



STR Lodging Market Overview

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Agenda

Strapline



1.

**Total US
Overview**

2.

**Lee County, FL
Performance**

3.

**County
Comparison**

4.

Forecast

We've come a long way since 2020!

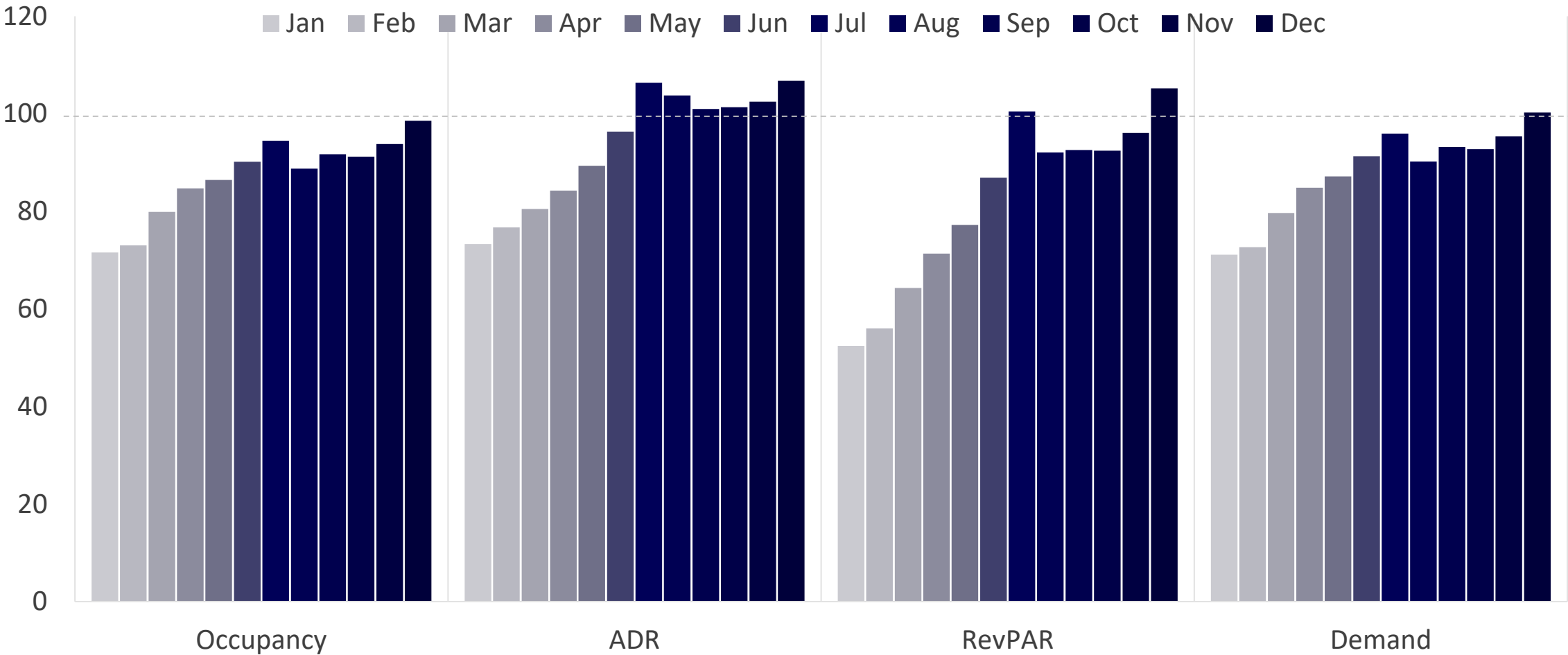
Full Year, Total US



	Actuals	2019 Index
Room Supply	2.0 bn	103%
Room Demand	1.1 bn	88%
Occupancy	57.6%	87%
ADR	\$125	95%
RevPAR	\$72	83%
Room Revenue	\$143 bn	84%

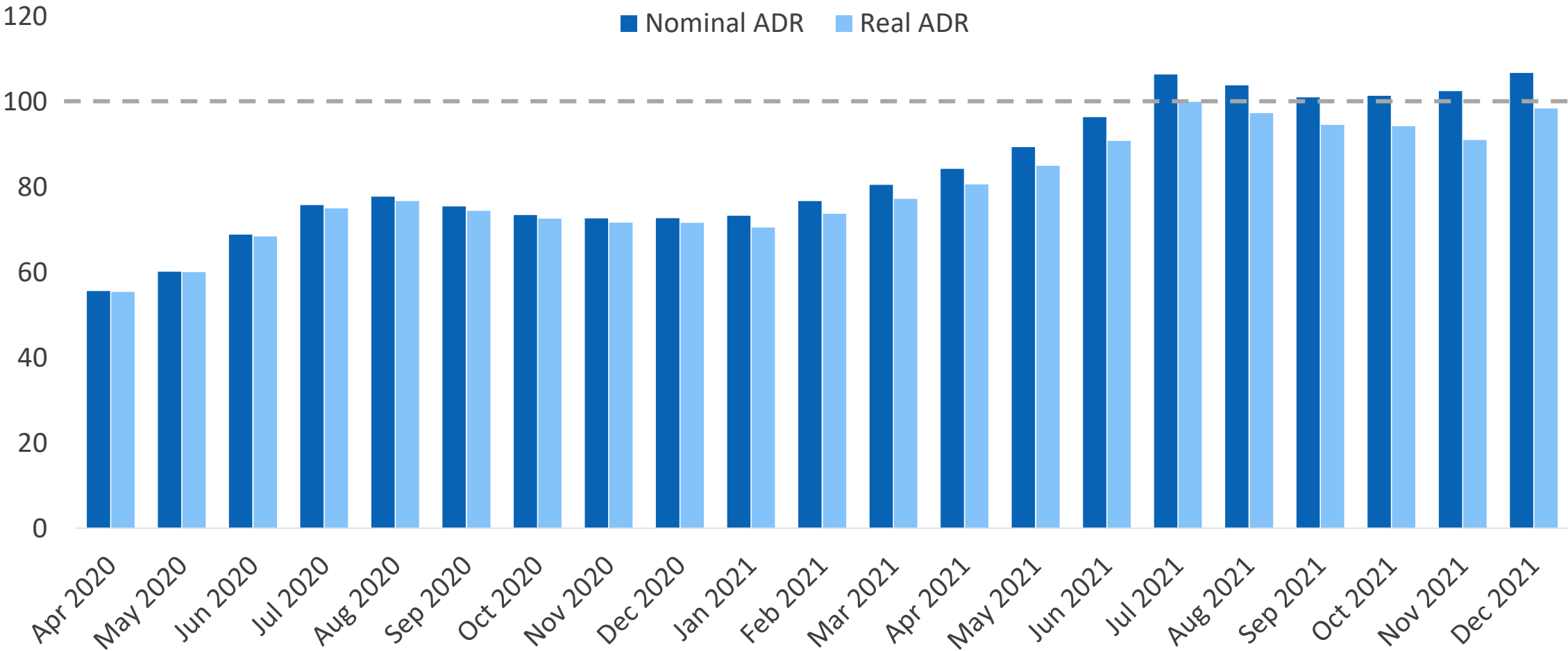
Year in review: Significant improvement across all metrics

