

CONSUMER: Lodging

C. Patrick Scholes

212-319-3915
Patrick.Scholes@truist.com

Gregory J. Miller

212-303-4198
Gregory.J.Miller@truist.com

Barry Jonas

212-590-0998
Barry.Jonas@truist.com

Samuel Durno

212-303-4183
Samuel.Durno@truist.com

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Reasons for this report

- ✓ Data-Driven Analysis
- ✓ Our analysis of the most recent weekly US lodging results

Lodging: U.S. RevPAR -3.7% y/y last week; Soft results following July 4th holiday weekend

Overall, U.S. RevPAR was -3.7% y/y for the week ending 7/12/2025, per STR/CoStar, below the prior week's result of -1.3% y/y and below the trailing 10-week average of -1.0% y/y.

In a nutshell, softness is from the combination of volatility in consumer and business confidences, government segment cutbacks, and diminished in-bound international travel (and to these headwinds we now add student loan debt repayments – likely impacting limited service hotels) all manifesting in soft domestic demand trends. Additionally, for last week, soft results reflected the post-COVID trend of weak business travel for the week following a major holiday.

Last week's demand had a higher percentage of leisure (the relative underperforming demand segment today) and a tough y/y hurricane comp in Houston. We continue to see a bifurcation of results with Luxury "least worst" in negative y/y RevPAR growth last week; however, all chain scales were down low-to-mid single digits. On the weekend, Luxury was strong with RevPAR +6%; select-service was down LSD.

Other takeaways/detail

- Day-of-week RevPAR: Early and mid-week were the softest days likely due to the above-noted post-COVID trend. Monday RevPAR was -8.3% y/y; Tuesday was -7.3%.
- Group occupancy was also weak at -10.9% y/y, likely from the above dynamics and from group attrition which we discussed in our recent [Hotel P&L Analyzer](#) and [2Q25 Lodging Preview](#) notes.
- Importantly for 3Q, while international-inbound for the entire year only represents approx. 5% of hotel room nights, that percentage increases to around 10% for the leisure-heavy summer months and this customer segment has been especially pressured by negative political/economic rhetoric.
- Houston (RevPAR -34.2% y/y) had a difficult comp following Hurricane Beryl.

****Please also see our recent [report](#) on specific company expectations for the rest of the year.****

Major RevPAR statistics presented below:

- Luxury RevPAR: -2.0% y/y
- Upper Upscale RevPAR: -4.3% y/y
- Upscale RevPAR: -4.1% y/y
- Upper Midscale RevPAR: -4.3% y/y
- Midscale RevPAR: -3.6% y/y
- Economy RevPAR: -5.0% y/y
- Independent hotels (~ 1/3rd of the data set) RevPAR: -3.8% y/y; and
- Within Upper Upscale & Luxury class hotels:
 - Group: -7.7% y/y vs. +14.0% prior week;
 - Transient: -1.9% y/y vs. -4.0% prior week;
- Las Vegas RevPAR: -11.9% y/y
 - **As a caveat, we note that many large Strip casino hotel operators do not participate in STR's survey.**

Last week's RevPAR details and sequential trends (all comparable information on new STR methodology):

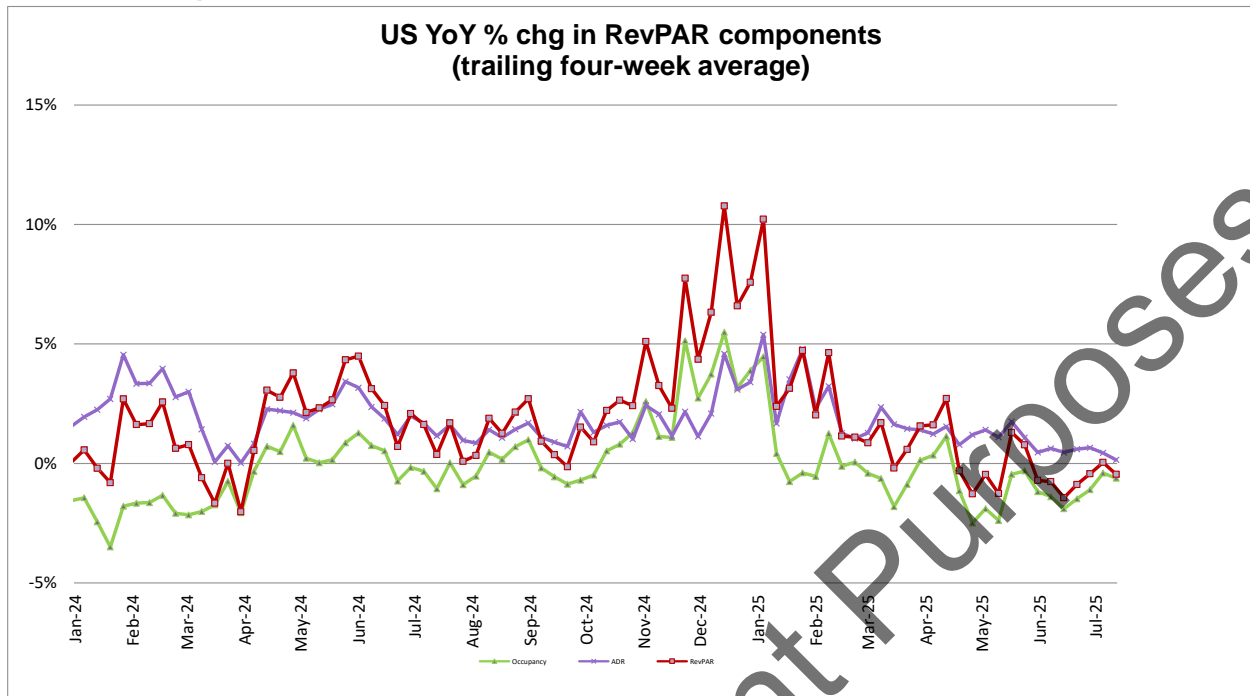
- **Headline RevPAR** was -3.7% y/y vs. the running 28-day average of -0.4% y/y.
 - **Occupancy:** Absolute occupancy was 67.2% vs. 67.7% for the running 28-day average.
 - **Absolute Group occupancy:** 16.9% last week vs. 17.9% for the running 28 days.
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Not for Investment Purposes

