

Lodging - US RevPAR +1.9% Y/Y Last Week; Choppy week, relatively clean comp

Luxury & Independents strong; everyone else not so much (esp. limited service)

What's Incremental To Our View

Overall U.S. RevPAR was +1.9% Y/Y for the week ending 11/9/2019, per STR, stronger than the prior week's result of +0.3%. (2-year stacked RevPAR was +3.7% vs +0.6% in the prior week.) Independent hotels (about 1/3rd of the data set) were +7.1% y/y. Luxury (+2.9%) was the strongest chain scale for branded hotels; Midscale was the weakest at -3.3%. Upper Midscale (-0.8%) also underperformed the industry average. Within Upper Upscale & Luxury class hotels, Group (+0.8% vs. -2.0% prior week) was softer than Transient (+3.7% vs. +3.6% prior week).

Highlights from last week's results:

- **While we do not have great clarity as to all the puts and takes, there was some relative strength in last week's Monday/Tuesday RevPAR (+5.0% / +3.4%) vs. the ~1% for the rest of the week. It is possible there was some demand shifting from the prior week's Halloween** (which moved to a Thursday in 2019 from a Wednesday in 2018). However, Group underperformed Transient during the week (and normally we would assume a pickup after a holiday shift week). For now, we do not read too much into some of the day-by-day RevPAR variances.
- **Independents (RevPAR: +7.1%) strongly outperformed the chain scales.** Branded hotels were mostly flattish to down low single-digits. Luxury was a relative outperformer at +2.9% RevPAR. While we are not surprised that Midscale RevPAR had the weakest results (-3.3%) given supply growth, Economy was also weak at -1.7% (where there is not much supply growth).

Last week's RevPAR details:

- **Luxury was the strongest chain scale:** Upscale and Upper Midscale underperformed by 260 bps and 370 bps, respectively: Luxury RevPAR (+2.9%), Upper Upscale (+1.0%), Upscale (+0.3%), Upper Midscale (-0.8%), Midscale (-3.3%), and Economy (-1.7%). Independent hotels (+7.1%) outperformed the headline U.S. RevPAR.
- **Within Upper Upscale & Luxury class hotels, Group underperformed Transient:** Transient segment (individual business and leisure travelers) RevPAR was +3.7% (vs. +3.6% last week) and Group segment RevPAR was +0.8% (vs. -2.0% last week).

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What's Inside

Weekly STR results and analysis

- **Washington, D.C. was the strongest of the top five markets:** Boston (-15.1%), Chicago (-9.7%), Los Angeles (+5.7%), NYC (-0.3%), and Washington, D.C. (+11.5%).
- **Other relevant markets:**
 - **San Francisco was down (Moscone Convention Center expected to have a very strong 4Q19 citywide calendar):** RevPAR was -6.8% vs. +28.5% last week.
 - **Florida markets were up (Orlando especially):** Miami (+5.5% vs. -8.3% last week); Orlando (+21.6% vs. +8.6% 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](#). 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](#). We believe 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.

Not For Investment Purposes

Weekly RevPAR Summary

	YoY % change in RevPAR												
	U.S.	Upper			Upper			Inde-	New				
	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent	York	Boston	LA	Chicago	DC	
9/28/2019	-0.8%	0.6%	-2.7%	-2.5%	-0.5%	-0.6%	-1.3%	0.6%	1.7%	-12.0%	-2.6%	0.2%	0.9%
10/5/2019	-7.5%	-12.9%	-11.3%	-7.9%	-5.2%	-11.3%	-7.9%	-5.2%	-18.3%	-22.3%	-5.7%	-23.1%	-12.5%
10/12/2019	-2.6%	-7.3%	-5.7%	-2.9%	-0.6%	-1.0%	-0.5%	-1.5%	-11.9%	-16.5%	-8.8%	-4.7%	-5.0%
10/19/2019	-0.7%	4.8%	-2.4%	-3.1%	-2.7%	-3.5%	-2.4%	2.5%	1.8%	-14.1%	-2.6%	-5.3%	18.5%
10/26/2019	0.0%	2.0%	-0.5%	-1.4%	-0.5%	-2.1%	-2.6%	1.5%	-5.2%	-5.7%	4.4%	-0.1%	10.9%
11/2/2019	0.3%	6.0%	3.4%	1.2%	0.2%	-3.3%	-1.9%	-3.2%	-3.4%	-7.7%	6.1%	3.4%	6.9%
11/9/2019	1.9%	2.9%	1.0%	0.3%	-0.8%	-3.3%	-1.7%	7.1%	-0.3%	-15.1%	5.7%	-9.7%	11.5%

