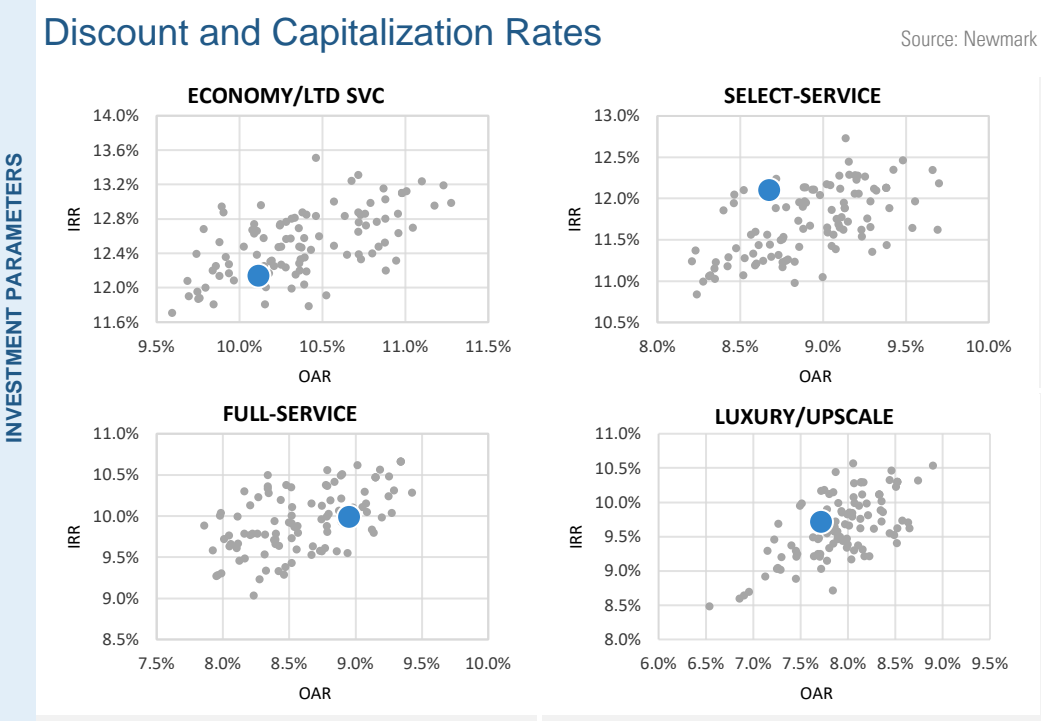
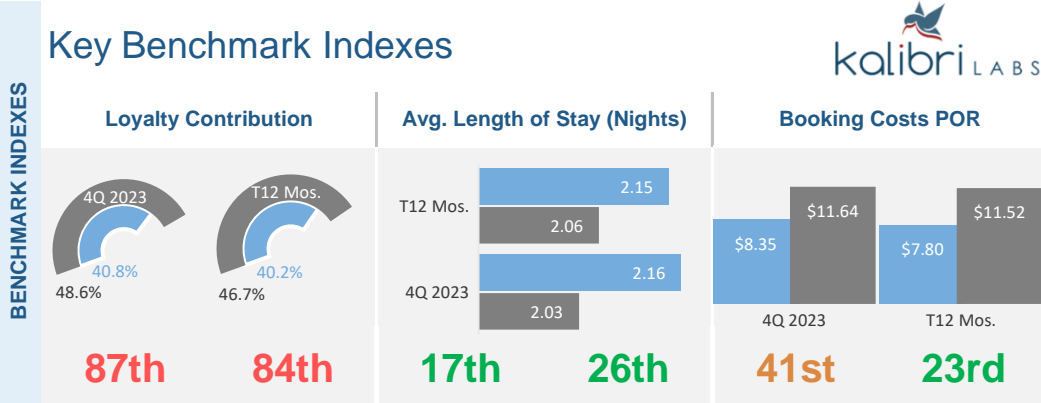
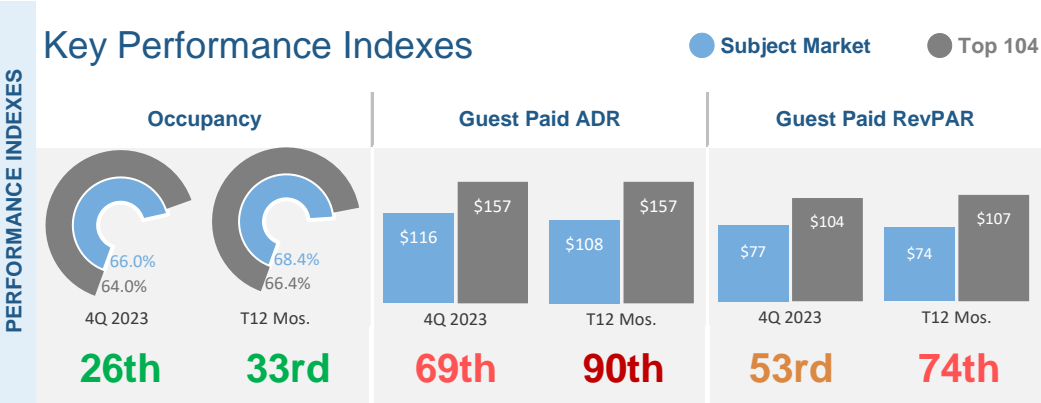
