

4Q 2021 ANAHEIM, CA



Fundamentals Dashboard

Lodging Performance Index

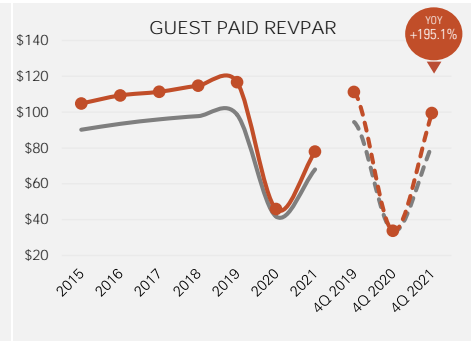
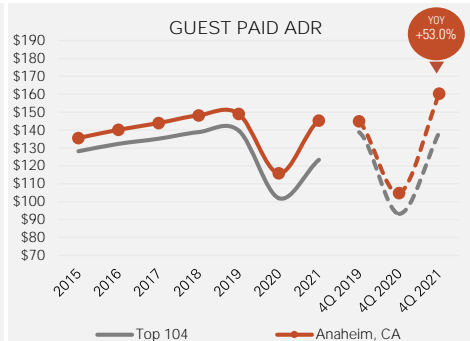
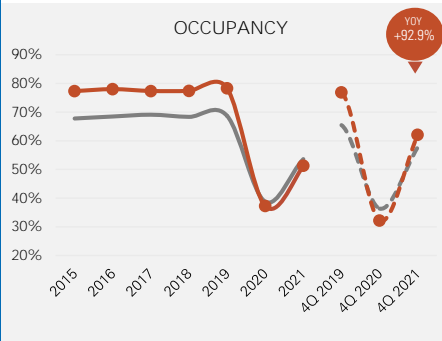
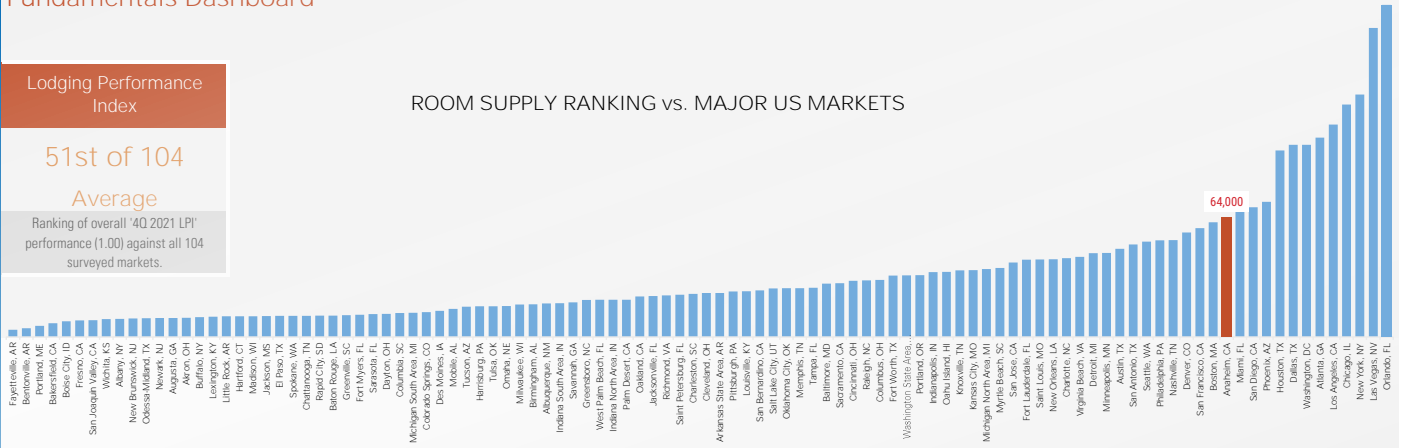
51st of 104

Average

Ranking of overall '4Q 2021 LPI' performance (1.00) against all 104 surveyed markets.

