



## Hospitality Submarket Report

# George Bush Airport Area

Houston - TX USA

### PREPARED BY

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**HOSPITALITY SUBMARKET REPORT**

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# Overview

## George Bush Airport Area Hospitality

12 Mo Occupancy

**60.1%**

12 Mo ADR

**\$92**

12 Mo RevPAR

**\$55**

12 Mo Supply

**3.9M**

12 Mo Demand

**2.4M**

George Bush Airport Area comprises 120 hotel properties, which contain around 11,000 rooms. Among the subtypes, there are 1,900 Luxury & Upper Upscale rooms, 4,500 Upscale & Upper Midscale rooms, and 4,600 Midscale & Economy rooms in George Bush Airport Area.

As of June, George Bush Airport Area 12-month occupancy is 60.1%, 12-month ADR is \$92, and 12-

month RevPAR is \$55. Year over year, 12-month occupancy in George Bush Airport Area has changed by -7.9%, 12-month ADR has changed -2.3%, and 12-month RevPAR has changed by -10.0%.

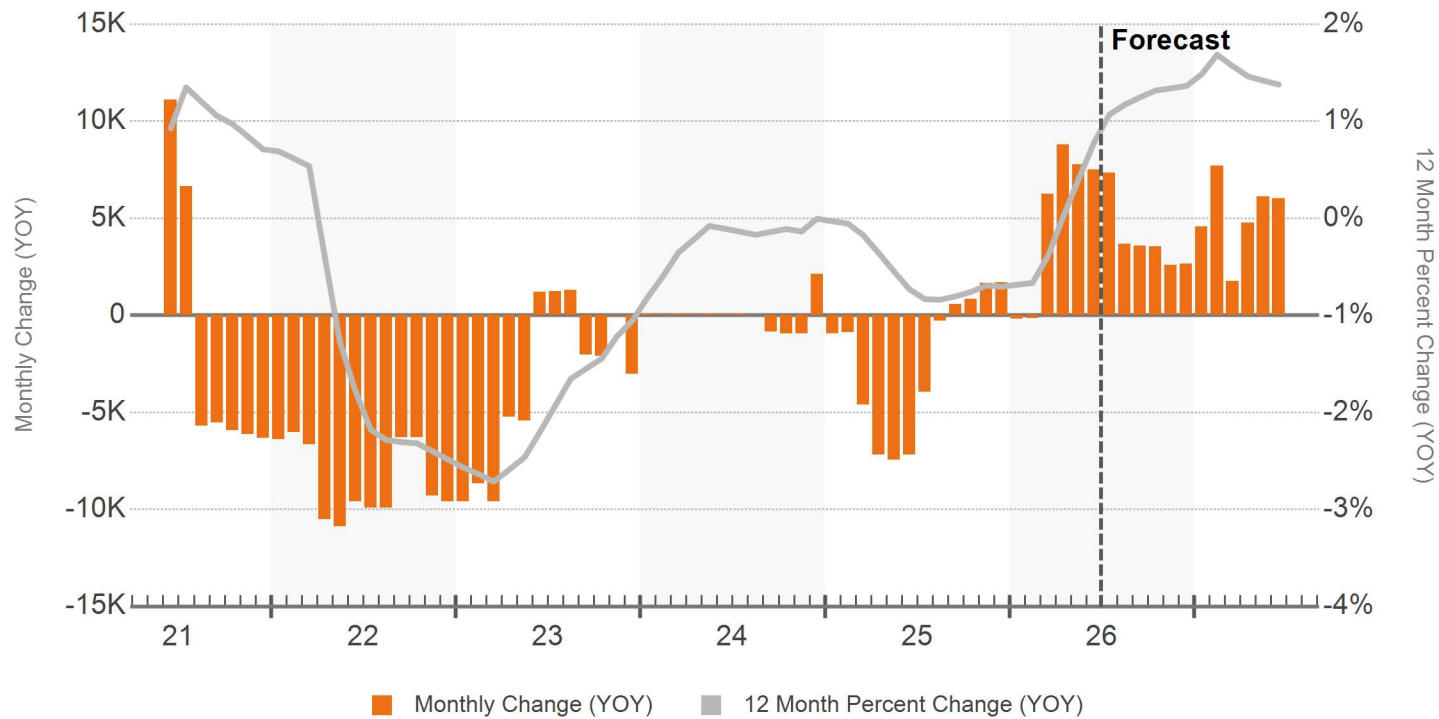
Approximately 100 rooms are under construction in George Bush Airport Area, accounting for 0.9% of its existing inventory. Over the past 12 months, roughly 110 rooms have opened across 1 building.

### KEY INDICATORS

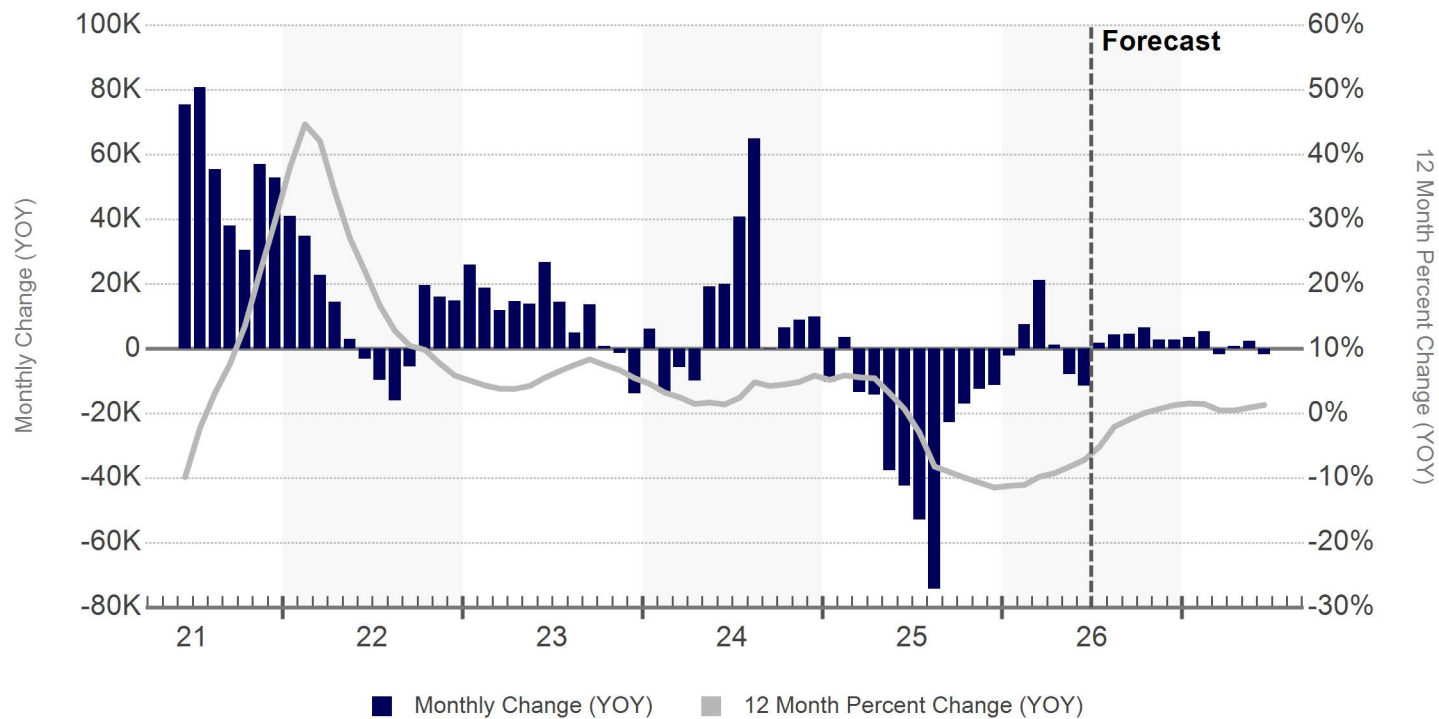
| Class                    | Rooms         | 12 Mo Occ    | 12 Mo ADR   | 12 Mo RevPAR | 12 Mo Delivered | Under Construction |
|--------------------------|---------------|--------------|-------------|--------------|-----------------|--------------------|
| Luxury & Upper Upscale   | 1,862         | 68.3%        | \$145       | \$99         | 0               | 0                  |
| Upscale & Upper Midscale | 4,522         | 61.0%        | \$100       | \$61         | 0               | 102                |
| Midscale & Economy       | 4,591         | 55.8%        | \$55        | \$30         | 0               | 0                  |
| <b>Total</b>             | <b>10,975</b> | <b>60.1%</b> | <b>\$92</b> | <b>\$55</b>  | <b>0</b>        | <b>102</b>         |

| Average Trend    | Current | 3 Mo  | YTD   | 12 Mo  | Historical Average | Forecast Average |
|------------------|---------|-------|-------|--------|--------------------|------------------|
| Occupancy        | 58.9%   | 59.9% | 62.2% | 60.1%  | 62.3%              | 60.4%            |
| Occupancy Change | -7.9%   | -5.4% | -0.9% | -7.9%  | 4.9%               | 0.1%             |
| ADR              | \$101   | \$97  | \$96  | \$92   | \$86               | \$95             |
| ADR Change       | 12.8%   | 8.2%  | 5.8%  | -2.3%  | 7.1%               | 1.4%             |
| RevPAR           | \$59    | \$58  | \$60  | \$55   | \$53               | \$57             |
| RevPAR Change    | 3.9%    | 2.4%  | 4.9%  | -10.0% | 12.3%              | 1.5%             |

