1Q 2024

Hotel Market Nsights Report

TAMPA, 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 & Carribbean Markets
m 561-302-3943

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

NMRK.COM/VALUATION

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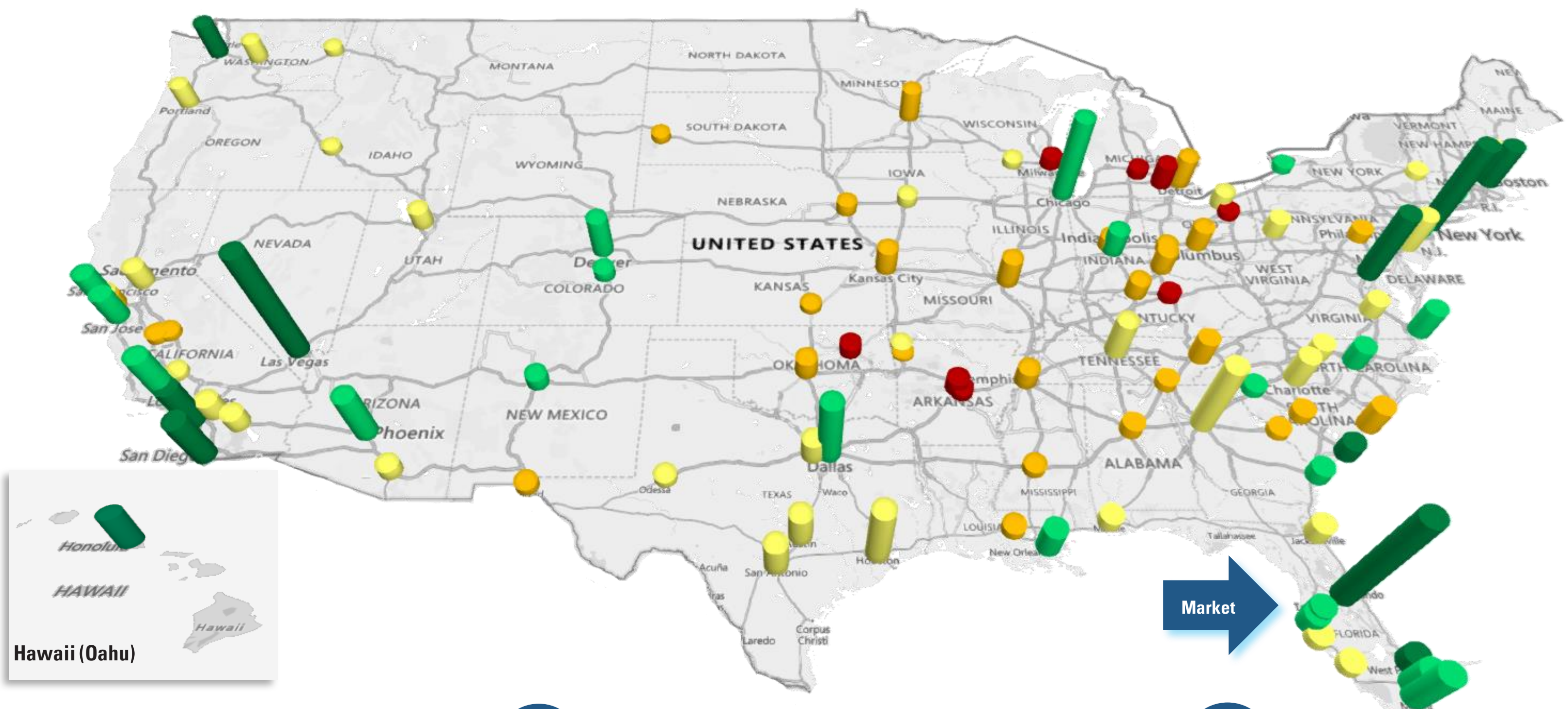
HOTEL MARKET NSIGHTS REPORT

