Horwath HTL

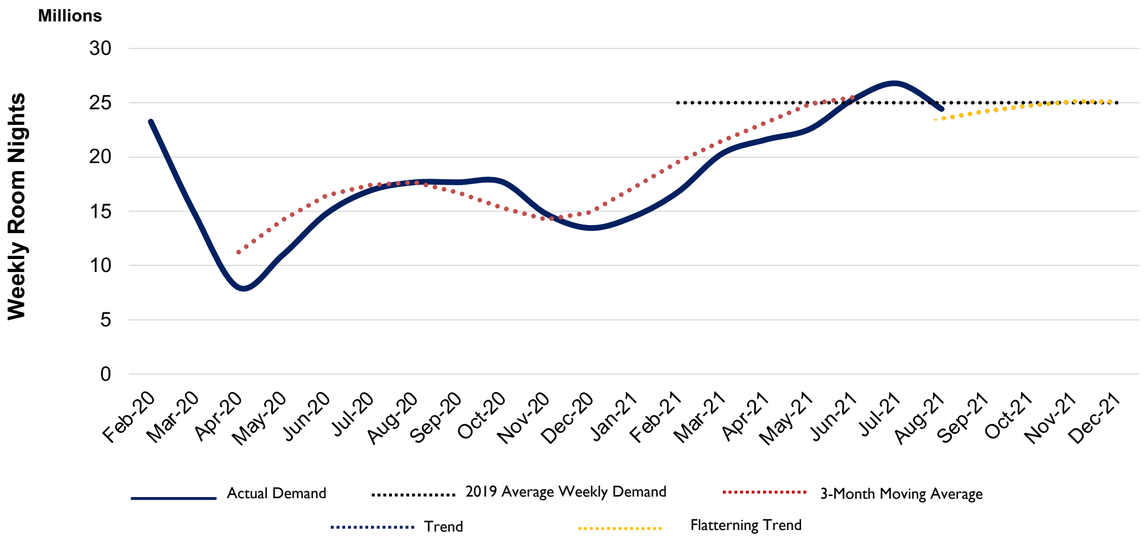
Hotel, Tourism and Leisure

MARKET REPORT

US Lodging
Market Overview

AUGUST 2021

U.S. Lodging Demand Recovery Trend

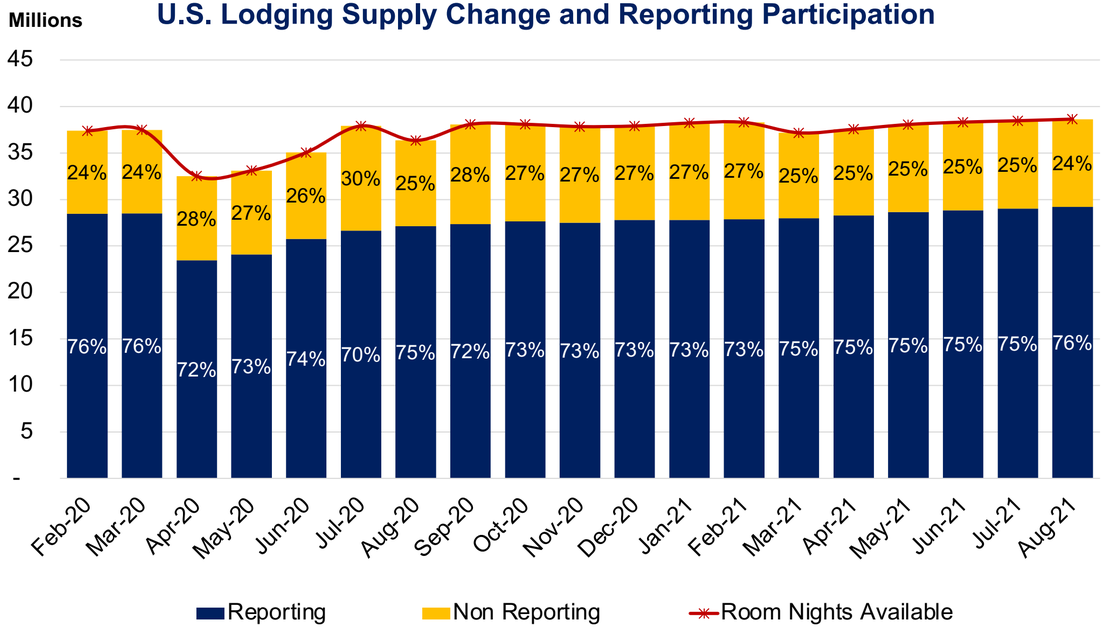


98%