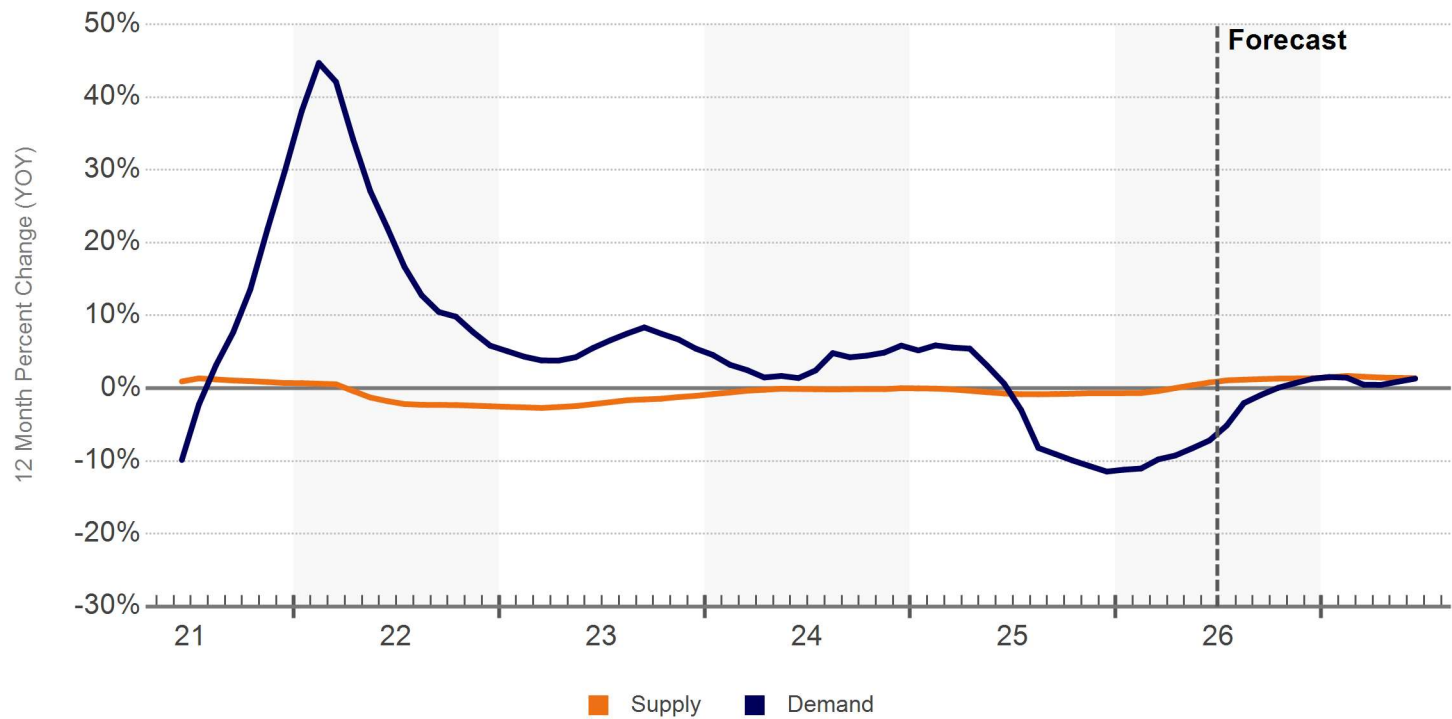
SUPPLY CHANGE



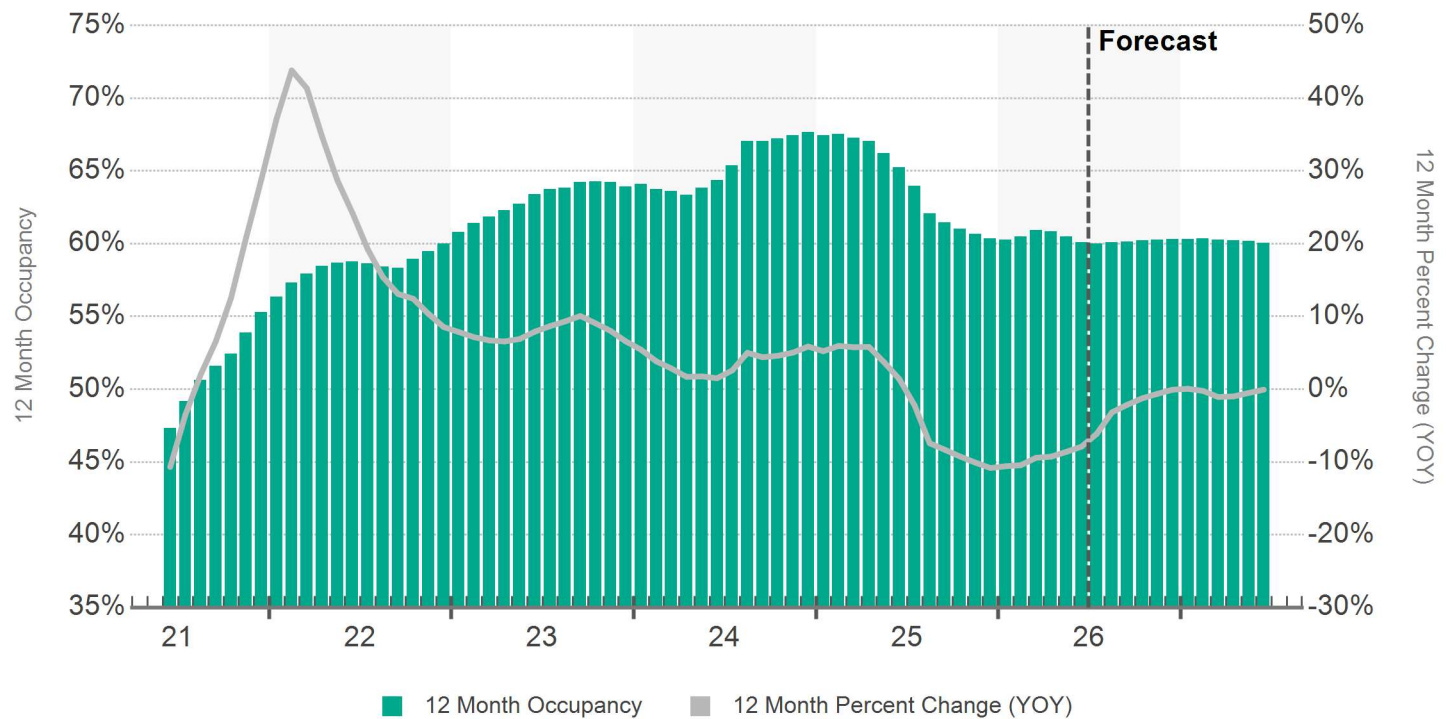
DEMAND CHANGE



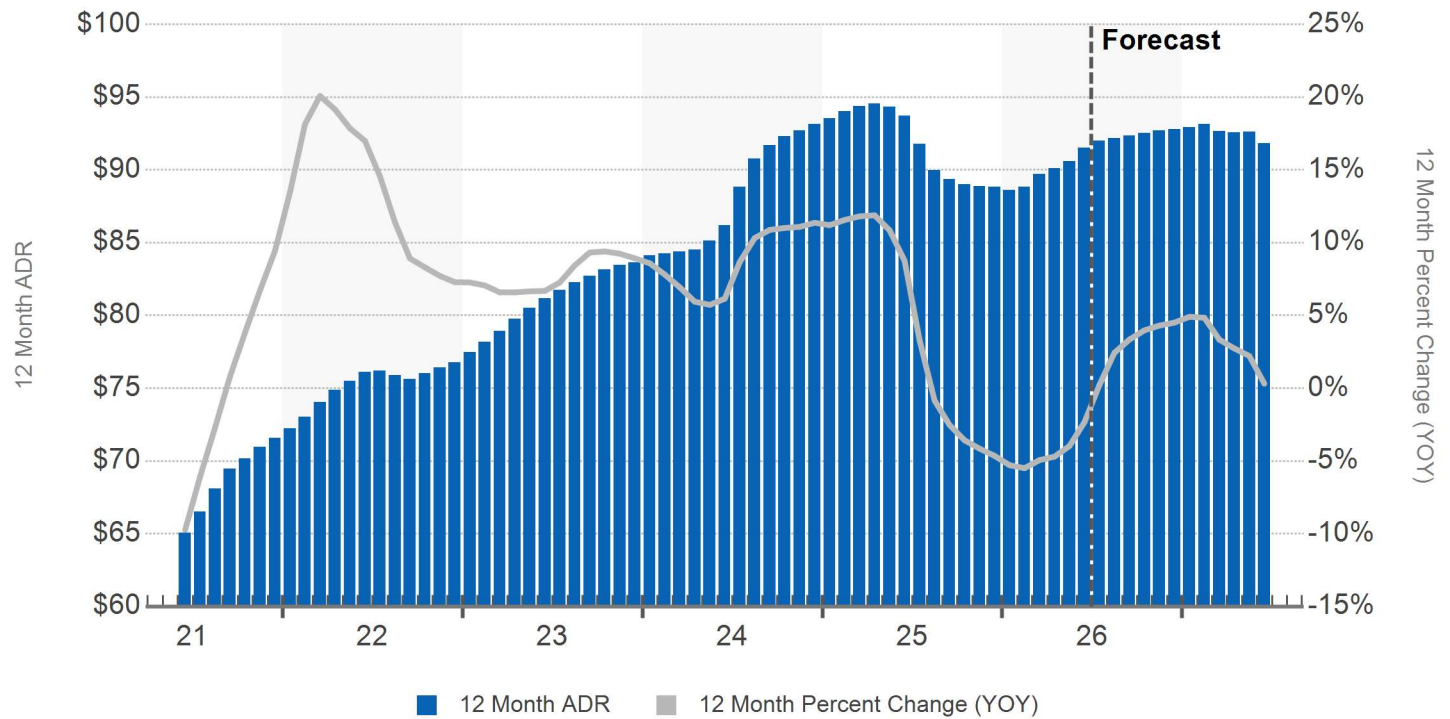
SUPPLY & DEMAND CHANGE



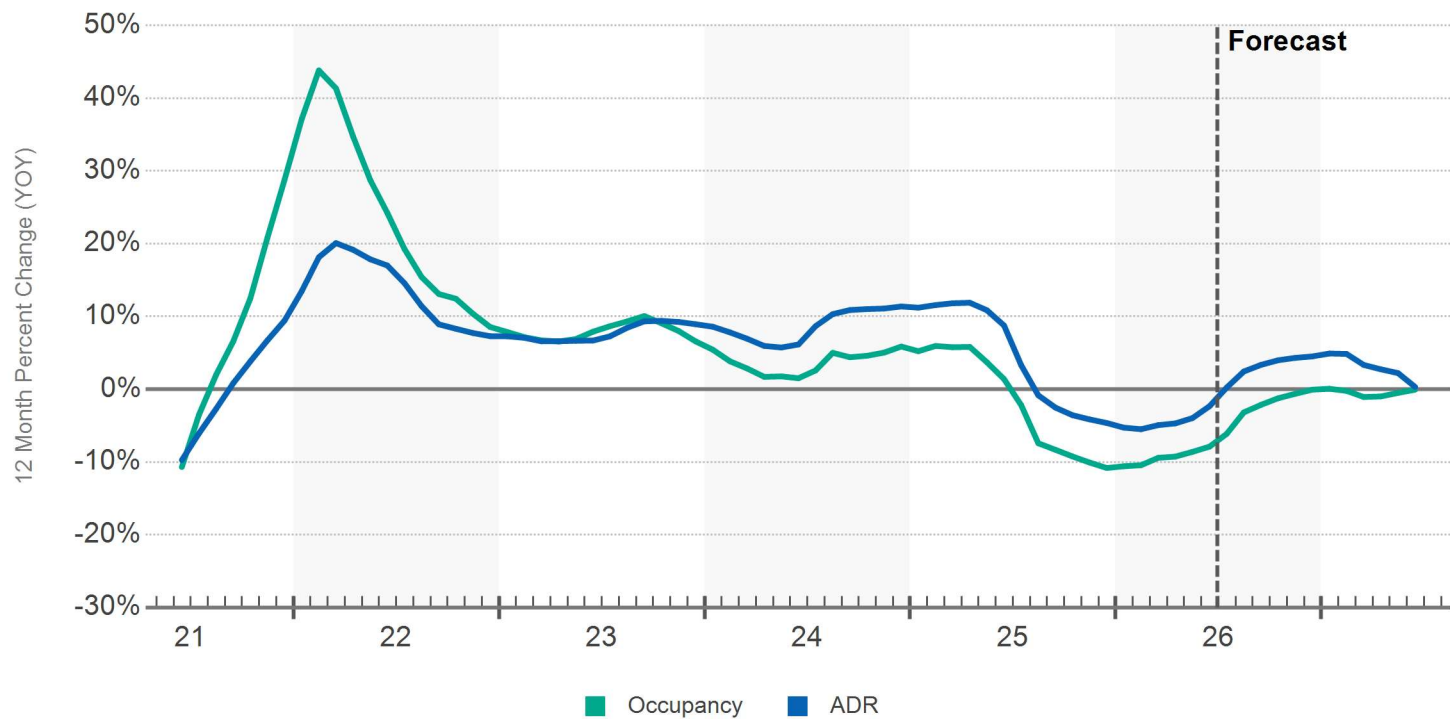
OCCUPANCY



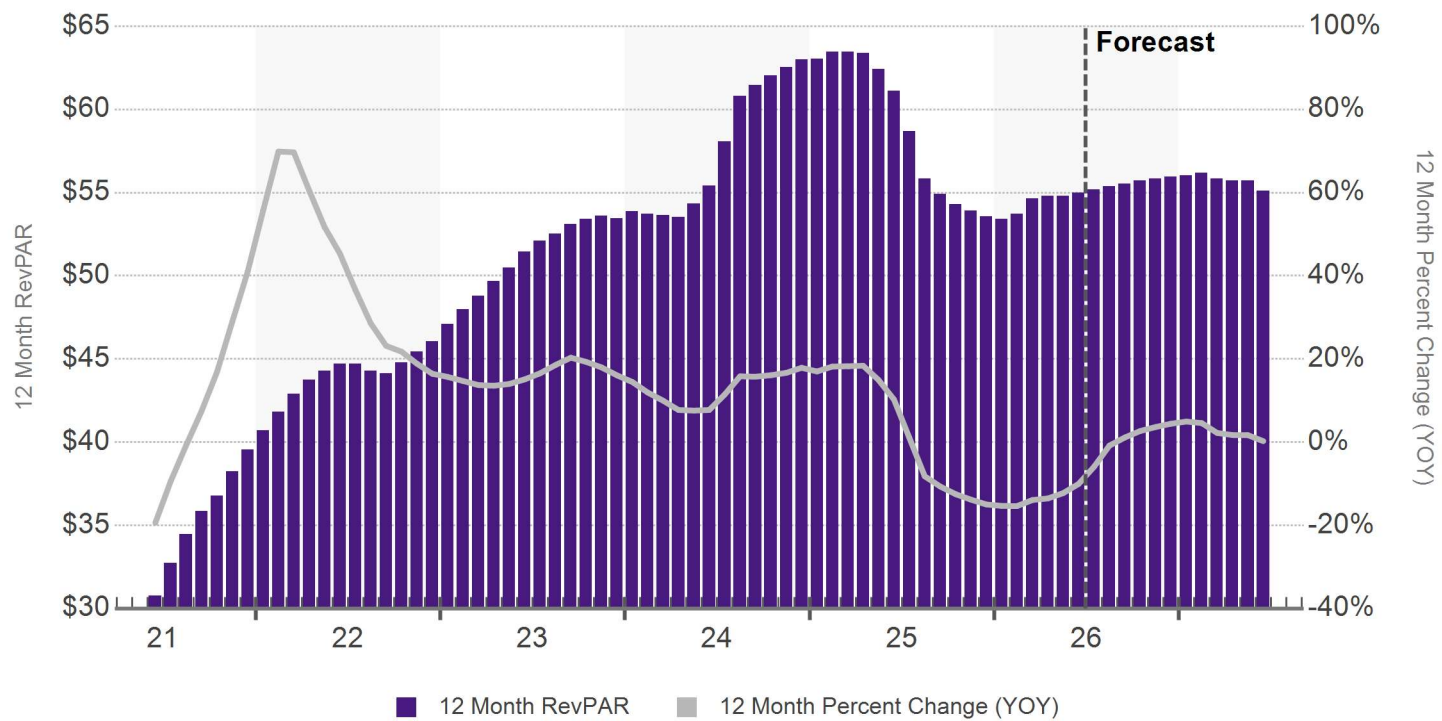
ADR



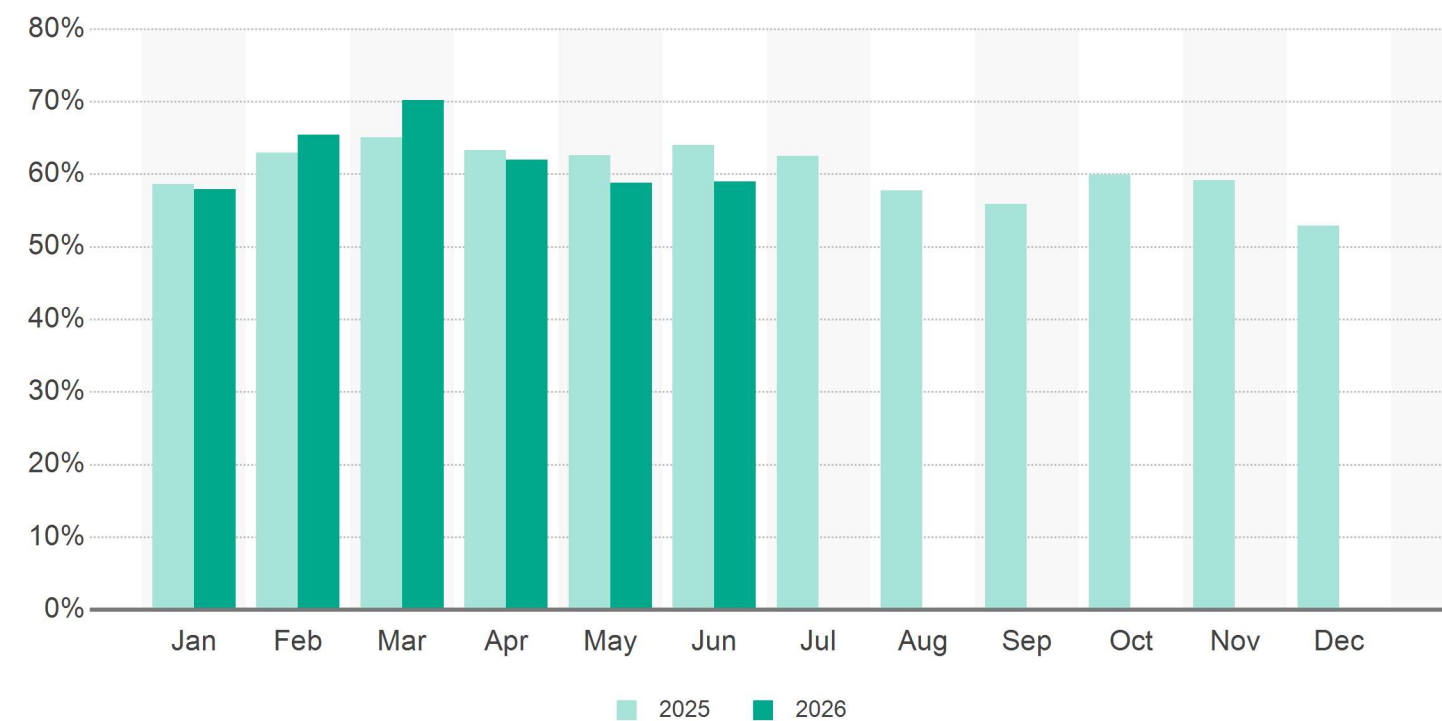
OCCUPANCY & ADR CHANGE



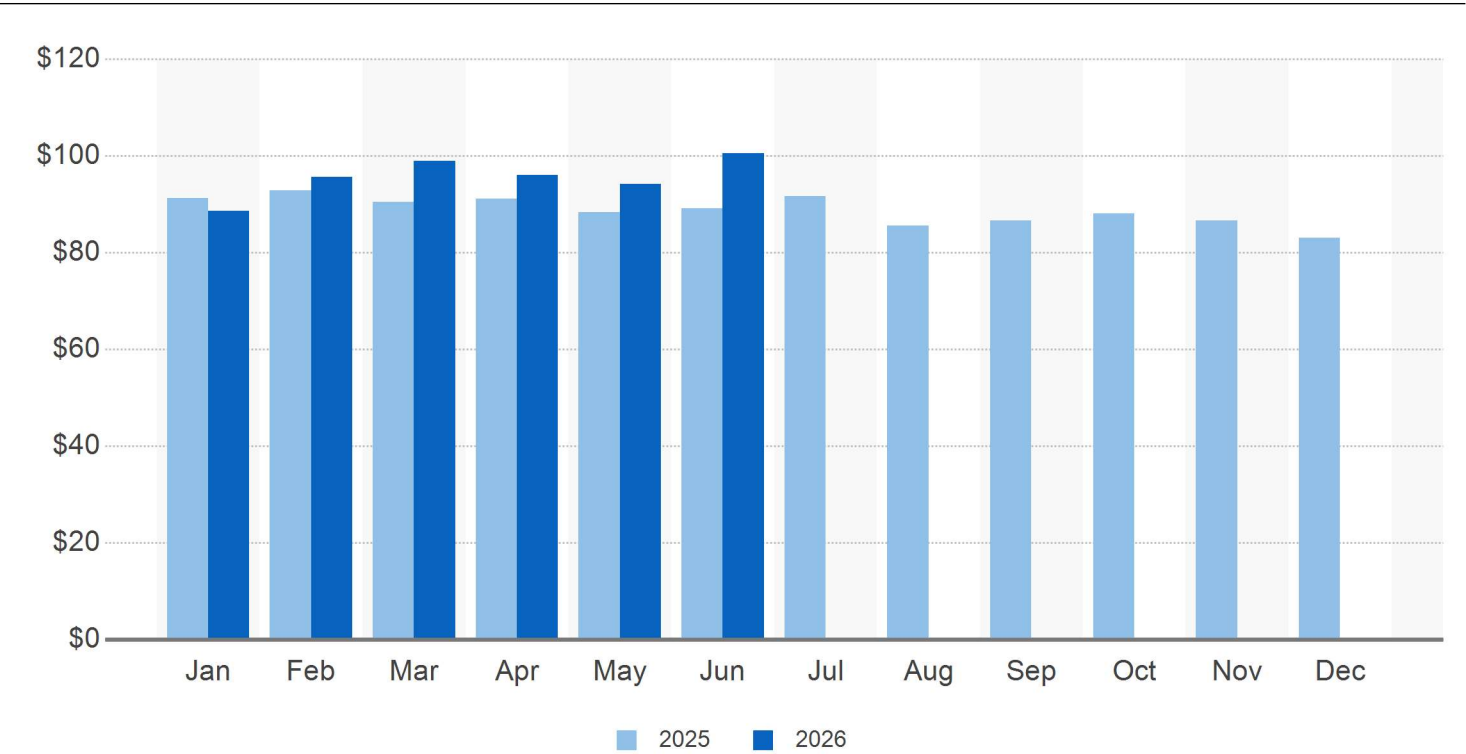
REVPAR



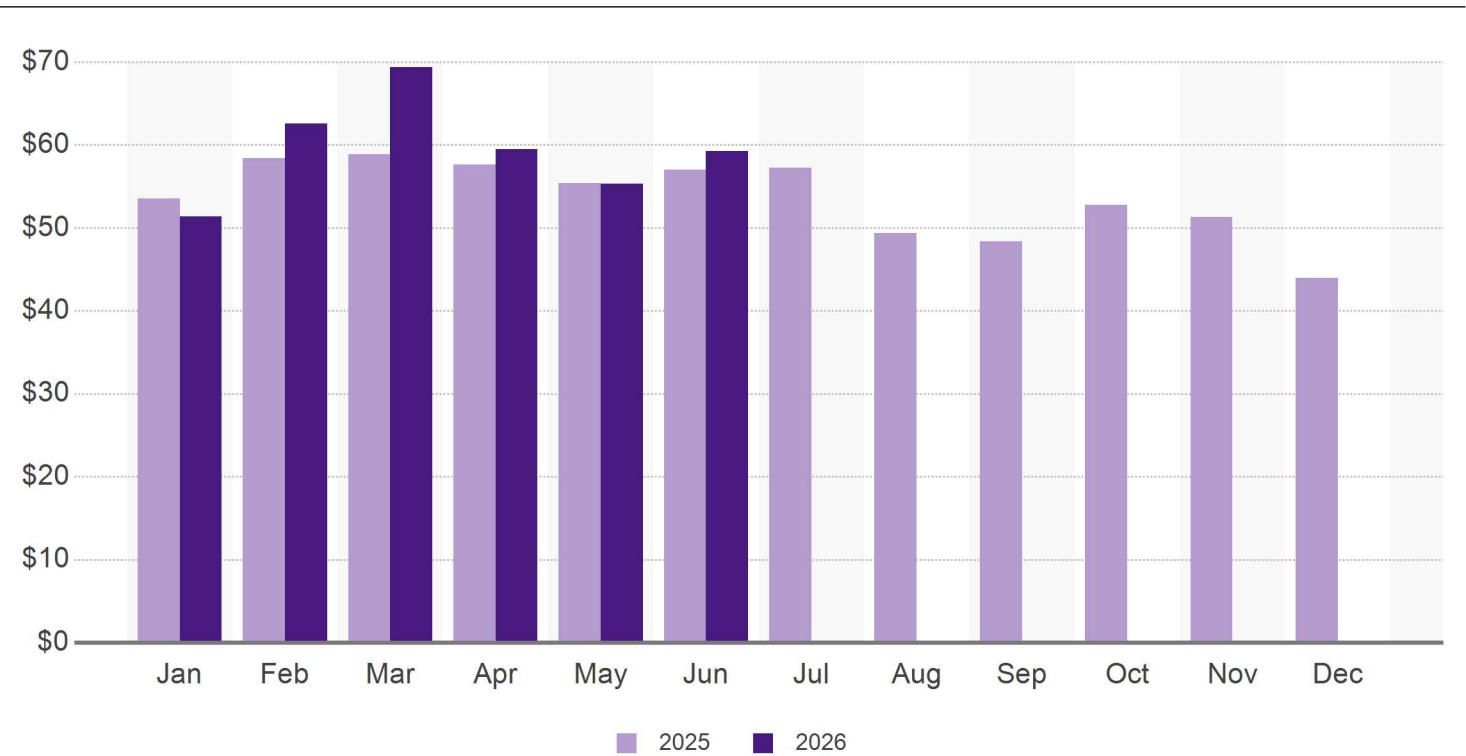
OCCUPANCY MONTHLY



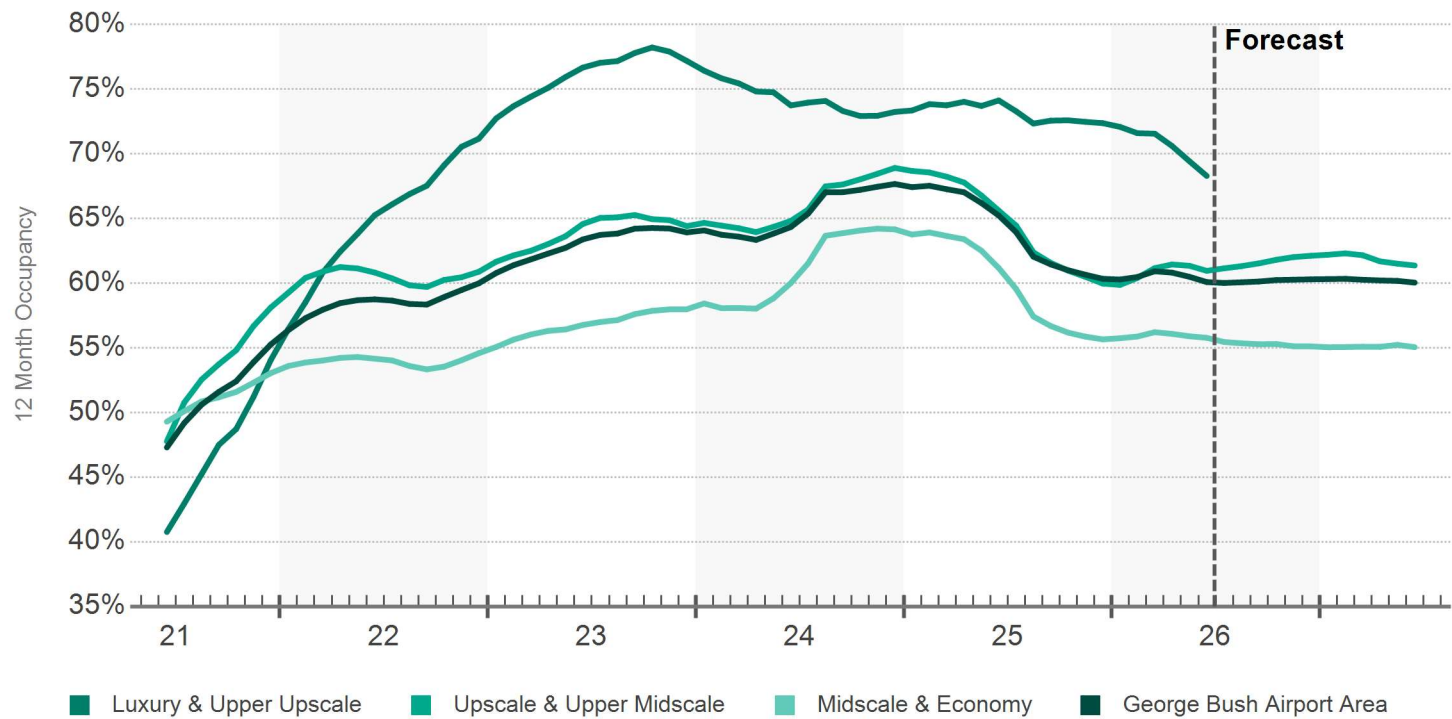
ADR MONTHLY



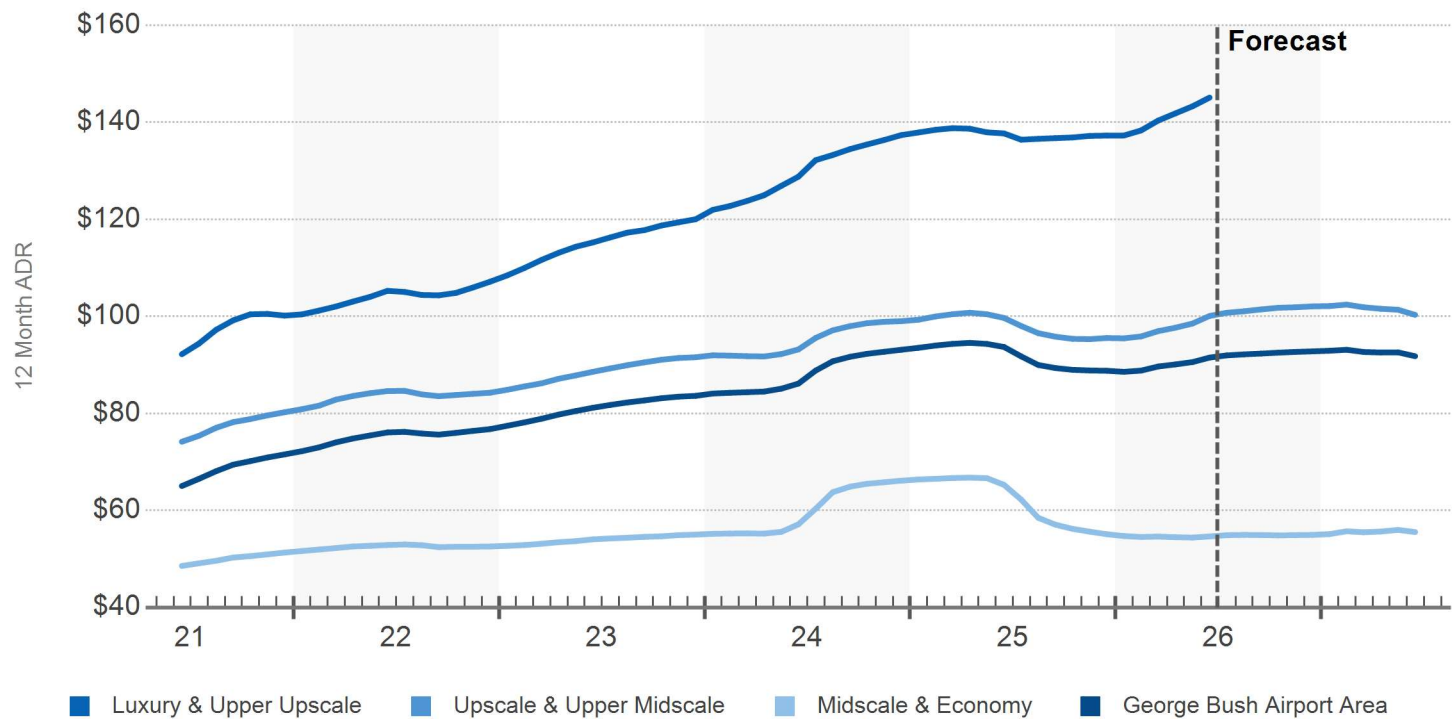
REVPAR MONTHLY



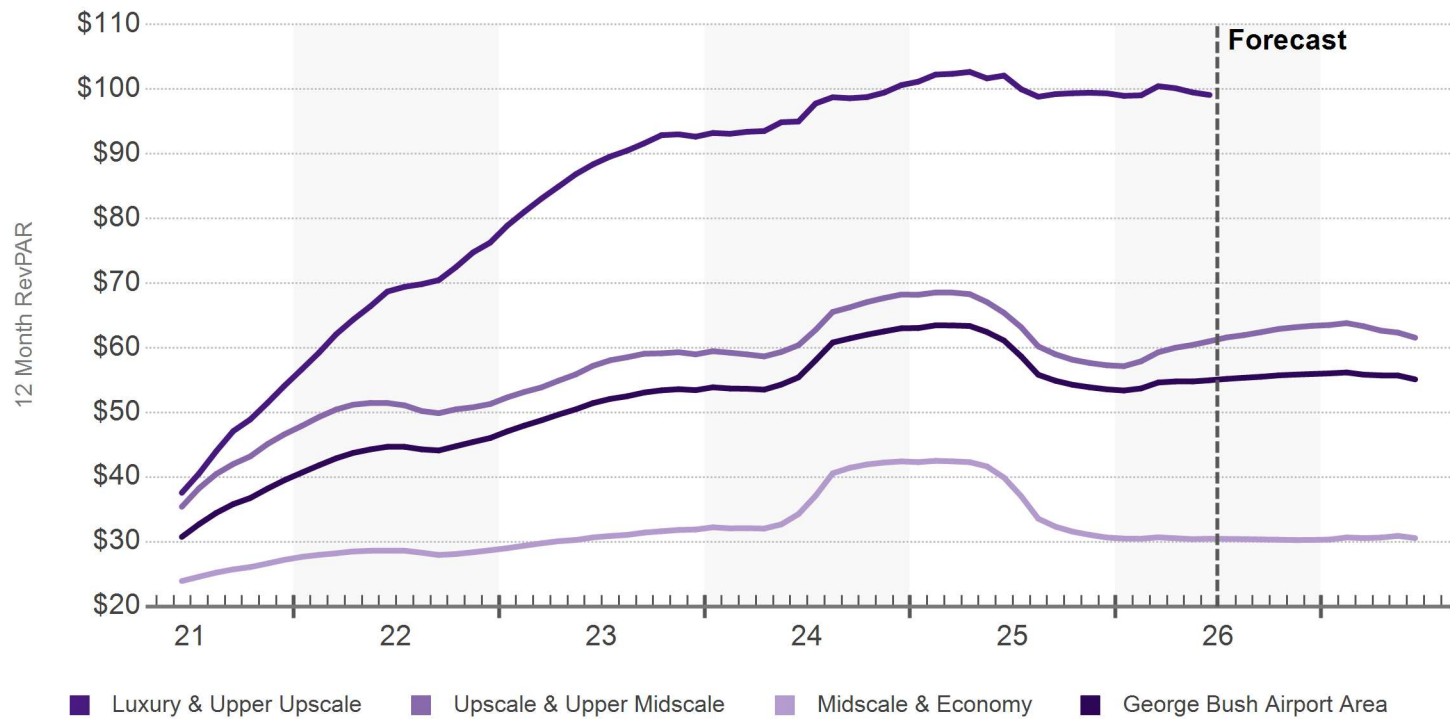
OCCUPANCY BY CLASS



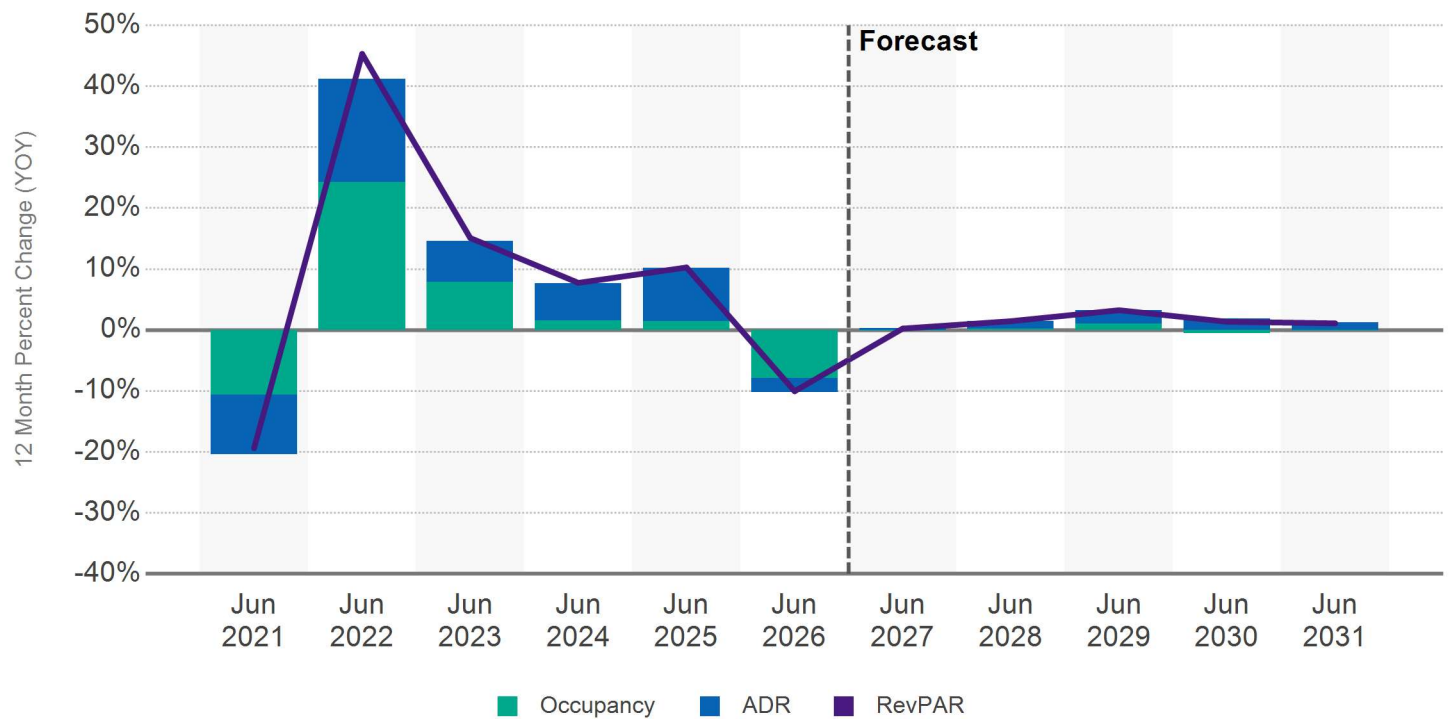
ADR BY CLASS



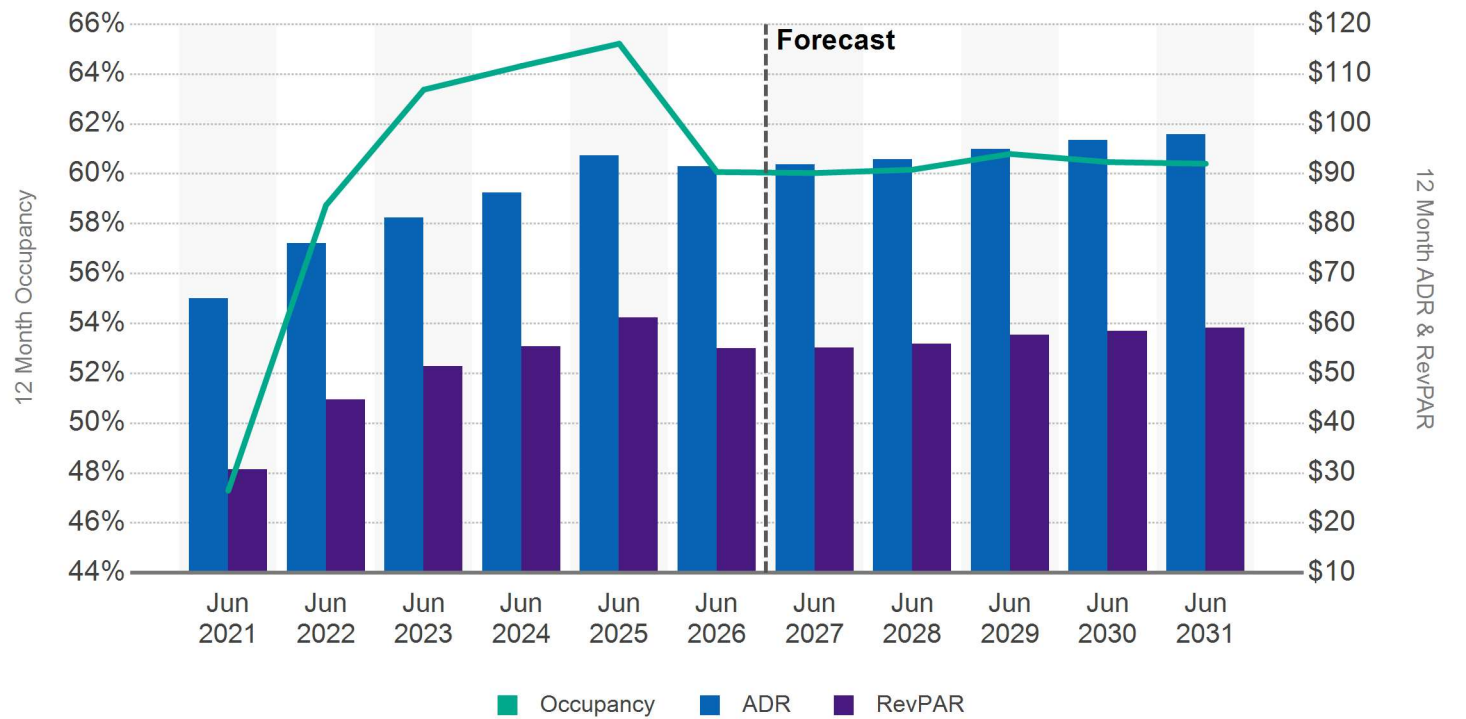
REVPAR BY CLASS



REVPAR GROWTH COMPOSITION



OCCUPANCY, ADR & REVPAR



### FULL-SERVICE HOTELS PROFITABILITY (ANNUAL)

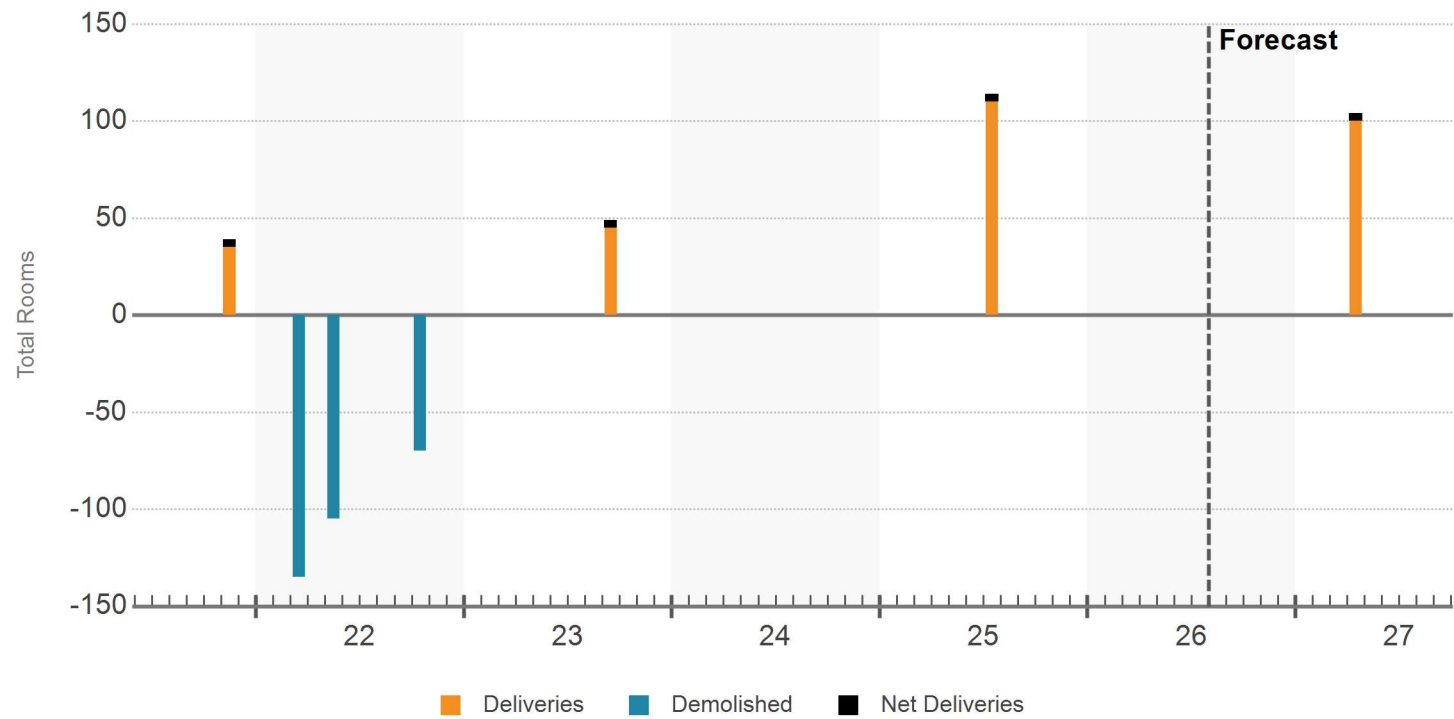
| Market                                  | 2024          |         |     | 2023-2024 % Change |     |
|-----------------------------------------|---------------|---------|-----|--------------------|-----|
|                                         | % of Revenues | Per Key | POR | Per Key            | POR |
| <b>Revenue</b>                          |               |         |     |                    |     |
| Rooms                                   |               |         |     |                    |     |
