

STR *Top 25*

It's safe to say that most of STR's Top 25 Lodging Markets have decisively moved beyond pandemic recovery mode and are indeed thriving in comparison to a normalized pre-pandemic year. Daily rates are up massively nearly across the board, while occupancies still lag 2019 levels. Several key gateway markets have regained share over the past 12-18 months and are peaking, while other certain Sunbelt markets that hit their peaks months ago are still performing near all-time highs. Year-over-year comparisons are slightly less stellar given the elevated benchmark, but by and large, it looks like many markets are plateauing at favorable levels without much decline, while others-New York, Oahu, Boston, and DCcontinue their strong growth trends.

The Plasencia Group's investment professionals are well-versed in the latest market and capital trends shaping the country. Please feel free to contact any member of our team for a deeper conversation about current market conditions.





Markets (locations labeled on map; Oahu Island not shown)

- 1 New York
- 6 Orange County

8 Los Angeles

10 Nashville

- 11 Seattle
- 16 Chicago
- 21 Norfolk

2 Oahu Island

5 San Diego

- 7 San Francisco
- 12 Washington
- 17 New Orleans
- 22 Minneapolis 18 Philadelphia 23 St. Louis

- **Boston** 4 Miami
- 9 Orlando
- 13 Tampa 14 Phoenix 15 Denver
- 19 Dallas

 - 20 Atlanta
- 24 Detroit

Top 25 RevPAR Recovery

Percentages reflect the index of each month's T-12 RevPAR compared to the December 2019 T-12 period. Peak indices are denoted in the blue cells.

RevPAR recovery across the Top 25 Markets is largely healthy, with the vast majority of markets performing at RevPAR levels well above pre-pandemic benchmarks. Notably, the top three performers in the Top 25 on a RevPAR basis (New York, Oahu, and Boston) are presently achieving their highest RevPARs in the post-pandemic era. Where markets have already experienced a decline from their peak, the level of decline has been much more moderate than the meteoric runup.

