

NEWMARK

1Q 2024

Hotel Market Nsights Report

AKRON, OH



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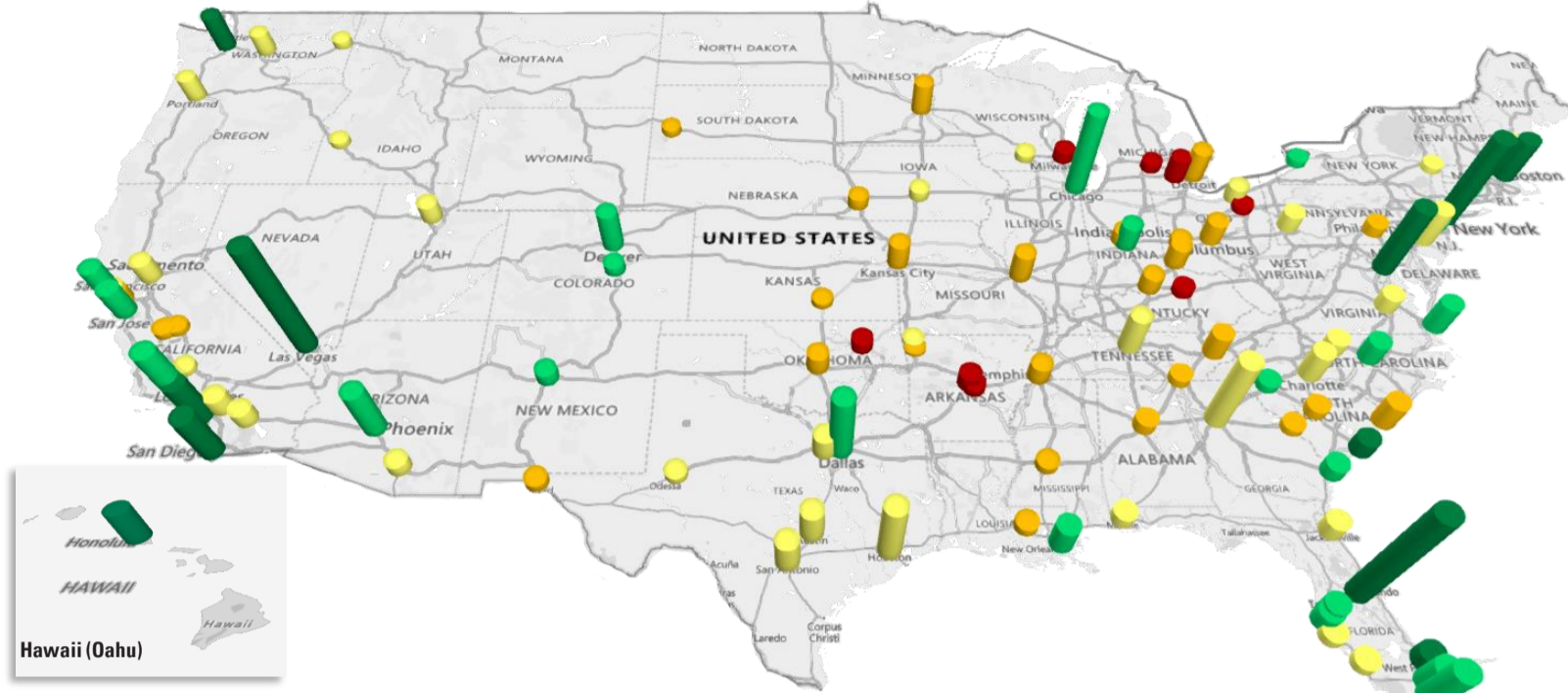
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Lodging Performance Index Snapshot

