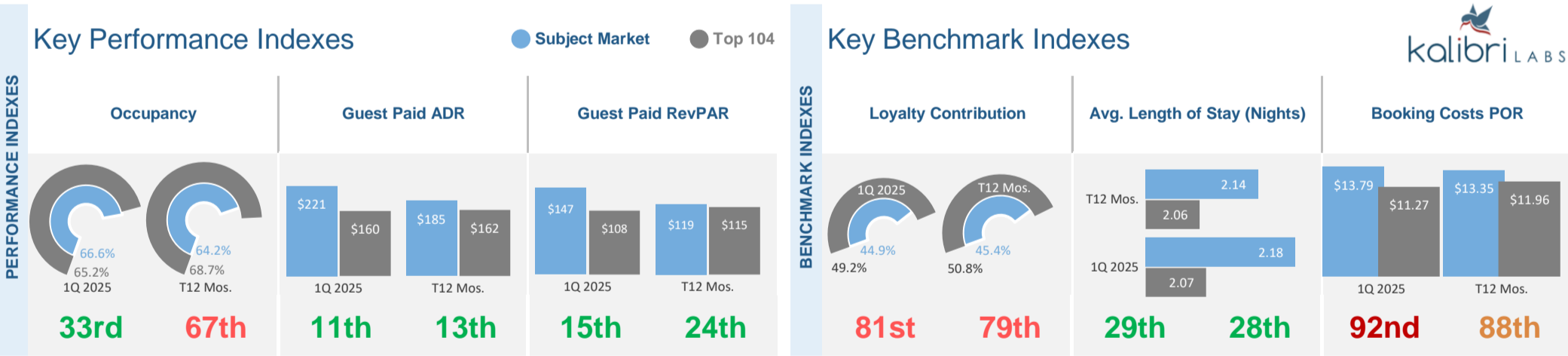
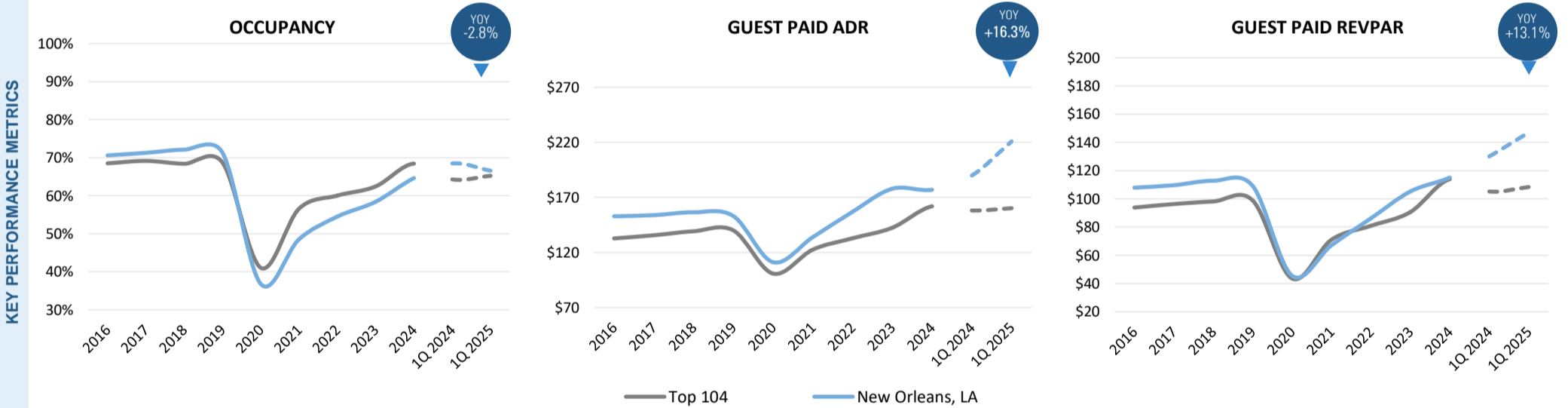
