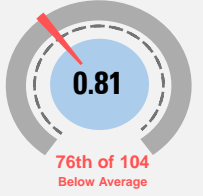


4Q 2022 OMAHA, NE



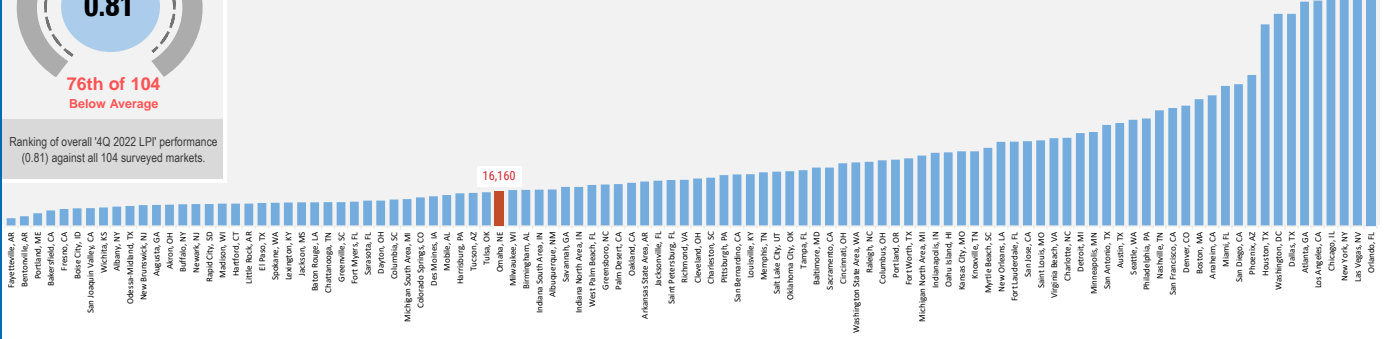
Fundamentals Dashboard

Lodging Performance Index

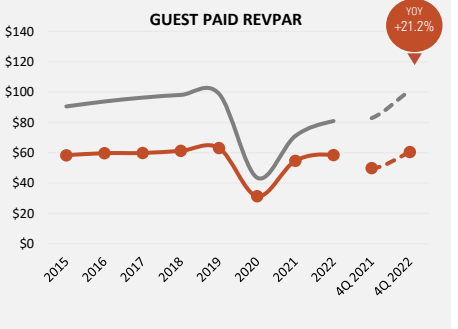
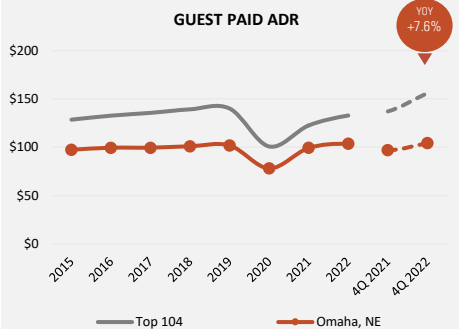
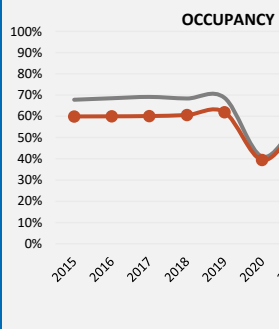


Ranking of overall 4Q 2022 LPI performance (0.81) against all 104 surveyed markets.

