

Lodging

Lodging: US RevPAR -51.8% Y/Y Last Week; Clean comp and overall a bit worse w/w

We've said it before. Leisure travel has in fact not replaced business demand.

What's Incremental To Our View

Overall U.S. RevPAR was -51.8% Y/Y for the week ending 10/24/2020, per STR, softer than the prior week's result of -50.3%. (2-year stacked RevPAR was -51.9% vs. -51.0% in the prior week). Independent hotels (~ 1/3rd of the data set) were -43.5% y/y. Economy (-15.4%) was the relatively strongest chain scale for branded hotels; Upper Upscale was the weakest at -74.1%. Upscale (-56.6%) underperformed the industry average; Upper Midscale (-41.2%) outperformed. Within Upper Upscale & Luxury class hotels, Group (-88.5% vs. -88.0% prior week) was softer than Transient (-58.1% vs. -55.4% prior week).

Last week's results were fairly straightforward to us as there are no holiday shifts and just generally deteriorating trends across the lodging space. Rising virus cases may be a factor. Corporate demand remains very light especially for select- and full-service hotels. Midweek RevPARs for higher-rated hotels are in the low to mid -80s%. Economy hotels continue to significantly outperform all other chain scales due to a high leisure customer mix.

Despite some prognostication from others of leisure demand replacing lost corporate demand, there are now many weeks of data suggesting such a switchover has largely not occurred nor do we expect to ever occur. We hold dim views to any industry or analyst commentary suggesting such a massive and economically irrational switch (how many Americans can afford to spend weeks WFH at a hotel? Not many and most corporations would not pay for such an expense.)

For the month of October, we estimate that full-service branded domestic hotels (the typical Hilton [HLT, Hold], Hyatt [H, Sell], or Marriott [MAR, Hold] hotel) will finish approximately -67% to -73% for Luxury/Upper Upscale full-service and -52% to -57% for Upscale full-service. We estimate that the overall industry will finish approximately -48% to -52%. Please note that reported monthly results include hotels that are not in the weekly data set.

• We assume an easier y/y Halloween comp this year (2019 on a Thursday; 2020 on a Saturday).

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What's Inside

Weekly STR results and analysis



Compared to the prior week (ended 10/17), sequential RevPAR trends were sequentially softer vs. last week's results.

- Headline RevPAR was -51.8% vs. the running 28 day average of -49.5%.
- RevPAR for the weeks ended March 14 through October 17, 2020 were -32.5/-69.5/-80.3/-81.6/-83.6/-79.4/-78.4/-76.8/-74.4/-73.6/-69.9/-62.1/-65.0/-62.6/-60.3/-56.5/-44.8/-54.6/-56.0/-54.8/-51.1/-49.4/-46.1/-46.1/-44.5/-32.8/-48.1/-51.6/-51.7/-48.1/-47.5/-50.3%, respectively.
- Occupancy: absolute occupancy of 48.0% was sequentially **softer** than the prior week of 50.1%. Occupancy y/y change of -31.7% is sequentially **softer** than the prior week of -30.7%.
- ADR: ADR y/y change of -29.4% was sequentially softer than the prior week of -28.3%. (We do not consider sequential changes in absolute ADR material.)
- "Location" RevPAR Y/Y change sequentially softer (ex-Interstate) vs. the prior week. We still do not see a material corporate demand rebound: Urban (-74.5% vs. -73.9% in the prior week), Suburban (-47.3% vs. -45.4%), Interstate (-20.7% vs. -21.9%), and Resort (-50.3% vs. -47.7%).
 - Absolute occupancies softer vs. the prior week: Urban: 38.0% vs. 39.3% in the prior week, Suburban: 50.8% vs. 52.4%, Interstate: 52.5% vs. 54.5%, and Resort: 42.1% vs. 45.4%.
- Open/closed hotels: Per STR 3.6% of the hotel supply is closed (vs. 3.5% in the prior week.).
- Please note there are many hotels that suspended operations/closed and they are not included in the comparisons. Implications are that the headline statistics likely overstate the actual performance of the overall industry.

Last week's RevPAR details:

- Economy was the relatively strongest chain scale: Upscale and Upper Midscale underperformed by 4,120 bps and 2,580 bps, respectively: Luxury RevPAR (-73.8%), Upper Upscale (-74.1%), Upscale (-56.6%), Upper Midscale (-41.2%), Midscale (-26.9%), and Economy (-15.4%). Independent hotels (-43.5%) outperformed the headline U.S. RevPAR.
- Within Upper Upscale & Luxury class hotels, Group underperformed Transient: Transient segment (individual business and leisure travelers) RevPAR was -58.1% (vs. -55.4% last week) and Group segment RevPAR was -88.5% (vs. -88.0% last week).
 - Absolute Group occupancy remains limited: 4.8% last week vs. 5.0% for the running 28 days.
- Los Angeles was the relatively strongest market of the top five markets: Boston (-80.5%), Chicago (-79.0%), Los Angeles (-60.4%), NYC (-81.2%), and Washington, D.C. (-77.2%).
- Other relevant markets:
 - o San Francisco: RevPAR was -78.6% vs. -78.7% last week.
 - o Florida market RevPAR:
 - Miami: (-57.0% vs. -53.9% last week).
 - Orlando: (-71.4% vs. -72.2% last week).

