Equity Research Report

July 2, 2025

CONSUMER: Lodging

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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 -0.1% y/y last week; Lethargic results but could have been worse given a very difficult group comp

Overall, U.S. RevPAR was -0.1% y/y for the week ending 6/28/2025, per STR/ CoStar, below the prior week's result of +3.3% y/y and modestly below the trailing 10-week average of +0.3% y/y.

Last week's results reflected a mix of different impacts given the week in between Juneteenth and July 4th holidays and the holiday calendar shifts therein. In short, last week was a difficult mid-week comp and an easy weekend comp. We expect the relatively better Friday/Saturday results (RevPAR ~ +3% y/y) to follow through for the remainder of the weekend/rest of 2Q. Also impactful to the national results was weak y/y RevPAR for several large markets: Boston, Chicago, LA, and Vegas.

Day-of-week analysis helps explain the mixed results through the week. In 2024, July 4th was on a Thursday, pushing forward business and group travel into the week before the holiday. While there is some of that similar element for 2025, we treat a July 4th on a Friday (this year) as far less impactful to business travel than a Thursday holiday.

- Day-of-week results: Monday-Wednesday RevPAR averaged ~ -2% y/y. Friday-Saturday RevPAR averaged ~ +3%. **Interestingly, RevPAR growth for Friday-Saturday for Urban averaged +5% compared to Resort at -1%.** Very weak RevPAR results for Las Vegas for the entire week including the weekend (-17%) contributed to the weak Resort results.

Soft weekly RevPAR results for several major markets last week although not necessarily a reflection of a trend: Boston -6.5% y/y, Chicago -9.5%, Houston -8.1%, Los Angeles -8.3%, and Las Vegas -20.5%.

Please also see our recent report on specific company expectations for the rest of the year.

Major RevPAR statistics presented below:

- Luxury RevPAR: +1.7% y/y
- Upper Upscale RevPAR: -0.7% y/y
- Upscale RevPAR: +0.1% y/y
- Upper Midscale RevPAR: +0.2% y/y
- Midscale RevPAR: +0.4% y/y
- Economy RevPAR: -1.8% y/y
- Independent hotels (~ 1/3rd of the data set) RevPAR: -1.4% y/y; and
- Within Upper Upscale & Luxury class hotels:
  - Group: +1.9% y/y vs. +4.1% prior week;
  - Transient: -0.6% y/y vs. +5.3% prior week;
- Las Vegas RevPAR: -20.5% 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 -0.1% y/y vs. the running 28-day average of -0.4% y/y.
- **Occupancy:** Absolute occupancy was 71.9% vs. 72.0% for the running 28-day average.

Not For Investment Purposes

- **Absolute Group occupancy:** 23.2% last week vs. 22.1% for the running 28 days.

