

Lodging

Lodging: US RevPAR -53.6% Y/Y Last Week; Clean comp on normally soft mid-January

Economy occupancy growth returns to negative

What's Incremental To Our View

Overall U.S. RevPAR was -53.6% Y/Y for the week ending 01/16/2021, per STR, softer than the prior week's result of -47.7%. (2-year stacked RevPAR was -47.1% vs. -55.4% in the prior week). Independent hotels (~ 1/3rd of the data set) were -47.1% y/y. Economy (-6.6%) was the relatively strongest chain scale for branded hotels; Upper Upscale was the weakest at -76.5%. Upscale (-56.9%) underperformed the industry average; Upper Midscale (-40.3%) outperformed. Within Upper Upscale & Luxury class hotels, Group (-88.8% vs. -88.3% prior week) was softer than Transient (-62.8% vs. -56.7% prior week).

Results were largely as expected last week with leisure demand remaining the primary customer base. The Economy chain scale remains a material relative outperformer but occupancy was slightly down last week (-2.0%) vs. slightly up (+1.1%) in the prior week.

Compared to the prior week (ended 1/9/21), sequential RevPAR trends were softer vs. last week's results.

- **Headline RevPAR** was -53.6% vs. the running 28 day average of -47.2%.
- **Occupancy:** absolute occupancy of 40.1% was sequentially **stronger** than the prior week of 37.0%. Occupancy y/y change of -31.8% is sequentially **softer** than the prior week of -28.3%.
- **ADR:** ADR y/y change of -31.9% was sequentially **softer** than the prior week of -27.1%. (We do not consider sequential changes in absolute ADR material.) "Location" RevPAR Y/Y change was sequentially **softer** vs. the prior week. We still do not see a material corporate demand rebound: Urban (-72.9% vs. -63.1% in the prior week), Suburban (-47.0% vs. -44.7%), Interstate (-18.0% vs. -16.0%), and Resort (-61.3% vs. -58.4%).
 - **Absolute occupancies stronger vs. the prior week:** Urban: 32.5% vs. 29.1% in the prior week, Suburban: 44.1% vs. 40.7%, Interstate: 41.4% vs. 39.4%, and Resort: 33.3% vs. 31.2%.
- **Open/closed hotels:** Per STR 2.2% of the hotel supply is closed (vs. 2.3% last week).

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What's Inside

Weekly STR results and analysis

- 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 5,030 bps and 3,370 bps, respectively: Luxury RevPAR (-75.8%), Upper Upscale (-76.5%), Upscale (-56.9%), Upper Midscale (-40.3%), Midscale (-23.6%), and Economy (-6.6%). Independent hotels (-47.1%) were stronger than the headline U.S. RevPAR.
- **Within Upper Upscale & Luxury class hotels, Group underperformed Transient:** Transient segment (individual business and leisure travelers) RevPAR was -62.8% (vs. -56.7% last week) and Group segment RevPAR was -88.8% (vs. -88.3% last week).
 - Absolute Group occupancy remains light: 4.7% last week vs. 3.0% for the running 28 days.
- **Washington, D.C. was the relatively strongest market of the top five markets:** Boston (-71.2%), Chicago (-71.6%), Los Angeles (-65.6%), NYC (-69.6%), and Washington, D.C. (-49.8%).
- **Other relevant markets:**
 - **San Francisco:** RevPAR was -93.3% vs. -76.3% last week.
 - **Florida market RevPAR:**
 - **Miami:** (-53.3% vs. -40.8% last week).
 - **Orlando:** (-74.4% vs. -66.2% last week).

Overall for the hotel stocks we continue to believe that news/progress (or lack of) on a vaccine is the most important driver of the stocks at the moment and industry fundamentals have taken a back seat. Our view on the sector continues to be one of caution for the most part with the degree of caution positively correlated with the more exposure to corporate business and group/convention customers one has. Based on our forward observations for business and group/convention travel over the next two quarters and from actual RevPAR results in October and November, we continue to believe that most estimates for 4Q20-2Q21 look too optimistic. Given the RevPAR deceleration we have seen since summer leisure travel ended and the continued push-back of business and group travel into sometime in 2021, we do not believe the substantial quarter-over-quarter improvements that the Street is expecting for 4Q20 and 1Q21 will come to fruition.