The lodging stocks: We expect continued investor disappointment over the next several quarters. The primary driver of our negative stance is our belief in a slower than originally anticipated US RevPAR recovery, with urban business and group-centric hotels unfortunately being in the cross-hairs of the worst of the pain.

• The good news is that leisure travel, especially drive-to leisure, has shown some green shoots over the past four months. For the public companies, we reiterate the companies best relatively positioned here in our coverage universe for drive-to leisure are CHH (Hold) and WH (Buy) (we prefer WH over CHH due to a more attractive comparable valuation) and for the timeshare companies (Hold-rated BXG and Buy-rated HGV, VAC, and WYND). To be clear, like for the business and group-centric hotels, we think the next year will still be very challenging for these companies. That said, in our view, they are relatively better positioned as to not be in the direct cross-hairs of the industry's greatest areas of pain.

(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.)

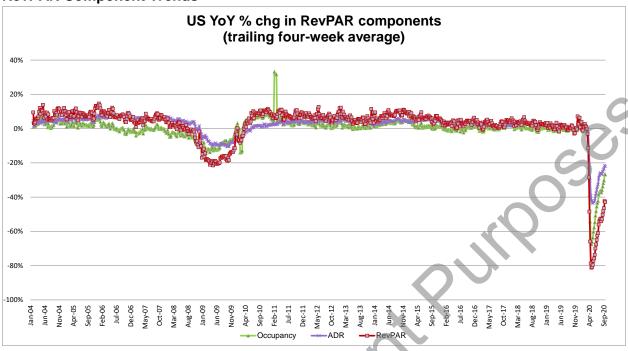


Weekly RevPAR Summary

_						YoY % c	hange in	RevPAF	₹				
	U.S.	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy	Inde- pendent	New York	Boston	LA	Chicago	DC
9/12/2020	-48.1%	-68.9%	-72.0%	-55.9%	-41.3%	-25.7%	-12.6%	-36.5%	-80.7%	-80.9%	-47.0%	-78.9%	-76.79
9/19/2020	-51.6%	-73.9%	-75.2%	-57.3%	-41.9%	-28.0%	-15.7%	-43.1%	-83.2%	-82.7%	-54.1%	-78.6%	-75.79
9/26/2020	-51.7%	-74.9%	-74.6%	-57.4%	-41.3%	-27.6%	-15.9%	-43.4%	-85.5%	-80.3%	-52.2%	-77.2%	-71.89
10/3/2020	-48.1%	-69.4%	-72.4%	-53.7%	-38.5%	-26.1%	-15.6%	-39.5%	-79.1%	-77.1%	-49.8%	-72.4%	-68.89
10/10/2020	-47.5%	-68.6%	-70.8%	-53.2%	-38.7%	-26.2%	-17.4%	-38.4%	-78.7%	-75.4%	-52.0%	-76.0%	-70.19
								-30.4 % -41.8%					
10/17/2020	-50.3%	-72.3%	-72.7%	-55.6%	-39.8%	-27.0%	-17.8%		-82.3%	-78.1%	-56.9%	-78.5%	-78.19
10/24/2020	-51.8%	-73.8%	-74.1%	-56.6%	-41.2%	-26.9%	-15.4%	-43.5%	-81.2%	-80.5%	-60.4%	-79.0%	-77.29
		omp; simply worse undamentals			Economy and Midscale led the industry (on a relative basis)		LA	LA and DC led the Top 5 markets (on a relative basis; all markets extremely negative)					
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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%	-11.09
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%	3.19
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%	-3.49
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%	-3.49
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%	-2.49
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%	-1.59
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%	4.59
4Q19	0.7%	3.6%	1.0%	-0.6%	-1.0%	-2.7%	-1.5%	2.3%	-4.1%	-11.6%	1.1%	-0.7%	5.29
1Q20	-19.3%	-21.4%	-23.1%	-20.8%	-19.1%	-16.8%	-11.2%	-16.7%	-28.0%	-24.5%	-19.3%	-21.0%	-23.29
2Q20 3Q20	-69.9% -48.5%	-86.8% -72.0%	-86.7% -71.8%	-74.8% -55.2%	-65.4% -41.7%	-51.3% -29.7%	-35.0% -19.0%	-65.2% -39.0%	-76.9% -77.6%	-88.2% -79.1%	-74.5% -58.4%	-83.7% -73.4%	-83.79 -68.09
0420	40.070	72.070	71.070	00.270	41.770	20.1 70	10.070	00.070	77.0%	75.170	00.470	70.470	00.07
_			Upper		YoY % change in ADR								
	U.S.	Luxury	Upscale	Upscale	Upper Midscale	Midscale	Economy	Inde- pendent	New York	Boston	LA	Chicago	DC
9/12/2020	-25.5%	-16.4%	-30.8%	-27.2%	-17.2%	-8.8%	-5.2%	-17.3%	-53.6%	-52.0%	-24.1%	-51.2%	-46.59
9/19/2020	-28.9%	-21.5%		-28.9%			-7.1%	-22.6%	-57.6%	-54.7%	-27.9%	-49.4%	
			-33.7%		-18.8%	-10.4%			- A '				-45.99
9/26/2020	-29.6%	-26.1%	-34.2%	-29.5%	-19.0%	-10.4%	-7.1%	-23.2%	-64.0%	-52.4%	-25.4%	-48.7%	-43.89
10/3/2020	-26.3%	-14.6%	-30.8%	-26.6%	-17.7%	-10.2%	-6.2%	-19.5%	-52.6%	-48.6%	-23.9%	-43.0%	-40.29