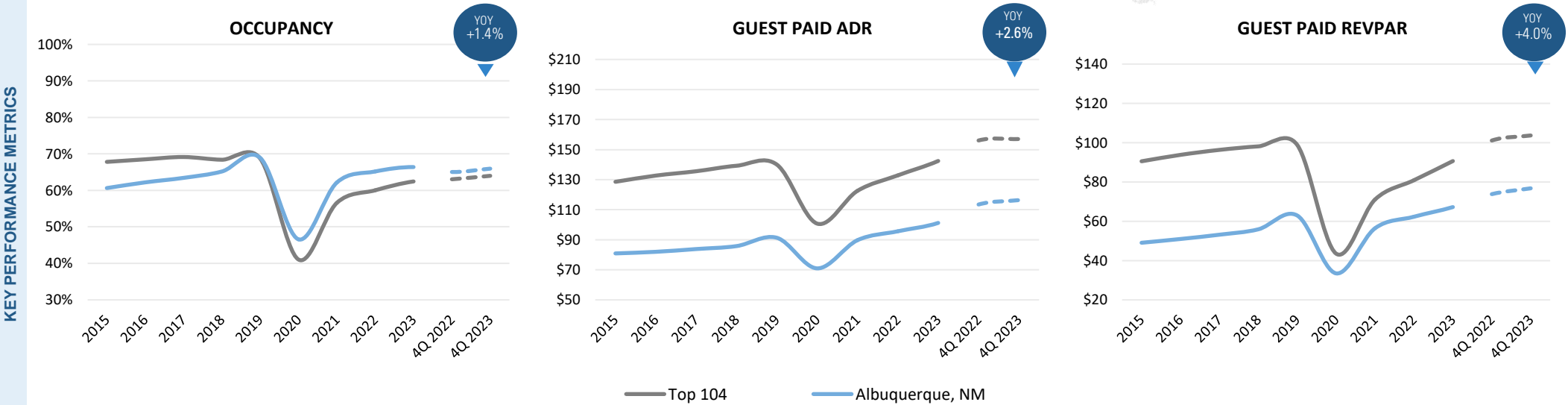
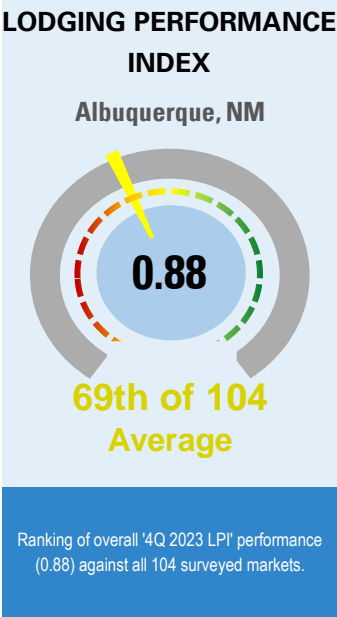
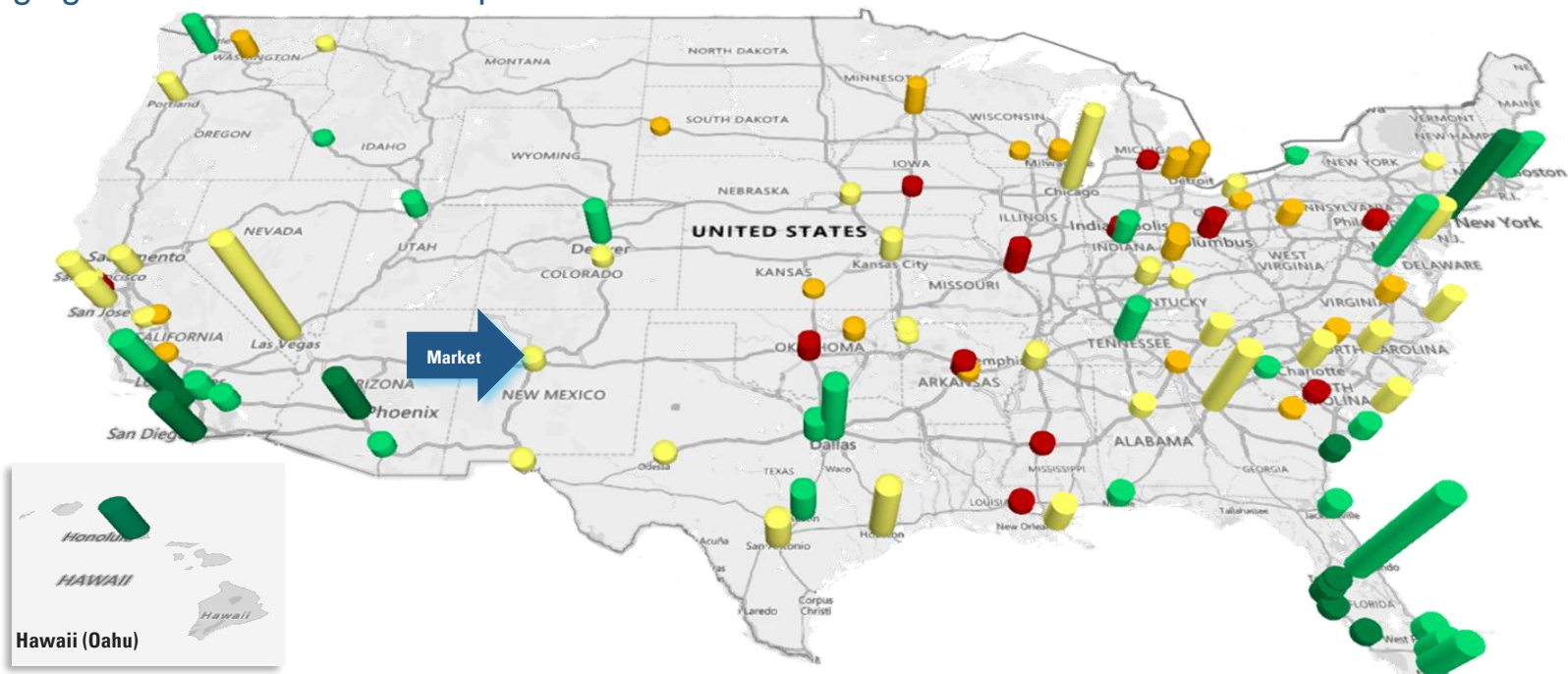