(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

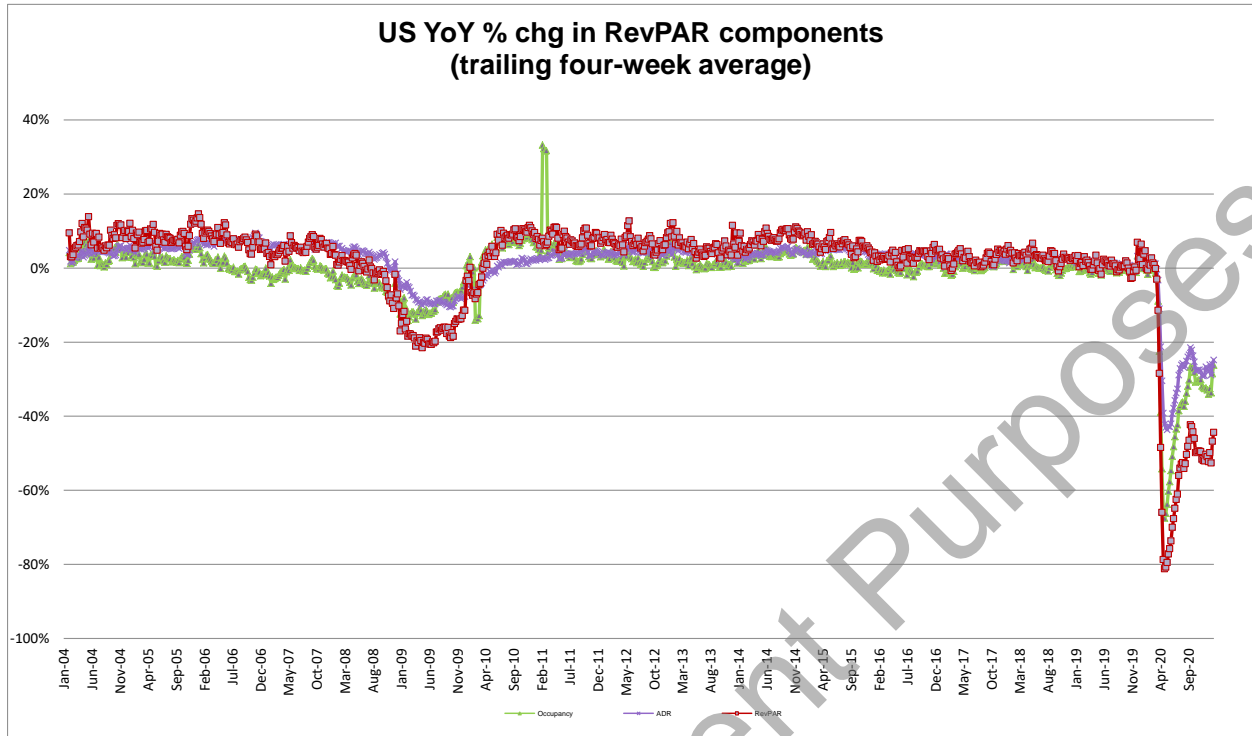
	YoY % change in RevPAR								New York	Boston	LA	Chicago	DC
	U.S.	Upper		Upper		Inde-		pendent					
	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent						
12/19/2020	-42.5%	-69.0%	-66.0%	-47.0%	-32.4%	-17.4%	-7.1%	-36.8%	-76.2%	-62.0%	-54.8%	-62.1%	-55.7%
12/26/2020	-52.3%	-72.1%	-68.3%	-50.8%	-42.3%	-29.8%	-14.7%	-52.2%	-77.2%	-57.0%	-65.5%	-57.5%	-51.6%
1/2/2021	-35.1%	-52.7%	-52.7%	-34.8%	-23.0%	-13.6%	-6.1%	-31.4%	-70.7%	-50.7%	-66.9%	-41.9%	-41.1%
1/9/2021	-47.7%	-65.3%	-72.5%	-51.7%	-35.8%	-18.5%	-1.6%	-45.3%	-62.8%	-66.4%	-58.5%	-56.0%	-32.9%
1/16/2021	-53.6%	-75.8%	-76.5%	-56.9%	-40.3%	-23.6%	-6.6%	-47.1%	-69.6%	-71.2%	-65.6%	-71.6%	-49.8%
Soft travel week, as expected				Economy and Midscale led the industry (on a relative basis)					DC and LA led the Top 5 markets (on a relative basis; all markets extremely negative)				
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%
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%	5.2%
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%	-23.2%
2Q20	-69.9%	-86.8%	-86.7%	-74.8%	-65.4%	-51.3%	-35.0%	-65.2%	-76.9%	-88.2%	-74.5%	-83.7%	-83.7%
3Q20	-48.5%	-72.0%	-71.8%	-55.2%	-41.7%	-29.7%	-19.0%	-39.0%	-77.6%	-79.1%	-58.4%	-73.4%	-68.0%