Weekly RevPAR Summary

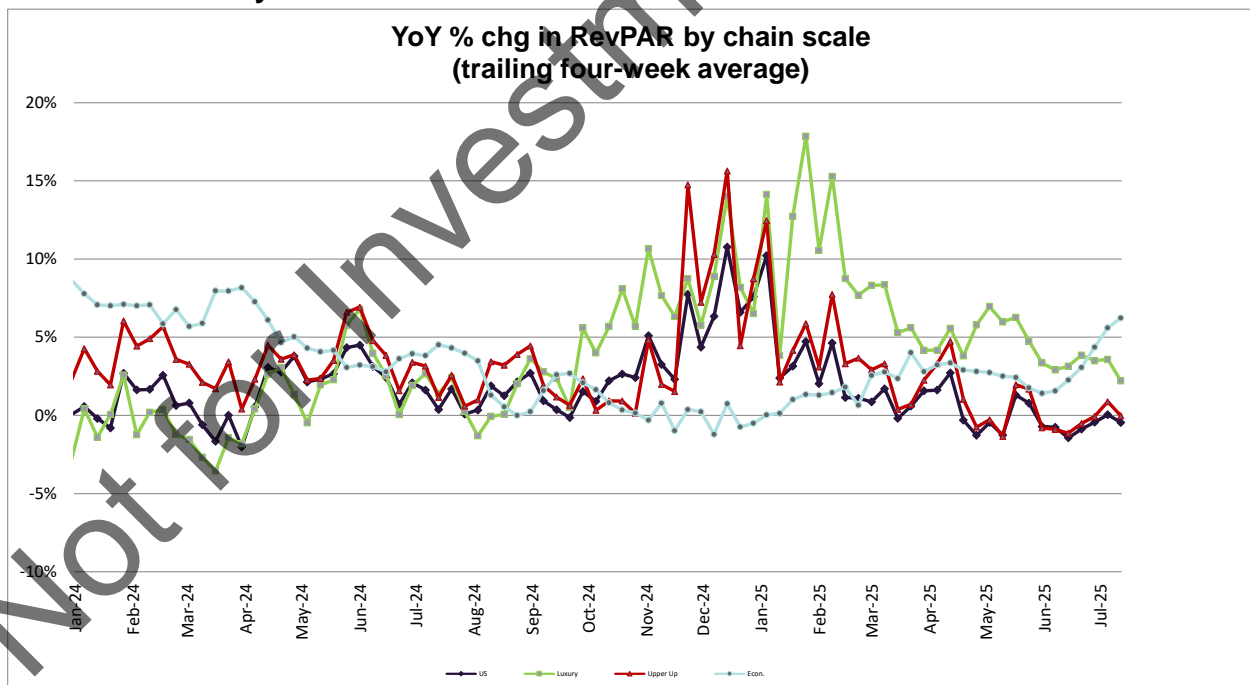
YoY % change in RevPAR													
	U.S.	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy	Inde- pendent	New York	Boston	LA	Chicago	DC
3/1/2025	3.1%	10.7%	3.9%	2.3%	2.1%	1.5%	1.0%	1.0%	11.0%	-11.0%	3.3%	5.5%	5.9%
3/8/2025	0.6%	4.0%	1.3%	-1.1%	-0.7%	0.7%	1.4%	-0.1%	1.5%	-8.9%	-4.9%	19.5%	-5.3%
3/15/2025	-4.2%	-0.6%	-4.2%	-5.2%	-4.4%	-4.3%	-2.7%	-5.7%	-2.0%	-3.3%	-7.2%	4.6%	-3.2%
3/22/2025	2.8%	8.4%	1.8%	0.0%	1.0%	1.4%	1.8%	4.3%	8.3%	1.2%	9.5%	21.8%	-17.8%
3/29/2025	7.0%	4.9%	10.1%	8.8%	9.1%	8.0%	4.9%	1.7%	-9.0%	12.6%	10.0%	3.2%	19.1%
4/5/2025	0.8%	4.0%	5.4%	0.7%	-1.8%	-3.6%	-4.0%	-1.4%	-3.2%	7.6%	5.0%	22.1%	9.9%
4/12/2025	0.2%	4.9%	1.6%	-1.1%	-2.4%	-3.2%	-4.6%	1.0%	2.4%	-8.0%	9.2%	-10.1%	-4.2%
4/19/2025	-0.3%	1.3%	-13.0%	-13.6%	-13.0%	-11.9%	-8.2%	-4.2%	8.0%	-9.6%	-4.0%	-17.2%	-36.8%
4/26/2025	-3.2%	12.8%	3.0%	-0.3%	0.7%	1.6%	-0.3%	4.6%	12.7%	17.3%	12.2%	17.6%	-4.8%
5/3/2025	4.1%	8.7%	7.3%	3.8%	1.4%	0.0%	-2.3%	2.5%	2.5%	-2.1%	7.8%	15.6%	4.1%
5/10/2025	-3.0%	1.0%	-2.7%	-3.6%	-3.8%	-3.0%	-4.7%	-4.4%	-5.1%	15.5%	-5.2%	5.3%	-3.4%
5/17/2025	0.9%	2.5%	0.2%	0.4%	0.8%	1.4%	-0.5%	0.3%	-0.6%	-4.9%	12.7%	13.5%	-8.7%
5/24/2025	1.1%	6.8%	1.8%	1.7%	0.1%	-0.5%	-2.5%	-0.9%	15.5%	-1.3%	4.7%	-0.2%	-4.8%
5/31/2025	-1.9%	3.1%	-2.5%	-1.0%	-2.9%	-2.9%	-5.0%	-2.9%	8.6%	-1.5%	12.2%	0.0%	1.0%
6/7/2025	-3.2%	-0.8%	-3.1%	-4.0%	-4.2%	-4.0%	-5.1%	-3.2%	2.9%	-6.7%	4.4%	3.4%	-11.9%
6/14/2025	-1.8%	3.5%	-0.7%	-0.7%	-2.5%	-3.1%	-5.3%	-4.5%	6.3%	-1.4%	1.0%	8.4%	0.7%
6/21/2025	3.3%	8.6%	4.3%	3.9%	1.7%	1.2%	-0.5%	1.6%	18.6%	24.0%	6.8%	17.0%	2.0%
6/28/2025	-0.1%	1.7%	-0.7%	0.1%	0.2%	0.4%	-1.8%	-1.4%	-0.5%	-6.5%	-8.3%	-9.5%	-3.0%
7/5/2025	-1.3%	-0.4%	0.6%	1.1%	0.6%	-1.1%	-4.0%	-5.0%	0.4%	-2.3%	-0.3%	7.5%	10.8%
7/12/2025	-3.7%	-2.0%	-4.3%	-4.1%	-4.3%	-3.6%	-5.0%	-3.8%	2.0%	-12.1%	-12.4%	4.2%	-4.0%
Overall a soft week post 4th of July holiday													
Luxury and Midscale led chain scales								Chicago and New York led top 5 markets					
