

NEWMARK

1Q 2024

Hotel Market Nsights Report

COLUMBUS, OH



FOR MORE INFORMATION:

Bryan Younge, MAI, ASA, FRICS

Senior Managing Director
Practice Leader - Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Americas
m 773-263-4544

Laurel Keller, MAI

Executive Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Great Lakes Markets
t 216-453-3023

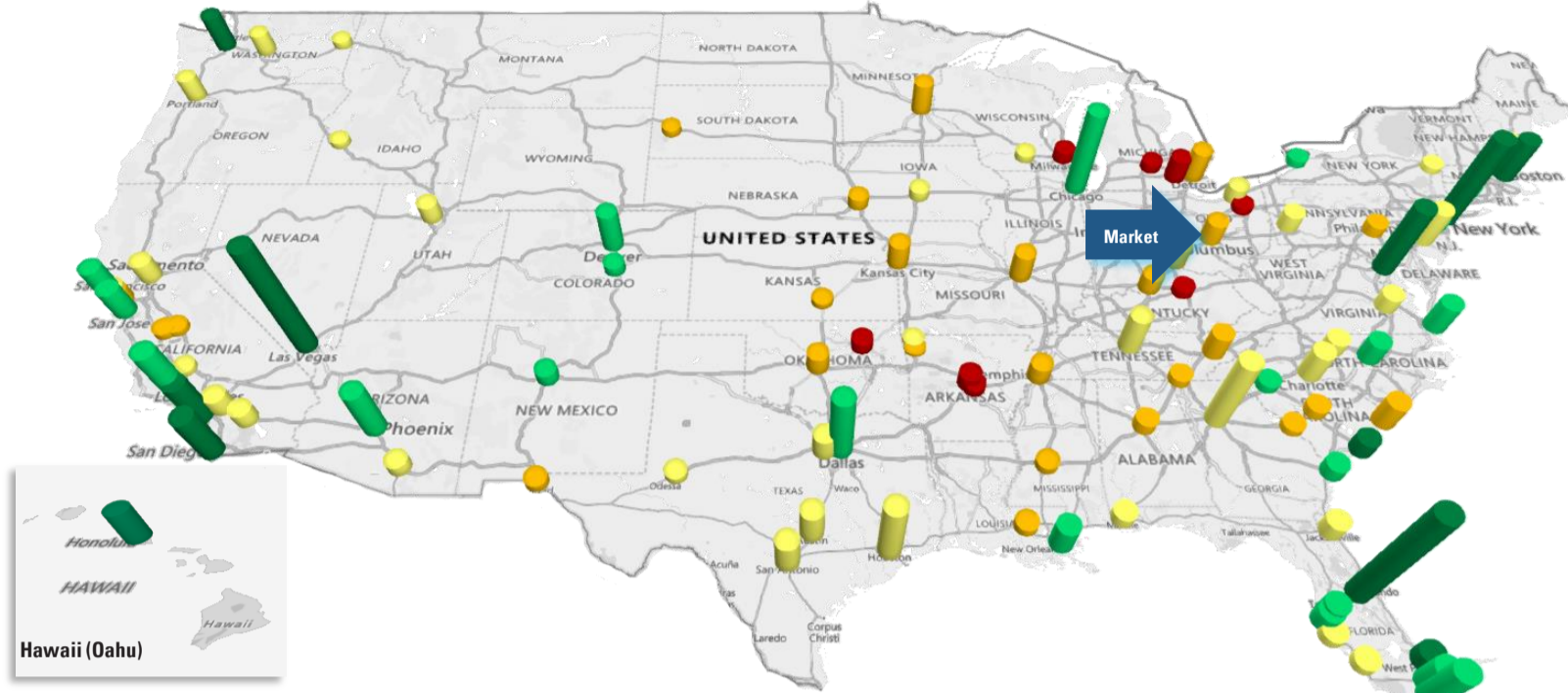
Allie Chapekis, CHIA

Senior Appraiser
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Great Lakes Markets
t 216-453-3035

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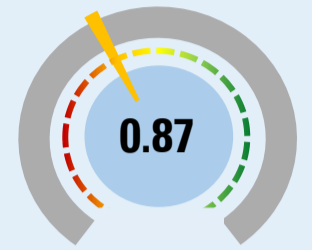


