



China & Italy hotels: RevPAR down 61% & 96% y/y for week ending 5/9/20

China: gradual RevPAR improvement last wk, though driven by ADR & not Occupancy

What's Incremental To Our View

Quick take: Per STR for the week ending May 9th, China hotel RevPAR in local currency was -61.4% y/y. This compares to the US for the same week down 74.4% y/y. 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.

High level observations from the latest results are that China absolutely occupancy actually slipped to 36.3%, a slight deceleration from 37.6% in the prior week. We note that this is only one week of slippage and we are not calling this a trend. Despite this sequential slippage, the trendline is still favorable. Interestingly, ADR in China was down “only” 27.3% last week, the best performance since March. Net-net, RevPAR was “only” down 61.4%, the “best” performance since the last week of January. See discussion and exhibits below.

From observations of what is happening with RevPAR and re-openings in China, we believe it will be a slower and longer recovery in the US than what the more optimistic/bullish management teams and investors expect. We note that China is approx. 2 months ahead of the US from when RevPAR first fell off a cliff and RevPAR is still tracking down 61% y/y. We do not think that the occupancy recovery in the US will be clearly apparent until there is a vaccine and/or significant testing. And even with an occupancy recovery, the important question of the virus's economic impact (and potential loss to rate integrity) remains outstanding for RevPAR to recover to pre-virus levels (we contend this recovery will likely take years). *Please see our note on the conference call we held with STR Asia-Pacific for additional thoughts and color.* While hotel stocks have been crushed, we are holding back on any stock upgrades at this time as we believe we will see more attractive entry points at a future date.

- **We look closely at how hotels in China are faring as we believe it not unreasonable to think that a similar pattern to what is happening in China is a preview of what might happen in the US, though exact recovery timing and trajectories in the US are still big unknowns.** China implemented far more stringent social distancing requirements than the US, and while we do not claim to be medical professionals, it may take longer (how much longer is a question no one can answer with certainty at this time) to begin to see a clear second-derivative turn in US hotel bookings, reopenings, and RevPAR, like we have seen in China.

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What's Inside

China and Italy data and analysis as of week ending 5/9/20

About our data set:

- **China:** Currently 786k hotel rooms reporting data in the survey, or 28.5% of the total number of rooms in China. Due to hotel closings, these figures are a decrease from the last week of December where 889k rooms were in the survey, or 31.8% of the total number of hotel rooms in China. **786k rooms is a sequential acceleration from two weeks ago where 769k rooms were reporting data.** We note that the STR data set is primarily branded hotels, which see a larger number of international (meaning fly-to) guests than does the average hotel in China. Implications are that with international inbound flights to China severely curtailed, RevPAR results and hotel reopenings in the STR data set could be weaker than the average hotel in China.
- **Italy:** Currently 10k hotel rooms reporting data in the survey, or 2.9% of the total number of rooms in Italy. Due to hotel closings, these figures are a decrease from the last week of December where 80k rooms were in the survey, or 21.6% of the total number of hotel rooms in Italy. **10k rooms is an improvement from the prior week where 7k rooms were reporting data.**

RevPAR detail for week ending May 9th vs. trailing 28 days:China (local currency):

- RevPAR was -61.4% y/y for the week ending May 9th, **an improvement** from the -68.1% for the trailing 28 days.
- ADR was -27.3% y/y for the week ending May 9th, **an improvement** from the -35.0% for the trailing 28 days.
- Occupancy was -46.9% y/y for the week ending May 9th, **an improvement** vs. -50.8% for the trailing 28 days.

Italy (local currency):

- RevPAR was -96.1% y/y for the week ending May 9th, **essentially unchanged** from -95.2% for the trailing 28 days.
- ADR was -64.1% y/y for the week ending May 9th, **a deceleration** vs. -58.5% for the trailing 28 days.
- Occupancy was -89.1% y/y for the week ending May 9th, **essentially unchanged** vs. -88.4% for the trailing 28 days.

