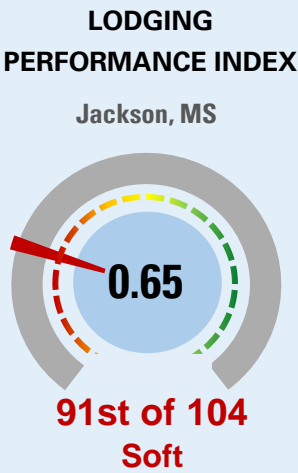
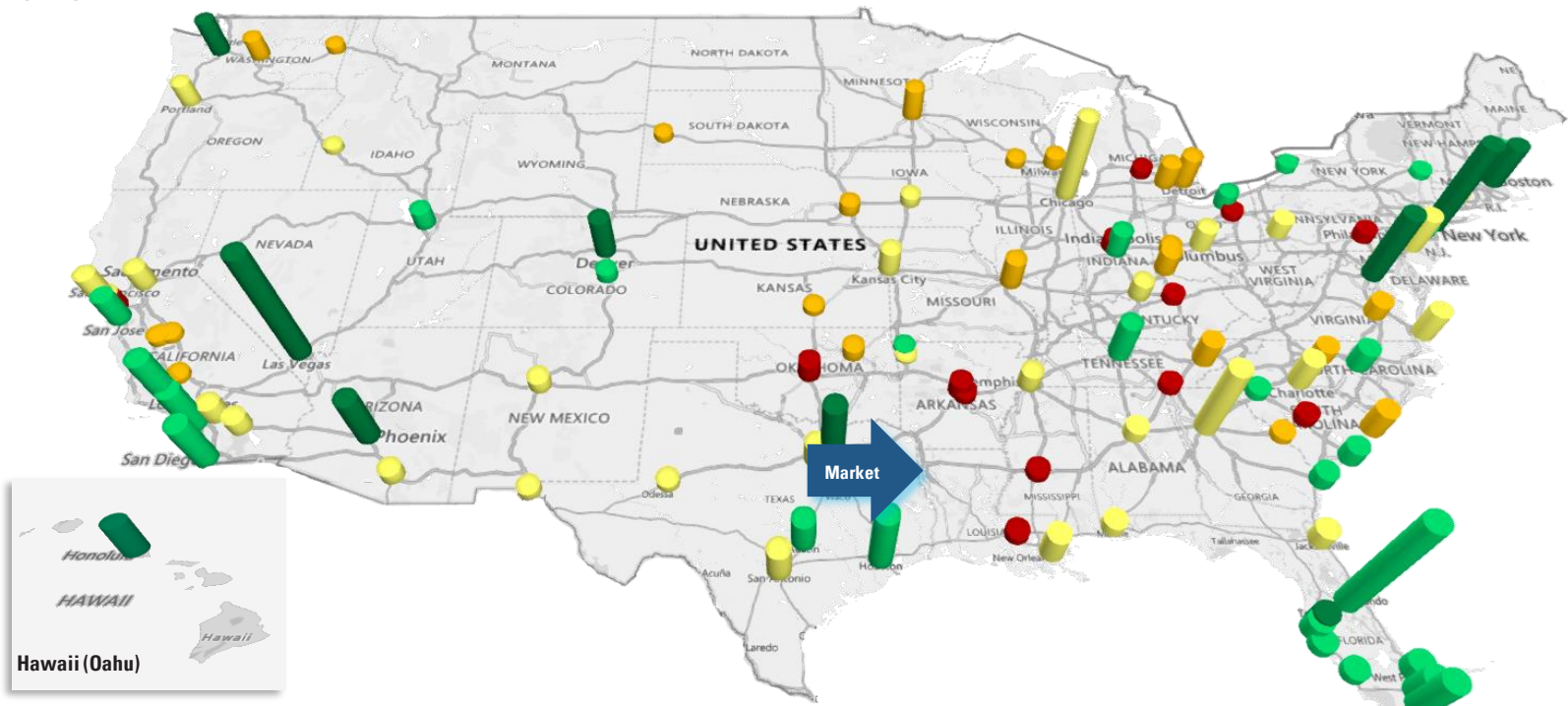