Total U.S., performance (standard) indexed to 2019, Jan – Dec 2021



Although ADR gains eaten by inflation

Total U.S., ADR indexed to 2019, Apr 2020 – Dec 2021

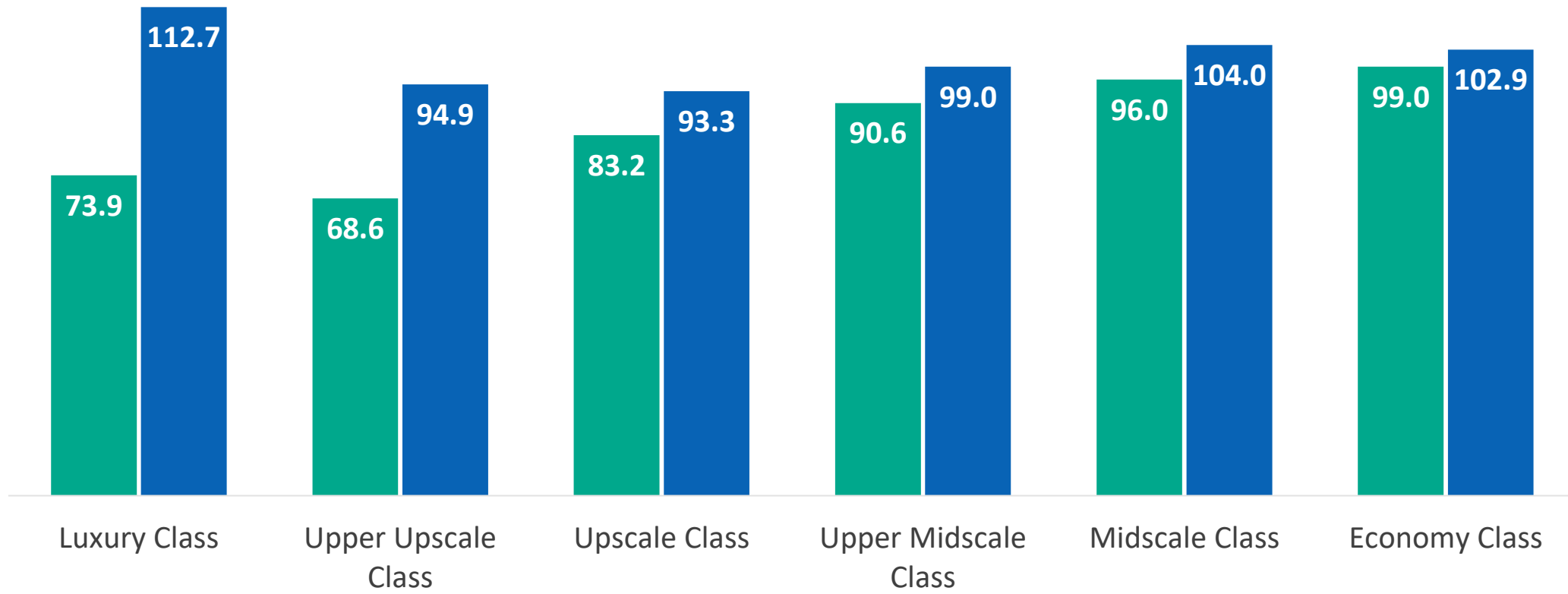


Year in review: Low-end occ and high-end ADR drove recovery

Total U.S., Occupancy and ADR indexed to 2019, Full Year 2021

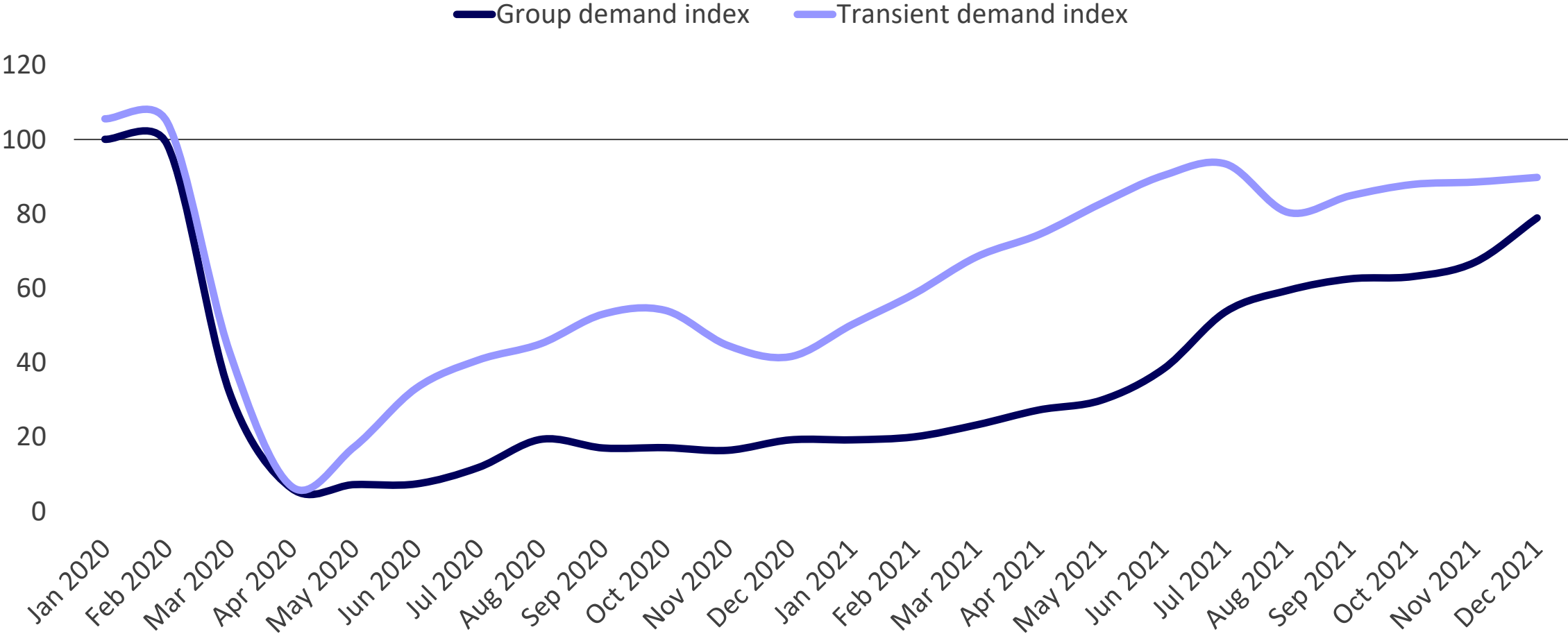


■ Occ Index ■ ADR index



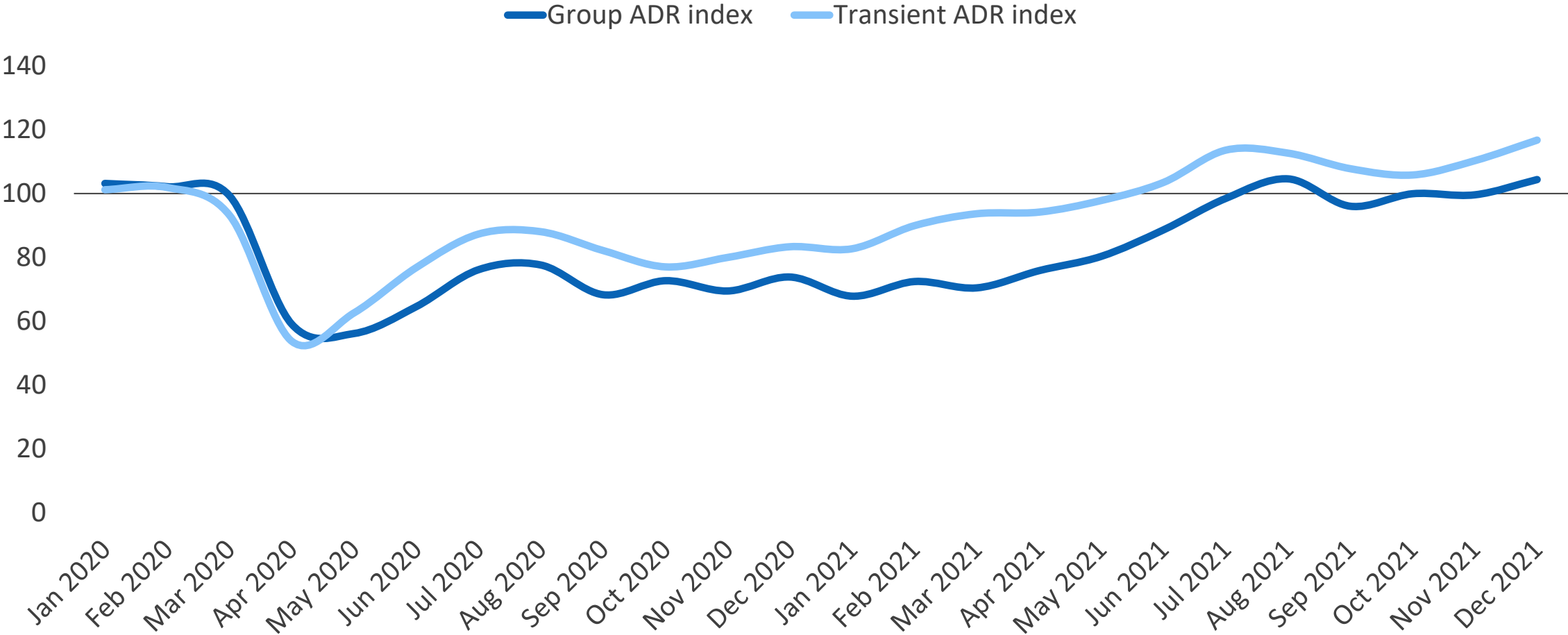
Transient and group demand steadily improved over the year

Total U.S., segmentation demand indexed to 2019, Luxury & Upper Upscale, Jan 2020 – Dec 2021



And strong demand helps maintain ADR

Total U.S., segmentation ADR indexed to 2019, Luxury & Upper Upscale, Jan 2020 – Dec 2021





Pipeline



Under construction still falling, planning still growing

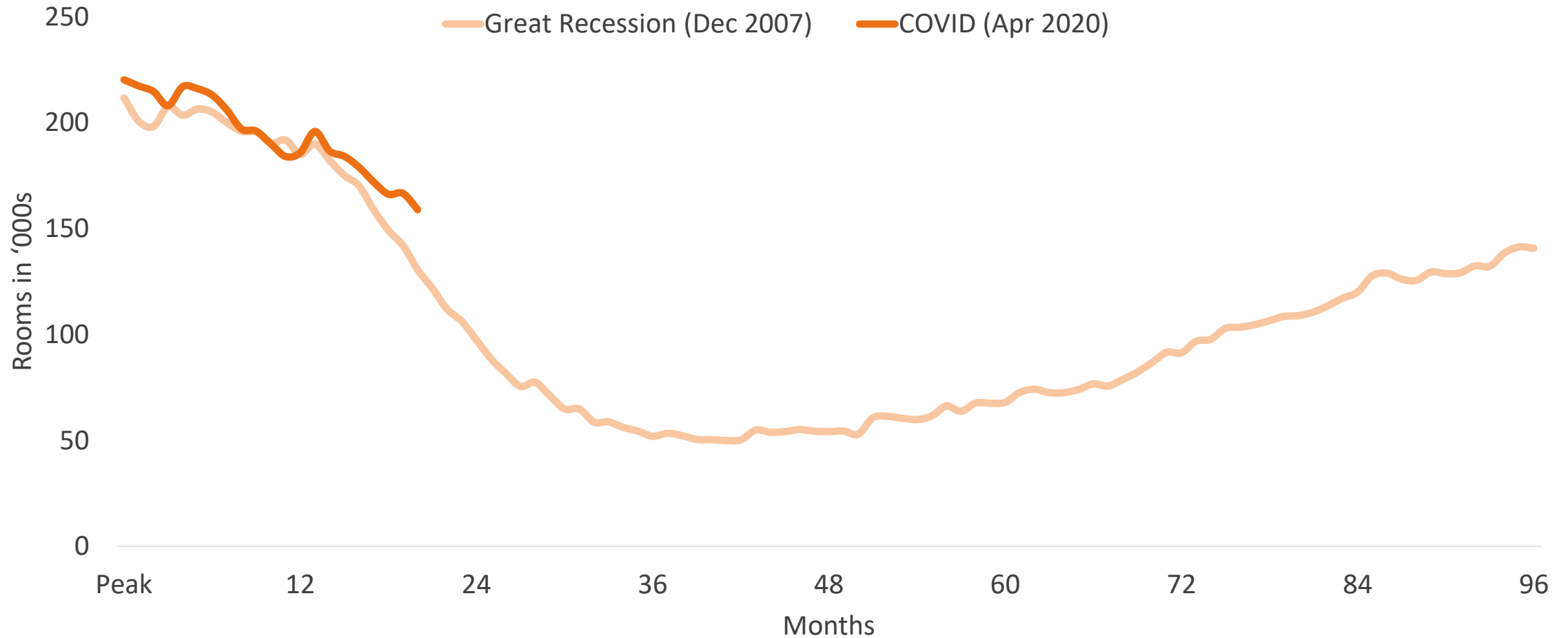
U.S., Pipeline rooms in thousands by phase, December 2021 and 2020



Phase	2021	2020	% Change
In Construction	159	197	-19.2%
Final Planning	185	233	-20.6%
Planning	284	205	+38.9%
Under Contract	629	635	-0.94%

Rooms under construction likely haven't reached rock bottom

Total U.S., rooms in construction from prior peak, 2007 and 2020



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Strong ADR performance pushes 2021 RevPAR over prior peak

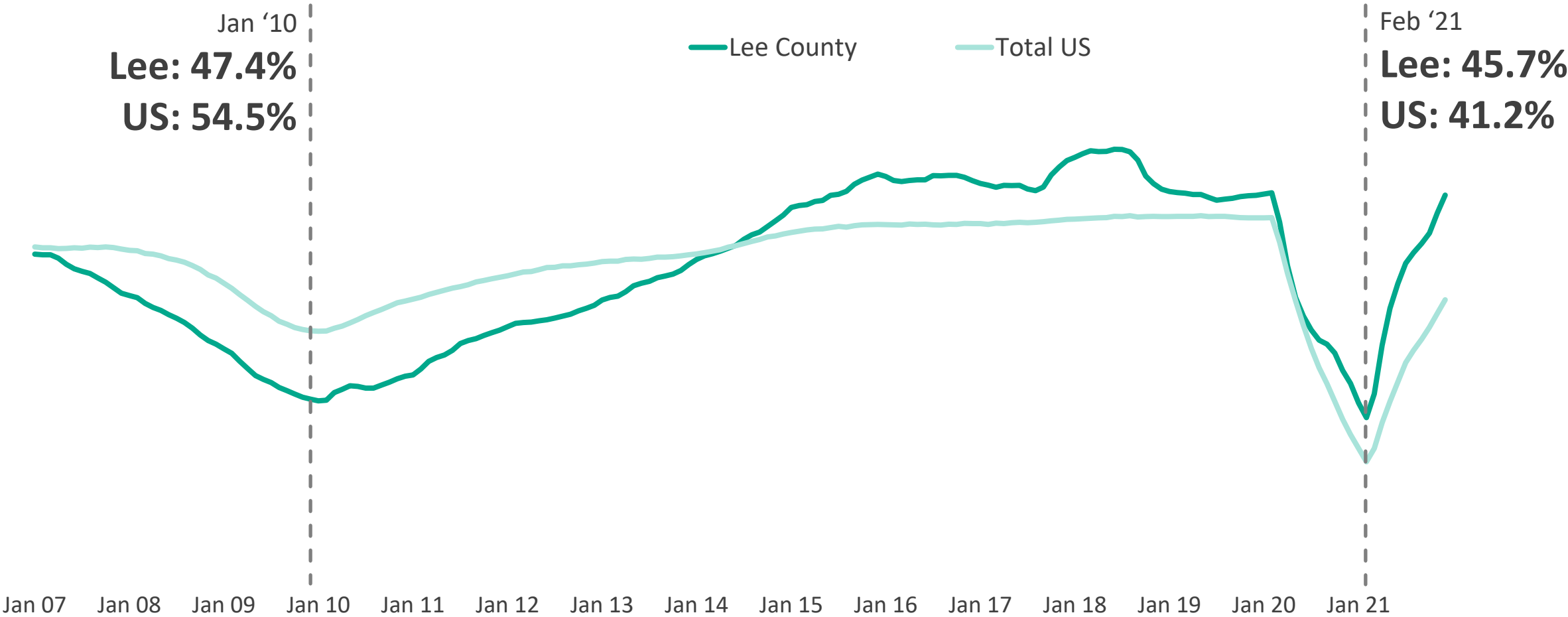
Full Year, Lee County, FL



	Actuals	2019 Index
Room Supply	4.7 M	105.4
Room Demand	3.2 M	105.4
Occupancy	68.3%	100.1
ADR	\$169	107.1
RevPAR	\$115	107.2
Room Revenue	\$546 M	112.9