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Additional thoughts and observations:**Hotel occupancy observations from the latest weekly STR results from China, Italy, and US:**

- **China: Absolute occupancy in China was 36.3%.** Absolute occupancy levels for hotels *that were still open* in China bottomed out at approx. 10% the week of February 8th. This was approx. 21 days after occupancy first started to see rapid deceleration in China or 8 weeks ahead of when this happened in the US. By comparison, peak weekly absolute occupancy in China in early January was 65%.
- **Italy: Absolute occupancy levels for hotels *that were still open* in Italy for the week ending May 9th was 8.5%.** So far it has been approx. 11 weeks after occupancy first started to see rapid deceleration in Italy. By comparison, peak weekly absolute occupancy in Italy in early mid-February was 63%.
- **US: Absolute occupancy levels for hotels *that were still open* in the US for the week ending May 9th was 30.1%.** So far it has been approx. 9 weeks after occupancy first started to see rapid deceleration in early-mid March in the US. By comparison, peak weekly absolute occupancy in the US in early mid-February was 64%.

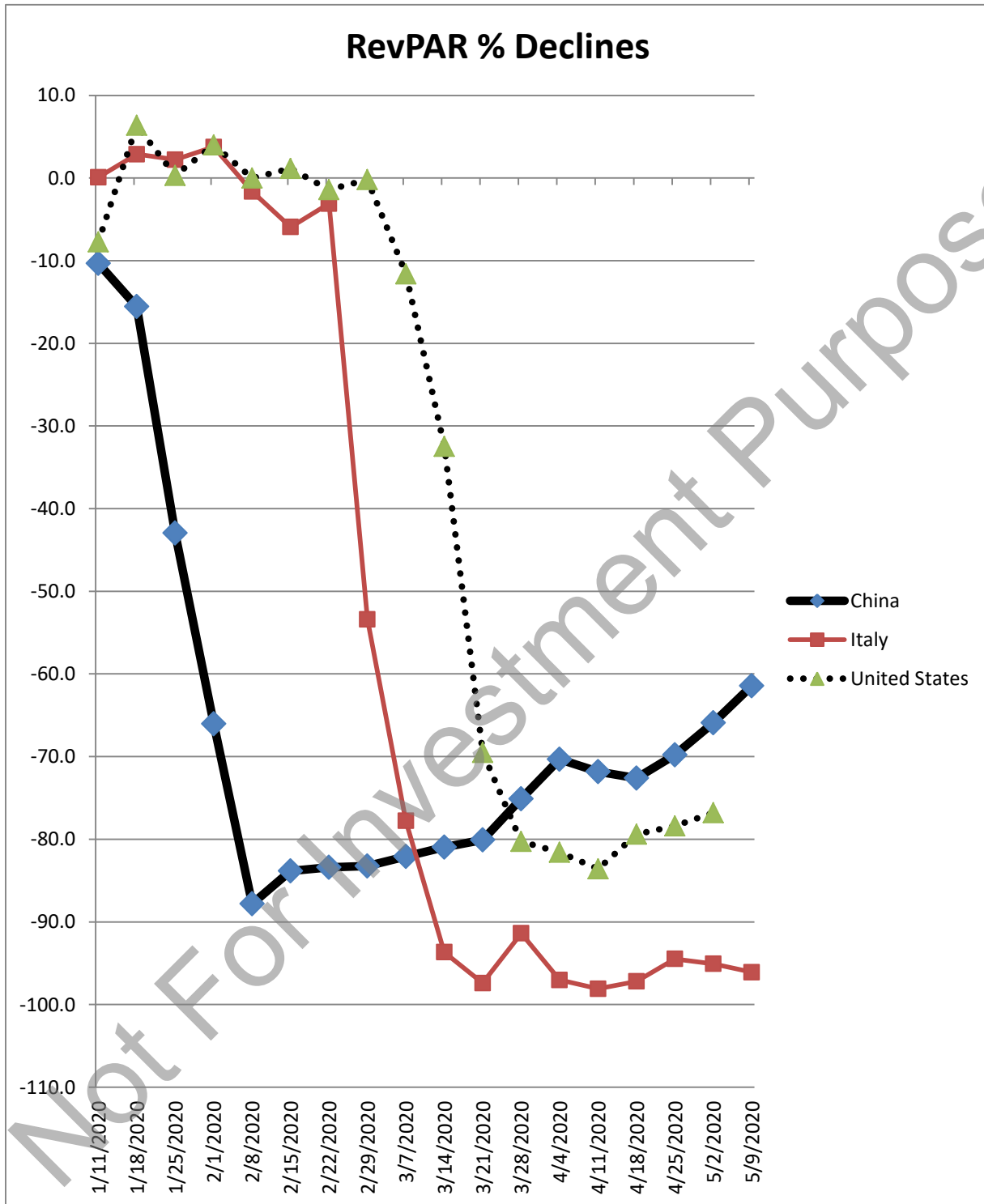
Hotel closure observations from the latest weekly STR results from China, Italy, and US:

For this we look at the week-to-week changes in the sample size of hotel rooms in STR's data set. While we cannot say with certainty that material decreases in sample size are from hotels closing, we note that hotels that are closed no longer are included in the STR data sent; ergo this is our best approximation of hotel closures.

- **China:** Based on the STR sample, peak room count declines troughed at down 35% in mid-February from early January's levels. Today, room count is down approx. 12%.
- **Italy:** Based on the STR sample as of May 9th, room count declines are running at down 88% from early January levels.
- **US:** Based on the STR sample as of May 9th, room count declines are running at down 21% from early January levels.

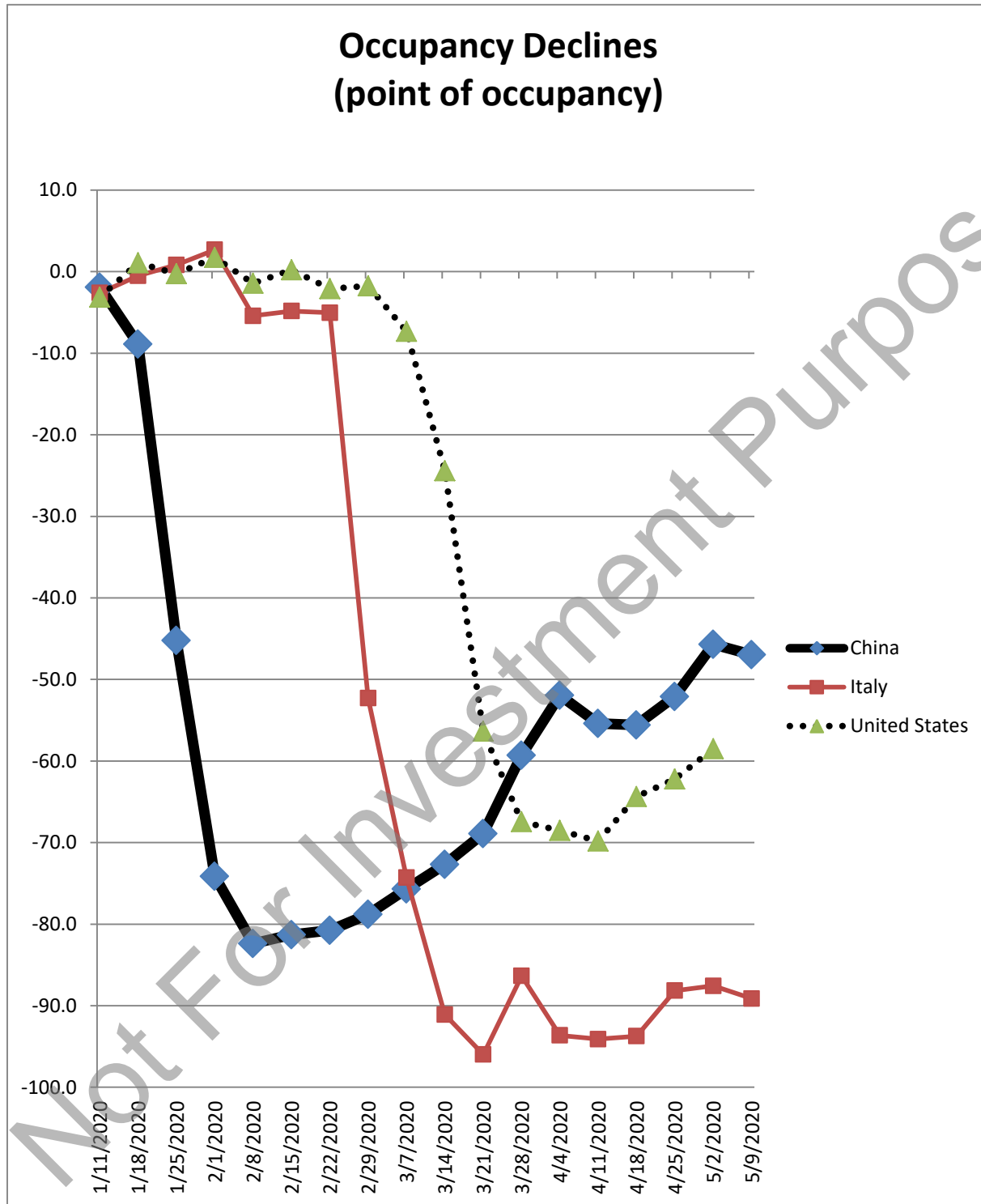
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Exhibit 1: RevPAR for China, Italy, US

