Equity Research Report

March 11, 2026

**CONSUMER:** Lodging

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## Reasons for this report

✓ Sector Update
✓ Data-Driven Analysis

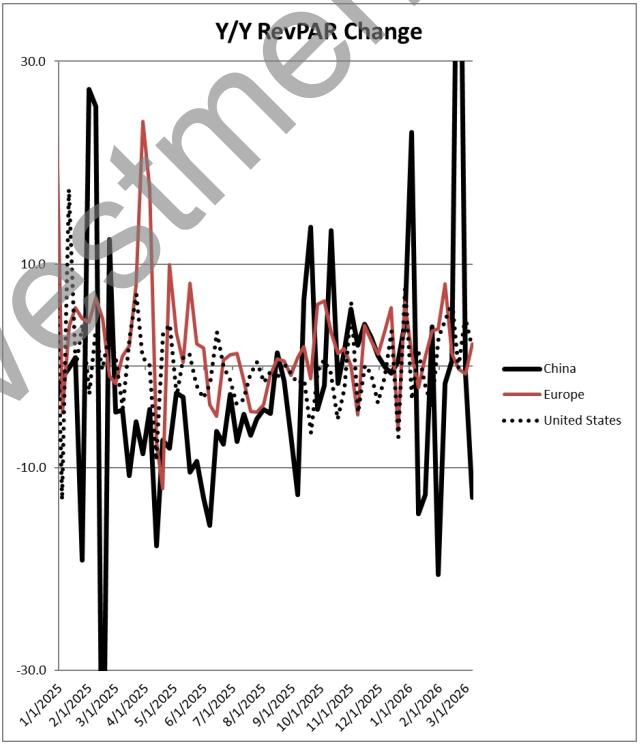
# Lodging - International hotels' RevPAR last week: China -12.9% y/y, Europe -0.8% y/y

**China: Per STR/CoStar for the week ending March 7th, hotel RevPAR in China in local currency was -12.9% y/y vs. -0.8% y/y in the prior week.** Last week's RevPAR was up against a -4.3% y/y comparable result in 2025 vs. -4.6% y/y in the prior week. This compares to the 10-week trailing average of +2.5%. We note the Chinese New Year began on February 17th and lasted through March 3rd in 2026, which was a shift from the 2025 timing of January 29th through February 12th.

**Europe: RevPAR in Europe in Euros was -0.8% y/y vs. -0.3% y/y in the prior week.** Last week's RevPAR was up against a -1.7% comparable result in 2025 and -1.0% in the prior week. This compares to the 10-week trailing average of +2.2%.

**Overall U.S. RevPAR was +4.9% y/y, below the prior week's result of -0.2% y/y and below the trailing 10-week average of +1.9% y/y.**

**Exhibit 1:**




Source: STR/CoStar, Truist Securities

**RevPAR detail for week ending March 7th vs. trailing 28 days:**

China (local currency):

- RevPAR was -12.9% y/y for the week ending March 7th, **lower than** the +11.9% y/y for the trailing 28 days.
- ADR was -3.6% y/y for the week ending March 7th, **lower than** the +20.4% for the trailing 28 days.
- Occupancy was -9.6% y/y for the week ending March 7th, **lower than** the -7.1% for the trailing 28 days.

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Europe (in Euros):

- RevPAR was -0.8% y/y for the week ending March 7th, **lower than** the +1.8% for the trailing 28 days.
- ADR was -2.5% y/y for the week ending March 7th, **lower than** the +1.4% y/y for the trailing 28 days.
- Occupancy was +1.7% y/y for the week ending March 7th, **higher than** the +0.4% for the trailing 28 days.

**EBITDA and rooms exposure by region:**

**EBITDA: Hyatt (H, Buy), InterContinental (IHG, NR), and Marriott (MAR, Hold) are among the Lodging C-corps that have the greatest exposure to Europe and Asia.** From Europe, MAR generates approximately 15% of EBITDA, IHG 15%, Wyndham (WH, Buy) less than 5%, H roughly 5%, and Hilton (HLT, Hold) 10% each. Of these companies, H and MAR have the greatest exposure to Asia (~10-20% of EBITDA). HLT is approximately 10%. Each of the other companies generates 5% to 10% of EBITDA from the Asia-Pacific region. Following the Apple Leisure Group acquisition, H has a relatively high ~25% exposure to the Americas ex-US/Canada.

