

NEWMARK

1Q 2024

Hotel Market Nsights Report

BOISE CITY, ID



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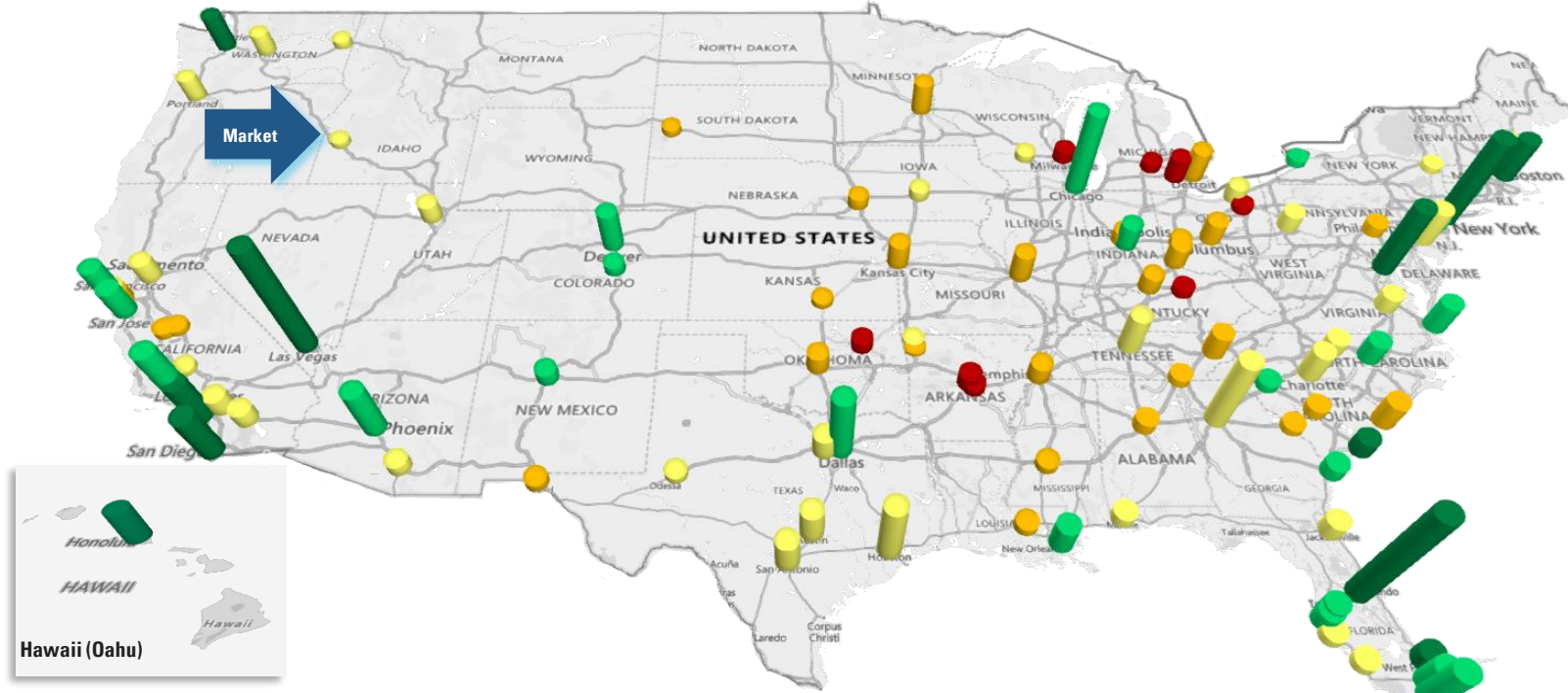
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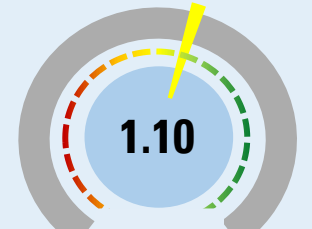