| Food                                    |               |         |     |                    |     |
| Beverage                                |               |         |     |                    |     |
| Other F&B                               |               |         |     |                    |     |
| Other Departments                       |               |         |     |                    |     |
| Miscellaneous Income                    |               |         |     |                    |     |
| <b>Total Revenue</b>                    |               |         |     |                    |     |
| <b>Operating Expenses</b>               |               |         |     |                    |     |
| Rooms                                   |               |         |     |                    |     |
| Food & Beverage                         |               |         |     |                    |     |
| Other Departments                       |               |         |     |                    |     |
| Administrative & General                |               |         |     |                    |     |
| Information & Telecommunication Systems |               |         |     |                    |     |
| Sales & Marketing                       |               |         |     |                    |     |
| Property Operations & Maintenance       |               |         |     |                    |     |
| Utilities                               |               |         |     |                    |     |
| <b>Gross Operating Profit</b>           |               |         |     |                    |     |
| Management Fees                         |               |         |     |                    |     |
| Rent                                    |               |         |     |                    |     |
| Property Taxes                          |               |         |     |                    |     |
| Insurance                               |               |         |     |                    |     |
| <b>EBITDA</b>                           |               |         |     |                    |     |
| <b>Total Labor Costs</b>                |               |         |     |                    |     |

(1) For Annual P&L, the current year exchange rate is used for each year going back in time. This current year exchange rate is the average of all 12 monthly rates for that year.

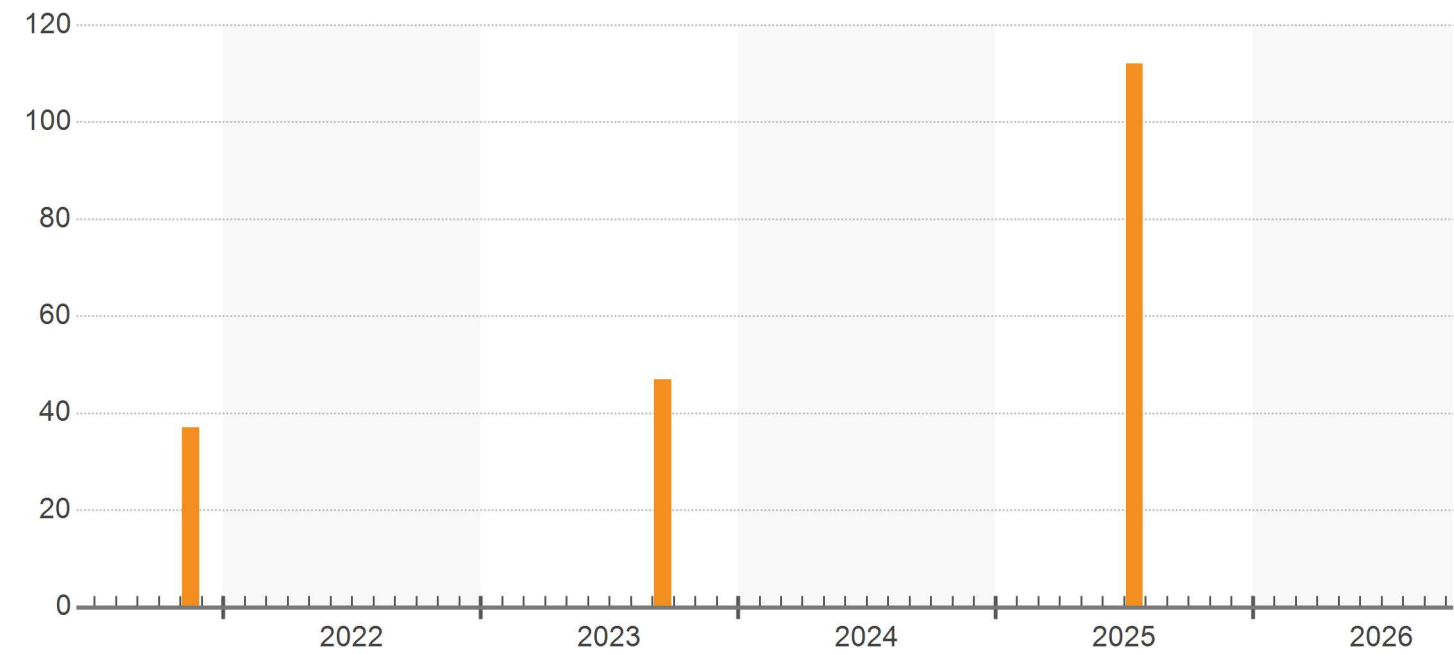
(2) Percentage of Revenues for departmental expenses (Rooms, Food & Beverage, and Other Departments) are based on their respective departmental revenues. All other expense percentages are based on Total Revenue.

