

NEWMARK

1Q 2024

Hotel Market Nsights Report

MIAMI, FL



FOR MORE INFORMATION:

Bryan Younge, MAI, ASA, FRICS

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

David Gray, MAI, MRICS

Executive Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Southeast & Carribean Markets
m 561-302-3943

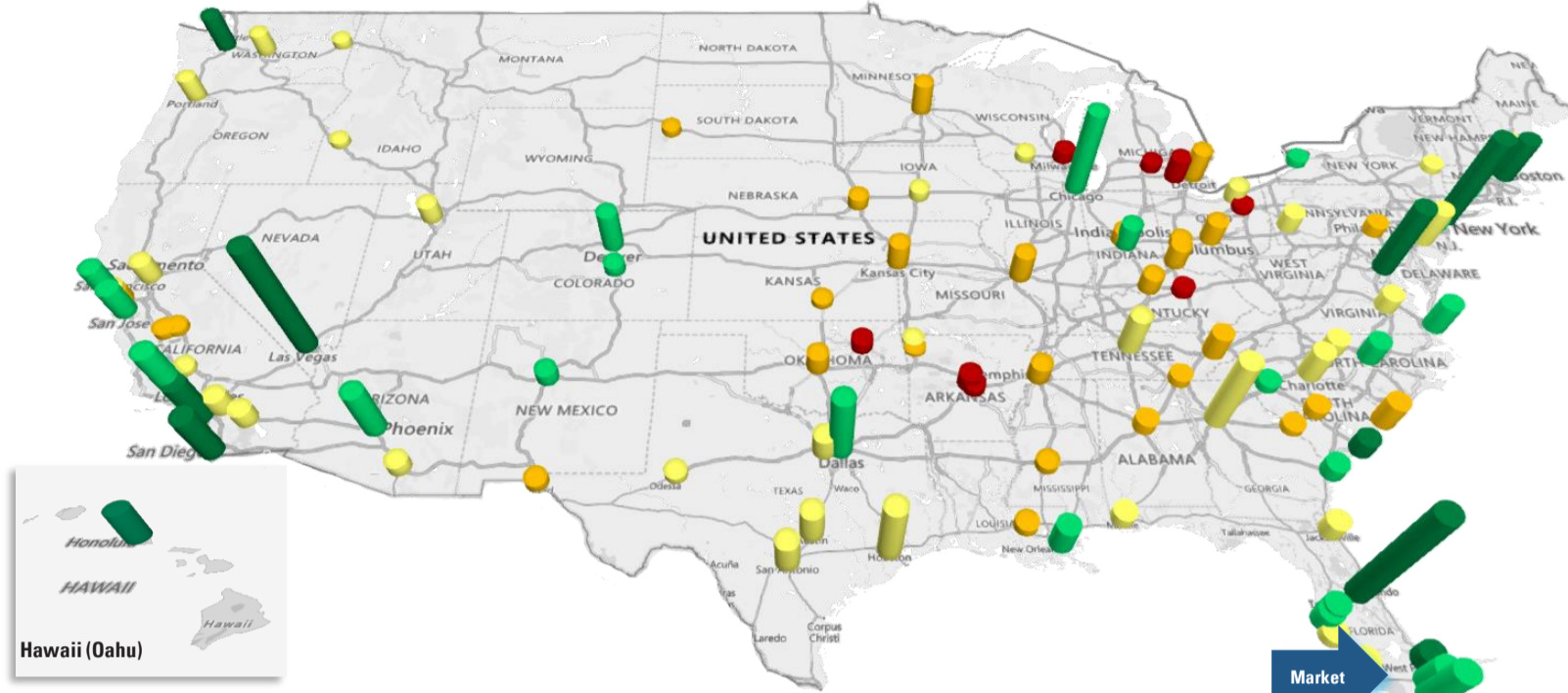
Edy Gross

Executive Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Southeast & Carribean Markets
m 305-582-7376

[NMRK.COM/VALUATION](https://www.nmrk.com/valuation)