Lodging Performance Index Snapshot



LODGING PERFORMANCE INDEX

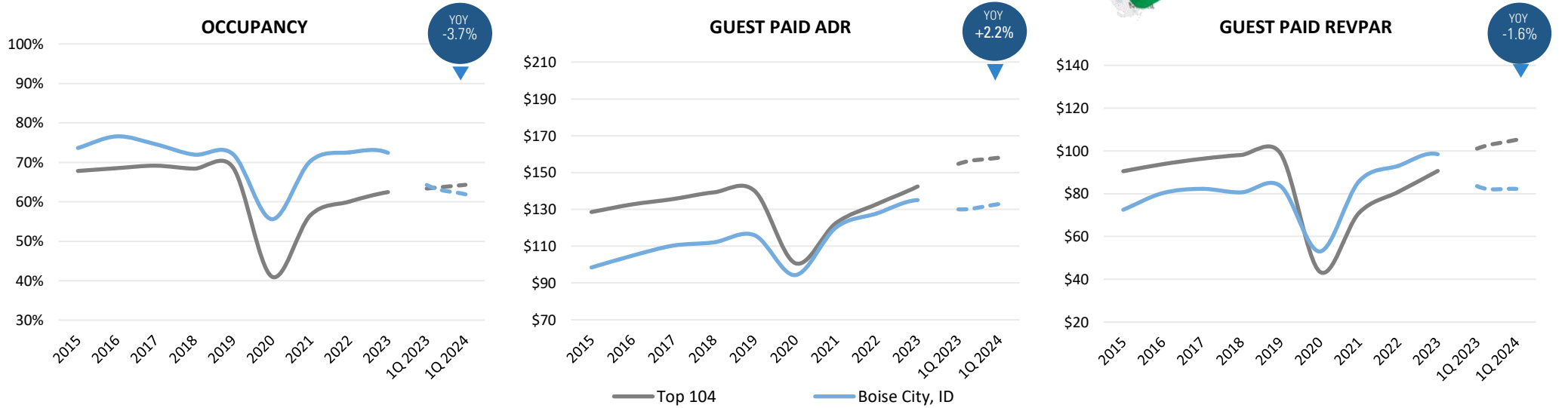
Boise City, ID



39th of 104
Average

Ranking of overall '1Q 2024 LPI' performance (1.10) against all 104 surveyed markets.

