

NEWMARK

1Q 2024

Hotel Market Nsights Report

OKLAHOMA CITY, OK



FOR MORE INFORMATION:

Bryan Younge, MAI, ASA, FRICS

Senior Managing Director

Practice Leader - Hospitality, Gaming & Leisure

NEWMARK VALUATION & ADVISORY

Americas

m 773-263-4544

Stephen Cosby, MAI, AI-GRS

Senior Managing Director

Hospitality, Gaming & Leisure

NEWMARK VALUATION & ADVISORY

Oklahoma and Arkansas Markets

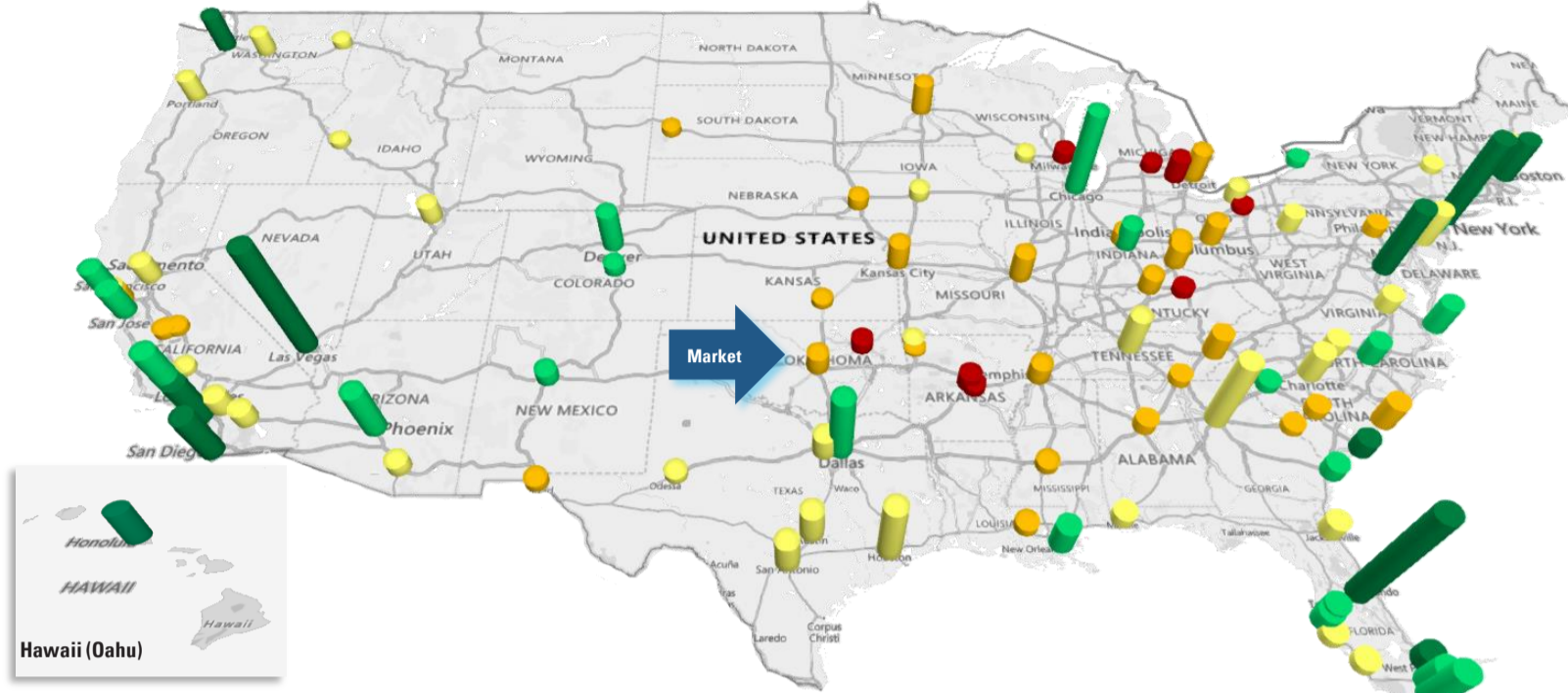
t 479 717 7961

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1Q 2024
OKLAHOMA CITY, OK

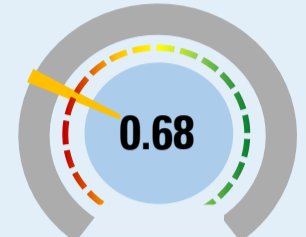


Lodging Performance Index Snapshot



LODGING PERFORMANCE INDEX

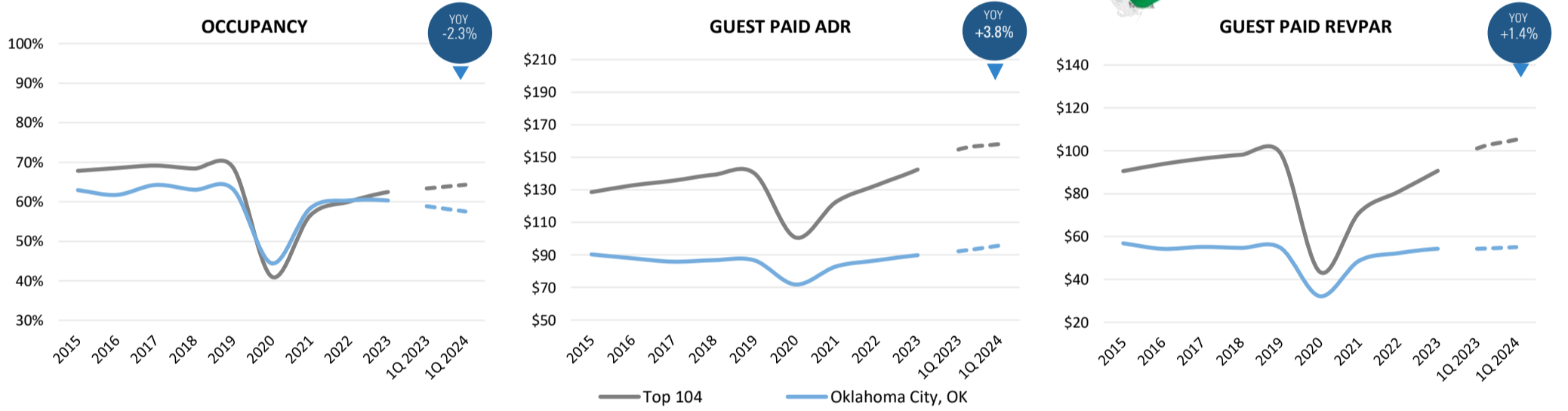
Oklahoma City, OK



96th of 104
Below Average

Ranking of overall '1Q 2024 LPI' performance (0.68) against all 104 surveyed markets.