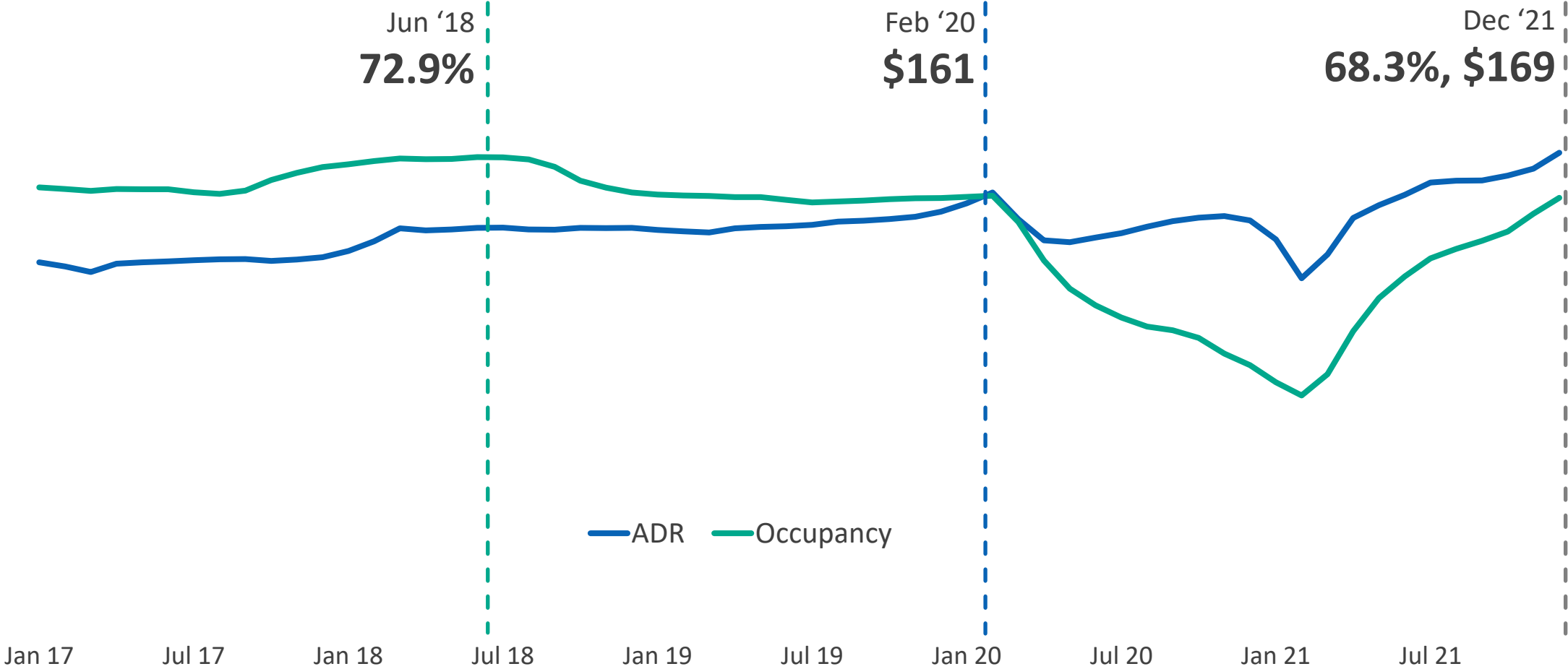
Lee County low occupancy similar in COVID to Great Recession

