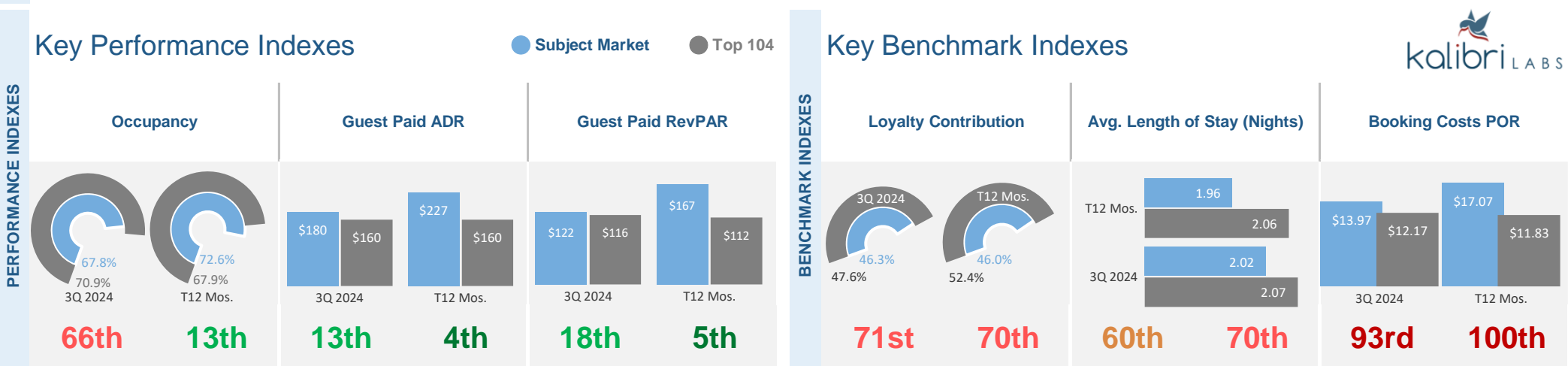
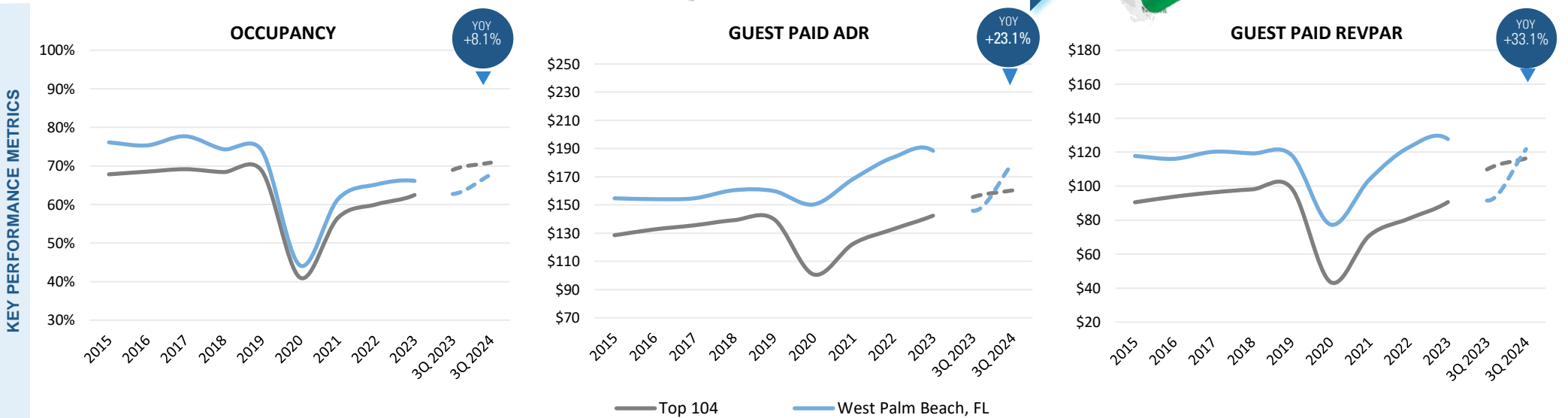