Transient outperformed Group; relatively clean comp

Luxury and Upper Upscale led the industry

DC and LA led the Top 5 markets

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%	2.8%	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%
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%
2Q19	1.1%	1.1%	0.5%	-0.4%	0.0%	-0.7%	1.7%	2.4%	-1.8%	4.5%	1.6%	-0.1%	-1.5%
3Q19	0.7%	1.3%	1.1%	-0.5%	-0.1%	-1.0%	-0.9%	1.6%	-2.2%	-0.4%	-0.2%	-2.2%	4.5%

	YoY % change in ADR												
	U.S.	Upper			Upper			Inde-	New				
	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent	York	Boston	LA	Chicago	DC	
9/28/2019	-0.5%	-0.2%	-1.3%	-1.4%	-0.4%	-0.5%	-0.9%	0.8%	1.3%	-5.2%	-2.6%	-0.6%	1.9%
10/5/2019	-3.8%	-5.0%	-5.2%	-3.6%	-2.1%	-1.7%	-2.2%	-2.8%	-12.5%	-9.8%	-2.9%	-14.8%	-3.8%
10/12/2019	-1.2%	-3.2%	-3.0%	-1.5%	0.3%	0.7%	0.0%	0.0%	-8.6%	-8.6%	-5.5%	-3.2%	-4.6%
10/19/2019	0.2%	3.4%	-1.0%	-1.4%	-0.8%	-0.8%	-1.5%	1.9%	0.5%	-7.3%	-2.5%	-6.0%	16.6%
10/26/2019	0.2%	1.8%	-0.5%	-1.0%	-0.2%	-0.6%	-1.7%	1.4%	-4.0%	-2.3%	3.1%	-1.9%	9.0%
11/2/2019	0.6%	4.7%	2.0%	0.7%	0.3%	-0.8%	-1.1%	-2.0%	-2.5%	-2.2%	4.1%	-0.3%	4.4%
11/9/2019	1.9%	2.5%	1.3%	0.6%	-0.1%	-1.5%	-1.3%	5.5%	-1.7%	-3.6%	4.4%	-8.2%	9.2%

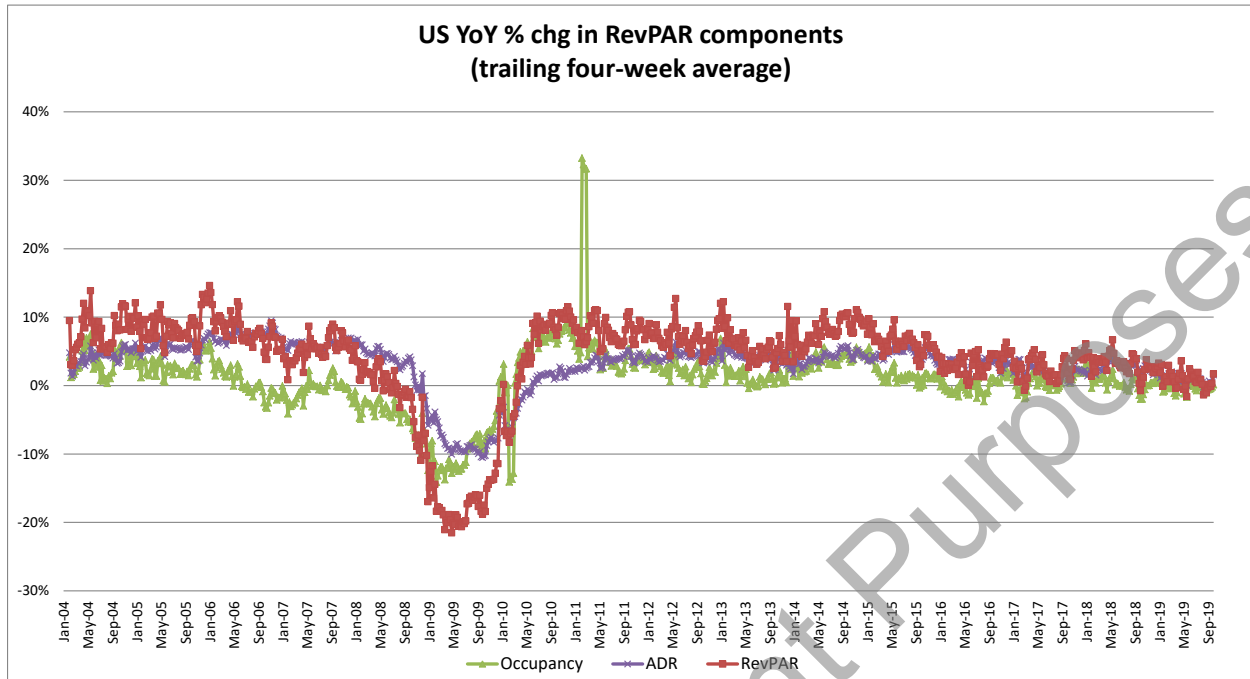
1Q16	3.2%	1.9%	2.7%	3.2%	2.6%	1.7%	3.3%	3.7%	-3.1%	1.4%	11.3%	-1.9%	1.1%
2Q16	2.9%	1.5%	2.2%	2.9%	2.8%	2.7%	3.4%	3.0%	-3.1%	3.3%	9.4%	0.3%	2.1%
3Q16	3.4%	1.5%	2.5%	2.7%	2.4%	3.1%	3.6%	4.4%	-2.7%	2.3%	7.5%	1.9%	3.5%
4Q16	2.6%	2.1%	1.4%	2.2%	2.0%	2.2%	3.2%	3.8%	-1.2%	1.3%	5.8%	3.9%	4.1%
1Q17	2.5%	2.3%	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%
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%	0.6%	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%	1.0%	-3.8%	0.7%	-1.0%	-2.4%	1.5%
2Q19	1.2%	2.5%	1.4%	0.6%	0.7%	-0.2%	0.6%	1.7%	-1.0%	3.2%	0.8%	-1.7%	0.2%
3Q19	0.8%	1.5%	1.3%	0.2%	-0.1%	-0.5%	-0.5%	1.6%	-1.9%	0.9%	-0.2%	-2.8%	4.0%