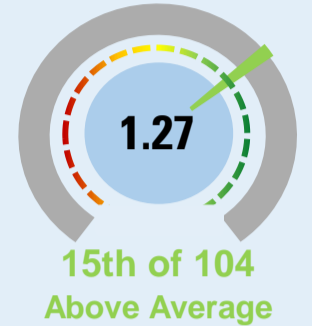


Lodging Performance Index Snapshot

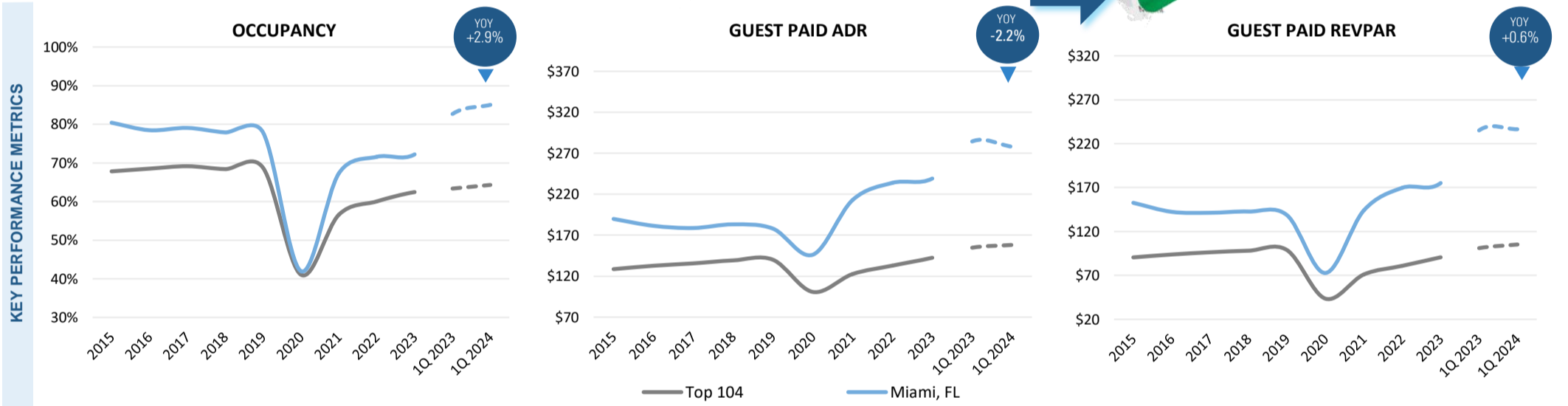


LODGING PERFORMANCE INDEX

Miami, FL



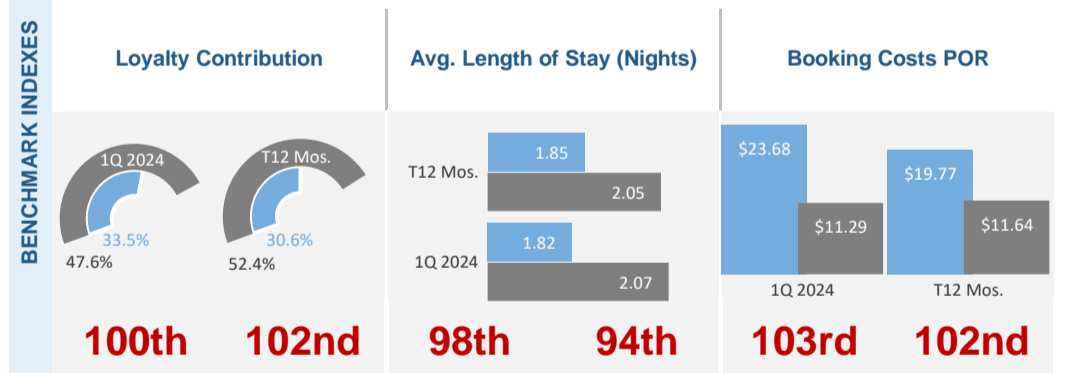
Ranking of overall '1Q 2024 LPI' performance (1.27) against all 104 surveyed markets.