Lodging Performance Index Snapshot



LODGING PERFORMANCE INDEX

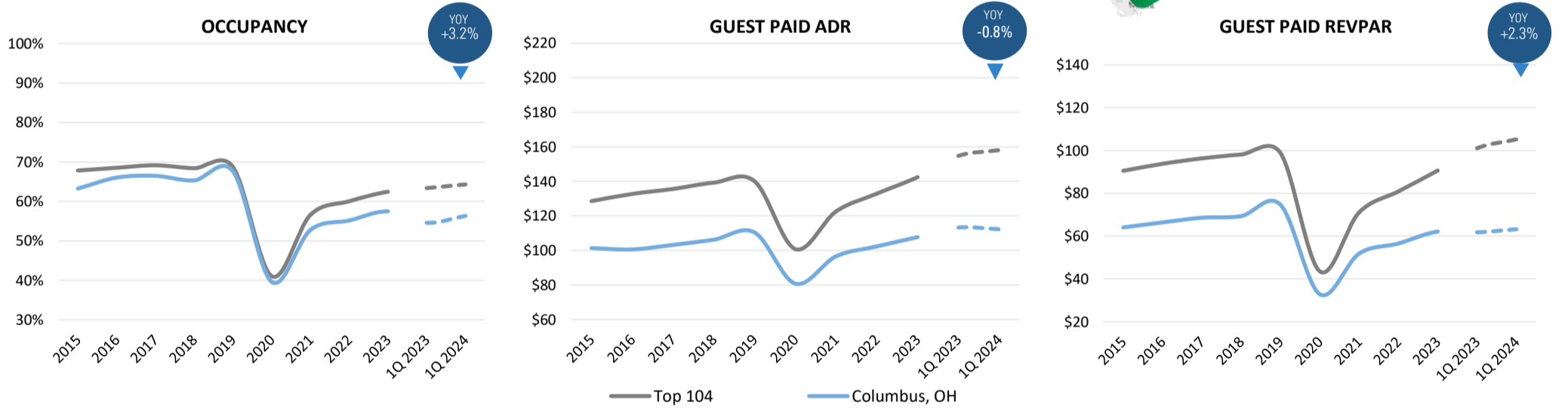
Columbus, OH



70th of 104
Below Average

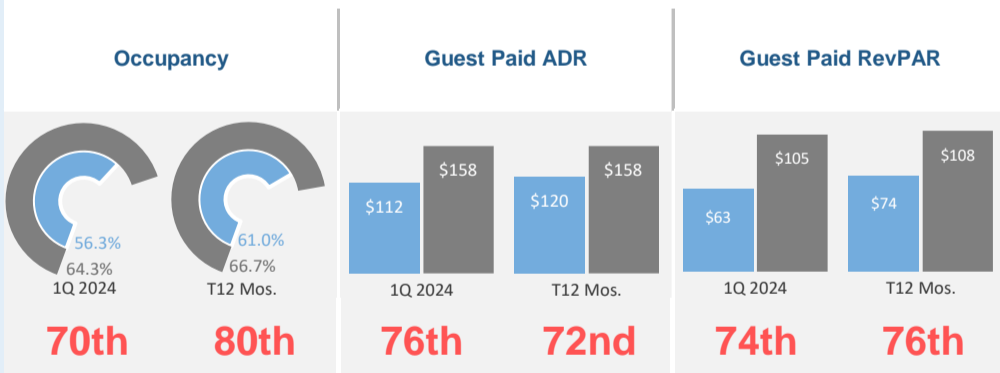
Ranking of overall '1Q 2024 LPI' performance (0.87) against all 104 surveyed markets.

