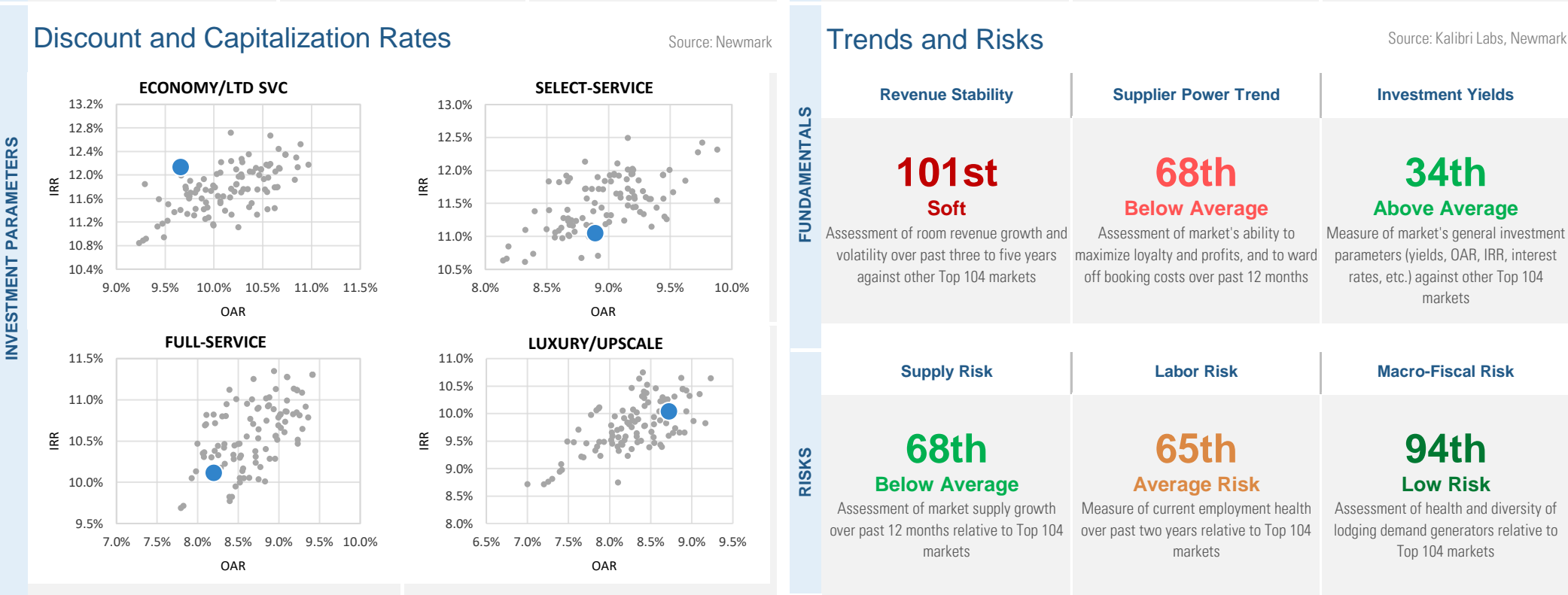
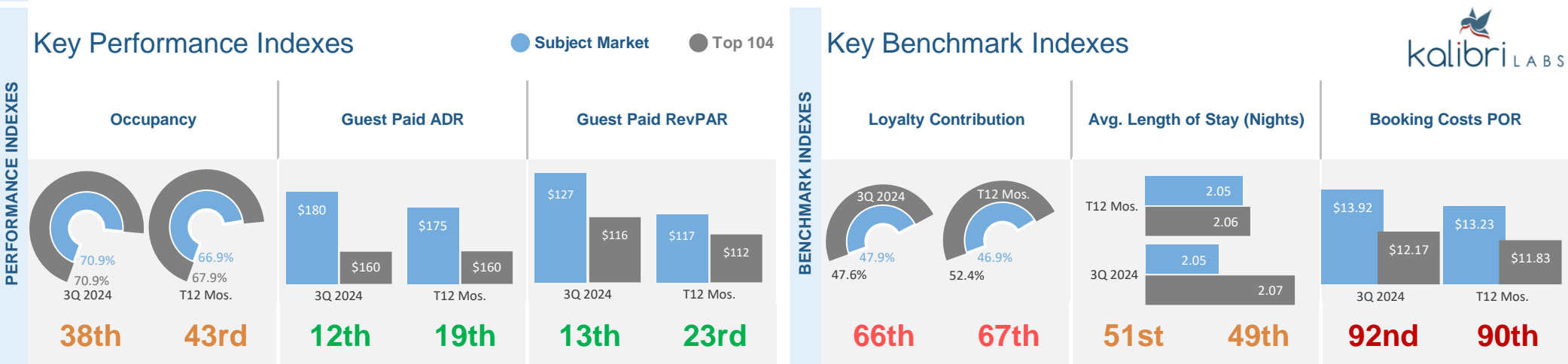
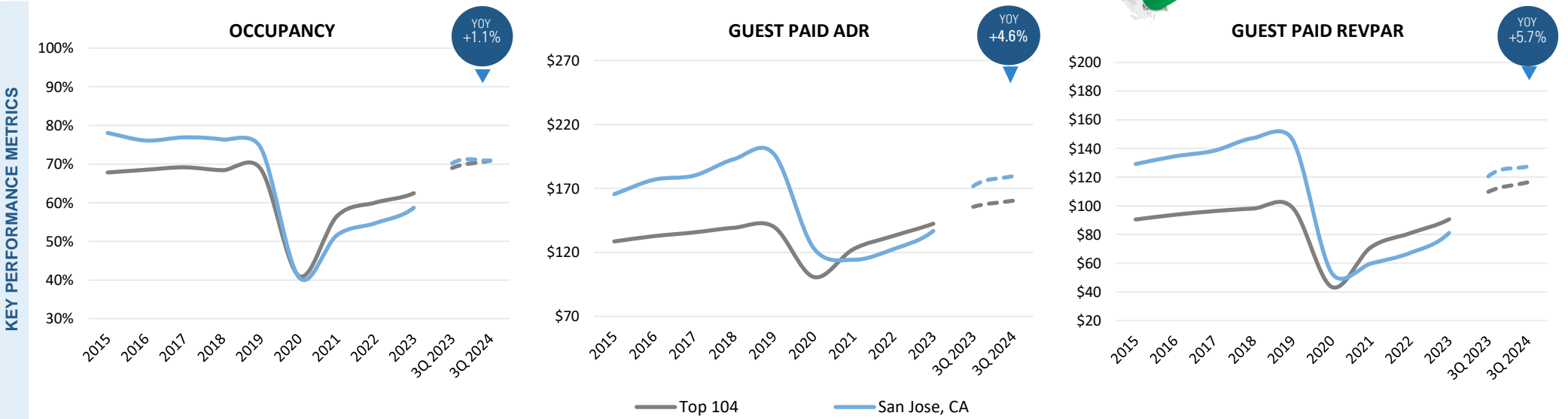
