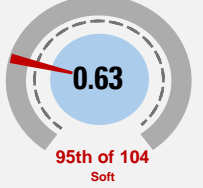


# 2Q 2022 SAINT LOUIS, MO



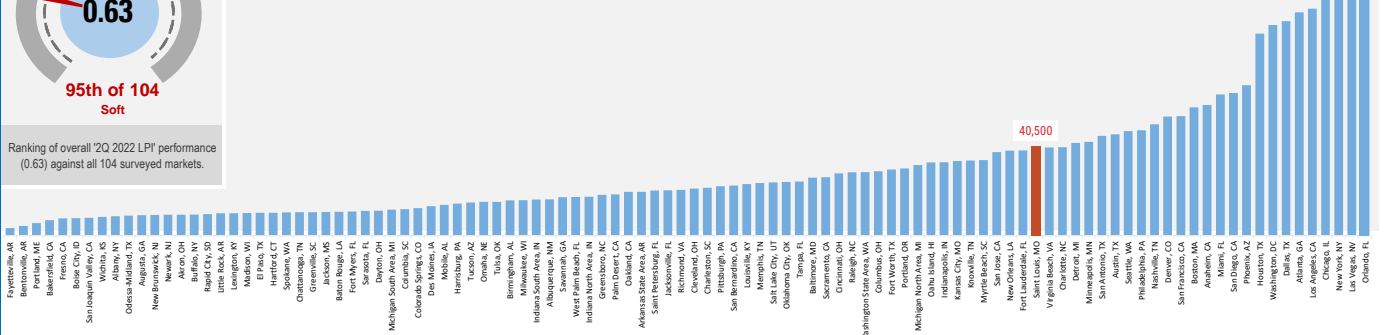
## Fundamentals Dashboard

### Lodging Performance Index

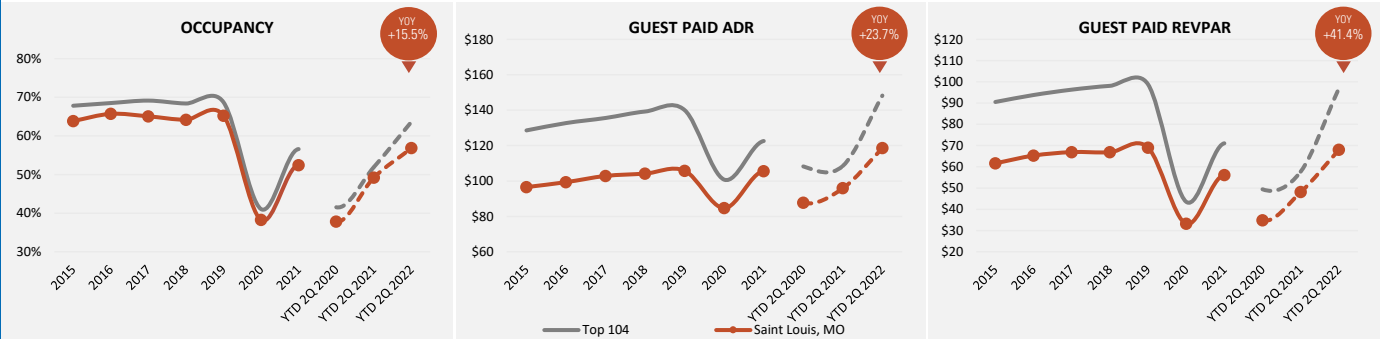


Ranking of overall 2Q 2022 LPI performance (0.63) against all 104 surveyed markets.