TTM Occupancy January 2007 – December 2021; Lee County, FL and Total US



Annual ADR above prior peak, occ back to 2019 levels

TTM January 2017 – December 2021; Lee County, FL

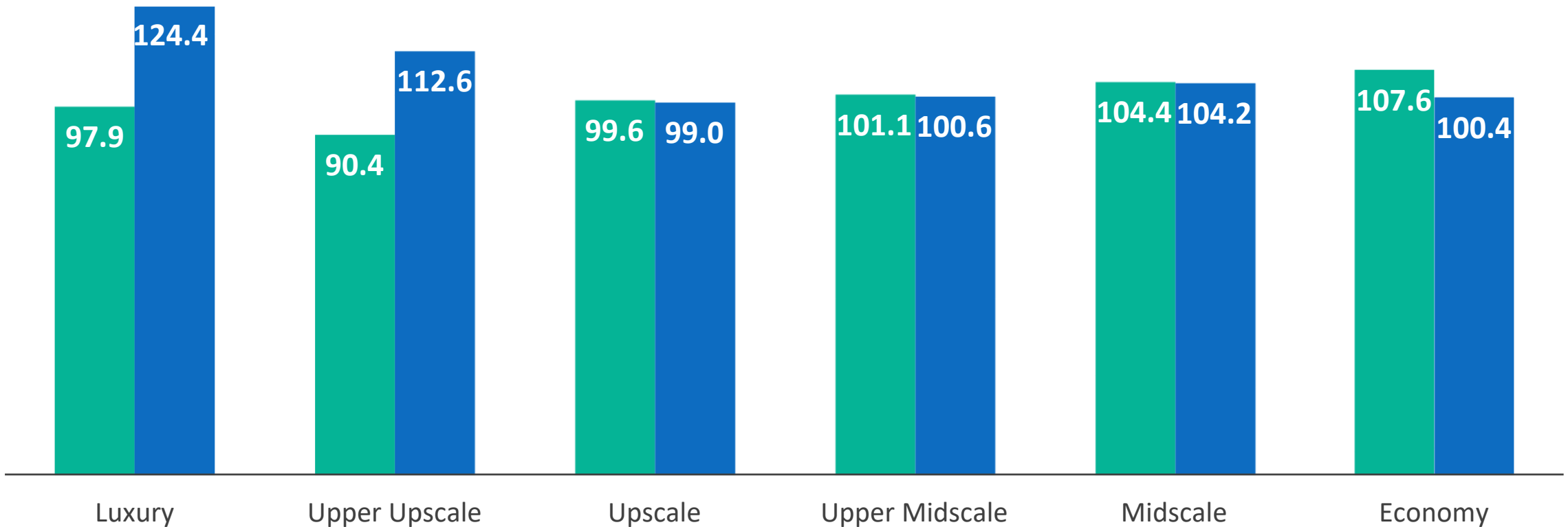


Most hotels recover ADR, low-end hotels recover occ & ADR

FY 2021, indexed to FY 2019, Lee County, FL



■ Occ Index ■ ADR Index

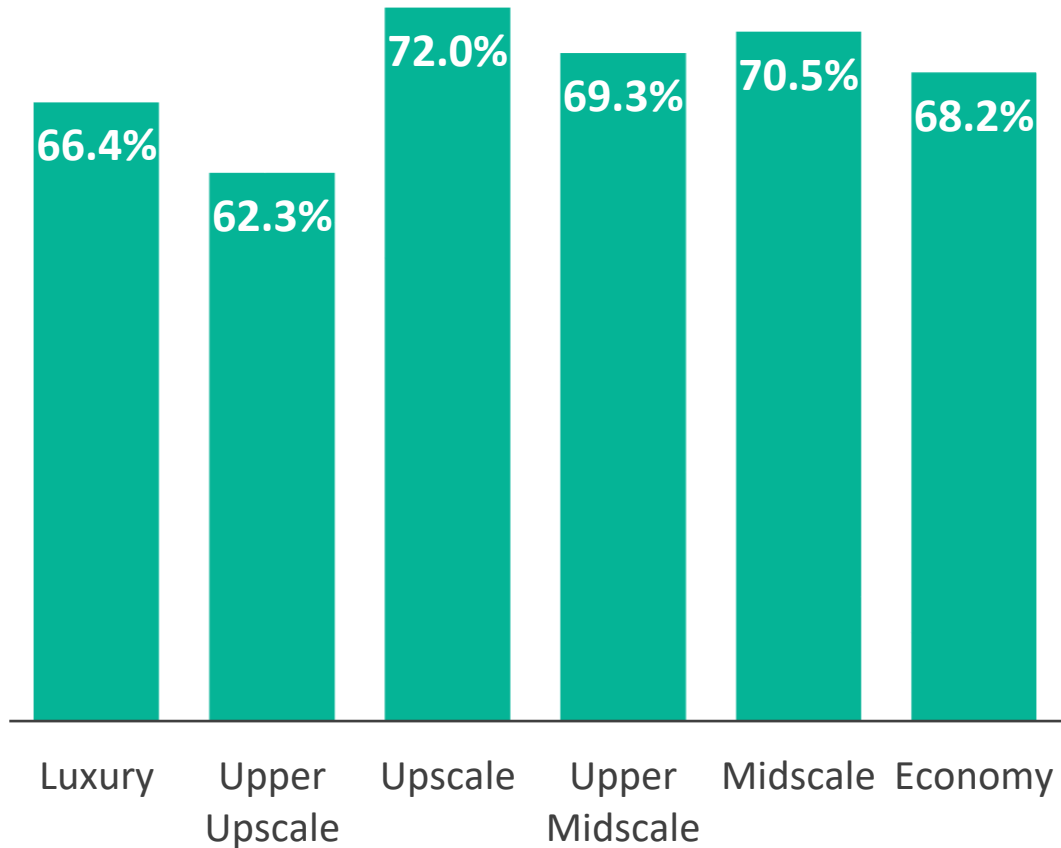


Upper Upscale occupancy lags

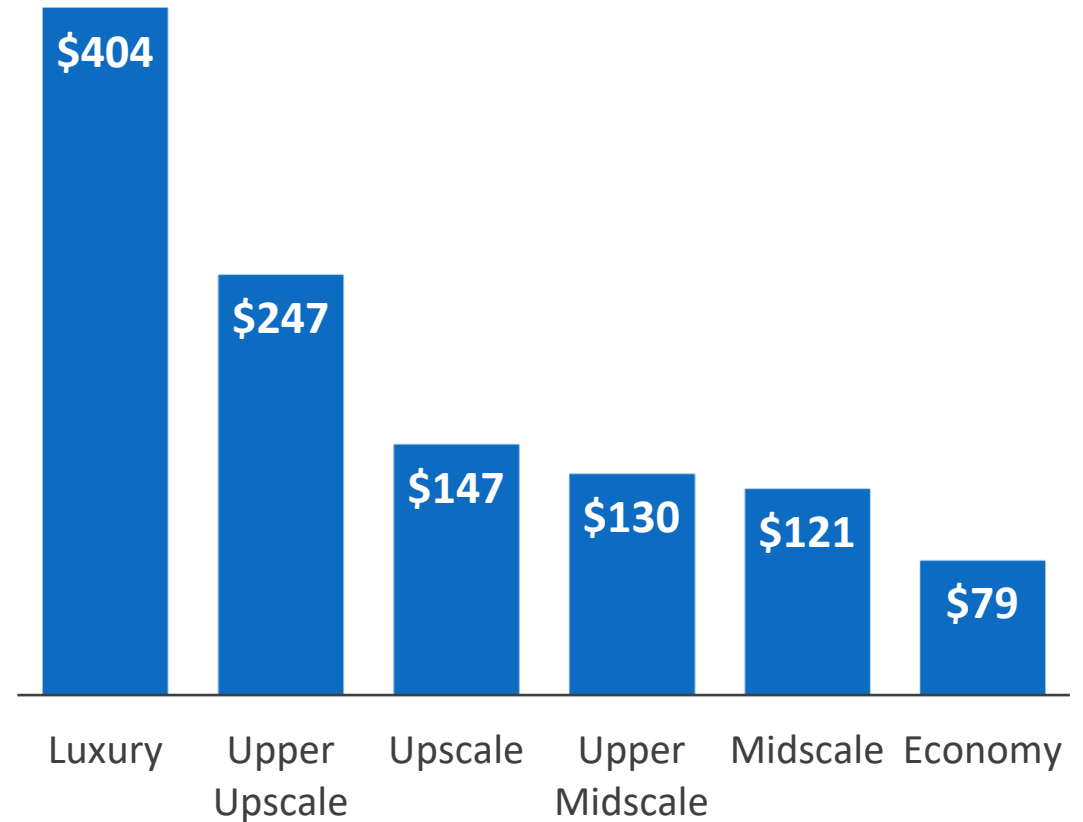
FY 2021, Lee County, FL



Occupancy

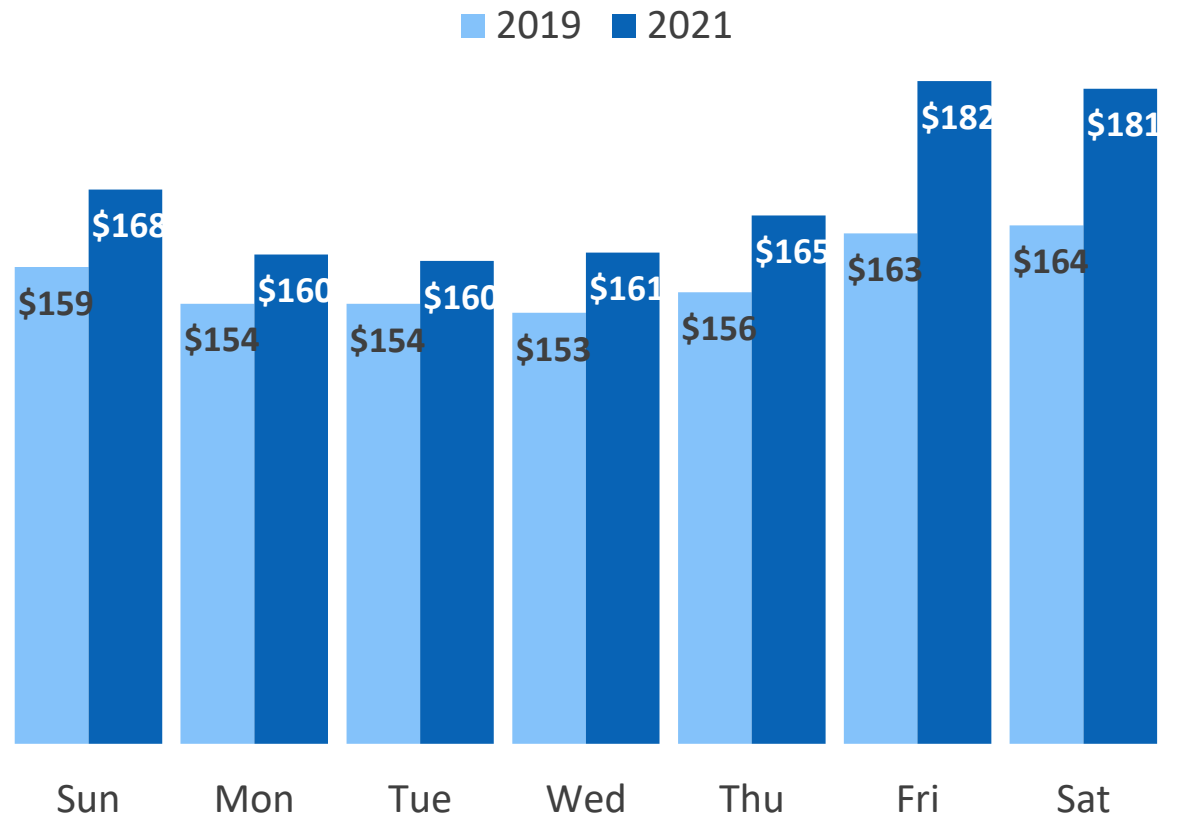
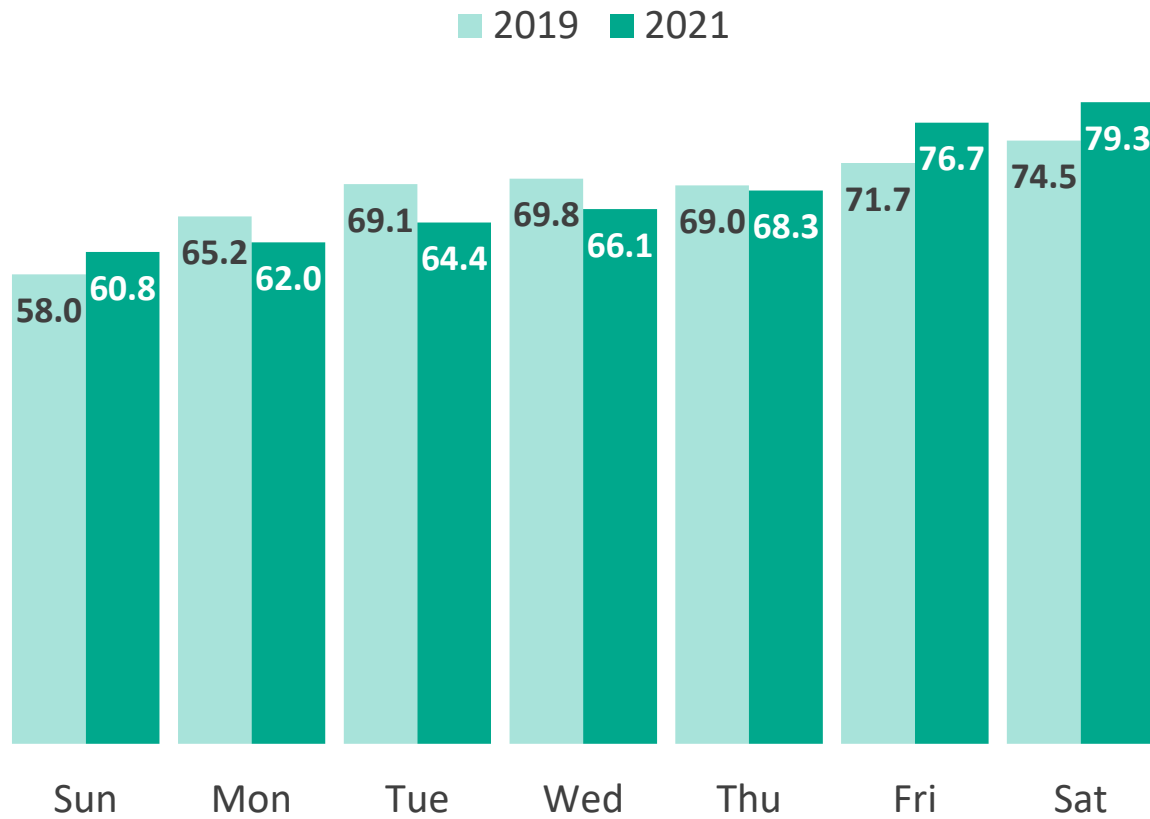


ADR



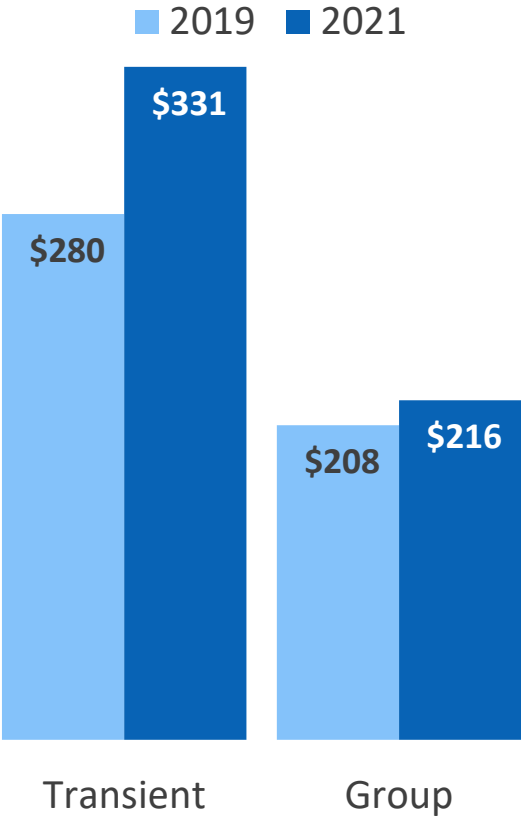
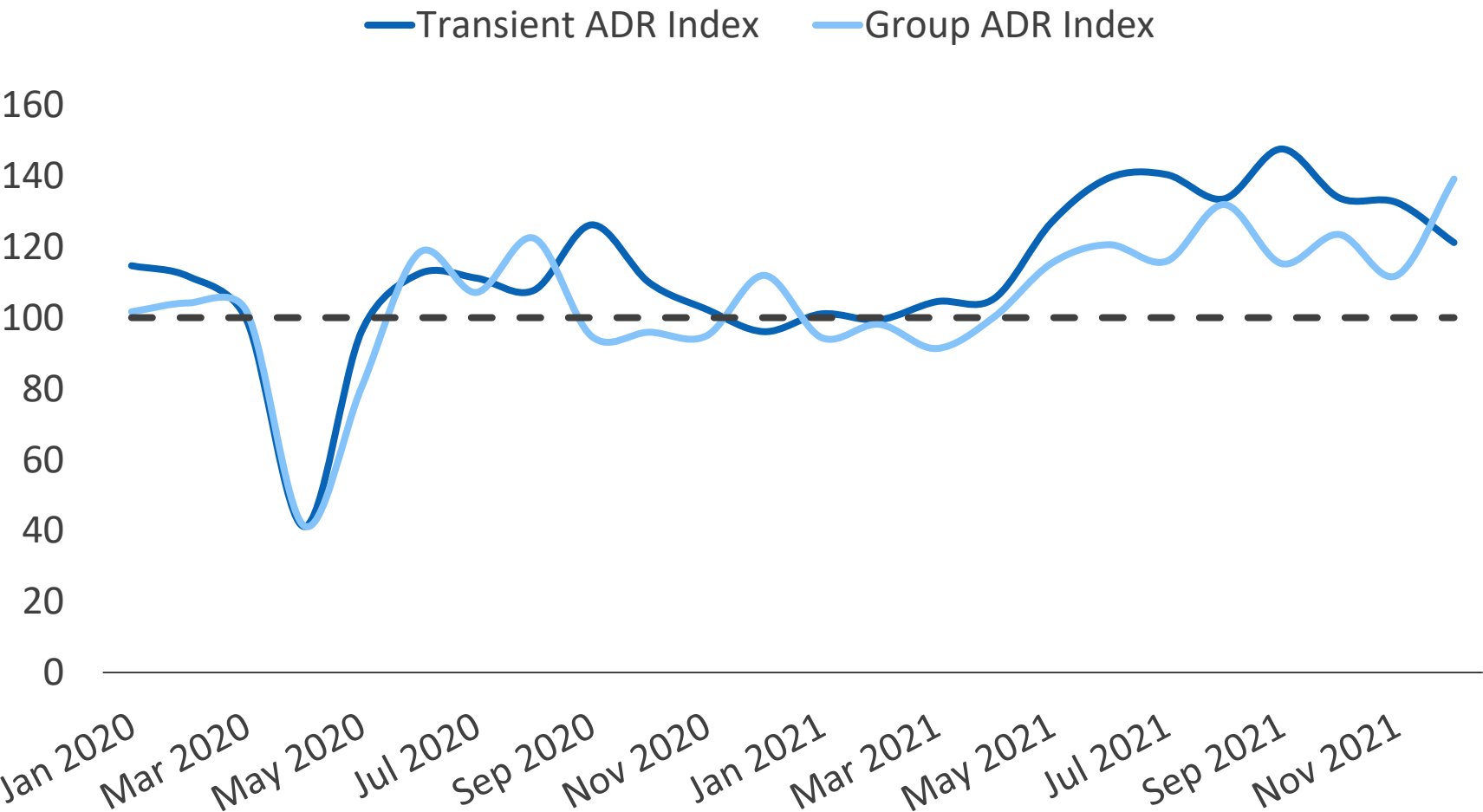
Weekend leisure driving recovery

