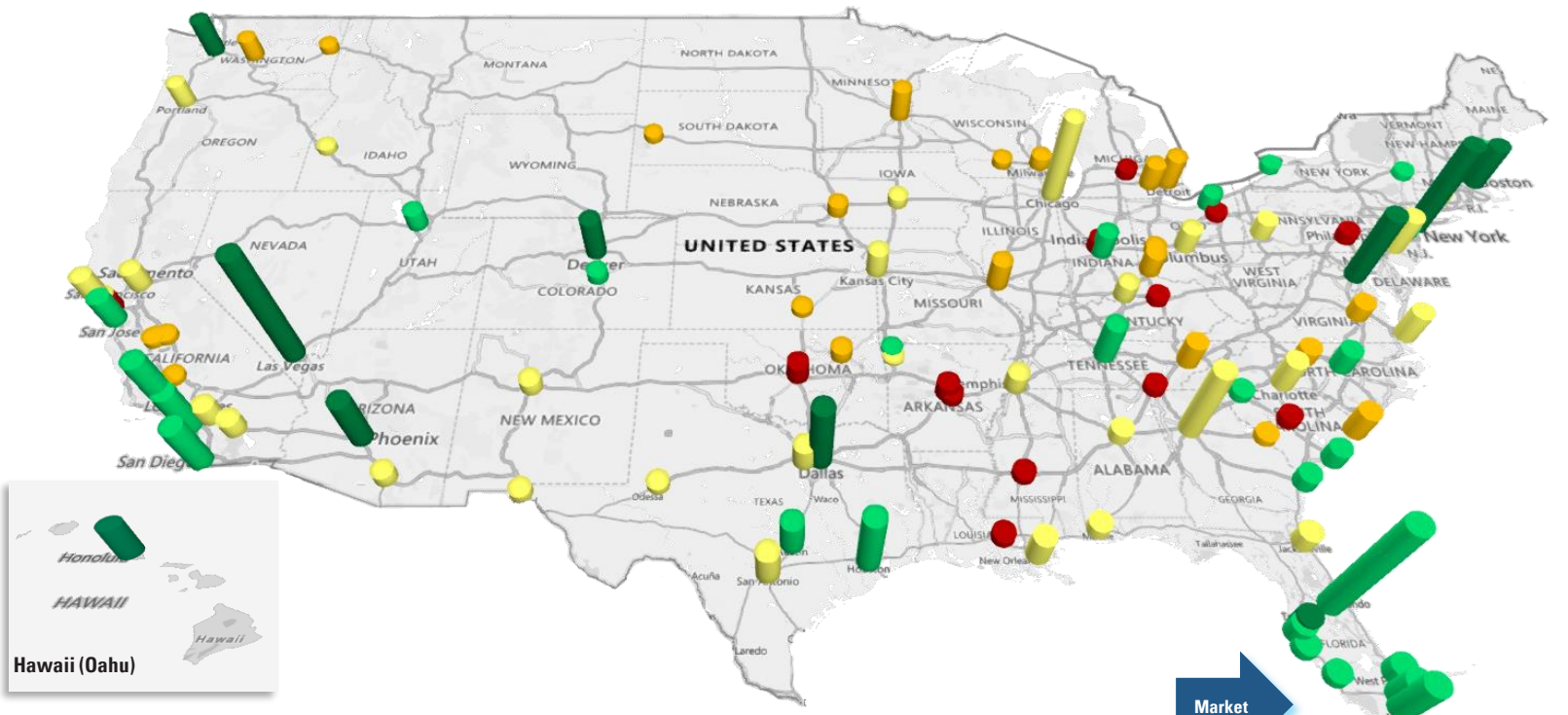
VALUATION & ADVISORY | HOSPITALITY, GAMING & LEISURE

