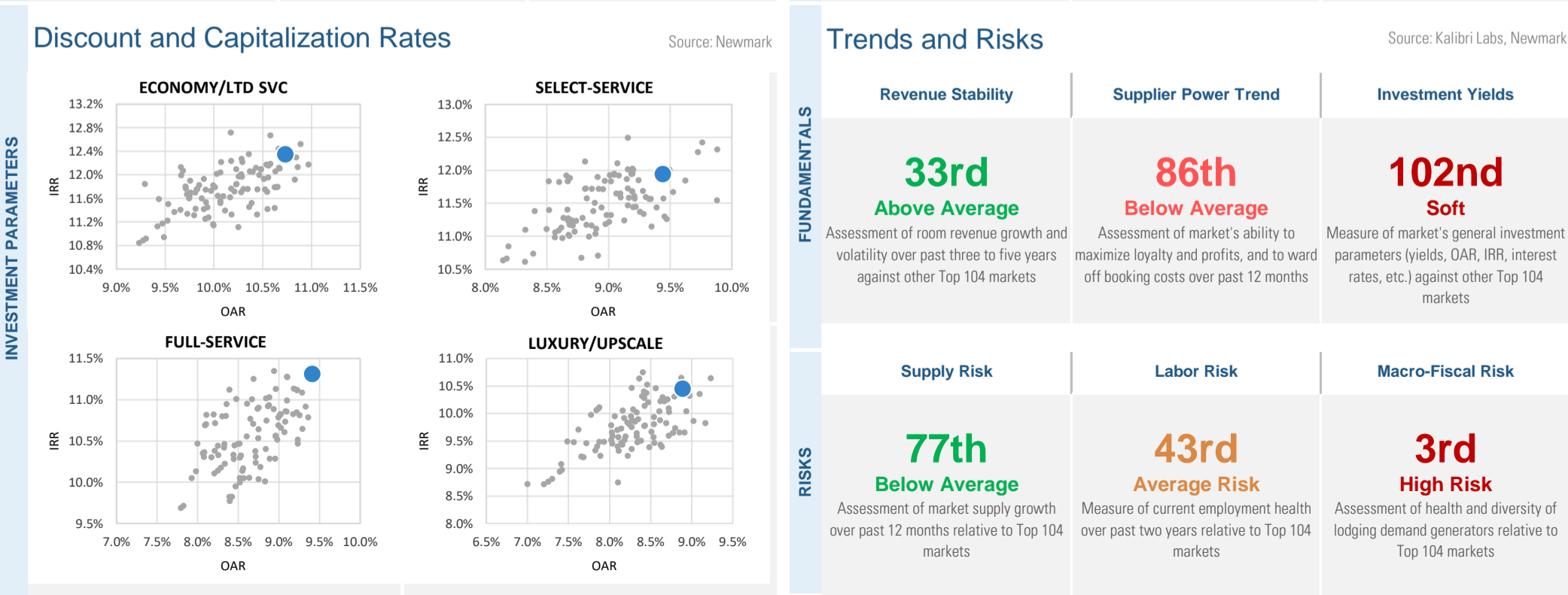
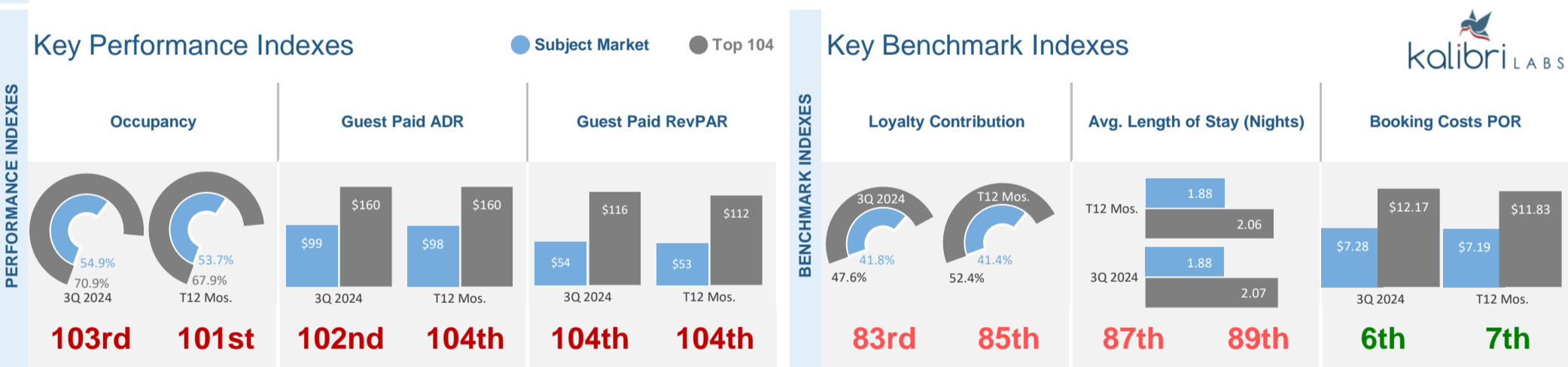
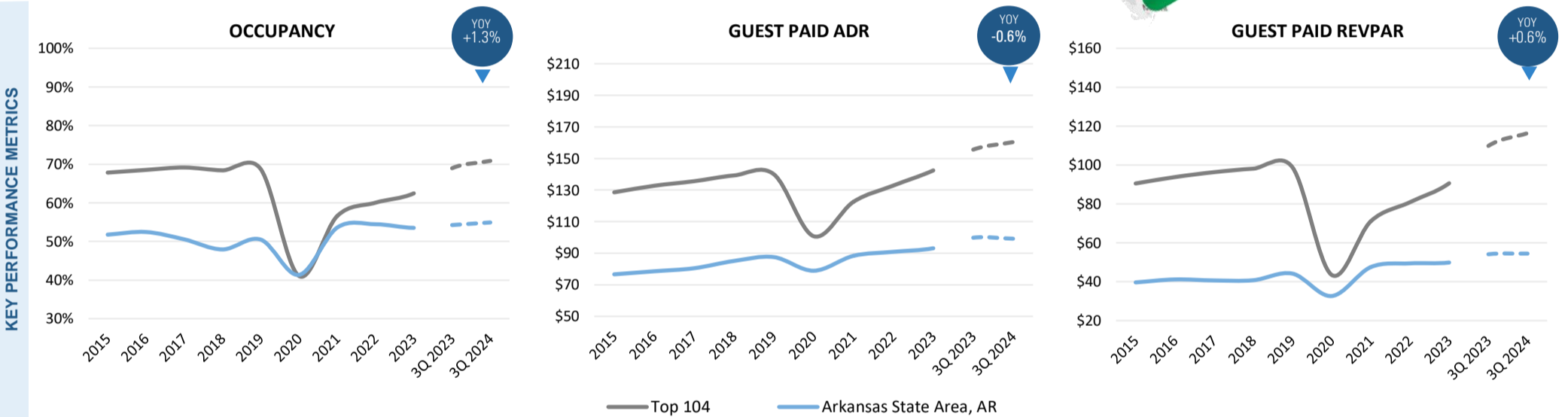