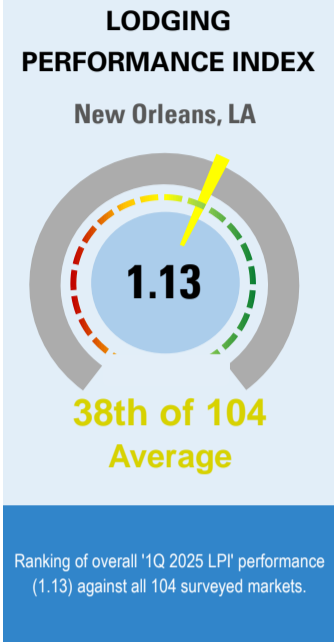
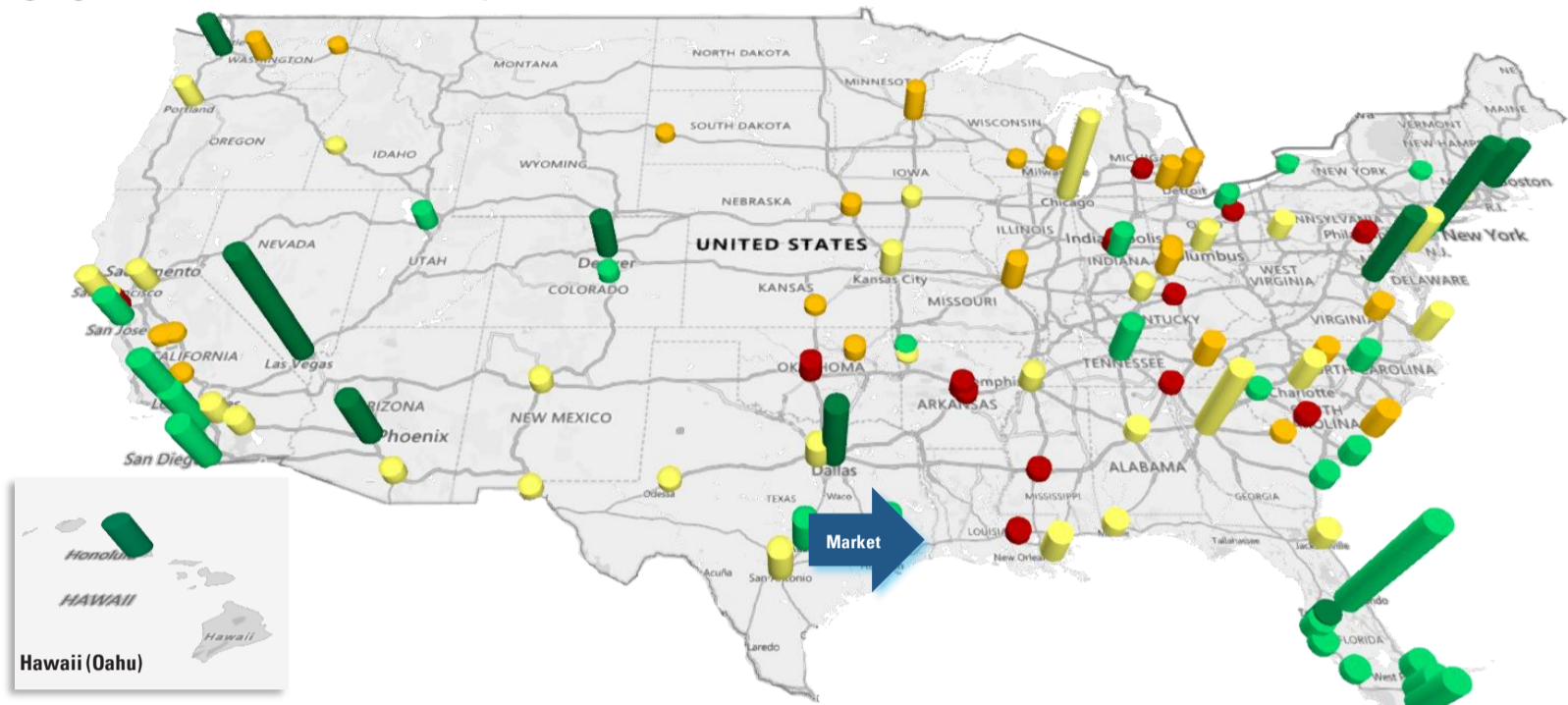