Submarket	Mar. '24 T-12 RevPAR	Mar '24	Feb '24	Jan '24	Dec '23	Nov '23	Oct '23	Sep '23	Aug '23	Jul '23	Jun '23	May '23	Apr '23	Mar '23	Feb '23	Jan '23	Dec '22	Nov '22	Oct '22	Sep '22	Aug '22	Jul '22	Jun '22	May '22	Apr '22	Mar '22	Feb '22	Jan '22	Dec '21	Nov '21	Oct '21	Sep '21	Aug '21	Jul '21	Jun '21	May '21	Apr '21
New York	\$250.56	117%	116%	116%	115%	113%	112%	111%	109%	108%	106%	106%	104%	103%	101%	100%	98%	94%	91%	87%	81%	79%	76%	71%	66%	61%	58%	58%	58%	51%	46%	42%	38%	35%	32%	30%	28%
Oahu Island	\$228.44	113%	113%	112%	111%	111%	110%	109%	108%	107%	108%	107%	106%	105%	104%	102%	100%	99%	96%	92%	89%	86%	84%	82%	79%	75%	71%	66%	62%	55%	52%	50%	48%	42%	35%	28%	24%
Boston	\$164.60	113%	112%	111%	111%	110%	109%	107%	106%	106%	105%	104%	103%	102%	100%	99%	97%	96%	94%	91%	86%	83%	79%	73%	66%	61%	57%	56%	55%	52%	49%	42%	37%	32%	28%	25%	23%
Miami	\$160.60	117%	117%	116%	116%	115%	116%	117%	117%	118%	119%	120%	121%	124%	125%	125%	124%	126%	125%	123%	122%	121%	122%	124%	122%	118%	112%	106%	101%	93%	87%	84%	82%	78%	72%	65%	57%
San Diego	\$153.95	121%	121%	121%	122%	121%	121%	122%	122%	122%	122%	122%	122%	122%	122%	120%	117%	117%	115%	113%	109%	107%	104%	101%	97%	92%	87%	83%	80%	76%	72%	69%	66%	61%	53%	47%	44%
Orange County	\$151.90	119%	119%	119%	118%	117%	116%	116%	116%	116%	116%	116%	116%	115%	114%	113%	111%	111%	110%	107%	104%	103%	101%	97%	93%	88%	82%	78%	76%	70%	66%	61%	58%	53%	45%	41%	37%
San Francisco	\$146.92	72%	73%	73%	72%	72%	72%	72%	72%	72%	72%	73%	74%	73%	72%	71%	66%	66%	65%	62%	58%	55%	52%	48%	44%	41%	39%	37%	36%	34%	32%	30%	28%	27%	24%	22%	21%
Los Angeles	\$140.51	103%	104%	104%	104%	104%	104%	104%	105%	104%	104%	104%	104%	103%	103%	103%	101%	101%	100%	99%	96%	95%	94%	92%	89%	85%	81%	77%	74%	70%	66%	62%	60%	56%	51%	47%	43%
Orlando	\$139.65	110%	110%	110%	110%	111%	112%	113%	113%	113%	114%	114%	114%	114%	113%	110%	107%	106%	104%	100%	97%	95%	93%	90%	87%	82%	75%	70%	66%	60%	56%	52%	50%	48%	42%	37%	33%
Nashville	\$121.41	112%	113%	113%	114%	114%	115%	114%	114%	114%	113%	113%	112%	111%	110%	108%	107%	106%	105%	103%	100%	100%	99%	96%	91%	86%	80%	77%	74%	70%	66%	60%	55%	50%	43%	38%	34%
Seattle	\$121.03	103%	102%	102%	101%	101%	101%	100%	100%	100%	99%	99%	98%	98%	97%	96%	94%	94%	92%	89%	84%	80%	75%	69%	65%	61%	58%	56%	55%	52%	49%	46%	43%	38%	33%	30%	28%
Washington	\$120.61	107%	106%	106%	106%	106%	105%	104%	103%	103%	102%	101%	99%	97%	93%	91%	89%	87%	85%	81%	77%	75%	73%	67%	62%	56%	52%	51%	51%	49%	46%	42%	40%	37%	35%	32%	30%
Tampa	\$117.37	126%	126%	127%	127%	128%	129%	131%	131%	131%	130%	130%	131%	130%	129%	128%	125%	125%	123%	120%	120%	118%	119%	119%	117%	114%	108%	103%	100%	95%	92%	88%	86%	83%	77%	72%	66%
Phoenix	\$115.34	124%	125%	128%	128%	129%	129%	129%	129%	129%	128%	128%	128%	129%	127%	121%	119%	118%	116%	115%	113%	113%	113%	112%	110%	105%	98%	91%	86%	82%	77%	73%	70%	68%	65%	62%	58%
Denver	\$103.48	105%	105%	105%	105%	106%	105%	105%	104%	104%	103%	102%	101%	100%	99%	98%	97%	97%	95%	94%	92%	90%	88%	84%	81%	77%	74%	72%	70%	67%	64%	60%	55%	51%	44%	40%	37%
Chicago	\$101.65	102%	103%	102%	102%	102%	102%	102%	102%	102%	102%	101%	100%	99%	98%	97%	96%	95%	93%	89%	85%	82%	79%	72%	68%	65%	62%	61%	60%	57%	53%	48%	44%	39%	34%	31%	28%
New Orleans	\$100.58	99%	100%	100%	99%	100%	101%	102%	103%	103%	105%	106%	107%	110%	109%	107%	106%	106%	105%	103%	104%	103%	102%	98%	93%	85%	78%	71%	67%	61%	56%	52%	48%	46%	42%	39%	35%
Philadelphia	\$92.65	97%	97%	97%	98%	98%	98%	97%	97%	97%	97%	96%	94%	95%	94%	93%	92%	91%	90%	88%	87%	86%	85%	82%	79%	76%	73%	71%	70%	67%	64%	60%	56%	53%	50%	47%	43%
Dallas	\$81.99	112%	111%	112%	112%	112%	111%	111%	110%	110%	109%	109%	109%	108%	107%	105%	103%	102%	101%	98%	96%	94%	93%	91%	88%	85%	82%	79%	76%	73%	68%	65%	62%	59%	55%	51%	47%
Atlanta	\$80.60	103%	103%	104%	104%	105%	105%	104%	105%	104%	105%	104%	104%	103%	102%	100%	98%	98%	96%	95%	93%	92%	91%	89%	86%	84%	81%	79%	77%	74%	71%	68%	65%	62%	58%	55%	51%
Norfolk	\$79.53	119%	119%	119%	119%	119%	119%	119%	119%	119%	119%	119%	119%	118%	118%	117%	116%	116%	115%	115%	114%	115%	115%	115%	113%	111%	109%	108%	107%	105%	103%	100%	97%	91%	83%	77%	71%
Minneapolis	\$75.26	92%	92%	91%	92%	92%	92%	91%	90%	90%	90%	89%	89%	88%	87%	86%	84%	84%	82%	80%	77%	74%	71%	67%	64%	61%	58%	57%	55%	52%	49%	46%	43%	40%	36%	33%	31%
Saint Louis	\$71.55	105%	105%	106%	106%	106%	105%	105%	106%	107%	106%	105%	104%	104%	103%	102%	100%	100%	99%	97%	94%	92%	91%	88%	86%	84%	80%	78%	77%	74%	71%	67%	63%	60%	55%	50%	46%
Detroit	\$71.50	103%	104%	105%	104%	104%	103%	103%	103%	102%	102%	101%	100%	100%	99%	98%	97%	97%	96%	94%	93%	92%	91%	89%	86%	84%	82%	80%	78%	75%	72%	69%	65%	62%	58%	55%	52%
Houston	\$68.62	108%	108%	108%	107%	107%	106%	106%	105%	105%	104%	103%	102%	100%	99%	97%	95%	94%	93%	92%	91%	91%	91%	90%	89%	87%	85%	83%	81%	78%	75%	72%	69%	66%	61%	58%	54%

