4%	0.4%	-1.4%	-3.7%	-1.7%	-1.8%
7/6/2019	2.6%	2.0%	4.4%	3.3%	4.1%	1.9%	1.6%	1.3%	1.7%	6.5%	-0.1%	3.9%	3.7%
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%	-0.3%	0.4%	1.4%	1.6%	1.7%	0.3%	0.8%	-0.7%	-1.2%
3Q17	0.5%	-0.9%	-0.9%	-0.1%	0.6%	1.6%	0.5%	0.9%	1.1%	-1.0%	-2.9%	-2.7%	-0.5%
4Q17	1.8%	2.2%	1.3%	2.0%	2.1%	1.2%	0.3%	2.0%	1.0%	2.8%	-0.3%	-0.5%	-0.2%
1Q18	0.9%	2.1%	0.0%	0.5%	1.1%	0.8%	0.7%	0.7%	3.5%	0.7%	-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%
3Q18	-0.4%	0.0%	-0.5%	-1.0%	-1.7%	-1.1%	0.5%	0.3%	-0.5%	0.9%	0.2%	0.7%	-2.6%
4Q18	0.4%	-0.7%	-1.1%	-1.6%	-0.6%	0.4%	2.3%	1.9%	0.1%	6.3%	1.6%	0.6%	-1.3%
1Q19	0.4%	-2.8%	-1.3%	-1.4%	-0.5%	0.0%	2.3%	2.1%	-3.5%	-2.8%	-0.7%	-2.2%	-3.8%