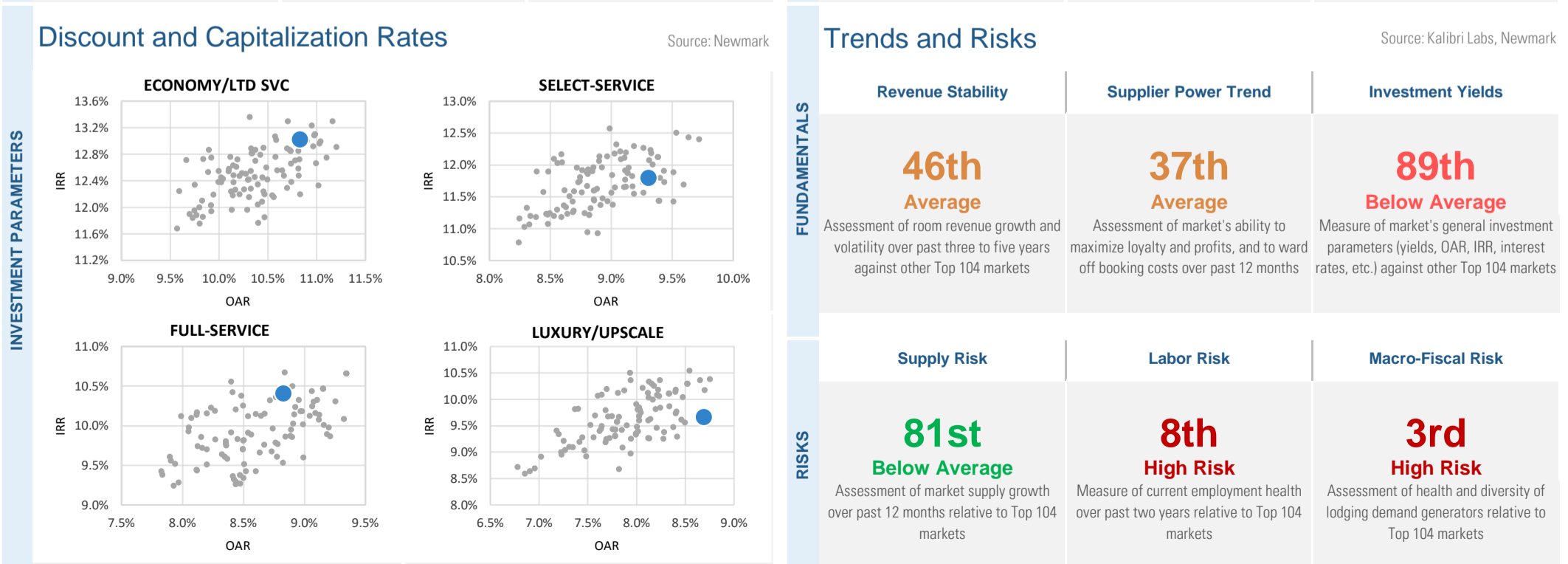
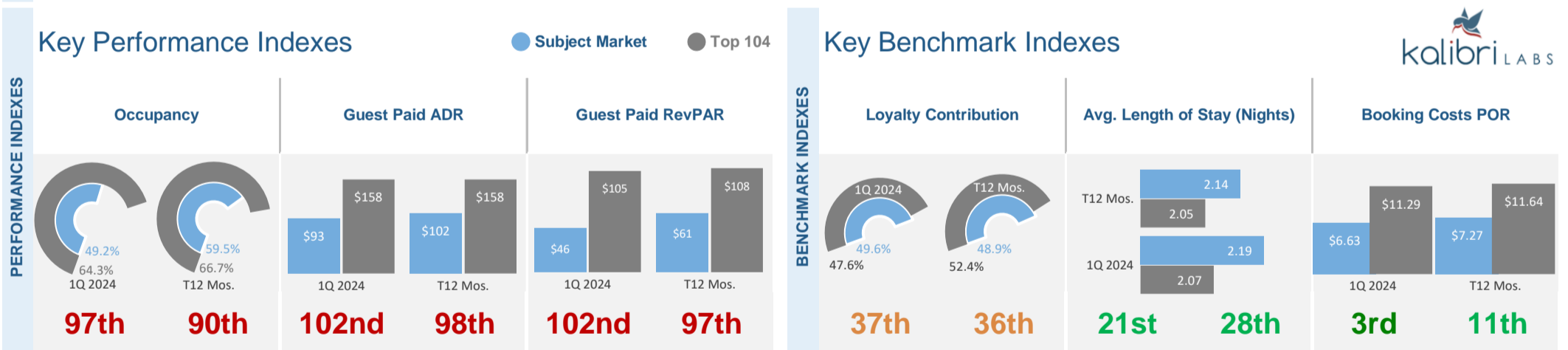
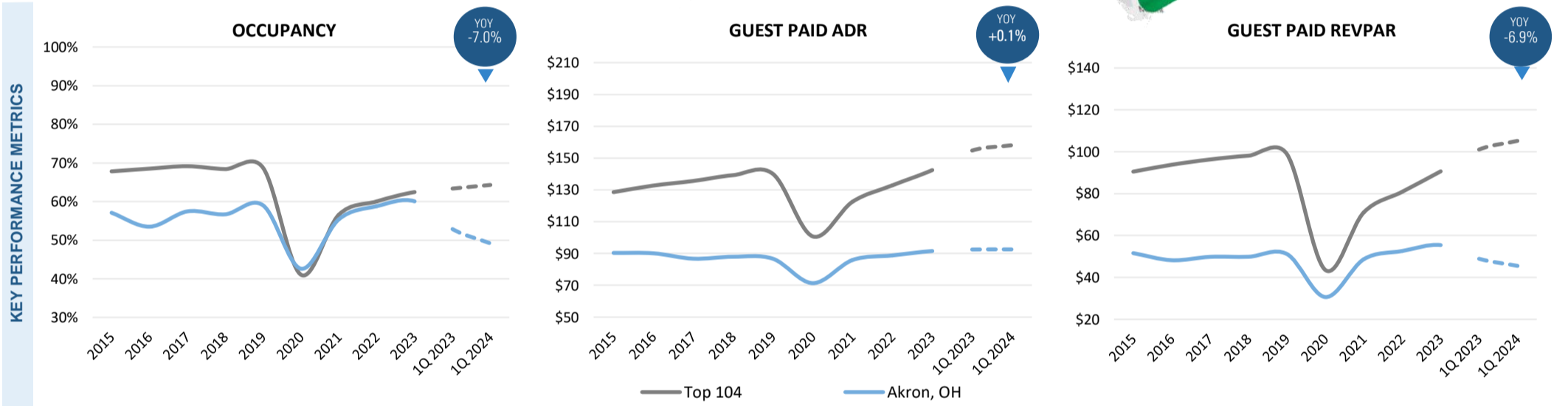