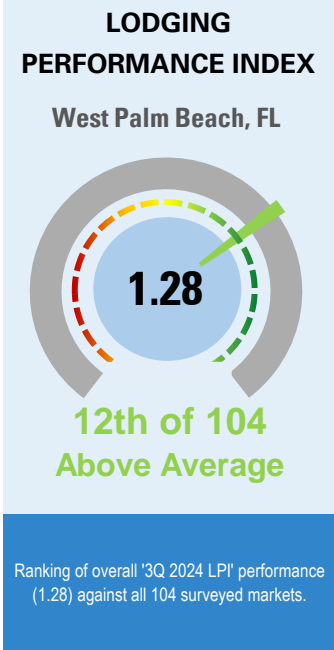
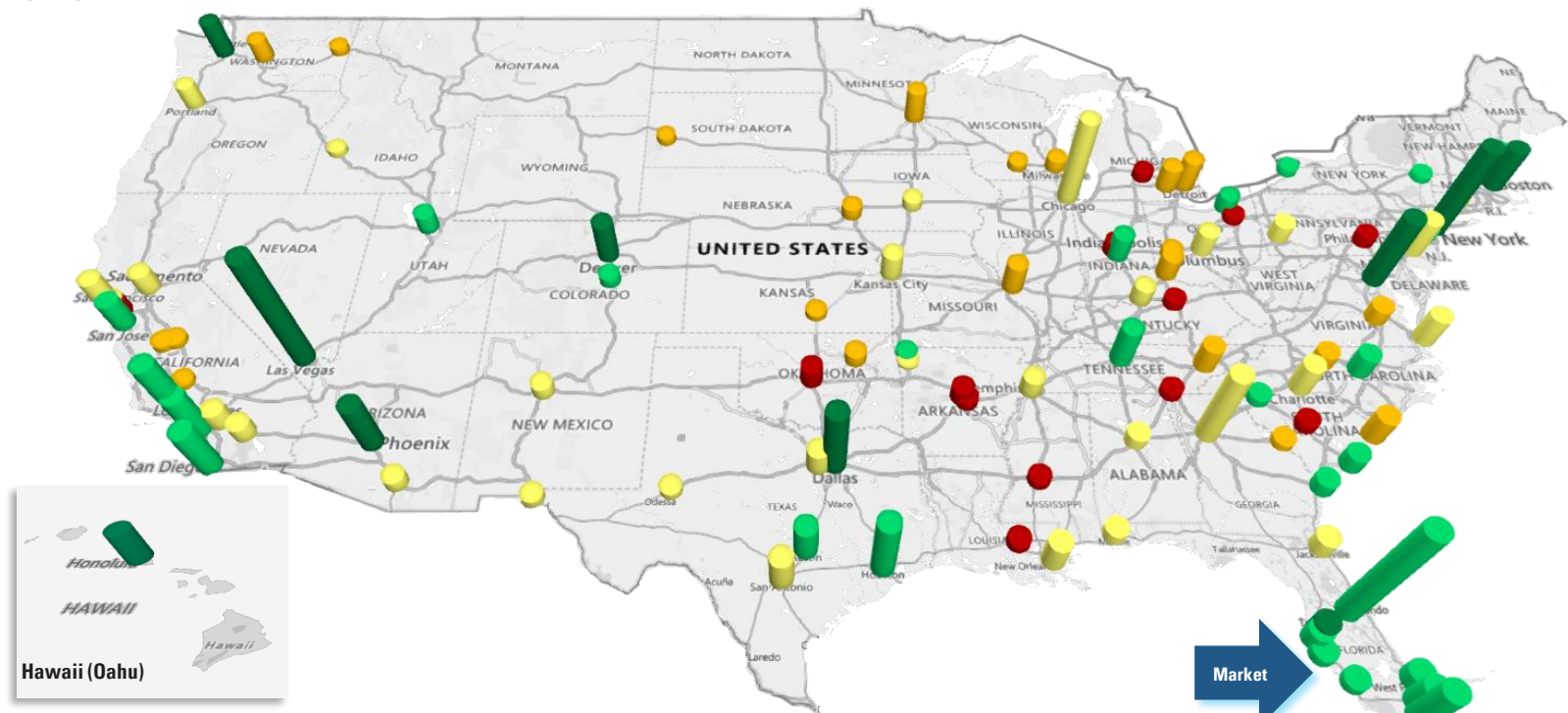