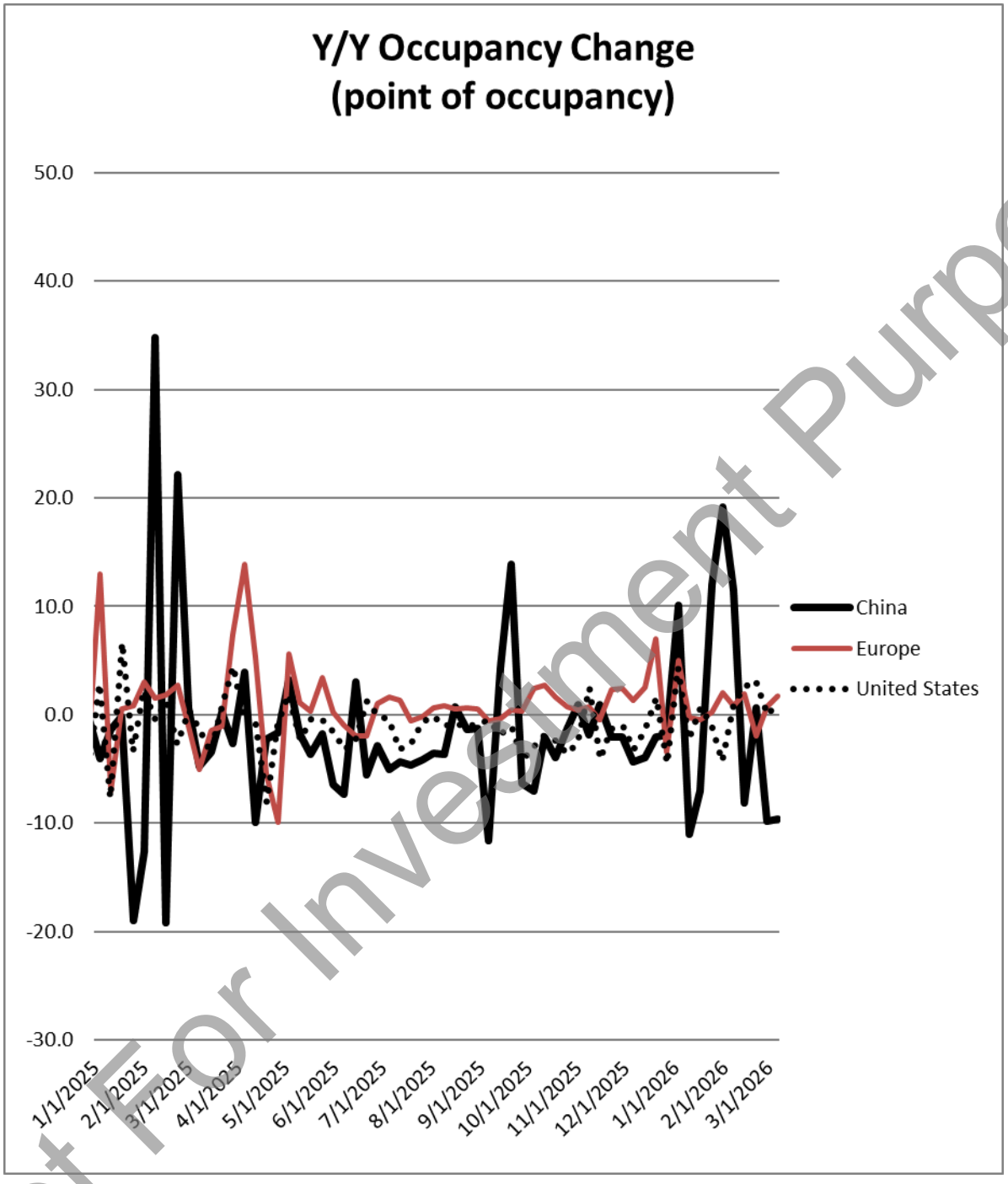
- In a normalized environment, Greater China inclusive of Macau and Hong Kong generally represents half of the Asia-Pacific EBITDA from the C-corps.