KEY PERFORMANCE METRICS



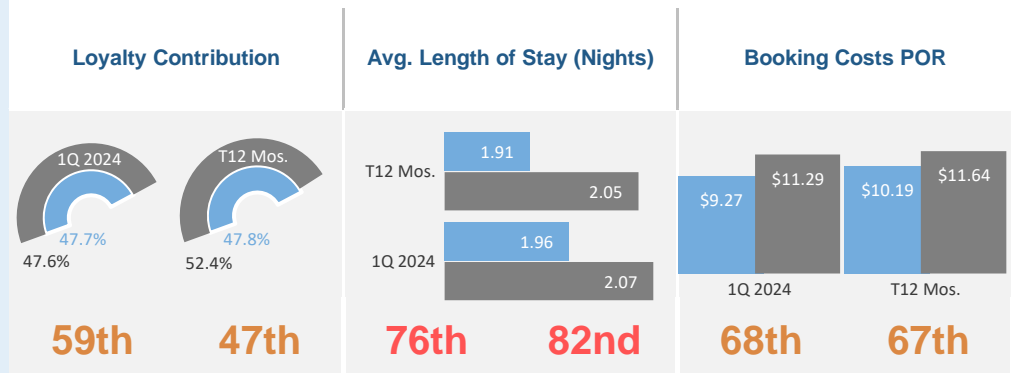
PERFORMANCE INDEXES

Key Performance Indexes



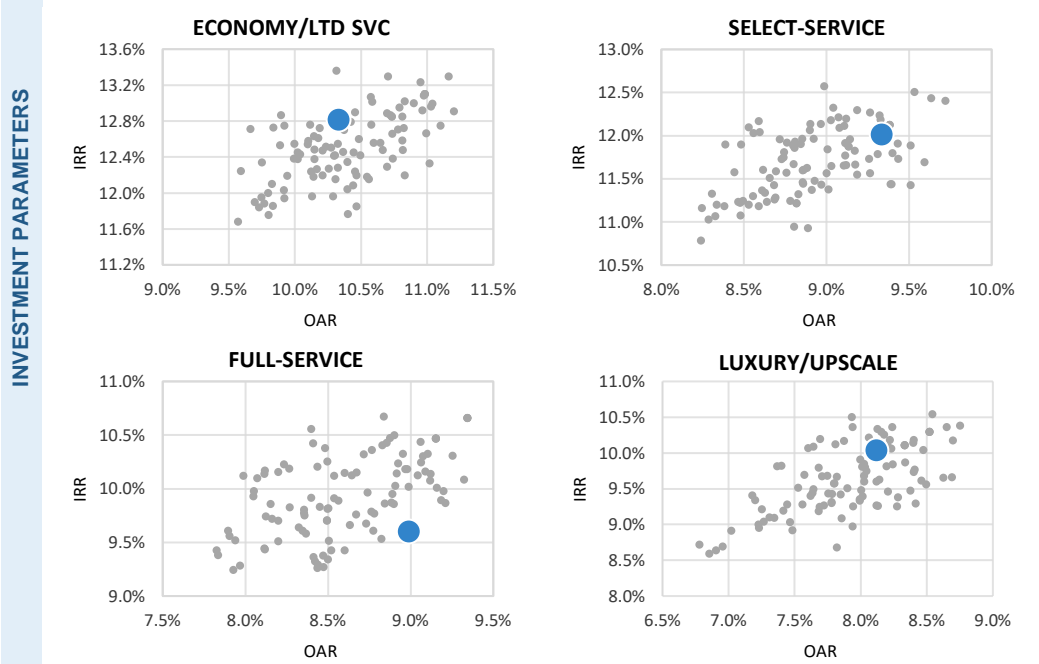
BENCHMARK INDEXES

Key Benchmark Indexes



Discount and Capitalization Rates

Source: Newmark

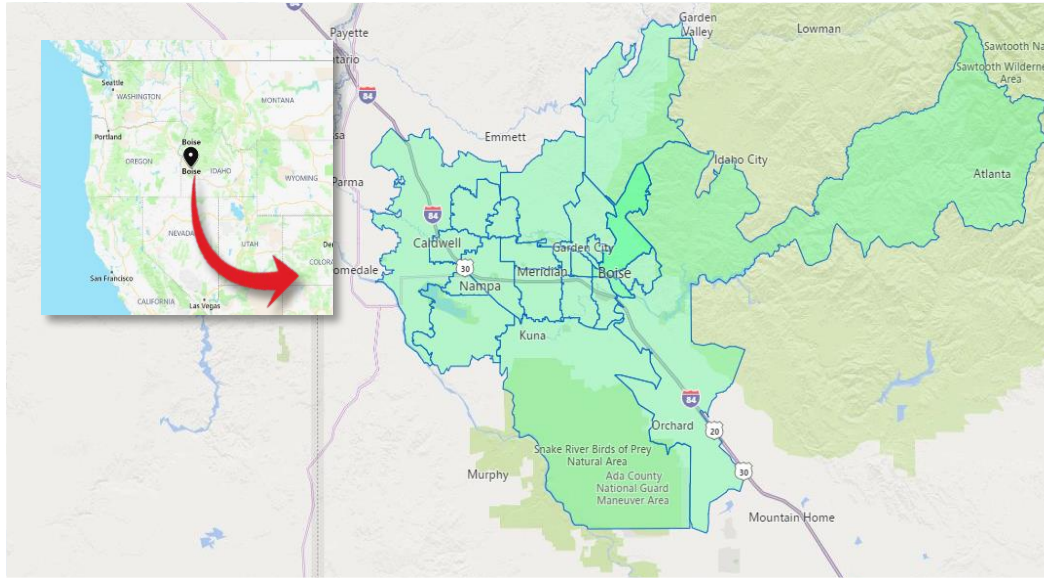


Trends and Risks

Source: Kalibri Labs, Newmark



Location



Quick Facts

Jurisdictional Information		Source: US Census Bureau, Dept. of Labor Statistics
Municipal Name:	Boise City	
County:	Ada County	
State:	Idaho	
Geo Coordinates (market center):	43.6135, -116.20345	
Major Hotel Demand Generators		
St. Luke's Health System Micron Technology Inc. Boise State University St. Alphonsus Regional Medical Center Wal-Mart Stores Inc. Wells Fargo The Kroger Co. Idaho Power Co. J.R. Simplot Co. Hewlett-Packard Co. Albertson's Qwest Communications International Inc. Kootenai Health WinCo CenturyLink U.S. Bank DirecTV Citigroup The Amalgamated Sugar Co. LLC Blue Cross of Idaho		
Metrics and Ranking	Measurement	Rankings
Population (hotel market area)	569,644	80th of 104 (Below Average)
Income per Capita	\$54,547	30th of 104 (Above Average)
Feeder Group Size	96.6 Persons PSR	79th of 104 (Below Average)
Feeder Group Earnings	\$5,271,103 PSR	86th of 104 (Below Average)
Total Market Hotel Revenues	\$313.7 million	81st of 104 (Below Average)

Key Performance Metrics

Data provided by: **kalibri LABS**

YEAR ENDING	Occ %	Guest Paid ADR	RevPAR	COPE ADR	RevPAR	Booking Cost POR	ADR COPE %	Loyalty %	Avg Length of Stay Nights	Supply Rooms	Performance Index (LPI)
2015	73.6%	\$98.44	\$72.48	\$90.59	\$66.70	\$7.85	92.0%	54.0%	1.96	6,980	1.02
2016	76.6%	\$104.82	\$80.27	\$96.52	\$73.91	\$8.30	92.1%	55.9%	1.95	7,070	1.27
2017	74.6%	\$110.29	\$82.28	\$101.16	\$75.48	\$9.12	91.7%	56.6%	1.87	7,540	1.06
2018	71.9%	\$112.07	\$80.64	\$102.65	\$73.86	\$9.42	91.6%	59.0%	1.85	8,000	0.94
2019	72.1%	\$115.95	\$83.58	\$106.29	\$76.62	\$9.65	91.7%	60.9%	1.81	8,200	0.98
2020	55.6%	\$94.29	\$53.01	\$87.56	\$48.67	\$6.74	92.9%	41.9%	1.99	8,200	1.42
2021	70.3%	\$120.20	\$85.83	\$111.48	\$78.37	\$8.71	92.8%	43.0%	1.94	8,280	1.38
2022	72.5%	\$127.80	\$93.05	\$118.66	\$86.04	\$9.14	92.8%	44.0%	1.96	8,240	1.33
2023	72.4%	\$135.05	\$98.45	\$125.54	\$90.90	\$9.51	93.0%	44.7%	1.97	8,210	1.26
CAGR: 2015 thru 2023	-0.2%	4.0%	3.9%	4.2%	3.9%	2.4%	0.1%	-2.3%	0.0%	2.0%	2.7%
1Q 2023	64.3%	\$130.01	\$83.54	\$120.86	\$77.66	\$9.15	93.0%	45.9%	1.94	8,220	1.16
1Q 2024	61.9%	\$132.89	\$82.25	\$123.62	\$76.51	\$9.27	93.0%	47.7%	1.96	8,760	1.10