Top 25 RevPAR T-12 Trend

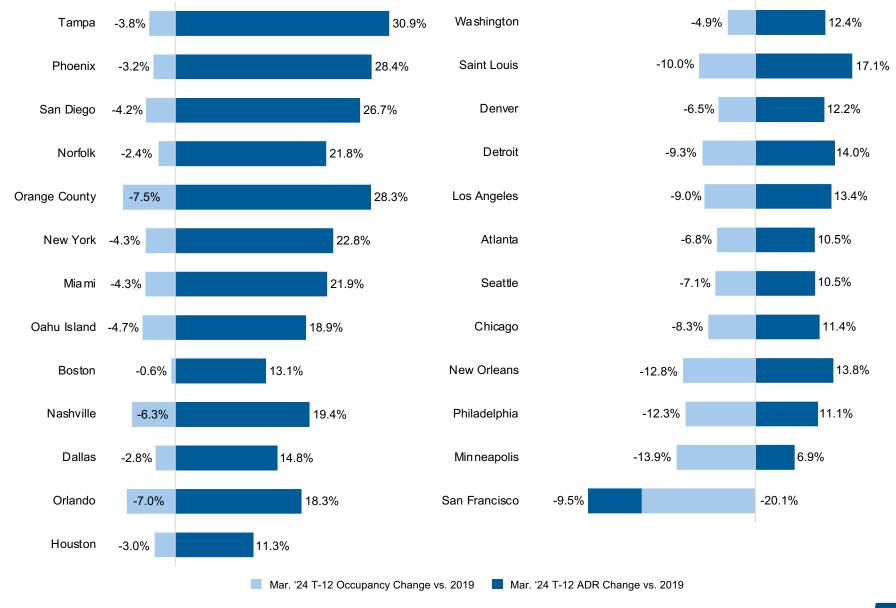
Percentages reflect the index of each month's T-12 RevPAR compared to the March 2023 T-12 period. Colors and arrows reflect the year-over-year monthly trend.

Shifting the comparison of RevPAR to a more recent benchmark, the March 2023 T-12 period, flattens the trendlines meaningfully. Most Top 25 markets are progressing within a few percentage points of STLY performance. Again, New York, Oahu, and Boston are among the top performers on a relative basis over the last year with RevPAR growing in virtually all months.