### ROOM SUPPLY RANKING vs. MAJOR US MARKETS

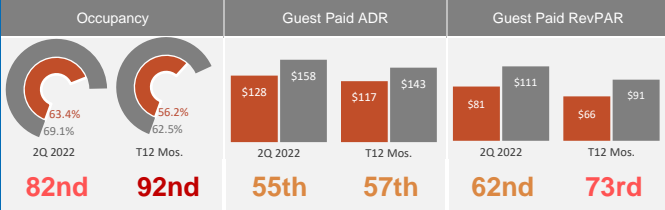


KEY PERFORMANCE METRICS

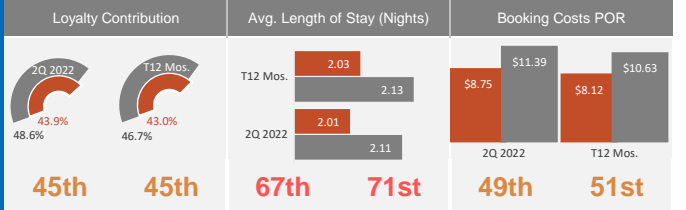


## Key Performance Indexes

● Subject Market ● Top 104

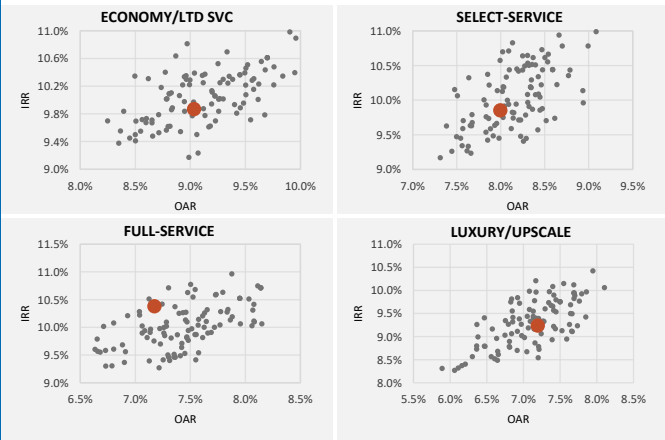


## Key Benchmark Indexes



## Discount and Capitalization Rates

Source: Newmark



## Trends and Risks

Source: Kalibri Labs, Newmark



Location



Quick Facts

**Jurisdictional Information**  
 Municipal Name: St. Louis  
 County: St. Louis City  
 State: Missouri  
 Geo Coordinates (market center): 38.62727, -90.19789

**Major Hotel Demand Generators**  
 BJC Healthcare | Wal-Mart Stores Inc. | SSM Health Care System | Washington University in St. Louis | Boeing Defense, Space & Security | Mercy Health Care | Scott Air Force Base | Schnuck Markets Inc. | Archdiocese of St. Louis | AT&T | McDonald's Corp. | St. Louis University | Washington University Physicians | Express Scripts Inc. | Edward Jones | Imo's Pizza | Enterprise Holdings | Wells Fargo | Walgreens | Target Corp.

**Metrics and Ranking**

Measurement	Rankings
Population (hotel market area)	2,370,623
Income per Capita	\$38,664
Feeder Group Size	105.1 Persons PSR
Feeder Group Earnings	\$4,062,366 PSR
Total Market COPE	\$962.0 million

**Rankings**  
 19th of 104 (Above Average)  
 86th of 104 (Below Average)  
 81st of 104 (Below Average)  
 59th of 104 (Average)  
 34th of 104 (Above 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	63.9%	\$96.54	\$61.64	\$89.15	\$56.92	\$7.39	92.3%	47.2%	1.99	38,170	0.92
2016	65.7%	\$99.33	\$65.28	\$91.59	\$60.19	\$7.74	92.2%	49.5%	1.94	38,060	1.01
2017	65.1%	\$102.83	\$66.92	\$94.59	\$61.55	\$8.25	92.0%	51.9%	1.90	38,010	0.99
2018	64.2%	\$104.16	\$66.86	\$95.72	\$61.45	\$8.44	91.9%	55.0%	1.90	38,010	0.77
2019	65.3%	\$105.78	\$69.03	\$97.22	\$63.44	\$8.56	91.9%	58.9%	1.90	39,840	1.00
2020	38.2%	\$84.65	\$33.16	\$78.67	\$30.06	\$5.98	92.9%	38.7%	2.12	39,920	0.69
2021	52.4%	\$105.45	\$56.05	\$98.01	\$51.35	\$7.44	92.9%	41.7%	2.03	39,800	0.74
CAGR: 2015 thru 2021	-3.2%	1.5%	-1.6%	1.6%	-1.7%	0.1%	0.1%	-2.0%	0.4%	0.7%	-3.6%
YTD 2Q 2020	37.8%	\$87.62	\$34.73	\$81.51	\$32.31	\$6.11	93.0%	39.3%	2.10	39,590	0.86
YTD 2Q 2021	49.2%	\$95.85	\$48.06	\$89.09	\$44.67	\$6.75	93.0%	40.4%	2.09	39,430	0.71
YTD 2Q 2022	56.8%	\$118.55	\$67.95	\$110.45	\$63.30	\$8.10	93.2%	43.0%	2.08	40,120	0.63
% Change	15.5%	23.7%	41.4%	24.0%	41.7%	20.0%	0.2%	6.5%	-0.5%	1.7%	-11.7%