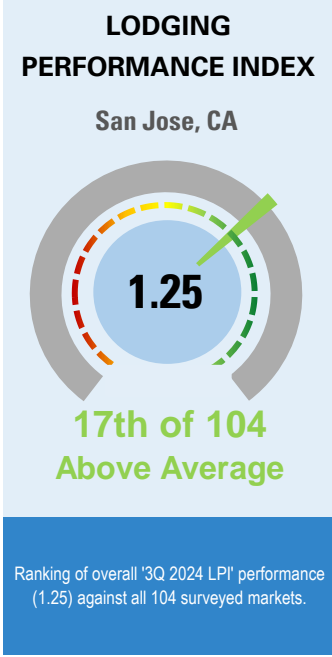
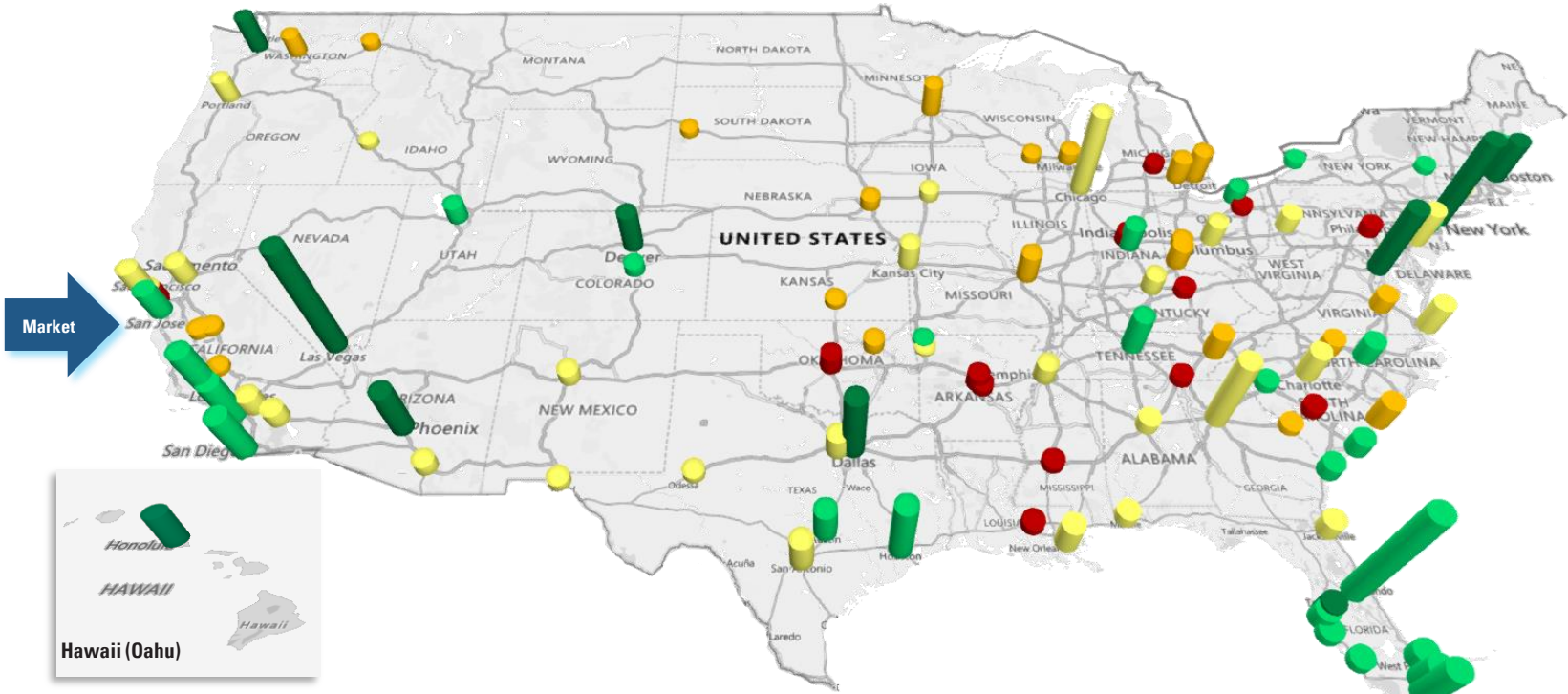
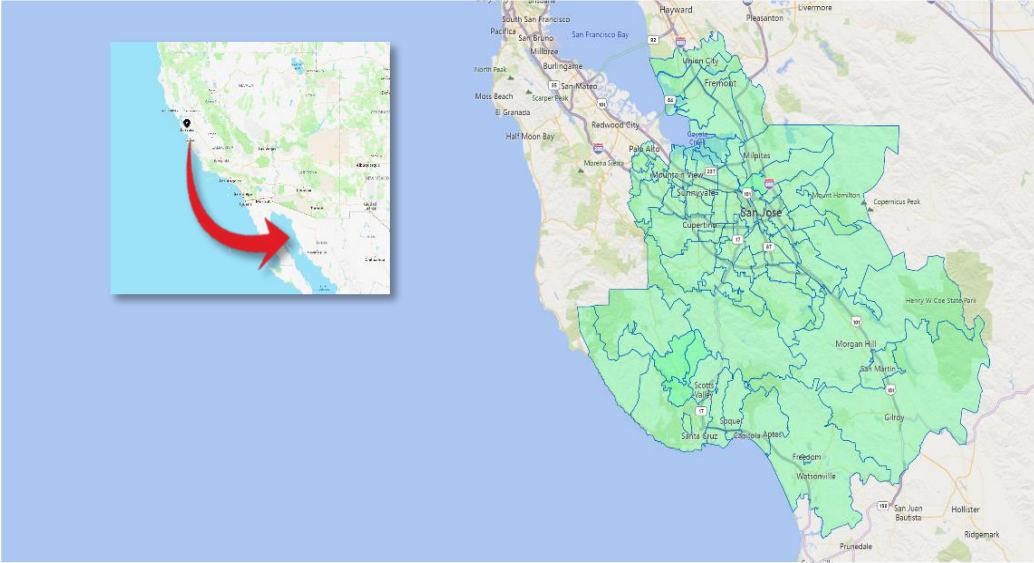




