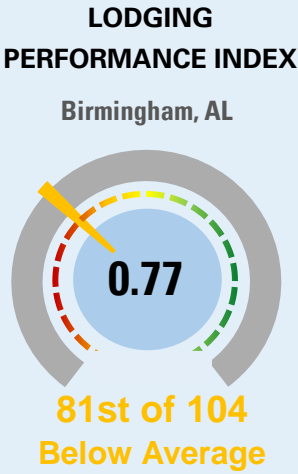
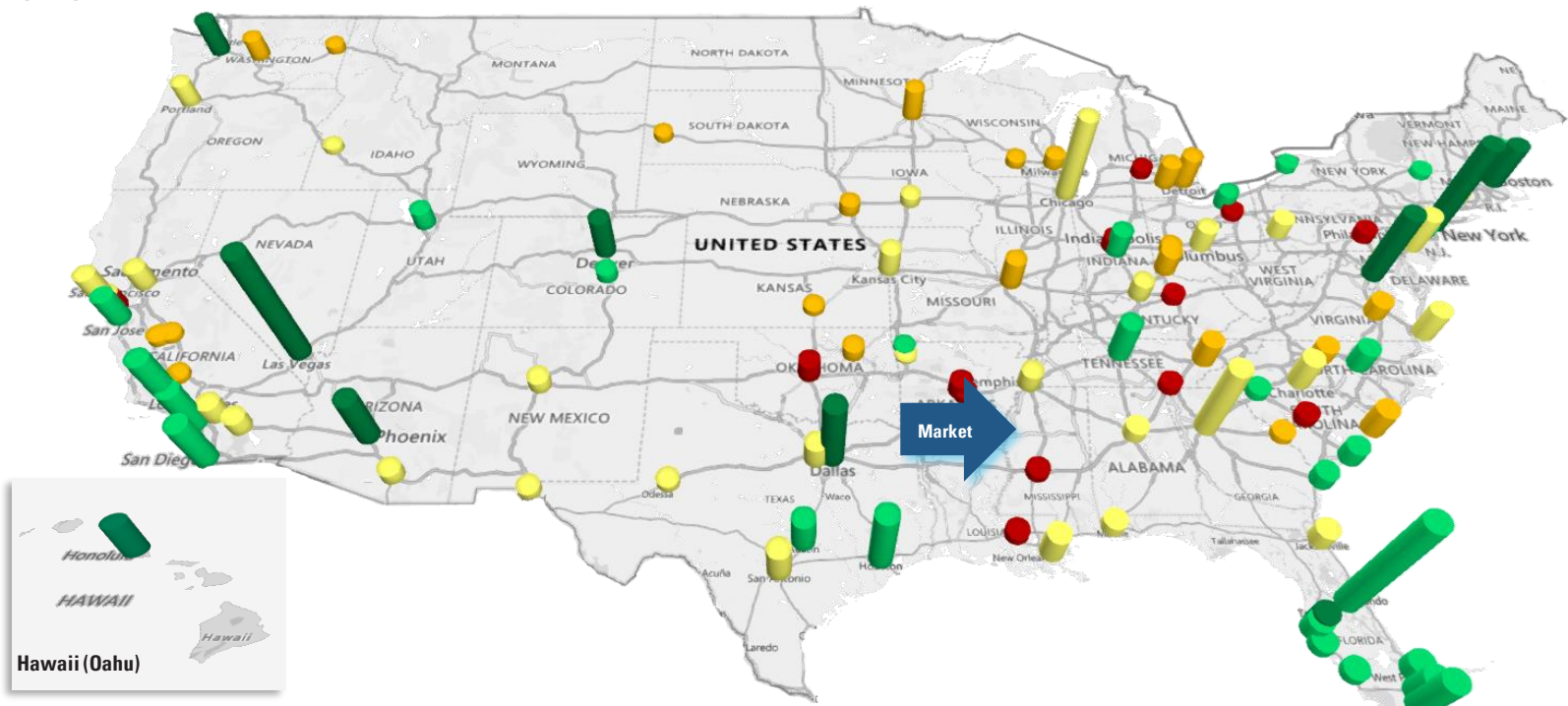