LODGING PERFORMANCE INDEX
Akron, OH

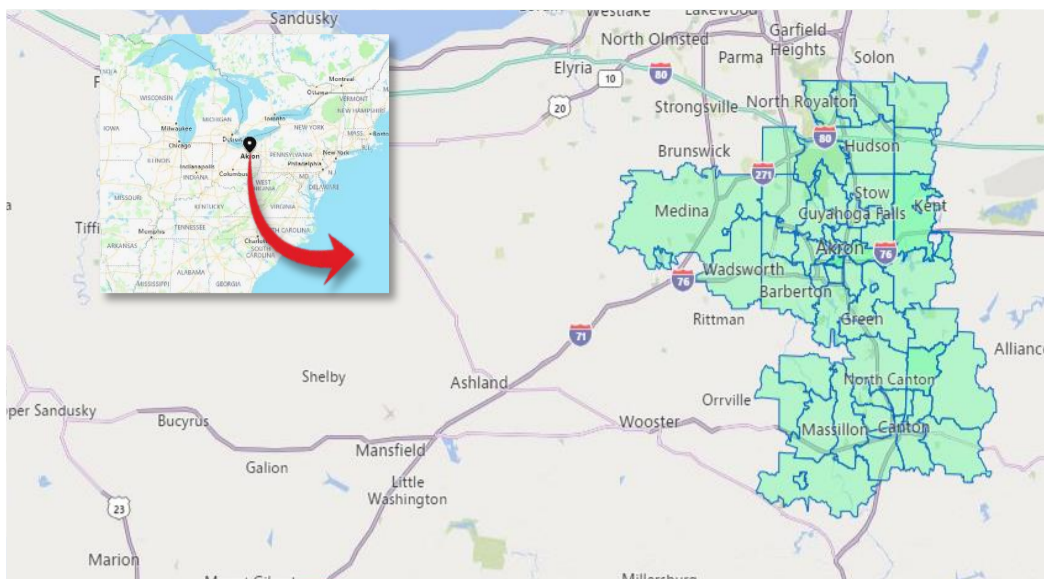
0.53

102nd of 104
Soft

Ranking of overall 1Q 2024 LPI performance (0.53) against all 104 surveyed markets.



Location



Quick Facts

Source: US Census Bureau, Dept. of Labor Statistics

Jurisdictional Information	Municipal Name: Akron	County: Summit County	State: Ohio	Geo Coordinates (market center): 41.08144, -81.51901
Major Hotel Demand Generators	Summa Health System Akron Children's Hospital Cleveland Clinic Minute Men HR Management Services FirstEnergy Corp. Kent State University Group Management Services Goodyear Tire & Rubber Co. Signet Jewelers Inc. University of Akron Diebold Inc. Bridgestone Americas Tire Operations LLC Huntington National Bank Fred W. Albrecht Grocery Co. Giant Eagle Inc. InfoCision Management Co. Jo-Ann Fabric & Craft Stores MGM Northfield Park Robinson Memorial Hospital Newell Rubbermaid			
Metrics and Ranking	Measurement	Rankings		
Population (hotel market area)	917,313	58th of 104 (Average)		
Income per Capita	\$36,223	93rd of 104 (Soft)		
Feeder Group Size	157.4 Persons PSR	97th of 104 (Soft)		
Feeder Group Earnings	\$5,700,252 PSR	90th of 104 (Soft)		
Total Market Hotel Revenues	\$216.3 million	100th of 104 (Soft)		