1019	1.5%	-0.7%	1.2%	-0.5%	0.4%	-0.1%	1.9%	3.1%	-7.1%	-2.1%	-1.7%	-4.5%	-2.4%
2019	1.1%	1.1%	0.5%	-0.4%	0.0%	-0.7%	1.7%	2.4%	-1.8%	4.5%	1.6%	-0.1%	-1.5%
3019	0.7%	1.3%	1.1%	-0.5%	-0.1%	-1.0%	-0.9%	1.6%	-2.2%	-0.4%	-0.2%	-2.2%	4.5%
4019	1.3%	2.6%	3.8%	1.5%	2.3%	-1.5%	2.3%	-4.1%	11.6%	1.1%	-0.7%	5.2%	
1022	67.2%	112.3%	127.2%	69.7%	51.0%	38.2%	24.3%	58.3%	97.1%	137.1%	115.2%	85.1%	58.1%
2022	38.8%	70.2%	82.9%	46.8%	26.2%	15.4%	8.8%	27.7%	141.2%	172.1%	51.0%	109.5%	145.7%
3022	16.0%	27.7%	36.6%	22.5%	10.8%	3.5%	0.0%	1.3%	67.4%	59.9%	21.4%	46.1%	54.8%
4022	16.3%	19.7%	30.1%	20.5%	11.7%	5.1%	1.4%	12.3%	50.8%	35.8%	11.4%	37.3%	53.2%
1023	16.7%	16.0%	29.8%	20.4%	13.4%	4.8%	0.8%	12.9%	46.6%	35.0%	11.6%	26.6%	56.7%
2023	2.5%	-2.3%	5.1%	5.8%	3.6%	-0.4%	-3.8%	-0.6%	13.3%	11.2%	1.2%	12.1%	17.4%
3023	1.7%	0.1%	3.9%	3.7%	1.7%	-1.0%	-3.5%	0.2%	16.4%	8.0%	1.2%	-1.8%	1.4%
4023	1.3%	-0.5%	4.3%	2.7%	-0.1%	-3.0%	-5.4%	0.2%	14.6%	13.8%	0.6%	0.7%	5.7%
1024	0.2%	-0.3%	2.9%	0.1%	-2.1%	-4.5%	-6.9%	-0.2%	11.6%	9.7%	-4.3%	1.9%	5.3%
2024	2.5%	2.0%	3.8%	3.1%	2.1%	1.4%	-2.0%	0.4%	8.6%	7.9%	-0.4%	3.0%	5.9%
3024	0.9%	2.3%	2.3%	1.3%	0.4%	-0.4%	-2.4%	-1.1%	5.2%	6.2%	0.1%	13.4%	3.6%
4024	3.4%	6.8%	2.9%	3.4%	4.3%	4.2%	-4.4%	-0.4%	10.7%	2.0%	0.1%	12.2%	5.8%
1025	2.2%	7.5%	3.7%	1.3%	1.3%	2.0%	2.7%	1.0%	5.4%	0.9%	4.9%	6.5%	11.6%
YoY % change in ADR													
U.S.	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy	Inde- pendent	New York	Boston	LA	Chicago	DC	
3/1/2025	2.7%	7.0%	3.2%	1.5%	1.4%	1.8%	1.4%	1.6%	8.6%	-5.4%	0.5%	3.1%	5.3%
3/8/2025	2.1%	4.9%	1.9%	1.1%	1.4%	1.7%	1.7%	1.7%	4.2%	-3.9%	-4.7%	9.2%	0.6%
3/15/2025	-1.4%	2.1%	-1.0%	-1.9%	-0.8%	-0.6%	-0.9%	-1.1%	1.2%	-0.6%	-1.7%	4.2%	1.6%
3/22/2025	1.8%	5.5%	2.3%	0.5%	0.3%	0.2%	0.8%	1.9%	4.2%	1.3%	17.8%	-0.8%	
3/29/2025	2.5%	2.1%	4.0%	2.9%	3.1%	3.2%	1.6%	-0.1%	-4.6%	7.1%	5.2%	5.5%	10.9%
4/5/2025	0.5%	0.7%	1.3%	0.0%	-0.3%	-1.6%	-1.7%	1.3%	-1.6%	4.2%	1.7%	9.3%	6.1%
4/12/2025	0.5%	4.9%	0.8%	-0.8%	-1.5%	-1.8%	-2.8%	0.8%	3.0%	-8.2%	3.8%	-5.0%	-1.9%