10/10/2020	-25.9%	-16.9%	-29.8%	-26.8%	-18.0%	-10.6%	-7.3%	-18.9%	-51.0%	-48.1%	-24.2%	-46.7%	-39.59
10/17/2020	-28.3%	-22.2%	-33.1%	-28.8%	-18.7%	-10.3%	-7.2%	-21.1%	-57.2%	-51.6%	-28.1%	-50.7%	-52.19
10/24/2020	-29.4%	-21.4%	-33.9%	-29.3%	-19.1%	-10.1%		-22.7%	-55.9%	-54.7%	-31.6%	-50.7%	-49.59
		•					$X \rightarrow$						
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%	-9.49
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%	2.49
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%	-0.89
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%	-2.19
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%	1.59
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%	0.29
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%	4.09
4Q19	0.7%	2.4%	0.6%	-0.4%	-0.3%	-1.0%	-1.0%	1.9%	-3.7%	-5.5%	0.3%	-2.0%	3.99
1Q20	-4.0%	1.6%	-1.4%	-2.9%	-3.1%	-3.8%	-3.8%	-2.3%	-8.6%	-6.2%	-2.7%	-2.6%	-6.89
2Q20	-37.1%	-22.0%	-34.0%	-30.0%	-23.1%	-17.1%	-14.6%	-34.8%	-52.3%	-56.9%	-40.5%	-53.7%	-48.89
3Q20	-24.1%	-12.6%	-25.6%	-24.2%	-17.3%	-11.6%	-9.4%			-47.3%	-31.6%		
		-12.070						-16.1%	-47.7%	47.070	-31.070	-43.2%	-34.5
		-12.070			Y	oY % ch	ange in C	•		41.070	-31.070	-43.2%	-34.5%
_			Upper		Upper		ange in C	Occupan Inde-	су				
0/43/2022	U.S.	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	ange in C	Occupan Inde- pendent	Cy New York	Boston	LA	Chicago	DC
9/12/2020	-30.2%	Luxury -62.7%	Upper Upscale -59.5%	Upscale -39.4%	Upper Midscale -29.1%	Midscale -18.5%	ange in C	Occupan Inde- pendent -23.3%	Cy New York -58.4%	Boston -60.3%	LA -30.2%	Chicago -56.8%	DC -56.49
9/19/2020	-30.2% -31.9%	-62.7% -66.8%	Upper Upscale -59.5% -62.5%	Upscale -39.4% -40.0%	Upper Midscale -29.1% -28.4%	Midscale -18.5% -19.7%	ange in C Economy -7.8% -9.3%	Occupan Inde- pendent -23.3% -26.5%	Cy New York -58.4% -60.3%	Boston -60.3% -61.8%	LA -30.2% -36.4%	Chicago -56.8% -57.7%	DC -56.49 -55.19
9/19/2020 9/26/2020	-30.2% -31.9% -31.5%	-62.7% -66.8% -66.0%	Upper Upscale -59.5% -62.5% -61.4%	Upscale -39.4% -40.0% -39.6%	Upper Midscale -29.1% -28.4% -27.6%	Midscale -18.5% -19.7% -19.2%	ange in C Economy -7.8% -9.3% -9.5%	Occupan Inde- pendent -23.3% -26.5% -26.3%	Cy New York -58.4% -60.3% -59.6%	Boston -60.3% -61.8% -58.7%	-30.2% -36.4% -35.9%	Chicago -56.8% -57.7% -55.4%	DC -56.49 -55.19 -49.99
9/19/2020	-30.2% -31.9%	-62.7% -66.8%	Upper Upscale -59.5% -62.5%	Upscale -39.4% -40.0%	Upper Midscale -29.1% -28.4%	Midscale -18.5% -19.7%	ange in C Economy -7.8% -9.3%	Occupan Inde- pendent -23.3% -26.5%	Cy New York -58.4% -60.3%	Boston -60.3% -61.8%	LA -30.2% -36.4%	Chicago -56.8% -57.7%	DC -56.49 -55.19
9/19/2020 9/26/2020 10/3/2020	-30.2% -31.9% -31.5%	-62.7% -66.8% -66.0%	Upper Upscale -59.5% -62.5% -61.4%	Upscale -39.4% -40.0% -39.6%	Upper Midscale -29.1% -28.4% -27.6%	Midscale -18.5% -19.7% -19.2%	ange in C Economy -7.8% -9.3% -9.5%	Occupan Inde- pendent -23.3% -26.5% -26.3%	Cy New York -58.4% -60.3% -59.6%	Boston -60.3% -61.8% -58.7%	-30.2% -36.4% -35.9%	Chicago -56.8% -57.7% -55.4%	-56.49 -55.19 -49.99 -47.99
9/19/2020 9/26/2020 10/3/2020 10/10/2020	-30.2% -31.9% -31.5% -29.6% -29.2%	-62.7% -66.8% -66.0% -64.2% -62.2%	Upper Upscale -59.5% -62.5% -61.4% -60.2% -58.4%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -25.3%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5%	27.8% -9.3% -9.5% -10.0% -11.0%	Dccupan Inde- pendent -23.3% -26.5% -26.3% -24.8% -24.0%	New York -58.4% -60.3% -59.6% -55.9% -56.6%	Boston -60.3% -61.8% -58.7% -55.5% -52.6%	-30.2% -36.4% -35.9% -34.0% -36.6%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9%	-56.49 -55.19 -49.99 -47.99 -50.59