(3) Labor costs are already included in the operating expenses above. Amounts shown in Total Labor Costs are for additional detail only.

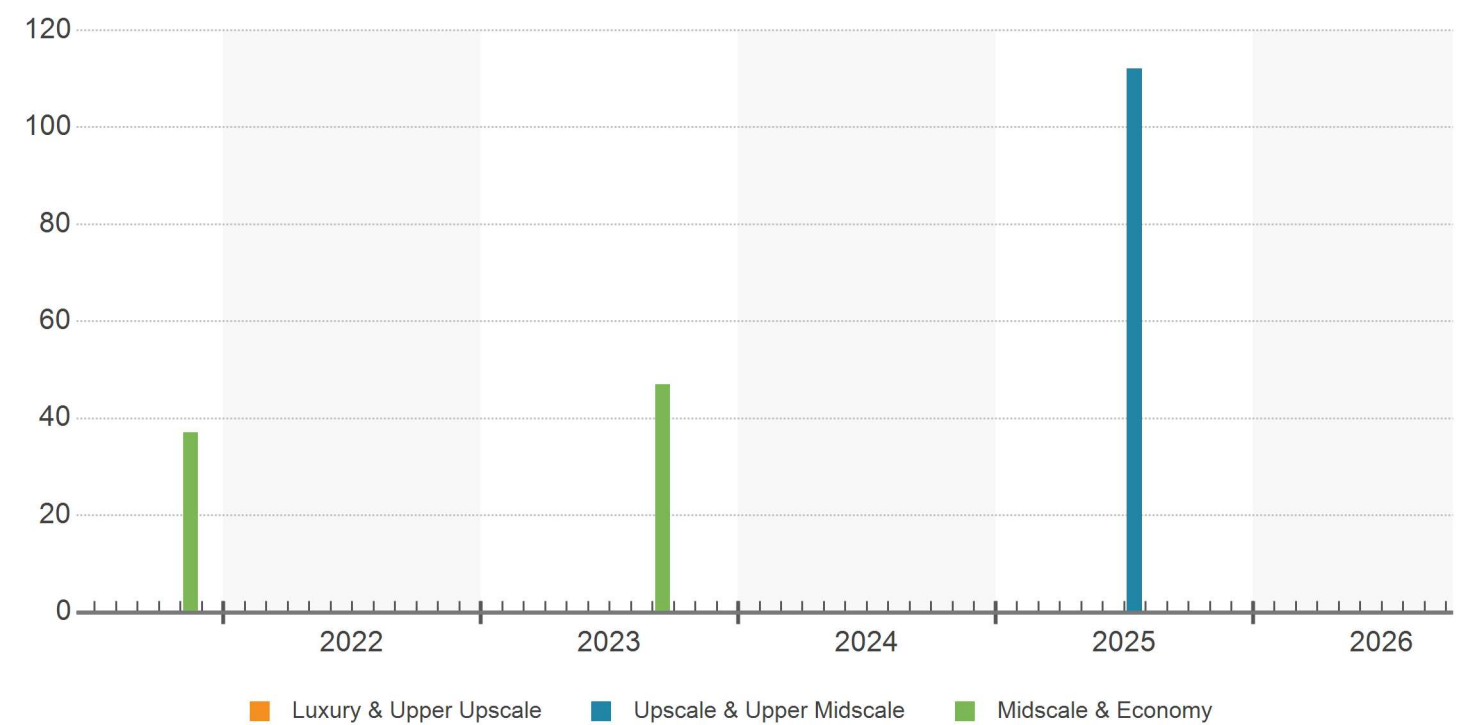
DELIVERIES & DEMOLITIONS



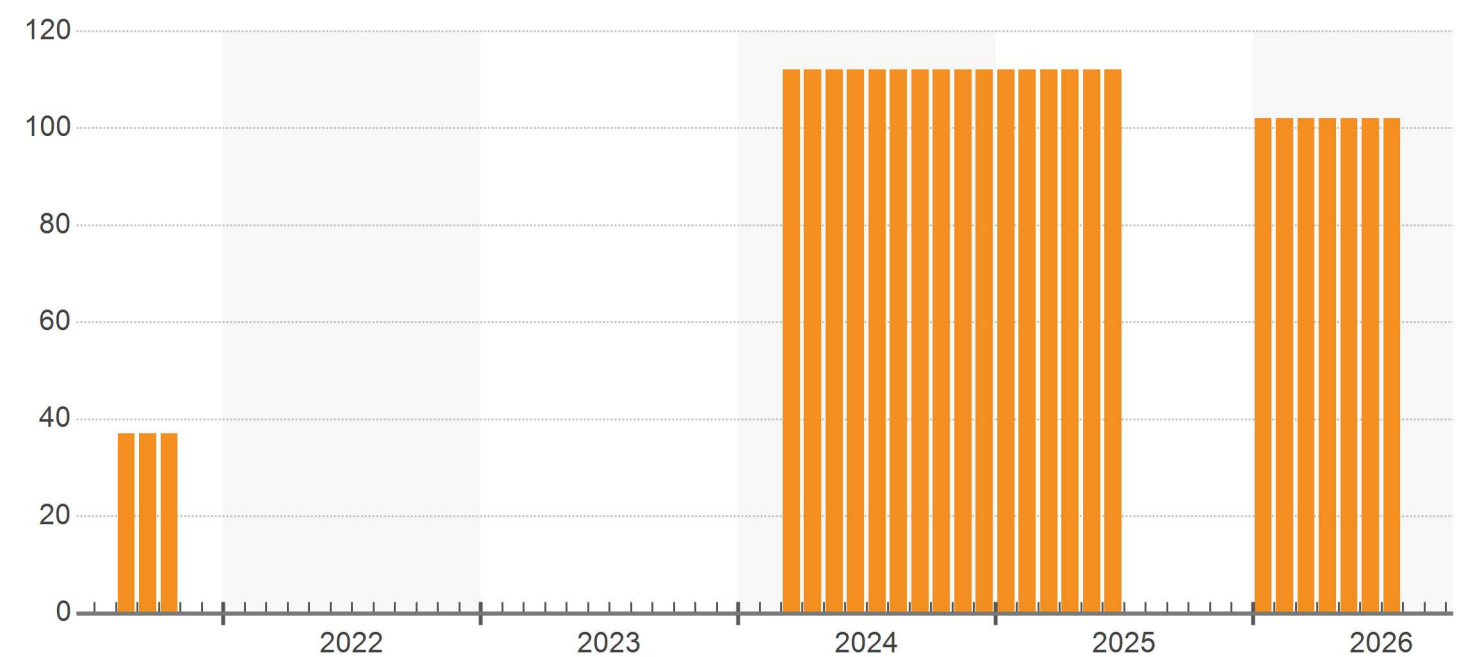
ROOMS DELIVERED



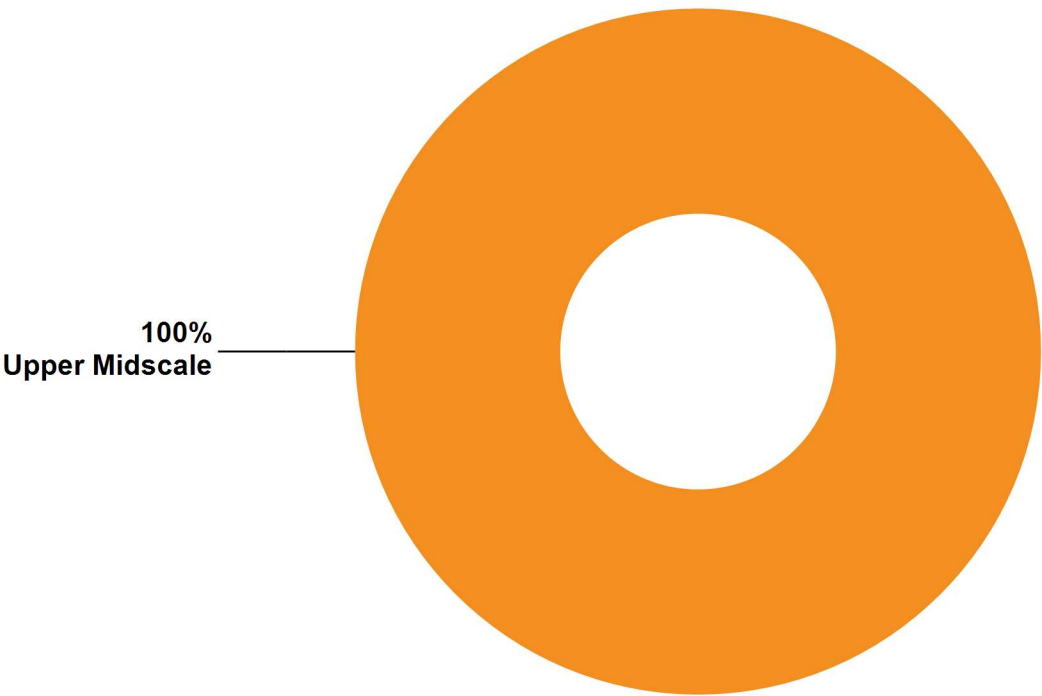
ROOMS DELIVERED BY CLASS



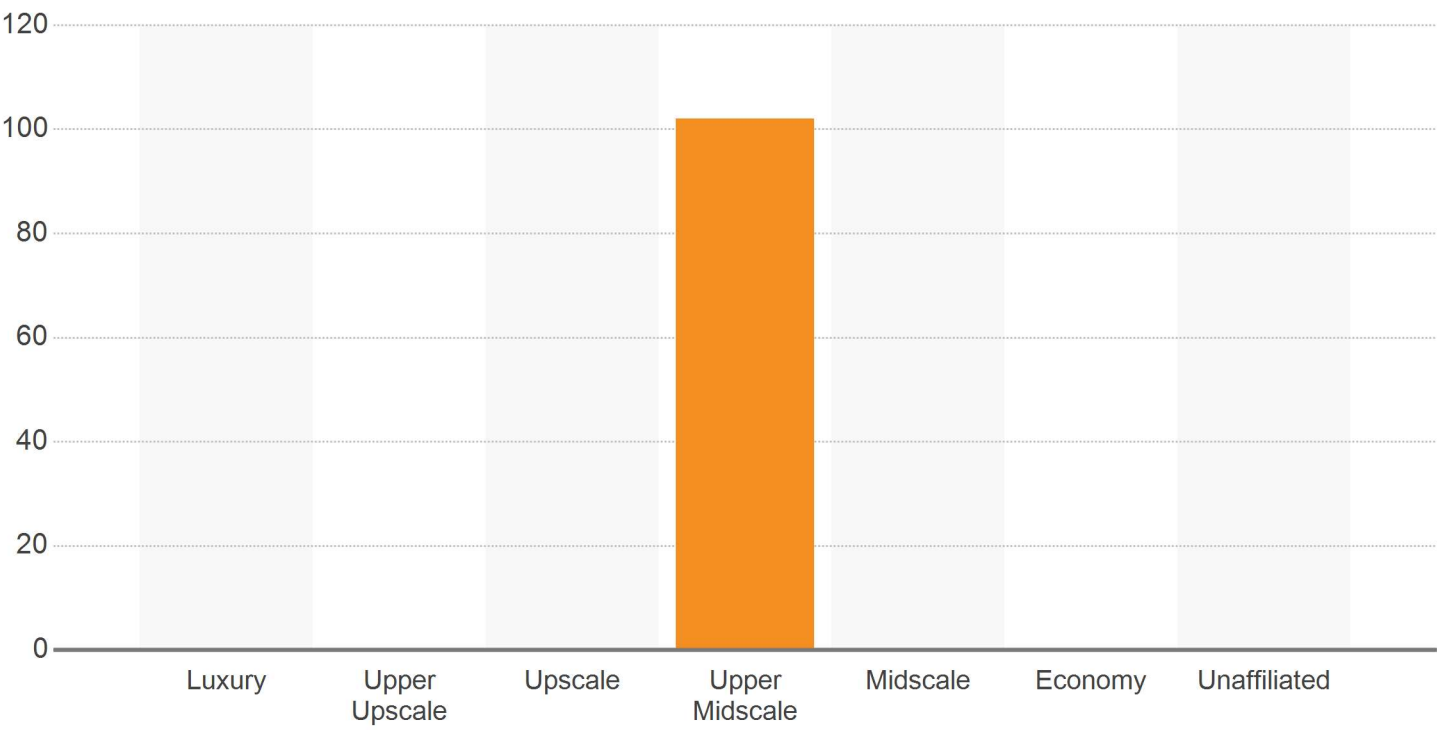
ROOMS UNDER CONSTRUCTION



TOTAL ROOMS UNDER CONSTRUCTION BY SCALE



ROOMS UNDER CONSTRUCTION BY SCALE

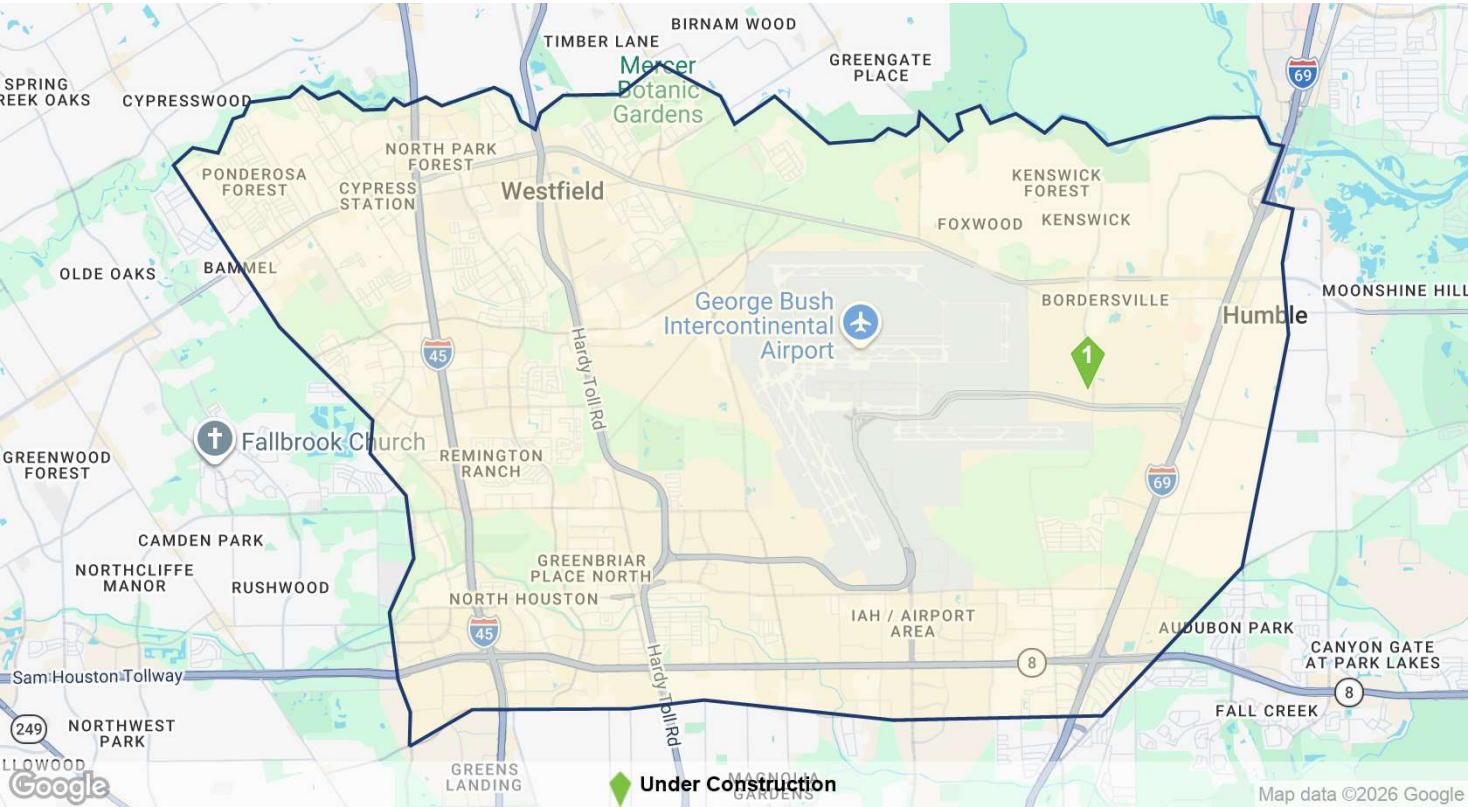


# Under Construction Properties

George Bush Airport Area Hospitality

| Properties | Rooms | Percent of Inventory | Average Rooms |
|------------|-------|----------------------|---------------|
| 1          | 102   | 0.9%                 | 102           |

## UNDER CONSTRUCTION PROPERTIES



## UNDER CONSTRUCTION

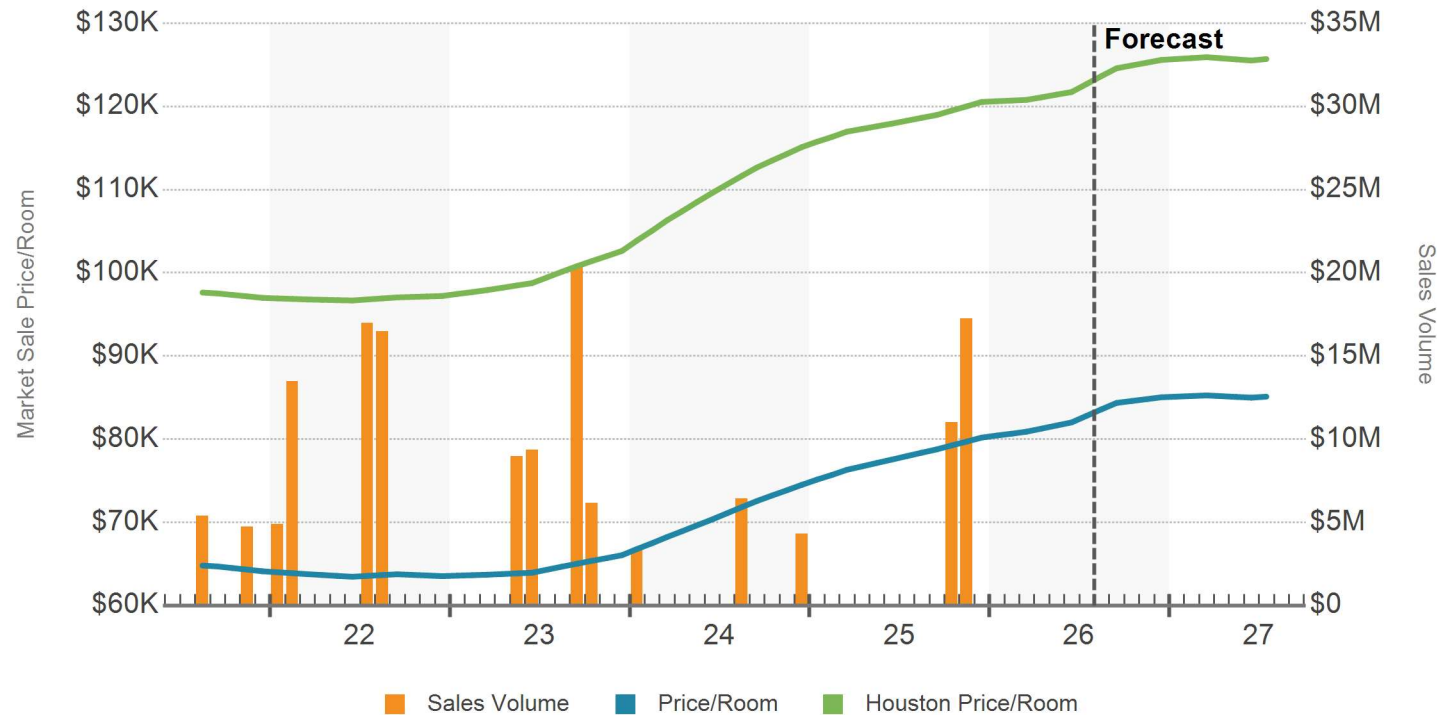
|   | Property Name/Address                                                        | Class             | Rooms | Stories | Start    | Complete | Brand/Developer                                  |
|---|------------------------------------------------------------------------------|-------------------|-------|---------|----------|----------|--------------------------------------------------|
| 1 | <a href="#">Holiday Inn Express &amp; Suites Hou...</a><br>18217 Kenswick Dr | Upper<br>Midscale | 102   | 4       | Jan 2026 | Apr 2027 | Holiday Inn Express<br>Ashland Hospitality, Inc. |

In the past 12 months, 2 hotels traded in George Bush Airport Area, for a transaction volume of \$28.2 million. This compares to the three-year annual sales volume average of \$26.0 million.

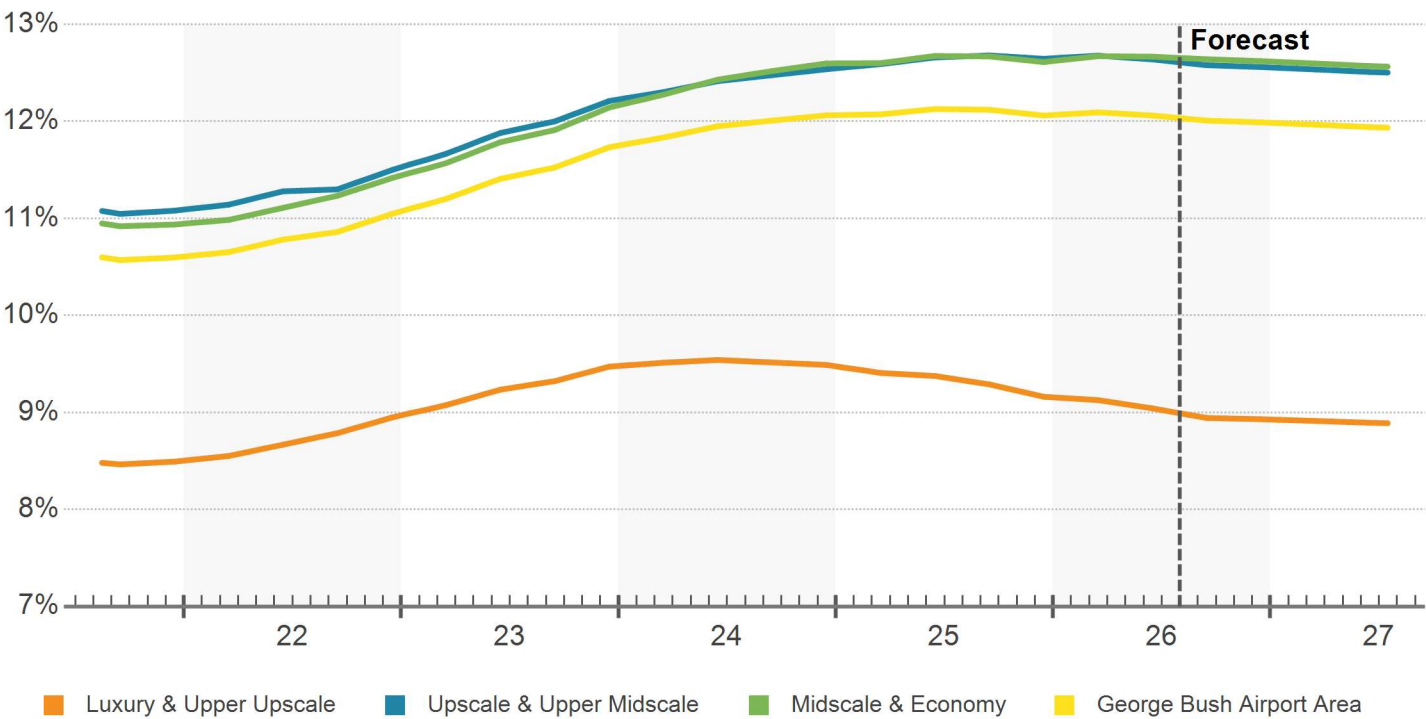