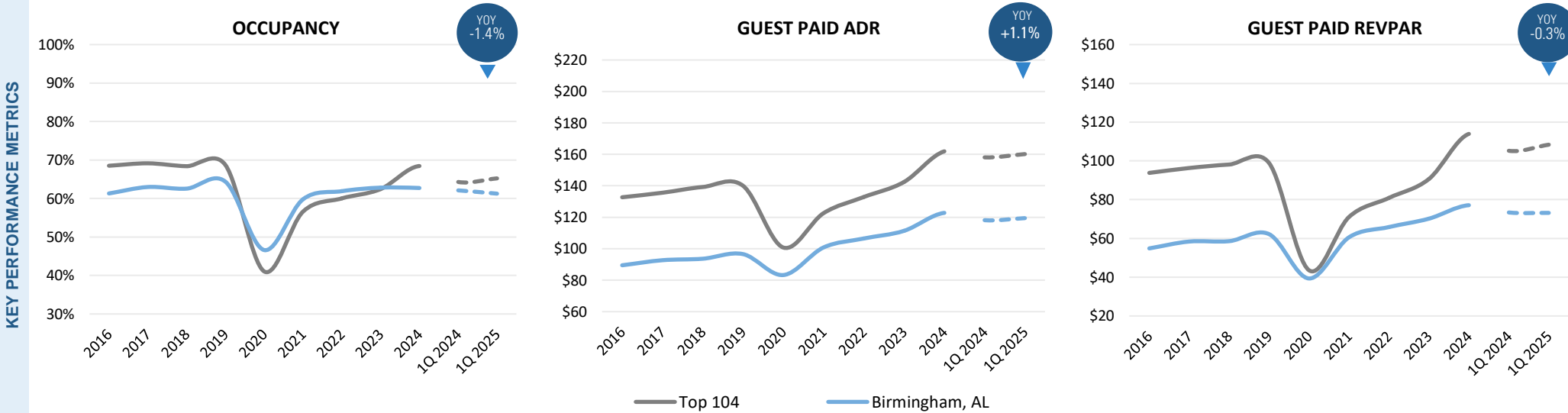
1Q 2025  
BIRMINGHAM, AL



Lodging Performance Index Snapshot



Ranking of overall '1Q 2025 LPI' performance (0.77) against all 104 surveyed markets.