ROOM SUPPLY RANKING vs. MAJOR US MARKETS

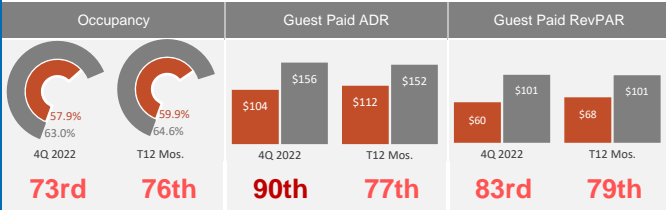


KEY PERFORMANCE METRICS

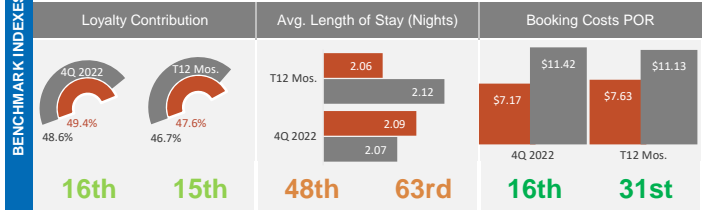


Key Performance Indexes

● Subject Market ● Top 104

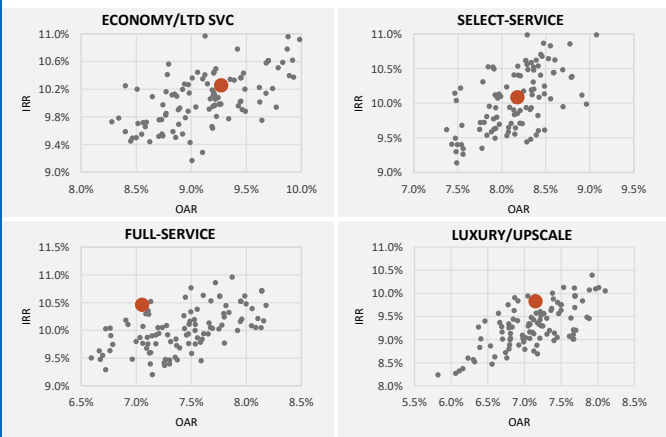


Key Benchmark Indexes



Discount and Capitalization Rates

Source: Newmark



Trends and Risks

Source: Kalibri Labs, Newmark

FUNDAMENTALS		
22nd Above Average Assessment of room revenue growth and volatility over past three to five years against other Top 104 markets	16th Above Average Assessment of market's ability to maximize loyalty and profits, and to ward off booking costs over past 12 months	66th Below Average Measure of market's general investment parameters (yields, OAR, IRR, interest rates, etc.) against other Top 104 markets
RISKS		
52nd Average Risk Assessment of market supply growth over past 12 months relative to Top 104 markets	56th Average Risk Measure of current employment health over past two years relative to Top 104 markets	13th Above Average Assessment of health and diversity of lodging demand generators relative to Top 104 markets

Location



Quick Facts

Jurisdictional Information
 Municipal Name: Omaha
 County: Douglas County
 State: Nebraska
 Geo Coordinates (market center): 41.25861, -95.93779
 Source: US Census Bureau, Dept. of Labor Statistics

Major Hotel Demand Generators
 Nebraska Medical Center | Offutt Air Force Base | University of Nebraska Medical Center | CHI Health | The Methodist Health System | Hy-Vee Inc. | Wal-Mart Stores Inc. | Union Pacific | Mutual of Omaha | Valmont Industries Inc. | West Corp. | ConAgra Foods | PayPal | First Data Corp. | University of Nebraska Omaha | CSG International | Omni Center | Werner Enterprises Inc. | First National Bank of Omaha | Blue Cross Blue Shield of Nebraska

Metrics and Ranking

Measurement	Rankings
Population (hotel market area)	66th of 104 (Below Average)
Income per Capita	33rd of 104 (Above Average)
Feeder Group Size	58th of 104 (Average)
Feeder Group Earnings	67th of 104 (Below Average)
Total Market COPE	70th of 104 (Below Average)

Key Performance Metrics

YEAR ENDING	Occ %	Guest Paid		COPE		Booking Cost POR	ADR COPE %	Loyalty %	Avg. Length of Stay (Nights)	Supply (Available Rms)	Performance Index (LPI)
		ADR	RevPAR	ADR	RevPAR						
2015	60.0%	\$97.41	\$58.40	\$90.32	\$54.15	\$7.09	92.7%	47.1%	1.94	14,620	0.65
2016	60.0%	\$99.51	\$59.71	\$92.05	\$55.24	\$7.46	92.5%	49.8%	1.92	15,040	0.59
2017	60.1%	\$99.54	\$59.86	\$91.81	\$55.21	\$7.73	92.2%	52.3%	1.91	14,800	0.74
2018	60.6%	\$101.03	\$61.24	\$93.10	\$56.43	\$7.93	92.1%	54.9%	1.93	14,950	0.77
2019	62.0%	\$101.82	\$63.10	\$93.82	\$58.14	\$8.00	92.1%	57.8%	1.93	15,170	0.72
2020	39.4%	\$78.08	\$31.33	\$72.79	\$28.69	\$5.29	93.2%	44.6%	2.14	15,220	0.82
2021	54.1%	\$99.22	\$54.65	\$92.41	\$49.96	\$6.80	93.1%	46.4%	2.03	15,750	0.81
2022	56.2%	\$103.45	\$58.47	\$96.33	\$54.12	\$7.12	93.1%	46.8%	2.03	15,850	0.81
CAGR: 2015 thru 2022	-0.9%	0.9%	0.0%	0.9%	0.0%	0.1%	0.1%	-0.1%	0.6%	1.2%	3.2%
4Q 2021	51.4%	\$96.82	\$49.77	\$90.15	\$46.34	\$6.67	93.1%	47.8%	2.03	15,940	0.81
4Q 2022	57.9%	\$104.19	\$60.32	\$97.02	\$56.17	\$7.17	93.1%	49.4%	2.09	16,160	0.81
% Change	12.6%	7.6%	21.2%	7.6%	21.2%	7.4%	0.0%	3.3%	3.2%	1.4%	0.0%