Lodging Performance Index Snapshot



Location



Quick Facts

Jurisdictional Information		Source: US Census Bureau, Dept. of Labor Statistics
Municipal Name:	San Jose	
County:	Santa Clara County	
State:	California	
Geo Coordinates (market center):	37.33939, -121.89496	
Major Hotel Demand Generators		
Apple Inc. Alphabet Inc. Stanford University Cisco Systems Inc. Kaiser Permanente Intel Corp. Tesla Inc. Facebook Inc. University of California, Berkley Oracle Corp. Santa Clara Valley Medical Center Lockheed Martin Corp. eBay Inc. Gilead Sciences Inc. Hewlett-Packard Co. San Jose State University SAP Labs U.S. Adobe Systems Inc. LinkedIn Corp. Palo Alto Foundation Medical Group		
Metrics and Ranking		Measurements
Population (hotel market area)	2,390,727	
Income per Capita	\$96,662	
Feeder Group Size	92.7 Persons PSR	
Feeder Group Earnings	\$8,960,563 PSR	
Total Market Hotel Revenues	\$1.6 billion	
		Rankings
		18th of 104 (Above Average)
		1st of 104 (Very Strong)
		75th of 104 (Below Average)
		100th of 104 (Soft)
		23rd of 104 (Above Average)

