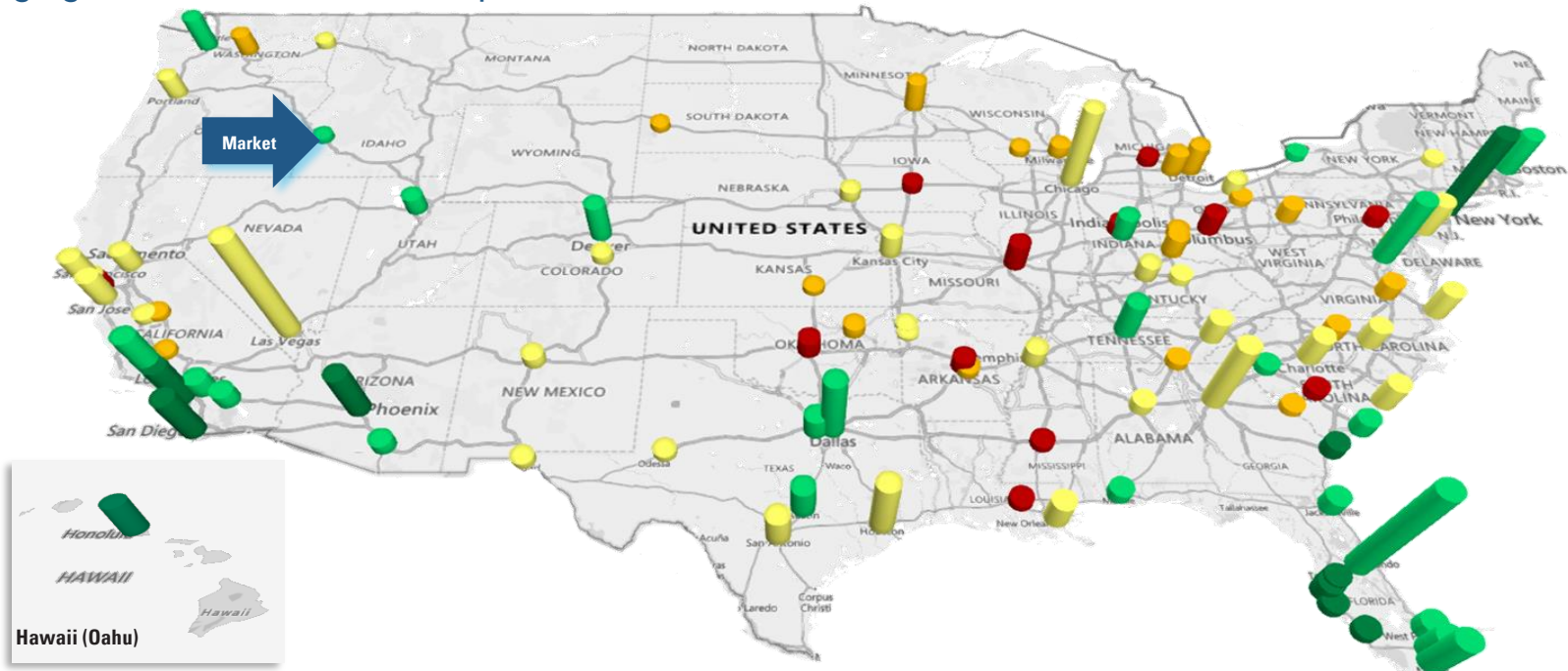


4Q 2023
BOISE CITY, ID

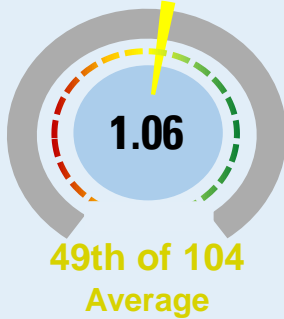


Lodging Performance Index Snapshot



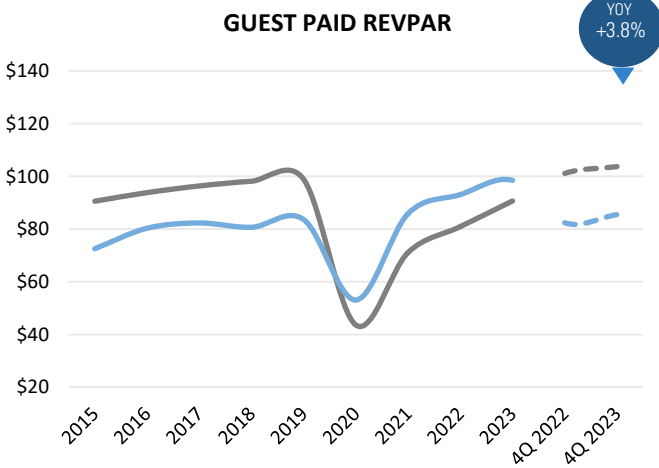
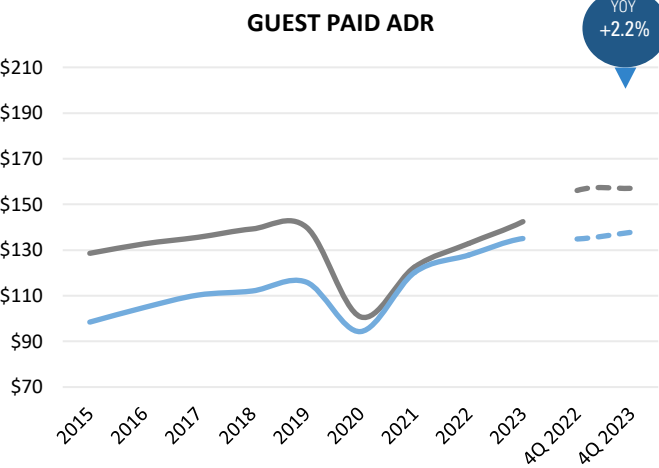