KEY PERFORMANCE METRICS

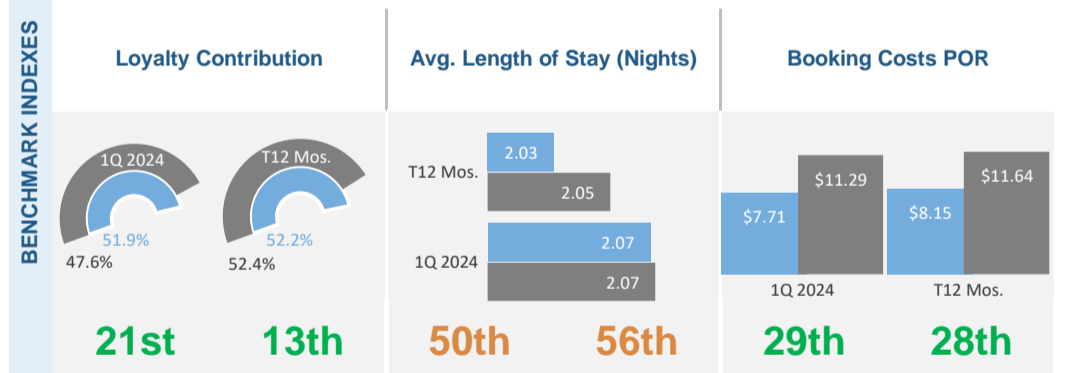


PERFORMANCE INDEXES

Key Performance Indexes

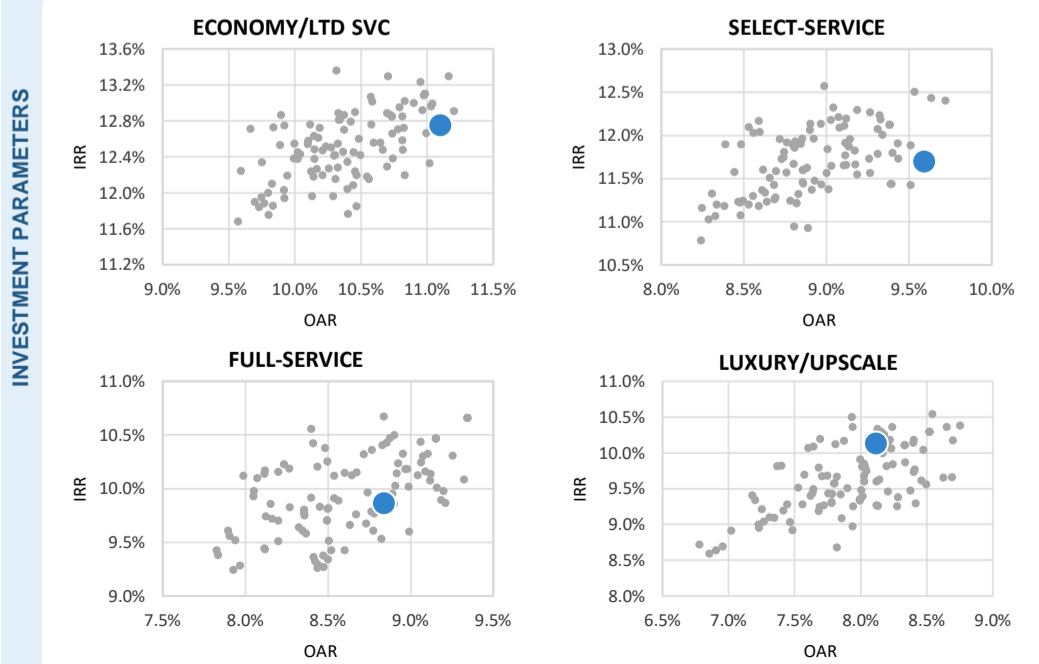


Key Benchmark Indexes



Discount and Capitalization Rates

Source: Newmark

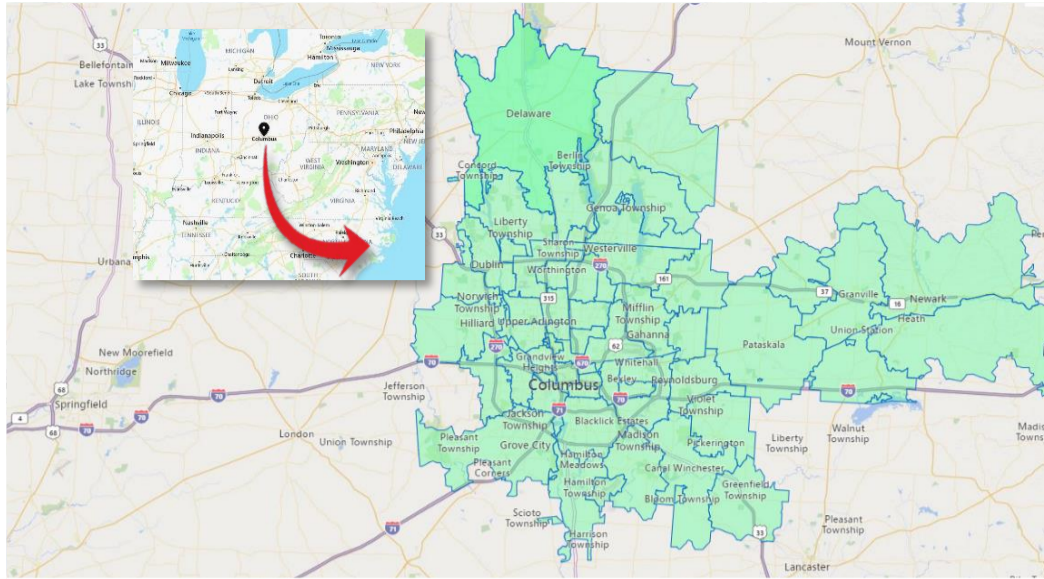


Trends and Risks

Source: Kalibri Labs, Newmark



Location



Quick Facts

Jurisdictional Information		Source: US Census Bureau, Dept. of Labor Statistics
Municipal Name:	Columbus	
County:	Delaware County, Fairfield County, Franklin County	
State:	Ohio	
Geo Coordinates (market center):	39.98524, -82.98477	
Major Hotel Demand Generators		
Ohio State University OhioHealth JPMorgan Chase & Co. Nationwide Nationwide Children's Hospital Inc. The Kroger Co. Mount Carmel Health System L Brands Inc. Honda of America Manufacturing Inc. Cardinal Health Inc. Huntington Bancshares Inc. Amazon Alliance Data Systems American Electric Power Co. Inc. Giant Eagle Inc. Columbus State Community College Ambercrombie & Fitch Co. The Wendy's Co. Discover Financial Services Inc. XPO Logistics		
Metrics and Ranking		Measurements
Population (hotel market area)	1,462,825	Rankings
Income per Capita	\$49,478	43rd of 104 (Average)
Feeder Group Size	78.4 Persons PSR	50th of 104 (Average)
Feeder Group Earnings	\$3,880,989 PSR	61st of 104 (Average)
Total Market Hotel Revenues	\$820.5 million	59th of 104 (Average)
		49th of 104 (Average)

