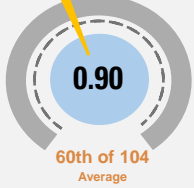


2Q 2022 INDIANA NORTH AREA, IN



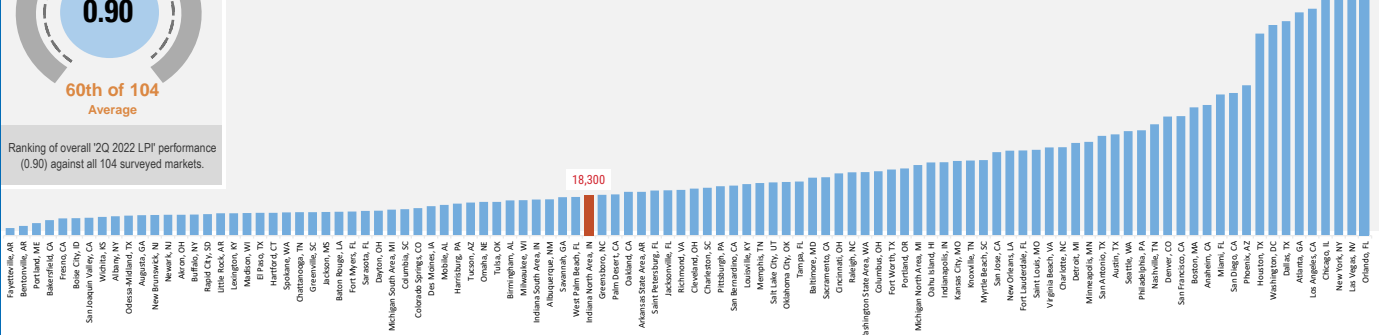
Fundamentals Dashboard

Lodging Performance Index

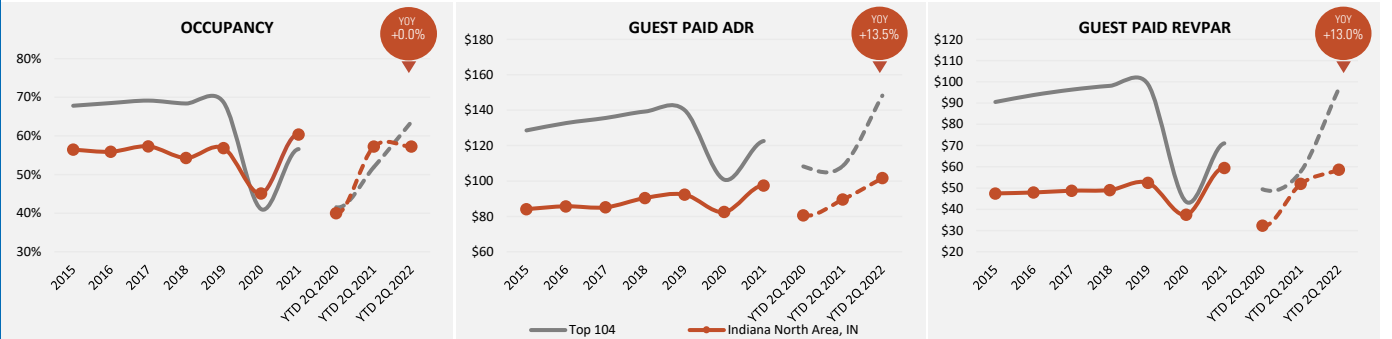


Ranking of overall 2Q 2022 LPI performance (0.90) against all 104 surveyed markets.

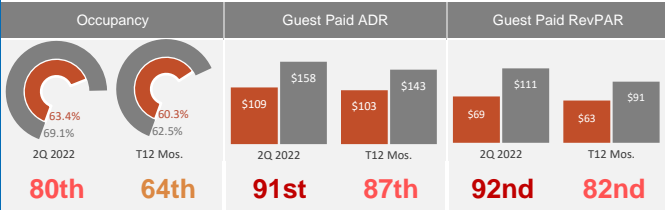
ROOM SUPPLY RANKING vs. MAJOR US MARKETS