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/17/2020	-30.2% -31.9% -31.5% -29.6% -29.2% -30.7%	-62.7% -66.8% -66.0% -64.2% -62.2% -64.4%	Upper Upscale -59.5% -62.5% -61.4% -60.2% -58.4% -59.2%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1% -37.6%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -25.3% -26.0%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5% -18.6%	27.8% -9.3% -9.5% -10.0% -11.0% -11.5%	Dccupan Inde- pendent -23.3% -26.5% -26.3% -24.8% -24.0% -26.2%	New York -58.4% -60.3% -59.6% -55.9% -56.6% -58.8%	Boston -60.3% -61.8% -58.7% -55.5% -52.6% -54.8%	LA -30.2% -36.4% -35.9% -34.0% -36.6% -40.0%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9% -56.4%	-56.4' -55.1' -49.9' -47.9' -50.5' -54.4'
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/17/2020	-30.2% -31.9% -31.5% -29.6% -29.2%	-62.7% -66.8% -66.0% -64.2% -62.2%	Upper Upscale -59.5% -62.5% -61.4% -60.2% -58.4%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -25.3%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5%	27.8% -9.3% -9.5% -10.0% -11.0%	Dccupan Inde- pendent -23.3% -26.5% -26.3% -24.8% -24.0%	New York -58.4% -60.3% -59.6% -55.9% -56.6% -58.8%	Boston -60.3% -61.8% -58.7% -55.5% -52.6%	-30.2% -36.4% -35.9% -34.0% -36.6%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9%	-56.4' -55.1' -49.9' -47.9' -50.5' -54.4'
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/17/2020	-30.2% -31.9% -31.5% -29.6% -29.2% -30.7%	-62.7% -66.8% -66.0% -64.2% -62.2% -64.4%	Upper Upscale -59.5% -62.5% -61.4% -60.2% -58.4% -59.2%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1% -37.6%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -25.3% -26.0%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5% -18.6%	27.8% -9.3% -9.5% -10.0% -11.0% -11.5%	Dccupan Inde- pendent -23.3% -26.5% -26.3% -24.8% -24.0% -26.2%	New York -58.4% -60.3% -59.6% -55.9% -56.6% -58.8%	Boston -60.3% -61.8% -58.7% -55.5% -52.6% -54.8%	LA -30.2% -36.4% -35.9% -34.0% -36.6% -40.0%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9% -56.4%	DC -56.49 -55.19 -49.99 -47.99 -50.59 -54.49 -54.79
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/17/2020 10/24/2020	-30.2% -31.9% -31.5% -29.6% -29.2% -30.7% -31.7%	-62.7% -66.8% -66.0% -64.2% -62.2% -64.4% -66.7%	Upper Upscale -59.5% -62.5% 61.4% -60.2% -58.4% -59.2% -60.9% 0.0%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1% -37.6% -38.6% 0.5%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -26.0% -27.3%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5% -18.6% -18.6%	enge in C Economy -7.8% -9.3% -9.5% -10.0% -11.0% -11.5% -9.9% 1.3%	Dccupan Inde- pendent -23.3% -26.5% -26.3% -24.8% -24.0% -26.2% -26.9%	Cy New York -58.4% -60.3% -59.6% -55.9% -56.6% -58.8% -57.2% 3.5%	Boston -60.3% -61.8% -58.7% -55.5% -52.6% -54.8% -57.0% 3.7%	LA -30.2% -36.4% -35.9% -34.0% -40.0% -42.1% -1.3%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9% -56.4% -57.4% 4.4%	DC -56.49 -55.19 -49.99 -47.99 -50.59 -54.49 -54.79 -1.89
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/17/2020 10/24/2020	-30.2% -31.9% -31.5% -29.6% -29.2% -30.7% -31.7%	Luxury -62.7% -66.8% -66.0% -64.2% -62.2% -64.4% -66.7% 2.1% 1.3%	Upper Upscale -59.5% -62.5% -61.4% -60.2% -58.4% -59.2% -60.9% 0.0% 0.5%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1% -37.6% -38.6% 0.5% 0.4%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -26.0% -27.3% 1.1% 0.9%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5% -18.6% -18.6% 0.9% 1.5%	2.5% ange in C Economy -7.8% -9.3% -9.5% -10.0% -11.0% -11.5% -9.9% -1.3% 0.4%	Dccupan Inde- pendent -23.3% -26.5% -26.3% -24.8% -24.0% -26.2% -26.9% 0.7% 1.5%	Cy New York -58.4% -60.3% -59.6% -55.9% -56.6% -58.8% -57.2% 3.5% 0.5%	Boston -60.3% -61.8% -58.7% -55.5% -52.6% -54.8% -57.0%	LA -30.2% -36.4% -35.9% -34.0% -36.6% -40.0% -42.1%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9% -56.4% -57.4% 4.4% 0.7%	DC -56.44 -55.19 -49.99 -47.99 -50.59 -54.49 -54.79