Key Performance Indexes



Key Benchmark Indexes



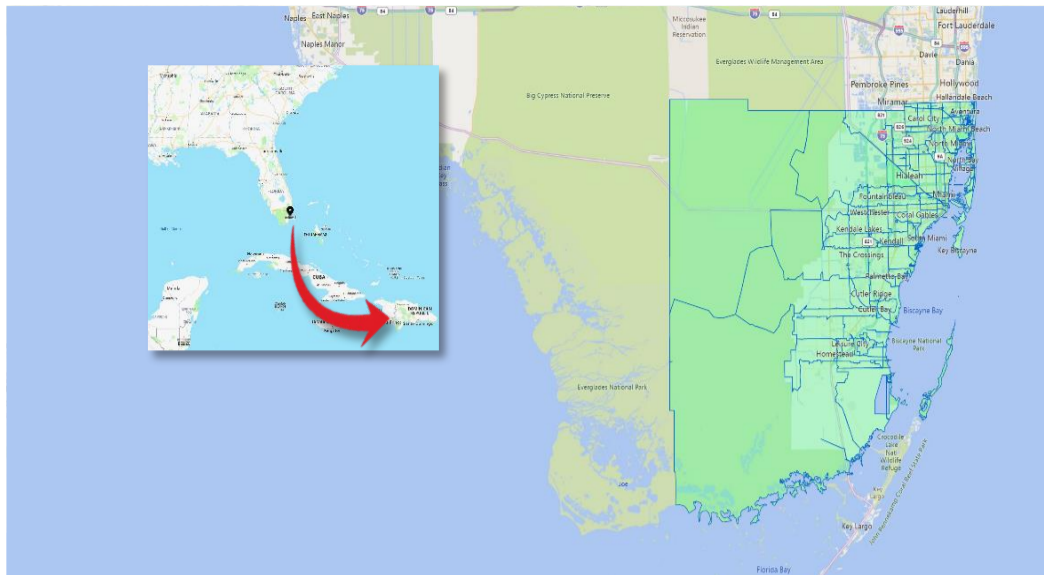
Discount and Capitalization Rates



Trends and Risks



Location



Quick Facts

Jurisdictional Information		Source: US Census Bureau, Dept. of Labor Statistics
Municipal Name:	Miami	
County:	Miami-Dade County	
State:	Florida	
Geo Coordinates (market center):	25.77427, -80.19366	
Major Hotel Demand Generators		
University of Miami Jackson Health System Publix Super Markets Inc. Baptist Health Systems American Airlines Miami Cardio Vascular Institute AT&T West Kendall Outpatient Center Florida International University American Sales & Management Carnival Cruise Lines Miami Children's Hospital Macy's Mount Sinai Medical Center Homestead Air Reserve Base JPMorgan Chase and Co. Florida Power & Light Co. Winn-Dixie Stores Inc. Royal Caribbean/ Celebrity Cruise Veterans Affairs Medical Center		
Metrics and Ranking		Measurements
Population (hotel market area)	2,280,379	Rankings
Income per Capita	\$33,999	20th of 104 (Above Average)
Feeder Group Size	45.7 Persons PSR	98th of 104 (Soft)
Feeder Group Earnings	\$1,553,145 PSR	14th of 104 (Above Average)
Total Market Hotel Revenues	\$4.0 billion	9th of 104 (Strong)
		7th of 104 (Strong)

Key Performance Metrics

Data provided by: kolibri 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	80.4%	\$189.83	\$152.64	\$172.83	\$138.97	\$17.00	91.0%	39.7%	2.12	54,750	1.61
2016	78.5%	\$181.45	\$142.38	\$164.94	\$129.43	\$16.50	90.9%	42.4%	2.07	56,230	1.28
2017	79.1%	\$178.74	\$141.31	\$162.25	\$128.28	\$16.48	90.8%	43.3%	2.08	57,540	1.39
2018	77.9%	\$183.20	\$142.71	\$167.04	\$130.12	\$16.16	91.2%	46.5%	1.99	59,220	1.45
2019	77.9%	\$178.00	\$138.60	\$162.66	\$126.65	\$15.34	91.4%	49.3%	1.89	62,840	1.21
2020	42.0%	\$146.13	\$72.74	\$133.85	\$56.18	\$12.28	91.6%	25.7%	2.36	63,470	1.31
2021	67.3%	\$212.94	\$143.99	\$192.10	\$129.27	\$20.84	90.2%	26.5%	2.12	65,320	1.44
2022	71.6%	\$233.87	\$169.71	\$211.86	\$151.63	\$22.01	90.6%	27.0%	2.06	65,670	1.43
2023	72.2%	\$239.16	\$175.15	\$217.62	\$157.15	\$21.54	91.0%	27.7%	2.01	66,010	1.17
CAGR: 2015 thru 2023	-1.3%	2.9%	1.7%	2.9%	1.5%	3.0%	0.0%	-4.4%	-0.7%	2.4%	-3.9%
1Q 2023	82.7%	\$284.39	\$235.10	\$261.85	\$216.46	\$22.55	92.1%	31.7%	1.84	65,290	1.37
1Q 2024	85.0%	\$278.01	\$236.40	\$254.33	\$216.27	\$23.68	91.5%	33.5%	1.82	65,770	1.27