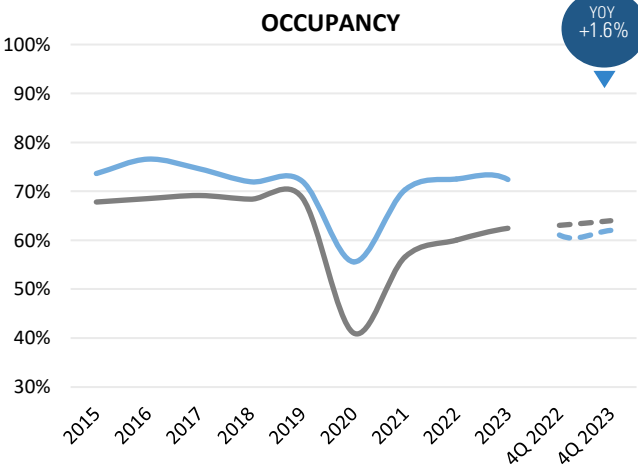
LODGING PERFORMANCE INDEX

Boise City, ID

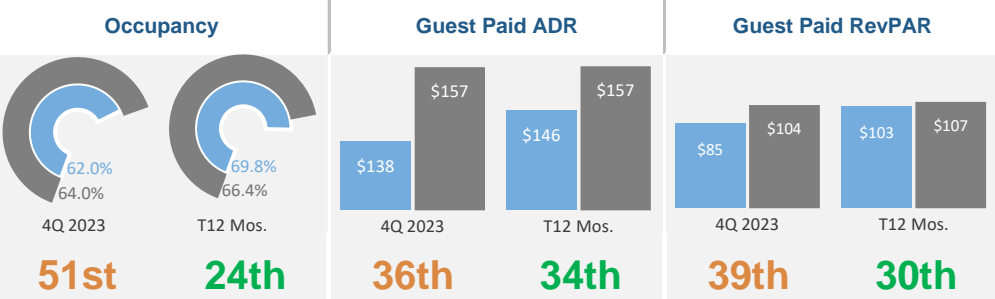


Ranking of overall '4Q 2023 LPI' performance (1.06) against all 104 surveyed markets.

