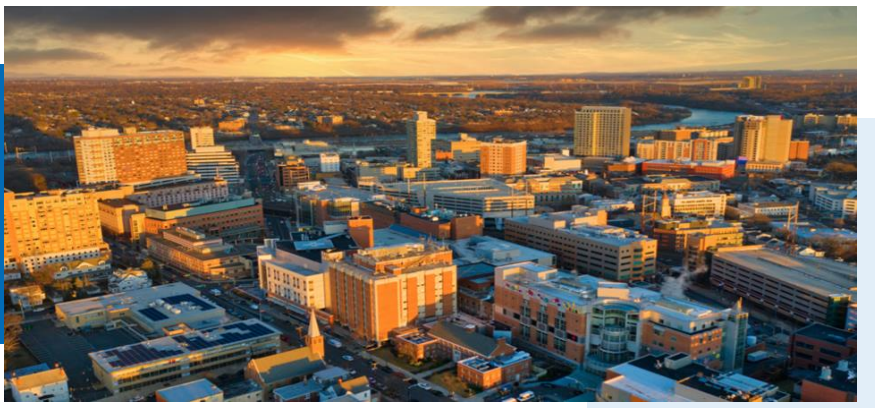
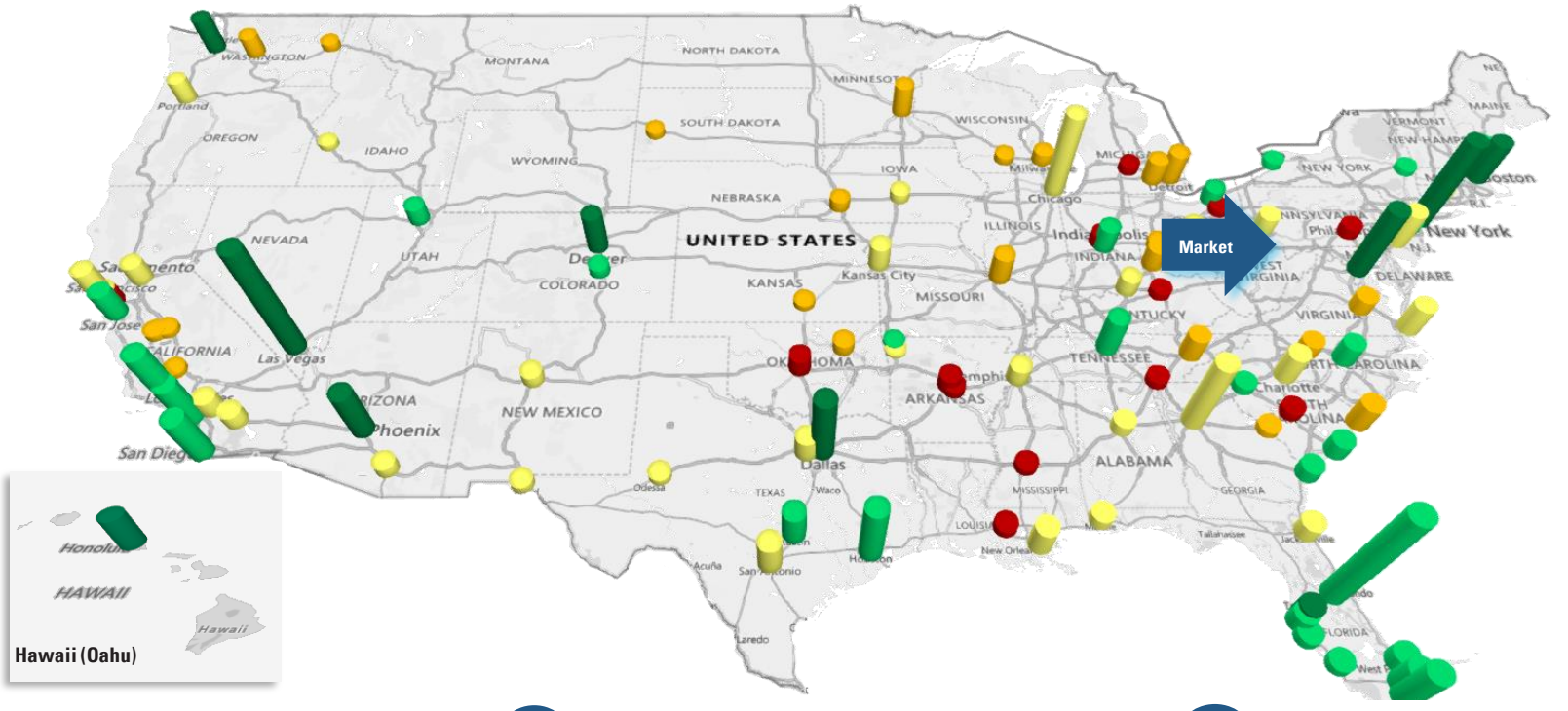
VALUATION & ADVISORY | HOSPITALITY, GAMING & LEISURE