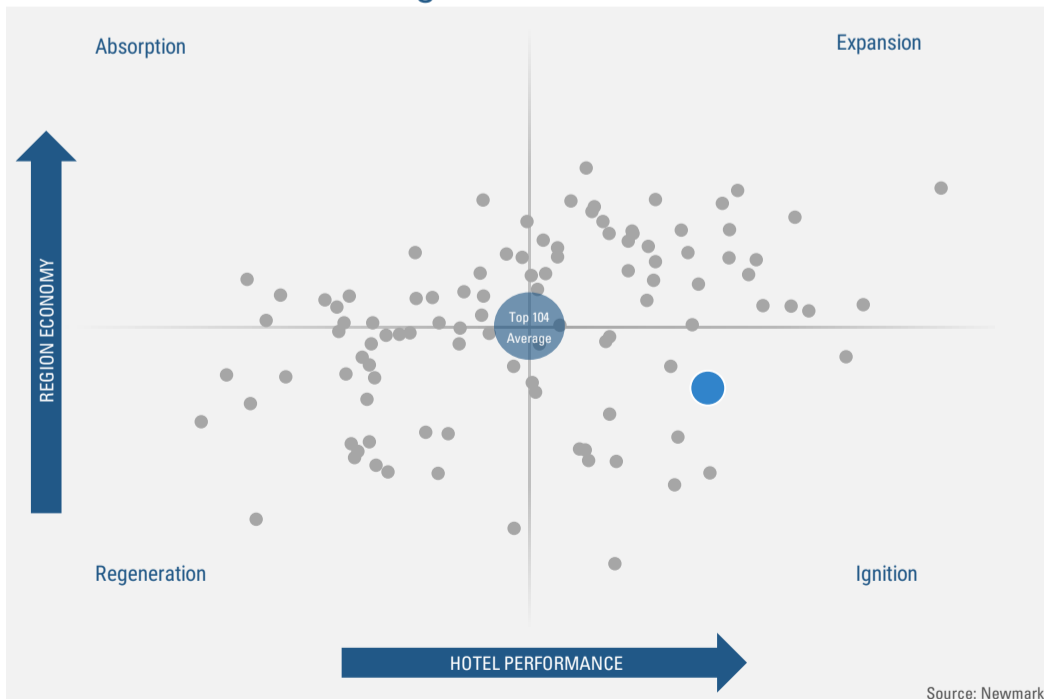
Notable Metrics

HIGHEST	Latest-Quarter Occupancy	Latest-Quarter Guest Paid ADR	Latest-Quarter Guest Paid RevPAR
	1st Very Strong Miami, FL enjoyed strong latest-quarter occupancy (85.0%)	3rd Very Strong The market exhibited strong latest-quarter Guest Paid ADR (\$278.01)	3rd Very Strong The market also benefited from strong latest-quarter Guest Paid RevPAR (\$236.40)
	Latest-Quarter Booking Costs POR	T12-Month COPE ADR Percentage	T12-Month Loyalty Contribution
LOWEST	103rd Soft This market has been burdened by high latest-quarter booking costs (\$23.68)	102nd Soft The market has been hampered by weak T12-month COPE ADR percentage (90.9%)	102nd Soft Miami, FL also has been hindered by weak T12-month loyalty contribution (30.6%)

Notable Trends

STRONGEST	Long-Term Historical Loyalty Contribution Growth	Short-Term Historical Loyalty Contribution Growth	Overall Health of Hotel Market
	9th Strong Miami, FL exhibited strong long-term historical loyalty contribution growth (5.7%)	10th Above Average The market enjoyed strong short-term historical loyalty contribution growth (5.9%)	15th Above Average The market also has benefited from strong general hotel market performance (levels and trends of fundamentals)
	Long-Term Historical Average Length of Stay Growth	Short-Term Historical Average Length of Stay Growth	Long-Term Historical COPE ADR Growth
WEAKEST	100th Soft The market exhibited weak long-term historical average length of stay growth (-1.6%)	99th Soft We note this area exhibited weak short-term historical average length of stay growth (-2.1%)	96th Soft Miami, FL also posted weak long-term historical COPE ADR growth (1.1%)

Market Performance Stage



Miami, FL: Ignition Stage

The Miami, FL market is currently in the 'Ignition' stage of the performance cycle. In this 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 New Orleans, LA.