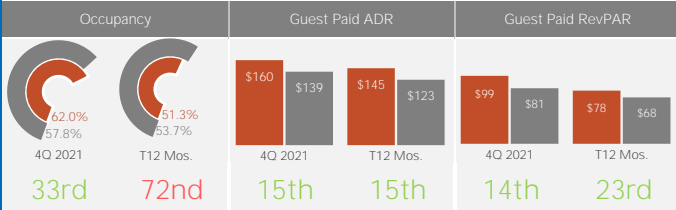
ROOM SUPPLY RANKING vs. MAJOR US MARKETS

KEY PERFORMANCE METRICS



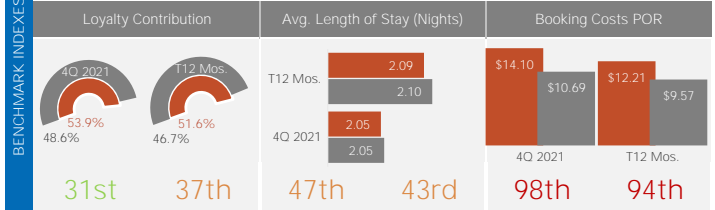
Key Performance Indexes

● Subject Market ● Top 104



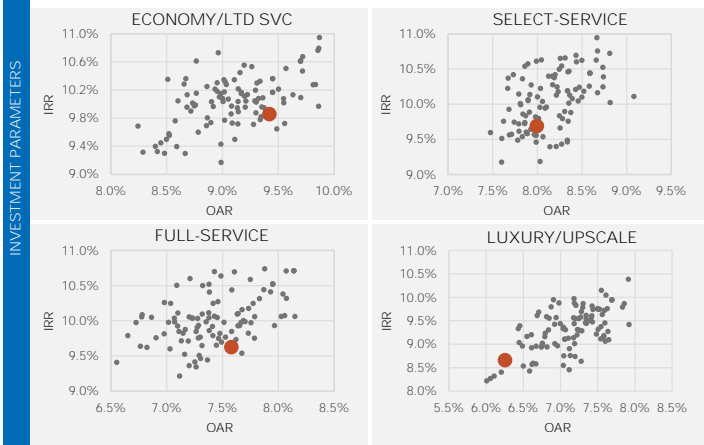
Key Benchmark Indexes

Data provided by: **kalibri LABS**



Discount and Capitalization Rates

Source: Newmark

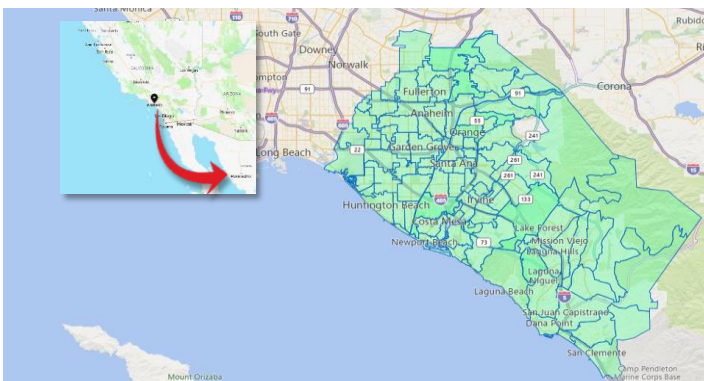


Trends and Risks

Source: Kalibri Labs, Newmark



Location



Quick Facts

Jurisdictional Information		Source: US Census Bureau, Dept. of Labor Statistics
Municipal Name:	Anaheim	
County:	Orange County	
State:	California	
Geo Coordinates (market center):	33.83529, -117.9145	
Major Hotel Demand Generators		
Disneyland Resort The Walt Disney Co. University of California, Irvine St. Joseph Health Kaiser Permanente Boeing Co. Wal-Mart Stores Inc. California State University Bank of America Corp. Universal Services of America Target Brands Inc. Hoag Memorial Hospital Presbyterian MemorialCare Health System Wells Fargo & Co. Panasonic Avionics Corp. Tenet Healthcare Corp. Irvine Co. Home Depot Inc. Edwards Lifesciences LLC Albertsons Southern California Division		
Metrics and Ranking		
Population (hotel market area)	2,975,637	Rankings 14th of 104 (Large)
Income per Capita	\$65,313	9th of 104 (Strong)
Feeder Group Size	91.4 Persons PSR	59th of 104 (Average)
Feeder Group Earnings	\$5,968,320 PSR	83rd of 104 (Below Average)
Total Market COPE	\$1.7 billion	13th of 104 (Above Average)

Key Performance Metrics

YEAR ENDING	Occ %	Guest Paid		COPE		Booking Cost POR	ADR COPE %	Loyalty %	Avg. Length of Stay (Nights)	Supply (Available Rms)	Performance Index (LPI)
		ADR	RevPAR	ADR	RevPAR						
