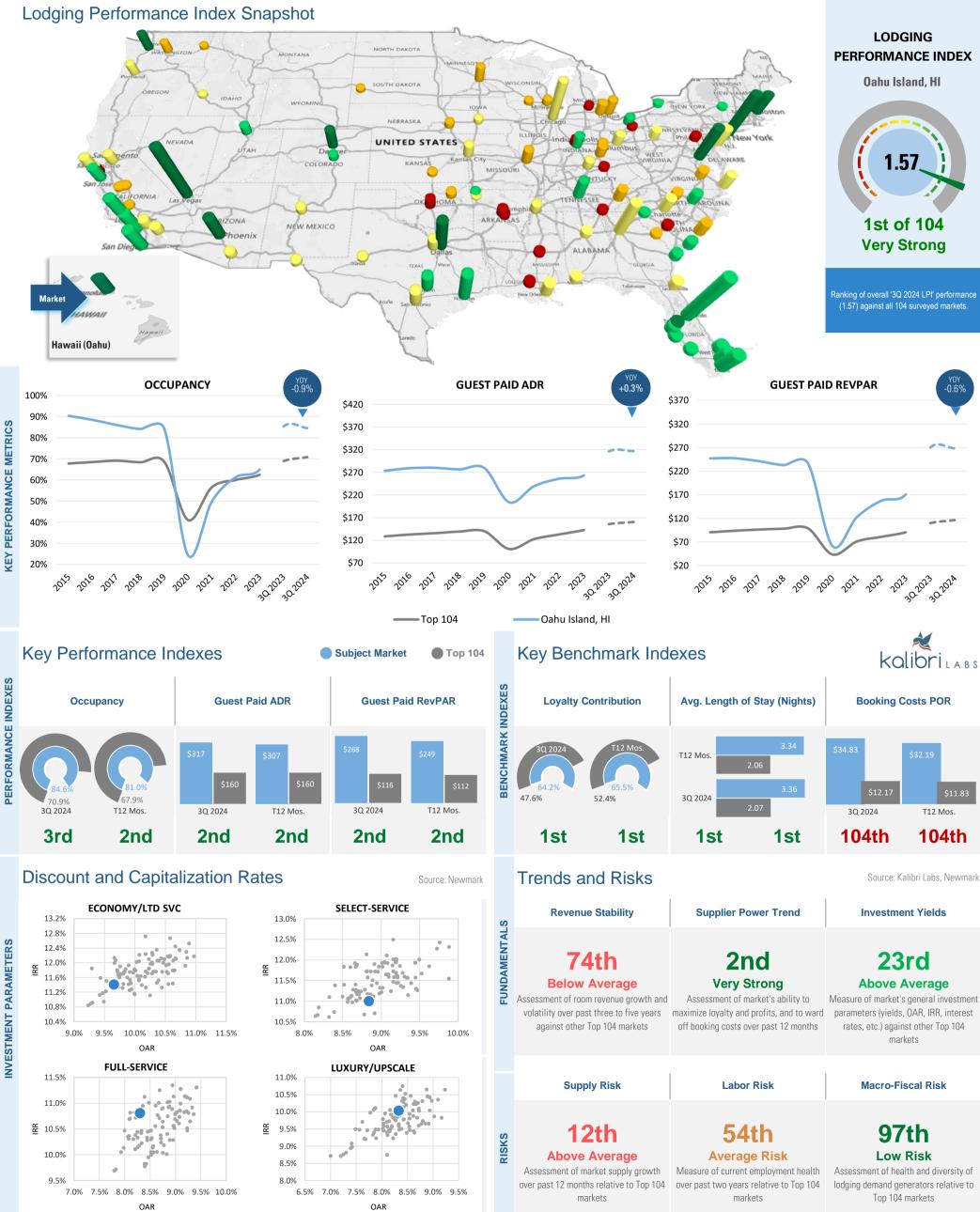
VALUATION & ADVISORY | HOSPITALITY, GAMING & LEISURE HOTEL MARKET NSIGHTS REPORT

3Q 2024 OAHU ISLAND, HI





Source: US Census Bureau,

Dept. of Labor Statistics

Location



Quick Facts

Jurisdictional Information

Municipal Name: Multiple County: Honolulu County Hawaii State: Geo Coordinates (market center): 21.43952, -157.97418