Key Performance Metrics

Data provided by: **kalibri LABS**

YEAR ENDING	Guest Paid			COPE		Booking Cost POR	ADR COPE %	Loyalty %	Avg Length of Stay Nights	Supply Rooms	Performance Index (LPI)
	Occ %	ADR	RevPAR	ADR	RevPAR						
2015	57.1%	\$90.37	\$51.59	\$84.02	\$47.97	\$6.35	93.0%	45.1%	1.92	9,860	0.46
2016	53.5%	\$90.13	\$48.21	\$83.62	\$44.73	\$6.50	92.8%	46.0%	1.94	10,310	0.47
2017	57.4%	\$86.74	\$49.83	\$76.36	\$43.86	\$10.38	88.0%	47.9%	1.93	10,440	0.42
2018	56.7%	\$87.96	\$49.86	\$81.24	\$46.05	\$6.72	92.4%	49.1%	1.93	10,490	0.62
2019	59.0%	\$86.70	\$51.16	\$79.88	\$47.13	\$6.82	92.1%	52.6%	1.89	10,270	0.76
2020	42.6%	\$71.35	\$30.62	\$66.68	\$28.41	\$4.67	93.5%	40.6%	2.25	10,160	0.85
2021	55.4%	\$85.93	\$48.70	\$80.06	\$44.35	\$5.87	93.2%	42.6%	2.09	9,950	0.73
2022	58.8%	\$88.79	\$52.61	\$82.73	\$48.64	\$6.07	93.2%	42.5%	2.14	9,930	0.81
2023	60.1%	\$91.55	\$55.44	\$85.26	\$51.20	\$6.29	93.1%	42.8%	2.15	9,920	0.62
CAGR: 2015 thru 2023	0.6%	0.2%	0.9%	0.2%	0.8%	-0.1%	0.0%	-0.7%	1.4%	0.1%	3.6%
1Q 2023	52.9%	\$92.50	\$48.90	\$86.02	\$45.48	\$6.48	93.0%	46.2%	2.20	9,850	0.73
1Q 2024	49.2%	\$92.58	\$45.52	\$85.94	\$42.26	\$6.63	92.8%	49.6%	2.19	9,690	0.53

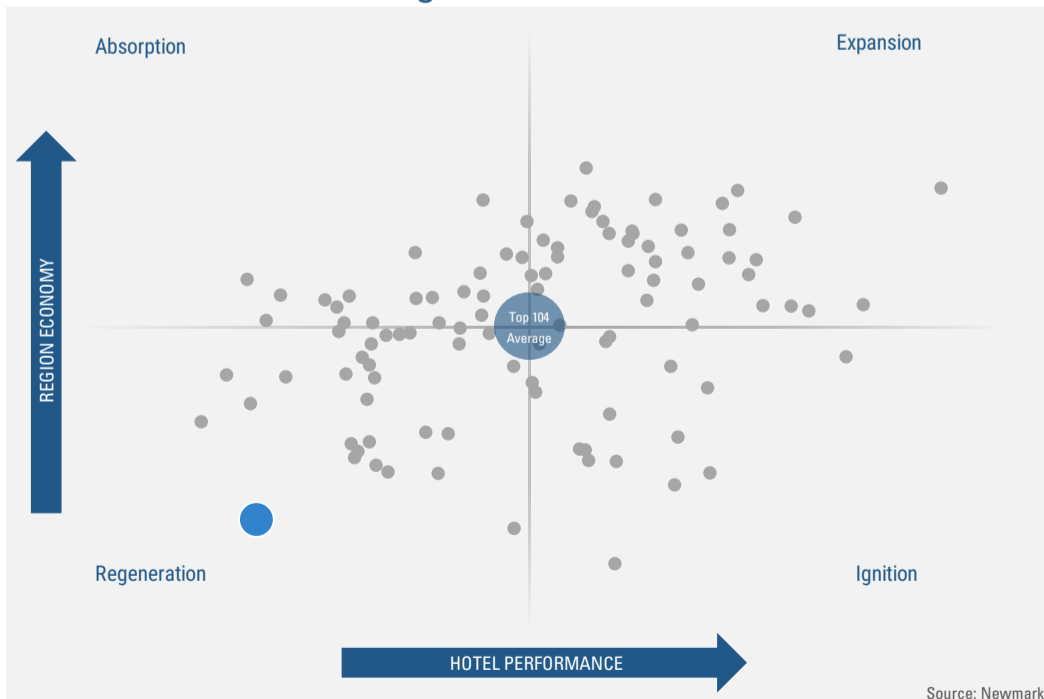
Notable Metrics

HIGHEST	Latest-Quarter Booking Costs POR	Population Density per Room	Feeder Population Per Room
	3rd Very Strong Akron, OH enjoyed low latest-quarter booking costs POR (\$6.63)	8th Strong The market boasted strong population density per room (94.64)	8th Strong The market also posted a high ratio of feeder population per room (66.37)
	OAR: Luxury/Upscale	Latest-Quarter LPI	Latest-Quarter COPE RevPAR
LOWEST	102nd Highly Unfavorable This market exhibited unfavorable OAR metrics in the luxury/upscale segment (8.7%)	102nd Soft The market posted weak latest-quarter LPI (0.53)	102nd Soft Akron, OH also has been hampered by weak latest-quarter COPE RevPAR (\$42.26)

Notable Trends

STRONGEST	Long-Term Historical Average Length of Stay Growth	Short-Term Historical Average Length of Stay Growth	Short-Term Historical Occupancy Growth
	4th Strong Akron, OH enjoyed strong long-term historical average length of stay growth (1.9%)	4th Strong The market has benefited from strong short-term historical average length of stay growth (3.3%)	9th Strong The market also has benefited from strong short-term historical occupancy growth (1.6%)
	Short-Term Historical Supply Growth	General Economy Reversion	Short-Term Historical Loyalty Contribution Growth
WEAKEST	103rd Soft The market has been burdened by high short-term historical supply growth (-1.2%)	102nd Soft We note this area posted weak general economic reversion (per-capita unemployment, GDP and other indicators)	101st Soft Akron, OH also has been hindered by weak short-term historical loyalty contribution growth (1.1%)

Market Performance Stage



Akron, OH: Regeneration Stage

The Akron, OH market is currently in the 'Regeneration' stage of the performance cycle. In this stage, hotels and the underlying economy are underperforming. The highest and best uses of hotel assets are still being challenged by lingering pandemic 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 Knoxville, TN.

