

# HOSPITALITY, GAMING & LEISURE

## Fundamentals Dashboard (Data through 4Q 2020)

### Lodging Performance Index

54th of 104

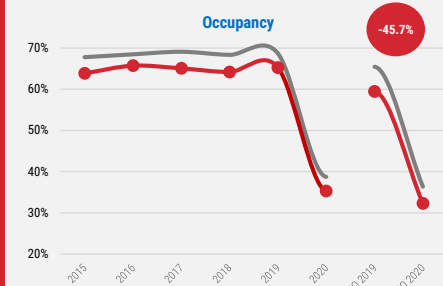
### Average

Ranking of overall '4Q 2020 LPI' performance (0.97) against all 104 surveyed markets.

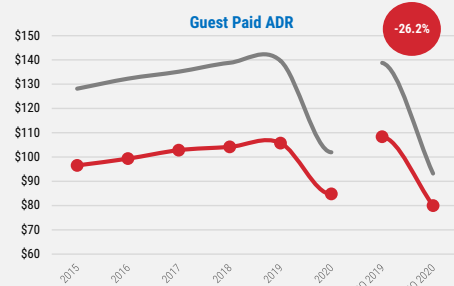
## Supply Ranking vs. Major US Markets



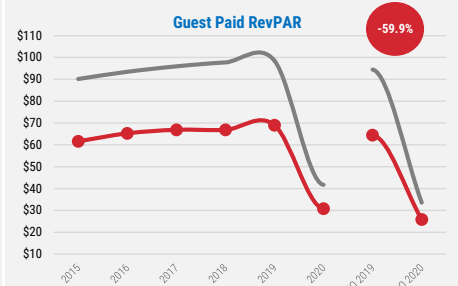
## Occupancy



**Guest Paid ADR**

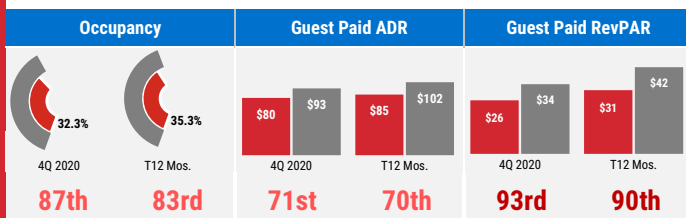


### Guest Paid RevPAR



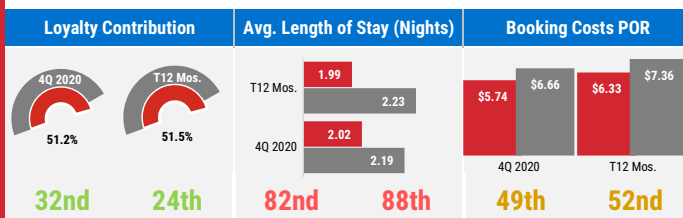
## Key Performance Indexes

● Subject Market      ● Top 104



## Key Benchmark Indexes

Data provided by:  kalibri LABS



## Discount and Capitalization Rates

Source: NKF



## Trends and Risks

Source: Kalibri Labs. NKE



## Location



## Quick Facts

<b>Jurisdictional Information</b>		Source: US Census Bureau, Dept. of Labor Statistics
Municipal Name:	St. Louis	
County:	St. Louis city	
State:	Missouri	
Geo Coordinates (market center):	38.62727, -90.19789	

### Major Hotel Demand Generators

BJC Healthcare | Wal-Mart Stores Inc. | SSM Health Care System | Washington University in St. Louis | Boeing Defense, Space & Security | Mercy Health Care | Scott Air Force Base | Schnuck Markets Inc. | Archdiocese of St. Louis | AT&T | McDonald's Corp. | St. Louis University | Washington University Physicians | Express Scripts Inc. | Edward Jones | Imo's Pizza | Enterprise Holdings | Wells Fargo | Walgreens | Target Corp.

### Metrics and Ranking

Population (hotel market area)	2,370,623
Income per Capita	\$38,664
Feeder Group Size	165.4 Persons PSR
Feeder Group Earnings	\$6,393,331 PSR
Total Market COPE	\$443.7 million

### Measurement

### Rankings

86th of 104 (Below Average)  
82nd of 104 (Below Average)  
59th of 104 (Average)  
35th of 104 (Average)

