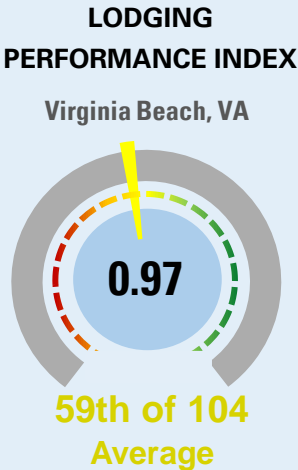
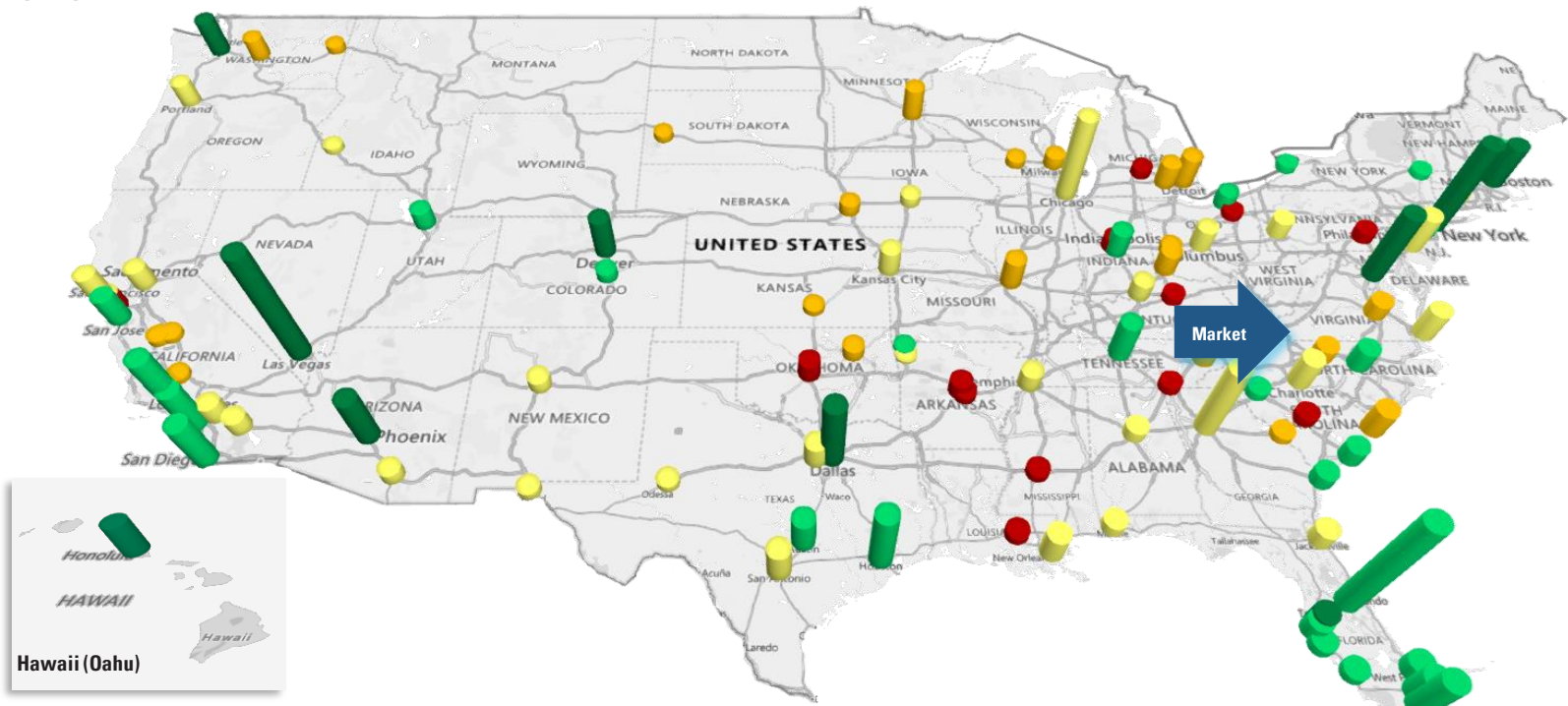