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%	5.0%
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%	-6.3%
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	**-9.3%**	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%	4.5%
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%	-4.9%
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%**	9.6%	4.3%	3.9%	2.0%	2.2%	-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%
		Lethargic results but could have been worse given a very difficult Group comp			Luxury and Midscale led chain scales				NYC and DC led top 5 markets				
1Q19	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%
2Q19	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%
3Q19	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%
4Q19	0.7%	3.6%	1.0%	-0.6%	-1.0%	-2.7%	-1.5%	2.3%	-4.1%	-11.6%	1.1%	-0.7%	5.2%
1Q22	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%
2Q22	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%
3Q22	16.6%	27.7%	36.6%	22.5%	10.8%	3.5%	0.0%	11.3%	67.4%	59.9%	21.4%	48.1%	54.6%
4Q22	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%
1Q23	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%
2Q23	2.5%	-2.3%	5.1%	5.8%	3.8%	-0.4%	-3.8%	-0.6%	13.3%	11.2%	1.2%	12.1%	17.4%
3Q23	1.7%	0.1%	3.9%	3.7%	1.7%	-1.0%	-3.5%	0.2%	16.4%	8.0%	1.2%	-1.9%	11.5%
4Q23	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%
1Q24	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%
2Q24	2.5%	2.0%	3.8%	3.1%	2.1%	1.4%	-2.0%	0.4%	8.6%	7.9%	-3.4%	3.0%	5.5%
3Q24	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%
4Q24	3.4%	6.8%	2.9%	3.4%	4.3%	4.3%	4.2%	-0.4%	10.7%	2.0%	0.1%	12.2%	5.8%
1Q25	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	**-0.7%**	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%**	6.5%	2.3%	0.2%	0.2%	0.5%	0.3%	2.0%	4.8%	1.9%	4.3%	17.8%	-8.8%
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	**1.4%**	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%**	9.4%	-2.9%	-3.8%	-3.9%	-4.1%	-2.5%	1.1%	7.7%	-5.4%	-3.8%	-5.4%	-22.5%
4/26/2025	**4.2%**	9.8%	4.2%	1.9%	2.3%	1.7%	0.6%	5.2%	10.1%	16.0%	7.3%	10.1%	6.6%
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	**1.3%**	4.8%	1.3%	1.0%	1.4%	0.8%	-0.3%	0.5%	1.1%	-2.2%	8.0%	7.8%	-3.8%
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%	-5.0%
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%	3.2%	-0.2%
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%	4.7%	-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%
1Q19	1.1%	2.2%	2.5%	1.0%	0.8%	-0.2%	-0.3%	1.0%	-3.8%	0.7%	-1.0%	-2.4%	1.5%
2Q19	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%
3Q19	0.8%	1.5%	1.3%	0.2%	-0.1%	-0.5%	-0.5%	1.6%	-1.9%	0.9%	-0.2%	-2.8%	4.0%
4Q19	0.7%	2.4%	0.6%	-0.4%	-0.3%	-1.0%	-1.0%	1.9%	-3.7%	-5.5%	0.3%	-2.2%	3.9%
1Q20	-4.0%	1.6%	-1.4%	-2.9%	-3.1%	-3.8%	-3.8%	-2.3%	-8.6%	-6.2%	-2.7%	-2.6%	-6.8%
2Q20	-37.1%	-22.0%	-34.0%	-30.0%	-23.1%	-17.1%	-14.6%	-34.8%	-52.3%	-56.0%	-40.5%	-53.7%	-48.8%
3Q20	-24.1%	-12.6%	-25.6%	-24.2%	-17.3%	-11.6%	-9.4%	-16.1%	-47.7%	-47.3%	-31.6%	-43.2%	-34.5%
4Q20	-27.2%	-11.1%	-29.0%	-26.9%	-17.8%	-10.4%	-5.9%	-20.9%	-54.1%	-45.5%	-29.2%	-44.8%	-40.7%
1Q22	37.5%	21.0%	39.7%	34.1%	27.3%	20.8%	17.3%	34.0%	52.2%	50.5%	61.8%	41.1%	31.7%
2Q22	26.2%	14.3%	29.0%	27.1%	18.9%	14.8%	11.8%	20.5%	69.0%	73.6%	32.9%	53.6%	60.6%
3Q22	11.6%	6.7%	12.6%	13.3%	7.6%	5.9%	4.2%	8.3%	32.6%	30.0%	14.6%	25.4%	25.5%
4Q22	12.0%	6.5%	12.6%	13.7%	8.7%	6.2%	4.3%	10.2%	28.0%	20.5%	8.4%	20.2%	27.9%
1Q23	10.2%	-1.9%	8.4%	11.0%	8.1%	4.7%	3.8%	9.1%	13.4%	15.0%	3.8%	11.5%	24.4%
2Q23	3.2%	-1.2%	2.5%	4.3%	3.5%	1.6%	0.9%	2.1%	9.6%	5.8%	2.5%	8.5%	11.6%
3Q23	2.2%	-1.4%	1.3%	2.2%	2.2%	0.3%	0.0%	2.1%	9.8%	3.8%	0.2%	-2.1%	6.2%
4Q23	2.9%	-2.3%	2.7%	2.5%	1.8%	-0.3%	-1.3%	3.7%	9.6%	7.0%	0.0%	0.7%	3.5%
1Q24	2.2%	-2.4%	1.9%	1.1%	0.6%	-1.0%	-3.0%	3.1%	6.7%	3.3%	-2.2%	0.4%	2.8%
2Q24	1.6%	-2.2%	1.5%	1.6%	1.3%	0.7%	-1.4%	0.7%	4.6%	3.6%	-3.1%	0.3%	3.6%
3Q24	1.4%	0.1%	1.8%	1.3%	0.8%	0.7%	-0.8%	0.2%	3.6%	5.7%	-1.6%	10.1%	3.2%
4Q24	1.9%	4.5%	1.8%	1.8%	2.4%	2.7%	2.1%	-0.7%	7.7%	1.3%	-0.8%	6.7%	3.7%
1Q25	1.9%	5.8%	2.4%	1.2%	1.3%	2.1%	1.8%	-0.7%	4.7%	1.1%	0.7%	4.8%	11.1%