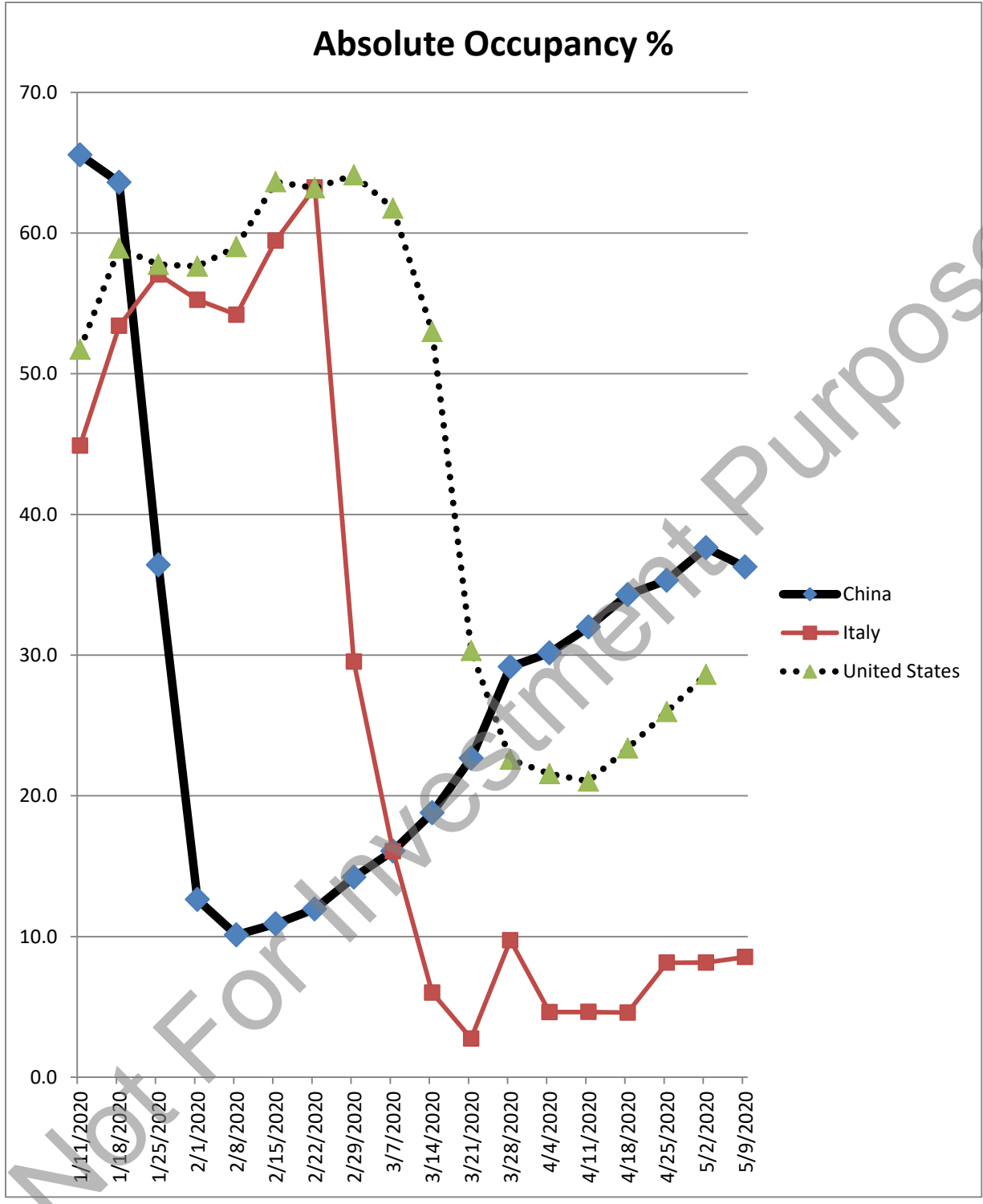


Source: STR, STRH research

Exhibit 2: Occupancy for China, Italy, US

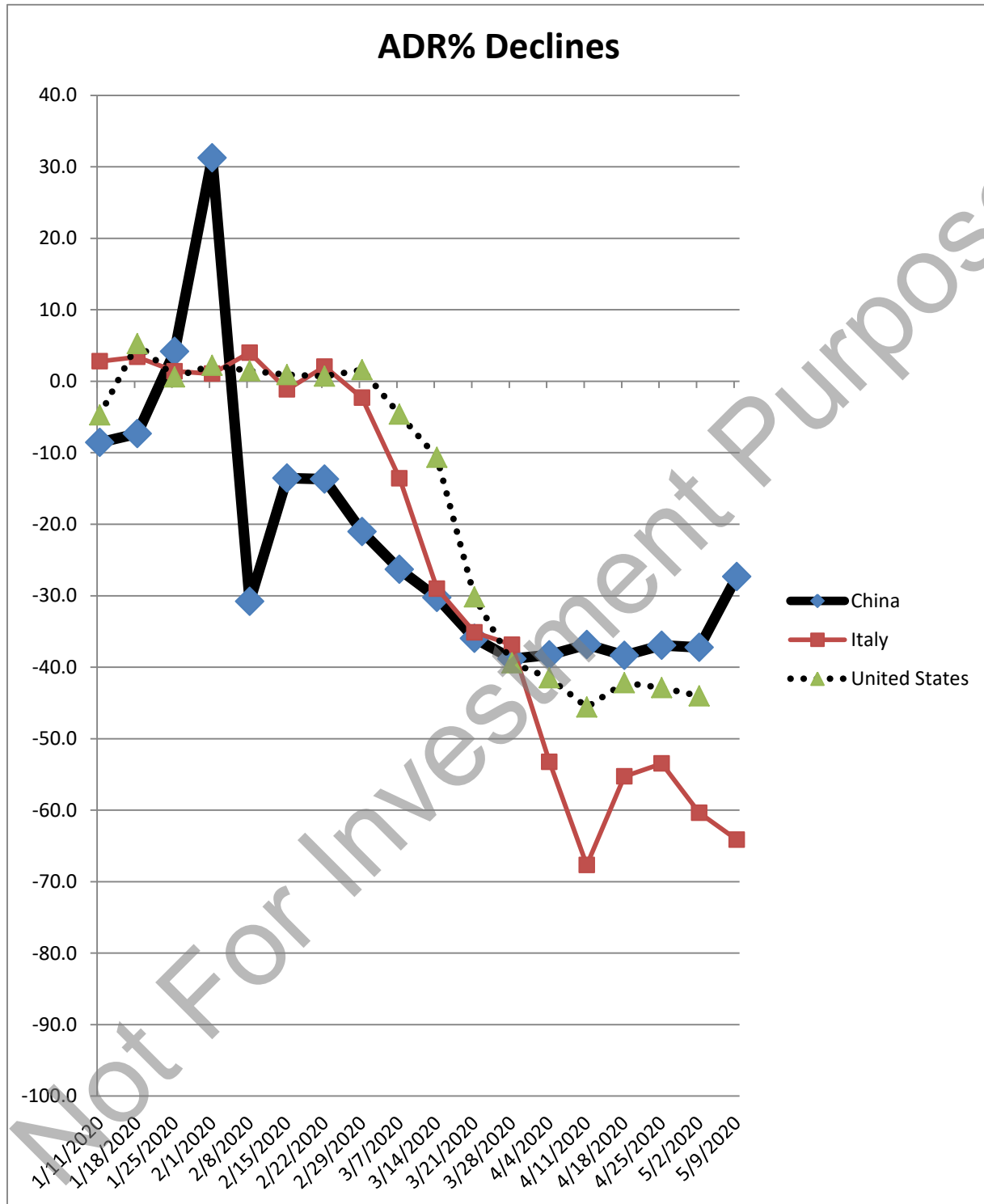