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	63.2%	\$101.30	\$64.06	\$93.61	\$59.19	\$7.70	92.4%	48.3%	2.04	26,360	0.97
2016	66.0%	\$100.58	\$66.40	\$92.85	\$61.30	\$7.73	92.3%	48.7%	2.08	26,450	1.07
2017	66.5%	\$103.19	\$68.59	\$95.04	\$63.17	\$8.15	92.1%	49.9%	2.06	26,810	0.99
2018	65.3%	\$106.19	\$69.34	\$97.81	\$63.87	\$8.38	92.1%	52.3%	2.02	27,250	0.97
2019	67.6%	\$110.36	\$74.64	\$101.60	\$68.72	\$8.75	92.1%	56.7%	1.98	27,950	1.14
2020	39.6%	\$80.74	\$32.84	\$75.58	\$29.93	\$5.16	93.6%	39.9%	2.34	28,370	0.71
2021	52.8%	\$96.58	\$51.83	\$90.11	\$47.53	\$6.47	93.3%	43.3%	2.12	29,470	0.65
2022	55.2%	\$102.32	\$56.56	\$95.41	\$52.62	\$6.91	93.2%	44.8%	2.10	29,790	0.63
2023	57.5%	\$107.69	\$62.13	\$100.46	\$57.73	\$7.24	93.3%	46.0%	2.10	30,040	0.87
CAGR: 2015 thru 2023	-1.2%	0.8%	-0.4%	0.9%	-0.3%	-0.8%	0.1%	-0.6%	0.4%	1.6%	-1.4%
1Q 2023	54.6%	\$113.21	\$61.78	\$105.56	\$57.61	\$7.65	93.2%	51.0%	2.04	30,450	0.73
1Q 2024	56.3%	\$112.25	\$63.22	\$104.54	\$58.87	\$7.71	93.1%	51.9%	2.07	30,740	0.87

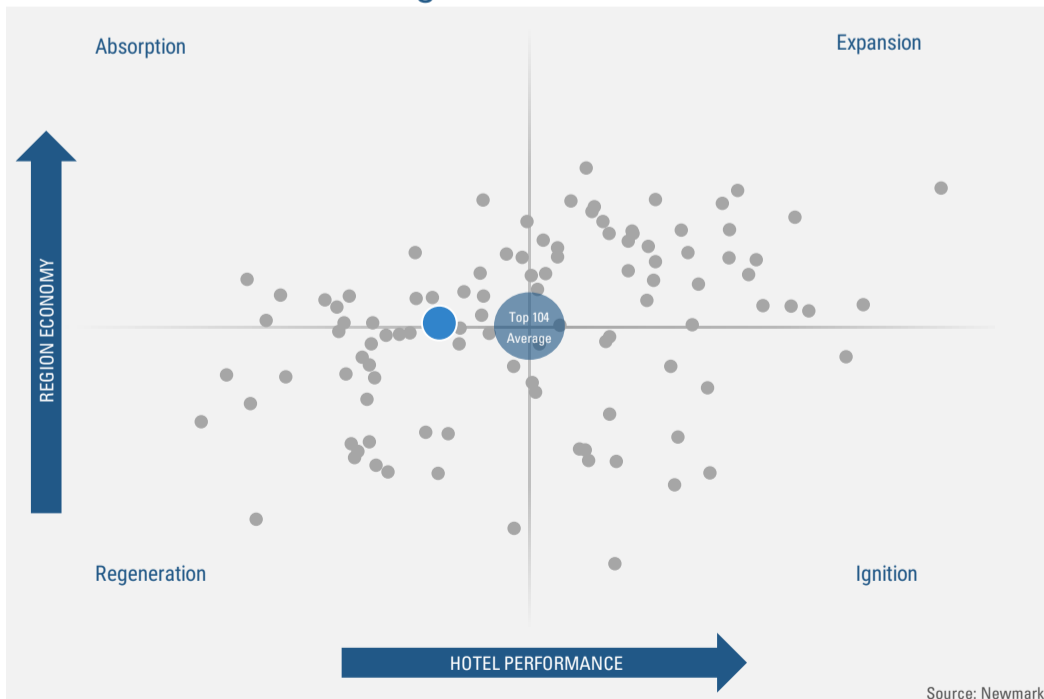
Notable Metrics

HIGHEST	T12-Month Loyalty Contribution	Latest-Quarter Loyalty Contribution	T12-Month COPE ADR Percentage
	13th Above Average	21st Above Average	25th Above Average
	Columbus, OH exhibited strong T12-month loyalty contribution (52.2%)	The market exhibited strong latest-quarter loyalty contribution (51.9%)	The market also benefited from strong T12-month COPE ADR percentage (93.2%)
LOWEST	OAR: Select-Service	OAR: Economy/Ltd Svc	IRR: Luxury/Upscale
	102nd Highly Unfavorable	102nd Highly Unfavorable	85th Unfavorable
	This market exhibited unfavorable OAR metrics in the select-service segment (9.6%)	The market exhibited unfavorable OAR metrics in the economy/ltd svc segment (11.1%)	Columbus, OH also posted unfavorable IRR metrics in the luxury/upscale segment (10.1%)