Major Hotel Demand Generators

Wal-Mart Stores Inc. | Pearl Harbor Naval Complex | Fort Shafter | Marine Corps Base Hawaii Kaneohe Bay | Hickam AFB | University of Hawaii System | Hawaii Pacific Health (Kapi'olani Health) | Starwood Hotels and Resorts | Hilton Hotels Corp. | The Queen's Health Systems | Hawaiian Airlines Inc. | Kaiser Foundation | Hawaiian Electric Industries Inc. | Wal-Mart Stores Inc. | Foodland Super Market Ltd. | Securitas Security Services USA Inc. | Bank of Hawaii | Kamehameha Schools | Alexander & Baldwin Inc. | First Hawaiian Bank

Metrics and Ranking

Population (hotel market area) Income per Capita Feeder Group Size Feeder Group Earnings Total Market Hotel Revenues

Measurement 897,402 \$86,197 31.9 Persons PSR \$2,752,591 PSR \$3.1 billion

Rankings

59th of 104 (Average) 3rd of 104 (Very Strong) 9th of 104 (Strong) 27th of 104 (Above Average) 14th of 104 (Above Average)

Key Performance Metrics

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YEAR		Guest Paid		CO	PE	Booking Cost	ADR COPE	Loyalty	Avg Length of	Supply	Performance
ENDING	Occ %	ADR	RevPAR	ADR	RevPAR	POR	%	%	Stay Nights	Rooms	Index (LPI)
2015	90.4%	\$273.46	\$247.13	\$233.45	\$211.04	\$40.01	85.4%	30.8%	3.49	33,470	1.75
2016	88.5%	\$279.33	\$247.30	\$239.38	\$211.85	\$39.95	85.7%	32.7%	3.44	34,110	1.52
2017	86.1%	\$280.13	\$241.14	\$240.19	\$206.80	\$39.94	85.7%	33.3%	3.36	33,360	1.34
2018	84.2%	\$276.69	\$232.89	\$241.44	\$203.22	\$35.25	87.3%	38.0%	3.30	32,770	1.39
2019	84.5%	\$279.69	\$236.44	\$243.32	\$205.69	\$36.37	87.0%	42.4%	3.18	34,660	1.43
2020	24.3%	\$203.91	\$61.36	\$187.54	\$45.63	\$16.37	92.0%	57.1%	3.57	34,710	1.24
2021	49.8%	\$239.43	\$122.74	\$214.74	\$107.02	\$24.70	89.7%	62.3%	3.55	34,950	1.08
2022	61.3%	\$255.90	\$157.39	\$228.87	\$140.38	\$27.03	89.4%	56.4%	3.58	34,870	1.43
2023	65.0%	\$263.22	\$171.00	\$236.30	\$153.50	\$26.92	89.8%	57.9%	3.63	34,690	1.65
CAGR: 2015 thru	-4.0%	-0.5%	-4.5%	0.2%	-3.9%	-4.8%	0.6%	8.2%	0.5%	0.4%	0.70/
2023	-4.0%	-0.5%	-4.3%	U.Z 7 ₀	-3.3%	-4.0 %	U.D76	6.2 %	0.5%	0.4%	-0.7%
30 2023	85.3%	\$316.19	\$269.84	\$280.71	\$239.57	\$35.47	88.8%	63.0%	3.44	34,620	1.48
30 2024	84.6%	\$317.00	\$268.22	¢282 17	\$238.75	\$34.83	89.0%	64.2%	3 36	35 350	1 57

Notable Metrics										
Latest-Quarter LPI										
strong 57)										
Costs										
burdened										
3										

T12-month booking costs POR (\$32.19)

Notable Trends

		Long-Term Historical Booking Costs POR Growth	Long-Term Historical Loyalty Contribution Growth	Short-Term Historical Loyalty Contribution Growth		
	STRONGEST	Very Strong Oahu Island, HI has benefited from low long-term historical booking costs POR growth (-2.1%)	Very Strong The market exhibited strong long-term historical loyalty contribution growth (8.3%)	1st Very Strong The market also enjoyed strong short—term historical loyalty contribution growth (13.2%)		
		T12-Month Rooms Supply Growth	Long-Term Historical Guest Paid ADR Growth	Short-Term Historical Guest Paid ADR Growth		
d	WEAKEST	93rd Soft The market has been hindered by high rooms supply growth over the last 12 months (2.1%)	91st Soft We note this area has been impeded by weak long—term historical Guest Paid ADR growth (1.2%)	90th Soft Oahu Island, HI also has been impeded by weak short—term historical Guest Paid ADR growth (2.0%)		

Market Performance Stage

T12-month COPE ADR percentage

(89.5%)



The Uahu Island, HI market is currently in the 'Expansion' stage of the performance cycle. In this 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 Expansion markets in this stage include Anaheim, CA; Atlanta, GA; and Austin. TX

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.