**Rooms (as of 4Q25; figures may not round to 100%):**

- Choice Hotels (CHH, Buy):
  - Domestic: 76%
  - Asia-Pacific: 5%
  - Europe/Middle East: 11%
  - Americas (excluding U.S.): 8%
- H (includes owned/leased hotels):
  - United States: 45%
  - Americas (ex U.S.): 17%
  - Greater China: 14%
  - Asia Pacific (ex Greater China): 10%
  - Europe: 11%
  - Middle East/Africa: 3%
- HLT:
  - US: 64%
  - Americas: 6%
  - Europe: 10%
  - Middle East/Africa: 3%
  - Asia Pacific: 17%
- IHG:
  - Americas: 52%
  - EMEAA: 28%
  - Greater China: 20%
- MAR (ex-timeshare):
  - North America: 61%
  - Europe: 10%
  - Middle East/Africa: 5%
  - Asia Pacific: 20%
  - Caribbean/Latin America ("CALA"): 5%
- WH:
  - US: 58%
  - Canada: 5%
  - Greater China: 15%
  - Rest of Asia: 5%
  - Europe/Middle East/Africa: 12%
  - Latin America: 5%

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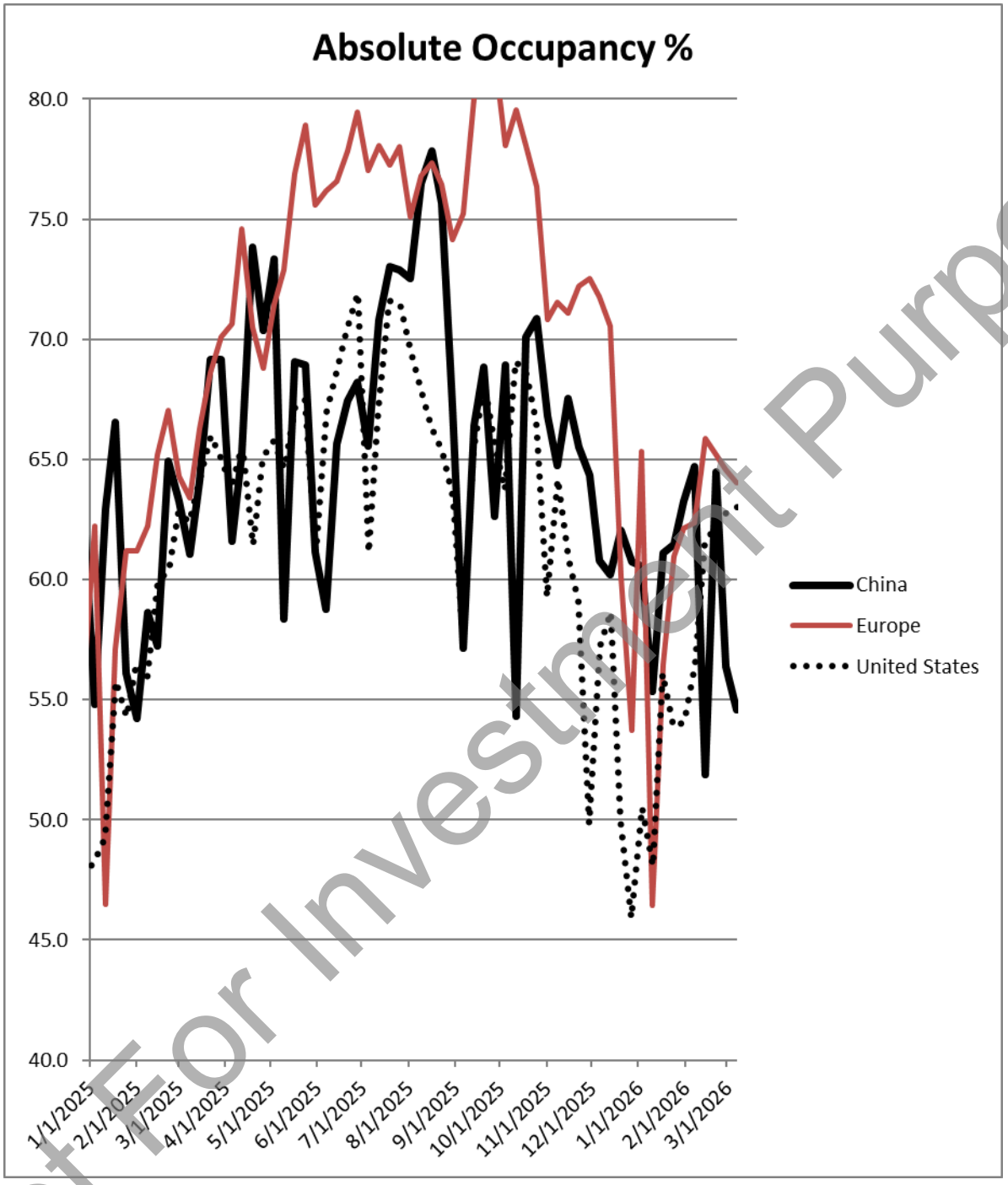
**Exhibit 2: Y/Y Occupancy change for China, Europe, US**