Submarket	Mar. '24 T-12 RevPAR	Mar '24	Feb '24	Jan '24	Dec '23	Nov '23	Oct '23	Sep '23	Aug '23	Jul '23	Jun '23	May '23	Apr '23	Mar. '23 T-12 RevPAR
New York	\$250.56	▲ 114%	▲ 113%	▲ 112%	▲ 112%	▲ 110%	▲ 109%	▲ 107%	▲ 106%	▲ 104%	▲ 103%	▲ 103%	▲ 101%	\$219.97
Oahu Island	\$228.44	▲ 108%	▲ 107%	▲ 106%	▲ 106%	▲ 105%	▲ 105%	▲ 104%	▲ 103%	▼ 102%	▲ 102%	▲ 101%	▲ 101%	\$212.17
Boston	\$164.60	▲ 111%	▲ 110%	▲ 110%	▲ 109%	▲ 108%	▲ 107%	▲ 106%	▲ 105%	▲ 104%	▲ 103%	▲ 102%	▲ 101%	\$148.55
Miami	\$160.60	▲ 94%	▲ 94%	▲ 94%	▲ 93%	▼ 93%	▼ 94%	▼ 94%	▼ 95%	▼ 95%	▼ 96%	▼ 97%	▼ 98%	\$170.37
San Diego	\$153.95	▲ 99%	▼ 99%	▼ 99%	▲ 99%	▼ 99%	▼ 99%	▼ 99%	▼ 100%	▲ 100%	▲ 100%	▼ 100%	▼ 100%	\$155.18
Orange County	\$151.90	▼ 103%	▼ 103%	▲ 103%	▲ 102%	▲ 101%	▲ 101%	▼ 101%	▲ 101%	▲ 101%	▼ 101%	▲ 101%	▲ 100%	\$147.68
San Francisco	\$146.92	▼ 99%	▲ 100%	▲ 99%	▲ 99%	▲ 99%	▲ 98%	▼ 98%	▼ 98%	▼ 98%	▼ 98%	▼ 100%	▲ 101%	\$148.64
Los Angeles	\$140.51	▼ 100%	▼ 100%	▼ 101%	▲ 101%	▼ 101%	▲ 101%	▼ 101%	▲ 101%	▼ 100%	▲ 100%	▲ 100%	▲ 100%	\$140.66
Orlando	\$139.65	▼ 97%	▼ 97%	▼ 97%	▼ 97%	▼ 98%	▼ 98%	▲ 99%	▼ 99%	▼ 100%	▼ 100%	▲ 100%	▲ 100%	\$144.42
Nashville	\$121.41	▼ 101%	▼ 102%	▼ 102%	▼ 102%	▼ 103%	▲ 103%	▲ 103%	▲ 103%	▲ 102%	▲ 102%	▲ 101%	▲ 101%	\$120.68
Seattle	\$121.03	▲ 105%	▲ 104%	▲ 104%	▲ 103%	▲ 103%	▲ 103%	▲ 102%	▼ 102%	▲ 102%	▲ 101%	▲ 101%	▲ 100%	\$115.65
Washington	\$120.61	▲ 110%	▲ 110%	▲ 110%	▼ 109%	▲ 109%	▲ 109%	▲ 108%	▲ 107%	▲ 106%	▲ 105%	▲ 104%	▲ 102%	\$109.31
Tampa	\$117.37	▼ 97%	▼ 97%	▼ 97%	▼ 98%	▼ 98%	▼ 99%	▲ 100%	▲ 100%	▲ 100%	▼ 100%	▼ 100%	▲ 100%	\$121.57
Phoenix	\$115.34	▼ 96%	▼ 97%	▼ 99%	▼ 99%	▼ 100%	▲ 100%	▼ 100%	▲ 100%	▲ 100%	▲ 99%	▼ 99%	▼ 99%	\$119.92
Denver	\$103.48	▼ 104%	▲ 105%	▼ 105%	▼ 105%	▲ 105%	▲ 105%	▲ 104%	▼ 103%	▲ 103%	▲ 102%	▲ 101%	▲ 101%	\$99.03
Chicago	\$101.65	▼ 103%	▲ 104%	▲ 104%	▼ 103%	▲ 103%	▲ 103%	▼ 103%	▲ 103%	▼ 103%	▲ 103%	▲ 103%	▲ 101%	\$98.26
New Orleans	\$100.58	▼ 91%	▲ 91%	▲ 91%	▼ 91%	▼ 91%	▼ 92%	▼ 93%	▼ 94%	▼ 94%	▼ 96%	▼ 97%	▼ 98%	\$110.99
Philadelphia	\$92.65	▼ 103%	▼ 103%	▼ 103%	▼ 103%	▲ 104%	▲ 103%	▲ 103%	▲ 102 %	▼ 102%	▲ 102%	▲ 101%	▼ 100%	\$90.22
Dallas	\$81.99	▲ 103%	▼ 103%	▼ 103%	▲ 104%	▲ 103%	▲ 103%	▲ 103%	▲ 102%	▲ 102%	▲ 101%	▲ 101%	▲ 101%	\$79.45
Atlanta	\$80.60	▼ 100%	▼ 100%	▼ 101%	▼ 101%	▼ 101%	▲ 101%	▼ 101%	▲ 101%	▼ 101%	▲ 101%	▲ 101%	▲ 101%	\$80.84
Norfolk	\$79.53	▲ 100%	▲ 100%	▼ 100%	▼ 100%	▼ 100%	▲ 101%	▲ 101%	▼ 100%	▼ 101%	▲ 101%	▼ 100%	▲ 101%	\$79.23
Minneapolis	\$75.26	▲ 105%	▲ 104%	▼ 104%	▲ 105%	▼ 105%	▲ 105%	▲ 104%	▼ 103%	▲ 103%	▲ 103%	▲ 101%	▲ 101%	\$71.76
Saint Louis	\$71.55	▲ 102%	▼ 102%	▼ 102%	▲ 102%	▲ 102%	▼ 101%	▼ 101%	▼ 102%	▲ 104%	▲ 102%	▲ 101%	▲ 101%	\$70.30
Detroit	\$71.50	▼ 104%	▼ 104%	▲ 105%	▲ 104%	▲ 104%	▼ 104%	▲ 104%	▲ 103%	▲ 102%	▲ 102%	▲ 101%	▲ 100%	\$68.93
Houston	\$68.62	▼ 108%	▲ 108%	▲ 108%	▼ 106%	▲ 106%	▼ 106%	▲ 106%	▲ 105%	▲ 104%	▲ 104%	▲ 102%	▲ 102%	\$63.72