- Other Stages:**
- Ignition:** In the 'Ignition' stage, hotels typically perform adequately for operators to enjoy positive returns, with confidence the economy will remain fully recovered from the pandemic. While the regional economy continues to recover, strong hotel performance locally is igniting expansion in certain key sectors. Example markets in this stage include Baltimore, MD; Chicago, IL; and Miami, FL.
 - Absorption:** In the 'Absorption' stage, hotels are underperforming but in an economy with resilience and confidence the economy will shed any lingering pandemic impacts, presenting upside for CRE. Barriers to entry are high and the market hosts little or no new supply, allowing for the existing stock of rooms to be absorbed. Example markets in this stage include Atlanta, GA; Charlotte, NC; and Columbus, OH.
 - Expansion:** In the 'Expansion' stage, hotels perform adequately, contributing to a resilient economy that has fully exited from the pandemic environment. Displacement demand is high, new hotel supply is feasible (despite barriers normally being high), and the overall economy is expanding. Example markets in this stage include Anaheim, CA; Austin, TX; and Boston, MA.

Industry Observations

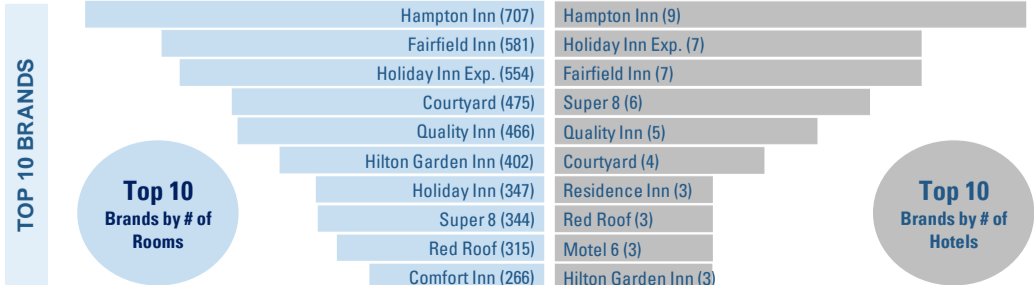
MOODY'S ANALYTICS

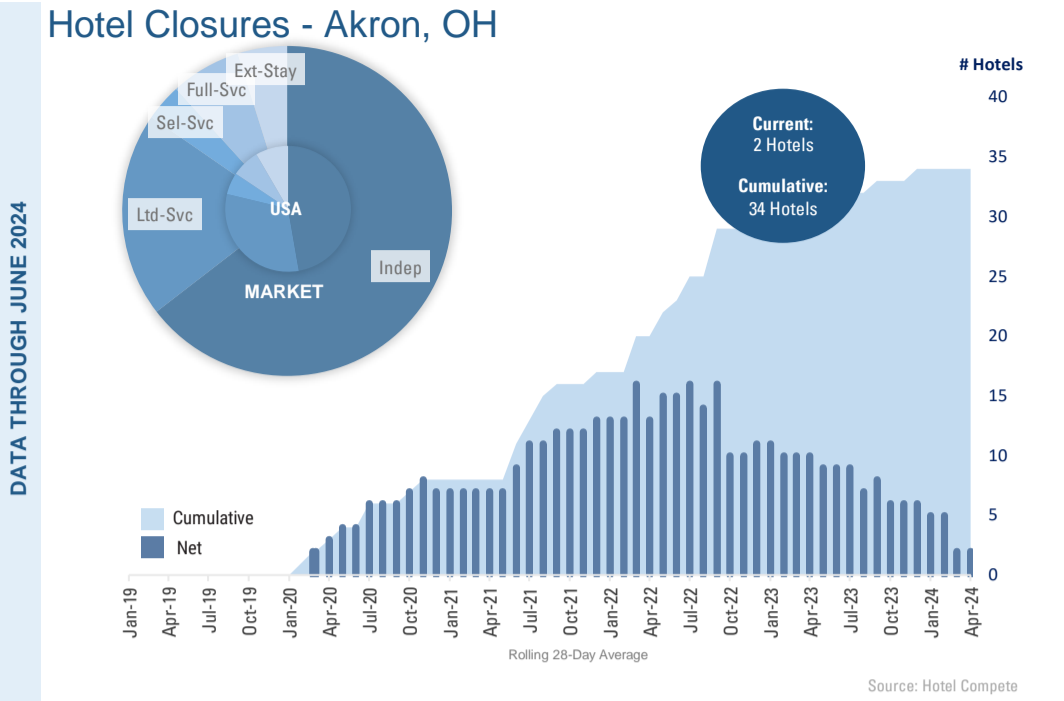
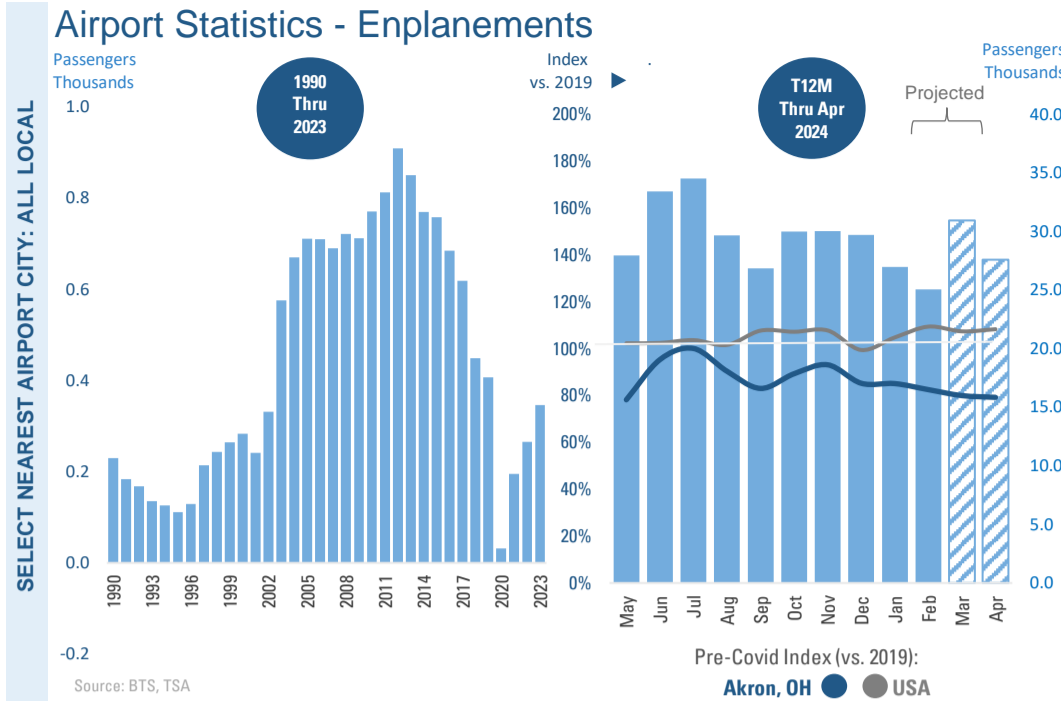
Business Cycle: **Expansion**
 Employment Growth (2 yr): **0.6%**
 Risk Exposure (402 US markets): **79th Percentile: Above Average**
 Key Industry Notes:
 Low business and living costs
 Prime location for staffing business
 Few jobs in high-value-added services
 Low business & living costs
 Per capita income is below average