KEY PERFORMANCE METRICS

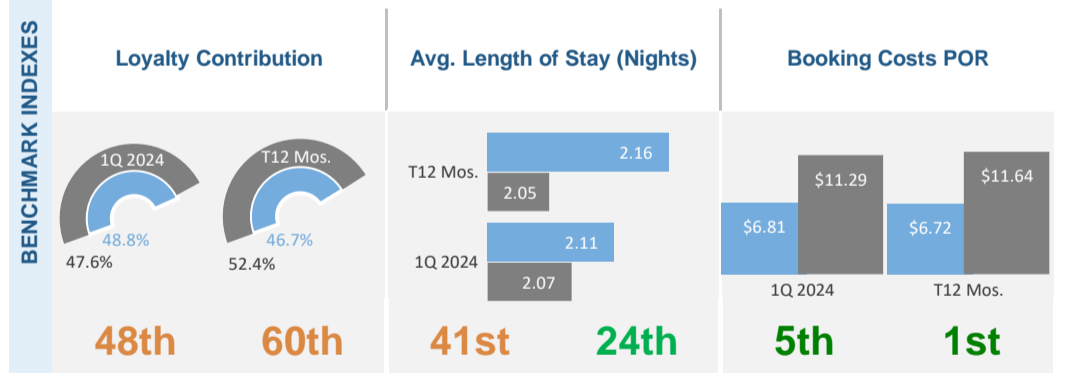


PERFORMANCE INDEXES

Key Performance Indexes

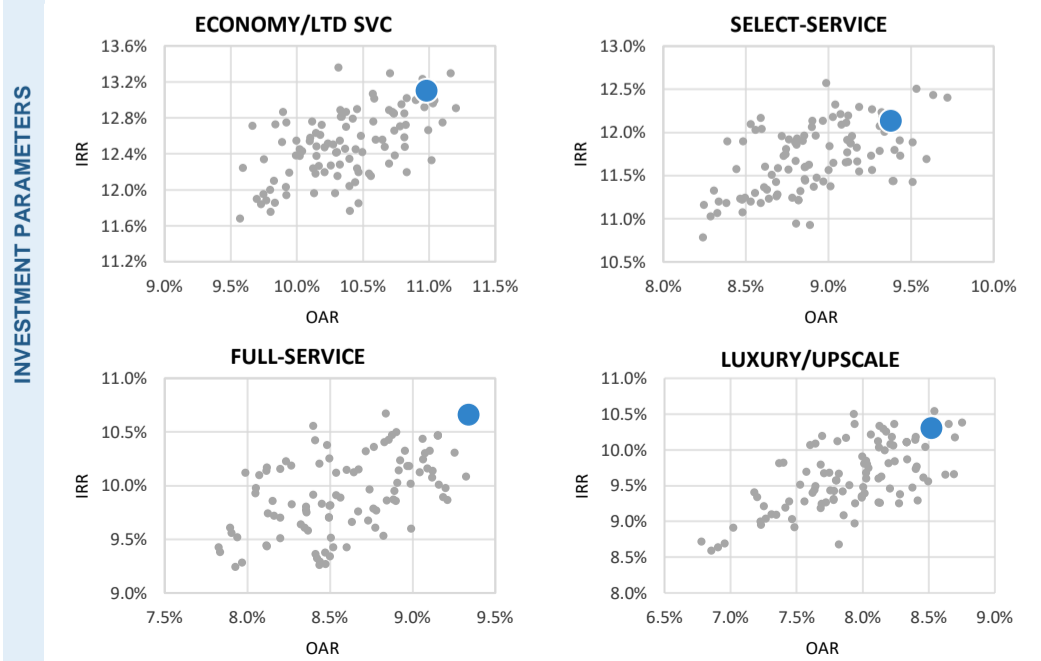


Key Benchmark Indexes



Discount and Capitalization Rates

Source: Newmark

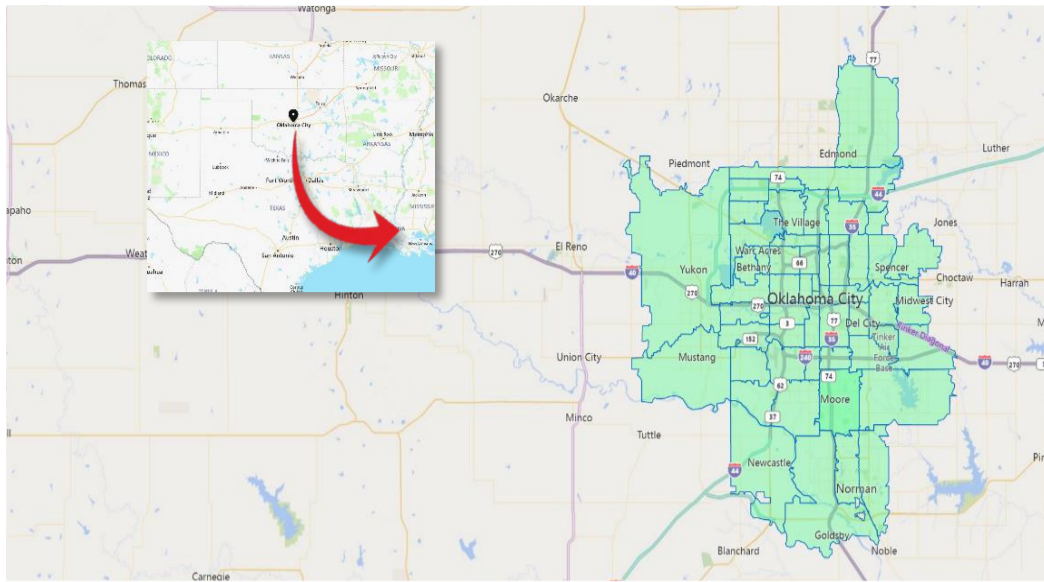


Trends and Risks

Source: Kalibri Labs, Newmark



Location



Quick Facts

Jurisdictional Information		Source: US Census Bureau, Dept. of Labor Statistics
Municipal Name:	Oklahoma City	
County:	Canadian County, Cleveland County, Oklahoma County, and others	
State:	Oklahoma	
Geo Coordinates (market center):	35.46708, -97.51366	
Major Hotel Demand Generators		
Tinker Air Force Base University of Oklahoma - Norman FAA Mike Monroney Aeronautical Center Integris Health Hobby Lobby Stores Inc. University of Oklahoma Health Sciences Center Mercy Hospital OGE Energy Corp. OU Medical Center SSM Health Care of Oklahoma Inc. University of Central Oklahoma Norman Regional Hospital AT&T The Boeing Co. Devon Energy Corp. Sonic Corp. Oklahoma City Community College Paycom Midfirst Bank LSB Industries Inc.		
Metrics and Ranking		Measurements
Population (hotel market area)	867,330	
Income per Capita	\$51,581	
Feeder Group Size	55.1 Persons PSR	