Notable Trends

STRONGEST	Short-Term Historical Booking Costs POR Growth	Long-Term Historical Booking Costs POR Growth	Short-Term Historical Supply Growth
	11th Above Average	15th Above Average	19th Above Average
	Columbus, OH enjoyed low short-term historical growth in booking costs (0.5%)	The market has benefited from low long-term historical booking costs POR growth (1.4%)	The market also has benefited from low short-term historical supply growth (2.8%)
WEAKEST	Short-Term Historical COPE ADR Growth	Short-Term Historical Guest Paid ADR Growth	Short-Term Historical COPE RevPAR Growth
	98th Soft	98th Soft	91st Soft
	The market posted weak short-term historical COPE ADR growth (1.0%)	We note this area has been impeded by weak short-term historical Guest Paid ADR growth (0.9%)	Columbus, OH also has been impeded by weak short-term historical COPE RevPAR growth (-0.1%)

Market Performance Stage



Columbus, OH: Absorption Stage

The Columbus, OH market is currently in the 'Absorption' stage of the performance cycle. In this 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 Fort Worth, TX.

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.
- 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.

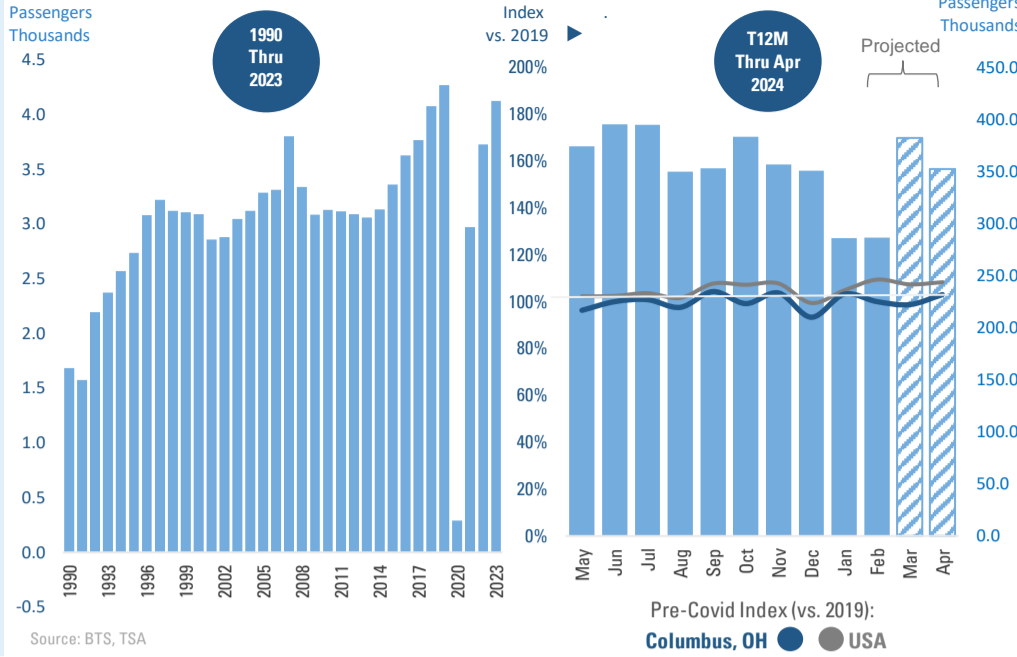
Industry Observations

MOODY'S ANALYTICS
 Business Cycle: **At Risk**
 Employment Growth (2 yr): **0.6%**
 Risk Exposure (402 US markets): **49th Percentile: Average Risk**
 Key Industry Notes:
 Highly educated workforce
 Low living, business costs
 Favorable migration patterns
 Strong high tech prospects
 Weak single-family building