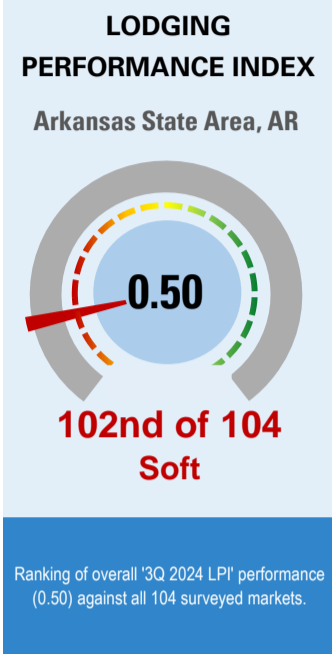
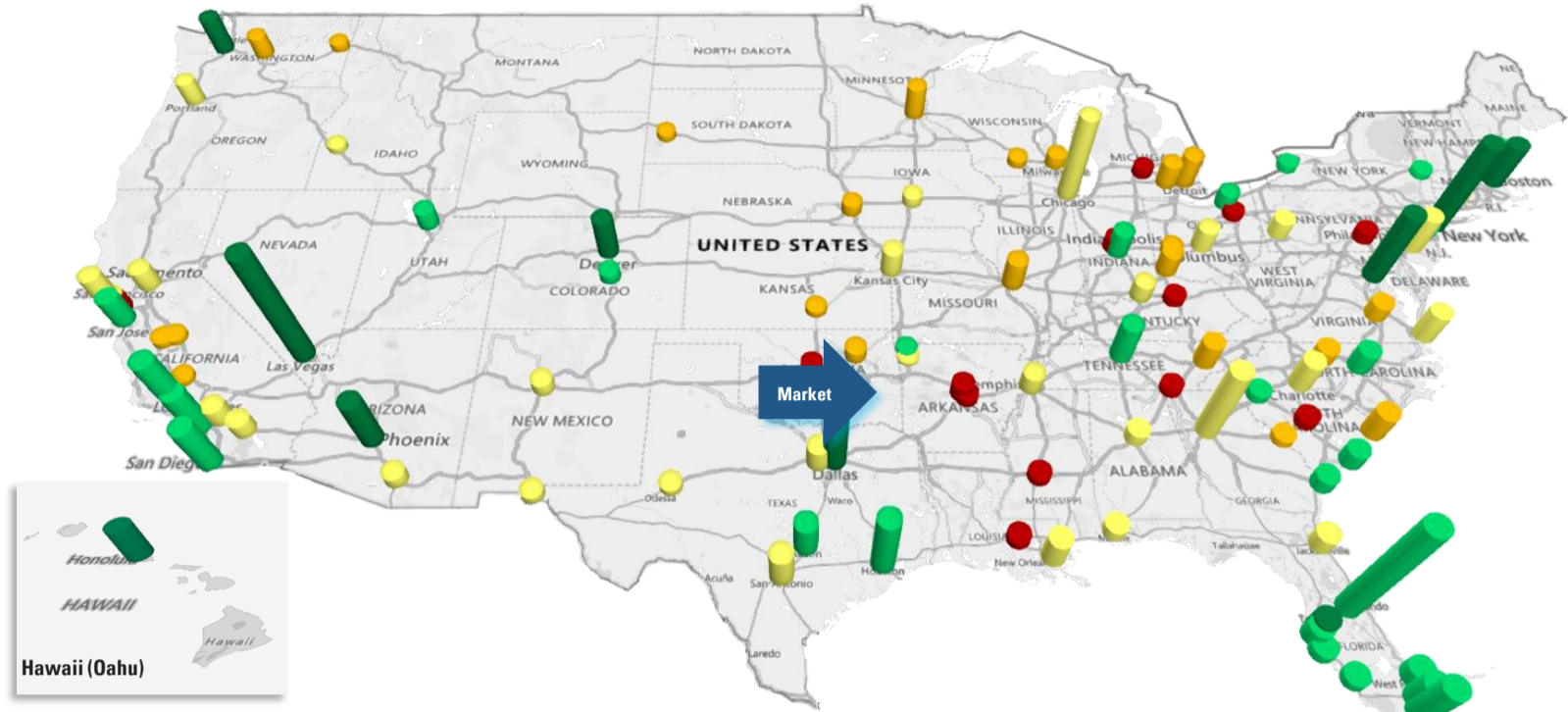