HOTEL MARKET NSIGHTS REPORT

1Q 2025
NEW BRUNSWICK, NJ

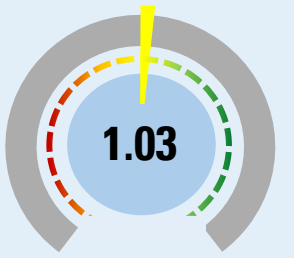


Lodging Performance Index Snapshot



LODGING PERFORMANCE INDEX

New Brunswick, NJ

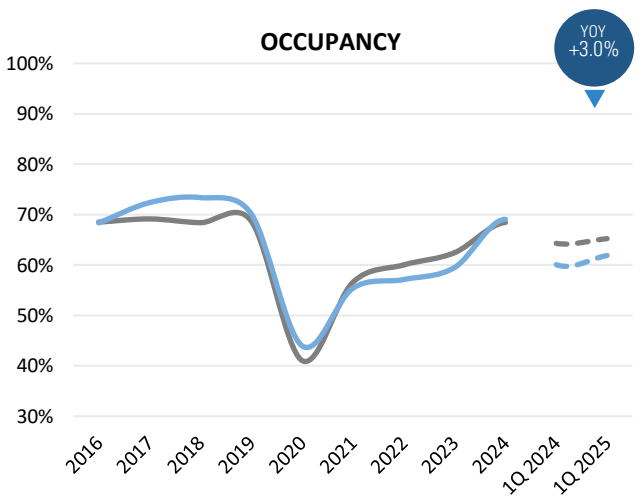


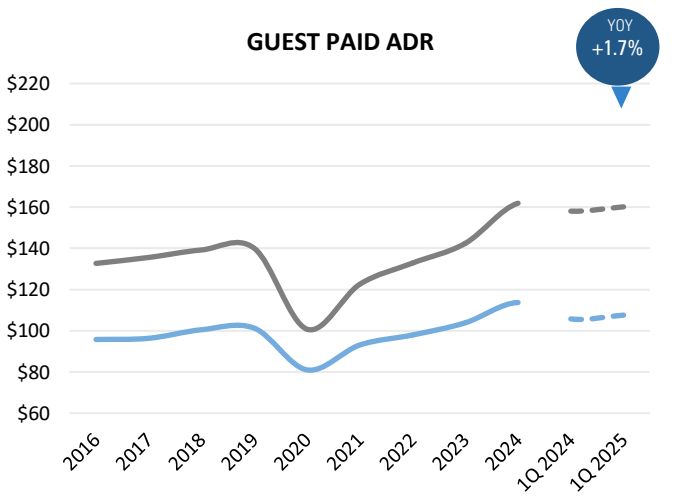
51st of 104

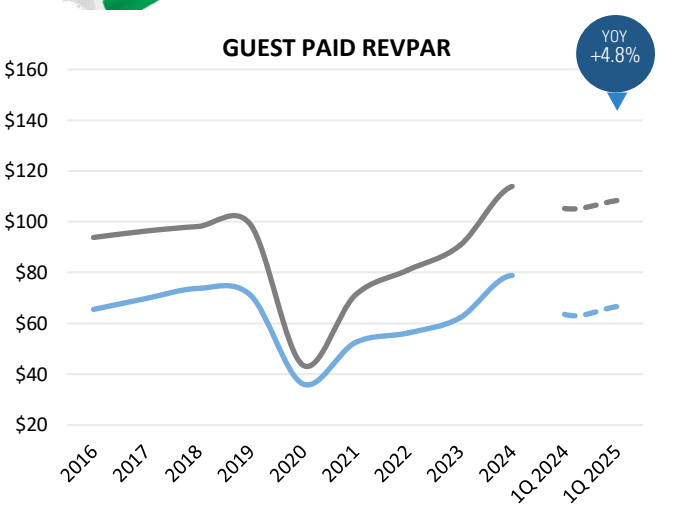
Average

Ranking of overall '1Q 2025 LPI' performance (1.03) against all 104 surveyed markets.

KEY PERFORMANCE METRICS







PERFORMANCE INDEXES

Key Performance Indexes

Subject Market Top 104

Occupancy		Guest Paid ADR		Guest Paid RevPAR	
1Q 2025	T12 Mos.	1Q 2025	T12 Mos.	1Q 2025	T12 Mos.
61.9% / 65.2%	69.5% / 68.7%	$108 / $160	$114 / $162	$67 / $108	$80 / $115
48th	29th	83rd	88th	68th	70th