Feeder Group Earnings	\$2,839,597 PSR	
Total Market Hotel Revenues	\$553.4 million	
		Rankings
		61st of 104 (Average)
		40th of 104 (Average)
		27th of 104 (Above Average)
		31st of 104 (Above Average)
		60th of 104 (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	62.9%	\$90.31	\$56.83	\$84.04	\$52.88	\$6.27	93.1%	45.5%	2.01	22,290	0.75
2016	61.7%	\$87.92	\$54.27	\$81.45	\$50.28	\$6.47	92.6%	46.3%	1.99	22,620	0.53
2017	64.2%	\$85.85	\$55.16	\$79.43	\$51.03	\$6.42	92.5%	47.2%	2.07	22,930	0.75
2018	63.0%	\$86.76	\$54.69	\$80.25	\$50.58	\$6.51	92.5%	49.7%	2.07	23,540	0.67
2019	63.2%	\$86.63	\$54.74	\$80.04	\$50.57	\$6.59	92.4%	54.1%	2.04	25,190	0.57
2020	44.4%	\$71.83	\$32.17	\$67.03	\$29.77	\$4.80	93.3%	38.5%	2.22	24,710	0.88
2021	58.4%	\$82.92	\$48.69	\$77.09	\$45.01	\$5.83	93.0%	40.6%	2.13	24,800	0.79
2022	60.3%	\$86.62	\$52.25	\$80.54	\$48.59	\$6.08	93.0%	41.0%	2.14	24,910	0.71
2023	60.3%	\$89.86	\$54.30	\$83.60	\$50.44	\$6.25	93.0%	41.4%	2.16	25,010	0.69
CAGR: 2015 thru 2023	-0.5%	-0.1%	-0.6%	-0.1%	-0.6%	0.0%	0.0%	-1.2%	0.9%	1.4%	-1.1%
1Q 2023	58.9%	\$92.22	\$54.28	\$85.81	\$50.51	\$6.41	93.0%	43.8%	2.13	25,500	0.53
1Q 2024	57.5%	\$95.70	\$55.06	\$88.89	\$51.14	\$6.81	92.9%	48.8%	2.11	25,320	0.68