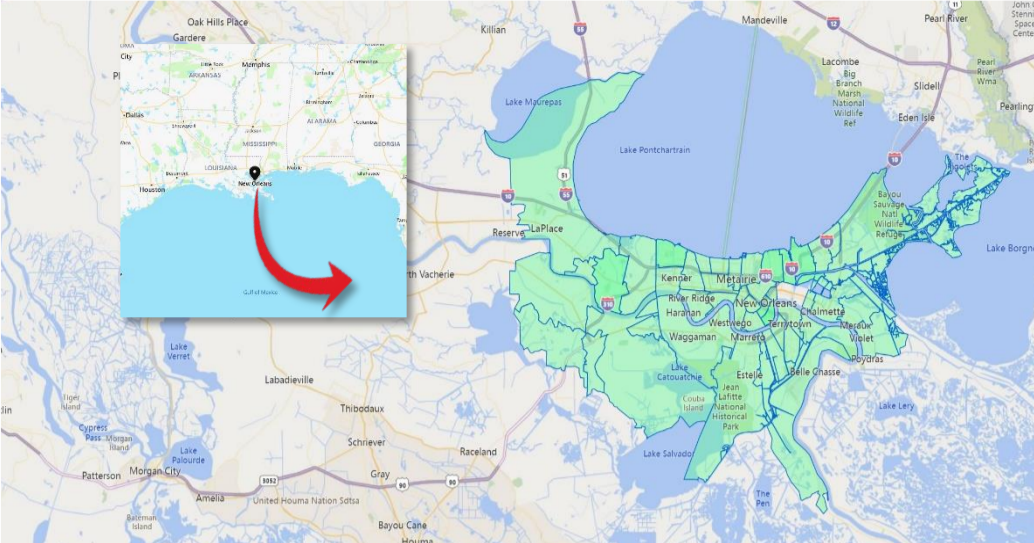
1Q 2025
NEW ORLEANS, LA



Lodging Performance Index Snapshot



Location



Quick Facts

Jurisdictional Information

Municipal Name:

New Orleans

County:

Orleans Parish

State:

Louisiana

Geo Coordinates (market center):

29.95465, -90.07507

Source: US Census Bureau, Dept. of Labor Statistics

Major Hotel Demand Generators

Ochsner Health System | East Jefferson General Hospital | ACME Truck Line Inc. | Laitram, LLC | West Jefferson Medical Center | AI Copeland Investments Inc. | Cox Communications Louisiana LLC | People's Health Inc. | Audubon Engineering Co. LLC | Blessey Marine Service Inc. | Ochsner Medical Center Kenner LLC | Boomtown Belle Vessel | Cross Road Centers | Pellerin Milnor Corp. | Republic Nat'l Distributing Co. LLC | Imperial Trading Co. Inc. | Mcc Electric LLC | Cornerstone Chemical Co. | Stress Engineering Services Inc. | Whitney Bank

Metrics and Ranking

Measurement

Rankings

Population (hotel market area)

773,831

63rd of 104 (Average)

Income per Capita

\$38,721

85th of 104 (Below Average)

Feeder Group Size

32.2 Persons PSR

10th of 104 (Above Average)

Feeder Group Earnings

\$1,246,510 PSR

7th of 104 (Strong)

Total Market Hotel Revenues

\$1.5 billion

24th of 104 (Above Average)

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	RevPAR						
2016	70.6%	\$152.81	\$107.89	\$139.91	\$98.78	\$12.90	91.6%	46.1%	2.14	35,680	1.12
2017	71.3%	\$153.85	\$109.64	\$140.39	\$100.05	\$13.46	91.3%	49.9%	2.10	37,100	1.41
2018	72.1%	\$156.45	\$112.79	\$143.14	\$103.20	\$13.31	91.5%	52.6%	2.06	37,790	1.34
2019	71.3%	\$153.04	\$109.15	\$140.51	\$100.21	\$12.53	91.8%	57.4%	2.02	38,900	1.24
2020	36.8%	\$111.15	\$45.53	\$104.14	\$38.33	\$7.01	93.7%	30.7%	2.67	39,150	0.90
2021	48.6%	\$133.91	\$67.10	\$123.81	\$60.12	\$10.10	92.5%	34.2%	2.40	38,730	0.86
2022	54.5%	\$156.94	\$86.20	\$145.36	\$79.24	\$11.58	92.6%	36.1%	2.41	38,870	1.12
2023	58.4%	\$177.89	\$105.23	\$165.60	\$96.72	\$12.29	93.1%	37.9%	2.48	39,200	0.87
2024	64.6%	\$176.96	\$115.10	\$163.54	\$105.70	\$13.43	92.4%	45.6%	2.12	39,900	1.24
CAGR: 2016 thru 2024	-1.1%	1.9%	0.8%	2.0%	0.9%	0.5%	0.1%	-0.1%	-0.1%	1.4%	1.3%
1Q 2024	68.5%	\$189.86	\$130.02	\$175.76	\$120.37	\$14.10	92.6%	45.8%	2.13	39,540	1.14
1Q 2025	66.6%	\$220.87	\$147.01	\$207.08	\$137.83	\$13.79	93.8%	44.9%	2.18	39,740	1.13