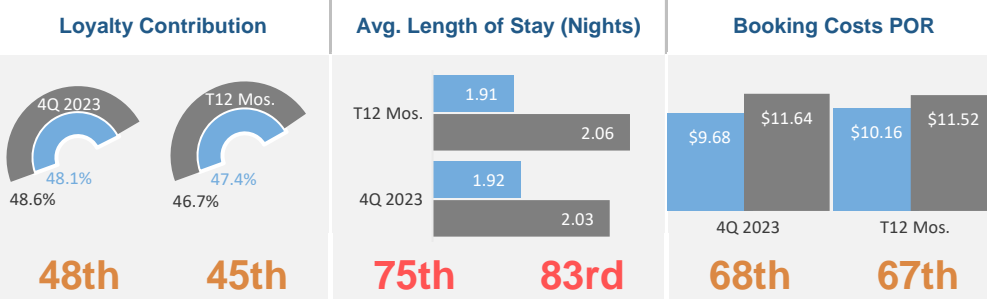
KEY PERFORMANCE METRICS



Key Performance Indexes

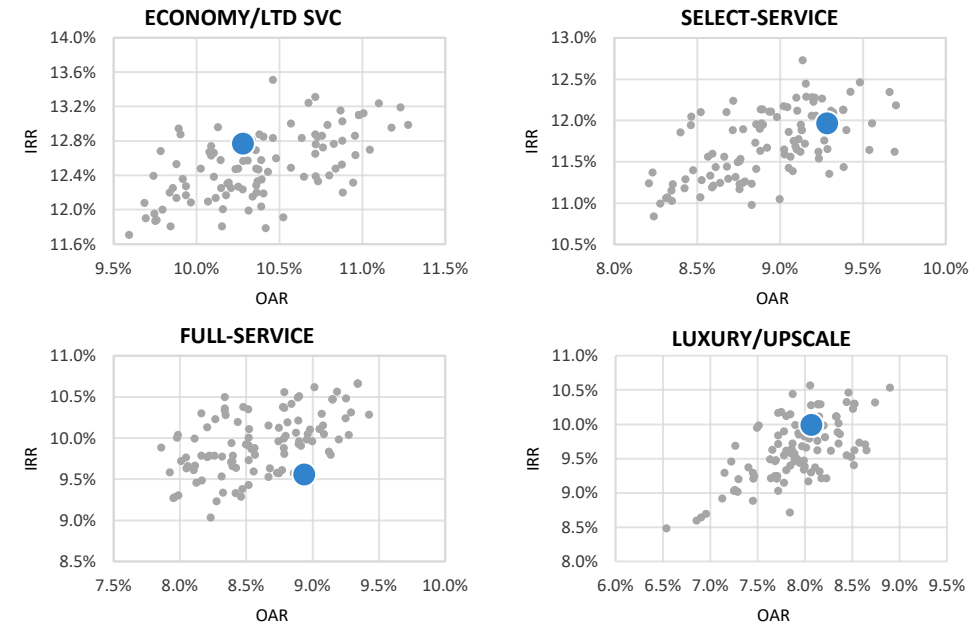


Key Benchmark Indexes



Discount and Capitalization Rates

Source: Newmark

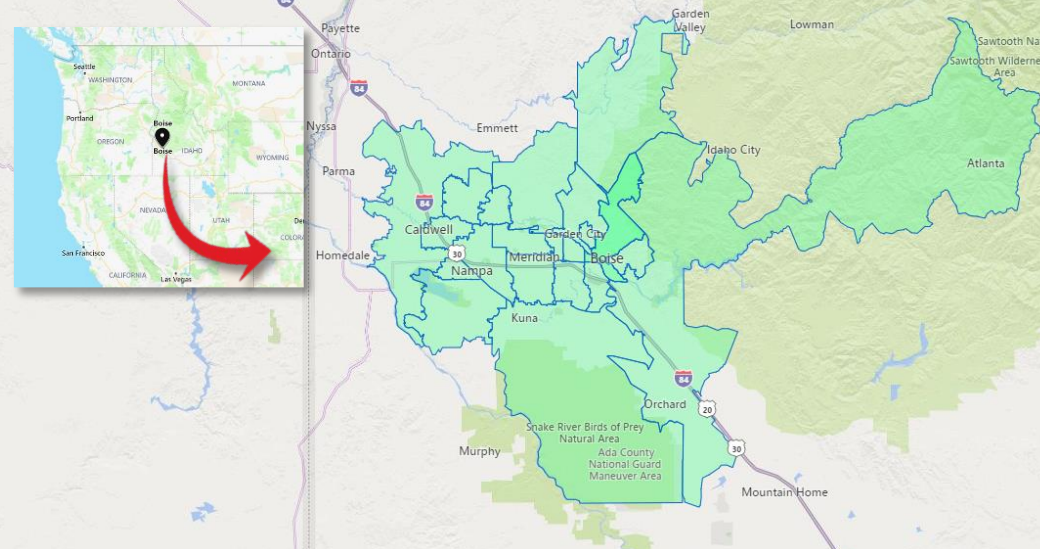


Trends and Risks

Source: Kalibri Labs, Newmark



Location



Quick Facts

Jurisdictional Information

Municipal Name:

Boise City

County:

Ada County

State:

Idaho

Geo Coordinates (market center):

43.6135, -116.20345

Source: US Census Bureau,
Dept. of Labor Statistics

Major Hotel Demand Generators

St. Luke's Health System | Micron Technology Inc. | Boise State University | St. Alphonsus Regional Medical Center | Wal-Mart Stores Inc. | Wells Fargo | The Kroger Co. | Idaho Power Co. | J.R. Simplot Co. | Hewlett-Packard Co. | Albertson's | Qwest Communications International Inc. | Kootenai Health | WinCo | CenturyLink | U.S. Bank | DirecTV | Citigroup | The Amalgamated Sugar Co. LLC | Blue Cross of Idaho

Metrics and Ranking

Population (hotel market area)

569,644

80th of 104 (Below Average)

Income per Capita

\$54,547

30th of 104 (Above Average)

Feeder Group Size

96.6 Persons PSR

79th of 104 (Below Average)