Key Performance Metrics

YEAR ENDING	Guest Paid			COPE		Booking Cost	ADR COPE	Loyalty	Avg Length of	Supply	Performance
	Occ %	ADR	RevPAR	ADR	RevPAR	POR	%	%	Stay Nights	Rooms	Index (LPI)
2015	78.0%	\$165.50	\$129.17	\$152.56	\$119.07	\$12.95	92.2%	50.3%	2.58	36,250	1.68
2016	76.1%	\$176.85	\$134.55	\$162.14	\$123.35	\$14.71	91.7%	52.7%	2.37	36,310	1.41
2017	76.9%	\$179.98	\$138.40	\$164.53	\$126.52	\$15.45	91.4%	53.5%	2.37	36,010	1.36
2018	76.4%	\$192.87	\$147.26	\$176.09	\$134.44	\$16.78	91.3%	55.2%	2.33	35,940	1.52
2019	74.2%	\$197.04	\$146.20	\$180.03	\$133.58	\$17.01	91.4%	59.2%	2.16	37,920	1.30
2020	40.7%	\$123.33	\$53.38	\$114.80	\$46.70	\$8.53	93.1%	34.2%	2.60	37,400	1.02
2021	51.7%	\$114.22	\$59.82	\$105.59	\$54.54	\$8.63	92.4%	39.1%	2.41	37,050	0.78
2022	54.7%	\$122.54	\$67.15	\$113.29	\$62.00	\$9.26	92.4%	40.5%	2.30	37,410	1.01
2023	58.7%	\$136.76	\$81.20	\$126.58	\$74.29	\$10.18	92.6%	41.1%	2.27	38,140	1.27
CAGR: 2015 thru 2023	-3.5%	-2.4%	-5.6%	-2.3%	-5.7%	-3.0%	0.1%	-2.5%	-1.6%	0.6%	-3.4%
3Q 2023	70.2%	\$171.77	\$120.54	\$158.66	\$111.34	\$13.10	92.4%	44.6%	2.07	39,860	0.96
3Q 2024	70.9%	\$179.70	\$127.45	\$165.78	\$117.58	\$13.92	92.3%	47.9%	2.05	39,800	1.25