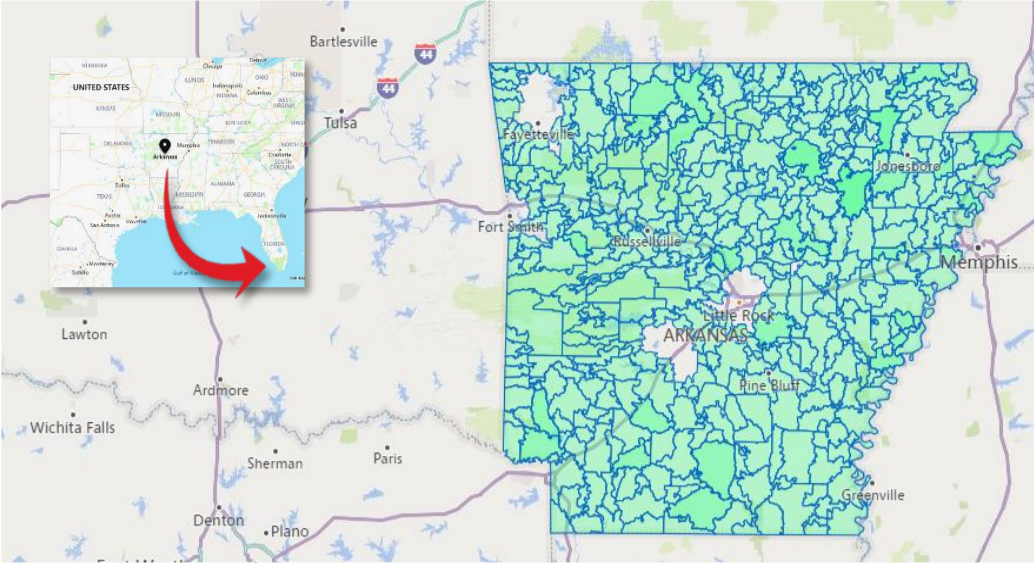
3Q 2024
ARKANSAS STATE AREA, AR



Lodging Performance Index Snapshot



Location



Quick Facts

Jurisdictional Information

Municipal Name:

County:

State:

Geo Coordinates (market center):

Multiple

Multiple

Michigan

35.07141, -92.35122

Source: US Census Bureau,
Dept. of Labor Statistics

Major Hotel Demand Generators

Aerojet Rocketdyne | Arkansas Best Corp. | Arkansas Children's Hospital | Arkansas State University | Baldor Electric | Baptist Health | Central Arkansas Veterans Healthcare System | ExxonMobil (lithium) | FedEx Freight | Hytrol Conveyor Co. | Little Rock Air Force Base | NEA Baptist Memorial Medical | O.K. Foods Inc. | Oaklawn Racing Casino Resort | Riceland Foods | Sparks Health System | St. Bernards Medical Center | St. Edward Mercy Medical Center | Tyson Foods Inc. | Walmart Inc.