Source: STR, Truist Securities research

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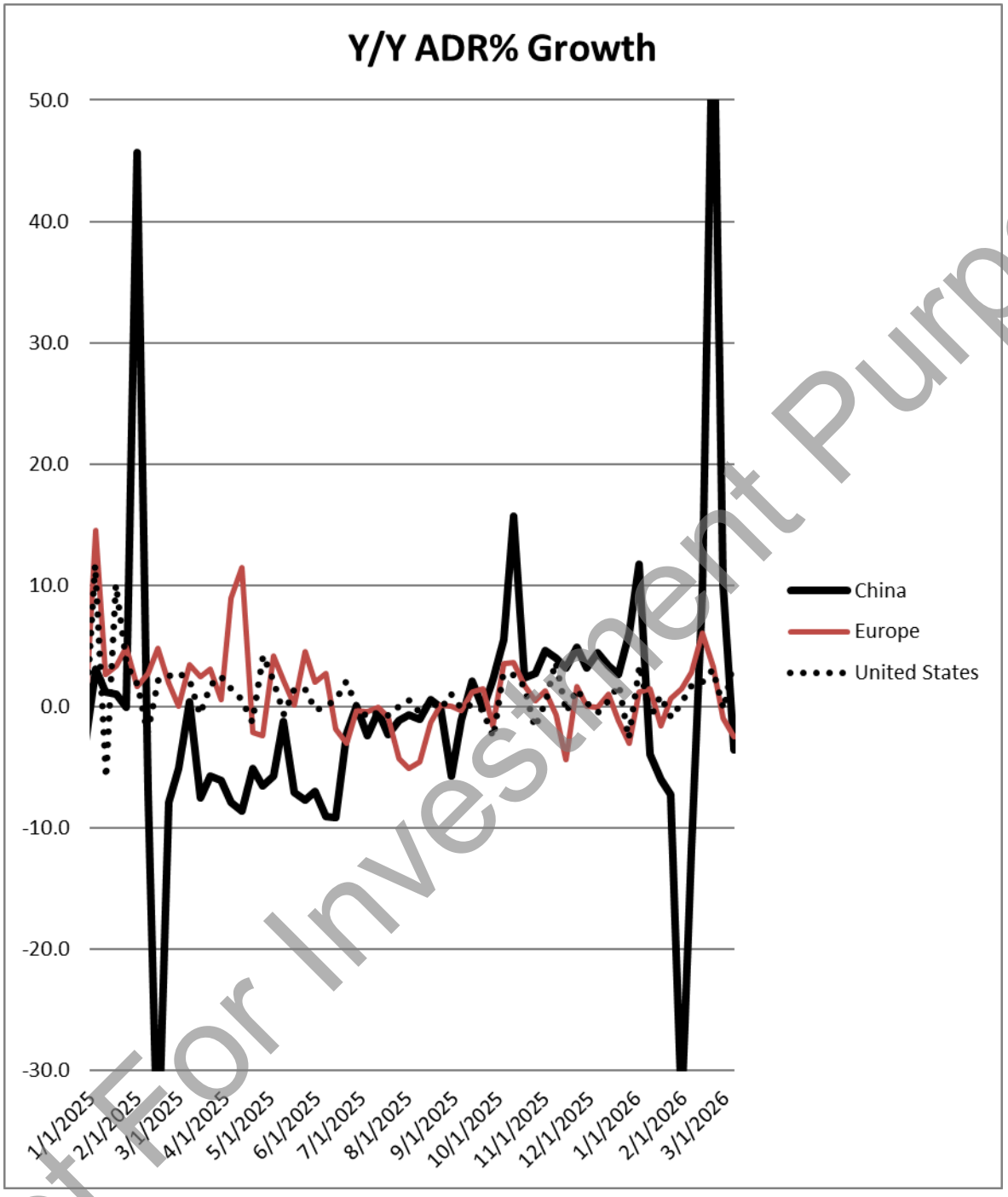
**Exhibit 3: Absolute Occupancy % for China, Europe, US**