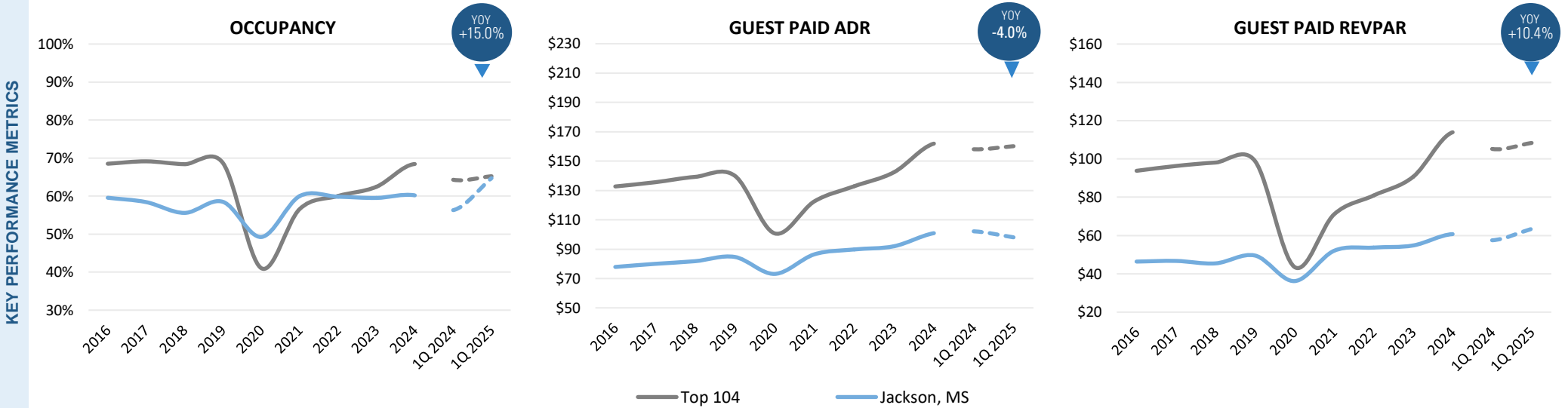
1Q 2025
JACKSON, MS



Lodging Performance Index Snapshot

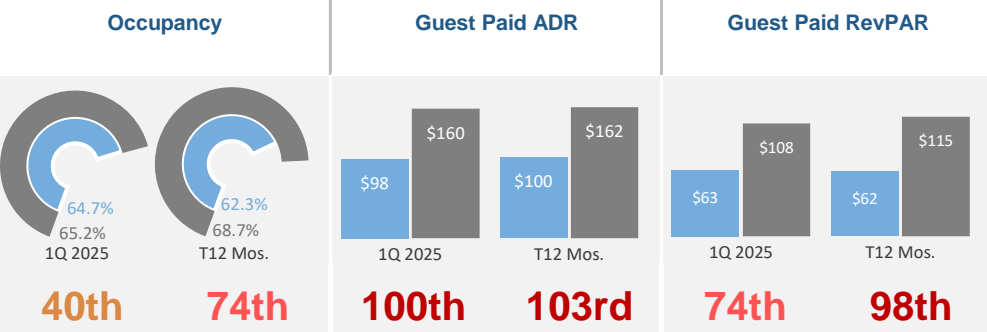


Ranking of overall '1Q 2025 LPI' performance (0.65) against all 104 surveyed markets.