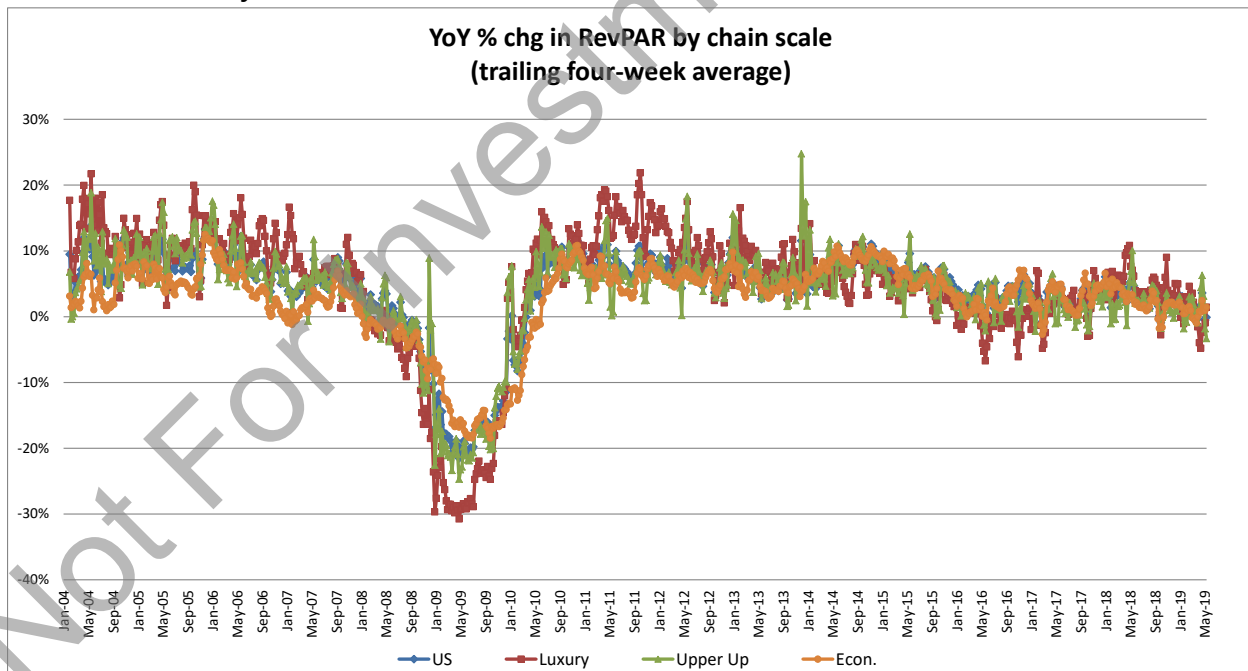
Source: STR data, STRH research

RevPAR Component Trends

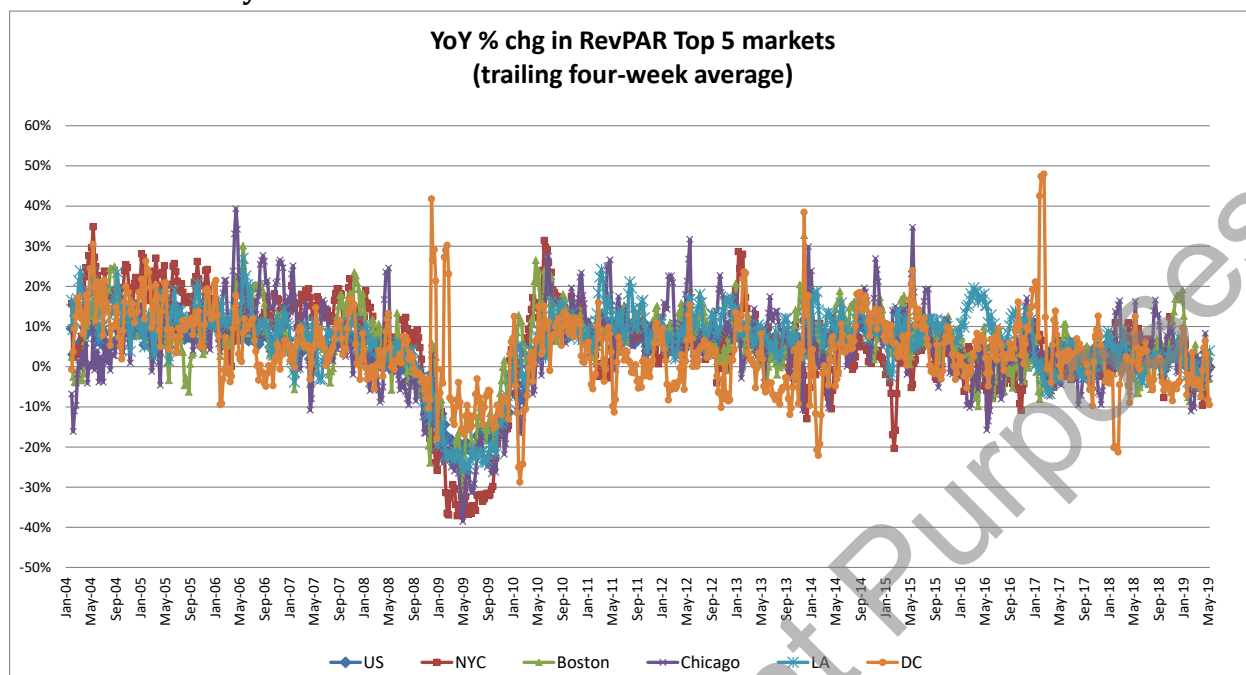


Source: STR data, STRH research

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 7/9/19	Rating	PT*	% upside down- side	2020E Valuation EBITDA (\$M)* **	2020E As Reported EBITDA (\$M)*	Target EV/EBITDA Multiple	Risks
Chesapeake Lodging Trust	CHSP	\$28.18	Hold	\$30	6%	\$181	\$181	13.4X	Upside risk: improvement in NY and Chicago markets Downside risk: softening of RevPAR trends in Boston or SF. Slowdown in real estate lending.
Choice Hotels	CHH	\$88.62	Hold	\$86	-3%	\$380	\$380	14.0X	Upside risk: conservative guidance. Downside risk: slowdown in development opportunities.
DiamondRock Hospitality	DRH	\$10.26	Hold	\$11	7%	\$267	\$268	12.0X	Upside risk: specific markets (esp. NYC) perform better than expected. Downside risk: company unable to locate properties to buy.
Host Hotels & Resorts	HST	\$18.08	Hold	\$22	22%	\$1,540	\$1,540	12.5X	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 asset sales do not happen.
Hyatt Hotels	H	\$76.60	Hold	\$82	7%	\$802	\$839	13.1X	Upside risk: Transient and group trends outperform expectations Downside risk: ongoing misexecution and volatility.
Bluegreen Vacations Corporation	BXG	\$11.46	Hold	\$16	40%	\$146	\$146	7.8X	Upside risk: Accelerating tour flow, FCF generation and declining consumer defaults. Downside risk: 3rd party induced defaults worsen. Middle market customers underperform.
Hilton Grand Vacations	HGV	\$31.83	Buy	\$50	57%	\$452	\$491	11.4X	Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional be-for-service inventory deals
Hilton	HLT	\$99.00	Buy	\$101	2%	\$2,382	\$2,482	14.8X	Downside risk: slowing pipeline
Marriott International	MAR	\$139.52	Hold	\$135	-3%	\$3,600	\$3,919	14.8X	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: 2020 is a recession year in the US. Geopolitical and policy risks negatively impact lodging demand.
Marriott Vacations	VAC	\$96.75	Buy	\$147	52%	\$748	\$880	11.2X	Downside risk: M&A story fades and multiples revert to historical levels
Park Hotels & Resorts	PK	\$27.51	Buy	\$34	24%	\$765	\$780	12.6X	Downside risk: Significant supply growth, macroeconomic challenges/shocks, higher than expected labor costs.
Pebblebrook Hotel Trust***	PEB	\$28.15	Hold	\$34	21%	\$489	\$489	14.5X	Upside Risks: Material near-term incremental EBITDA from Legacy LHO assets. Downside Risks: Planned asset sales do not materialize as expected and/or at lower-than-expected pricing. Incremental EBITDA from major CapEx investments take longer than anticipated, resulting in multiple contraction.
Playa Hotels & Resorts	PLYA	\$7.70	Buy	\$12	56%	\$205	\$216	11.5X	Downside risk: demand shock, hurricanes, inability to complete 2021 growth initiatives, country-specific risks (emerging market portfolio)