Feeder Group Earnings

\$5,271,103 PSR

86th of 104 (Below Average)

Total Market COPE

\$313.7 million

81st of 104 (Below Average)

Measurement

Rankings

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	73.6%	\$98.44	\$72.48	\$90.59	\$66.70	\$7.85	92.0%	54.0%	1.96	6,980	1.02
2016	76.6%	\$104.82	\$80.27	\$96.52	\$73.91	\$8.30	92.1%	55.9%	1.95	7,070	1.27
2017	74.6%	\$110.29	\$82.28	\$101.16	\$75.48	\$9.12	91.7%	56.6%	1.87	7,540	1.06
2018	71.9%	\$112.07	\$80.64	\$102.65	\$73.86	\$9.42	91.6%	59.0%	1.85	8,000	0.94
2019	72.1%	\$115.95	\$83.58	\$106.29	\$76.62	\$9.65	91.7%	60.9%	1.81	8,200	0.98
2020	55.6%	\$94.29	\$53.01	\$87.56	\$48.67	\$6.74	92.9%	41.9%	1.99	8,200	1.42
2021	70.3%	\$120.20	\$85.83	\$111.48	\$78.37	\$8.71	92.7%	43.0%	1.94	8,280	1.38
2022	72.5%	\$127.80	\$93.05	\$118.66	\$86.04	\$9.14	92.8%	44.0%	1.96	8,240	1.33
2023	72.4%	\$135.05	\$98.45	\$125.54	\$90.90	\$9.51	93.0%	44.7%	1.97	8,210	1.06
CAGR: 2015 thru 2022	-0.2%	4.0%	3.9%	4.2%	3.9%	2.4%	0.1%	-2.3%	0.0%	2.0%	0.4%
4Q 2022	61.1%	\$134.83	\$82.35	\$125.28	\$76.51	\$9.55	92.9%	47.0%	1.89	8,360	1.33
4Q 2023	62.0%	\$137.78	\$85.45	\$128.10	\$79.45	\$9.68	93.0%	48.1%	1.92	8,670	1.06