HOTEL MARKET NSIGHTS REPORT

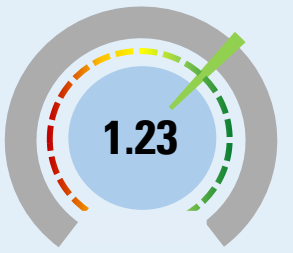
3Q 2024
MIAMI, FL

Lodging Performance Index Snapshot



LODGING PERFORMANCE INDEX

Miami, FL

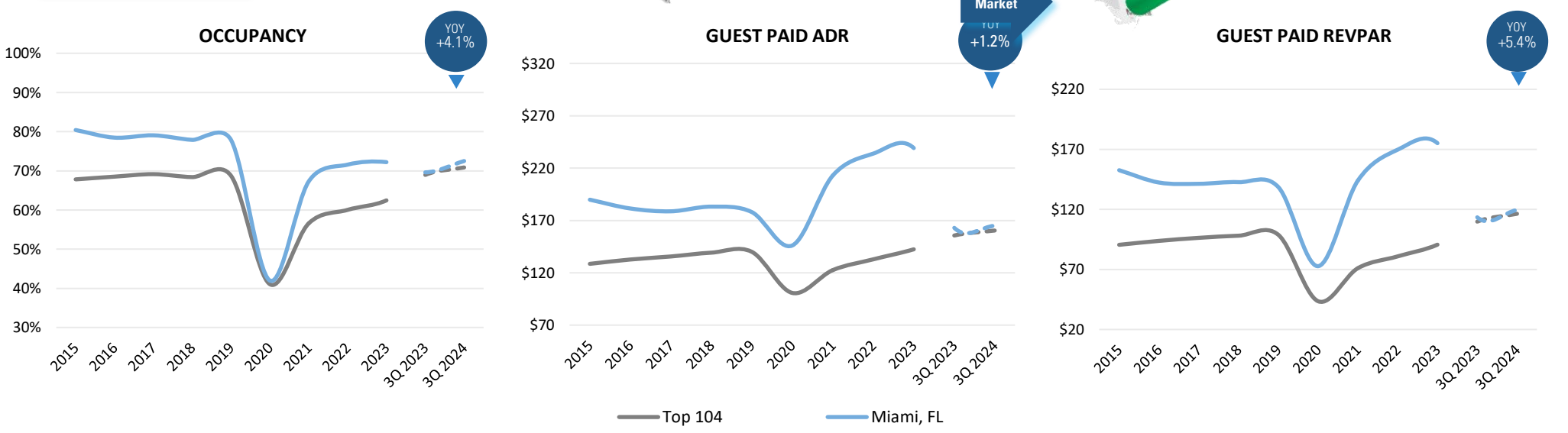


20th of 104

Above Average

Ranking of overall '3Q 2024 LPI' performance (1.23) against all 104 surveyed markets.