3Q 2024
WEST PALM BEACH, FL



Lodging Performance Index Snapshot



Location



Quick Facts

Jurisdictional Information

Municipal Name:

West Palm Beach

County:

Palm Beach County

State:

Florida

Geo Coordinates (market center):

26.71534, -80.05337

Source: US Census Bureau,
Dept. of Labor Statistics

Major Hotel Demand Generators

Publix Super Markets Inc. | Tenet Healthcare Corp. | NextEra Energy/Florida Power & Light Co. | Comcast | Hospital Corp. of America | Signature Healthcare | Wackenhut Corp. | Winn-Dixie Stores | James A. Haley Veterans Hospital | Florida Atlantic University | Boca Raton Community Hospital | Jupiter Medical Center | Bethesda Memorial Hospital | Office Depot Headquarters | Florida Crystals | The Geo Group | Fanjul Corp. | The Breakers | SimplexGrinnell | Boca Raton Resort & Club

Metrics and Ranking

Population (hotel market area)

1,136,491

Income per Capita

\$49,054

Feeder Group Size

80.5 Persons PSR

Feeder Group Earnings

\$3,946,866 PSR

Total Market Hotel Revenues

\$1.1 billion

Rankings

50th of 104 (Average)

52nd of 104 (Average)

63rd of 104 (Average)

63rd of 104 (Average)

34th 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	76.1%	\$154.76	\$117.77	\$142.96	\$108.79	\$11.81	92.4%	54.3%	2.22	16,500	1.66
2016	75.3%	\$154.14	\$116.09	\$142.36	\$107.22	\$11.78	92.4%	54.7%	2.21	17,190	1.24
2017	77.7%	\$154.75	\$120.22	\$142.77	\$110.91	\$11.98	92.3%	56.3%	2.22	17,480	1.44
2018	74.3%	\$160.50	\$119.27	\$147.75	\$109.80	\$12.75	92.1%	59.9%	2.14	17,630	1.40
2019	74.0%	\$159.93	\$118.34	\$147.38	\$109.06	\$12.55	92.2%	61.8%	2.07	18,350	1.40
2020	44.2%	\$150.39	\$77.41	\$140.28	\$62.01	\$10.11	93.3%	43.1%	2.24	18,860	1.34
2021	61.4%	\$168.54	\$104.03	\$156.27	\$95.97	\$12.27	92.7%	45.6%	2.21	18,740	1.25
2022	65.2%	\$183.76	\$122.82	\$170.45	\$111.09	\$13.30	92.8%	45.8%	2.19	18,550	1.34
2023	66.1%	\$188.43	\$127.69	\$174.84	\$115.58	\$13.59	92.8%	45.7%	2.16	18,390	1.12
CAGR: 2015 thru 2023	-1.7%	2.5%	1.0%	2.5%	0.8%	1.8%	0.1%	-2.1%	-0.3%	1.4%	-4.8%
3Q 2023	62.7%	\$145.95	\$91.52	\$134.57	\$84.38	\$11.39	92.2%	43.3%	2.03	19,800	1.28
3Q 2024	67.8%	\$179.69	\$121.79	\$165.72	\$112.33	\$13.97	92.2%	46.3%	2.02	19,820	1.28

