

CONSUMER: Lodging

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11 Page Document

**Reasons for this report**

- ✓ Our analysis of the most recent weekly China and Europe lodging results

**Int'l hotels' RevPAR last week: China -3% y/y (vs. '19: -40%), Europe +58% y/y (vs. '19: +19%)**

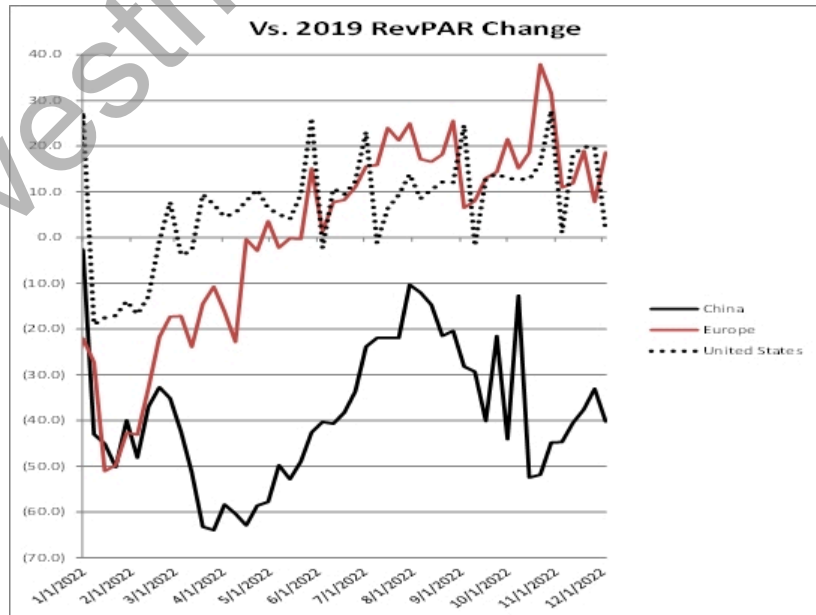
**China:** Per STR for the week ending December 3rd, hotel RevPAR in China in local currency was -2.6% vs. +2.2% y/y in the prior week. Last week's RevPAR was up against a -19.9% y/y comparable result in 2021 and vs. -19.3% in the prior week. Versus 2026, which we believe is an equally if not more important KPI, RevPAR was -40.2%, worse than the -33.0% in the prior week's result.

- Although it sounds like China covid/travel restrictions are easing, hotel RevPAR remains deeply depressed.

**Europe:** RevPAR in Europe in Euros was +57.7% y/y vs. +43.6% in the prior week. Last week's RevPAR was up against an +224.5% comparable result in 2021 and +282.9% in the prior week. Versus 2019, RevPAR was +18.6%, stronger than the +7.6% in the prior week's result.

**U.S.:** Overall U.S. RevPAR was +11.7% y/y for the week ending 12/3/2022, per STR, up from the prior week's result of -0.1% y/y. Last week's RevPAR was against a +117.1% comparable result in 2021 vs. +102.0% in the prior week. On a 3-year run-rate (vs. 2019), RevPAR was +1.7% vs. +19.9% in the prior week's 3-year run-rate.

**Exhibit 1: 3-Year (vs. 2019) RevPAR for China, Europe, US**



Source: STR, Truist Securities research

RevPAR detail for week ending December 3rd vs. trailing 28 days (see charts at end of note for graphical representations):

China (local currency):

- RevPAR was -2.6% y/y for the week ending December 3rd, **below** the +6.1% for the trailing 28 days.
- ADR was -7.5% y/y for the week ending December 3rd, **below** the -4.3% for the trailing 28 days.
- Occupancy was +5.2% y/y for the week ending December 3rd, **below** the +10.9% for the trailing 28 days.

Europe (in Euros):

- RevPAR was +57.7% y/y for the week ending December 3rd, **above** the +45.8% for the trailing 28 days.
- ADR was +17.9% y/y for the week ending December 3rd, **above** the +16.5% for the trailing 28 days.
- Occupancy was +33.8 y/y for the week ending December 3rd, **above** the +25.2% for the trailing 28 days.