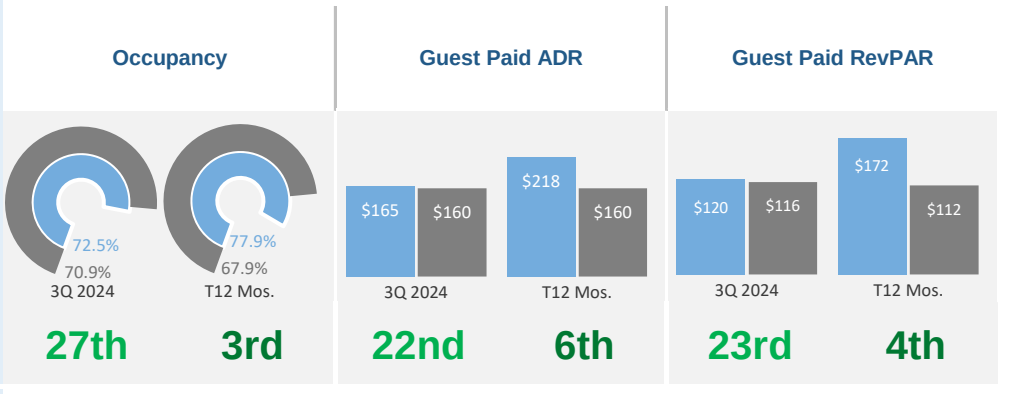
KEY PERFORMANCE METRICS



PERFORMANCE INDEXES

Key Performance Indexes

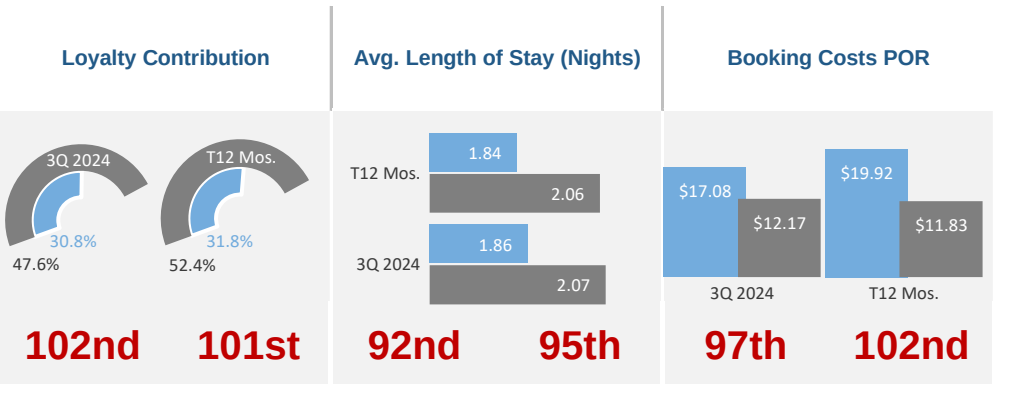
Subject Market | Top 104



Occupancy		Guest Paid ADR		Guest Paid RevPAR	
27th	3rd	22nd	6th	23rd	4th

BENCHMARK INDEXES

Key Benchmark Indexes

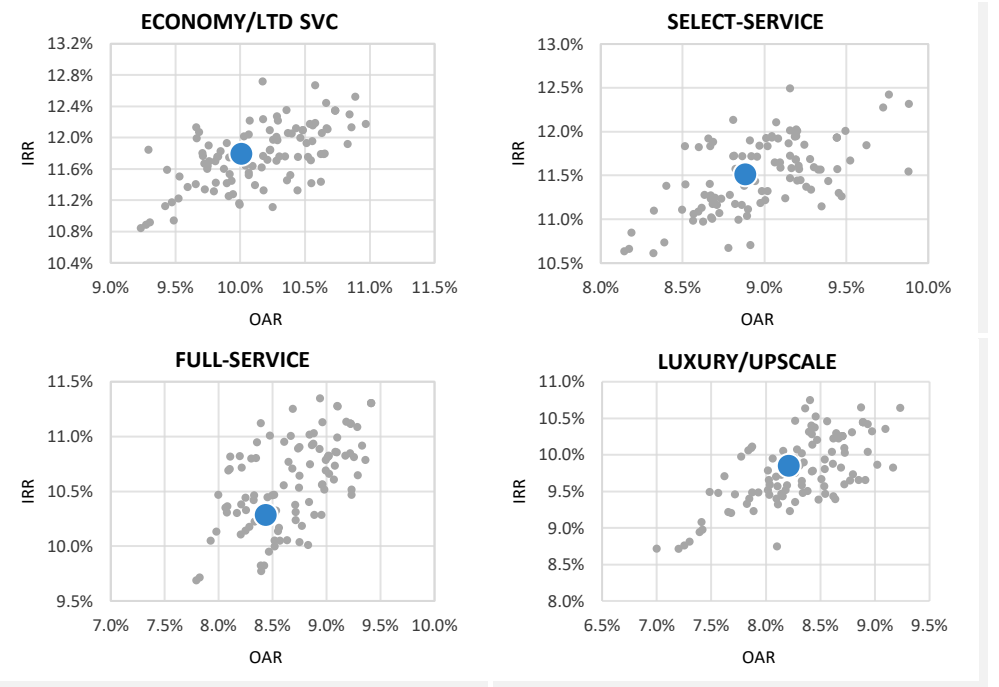


Loyalty Contribution		Avg. Length of Stay (Nights)		Booking Costs POR	
102nd	101st	92nd	95th	97th	102nd

INVESTMENT PARAMETERS

Discount and Capitalization Rates

Source: Newmark



FUNDAMENTALS

Trends and Risks

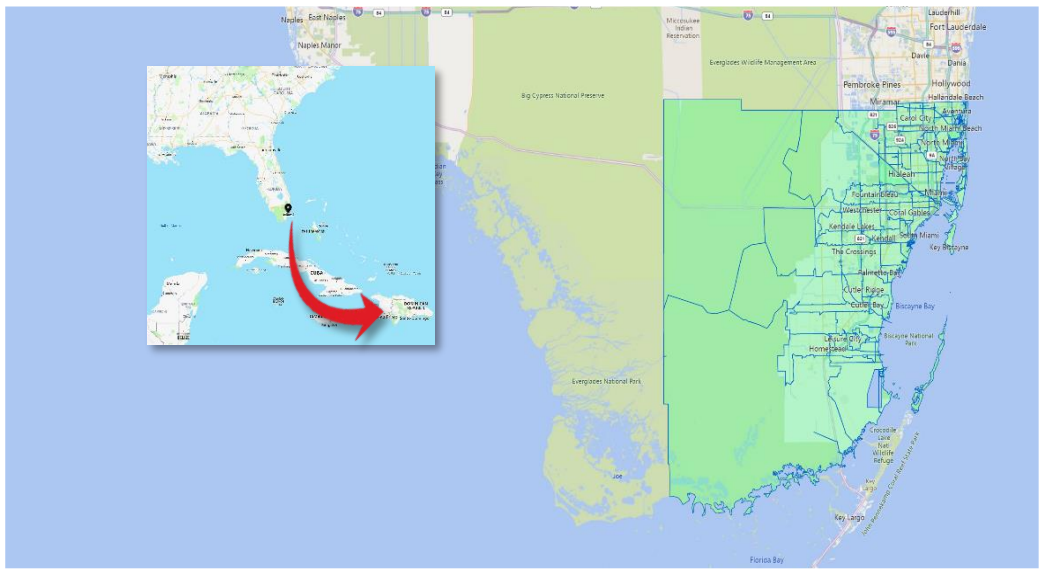
Source: Kalibri Labs, Newmark

Revenue Stability	Supplier Power Trend	Investment Yields
67th	**102nd**	**35th**
Below Average	**Soft**	**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
34th	**91st**	**104th**
Above Average	**Low Risk**	**Low Risk**
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