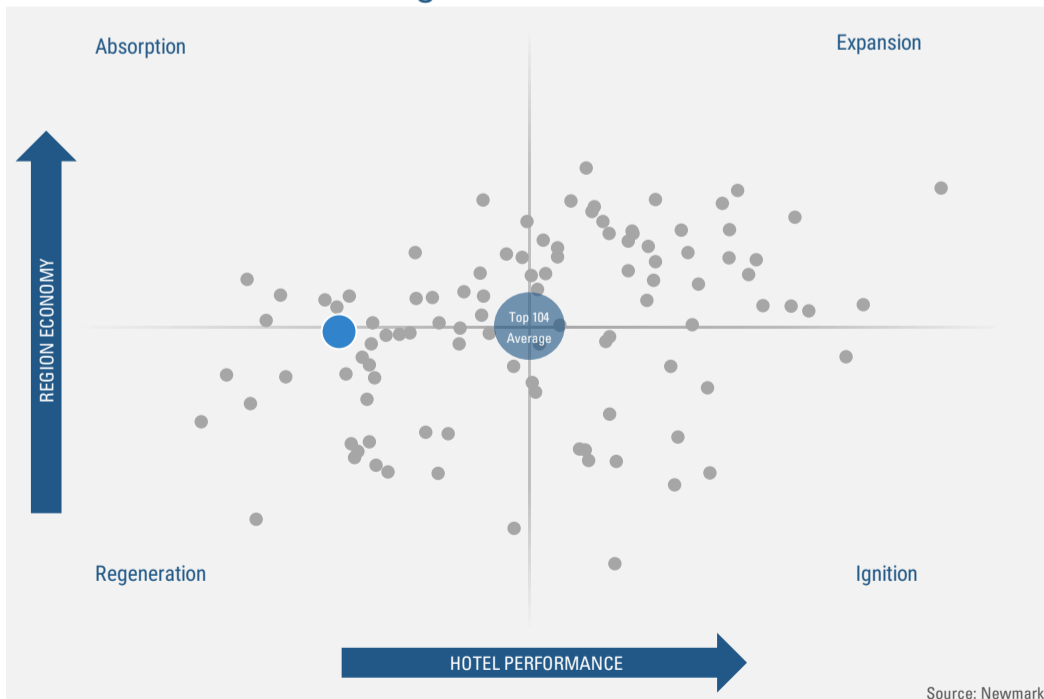
Notable Metrics

HIGHEST	T12-Month Booking Costs POR	Latest-Quarter Booking Costs POR	T12-Month Average Length of Stay
	1st Very Strong Oklahoma City, OK enjoyed low T12-month booking costs POR (\$6.72)	5th Strong The market enjoyed low latest-quarter booking costs POR (\$6.81)	24th Above Average The market also benefited from strong T12-month average length of stay (2.16 Nights)
	T12-Month COPE ADR	T12-Month Guest Paid ADR	OAR: Full-Service
LOWEST	Last Soft This market has been hindered by weak T12-month COPE ADR (\$90.39)	Last Soft The market exhibited weak T12-month Guest Paid ADR (\$97.11)	102nd Highly Unfavorable Oklahoma City, OK also posted unfavorable OAR metrics in the full-service segment (9.3%)

Notable Trends

STRONGEST	Long-Term Historical Booking Costs POR Growth	Long-Term Historical Loyalty Contribution Growth	Long-Term Historical Average Length of Stay Growth
	22nd Above Average Oklahoma City, OK has benefited from low long-term historical booking costs POR growth (1.6%)	26th Above Average The market exhibited strong long-term historical loyalty contribution growth (4.6%)	26th Above Average The market also enjoyed strong long-term historical average length of stay growth (1.0%)
	Long-Term Historical COPE ADR Growth	Long-Term Historical Guest Paid ADR Growth	Long-Term Historical COPE RevPAR Growth
WEAKEST	99th Soft The market posted weak long-term historical COPE ADR growth (0.7%)	99th Soft We note this area has been impeded by weak long-term historical Guest Paid ADR growth (0.8%)	96th Soft Oklahoma City, OK also posted weak long-term historical COPE RevPAR growth (-0.3%)

Market Performance Stage



Oklahoma City, OK: Regeneration Stage

The Oklahoma City, OK 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.