RLJ Lodging Trust	RLJ	\$17.83	Hold	\$19	7%	\$488	\$501	11.5X	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 leverage, macroeconomic challenges/demand shocks.
Ryman Hospitality Properties	RHP	\$77.73	Hold	\$81	4%	\$536	\$521	12.6X	Upside risk: recovering group demand better than expected, better margin recovery. Downside risk: booking issues stickier than expected.
Sunstone Hotel Investors	SHO	\$13.79	Hold	\$15	9%	\$316	\$316	12.0X	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 investment projects.
Vail Resorts, Inc.	MTN	\$225.89	Buy	\$247	9%	\$776	\$776	15.0X	Downside risk: Economic conditions, competition for vacation and ski dollars, stagnant skier visitation, an aging customer, and climate change.
Wyndham Hotels & Resorts	WH	\$60.26	Buy	\$68	13%	\$644	\$666	13.0X	Downside risk: Slowdown in development opportunities. La Quinta synergies below expectations.

* All of our Lodging price targets are derived by applying a target EV/EBITDA multiple to our estimate for 2020 EBITDA
 ** Valuation EBITDA excludes select items for specific companies including stock-based compensation.
 *** Covered by Gregory J. Miller

Source: FactSet, STRH research

WH: Valuation and Risks

Our price target of \$68 for WH is based on a 13.0x multiple (in line with portfolio quality/RevPAR relative to peers) of our 2020 EBITDA estimate.

Downside risk: slowdown in development opportunities. La Quinta synergies below expectations. La Quinta integration takes longer than anticipated. Macro demand headwinds.

HLT: Valuation and Risks

We apply a blended multiple of 14.8x (10.5x for Owned/leased and 15.0x for Managed/franchised) to our 2020 adjusted EBITDA estimate to derive a 12-month price target of \$101. This multiple is towards the higher end of the historical range of 10x-16x.

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.

H: Valuation and Risks

Our price target of \$82 for H is derived by applying a 13.1x target EV/EBITDA multiple (a blended average of the industry multiples for each business segment) to our estimate for 2020 EBITDA. Our valuation model for Hyatt assumes an owned-hotel 2020 EBITDA multiple of 12.0x and a franchise/management fee EBITDA multiple of 14.0x.

Upside risk: transient and group trends outperform expectations.

Downside risk: ongoing misexecution and volatility.

MAR: Valuation and Risks

Our \$135 price target is based on a 14.8x blended multiple on our 2020E EBITDA. In the parts, we assign a 13.0x multiple of EBITDA to the Owned segment and 15.0x 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 demand (and consequential >400 bps RevPAR improvement). Owned assets sell for premium prices relative to MAR expectations.

Downside Risks: 2020 could potentially be a recession year in the US. Geopolitical and policy risks negatively impact lodging demand.