Occupancy & ADR Contribution to RevPAR Recovery

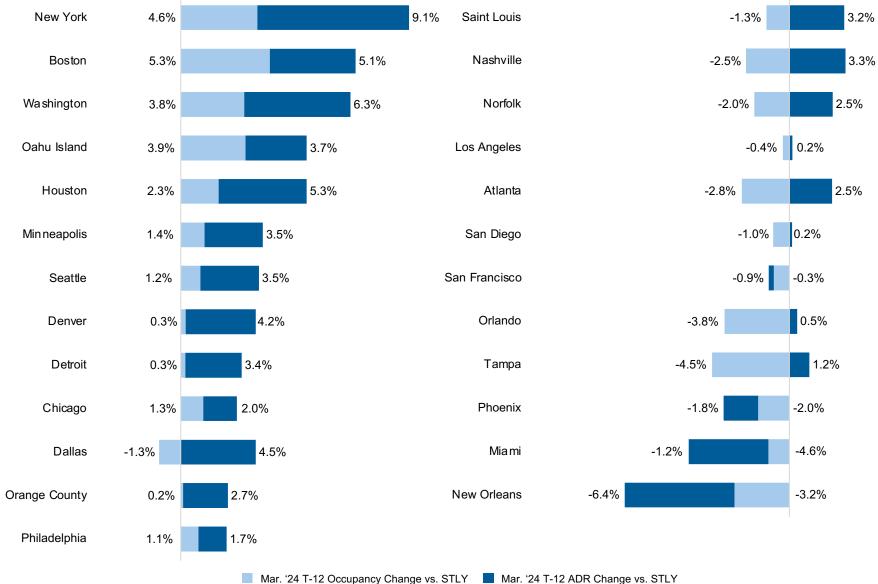
Not a single market in the Top 25 has achieved T-12 Occupancy in line with its respective pre-pandemic benchmark. As a result, for most markets, where current T-12 RevPAR is outpacing the 2019 benchmark, ADR has grown tremendously since year-end 2019.





Occupancy & ADR Contribution to T-12 RevPAR

Over the past year, roughly half the markets in the Top 25 experienced Occupancy growth, though that is paired with more tepid ADR growth in most locales.