Metrics and Ranking

Population (hotel market area)

Income per Capita

Feeder Group Size

Feeder Group Earnings

Total Market Hotel Revenues

Measurement

1,604,600

\$38,097

142.7 Persons PSR

\$5,437,463 PSR

\$402.0 million

Rankings

39th of 104 (Average)

90th of 104 (Soft)

96th of 104 (Soft)

88th of 104 (Below Average)

70th of 104 (Below Average)

Key Performance Metrics

YEAR ENDING	Guest Paid			COPE		Booking Cost	ADR COPE	Loyalty	Avg Length of	Supply	Performance
	Occ %	ADR	RevPAR	ADR	RevPAR	POR	%	%	Stay Nights	Rooms	Index (LPI)
2015	51.7%	\$76.62	\$39.65	\$72.66	\$37.60	\$3.96	94.8%	41.6%	1.76	22,570	0.24
2016	52.4%	\$78.54	\$41.18	\$74.25	\$38.94	\$4.28	94.6%	43.7%	1.75	22,520	0.50
2017	50.5%	\$80.46	\$40.67	\$75.75	\$38.28	\$4.71	94.1%	46.8%	1.72	22,630	0.39
2018	47.9%	\$85.06	\$40.76	\$79.78	\$38.23	\$5.29	93.8%	51.6%	1.71	21,810	0.36
2019	50.5%	\$87.53	\$44.17	\$81.71	\$41.24	\$5.82	93.4%	58.7%	1.73	20,790	0.59
2020	41.3%	\$78.89	\$32.65	\$73.62	\$30.43	\$5.27	93.3%	36.6%	1.87	20,600	0.87
2021	53.6%	\$88.33	\$47.51	\$82.20	\$44.06	\$6.13	93.1%	38.1%	1.83	20,670	0.75
2022	54.4%	\$90.87	\$49.44	\$84.45	\$45.98	\$6.41	92.9%	37.8%	1.82	20,720	0.60
2023	53.5%	\$93.12	\$49.88	\$86.46	\$46.26	\$6.66	92.8%	37.6%	1.81	20,730	0.46
CAGR: 2015 thru 2023	0.4%	2.5%	2.9%	2.2%	2.6%	6.7%	-0.3%	-1.3%	0.4%	-1.1%	8.5%
3Q 2023	54.2%	\$99.80	\$54.12	\$92.51	\$50.17	\$7.29	92.7%	39.9%	1.84	21,190	0.49
3Q 2024	54.9%	\$99.20	\$54.47	\$91.91	\$50.47	\$7.28	92.7%	41.8%	1.88	21,040	0.50

