



Lodging: US RevPAR -79.4% Y/Y Last Week; Perhaps impact from Easter weekend/Passover holiday shift

What's Incremental To Our View

Overall U.S. RevPAR was -79.4% Y/Y for the week ending 4/18/2020, per STR, stronger than the prior week's result of -83.6%. (2-year stacked RevPAR was -87.4% vs -76.8% in the prior week). Independent hotels (about 1/3rd of the data set) were -78.3% y/y. Economy (-41.0%) was the relatively strongest chain scale for branded hotels; Luxury was the weakest at -94.5%. Upscale (-82.2%) underperformed the industry average; Upper Midscale (-76.0%) outperformed. Within Upper Upscale & Luxury class hotels, Group (-91.7% vs. -96.6% prior week) was stronger than Transient (-94.5% vs. -94.9% prior week).

Last week's results represented a modest sequential improvement in RevPAR trends over the prior week's results (-79.4% for the week ending 4/18 vs. -83.6% for the week ending 4/11). There is a holiday shift impact given Passover/Good Friday was last week in 2019 vs. two weeks ago in 2020; the impact from the holidays pale in comparison to the virus demand shock.

- Please note there are many hotels that suspended operations/closed and they are not included in the comparisons. Implications are that the headline statistics overstate the actual performance of the overall industry. **Given more hotels are closing than reopening (we do not see a material number of hotels reopening), we strongly believe we have yet to reach the bottom of the COVID-19 lodging demand shock.**

Please see our [First look at virus impact on US hotel RevPAR](#) and [China & Italy](#) notes for our additional analysis on last week's U.S. and international trends.

Last week's RevPAR details:

- **Economy was the relatively strongest chain scale but all chain scales were materially negative:** Upscale and Upper Midscale underperformed by 4,120 bps and 3,500 bps, respectively: Luxury RevPAR (-94.5%), Upper Upscale (-92.6%), Upscale (-82.2%), Upper Midscale (-76.0%), Midscale (-60.3%), and Economy (-41.0%). Independent hotels (-78.3%) outperformed the headline U.S. RevPAR.
- **Within Upper Upscale & Luxury class hotels, Group outperformed Transient but both segments were similarly materially negative:** Transient segment (individual business and leisure travelers) RevPAR was -94.5% (vs. -94.9% last week) and Group segment RevPAR was -91.7% (vs. -96.6% last week).

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What's Inside

Weekly STR results and analysis

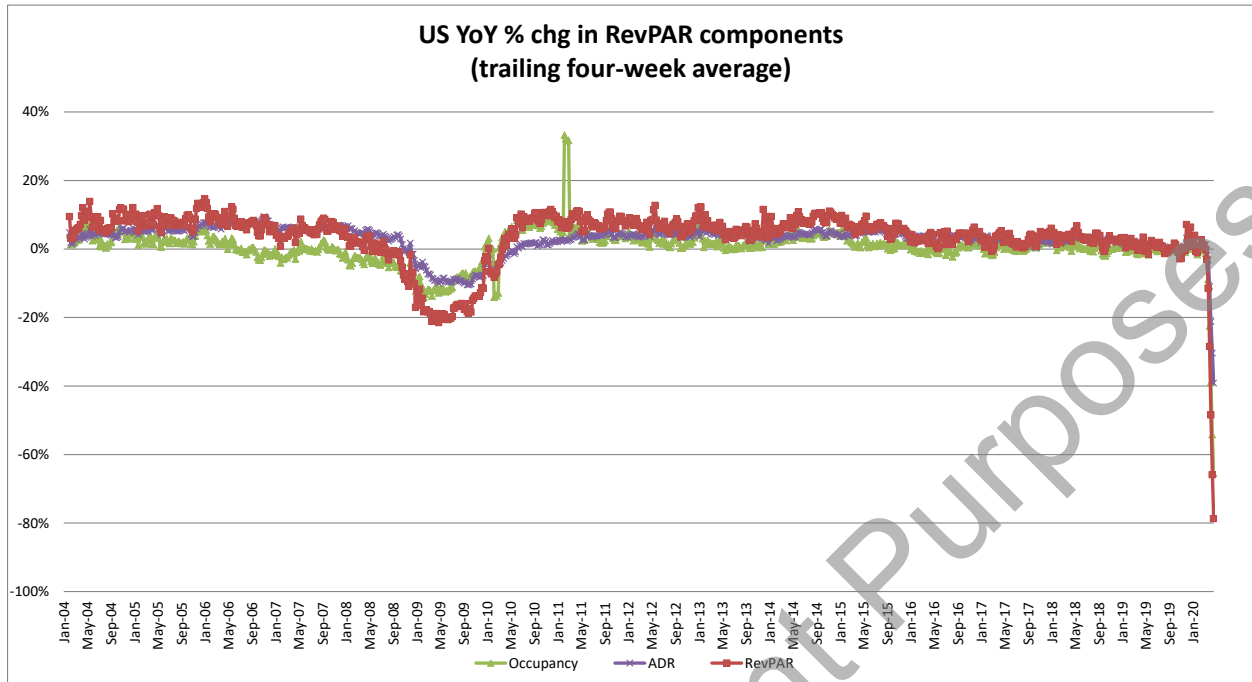
- **Los Angeles was the relatively strongest of the top five markets:** Boston (-89.3%), Chicago (-82.8%), Los Angeles (-82.4%), NYC (-83.9%), and Washington, D.C. (-85.0%).
- **Other relevant markets:**
 - **San Francisco:** RevPAR was -91.0% vs. -93.5% last week.
 - **Florida market RevPAR:**
 - **Miami:** (-89.3% vs. -90.2% last week);
 - **Orlando:** (-92.0% vs. -92.4% last week). We expect Orlando results to remain especially challenged given the major theme parks are closed and group demand is essentially zero.