Data provided by: kalibri LABS

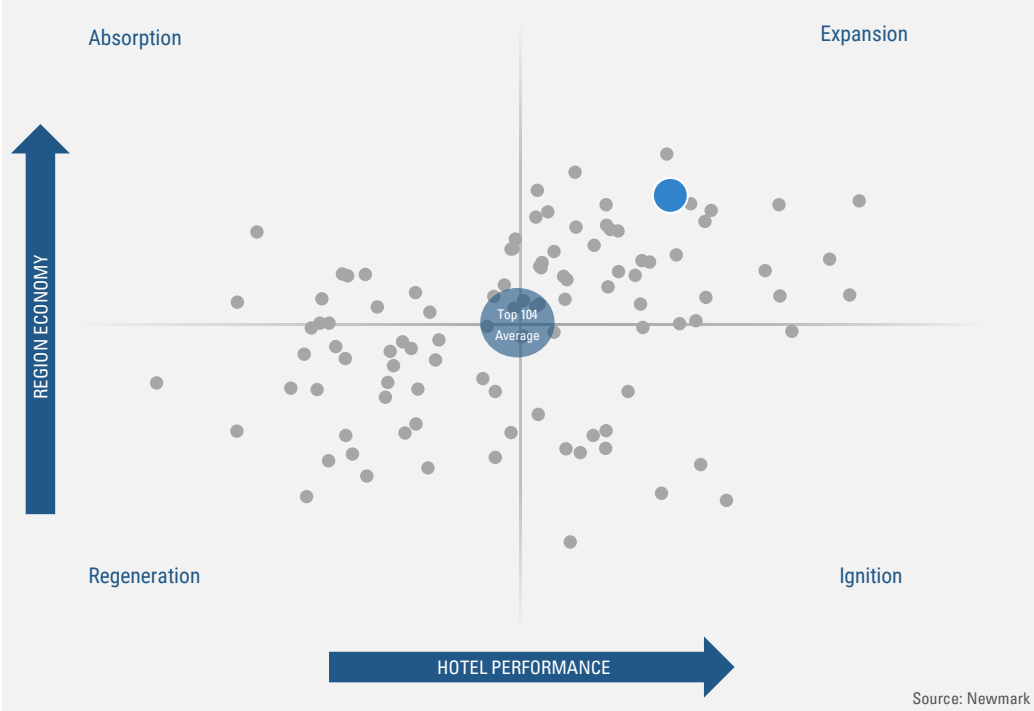
Notable Metrics

HIGHEST	Economy Median Income	Marketwide Income per Room	Latest-Quarter Guest Paid ADR
	1st Very Strong San Jose, CA exhibited strong Economy Median Income (\$96,662)	4th Strong The market enjoyed a high ratio of marketwide income per room (\$4,137,150)	12th Above Average The market also exhibited strong latest-quarter Guest Paid ADR (\$179.70)
LOWEST	Feeder Group Earnings per sold room	Latest-Quarter Booking Costs POR	T12-Month Booking Costs POR
	100th Soft This market has low feeder group earnings per sold room (\$8,960,563)	92nd Soft The market has been burdened by high latest-quarter booking costs (\$13.92)	90th Soft San Jose, CA also was burdened by high T12-month booking costs POR (\$13.23)

Notable Trends

STRONGEST	Short-Term Historical Booking Costs POR Growth	General Economy Reverence	Long-Term Historical Booking Costs POR Growth
	4th Strong San Jose, CA enjoyed low short-term historical growth in booking costs (-1.2%)	4th Strong The market enjoyed strong general economic reverence (per-capita unemployment, GDP and other indicators)	6th Strong The market also has benefited from low long-term historical booking costs POR growth (1.0%)
WEAKEST	Long-Term Historical Average Length of Stay Growth	Short-Term Historical COPE ADR Growth	Short-Term Historical Guest Paid ADR Growth
	Last Soft The market exhibited weak long-term historical average length of stay growth (-1.8%)	102nd Soft We note this area posted weak short-term historical COPE ADR growth (-1.8%)	102nd Soft San Jose, CA also has been impeded by weak short-term historical Guest Paid ADR growth (-1.7%)