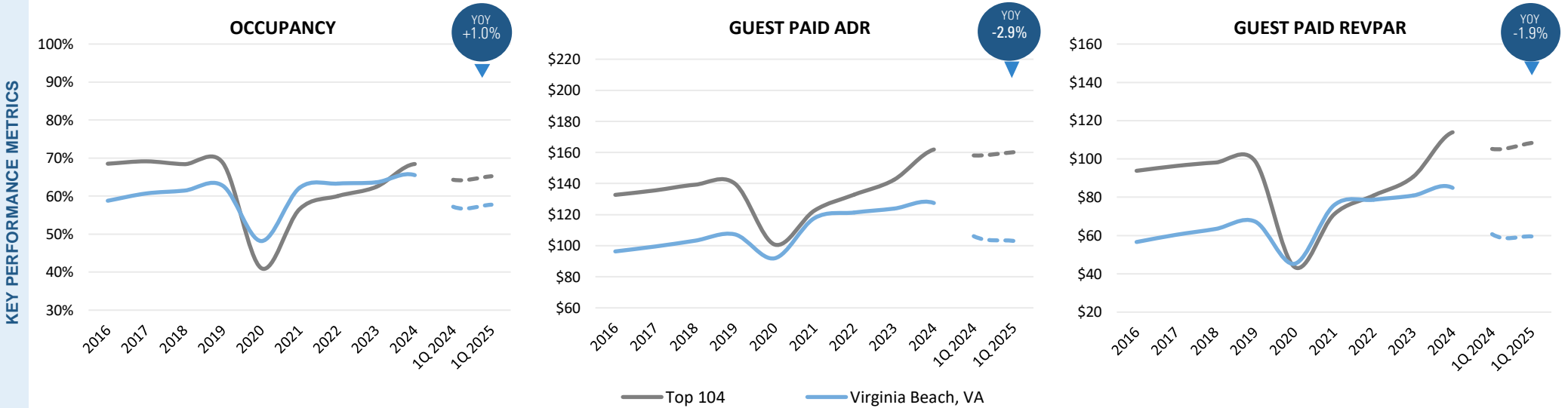
1Q 2025
VIRGINIA BEACH, VA



Lodging Performance Index Snapshot



Ranking of overall '1Q 2025 LPI' performance (0.97) against all 104 surveyed markets.