From observations of what is happening with RevPAR and re-openings in China, we suspect we may see a slower and longer recovery in the US than what the more optimistic/bullish management teams and investors expect. While hotel stocks have been crushed, we are holding back on any potential stock upgrades at this time as we suspect we may see more attractive entry points at a future date.

(Our ratings and price targets generally represent our recommendations and forecasts based on a 12 to 18 month outlook. We acknowledge that near term uncertainty and volatility could affect financial inputs to our targets, and the likely multiples the market may pay for those metrics.)

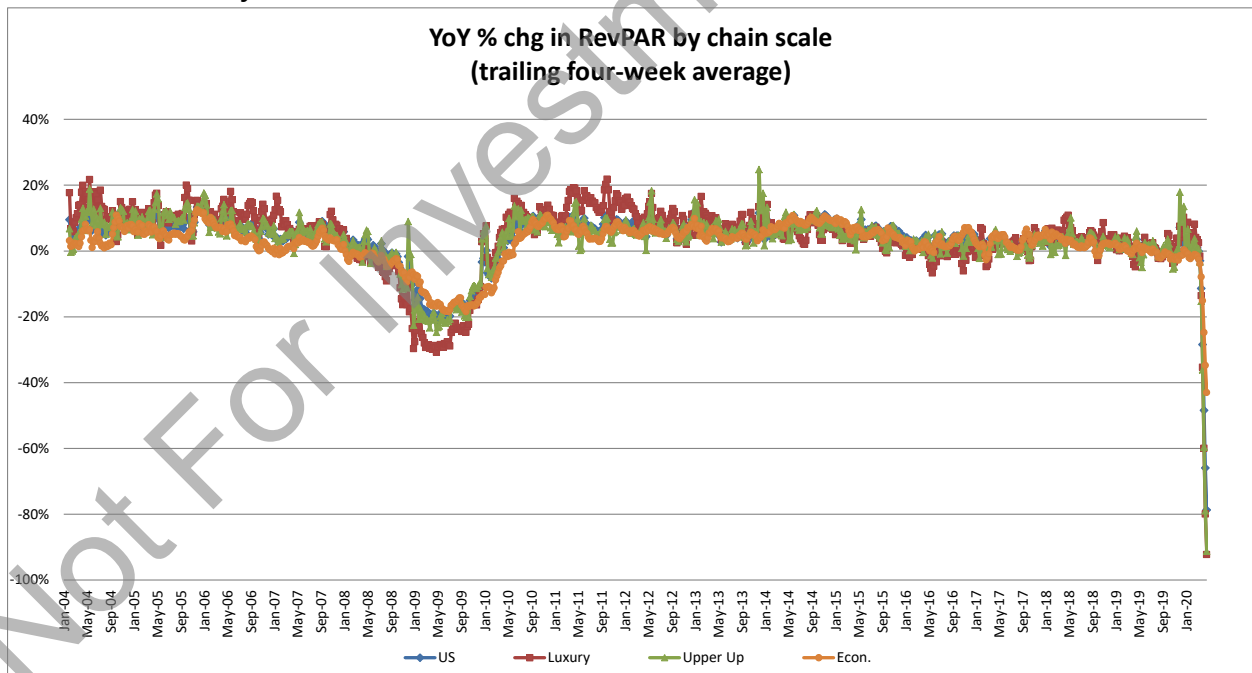
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RevPAR Component Trends