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/17/2020 10/24/2020 10/24/2020	-30.2% -31.9% -31.5% -29.6% -29.2% -30.7% -31.7% 0.9% 1.1% -0.4%	-62.7% -66.8% -66.0% -64.2% -62.2% -64.4% -66.7% -2.1% 1.3% 0.0%	Upper Upscale -59.5% -62.5% -61.4% -60.2% -58.4% -59.2% -60.9% 0.0% 0.5% -0.5%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1% -37.6% -38.6% 0.5% 0.4% -1.0%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -26.0% -27.3% 1.1% 0.9% -1.7%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5% -18.6% -18.6% 0.9% 1.5% -1.1%	ange in C Economy -7.8% -9.3% -9.5% -10.0% -11.5% -9.9% 1.3% 0.4% 0.5%	Dccupan Inde- pendent -23.3% -26.5% -26.3% -24.8% -24.0% -26.2% -26.2% -26.9% 0.7% 0.3%	Cy New York -58.4% -60.3% -59.6% -55.9% -56.6% -58.8% -57.2% 3.5% 0.5% -0.5%	Boston -60.3% -61.8% -58.7% -55.5% -52.6% -54.8% -57.0% -1.1% 0.9%	-30.2% -36.4% -35.9% -34.0% -40.0% -42.1% -1.3% -1.4% 0.2%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9% -56.4% -57.4% -77.4%	DC -56.46 -55.19 -49.99 -47.99 -50.59 -54.46 -54.79 -1.88 0.79 -2.69
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/17/2020 10/24/2020 1Q18 2Q18 3Q18 4Q18	-30.2% -31.9% -31.5% -29.6% -29.2% -30.7% -31.7% 0.9% 1.1% -0.4% 0.4%	62.7% -66.8% -66.0% -64.2% -64.2% -64.7% 2.1% 1.3% 0.0% -0.7%	Upper Upscale -59.5% -62.5% -61.4% -60.2% -58.4% -60.9% -0.5% -0.5% -0.5% -1.1%	Upscale -39.4% -40.0% -39.6% -36.9% -36.16% -37.6% -38.6% 0.5% 0.4% -1.0% -1.6%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -26.0% -27.3% -1.1% 0.9% -1.7% -0.6%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5% -18.6% -18.6% -1.1.5% -1.1.9% -0.4%	ange in C Economy -7.8% -9.3% -9.5% -10.0% -11.0% -11.5% -9.9% 1.3% 0.4% 0.5% 2.3%	Dccupan Independent -23.3% -26.5% -26.3% -24.8% -24.2% -26.2% -26.9% 0.7% 1.5% 0.3% 1.9%	Cy New York -58.4% -60.3% -59.6% -55.9% -56.6% -57.2% 3.5% 0.5% 0.1%	Boston -60.3% -61.8% -58.7% -55.5% -52.6% -54.8% -57.0% 3.7% -1.1% 0.9% 6.3%	LA -30.2% -36.4% -35.9% -34.0% -40.0% -42.1% -1.3% -1.4% 0.2% 1.6%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9% -56.4% -57.4% -7.4% 0.7% 0.7% 0.6%	DC -56.44 -55.15 -54.47 -54.76 -1.89 -2.66 -1.35
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/17/2020 10/24/2020 1Q18 2Q18 3Q18 4Q18 1Q19	-30.2% -31.9% -31.5% -29.6% -29.2% -30.7% -31.7% 0.9% 1.1% -0.4% 0.4%	-62.7% -66.8% -66.0% -64.2% -64.2% -64.4% -66.7% -2.1% 1.3% 0.0% -0.7% -2.8%	Upper Upscale -59.5% -62.5% -61.4% -60.2% -58.4% -60.9% -0.5% -0.5% -1.1% -1.3%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1% -37.6% -38.6% 0.5% 0.4% -1.0% -1.4%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -26.0% -27.3% -1.1% 0.9% -1.7% -0.6% -0.5%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5% -18.6% -18.6% -19.6% -1.1% -1.1% -1.4% -1.0%	ange in C Economy -7.8% -9.3% -9.5% -11.0% -11.5% -9.9% 1.3% 0.4% 0.5% 2.3%	Decupan Inde- pendent -23.3% -26.5% -26.3% -24.8% -24.0% -26.2% -26.9% -25.9% -26.9% -	Cy New York -58.4% -60.3% -59.6% -55.9% -56.6% -58.8% -57.2% 3.5% 0.5% -0.5% -3.5%	80ston -60.3% -61.8% -58.7% -55.5% -52.6% -54.8% -57.0% 3.7% -1.1% 0.9% 6.3% -2.8%	LA -30.2% -36.4% -35.9% -34.0% -40.0% -42.1% -1.3% -1.4% -0.2% -0.7%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9% -56.4% -57.4% 4.4% 0.7% 0.7% 0.6% -2.2%	-56.4° -55.4° -49.9° -47.9° -50.5° -54.4° -54.7° -1.8° 0.7° -2.6° -1.3° -3.8°