	YoY % change in ADR								New York	Boston	LA	Chicago	DC
	U.S.	Upper		Upper		Inde-		pendent					
	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent						
12/19/2020	-21.9%	-5.0%	-19.7%	-20.3%	-13.5%	-7.6%	-2.3%	-17.8%	-44.3%	-28.7%	-25.8%	-30.0%	-24.6%
12/26/2020	-28.8%	-12.9%	-23.3%	-22.2%	-17.0%	-12.8%	-7.1%	-28.3%	-48.5%	-20.2%	-31.8%	-25.4%	-15.4%
1/2/2021	-21.5%	-0.5%	-17.9%	-21.5%	-13.9%	-8.1%	-4.2%	-17.0%	-46.1%	-22.8%	-39.2%	-18.7%	-15.3%
1/9/2021	-27.1%	8.7%	-26.8%	-23.7%	-15.5%	-7.9%	-2.6%	-27.4%	-30.0%	-32.9%	-33.0%	-27.0%	-11.9%
1/16/2021	-31.9%	-16.1%	-34.5%	-28.3%	-19.0%	-10.4%	-4.6%	-27.3%	-35.9%	-36.2%	-36.5%	-37.3%	-25.6%
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%
4Q19	0.7%	2.4%	0.6%	-0.4%	-0.3%	-1.0%	-1.0%	1.9%	-3.7%	-5.5%	0.3%	-2.2%	3.9%
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%	-6.8%
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%	-48.8%
3Q20	-24.1%	-12.6%	-25.6%	-24.2%	-17.3%	-11.6%	-9.4%	-16.1%	-47.7%	-47.3%	-31.6%	-43.2%	-34.5%

	YoY % change in Occupancy								New York	Boston	LA	Chicago	DC
	U.S.	Upper		Upper		Inde-		pendent					
	Luxury	Upscale	Upscale	Midscale	Midscale	Economy	pendent						
12/19/2020	-26.4%	-67.3%	-57.7%	-33.5%	-21.8%	-10.7%	-4.9%	-23.1%	-57.3%	-46.7%	-39.1%	-45.9%	-41.3%
12/26/2020	-33.0%	-68.0%	-58.7%	-36.7%	-30.5%	-19.5%	-8.2%	-33.4%	-55.7%	-46.1%	-49.4%	-43.0%	-42.8%
1/2/2021	-17.2%	-52.4%	-42.4%	-16.9%	-10.6%	-6.0%	-2.1%	-17.3%	-45.7%	-36.1%	-45.6%	-28.5%	-30.4%
1/9/2021	-28.3%	-68.1%	-62.5%	-36.7%	-24.0%	-11.4%	1.1%	-24.6%	-46.9%	-49.8%	-38.0%	-39.8%	-23.8%
1/16/2021	-31.8%	-71.2%	-64.1%	-39.9%	-26.3%	-14.7%	-2.0%	-27.2%	-52.5%	-54.8%	-45.9%	-54.7%	-32.5%
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%
4Q19	-0.1%	1.2%	0.4%	-0.2%	-0.8%	-1.7%	-0.4%	0.4%	-0.4%	-6.5%	0.8%	1.5%	1.3%
1Q20	-15.9%	-22.6%	-21.9%	-18.4%	-16.5%	-13.6%	-7.7%	-14.8%	-21.3%	-19.5%	-17.1%	-18.8%	-17.6%
2Q20	-52.1%	-83.0%	-79.8%	-64.0%	-55.1%	-41.3%	-23.9%	-46.6%	-51.5%	-72.7%	-57.1%	-64.7%	-68.2%
3Q20	-32.2%	-68.0%	-62.2%	-40.9%	-29.5%	-20.5%	-10.6%	-27.3%	-57.3%	-60.3%	-39.1%	-53.1%	-51.2%