2015	77.3%	\$135.55	\$104.83	\$123.79	\$95.74	\$11.76	91.3%	47.7%	2.27	57,900	1.58
2016	78.0%	\$140.14	\$109.33	\$127.61	\$99.56	\$12.53	91.1%	50.2%	2.15	58,400	1.40
2017	77.4%	\$143.89	\$111.34	\$130.62	\$101.07	\$13.28	90.8%	51.9%	2.08	59,500	1.28
2018	77.4%	\$148.21	\$114.75	\$134.40	\$104.06	\$13.81	90.7%	55.4%	2.05	59,900	1.40
2019	78.3%	\$148.98	\$116.70	\$135.38	\$106.04	\$13.60	90.9%	58.0%	2.02	61,800	1.40
2020	37.2%	\$115.83	\$45.85	\$106.70	\$39.70	\$9.13	92.1%	48.2%	2.19	61,800	1.01
2021	51.3%	\$145.21	\$77.94	\$133.01	\$68.23	\$12.21	91.6%	51.6%	2.09	63,500	1.00
CAGR: 2015 thru 2021	-6.6%	1.2%	-4.8%	1.2%	-5.5%	0.6%	0.0%	1.3%	-1.3%	1.6%	-7.4%
4Q 2019	76.8%	\$144.78	\$111.22	\$131.66	\$101.13	\$13.13	90.9%	56.8%	1.98	61,800	1.40
4Q 2020	32.2%	\$104.78	\$33.70	\$96.85	\$31.15	\$7.93	92.4%	45.9%	2.20	62,900	1.01
4Q 2021	62.0%	\$160.30	\$99.45	\$146.19	\$90.70	\$14.10	91.2%	53.9%	2.05	64,000	1.00
% Change	92.9%	53.0%	195.1%	50.9%	191.2%	77.8%	-1.3%	17.4%	-7.0%	1.7%	-1.6%

Notable Metrics

HIGHEST	OAR: Luxury/Upscale	Total Rooms Supply	Total Rooms Supply
	6th Highly Favorable Anaheim, CA exhibited favorable OAR metrics in the luxury/upscale segment (6.3%)	13th Above Average The market benefits from a large and diverse hotel market (63,957)	13th Above Average The market also benefits from a large and diverse hotel market (63,957)
LOWEST	T12-Month COPE ADR Percentage	Latest-Quarter Booking Costs POR	T12-Month Booking Costs POR
	101st Soft This market has been hampered by weak T12-month COPE ADR percentage (91.6%)	98th Soft The market has been burdened by high latest-quarter booking costs (\$14.10)	94th Soft Anaheim, CA also was burdened by high T12-month booking costs POR (\$12.21)

