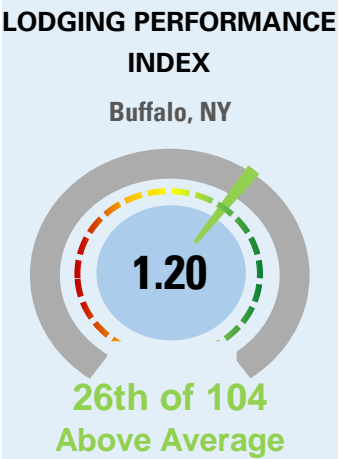
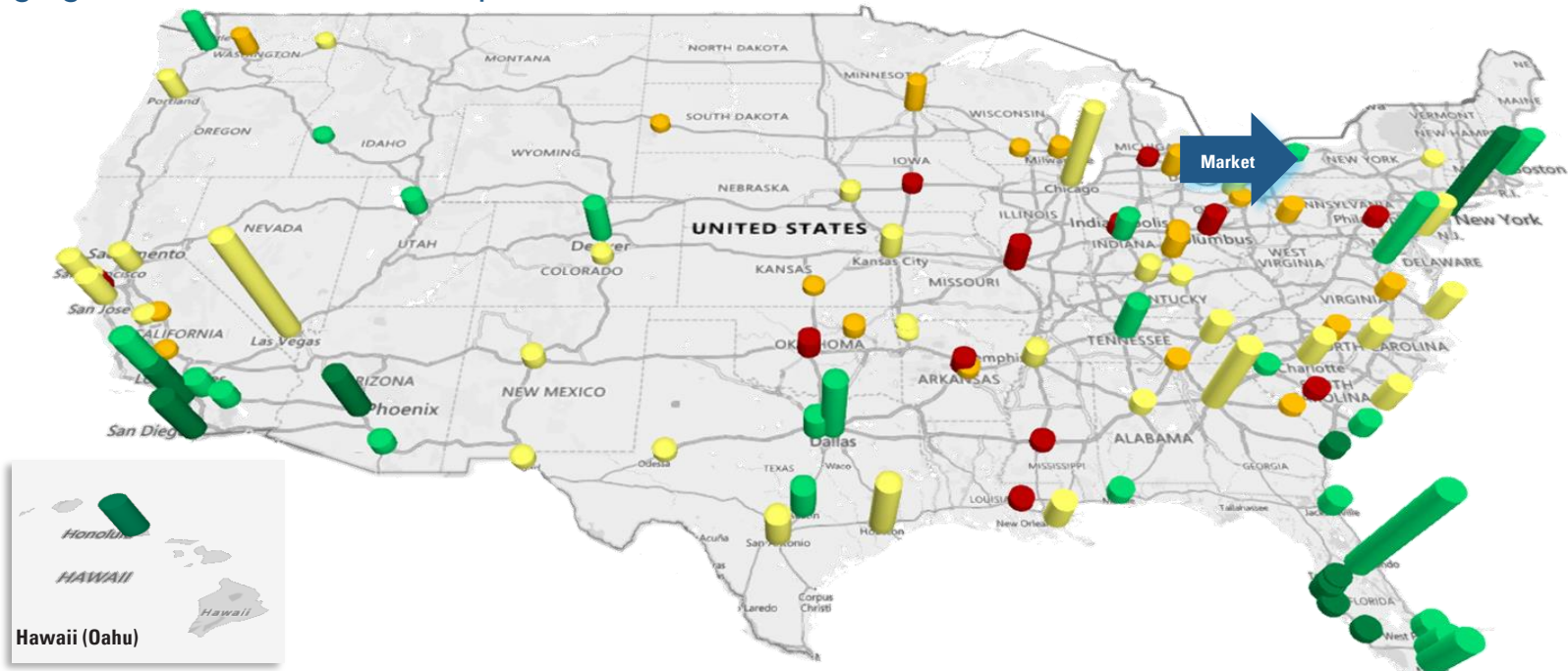