4/19/2025	-1.3%	-4.1%	-2.5%	0.8%	-0.7%	-2.5%	-1.1%	7.7%	-5.4%	-3.8%	-3.4%	-2.4%	-4.4%
4/26/2025	0.5%	9.8%	4.2%	1.9%	2.3%	1.7%	0.6%	5.2%	10.1%	16.0%	7.3%	10.1%	6.8%
5/3/2025	2.2%	4.9%	2.8%	0.7%	0.2%	-0.5%	-1.3%	1.6%	2.1%	-0.9%	1.3%	9.1%	-100.0%
5/10/2025	-0.7%	2.5%	-0.7%	-1.4%	-1.2%	-1.5%	-2.1%	-1.6%	-1.2%	10.2%	-1.7%	4.6%	0.1%
5/17/2025	0.8%	1.3%	1.0%	1.4%	0.8%	-0.3%	0.8%	1.1%	6.3%	1.7%	3.3%	8.6%	0.3%
5/24/2025	1.5%	5.7%	2.1%	1.7%	0.8%	-0.7%	-1.3%	0.0%	12.6%	-0.4%	3.5%	1.9%	-1.9%
5/31/2025	-0.3%	3.5%	-0.8%	-0.2%	-0.9%	-1.9%	-1.9%	-1.1%	5.7%	-0.4%	5.7%	-0.7%	-0.3%
6/7/2025	0.0%	3.6%	0.4%	-1.0%	-1.0%	-2.3%	-1.8%	0.4%	3.7%	-1.2%	2.0%	1.2%	-5.9%
6/14/2025	0.6%	4.2%	1.4%	0.8%	-0.1%	-1.8%	-2.3%	0.8%	6.5%	1.7%	3.3%	8.6%	0.3%
6/21/2025	2.0%	7.0%	1.7%	2.1%	1.0%	0.5%	-0.4%	1.2%	11.0%	17.7%	5.4%	2.7%	-0.7%
6/28/2025	0.0%	3.0%	0.0%	-0.3%	0.0%	-0.1%	-1.2%	-0.8%	2.4%	-2.7%	-1.4%	-10.1%	-0.9%
7/5/2025	-0.9%	0.8%	0.0%	-0.2%	-1.0%	-1.5%	-2.2%	-2.0%	1.4%	0.8%	-2.1%	0.2%	5.4%
7/12/2025	-0.5%	1.8%	-0.4%	-1.3%	-1.3%	-0.9%	-1.9%	-0.1%	4.0%	-6.6%	-0.3%	0.7%	0.9%
1019	1.1%	2.2%	2.5%	1.0%	0.8%	-0.2%	-0.3%	1.0%	-3.8%	0.7%	7.0%	-2.4%	1.5%
2019	1.2%	2.5%	1.4%	0.6%	0.7%	-0.2%	0.6%	1.7%	-1.0%	3.2%	0.8%	-1.7%	0.2%
3019	0.8%	1.5%	1.3%	0.2%	-0.1%	-0.5%	-0.5%	1.6%	-1.9%	0.0%	-0.2%	5.9%	4.0%
4019	0.7%	2.4%	0.6%	-0.4%	-0.3%	-1.0%	-1.0%	1.9%	-3.7%	35.5%	0.4%	-2.4%	3.9%
1020	-0.1%	-0.4%	-3.1%	-3.6%	-3.8%	-3.3%	-4.6%	-3.6%	-0.2%	-0.2%	-0.2%	-4.8%	4.8%
2020	-37.1%	-22.0%	-34.0%	-30.0%	-23.1%	-17.1%	-14.6%	-34.8%	-52.3%	-0.2%	-40.3%	-53.7%	-48.8%
3020	-24.1%	-12.6%	-26.6%	-24.2%	-17.3%	-11.6%	-9.4%	-16.1%	-41.7%	-47.3%	-31.6%	-43.2%	-34.5%
4020	-21.2%	-11.1%	-25.0%	-26.9%	-17.3%	-10.4%	-8.2%	-20.9%	-41.7%	-47.3%	-31.6%	-43.2%	-34.5%
1022	31.5%	21.0%	39.7%	34.1%	27.3%	20.6%	17.3%	34.0%	52.2%	59.5%	61.8%	41.1%	31.7%
2022	26.2%	14.3%	29.0%	27.1%	18.9%	14.8%	11.8%	20.5%	69.0%	133.2%	32.9%	53.6%	60.6%
3022	11.6%	5.3%	12.6%	8.3%	7.5%	5.9%	3.3%	6.5%	69.5%	133.2%	32.9%	53.6%	60.6%