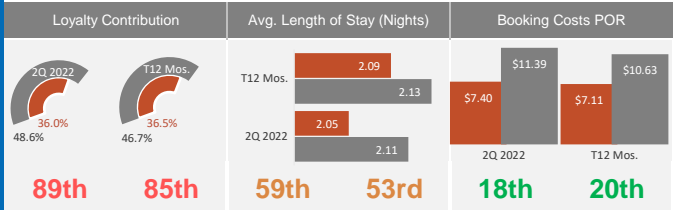
KEY PERFORMANCE METRICS



Key Performance Indexes

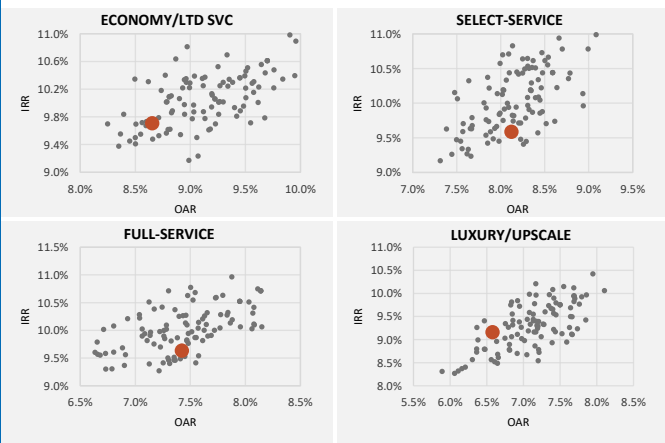


Key Benchmark Indexes



Discount and Capitalization Rates

Source: Newmark

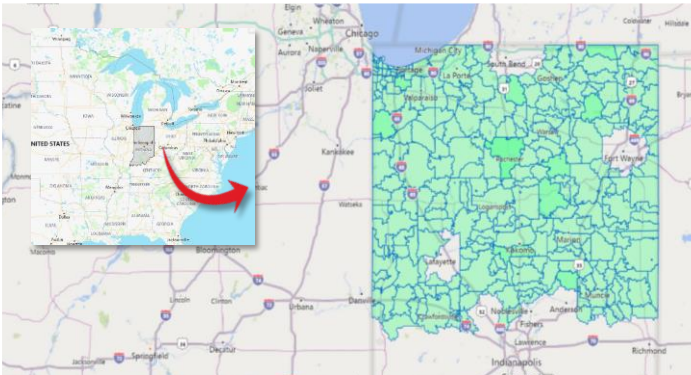


Trends and Risks

Source: Kalibri Labs, Newmark

FUNDAMENTALS	Revenue Stability	Supplier Power Trend	Investment Yields
	22nd Above Average	82nd Below Average	22nd Above Average
	Assessment of room revenue growth and volatility over past three to five years against other Top 104 markets	Assessment of market's ability to maximize loyalty and profits, and to ward off booking costs over past 12 months	Measure of market's general investment parameters (yields, OAR, IRR, interest rates, etc.) against other Top 104 markets
RISKS	Supply Risk	Labor Risk	Macro-Fiscal Risk
	93rd Low Risk	71st Below Average	13th Above Average
	Assessment of market supply growth over past 12 months relative to Top 104 markets	Measure of current employment health over past two years relative to Top 104 markets	Assessment of health and diversity of lodging demand generators relative to Top 104 markets

Location



Quick Facts

Jurisdictional Information
 Municipal Name: Indiana North Area
 County: Multiple
 State: Indiana
 Geo Coordinates (market center): 39.53219, -85.59317

Source: US Census Bureau, Dept. of Labor Statistics

Major Hotel Demand Generators
 Indiana University Health | St. Vincent Hospitals & Health Services | Eli Lilly and Co. | Community Health Network | Wal-Mart Stores Inc. | Purdue University | Roche Diagnostic Corp. | Rolls-Royce Corp. | Subaru of Indiana Inc. | Wabash National Corp. | Arcelor Mittal | General Motors Truck Group | Thor Industries Inc. | Forest River Industries Inc. | Lippert | Jayco Inc. | Patrick Industries | University of Notre Dame | Ball State University | Blue Chip Hotel & Casino

Metrics and Ranking

Measurement	Value	Rankings
Population (hotel market area)	1,977,686	25th of 104 (Above Average)
Income per Capita	\$49,551	48th of 104 (Average)
Feeder Group Size	178.1 Persons PSR	99th of 104 (Soft)
Feeder Group Earnings	\$8,823,497 PSR	101st of 104 (Soft)
Total Market COPE	\$419.1 million	66th of 104 (Below Average)