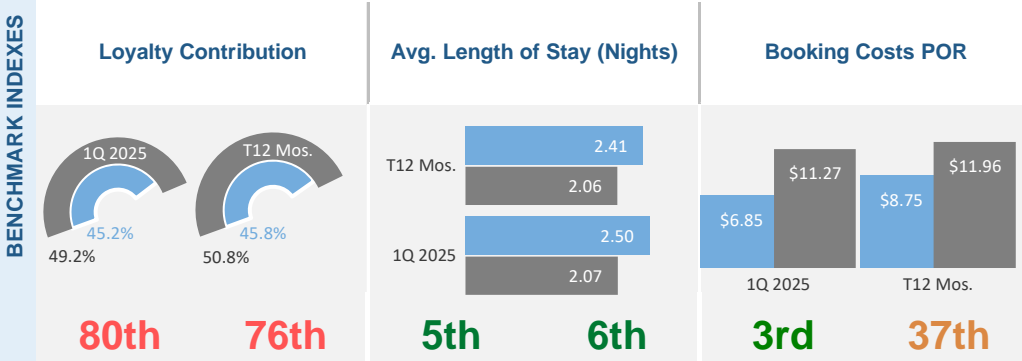


Key Performance Indexes

● Subject Market ● Top 104



Key Benchmark Indexes



Discount and Capitalization Rates

Source: Newmark

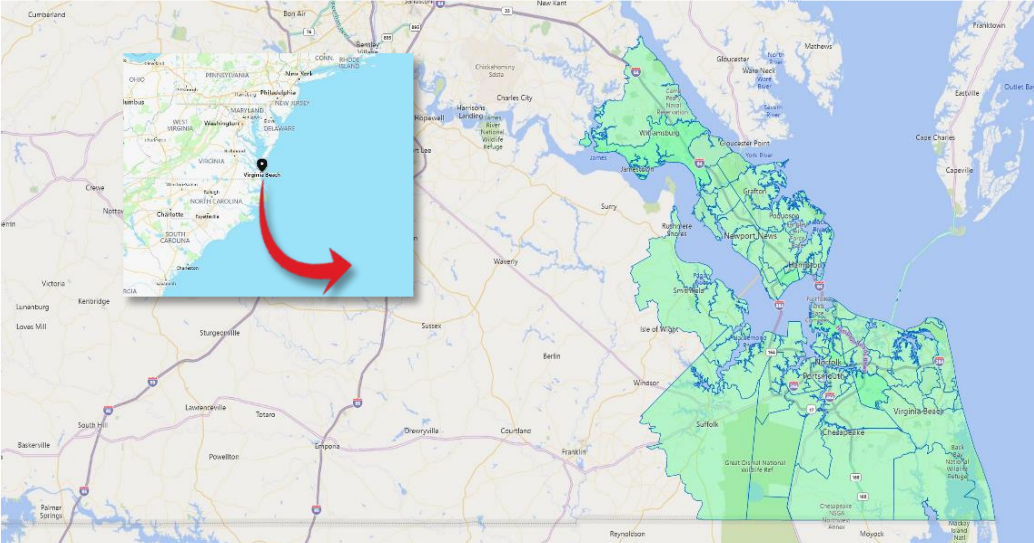


Trends and Risks

Source: Kalibri Labs, Newmark



Location



Quick Facts

<

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						
2016	58.8%	\$96.32	\$56.61	\$88.90	\$7.42	92.3%	44.8%	2.28	41,580	0.98
2017	60.7%	\$99.48	\$60.37	\$91.55	\$7.93	92.0%	47.0%	2.28	41,920	0.98
2018	61.4%	\$103.21	\$63.42	\$95.06	\$8.15	92.1%	49.9%	2.30	41,990	1.08
2019	62.7%	\$107.30	\$67.29	\$98.72	\$8.58	92.0%	54.8%	2.23	41,930	0.97
2020	48.2%	\$91.88	\$45.25	\$85.42	\$6.46	93.0%	36.0%	2.57	41,910	1.35
2021	62.2%	\$117.74	\$75.83	\$108.98	\$8.76	92.6%	38.1%	2.43	41,750	1.37
2022	63.3%	\$121.35	\$78.67	\$112.40	\$8.96	92.6%	38.7%	2.41	41,680	1.19
2023	63.6%	\$123.88	\$80.87	\$114.92	\$8.96	92.8%	39.2%	2.40	41,640	1.03
2024	65.5%	\$127.48	\$84.89	\$118.71	\$8.77	93.1%	45.7%	2.40	41,220	1.12
CAGR: 2016 thru 2024	1.4%	3.6%	5.2%	3.7%	2.1%	0.1%	0.2%	0.7%	-0.1%	1.7%
1Q 2024	57.2%	\$106.13	\$60.71	\$99.23	\$6.90	93.5%	44.8%	2.45	40,800	1.16
1Q 2025	57.7%	\$103.10	\$59.54	\$96.25	\$6.85	93.4%	45.2%	2.50	40,660	0.97