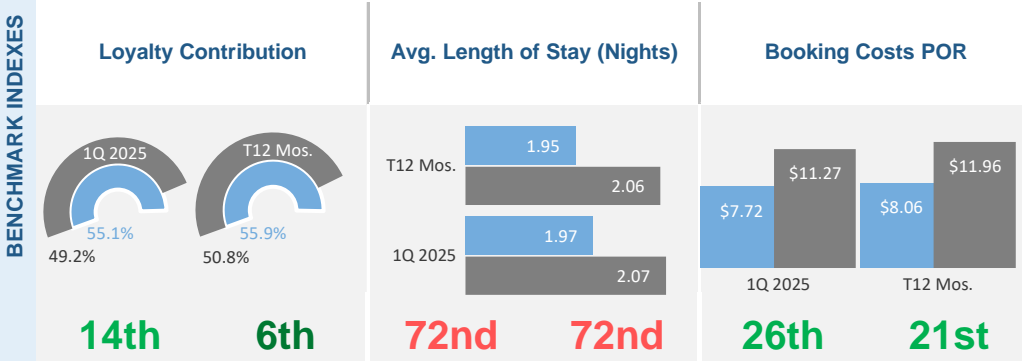


Key Performance Indexes

● Subject Market ● Top 104

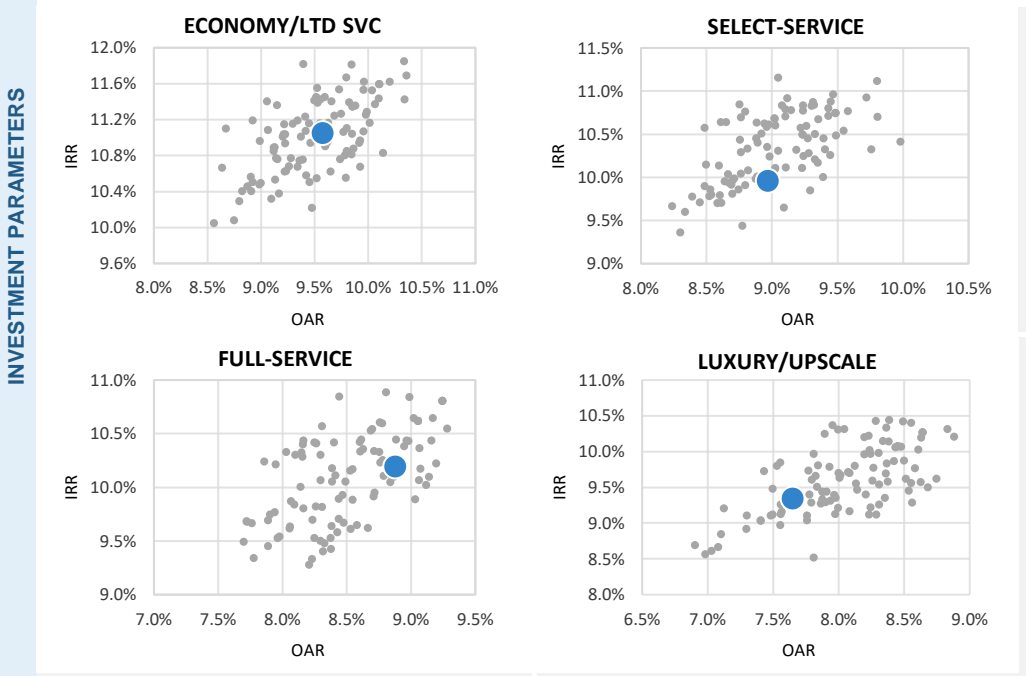


Key Benchmark Indexes



Discount and Capitalization Rates

Source: Newmark

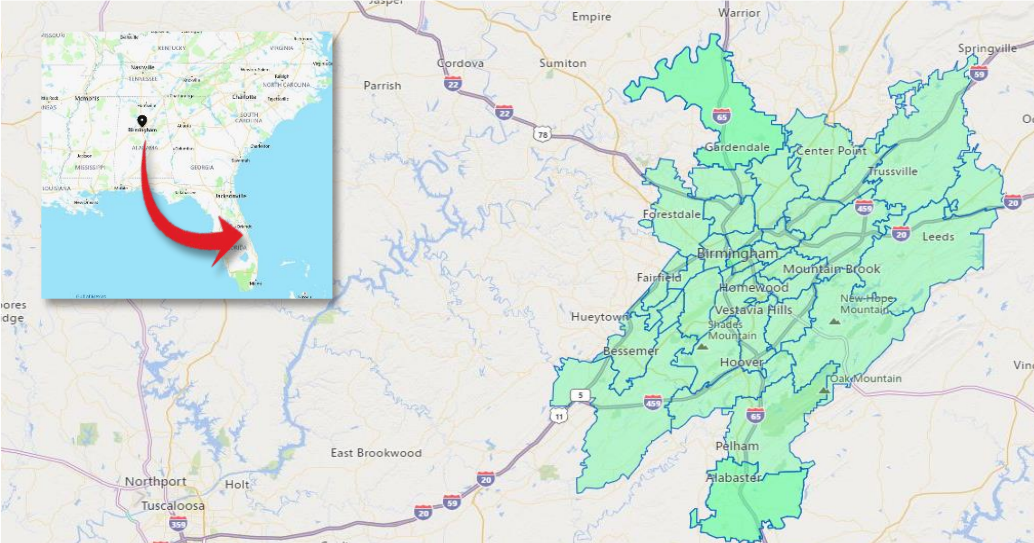


Trends and Risks

Source: Kalibri Labs, Newmark



Location



Quick Facts

</

Key Performance Metrics

YEAR ENDING	Guest Paid		COPE		Booking Cost POR	ADR COPE %	Loyalty %	Avg Length of Stay Nights	Supply Rooms	Performance Index (LPI)
	Occ %	ADR	RevPAR	ADR						
2016	61.3%	\$89.46	\$54.85	\$83.18	\$6.28	93.0%	46.2%	1.88	16,080	0.61
2017	63.0%	\$92.69	\$58.38	\$85.92	\$6.76	92.7%	49.1%	1.90	16,080	0.78
2018	62.6%	\$93.62	\$58.57	\$86.84	\$6.78	92.8%	50.6%	1.92	16,320	0.88
2019	64.4%	\$96.57	\$62.17	\$89.47	\$7.10	92.6%	55.1%	1.90	16,620	0.96
2020	46.6%	\$83.25	\$39.33	\$78.02	\$5.23	93.7%	45.4%	2.07	16,470	1.06
2021	59.8%	\$100.80	\$60.58	\$94.12	\$6.68	93.4%	47.2%	2.00	16,570	0.98
2022	61.9%	\$106.49	\$65.86	\$99.51	\$6.98	93.4%	47.5%	2.03	16,590	0.97
2023	62.8%	\$111.37	\$70.18	\$104.24	\$7.13	93.6%	47.6%	2.07	16,610	1.11
2024	62.7%	\$122.81	\$77.13	\$114.75	\$8.06	93.4%	55.6%	1.94	16,040	0.74
CAGR: 2016 thru 2024	0.3%	4.0%	4.4%	4.1%	3.2%	0.1%	2.3%	0.4%	0.0%	2.5%
1Q 2024	62.1%	\$118.13	\$73.38	\$110.40	\$7.73	93.5%	54.0%	1.94	15,880	0.87
1Q 2025	61.3%	\$119.43	\$73.17	\$111.71	\$7.72	93.5%	55.1%	1.97	15,770	0.77