### **Additional thoughts and observations:**

#### **Hotel occupancy observations from the latest weekly STR results from China, Europe, and US:**

- **China: Absolute occupancy was 49.5%.** By comparison, occupancy was 47.0% during the comparable week last year.
- **Europe: Absolute occupancy was 67.6%.** By comparison, occupancy was 50.6% during the comparable week last year.
- **US: Absolute occupancy was 55.4%.** By comparison, occupancy was 54.7% during the comparable week last year.

#### **EBITDA and rooms exposure by region:**

**EBITDA: Hyatt (H, Buy), InterContinental (IHG, NR), and Marriott (MAR, Hold) are among the Lodging C-corps that have the greatest exposure to Europe and Asia.** From Europe, MAR generates approximately 15% of EBITDA, IHG 15%, Wyndham (WH, Buy) less than 5%, H roughly 5%, and Hilton (HLT, Hold) 10% each. Of these companies, H and MAR have the greatest exposure to Asia (~10-20% of EBITDA). HLT is approximately 10%. Each of the other companies generates 5% to 10% of EBITDA from the Asia-Pacific region. Following the Apple Leisure Group acquisition, H has a relatively high ~25% exposure to the Americas ex-US/Canada.

- In a normalized environment, Greater China inclusive of Macau and Hong Kong generally represents half of the Asia-Pacific EBITDA from the C-corps.

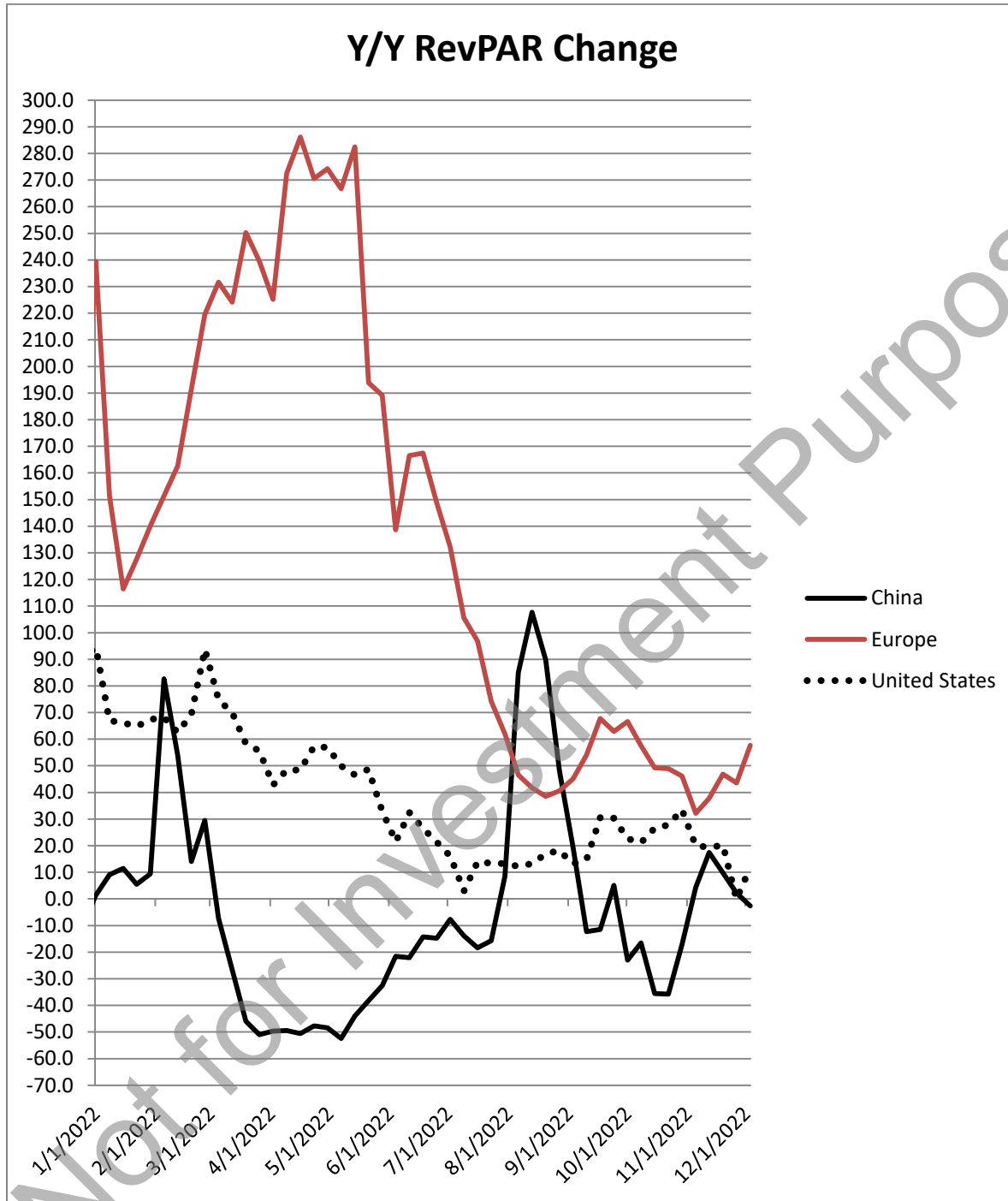
#### **Rooms (as of 4Q21; figures may not round to 100%):**