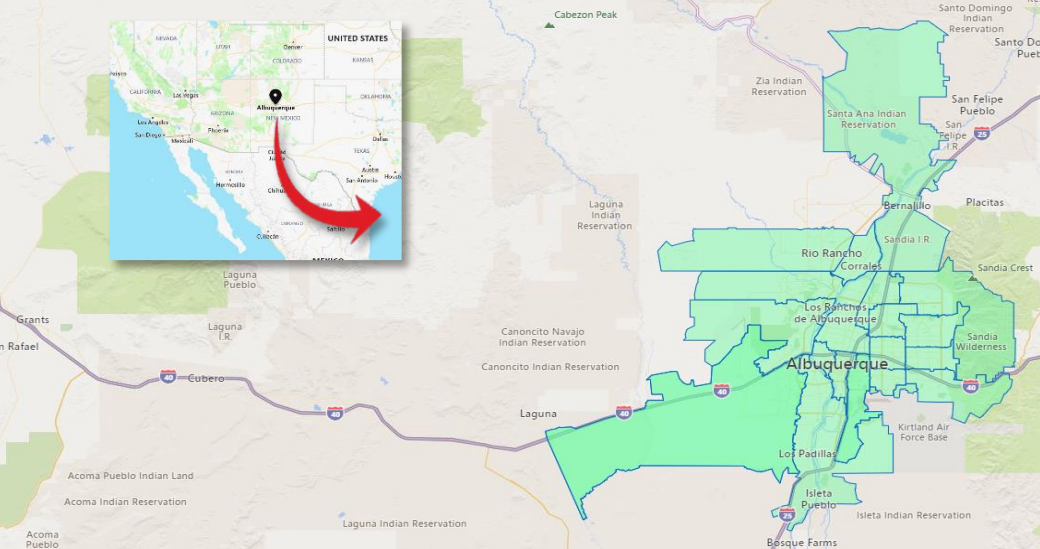
4Q 2023  
ALBUQUERQUE, NM



Lodging Performance Index Snapshot



Location



Quick Facts

Jurisdictional Information

Municipal Name:

Albuquerque

County:

Bernalillo County

State:

New Mexico

Geo Coordinates (market center):

35.08449, -106.65114

Source: US Census Bureau,  
Dept. of Labor Statistics

Major Hotel Demand Generators

University of New Mexico | Kirtland Air Force Base | Sandia National Laboratories | Presbyterian Healthcare Services | UNM Hospital | Lovelace Medical Center | Raymond G. Murphy VA Medical Center | Ambercare Corp. | CHRISTUS St. | Intel Corp. | Central New Mexico Community College | PNM Electric & Gas Services | Sandia Resort & Casino | T-Mobile | Verizon | Blue Cross & Blue Shield Association | Isleta Resort & Casino | Tricore Reference Laboratories | Molina Healthcare Inc. | Allsup's

Metrics and Ranking

Measurement

Rankings

Population (hotel market area)

609,610

73rd of 104 (Below Average)

Income per Capita

\$49,878

46th of 104 (Average)

Feeder Group Size

51.6 Persons PSR

22nd of 104 (Above Average)

Feeder Group Earnings

\$2,575,984 PSR

23rd of 104 (Above Average)

Total Market COPE

\$466.2 million

63rd of 104 (Average)

Key Performance Metrics

YEAR ENDING	Guest Paid			COPE		Booking Cost POR	ADR COPE %	Loyalty %	Avg. Length of Stay (Nights)	Supply (Available Rms)	Performance Index (LPI)
	Occ %	ADR	RevPAR	ADR	RevPAR						
2015	60.6%	\$80.91	\$49.06	\$74.67	\$45.28	\$6.24	92.3%	45.5%	1.79	17,390	0.42
2016	62.2%	\$81.98	\$50.99	\$75.49	\$46.95	\$6.49	92.1%	47.1%	1.76	17,540	0.53
2017	63.4%	\$83.82	\$53.17	\$77.00	\$48.84	\$6.82	91.9%	49.0%	1.76	17,360	0.74
2018	65.2%	\$85.78	\$55.90	\$78.83	\$51.37	\$6.95	91.9%	51.1%	1.75	17,000	0.62
2019	68.9%	\$91.32	\$62.93	\$83.79	\$57.75	\$7.53	91.8%	55.7%	1.79	17,280	0.99
2020	46.6%	\$70.97	\$33.49	\$65.90	\$30.70	\$5.08	92.8%	34.9%	2.00	17,250	0.79
2021	62.2%	\$89.73	\$56.44	\$83.00	\$51.59	\$6.74	92.5%	37.0%	1.98	17,230	0.89
2022	65.2%	\$95.66	\$62.31	\$88.51	\$57.69	\$7.14	92.5%	37.7%	2.01	17,230	1.06
2023	66.4%	\$101.23	\$67.22	\$93.77	\$62.25	\$7.46	92.6%	38.1%	2.04	17,210	0.88
CAGR: 2015 thru 2022	1.1%	2.8%	4.0%	2.9%	4.1%	2.3%	0.0%	-2.2%	1.6%	-0.1%	9.8%
4Q 2022	65.0%	\$113.46	\$73.80	\$105.51	\$68.63	\$7.95	93.0%	38.9%	2.10	17,340	1.06
4Q 2023	66.0%	\$116.38	\$76.76	\$108.03	\$71.25	\$8.35	92.8%	40.8%	2.16	17,430	0.88

