VALUATION & ADVISORY
3Q 2021 HOTEL MARKET NSIGHTS REPORT

Hospitality, Gaming & Leisure Practice

New York, NY

Fundamentals Dashboard

KEY PERFORMANCE METRICS

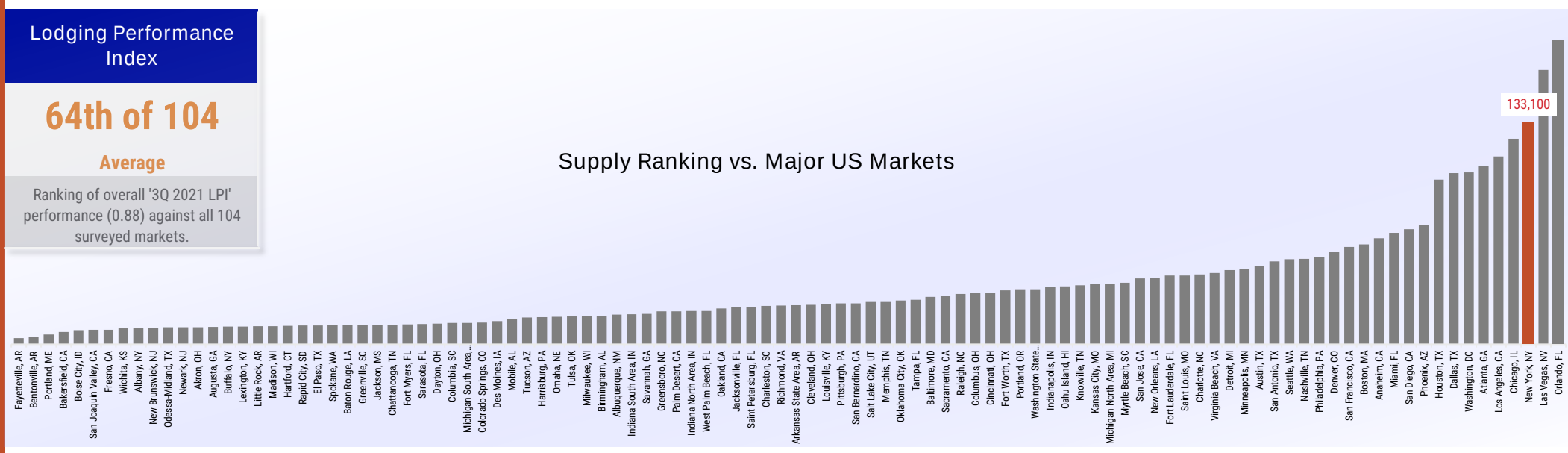
Lodging Performance Index

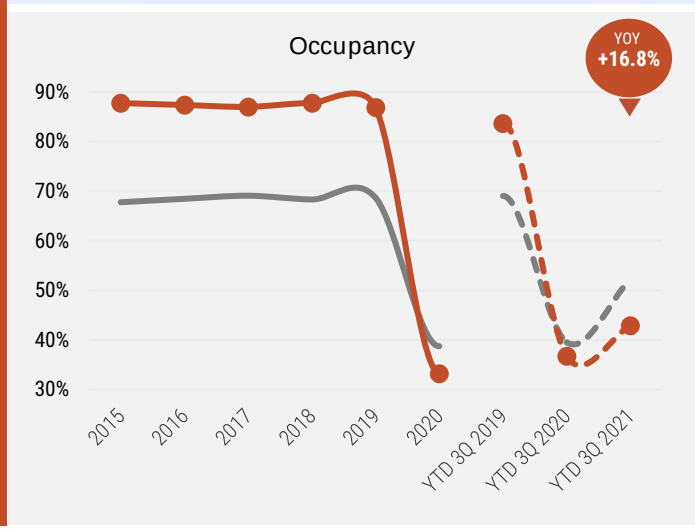
64th of 104

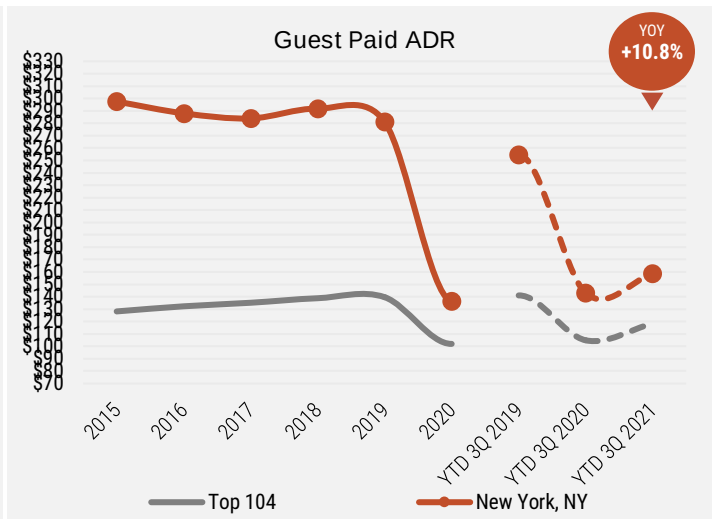
Average

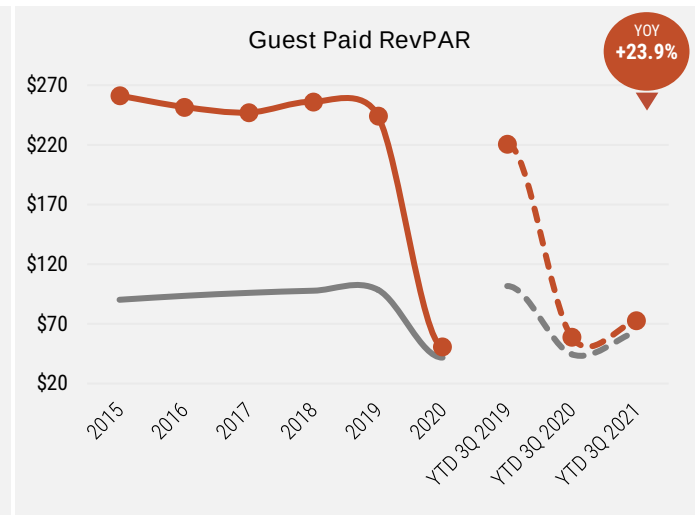
Ranking of overall '3Q 2021 LPI' performance (0.88) against all 104 surveyed markets.

Supply Ranking vs. Major US Markets









PERFORMANCE INDEXES

Key Performance Indexes

Subject Market | Top 104

Occupancy		Guest Paid ADR		Guest Paid RevPAR	
56.7% / 60.4%	37.8% / 48.3%	$212 / $137	$148 / $112	$120 / $83	$61 / $56
3Q 2021	T12 Mos.	3Q 2021	T12 Mos.	3Q 2021	T12 Mos.
87th	99th	3rd	5th	8th	32nd

BENCHMARK INDEXES

Key Benchmark Indexes

Data provided by: kalibri LABS

Loyalty Contribution		Avg. Length of Stay (Nights)		Booking Costs POR	
3Q 2021: 43.3% / 48.6%	T12 Mos.: 32.9% / 46.7%	T12 Mos.: 2.24 / 2.13	3Q 2021: 1.97 / 2.09	$17.10 / $10.81	$11.37 / $8.56
3Q 2021	T12 Mos.			3Q 2021	T12 Mos.
99th	104th	66th	20th	100th	96th

INVESTMENT PARAMETERS

Discount and Capitalization Rates

Source: Newmark

FUNDAMENTALS

Trends and Risks

Source: Kalibri Labs, Newmark

Revenue Stability	Supplier Power Trend	Investment Yields
90th	**104th**	**2nd**
Soft	**Soft**	**Strong**
Assessment of room revenue growth and volatility over past three to five years against other Top 104 markets	Assessment of market's ability to maximize loyalty and profits, and to ward off booking costs over past 12 months	Measure of market's general investment parameters (yields, OAR, IRR, interest rates, etc.) against other Top 104 markets