Notable Trends

FASTEST	General Economy Reversion	Long-Term Historical Guest Paid ADR Growth	Long-Term Historical COPE ADR Growth
	17th Above Average Anaheim, CA enjoyed strong general economic reversion (per-capita unemployment, GDP and other indicators)	28th Above Average The market has benefited from strong long-term historical Guest Paid ADR growth (2.6%)	28th Above Average The market also enjoyed from strong long-term historical COPE ADR growth (2.6%)
SLOWEST	Long-Term Historical Average Length of Stay Growth	Short-Term Historical LPI Growth	Short-Term Historical Occupancy Growth
	95th Soft The market exhibited weak long-term historical average length of stay growth (-1.4%)	84th Below Average We note this area has been hampered by weak short-term historical LPI growth (-10.9%)	84th Below Average Anaheim, CA also has been hindered by weak short-term historical occupancy growth (-5.2%)

Market Performance Stage



Anaheim, CA: Absorption Stage

The Anaheim, CA market is currently in the 'Absorption' stage of the performance cycle. In this 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 Atlanta, GA; Boston, MA; and Charlotte, NC.

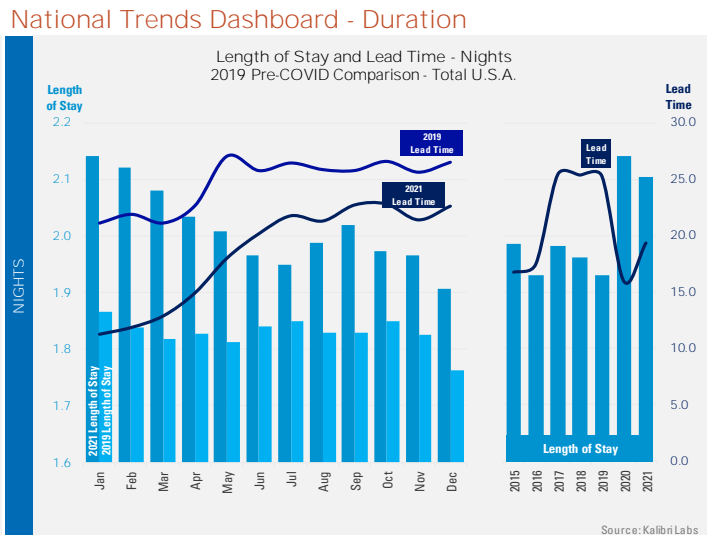
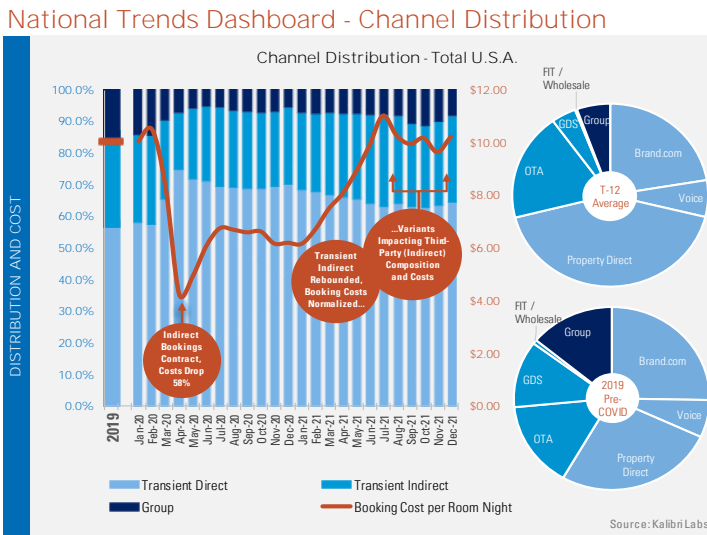
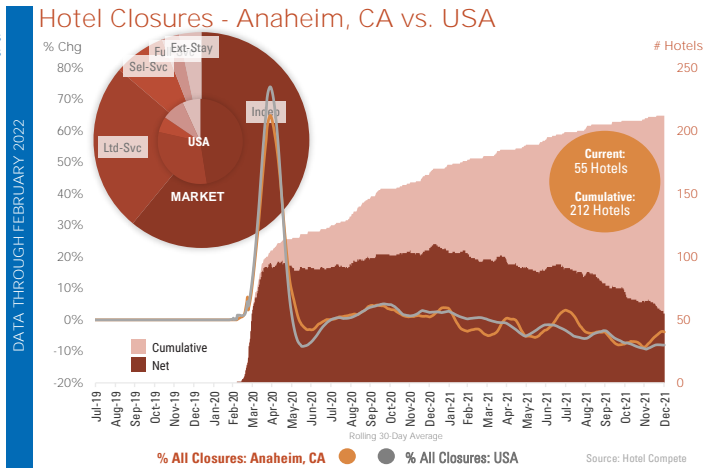
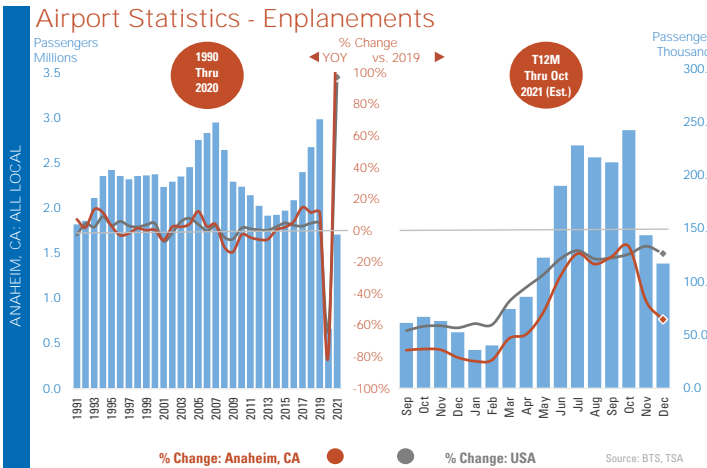
Other Stages:

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 Cincinnati, OH; Detroit, MI; and New Orleans, LA.
Ignition	In the 'Ignition' 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 Knoxville, TN; Miami, FL; and Michigan North Area, MI.
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 Austin, TX; Fort Lauderdale, FL; and Fort Worth, TX.

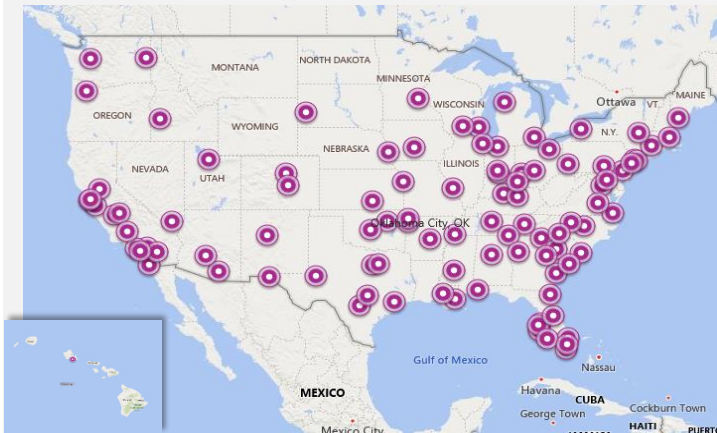
Industry Observations

Business Cycle:	In Recovery	Moody's Rating
Employment Growth (2 yr):	-3.2%	Aa1
Risk Exposure (402 US markets):	29th Percentile: Below Average	Investment Grade
Key Industry Notes:	Finance/medical, tourism Strong labor force Demand for office space Diversified economy High costs hurt competition	Long-term investment grade, Prime-1 short-term outlook





Newmark 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

CONTACT: LAS VEGAS/GAMING MARKETS

FOR MORE INFORMATION

Donna Bradley, MAI
Executive Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Southern California Markets
t 949-633-6009
donna.bradley@nmrk.com

Mark Capasso
Executive Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Las Vegas/Gaming Markets
m 310-714-7579
mark.capasso@nmrk.com

MARKET DISCLAIMERS

PLEASE NOTE

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.