occurred within the Upscale & Upper Midscale segment. The market cap rate, or the estimated cap rate for the market, stands at 12.1% compared to the Houston average of 11.4%.

Over the past 12 months, all of the sales activity

SALES VOLUME & MARKET SALE PRICE PER ROOM



MARKET CAP RATE

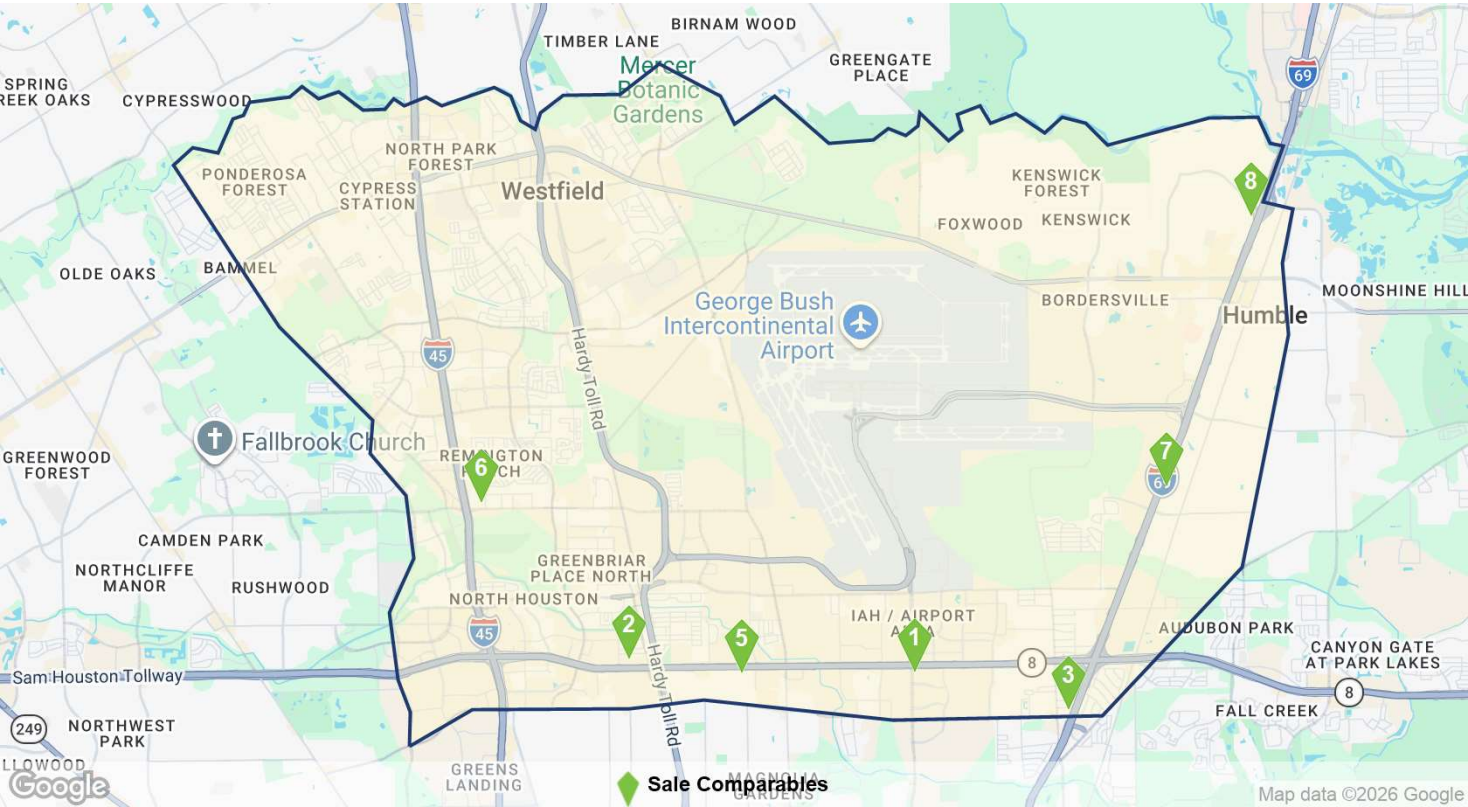


Sales Past 12 Months

George Bush Airport Area Hospitality

| Sale Comparables | Average Price/Room | Average Price | Average Cap Rate |
|------------------|--------------------|---------------|------------------|
| 8                | \$56K              | \$14.1M       | -                |

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

| Sale Attributes           | Low          | Average        | Median         | High           |
|---------------------------|--------------|----------------|----------------|----------------|
| Sale Price                | \$11,000,000 | \$14,125,000   | \$11,000,000   | \$17,250,000   |
| Price/Room                | \$41,667     | \$55,830       | \$41,667       | \$119,565      |
| Cap Rate                  | -            | -              | -              | -              |
| Time Since Sale in Months | 1.1          | 7.0            | 7.7            | 10.7           |
| Property Attributes       | Low          | Average        | Median         | High           |
| Property Size in Rooms    | 25           | 104            | 62             | 414            |
| Number of Floors          | 2            | 3              | 3              | 5              |
| Total Meeting Space       | 1,184        | 2,931          | 2,931          | 8,106          |
| Year Built                | 1971         | 2002           | 2007           | 2019           |
| Class                     | Economy      | Upper Midscale | Upper Midscale | Upper Midscale |