Data provided by: kalibri LABS

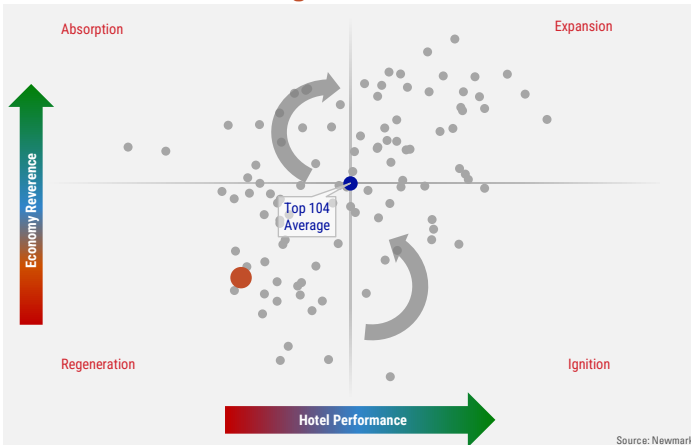
Notable Metrics

HIGHEST	Total Rooms Supply <b>26th</b> Above Average Saint Louis, MO benefits from a large and diverse hotel market (40,524)	OAR: Full-Service <b>26th</b> Favorable The market posted favorable OAR metrics in the full-service segment (7.2%)	Population Density per Room <b>33rd</b> Above Average The market also boasted strong population density per room (58.5)
	LOWEST	Latest-Quarter LPI <b>95th</b> Soft This market posted weak latest-quarter LPI (0.63)	T12-Month Occupancy <b>92nd</b> Soft The market has been hindered by weak T12-month occupancy (56.2%)

Notable Trends

FASTEST	Long-Term Historical Supply Growth <b>24th</b> Above Average Saint Louis, MO has benefited from low long-term historical supply growth (1.0%)	Long-Term Historical Loyalty Contribution Growth <b>37th</b> Average The market exhibited strong long-term historical loyalty contribution growth (4.1%)	Short-Term Historical Guest Paid ADR Growth <b>47th</b> Average The market also exhibited strong short-term historical Guest Paid ADR growth (2.9%)
	SLOWEST	Overall Health of Hotel Market <b>97th</b> Soft The market has been hampered by weak general hotel market performance (levels and trends of fundamentals)	Long-Term Historical Occupancy Growth <b>90th</b> Soft We note this area has been hindered by weak long-term historical occupancy growth (-1.8%)

Market Performance Stage



Saint Louis, MO: Regeneration Stage

The Saint Louis, MO market is currently in the 'Regeneration' stage of the performance cycle. In this stage, hotels and the underlying economy are underperforming. The highest and best uses of hotel assets are challenged whether by 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; Columbus, OH; and Detroit, MI.

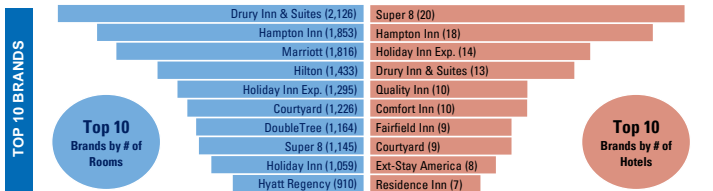
Other Stages:

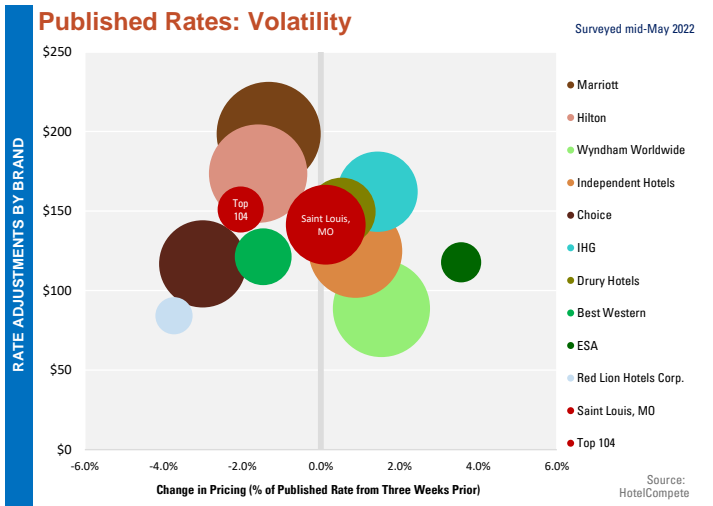
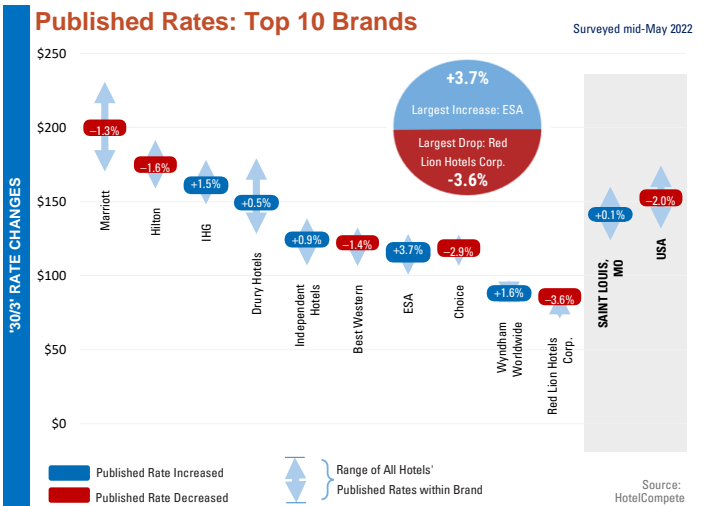
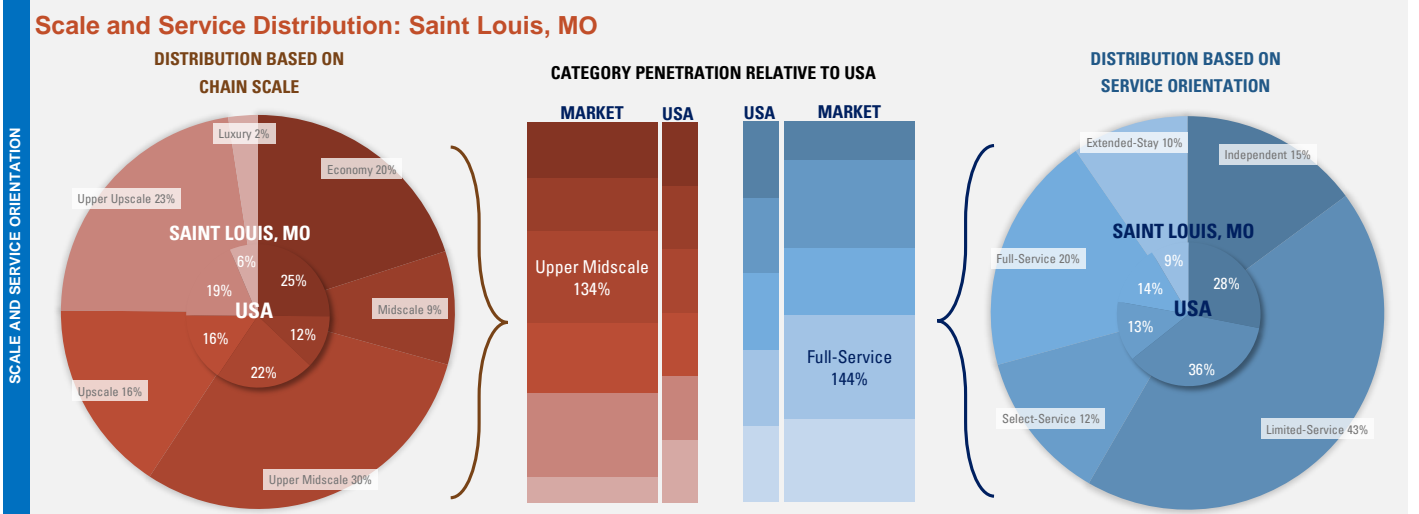
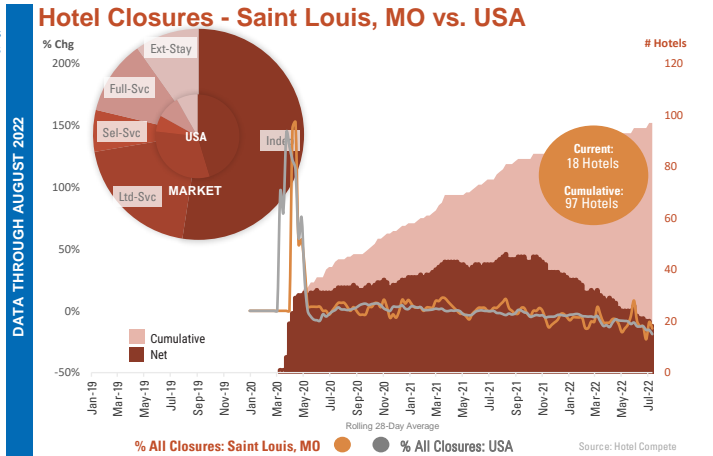
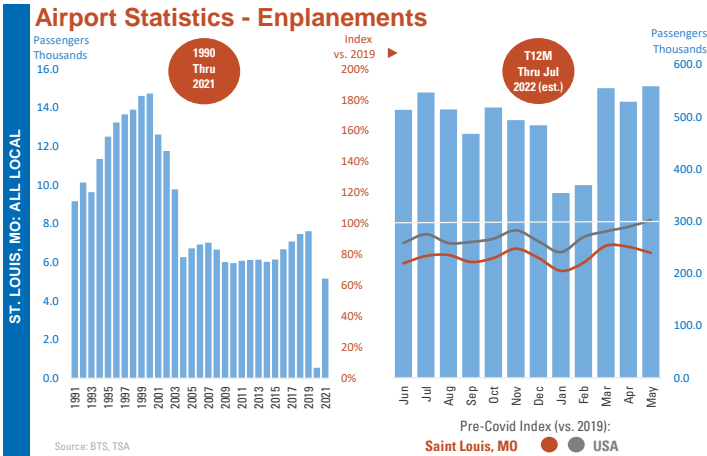
Ignition	In the 'Ignition' stage, hotels generally perform adequately for operators to enjoy positive returns, with confidence the economy will recover from the COVID-19 crisis. While the general economy lags, strong hotel performance can ignite expansion in certain key sectors. Example markets in this stage include Knoxville, TN; Las Vegas, NV; and Miami, FL.
Absorption	In the 'Absorption' stage, hotels are underperforming but in an economy with resilience and confidence the economy will recover from the COVID-19 crisis, 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 Charlotte, NC; Kansas City, MO; and Minneapolis, MN.
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; Atlanta, GA; and Austin, TX.