BENCHMARK INDEXES

Key Benchmark Indexes

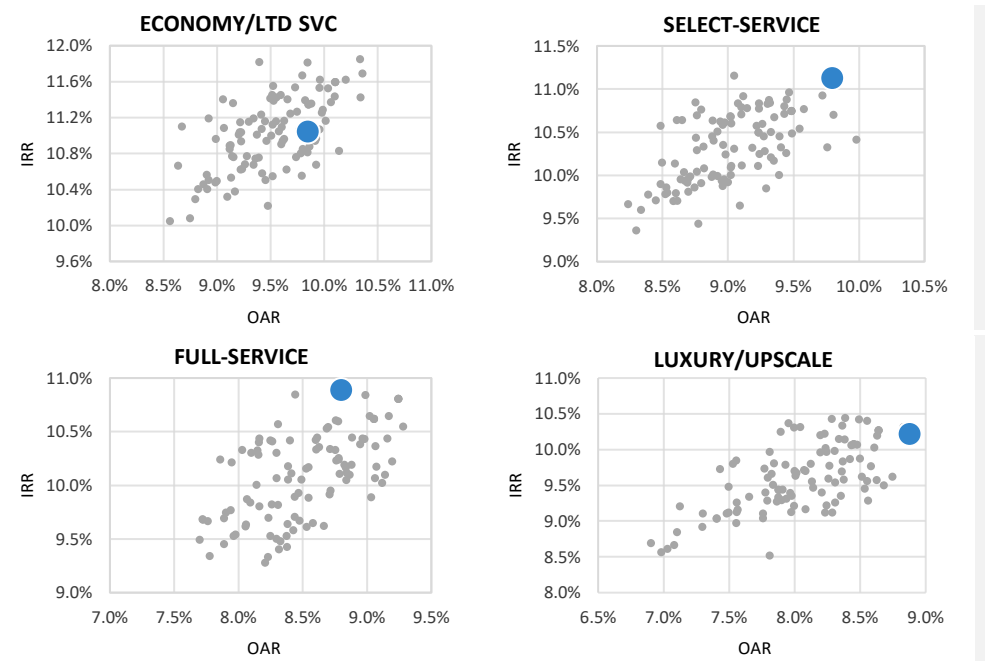
kalibri LABS

Loyalty Contribution		Avg. Length of Stay (Nights)		Booking Costs POR	
1Q 2025	T12 Mos.	1Q 2025	T12 Mos.	1Q 2025	T12 Mos.
43.6% / 49.2%	43.2% / 50.8%	2.37 / 2.06	2.55 / 2.07	$7.41 / $11.27	$8.00 / $11.96
85th	83rd	3rd	8th	15th	18th

INVESTMENT PARAMETERS

Discount and Capitalization Rates

Source: Newmark



FUNDAMENTALS

Trends and Risks

Source: Kalibri Labs, Newmark

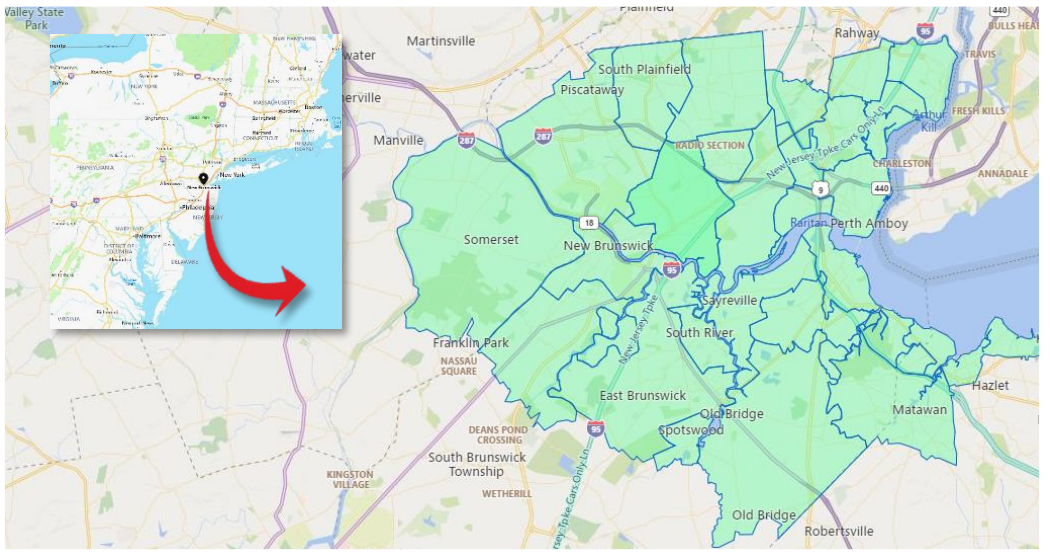
Revenue Stability	Supplier Power Trend	Investment Yields
86th	**81st**	**100th**
Below Average	Below Average	Soft
Assessment of room revenue growth and volatility over past three to five years against other Top 104 markets	Assessment of market's ability to maximize loyalty and profits, and to ward off 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
73rd	**8th**	**26th**
Below Average	High Risk	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

NEWMARK

Location



Quick Facts

Jurisdictional Information

Source: US Census Bureau, Dept. of Labor Statistics

Municipal Name:	New Brunswick
County:	Middlesex County
State:	New Jersey
Geo Coordinates (market center):	40.48622, -74.45182

Major Hotel Demand Generators

Johnson & Johnson | St. Peters University Hospital | St. Peter's Healthcare System | Infomoney | E.I. Dupont | Universal Nutrition | Magyar Bank | Brunswick Bank and Trust | Engagement Labs | General Electric | Coca-Cola | Bristol-Meyers Squibb | Open Systems Technologies | Children's Specialized Hospital | Pepsico | Hemispherx Biopharma | University of Medicine & Dentistry | Ford | Rutgers University | Robert Wood Johnson Hospital

Metrics and Ranking	Measurement	Rankings
Population (hotel market area)	710,870	70th of 104 (Below Average)
Income per Capita	$38,413	87th of 104 (Below Average)
Feeder Group Size	105.5 Persons PSR	85th of 104 (Below Average)
Feeder Group Earnings	$4,050,921 PSR	67th of 104 (Below Average)
Total Market Hotel Revenues	$281.7 million	88th of 104 (Below Average)