# Sales Past 12 Months

## George Bush Airport Area Hospitality

### RECENT SIGNIFICANT SALES

|   | Property Name/Address                                                           | Property Information |          |       |                                | Sale Information |              |            |
|---|---------------------------------------------------------------------------------|----------------------|----------|-------|--------------------------------|------------------|--------------|------------|
|   |                                                                                 | Class                | Yr Built | Rooms | Brand                          | Sale Date        | Price        | Price/Room |
| 1 | <a href="#">Holiday Inn Houston-Intercontin...</a><br>15222 John F Kennedy Blvd | Upper Midscale       | 1971     | 414   | Holiday Inn                    | 11/18/2025       | \$17,250,000 | \$41,667   |
| 2 | <a href="#">Home2 Suites by Hilton Houston I...</a><br>705 N Sam Houston Pky E  | Upper Midscale       | 2019     | 92    | Home2 Suites by Hilton         | 10/9/2025        | \$11,000,000 | \$119,565  |
| 3 | <a href="#">Classic Inn &amp; Suites</a><br>14621 Highway 59 N                  | Economy              | 2014     | 25    | -                              | 7/7/2026         | -            | -          |
| 4 | <a href="#">Comfort Suites Houston IAH Airpo...</a><br>1350 N Sam Houston Pky E | Upper Midscale       | 2007     | 72    | Comfort Suites                 | 4/1/2026         | -            | -          |
| 5 | <a href="#">Comfort Suites Houston IAH Airpo...</a><br>1350 N Sam Houston Pky E | Upper Midscale       | 2007     | 72    | Comfort Suites                 | 3/30/2026        | -            | -          |
| 6 | <a href="#">Best Classic Inn &amp; Suites</a><br>13611 Rankin Cir W             | Economy              | 1984     | 60    | -                              | 12/17/2025       | -            | -          |
| 7 | <a href="#">Downtowner Inn Inn &amp; Suites Hum...</a><br>17258 Highway 59 N    | Economy              | 2008     | 35    | Downtowner Inn                 | 10/30/2025       | -            | -          |
| 8 | <a href="#">Country Inn &amp; Suites by Radisson,...</a><br>20611 Highway 59 N  | Upper Midscale       | 2012     | 62    | Country Inn & Suites by Choice | 9/16/2025        | -            | -          |

## OVERALL SUPPLY &amp; DEMAND

| Year | Supply          |           |          | Demand         |           |          |
|------|-----------------|-----------|----------|----------------|-----------|----------|
|      | Available Rooms | Change    | % Change | Occupied Rooms | Change    | % Change |
| 2030 | 4,024,302       | 0         | 0%       | 2,430,401      | (9,710)   | -0.4%    |
| 2029 | 4,024,302       | 0         | 0%       | 2,440,111      | 35        | 0%       |
| 2028 | 4,024,302       | 9,189     | 0.2%     | 2,440,076      | 29,900    | 1.2%     |
| 2027 | 4,015,113       | 49,327    | 1.2%     | 2,410,176      | 19,251    | 0.8%     |
| 2026 | 3,965,786       | 53,365    | 1.4%     | 2,390,925      | 30,562    | 1.3%     |
| YTD  | 1,957,426       | 29,979    | 1.6%     | 1,217,014      | 8,002     | 0.7%     |
| 2025 | 3,912,421       | (27,712)  | -0.7%    | 2,360,363      | (305,414) | -11.5%   |
| 2024 | 3,940,133       | (168)     | 0%       | 2,665,777      | 147,375   | 5.9%     |
| 2023 | 3,940,301       | (41,959)  | -1.1%    | 2,518,402      | 129,901   | 5.4%     |
| 2022 | 3,982,260       | (101,425) | -2.5%    | 2,388,501      | 131,941   | 5.8%     |
| 2021 | 4,083,685       | 28,863    | 0.7%     | 2,256,560      | 517,010   | 29.7%    |
| 2020 | 4,054,822       | (45,766)  | -1.1%    | 1,739,550      | (876,529) | -33.5%   |
| 2019 | 4,100,588       | 143,374   | 3.6%     | 2,616,079      | 152,609   | 6.2%     |
| 2018 | 3,957,214       | 147,924   | 3.9%     | 2,463,470      | (41,244)  | -1.6%    |
| 2017 | 3,809,290       | 92,445    | 2.5%     | 2,504,714      | 185,937   | 8.0%     |
| 2016 | 3,716,845       | 85,108    | 2.3%     | 2,318,777      | (219,029) | -8.6%    |

## LUXURY &amp; UPPER UPSCALE SUPPLY &amp; DEMAND

| Year | Supply          |          |          | Demand         |           |          |
|------|-----------------|----------|----------|----------------|-----------|----------|
|      | Available Rooms | Change   | % Change | Occupied Rooms | Change    | % Change |
| 2030 | 680,250         | 0        | 0%       |                |           |          |
| 2029 | 680,250         | 0        | 0%       |                |           |          |
| 2028 | 680,250         | 0        | 0%       |                |           |          |
| 2027 | 680,250         | 620      | 0.1%     |                |           |          |
| 2026 | 679,630         | 0        | 0%       |                |           |          |
| YTD  | 337,022         | 0        | 0%       | 226,708        | (27,741)  | -10.9%   |
| 2025 | 679,630         | 0        | 0%       | 491,778        | (5,893)   | -1.2%    |
| 2024 | 679,630         | 0        | 0%       | 497,671        | (26,783)  | -5.1%    |
| 2023 | 679,630         | 0        | 0%       | 524,454        | 40,856    | 8.4%     |
| 2022 | 679,630         | 0        | 0%       | 483,598        | 116,196   | 31.6%    |
| 2021 | 679,630         | 58,560   | 9.4%     | 367,402        | 125,605   | 51.9%    |
| 2020 | 621,070         | (58,560) | -8.6%    | 241,797        | (265,617) | -52.3%   |
| 2019 | 679,630         | 0        | 0%       | 507,414        | 29,412    | 6.2%     |
| 2018 | 679,630         | 0        | 0%       | 478,002        | (10,457)  | -2.1%    |
| 2017 | 679,630         | 0        | 0%       | 488,459        | (35,140)  | -6.7%    |
| 2016 | 679,630         | 2,310    | 0.3%     | 523,599        | 16,120    | 3.2%     |

## UPSCALE &amp; UPPER MIDSACLE SUPPLY &amp; DEMAND

| Year | Supply          |          |          | Demand         |           |          |
|------|-----------------|----------|----------|----------------|-----------|----------|
|      | Available Rooms | Change   | % Change | Occupied Rooms | Change    | % Change |
| 2030 | 1,688,752       | 0        | 0%       | 1,049,970      | (669)     | -0.1%    |
| 2029 | 1,688,752       | 0        | 0%       | 1,050,639      | 61        | 0%       |
| 2028 | 1,688,752       | 9,189    | 0.5%     | 1,050,578      | 22,608    | 2.2%     |
| 2027 | 1,679,563       | 39,712   | 2.4%     | 1,027,970      | 9,484     | 0.9%     |
| 2026 | 1,639,851       | 26,827   | 1.7%     | 1,018,486      | 51,317    | 5.3%     |
| YTD  | 807,803         | 23,537   | 3.0%     | 522,961        | 30,238    | 6.1%     |
| 2025 | 1,613,024       | 2,279    | 0.1%     | 967,169        | (142,598) | -12.8%   |
| 2024 | 1,610,745       | 0        | 0%       | 1,109,767      | 72,423    | 7.0%     |
| 2023 | 1,610,745       | (15,855) | -1.0%    | 1,037,344      | 47,204    | 4.8%     |
| 2022 | 1,626,600       | (22,470) | -1.4%    | 990,140        | 31,807    | 3.3%     |
| 2021 | 1,649,070       | 17,500   | 1.1%     | 958,333        | 304,511   | 46.6%    |
| 2020 | 1,631,570       | (2,239)  | -0.1%    | 653,822        | (416,866) | -38.9%   |
| 2019 | 1,633,809       | 42,754   | 2.7%     | 1,070,688      | 63,836    | 6.3%     |
| 2018 | 1,591,055       | 83,509   | 5.5%     | 1,006,852      | (2,295)   | -0.2%    |
| 2017 | 1,507,546       | 101,628  | 7.2%     | 1,009,147      | 143,584   | 16.6%    |
| 2016 | 1,405,918       | 35,527   | 2.6%     | 865,563        | (118,204) | -12.0%   |

## MIDSCALE &amp; ECONOMY SUPPLY &amp; DEMAND

| Year | Supply          |          |          | Demand         |           |          |
|------|-----------------|----------|----------|----------------|-----------|----------|
|      | Available Rooms | Change   | % Change | Occupied Rooms | Change    | % Change |
| 2030 | 1,655,300       | 0        | 0%       | 924,585        | (4,217)   | -0.5%    |
| 2029 | 1,655,300       | 0        | 0%       | 928,802        | (2,155)   | -0.2%    |
| 2028 | 1,655,300       | 0        | 0%       | 930,957        | 12,454    | 1.4%     |
| 2027 | 1,655,300       | 8,995    | 0.5%     | 918,503        | 11,277    | 1.2%     |
| 2026 | 1,646,305       | 26,538   | 1.6%     | 907,226        | 5,810     | 0.6%     |
| YTD  | 812,601         | 6,442    | 0.8%     | 467,345        | 5,505     | 1.2%     |
| 2025 | 1,619,767       | (29,991) | -1.8%    | 901,416        | (156,923) | -14.8%   |
| 2024 | 1,649,758       | (168)    | 0%       | 1,058,339      | 101,735   | 10.6%    |
| 2023 | 1,649,926       | (26,104) | -1.6%    | 956,604        | 41,841    | 4.6%     |
| 2022 | 1,676,030       | (78,955) | -4.5%    | 914,763        | (16,062)  | -1.7%    |
| 2021 | 1,754,985       | (47,197) | -2.6%    | 930,825        | 86,894    | 10.3%    |
| 2020 | 1,802,182       | 15,033   | 0.8%     | 843,931        | (194,046) | -18.7%   |
| 2019 | 1,787,149       | 100,620  | 6.0%     | 1,037,977      | 59,361    | 6.1%     |
| 2018 | 1,686,529       | 64,415   | 4.0%     | 978,616        | (28,492)  | -2.8%    |
| 2017 | 1,622,114       | (9,183)  | -0.6%    | 1,007,108      | 77,493    | 8.3%     |
| 2016 | 1,631,297       | 47,271   | 3.0%     | 929,615        | (116,945) | -11.2%   |

## OVERALL PERFORMANCE

| Year | Occupancy |          | ADR      |          | RevPAR   |          |
|------|-----------|----------|----------|----------|----------|----------|
|      | Percent   | % Change | Per Room | % Change | Per Room | % Change |
| 2030 | 60.4%     | -0.4%    | \$97.61  | 2.0%     | \$58.95  | 1.6%     |
| 2029 | 60.6%     | 0%       | \$95.65  | 1.4%     | \$58     | 1.4%     |
| 2028 | 60.6%     | 1.0%     | \$94.31  | 2.5%     | \$57.18  | 3.5%     |
| 2027 | 60.0%     | -0.4%    | \$92.03  | -0.8%    | \$55.25  | -1.3%    |
| 2026 | 60.3%     | -0.1%    | \$92.80  | 4.5%     | \$55.95  | 4.4%     |
| YTD  | 62.2%     | -0.9%    | \$95.75  | 5.8%     | \$59.53  | 4.9%     |
| 2025 | 60.3%     | -10.8%   | \$88.80  | -4.6%    | \$53.57  | -15.0%   |
| 2024 | 67.7%     | 5.9%     | \$93.13  | 11.4%    | \$63.01  | 17.9%    |
| 2023 | 63.9%     | 6.6%     | \$83.62  | 8.9%     | \$53.45  | 16.1%    |
| 2022 | 60.0%     | 8.5%     | \$76.77  | 7.3%     | \$46.05  | 16.4%    |
| 2021 | 55.3%     | 28.8%    | \$71.56  | 9.4%     | \$39.54  | 41.0%    |
| 2020 | 42.9%     | -32.8%   | \$65.39  | -14.7%   | \$28.05  | -42.6%   |
| 2019 | 63.8%     | 2.5%     | \$76.67  | -5.1%    | \$48.91  | -2.7%    |
| 2018 | 62.3%     | -5.3%    | \$80.76  | -7.6%    | \$50.27  | -12.5%   |
| 2017 | 65.8%     | 5.4%     | \$87.39  | 1.0%     | \$57.46  | 6.4%     |
| 2016 | 62.4%     | -10.7%   | \$86.56  | -4.5%    | \$54     | -14.8%   |

## LUXURY &amp; UPPER UPSCALE PERFORMANCE

| Year | Occupancy |          | ADR      |          | RevPAR   |          |
|------|-----------|----------|----------|----------|----------|----------|
|      | Percent   | % Change | Per Room | % Change | Per Room | % Change |
| 2030 |           |          |          |          |          |          |
| 2029 |           |          |          |          |          |          |
| 2028 |           |          |          |          |          |          |
| 2027 |           |          |          |          |          |          |
| 2026 |           |          |          |          |          |          |
| YTD  | 67.3%     | -10.9%   | \$155.89 | 11.7%    | \$104.87 | -0.5%    |
| 2025 | 72.4%     | -1.2%    | \$137.27 | -0.1%    | \$99.33  | -1.3%    |
| 2024 | 73.2%     | -5.1%    | \$137.37 | 14.4%    | \$100.59 | 8.6%     |
| 2023 | 77.2%     | 8.4%     | \$120.03 | 12.0%    | \$92.63  | 21.5%    |
| 2022 | 71.2%     | 31.6%    | \$107.16 | 7.0%     | \$76.25  | 40.8%    |
| 2021 | 54.1%     | 38.9%    | \$100.16 | 0.4%     | \$54.15  | 39.4%    |
| 2020 | 38.9%     | -47.9%   | \$99.77  | -9.3%    | \$38.84  | -52.7%   |
| 2019 | 74.7%     | 6.2%     | \$109.96 | -0.2%    | \$82.10  | 6.0%     |
| 2018 | 70.3%     | -2.1%    | \$110.13 | -6.9%    | \$77.46  | -8.9%    |
| 2017 | 71.9%     | -6.7%    | \$118.30 | -0.1%    | \$85.02  | -6.8%    |
| 2016 | 77.0%     | 2.8%     | \$118.45 | -8.7%    | \$91.26  | -6.2%    |

### UPSCALE & UPPER MIDSACLE PERFORMANCE

| Year | Occupancy |          | ADR      |          | RevPAR   |          |
|------|-----------|----------|----------|----------|----------|----------|
|      | Percent   | % Change | Per Room | % Change | Per Room | % Change |
| 2030 | 62.2%     | -0.1%    | \$106.78 | 2.1%     | \$66.39  | 2.0%     |
| 2029 | 62.2%     | 0%       | \$104.59 | 1.4%     | \$65.07  | 1.4%     |
| 2028 | 62.2%     | 1.6%     | \$103.18 | 2.8%     | \$64.19  | 4.5%     |
| 2027 | 61.2%     | -1.5%    | \$100.41 | -1.6%    | \$61.45  | -3.1%    |
| 2026 | 62.1%     | 3.6%     | \$102.07 | 6.8%     | \$63.39  | 10.6%    |
| YTD  | 64.7%     | 3.0%     | \$105.33 | 8.9%     | \$68.19  | 12.2%    |
| 2025 | 60.0%     | -13.0%   | \$95.55  | -3.5%    | \$57.29  | -16.0%   |
| 2024 | 68.9%     | 7.0%     | \$99.02  | 8.1%     | \$68.22  | 15.7%    |
| 2023 | 64.4%     | 5.8%     | \$91.59  | 8.7%     | \$58.98  | 15.0%    |
| 2022 | 60.9%     | 4.7%     | \$84.28  | 5.0%     | \$51.30  | 10.0%    |
| 2021 | 58.1%     | 45.0%    | \$80.25  | 4.9%     | \$46.63  | 52.2%    |
| 2020 | 40.1%     | -38.9%   | \$76.46  | -11.8%   | \$30.64  | -46.1%   |
| 2019 | 65.5%     | 3.6%     | \$86.67  | -4.5%    | \$56.80  | -1.1%    |
| 2018 | 63.3%     | -5.5%    | \$90.75  | -7.5%    | \$57.43  | -12.6%   |
| 2017 | 66.9%     | 8.7%     | \$98.13  | -0.7%    | \$65.69  | 7.9%     |
| 2016 | 61.6%     | -14.2%   | \$98.85  | -5.8%    | \$60.86  | -19.2%   |