Data provided by: kalibri LABS

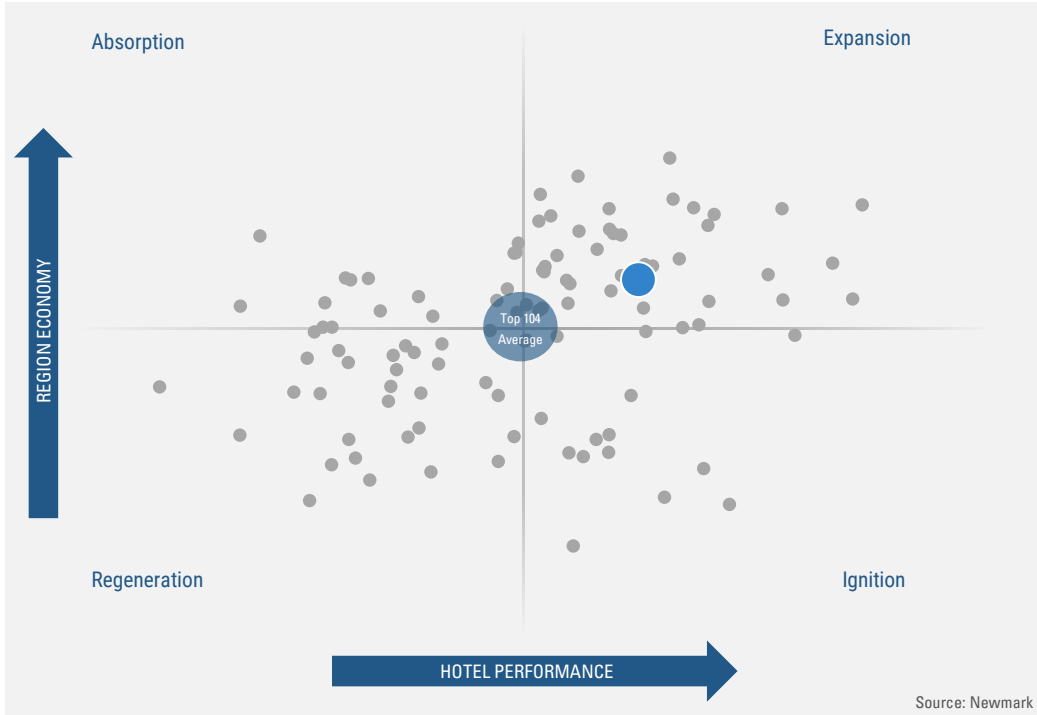
Notable Metrics

HIGHEST	OAR: Economy/Ltd Svc	T12-Month COPE ADR	T12-Month Guest Paid ADR
	3rd Highly Favorable West Palm Beach, FL exhibited favorable OAR metrics in the economy/ltd svc segment (9.3%)	4th Strong The market exhibited strong T12-month COPE ADR (\$210.00)	4th Strong The market also benefited from strong T12-month Guest Paid ADR (\$227.07)
LOWEST	T12-Month Booking Costs POR	Latest-Quarter Booking Costs POR	T12-Month COPE ADR Percentage
	100th Soft This market was burdened by high T12-month booking costs POR (\$17.07)	93rd Soft The market has been burdened by high latest-quarter booking costs (\$13.97)	84th Below Average West Palm Beach, FL also has been hampered by weak T12-month COPE ADR percentage (92.5%)