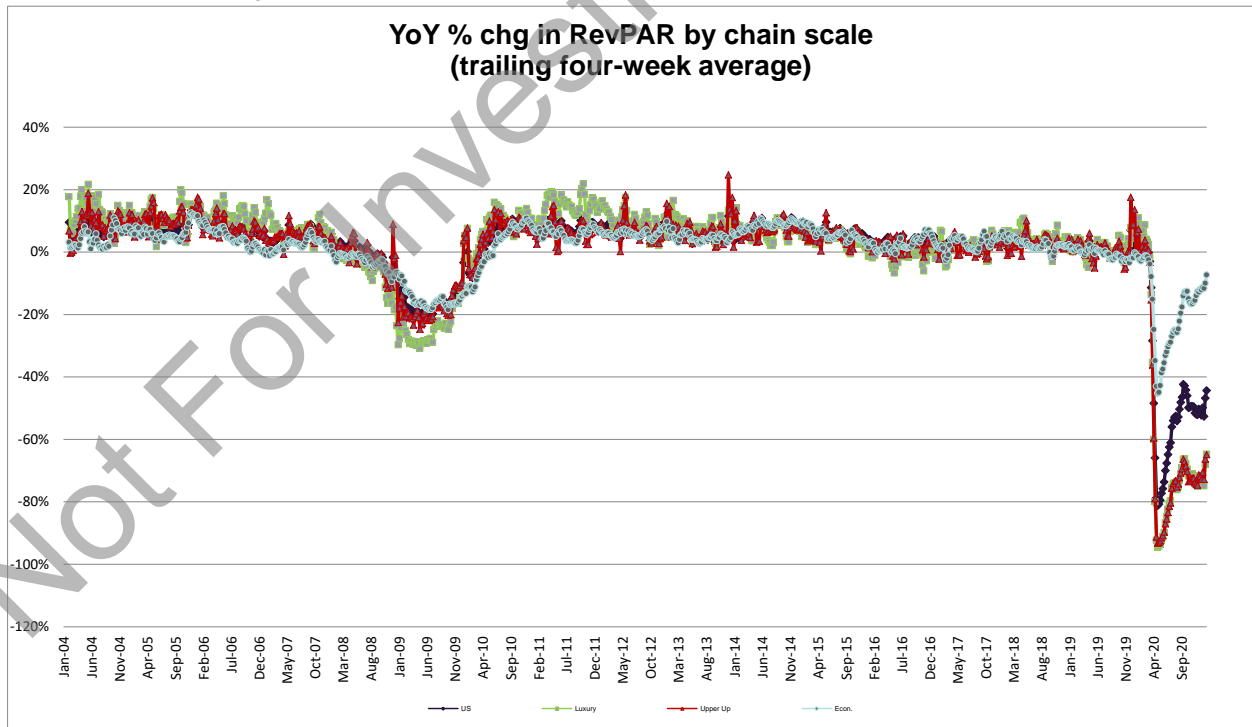
Source: STR data, Truist Securities research

RevPAR Component Trends



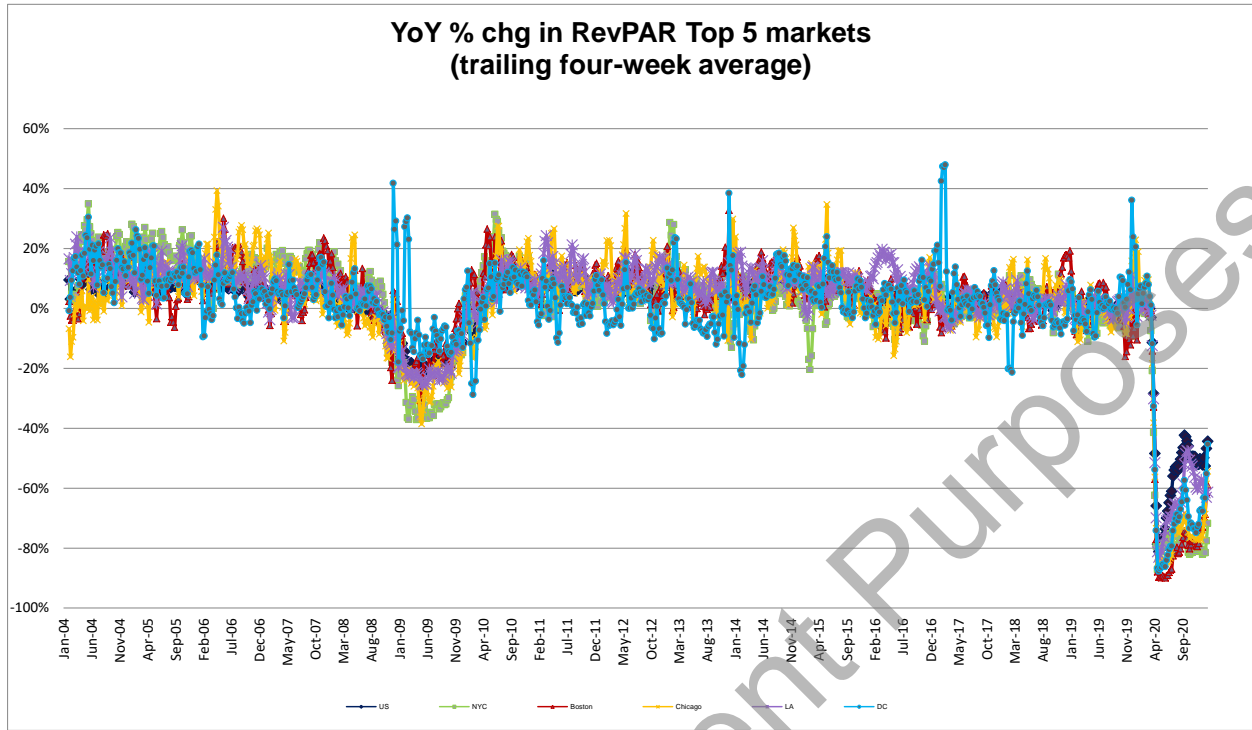
Source: STR data, Truist Securities research