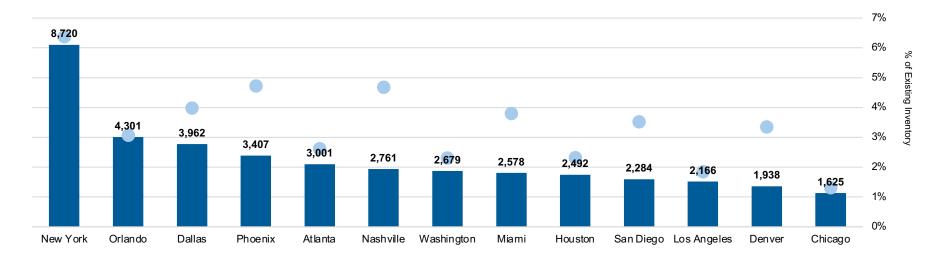


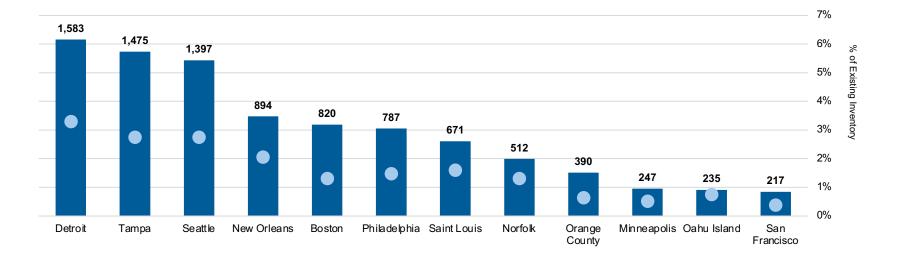


Top 25 New Supply Analysis

New supply is largely in check across the board. New York leads the pack, with 8,720 rooms underway, representing 6.4% of its current lodging inventory.

Bars reflect rooms under construction, and circles represent each market's under-construction pipeline as a percentage of its existing rooms inventory.







Top 25 Markets Performance Matrix

The data below bear out a continuation of the trends expressed on previous pages: over both the twelve months and three months ended March 2024, a general slowing of the growth many markets have experienced since year-end 2019, and in some cases, giving up some of the ground gained.