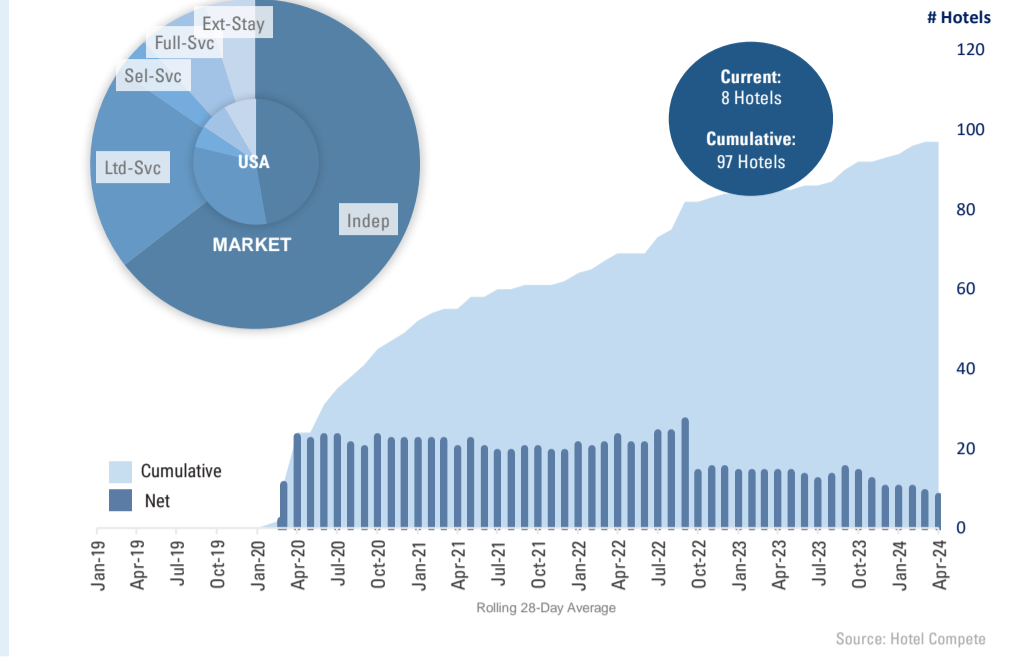
Moody's Rating
Aaa
 Investment Grade
 Long-term investment grade, Prime-1 short-term outlook



