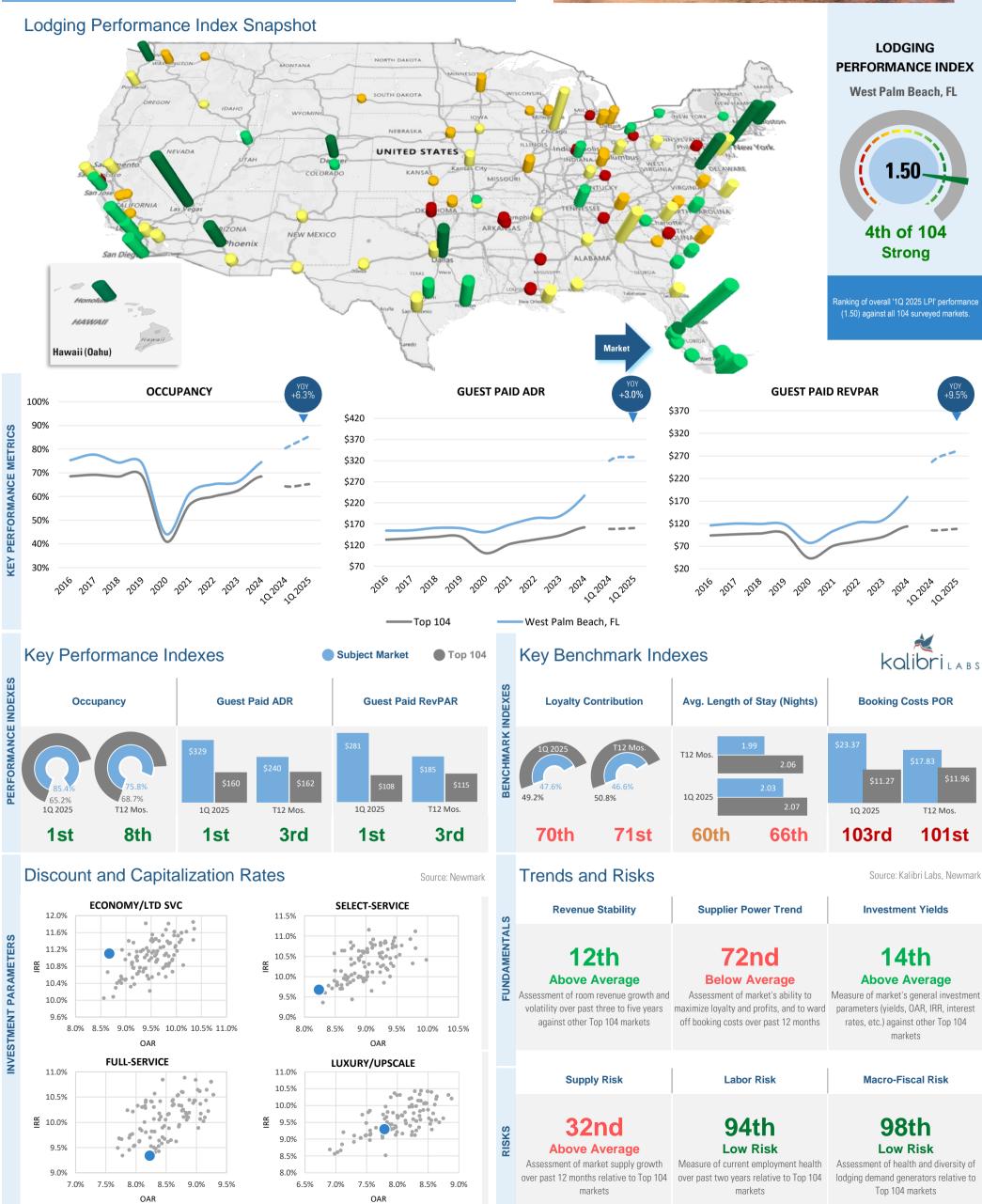
VALUATION & ADVISORY | HOSPITALITY, GAMING & LEISURE HOTEL MARKET NSIGHTS REPORT

1Q 2025 WEST PALM BEACH, FL





Source: US Census Bureau,

Dept. of Labor Statistics

Location



Quick Facts

Jurisdictional Information

West Palm Beach Municipal Name Palm Beach County County: State: Florida Geo Coordinates (market center):