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/17/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020	-30.2% -31.9% -31.5% -29.6% -29.2% -30.7% -31.7% -1.1% -0.4% 0.4% -0.1%	-62.7% -66.8% -66.0% -64.2% -64.2% -64.4% -66.7% -2.1% -0.0% -0.7% -2.8% -1.4%	Upper Upscale -59.5% -62.5% -62.5% -61.4% -60.2% -58.4% -60.9% -0.5% -0.5% -1.1% -1.3%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1% -37.6% -38.6% -1.0% -1.6% -1.4% -1.0%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -26.0% -27.3% 1.1% 0.9% -1.7% -0.6% -0.5%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5% -18.6% -18.6% -1.19% -1.19% -0.0% -0.6%	ange in C Economy -7.8% -9.3% -9.5% -10.0% -11.0% -11.5% -9.9% 0.4% 0.5% 2.3% 2.3%	Dccupan Inde- pendent -23.3% -26.5% -26.3% -24.8% -24.0% -26.2% -26.2% -26.2% -0.3% -0.4% -0.5%	Cy -58.4% -59.6% -59.6% -55.9% -56.6% -57.2% -0.5% -0.1% -3.5% -0.7%	Boston -60.3% -61.8% -58.7% -55.5% -52.6% -54.8% -57.0% 0.9% 6.3% -2.8% 1.3%	LA -30.2% -36.4% -35.9% -34.0% -36.6% -42.1% -1.3% -1.4% -0.2% -1.6% -0.7% -0.8%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9% -56.4% -57.4% 0.7% 0.7% 0.6% -2.2%	DC -56.49 -55.19 -47.99 -50.59 -54.49 -54.79 -1.89 0.79 -2.69 -1.39 -3.89 -1.79
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/10/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020	-30.2% -31.9% -31.5% -29.6% -29.2% -30.7% -31.7% -0.4% -0.4% -0.4% -0.1% -0.1%	-62.7% -62.7% -66.8% -66.8% -64.2% -62.2% -66.7% -2.1% 1.3% -0.7% -2.8% -1.4% -0.2%	Upper Upscale -59.5% -61.4% -60.2% -58.4% -59.2% -60.9% 0.5% -1.1% -1.3% -0.9%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1% -37.6% -38.6% 0.4% 0.1.0% -1.6% -1.0% -1.07%	Upper Midscale -29.14% -28.4% -27.6% -25.3% -25.3% -26.0% -27.3% 1.1% -0.9% -1.7% -0.6% -0.7% -0.5% -0.7%	Midscale -18.5% -19.7% -19.2% -17.7% -18.6% -18.6% -1.15% -1.15% -1.19% -0.6% -0.5%	ange in C Economy -7.8% -9.3% -9.5% -10.0% -11.0% -9.9% 0.4% 0.5% 2.3% 2.3% 1.1% -0.4%	Decupan Inde- pendent -23.3% -26.5% -26.5% -24.8% -24.0% -26.2% -26.9% 1.5% 0.3% 1.9% 2.1% 0.7%	Cy New York -58.4% -60.3% -59.6% -55.9% -56.6% -57.2% -0.5% -0.5% -0.1% -3.5% -0.7% -0.3%	Boston -60.3% -61.8% -58.7% -55.5% -52.6% -54.8% -57.0% -3.7% -1.11% -6.3% -2.8% -1.4%	LA -30.2% -36.4% -35.9% -34.0% -36.6% -42.1% -1.3% -1.4% -0.2% -0.7% 0.8% 0.1%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9% -56.4% -57.4% 0.7% 0.7% 0.6% -2.2% 1.7% 0.6%	DC -56.49 -55.19 -49.99 -47.99 -50.59 -54.49 -54.79 -1.89 0.79 -2.69 -1.39 -3.89 -1.79 0.49
9/19/2020 9/26/2020 10/3/2020 10/10/2020 10/17/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020 10/24/2020	-30.2% -31.9% -31.5% -29.6% -29.2% -30.7% -31.7% -0.4% -0.4% -0.1% -0.1% -0.1%	-62.7% -66.8% -66.0% -64.2% -64.2% -64.4% -66.7% -2.1% -0.0% -0.7% -2.8% -1.4%	Upper Upscale -59.5% -62.5% -62.5% -61.4% -60.2% -58.4% -60.9% -0.5% -0.5% -1.1% -1.3%	Upscale -39.4% -40.0% -39.6% -36.9% -36.1% -37.6% -38.6% -1.0% -1.6% -1.4% -1.0%	Upper Midscale -29.1% -28.4% -27.6% -25.3% -26.0% -27.3% 1.1% 0.9% -1.7% -0.6% -0.5%	Midscale -18.5% -19.7% -19.2% -17.7% -17.5% -18.6% -18.6% -1.19% -1.19% -0.0% -0.6%	ange in C Economy -7.8% -9.3% -9.5% -10.0% -11.0% -11.5% -9.9% 0.4% 0.5% 2.3% 2.3%	Dccupan Inde- pendent -23.3% -26.5% -26.3% -24.8% -24.0% -26.2% -26.2% -26.2% -0.3% -0.4% -0.5%	Cy -58.4% -59.6% -59.6% -55.9% -56.6% -57.2% -0.5% -0.1% -3.5% -0.7%	Boston -60.3% -61.8% -58.7% -55.5% -52.6% -54.8% -57.0% 0.9% 6.3% -2.8% 1.3%	LA -30.2% -36.4% -35.9% -34.0% -36.6% -42.1% -1.3% -1.4% -0.2% -1.6% -0.7% -0.8%	Chicago -56.8% -57.7% -55.4% -51.5% -54.9% -56.4% -57.4% 0.7% 0.7% 0.6% -2.2%	DC -56.49 -55.19 -49.99 -47.99 -50.59 -54.49 -54.79 -1.89 0.79 -2.69 -1.39 -3.89 -1.79 0.49
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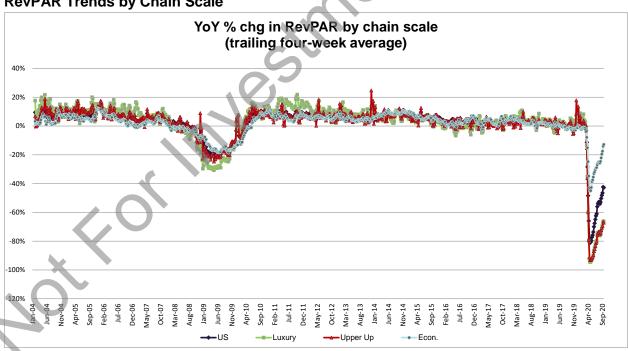
Source: STR data, Truist Securities research