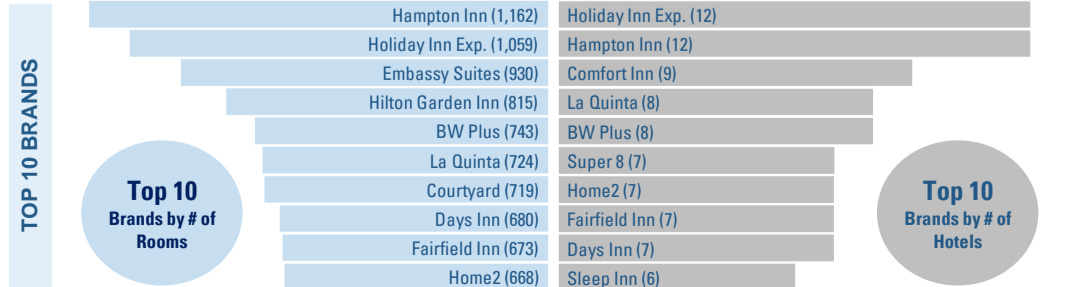
Industry Observations

MOODY'S ANALYTICS
 Business Cycle: **At Risk**
 Employment Growth (2 yr): **1.4%**
 Risk Exposure (402 US markets): **64th Percentile: Average Risk**
 Key Industry Notes:
 Low cost structure
 Very strong population growth
 Diverse economy
 Below-average worker productivity
 Few high-tech jobs

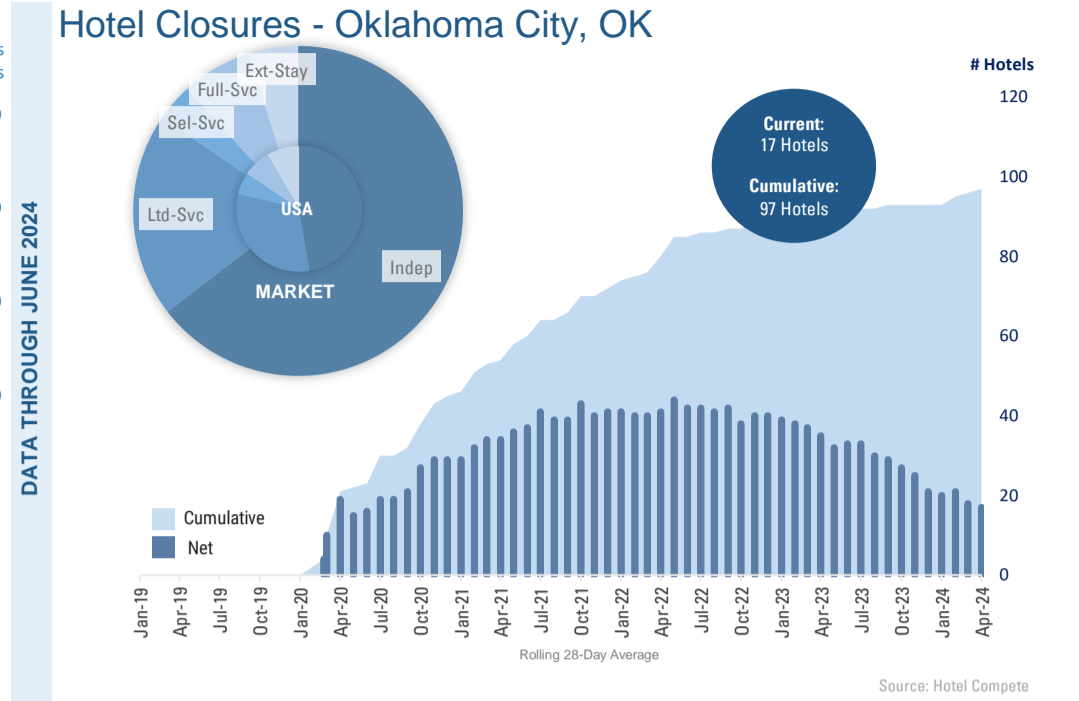
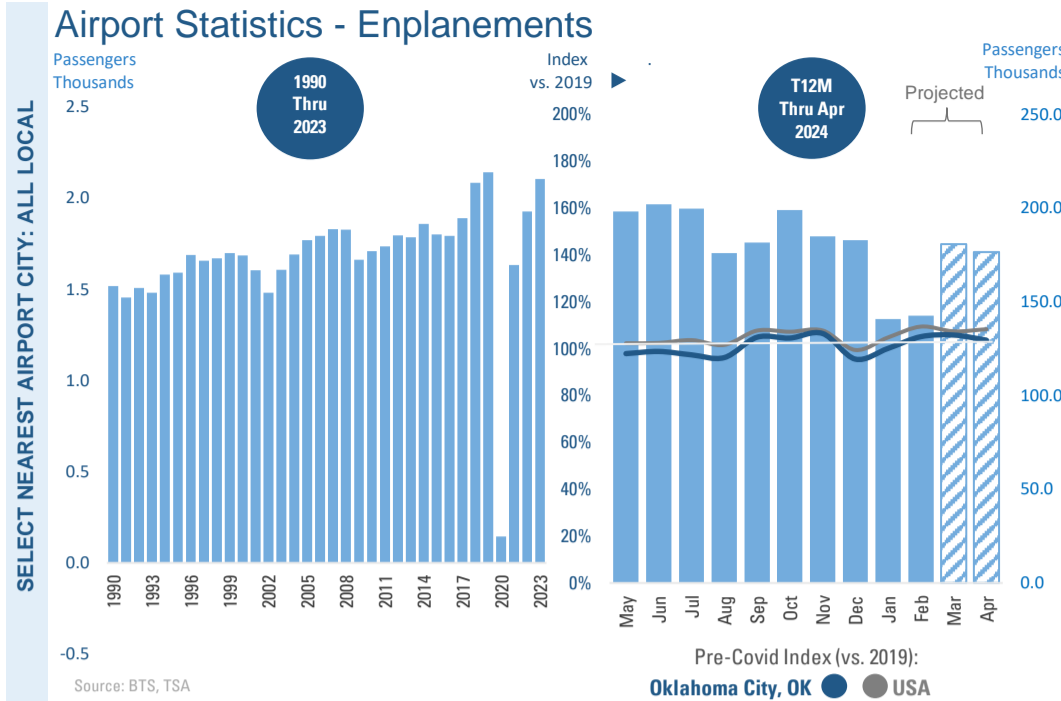
Moody's Rating