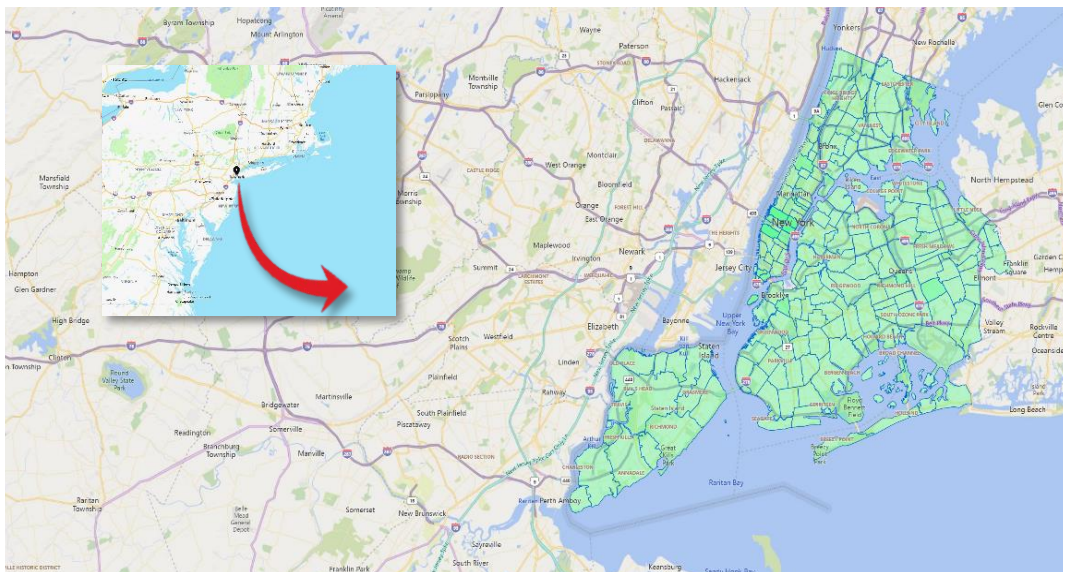
RISKS

Supply Risk	Labor Risk	Macro-Fiscal Risk
92nd	**2nd**	**45th**
Low Risk	**High Risk**	**Average Risk**
Assessment of market supply growth over past 12 months relative to Top 104 markets	Measure of current employment health over past two years relative to Top 104 markets	Assessment of health and diversity of lodging demand generators relative to Top 104 markets

Newmark Hotel Market Nsights Report - 3Q 2021

New York, NY

Location



Quick Facts

Jurisdictional Information

Source: US Census Bureau, Dept. of Labor Statistics

Municipal Name:	New York City
County:	Bronx County, Kings County, New York County, and others
State:	New York
Geo Coordinates (market center):	40.66347, -73.9387

Major Hotel Demand Generators

Montefiore Health System | Mount Sinai Health System | JPMorgan Chase & Co. | Bank of America | New York-Presbyterian Healthcare System | NYU Langone Medical Center | Macy's Inc. | Verizon Communications | Columbia University | Citigroup Inc. | Morgan Stanley | Memorial Sloan-Kettering Cancer Center | City University of New York | PwC | Staffing Alternatives | Delta Air Lines Inc. | Time Warner Inc. | American Airlines | Archdiocese of New York | Rutgers, The State University of New Jersey

Metrics and Ranking	Measurement	Rankings
Population (hotel market area)	7,328,431	3rd of 104 (Very Large)
Income per Capita	$57,782	23rd of 104 (Above Average)
Feeder Group Size	149 Persons PSR	87th of 104 (Below Average)
Feeder Group Earnings	$8,608,423 PSR	94th of 104 (Soft)
Total Market COPE	$2.7 billion	5th of 104 (Strong)