RevPAR Component Trends



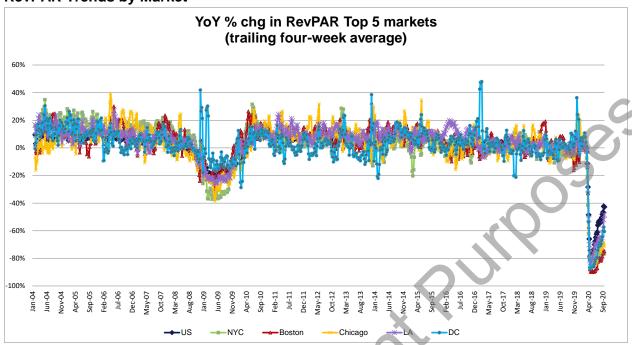
Source: STR data, Truist Securities research

RevPAR Trends by Chain Scale



Source: STR data, Truist Securities research

RevPAR Trends by Market



Source: STR data, Truist Securities research



Price Target/Risks Summary

					% upside	2021E Valuation	2022E Valuation		2022E As Reported	Target	Risks
odging .	TKR	Price 10/27/20	Rating	PT*	down- side	EBITDA (\$M)* **	EBITDA (\$M)* **	EBITDA (\$M)*	EBITDA (\$M)*	EV/EBITDA Multiple	Note: COVID-19 represents a material risk to our entire coverage especially related to the length/severity of the demand shock.
											Upside risk: Accelerating tour flow, FCF generation and decliining consum defaults. Downside risk: 3rd party induced defaults worsen. Middle mark-
Bluegreen Vacations	BXG	\$5.01	Hold	\$6	24%	\$95	\$111	\$95	\$111	6.1X	customers underperform.
											Upside risk: conservative growth of new brands.
hoice Hotels	CHH	\$86.25	Hold	\$84	-3%	\$329	\$376	\$329	\$376	14.0X	Downside risk: slowdown in development opportunities.
iamondRock Hospitality	DRH	\$4.95	Sell	\$4	-19%	\$51	\$161	\$51	\$162	11.5X	Upside risk: faster demand improvement in corporate travel than expecte Brand changes (e.g. Vail) lead to material EBITDA improvement. Leisu hotels hold/improve on RevPAR and margins despite the challenging mag
lamondrock Hospitality	DKH	\$4.95	Sell	\$4	-1976	\$51	\$101	\$51	\$102	11.58	Upside risk: Macro lodging trends improve beyond expectations. Faster expected net unit growth. Downside risk: slowing pipeline. Deep 2022
ilton	HLT	\$87.67	Hold	\$79	-10%	\$1,539	\$1,980	\$1,637	\$2,062	14.9X	recession.
											Downside risk: Disruption in a major market (HGV more concentrated the peers), issues with Japanese customer (HGV more exposed than peers)
ilton Grand Vacations	HGV	\$22.21	Buy	\$26	17%	\$262	\$349	\$278	\$365	9.3X	difficulty sourcing additional fee-for-service inventory deals
ost Hotels & Resorts	HST	\$10.86	Sell	\$8	-26%	\$242	\$802	\$242	\$802	12.0X	Upside risk: faster demand improvement in corporate travel than expected Dispositions at higher multiple than expected (incl. NYC).
lyatt Hotels	н	\$54.55	Sell	\$42	-23%	\$119	\$485	\$145	\$514	13.4X	Upside risk: Transient and group trends outperform expectations, particul for owned hotels. Material disposition of owned hotels. Faster than experiment in net rooms growth.
yatt Hotels	н	\$54.55	Sell	\$42	-23%	\$119	\$485	\$145	\$514	13.48	Upside risk: Macro lodging trends improve beyond expectations. Faster expected net unit growth. Disposition of owned hotels at attractive prici
farriott International	MAR	\$93.46	Hold	\$94	1%	\$1,939	\$2,604	\$2,160	\$2.831	14.8X	Downside risk: slowing pipeline. Deep 2022 recession.
arriott Vacations	VAC	\$97.25	Buy	\$120	23%	\$576	\$687	\$604	\$715	9.5X	Downside risk: M&A story fades and multiples revert to historical level
		4					44				Upside risk: faster demand improvement in corporate travel than expect Dispositions at higher multiple than expected. CHSP revenue and ass
ark Hotels & Resorts	PK	\$9.94	Sell	\$7	-30%	\$174	\$518	\$186	\$530	12.0X	management strategies lead to faster than expected EBITDA gains.
ebblebrook Hotel Trust***	PEB	\$12.89	Hold	\$10	-22%	\$130	\$322	\$130	\$322	13.0X	Upside Risks: Material near-term incremental EBITDA from Legacy Leasests. Downside Risks: Planned asset sales do not materialize as exp and/or at lower-than-expected pricing. Incremental EBITDA from major Crimestments take longer than anticipated, resulting in multiple contract Ver is low recovery in San Francisco.
ebblebrook Hotel Hust	PEB	\$12.09	noid	\$10	-2270	\$130	\$32Z	\$130	\$322	13.0X	Upside risk: quicker recovery post-COVID, Cap Cana group strength/ra growth in the D.R. Downside risk: demand shock, hurricanes, slow ramp
Playa Hotels & Resorts	PLYA	\$4.20	Hold	\$2	-52%	\$92	\$148	\$103	\$159	9.5X	Cap Cana, country-specific risks (emerging market portfolio) Upside_risk: RevPAR reaccelerates faster than expected, leading to estin
										X	revisions and multiple expansion. Wyndham hotels are repositioned earl the 2022 valuation period and incremental EBITDA is more material than expectations. Downside risk: Lower customer demand/operational
RLJ Lodging Trust***	RLJ	\$8.24	Hold	\$8	-3%	\$105	\$297	\$117	\$309	11.5X	inefficiencies for select-service hotels. Upside risk: recovering group and Entertainment demand faster than expe
lyman Hospitality Properties	RHP	\$40.05	Sell	\$23	-43%	\$127	\$296	\$155	\$325	12.0X	better margin recovery. Upside risk: fester demand improvement in corporate travel than expect
unstone Hotel Investors	SHO	\$7.64	Sell	\$6	-21%	\$111	\$194	\$111	\$194	11.5X	Renovations lead to faster than expected EBITDA improvements. Downside risk: Economic conditions, competition for vacation and ski do
ail Resorts, Inc.	MTN	\$241.41	Buy	\$243	1%	\$765	\$765	\$811	\$811	14.5X	stagnant skier visitation, an aging customer, and climate change.
/yndham Destinations	WYND	\$33.58	Buy	\$42	24%	\$681	\$738	\$709	\$766	7.3X	Downside risk: The timeshare business is especially wilnerable to econo softness. There are potential execution risks post the spin off.
/yndham Hotels & Resorts	WH	\$47.89	Buy	\$51	6%	\$414	\$535	\$434	\$557	13.0X	Downside risk: Slowdown in development opportunities. La Quinta syne below expectations.