TTM December 2019 and 2021, Lee County, FL



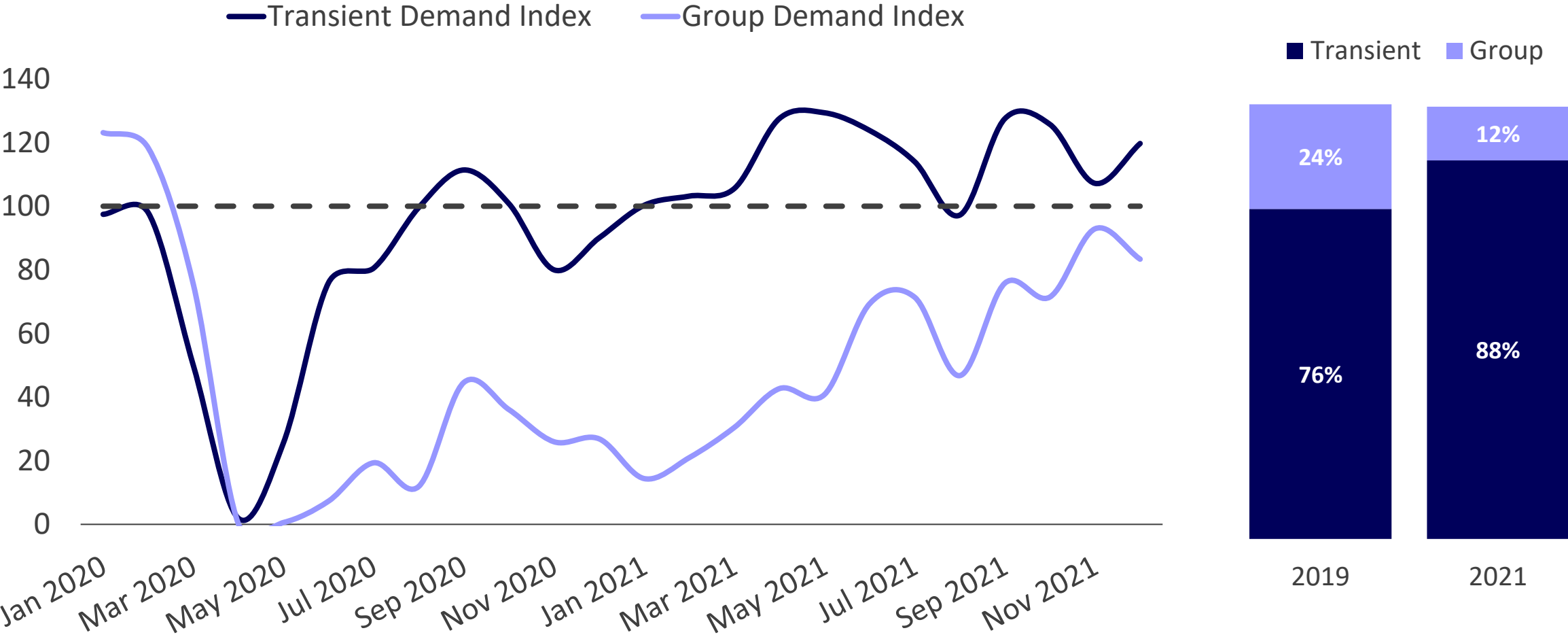
Transient and group ADR quickly surpassed 2019 levels

ADR indexed to same month in 2019, Jan 2020 - Dec 2021; Annual ADR

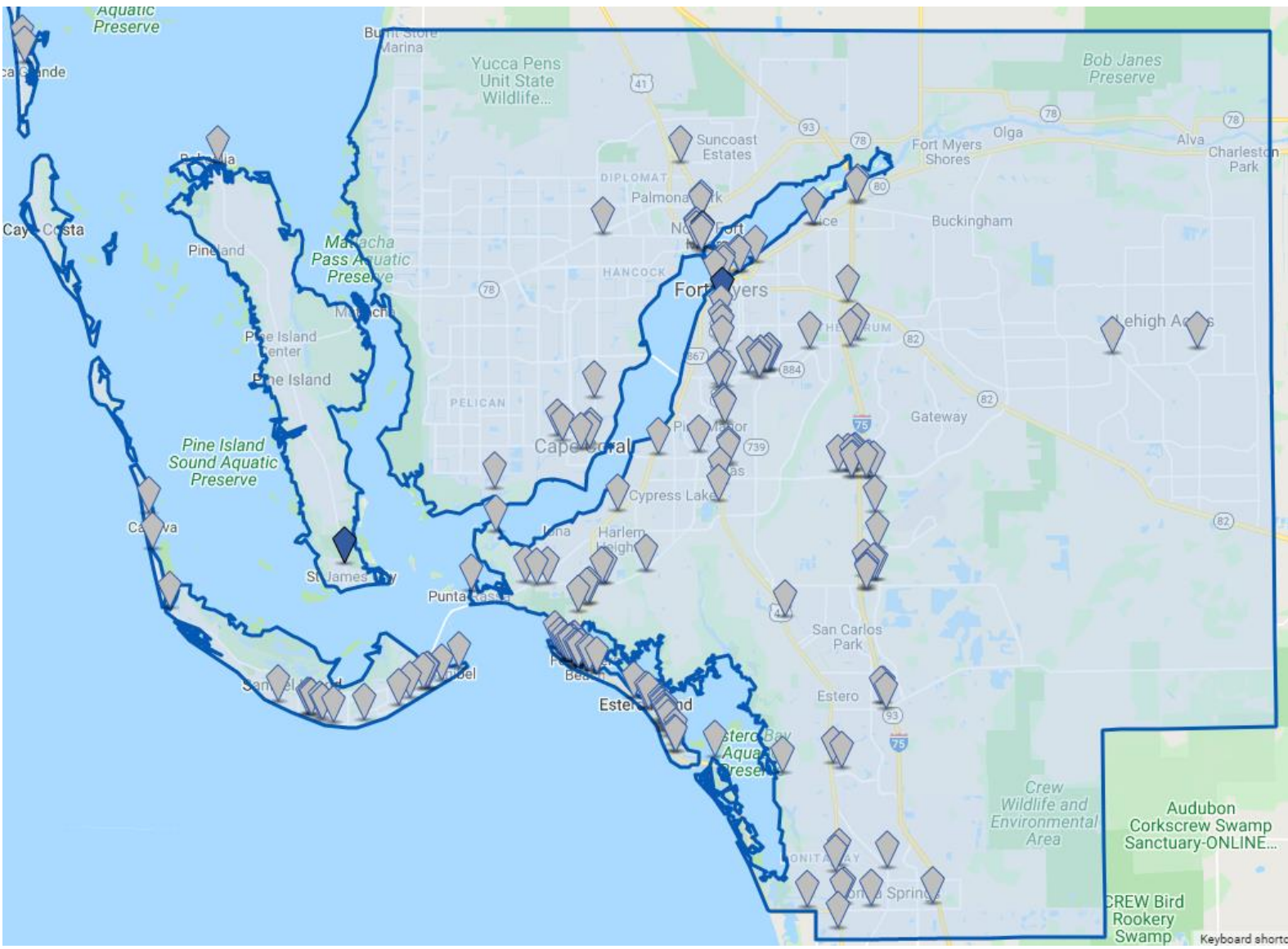


Group demand slowly coming back

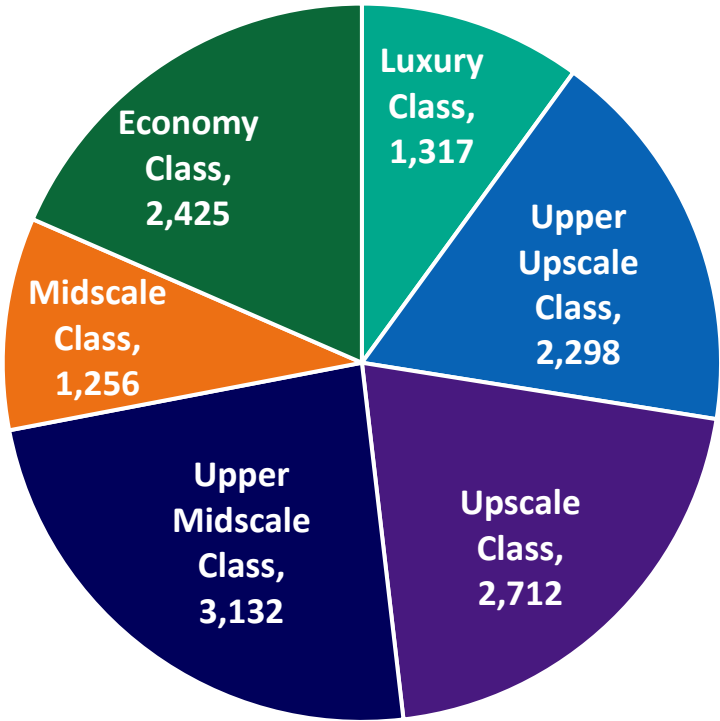
Demand indexed to same month in 2019, Jan 2020 - Dec 2021; Annual demand contribution



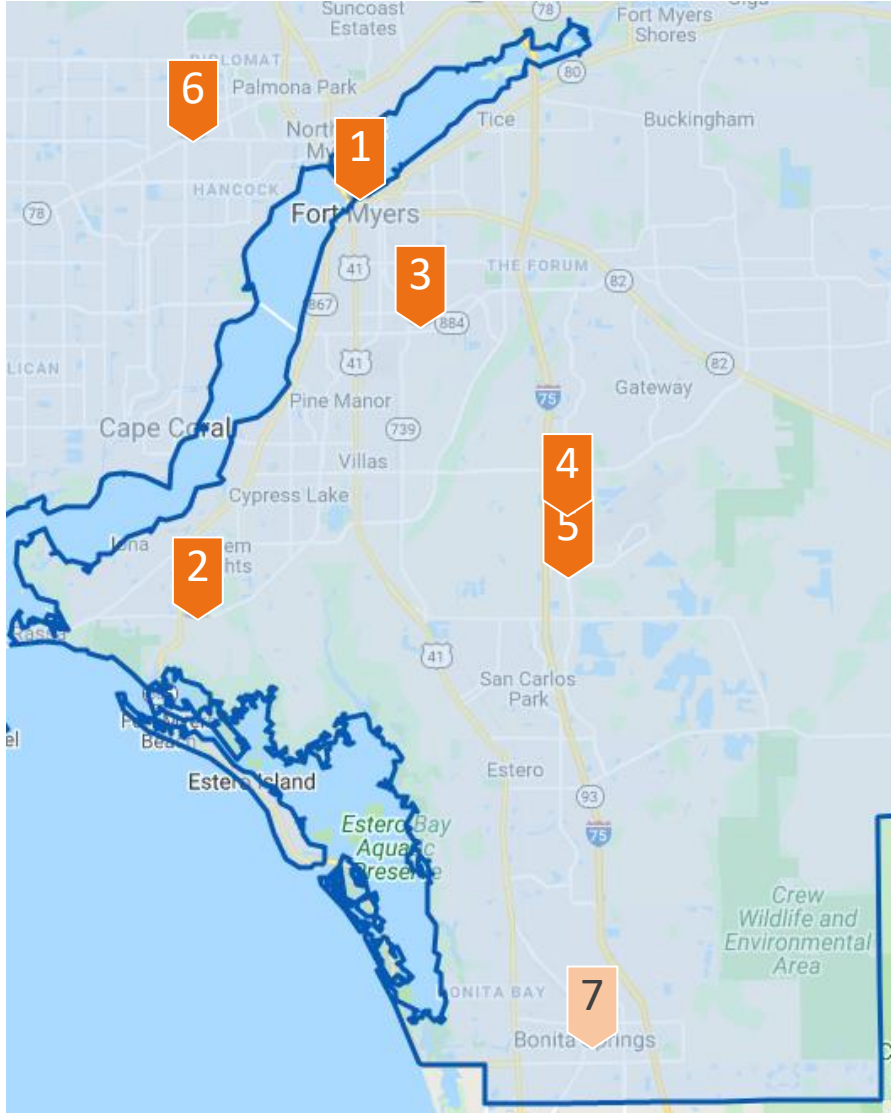
Current Supply: 153 hotels, 13,140 rooms