Data provided by: kalibri LABS

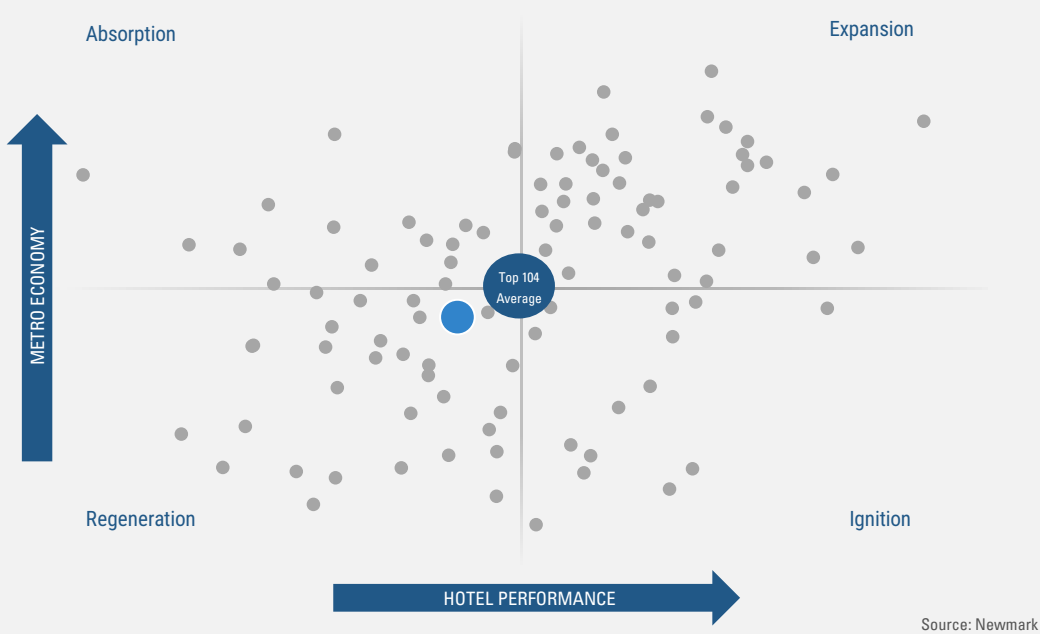
Notable Metrics

HIGHEST	Latest-Quarter Average Length of Stay	IRR: Economy/Ltd Svc	T12-Month Booking Costs POR
	<b>17th</b> Above Average Albuquerque, NM boasted strong latest-quarter average length of stay (2.16 Nights)	<b>18th</b> Favorable The market enjoyed favorable IRR metrics in the economy/ltd svc segment (12.1%)	<b>23rd</b> Above Average The market also enjoyed low T12-month booking costs POR (\$7.80)
LOWEST	T12-Month COPE ADR	T12-Month Guest Paid ADR	Latest-Quarter Loyalty Contribution
	<b>90th</b> Soft This market has been hindered by weak T12-month COPE ADR (\$100.41)	<b>90th</b> Soft The market exhibited weak T12-month Guest Paid ADR (\$108.21)	<b>87th</b> Below Average Albuquerque, NM also has been hindered by weak latest-quarter loyalty contribution (40.8%)

Notable Trends

FASTEST	Long-Term Historical Average Length of Stay Growth	Long-Term Historical LPI Growth	Short-Term Historical LPI Growth
	<b>1st</b> Very Strong Albuquerque, NM enjoyed strong long-term historical average length of stay growth (2.1%)	<b>1st</b> Very Strong The market enjoyed strong long-term historical LPI growth (9.8%)	<b>1st</b> Very Strong The market also has benefited from strong short-term historical LPI growth (13.3%)
SLOWEST	Short-Term Historical Loyalty Contribution Growth	Short-Term Historical Supply Growth	Long-Term Historical Loyalty Contribution Growth
	<b>97th</b> Soft The market has been hindered by weak short-term historical loyalty contribution growth (1.3%)	<b>82nd</b> Below Average We note this area has been burdened by high short-term historical supply growth (0.2%)	<b>81st</b> Below Average Albuquerque, NM also has been hindered by weak long-term historical loyalty contribution growth (3.1%)

Market Performance Stage



Source: Newmark

Albuquerque, NM: Regeneration Stage

The Albuquerque, NM market is currently in the 'Regeneration' stage of the performance cycle. In this stage, hotels and the underlying economy are underperforming. The highest and best uses of hotel assets are still being challenged by lingering pandemic 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 Knoxville, TN.