- CHH:
  - Domestic: 79%
  - Asia-Pacific: 4%
  - Europe/Middle East: 9%
  - Latin America & Canada: 8%
- H (includes owned/leased hotels):
  - Americas ex-all inclusives: 57%
  - Asia-Pacific: 18%
  - Europe/Africa/Mid East/SW Asia ex-all inclusives: 12%
  - Americas ALG + Ziva/Zilara: 9%
  - Europe ALG: 4%
- HLT:
  - US: 70%
  - Americas: 6%
  - Europe: 9%
  - Middle East/Africa: 3%
  - Asia Pacific: 12%
  - Other hotels, likely to be converted to a brand, with no geography noted: 0.3%
- IHG:
  - Americas: 57%
  - EMEAA: 25%
  - Greater China: 18%

- MAR (ex-timeshare):
  - North America: 65%
  - Europe: 9%
  - Middle East/Africa: 4%
  - Asia Pacific: 18%
  - Caribbean/Latin America ("CALA"): 4%
  
- WH:
  - US: 61%
  - Canada: 5%
  - Greater China: 19%
  - Rest of Asia: 4%
  - Europe/Middle East/Africa: 8%
  - Latin America: 4%

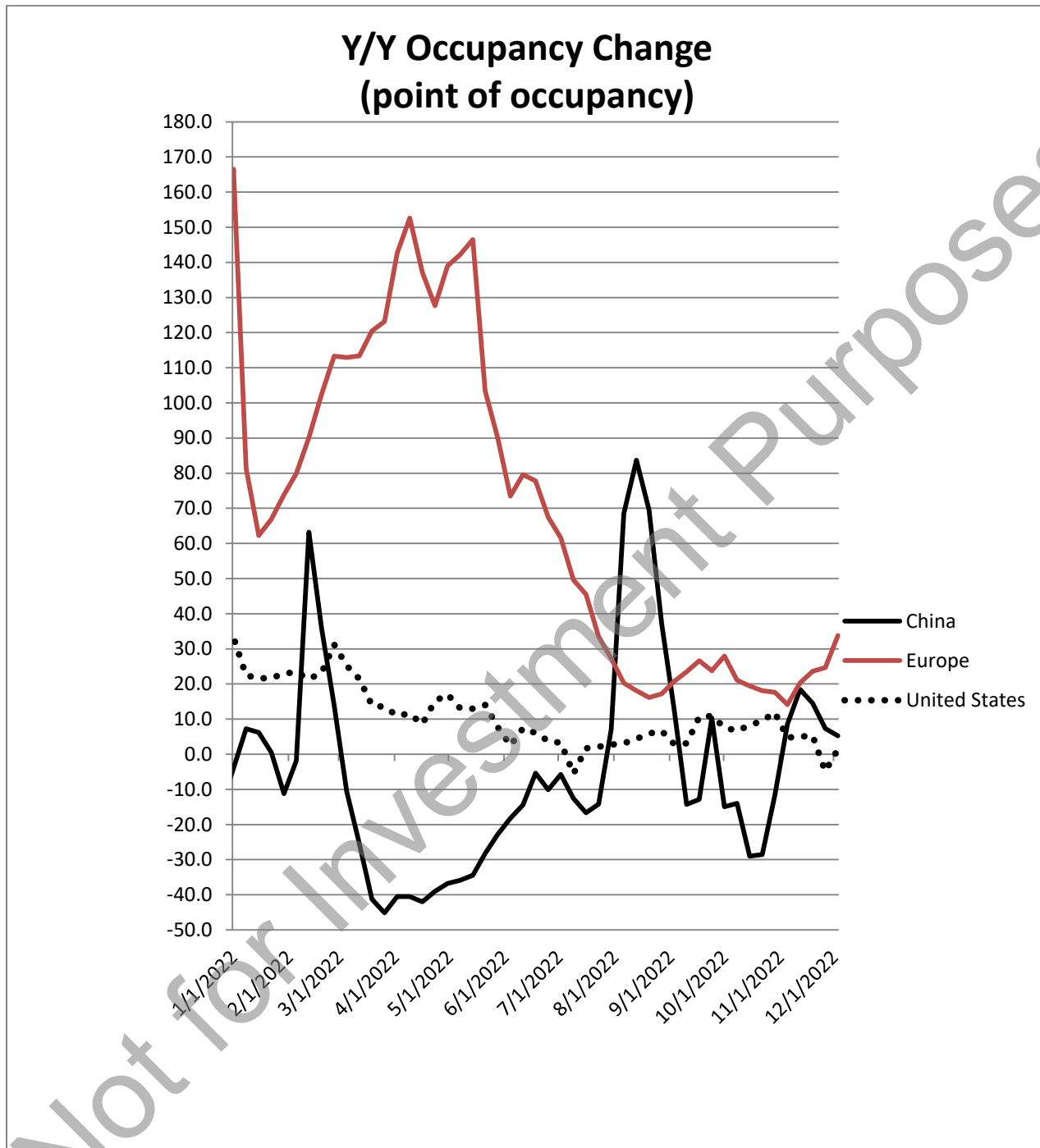
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Exhibit 2: Y/Y RevPAR change for China, Europe, US