Key Performance Metrics

Data provided by: kalibri LABS

YEAR ENDING	Occ %	Guest Paid ADR	Guest Paid RevPAR	COPE* ADR	COPE* RevPAR	Booking Cost POR	ADR COPE* %	Loyalty %	Avg. Length of Stay (Nights)	Supply (Available Rms)	Performance Index (LPI)
2015	87.8%	$297.56	$261.23	$268.84	$236.01	$28.72	90.3%	41.6%	2.06	102,800	1.65
2016	87.4%	$288.07	$251.79	$260.00	$227.26	$28.07	90.3%	44.1%	2.05	107,400	1.35
2017	87.0%	$283.92	$247.11	$256.52	$223.26	$27.40	90.3%	44.7%	2.04	110,900	1.30
2018	87.8%	$291.80	$256.18	$265.10	$232.73	$26.70	90.8%	45.9%	2.02	111,800	1.59
2019	86.9%	$281.11	$244.28	$255.72	$222.22	$25.39	91.0%	49.6%	1.81	132,700	1.15
2020	33.2%	$136.12	$50.53	$126.66	$42.00	$9.46	93.0%	29.2%	3.14	129,800	0.91
CAGR: 2015 thru 2020	**-17.7%**	**-14.5%**	**-28.0%**	**-14.0%**	**-29.2%**	**-19.9%**	**0.6%**	**-6.9%**	**8.8%**	**4.8%**	**-11.3%**
YTD 3Q 2019	83.6%	$254.31	$220.59	$231.20	$200.54	$23.10	90.9%	48.0%	1.82	128,100	1.28
YTD 3Q 2020	36.7%	$143.05	$58.72	$133.15	$54.18	$9.90	93.1%	30.1%	3.41	133,100	1.18
YTD 3Q 2021	42.9%	$158.48	$72.76	$146.05	$66.97	$12.44	92.2%	35.1%	2.21	130,300	0.88
% Change	**16.8%**	**10.8%**	**23.9%**	**9.7%**	**23.6%**	**25.6%**	**-1.0%**	**16.4%**	**-35.3%**	**-2.1%**	**-25.5%**

*COPE: Contribution to Operating Profit and Expenses. Metrics do not account for Sales and Marketing Spend.

Notable Metrics

HIGHEST

OAR: Luxury/Upscale	Latest-Quarter COPE ADR	Latest-Quarter Guest Paid ADR
1st	**3rd**	**3rd**
Highly Favorable	**Strong**	**Strong**
New York, NY exhibited favorable OAR metrics in the luxury/upscale segment (6.1%)	The market exhibited strong latest-quarter COPE ADR ($195.28)	The market also exhibited strong latest-quarter Guest Paid ADR ($212.38)

LOWEST

T12-Month Loyalty Contribution	Latest-Quarter Booking Costs POR	T12-Month Occupancy
104th	**100th**	**99th**
Soft	**Soft**	**Soft**
This market has been hindered by weak T12-month loyalty contribution (32.9%)	The market has been burdened by high latest-quarter booking costs ($17.10)	New York, NY also has been hindered by weak T12-month occupancy (37.8%)