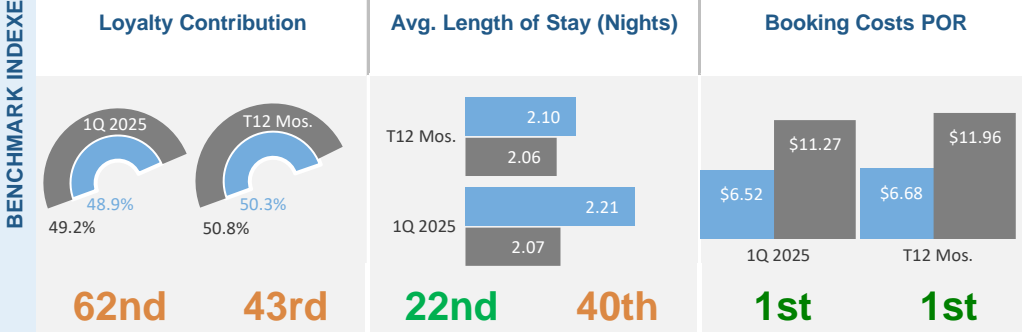


Key Performance Indexes

● Subject Market ● Top 104

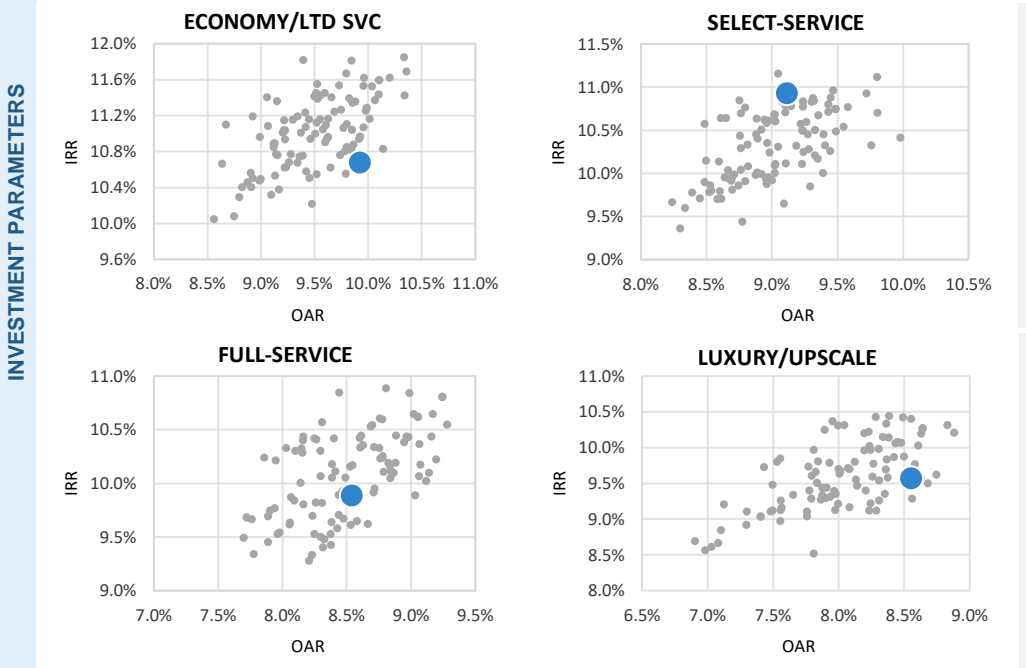


Key Benchmark Indexes



Discount and Capitalization Rates

Source: Newmark

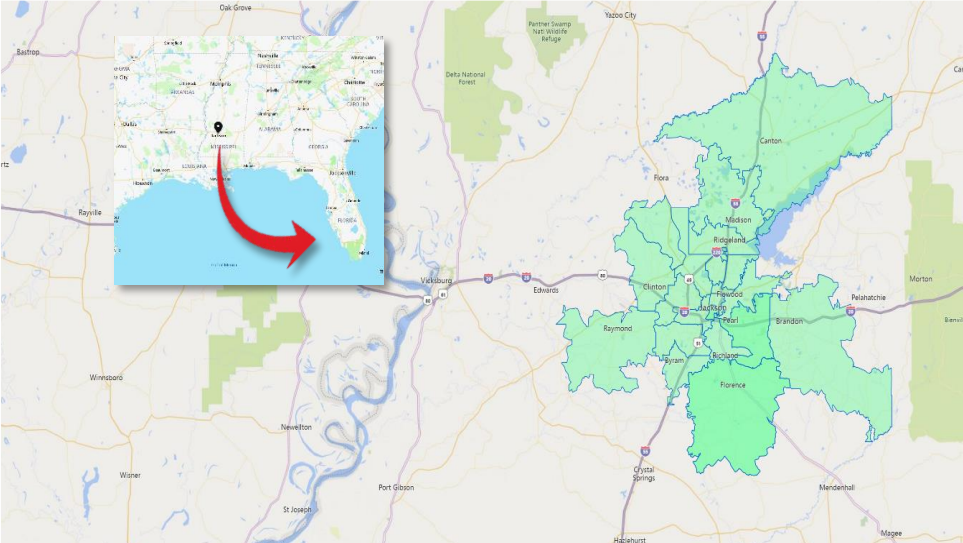


Trends and Risks

Source: Kalibri Labs, Newmark



Location



Quick Facts

Jackson

Hinds County, Madison County, Rankin County

Mississippi

32.31583, -90.21282

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	59.6%	\$77.87	\$46.38	\$73.02	\$4.85	93.8%	44.1%	1.90	10,140	0.60
2017	58.4%	\$80.00	\$46.74	\$74.69	\$5.31	93.4%	47.8%	1.87	10,270	0.45
2018	55.6%	\$81.79	\$45.46	\$76.14	\$5.65	93.1%	50.4%	1.86	10,010	0.47
2019	58.5%	\$84.69	\$49.54	\$78.81	\$5.88	93.1%	56.2%	1.90	11,140	0.67
2020	49.2%	\$73.13	\$36.20	\$68.57	\$4.56	93.8%	39.5%	2.18	10,940	1.08
2021	60.0%	\$86.48	\$52.03	\$80.82	\$5.66	93.5%	42.9%	1.98	10,860	0.89
2022	59.8%	\$89.79	\$53.70	\$83.83	\$5.96	93.4%	43.4%	1.98	10,980	0.59
2023	59.5%	\$91.99	\$54.81	\$85.86	\$6.13	93.3%	43.6%	2.02	11,070	0.72
2024	60.2%	\$100.90	\$60.74	\$94.15	\$6.75	93.3%	51.0%	2.05	10,370	0.79
CAGR: 2016 thru 2024	0.1%	3.3%	3.4%	3.2%	4.2%	-0.1%	1.8%	1.0%	0.3%	3.6%
1Q 2024	56.3%	\$102.15	\$57.51	\$95.35	\$6.80	93.3%	51.9%	2.00	10,310	0.75
1Q 2025	64.7%	\$98.07	\$63.47	\$91.55	\$6.52	93.4%	48.9%	2.21	10,170	0.65