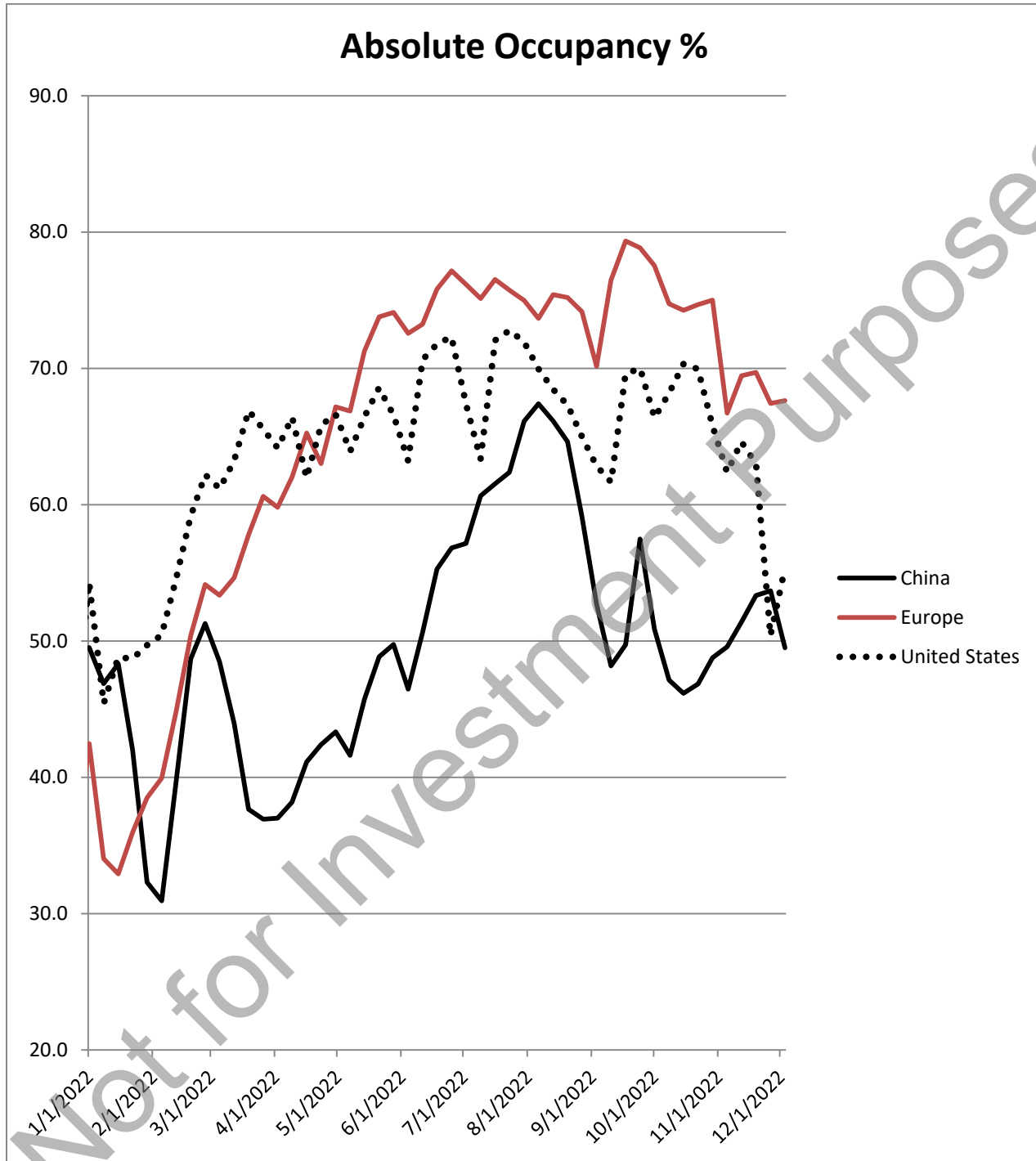
Source: STR, Truist Securities research

Exhibit 3: Y/Y Occupancy change for China, Europe, US



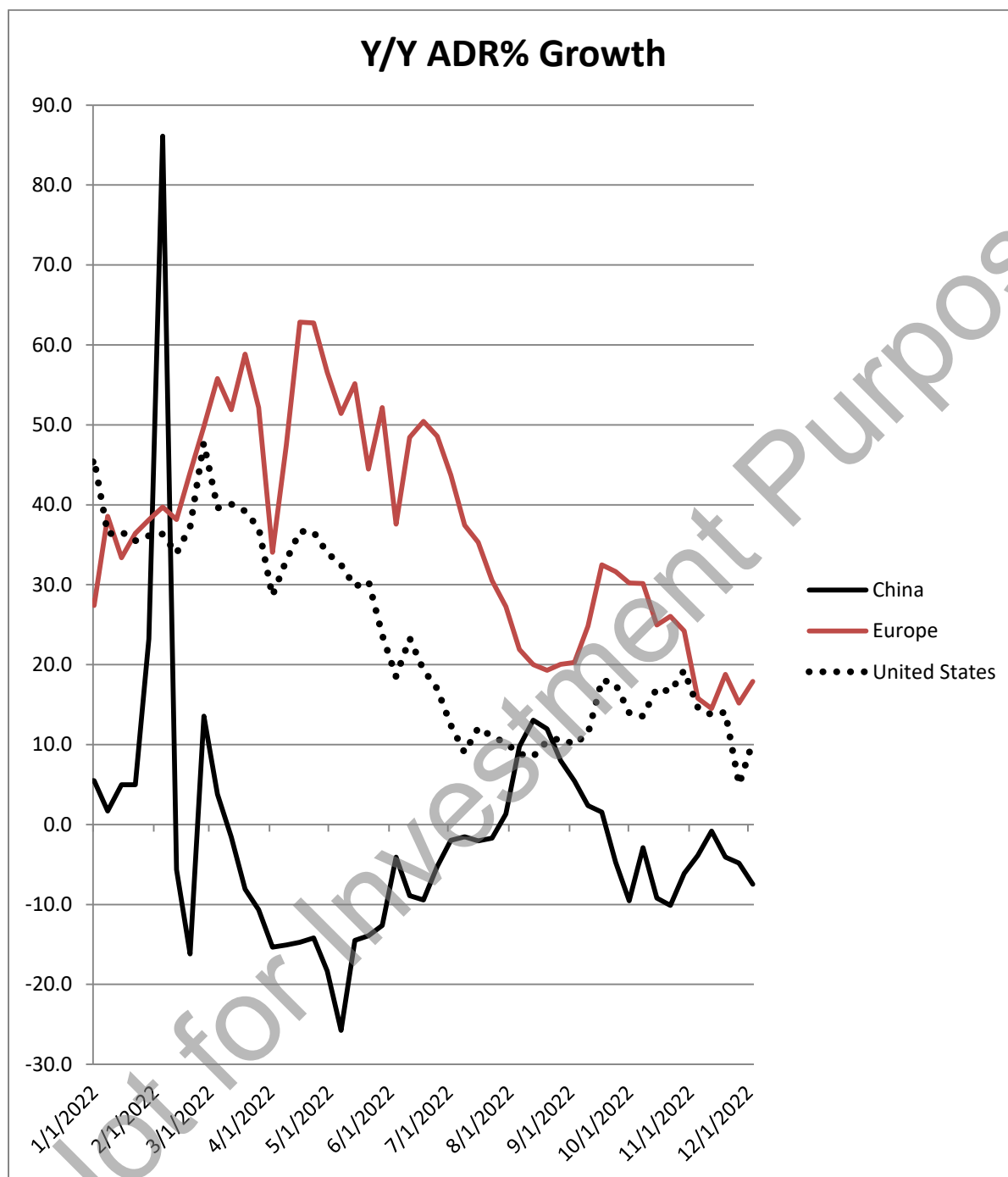
Source: STR, Truist Securities research

Exhibit 4: Absolute Occupancy % for China, Europe, US



Source: STR, Truist Securities research

Exhibit 5: Y/Y ADR % change for China, Europe, US



Source: STR, Truist Securities research

**H: Valuation and Risks**

Our price target of \$132 for H is derived by applying a 13.8x target EV/EBITDA multiple (a blended average of the industry multiples for each business segment) to our estimate for 2024 EBITDA. Our valuation model for Hyatt assumes an owned-hotel 2024 EBITDA multiple of 12.5x and a franchise/management fee EBITDA multiple of 16.0x plus a 5% discount for time of money.

Downside risk: lodging recovery takes longer than expected. Planned dispositions take longer than expected. Material labor issues to owned hotels. Regional risks to the Caribbean including material new competitive supply growth. H pipeline growth slower than expected. Apple Leisure Group underperforms Hyatt's guidance.