- 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.
 - 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

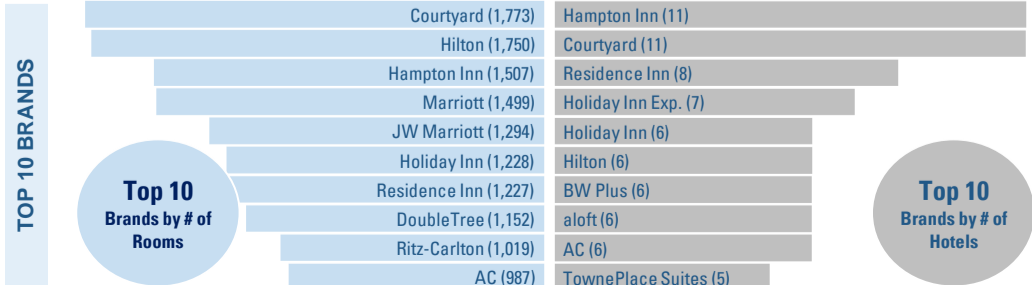
MOODY'S ANALYTICS

Business Cycle: **At Risk**
 Employment Growth (2 yr): **1.9%**
 Risk Exposure (402 US markets): **25th Percentile: Below Average**
 Key Industry Notes:
 Well-developed shipping infrastructure
 Strong ties to Latin America
 World's second-busiest cruise port
 Congested roads and airport
 High household debt burden

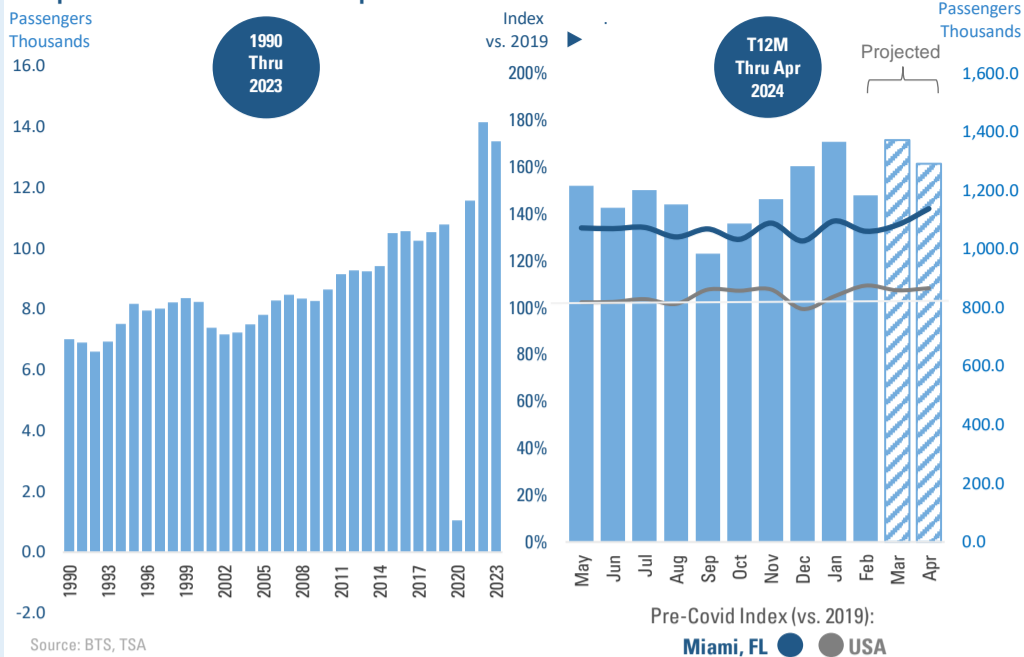
Moody's Rating

Aa2
Investment Grade

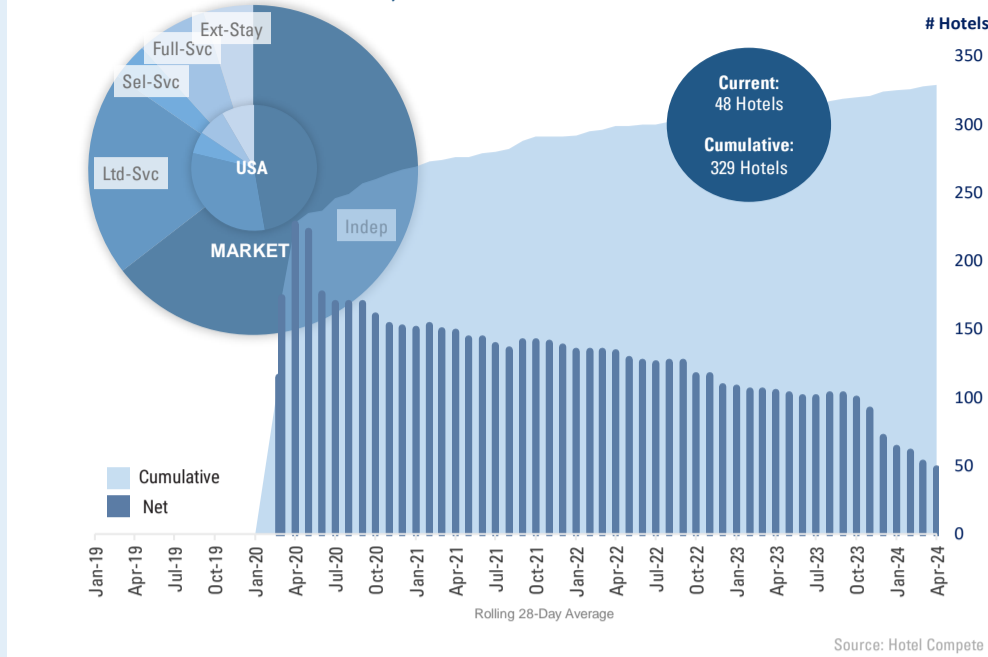
Long-term investment grade, Prime-1 short-term outlook