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)
2016	68.3%	$95.77	$65.45	$88.51	$60.50	$7.25	92.4%	50.4%	2.27	9,390	0.87
2017	72.4%	$96.36	$69.75	$88.85	$64.32	$7.50	92.2%	51.5%	2.30	9,480	1.09
2018	73.4%	$100.51	$73.75	$92.86	$68.13	$7.65	92.4%	51.7%	2.32	9,520	1.26
2019	70.2%	$101.28	$71.05	$93.37	$65.50	$7.91	92.2%	54.6%	2.25	9,380	0.86
2020	44.0%	$81.02	$36.13	$76.05	$33.43	$4.97	93.9%	33.6%	2.82	9,260	1.07
2021	55.4%	$93.10	$52.38	$86.83	$48.10	$6.27	93.3%	35.4%	2.46	9,450	0.81
2022	57.1%	$97.96	$56.15	$91.30	$52.16	$6.66	93.2%	36.7%	2.49	9,490	0.76
2023	59.5%	$103.89	$62.11	$96.88	$57.65	$7.01	93.3%	38.2%	2.52	9,620	1.30
2024	69.1%	$113.72	$78.82	$105.70	$73.02	$8.02	92.9%	43.0%	2.34	9,710	0.94
CAGR: 2016 thru 2024	**0.1%**	**2.2%**	**2.4%**	**2.2%**	**2.4%**	**1.3%**	**0.1%**	**-2.0%**	**0.4%**	**0.4%**	**1.1%**
1Q 2024	60.1%	$105.77	$63.54	$98.29	$59.04	$7.48	92.9%	42.7%	2.46	9,630	1.14
1Q 2025	61.9%	$107.60	$66.59	$100.19	$62.00	$7.41	93.1%	43.6%	2.55	9,540	1.03

Notable Metrics

HIGHEST

Latest-Quarter Average Length of Stay	T12-Month Average Length of Stay	Latest-Quarter Booking Costs POR
3rd	**8th**	**15th**
Very Strong	**Strong**	**Above Average**
New Brunswick, NJ boasted strong latest—quarter average length of stay (2.55 Nights)	The market benefited from strong T12—month average length of stay (2.37 Nights)	The market also enjoyed low latest—quarter booking costs POR ($7.41)

LOWEST

IRR: Full-Service	OAR: Luxury/Upscale	IRR: Select-Service
Last	**Last**	**103rd**
Highly Unfavorable	**Highly Unfavorable**	**Highly Unfavorable**
This market posted unfavorable IRR metrics in the full—service segment (10.9%)	The market exhibited unfavorable OAR metrics in the luxury/upscale segment (8.9%)	New Brunswick, NJ also posted unfavorable IRR metrics in the select—service segment (11.1%)

Notable Trends

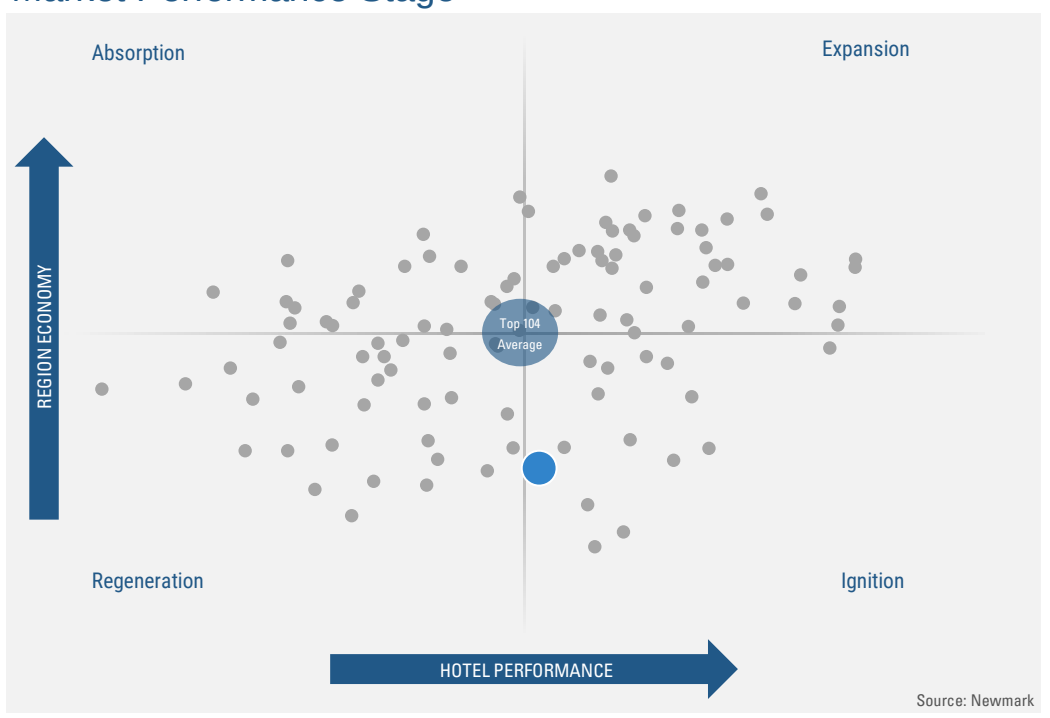
STRONGEST

Long-Term Historical Occupancy Growth	Long-Term Historical Booking Costs POR Growth	Long-Term Historical Average Length of Stay Growth
9th	**11th**	**11th**
Strong	**Above Average**	**Above Average**
New Brunswick, NJ enjoyed strong long—term historical occupancy growth (1.0%)	The market has benefited from low long—term historical booking costs POR growth (1.2%)	The market also enjoyed strong long—term historical average length of stay growth (1.6%)