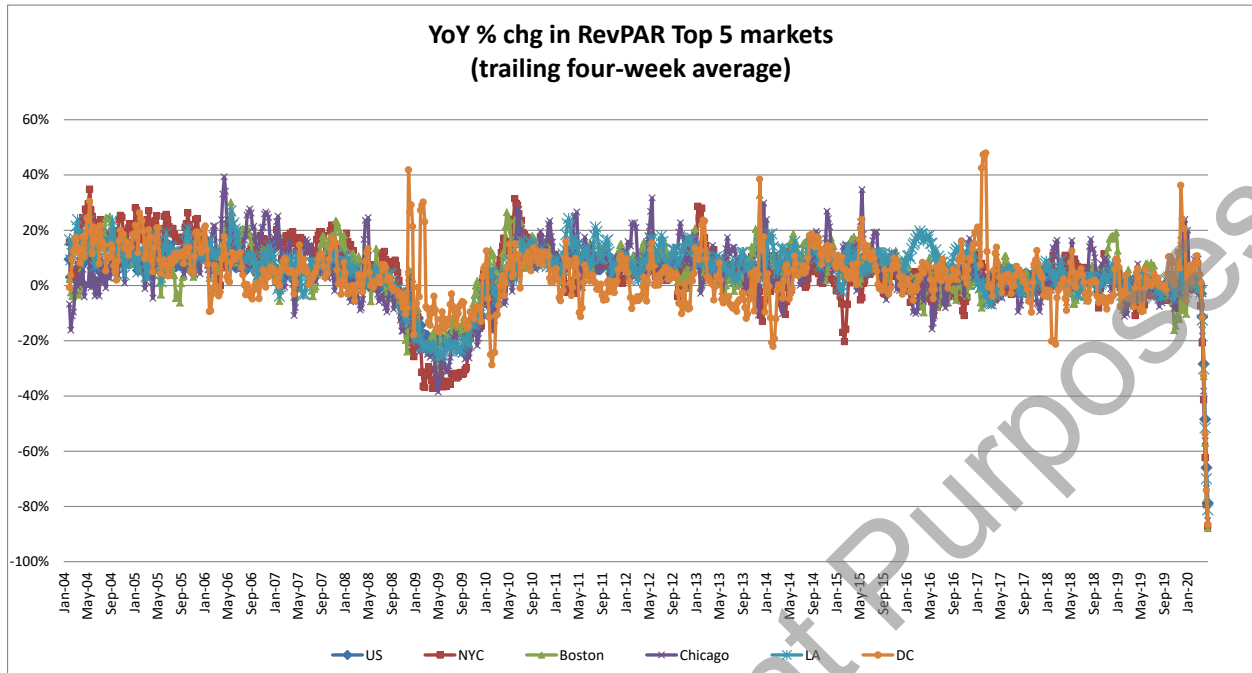
Source: STR data, STRH research

RevPAR Trends by Chain Scale



Source: STR data, STRH research

RevPAR Trends by Market



Source: STR data, STRH research

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Price Target/Risks Summary

Lodging	TKR	Price 4/21/20	Rating	PT*	% upside down- side	2020E Valuation EBITDA (\$M)**	2020E As Reported EBITDA (\$M)*	Target EV/EBITDA Multiple	Risks
Choice Hotels	CHH	\$67.62	Hold	\$91	35%	\$381	\$381	14.0X	Upside risk: conservative guidance. Downside risk: slowdown in development opportunities.
DiamondRock Hospitality	DRH	\$4.72	Hold	\$9	91%	\$244	\$244	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	\$10.56	Hold	\$18	70%	\$1,386	\$1,386	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	\$55.35	Hold	\$83	50%	\$699	\$735	13.2X	Upside risk: Transient and group trends outperform expectations Downside risk: ongoing misexecution and volatility.
Bluegreen Vacations Corporation****	BXG	\$4.90	Hold	\$9	92%	\$110	\$110	6.2X	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	\$17.65	Buy	\$43	144%	\$452	\$479	10.2X	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
Hilton	HLT	\$71.35	Hold	\$107	50%	\$2,286	\$2,406	14.8X	Upside risk: Macro lodging trends improve beyond expectations. 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	\$79.90	Hold	\$128	60%	\$3,151	\$3,466	14.9X	Downside Risk: 2020 is a recession year in the US. Geopolitical and policy risks negatively impact lodging demand.
Marriott Vacations****	VAC	\$75.47	Buy	\$157	108%	\$877	\$917	10.5X	Downside risk: M&A story fades and multiples revert to historical levels
Park Hotels & Resorts	PK	\$7.47	Buy	\$27	261%	\$842	\$858	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	\$10.66	Hold	\$23	116%	\$445	\$445	14.0X	Downside risk: demand shock, hurricanes, inability to complete 2021 growth initiatives. country-specific risks (emerging market portfolio)
Playa Hotels & Resorts	PLYA	\$2.13	Buy	\$10	369%	\$173	\$180	11.5X	Upside risk: RevPAR reaccelerates due to macroeconomic improvements, leading to estimate revisions and multiple expansion.
RLJ Lodging Trust***	RLJ	\$7.84	Sell	\$15	91%	\$391	\$402	11.0X	Upside risk: recovering group demand better than expected, better margin recovery.