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	56.4%	\$84.12	\$47.48	\$78.74	\$44.44	\$5.38	93.6%	43.8%	1.85	17,780	0.36
2016	55.9%	\$85.71	\$47.91	\$80.14	\$44.80	\$5.57	93.5%	45.0%	1.84	17,970	0.52
2017	57.3%	\$85.11	\$48.76	\$79.33	\$45.45	\$5.78	93.2%	46.7%	1.84	17,890	0.72
2018	54.3%	\$90.39	\$49.07	\$84.01	\$45.61	\$6.37	92.9%	51.1%	1.85	17,880	0.53
2019	56.9%	\$92.30	\$52.47	\$85.50	\$48.61	\$6.80	92.6%	56.9%	1.93	18,080	0.78
2020	45.1%	\$82.42	\$37.40	\$76.93	\$34.68	\$5.49	93.3%	36.9%	2.08	18,350	0.87
2021	60.3%	\$97.34	\$59.39	\$90.75	\$54.73	\$6.59	93.2%	37.1%	2.11	18,420	1.08
CAGR: 2015 thru 2021	1.1%	2.5%	3.8%	2.4%	3.5%	3.5%	-0.1%	-2.7%	2.2%	0.6%	20.0%
YTD 2Q 2020	39.9%	\$80.52	\$32.22	\$75.16	\$30.07	\$5.37	93.3%	37.1%	2.10	18,120	0.84
YTD 2Q 2021	57.2%	\$89.51	\$51.88	\$83.63	\$48.46	\$5.89	93.4%	37.0%	2.12	18,290	1.17
YTD 2Q 2022	57.2%	\$101.60	\$58.59	\$94.68	\$54.60	\$6.92	93.2%	35.7%	2.10	18,270	0.90
% Change	0.0%	13.5%	13.0%	13.2%	12.7%	17.6%	-0.3%	-3.6%	-1.0%	-0.1%	-23.4%

Data provided by: kalibriLABS

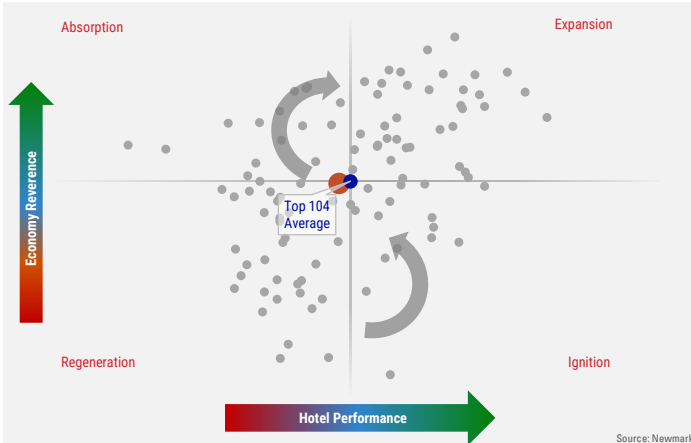
Notable Metrics

HIGHEST	Population Density per Room 6th Strong Indiana North Area, IN boasted strong population density per room (108.1)	Marketwide Income per Room 6th Strong The market enjoyed a high ratio of marketwide income per room (\$3,633,028)	Feeder Population Per Room 7th Strong The market also posted a high ratio of feeder population per room (73.32)
	Feeder Group Earnings PSR 101st Soft This market has been hindered by weak feeder group earnings PSR (\$8,823,497)	Feeder Group Size 99th Soft The market required a large feeder group size (178.07 Persons)	Latest-Quarter COPE RevPAR 92nd Soft Indiana North Area, IN also has been hampered by weak latest-quarter COPE RevPAR (\$64.24)
	LOWEST		

Notable Trends

FASTEST	Long-Term Historical LPI Growth 4th Strong Indiana North Area, IN enjoyed strong long-term historical LPI growth (15.0%)	Short-Term Historical Occupancy Growth 4th Strong The market has benefited from strong short-term historical occupancy growth (7.0%)	Short-Term Historical LPI Growth 4th Strong The market also has benefited from strong short-term historical LPI growth (22.4%)
	Short-Term Historical Loyalty Contribution Growth 101st Soft The market has been hindered by weak short-term historical loyalty contribution growth (-0.4%)	Long-Term Historical Loyalty Contribution Growth 88th Below Average We note this area has been hindered by weak long-term historical loyalty contribution growth (2.7%)	Long-Term Historical Booking Costs POR Growth 79th Below Average Indiana North Area, IN also exhibited high long-term historical booking costs POR growth (4.4%)
	SLOWEST		

Market Performance Stage



Indiana North Area, IN: Regeneration Stage

The Indiana North Area, IN 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 challenged whether by COVID-19 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 Chicago, IL; Columbus, OH; and Detroit, MI.