WEAKEST

Long-Term Historical Loyalty Contribution Growth	Short-Term Historical Loyalty Contribution Growth	General Economy Reverence
103rd	**100th**	**96th**
Soft	**Soft**	**Soft**
The market has been hindered by weak long—term historical loyalty contribution growth (2.1%)	We note this area has been hindered by weak short—term historical loyalty contribution growth (1.9%)	New Brunswick, NJ also posted weak general economic reverence (per—capita unemployment, GDP and other indicators)

Market Performance Stage



Source: Newmark

New Brunswick, NJ: Ignition Stage

Ignition

The New Brunswick, NJ 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; Chicago, IL; and Miami, FL.

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 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.

MOODYS ANALYTICS

Industry Observations

Business Cycle:	**Expansion**
Employment Growth (2 yr):	0.5%
Risk Exposure (402 US markets):	**99th Percentile: High Risk**
Key Industry Notes:	Financial capital of the world
	Strong international immigration
	High per capita income
	Rapidly aging infrastructure
	High costs, including taxes, housing

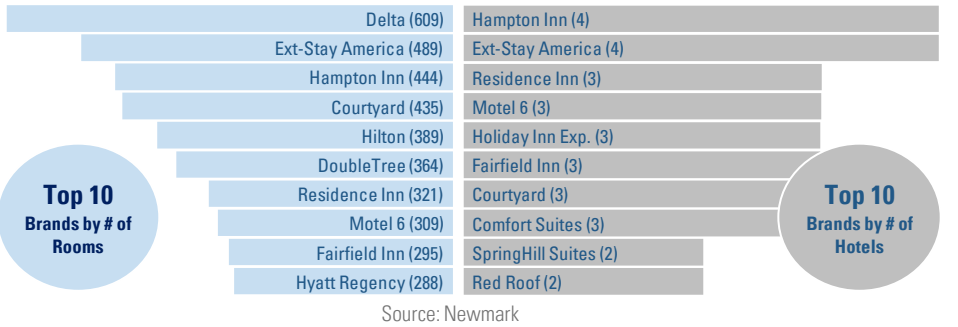
Moody's Rating

Aa2

Investment Grade

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

TOP 10 BRANDS

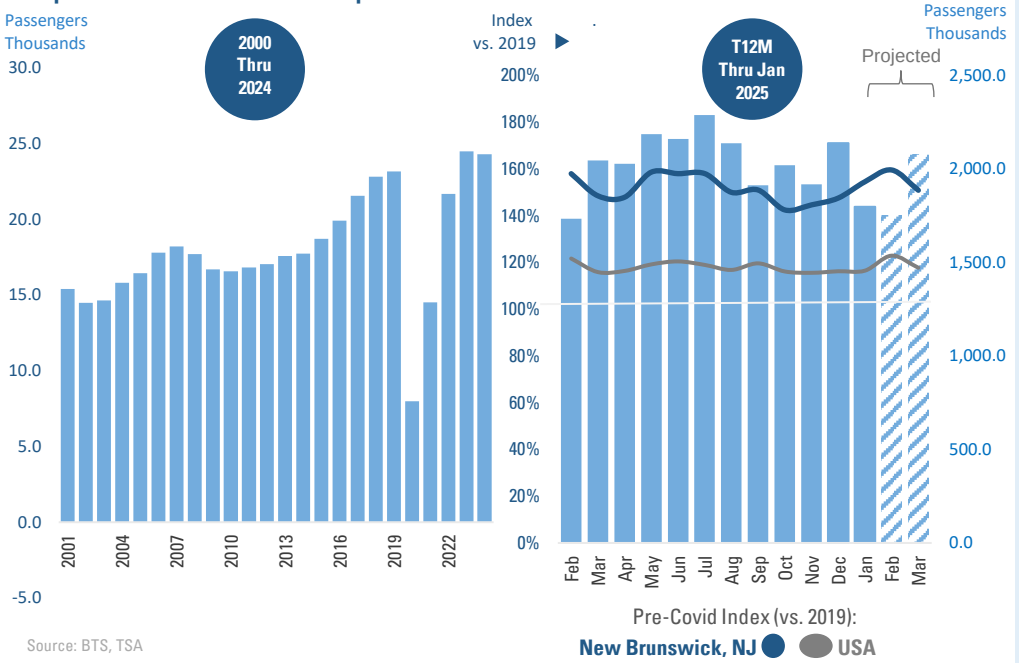


Source: Newmark

NEWMARK

SELECT NEAREST AIRPORT CITY: ALL LOCAL

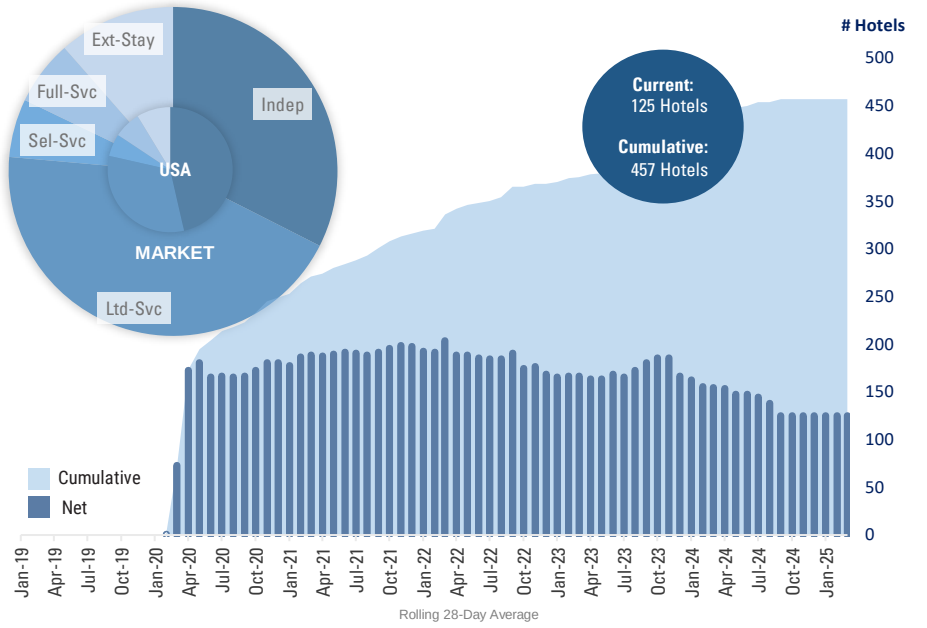
Airport Statistics - Enplanements



Source: BTS, TSA

DATA THROUGH MAY 2025

Hotel Closures - State of NJ

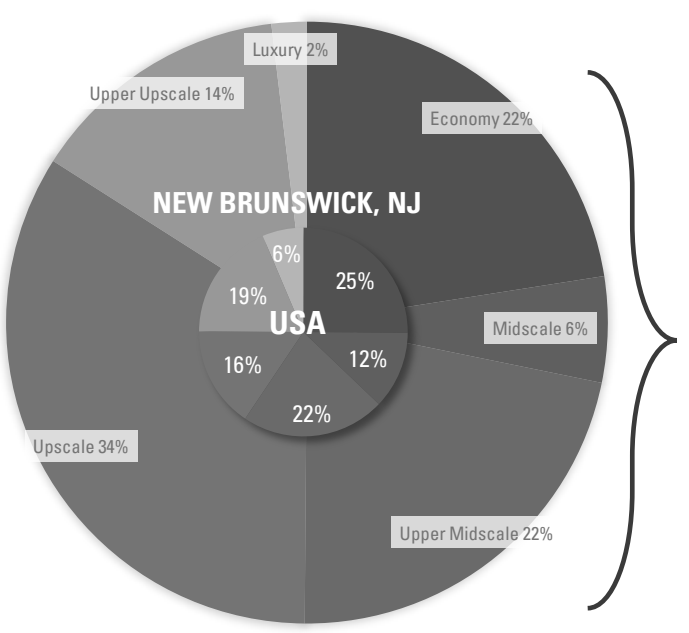


Source: Hotel Compete

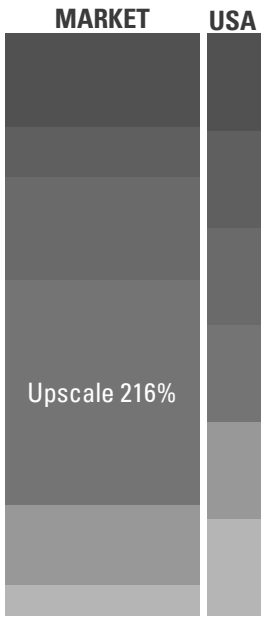
SCALE AND SERVICE ORIENTATION

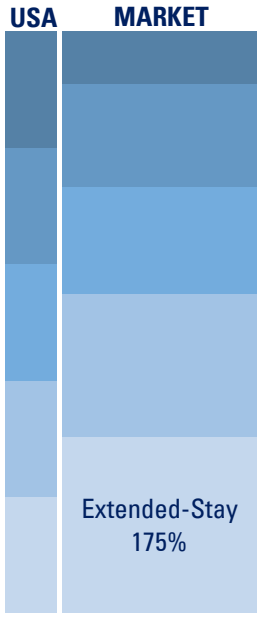
Scale and Service Distribution: New Brunswick, NJ