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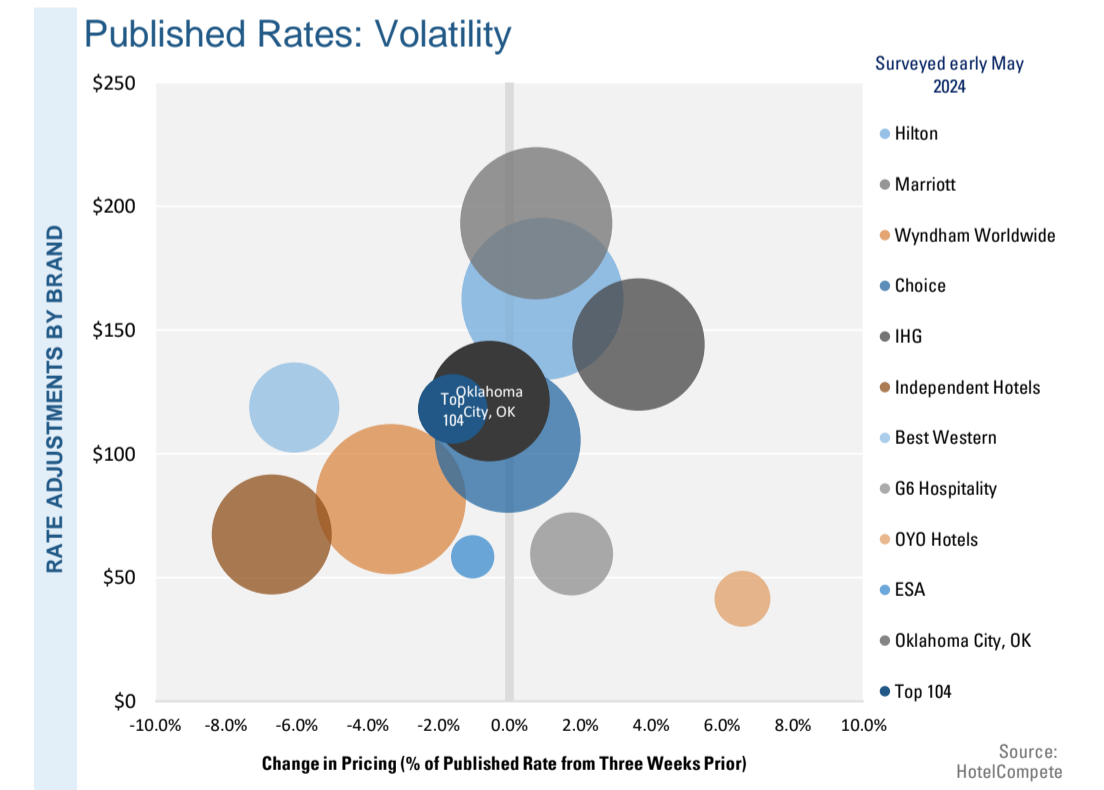