Notable Trends

STRONGEST	Short-Term Historical Guest Paid ADR Growth	Short-Term Historical Guest Paid RevPAR Growth	Short-Term Historical COPE ADR Growth
	1st Very Strong West Palm Beach, FL exhibited strong short-term historical Guest Paid ADR growth (6.9%)	1st Very Strong The market has benefited from strong short-term historical Guest Paid RevPAR growth (8.2%)	1st Very Strong The market also has benefited from strong short-term historical COPE ADR growth (6.9%)
WEAKEST	Short-Term Historical Loyalty Contribution Growth	Short-Term Historical Booking Costs POR Growth	Long-Term Historical Loyalty Contribution Growth
	Last Soft The market has been hindered by weak short-term historical loyalty contribution growth (1.0%)	103rd Soft We note this area has been impeded by high short-term historical growth in booking costs (7.4%)	103rd Soft West Palm Beach, FL also has been hindered by weak long-term historical loyalty contribution growth (2.4%)

Market Performance Stage



West Palm Beach, FL: Expansion Stage

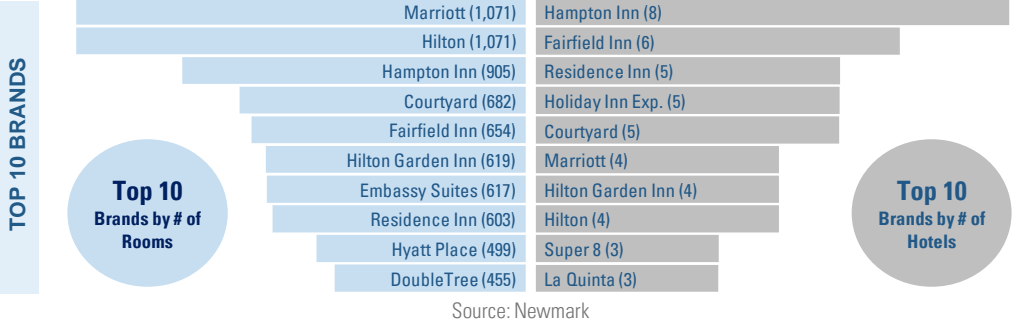
The West Palm Beach, FL market is currently in the 'Expansion' stage of the performance cycle. In this stage, hotels perform adequately, contributing to a resilient economy that has fully exited from the pandemic environment. Displacement demand is high, new hotel supply is feasible (despite barriers 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 .