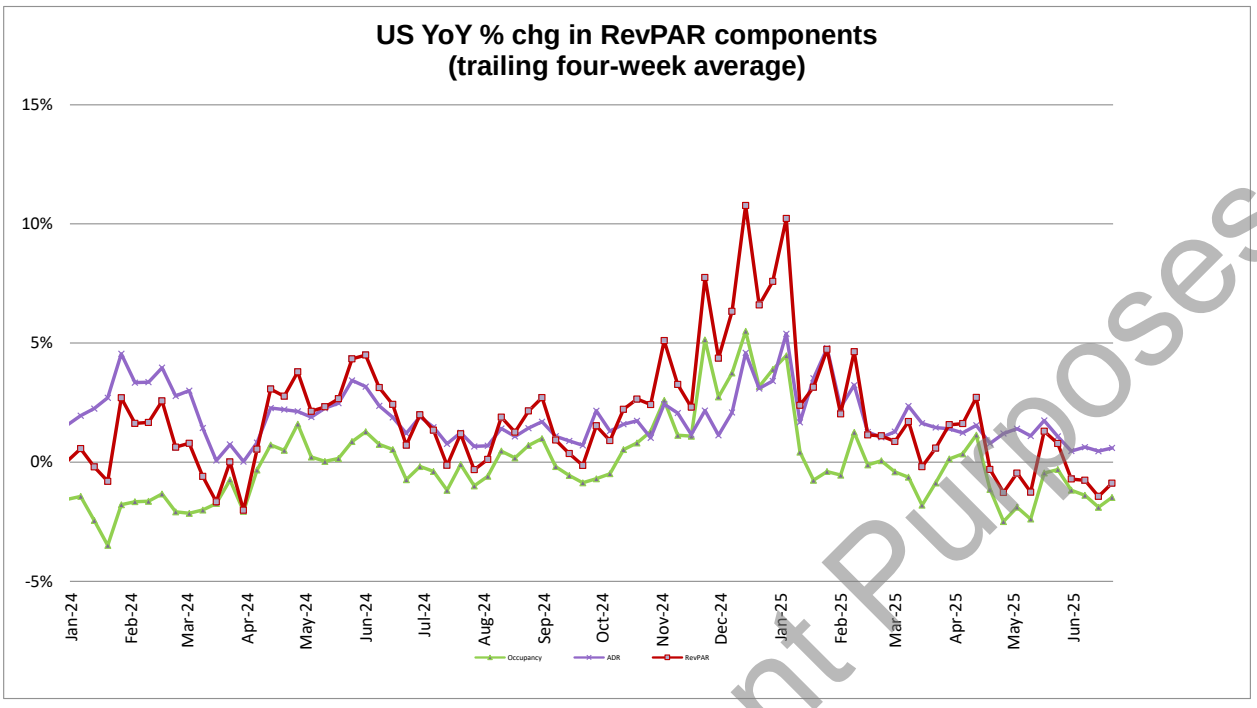
YoY % change in Occupancy

	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%	-0.3%	-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%	-2.6%	-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%	-0.2%	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%	5.6%	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%	0.7%	-0.3%	-0.9%	-1.4%	-1.8%	0.2%	-0.6%	0.3%	5.2%	-5.4%	-2.3%
4/19/2025	**-8.1%**	-7.4%	-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%**	2.7%	-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%**	3.7%	4.5%	3.1%	1.2%	0.6%	-1.1%	0.9%	0.5%	-1.2%	6.4%	6.0%	0.1%
5/10/2025	**-2.3%**	-1.5%	-2.0%	-2.3%	-2.6%	-1.5%	-2.7%	-2.8%	-3.9%	4.8%	-3.5%	0.7%	-3.5%
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	**-1.6%**	-0.4%	-1.8%	-0.8%	-2.0%	-1.0%	-3.1%	-1.8%	2.8%	-1.1%	6.2%	0.8%	1.4%
6/7/2025	**-3.2%**	-4.3%	-3.5%	-3.1%	-3.3%	-1.7%	-3.3%	-3.5%	-0.8%	-5.6%	2.4%	2.2%	-7.3%
6/14/2025	**-2.4%**	-0.6%	-2.0%	-1.5%	-2.5%	-1.3%	-3.1%	-3.7%	-0.2%	-3.0%	-2.3%	5.1%	1.0%
6/21/2025	**1.3%**	2.4%	2.6%	1.8%	1.0%	1.7%	0.0%	0.5%	6.8%	5.4%	1.4%	11.7%	2.7%
6/28/2025	**-0.1%**	-1.3%	-0.7%	0.4%	0.2%	0.6%	-0.6%	-0.6%	-2.8%	-3.9%	-7.0%	0.7%	-2.1%
1Q19	0.4%	-2.8%	-1.3%	-1.4%	-0.5%	0.0%	2.3%	2.1%	-3.5%	-2.8%	-0.7%	-2.2%	-3.8%