Data provided by: kalibri LABS

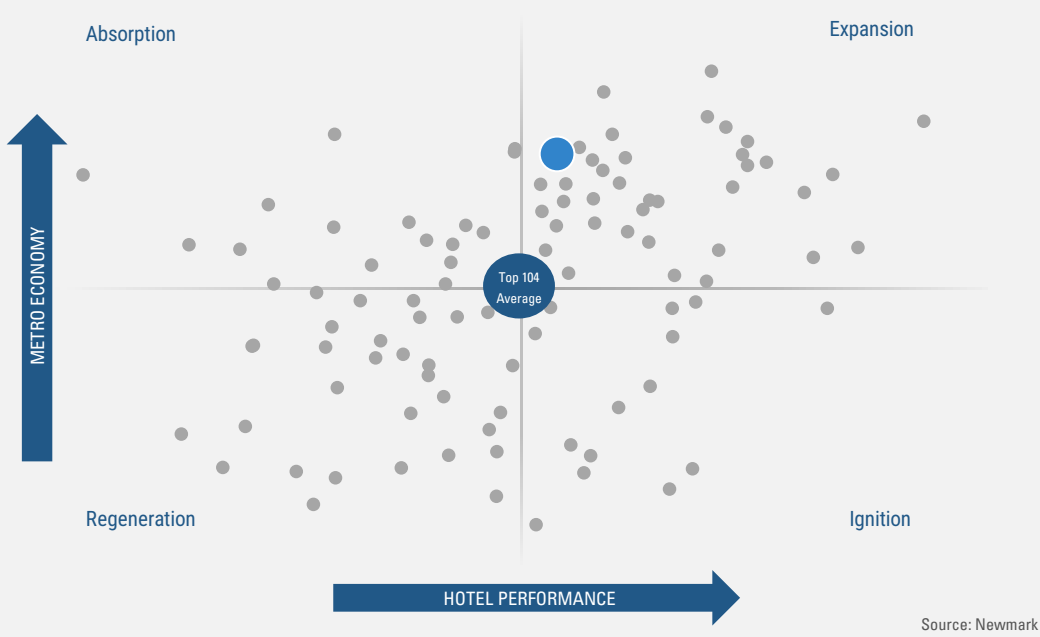
Notable Metrics

HIGHEST	Marketwide Income per Room	IRR: Full-Service	Feeder Population Per Room
	15th Above Average Boise City, ID enjoyed a high ratio of marketwide income per room (\$2,608,177)	15th Favorable The market enjoyed favorable IRR metrics in the full-service segment (9.6%)	20th Above Average The market also posted a high ratio of feeder population per room (47.82)
LOWEST	Total Rooms Supply	Total Rooms Sold	Feeder Group Earnings PSR
	98th Soft This market is burdened with a small and non-diverse hotel market (8,672)	96th Soft The market has been hindered by weak total rooms sold (2,151,621)	86th Below Average Boise City, ID also has been hindered by weak feeder group earnings PSR (\$5,271,103)

Notable Trends

FASTEST	Long-Term Historical COPE ADR Growth	Long-Term Historical Guest Paid ADR Growth	Short-Term Historical Guest Paid ADR Growth
	3rd Very Strong Boise City, ID enjoyed from strong long-term historical COPE ADR growth (4.7%)	4th Strong The market has benefited from strong long-term historical Guest Paid ADR growth (4.6%)	4th Strong The market also exhibited strong short-term historical Guest Paid ADR growth (5.5%)
SLOWEST	T12-Month Rooms Supply Growth	Long-Term Historical Supply Growth	Short-Term Historical Booking Costs POR Growth
	103rd Soft The market has been hindered by high rooms supply growth over the last 12 months (3.8%)	96th Soft We note this area has been burdened by high long-term historical supply growth (2.6%)	95th Soft Boise City, ID also has been impeded by high short-term historical growth in booking costs (4.4%)