Other Stages:

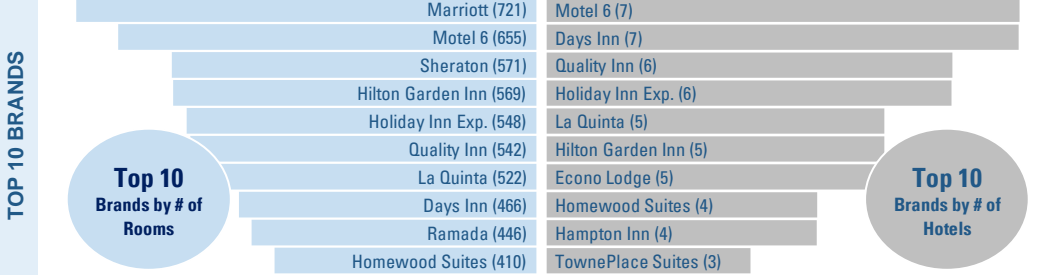
Ignition	In the 'Ignition' stage, hotels typically perform adequately for operators to enjoy positive returns, with confidence the economy will enter a sustained post-pandemic status. While the regional economy continues to recover, strong hotel performance locally is igniting expansion in certain key sectors. Example markets in this stage include Chicago, IL; Miami, FL; and Myrtle Beach, SC.Chicago, IL; Miami, FL; and New York, NY.
Absorption	In the 'Absorption' stage, hotels are underperforming but in an economy with resilience and confidence the economy will shed lingering pandemic impacts, presenting upside for CRE. Barriers to entry are high and the market hosts little or no new supply, allowing for the existing stock of rooms to be absorbed. Example markets in this stage include Columbus, OH; Houston, TX; and Minneapolis, MN.
Expansion	In the 'Expansion' stage, hotels perform adequately, contributing to a resilient economy that is approaching a 'post' pandemic environment. Displacement demand is high, new hotel supply is feasible (despite barriers normally being high), and the overall economy is expanding. Example markets in this stage include Anaheim, CA; Atlanta, GA; and Austin, TX.

Industry Observations

Business Cycle:  
Employment Growth (2 yr):  
Risk Exposure (402 US markets):  
Key Industry Notes:

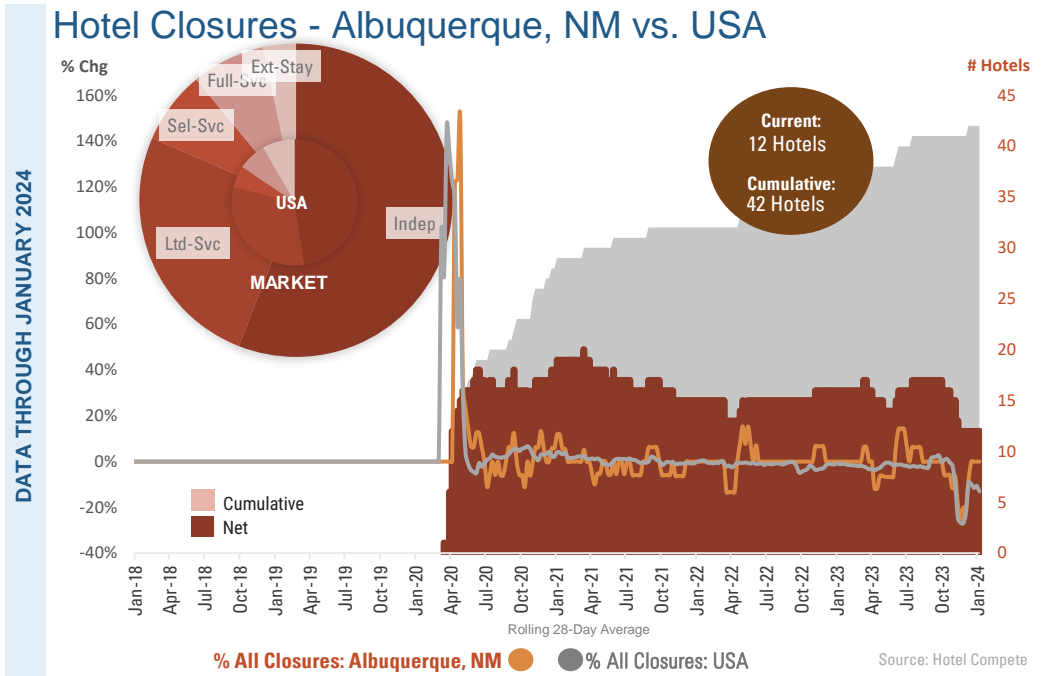
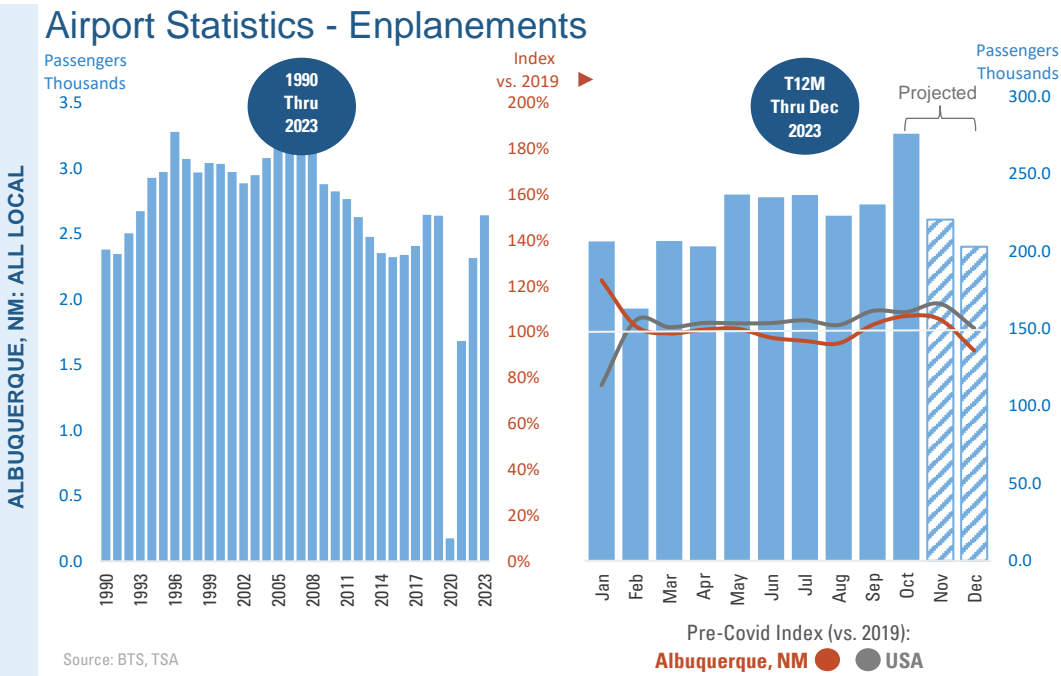
At Risk  
5.5%  
89th Percentile: Above Average  
College town, defense  
Stable job base  
Regional hub for trade  
High tech support  
Below average income