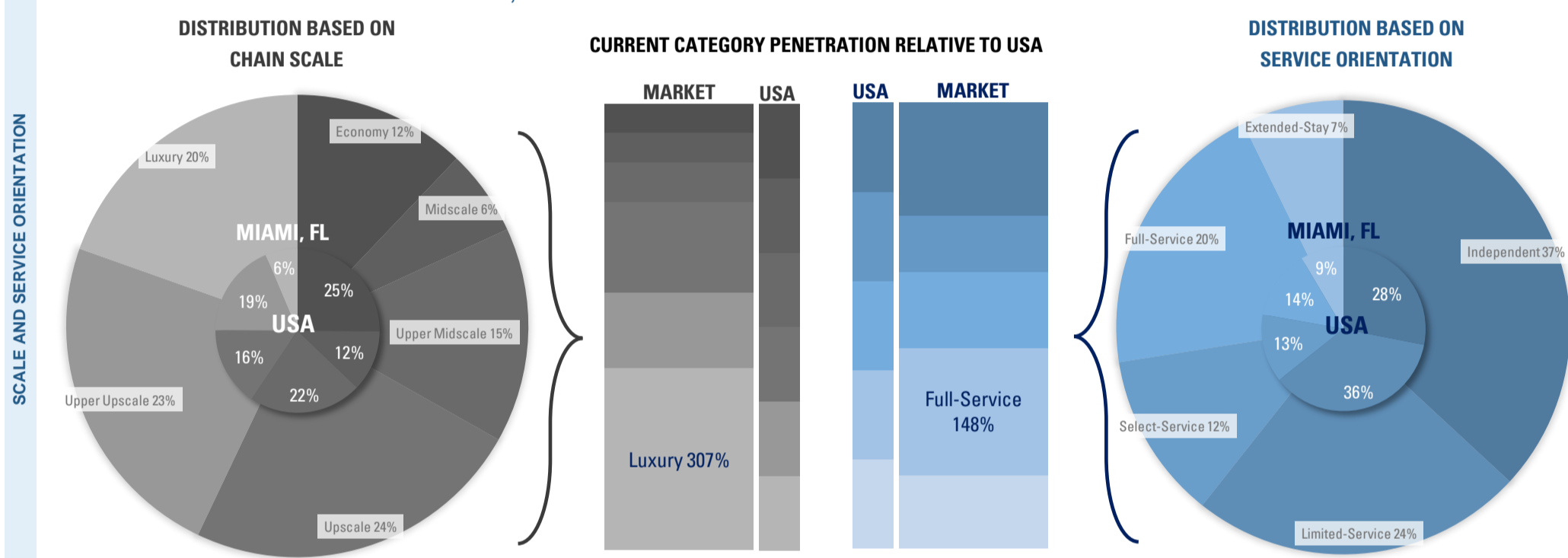
Airport Statistics - Enplanements



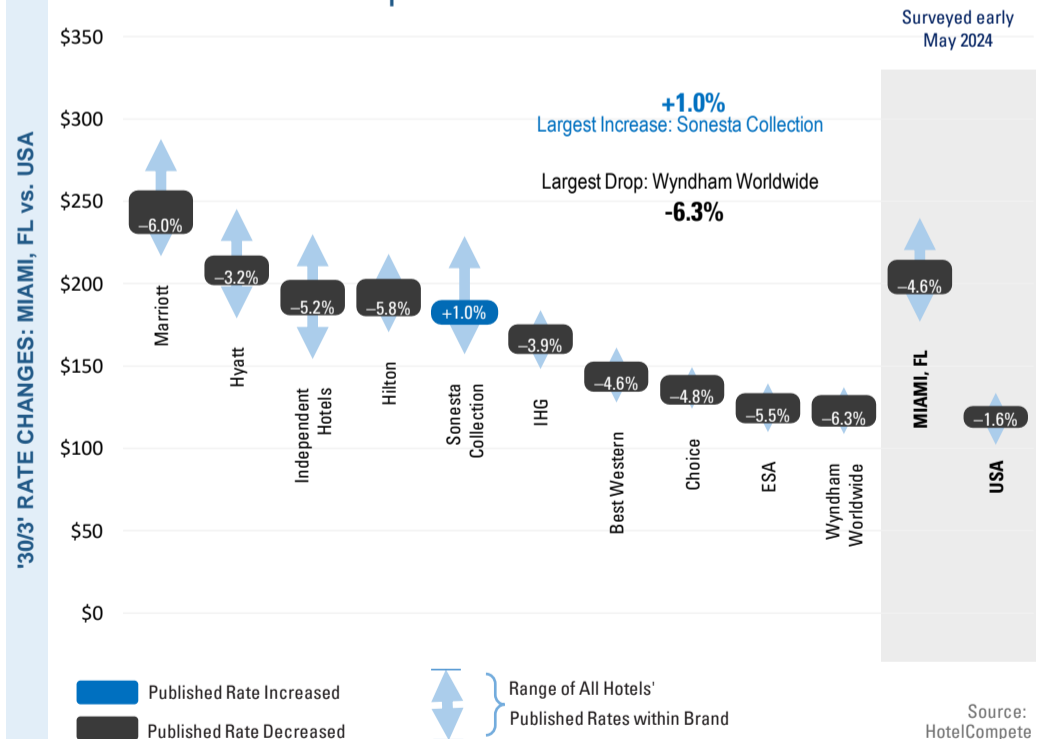