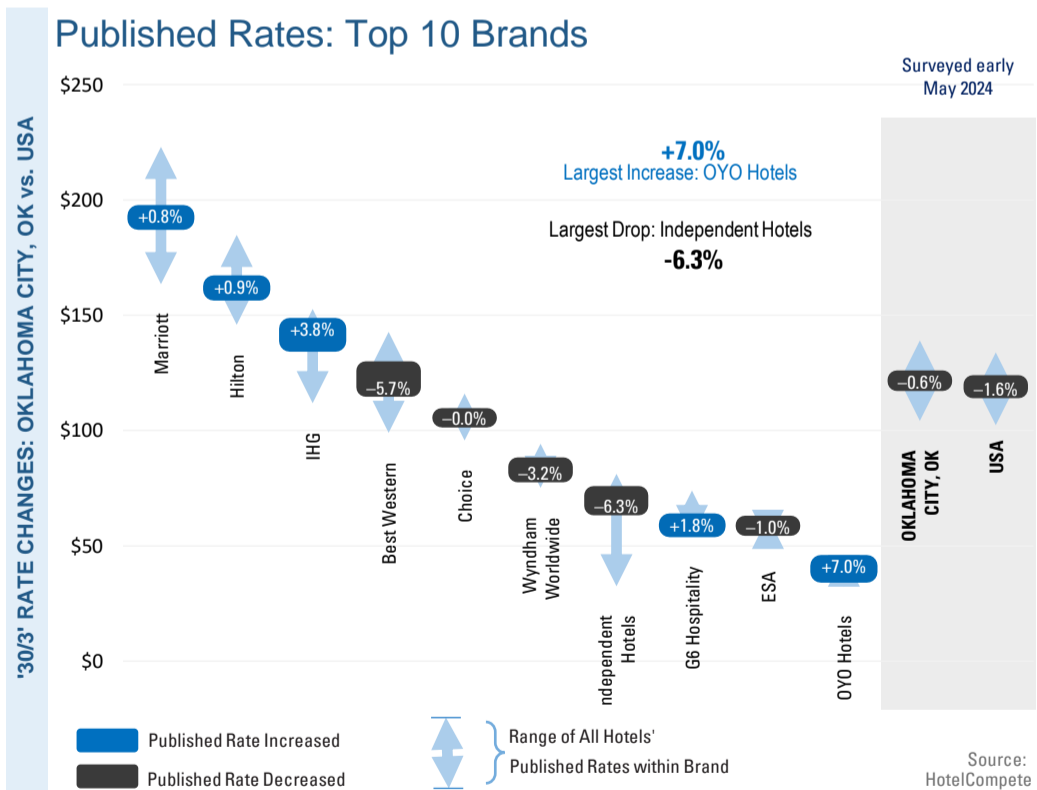
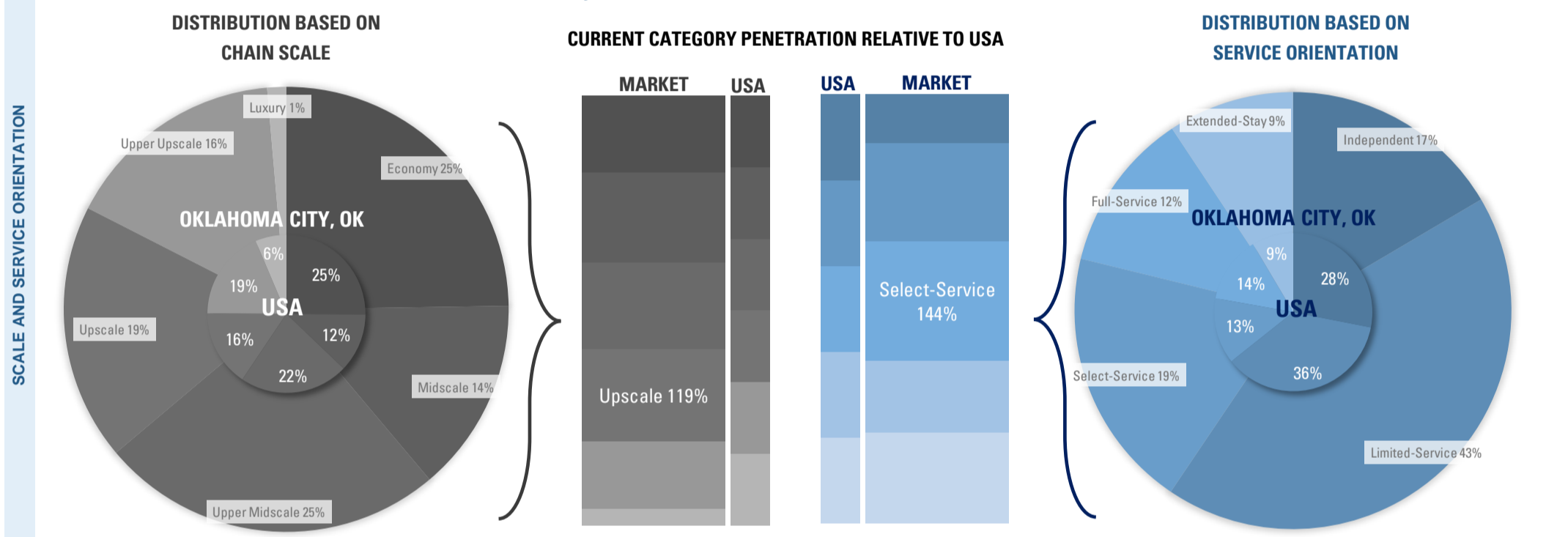
This market is not rated by Moody's