26.71534, -80.05337

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) Income per Capita Feeder Group Size Feeder Group Earnings Total Market Hotel Revenues

Measurement

1,136,491 \$49,054 80.5 Persons PSR \$3,946,866 PSR \$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

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YEAR		Guest Paid		CO	PE	Booking Cost	ADR COPE	Loyalty	Avg Length of	Supply	Performance
ENDING	Occ %	ADR	RevPAR	ADR	RevPAR	POR	%	%	Stay Nights	Rooms	Index (LPI)
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
2024	74.5%	\$237.39	\$179.13	\$219.60	\$163.60	\$17.79	92.5%	46.4%	1.98	19,720	1.48
CAGR: 2016 thru 2024	-0.1%	5.5%	5.6%	5.6%	5.4%	5.3%	0.0%	-2.0%	-1.4%	1.7%	2.2%
10 2024 10 2025	80.3% 85.4%	\$319.45 \$328.96	\$256.60 \$281.00	\$296.24 \$305.59	\$237.95 \$261.04	\$23.22 \$23.37	92.7% 92.9%	46.6% 47.6%	1.97 2.03	19,600 19,730	1.37 1.50

Notable Matrice

Notable Metrics							
HIGHEST	Latest-Quarter Occupancy	Latest-Quarter Guest Paid ADR	Latest-Quarter Guest Paid RevPAR				
	1st	1st	1st				
	Very Strong West Palm Beach, FL enjoyed strong latest—quarter occupancy (85.4%)	Very Strong The market exhibited strong latest—quarter Guest Paid ADR (\$328.96)	Very Strong The market also benefited from strong latest—quarter Guest Paid RevPAR (\$281.00)				
	Latest-Quarter Booking Costs POR	T12-Month Booking Costs POR	T12-Month COPE ADR Percentage				
ST	103rd	101st	82nd				

101st Soft

The market was burdened by high latest—quarter booking costs (\$23.37) T12—month booking costs POR (\$17.83)

82nd Below Average

West Palm Beach, FL also has been hampered by weak T12—month COPE ADR percentage (92.6%)

Notable Trends

ONGEST	3rd Very Strong	11th Above Average	12th Above Average	
	Overall Health of Hotel Market	Short-Term Historical Guest Paid ADR Growth	Short-Term Historical Guest Pai RevPAR Growth	

West Palm Beach, FL has benefited from The market exhibited strong short—term strong general hotel market performance historical Guest Paid ADR growth (4.4%) strong short—term historical Guest Paid (levels and trends of fundamentals)

West Palm Beach, FL: Expansion Stage

Long-Term Historical Average Long-Term Historical Loyalty Length of Stay Growth Contribution Growth

Last Soft

Short-Term Historical Loyalty

Contribution Growth

The market has been hindered by weak short—term historical loyalty contribution long—term historical average length of growth (0.7%)

Last Soft

We note this area exhibited weak stay growth (-1.7%)

Soft

The market also has benefited from

RevPAR growth (4.9%)

West Palm Beach, FL also has been hindered by weak long-term historical loyalty contribution growth (2.1%)

Market Performance Stage

Soft

This market has been burdened by high



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.

The West Palm Beach, FL market is currently in the 'Expansion' stage of the performance cycle. In this stage, hotels perform

Other Stages:

TOP 10 BRANDS

WEAKEST

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.

In the 'Ignition' stage, hotels typically perform adequately for operators to enjoy positive returns, with confidence the economy will remain fully ru performance locally is ignit Chicago, IL; and Miami, FL. 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;

In the 'Absorption' stage, hotels are underperforming but in an economy with resilience and confidence the economy will shed In the "Absorption" stage, hotels are underperforming but in an economy with resilience and confidence the economy war any lingering pandemic impacts, presenting upside for CRE. Barriers to entry are high and the market hosts little or no resupply, allowing for the existing stock of rooms to be absorbed. Example markets in this stage include Fort Worth, TX; Minneapolis, MN; and Portland, OR. any lingering pandemic impacts, presenting upside for CRE. Barriers to entry are high and the market hosts little or no new

Industry Observations

Business Cycle: Employment Growth (2 yr): Risk Exposure (402 US markets): **Key Industry Notes:**