## Key Performance Metrics

YEAR ENDING	Guest Paid			COPE*	
	Occ %	ADR	RevPAR	ADR	RevPAR
2015	63.9%	\$96.54	\$61.64	\$89.15	\$56.92
2016	65.7%	\$99.33	\$65.28	\$91.59	\$60.19
2017	65.1%	\$102.83	\$66.92	\$94.59	\$61.55
2018	64.2%	\$104.16	\$66.86	\$95.72	\$61.45
2019	65.3%	\$105.78	\$69.03	\$97.22	\$63.44
2020	35.3%	\$84.79	\$30.75	\$78.46	\$27.69
CAGR: 2015 thru 2020	-11.2%	-2.6%	-13.0%	-2.5%	-13.4%
4Q 2019	59.5%	\$108.37	\$64.44	\$99.67	\$59.26
4Q 2020	32.3%	\$79.96	\$25.83	\$74.22	\$23.98
% Change	-45.7%	-26.2%	-59.9%	-25.5%	-59.5%

Data provided by: kalibri LABS					
Booking Cost	ADR COPE*	Loyalty %	Avg. Length of Stay (Nights)	Supply (Available Rms)	Performance Index (LPI)
POR	%	%			
\$7.39	92.3%	47.2%	1.99	38,200	0.95
\$7.74	92.2%	49.5%	1.94	38,100	0.99
\$8.25	92.0%	51.9%	1.90	38,000	0.99
\$8.44	91.9%	55.0%	1.90	38,000	0.98
\$8.56	91.9%	58.9%	1.90	40,100	1.04
\$6.33	92.5%	51.5%	1.99	40,900	0.97
-3.0%	0.0%	1.8%	0.0%	1.4%	0.5%
\$8.70	92.0%	60.3%	1.84	40,100	1.04
\$5.74	92.8%	51.2%	2.02	40,900	0.97
-34.0%	0.9%	-15.0%	9.8%	2.0%	-6.6%

\*COPE: Contribution to Operating Profit and Expenses. Metrics do not account for Sales and Marketing Spend.

## Notable Metrics

HIGHEST	OAR: Select-Service	Total Rooms Supply	IRR: Economy/Ltd Svc
	<b>8th</b> Highly Favorable Saint Louis, MO enjoyed favorable OAR metrics in the select-service segment (7.7%)	<b>25th</b> Above Average The market benefits from a large and diverse hotel market (40,942)	<b>12th</b> Favorable The market also enjoyed favorable IRR metrics in the economy/ltd svc segment (9.6%)
LOWEST	Latest-Quarter COPE RevPAR	Latest-Quarter Guest Paid RevPAR	T12-Month COPE RevPAR
	<b>93rd</b> Soft This market has been hampered by weak latest-quarter COPE RevPAR (\$23.98)	<b>93rd</b> Soft The market posted weak latest-quarter Guest Paid RevPAR (\$25.83)	<b>91st</b> Soft Saint Louis, MO also posted weak T12-month COPE RevPAR (\$27.69)

## Notable Trends

FASTEST	Long-Term Historical Supply Growth	Short-Term Historical Guest Paid ADR Growth	Short-Term Historical COPE ADR Growth
	<b>20th</b> Above Average Saint Louis, MO has benefited from low long-term historical supply growth (1.4%)	<b>43rd</b> Average The market exhibited strong short-term historical Guest Paid ADR growth (-8.2%)	<b>44th</b> Average The market also has benefited from strong short-term historical COPE ADR growth (-7.8%)
SLOWEST	General Economy Reversion	T12-Month Rooms Supply Growth	Long-Term Historical Average Length of Stay Growth
	<b>89th</b> Below Average The market posted weak general economic reversion (per-capita unemployment, GDP and other indicators)	<b>72nd</b> Below Average We note this area has been hindered by high rooms supply growth over the last 12 months (2.2%)	<b>72nd</b> Below Average Saint Louis, MO also exhibited weak long-term historical average length of stay growth (0.9%)

## Market Performance Stage



## Saint Louis, MO: Ignition Stage

The Saint Louis, MO market is currently in the 'Ignition' stage of the performance cycle. In this stage, hotels generally perform adequately for operators to enjoy positive returns, with confidence the economy will recover from the COVID-19 crisis. While the general economy lags, strong hotel performance can ignite expansion in certain key sectors. Example markets in this stage include Cincinnati, OH; Knoxville, TN; and Michigan North Area, MI.

### Other Stages:

Regeneration	In the 'Regeneration' stage, hotels and the underlying economy are generally underperforming. The highest and best uses of hotel assets are challenged whether by COVID-19 impacts, oversupply, weak economic indicators, and/or poor corporate contribution. Hotel investors look for opportunities to either exit or regenerate demand. Example markets in this stage include Chicago, IL; Detroit, MI; and Las Vegas, NV.
Absorption	In the 'Absorption' stage, hotels are underperforming but in an economy with resilience and confidence the economy will recover from the COVID-19 crisis, presenting upside for CRE. Barriers to entry are high and the market typically hosts little or no new supply, allowing for the existing stock of rooms to be absorbed. Example markets in this stage include Boston, MA; Charlotte, NC; and Dallas, TX.
Expansion	In the 'Expansion' stage, hotels generally perform adequately and in an economy with resilience and higher confidence the economy will recover from the COVID-19 crisis. Barriers to entry are low, displacement demand is high, and the market typically experiences an expansion of both hotel supply and general economic conditions. Example markets in this stage include Anaheim, CA; Atlanta, GA; and Austin, TX.