Portion of 2019 average weekly demand recovered

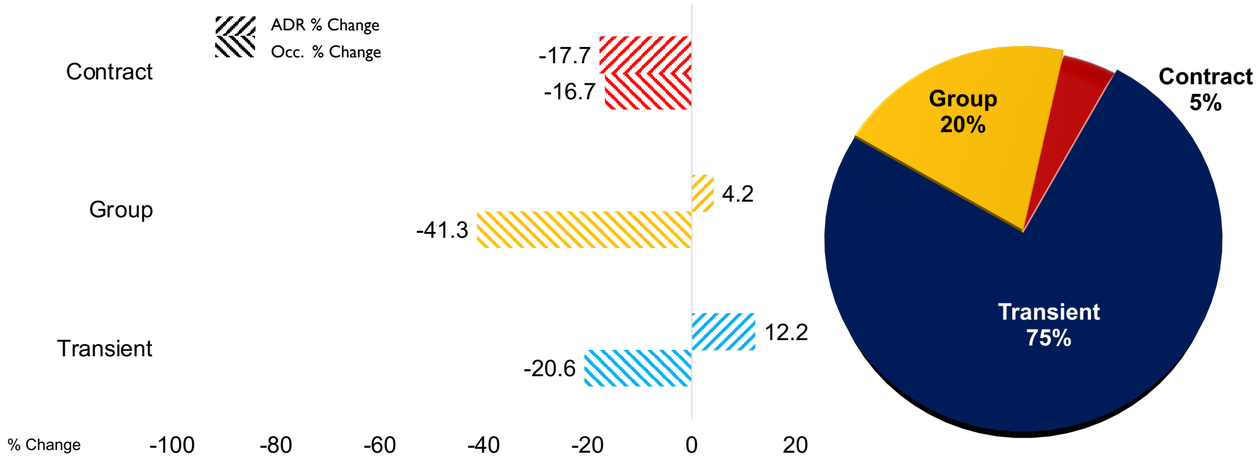
66%
YE 2019 Occupancy

55%
Estimated 2021 Occupancy

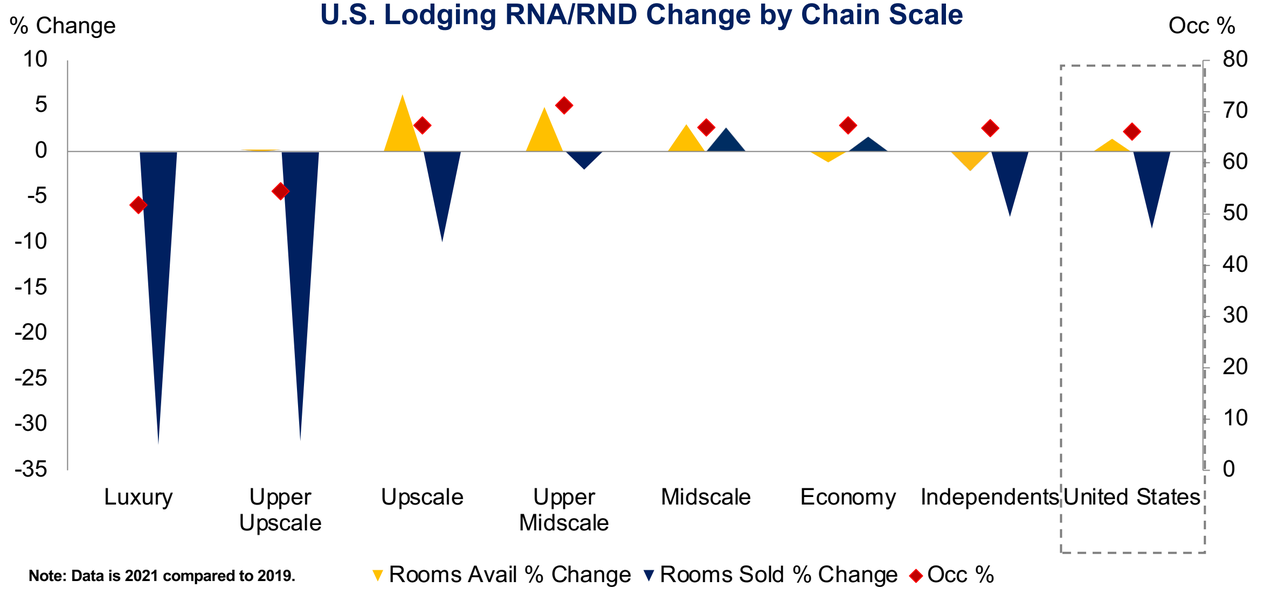
U.S. Lodging Supply Change and Reporting Participation