Notable Trends

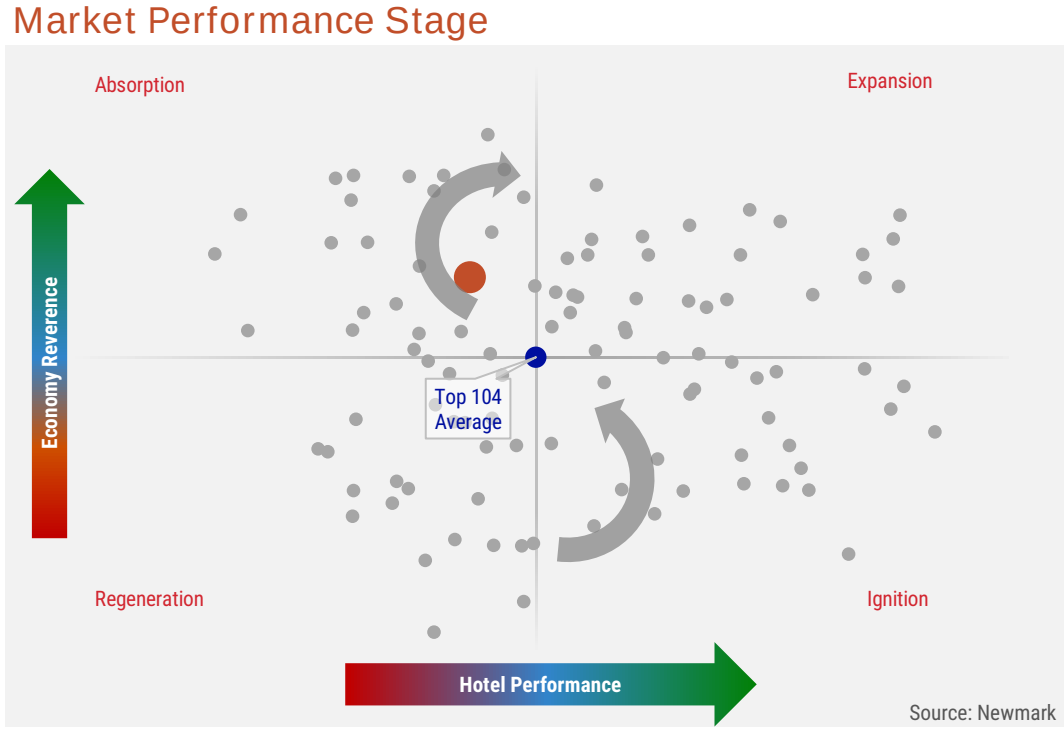
FASTEST

Long-Term Historical Booking Costs POR Growth	T12-Month Rooms Supply Growth	Short-Term Historical Booking Costs POR Growth
8th	**13th**	**19th**
Strong	**Above Average**	**Above Average**
New York, NY has benefited from low long-term historical booking costs POR growth (-3.8%)	The market exhibited low rooms supply growth over the last 12 months (-0.7%)	The market also enjoyed low short-term historical growth in booking costs (-4.8%)

SLOWEST

Short-Term Historical Occupancy Growth	Short-Term Historical Average Length of Stay Growth	Short-Term Historical LPI Growth
98th	**97th**	**94th**
Soft	**Soft**	**Soft**
The market has been hindered by weak short-term historical occupancy growth (-9.7%)	We note this area exhibited weak short-term historical average length of stay growth (-1.0%)	New York, NY also has been hampered by weak short-term historical LPI growth (-15.5%)

Market Performance Stage



Source: Newmark

New York, NY: Absorption Stage

Absorption

The New York, NY 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 recover from the COVID-19 crisis, presenting upside for CRE. Barriers to entry are high and the market typically hosts little or no new supply, allowing for the existing stock of rooms to be absorbed. Example markets in this stage include Anaheim, CA; Austin, TX; and Boston, MA.

Other Stages:

Regeneration

In the 'Regeneration' stage, hotels and the underlying economy are generally 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 Cincinnati, OH; Detroit, MI; and New Orleans, LA.

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; Miami, FL; and Michigan North Area, MI.

Expansion

In the 'Expansion' stage, hotels generally perform adequately and in an economy with resilience and higher confidence the economy will recover from the COVID-19 crisis. Barriers to entry are low, displacement demand is high, and the market typically experiences an expansion of both hotel supply and general economic conditions. Example markets in this stage include Atlanta, GA; Fort Lauderdale, FL; and Fort Worth, TX.