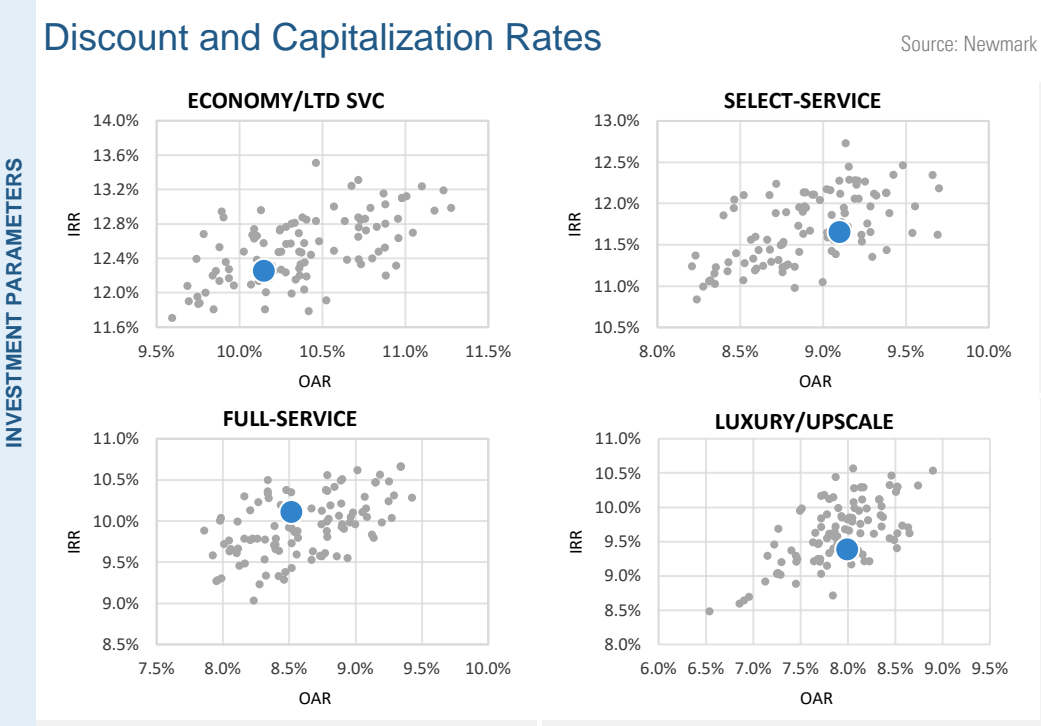
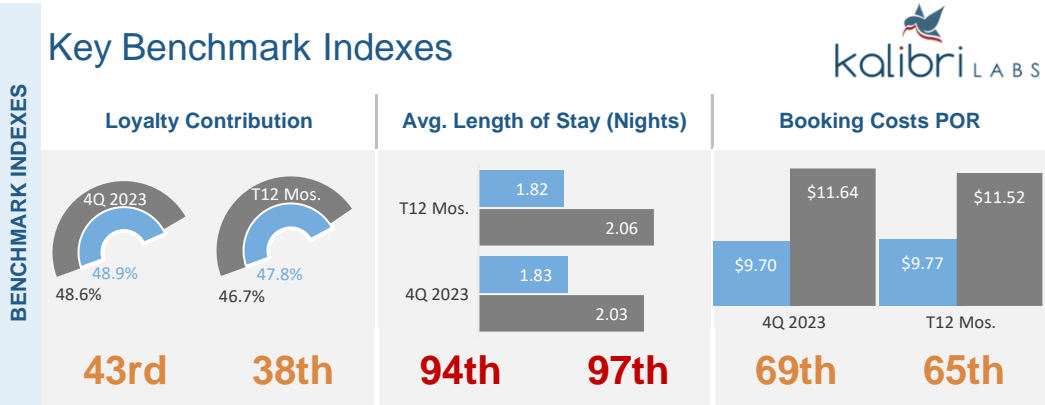
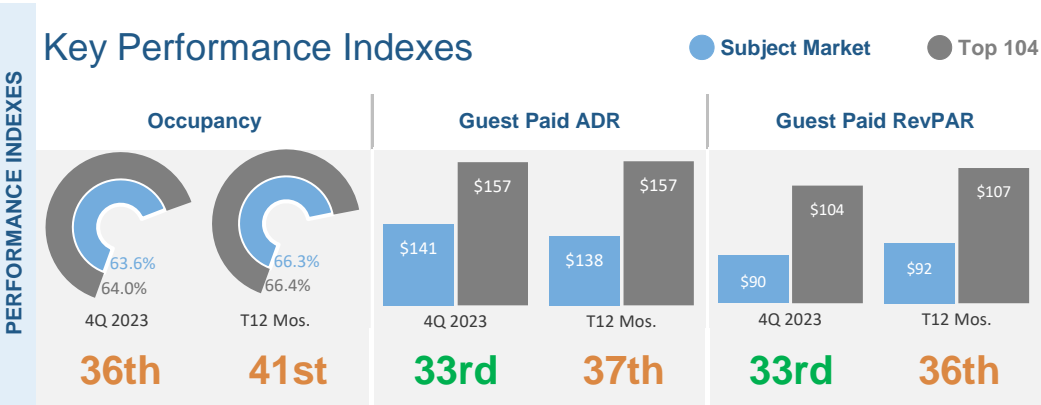
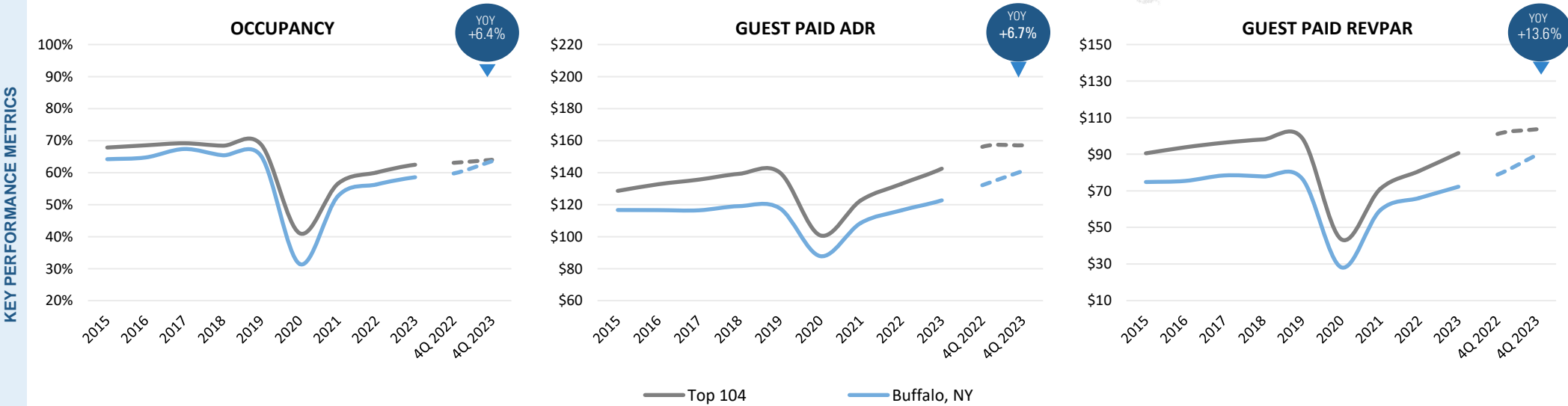
4Q 2023  
BUFFALO, NY