Supply Composition, Rooms



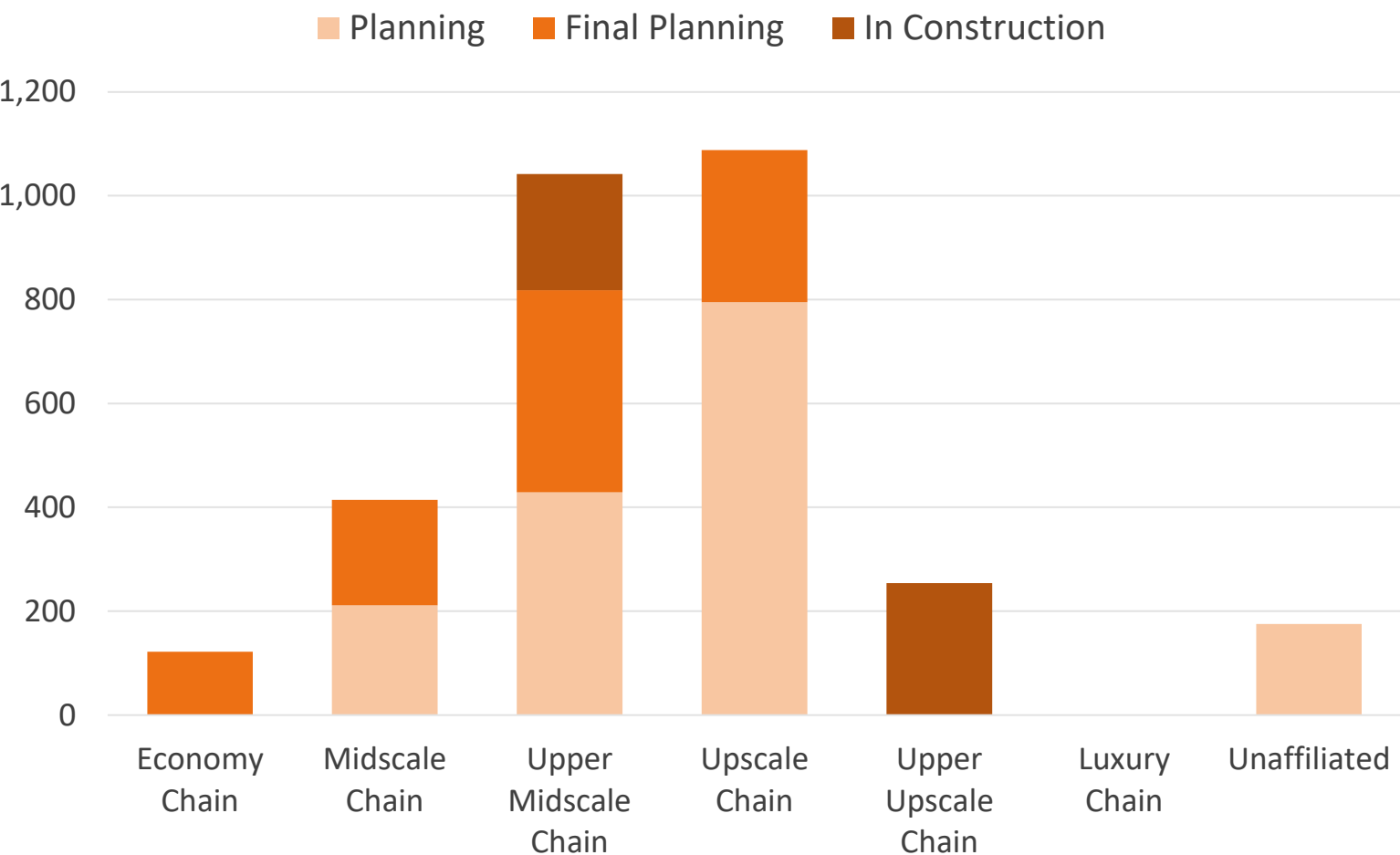
Six new hotels in the past two years (one more coming very soon!)



Map #	Hotel	Open Date	Rooms	Class
1	Autograph Collection Luminary Hotel	Sep 2020	243	Upper Upscale
2	Holiday Inn Express & Suites Ft Myers Beach-Sanibel Gateway	Oct 2020	80	Upper Midscale
3	Home2 Suites by Hilton Fort Myers Colonial Blvd	Dec 2020	118	Upper Midscale
4	Holiday Inn Express & Suites Fort Myers Airport	Feb 2021	101	Upper Midscale
5	Home2 Suites by Hilton Fort Myers Airport	Jun 2021	123	Upper Midscale
6	Fairfield Inn & Suites Fort Myers Cape Coral	Jun 2021	109	Upper Midscale
7	Fairfield Inn Bonita Springs	Mar 2022	113	Upper Midscale

Pipeline: Upper Midscale and Upscale continue to dominate

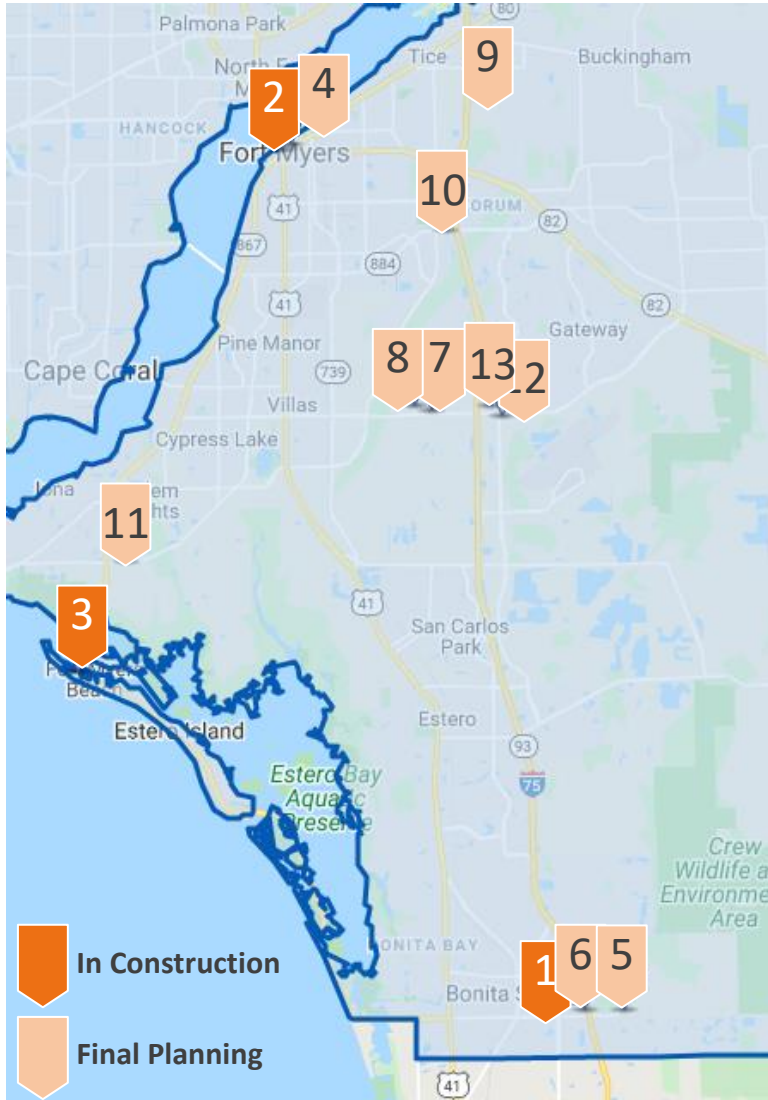
Pipeline by class, rooms; Lee County, FL



Phase	Properties	Rooms
Planning	13	1,610
Final Planning	10	1,007
In Construction	3	478
Total	26	3,095

Pipeline: Margaritaville and more select service on the way

Pipeline by class, rooms; Lee County, FL



Map #	Hotel	Proj. Open Date	Rooms	Class
1	Fairfield Inn Bonita Springs	Mar 2022	113	Upper Midscale
2	Hampton by Hilton Fort Myers Downtown	June 2022	111	Upper Midscale
3	Margaritaville Beach Resort Fort Myers	Feb 2023	254	Upper Upscale
4	Holiday Inn Fort Myers Downtown	July 2022	148	Upper Midscale
5	Staybridge Suites Bonita Springs	Oct 2022	80	Upscale
6	Avid Bonita Springs	Feb 2023	68	Midscale
7	WoodSpring Suites Fort Myers	Feb 2023	122	Economy
8	Avid Fort Myers	Jun 2023	95	Midscale
9	MainStay Suites Fort Myers	Aug 2023	40	Midscale
10	TownePlace Suites Fort Myers Southeast	Aug 2023	128	Upper Midscale
11	SpringHill Suites Fort Myers Beach/Sanibel	Jan 2024	120	Upscale
12	Staybridge Suites Ft Myers	Apr 2024	93	Upscale
13	Fairfield Inn Fort Myers Airport	Oct 2024	113	Upper Midscale

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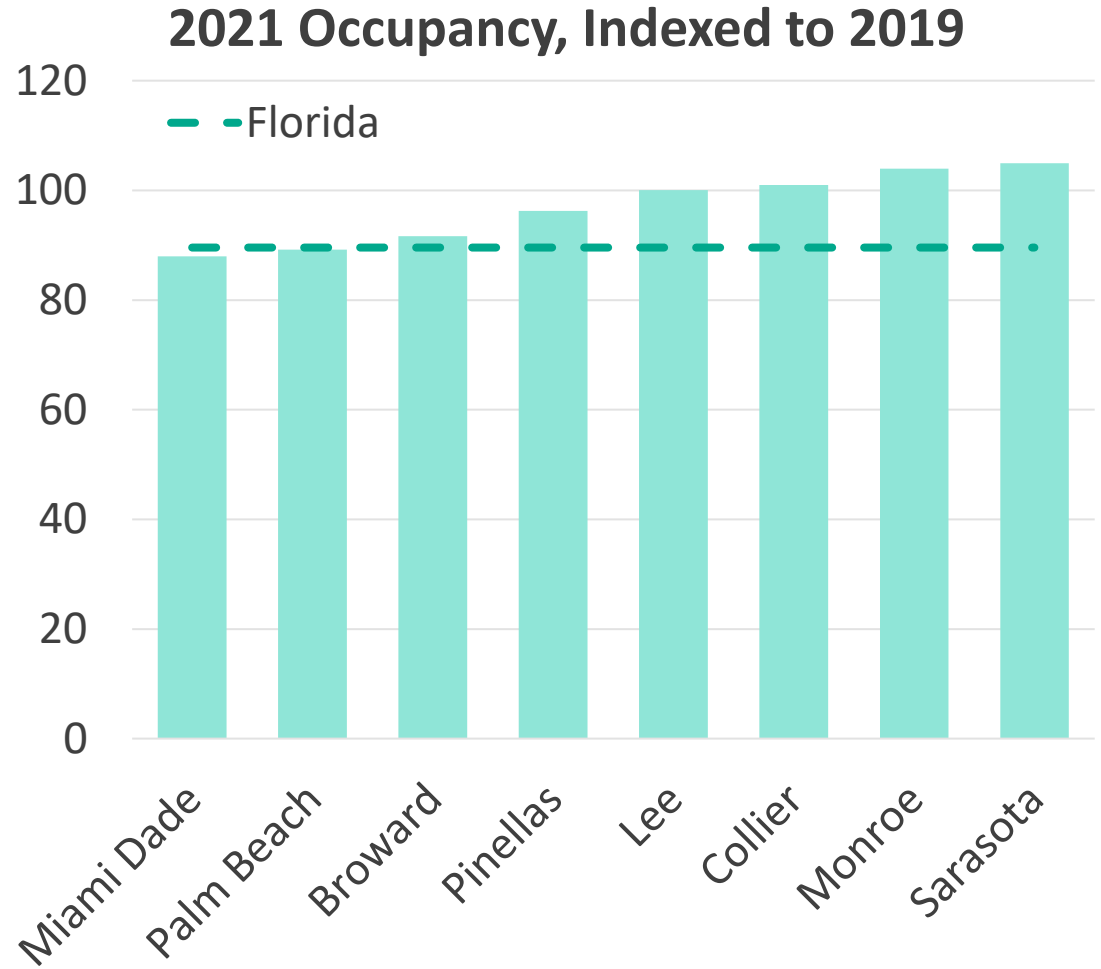
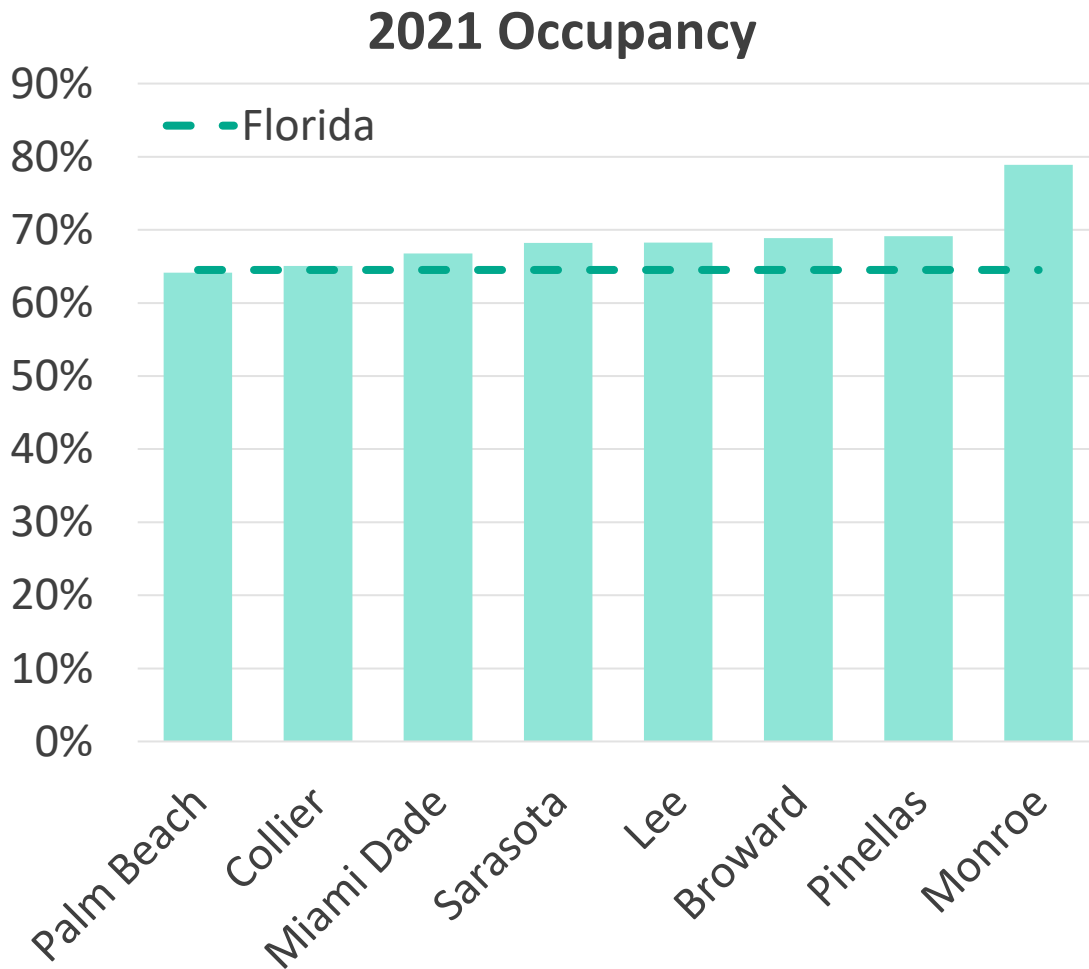
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Half of counties recovered to 2019 occupancy