Data provided by: kalibri LABS

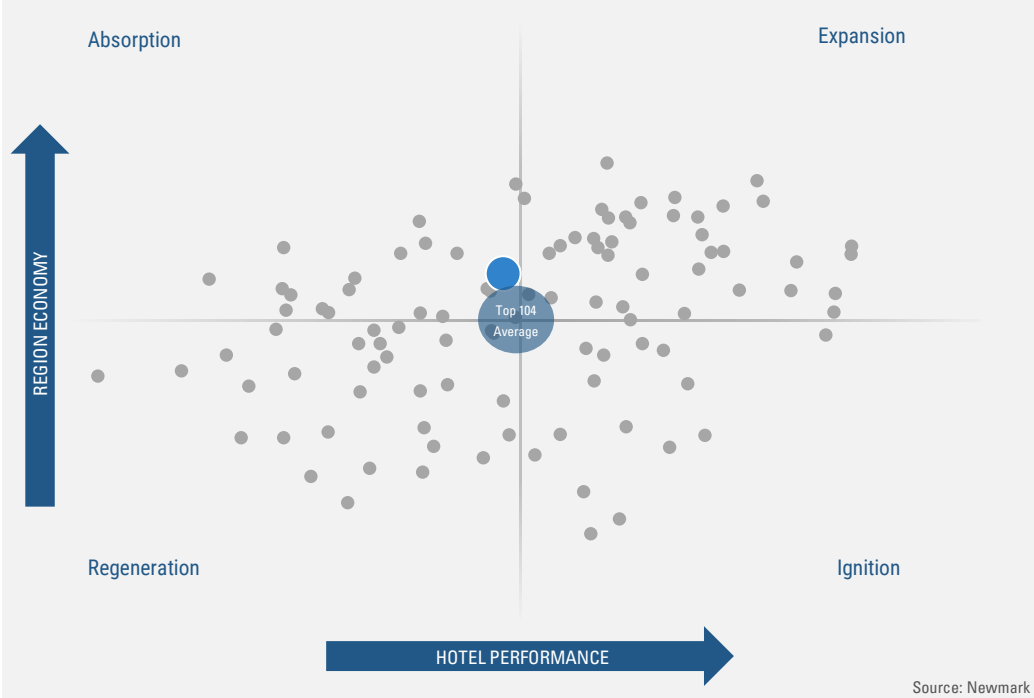
Notable Metrics

HIGHEST	Latest-Quarter Booking Costs POR	Latest-Quarter Average Length of Stay	T12-Month Average Length of Stay
	3rd Very Strong Virginia Beach, VA enjoyed low latest—quarter booking costs POR (\$6.85)	5th Strong The market boasted strong latest—quarter average length of stay (2.50 Nights)	6th Strong The market also benefited from strong T12—month average length of stay (2.41 Nights)
LOWEST	Latest-Quarter COPE ADR	Latest-Quarter Guest Paid ADR	Latest-Quarter Guest Paid RevPAR
	92nd Soft This market exhibited weak latest—quarter COPE ADR (\$96.25)	92nd Soft The market has been hampered by weak latest—quarter Guest Paid ADR (\$103.10)	85th Below Average Virginia Beach, VA also posted weak latest—quarter Guest Paid RevPAR (\$59.54)

Notable Trends

STRONGEST	Long-Term Historical Occupancy Growth	Long-Term Historical Guest Paid RevPAR Growth	Long-Term Historical Supply Growth
	3rd Very Strong Virginia Beach, VA enjoyed strong long—term historical occupancy growth (2.0%)	4th Strong The market exhibited strong long—term historical Guest Paid RevPAR growth (4.8%)	4th Strong The market also has benefited from low long—term historical supply growth (—0.3%)
WEAKEST	Short-Term Historical Supply Growth	Long-Term Historical Booking Costs POR Growth	Short-Term Historical Booking Costs POR Growth
	98th Soft The market has been burdened by high short—term historical supply growth (—0.2%)	81st Below Average We note this area exhibited high long—term historical booking costs POR growth (3.8%)	67th Below Average Virginia Beach, VA also has been impeded by high short—term historical growth in booking costs (3.3%)

Market Performance Stage



Virginia Beach, VA: Absorption Stage

The Virginia Beach, VA 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 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.

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; Chicago, IL; and Miami, FL.
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.