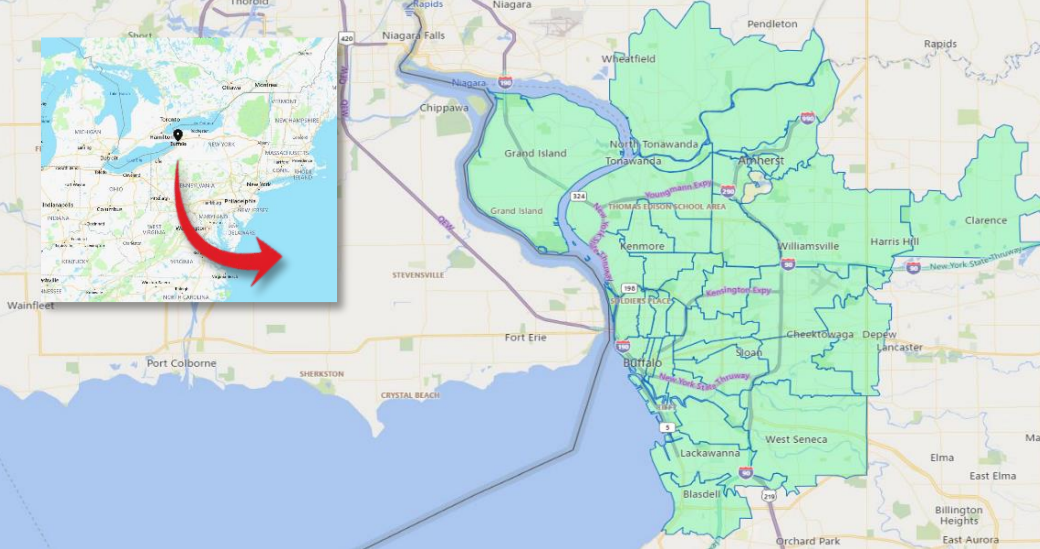
Lodging Performance Index Snapshot



Ranking of overall '4Q 2023 LPI' performance (1.20) against all 104 surveyed markets.