Source: FactSet, Truist Securities research



Companies Mentioned in This Note

Bluegreen Vacations Corporation (BXG, \$5.01, Hold, C. Patrick Scholes)

Choice Hotels International, Inc. (CHH, \$86.25, Hold, C. Patrick Scholes)

DiamondRock Hospitality Company (DRH, \$4.95, Sell, C. Patrick Scholes)

Hyatt Hotels Corporation (H, \$54.55, Sell, C. Patrick Scholes)

Hilton Grand Vacations Inc. (HGV, \$22.21, Buy, C. Patrick Scholes)

Hilton Worldwide Holdings Inc. (HLT, \$87.67, Hold, C. Patrick Scholes)

Host Hotels & Resorts, Inc. (HST, \$10.86, Sell, C. Patrick Scholes)

Marriott International, Inc. (MAR, \$93.46, Hold, C. Patrick Scholes)

Vail Resorts, Inc. (MTN, \$241.41, Buy, C. Patrick Scholes)

Pebblebrook Hotel Trust (PEB, \$12.89, Hold, Gregory Miller)

Park Hotels & Resorts Inc. (PK, \$9.94, Sell, C. Patrick Scholes)

Playa Hotels & Resorts N.V. (PLYA, \$4.20, Hold, C. Patrick Scholes)

Ryman Hospitality Properties, Inc. (RHP, \$40.05, Sell, C. Patrick Scholes)

RLJ Lodging Trust (RLJ, \$8.24, Hold, Gregory Miller)

Sunstone Hotel Investors, Inc. (SHO, \$7.64, Sell, C. Patrick Scholes)

Marriott Vacations Worldwide Corporation (VAC, \$97.25, Buy, C. Patrick Scholes)

Wyndham Hotels & Resorts, Inc. (WH, \$47.89, Buy, C. Patrick Scholes)

Wyndham Destinations, Inc. (WYND, \$33.58, Buy, C. Patrick Scholes)

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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.

I, Gregory J. Miller, 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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Hold (H) – the stock's total return is expected to perform in line with the S&P 500 or relevant benchmark over the next 12-18 months (unless otherwise indicated)

Sell (S) – the stock's total return is expected to underperform the S&P 500 or relevant benchmark over the next 12-18 months (unless otherwise indicated)

Not Rated (NR) – Truist Securities does not have an investment rating or opinion on the stock

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H = Hold

S = Sell

D = Drop Coverage

CS = Coverage Suspended

NR = Not Rated

I = Initiate Coverage

T = Transfer Coverage

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Coverage Universe	е		Investment Banking Clients Past 12 Months				
Rating	Count	Percent	Rating	Count	Percent		
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Hold	228	32.20%	Hold	61	26.75%		
Sell	14	1.98%	Sell	3	21.43%		

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