Data provided by: kalibri LABS

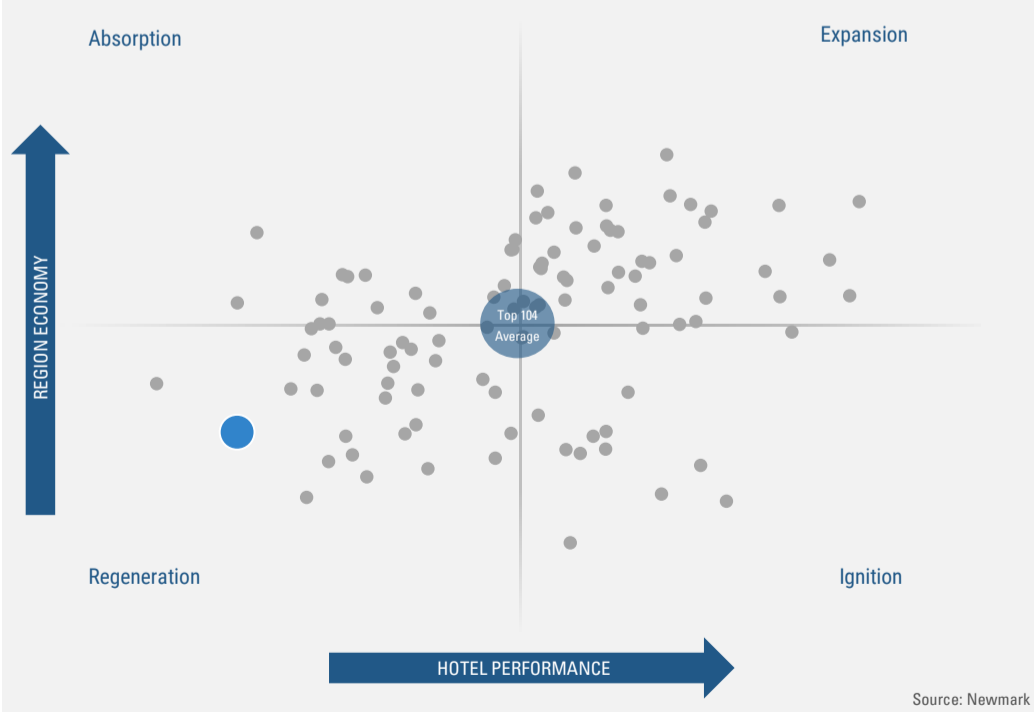
Notable Metrics

HIGHEST	Latest-Quarter Booking Costs POR	T12-Month Booking Costs POR	Population Density per Room
	6th Strong Arkansas State Area, AR enjoyed low latest-quarter booking costs POR (\$7.28)	7th Strong The market enjoyed low T12-month booking costs POR (\$7.19)	13th Above Average The market also boasted strong population density per room (76.03)
LOWEST	T12-Month COPE RevPAR	T12-Month COPE ADR	T12-Month Guest Paid RevPAR
	Last Soft This market posted weak T12-month COPE RevPAR (\$48.57)	Last Soft The market has been hindered by weak T12-month COPE ADR (\$90.53)	Last Soft Arkansas State Area, AR also has been hindered by weak T12-month Guest Paid RevPAR (\$52.54)

Notable Trends

STRONGEST	Long-Term Historical LPI Growth	Short-Term Historical LPI Growth	Short-Term Historical Average Length of Stay Growth