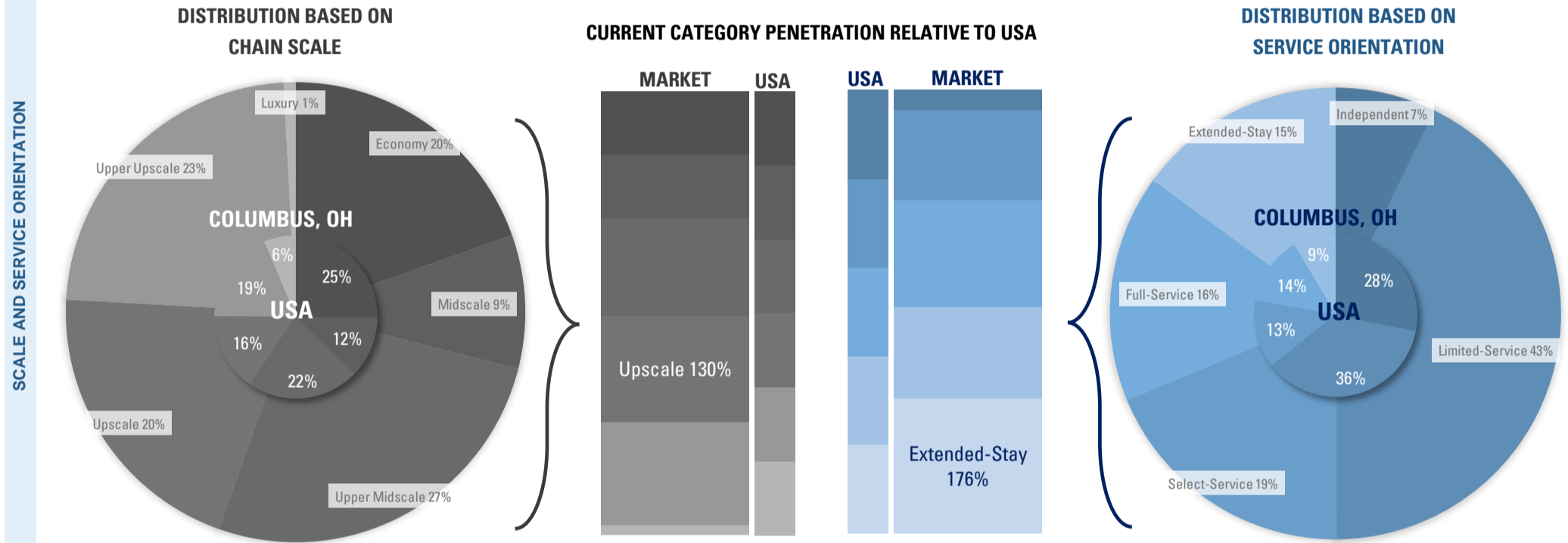
Airport Statistics - Enplanements



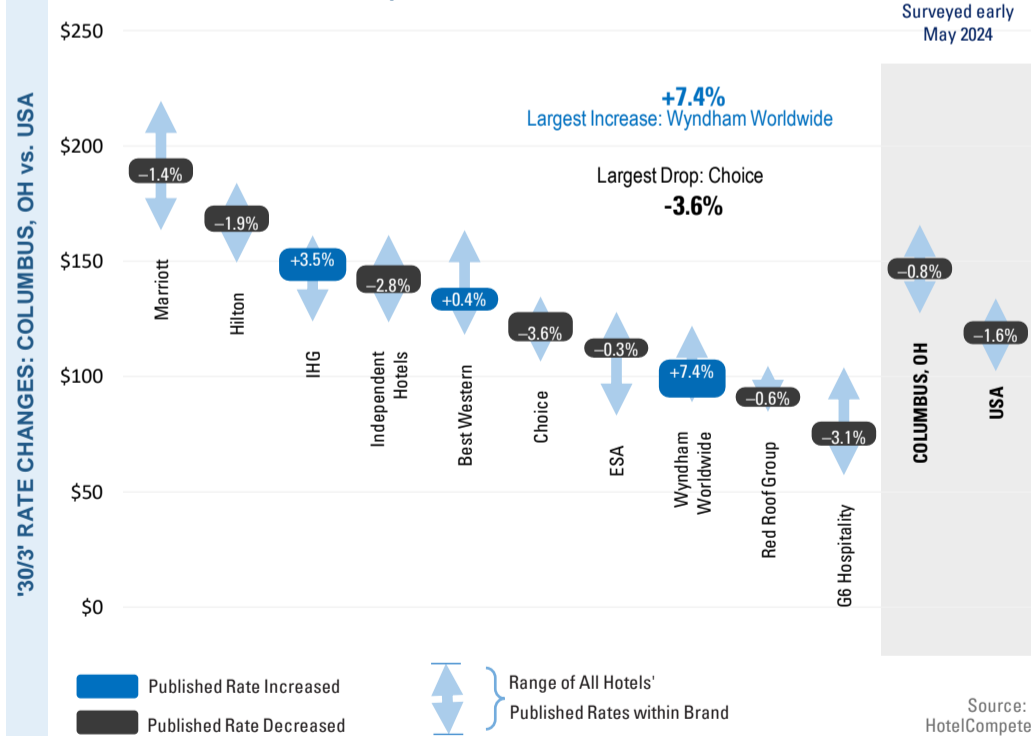
Hotel Closures - Columbus, OH



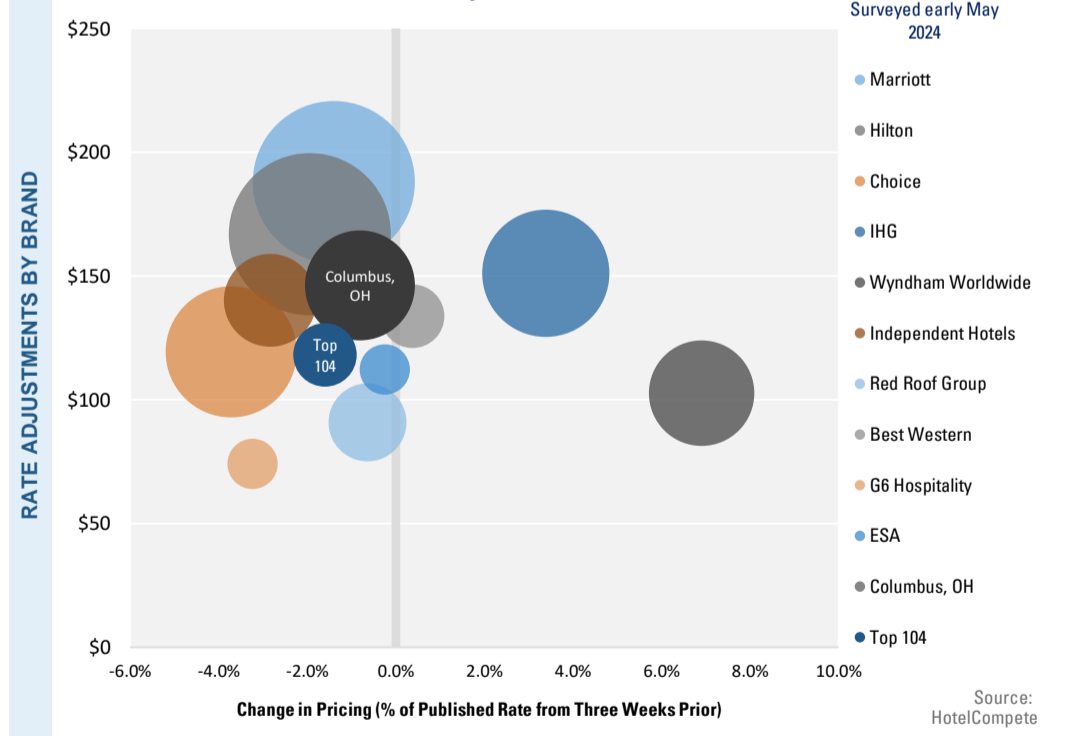
Scale and Service Distribution: Columbus, OH