Other Stages:

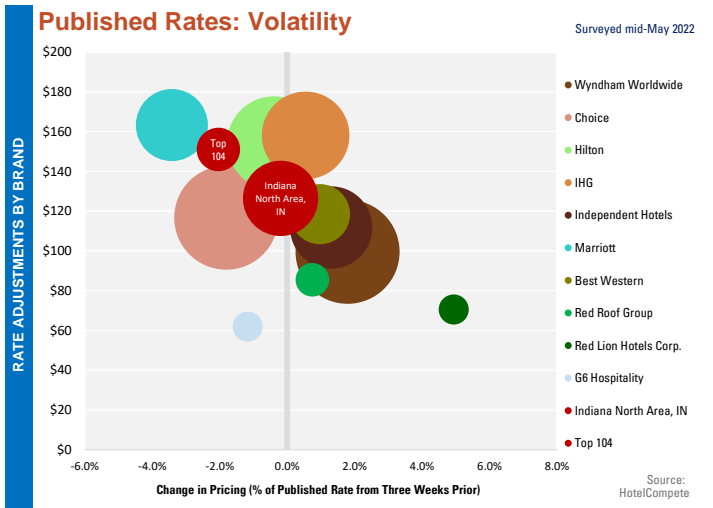
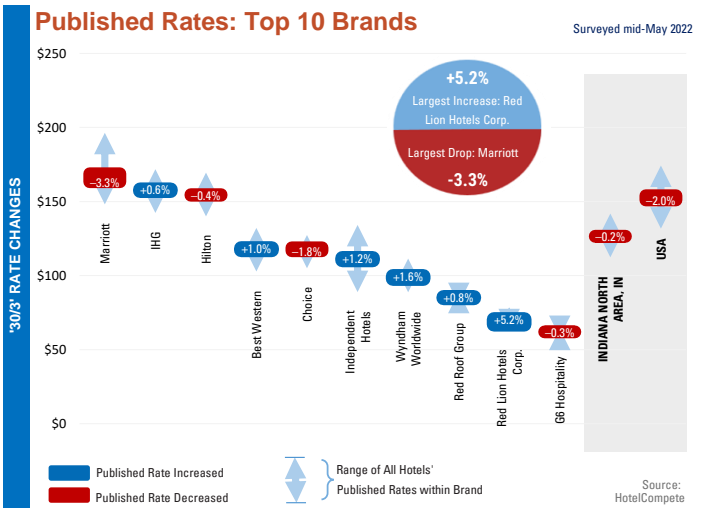
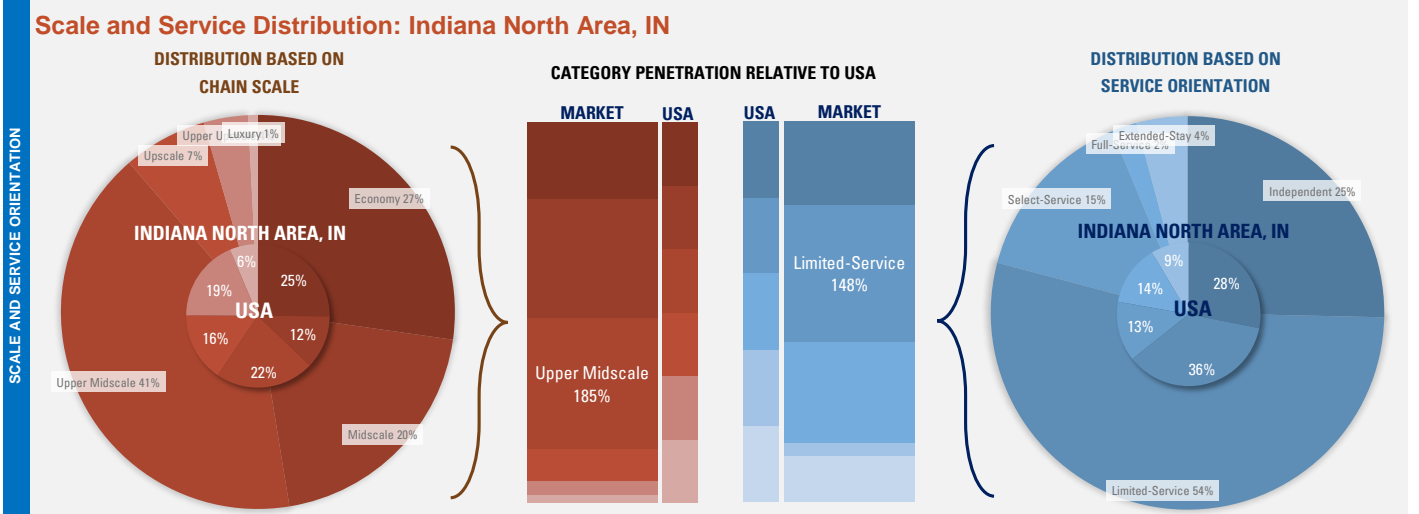
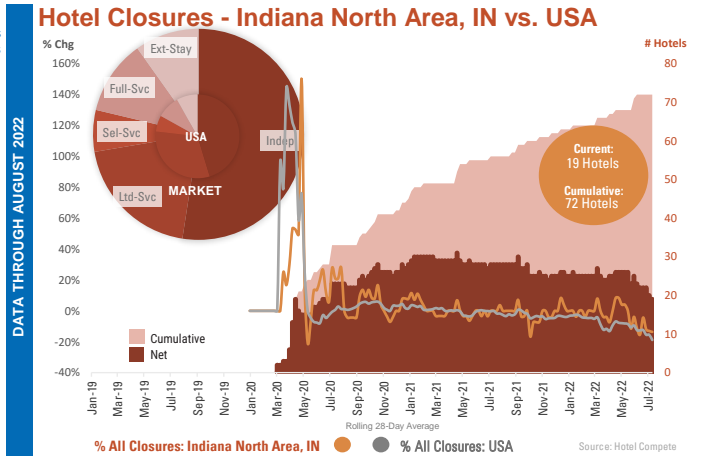
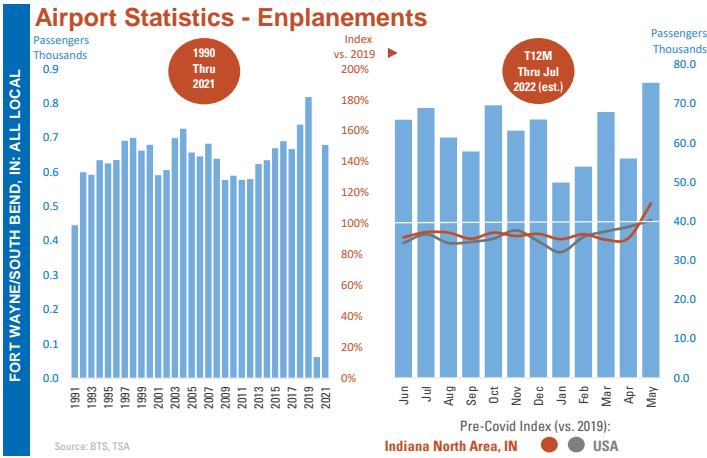
- Ignition:** In the 'Ignition' stage, hotels generally perform adequately for operators to enjoy positive returns, with confidence the economy will recover from the COVID-19 crisis. While the general economy lags, strong hotel performance can ignite expansion in certain key sectors. Example markets in this stage include Knoxville, TN; Las Vegas, NV; and Miami, FL.
- Absorption:** In the 'Absorption' stage, hotels are underperforming but in an economy with resilience and confidence the economy will recover from the COVID-19 crisis, 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 Charlotte, NC; Kansas City, MO; 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: In Expansion
Employment Growth (2 yr): 0.9%
Risk Exposure (402 US markets): 66th Percentile: Average Risk
Key Industry Notes: College town, manufacturing
 Affordable housing
 Undervalued housing
 Low business costs
 Poor migration trends