Source: STR, Truist Securities research

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**Exhibit 4: Y/Y ADR % change for China, Europe, US**




Source: STR, Truist Securities research

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## H: Valuation and Risks

Our price target of $168 is derived by applying a 15.4x target EV/EBITDA multiple (a blended average of the industry multiples for each business segment) to our estimate for 2026 EBITDA. Our sum-of-the-parts analysis on our 2026 segment multiple assumptions include (12.5x owned EBITDA u/c, 16.5x fees EBITDA (up from 16.0x prior)) and other segments/ALG (10-12x, u/c).

Risks to our rating and price target: Material labor issues to owned hotels. Regional risks to the Caribbean including material new competitive supply growth. H pipeline growth slower than expected. Apple Leisure Group underperforms Hyatt's guidance.

## MAR: Valuation and Risks

Our $350 price target is based on a 17.7x blended multiple on our 2027E EBITDA. In the parts, we assign a 12.0x multiple of EBITDA to the Owned segment and 18.0x fees EBITDA (the fees EBITDA also includes credit card branding fees, a 10x multiple business) to the managed/franchised business. The multiple is towards the higher end of the historical range of 9-18x.

Risks to our rating and price target:

Upside Risks: Significant U.S macroeconomic improvement results in large recovery in transient corporate and group/convention demand. Owned assets sell for premium prices relative to MAR expectations. Supply growth is stronger than expectations. Consolidation in the lodging industry benefits MAR.

Downside Risks: Deep macroeconomic recession. Geopolitical, inflation, and policy risks negatively impact lodging demand. Inability to grow pipeline in line with Street expectations.

## HLT: Valuation and Risks

We apply a blended multiple of 18.9x (11.0x for Owned/leased and 19.0x for Managed/franchised) to our 2027 adjusted EBITDA estimate to derive a price target of $307. This multiple is above the high end of the historical range of 10x-16x which we view as appropriate based on current trading fundamentals/flight to quality consumer stocks and HLT's improved EBITDA margins since 2019.

Risks to our rating and price target:

Upside risks include: Higher than expected pipeline growth, material RevPAR growth (macroeconomic improvement beyond expectations), material market share gains.
Downside risks include: Growth trajectory could disappoint. Pipeline growth could either slow down or projects scheduled for construction could be canceled, which would diminish system growth for the firm and disappoint investors.

## WH: Valuation and Risks

Our price target of $99 for WH is based on a 14.0x target EV/EBITDA multiple (in line with portfolio quality/RevPAR relative to peers) of our 2026 EBITDA estimate.

Risks to our rating and price target: Slowdown in development opportunities. Macro demand/pipeline headwinds.

## CHH: Valuation and Risks

Our price target of $126 for CHH is derived by applying a 12.0x target EV/EBITDA multiple (slightly above industry average and in the midpoint of CHH's historical trading multiple range) to our 2026 EBITDA estimate.

Risks to our rating and price target include: Downside risks: slowdown in development opportunities, high construction costs, newly created brands grow slower than expectations, and underperformance by Radisson.