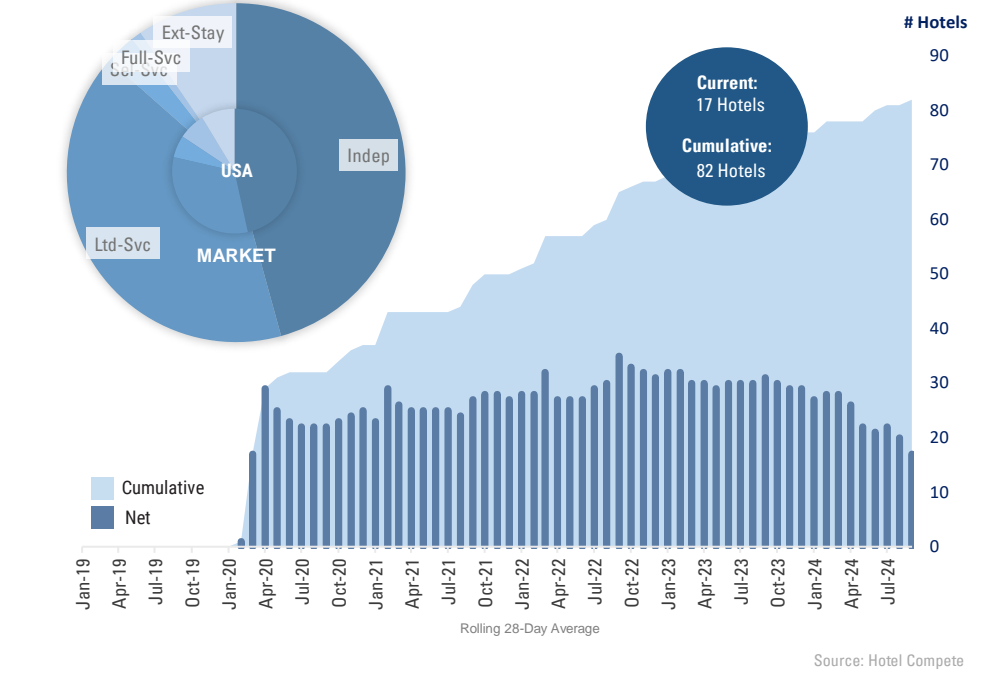
Industry Observations

MOODY'S ANALYTICS	Business Cycle:	At Risk	Moody's Rating
	Employment Growth (2 yr):	1.9%	
	Risk Exposure (402 US markets):	5th Percentile: Low Risk	
	Key Industry Notes:	Favorable migration patterns	
		Vibrant business services	
		Very high per capita income	
		Employment volatility is very high	Aaa Investment Grade
		High cost of living	
			Long-term investment grade, Prime-1 short-term outlook

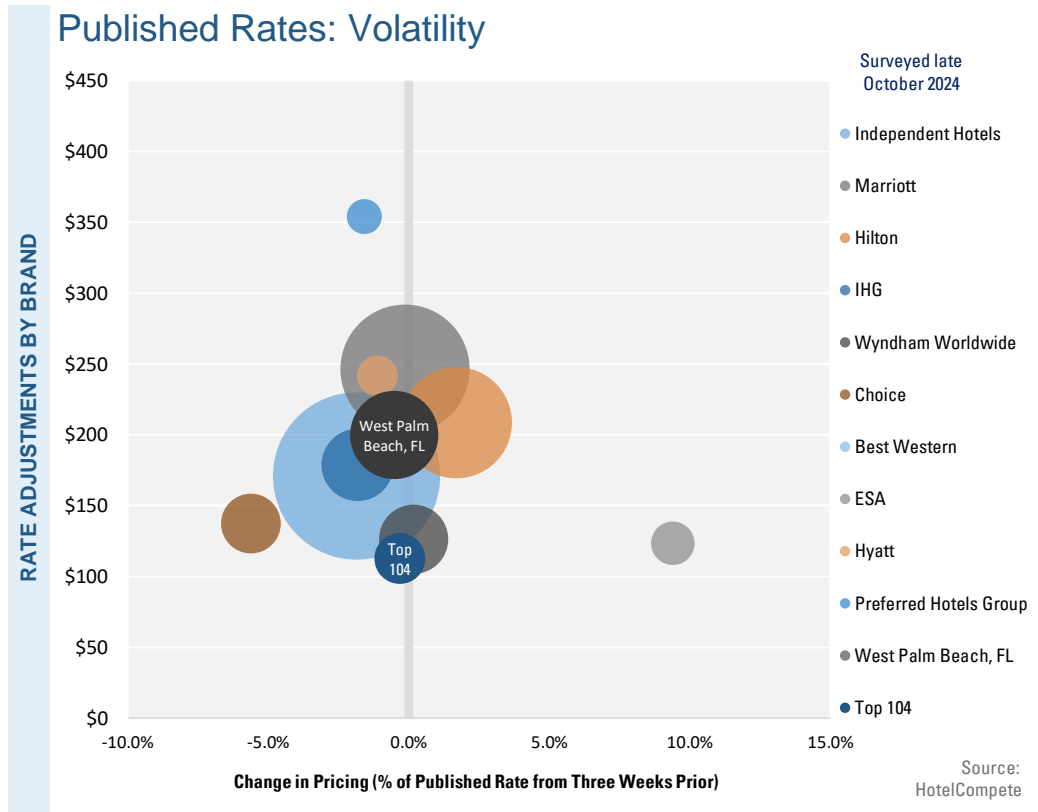


Source: Newmark

Hotel Closures - West Palm Beach, FL



CATEGORY PENETRATION RELATIVE TO USA
SEPTEMBER 2024



#N/A ● 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

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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.

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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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Portfolio Analytics
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Property Tax
We understand every aspect of a property’s operations, allowing us to craft advanced tax strategies.

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