Data provided by: kalibri LABS

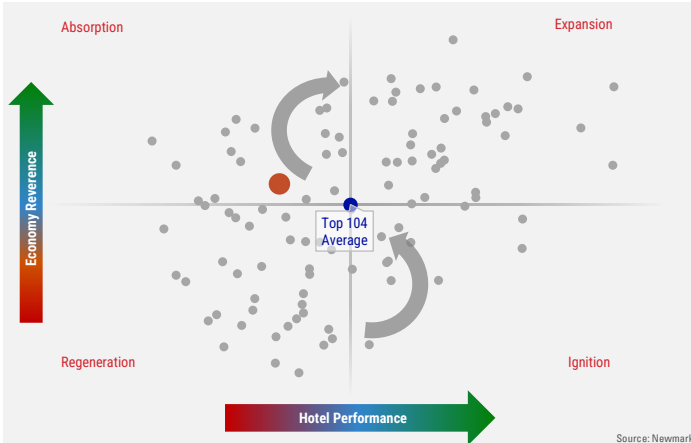
Notable Metrics

HIGHEST	T12-Month Loyalty Contribution	Latest-Quarter Booking Costs POR	Latest-Quarter Loyalty Contribution
	15th Above Average	16th Above Average	16th Above Average
	Omaha, NE exhibited strong T12-month loyalty contribution (47.6%)	The market enjoyed low latest-quarter booking costs POR (\$7.17)	The market also exhibited strong latest-quarter loyalty contribution (49.4%)
LOWEST	Latest-Quarter Guest Paid ADR	Latest-Quarter COPE ADR	IRR: Luxury/Upscale
	90th Soft	89th Below Average	87th Unfavorable
	This market has been hampered by weak latest-quarter Guest Paid ADR (\$104.19)	The market exhibited weak latest-quarter COPE ADR (\$97.02)	Omaha, NE also posted unfavorable IRR metrics in the luxury/upscale segment (9.8%)

Notable Trends

FASTEST	Short-Term Historical Occupancy Growth	Long-Term Historical Occupancy Growth	Short-Term Historical Guest Paid RevPAR Growth
	15th Above Average	22nd Above Average	22nd Above Average
	Omaha, NE has benefited from strong short-term historical occupancy growth (1.7%)	The market enjoyed strong long-term historical occupancy growth (0.7%)	The market also has benefited from strong short-term historical Guest Paid RevPAR growth (4.4%)
SLOWEST	Short-Term Historical Loyalty Contribution Growth	Long-Term Historical COPE ADR Growth	Long-Term Historical Guest Paid ADR Growth
	81st Below Average	78th Below Average	78th Below Average
	The market has been hindered by weak short-term historical loyalty contribution growth (1.2%)	We note this area posted weak long-term historical COPE ADR growth (1.8%)	Omaha, NE also has been impeded by weak long-term historical Guest Paid ADR growth (1.8%)

Market Performance Stage



Omaha, NE: Absorption Stage

The Omaha, NE market is currently in the 'Absorption' stage of the performance cycle. In this stage, hotels are underperforming but in an economy with resilience and confidence the economy will shed 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 Atlanta, GA; Charlotte, NC; and Columbus, OH.

Other Stages:

- Regeneration:** In the 'Regeneration' stage, hotels and the underlying economy are underperforming. The highest and best uses of hotel assets are challenged whether by lingering COVID-19 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 Chicago, IL; Detroit, MI; and Houston, TX.
- Ignition:** In the 'Ignition' stage, hotels typically perform adequately for operators to enjoy positive returns, with confidence the economy will recover from the COVID-19 crisis. While the regional economy continues to recover, strong hotel performance locally is igniting expansion in certain key sectors. Example markets in this stage include Knoxville, TN; Miami, FL; and Myrtle Beach, SC.
- Expansion:** In the 'Expansion' stage, hotels perform adequately, contributing to a resilient economy that is approaching a 'post' 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; Austin, TX; and Boston, MA.