**HLT: Valuation and Risks**

We apply a blended multiple of 16.8x (11.5x for Owned/leased and 17.0x for Managed/franchised) to our 2023 adjusted EBITDA estimate to derive a price target of \$147. This multiple is above the high end of the historical range of 10x-16x.

Risks to our rating and price target:

Upside risks include: Higher than expected pipeline growth, material RevPAR growth (macroeconomic improvement beyond expectations), material market share gains.

Downside risks include: Growth trajectory could disappoint. Pipeline growth could either slow down or projects scheduled for construction could be canceled, which would diminish system growth for the firm and disappoint investors.

**MAR: Valuation and Risks**

Our \$185 price target is based on a 16.8x blended multiple on our 2023E EBITDA. In the parts, we assign a 13.0x multiple of EBITDA to the Owned segment and 17.0x fees EBITDA (the fees EBITDA also includes credit card branding fees, a 10x multiple business) to the managed/franchised business. The multiple is towards the higher end of the historical range of 9-18x.

Risks to our rating and price target:

Upside Risks: Significant U.S macroeconomic improvement results in large recovery in transient corporate and group/convention demand. Owned assets sell for premium prices relative to MAR expectations. Supply growth is stronger than expectations. Consolidation in the lodging industry benefits MAR.

Downside Risks: Deep macroeconomic recession. Geopolitical, inflation, and policy risks negatively impact lodging demand. Inability to grow pipeline in line with Street expectations.

**WH: Valuation and Risks**

Our price target of \$90 for WH is based on a 15.0x multiple (in line with portfolio quality/RevPAR relative to peers) of our 2023 EBITDA estimate.

Risks to our rating and price target: Slowdown in development opportunities. Macro demand/pipeline headwinds.