Location



Quick Facts

**Jurisdictional Information**

Municipal Name:

Buffalo

County:

Erie County

State:

New York

Geo Coordinates (market center):

42.88645, -78.87837

Source: US Census Bureau,  
Dept. of Labor Statistics

**Major Hotel Demand Generators**

Kaleida Health | Catholic Health | M&T Bank | University at Buffalo | Employer Services Corp. | Tops Friendly Markets | Seneca Gaming Corp. | Erie County Medical Center (ECMC) Corp. | Wegmans Food Markets Inc. | Catholic Diocese of Buffalo | HSBC Bank USA NA | Roswell Park Cancer Institute | GEICO | Alcott HR Group Inc. | People Inc. | Moog Inc. | Dresser-Rand Co. | First Niagara Bank NA | Delaware North | VA Western New York Healthcare System

Metrics and Ranking	Measurement	Rankings
Population (hotel market area)	593,220	76th of 104 (Below Average)
Income per Capita	\$34,268	97th of 104 (Soft)
Feeder Group Size	91.6 Persons PSR	74th of 104 (Below Average)
Feeder Group Earnings	\$3,139,535 PSR	41st of 104 (Average)
Total Market COPE	\$325.8 million	79th of 104 (Below 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	64.2%	\$116.60	\$74.83	\$107.14	\$68.76	\$9.45	91.9%	49.2%	1.79	9,450	0.89
2016	64.7%	\$116.53	\$75.42	\$107.04	\$69.28	\$9.48	91.9%	50.8%	1.72	9,760	0.76
2017	67.4%	\$116.41	\$78.41	\$106.75	\$71.90	\$9.67	91.7%	51.6%	1.73	9,660	1.06
2018	65.4%	\$119.03	\$77.86	\$109.12	\$71.38	\$9.91	91.7%	54.7%	1.71	9,840	0.87
2019	65.1%	\$117.69	\$76.66	\$107.96	\$70.32	\$9.73	91.7%	57.3%	1.70	10,080	0.79
2020	31.4%	\$87.79	\$28.22	\$81.90	\$25.76	\$5.88	93.3%	43.3%	2.10	10,050	0.50
2021	52.7%	\$108.50	\$59.43	\$100.94	\$53.20	\$7.56	93.0%	44.1%	2.00	10,000	0.86
2022	56.3%	\$116.37	\$66.11	\$108.28	\$60.96	\$8.09	93.0%	45.4%	1.99	10,000	1.01
2023	58.5%	\$122.65	\$72.26	\$114.10	\$66.80	\$8.55	93.0%	46.0%	1.94	10,000	1.20
CAGR: 2015 thru 2022	-1.1%	0.6%	-0.4%	0.8%	-0.4%	-1.2%	0.2%	-0.8%	1.0%	0.7%	3.8%
4Q 2022	59.7%	\$132.08	\$78.87	\$123.15	\$73.54	\$8.92	93.2%	45.7%	1.90	10,280	1.01
4Q 2023	63.6%	\$140.97	\$89.61	\$131.27	\$83.44	\$9.70	93.1%	48.9%	1.83	9,820	1.20

Data provided by:

Notable Metrics

HIGHEST

Latest-Quarter LPI

26th  
Above Average

Buffalo, NY enjoyed strong latest-quarter LPI (1.2)

Feeder Population Per Room

27th  
Above Average

The market posted a high ratio of feeder population per room (43.04)

Population Density per Room

28th  
Above Average

The market also boasted strong population density per room (60.42)

LOWEST

Economy Median Income

97th  
Soft

This market was stymied by weak Economy Median Income (\$34,268)

T12-Month Average Length of Stay

97th  
Soft

The market exhibited weak T12-month average length of stay (1.82 Nights)

Latest-Quarter Average Length of Stay

94th  
Soft

Buffalo, NY also has been impeded by weak latest-quarter average length of stay (1.83 Nights)

Notable Trends

FATEST

Short-Term Historical Occupancy Growth

3rd  
Very Strong

Buffalo, NY has benefited from strong short-term historical occupancy growth (3.2%)

Short-Term Historical Guest Paid RevPAR Growth

3rd  
Very Strong

The market has benefited from strong short-term historical Guest Paid RevPAR growth (6.4%)