	YoY % change in Occupancy												
	U.S.	Upper			Upper			Inde-	New				
	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent	York	Boston	LA	Chicago	DC	
9/28/2019	-0.4%	0.8%	-1.4%	-1.1%	0.0%	-0.2%	-0.4%	-0.2%	0.5%	-7.2%	-0.1%	0.7%	-1.1%
10/5/2019	-3.9%	-8.4%	-6.4%	-4.5%	-3.1%	-3.4%	-2.7%	-3.4%	-6.7%	-13.9%	-2.8%	-9.7%	-9.1%
10/12/2019	-1.4%	-4.3%	-2.7%	-1.5%	-0.9%	-1.7%	-0.5%	-1.4%	-3.7%	-8.7%	-3.4%	-1.5%	-0.4%
10/19/2019	-0.9%	1.3%	-1.4%	-1.7%	-2.0%	-2.7%	-0.9%	0.7%	2.4%	-7.4%	-0.1%	0.8%	1.6%
10/26/2019	-0.2%	0.2%	0.0%	-0.4%	-0.3%	-1.5%	-1.0%	0.1%	-1.2%	-3.4%	1.2%	1.8%	1.8%
11/2/2019	-0.3%	1.3%	1.3%	0.5%	0.0%	-2.5%	-0.8%	-1.2%	-0.9%	-5.6%	2.0%	3.7%	2.4%
11/9/2019	0.1%	0.4%	-0.3%	-0.3%	-0.8%	-1.8%	-0.4%	1.5%	1.4%	-11.8%	1.2%	-1.7%	2.1%

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%	-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%	0.9%	1.3%	0.7%	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%
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%
2Q19	-0.1%	-1.4%	-0.9%	-1.0%	-0.7%	-0.6%	1.1%	0.7%	-0.7%	1.3%	0.8%	1.7%	-1.7%
3Q19	-0.1%	-0.2%	-0.2%	-0.7%	0.0%	-0.5%	-0.4%	0.0%	-0.3%	-1.4%	0.1%	0.6%	0.4%