## Companies Mentioned in This Note

**Choice Hotels International, Inc.** (CHH, $95.98, Buy, C. Patrick Scholes)
**Hyatt Hotels Corporation** (H, $151.99, Buy, C. Patrick Scholes)
**Hilton Worldwide Holdings Inc.** (HLT, $298.37, Hold, C. Patrick Scholes)
**Marriott International, Inc.** (MAR, $326.00, Hold, C. Patrick Scholes)
**Wyndham Hotels & Resorts, Inc.** (WH, $73.93, Buy, C. Patrick Scholes)
InterContinental Hotels Group PLC (IHG, Not Rated)

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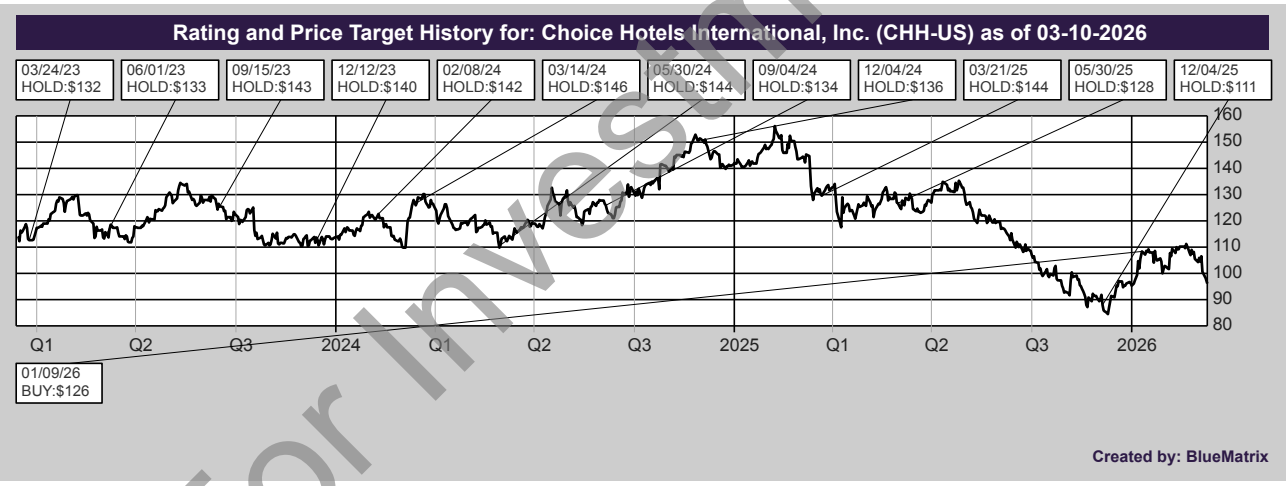
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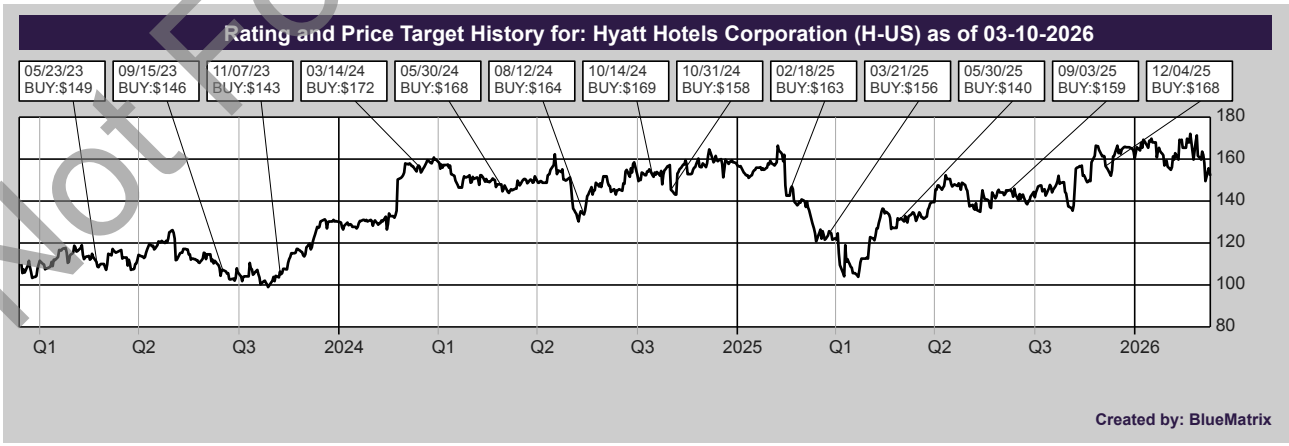
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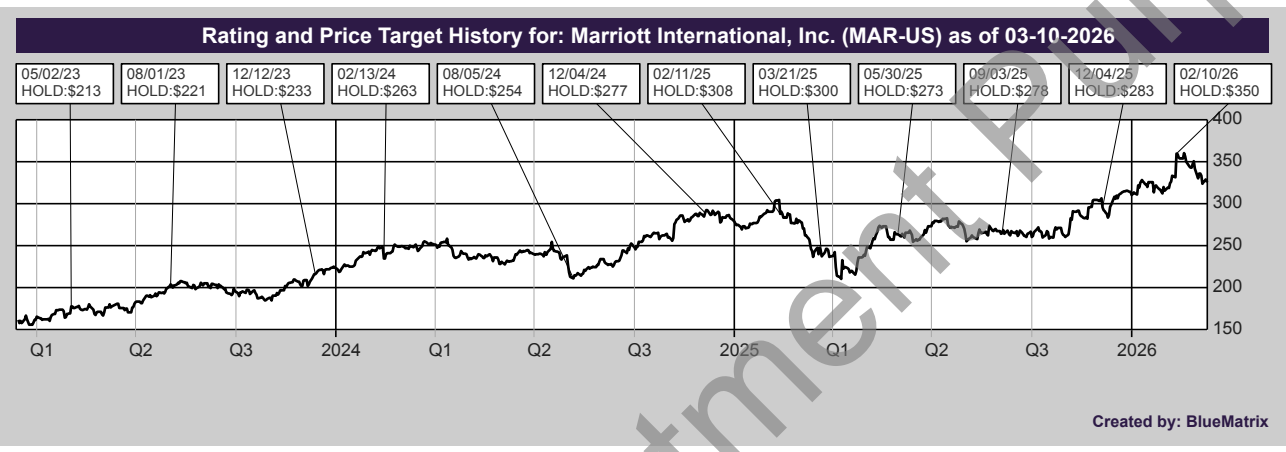
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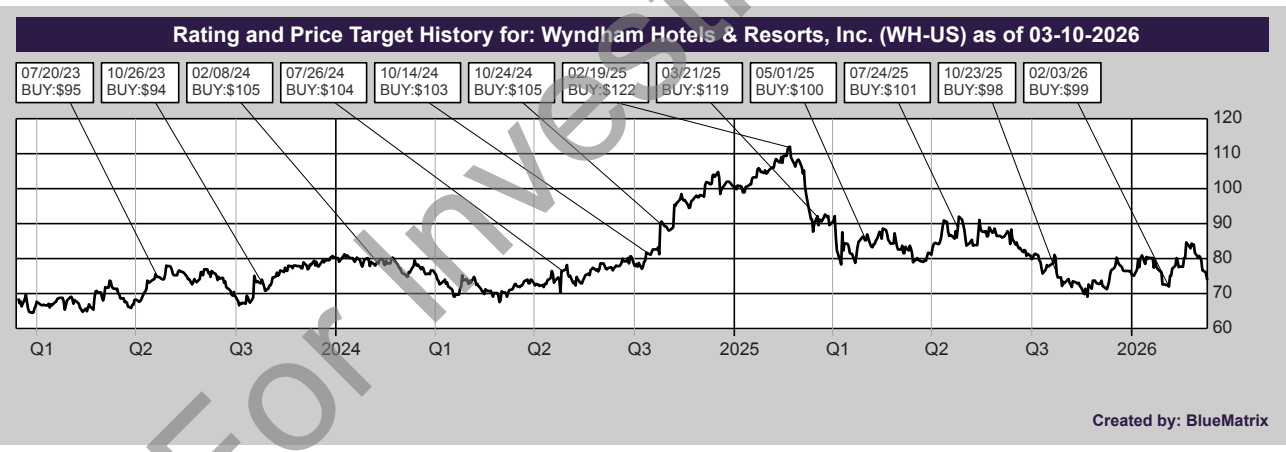



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