Data provided by: kalibri LABS

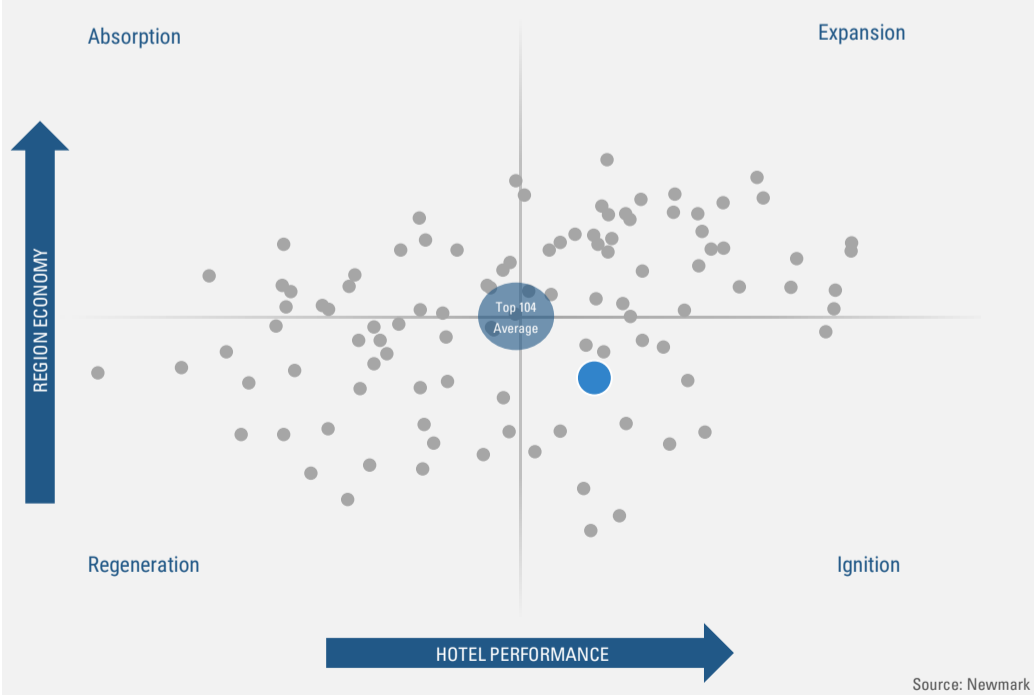
Notable Metrics

HIGHEST	Feeder Group Earnings per sold room	Feeder Group Size	Latest-Quarter Guest Paid ADR
	7th Strong New Orleans, LA posted strong feeder group earnings per sold room (\$1,246,510)	10th Above Average The market required a small feeder group size (32.19 Persons)	11th Above Average The market also exhibited strong latest—quarter Guest Paid ADR (\$220.87)
LOWEST	Marketwide Income per Room	Feeder Population Per Room	Population Density per Room
	97th Soft This market exhibited a low ratio of marketwide per—capita income per room (\$537,142)	97th Soft The market posted a low ratio of feeder population per room (13.87)	97th Soft New Orleans, LA also has been hindered by weak population density per room (19.39)

Notable Trends

STRONGEST	Short-Term Historical COPE ADR Growth	Short-Term Historical Guest Paid ADR Growth	Short-Term Historical Booking Costs POR Growth
	11th Above Average New Orleans, LA has benefited from strong short—term historical COPE ADR growth (4.5%)	13th Above Average The market exhibited strong short—term historical Guest Paid ADR growth (4.3%)	18th Above Average The market also enjoyed low short—term historical growth in booking costs (1.3%)
WEAKEST	Short-Term Historical Occupancy Growth	Short-Term Historical LPI Growth	Long-Term Historical LPI Growth
	98th Soft The market has been hindered by weak short—term historical occupancy growth (—2.3%)	97th Soft We note this area has been hampered by weak short—term historical LPI growth (—3.9%)	97th Soft New Orleans, LA also posted weak long—term historical LPI growth (—3.1%)

Market Performance Stage



New Orleans, LA: Ignition Stage

Ignition	The New Orleans, LA 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.