Market Performance Stage

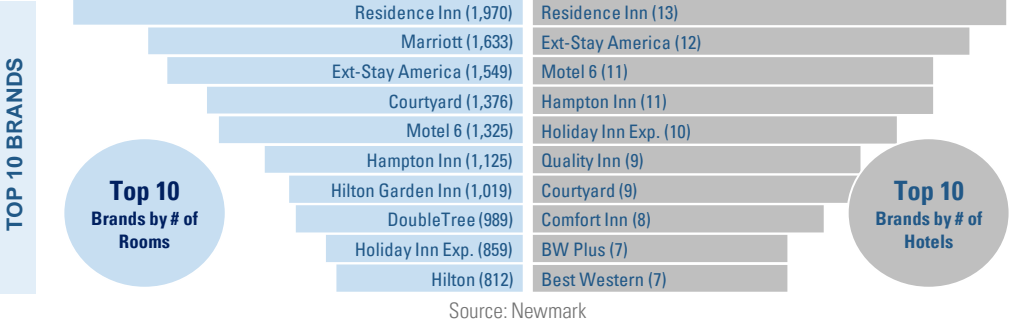


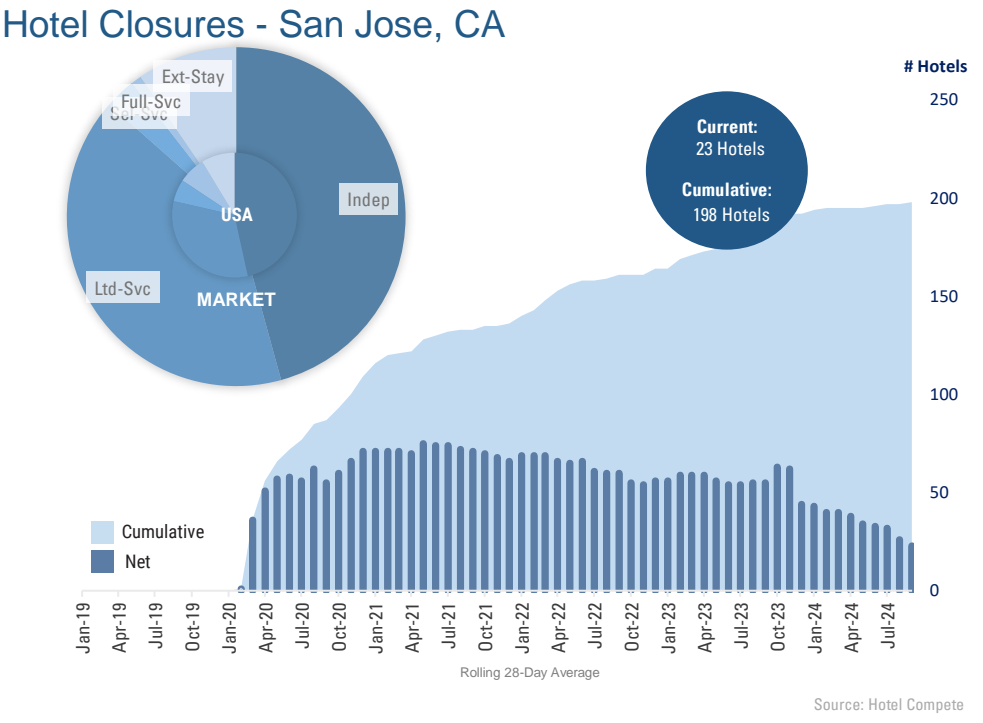
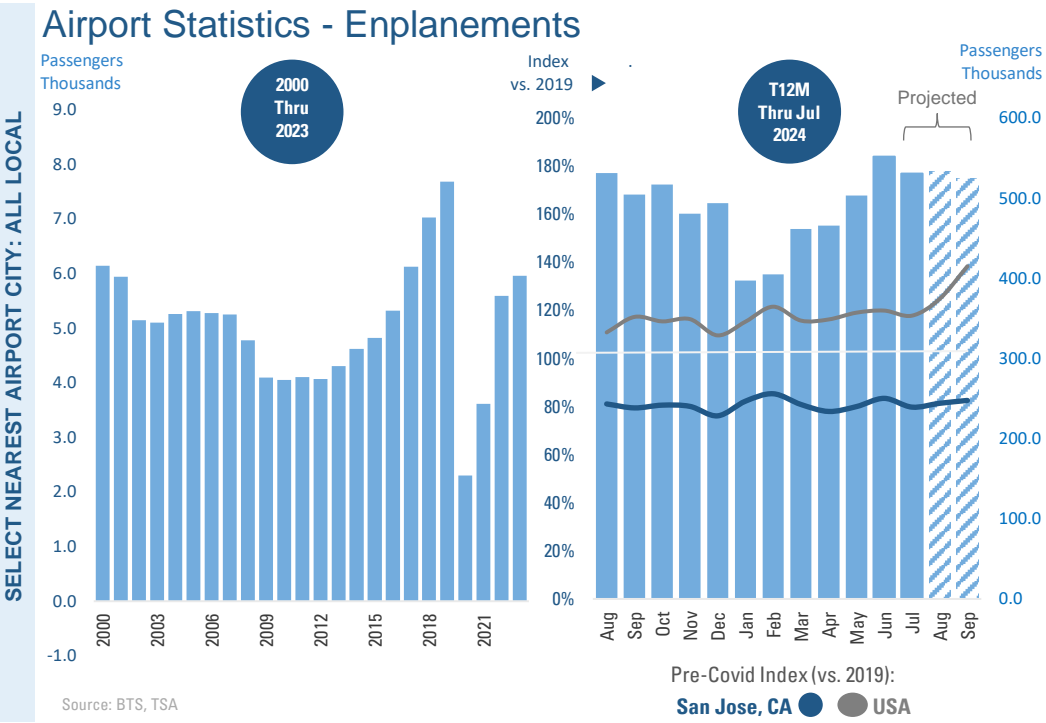
San Jose, CA: Expansion Stage

Expansion	The San Jose, CA 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. Example markets in this stage include Anaheim, CA; Atlanta, GA; and Austin, TX.
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.
Ignition	In the 'Ignition' 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; Miami, FL; and New Orleans, LA.
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 Minneapolis, MN; ; and .