At Risk

1.4% 5th Percentile: Low Risk Favorable migration patterns Vibrant business services Very high per capita income Employment volatility is very high High cost of living

Moody's Rating

Aaa **Investment Grade**

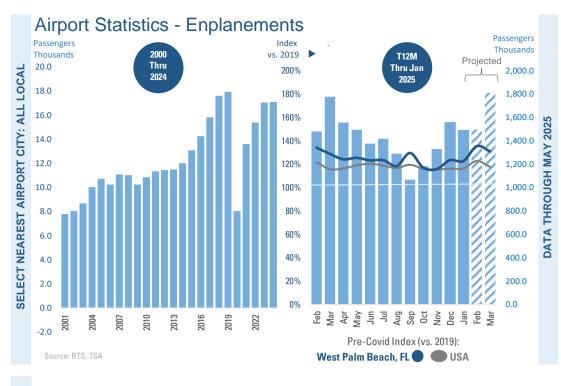
Long-term investment grade, Prime-1 short-term outlook

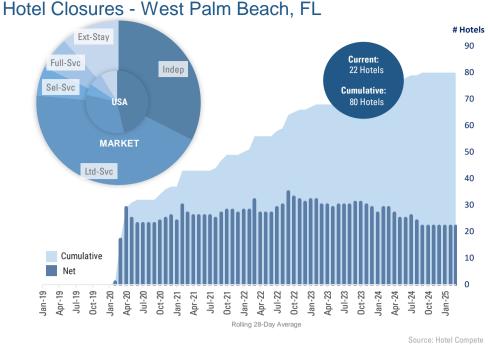
Marriott (1,071) Hilton (1,071) Hampton Inn (905) Fairfield Inn (654) Hilton Garden Inn (619) **Top 10** Embassy Suites (617) Brands by # of Residence Inn (603) Rooms Hvatt Place (499) DoubleTree (455) La Quinta (3)