2Q19	-0.1%	-1.4%	-0.9%	-1.0%	-0.7%	-0.6%	1.1%	0.7%	-0.7%	1.3%	0.8%	1.7%	-1.7%
3Q19	-0.1%	-0.2%	-0.2%	-0.7%	0.0%	-0.5%	-0.4%	0.0%	-0.3%	-1.4%	0.1%	0.6%	0.4%
4Q19	-0.1%	1.2%	0.4%	-0.2%	-0.8%	-1.7%	-0.4%	0.4%	-0.4%	-6.5%	0.8%	1.5%	1.3%
1Q22	56.2%	54.0%	53.2%	60.3%	59.4%	52.3%	55.5%	54.2%	29.5%	57.6%	33.0%	31.2%	20.1%
2Q22	10.0%	48.8%	41.8%	15.5%	6.2%	0.5%	-2.6%	5.9%	42.7%	56.7%	13.7%	36.3%	53.0%
3Q22	4.5%	19.7%	21.3%	8.1%	2.9%	-2.3%	-4.0%	2.2%	26.3%	23.0%	5.9%	18.1%	23.2%
4Q22	3.8%	12.4%	15.5%	6.0%	2.7%	-1.1%	-2.9%	1.9%	17.8%	12.7%	7.6%	14.2%	19.8%
1Q23	5.9%	18.3%	19.8%	8.5%	4.9%	0.1%	-2.9%	3.5%	29.3%	16.8%	7.5%	13.6%	25.9%
2Q23	-0.7%	-1.0%	2.6%	1.4%	0.3%	-2.0%	-4.6%	-2.7%	3.3%	5.1%	-1.3%	3.3%	5.1%
3Q23	-0.5%	1.5%	2.6%	1.4%	-0.5%	-1.3%	-3.5%	-1.8%	6.0%	4.1%	1.1%	0.3%	5.0%
4Q23	-1.6%	1.8%	1.5%	0.2%	-1.8%	-2.7%	-4.2%	-3.3%	4.5%	6.4%	0.5%	0.1%	2.1%
1Q24	-2.0%	2.1%	0.9%	-0.9%	-2.7%	-3.6%	-4.0%	-3.2%	4.6%	6.2%	-2.1%	1.5%	2.4%
2Q24	0.9%	4.3%	2.3%	1.5%	0.7%	0.7%	-0.6%	-0.3%	3.8%	4.1%	-0.4%	2.7%	1.8%
3Q24	-0.5%	2.2%	0.4%	0.1%	-0.4%	-1.1%	-1.6%	-1.2%	1.5%	0.5%	1.8%	3.0%	0.4%
4Q24	1.5%	2.3%	1.1%	1.5%	1.9%	1.5%	2.2%	0.5%	2.9%	0.6%	0.8%	5.1%	1.9%
1Q25	0.4%	1.6%	1.3%	0.1%	0.0%	-0.1%	0.9%	-0.3%	0.7%	-0.2%	4.2%	1.6%	0.4%