Short-Term Historical COPE RevPAR Growth

3rd  
Very Strong

The market also exhibited strong short-term historical COPE RevPAR growth (6.5%)

SLOWEST

General Economy Reverence

100th  
Soft

The market posted weak general economic reverence (per-capita unemployment, GDP and other indicators)

Long-Term Historical Loyalty Contribution Growth

96th  
Soft

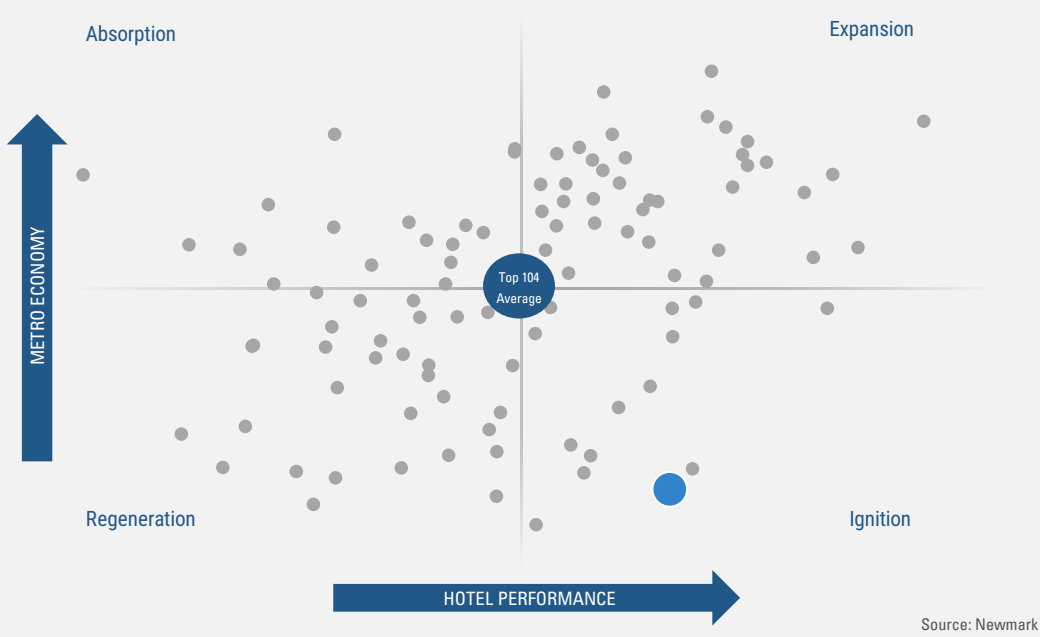
We note this area has been hindered by weak long-term historical loyalty contribution growth (2.6%)

Short-Term Historical Loyalty Contribution Growth

95th  
Soft

Buffalo, NY also has been hindered by weak short-term historical loyalty contribution growth (1.7%)

Market Performance Stage



Buffalo, NY: Ignition Stage

The Buffalo, NY market is currently in the 'Ignition' stage of the performance cycle. In this 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.

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.
- 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