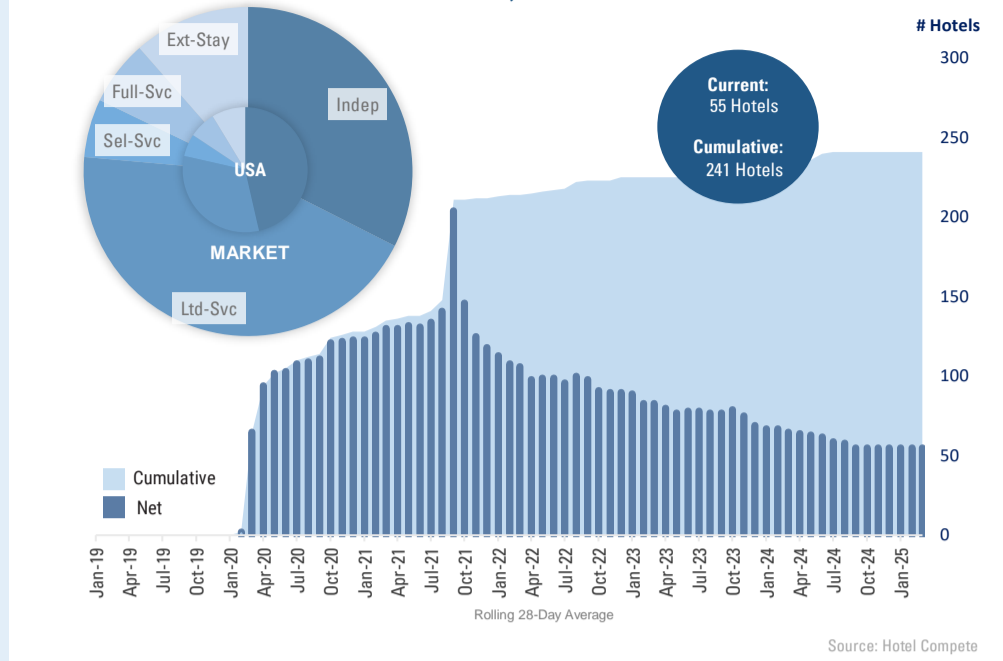
Industry Observations

MOODY'S ANALYTICS	Business Cycle:	Expansion	Moody's Rating
	Employment Growth (2 yr):	1.5%	A2 Investment Grade
	Risk Exposure (402 US markets):	52nd Percentile: Average Risk	Long-term investment grade, Prime-2 short-term outlook
	Key Industry Notes:	Well-developed port Investments in energy, manufacturing Many highvalue-added industries Few high-tech jobs Weak migration patterns	

TOP 10 BRANDS	Hilton (2,193)	Holiday Inn Exp. (7)
	Marriott (1,884)	Hampton Inn (6)
	Sheraton (1,291)	BVW Plus (6)
	Hyatt Regency (1,193)	La Quinta (5)
	Hampton Inn (920)	Courtyard (5)
	Courtyard (848)	Homewood Suites (4)
	Holiday Inn (765)	Holiday Inn (4)
	Holiday Inn Exp. (761)	TownePlace Suites (3)
	Crowne Plaza (693)	Residence Inn (3)
	La Quinta (666)	Ramada (3)