Source: STR, STRH research



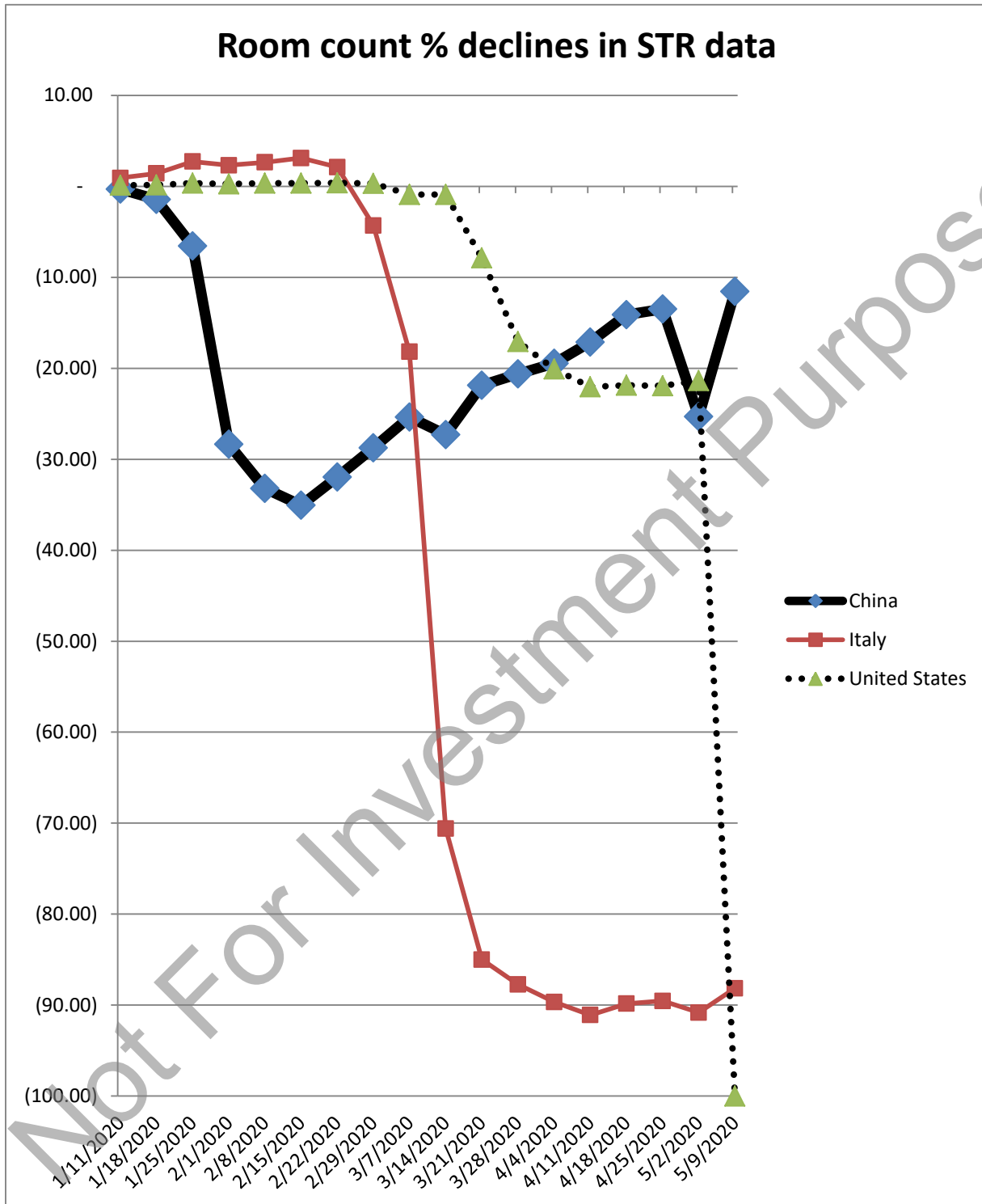
Source: STR, STRH research

Exhibit 3: ADR for China, Italy, US



Source: STR, STRH research

Exhibit 4: Room count in survey for China, Italy, US



Source: STR, STRH research

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