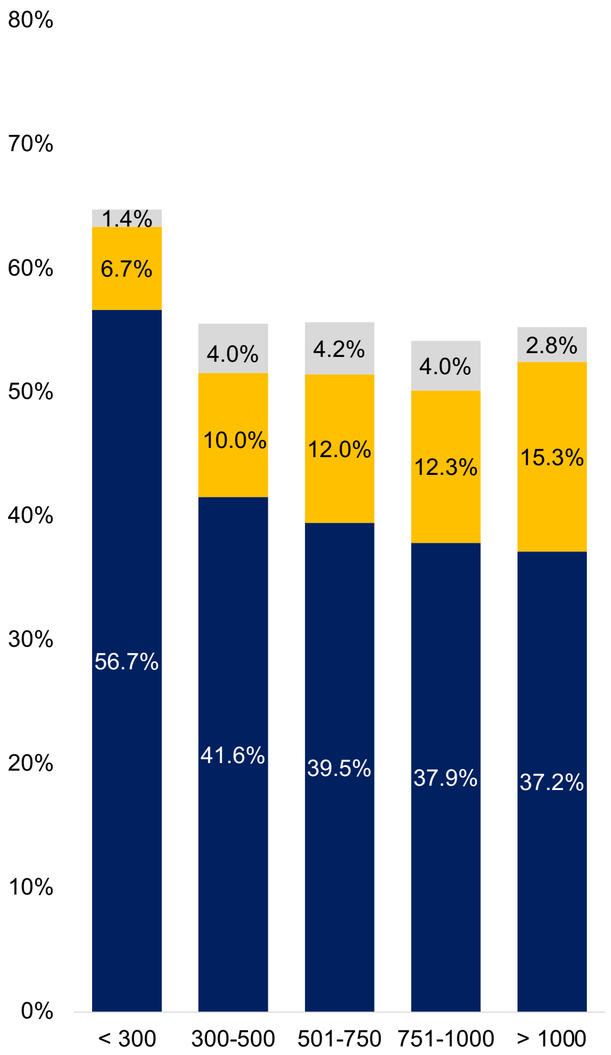
U.S. Lodging Market Mix/Change - August



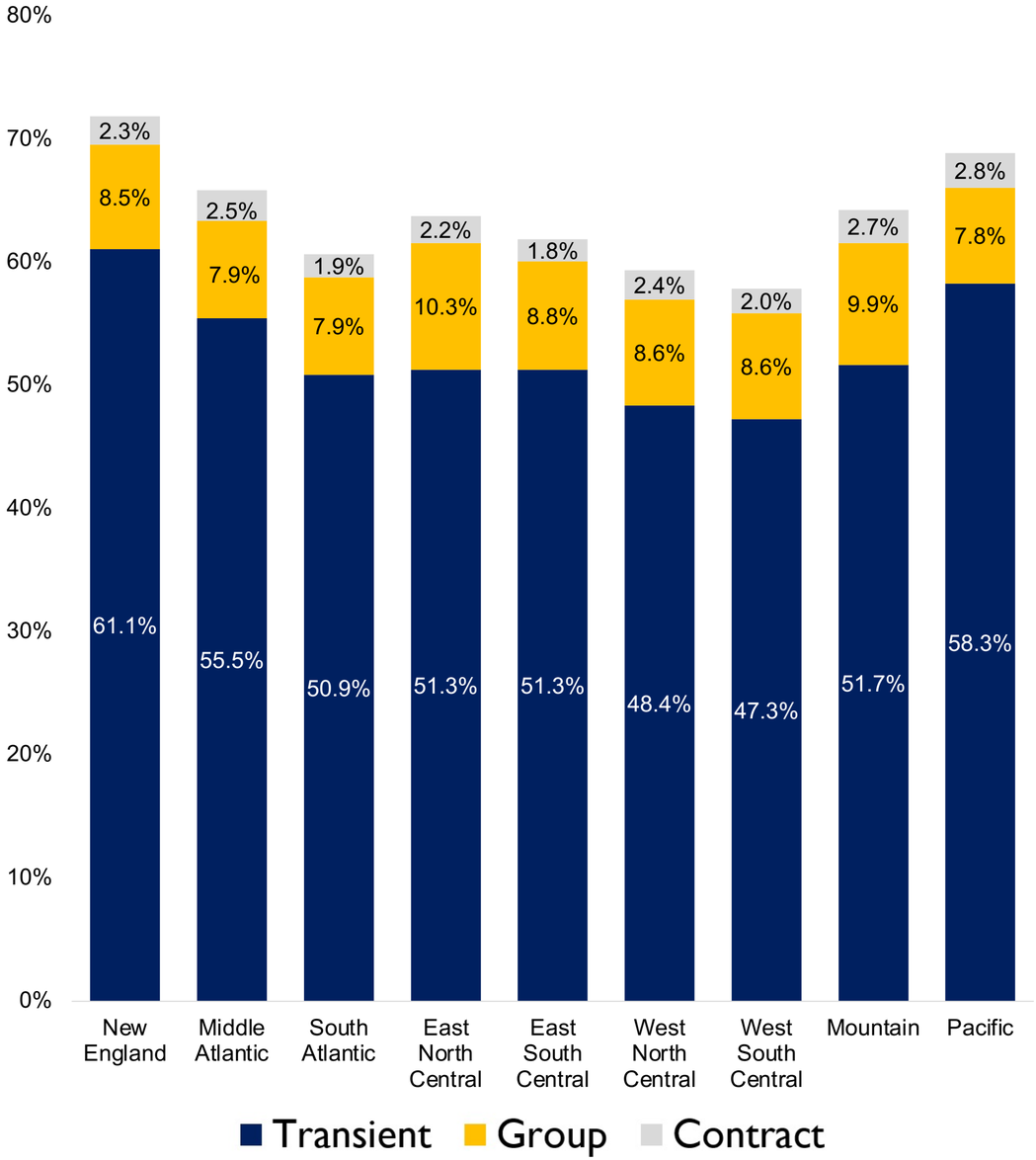
U.S. Lodging RNA/RND Change by Chain Scale