Ryman Hospitality Properties	RHP	\$28.00	Hold	\$82	193%	\$541	\$527	12.6X	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.
Sunstone Hotel Investors	SHO	\$7.99	Hold	\$12	50%	\$292	\$292	11.5X	Downside risk: Weaker than expected demand trends following capital investment projects.
Vail Resorts, Inc.****	MTN	\$150.59	Buy	\$247	64%	\$736	\$736	15.0X	Downside risk: Economic conditions, competition for vacation and ski dollars, stagnant skier visitation, an aging customer, and climate change.
Wyndham Destinations****	WYND	\$21.38	Buy	\$73	241%	\$1,052	\$1,084	8.2X	Downside risk: The timeshare business is especially vulnerable to economic softness. There are potential execution risks post the spin off.
Wyndham Hotels & Resorts	WH	\$31.70	Buy	\$66	108%	\$602	\$628	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

Companies Mentioned in This Note

Bluegreen Vacations Corporation (BXG, \$5.56, Hold, C. Patrick Scholes)
Choice Hotels International, Inc. (CHH, \$68.53, Hold, C. Patrick Scholes)
DiamondRock Hospitality Company (DRH, \$4.65, Hold, C. Patrick Scholes)
Hyatt Hotels Corporation (H, \$54.02, Hold, C. Patrick Scholes)
Hilton Grand Vacations Inc. (HGV, \$17.84, Buy, C. Patrick Scholes)
Hilton Worldwide Holdings Inc. (HLT, \$70.79, Hold, C. Patrick Scholes)
Host Hotels & Resorts, Inc. (HST, \$10.62, Hold, C. Patrick Scholes)
Marriott International, Inc. (MAR, \$80.02, Hold, C. Patrick Scholes)
Vail Resorts, Inc. (MTN, \$155.98, Buy, C. Patrick Scholes)
Pebblebrook Hotel Trust (PEB, \$10.45, Hold, Gregory Miller)
Park Hotels & Resorts Inc. (PK, \$7.22, Buy, C. Patrick Scholes)
Playa Hotels & Resorts N.V. (PLYA, \$2.17, Buy, C. Patrick Scholes)
Ryman Hospitality Properties, Inc. (RHP, \$27.96, Hold, C. Patrick Scholes)
RLJ Lodging Trust (RLJ, \$7.85, Sell, Gregory Miller)
Sunstone Hotel Investors, Inc. (SHO, \$8.00, Hold, C. Patrick Scholes)
Marriott Vacations Worldwide Corporation (VAC, \$76.05, Buy, C. Patrick Scholes)
Wyndham Hotels & Resorts, Inc. (WH, \$32.90, Buy, C. Patrick Scholes)
Wyndham Destinations, Inc. (WYND, \$21.57, Buy, C. Patrick Scholes)

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