Source: STR data, Truist Securities research

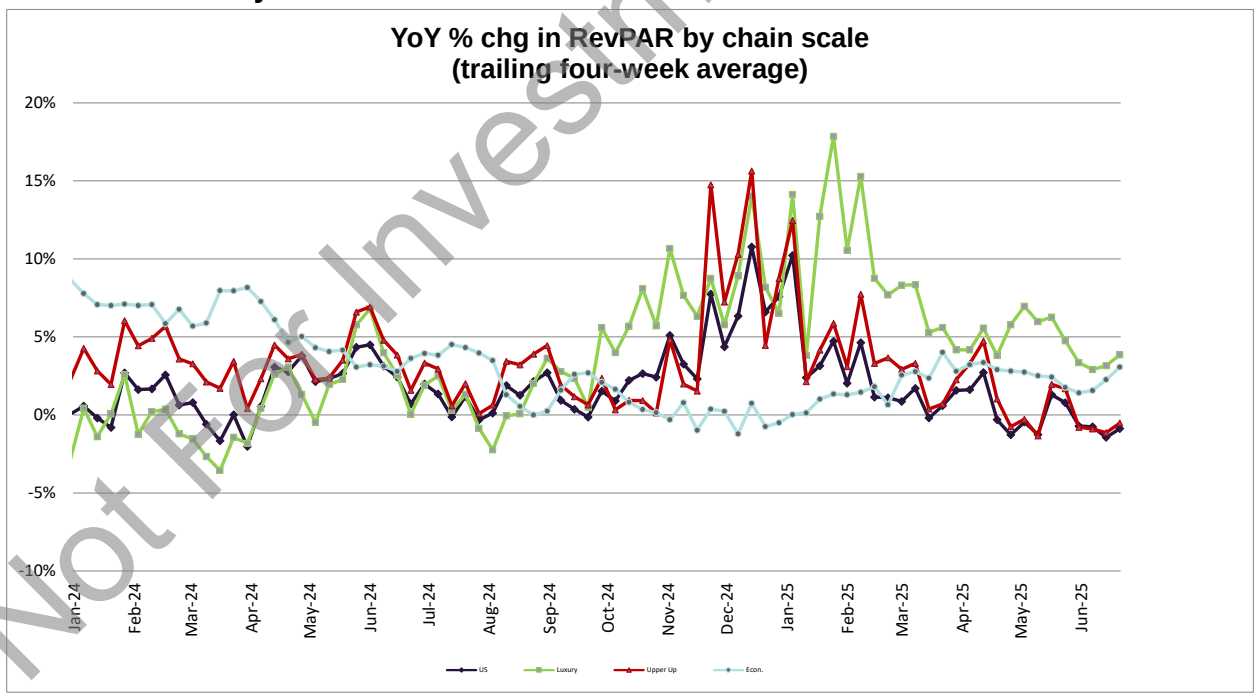
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RevPAR Component Trends