Data provided by: kalibri LABS

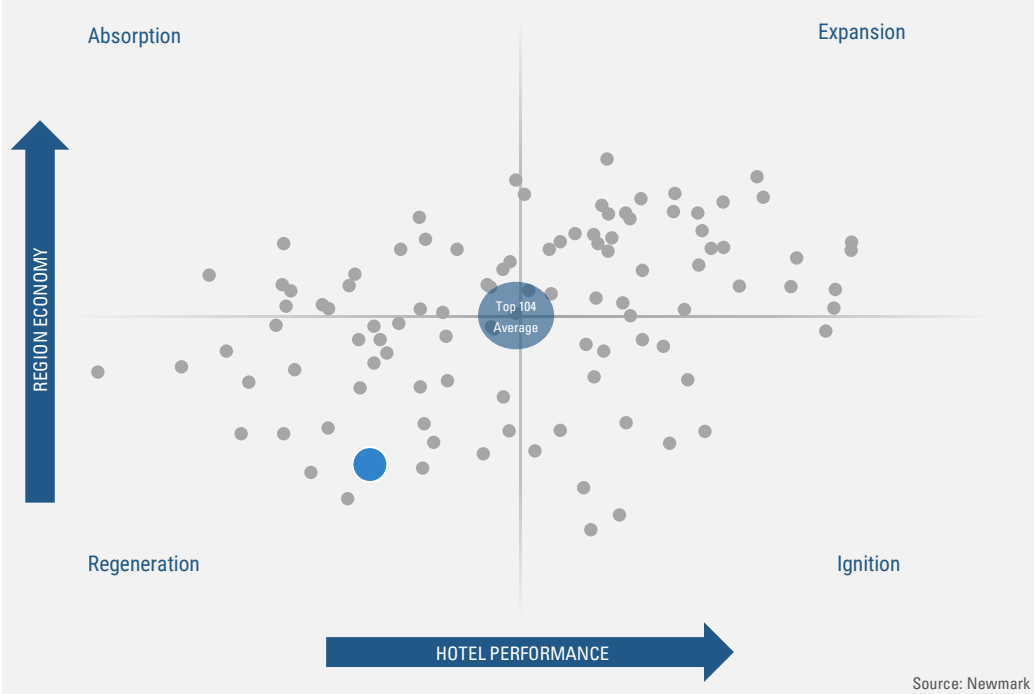
Notable Metrics

HIGHEST	T12-Month Loyalty Contribution	T12-Month COPE ADR Percentage	Feeder Group Earnings per sold room
	<b>6th Strong</b> Birmingham, AL exhibited strong T12—month loyalty contribution (55.9%)	<b>10th Above Average</b> The market benefited from strong T12—month COPE ADR percentage (93.5%)	<b>13th Above Average</b> The market also posted strong feeder group earnings per sold room (\$1,952,285)
LOWEST	Economy Median Income	Marketwide Income per Room	OAR: Full-Service
	<b>100th Soft</b> This market was stymied by weak Economy Median Income (\$33,770)	<b>91st Soft</b> The market exhibited a low ratio of marketwide per—capita income per room (\$888,077)	<b>82nd Unfavorable</b> Birmingham, AL also posted unfavorable OAR metrics in the full—service segment (8.9%)