Moody's Rating  
**Aaa**  
Investment Grade  
Long-term investment grade, Prime-1 short-term outlook

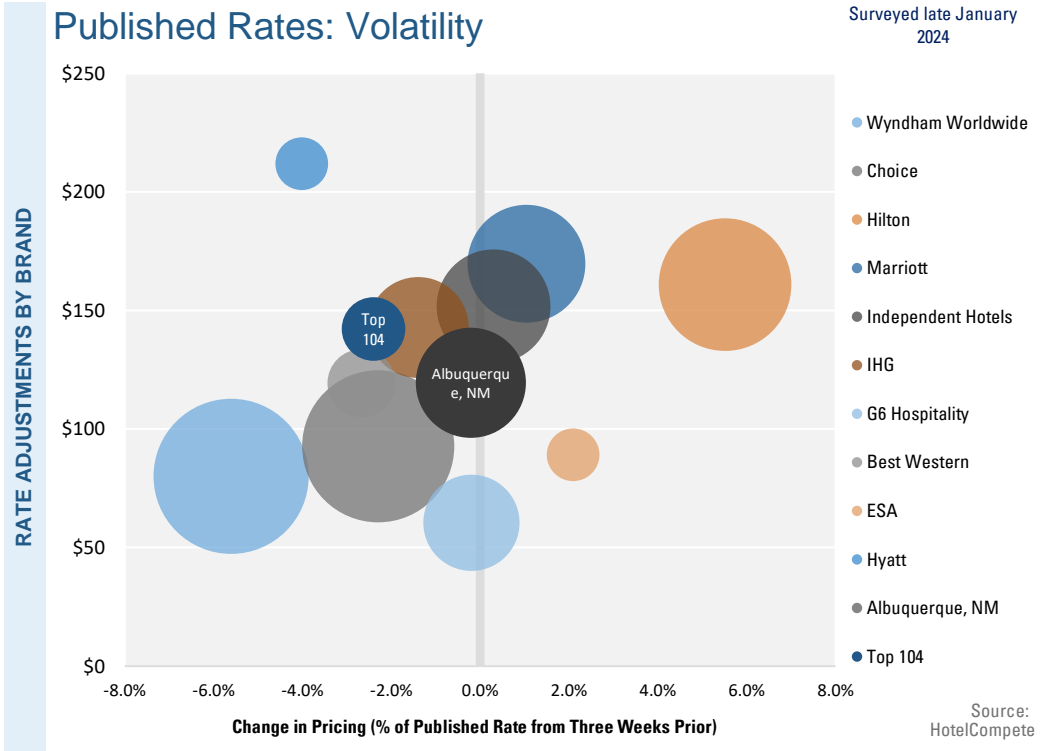
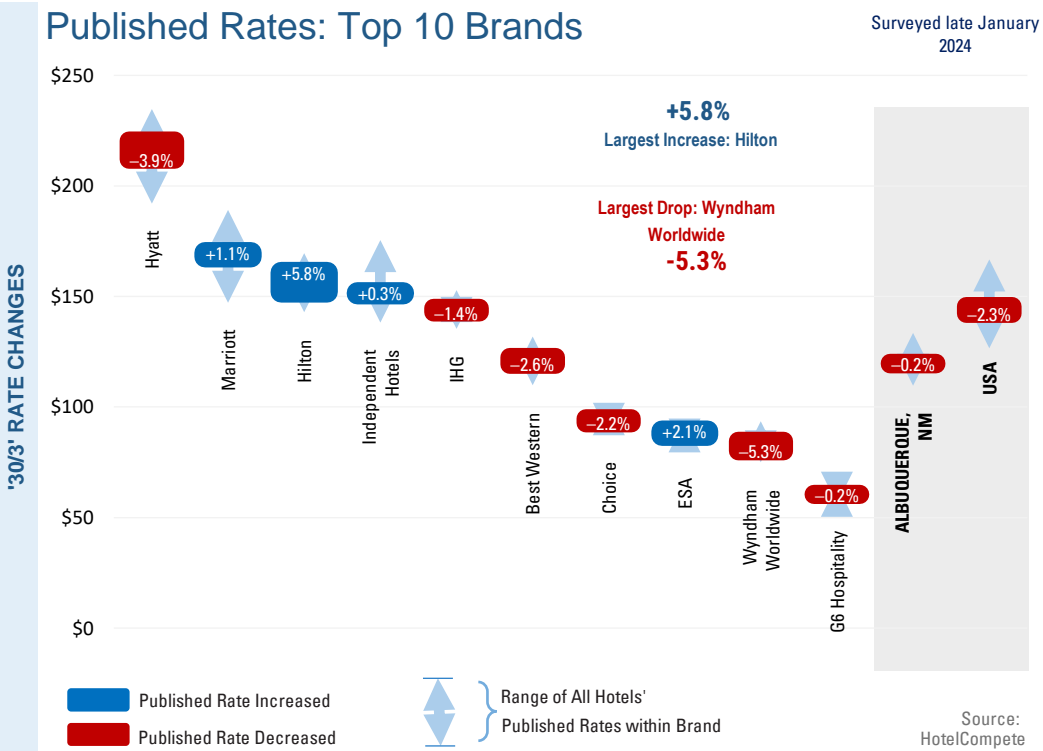
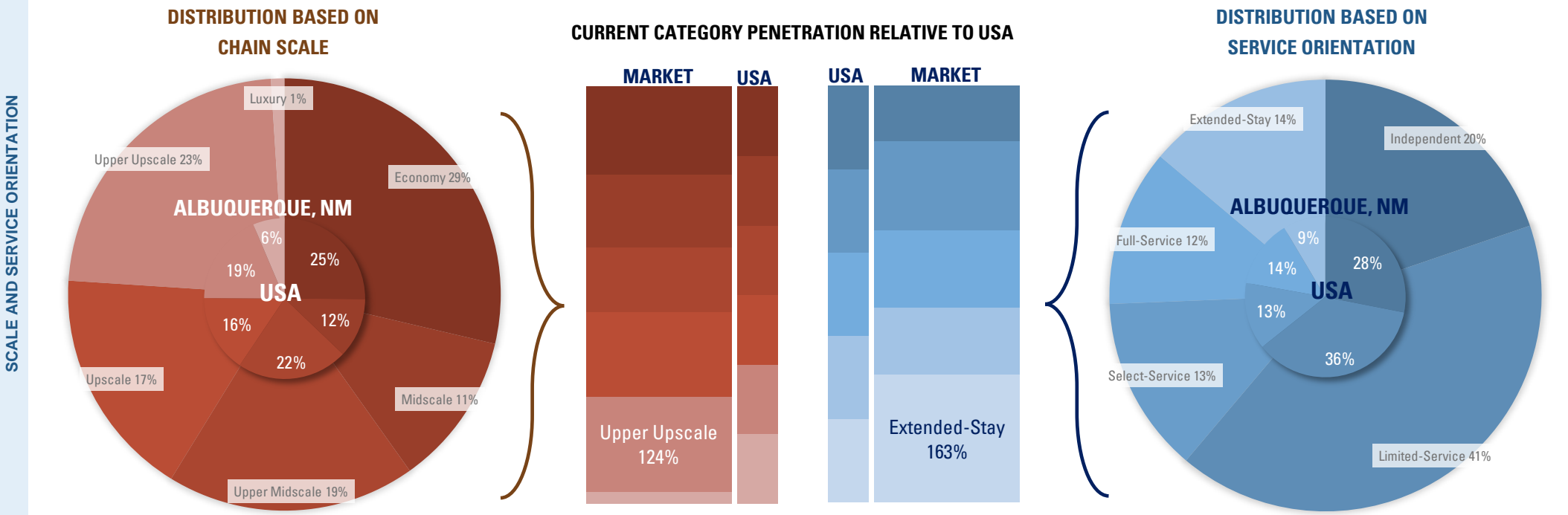