Moody's Rating

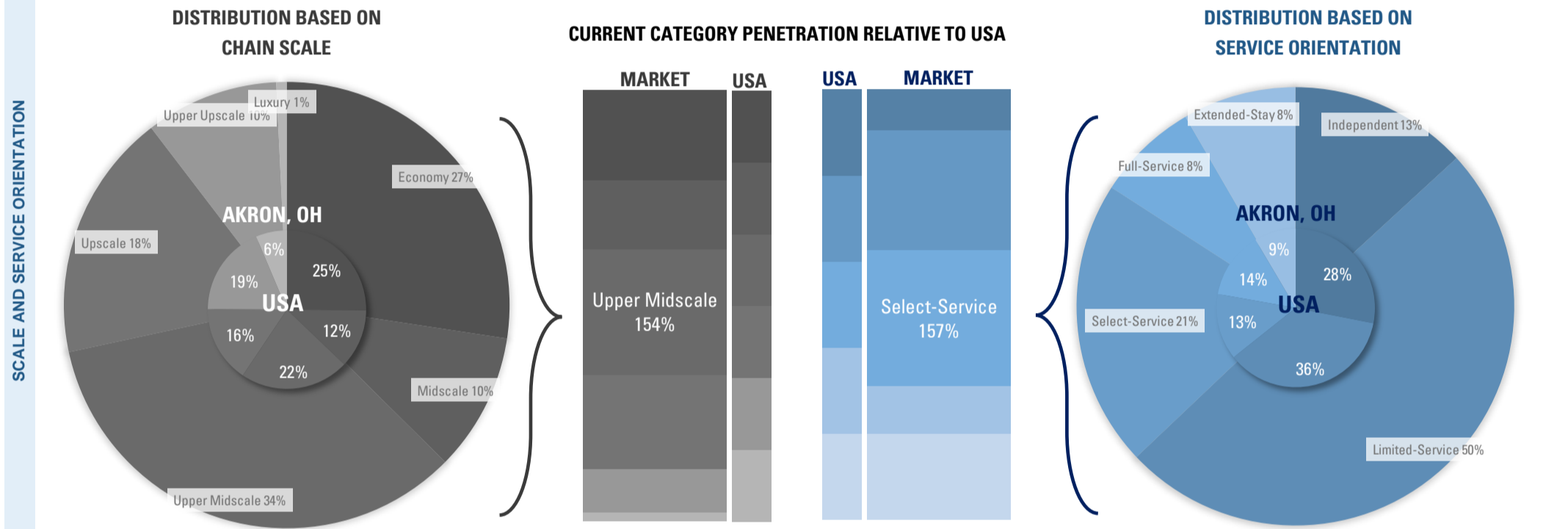
Aa1
Investment Grade

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