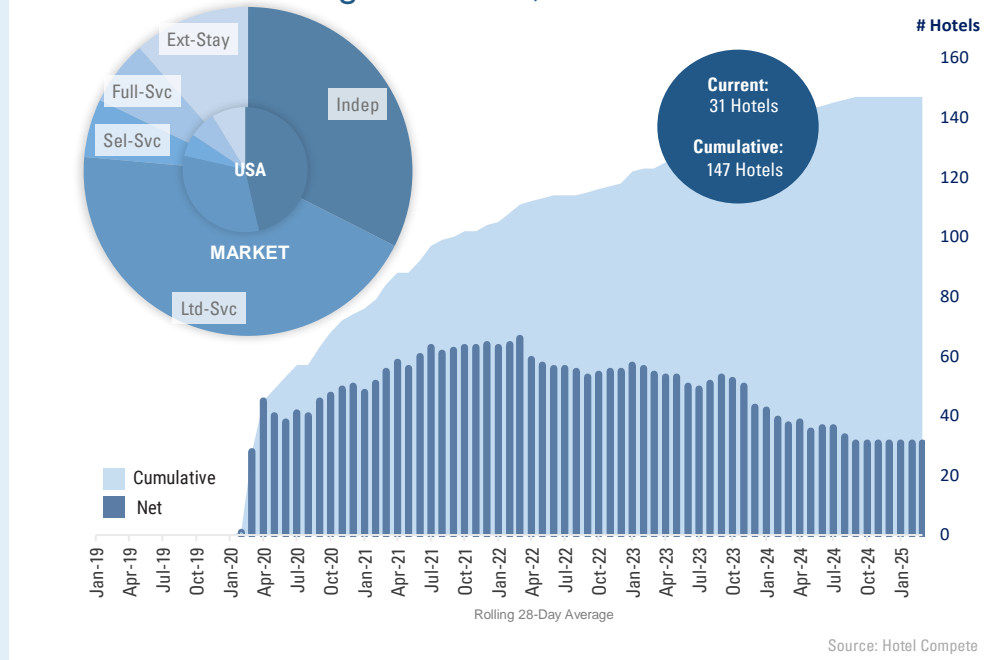
Industry Observations

MOODY'S ANALYTICS	Business Cycle:	Expansion	Moody's Rating
	Employment Growth (2 yr):	0.6%	
	Risk Exposure (402 US markets):	90th Percentile: Above Average	Aaa Investment Grade
	Key Industry Notes:	Port and distribution facilities Low costs of doing business Persistent outflows of residents Dependence on the federal government Low Per capita income	
			Long-term investment grade, Prime-1 short-term outlook

TOP 10 BRANDS	Hampton Inn (1,692)	Hampton Inn (16)
	Courtyard (1,276)	InTown Suites (10)
	InTown Suites (1,271)	Holiday Inn Exp. (10)
	Hilton Garden Inn (1,110)	Courtyard (10)
	Days Inn (1,089)	Ext-Stay America (9)
	Holiday Inn Exp. (1,078)	Econo Lodge (9)
	Holiday Inn (973)	Days Inn (9)
	Marriott (968)	Hilton Garden Inn (8)
	Ext-Stay America (921)	Super 8 (7)
	Residence Inn (836)	Residence Inn (7)