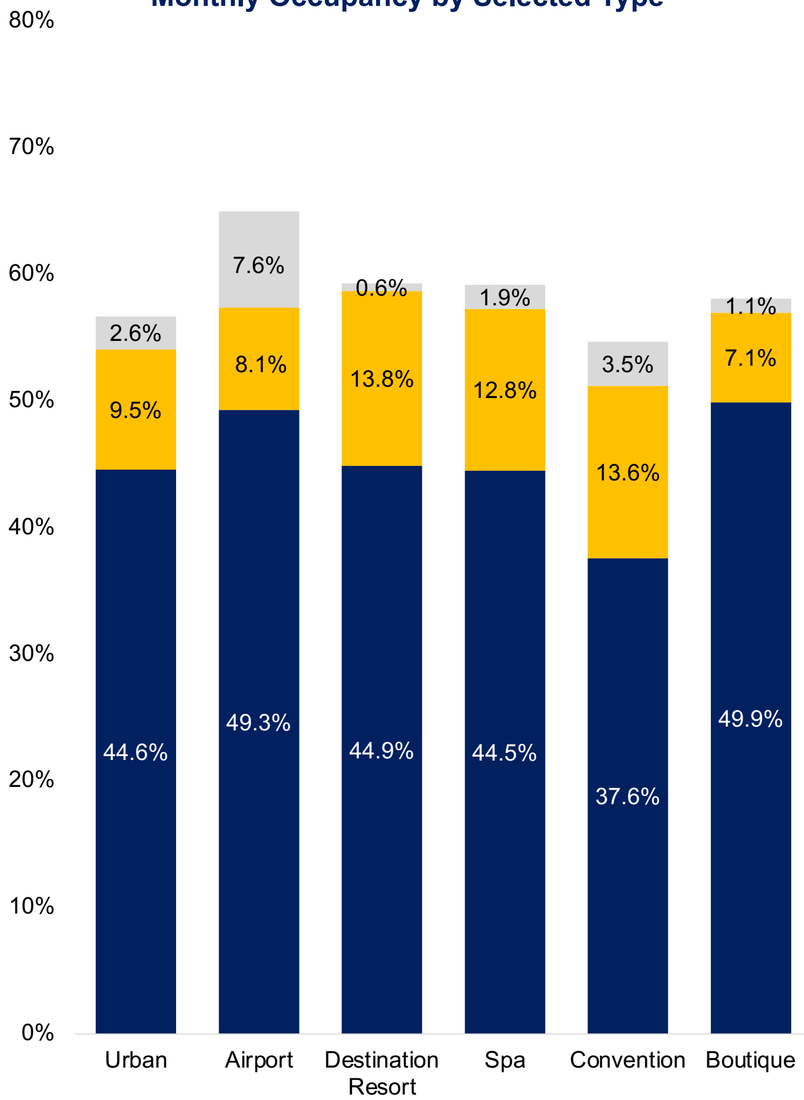
Monthly Occupancy by Size



Monthly Occupancy by Region

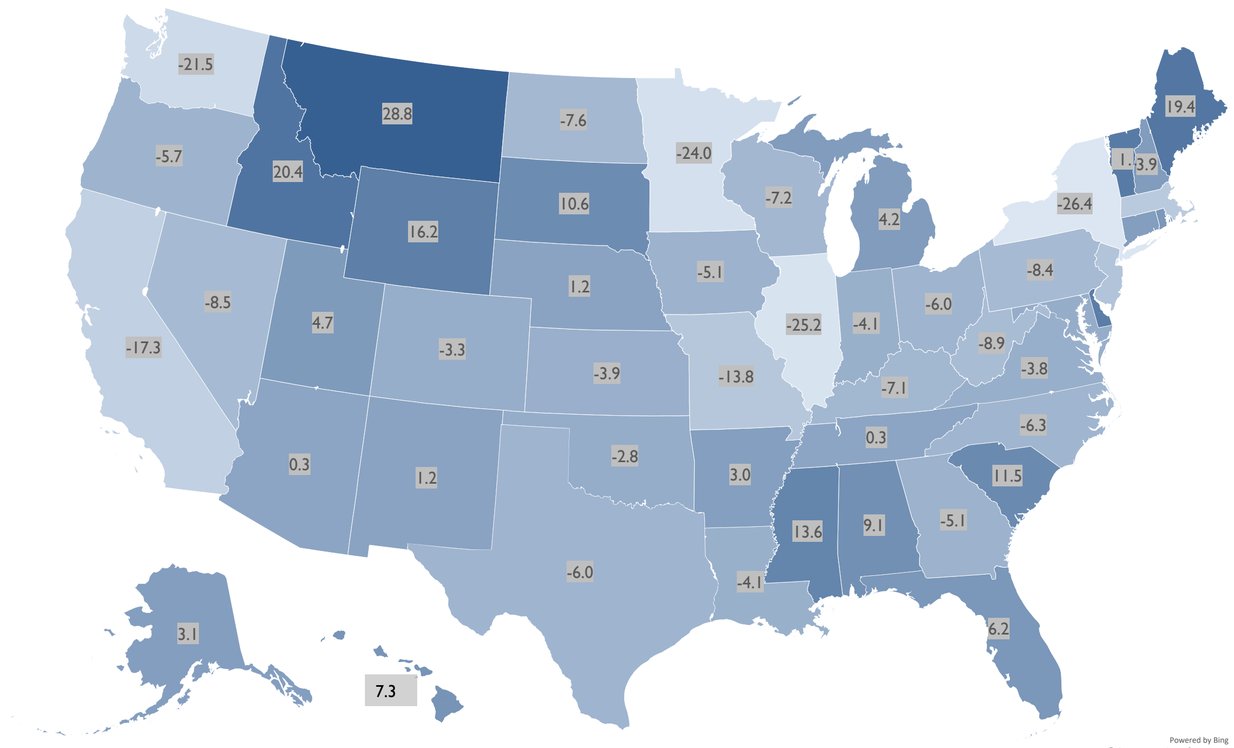


Monthly Occupancy by Selected Type

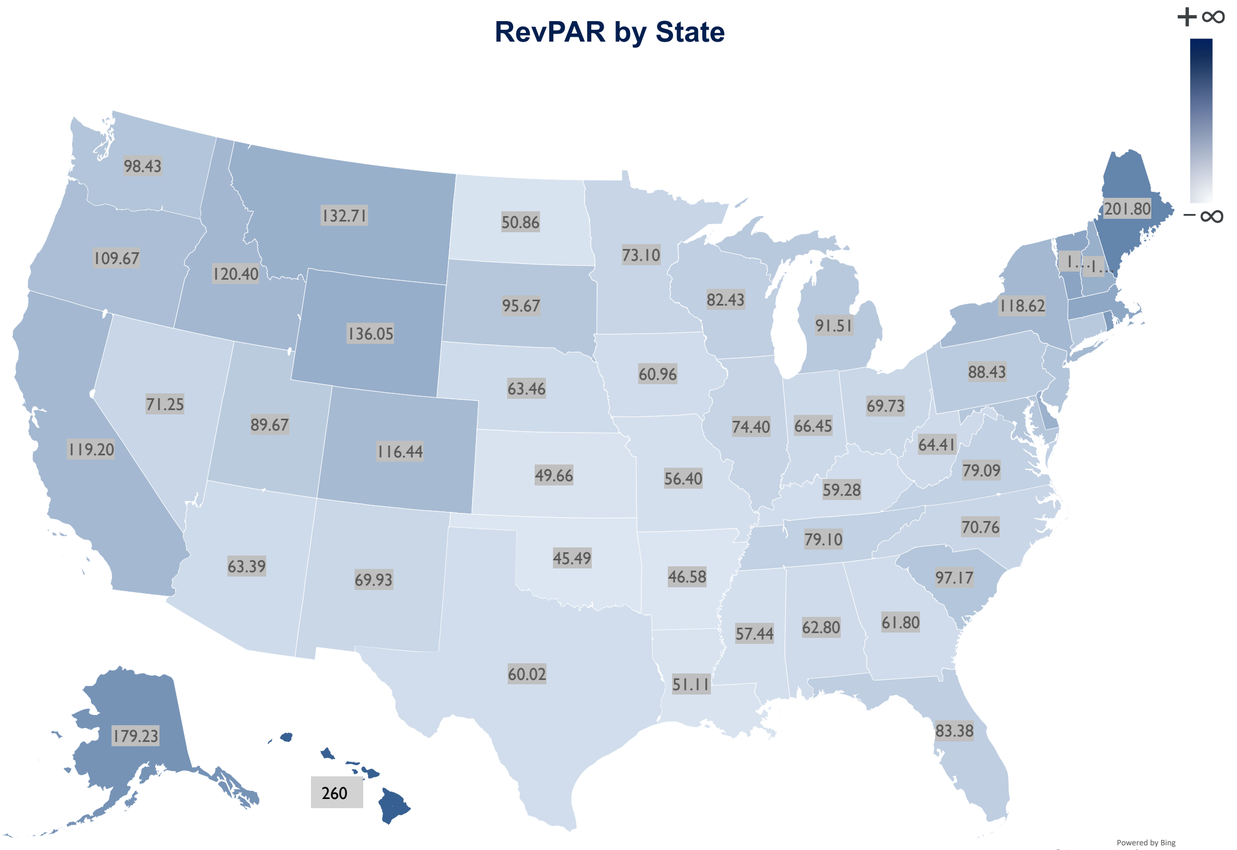


Source: STR; Horwath HTL

Monthly RevPAR % Change by State

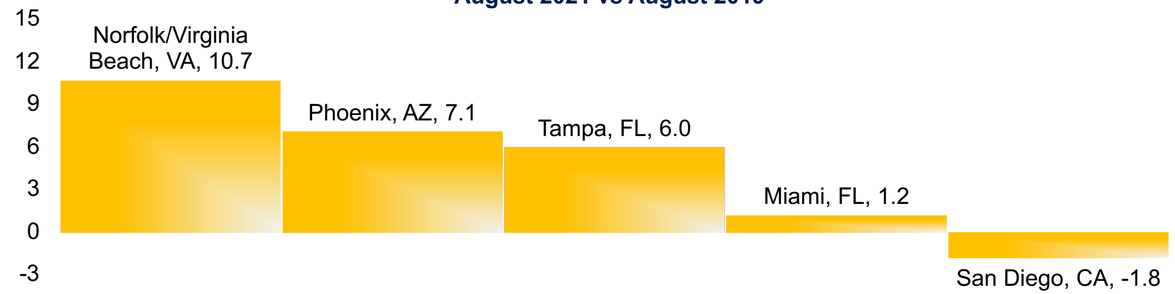


RevPAR by State

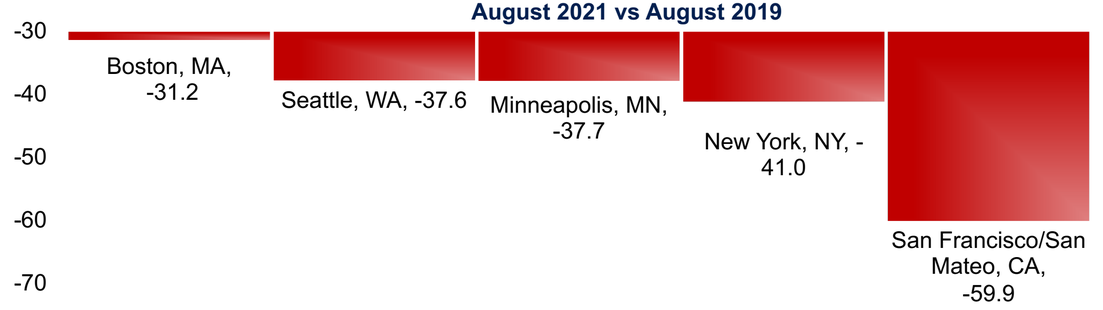


Top 25 Performing Markets

Top 5 Markets by RevPAR Percent Change