4022	12.0%	6.5%	12.6%	13.7%	8.7%	6.2%	4.5%	12.3%	23.0%	29.5%	8.4%	20.2%	27.9%
1023	10.2%	-1.9%	8.4%	11.0%	8.1%	4.7%	3.8%	8.1%	58.4%	55.6%	3.8%	11.5%	24.4%
2023	3.2%	-1.2%	2.5%	4.3%	3.5%	1.6%	0.9%	2.6%	9.8%	5.8%	2.5%	8.5%	11.6%
3023	2.2%	-1.4%	1.3%	2.2%	0.3%	0.3%	-0.8%	3.7%	9.8%	3.8%	0.2%	1.1%	6.2%
4023	2.9%	-2.3%	2.7%	2.5%	1.8%	-0.3%	-1.3%	3.7%	9.8%	7.0%	0.0%	0.7%	3.5%
1024	2.2%	-2.4%	1.9%	1.1%	0.6%	-1.0%	-1.0%	-4.4%	6.7%	3.3%	-2.2%	0.4%	2.8%
2024	1.8%	-2.2%	1.5%	1.6%	1.3%	0.7%	0.6%	0.7%	4.6%	3.6%	-3.1%	0.3%	3.6%
3024	1.4%	0.1%	1.8%	1.3%	0.8%	0.4%	-0.4%	0.2%	3.6%	5.7%	-1.6%	10.1%	3.2%
4024	1.9%	4.5%	1.8%	1.8%	2.6%	2.1%	-0.7%	0.7%	7.7%	1.3%	-0.8%	6.7%	3.7%
1025	1.9%	5.8%	2.4%	1.2%	1.2%	2.1%	1.6%	0.7%	4.7%	1.1%	0.7%	4.8%	11.1%
YoY % change in Occupancy													
U.S.	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy	Inde- pendent	New York	Boston	LA	Chicago	DC	
3/1/2025	0.4%	3.4%	0.7%	0.8%	0.7%	-0.4%	-0.5%	2.2%	-6.0%	2.7%	2.3%	0.3%	
3/8/2025	-1.4%	-0.9%	-0.6%	-2.2%	-2.0%	-1.0%	-0.3%	-1.8%	-5.2%	-5.2%	0.2%	9.5%	-6.8%
3/15/2025	-3.5%	-2.7%	-3.2%	-3.4%	-3.6%	-3.6%	-1.8%	-4.6%	-3.2%	-2.7%	-5.7%	0.4%	-4.7%
3/22/2025	1.0%	1.8%	0.4%	-0.3%	0.8%	0.9%	1.6%	2.3%	3.4%	-0.7%	5.0%	3.4%	-9.9%
3/29/2025	4.4%	2.7%	5.8%	5.7%	5.9%	4.7%	3.2%	1.8%	-4.6%	5.1%	4.6%	-2.2%	7.4%
4/5/2025	-0.6%	3.3%	4.1%	0.7%	1.5%	-2.1%	-2.3%	-2.6%	-1.7%	3.3%	3.3%	11.7%	3.6%
4/12/2025	-0.3%	0.0%	0.0%	-0.7%	-1.4%	-1.8%	0.2%	-0.6%	0.3%	5.2%	-5.4%	-2.3%	
4/19/2025	-8.1%	-7.6%	-10.3%	-10.3%	-9.5%	-8.1%	-5.9%	-5.2%	0.3%	-4.4%	-0.2%	-12.5%	-18.5%
4/26/2025	-1.0%	6.7%	-1.2%	-2.1%	-1.6%	-0.2%	-0.9%	-0.6%	2.3%	1.2%	4.6%	6.8%	-2.0%
5/3/2025	1.8%	3.6%	4.6%	3.1%	1.2%	0.6%	-1.1%	0.9%	0.5%	-1.2%	6.4%	6.0%	0.1%
5/10/2025	-0.3%	-1.4%	-2.0%	-3.6%	-2.6%	-1.5%	-2.7%	-2.6%	-3.9%	4.8%	-3.5%	0.7%	-3.9%
5/17/2025	-0.4%	-2.2%	1.0%	0.7%	-0.6%	0.5%	-0.2%	-0.2%	-1.6%	-2.8%	4.4%	5.3%	-5.1%
5/24/2025	-0.4%	1.0%	0.3%	0.1%	-0.7%	0.2%	-1.2%	-0.9%	2.6%	-0.9%	1.2%	-2.1%	-3.0%
5/31/2025	0.6%	-0.4%	-1.6%	-0.8%	-								