In the 'Ignition' stage, hotels typically perform adequately for operators to enjoy positive returns, with confidence the economy will remain fully performance locally is ign FL; and New Orleans, LA. 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; Miami,

In the 'Absorption' stage, hotels are underperforming but in an economy with resilience and confidence the economy will shed Absorption 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

Industry Observations

Business Cycle: Employment Growth (2 yr): Risk Exposure (402 US markets): Key Industry Notes:

83rd Percentile: Above Average

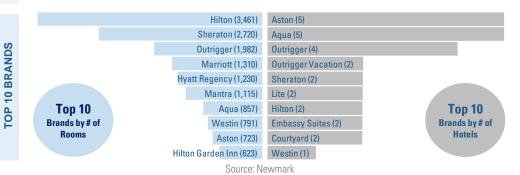
Above avg Educational attainment Large military presence High per capita income Overreliance on imported energy High cost of living and doing business

Moody's Rating Aa2

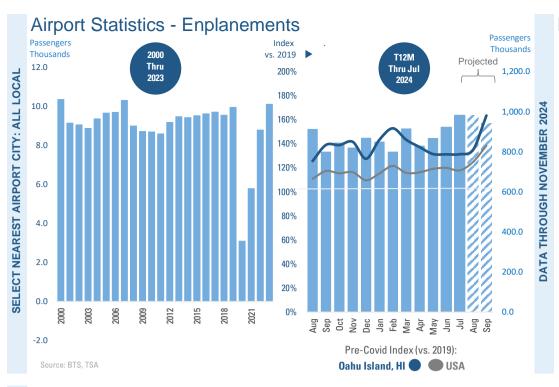
by high latest-quarter booking costs

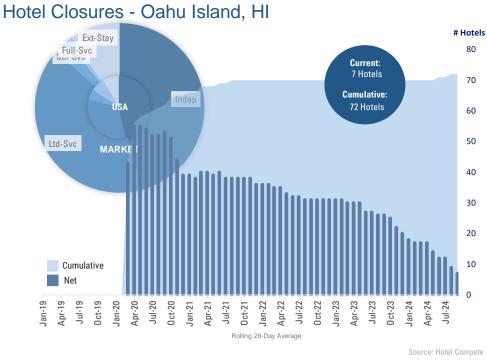
(\$34.83)

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



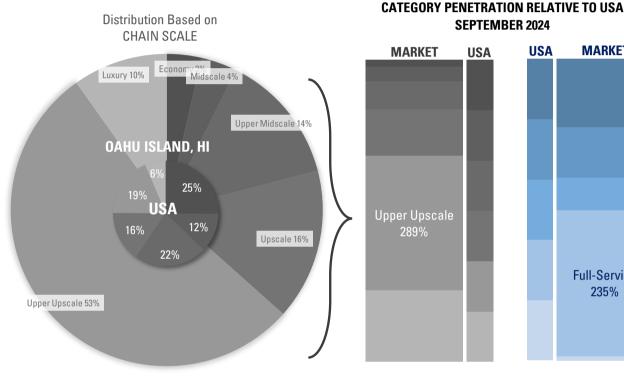


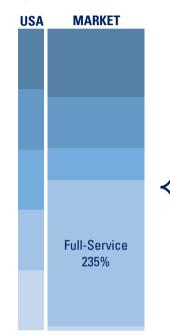


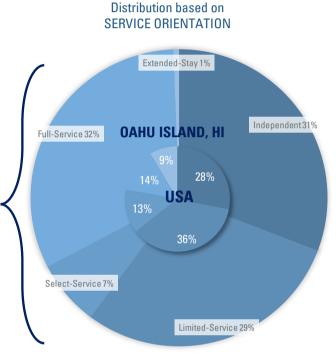


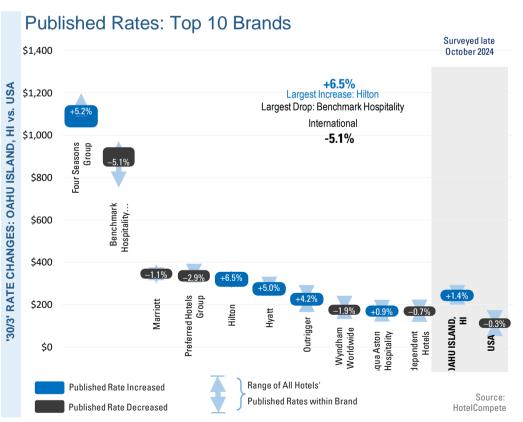
Scale and Service Distribution: Oahu Island, HI