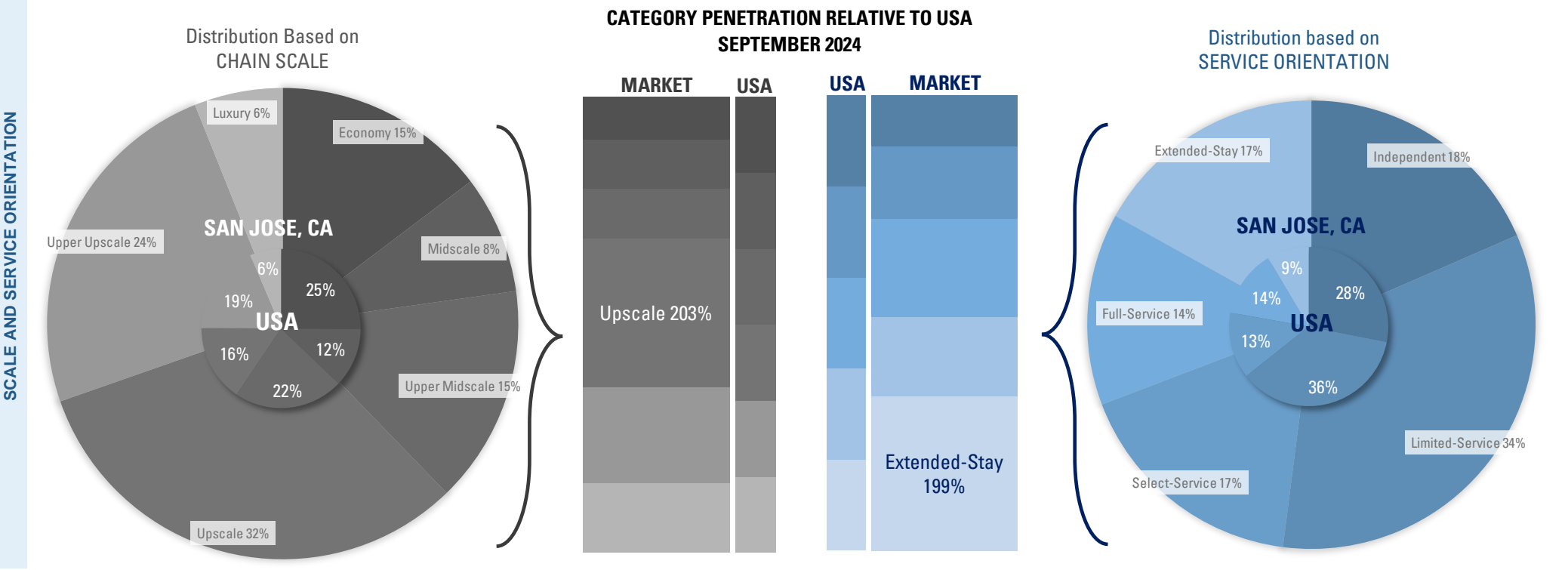
Industry Observations

MOODY'S ANALYTICS	Business Cycle:	At Risk	NR
	Employment Growth (2 yr):	0.8%	
	Risk Exposure (402 US markets):	4th Percentile: Low Risk	
	Key Industry Notes:	High-value-added manufacturing base	
		Highly skilled workers	
	High business and living costs		
	High volatility	This market is not rated by Moody's	
	Tech industries prone to cyclical busts		