	2nd Very Strong Arkansas State Area, AR enjoyed strong long-term historical LPI growth (8.7%)	2nd Very Strong The market has benefited from strong short-term historical LPI growth (11.4%)	13th Above Average The market also has benefited from strong short-term historical average length of stay growth (1.7%)
WEAKEST	Overall Health of Hotel Market	Long-Term Historical Booking Costs POR Growth	General Economy Reverence
	103rd Soft The market has been hampered by weak general hotel market performance (levels and trends of fundamentals)	91st Soft We note this area exhibited high long-term historical booking costs POR growth (4.5%)	87th Below Average Arkansas State Area, AR also posted weak general economic reverence (per-capita unemployment, GDP and other indicators)

Market Performance Stage



Arkansas State Area, AR: Regeneration Stage

The Arkansas State Area, AR 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.

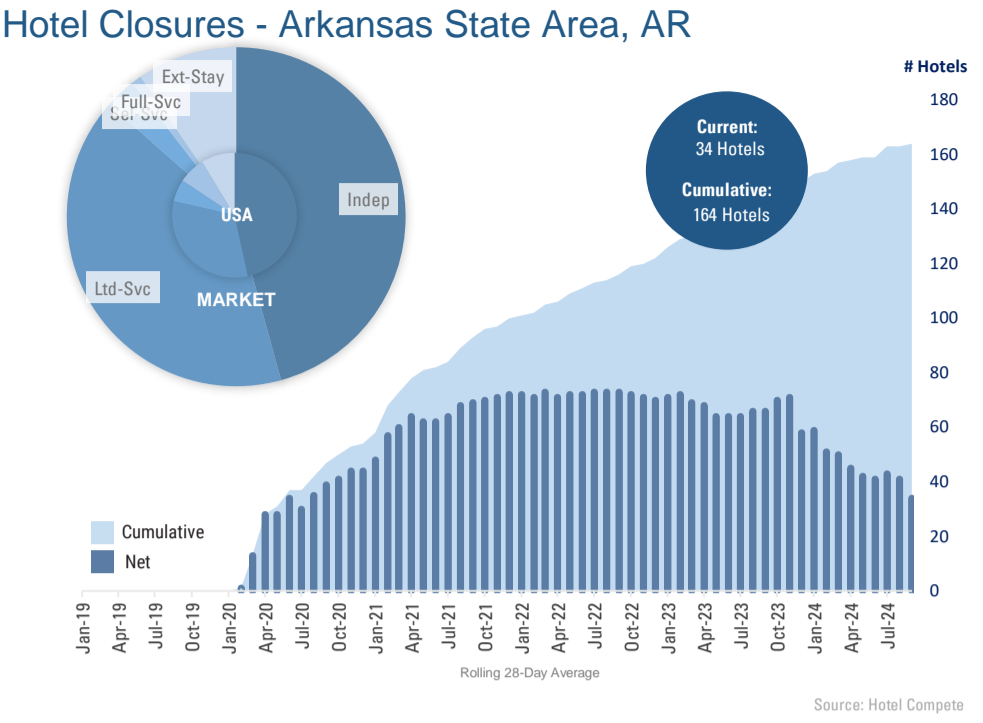
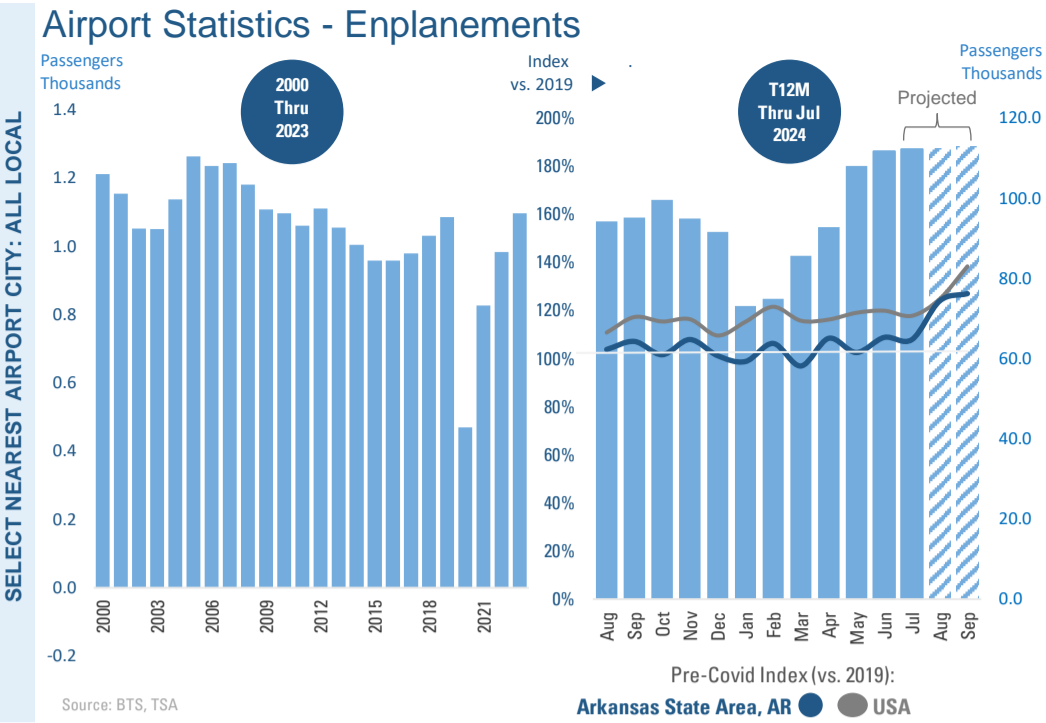
Other Stages:

Ignition	In the 'Ignition' stage, hotels typically perform adequately for operators to enjoy positive returns, with confidence the economy will remain fully recovered from the pandemic. While the regional economy continues to recover, strong hotel performance locally is igniting expansion in certain key sectors. Example markets in this stage include Baltimore, MD; Miami, FL; and New Orleans, LA.
Absorption	In the 'Absorption' stage, hotels are underperforming but in an economy with resilience and confidence the economy will shed any 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 Minneapolis, MN; ; and .
Expansion	In the 'Expansion' stage, hotels perform adequately, contributing to a resilient economy that has fully exited from the 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.

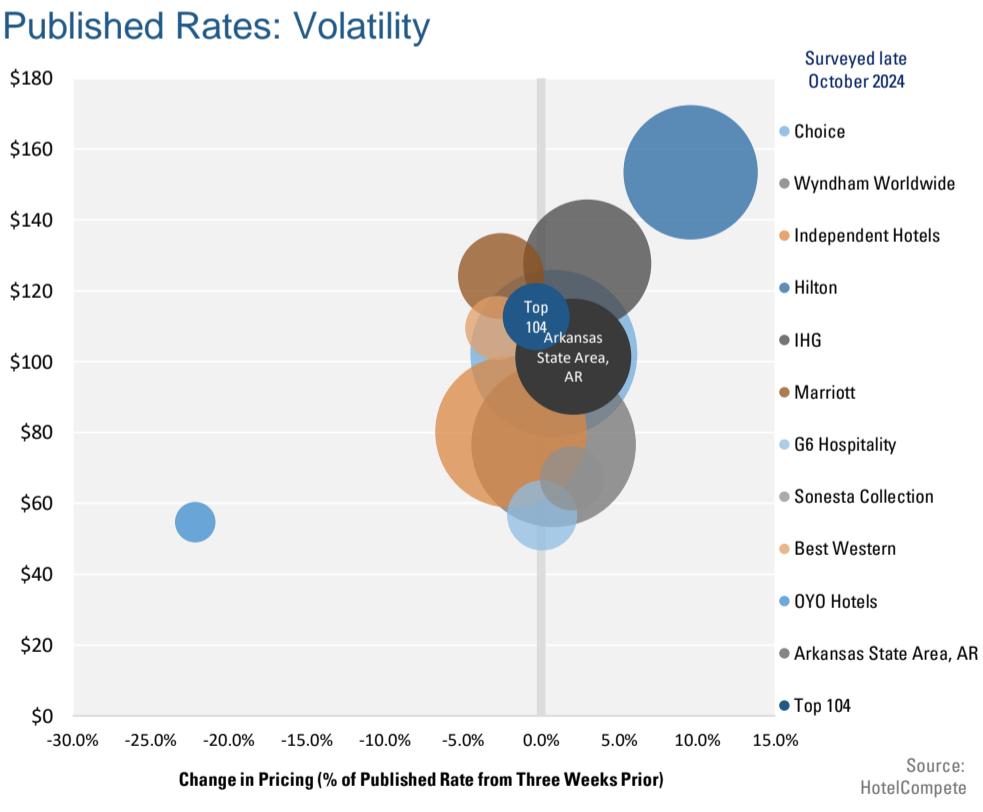
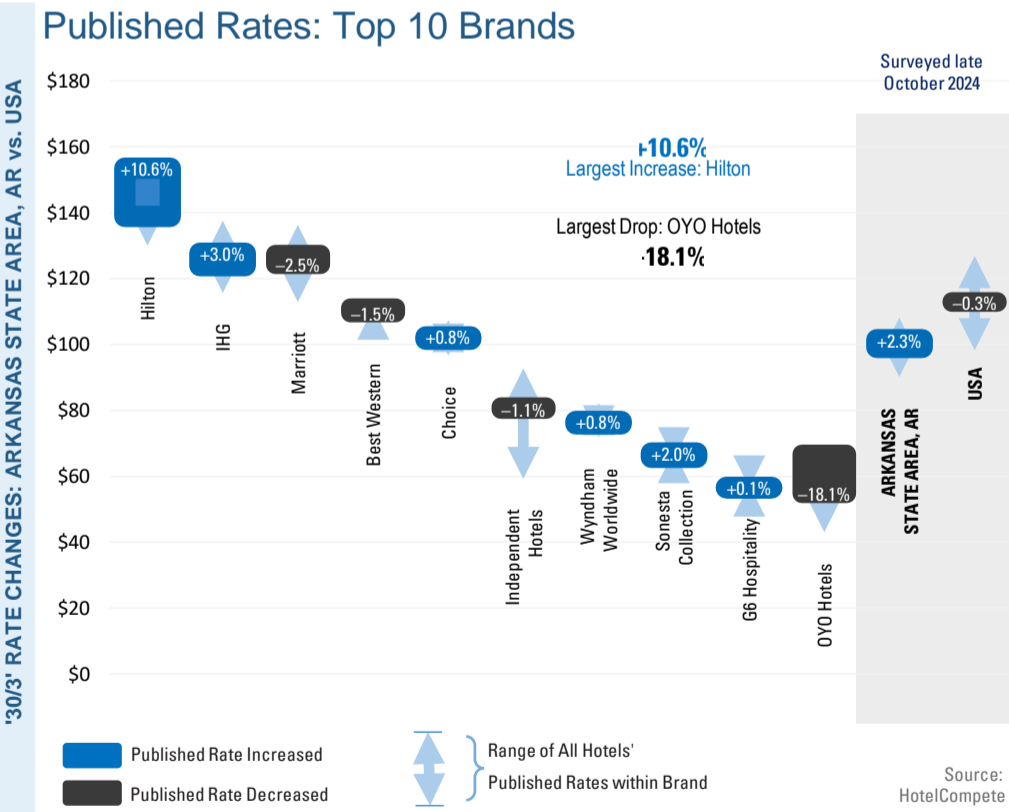
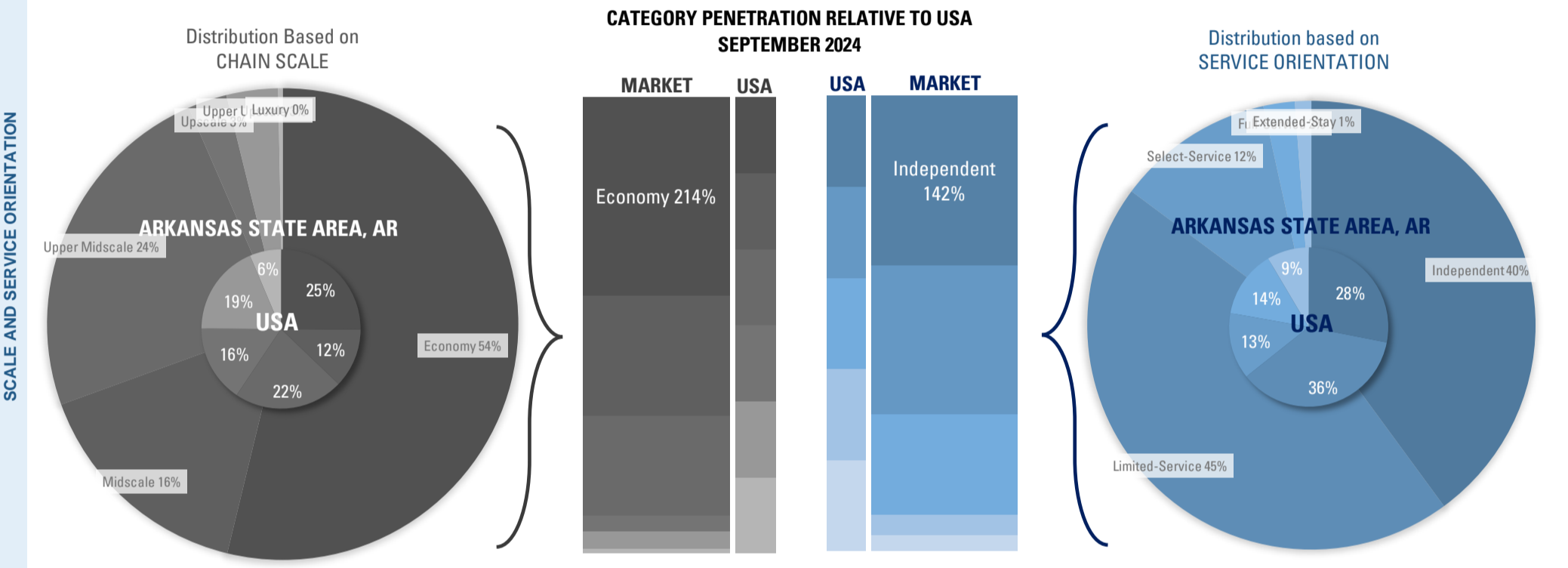
Industry Observations