Hotel Closures - Miami, FL



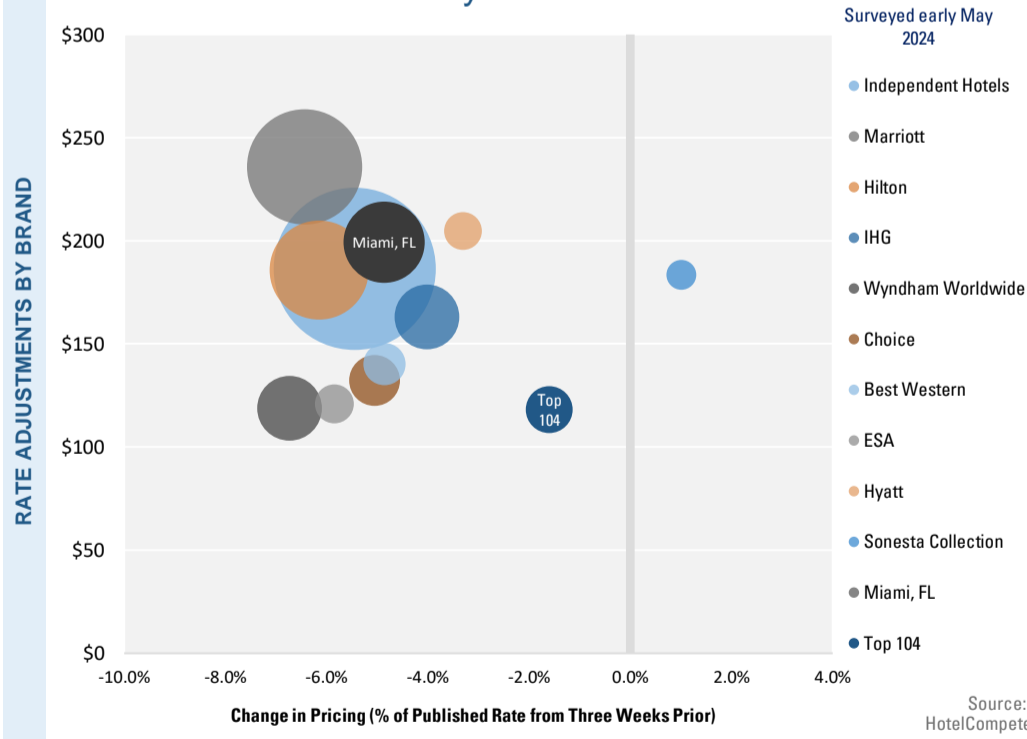
Scale and Service Distribution: Miami, FL