Source: STR data, Truist Securities research

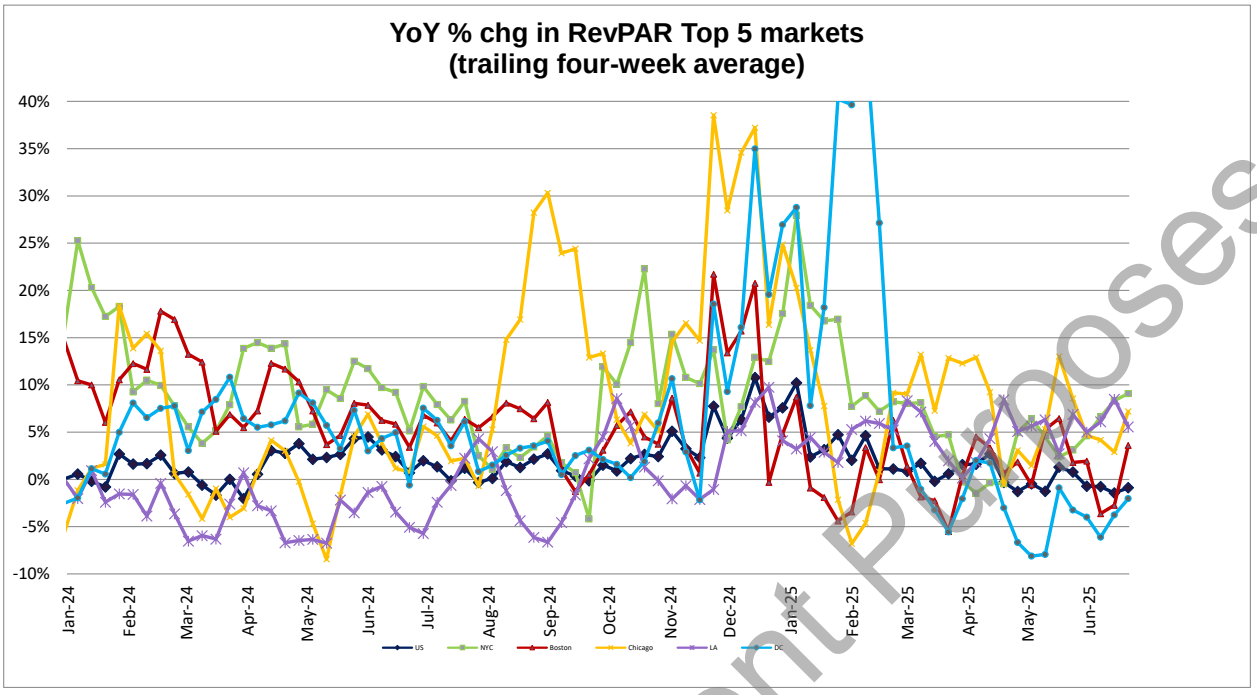
RevPAR Trends by Chain Scale



Source: STR data, Truist Securities research

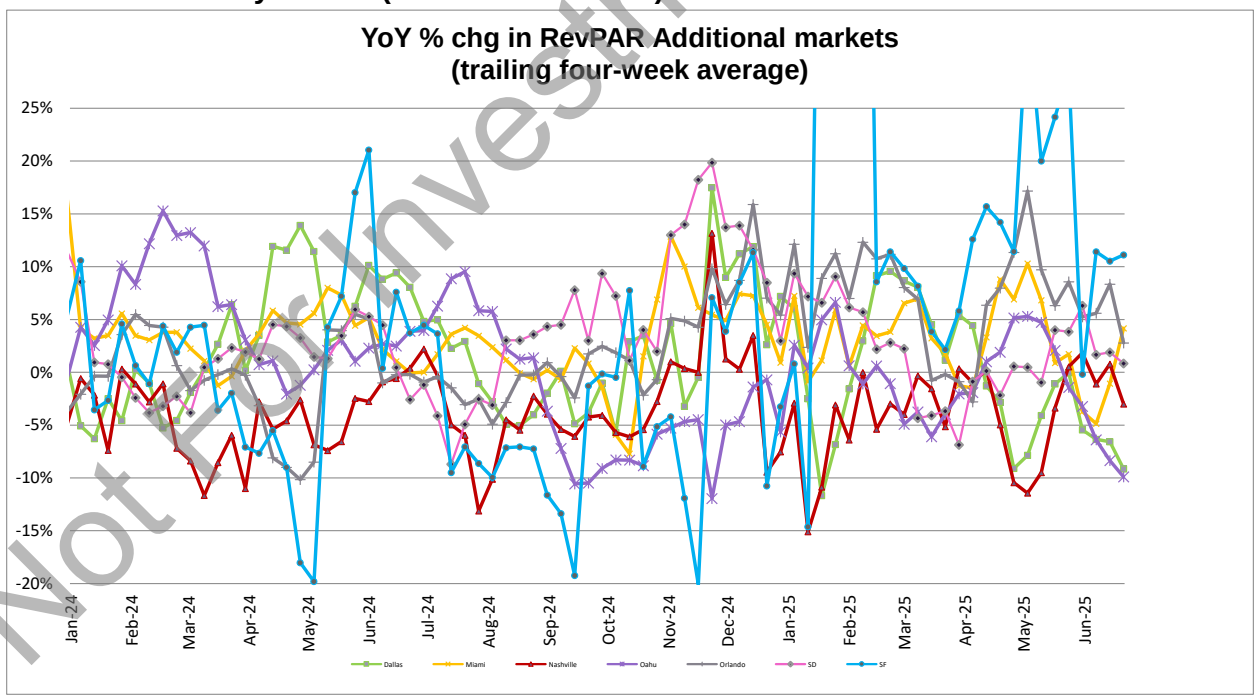
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RevPAR Trends by Market (Top 5 markets)



Source: STR data, Truist Securities research

RevPAR Trends by Market (Additional markets)