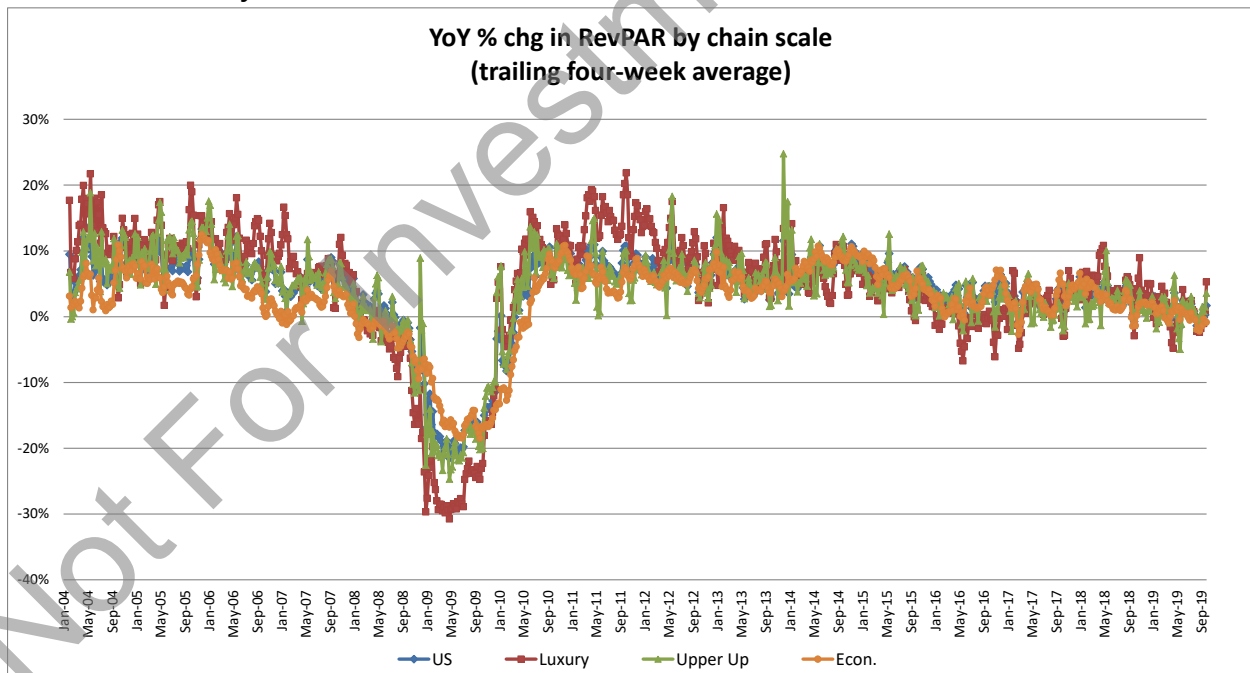
Source: STR data, STRH research

RevPAR Component Trends



Source: STR data, STRH research

RevPAR Trends by Chain Scale



Source: STR data, STRH research

Price Target/Risks Summary

Lodging	TKR	Price 11/12/19	Rating	PT*	% upside/down-side	2020E Valuation EBITDA (\$M)**	2020E As Reported EBITDA (\$M)*	Target EV/EBITDA Multiple	Risks
Choice Hotels	CHH	\$90.00	Hold	\$87	-3%	\$393	\$393	14.0X	Upside risk: conservative guidance. Downside risk: slowdown in development opportunities.
DiamondRock Hospitality	DRH	\$10.16	Hold	\$9	-11%	\$250	\$251	11.5X	Upside risk: specific markets (esp. NYC) perform better than expected. Downside risk: company unable to locate properties to buy.
Host Hotels & Resorts	HST	\$16.79	Hold	\$18	7%	\$1,328	\$1,328	12.0X	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	\$76.16	Hold	\$79	4%	\$733	\$768	13.2X	Upside risk: Transient and group trends outperform expectations Downside risk: ongoing misexecution and volatility.
Bluegreen Vacations Corporation	BXG	\$10.23	Hold	\$11	8%	\$106	\$106	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	\$35.30	Buy	\$42	20%	\$412	\$439	11.0X	Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals Upside risk: Macro lodging trends improve beyond expectations.
Hilton	HLT	\$98.09	Hold	\$99	1%	\$2,378	\$2,481	14.8X	Downside risk: slowing pipeline. 2020 is a recession year in the U.S. 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.
Marriott International	MAR	\$132.53	Hold	\$128	-3%	\$3,446	\$3,760	14.9X	Downside Risk: 2020 is a recession year in the US. Geopolitical and policy risks negatively impact lodging demand.
Marriott Vacations	VAC	\$117.36	Buy	\$155	32%	\$831	\$865	11.1X	Downside risk: M&A story fades and multiples revert to historical levels
Park Hotels & Resorts	PK	\$22.41	Buy	\$27	20%	\$871	\$886	12.0X	Downside risk: Significant supply growth, macroeconomic challenges/shocks, higher than expected labor costs. 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.
Pebblebrook Hotel Trust***	PEB	\$25.00	Hold	\$26	4%	\$462	\$462	14.0X	Downside risk: demand shock, hurricanes, inability to complete 2021 growth initiatives, country-specific risks (emerging market portfolio)
Playa Hotels & Resorts	PLYA	\$7.48	Buy	\$11	47%	\$187	\$195	11.5X	Upside risk: RevPAR reaccelerates due to macroeconomic improvements, leading to estimate revisions and multiple expansion. Upside risk: recovering group demand better than expected, better margin recovery.
RLJ Lodging Trust***	RLJ	\$16.63	Sell	\$14	-16%	\$382	\$395	11.0X	Downside risk: booking issues stickier than expected.
Ryman Hospitality Properties	RHP	\$88.06	Hold	\$85	-3%	\$555	\$535	12.6X	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.
Sunstone Hotel Investors	SHO	\$13.74	Hold	\$14	2%	\$304	\$304	11.5X	Downside risk: Economic conditions, competition for vacation and ski dollars, stagnant skier visitation, an aging customer, and climate change.
Vail Resorts, Inc.	MTN	\$243.84	Buy	\$280	15%	\$796	\$796	15.0X	Downside risk: The timeshare business is especially vulnerable to economic softness. There are potential execution risks post the spin off. Downside risk: Slowdown in development opportunities. La Quinta synergies below expectations.
Wyndham Destinations	WYND	\$48.06	Buy	\$76	58%	\$1,027	\$1,046	9.2X	
Wyndham Hotels & Resorts	WH	\$54.75	Buy	\$68	24%	\$635	\$657	13.0X	