Data provided by: kalibri LABS

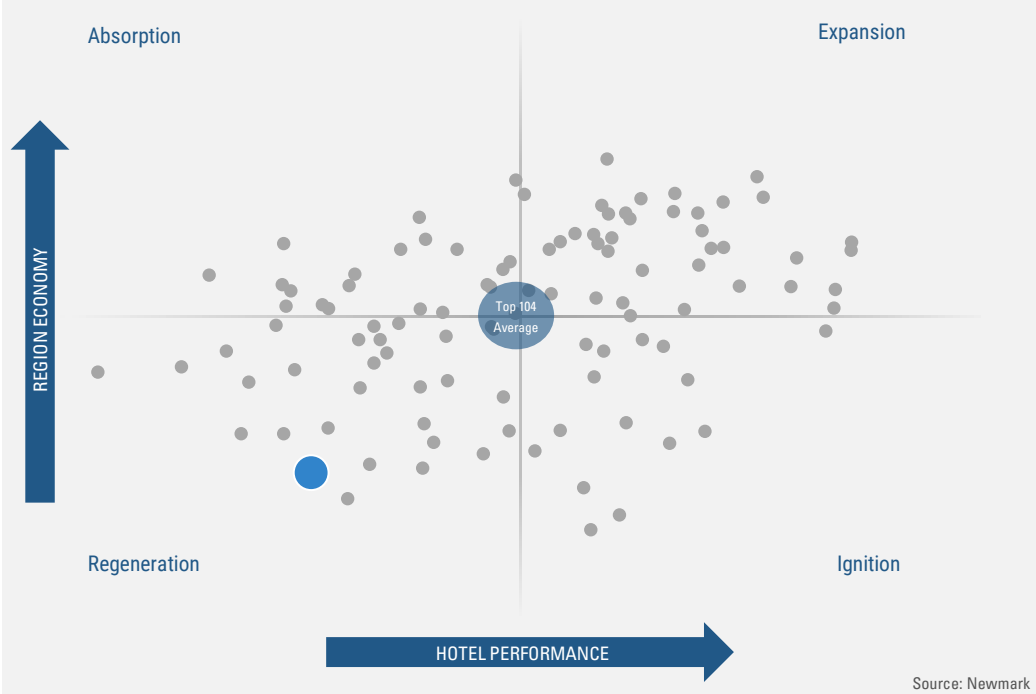
Notable Metrics

HIGHEST	Latest-Quarter Booking Costs POR	T12-Month Booking Costs POR	Feeder Group Earnings per sold room
	1st Very Strong Jackson, MS enjoyed low latest—quarter booking costs POR (\$6.52)	1st Very Strong The market enjoyed low T12—month booking costs POR (\$6.68)	15th Above Average The market also posted strong feeder group earnings per sold room (\$2,081,694)
LOWEST	T12-Month COPE ADR	T12-Month Guest Paid ADR	IRR: Select-Service
	103rd Soft This market has been hindered by weak T12—month COPE ADR (\$93.20)	103rd Soft The market exhibited weak T12—month Guest Paid ADR (\$99.88)	100th Highly Unfavorable Jackson, MS also posted unfavorable IRR metrics in the select—service segment (10.9%)

Notable Trends

STRONGEST	Long-Term Historical Supply Growth	Short-Term Historical Occupancy Growth	Short-Term Historical Guest Paid RevPAR Growth
	3rd Very Strong Jackson, MS has benefited from low long—term historical supply growth (−0.4%)	7th Strong The market has benefited from strong short—term historical occupancy growth (1.2%)	7th Strong The market also has benefited from strong short—term historical Guest Paid RevPAR growth (5.4%)
WEAKEST	Short-Term Historical Supply Growth	General Economy Reverence	Overall Health of Hotel Market
	101st Soft The market has been burdened by high short—term historical supply growth (−1.1%)	100th Soft We note this area posted weak general economic reverence (per—capita unemployment, GDP and other indicators)	91st Soft Jackson, MS also has been hampered by weak general hotel market performance (levels and trends of fundamentals)

Market Performance Stage



Jackson, MS: Regeneration Stage

The Jackson, MS 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.

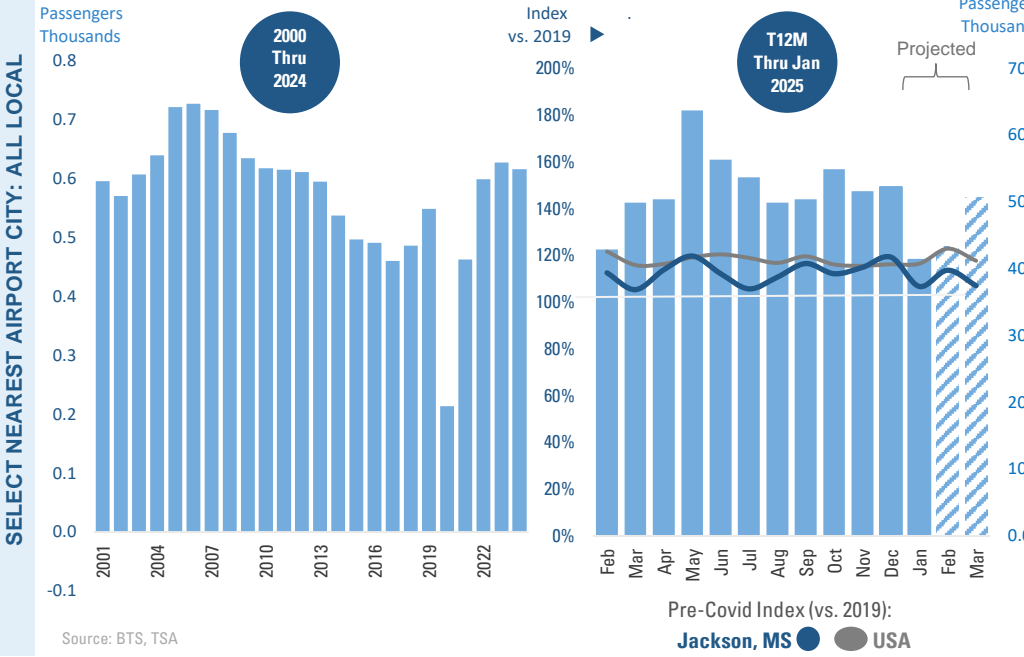
Industry Observations

MOODY'S ANALYTICS	Business Cycle:	Expansion	Moody's Rating
	Employment Growth (2 yr):	0.4%	
	Risk Exposure (402 US markets):	98th Percentile: High Risk	NR
	Key Industry Notes:	Rising educational workforce Presence of large hospitals Poor and failing infrastr Weak net migration Heavy dependence on public sector	
			This market is not rated by Moody's