RevPAR Component Trends



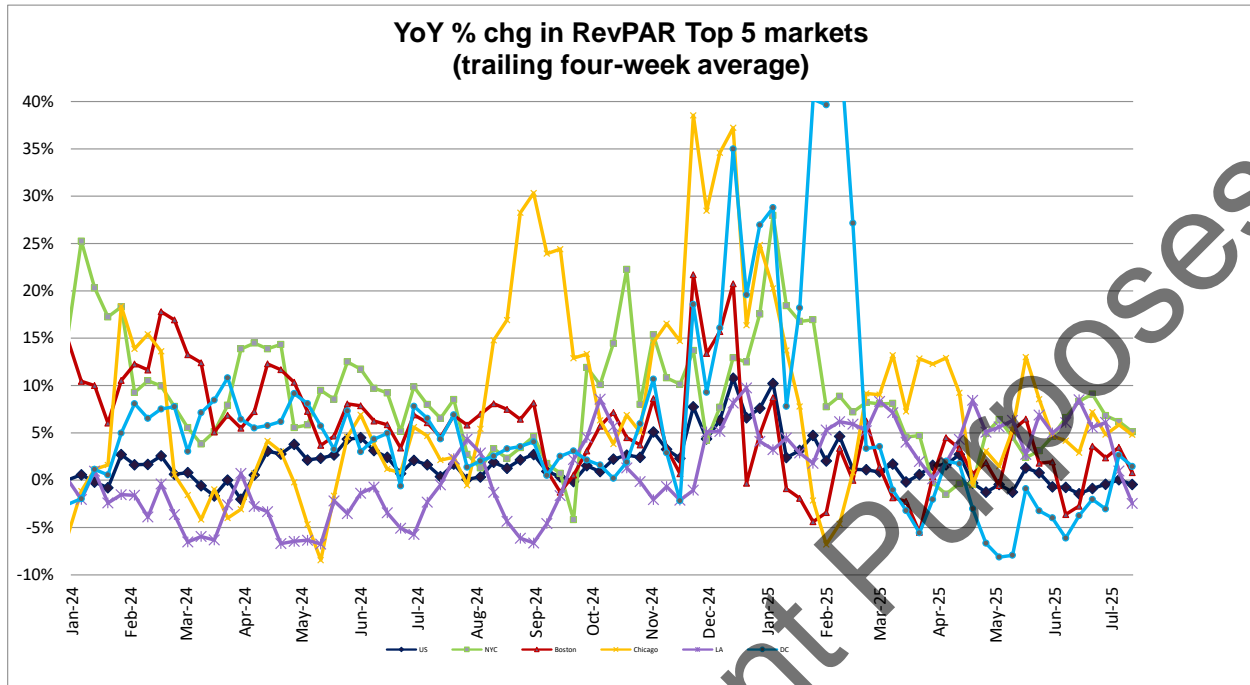
Source: STR data, Truist Securities research