Industry Observations

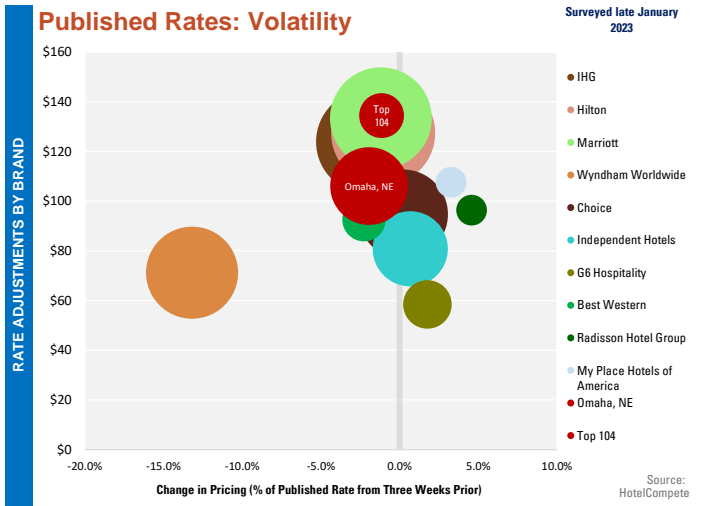
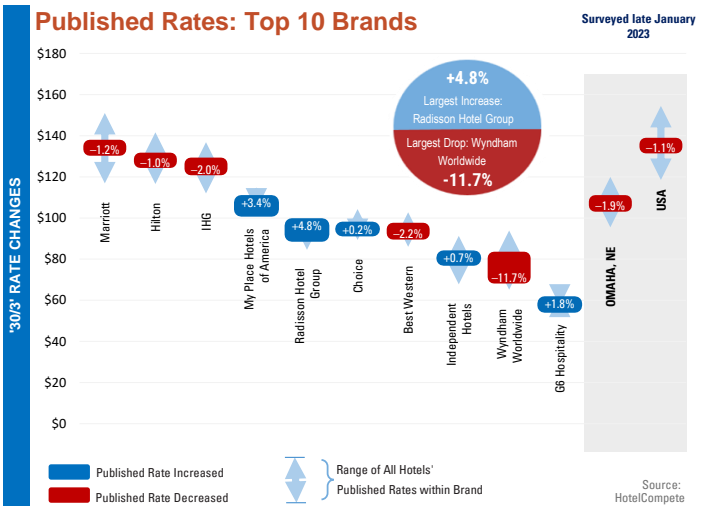
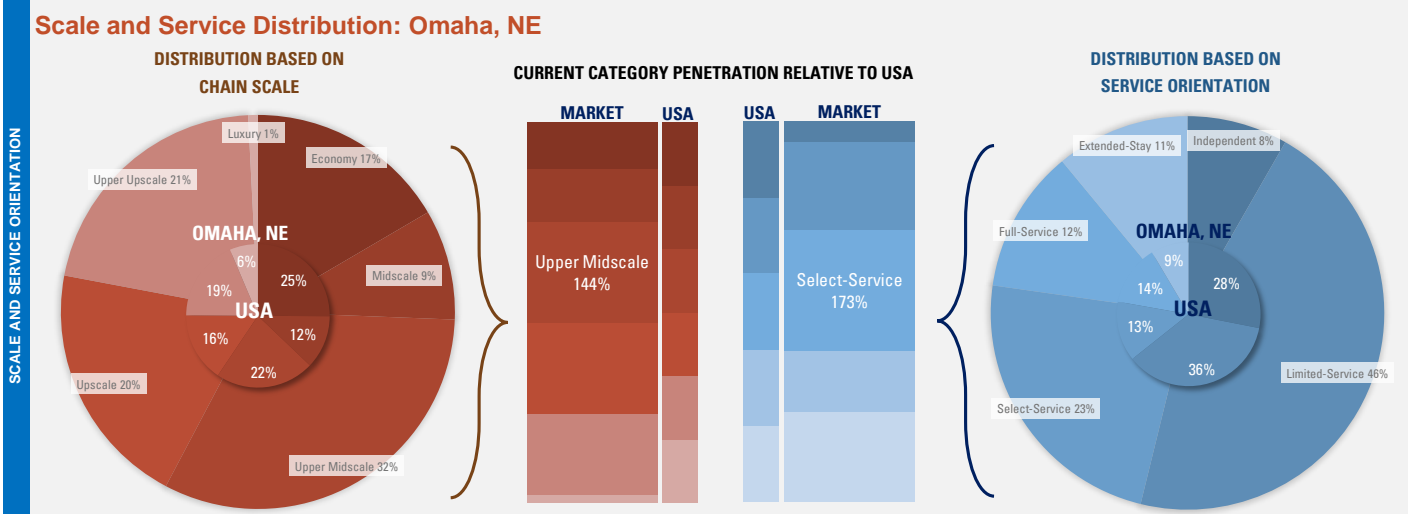
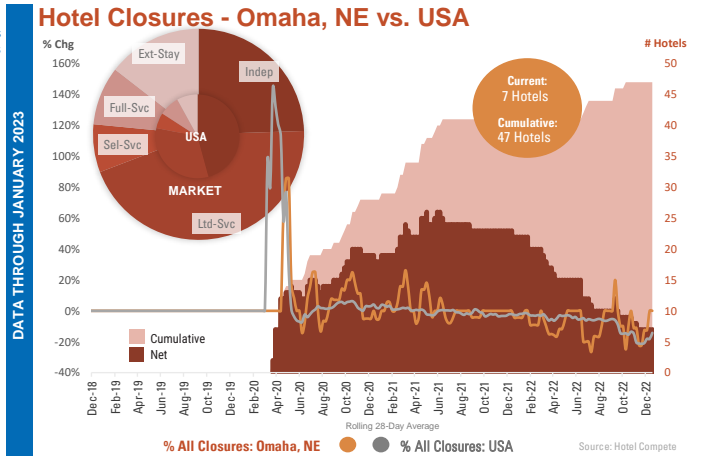
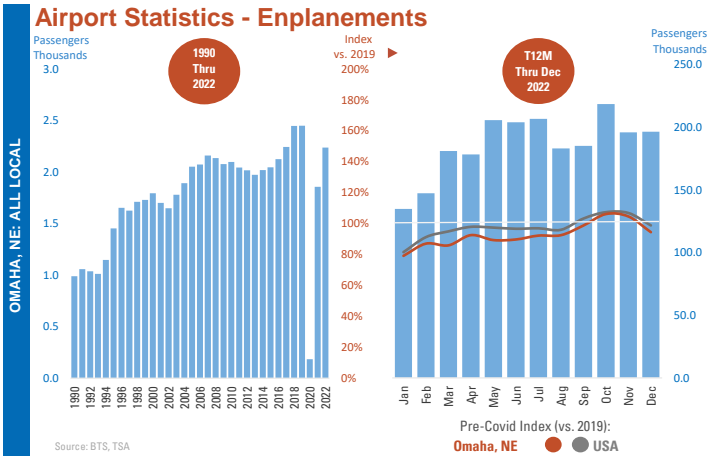
Business Cycle: In Expansion
Employment Growth (2 yr): -1.6%
Risk Exposure (402 US markets): 60th Percentile: Average Risk
Key Industry Notes: Financial center, logistics
 Low costs, skilled workforce
 High-wage mgt jobs
 Construction is booming
 Struggling farm economy