Moody's Rating
Aa2
 Investment Grade
 Long-term investment grade, Prime-1 short-term outlook





Published Rate Observations: 30-Day Advance

MARKET LEVEL	Published Rate Level	Rate Movement	Optimism
	76th Below Average	9th Strong	35th Average
	The 30-day advanced published rate for the market was a somewhat conservative \$126.38, ranking 76th out of 104 markets. (Guest-Paid ADR ranked a conservative 91st at \$101.60 in 2Q 2022.)	Published rates have recently been moving downward, decreasing by a modest 0.2% over three weeks going into early August 2022. By comparison, the T-104 average posted downward movement of 2.00%.	Published rates reported in early August 2022 were 16.3% higher than the market's Guest-Paid ADR in 2Q 2022. This optimism is average. By comparison, the T-104 spread was -4.4%.

Published Rate Observations: Brand Level

BRAND LEVEL	Published Rate Integrity	Coverage	Volatility
	35th Average	62nd Average	14th Low
	Published rates among the top 10 brands have a moderate amount of integrity with some pricing overlap, suggesting bottom-feeding occasionally exists.	Indiana North Area, IN has an average spectrum of rate classes and traveler types among its top 10 brands, and the range of coverage has been contracting.	Indiana North Area, IN's top 10 brands are exhibiting low volatility with respect to advanced booking pricing movements in the three weeks leading into early August 2022.

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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Gaming Facilities

Arenas, Stadiums and Sports Facilities

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Golf Courses

Marinas

Ski and Village Resorts

Water Parks, Amusement Parks and Attractions

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Property Tax

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