August 2021 vs August 2019

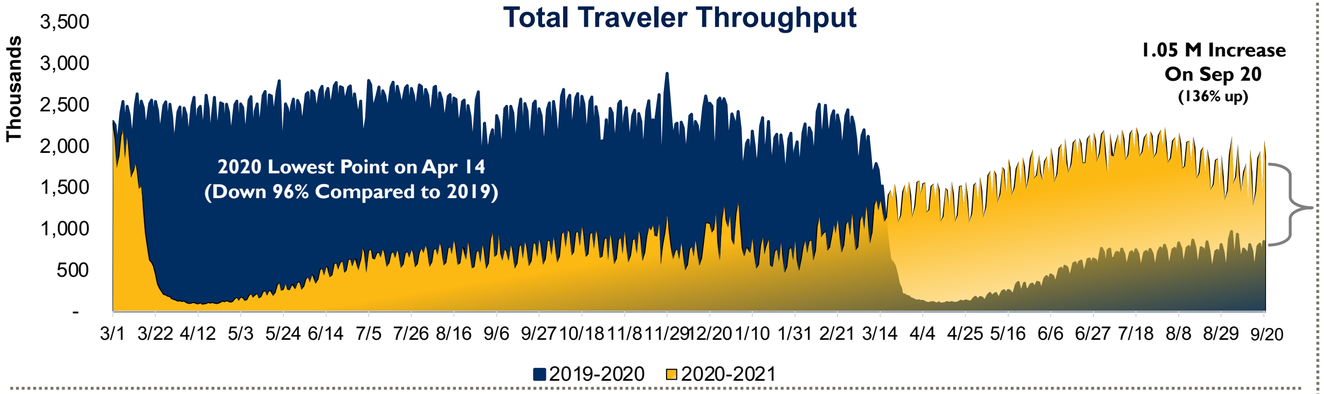


Bottom 5 Markets by RevPAR Percent Change
August 2021 vs August 2019

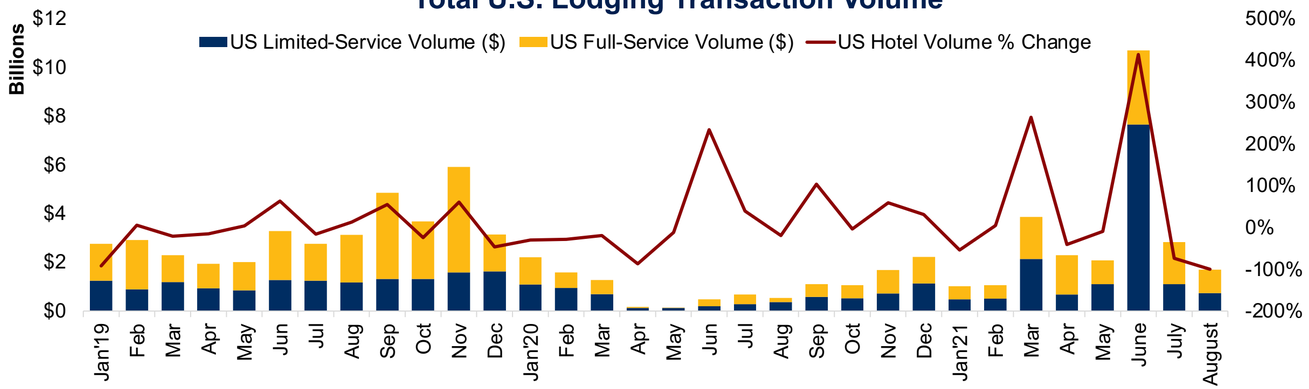


Source: STR; Horwath HTL

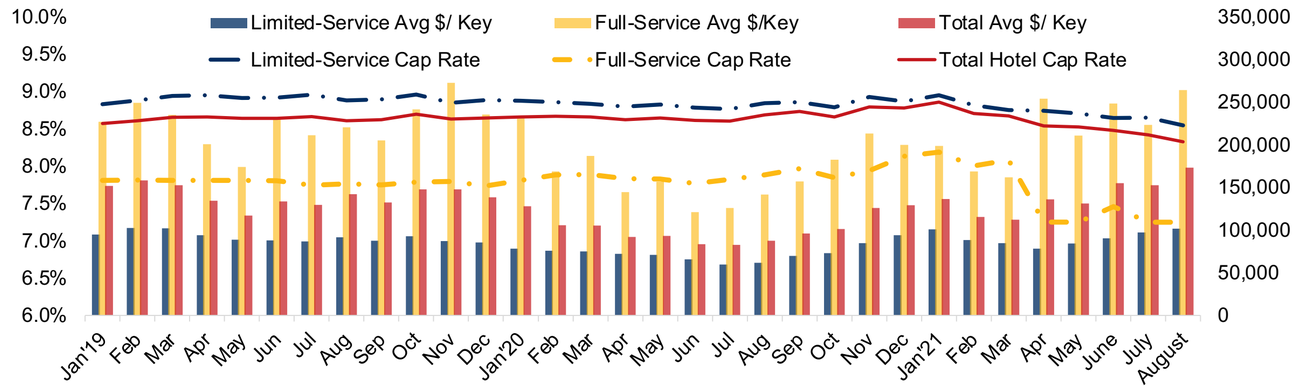
Total Traveler Throughput



Total U.S. Lodging Transaction Volume

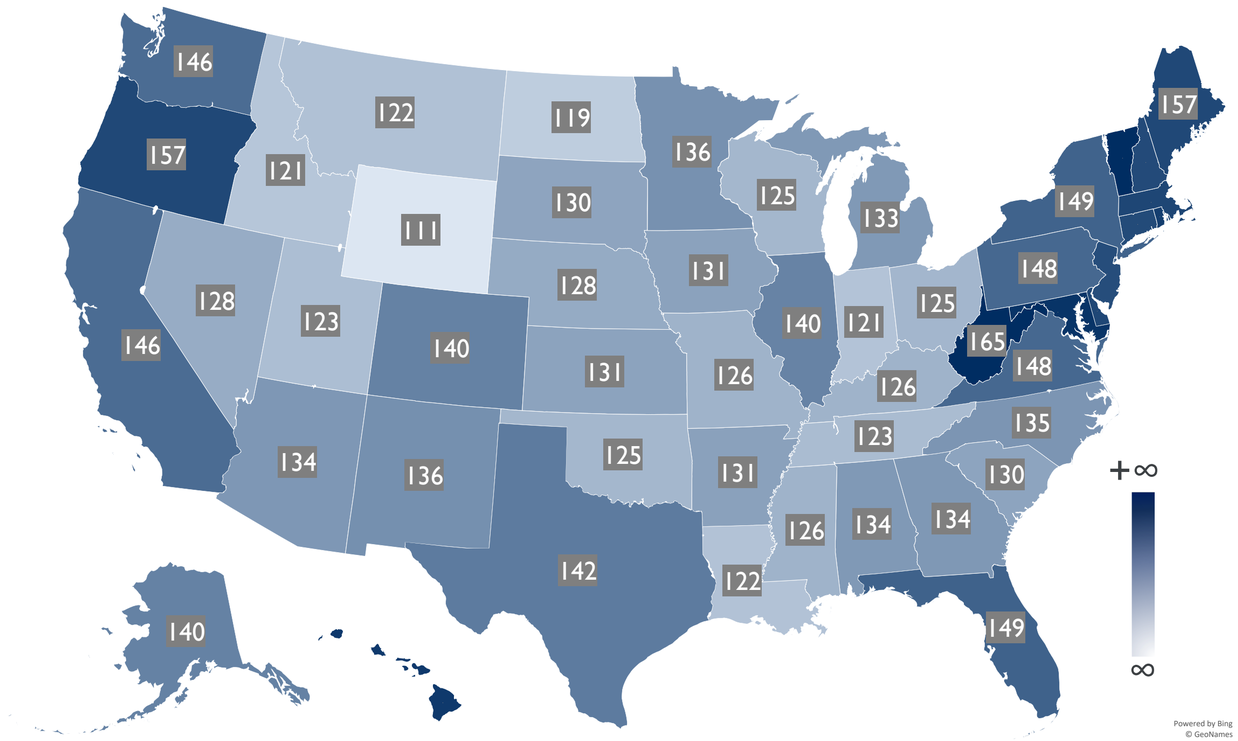


U.S. Lodging Cap Rate & Price per Key Trend