FY 2021 occupancy, by county

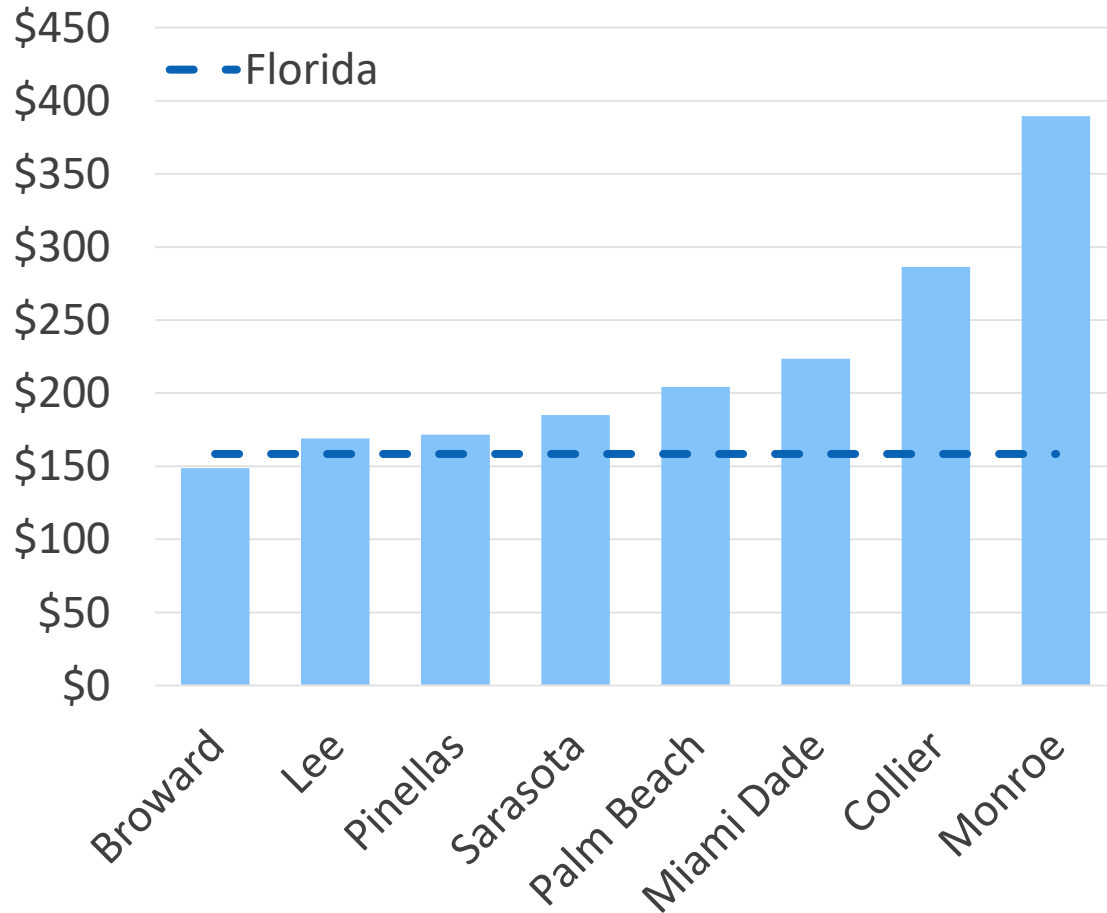


Florida ADR across all counties above 2019 levels

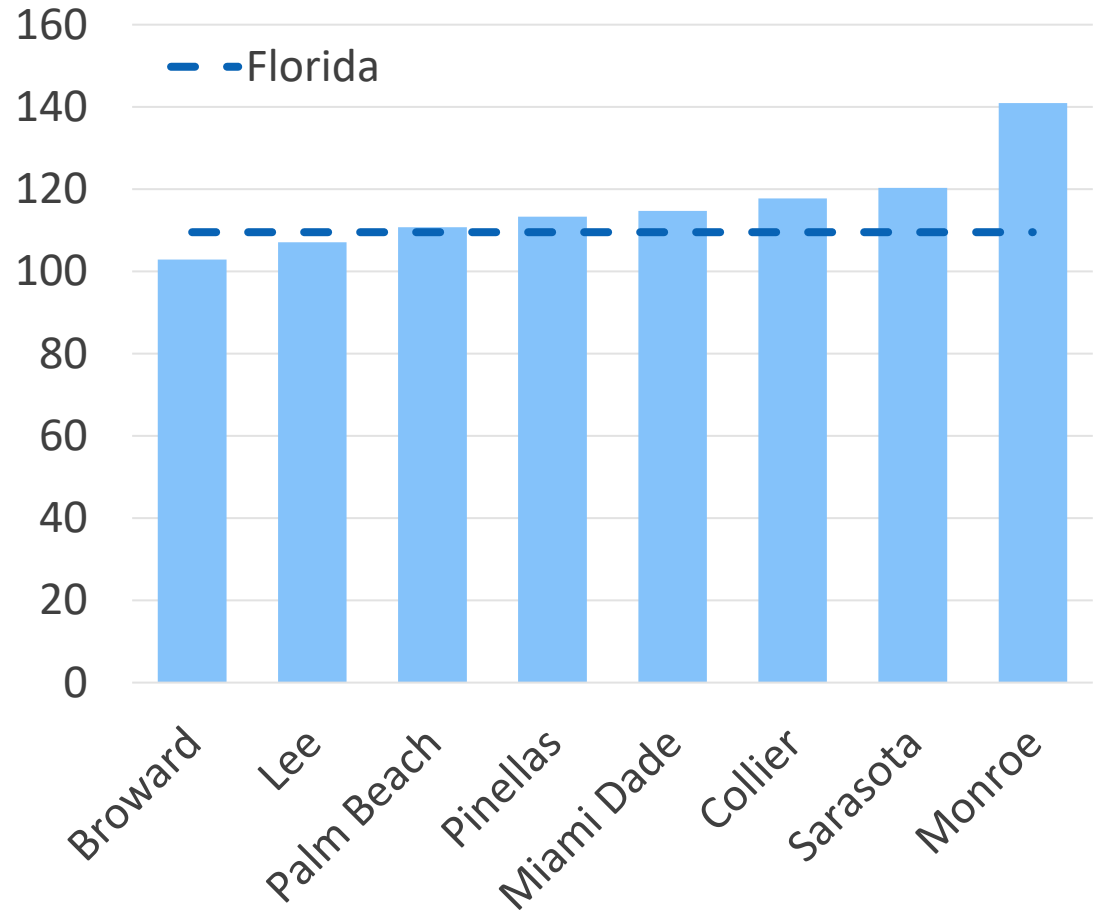
FY 2021 ADR, by county



2021 ADR

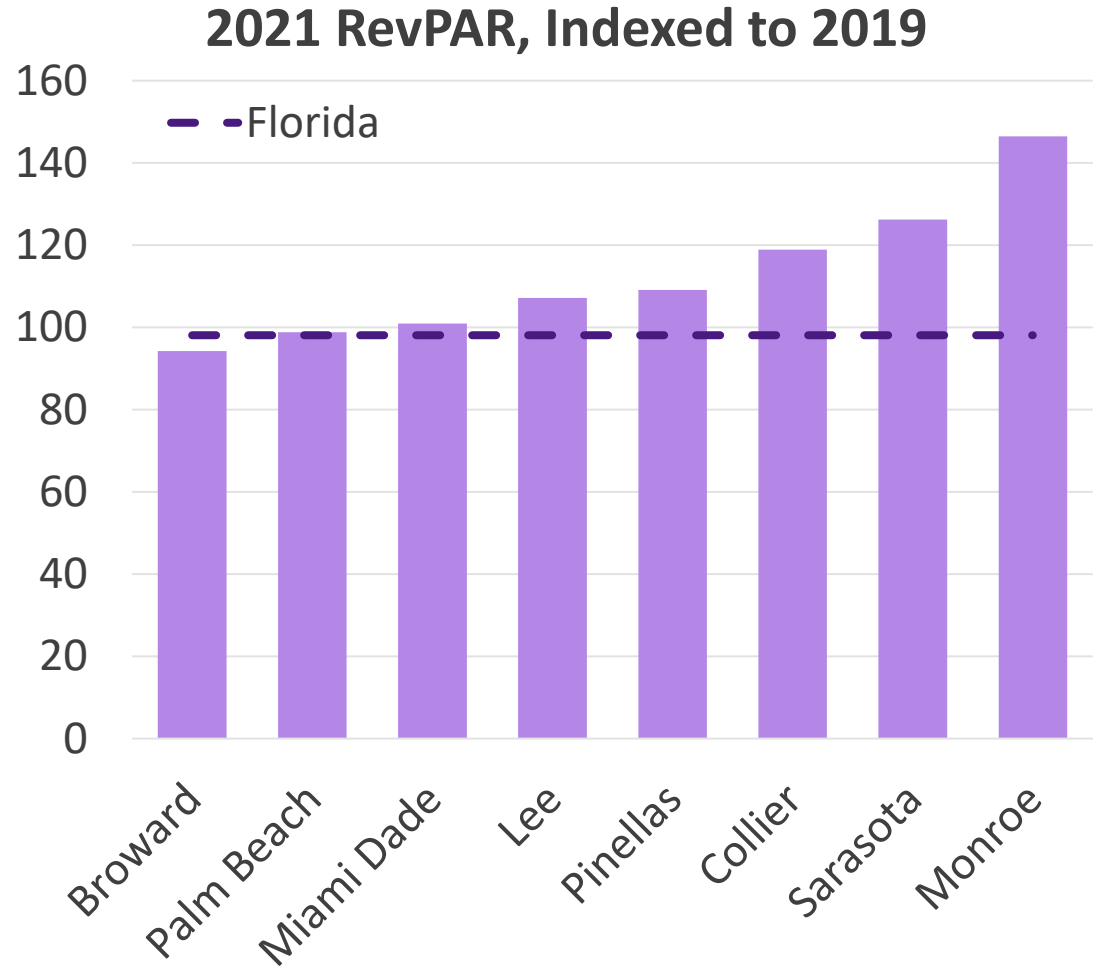
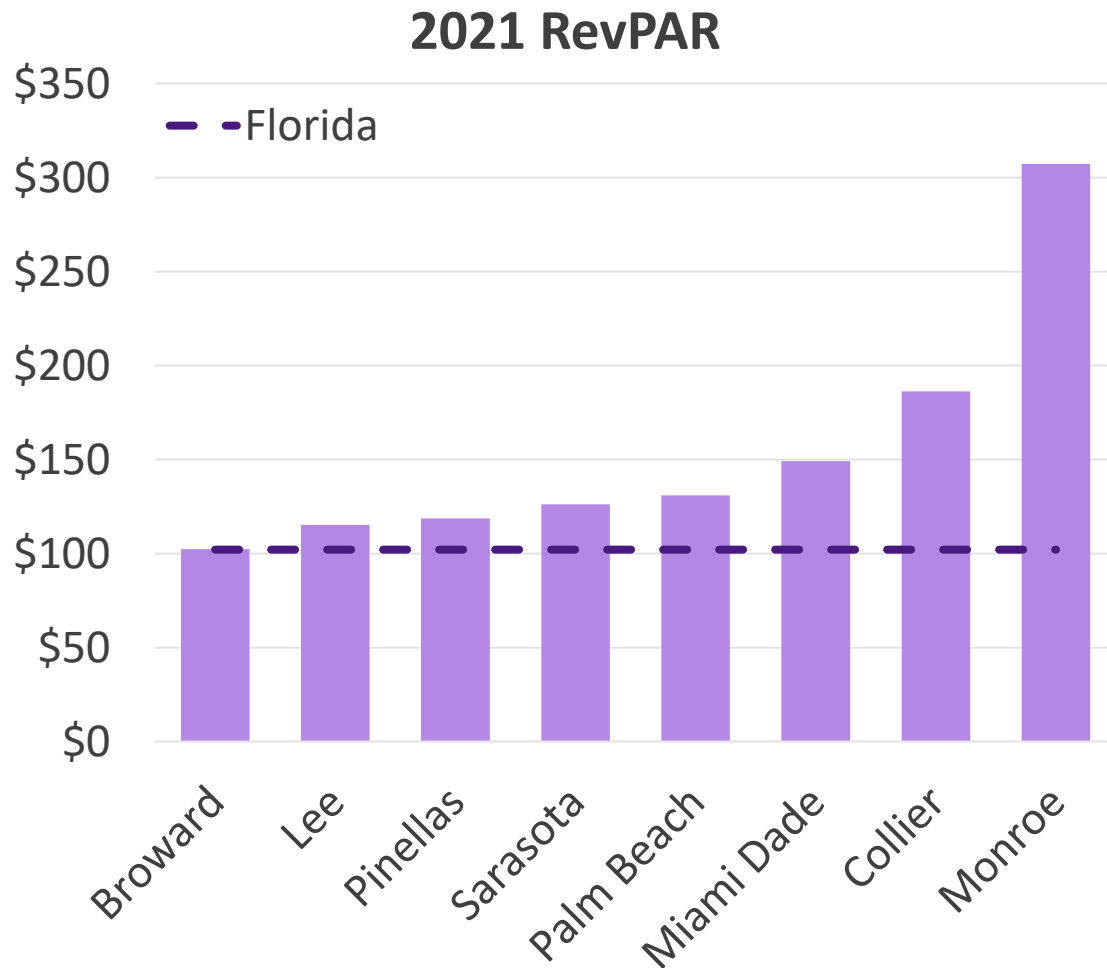


2021 ADR, Indexed to 2019



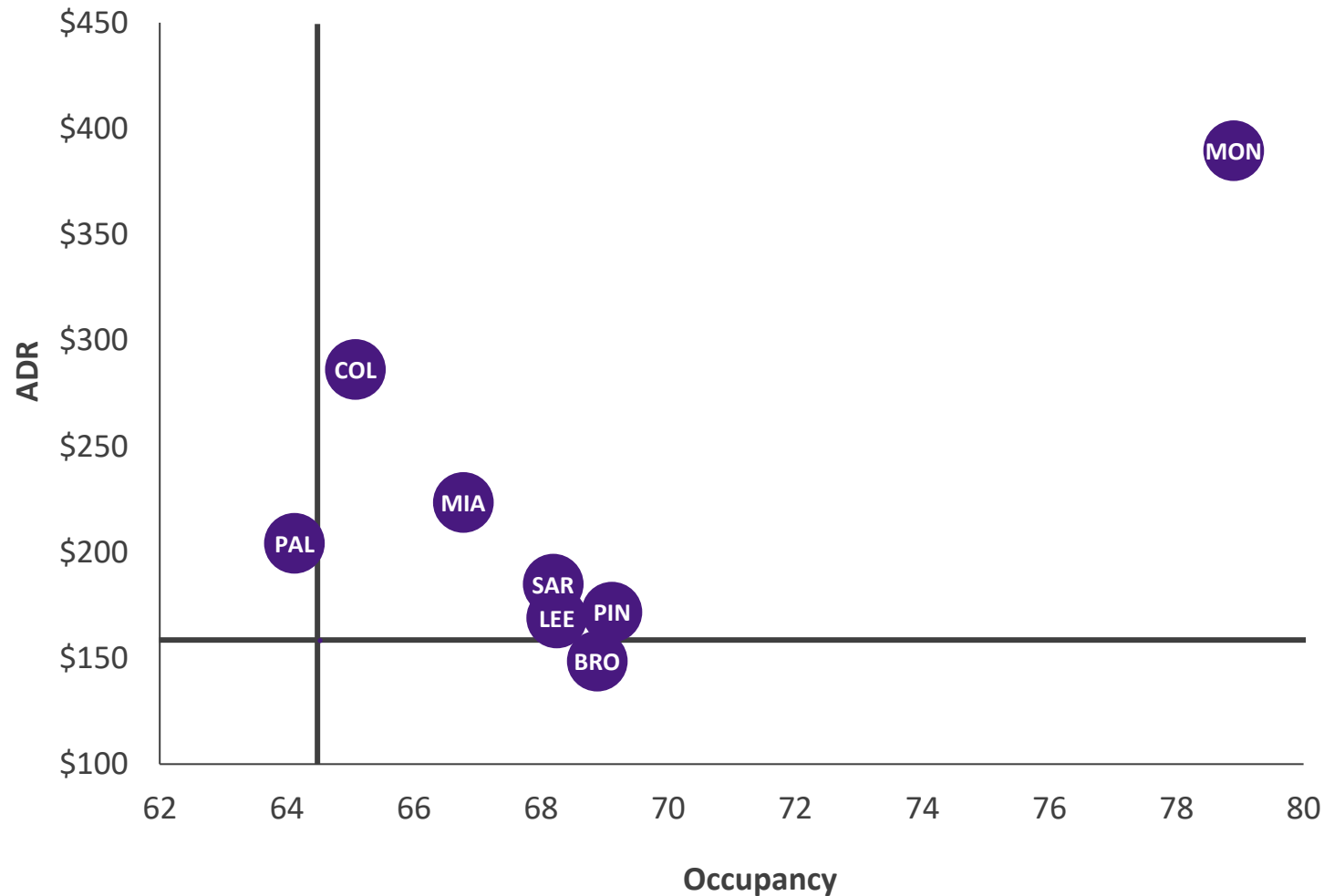
RevPAR recovered in most counties

FY 2021 RevPAR, by county



RevPAR positioning matrix – Monroe County leads in ADR and occ

FY 2021 Occupancy and ADR, lines intersect at Florida performance



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Total US: Continued forecasted growth

Key Performance Indicator Outlook (% Change vs. Prior Year)

2021A, 2022F & 2023F, Total US, January Forecast

	2021 Actual	2022 Forecast	2023 Forecast
Occupancy	57.6%	63.8%	66.1%
ADR	\$125	\$134	\$140
RevPAR	\$72	\$86	\$92