Notable Trends

STRONGEST	Long-Term Historical Supply Growth	Long-Term Historical LPI Growth	Short-Term Historical LPI Growth
	<b>9th Strong</b> Birmingham, AL has benefited from low long—term historical supply growth (0.2%)	<b>19th Above Average</b> The market enjoyed strong long—term historical LPI growth (3.5%)	<b>19th Above Average</b> The market also has benefited from strong short—term historical LPI growth (4.5%)
WEAKEST	General Economy Reverence	Short-Term Historical Supply Growth	Overall Health of Hotel Market
	<b>98th Soft</b> The market posted weak general economic reverence (per—capita unemployment, GDP and other indicators)	<b>95th Soft</b> We note this area has been burdened by high short—term historical supply growth (—0.1%)	<b>82nd Below Average</b> Birmingham, AL also has been hampered by weak general hotel market performance (levels and trends of fundamentals)

Market Performance Stage



Birmingham, AL: Regeneration Stage

The Birmingham, AL 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; Chicago, IL; and Miami, FL.
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 Fort Worth, TX; Minneapolis, MN; and Portland, OR.
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

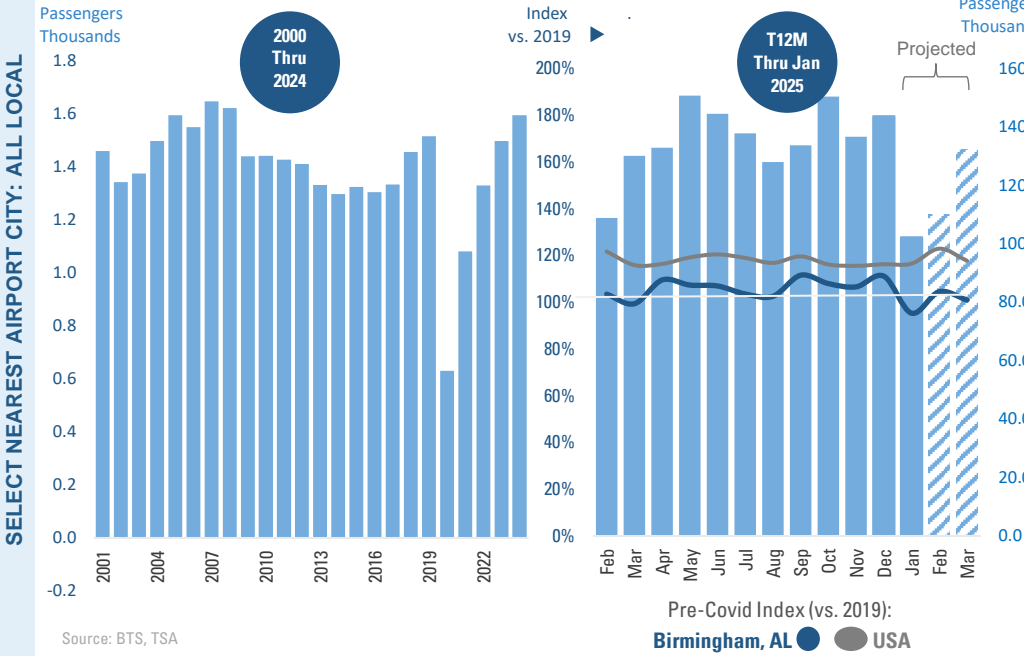
MOODY'S ANALYTICS	Business Cycle:	<b>Expansion</b>	Moody's Rating
	Employment Growth (2 yr):	0.7%	
	Risk Exposure (402 US markets):	<b>87th Percentile: Above Average</b>	
	Key Industry Notes:	Strong Infrastructure linkages Slow population growth UAB research and healthcare Subpar educational attainment Below-average per capita income	
		<b>A2 Investment Grade</b>	Long-term investment grade, Prime-2 short-term outlook

TOP 10 BRANDS	Hampton Inn (1,083)	Holiday Inn Exp. (10)
	Holiday Inn Exp. (871)	Hampton Inn (10)
	Sheraton (757)	Comfort Inn (7)
	InTown Suites (547)	Quality Inn (6)
	Comfort Inn (535)	Fairfield Inn (5)
	Courtyard (499)	Days Inn (5)
	Fairfield Inn (459)	La Quinta (4)
	Days Inn (456)	InTown Suites (4)
	Embassy Suites (450)	Hilton Garden Inn (4)
	Hilton Garden Inn (438)	Courtyard (4)