Top 10

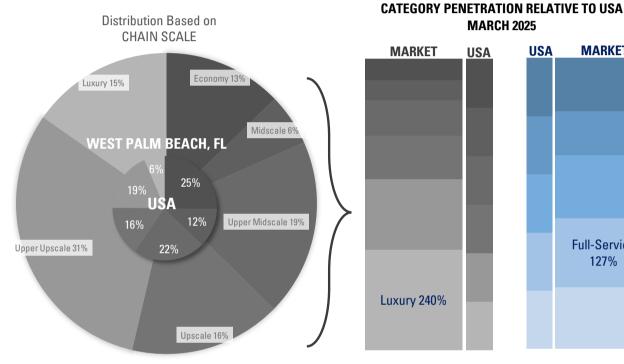
Brands by # of

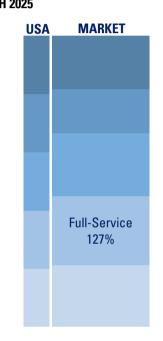
Hotels

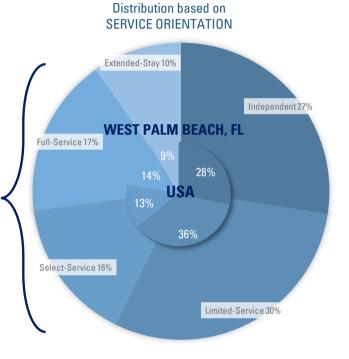


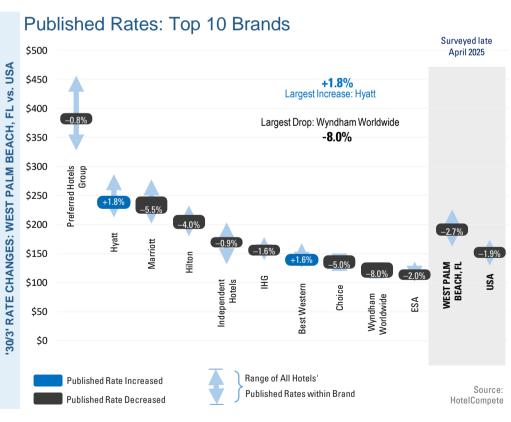


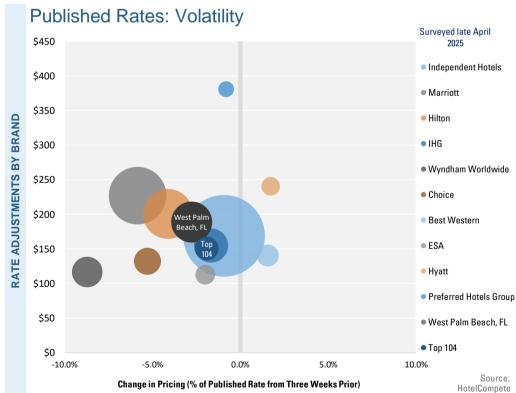




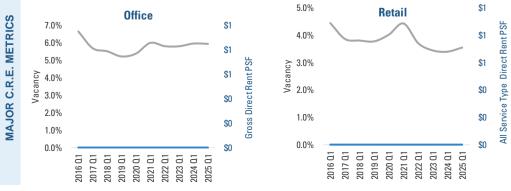


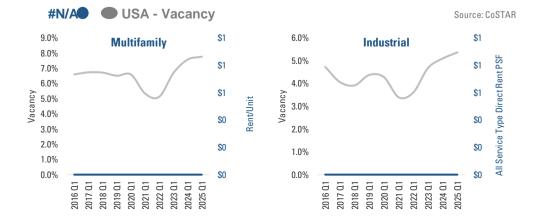






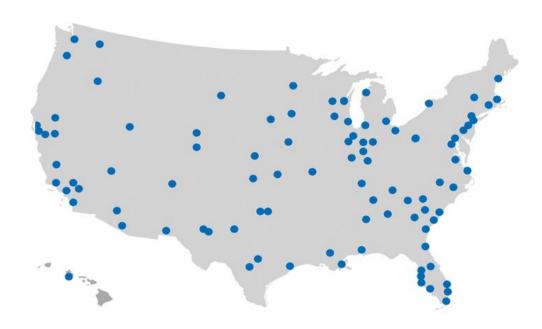






SCALE AND SERVICE ORIENTATION

Nsights Hotel Market Reports Coverage



Albuquerque, NM Anaheim, CA Arkansas State Area, AR Atlanta, GA Augusta, GA Austin, TX Bakersfield CA Baltimore, MD Baton Rouge, LA Bentonville, AR Birmingham, AL Boise City, ID Buffalo, NY Charleston, SC Charlotte, NC Chattanooga, TN Chicago, IL Cincinnati, OH Cleveland, OH Colorado Springs, CO Columbia, SC Columbus, OH Dallas, TX

Des Moines, IA Detroit, M El Paso, TX Fayetteville, AR Fort Lauderdale, FL Fort Myers, FL Fort Worth, TX Fresno, CA Greensboro. NC Greenville, SC Harrisburg, PA Hartford, CT Houston, TX Indiana North Area, IN Indiana South Area, IN Indianapolis, IN Jackson, MS Jacksonville, FL Kansas City, MO Knoxville, TN Las Vegas, NV (Non-Strip) Lexington, KY Little Rock, AR Los Angeles, CA

Louisville, KY Madison, WI Memphis, TN Miami, FL Michigan North Area, MI Michigan South Area, MI Milwaukee, WI Minneapolis, MN Mobile, AL Myrtle Beach, SC Nashville, TN New Brunswick, NJ New Orleans, LA New York, NY Newark, NJ Oahu Island, HI (Branded) Oakland, CA Odessa-Midland, TX Oklahoma City, OK Omaha, NE Orlando, FL (Non-Disney) Palm Desert, CA Philadelphia, PA Phoenix, AZ Pittsburgh, PA Portland, ME

Portland, OR Raleigh, NC Rapid City, SD Richmond, VA Sacramento, CA Saint Louis, MO Saint Petersburg, FL Salt Lake City, UT San Antonio, TX San Bernardino, CA San Diego, CA San Francisco, CA San Joaquin Valley, CA San Jose, CA Sarasota, FL Seattle, WA Spokane, WA Tampa, FL Tucson, AZ Tulsa, OK Virginia Beach, VA Washington State Area, WA Washington, DC West Palm Beach, FL Wichita, KS

*Customized market reports available upon request

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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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