## Industry Observations

<b>Business Cycle:</b>	In Recovery
<b>Employment Growth (2 yr):</b>	-2.4%
<b>Risk Exposure (402 US markets):</b>	86th Percentile: Above Average
<b>Key Industry Notes:</b>	Financial, logistics Low living, business costs Location in central U.S. Low employment volatility Exposure to declining mfg

## Moody's Rating

**Aaa**

Investment Grade

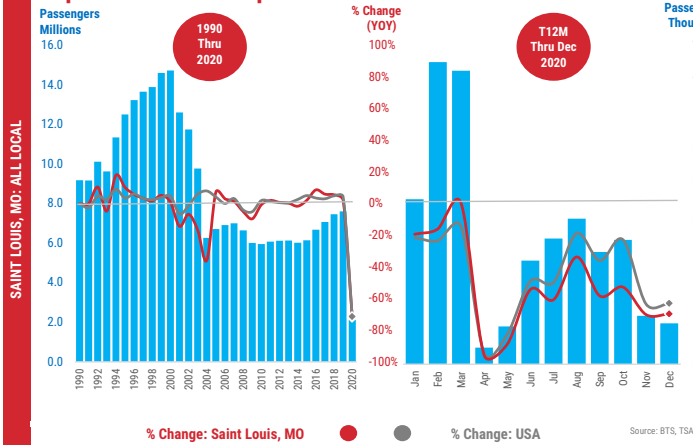
Long-term investment grade, Prime-1 short-term outlook