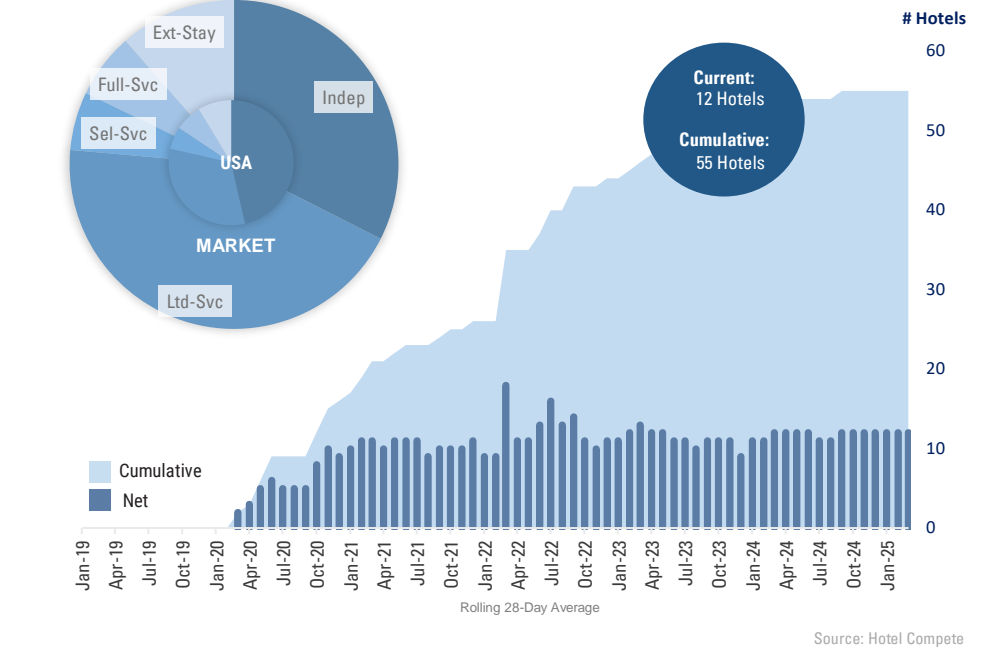
Source: Newmark



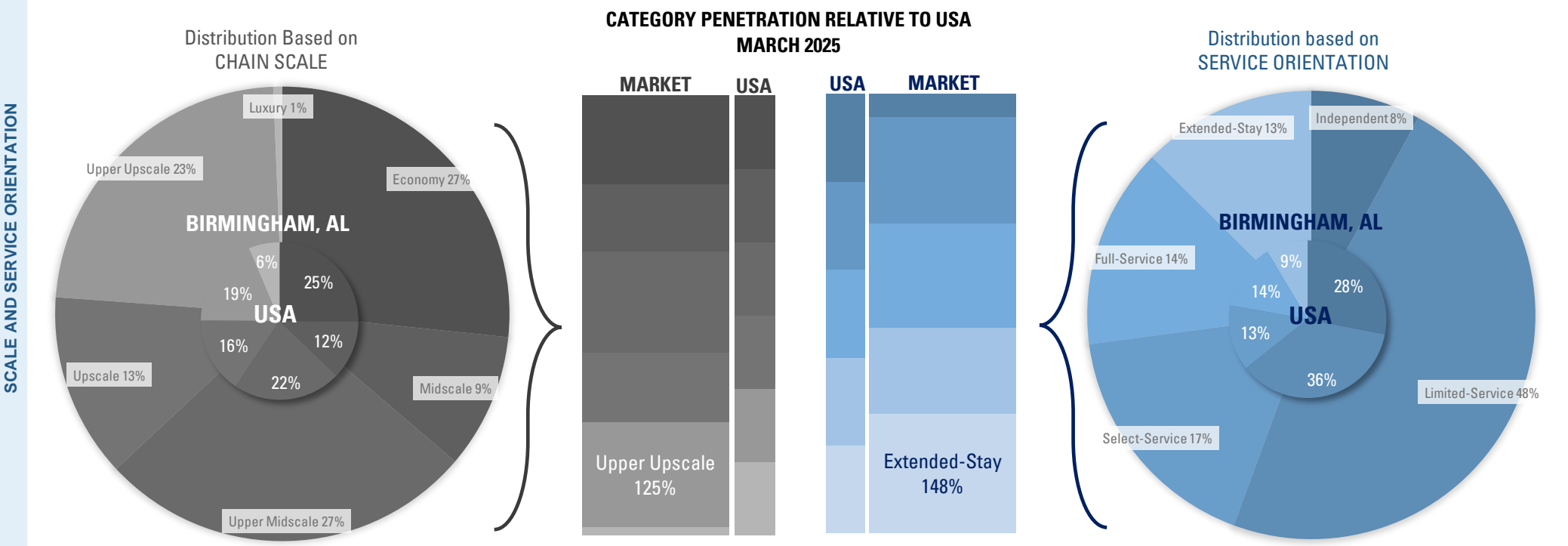
Airport Statistics - Enplanements