Market Performance Stage



Boise City, ID: Expansion Stage

Expansion	The Boise City, ID market is currently in the 'Expansion' stage of the performance cycle. In this 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.
-----------	--

Other Stages:

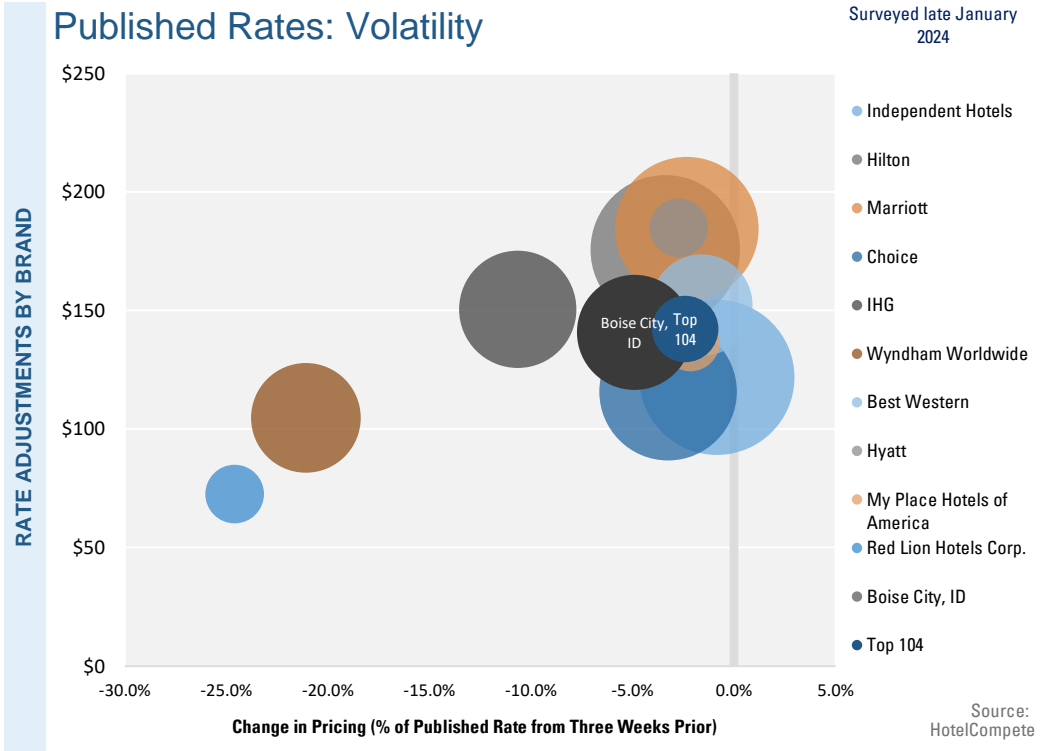
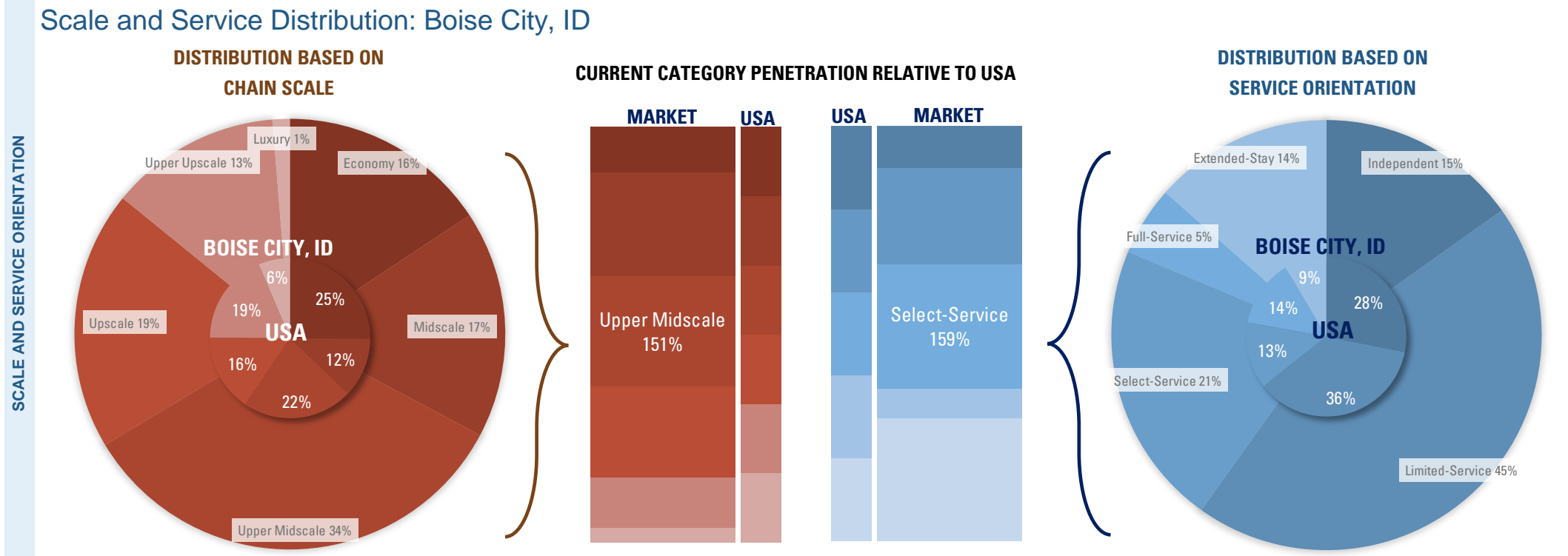
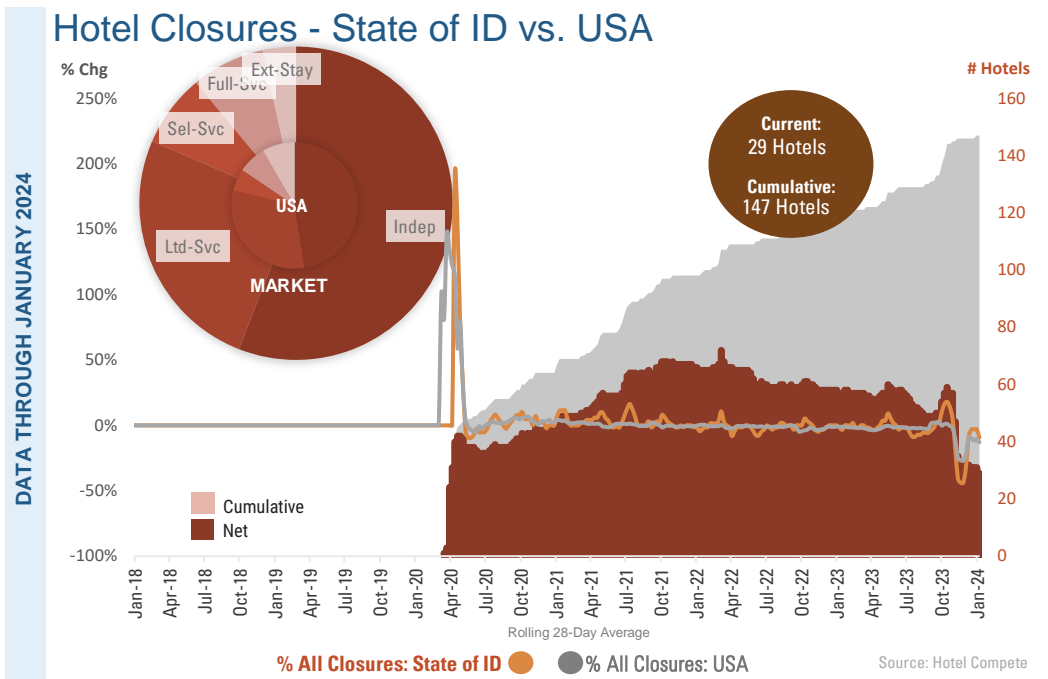
Regeneration	In the 'Regeneration' stage, hotels and the underlying economy are underperforming. The highest and best uses of hotel assets are still being challenged by lingering pandemic impacts, oversupply, weak economic indicators, and/or poor corporate contribution. Hotel investors look for opportunities to either exit or regenerate demand. Example markets in this stage include Cincinnati, OH; Detroit, MI; and Knoxville, TN.
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.