Submarket	March '24 T-12 RevPAR	T-12 RevPAR % Change	March '24 T-12 Occupancy	T-12 Occupancy % Change	March '24 T-12 ADR	T-12 ADR % Change	March '24 T-3 RevPAR	T-3 RevPAR % Change	March '24 T-3 Occupancy	T-3 Occupancy % Change	March '24 T-3 ADR	T-3 ADR % Change	Rooms Under Construction	Total Rooms Inventory	New Supply as % of Total Inventory
New York	\$250.56	14.0%	82.5%	4.6%	\$304.41	9.1%	\$172.31	11.6%	74.7%	4.6%	\$230.79	6.7%	8,720	136,581	6.4%
Oahu Island	\$228.44	7.7%	80.3%	3.9%	\$284.34	3.7%	\$228.42	7.9%	80.5%	3.7%	\$283.87	4.1%	235	31,000	0.8%
Boston	\$164.60	10.7%	73.1%	5.3%	\$225.00	5.1%	\$108.88	9.7%	61.9%	6.2%	\$175.77	3.3%	820	62,513	1.3%
Miami	\$160.60	-5.8%	72.5%	-1.2%	\$221.15	-4.6%	\$225.71	2.8%	81.9%	3.3%	\$275.51	-0.4%	2,578	67,676	3.8%
San Diego	\$153.95	-0.8%	73.3%	-1.0%	\$209.99	0.2%	\$136.39	-0.5%	70.2%	-0.8%	\$194.27	0.3%	2,284	64,816	3.5%
Orange County	\$151.90	2.8%	71.6%	0.2%	\$211.85	2.7%	\$137.59	1.7%	67.3%	0.1%	\$204.34	1.6%	390	61,121	0.6%
San Francisco	\$146.92	-1.2%	65.8%	-0.9%	\$223.32	-0.3%	\$143.15	0.1%	59.9%	0.3%	\$238.92	-0.2%	217	56,524	0.4%
Los Angeles	\$140.51	-0.2%	71.3%	-0.4%	\$196.80	0.2%	\$130.27	-4.3%	68.3%	-2.1%	\$190.88	-2.2%	2,166	117,094	1.8%
Orlando	\$139.65	-3.3%	72.3%	-3.8%	\$193.18	0.5%	\$165.24	-1.5%	77.4%	-2.1%	\$213.44	0.6%	4,301	139,939	3.1%
Nashville	\$121.41	0.7%	67.9%	-2.5%	\$178.82	3.3%	\$101.26	-7.0%	61.9%	-5.3%	\$163.71	-1.8%	2,761	58,925	4.7%
Seattle	\$121.03	4.7%	68.2%	1.2%	\$177.48	3.5%	\$90.40	8.8%	61.0%	7.0%	\$148.17	1.7%	1,397	50,816	2.7%
Washington	\$120.61	10.4%	67.1%	3.8%	\$179.97	6.3%	\$105.54	5.3%	61.0%	2.4%	\$172.94	2.8%	2,679	115,584	2.3%
Tampa	\$117.37	-3.4%	68.8%	-4.5%	\$170.69	1.2%	\$152.38	-3.6%	76.3%	-4.2%	\$199.80	0.7%	1,475	53,632	2.8%
Phoenix	\$115.34	-3.8%	68.1%	-1.8%	\$169.47	-2.0%	\$169.90	-7.8%	76.9%	-1.7%	\$221.02	-6.3%	3,407	72,004	4.7%
Denver	\$103.48	4.5%	69.1%	0.3%	\$149.87	4.2%	\$78.40	-2.3%	60.4%	-2.9%	\$129.79	0.7%	1,938	57,865	3.3%
Chicago	\$101.65	3.4%	63.2%	1.3%	\$160.61	2.0%	\$65.47	1.9%	51.3%	1.5%	\$127.56	0.4%	1,625	123,860	1.3%
New Orleans	\$100.58	-9.4%	60.0%	-3.2%	\$167.63	-6.4%	\$119.28	0.1%	65.8%	4.1%	\$181.25	-3.8%	894	43,366	2.1%
Philadelphia	\$92.65	2.8%	61.4%	1.1%	\$151.12	1.7%	\$70.84	-2.2%	53.6%	0.6%	\$132.06	-2.8%	787	53,157	1.5%
Dallas	\$81.99	3.1%	65.5%	-1.3%	\$125.17	4.5%	\$82.85	-1.7%	64.0%	-4.5%	\$129.55	3.0%	3,962	99,358	4.0%
Atlanta	\$80.60	-0.4%	64.4%	-2.8%	\$125.09	2.5%	\$78.08	-5.2%	62.8%	-4.3%	\$124.29	-1.0%	3,001	114,292	2.6%
Norfolk	\$79.53	0.4%	61.1%	-2.0%	\$130.24	2.5%	\$55.73	0.6%	52.1%	-2.0%	\$106.97	2.6%	512	39,086	1.3%
Minneapolis	\$75.26	4.9%	57.3%	1.4%	\$131.46	3.5%	\$58.19	1.5%	47.3%	-1.2%	\$123.17	2.8%	247	47,112	0.5%
Saint Louis	\$71.55	1.8%	57.6%	-1.3%	\$124.21	3.2%	\$60.75	-0.8%	51.6%	-2.7%	\$117.74	1.9%	671	41,893	1.6%
Detroit	\$71.50	3.6%	58.5%	0.3%	\$121.88	3.4%	\$58.78	-2.8%	51.4%	-3.8%	\$114.31	1.1%	1,583	47,996	3.3%
Houston	\$68.62	7.6%	59.8%	2.3%	\$114.77	5.3%	\$73.32	5.1%	61.2%	-0.4%	\$119.72	5.5%	2,492	107,470	2.3%

Meeting Your Lodging Investment Needs



HOTEL & RESORT SALES

Single-asset and portfolio dispositions, Asset valuations, Acquisition underwriting and representation



DEBT & EQUITY PLACEMENT

Equity Sourcing, New Debt Placement, Restructuring Existing Debt, Refinancing Services



ADVICE & CONSULTING

Owner Representation & Operations, Development, Repositioning, Expansions, Renovations, Brand & Management Negotiation

What Sets Us Apart A Client-Centric, Relationship-Driven Model

- > The Plasencia Group focuses on developing long-term business relationships. As a privately held company not beholden to shareholders, we are not pressured to collect listings and are honest about our valuations.

 Our clients' interests come first, last, and everywhere in between.
- > Our longstanding industry relationships also allow us to **consummate deals discreetly**, oftentimes without taking the asset to market.
- > The disposition assignments that we take on receive the full attention of our firm's senior leadership. We understand the principal mindset and the importance of a successful outcome to you personally.
- > We act with honesty and integrity, leveraging our local market knowledge and decades of experience in transactions, financings, operations, development, and asset management.
- > Our processes, platform, and work ethic allow us to enjoy a market-leading deal closing percentage.



Post-Pandemic Representative Engagements

















































National Presence. Local Knowledge. Exclusively Hospitality.

To discover even more about our firm, its history, and the services we offer, visit **tpghotels.com**.



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