Source: Newmark

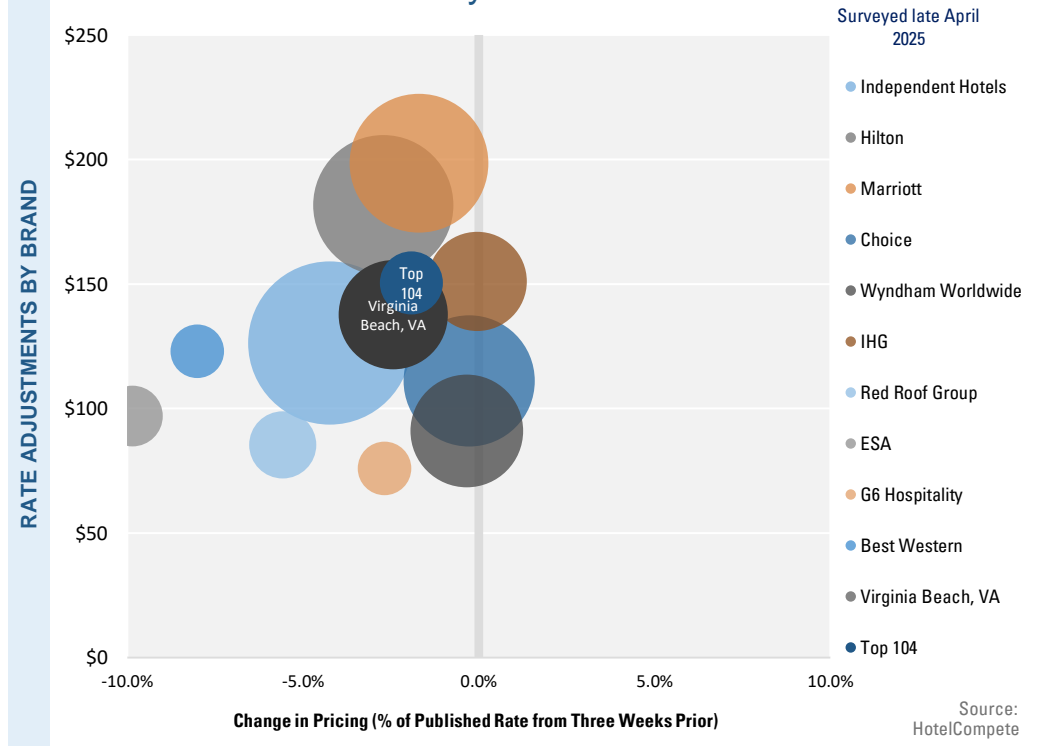
Hotel Closures - Virginia Beach, VA



CATEGORY PENETRATION RELATIVE TO USA
MARCH 2025



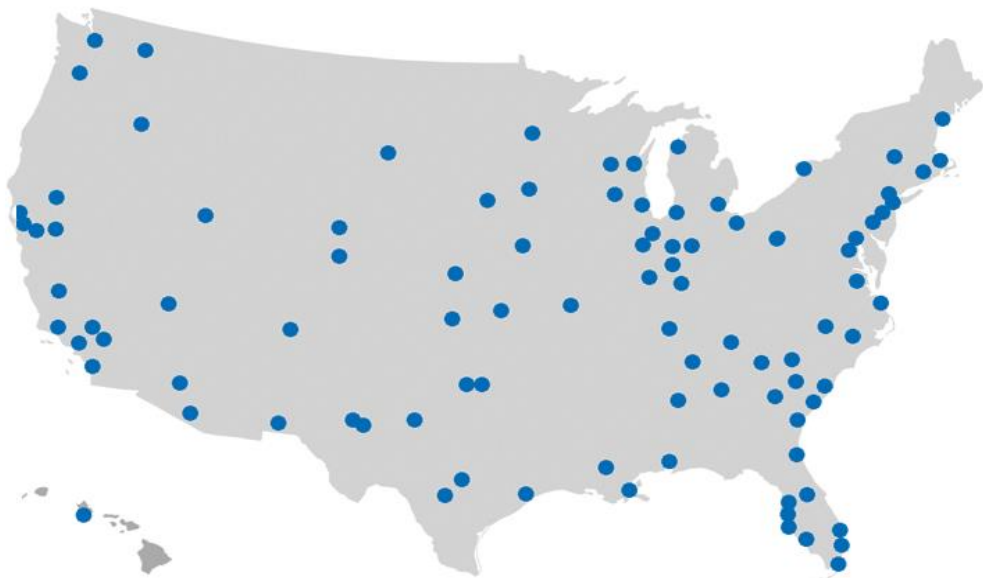
Published Rates: Volatility



Norfolk, VA ● ● USA - Vacancy



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.

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