Industry Observations

Business Cycle:	At Risk	Moody's Rating
Employment Growth (2 yr):	7.5%	NR
Risk Exposure (402 US markets):	4th Percentile: Low Risk	This market is not rated by Moody's
Key Industry Notes:	Manufacturing, retirees Strong population growth Low cost of living Low business costs Lack of high-wage jobs	

TOP 10 BRANDS	Hampton Inn (611)	Hampton Inn (5)
	Holiday Inn Exp. (413)	La Quinta (4)
TOP 10 BRANDS	Residence Inn (393)	Holiday Inn Exp. (4)
	Hilton Garden Inn (367)	Residence Inn (3)
TOP 10 BRANDS	SpringHill Suites (349)	Hilton Garden Inn (3)
	La Quinta (316)	Fairfield Inn (3)
TOP 10 BRANDS	Courtyard (308)	BW Plus (3)
	BW Premier Collection (302)	TownePlace Suites (2)
TOP 10 BRANDS	Hyatt Place (277)	Super 8 (2)
	Fairfield Inn (255)	SpringHill Suites (2)

Source: Newmark



Published Rate Observations: 30-Day Advance

MARKET LEVEL	Published Rate Level	Rate Movement	Optimism	BRAND LEVEL	Published Rate Integrity	Coverage	Volatility
	38th	92nd	67th		98th	67th	97th
	Average	Soft	Below Average		Soft	Below Average	High
	The 30-day advanced published rate for the market was a moderate \$140.75, ranking 38th out of 104 markets. (Guest-Paid ADR ranked a moderate 36th at \$137.78 in 4Q 2023.)	Published rates have recently been moving downward, decreasing by a noticeable 4.7% over three weeks going into late January 2024. By comparison, the T-104 average posted downward movement of 2.34%.	Published rates reported in late January 2024 were 2.2% higher than the market's Guest-Paid ADR in 4Q 2023. This optimism is below average. By comparison, the T-104 spread was -9.5%.		Published rates among the top 10 brands have a very low amount of integrity with substantial pricing overlap, suggesting bottom-feeding exists on a regular basis.	Boise City, ID has a below average spectrum of rate classes and traveler types among its top 10 brands, and the range of coverage has been widening.	Boise City, ID's top 10 brands are exhibiting high 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: PACNW, HAWAII & MOUNTAIN MARKETS

CONTACT	FOR MORE INFORMATION	
	<p>Nancy Dawn Executive Vice President Hospitality, Gaming & Leisure NEWMARK VALUATION & ADVISORY PacNW, Hawaii & Mountain Markets m 206-437-4002 nancy.dawn@nmrk.com</p>	<p>Keenan O’Leary First Vice President Hospitality, Gaming & Leisure NEWMARK VALUATION & ADVISORY PacNW, Hawaii & Mountain Markets m 206-765-8364 keenan.oleary@nmrk.com</p>

MARKET DISCLAIMERS

LEGAL	<p>COPYRIGHT INFORMATION</p> <p>© 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.</p>
-------	--