Distribution Based on CHAIN SCALE

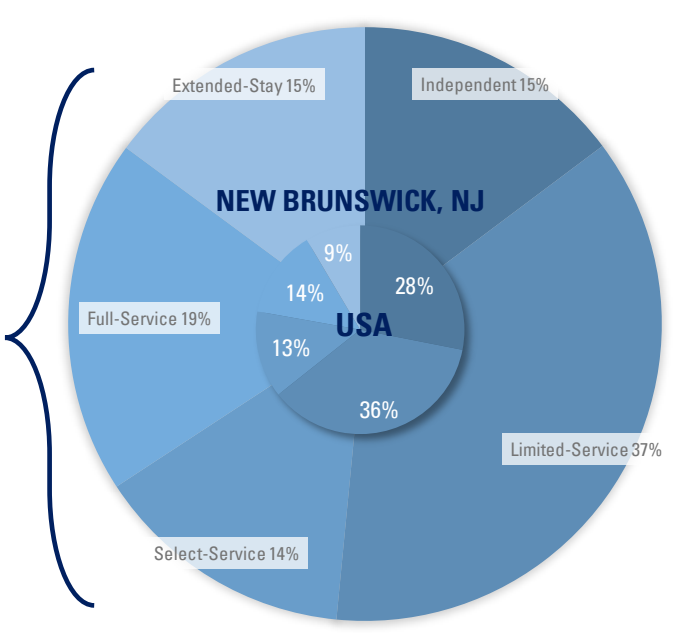


CATEGORY PENETRATION RELATIVE TO USA MARCH 2025



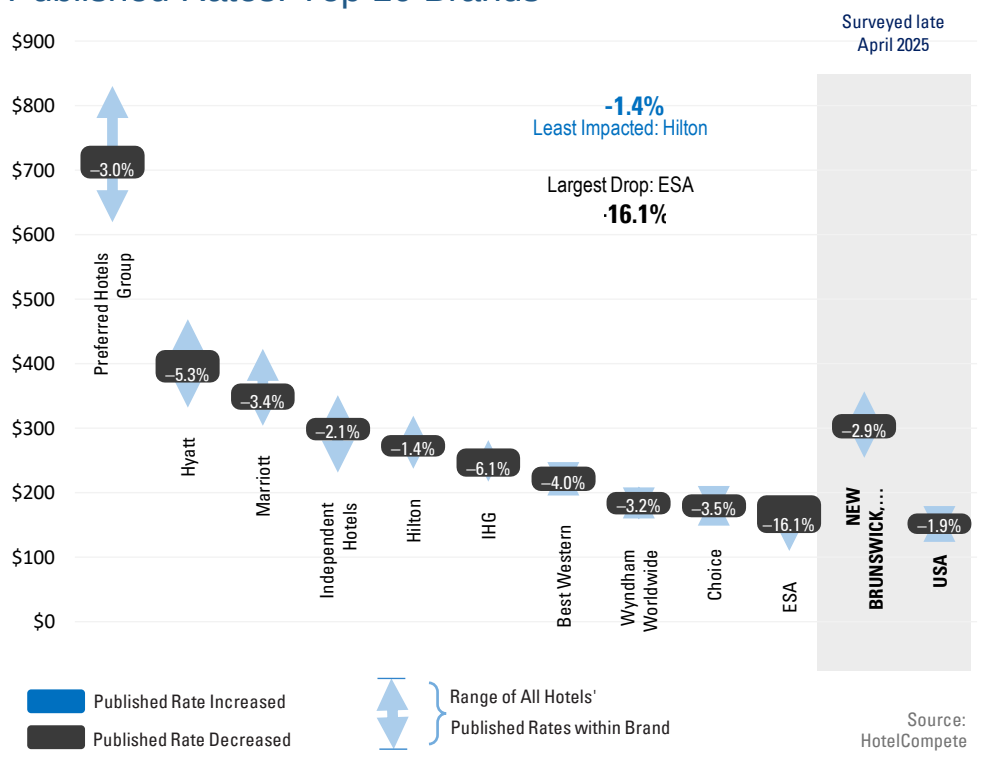


Distribution based on SERVICE ORIENTATION



'30/3' RATE CHANGES: NEW BRUNSWICK, NJ vs. USA

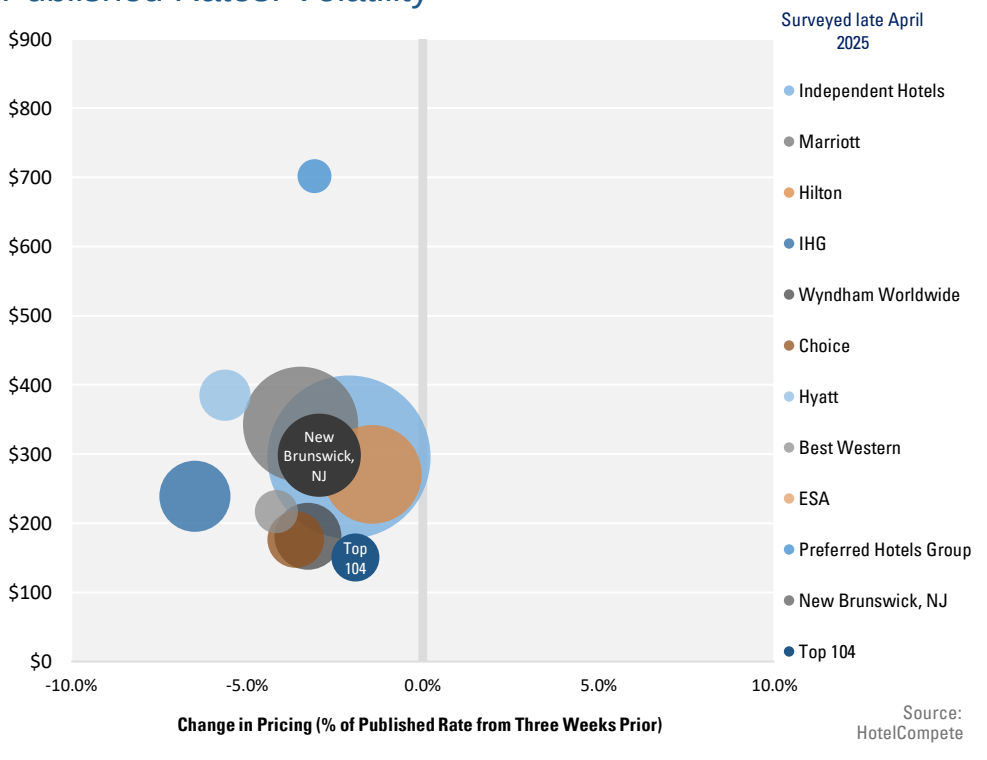
Published Rates: Top 10 Brands



Source: HotelCompete

RATE ADJUSTMENTS BY BRAND

Published Rates: Volatility



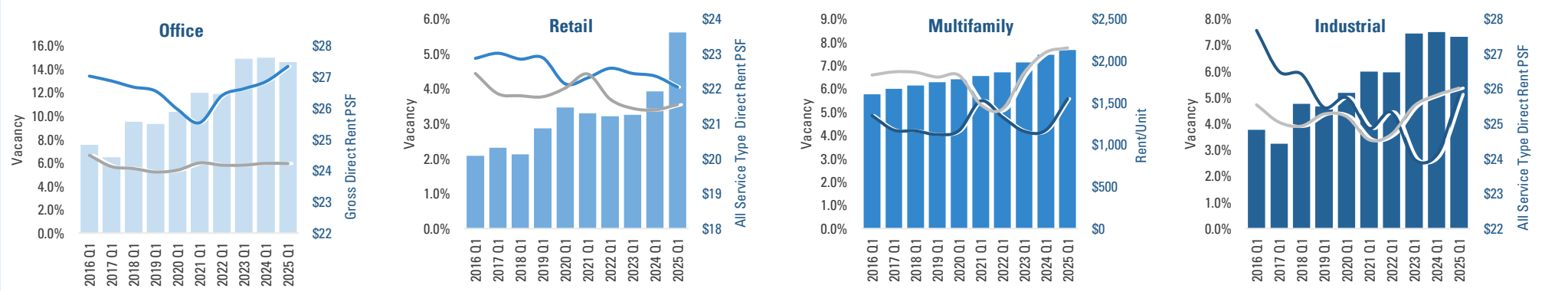
Source: HotelCompete

MAJOR C.R.E. METRICS

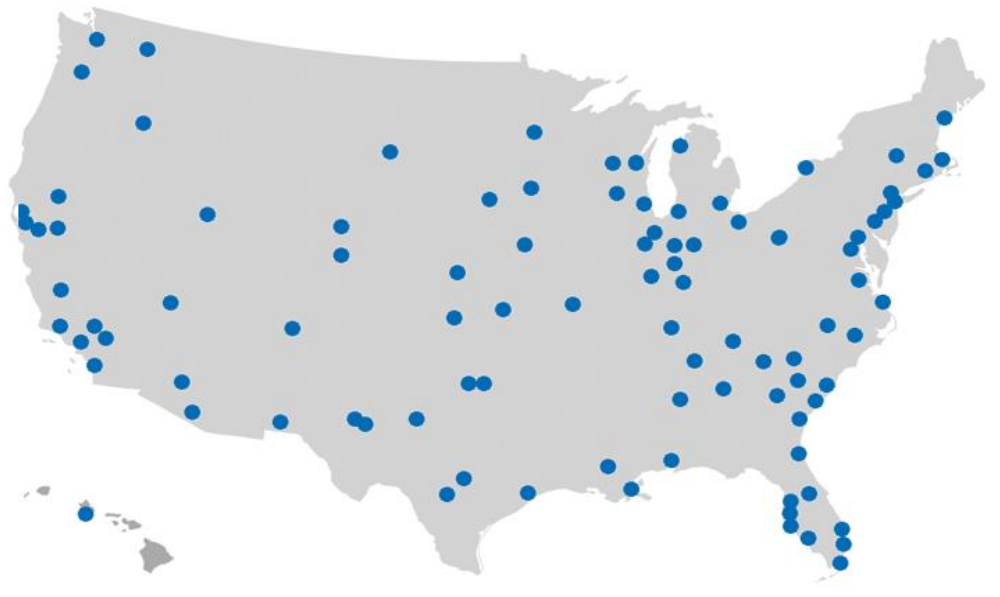
Major CRE Market Performance

Northern New Jersey, NJ ● 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

Hospitality, Gaming & Leisure

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Gaming Facilities

Stadiums, Sports & Entertainment Facilities

Conference, Expo and Convention Centers

Golf Courses

Marinas

Ski and Village Resorts

Water Parks, Amusement Parks and Attractions

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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.

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Our seamless approach to fulfilling clients' financial reporting requirements means no outside assistance is needed.

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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.

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