**Companies Mentioned in This Note**

**Choice Hotels International, Inc.** (CHH, \$116.68, Hold, C. Patrick Scholes)

**Hyatt Hotels Corporation** (H, \$95.49, Buy, C. Patrick Scholes)

**Hilton Worldwide Holdings Inc.** (HLT, \$134.32, Hold, C. Patrick Scholes)

**Marriott International, Inc.** (MAR, \$157.28, Hold, C. Patrick Scholes)

**Wyndham Hotels & Resorts, Inc.** (WH, \$70.79, Buy, C. Patrick Scholes)

InterContinental (IHG, NR)

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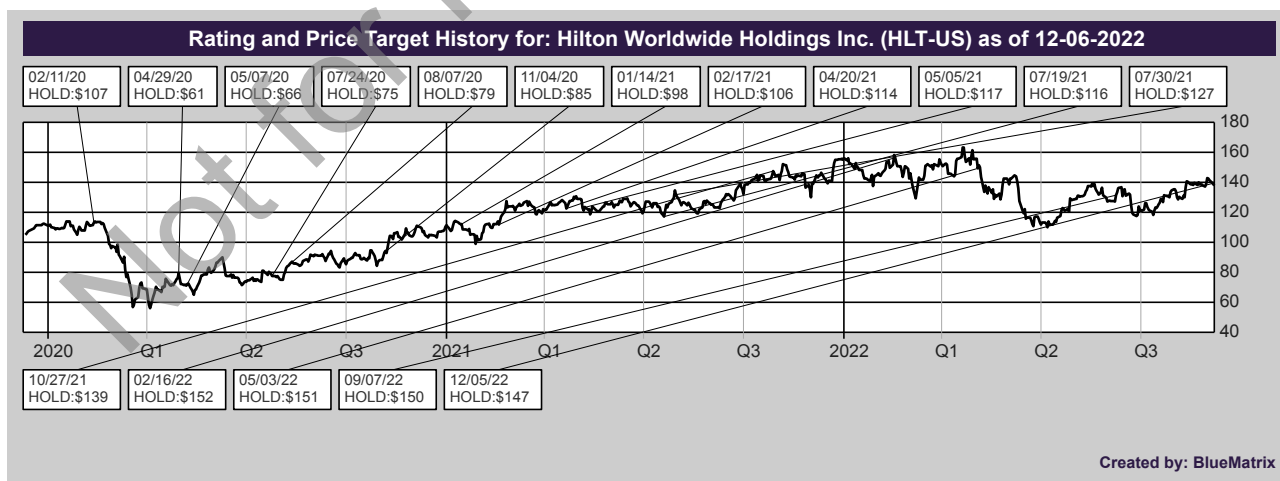
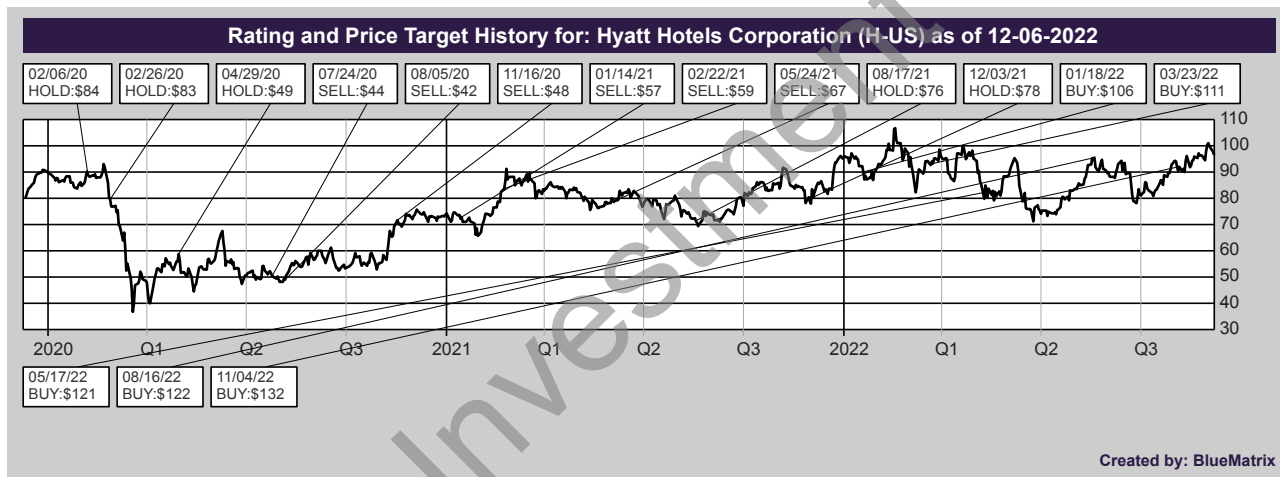
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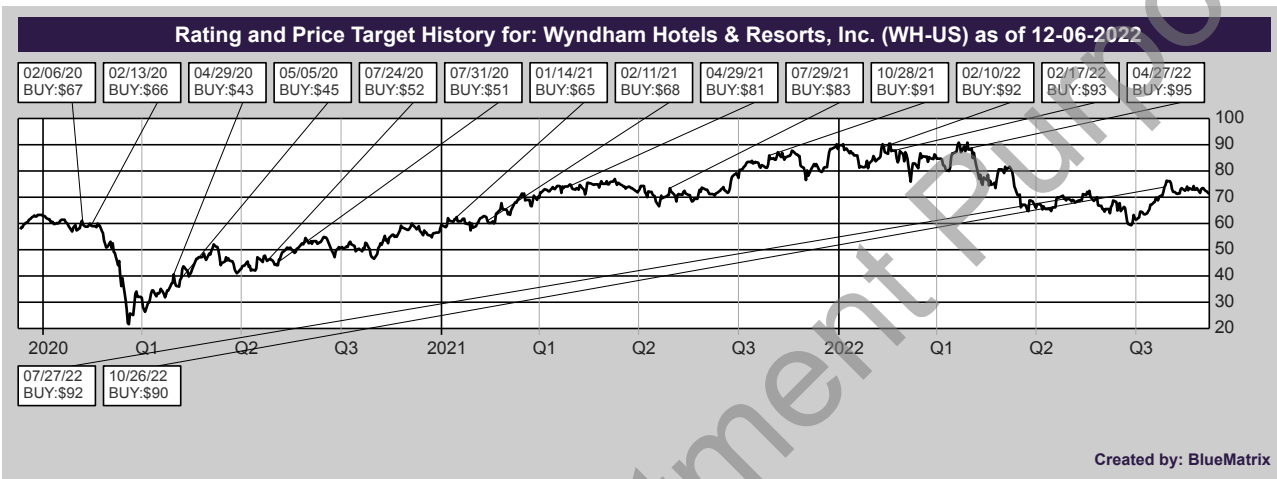
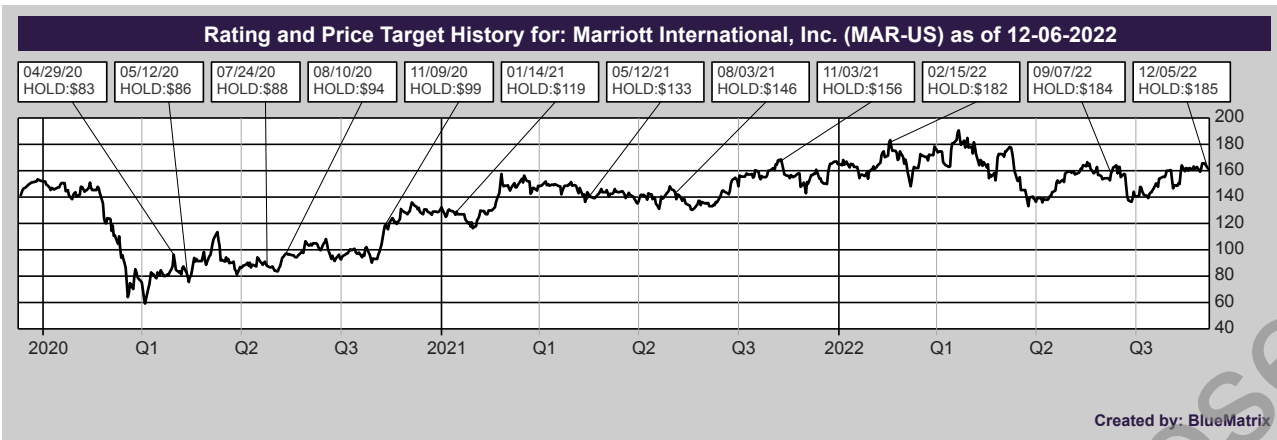
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