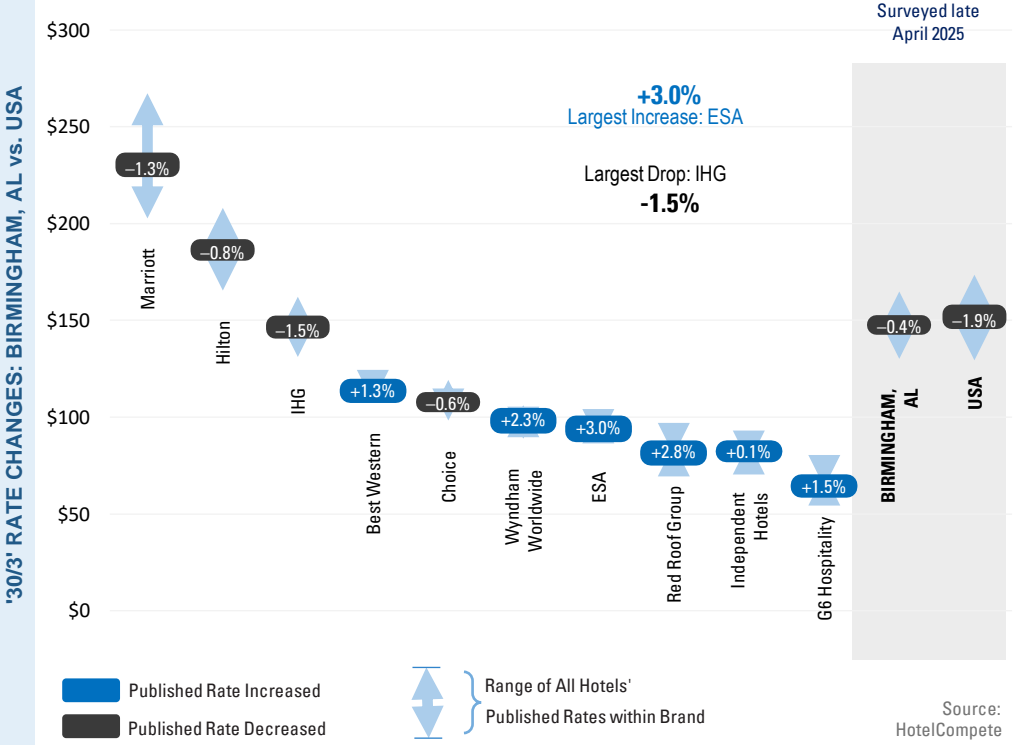
Hotel Closures - Birmingham, AL



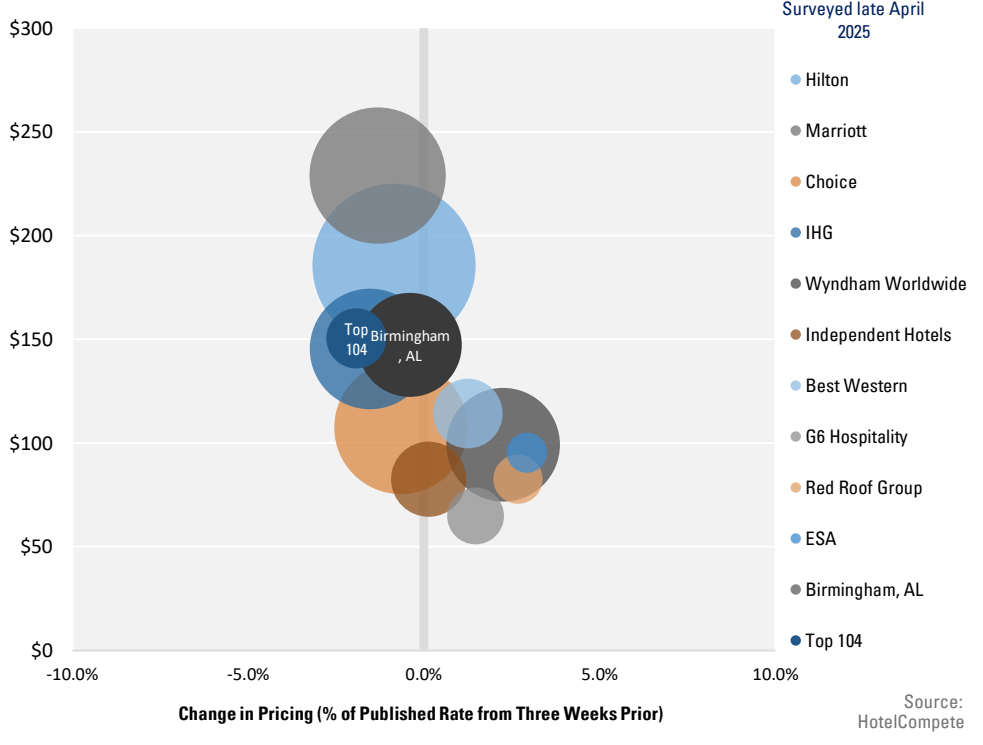
Scale and Service Distribution: Birmingham, AL