Source: US Census Bureau, Dept. of Labor Statistics

Municipal Name:	Miami
County:	Miami-Dade County
State:	Florida
Geo Coordinates (market center):	25.77427, -80.19366

Major Hotel Demand Generators

University of Miami | Jackson Health System | Publix Super Markets Inc. | Baptist Health Systems | American Airlines | Miami Cardio Vascular Institute | AT&T | West Kendall Outpatient Center | Florida International University | American Sales & Management | Carnival Cruise Lines | Miami Children's Hospital | Macy's | Mount Sinai Medical Center | Homestead Air Reserve Base | JPMorgan Chase and Co. | Florida Power & Light Co. | Winn-Dixie Stores Inc. | Royal Caribbean/ Celebrity Cruise | Veterans Affairs Medical Center

Metrics and Ranking	Measurement	Rankings
Population (hotel market area)	2,280,379	20th of 104 (Above Average)
Income per Capita	$33,999	98th of 104 (Soft)
Feeder Group Size	45.7 Persons PSR	14th of 104 (Above Average)
Feeder Group Earnings	$1,553,145 PSR	9th of 104 (Strong)
Total Market Hotel Revenues	$4.0 billion	7th of 104 (Strong)

Key Performance Metrics

Data provided by: kalibri LABS

YEAR ENDING	Occ %	Guest Paid ADR	Guest Paid RevPAR	COPE ADR	COPE RevPAR	Booking Cost POR	ADR COPE %	Loyalty %	Avg Length of Stay Nights	Supply Rooms	Performance Index (LPI)
2015	80.4%	$189.83	$152.64	$172.83	$138.97	$17.00	91.0%	39.7%	2.12	54,750	1.61
2016	78.5%	$181.45	$142.38	$164.94	$129.43	$16.50	90.9%	42.4%	2.07	56,230	1.28
2017	79.1%	$178.74	$141.31	$162.25	$128.28	$16.48	90.8%	43.3%	2.08	57,540	1.39
2018	77.9%	$183.20	$142.71	$167.04	$130.12	$16.16	91.2%	46.5%	1.99	59,220	1.45
2019	77.9%	$178.00	$138.60	$162.66	$126.65	$15.34	91.4%	49.3%	1.89	62,840	1.21
2020	42.0%	$146.13	$72.74	$133.85	$56.18	$12.28	91.6%	25.7%	2.36	63,470	1.31
2021	67.3%	$212.94	$143.99	$192.10	$129.27	$20.84	90.2%	26.5%	2.12	65,320	1.44
2022	71.6%	$233.87	$169.71	$211.86	$151.63	$22.01	90.6%	27.0%	2.06	65,670	1.43
2023	72.2%	$239.16	$175.15	$217.62	$157.15	$21.54	91.0%	27.7%	2.01	66,010	1.17
CAGR: 2015 thru 2023	-1.3%	2.9%	1.7%	2.9%	1.5%	3.0%	0.0%	-4.4%	-0.7%	2.4%	-3.9%
3Q 2023	69.6%	$162.94	$113.42	$146.27	$101.82	$16.66	89.8%	28.4%	1.90	66,100	1.31
3Q 2024	72.5%	$164.93	$119.57	$147.85	$107.19	$17.08	89.6%	30.8%	1.86	66,760	1.23

Notable Metrics

HIGHEST

T12-Month Occupancy	T12-Month Guest Paid RevPAR	T12-Month COPE RevPAR
3rd	**4th**	**4th**
Very Strong	**Strong**	**Strong**
Miami, FL exhibited strong T12–month occupancy (77.9%)	The market exhibited strong T12–month Guest Paid RevPAR ($171.68)	The market also benefited from strong T12–month COPE RevPAR ($154.35)

LOWEST

T12-Month COPE ADR Percentage	T12-Month Booking Costs POR	Latest-Quarter Loyalty Contribution
102nd	**102nd**	**102nd**
Soft	**Soft**	**Soft**
This market has been hampered by weak T12–month COPE ADR percentage (90.9%)	The market was burdened by high T12–month booking costs POR ($19.92)	Miami, FL also has been hindered by weak latest–quarter loyalty contribution (30.8%)