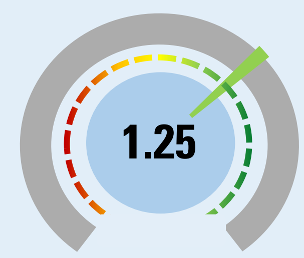
1Q 2024
TAMPA, FL

Lodging Performance Index Snapshot



LODGING PERFORMANCE INDEX

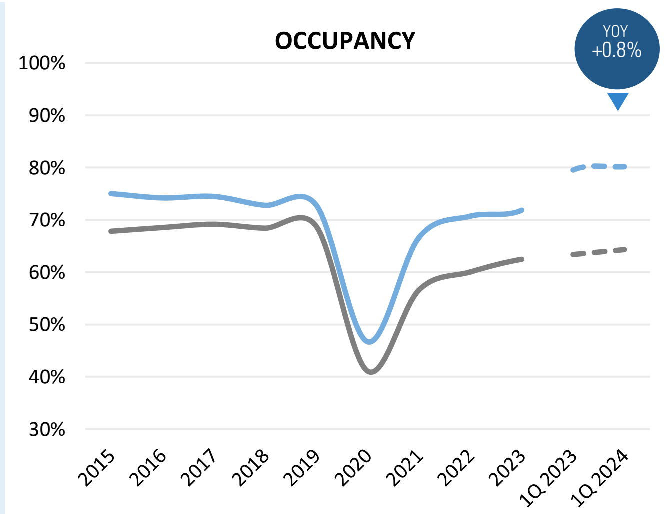
Tampa, FL

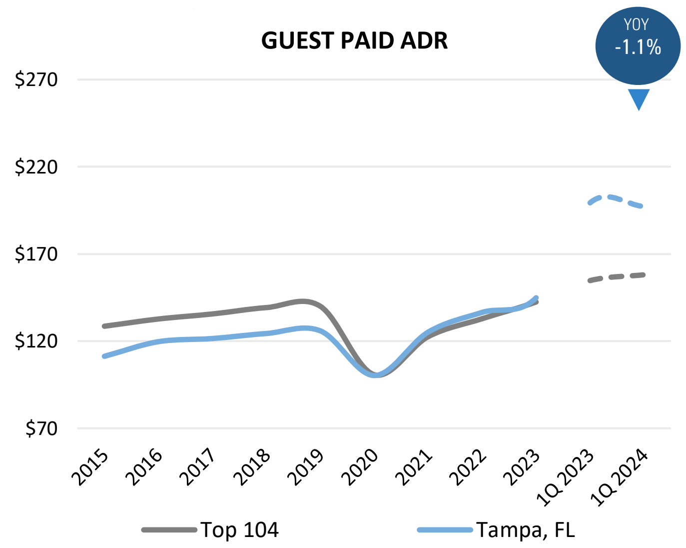


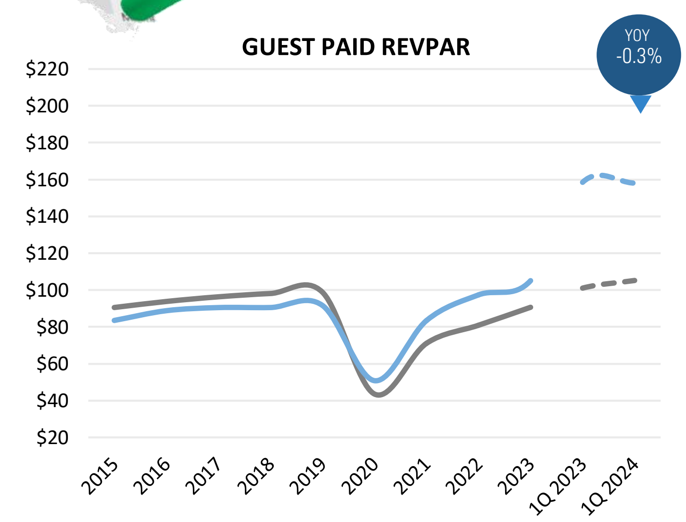
18th of 104
Above Average

Ranking of overall '1Q 2024 LPI' performance (1.25) against all 104 surveyed markets.

KEY PERFORMANCE METRICS





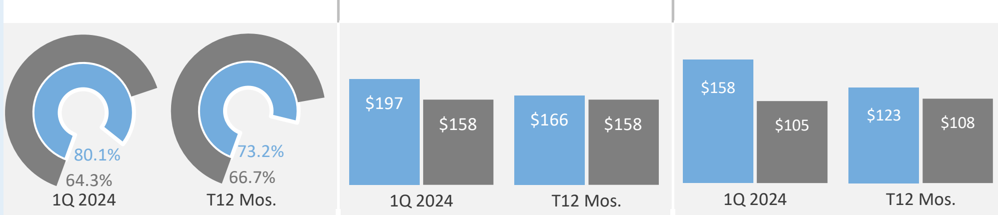


PERFORMANCE INDEXES

Key Performance Indexes

Subject Market ● Top 104

Occupancy		Guest Paid ADR		Guest Paid RevPAR	
1Q 2024	T12 Mos.	1Q 2024	T12 Mos.	1Q 2024	T12 Mos.
80.1% / 64.3%	73.2% / 66.7%	$197 / $158	$166 / $158	$158 / $105	$123 / $108
6th	9th	14th	24th	11th	17th

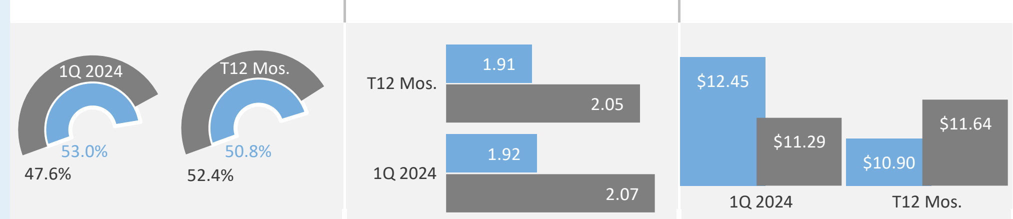


BENCHMARK INDEXES

Key Benchmark Indexes

kalibri LABS

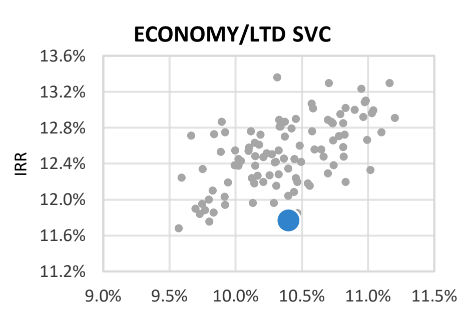
Loyalty Contribution		Avg. Length of Stay (Nights)		Booking Costs POR	
1Q 2024	T12 Mos.	1Q 2024	T12 Mos.	1Q 2024	T12 Mos.
53.0% / 47.6%	50.8% / 52.4%	1.92 / 2.07	1.91 / 2.05	$12.45 / $11.29	$10.90 / $11.64
16th	22nd	84th	81st	87th	77th