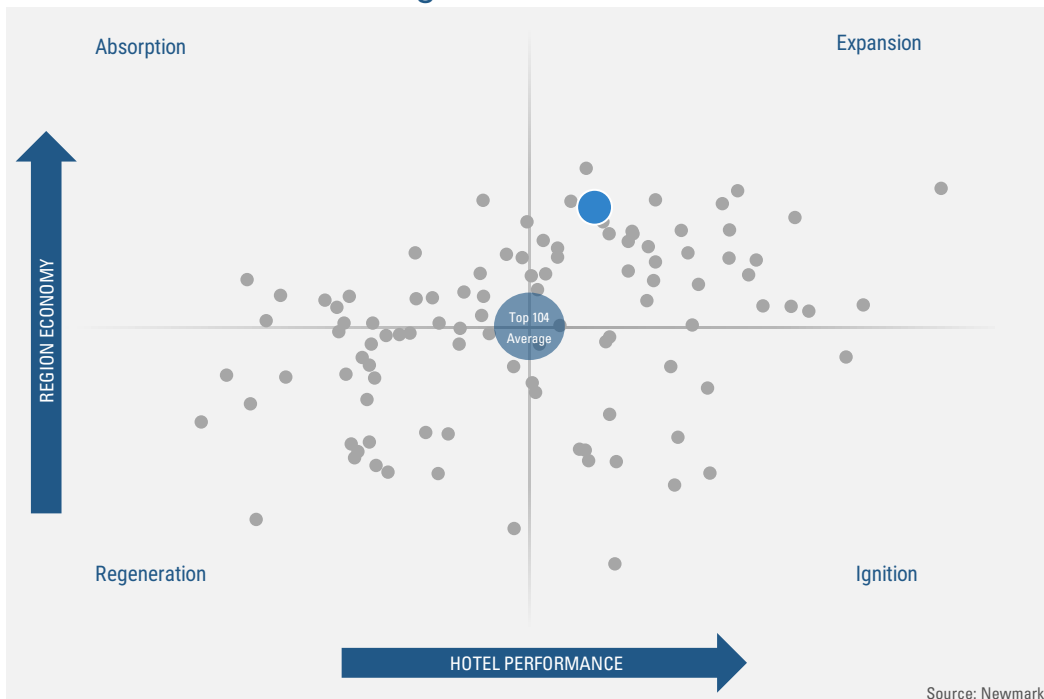
Notable Metrics

Category	Metric	Ranking	Description
HIGHEST	Marketwide Income per Room	15th Above Average	Boise City, ID enjoyed a high ratio of marketwide income per room (\$2,608,177)
	Population Density per Room	20th Above Average	The market boasted strong population density per room (65.69)
	Feeder Population Per Room	20th Above Average	The market also posted a high ratio of feeder population per room (47.82)
LOWEST	Total Rooms Supply	97th Soft	This market is small and offers a narrow variety of lodging scales and classes (8,762 total rooms)
	Total Rooms Sold	96th Soft	The market has a limited lodging-related economy and shows minimal diversity in its sources of demand (2,151,621 room nights)
	OAR: Select-Service	90th Unfavorable	Boise City, ID also exhibited unfavorable OAR metrics in the select-service segment (9.3%)

Notable Trends

Category	Metric	Ranking	Description
STRONGEST	Long-Term Historical COPE ADR Growth	4th Strong	Boise City, ID enjoyed from strong long-term historical COPE ADR growth (4.7%)
	Long-Term Historical Guest Paid ADR Growth	5th Strong	The market has benefited from strong long-term historical Guest Paid ADR growth (4.7%)
	Short-Term Historical COPE ADR Growth	7th Strong	The market also has benefited from strong short-term historical COPE ADR growth (5.2%)
WEAKEST	T12-Month Rooms Supply Growth	Last Soft	The market has been hindered by high rooms supply growth over the last 12 months (6.6%)
	Long-Term Historical Supply Growth	98th Soft	We note this area has been burdened by high long-term historical supply growth (3.0%)
	Long-Term Historical Booking Costs POR Growth	81st Below Average	Boise City, ID also exhibited high long-term historical booking costs POR growth (4.2%)

Market Performance Stage



Boise City, ID: Expansion Stage

The Boise City, ID market is currently in the 'Expansion' stage of the performance cycle. In this 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.