### MIDSCALE & ECONOMY PERFORMANCE

| Year | Occupancy |          | ADR      |          | RevPAR   |          |
|------|-----------|----------|----------|----------|----------|----------|
|      | Percent   | % Change | Per Room | % Change | Per Room | % Change |
| 2030 | 55.9%     | -0.5%    | \$59.16  | 1.9%     | \$33.05  | 1.5%     |
| 2029 | 56.1%     | -0.2%    | \$58.05  | 1.7%     | \$32.57  | 1.4%     |
| 2028 | 56.2%     | 1.4%     | \$57.09  | 2.1%     | \$32.11  | 3.5%     |
| 2027 | 55.5%     | 0.7%     | \$55.91  | 1.7%     | \$31.03  | 2.4%     |
| 2026 | 55.1%     | -1.0%    | \$54.97  | -0.3%    | \$30.29  | -1.2%    |
| YTD  | 57.5%     | 0.4%     | \$55.84  | -1.6%    | \$32.12  | -1.2%    |
| 2025 | 55.7%     | -13.3%   | \$55.11  | -16.7%   | \$30.67  | -27.7%   |
| 2024 | 64.2%     | 10.6%    | \$66.14  | 20.2%    | \$42.43  | 33.0%    |
| 2023 | 58.0%     | 6.2%     | \$55.03  | 4.7%     | \$31.91  | 11.2%    |
| 2022 | 54.6%     | 2.9%     | \$52.58  | 2.4%     | \$28.70  | 5.4%     |
| 2021 | 53.0%     | 13.3%    | \$51.33  | 9.3%     | \$27.22  | 23.8%    |
| 2020 | 46.8%     | -19.4%   | \$46.95  | -6.2%    | \$21.99  | -24.4%   |
| 2019 | 58.1%     | 0.1%     | \$50.07  | -10.8%   | \$29.08  | -10.7%   |
| 2018 | 58.0%     | -6.5%    | \$56.12  | -9.0%    | \$32.56  | -14.9%   |
| 2017 | 62.1%     | 8.9%     | \$61.65  | 7.9%     | \$38.27  | 17.5%    |
| 2016 | 57.0%     | -13.7%   | \$57.16  | -1.9%    | \$32.57  | -15.4%   |

### OVERALL SALES

| Year | Completed Transactions (1) |         |          |              |                |              | Market Pricing Trends (2) |             |          |
|------|----------------------------|---------|----------|--------------|----------------|--------------|---------------------------|-------------|----------|
|      | Deals                      | Volume  | Turnover | Avg Price    | Avg Price/Room | Avg Cap Rate | Price/Room                | Price Index | Cap Rate |
| 2030 | -                          | -       | -        | -            | -              | -            | \$93,122                  | 183         | 11.9%    |
| 2029 | -                          | -       | -        | -            | -              | -            | \$90,837                  | 178         | 11.9%    |
| 2028 | -                          | -       | -        | -            | -              | -            | \$88,768                  | 174         | 11.9%    |
| 2027 | -                          | -       | -        | -            | -              | -            | \$85,901                  | 169         | 11.9%    |
| 2026 | -                          | -       | -        | -            | -              | -            | \$85,037                  | 167         | 12.0%    |
| YTD  | 3                          | \$0     | 0%       | -            | -              | -            | \$83,419                  | 164         | 12.0%    |
| 2025 | 8                          | \$28.3M | 4.6%     | \$14,125,000 | \$55,830       | -            | \$80,189                  | 158         | 12.1%    |
| 2024 | 8                          | \$14.1M | 2.5%     | \$4,710,000  | \$53,120       | 7.5%         | \$74,509                  | 146         | 12.1%    |
| 2023 | 13                         | \$44.8M | 8.2%     | \$6,403,143  | \$50,136       | -            | \$66,052                  | 130         | 11.7%    |
| 2022 | 19                         | \$51.8M | 6.8%     | \$7,397,116  | \$70,834       | -            | \$63,533                  | 125         | 11.0%    |
| 2021 | 13                         | \$39.2M | 7.1%     | \$6,532,500  | \$49,364       | 10.3%        | \$64,118                  | 126         | 10.6%    |
| 2020 | 6                          | \$2.8M  | 0.5%     | \$2,800,000  | \$53,846       | -            | \$69,288                  | 136         | 10.9%    |
| 2019 | 6                          | \$18M   | 4.1%     | \$9,023,467  | \$38,398       | 7.4%         | \$79,976                  | 157         | 10.7%    |
| 2018 | 9                          | \$52.2M | 10.4%    | \$10,443,500 | \$45,288       | 10.9%        | \$84,876                  | 167         | 10.1%    |
| 2017 | 4                          | \$2.9M  | 0.6%     | \$2,865,000  | \$47,750       | 15.1%        | \$87,724                  | 172         | 9.8%     |
| 2016 | 4                          | \$132M  | 7.7%     | \$44,000,000 | \$162,562      | 10.6%        | \$95,534                  | 188         | 9.2%     |

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred. The price index is not smoothed.

### LUXURY & UPPER UPSCALE SALES

| Year | Completed Transactions (1) |        |          |              |                |              | Market Pricing Trends (2) |             |          |
|------|----------------------------|--------|----------|--------------|----------------|--------------|---------------------------|-------------|----------|
|      | Deals                      | Volume | Turnover | Avg Price    | Avg Price/Room | Avg Cap Rate | Price/Room                | Price Index | Cap Rate |
| 2030 | -                          | -      | -        | -            | -              | -            | \$211,281                 | 242         | 8.9%     |
| 2029 | -                          | -      | -        | -            | -              | -            | \$206,097                 | 236         | 8.9%     |
| 2028 | -                          | -      | -        | -            | -              | -            | \$201,404                 | 231         | 8.9%     |
| 2027 | -                          | -      | -        | -            | -              | -            | \$194,898                 | 223         | 8.9%     |
| 2026 | -                          | -      | -        | -            | -              | -            | \$192,937                 | 221         | 8.9%     |
| YTD  | -                          | -      | -        | -            | -              | -            | \$189,268                 | 217         | 8.9%     |
| 2025 | -                          | -      | -        | -            | -              | -            | \$177,107                 | 203         | 9.2%     |
| 2024 | -                          | -      | -        | -            | -              | -            | \$156,380                 | 179         | 9.5%     |
| 2023 | -                          | -      | -        | -            | -              | -            | \$133,551                 | 153         | 9.5%     |
| 2022 | -                          | -      | -        | -            | -              | -            | \$127,893                 | 146         | 8.9%     |
| 2021 | -                          | -      | -        | -            | -              | -            | \$131,007                 | 150         | 8.5%     |
| 2020 | -                          | -      | -        | -            | -              | -            | \$142,609                 | 163         | 8.7%     |
| 2019 | -                          | -      | -        | -            | -              | -            | \$164,024                 | 188         | 8.5%     |
| 2018 | 2                          | \$33M  | 46.7%    | \$16,500,000 | \$37,931       | -            | \$166,967                 | 191         | 8.3%     |
| 2017 | -                          | -      | -        | -            | -              | -            | \$175,205                 | 201         | 8.0%     |
| 2016 | 1                          | \$68M  | 22.5%    | \$68,000,000 | \$162,291      | -            | \$183,525                 | 210         | 7.6%     |

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## UPSCALE &amp; UPPER MIDSACLE SALES

| Year | Completed Transactions (1) |         |          |              |                |              | Market Pricing Trends (2) |             |          |
|------|----------------------------|---------|----------|--------------|----------------|--------------|---------------------------|-------------|----------|
|      | Deals                      | Volume  | Turnover | Avg Price    | Avg Price/Room | Avg Cap Rate | Price/Room                | Price Index | Cap Rate |
| 2030 | -                          | -       | -        | -            | -              | -            | \$89,469                  | 158         | 12.5%    |
| 2029 | -                          | -       | -        | -            | -              | -            | \$87,274                  | 155         | 12.5%    |
| 2028 | -                          | -       | -        | -            | -              | -            | \$85,286                  | 151         | 12.5%    |
| 2027 | -                          | -       | -        | -            | -              | -            | \$82,531                  | 146         | 12.5%    |
| 2026 | -                          | -       | -        | -            | -              | -            | \$81,701                  | 145         | 12.6%    |
| YTD  | 2                          | \$0     | 0%       | -            | -              | -            | \$80,147                  | 142         | 12.6%    |
| 2025 | 6                          | \$28.3M | 11.2%    | \$14,125,000 | \$55,830       | -            | \$77,819                  | 138         | 12.6%    |
| 2024 | 6                          | \$10.7M | 3.5%     | \$5,365,000  | \$68,782       | 7.5%         | \$74,674                  | 132         | 12.5%    |
| 2023 | 6                          | \$39M   | 17.2%    | \$7,804,400  | \$51,480       | -            | \$67,048                  | 119         | 12.2%    |
| 2022 | 11                         | \$41.3M | 12.3%    | \$8,263,962  | \$76,236       | -            | \$64,587                  | 114         | 11.5%    |
| 2021 | 4                          | \$31.4M | 12.4%    | \$7,853,750  | \$56,199       | 10.3%        | \$64,587                  | 114         | 11.1%    |
| 2020 | 2                          | \$0     | 0%       | -            | -              | -            | \$69,508                  | 123         | 11.4%    |
| 2019 | 3                          | \$14M   | 7.4%     | \$14,000,000 | \$41,791       | -            | \$80,505                  | 143         | 11.1%    |
| 2018 | 3                          | \$15.5M | 5.0%     | \$7,758,750  | \$69,899       | 10.9%        | \$88,067                  | 156         | 10.4%    |
| 2017 | -                          | -       | -        | -            | -              | -            | \$90,930                  | 161         | 10.0%    |
| 2016 | 1                          | \$58.5M | 7.6%     | \$58,500,000 | \$186,901      | 9.3%         | \$103,951                 | 184         | 9.1%     |

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(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred. The price index is not smoothed.

## MIDSCALE &amp; ECONOMY SALES

| Year | Completed Transactions (1) |         |          |             |                |              | Market Pricing Trends (2) |             |          |
|------|----------------------------|---------|----------|-------------|----------------|--------------|---------------------------|-------------|----------|
|      | Deals                      | Volume  | Turnover | Avg Price   | Avg Price/Room | Avg Cap Rate | Price/Room                | Price Index | Cap Rate |
| 2030 | -                          | -       | -        | -           | -              | -            | \$49,621                  | 163         | 12.6%    |
| 2029 | -                          | -       | -        | -           | -              | -            | \$48,404                  | 159         | 12.5%    |
| 2028 | -                          | -       | -        | -           | -              | -            | \$47,301                  | 155         | 12.5%    |
| 2027 | -                          | -       | -        | -           | -              | -            | \$45,774                  | 150         | 12.5%    |
| 2026 | -                          | -       | -        | -           | -              | -            | \$45,313                  | 148         | 12.6%    |
| YTD  | 1                          | \$0     | 0%       | -           | -              | -            | \$44,451                  | 146         | 12.6%    |
| 2025 | 2                          | \$0     | 0%       | -           | -              | -            | \$43,856                  | 144         | 12.6%    |
| 2024 | 2                          | \$3.4M  | 2.4%     | \$3,400,000 | \$30,909       | -            | \$41,561                  | 136         | 12.6%    |
| 2023 | 7                          | \$5.8M  | 3.0%     | \$2,900,000 | \$42,647       | -            | \$37,991                  | 124         | 12.1%    |
| 2022 | 8                          | \$10.5M | 4.2%     | \$5,230,000 | \$55,344       | -            | \$36,669                  | 120         | 11.4%    |
| 2021 | 9                          | \$7.8M  | 5.0%     | \$3,890,000 | \$33,106       | -            | \$36,851                  | 121         | 10.9%    |
| 2020 | 4                          | \$2.8M  | 1.1%     | \$2,800,000 | \$53,846       | -            | \$39,706                  | 130         | 11.3%    |
| 2019 | 3                          | \$4M    | 2.7%     | \$4,046,933 | \$29,977       | 7.4%         | \$45,776                  | 150         | 11.0%    |
| 2018 | 4                          | \$3.7M  | 1.3%     | \$3,700,000 | \$60,656       | -            | \$48,688                  | 160         | 10.5%    |
| 2017 | 4                          | \$2.9M  | 1.3%     | \$2,865,000 | \$47,750       | 15.1%        | \$49,362                  | 162         | 10.3%    |
| 2016 | 2                          | \$5.5M  | 1.7%     | \$5,500,000 | \$68,750       | 11.9%        | \$51,542                  | 169         | 9.8%     |

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred. The price index is not smoothed.

### DELIVERIES & UNDER CONSTRUCTION

|      | Inventory |        |          | Deliveries |       | Net Deliveries |       | Under Construction |       |
|------|-----------|--------|----------|------------|-------|----------------|-------|--------------------|-------|
| Year | Bldgs     | Rooms  | % Change | Bldgs      | Rooms | Bldgs          | Rooms | Bldgs              | Rooms |
| YTD  | 117       | 10,975 | 0.1%     | 0          | 0     | 0              | 0     | 1                  | 102   |
| 2025 | 117       | 10,966 | 1.3%     | 1          | 112   | 1              | 112   | -                  | -     |
| 2024 | 116       | 10,821 | -0.3%    | -          | -     | -              | -     | 1                  | 112   |
| 2023 | 116       | 10,852 | 0.5%     | 1          | 47    | 1              | 47    | -                  | -     |
| 2022 | 115       | 10,803 | -2.8%    | -          | -     | -              | -     | -                  | -     |
| 2021 | 118       | 11,113 | -1.8%    | 1          | 37    | 0              | (209) | -                  | -     |
| 2020 | 118       | 11,317 | -0.3%    | 6          | 321   | 6              | 321   | 1                  | 37    |
| 2019 | 116       | 11,346 | 2.7%     | 5          | 312   | 5              | 312   | 4                  | 210   |
| 2018 | 112       | 11,052 | 1.8%     | 4          | 224   | 4              | 224   | 5                  | 302   |
| 2017 | 109       | 10,861 | 2.3%     | 3          | 284   | 3              | 284   | 2                  | 156   |
| 2016 | 107       | 10,613 | 5.1%     | 3          | 327   | 3              | 327   | 3                  | 264   |