* 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

Cruise Lines	TKR	Price	Rating	PT*	% upside/down-side	2020E EPS	Target PE Multiple	Risks
Carnival Corp.	CCL	\$44.48	Buy	\$58	30%	\$4.46	13.0X	Downside risk: failure to meet cost savings goals; adverse incidents, most oil exposure
Norwegian Cruise Line	NCLH	\$51.26	Buy	\$69	35%	\$5.56	12.5X	Downside risk: an adverse incident would have an outsized negative impact on NCLH given the single brand
Royal Caribbean Cruises	RCL	\$113.85	Buy	\$157	38%	\$10.84	14.5X	Downside risk: failure to meet cost savings goals; adverse incidents

* All of our Cruise Line price targets are derived by applying a target PE multiple to our estimate for 2020 EPS

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.

Companies Mentioned in This Note

Bluegreen Vacations Corporation (BXG, \$10.23, Hold, C. Patrick Scholes)
Choice Hotels International, Inc. (CHH, \$90.00, Hold, C. Patrick Scholes)
DiamondRock Hospitality Company (DRH, \$10.16, Hold, C. Patrick Scholes)
Hyatt Hotels Corporation (H, \$76.16, Hold, C. Patrick Scholes)
Hilton Grand Vacations Inc. (HGV, \$35.30, Buy, C. Patrick Scholes)
Hilton Worldwide Holdings Inc. (HLT, \$98.09, Hold, C. Patrick Scholes)
Host Hotels & Resorts, Inc. (HST, \$16.79, Hold, C. Patrick Scholes)
Marriott International, Inc. (MAR, \$132.53, Hold, C. Patrick Scholes)
Vail Resorts, Inc. (MTN, \$243.84, Buy, C. Patrick Scholes)
Pebblebrook Hotel Trust (PEB, \$25.00, Hold, Gregory Miller)
Park Hotels & Resorts Inc. (PK, \$22.41, Buy, C. Patrick Scholes)
Playa Hotels & Resorts N.V. (PLYA, \$7.48, Buy, C. Patrick Scholes)
Ryman Hospitality Properties, Inc. (RHP, \$88.06, Hold, C. Patrick Scholes)
RLJ Lodging Trust (RLJ, \$16.63, Sell, Gregory Miller)
Sunstone Hotel Investors, Inc. (SHO, \$13.74, Hold, C. Patrick Scholes)
Marriott Vacations Worldwide Corporation (VAC, \$117.36, Buy, C. Patrick Scholes)
Wyndham Hotels & Resorts, Inc. (WH, \$54.75, Buy, C. Patrick Scholes)
Wyndham Destinations, Inc. (WYND, \$48.06, 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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