Notable Trends

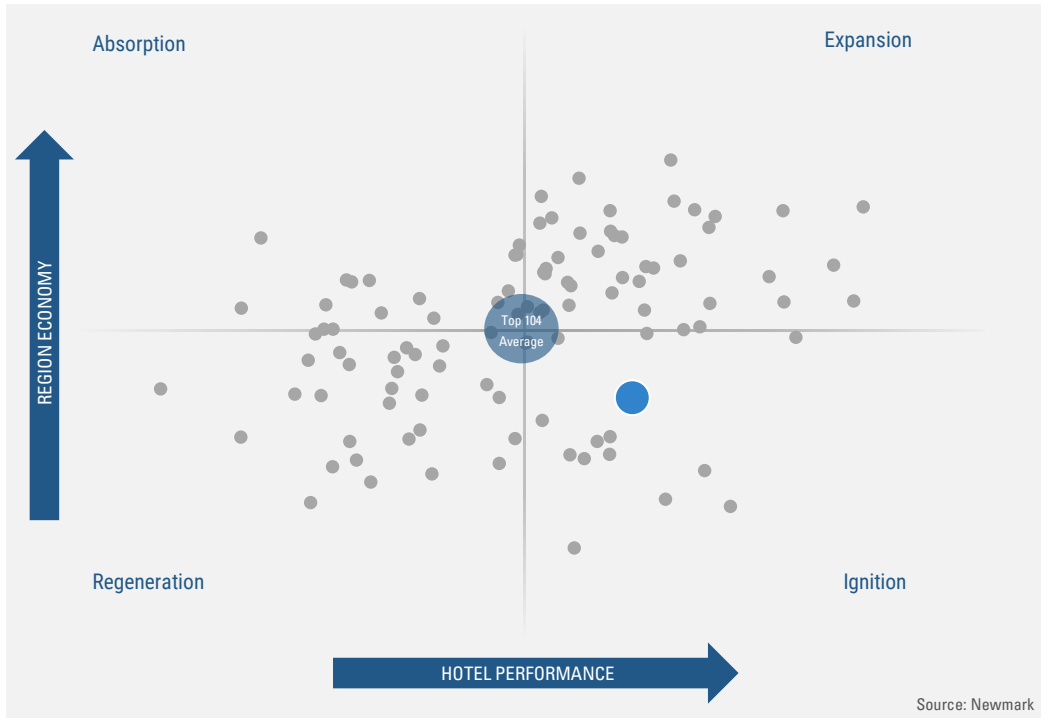
STRONGEST

Long-Term Historical Booking Costs POR Growth	Long-Term Historical Loyalty Contribution Growth	Short-Term Historical Loyalty Contribution Growth
11th	**16th**	**16th**
Above Average	**Above Average**	**Above Average**
Miami, FL has benefited from low long–term historical booking costs POR growth (1.2%)	The market exhibited strong long–term historical loyalty contribution growth (5.1%)	The market also enjoyed strong short–term historical loyalty contribution growth (5.6%)

WEAKEST

Long-Term Historical Average Length of Stay Growth	Short-Term Historical Average Length of Stay Growth	Short-Term Historical LPI Growth
103rd	**102nd**	**96th**
Soft	**Soft**	**Soft**
The market exhibited weak long–term historical average length of stay growth (–1.7%)	We note this area exhibited weak short–term historical average length of stay growth (–1.7%)	Miami, FL also has been hampered by weak short–term historical LPI growth (–3.9%)

Market Performance Stage



Source: Newmark

Miami, FL: Ignition Stage

Ignition

The Miami, FL 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 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; New Orleans, LA; 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 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 Minneapolis, MN; ; and .

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

MOODYS ANALYTICS

Business Cycle:	**Mid Expansion**
Employment Growth (2 yr):	2.3%
Risk Exposure (402 US markets):	22nd Percentile: Below Average
Key Industry Notes:	Well-developed shipping infrastructure
	Strong ties to Latin America
	World's second-busiest cruise port
	Congested roads and airport
	High household debt burden