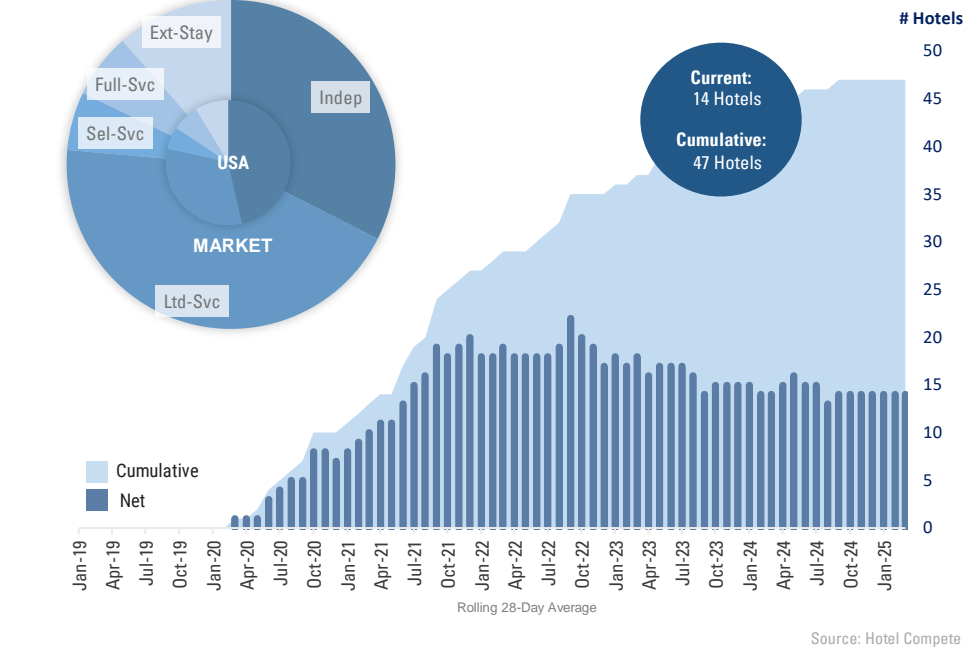
TOP 10 BRANDS	Hilton Garden Inn (629)	Hampton Inn (7)
	Hampton Inn (595)	Holiday Inn Exp. (6)
	Holiday Inn Exp. (521)	Super 8 (5)
	Courtyard (347)	Hilton Garden Inn (5)
	OYO (324)	Econo Lodge (5)
	Home2 (303)	Quality Inn (4)
	Residence Inn (296)	OYO (4)
	Hilton (276)	La Quinta (4)
	Ext-Stay America (274)	Days Inn (4)
	Super 8 (270)	Rodeway Inn (3)