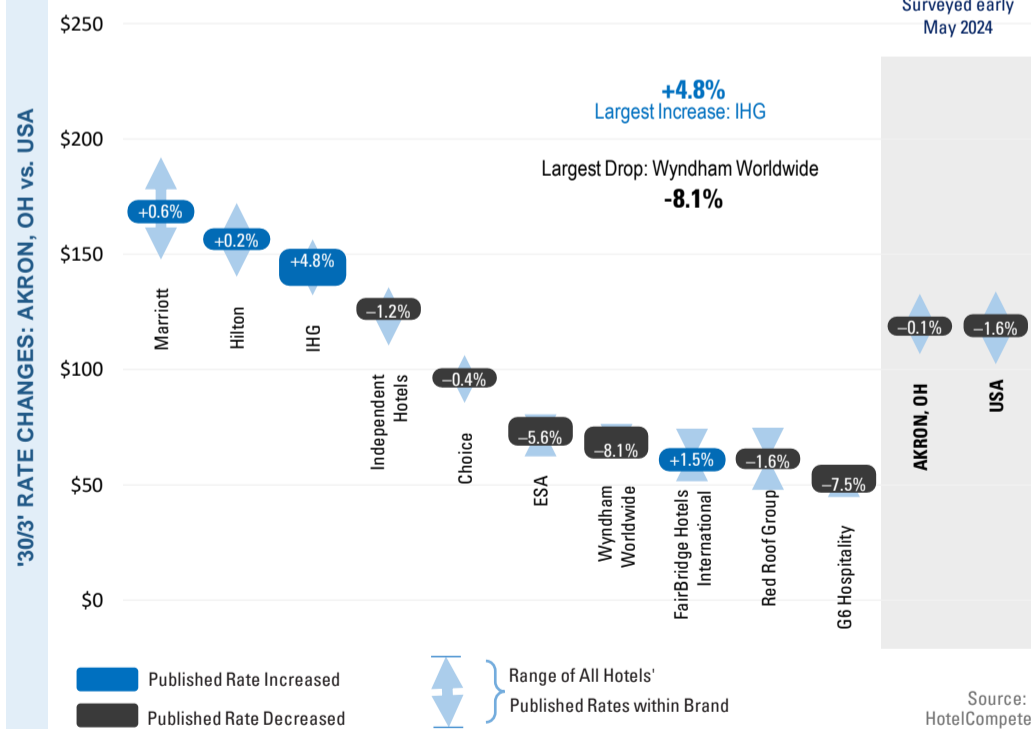




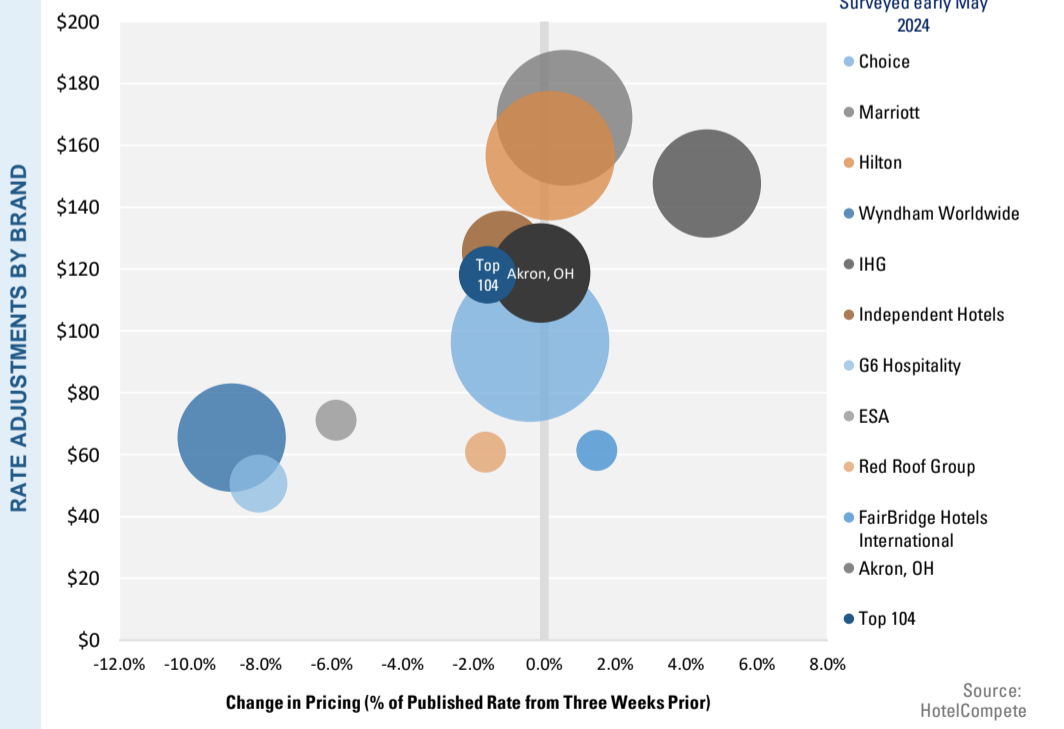
Scale and Service Distribution: Akron, OH