Moody's Rating

Aa2

Investment Grade

Long-term investment grade, Prime-1 short-term outlook

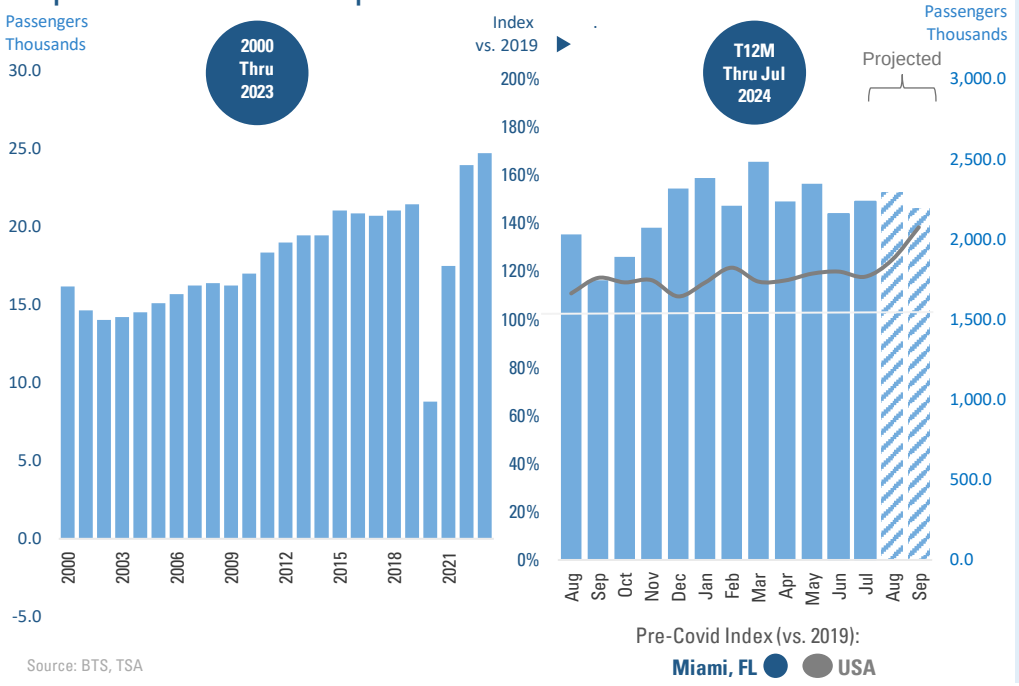
TOP 10 BRANDS

Source: Newmark

NEWMARK

SELECT NEAREST AIRPORT CITY: ALL LOCAL

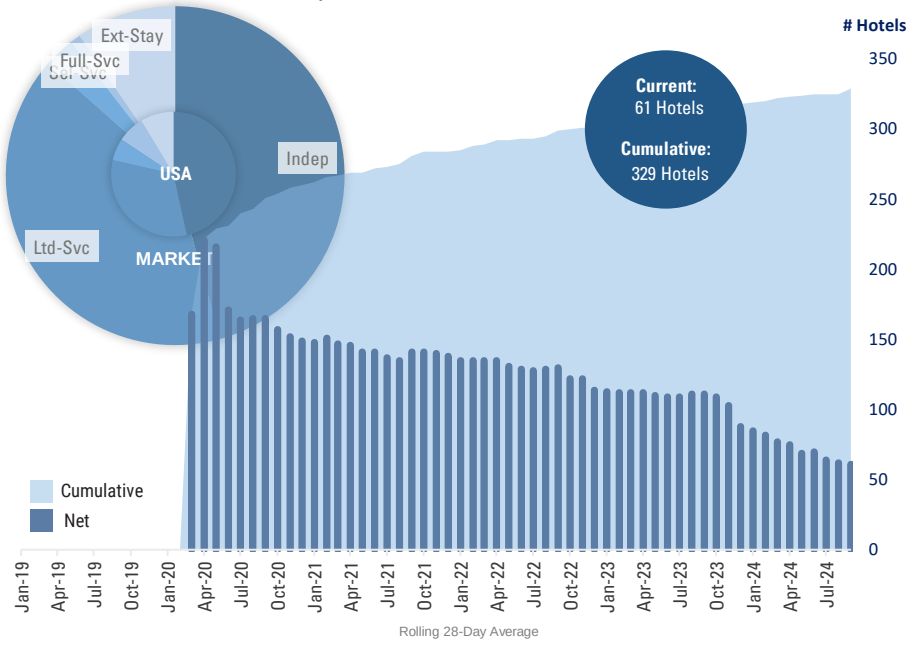
Airport Statistics - Enplanements



Source: BTS, TSA

DATA THROUGH NOVEMBER 2024

Hotel Closures - Miami, FL

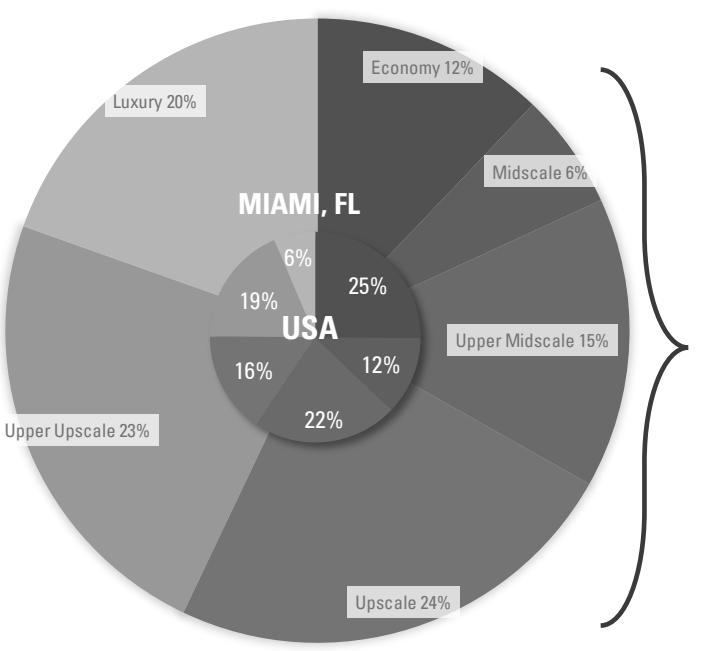


Source: Hotel Compete

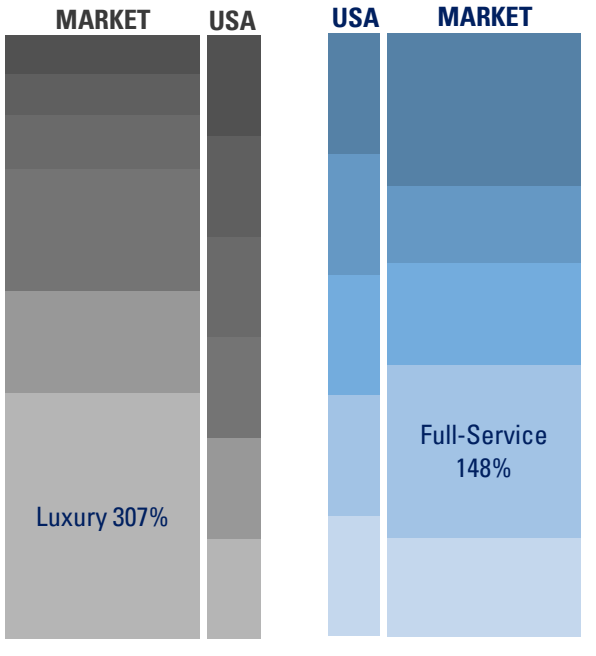
SCALE AND SERVICE ORIENTATION