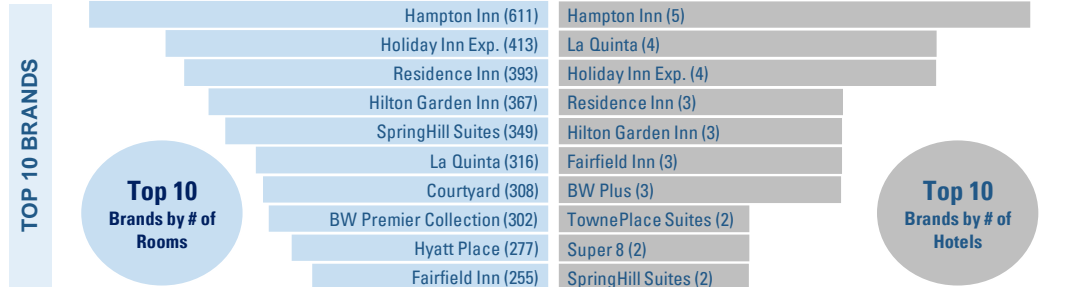
Other Stages:

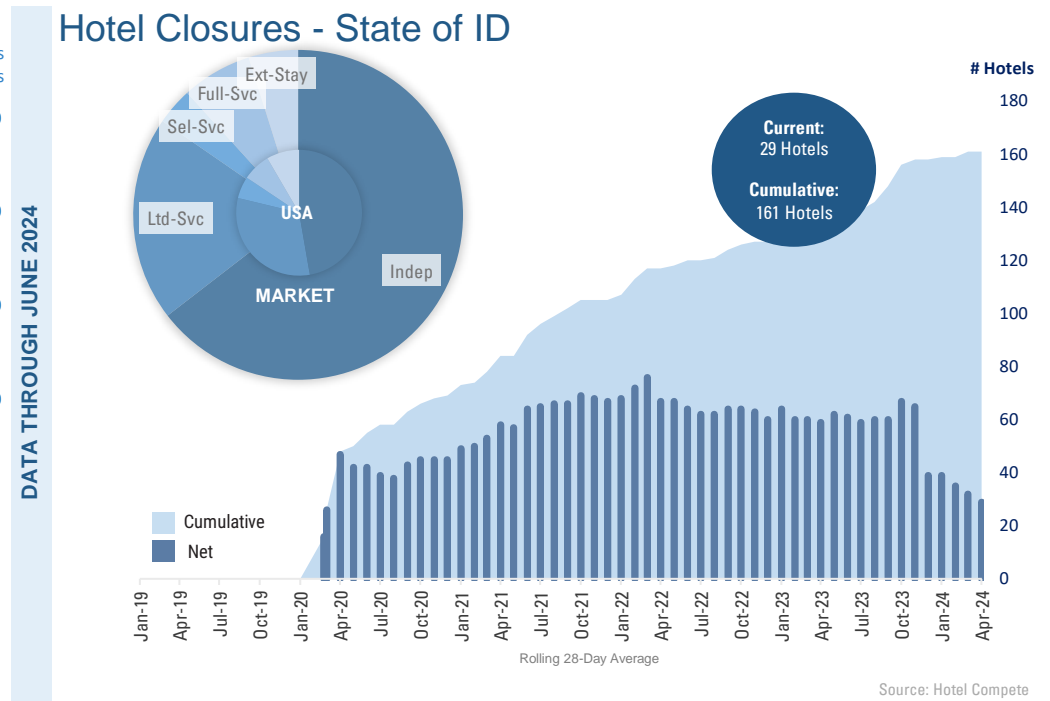
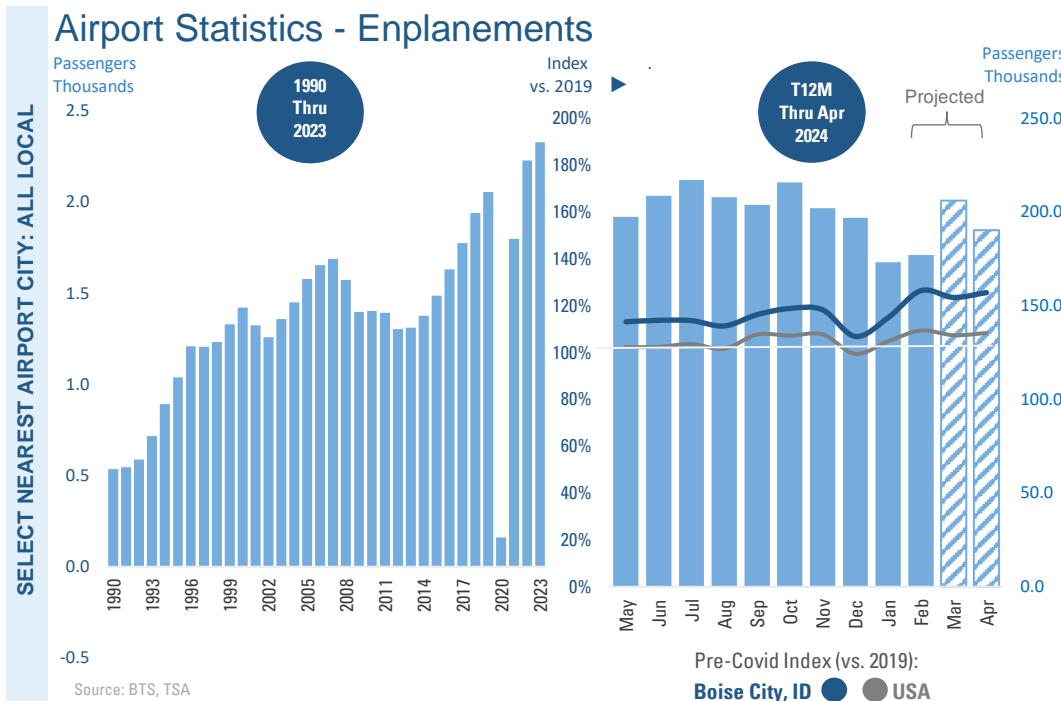
- Regeneration:** In the 'Regeneration' stage, hotels and the underlying economy are underperforming. The highest and best uses of hotel assets are still being challenged by lingering pandemic impacts, oversupply, weak economic indicators, and/or poor corporate contribution. Hotel investors look for opportunities to either exit or regenerate demand. Example markets in this stage include Cincinnati, OH; Detroit, MI; and Knoxville, TN.
- 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.