## TOP 10 BRANDS

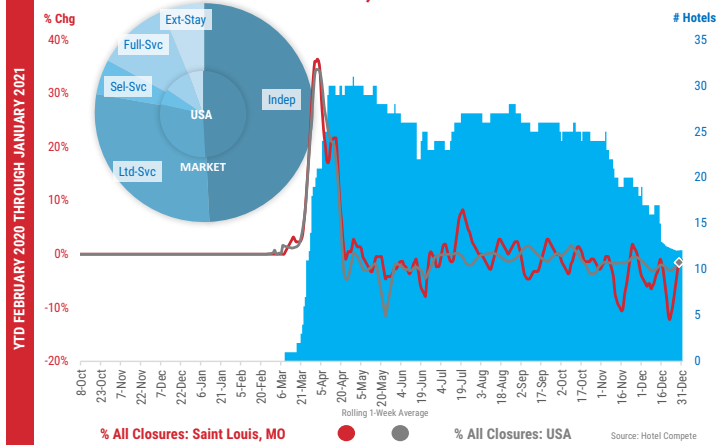


Source: NKF

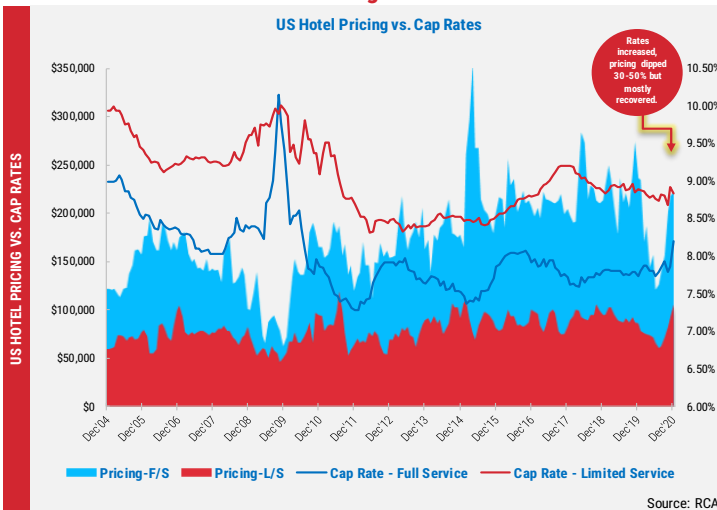
## Airport Statistics - Enplanements



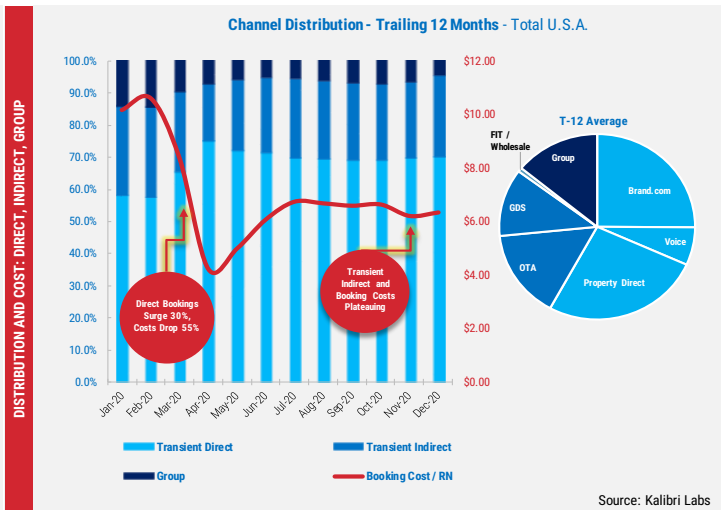
## Net Hotel Closures - Saint Louis, MO vs. USA



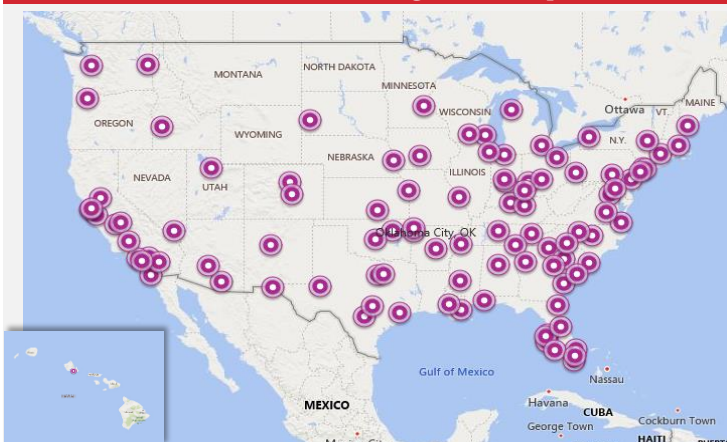
## National Trends Dashboard - Pricing



## National Trends Dashboard - Channel Distribution



# NKF Hotel Market Insights Report Coverage



Akron, OH Albany, NY Albuquerque, NM Anaheim, CA Arkansas State Area, AR Atlanta, GA Augusta, GA Austin, TX Bakersfield, CA Baltimore, MD Baton Rouge, LA Bentonville, AR Birmingham, AL Boise City, ID Boston, MA Buffalo, NY Charleston, SC Charlotte, NC Chattanooga, TN Chicago, IL Cincinnati, OH Cleveland, OH Colorado Springs, CO Columbia, SC Columbus, OH Dallas, TX	Dayton, OH Denver, CO Des Moines, IA Detroit, MI El Paso, TX Fayetteville, AR Fort Lauderdale, FL Fort Myers, FL Fort Worth, TX Fresno, CA Greensboro, NC Greenville, SC Harrisburg, PA Hartford, CT Houston, TX Indiana North Area, IN Indiana South Area, IN Indianapolis, IN Jackson, MS Jacksonville, FL Kansas City, MO Knoxville, TN Las Vegas, NV (Non-Strip) Lexington, KY Little Rock, AR Los Angeles, CA	Louisville, KY Madison, WI Memphis, TN Miami, FL Michigan North Area, MI Michigan South Area, MI Milwaukee, WI Minneapolis, MN Mobile, AL Myrtle Beach, SC Nashville, TN New Brunswick, NJ New Orleans, LA New York, NY Newark, NJ Oahu Island, HI (Branded) Oakland, CA Odessa-Midland, TX Oklahoma City, OK Omaha, NE Orlando, FL (Non-Disney) Palm Desert, CA Philadelphia, PA Phoenix, AZ Pittsburgh, PA Portland, ME	Portland, OR Raleigh, NC Rapid City, SD Richmond, VA Sacramento, CA Saint Louis, MO Saint Petersburg, FL Salt Lake City, UT San Antonio, TX San Bernardino, CA San Diego, CA San Francisco, CA San Joaquin Valley, CA San Jose, CA Sarasota, FL Savannah, GA Seattle, WA Spokane, WA Tampa, FL Tucson, AZ Tulsa, OK Virginia Beach, VA Washington State Area, WA Washington, DC West Palm Beach, FL Wichita, KS
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## Market Disclaimers

**Las Vegas, NV; Oahu, HI; Orlando, FL:** market data based on actual reporting properties only. Excludes vast majority of casino properties and assets located within the "strip" district of Las Vegas, as well as the vast majority of Disney-associated assets, which comprises most of the Orlando market.

**Total Supply** The total supply figures are aggregated estimates from multiple third-party sources.

**Air Passenger Statistics** The latest two months are estimates based on daily national trends reported by TSA. These data are subject to revision.

## Contact: Midwest Markets



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