RevPAR Indexed to 2019	83.2	99.4	107.0

Lee County: 2022 RevPAR will continue to be boosted by ADR

Key Performance Indicators
2022F, 2023F Lee County, FL



	2022 Forecast	% Change	2023 Forecast	% Change
Occupancy*	71.2%	4.8%	70.7%	-0.8%
ADR	\$182	8.0%	\$178	-2.6%
RevPAR*	\$130	13.2%	\$126	-3.3%

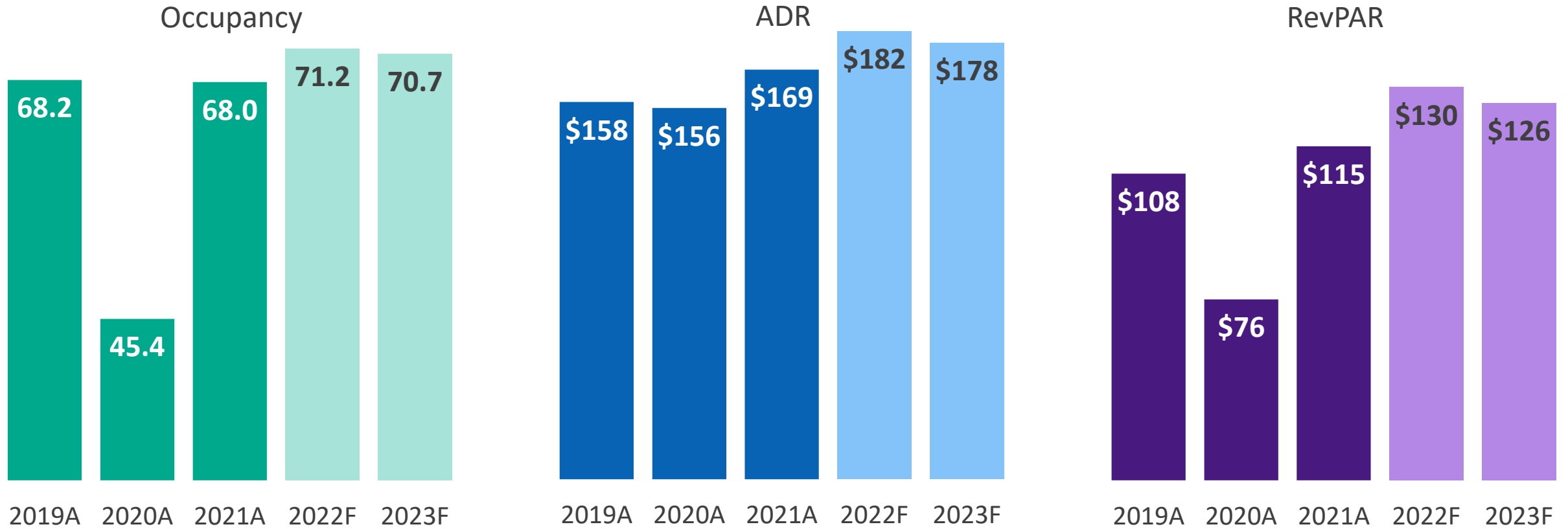
**Reflects total room inventory methodology, which assumes no temporary hotel closures.*

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Occ and ADR forecasted to rise in 2022, dip in 2023

Key Performance Indicators

2019A, 2020A, 2021A, 2022F, 2023F Lee County, FL



**Reflects total room inventory methodology, which assumes no temporary hotel closures.*

Source: STR. © 2022 CoStar Group



Questions

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HOTEL DATA
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