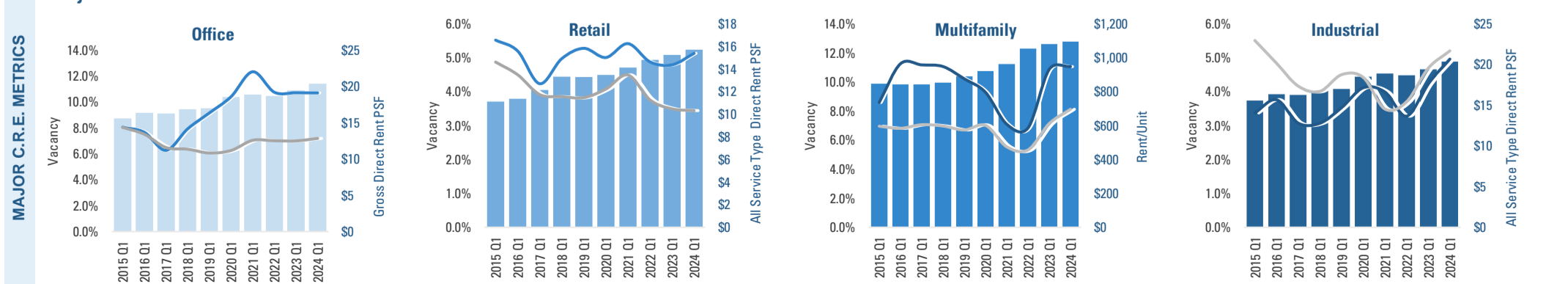
Source: Newmark



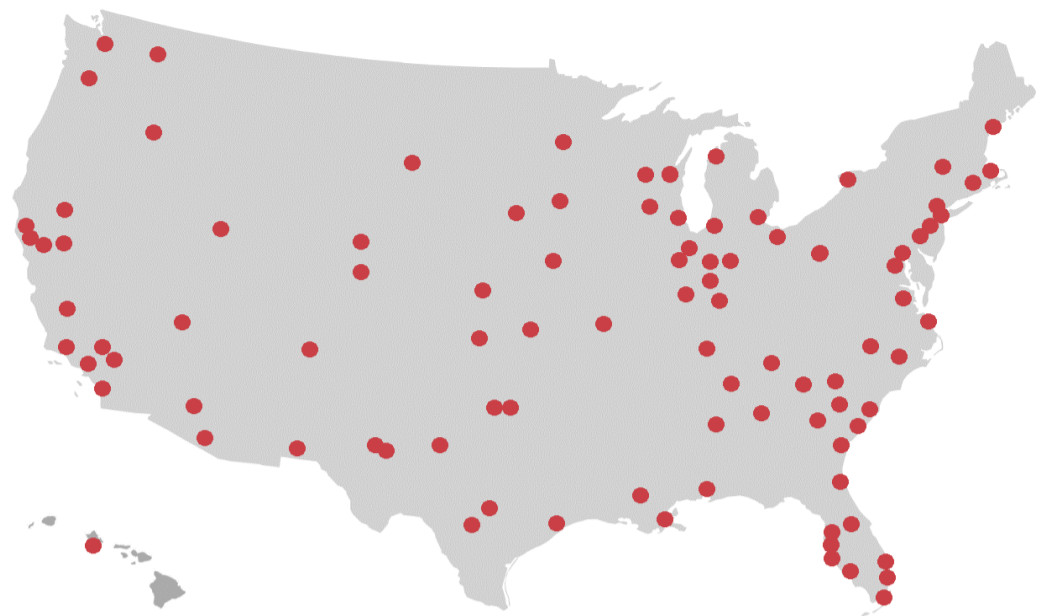
Scale and Service Distribution: Oklahoma City, OK



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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Hotels and Resorts

Gaming Facilities

Arenas, Stadiums and Sports Facilities

Conference, Expo and Convention Centers

Golf Courses

Marinas

Ski and Village Resorts

Water Parks, Amusement Parks and Attractions

Our core disciplines and expert subject areas include:

Economic Impact

We empower owners and operators to maximize economic incentives and advise government entities on the impact of incentives on a community or development.

Feasibility

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.

Financial Reporting

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.

Portfolio Analytics

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

Property Tax

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

ABOUT NEWMARK

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At Newmark, we don't just adapt to what our partners need—we adapt to what the future demands. Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what's next and the tenacity to get there first.

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: OKLAHOMA AND ARKANSAS MARKETS

FOR MORE INFORMATION

Stephen Cosby, MAI, AI-GRS
Senior Managing Director
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Oklahoma and Arkansas Markets
t 479 717 7961
steve.cosby@nmrk.com

Bryan Younge, MAI, ASA, FRICS
Senior Managing Director
Practice Leader - Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
Americas
M 773.263.4544
bryan.younge@nmrk.com

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