Industry Observations

**Business Cycle:** In Recovery  
**Employment Growth (2 yr):** -2.4%  
**Risk Exposure (402 US markets):** 86th Percentile: Above Average  
**Key Industry Notes:** Financial, logistics  
 Low living, business costs  
 Location in central U.S.  
 Low employment volatility  
 Exposure to declining mfg

**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
	<b>55th</b> Average	<b>5th</b> Strong	<b>45th</b> Average
	The 30-day advanced published rate for the market was a moderate \$141.42, ranking 55th out of 104 markets. (Guest-Paid ADR ranked a moderate 55th at \$118.55 in 2Q 2022.)	Published rates have recently been moving upward, increasing by a modest 0.1% over three weeks going into early August 2022. By comparison, the T-104 average posted downward movement of 2.00%.	Published rates reported in early August 2022 were 10.8% higher than the market's Guest-Paid ADR in 2Q 2022. This optimism is average. By comparison, the T-104 spread was -4.4%.

BRAND LEVEL	Published Rate Integrity	Coverage	Volatility
	<b>60th</b> Average	<b>58th</b> Average	<b>19th</b> Low
	Published rates among the top 10 brands have a moderate amount of integrity with some pricing overlap, suggesting bottom-feeding occasionally exists.	Saint Louis, MO has an average spectrum of rate classes and traveler types among its top 10 brands, and the range of coverage has been contracting.	Saint Louis, MO's top 10 brands are exhibiting low volatility with respect to advanced booking pricing movements in the three weeks leading into early August 2022.

# 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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**Hotels and Resorts**

**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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### Portfolio Analytics

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