Moody's Rating

Aaa
 Investment Grade

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





Published Rate Observations: 30-Day Advance

MARKET LEVEL	Published Rate Level	Rate Movement	Optimism
	91st Soft	74th Below Average	49th Average
	The 30-day advanced published rate for the market was a conservative \$106.07, ranking 91st out of 104 markets. (Guest-Paid ADR ranked a conservative 90th at \$104.19 in 4Q 2022.)	Published rates have recently been moving downward, decreasing by a modest 1.9% over three weeks going into late January 2023. By comparison, the T-104 average posted downward movement of 1.13%.	Published rates reported in late January 2023 were 1.8% higher than the market's Guest-Paid ADR in 4Q 2022. This optimism is average. By comparison, the T-104 spread was -13.9%.

Published Rate Observations: Brand Level

BRAND LEVEL	Published Rate Integrity	Coverage	Volatility
	89th Below Average	96th Soft	61st Moderate
	Published rates among the top 10 brands have a moderate amount of integrity with some pricing overlap, suggesting bottom-feeding occasionally exists.	Omaha, NE has a soft spectrum of rate classes and traveler types among its top 10 brands, and the range of coverage has been holding steady.	Omaha, NE's top 10 brands are exhibiting moderate volatility with respect to advanced booking pricing movements in the three weeks leading into late January 2023.

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:

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Gaming Facilities
Arenas, Stadiums and Sports Facilities

Conference, Expo and Convention Centers
Golf Courses
Marinas

Ski and Village Resorts
Water Parks, Amusement Parks and Attractions

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 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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