RevPAR Trends by Chain Scale



Source: STR data, Truist Securities research

RevPAR Trends by Market



Source: STR data, Truist Securities research

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Price Target/Risks Summary

Lodging	TKR	Price	Rating	PT*	% upside down-side	2021E Valuation EBITDA (\$M)* **	2022E Valuation EBITDA (\$M)* **	2023E Valuation EBITDA (\$M)* **	2021E As Reported EBITDA (\$M)*	2022E As Reported EBITDA (\$M)*	2023E As Reported EBITDA (\$M)*	Target EV/EBITDA Multiple	Risks
Bluegreen Vacations	BXG	\$7.38	Buy	\$9	23%	\$95	\$108	\$118	\$95	\$108	\$118	6.5X	Downside risk: controlled company issues, limited cap/float, loan defaults, and macroeconomic risk.
Choice Hotels	CHH	\$105.60	Hold	\$86	-19%	\$306	\$359	\$405	\$314	\$367	\$413	14.0X	Upside risk: conservative growth of new brands. Downside risk: slowdown in development opportunities.
DiamondRock Hospitality	DRH	\$8.84	Sell	\$6	-32%	\$18	\$151	\$209	\$18	\$151	\$209	12.0X	Upside risk: faster demand improvement in corporate travel than expected. Brand changes (e.g. Vail) lead to material EBITDA improvement. Leisure hotels hold/improve on RevPAR and margins despite the challenging macro. Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline/ Deep 2022 recession.
Hilton	HLT	\$107.93	Hold	\$98	-9%	\$1,342	\$2,016	\$2,402	\$1,416	\$2,100	\$2,502	14.8X	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 Grand Vacations	HGV	\$33.69	Buy	\$36	5%	\$238	\$371	\$448	\$271	\$405	\$484	9.4X	Upside risk: faster demand improvement in corporate travel than expected. Dispositions at higher multiple than expected (incl. NYC).
Host Hotels & Resorts	HST	\$14.76	Sell	\$14	-5%	\$166	\$879	\$1,161	\$166	\$879	\$1,161	12.5X	Upside risk: Transient and group trends fall below expectations, particularly for owned hotels. Material disposition of owned hotels. Faster than expected improvement in net rooms growth.
Hyatt Hotels	H	\$71.34	Sell	\$57	-20%	\$89	\$481	\$621	\$115	\$510	\$653	13.5X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Disposition of owned hotels at attractive pricing.
Marriott International	MAR	\$126.86	Hold	\$119	-6%	\$1,506	\$2,546	\$3,274	\$1,819	\$2,868	\$3,607	14.9X	Downside risk: slowing pipeline. Deep 2022 recession.
Marriott Vacations	VAC	\$137.26	Buy	\$151	10%	\$589	\$728	\$816	\$629	\$772	\$860	9.5X	Downside risk: M&A story fades and multiples revert to historical levels.
Park Hotels & Resorts	PK	\$17.28	Sell	\$14	-19%	\$7	\$434	\$674	\$19	\$446	\$686	12.5X	Upside risk: faster demand improvement in corporate travel than expected. Dispositions at higher multiple than expected. CHSP revenue and asset management strategies lead to faster than expected EBITDA gains.
Pebblebrook Hotel Trust***	PEB	\$20.90	Hold	\$18	-14%	\$7	\$230	\$386	\$7	\$230	\$386	14.5X	Upside Risks: Material near-term incremental EBITDA from Legacy LHO assets. Downside Risks: Incremental EBITDA from major CapEx investments take longer than anticipated, resulting in multiple contraction. Very slow recovery in San Francisco.
Playa Hotels & Resorts	PLYA	\$6.13	Hold	\$4	-35%	\$26	\$144	\$179	\$34	\$152	\$187	10.0X	Upside risk: quicker recovery post-COVID. Cap Cana group strength/rate growth in the D.R. Downside risk: demand shock, hurricanes, slow ramp up of Cap Cana, country-specific risks (emerging market portfolio)
RLJ Lodging Trust***	RLJ	\$14.49	Hold	\$13	-10%	\$16	\$263	\$357	\$28	\$276	\$365	12.5X	Upside risk: RevPAR reaccelerates faster than expected, leading to estimate revisions and multiple expansion. Wyndham hotels are repositioned earlier in the 2022/2023 valuation period and incremental EBITDA is more material than our expectations. Downside risk: Lower customer demand/operational inefficiencies for select-service hotels.
Ryman Hospitality Properties	RHP	\$67.98	Sell	\$47	-31%	\$57	\$278	\$403	\$80	\$282	\$399	13.0X	Upside risk: recovering group and Entertainment demand faster than expected, better margin recovery.
Sunstone Hotel Investors	SHO	\$11.23	Sell	\$10	-11%	-\$1	\$168	\$247	\$7	\$178	\$255	12.0X	Upside risk: faster demand improvement in corporate travel than expected. Renovations lead to faster than expected EBITDA improvements.
Vail Resorts, Inc.	MTN	\$272.00	Hold	\$245	-10%	\$400	\$792	na	\$400	\$792	na	15.0X	Upside risk: Enhanced economic conditions, ski resort supply, increased revenues due to quick distribution of COVID-19 vaccine. Downside risk: prolonged weakness in general economic conditions, including adverse effects on the overall travel and leisure related industries.
Wyndham Destinations	WYND	\$48.19	Buy	\$62	28%	\$706	\$837	\$932	\$706	\$837	\$932	7.3X	Downside risk: The timeshare business is especially vulnerable to economic softness. There are potential execution risks post the spin off.
Wyndham Hotels & Resorts	WH	\$61.39	Buy	\$65	6%	\$398	\$546	\$633	\$478	\$568	\$657	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 - gregory.j.miller@trui.com