Source: Newmark

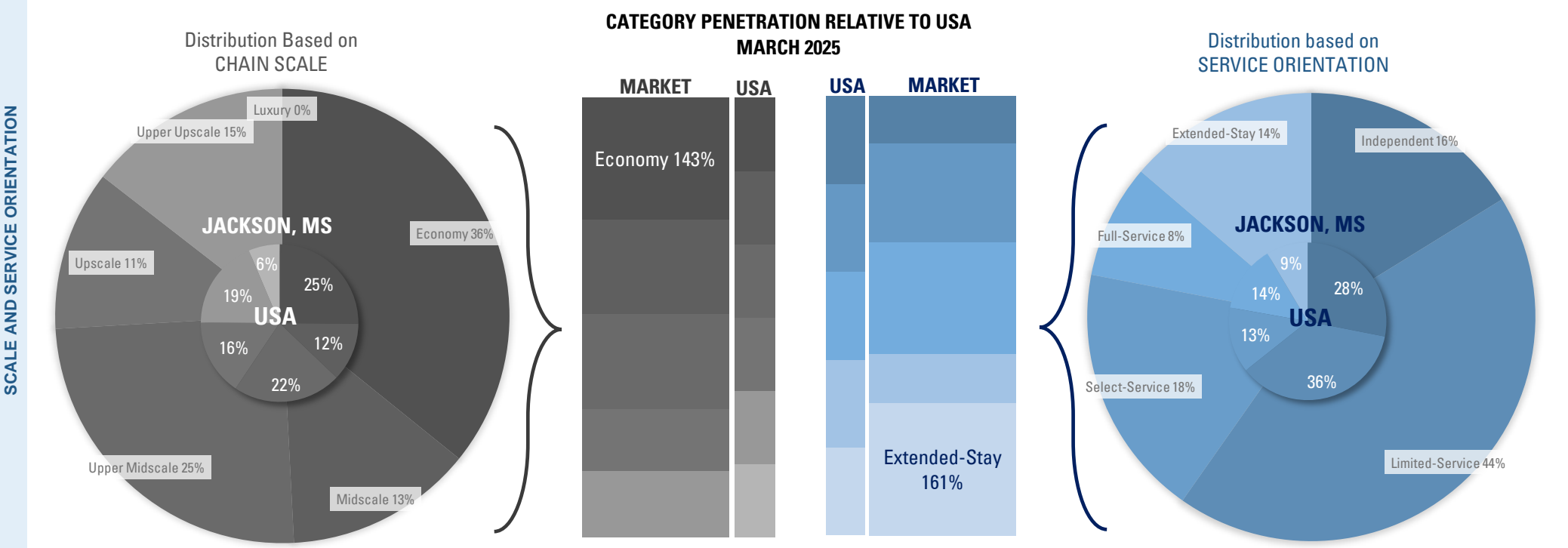
Airport Statistics - Enplanements



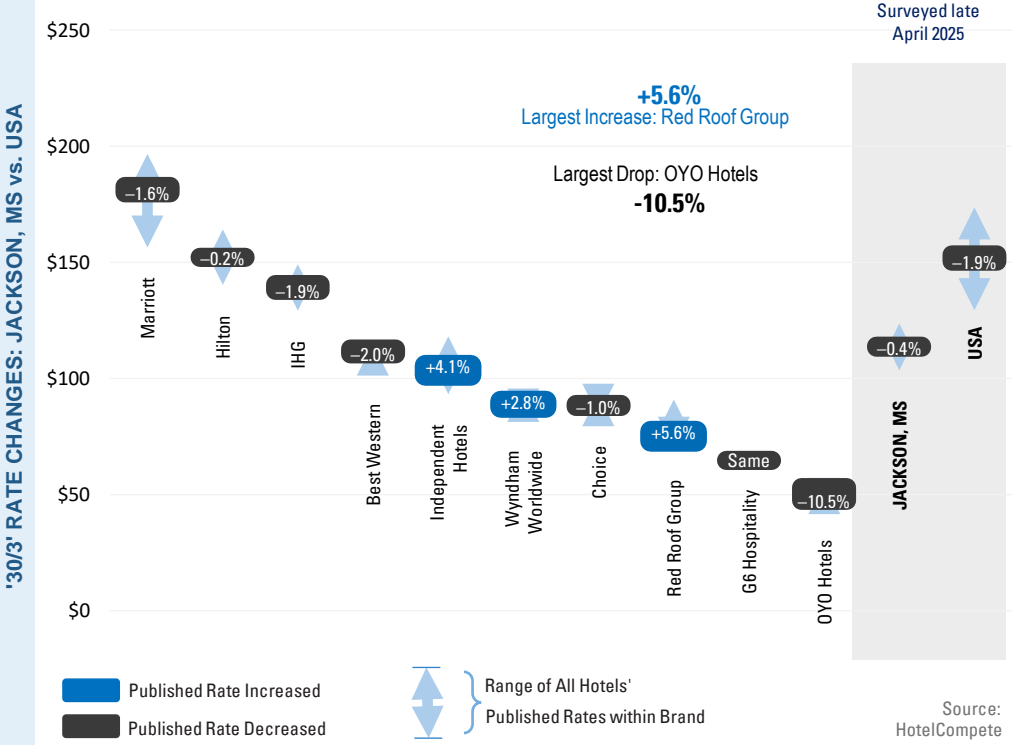
Hotel Closures - Jackson, MS



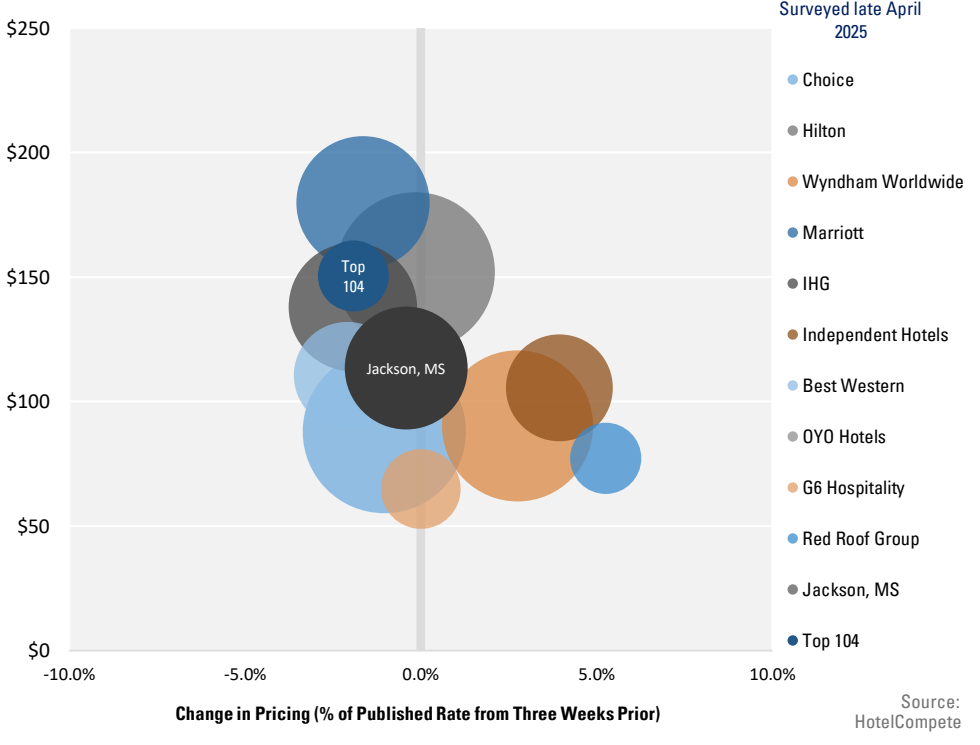
Scale and Service Distribution: Jackson, MS



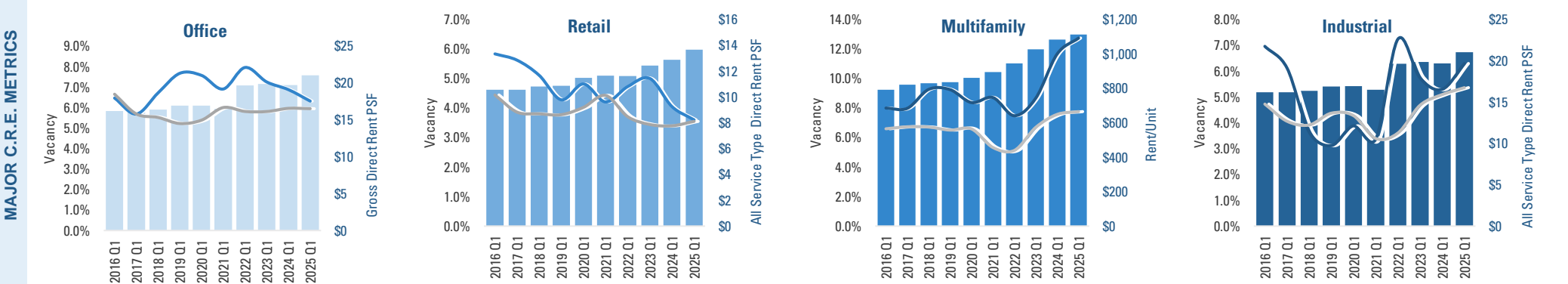
Published Rates: Top 10 Brands



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

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.

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.

CONTACT: SOUTH CENTRAL US MARKETS

CONTACT

FOR MORE INFORMATION

Chris Remund, MAI
Senior Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
South Central US Markets
t 737-263-0343
chris.remund@nmrk.com

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