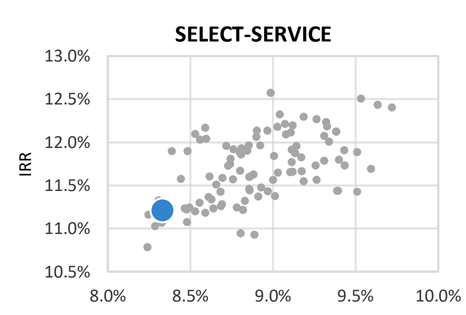


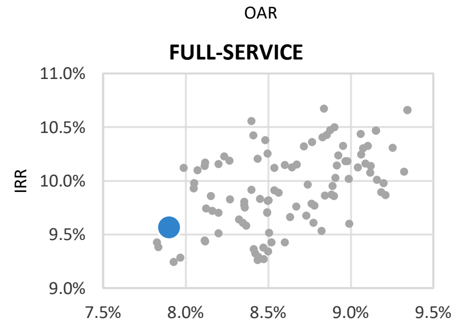
INVESTMENT PARAMETERS

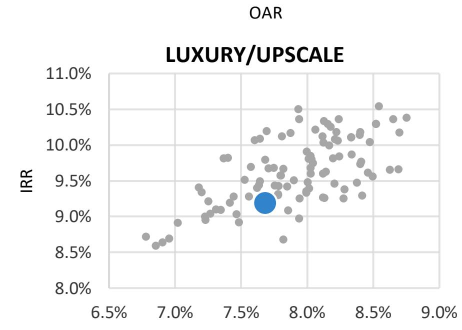
Discount and Capitalization Rates

Source: Newmark









FUNDAMENTALS

Trends and Risks

Source: Kalibri Labs, Newmark

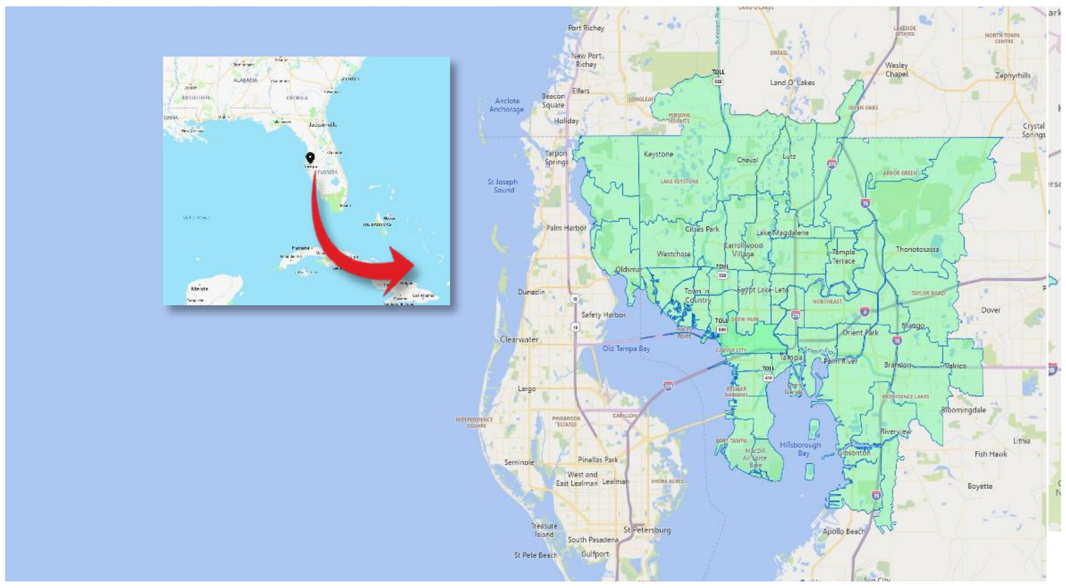
Revenue Stability	Supplier Power Trend	Investment Yields
11th Above Average	**21st** Above Average	**10th** Above Average
Assessment of room revenue growth and volatility over past three to five years against other Top 104 markets	Assessment of market's ability to maximize loyalty and profits, and to ward off booking costs over past 12 months	Measure of market's general investment parameters (yields, OAR, IRR, interest rates, etc.) against other Top 104 markets

RISKS

Supply Risk	Labor Risk	Macro-Fiscal Risk
98th Low Risk	**80th** Below Average	**81st** Below Average
Assessment of market supply growth over past 12 months relative to Top 104 markets	Measure of current employment health over past two years relative to Top 104 markets	Assessment of health and diversity of lodging demand generators relative to Top 104 markets

NEWMARK

Location



Quick Facts

Jurisdictional Information

Source: US Census Bureau, Dept. of Labor Statistics

Municipal Name:	Tampa
County:	Hillsborough County
State:	Florida
Geo Coordinates (market center):	27.94752, -82.45843

Major Hotel Demand Generators

Publix Super Markets Inc. | BayCare Health System | HCA Holdings | MacDill Air Force Base | Verizon Communications | Tampa International Airport | All Children's Health System Inc. | University of South Florida | St. Joseph's Hospital | Raymond James Financial Inc. | Tampa General Hospital | Shriners Hospital for Children | JPMorgan Chase & Co. | Freedom Village | Bay Pines VA Healthcare Center | Home Shopping Network | TECO Energy Inc. | James A. Haley Veterans Hospital | Bank of America Corp. | Outback Steakhouse Inc.