Source: FactSet, Truist Securities research

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Companies Mentioned in This Note

Bluegreen Vacations Corporation (BXG, \$7.38, Buy, C. Patrick Scholes)
Choice Hotels International, Inc. (CHH, \$105.60, Hold, C. Patrick Scholes)
DiamondRock Hospitality Company (DRH, \$8.84, Sell, C. Patrick Scholes)
Hyatt Hotels Corporation (H, \$71.34, Sell, C. Patrick Scholes)
Hilton Grand Vacations Inc. (HGV, \$33.69, Buy, C. Patrick Scholes)
Hilton Worldwide Holdings Inc. (HLT, \$107.93, Hold, C. Patrick Scholes)
Host Hotels & Resorts, Inc. (HST, \$14.76, Sell, C. Patrick Scholes)
Marriott International, Inc. (MAR, \$126.86, Hold, C. Patrick Scholes)
Vail Resorts, Inc. (MTN, \$272.00, Hold, C. Patrick Scholes)
Pebblebrook Hotel Trust (PEB, \$20.90, Hold, Gregory Miller)
Park Hotels & Resorts Inc. (PK, \$17.28, Sell, C. Patrick Scholes)
Playa Hotels & Resorts N.V. (PLYA, \$6.13, Hold, C. Patrick Scholes)
Ryman Hospitality Properties, Inc. (RHP, \$67.98, Sell, C. Patrick Scholes)
RLJ Lodging Trust (RLJ, \$14.49, Hold, Gregory Miller)
Sunstone Hotel Investors, Inc. (SHO, \$11.23, Sell, C. Patrick Scholes)
Marriott Vacations Worldwide Corporation (VAC, \$137.26, Buy, C. Patrick Scholes)
Wyndham Hotels & Resorts, Inc. (WH, \$61.39, Buy, C. Patrick Scholes)
Wyndham Destinations, Inc. (WYND, \$48.19, 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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