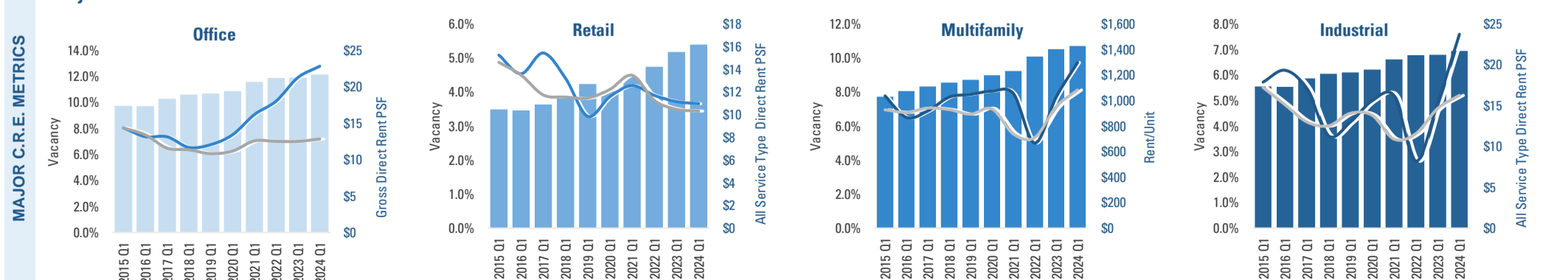
Published Rates: Top 10 Brands



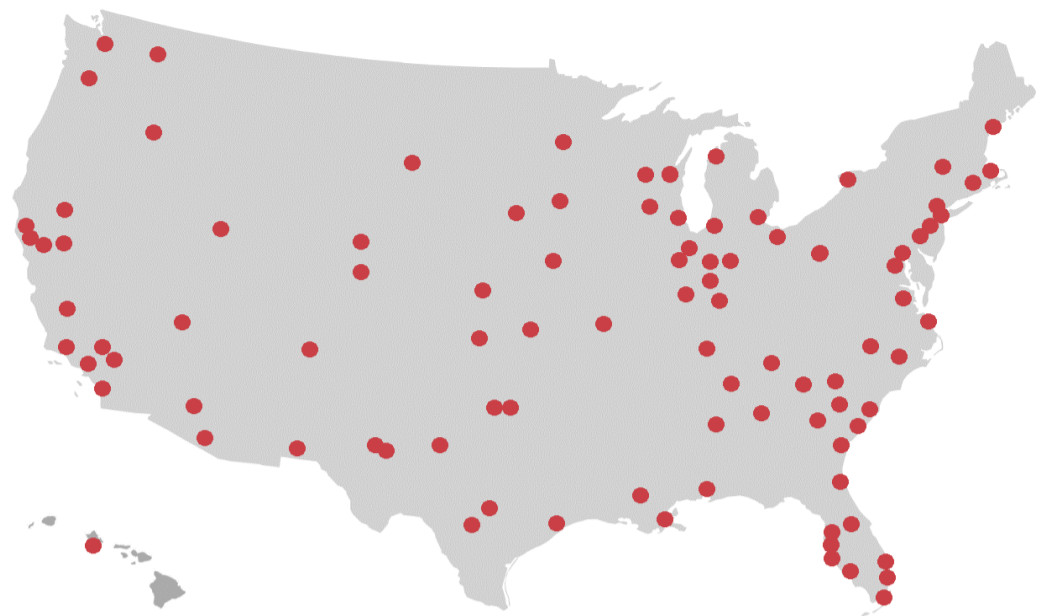
Published Rates: Volatility



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

Hospitality, Gaming & Leisure

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Gaming Facilities

Arenas, Stadiums and Sports Facilities

Conference, Expo and Convention Centers

Golf Courses

Marinas

Ski and Village Resorts

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We take feasibility studies to the next level, combining market knowledge with expert economic impact analysis and acumen in cash-on-cash, ROI and other metrics.

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Our seamless approach to fulfilling clients' financial reporting requirements means no outside assistance is needed.

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Our experts bring a strategic perspective and hands-on approach, exceeding the depth and scope of typical litigation services every time.

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We bring industry averages and trends to bear on traditional analytics, ensuring comprehensive due diligence.

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We understand every aspect of a property's operations, allowing us to craft advanced tax strategies.

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FOR INFORMATION CONTACT:

Bryan Younge MAI, ASA, FRICS

Executive Vice President, Valuation & Advisory,
Specialty Practice Leader – Hospitality, Gaming & Leisure
m 773-263-4544
bryan.younge@nmrk.com

CONTACT: GREAT LAKES MARKETS

FOR MORE INFORMATION

Laurel Keller, MAI
Executive Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Great Lakes Markets
t 216-453-3023
laurel.keller@nmrk.com

Allie Chapekis, CHIA
Senior Appraiser
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Great Lakes Markets
t 216-453-3035
alexandra.Chapekis@nmrk.com

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