Industry Observations

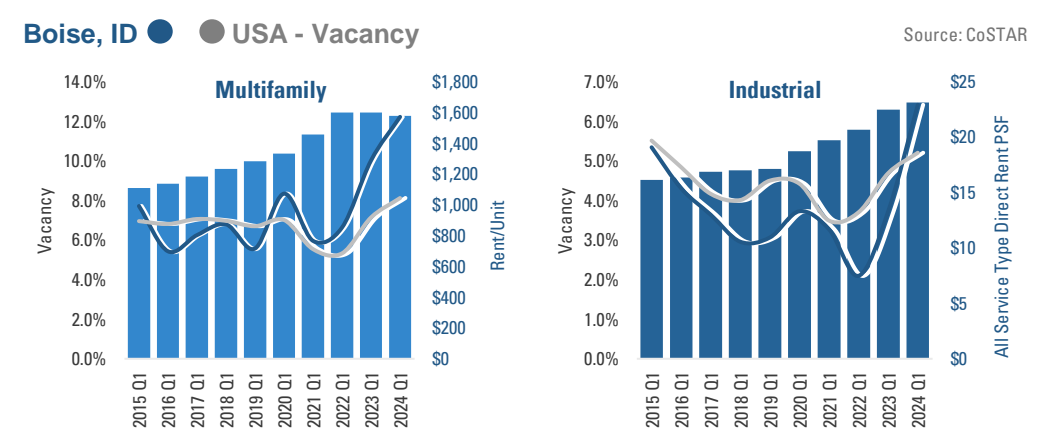
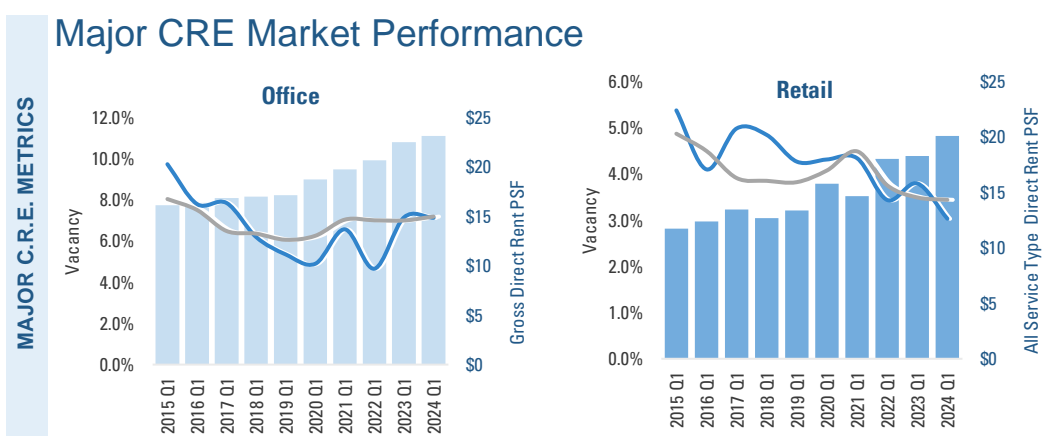
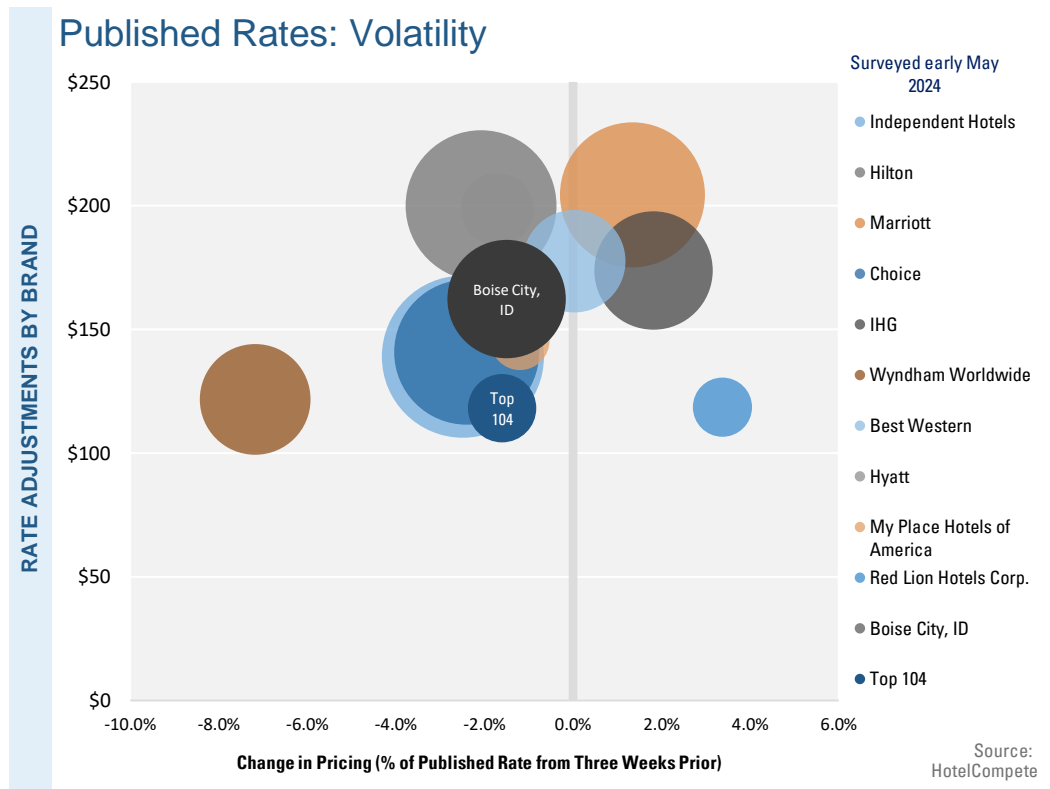
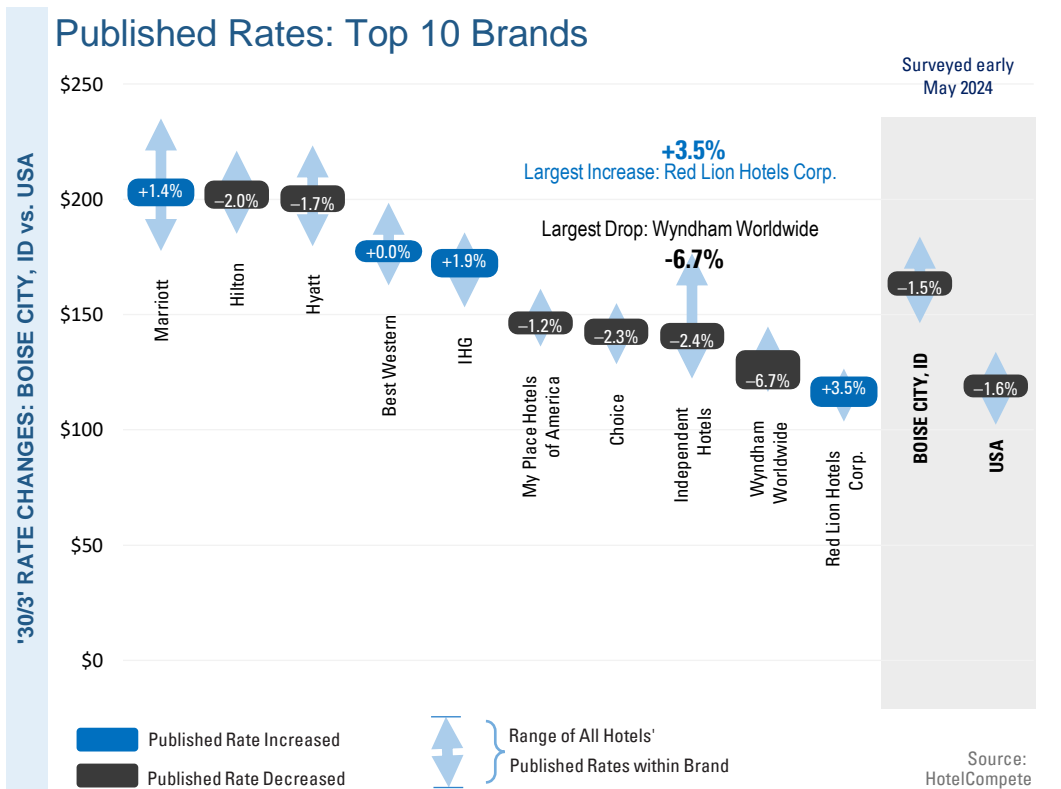
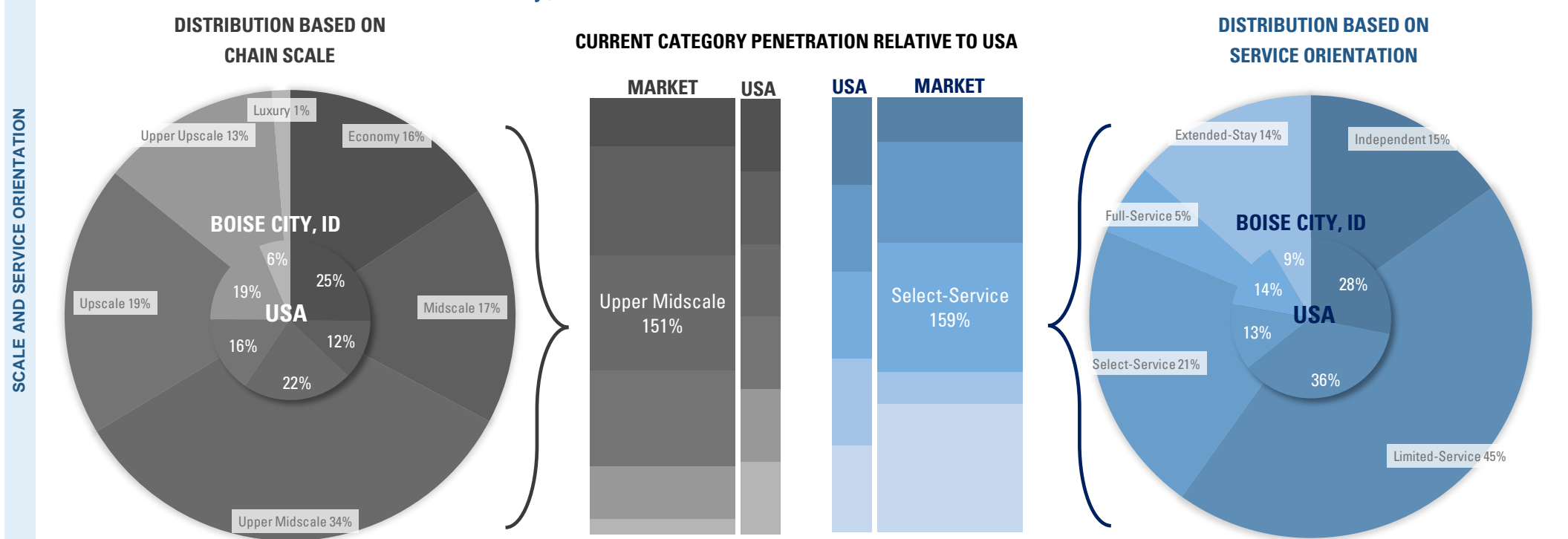
MOODY'S ANALYTICS
 Business Cycle: **Expansion**
 Employment Growth (2 yr): **2.0%**
 Risk Exposure (402 US markets): **5th Percentile: Low Risk**
 Key Industry Notes: volatility in semiconductor industry, Above-average population growth, Low cost of living, Low business costs, Lack of high-wage jobs