Source: Newmark





## Scale and Service Distribution: Albuquerque, NM

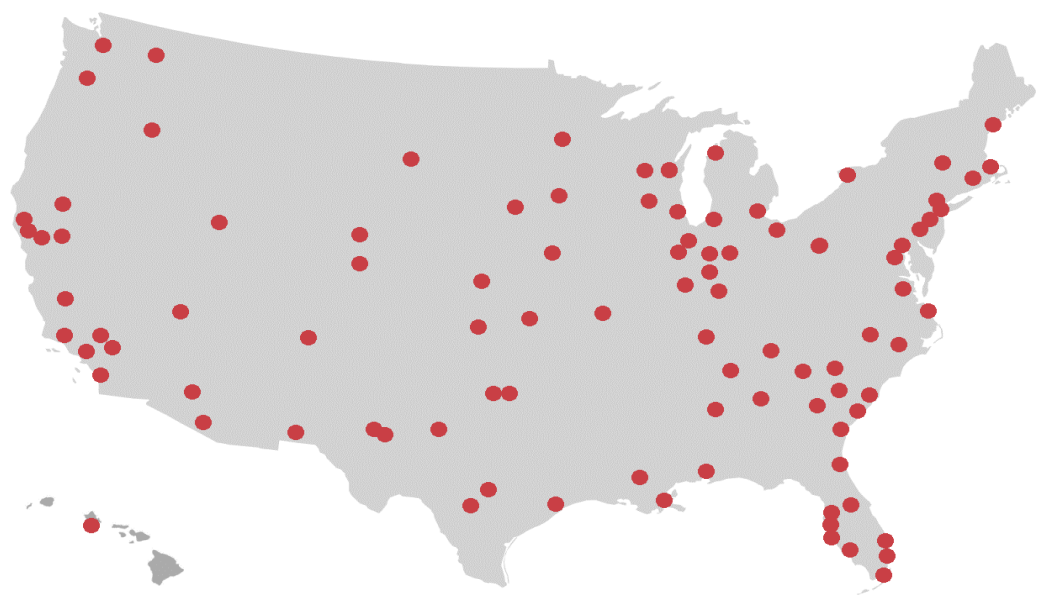


## Published Rate Observations: 30-Day Advance

	Published Rate Level	Rate Movement	Optimism
MARKET LEVEL	<b>77th</b> Below Average The 30-day advanced published rate for the market was a somewhat conservative \$119.50, ranking 77th out of 104 markets. (Guest-Paid ADR ranked a somewhat conservative 69th at \$116.38 in 4Q 2023.)	<b>10th</b> Above Average Published rates have recently been moving downward, decreasing by a modest 0.2% over three weeks going into late January 2024. By comparison, the T-104 average posted downward movement of 2.34%.	<b>63rd</b> Average Published rates reported in late January 2024 were 2.7% higher than the market's Guest-Paid ADR in 4Q 2023. This optimism is average. By comparison, the T-104 spread was -9.5%.

	Published Rate Integrity	Coverage	Volatility
BRAND LEVEL	<b>32nd</b> Above Average Published rates among the top 10 brands have a moderate amount of integrity with some pricing overlap, suggesting bottom-feeding occasionally exists.	<b>43rd</b> Average Albuquerque, NM has an average spectrum of rate classes and traveler types among its top 10 brands, and the range of coverage has been contracting.	<b>14th</b> Low Albuquerque, NM's top 10 brands are exhibiting low volatility with respect to advanced booking pricing movements in the three weeks leading into late January 2024.

# Nsights Hotel Market Reports Coverage



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

\*Customized market reports available upon request

## Hospitality, Gaming & Leisure

Our Hospitality, Gaming & Leisure practice is focused exclusively on providing superior valuation and consulting services for a broad range of hotels, casinos and leisure properties. Our team takes a holistic, consultative approach that goes far beyond the physical asset, analyzing every aspect of a property’s business and real estate operations to identify all areas of value for owners and investors.

*Our Hospitality, Gaming & Leisure platform has experience in valuation assignments and market analysis for properties including:*

**Hotels and Resorts**

**Gaming Facilities**

**Arenas, Stadiums and Sports Facilities**

**Conference, Expo and Convention Centers**

**Golf Courses**

**Marinas**

**Ski and Village Resorts**

**Water Parks, Amusement Parks and Attractions**

*Our core disciplines and expert subject areas include:*

**Economic Impact**

We empower owners and operators to maximize economic incentives and advise government entities on the impact of incentives on a community or development.

**Feasibility**

We take feasibility studies to the next level, combining market knowledge with expert economic impact analysis and acumen in cash-on-cash, ROI and other metrics.

**Financial Reporting**

Our seamless approach to fulfilling clients’ financial reporting requirements means no outside assistance is needed.

**Litigation**

Our experts bring a strategic perspective and hands-on approach, exceeding the depth and scope of typical litigation services every time.

**Portfolio Analytics**

We bring industry averages and trends to bear on traditional analytics, ensuring comprehensive due diligence.

**Property Tax**

We understand every aspect of a property’s operations, allowing us to craft advanced tax strategies.

**ABOUT NEWMARK**

**We transform untapped potential into limitless opportunity.**

At Newmark, we don’t just adapt to what our partners need—we adapt to what the future demands. Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what’s next and the tenacity to get there first.

**FOR INFORMATION CONTACT:**

**Bryan Younge MAI, ASA, FRICS**

Executive Vice President, Valuation & Advisory,  
Specialty Practice Leader – Hospitality, Gaming & Leisure  
m 773-263-4544  
bryan.younge@nmrk.com

**CONTACT: SOUTHWEST MARKETS**

CONTACT	FOR MORE INFORMATION	
	<b>Bryan Younge, MAI, ASA, FRICS</b> Senior Managing Director Practice Leader - Hospitality, Gaming & Leisure <b>NEWMARK VALUATION &amp; ADVISORY</b> Americas m 773-263-4544 bryan.younge@nmrk.com	<b>Chad Eschmeyer</b> Senior Vice President Hospitality, Gaming & Leisure <b>NEWMARK VALUATION &amp; ADVISORY</b> Southwest Markets Dir 602.315.5888 chad.eschmeyer@nmrk.com

**MARKET DISCLAIMERS**

LEGAL	COPYRIGHT INFORMATION	
	© 2024 by Newmark. All information contained in this publication is derived from sources that are deemed to be reliable. However, Newmark has not verified any such information, and the same constitutes the statements and representations only of the source thereof, and not of Newmark. Any recipient of this publication should independently verify such information and all other information that may be material to any decision that recipient may make in response to this publication and should consult with professionals of the recipient's choice regarding all aspects of that decision, including its legal, financial, and tax aspects and implications. Any recipient of this publication may not, without the prior written approval of Newmark, distribute, disseminate, publish, transmit, copy, broadcast, upload, download, or in any other way reproduce this publication or any of the information it contains.	