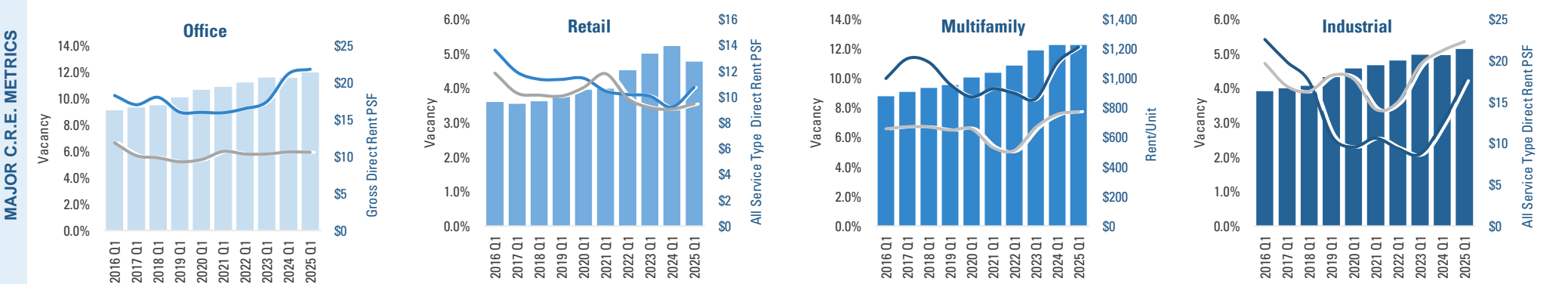
Published Rates: Top 10 Brands



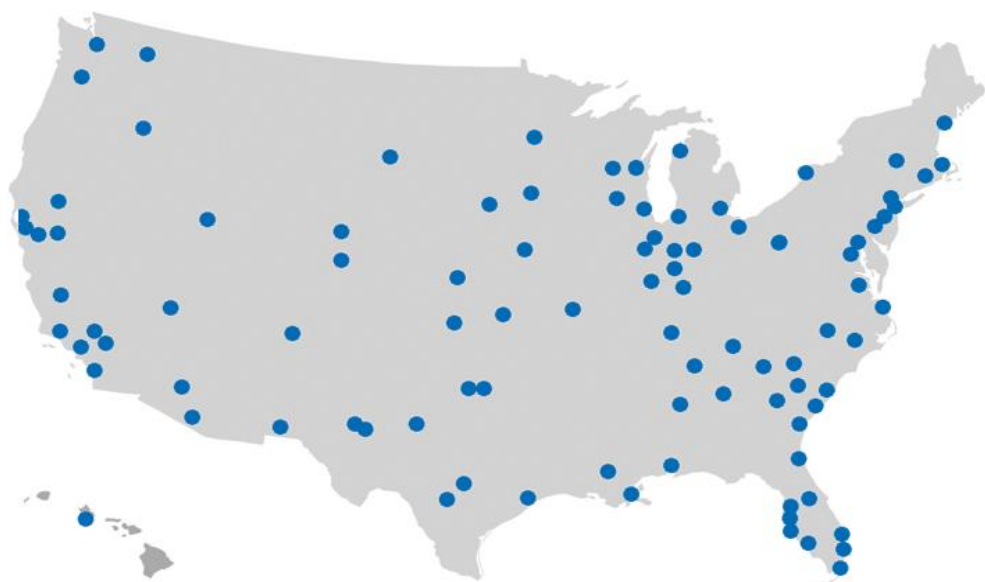
Published Rates: Volatility



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

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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:*

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

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

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