Metrics and Ranking	Measurement	Rankings
Population (hotel market area)	975,750	56th of 104 (Average)
Income per Capita	$48,245	57th of 104 (Average)
Feeder Group Size	52.6 Persons PSR	23rd of 104 (Above Average)
Feeder Group Earnings	$2,538,687 PSR	22nd of 104 (Above Average)
Total Market Hotel Revenues	$1.1 billion	30th of 104 (Above Average)

Key Performance Metrics

Data provided by: kalibri LABS

YEAR ENDING	Occ %	Guest Paid ADR	Guest Paid RevPAR	COPE ADR	COPE RevPAR	Booking Cost POR	ADR COPE %	Loyalty %	Avg Length of Stay Nights	Supply Rooms	Performance Index (LPI)
2015	75.0%	$111.31	$83.49	$102.20	$76.66	$9.10	91.8%	47.2%	2.01	22,610	1.33
2016	74.2%	$119.69	$88.78	$109.74	$81.41	$9.94	91.7%	49.2%	1.98	22,410	1.27
2017	74.5%	$121.51	$90.48	$111.47	$83.00	$10.04	91.7%	50.7%	1.98	22,120	1.26
2018	72.8%	$124.38	$90.51	$114.13	$83.05	$10.25	91.8%	52.8%	1.91	22,050	1.10
2019	72.8%	$125.93	$91.65	$115.68	$84.19	$10.25	91.9%	56.4%	1.87	24,010	1.14
2020	46.7%	$100.29	$50.79	$93.58	$43.67	$6.71	93.3%	40.8%	2.11	24,070	1.21
2021	66.6%	$125.19	$83.43	$116.46	$77.60	$8.72	93.0%	43.9%	2.07	25,700	1.32
2022	70.7%	$136.50	$97.39	$127.03	$89.80	$9.47	93.1%	45.2%	2.04	25,820	1.43
2023	71.8%	$144.88	$105.09	$135.10	$97.04	$9.78	93.2%	46.4%	2.02	25,750	1.06
CAGR: 2015 thru 2023	-0.5%	3.3%	2.9%	3.5%	3.0%	0.9%	0.2%	-0.2%	0.1%	1.6%	-2.8%
1Q 2023	79.5%	$199.34	$158.49	$186.58	$148.35	$12.76	93.6%	50.3%	1.93	25,930	1.41
1Q 2024	80.1%	$197.22	$158.05	$184.77	$148.08	$12.45	93.7%	53.0%	1.92	25,040	1.25

Notable Metrics

HIGHEST

IRR: Economy/Ltd Svc	T12-Month Occupancy	Latest-Quarter Occupancy
3rd Highly Favorable	**9th** Strong	**6th** Strong
Tampa, FL enjoyed favorable IRR metrics in the economy/ltd svc segment (11.8%)	The market exhibited strong T12–month occupancy (73.2%)	The market also enjoyed strong latest–quarter occupancy (80.1%)

LOWEST

Latest-Quarter Booking Costs POR	Latest-Quarter Average Length of Stay	T12-Month Average Length of Stay
87th Below Average	**84th** Below Average	**81st** Below Average
This market has been burdened by high latest–quarter booking costs ($12.45)	The market has been impeded by weak latest–quarter average length of stay (1.92 Nights)	Tampa, FL also exhibited weak T12–month average length of stay (1.91 Nights)