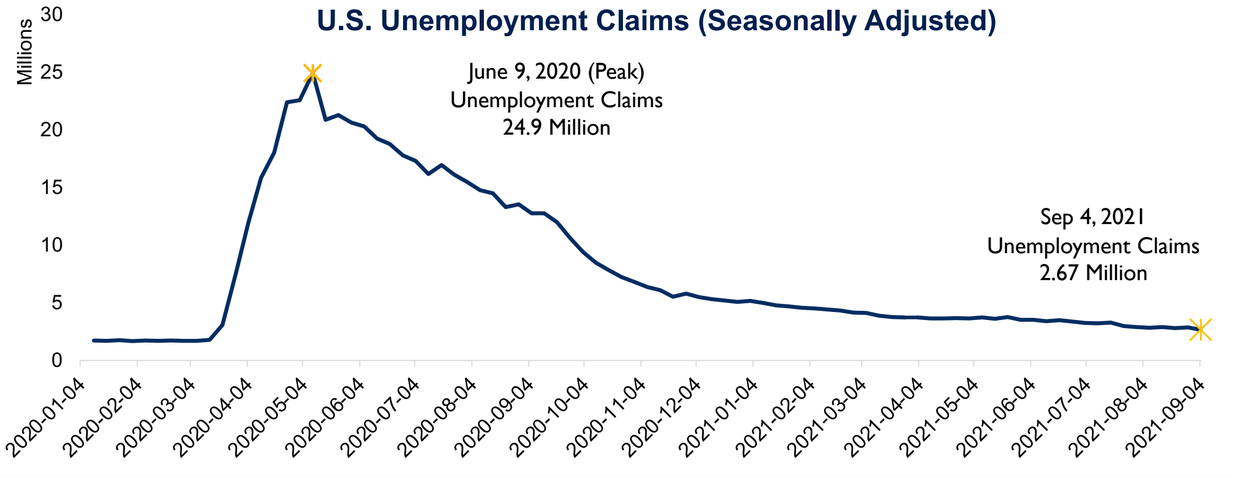


Cap rates and PPU displayed as a 12 Month Average.

COVID-19 Vaccine Doses Administered per 100 People by State (As of Sep 21, 2021)



U.S. Unemployment Claims (Seasonally Adjusted)



Source: TSA; RCA; BLS; CDC; Horwath HTL

At Horwath HTL, our focus is one hundred percent on hotel, tourism and leisure consulting. Our services cover every aspect of hotel real estate, tourism and leisure development.

We are a global brand with 49 offices in 39 countries, who have successfully carried out over 30,000 assignments for private and public clients.

We are part of the Crowe Global network, a top 10 accounting and financial services network. We are the number one choice for companies and financial institutions looking to invest and develop in the industry.

Our key areas of business are:

- Hotel Planning & Development
- Hotel Asset Management
- Hotel Valuation
- Health & Wellness
- Transactional Advisory
- Expert Witness & Litigation
- Leisure
- Tourism
- Hospitality Crisis Management

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- Hotel Planning & Development
- Hotel Asset Management
- Hotel Valuation
- Expert Witness & Litigation Support
- Tourism & Leisure
- Wellness & Sustainability
- Hospitality Crisis Management

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