Moody's Rating
NR
 This market is not rated by Moody's

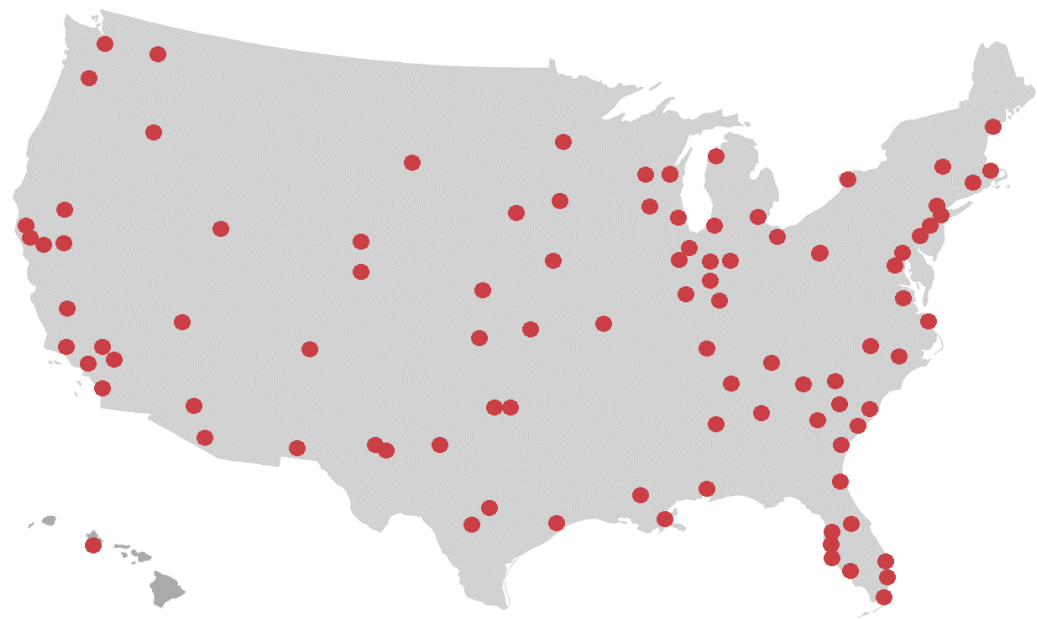




Scale and Service Distribution: Boise City, ID



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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