Companies Mentioned in This Note

Bluegreen Vacations Corporation (BXG, \$11.46, Hold, C. Patrick Scholes)

Choice Hotels International, Inc. (CHH, \$88.62, Hold, C. Patrick Scholes)

Chesapeake Lodging Trust (CHSP, \$28.18, Hold, C. Patrick Scholes)

DiamondRock Hospitality Company (DRH, \$10.26, Hold, C. Patrick Scholes)

Hyatt Hotels Corporation (H, \$76.60, Hold, C. Patrick Scholes)

Hilton Grand Vacations Inc. (HGV, \$31.83, Buy, C. Patrick Scholes)

Hilton Worldwide Holdings Inc. (HLT, \$99.00, Buy, C. Patrick Scholes)

Host Hotels & Resorts, Inc. (HST, \$18.08, Hold, C. Patrick Scholes)

Marriott International, Inc. (MAR, \$139.52, Hold, C. Patrick Scholes)
Vail Resorts, Inc. (MTN, \$225.89, Buy, C. Patrick Scholes)
Pebblebrook Hotel Trust (PEB, \$28.15, Hold, Gregory Miller)
Park Hotels & Resorts Inc. (PK, \$27.51, Buy, C. Patrick Scholes)
Playa Hotels & Resorts N.V. (PLYA, \$7.70, Buy, C. Patrick Scholes)
Ryman Hospitality Properties, Inc. (RHP, \$77.73, Hold, C. Patrick Scholes)
RLJ Lodging Trust (RLJ, \$17.83, Hold, C. Patrick Scholes)
Sunstone Hotel Investors, Inc. (SHO, \$13.79, Hold, C. Patrick Scholes)
Marriott Vacations Worldwide Corporation (VAC, \$96.75, Buy, C. Patrick Scholes)
Wyndham Hotels & Resorts, Inc. (WH, \$60.26, Buy, C. Patrick Scholes)
Wyndham Destinations, Inc. (WYND, \$45.05, Buy, C. Patrick Scholes)

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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Rating and Price Target History for: Hyatt Hotels Corporation (H-US) as of 07-09-2019

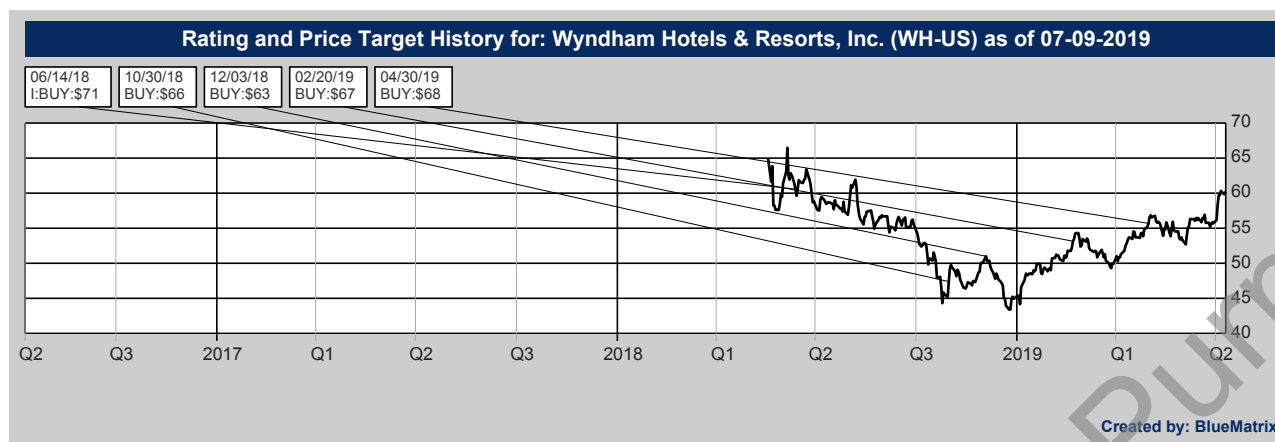

Created by: BlueMatrix

Rating and Price Target History for: Hilton Worldwide Holdings Inc. (HLT-US) as of 07-09-2019


Created by: BlueMatrix

Rating and Price Target History for: Marriott International, Inc. (MAR-US) as of 07-09-2019


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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)

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S = Sell
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NR = Not Rated
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- Reduce – total return \leq negative 10% (5% for low Beta securities)
- Neutral – total return is within the bounds above
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*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

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Sell	7	1.06%	Sell	0	0.00%

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