Source: Newmark

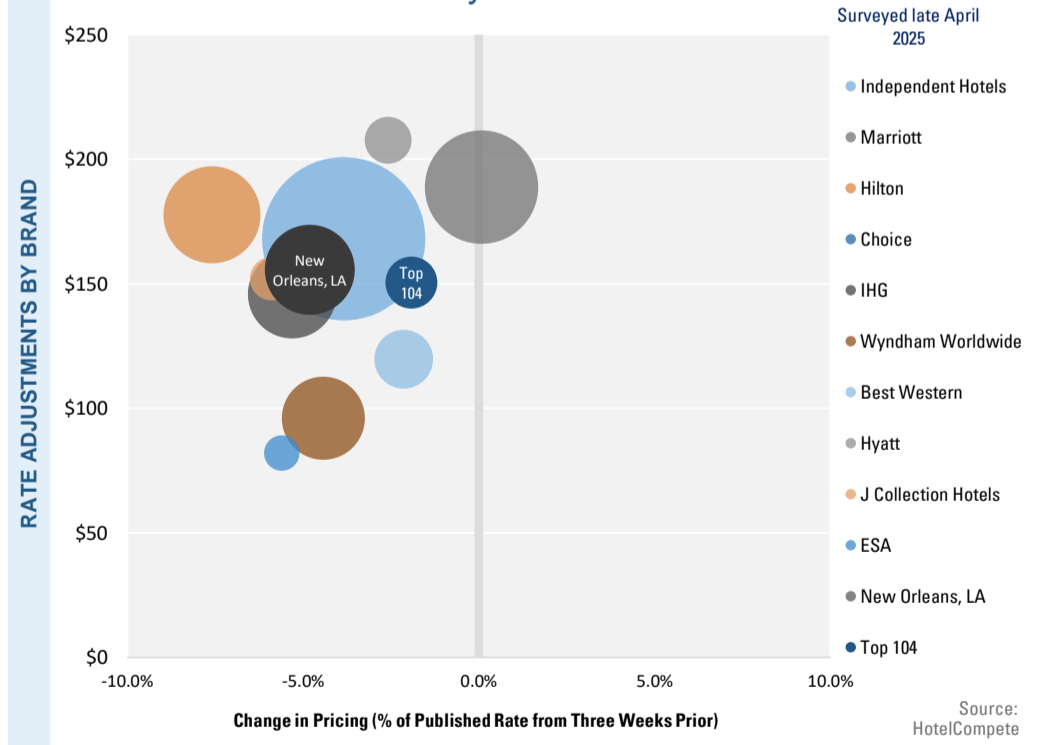
Hotel Closures - New Orleans, LA



CATEGORY PENETRATION RELATIVE TO USA
MARCH 2025



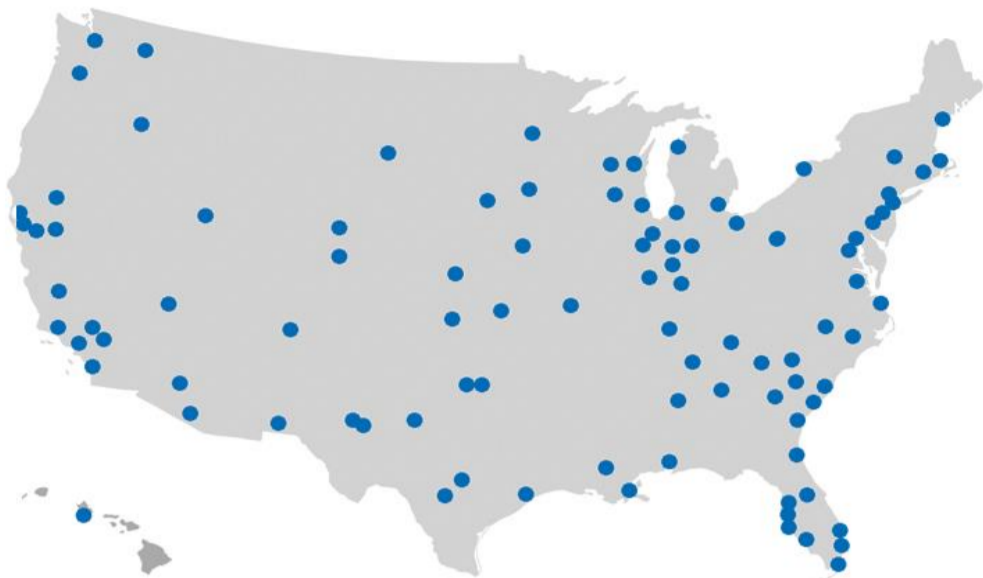
Published Rates: Volatility



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

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

DISCLAIMERS

LEGAL

COPYRIGHT INFORMATION

© 2024 by Newmark. All information contained in this publication is derived from sources that are deemed to be reliable. However, Newmark has not verified any such information, and the same constitutes the statements and representations only of the source thereof, and not of Newmark. Any recipient of this publication should independently verify such information and all other information that may be material to any decision that recipient may make in response to this publication and should consult with professionals of the recipient’s choice regarding all aspects of that decision, including its legal, financial, and tax aspects and implications. Any recipient of this publication may not, without the prior written approval of Newmark, distribute, disseminate, publish, transmit, copy, broadcast, upload, download, or in any other way reproduce this publication or any of the information it contains.