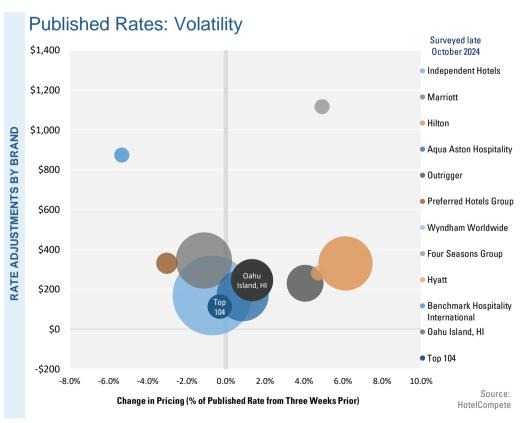
SCALE AND SERVICE ORIENTATION

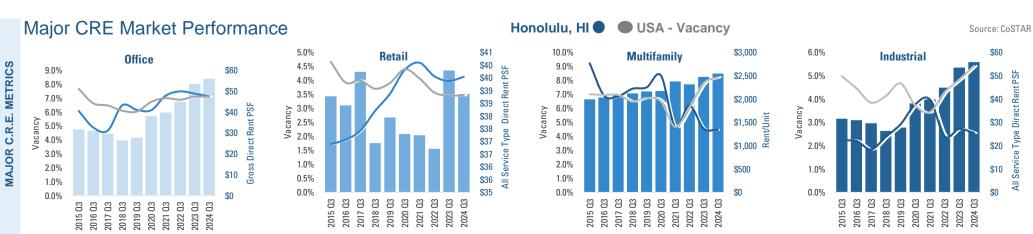




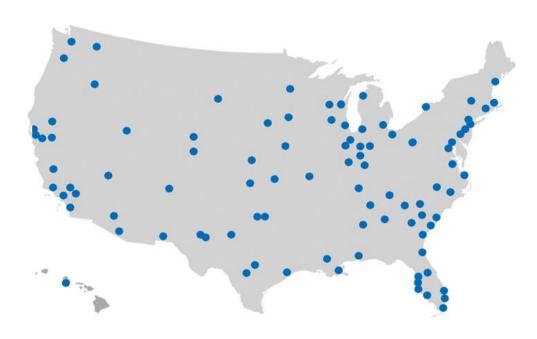








Nsights Hotel Market Reports Coverage



Albany, NY Albuquerque, NM Anaheim, CA Arkansas State Area, AR Atlanta, GA Augusta, GA Bakersfield, CA Baltimore, MD Baton Rouge, LA Bentonville AR Birmingham, AL Boise City, ID Boston, MA Buffalo, NY Charleston, SC Charlotte, NC Chattanooga, TN Chicago, IL Cincinnati, OH Cleveland, OH Colorado Springs, CO Columbia, SC Columbus, OH Dallas, TX

Denver, CO Des Moines, IA Detroit, MI El Paso, TX Fayetteville, AR Fort Lauderdale, FL Fort Myers, FL Fort Worth, TX Fresno, CA Greensboro, NC Greenville SC Harrisburg, PA Hartford, CT Houston, TX Indiana North Area, IN Indiana South Area, IN Indianapolis, IN Jackson, MS Jacksonville, FL Kansas City, MO Knoxville, TN Las Vegas, NV (Non-Strip) Lexington, KY Little Rock, AR Los Angeles, CA

Madison, WI Memphis, TN Miami, FL Michigan North Area, MI Michigan South Area, MI Milwaukee, WI Minneapolis, MN Mobile, AL Myrtle Beach, SC Nashville, TN New Brunswick, NJ New Orleans, LA New York, NY Newark, NJ Oahu Island, HI (Branded) Oakland, CA Odessa-Midland, TX Oklahoma City, OK Omaha, NE Orlando, FL (Non-Disney) Palm Desert, CA Philadelphia, PA Phoenix, AZ Pittsburgh, PA Portland, ME

Raleigh, NC Rapid City, SD Richmond, VA Sacramento, CA Saint Louis, MO Saint Petersburg, FL Salt Lake City, U7 San Antonio, TX San Bernardino, CA San Diego, CA San Francisco, CA San Joaquin Valley, CA San Jose, CA Sarasota, FL Savannah, GA Seattle, WA Spokane, WA Tampa, FL Tucson, AZ Tulsa, OK Virginia Beach, VA Washington State Area, WA Washington, DC West Palm Beach, FL Wichita, KS

*Customized market reports available upon request

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Marinas

Ski and Village Resorts

Water Parks, Amusement Parks and Attractions

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