RevPAR Trends by Chain Scale



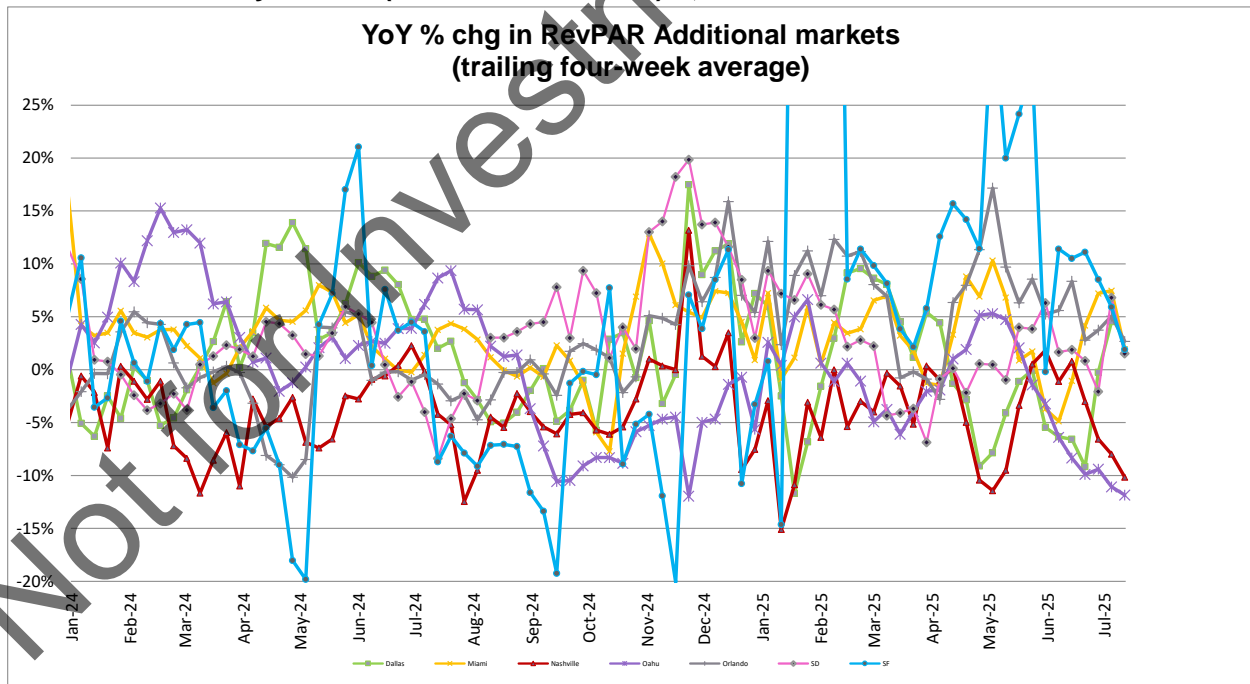
Source: STR data, Truist Securities research

RevPAR Trends by Market (Top 5 markets)



Source: STR data, Truist Securities research

RevPAR Trends by Market (Additional markets)