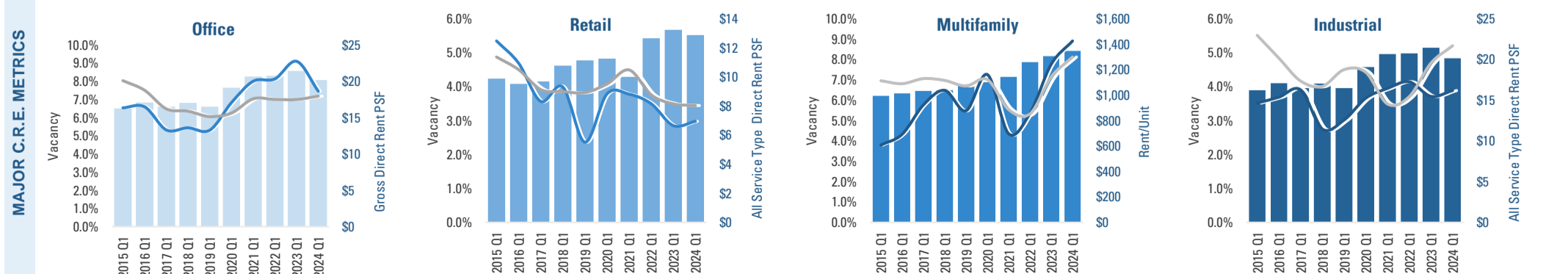
Published Rates: Top 10 Brands



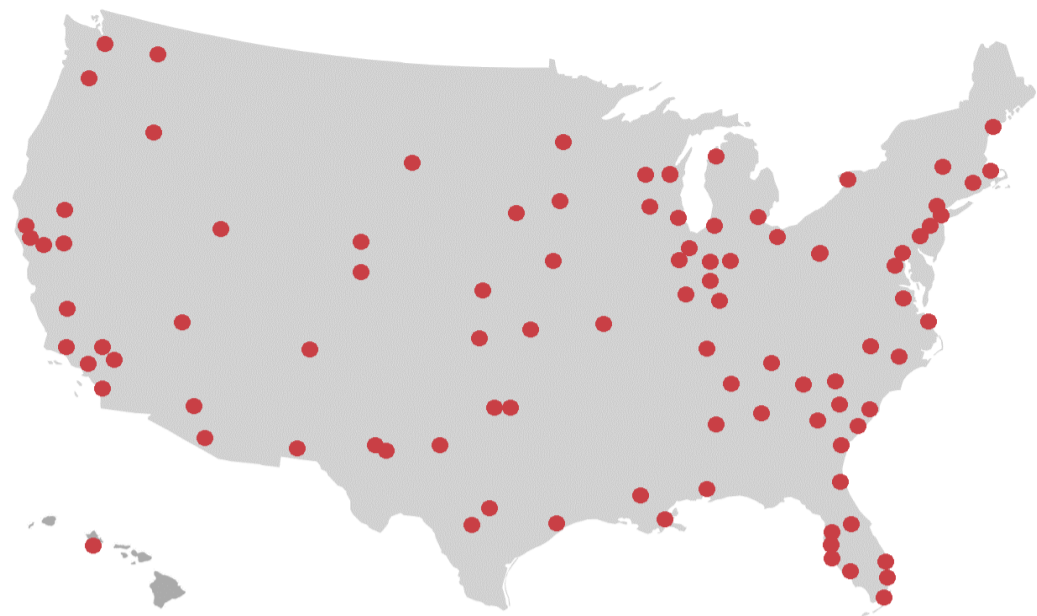
Published Rates: Volatility



Major CRE Market Performance



Nsights Hotel Market Reports 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

*Customized market reports available upon request

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Marinas

Ski and Village Resorts

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