MOODY'S ANALYTICS

Industry Observations

Business Cycle:	In Recovery
Employment Growth (2 yr):	-3.2%
Risk Exposure (402 US markets):	83rd Percentile: Above Average
Key Industry Notes:	Financial, medical center Financial capital of the world High per capita income International immigration High costs: taxes, housing

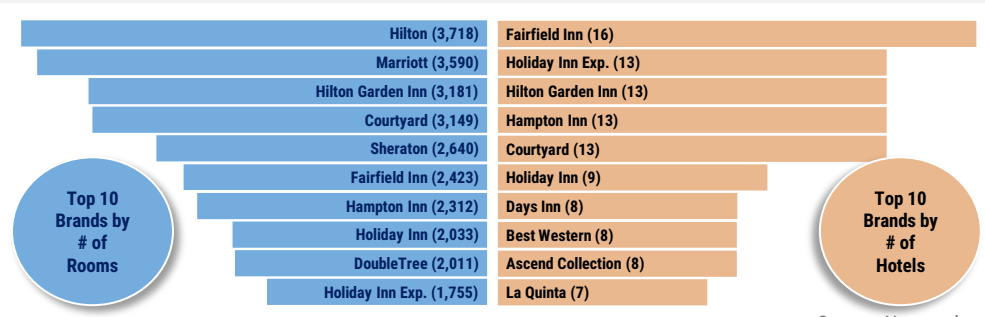
Moody's Rating

Aa1

Investment Grade

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

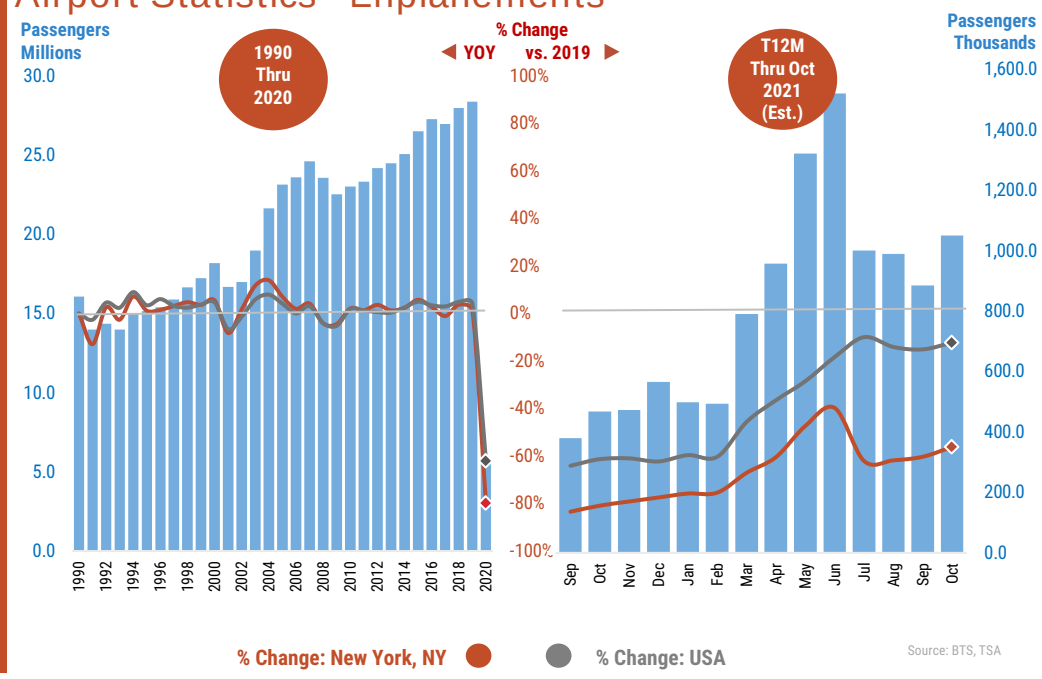
TOP 10 BRANDS



Source: Newmark