Notable Trends

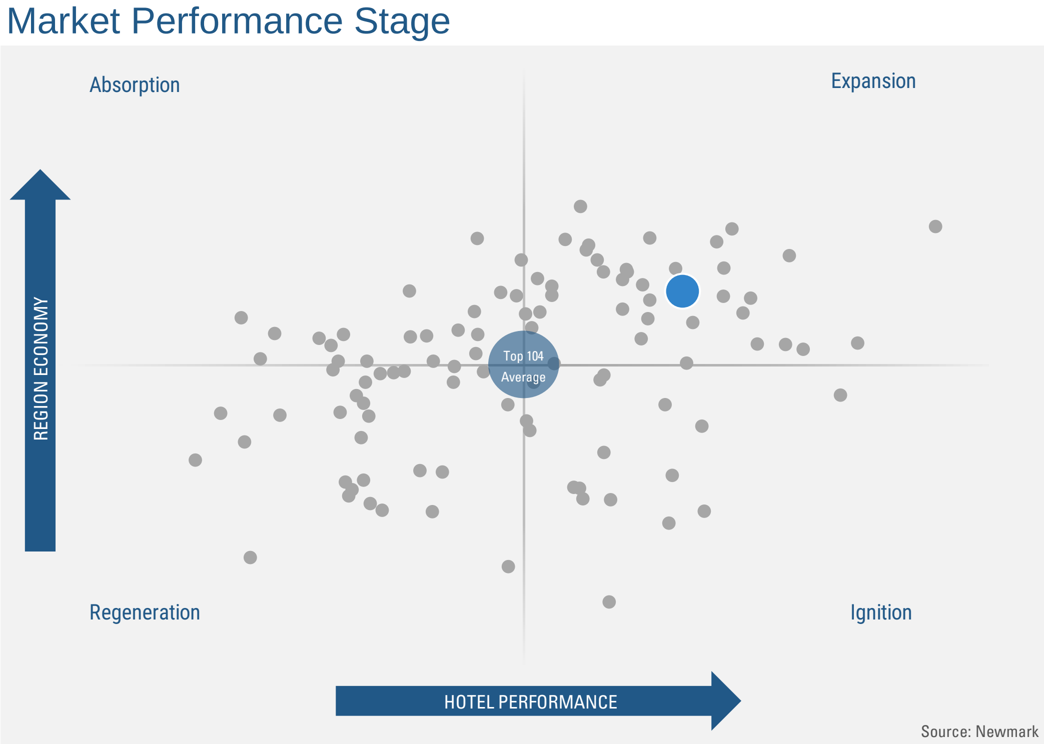
STRONGEST

Long-Term Historical Guest Paid ADR Growth	Long-Term Historical COPE ADR Growth	Short-Term Historical COPE ADR Growth
3rd Very Strong	**3rd** Very Strong	**4th** Strong
Tampa, FL has benefited from strong long–term historical Guest Paid ADR growth (4.9%)	The market enjoyed from strong long–term historical COPE ADR growth (5.0%)	The market also has benefited from strong short–term historical COPE ADR growth (5.8%)

WEAKEST

Long-Term Historical Average Length of Stay Growth	Short-Term Historical Average Length of Stay Growth	Long-Term Historical Booking Costs POR Growth
86th Below Average	**83rd** Below Average	**79th** Below Average
The market exhibited weak long–term historical average length of stay growth (–0.4%)	We note this area exhibited weak short–term historical average length of stay growth (–0.1%)	Tampa, FL also exhibited high long–term historical booking costs POR growth (4.0%)

Market Performance Stage



Source: Newmark

Tampa, FL: Expansion Stage

Expansion

The Tampa, FL 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

MOODYS ANALYTICS

Business Cycle:	At Risk
Employment Growth (2 yr):	1.4%
Risk Exposure (402 US markets):	19th Percentile: Below Average
Key Industry Notes:	Financial services capital of Florida Low tax burden, office rents Strong demographic trends Diminishing affordability advantage High quality of life and tourism