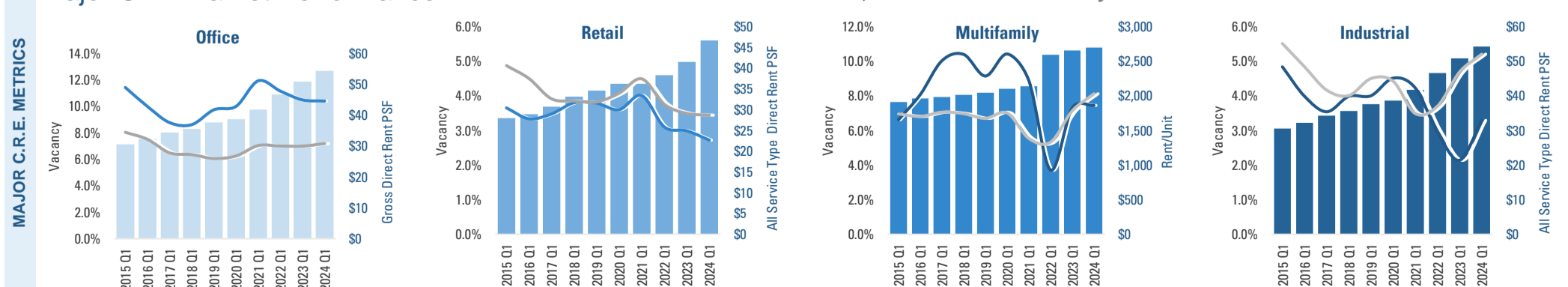
Published Rates: Top 10 Brands



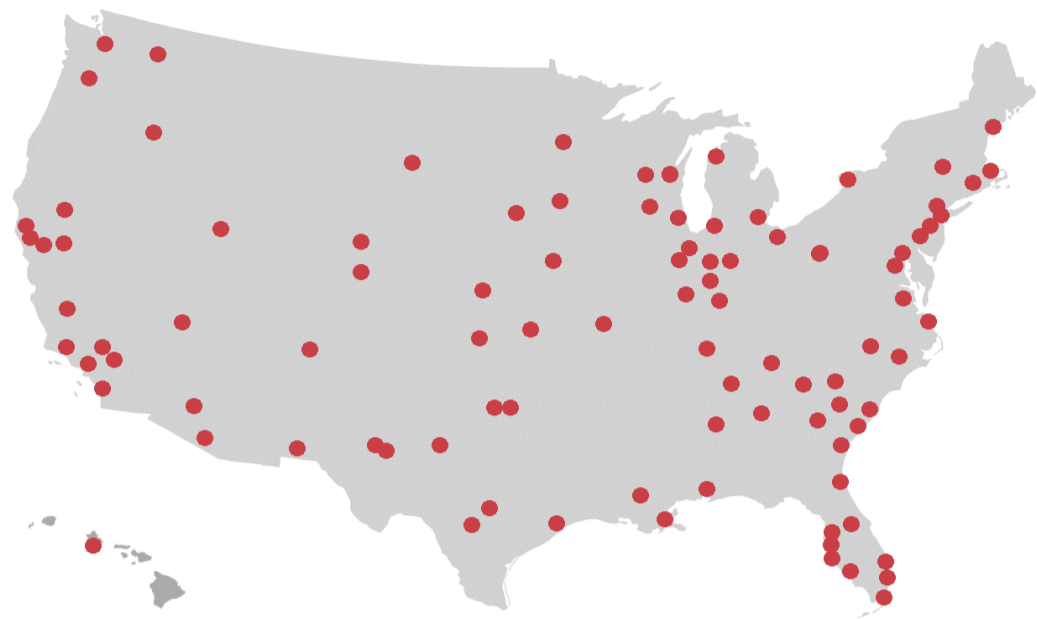
Published Rates: Volatility



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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Conference, Expo and Convention Centers

Golf Courses

Marinas

Ski and Village Resorts

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

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Portfolio Analytics

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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@nrmk.com

CONTACT: SOUTHEAST & CARRIBBEAN MARKETS

FOR MORE INFORMATION

David Gray, MAI, MRICS
Executive Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Southeast & Carribean Markets
m 561-302-3943
david.gray@nrmk.com

Edy Gross
Executive Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Southeast & Carribean Markets
m 305-582-7376
edy.gross@nrmk.com

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