Source: STR data, Truist Securities research

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Lodging	TKR	Price 7/1/25	Rating	PT*	% upside/ down-side	Truist Securities Valuation EBITDA excluding Stock Based Comp/Other 2023A EBITDA ($M)* **	2024A EBITDA ($M)* **	2025E EBITDA ($M)* **	2026E EBITDA ($M)* **	As Reported/Consensus/Data Aggregator "Headline" EBITDA 2023A EBITDA ($M)*	2024A EBITDA ($M)* **	2025E EBITDA ($M)* **	2026E EBITDA ($M)* **	Target EV/EBITDA Multiple	Risks
Choice Hotels	CHH	$130.09	Hold	$128	-2%	$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.
DiamondRock Hospitality	DRH	$7.87	Hold	$9	14%	$272	$290	$265	$263	$272	$290	$272	$271	11.0X	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.
Hilton	HLT	$268.96	Hold	$223	-17%	$2,986	$3,353	$3,534	$3,774	$3,089	$3,429	$3,618	$3,861	16.7X	Upside risk: Macro lodging trends improve beyond expectations. Faster than expected net unit growth. Downside risk: slowing pipeline. Deep recession.
Hilton Grand Vacations	HGV	$43.12	Buy	$63	46%	$1,186	$1,058	$1,124	$1,137	$1,186	$1,105	$1,174	$1,189	8.9x	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
Host Hotels & Resorts	HST	$15.87	Hold	$17	7%	$1,630	$1,656	$1,613	$1,520	$1,630	$1,656	$1,613	$1,520	11.0X	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 big box hotels, weak recovery of international travel during the valuation period, macro demand shock to acquired resort assets, labor issues.
Hyatt Hotels	H	$145.39	Buy	$140	-4%	$966	$1,034	$1,029	$1,095	$1,029	$1,096	$1,099	$1,168	15.1X	Downside risk: lodging recovery takes longer than expected. Planned dispositions take longer than expected. Material labor issues to owned hotels. Pipeline growth slower than expected. Aloft Leisure Group underperforms.
Marriott International	MAR	$278.07	Hold	$273	-2%	$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.
Marriott Vacations	VAC	$76.23	Buy	$128	67%	$730	$694	$726	$758	$761	$727	$761	$791	10.4x	Downside risk: M&A story fades and multiples revert to historical levels
Park Hotels & Resorts	PK	$10.65	Hold	$11	3%	$641	$632	$571	$553	$659	$652	$590	$572	11.0X	Downside risk: weak recovery of international travel during the valuation period especially Oahu, macro demand shock impact to major resort assets, labor issues.
Pebblebrook Hotel Trust***	PEB	$10.33	Hold	$9	-13%	$344	$346	$313	$313	$356	$359	$328	$329	12.0X	Upside Risks: Material near-term incremental EBITDA from Legacy LHO assets. Faster than expected San Francisco recovery. Downside Risks: Incremental EBITDA from major CapEx investments take longer than anticipated, contributing to multiple contraction. Very slow recovery in San Francisco.
RLJ Lodging Trust***	RLJ	$7.49	Hold	$7	-7%	$340	$341	$313	$308	$364	$362	$330	$326	10.5X	Upside risk: Government policy reversals that lead to hotel demand rebound. Improved consumer confidence. Return to office mandates lead to improvement in business travel. Downside risk: Scope/timing and/or upside from recessionings underwhelms investor expectations. Investor sentiment is permanently challenged to urban, non-leisure oriented assets and markets as well as to hybrid Lodging REITS.
Ryman Hospitality Properties	RHP	$101.45	Buy	$120	18%	$665	$726	$723	$743	$691	$758	$754	$778	13.0X	Downside risk: Group demand slower than expected. Property-specific risks given a small portfolio.
Sunstone Hotel Investors	SHO	$8.84	Hold	$11	24%	$253	$219	$241	$250	$263	$230	$251	$261	13.0X	Upside risk: faster demand improvement in corporate travel than expected. Renovations lead to faster than expected EBITDA improvements. SHO buys hotels at accretive terms and quickly adds incremental EBITDA during the valuation period. Downside risk: Lodging recovery takes longer than expected, labor issues, weak recovery of international travel to gateway markets, natural disaster risk. Montage/Four Seasons EBITDA stabilizes well lower than expected.
Vail Resorts, Inc.	MTN	$161.03	Buy	$244	52%	$847	$827	$862	$902	$833	$827	$862	$902	13.0X	Downside risks: MTN is subject to prolonged weakness in general economic conditions, including adverse effects on the overall travel and leisure related industries.
Travel + Leisure Co.	TNL	$53.72	Buy	$70	30%	$879	$900	$931	$931	$908	$929	$966	$1,022	8.0X	Downside risk: The timeshare business is especially vulnerable to economic softness. There are potential execution risks post the spin off.
Wyndham Hotels & Resorts	WH	$83.06	Buy	$100	20%	$620	$654	$689	$740	$659	$695	$731	$784	14.0X	Downside risk: Slowdown in development opportunities. Weaker than expected transient trends.

** 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

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