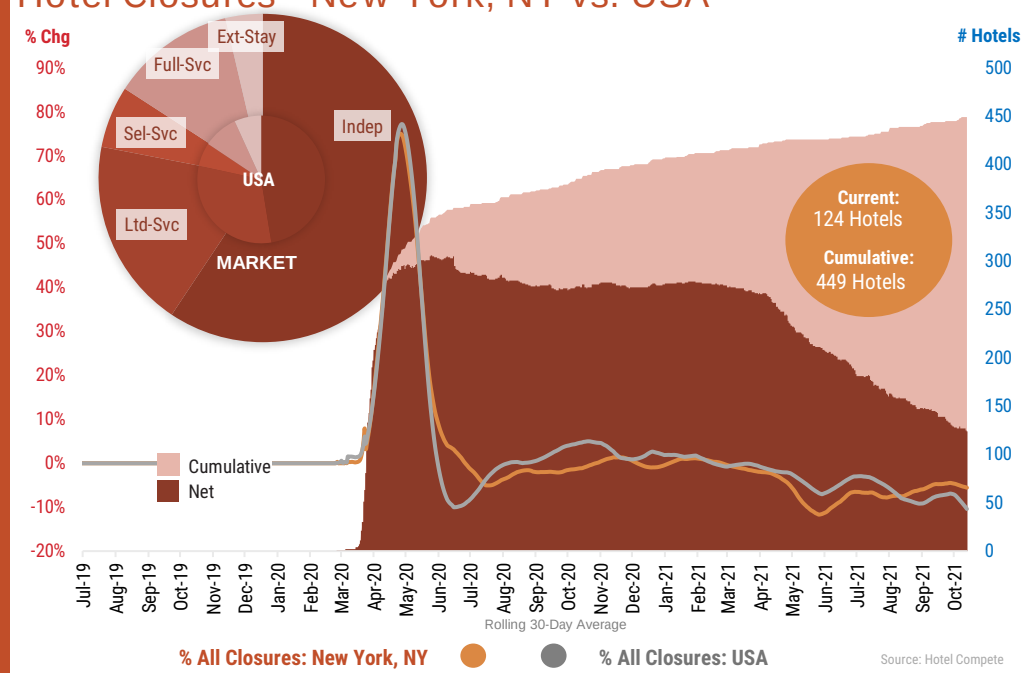
Airport Statistics - Enplanements

NEW YORK, NY: ALL LOCAL



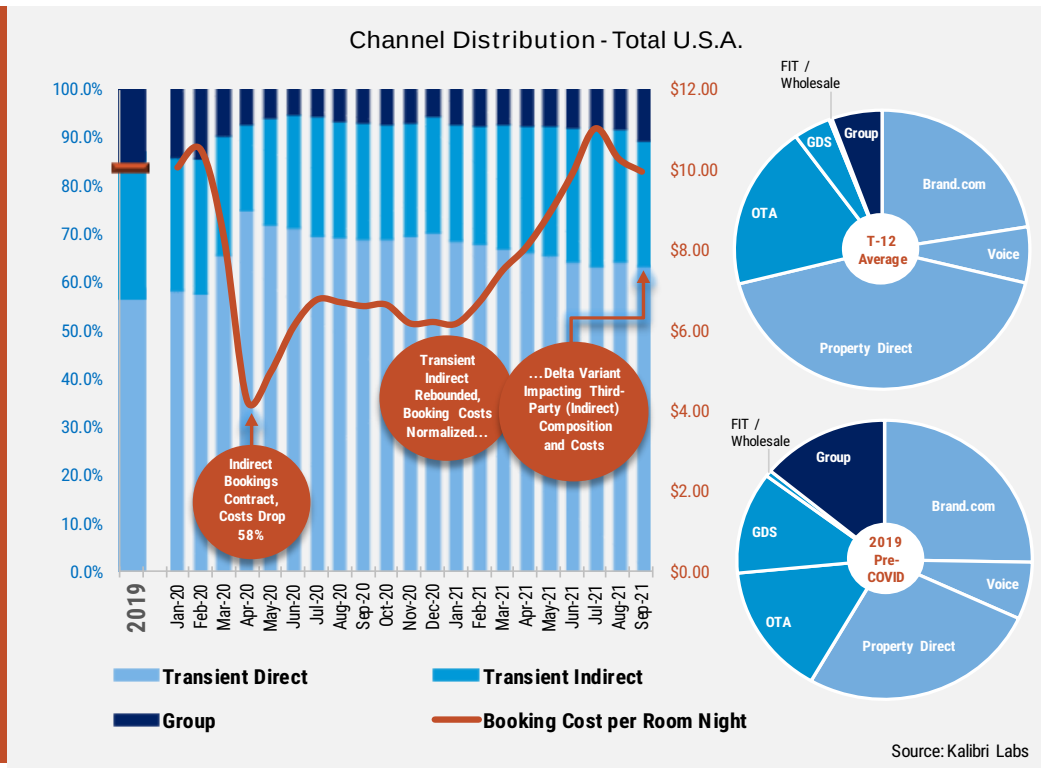
Hotel Closures - New York, NY vs. USA

DATA THROUGH OCTOBER 2021



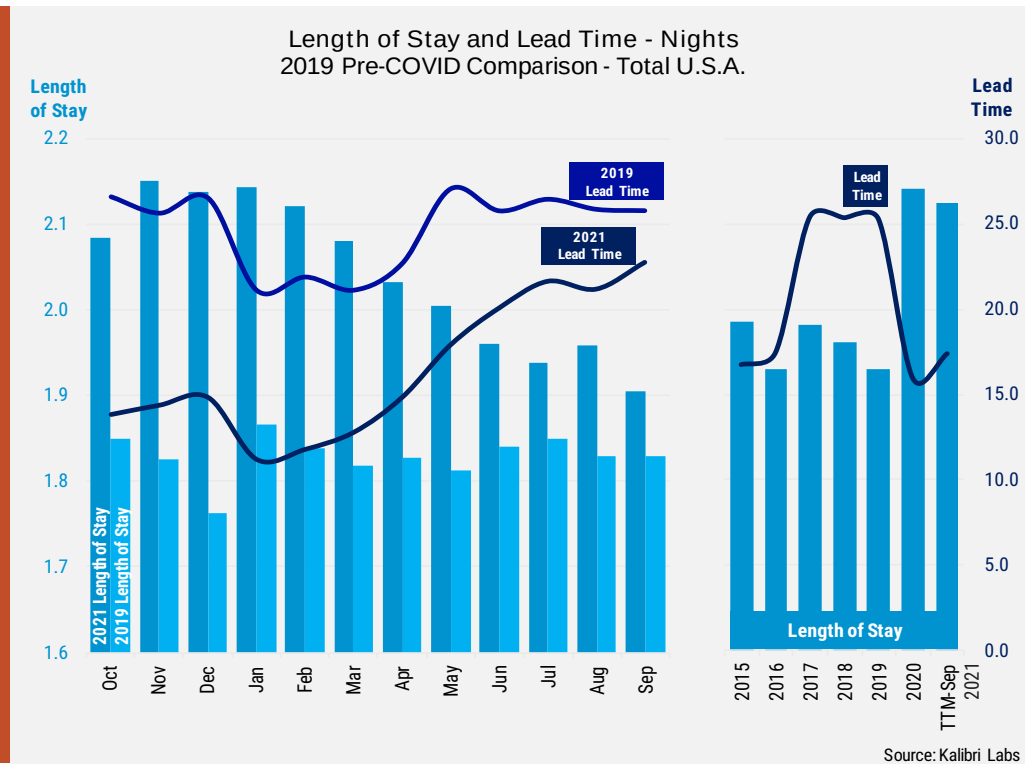
National Trends Dashboard - Channel Distribution

DISTRIBUTION AND COST



National Trends Dashboard - Duration

NIGHTS



Newmark Hotel Market Nsights Report 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

MARKET DISCLAIMERS

Las Vegas, NV; Oahu, HI; Orlando, FL: market data based on actual reporting properties only. Excludes vast majority of casino properties and assets located within the "strip" district of Las Vegas, as well as the vast majority of Disney-associated assets, which comprises most of the Orlando market.

Total Supply The total supply figures are aggregated estimates from multiple third-party sources.

Air Passenger Statistics The latest two months are estimates based on daily national trends reported by TSA. These data are subject to revision.

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