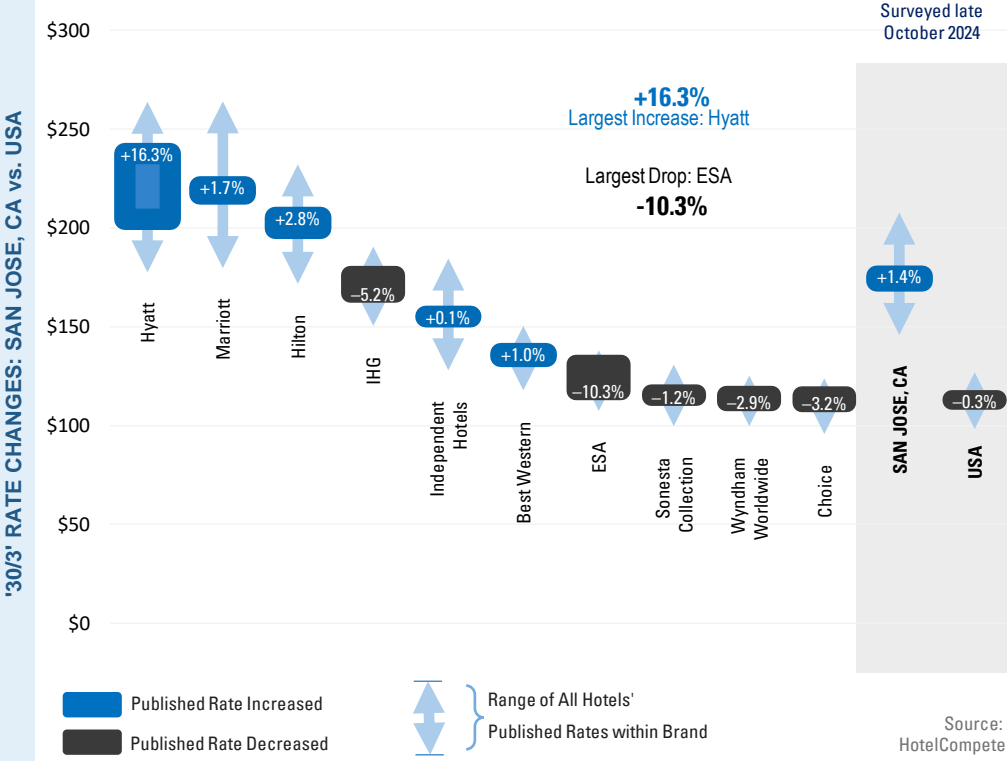




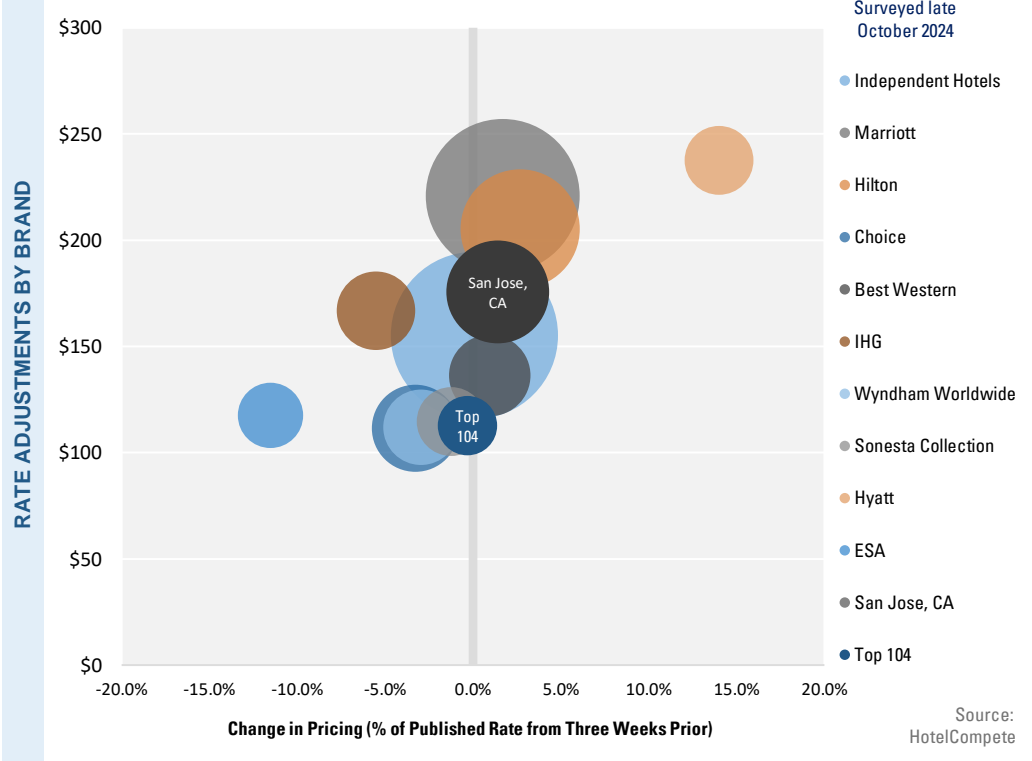
Scale and Service Distribution: San Jose, CA



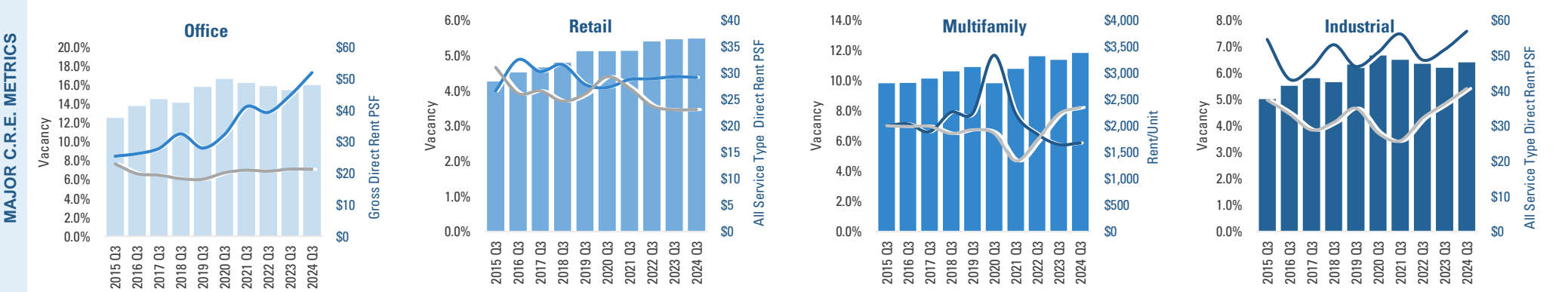
Published Rates: Top 10 Brands



Published Rates: Volatility



Major CRE Market Performance



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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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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Portfolio Analytics
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Property Tax
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FOR INFORMATION CONTACT:
Bryan Younge MAI, ASA, FRICS

Executive Vice President, Valuation & Advisory,
Specialty Practice Leader – Hospitality, Gaming & Leisure
m 773-263-4544
bryan.younge@nmrk.com

CONTACT: NORTHERN CALIFORNIA MARKETS

CONTACT	FOR MORE INFORMATION	
	Chad Eschmeyer Senior Vice President Hospitality, Gaming & Leisure NEWMARK VALUATION & ADVISORY Northern California Markets Dir 602.315.5888 chad.eschmeyer@nmrk.com	Bryan Younge, MAI, ASA, FRICS Senior Managing Director Practice Leader - Hospitality, Gaming & Leisure NEWMARK VALUATION & ADVISORY Americas M 773.263.4544 bryan.younge@nmrk.com

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