Source: STR data, Truist Securities research

Lodging	TICKER	Price 7/15/25	Rating	P/E	% upside/ downside	Truist Securities Valuation EBITDA excluding Stock Based Comp/Other				As Reported/Consensus/Data Aggregator "Headline" EBITDA				Target EV/EBITDA Multiple	Risks
						2023A EBITDA (\$M)* **	2024A EBITDA (\$M)* **	2025E EBITDA (\$M)* **	2026E EBITDA (\$M)* **	2023A EBITDA (\$M)* **	2024A EBITDA (\$M)* **	2025E EBITDA (\$M)* **	2026E EBITDA (\$M)* **		
Choice Hotels	CHH	\$131.50	Hold	\$128	-3%	\$519	\$583	\$594	\$591	\$540	\$604	\$618	\$617	13.0X	Upside risk: conservative growth of new brands; market share gains. Downside risk: slowdown in development opportunities; market share losses. Upside risk: faster demand improvement in corporate travel than expected. Brand changes (e.g. Vail) lead to material EBITDA improvement. Leisure hotels hold improve on RevPAR and margins despite the challenging macro. Downside risk: lodging recovery takes longer than expected, weaker results from ROI projects than forecasted, poor performance of recently acquired assets.
DiamondRock Hospitality	DRH	\$8.00	Hold	\$9	13%	\$272	\$290	\$285	\$283	\$272	\$290	\$272	\$271	11.0X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Hilton	HLT	\$274.34	Hold	\$223	-19%	\$2,986	\$3,353	\$3,534	\$3,774	\$3,089	\$3,429	\$3,618	\$3,861	16.7X	Upside risk: faster demand improvement in corporate/convention travel than expected. Dispositions at higher multiple than expected, stronger than expected performance by luxury leisure resorts on both top-line and margins through the valuation year. Downside risk: extended industry downturn with particular impact to large box hotels, weak recovery of international travel during the valuation period, macro demand shock to acquired resort assets, labor issues.
Hilton Grand Vacations	HGV	\$47.88	Buy	\$63	32%	\$1,186	\$1,058	\$1,124	\$1,137	\$1,186	\$1,105	\$1,174	\$1,189	8.9x	Upside risk: faster demand improvement in corporate/convention travel than expected. Dispositions at higher multiple than expected, stronger than expected performance by luxury leisure resorts on both top-line and margins through the valuation year. Downside risk: extended industry downturn with particular impact to large box hotels, weak recovery of international travel during the valuation period, macro demand shock to acquired resort assets, labor issues.
Host Hotels & Resorts	HST	\$16.33	Hold	\$17	4%	\$1,630	\$1,656	\$1,613	\$1,520	\$1,630	\$1,656	\$1,613	\$1,520	11.0X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Hyatt Hotels	H	\$148.34	Buy	\$140	-6%	\$966	\$1,034	\$1,029	\$1,095	\$1,029	\$1,096	\$1,099	\$1,168	15.1X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Marriott International	MAR	\$274.90	Hold	\$273	-1%	\$4,256	\$4,461	\$4,811	\$5,092	\$4,656	\$4,981	\$4,981	\$5,297	16.7X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Marriott Vacations	VAC	\$90.40	Buy	\$128	59%	\$730	\$694	\$726	\$758	\$761	\$727	\$761	\$791	10.4x	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Park Hotels & Resorts	PK	\$10.96	Hold	\$11	0%	\$641	\$632	\$571	\$553	\$659	\$652	\$590	\$572	11.0X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Pebblebrook Hotel Trust***	PEB	\$10.63	Hold	\$9	-15%	\$344	\$346	\$313	\$313	\$356	\$359	\$328	\$329	12.0X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
RLJ Lodging Trust***	RLJ	\$7.65	Hold	\$7	-8%	\$340	\$341	\$313	\$308	\$364	\$362	\$330	\$326	10.5X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Ryman Hospitality Properties	RHP	\$101.65	Buy	\$120	18%	\$665	\$726	\$723	\$743	\$691	\$758	\$754	\$778	13.0X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Sunstone Hotel Investors	SHO	\$8.91	Hold	\$11	23%	\$253	\$219	\$231	\$238	\$263	\$230	\$240	\$249	13.0X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Vail Resorts, Inc.	MTN	\$160.01	Buy	\$244	52%	\$847	\$827	\$862	\$902	\$833	\$827	\$862	\$862	13.0X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Travel + Leisure Co.	TNL	\$56.48	Buy	\$70	24%	\$679	\$900	\$901	\$931	\$908	\$929	\$966	\$1,022	8.0X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.
Wyndham Hotels & Resorts	WH	\$87.76	Buy	\$100	14%	\$620	\$654	\$689	\$740	\$659	\$695	\$731	\$784	14.0X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession. Downside risk: Disruption in a major market (HGV more concentrated than peers), issues with Japanese customer (HGV more exposed than peers), difficulty sourcing additional fee-for-service inventory deals.

* All of our Lodging price targets are derived by applying a target EV/EBITDA multiple to our estimate for 2025 EBITDA
 ** Valuation EBITDA excludes select items for specific companies including stock-based compensation.
 *** Covered by Gregory J. Miller - gregory.j.miller@truist.com

Source: Truist Securities research, Factset

Companies Mentioned in This Note

Choice Hotels International, Inc. (CHH, \$132.12, Hold, C. Patrick Scholes)
DiamondRock Hospitality Company (DRH, \$7.98, Hold, C. Patrick Scholes)
Hyatt Hotels Corporation (H, \$146.87, Buy, C. Patrick Scholes)
Hilton Grand Vacations Inc. (HGV, \$47.24, Buy, C. Patrick Scholes)
Hilton Worldwide Holdings Inc. (HLT, \$273.47, Hold, C. Patrick Scholes)
Host Hotels & Resorts, Inc. (HST, \$16.15, Hold, C. Patrick Scholes)
Marriott International, Inc. (MAR, \$273.60, Hold, C. Patrick Scholes)
Vail Resorts, Inc. (MTN, \$158.50, Buy, C. Patrick Scholes)
Pebblebrook Hotel Trust (PEB, \$10.53, Hold, Gregory Miller)
Park Hotels & Resorts Inc. (PK, \$10.86, Hold, C. Patrick Scholes)
Ryman Hospitality Properties, Inc. (RHP, \$101.61, Buy, C. Patrick Scholes)
RLJ Lodging Trust (RLJ, \$7.61, Hold, Gregory Miller)
Sunstone Hotel Investors, Inc. (SHO, \$8.89, Hold, C. Patrick Scholes)
Travel + Leisure Co. (TNL, \$56.64, Buy, C. Patrick Scholes)
Marriott Vacations Worldwide Corporation (VAC, \$80.22, Buy, C. Patrick Scholes)
Wyndham Hotels & Resorts, Inc. (WH, \$86.59, Buy, C. Patrick Scholes)

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D = Drop Coverage

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