5.3%

91st Percentile: Above Average

Manufacturing, medical

Housing affordability

Tourist attractions

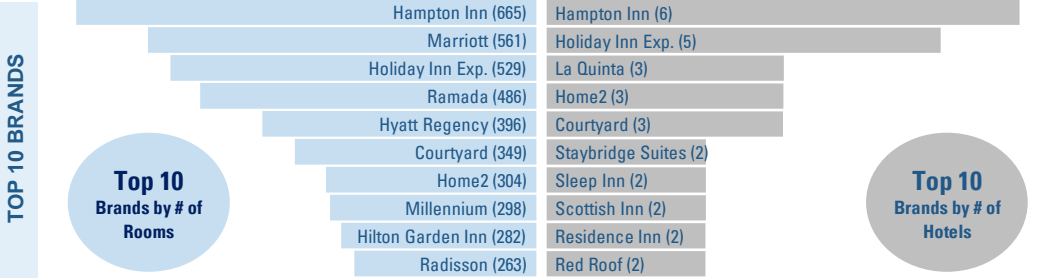
Low business costs

Population losses

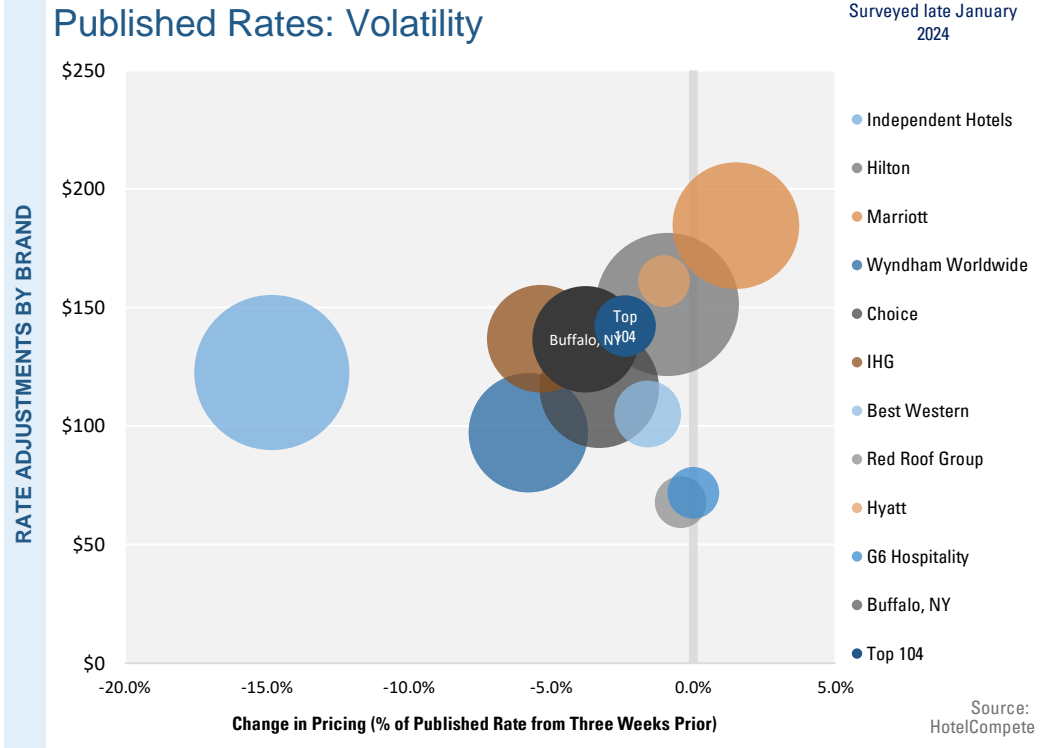
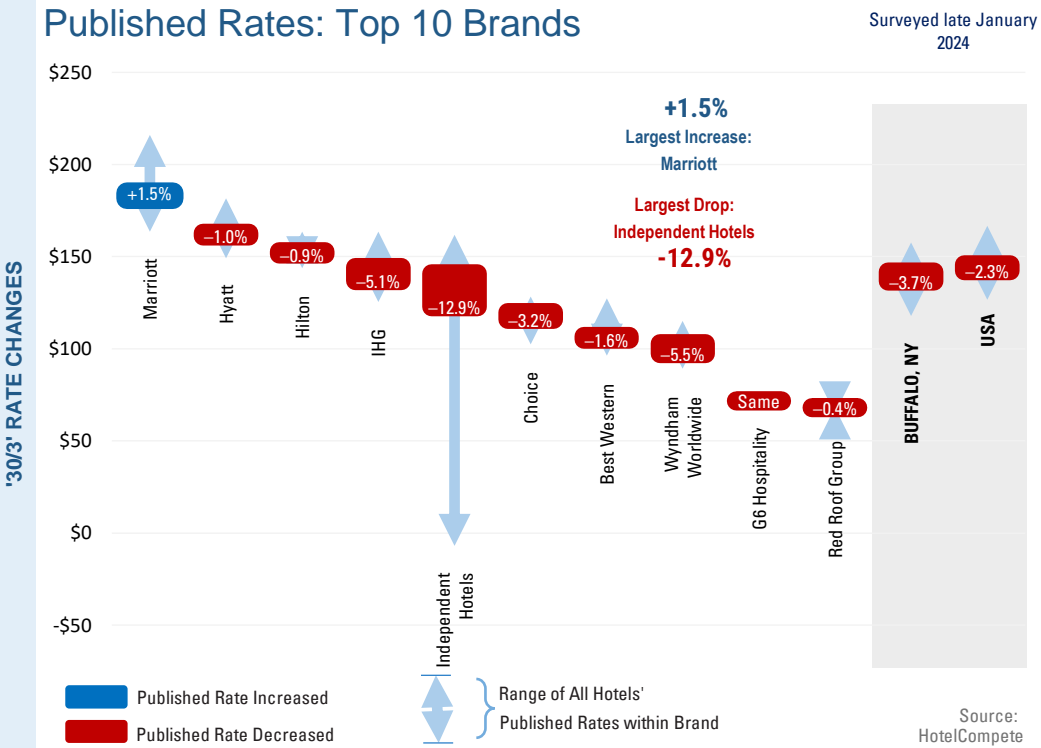
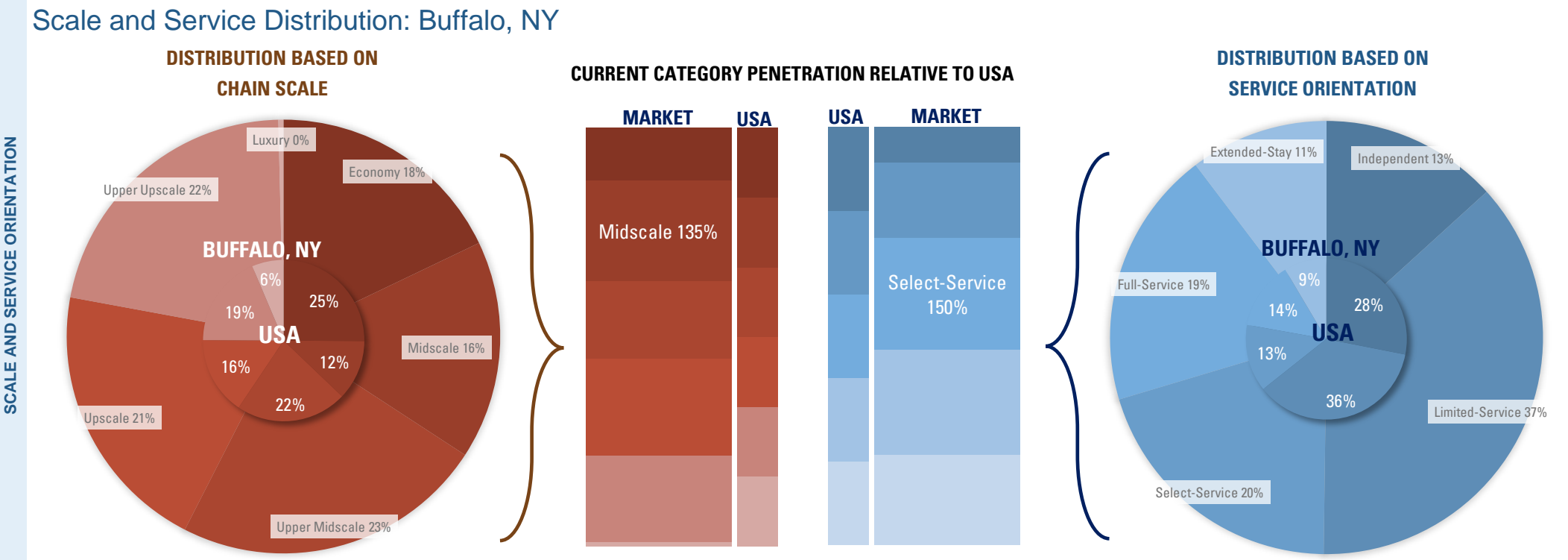
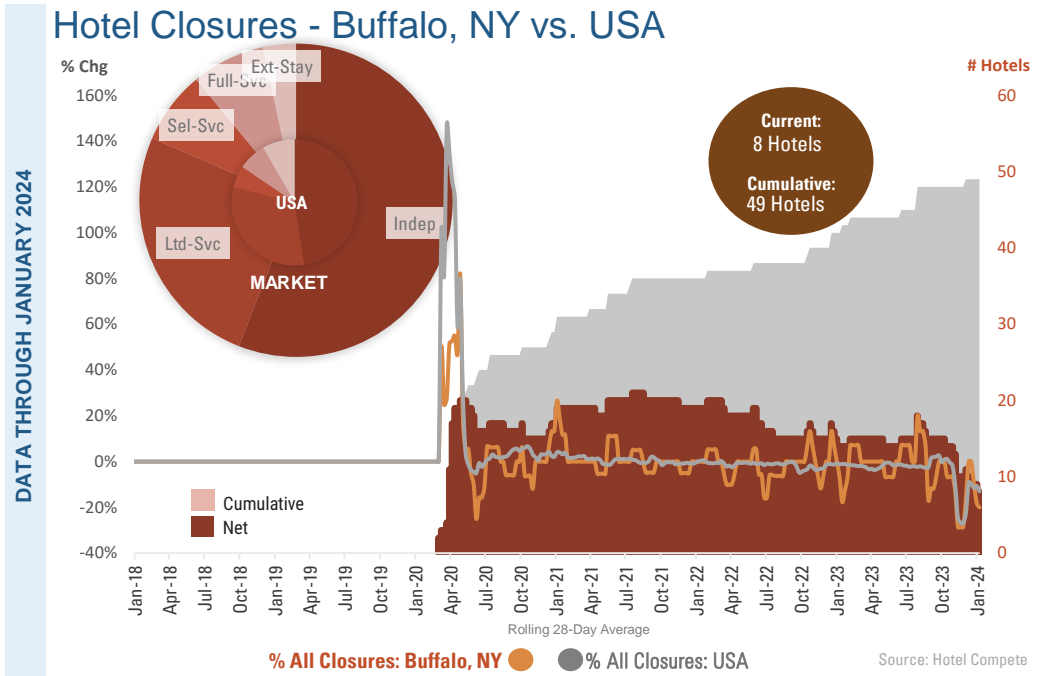
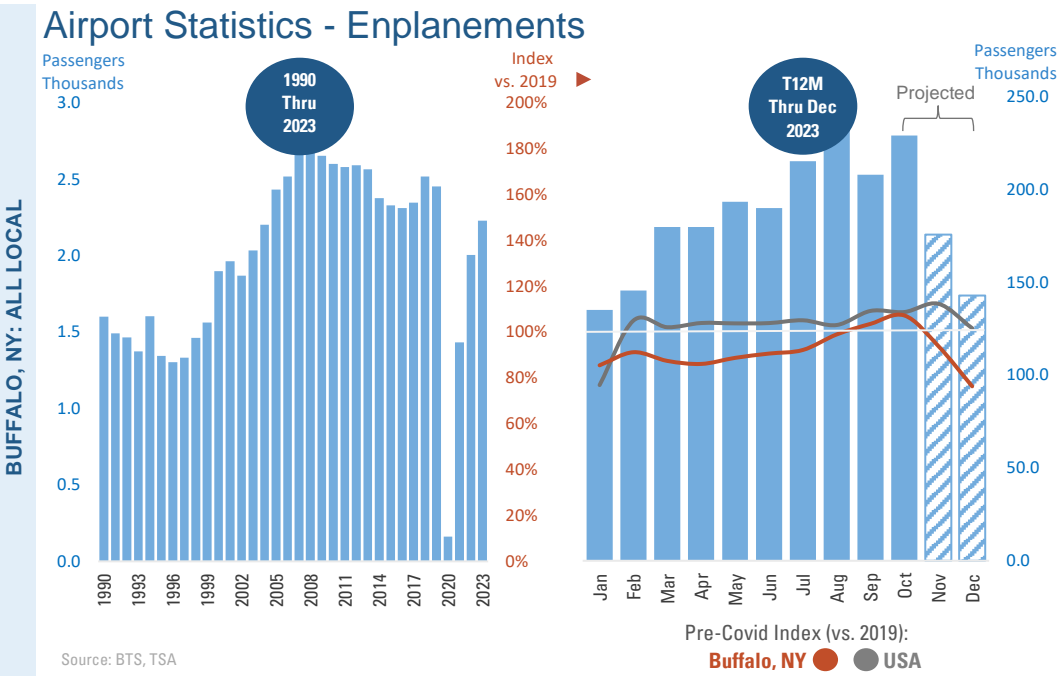
Moody's Rating

NR

This market is not rated by Moody's







Published Rate Observations: 30-Day Advance

	Published Rate Level	Rate Movement	Optimism
MARKET LEVEL	41st Average	77th Below Average	87th Below Average
	The 30-day advanced published rate for the market was a moderate \$136.57, ranking 41st out of 104 markets. (Guest-Paid ADR ranked a somewhat aggressive 33rd at \$140.97 in 4Q 2023.)	Published rates have recently been moving downward, decreasing by a noticeable 3.7% 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 3.1% lower 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 Rate Integrity	Coverage	Volatility
BRAND LEVEL	74th Below Average	63rd Average	39th Moderate
	Published rates among the top 10 brands have a moderate amount of integrity with some pricing overlap, suggesting bottom-feeding occasionally exists.	Buffalo, NY has an average spectrum of rate classes and traveler types among its top 10 brands, and the range of coverage has been holding steady.	Buffalo, NY's top 10 brands are exhibiting moderate 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

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*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**

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