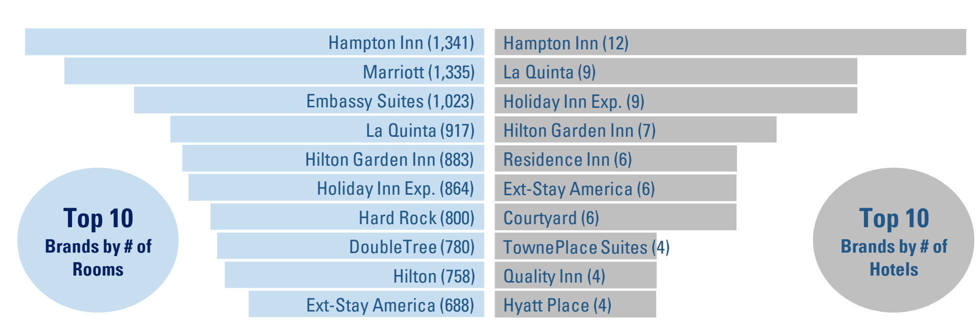
Moody's Rating

Aaa

Investment Grade

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

TOP 10 BRANDS

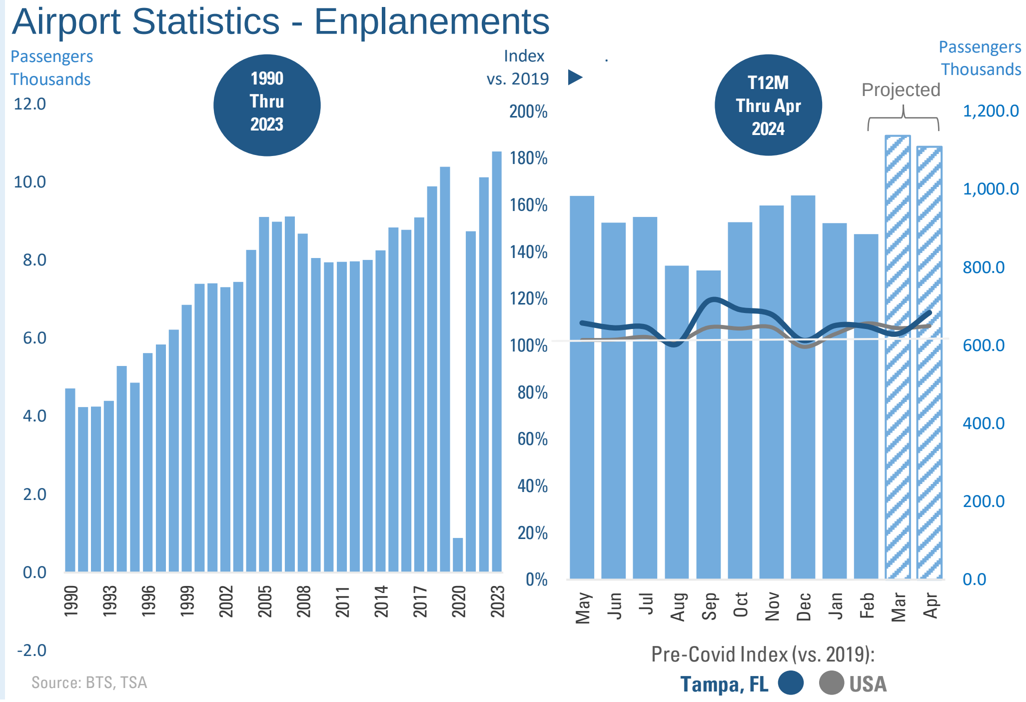


Source: Newmark

NEWMARK

SELECT NEAREST AIRPORT CITY: ALL LOCAL

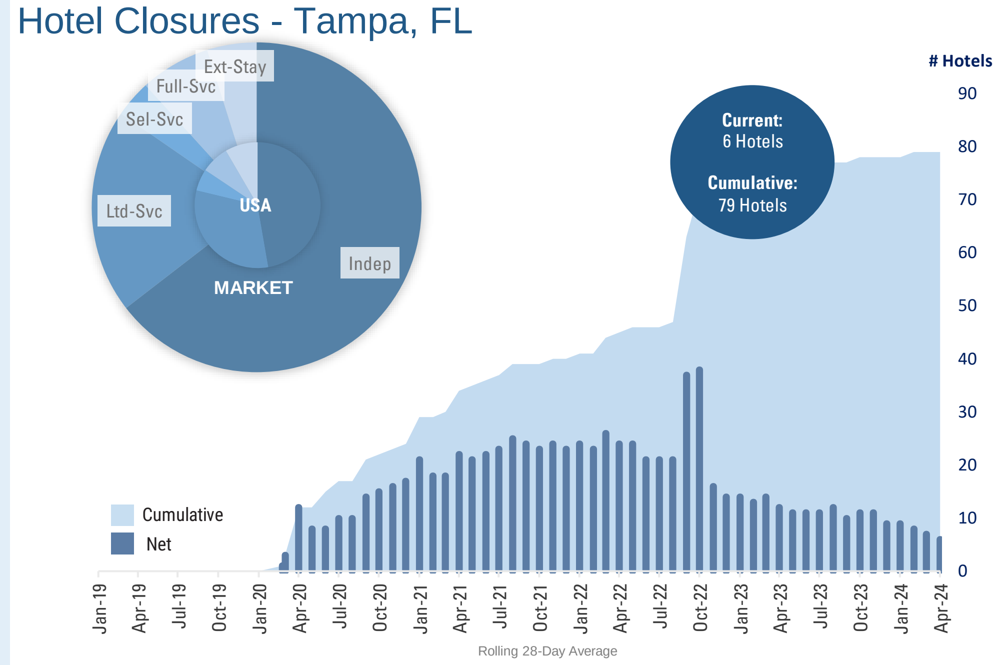
Airport Statistics - Enplanements



Source: BTS, TSA

DATA THROUGH JUNE 2024

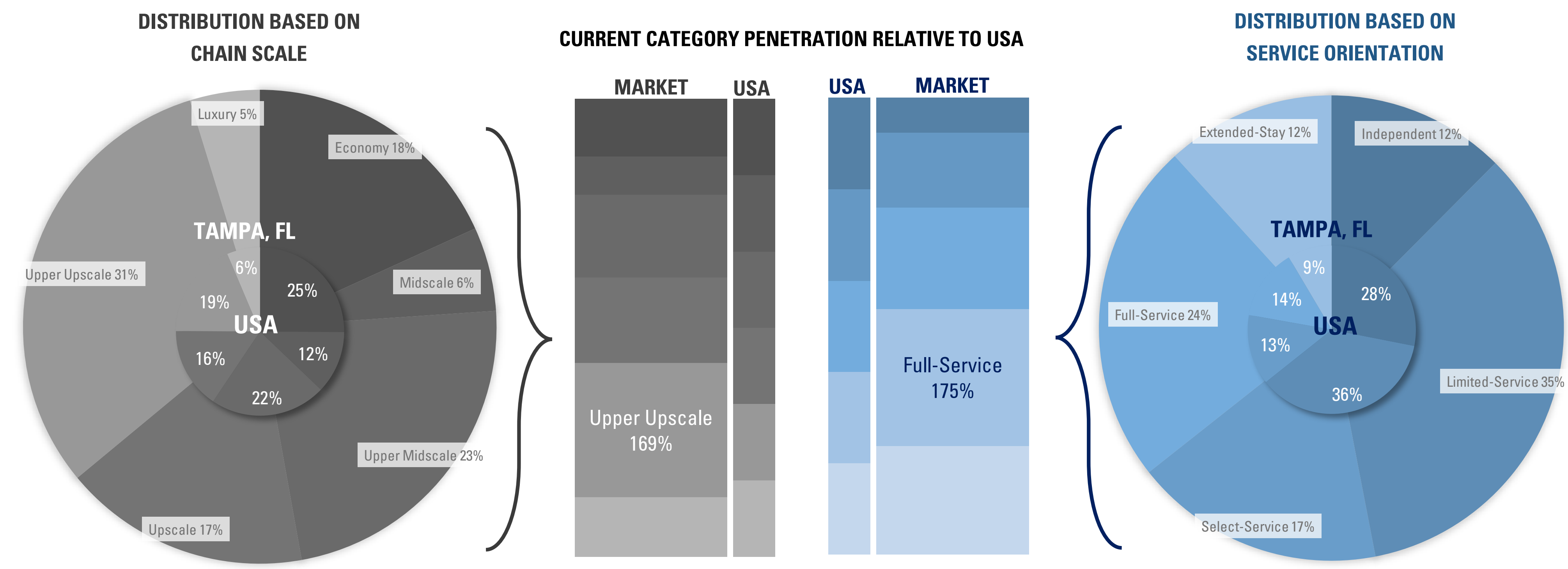
Hotel Closures - Tampa, FL



Source: Hotel Compete

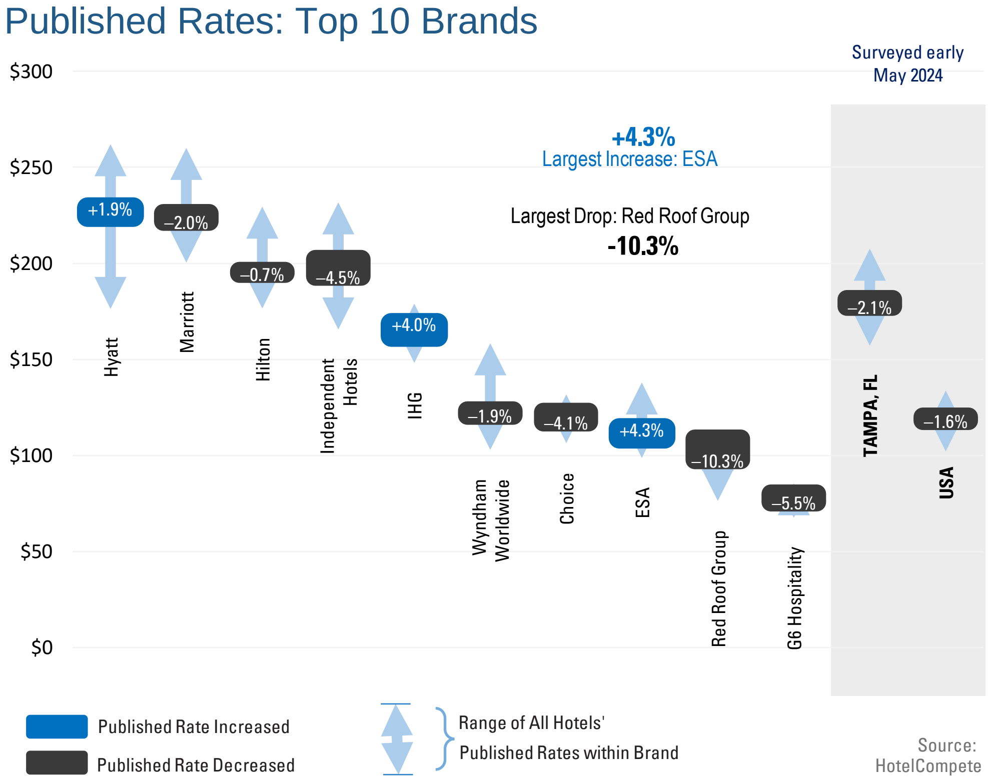
SCALE AND SERVICE ORIENTATION