Scale and Service Distribution: Miami, FL

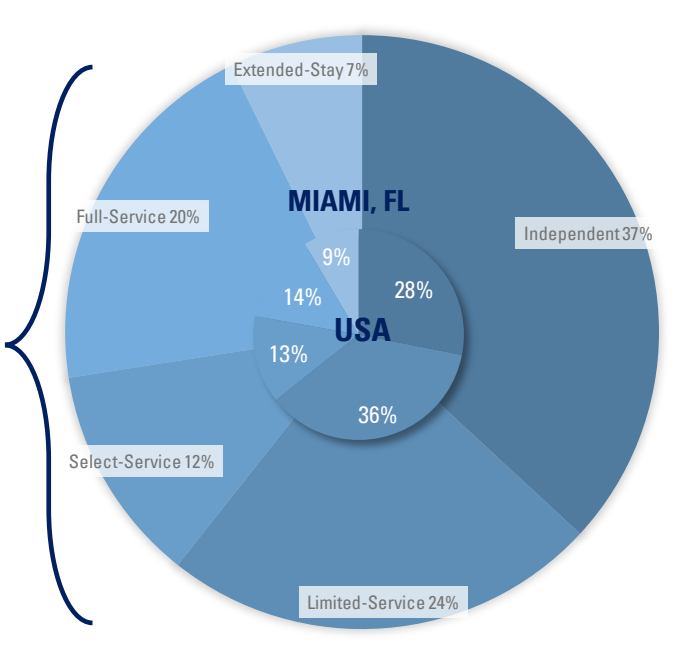
Distribution Based on CHAIN SCALE



CATEGORY PENETRATION RELATIVE TO USA
SEPTEMBER 2024



Distribution based on SERVICE ORIENTATION



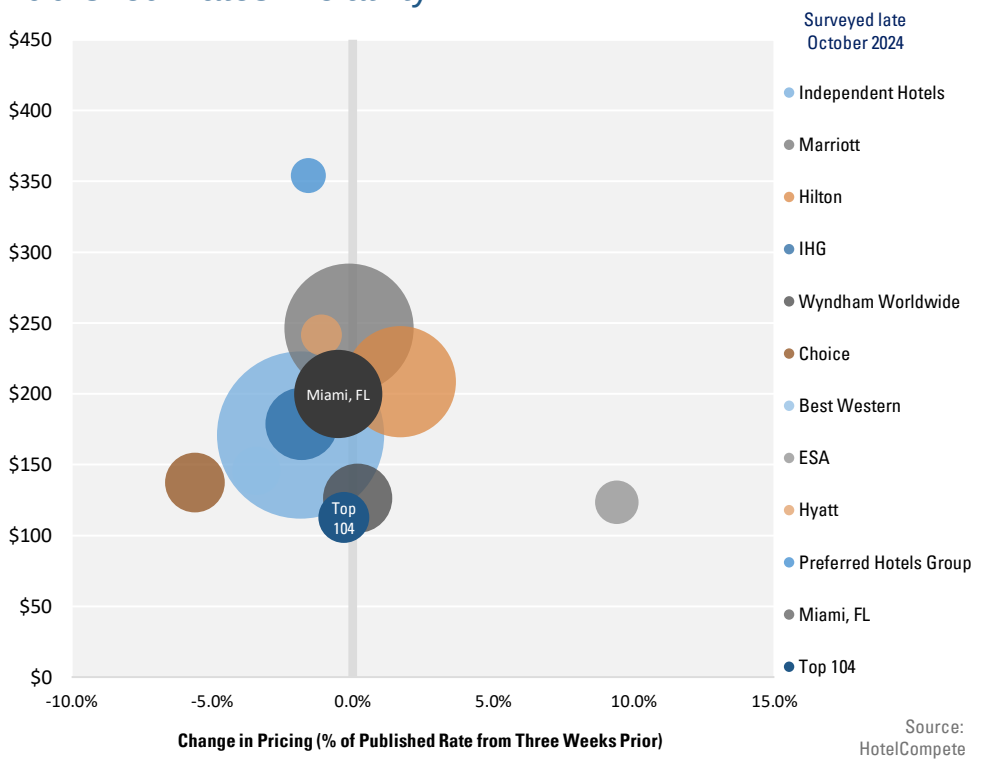
'30/3' RATE CHANGES: MIAMI, FL vs. USA

Published Rates: Top 10 Brands

Source: HotelCompete

RATE ADJUSTMENTS BY BRAND

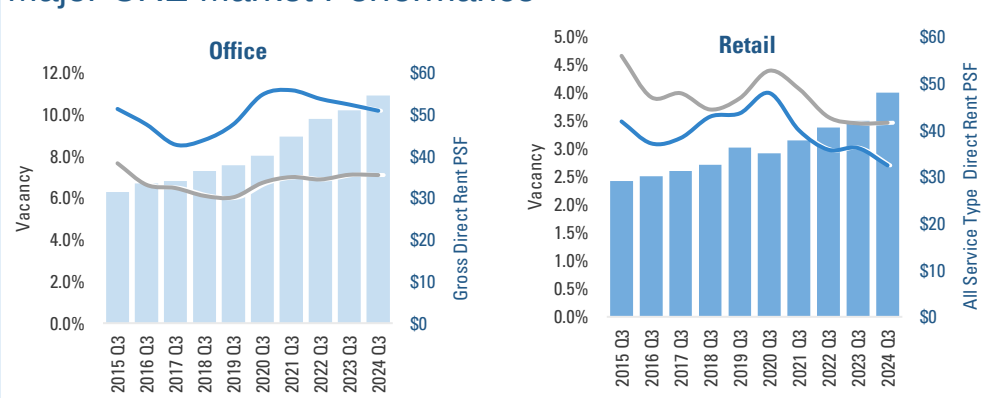
Published Rates: Volatility



Source: HotelCompete