MOODY'S ANALYTICS	Business Cycle:	At Risk	Moody's Rating
	Employment Growth (2 yr):	1.5%	
	Risk Exposure (402 US markets):	90th Percentile: Above Average	
	Key Industry Notes:	Low business costs	
		Well-developed infrastructure	
		Regional healthcare hub	
			NR
			This market is not rated by Moody's

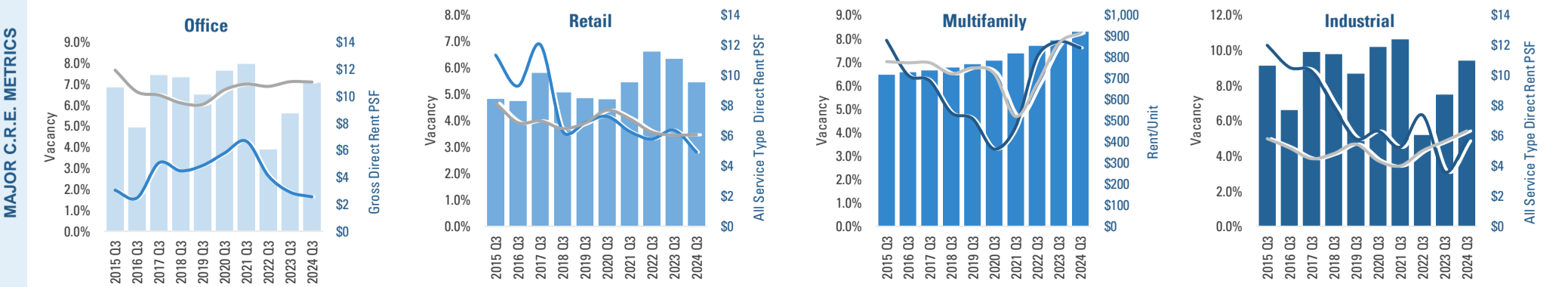




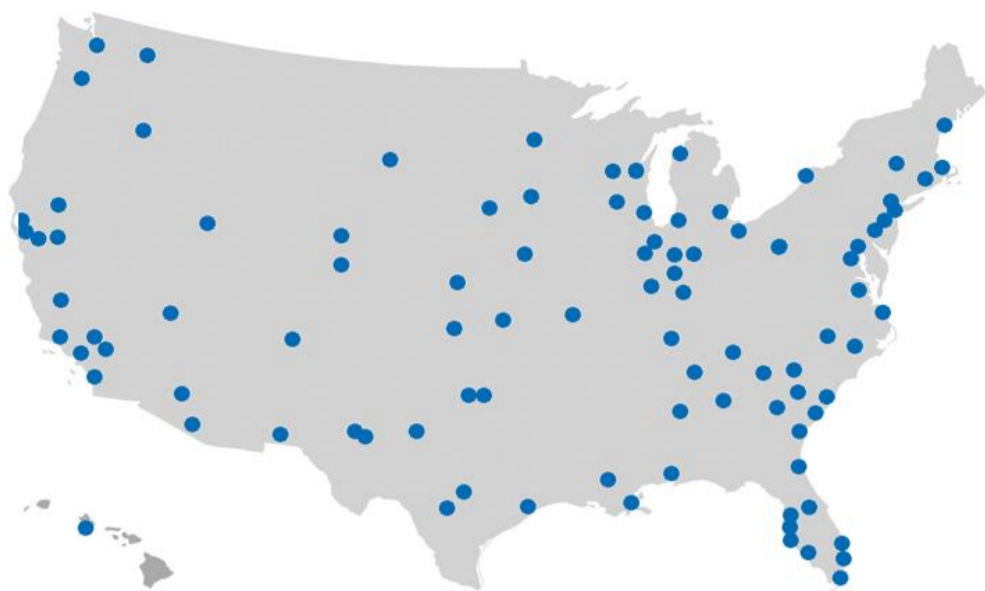
Scale and Service Distribution: Arkansas State Area, AR



Major CRE Market Performance



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
Stadiums, Sports & Entertainment 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.

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