Scale and Service Distribution: Tampa, FL



'30/3' RATE CHANGES: TAMPA, FL vs. USA

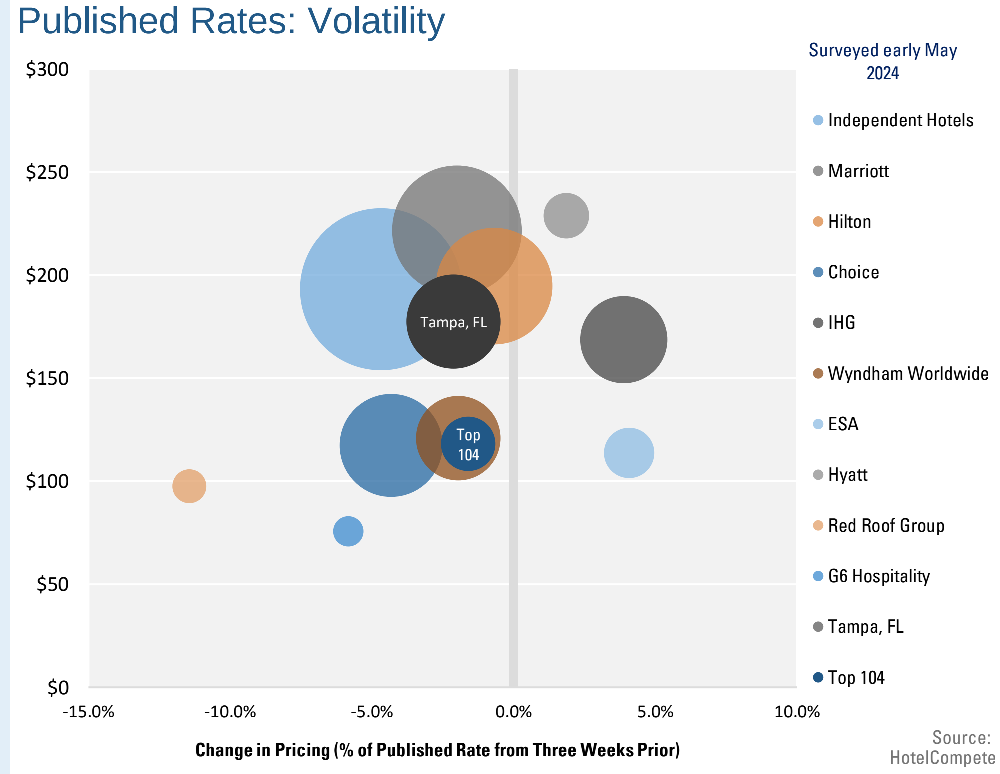
Published Rates: Top 10 Brands



Source: HotelCompete

RATE ADJUSTMENTS BY BRAND

Published Rates: Volatility



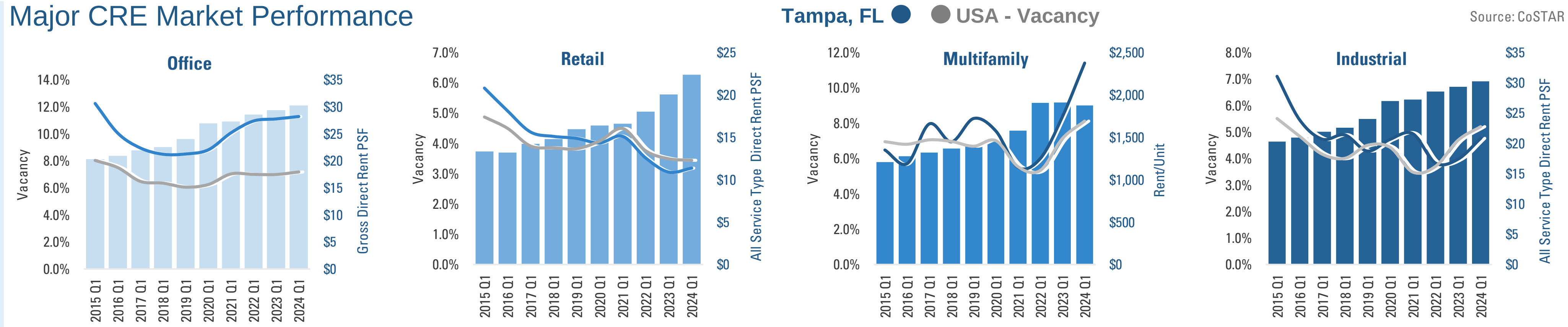
Source: HotelCompete

MAJOR C.R.E. METRICS

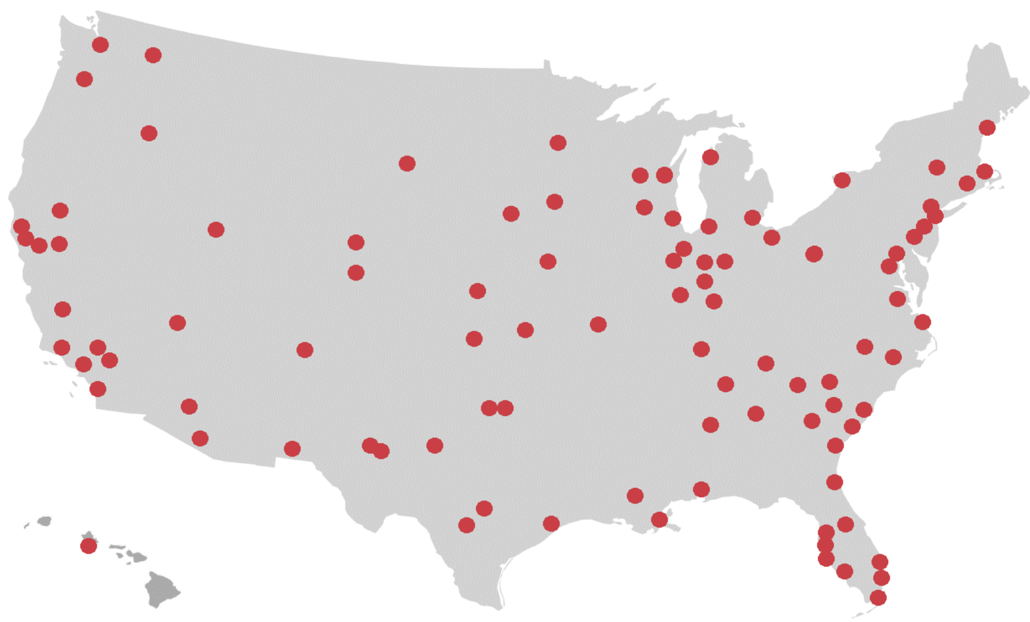
Major CRE Market Performance

Tampa, FL USA - Vacancy

Source: CoSTAR



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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Marinas

Ski and Village Resorts

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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: SOUTHEAST & CARRIBBEAN MARKETS

CONTACT

FOR MORE INFORMATION

David Gray, MAI, MRICS
Executive Vice President
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NEWMARK VALUATION & ADVISORY
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m 561-302-3943
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m 305-582-7376
edy.gross@nmrk.com

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