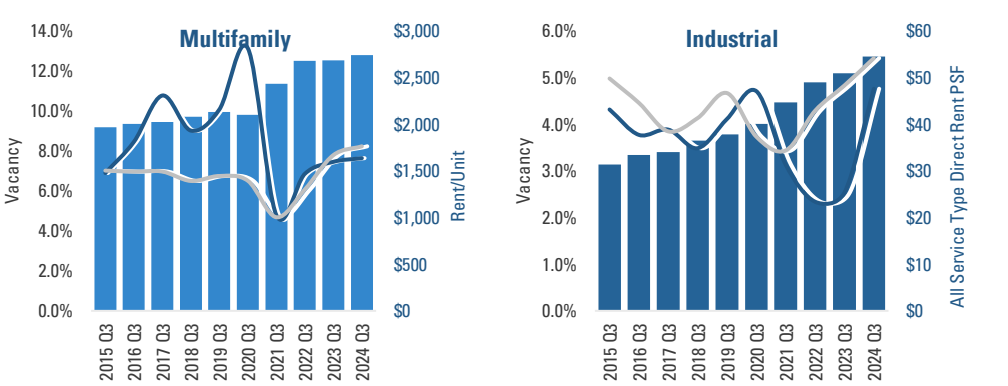
MAJOR C.R.E. METRICS

Major CRE Market Performance



Miami, FL — USA - Vacancy

Source: CoSTAR



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

Stadiums, Sports & Entertainment Facilities

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Golf Courses

Marinas

Ski and Village Resorts

Water Parks, Amusement Parks and Attractions

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

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