

CONSUMER: Lodging

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Reasons for this report

- ✓ Sector Update
- ✓ Data-Driven Analysis

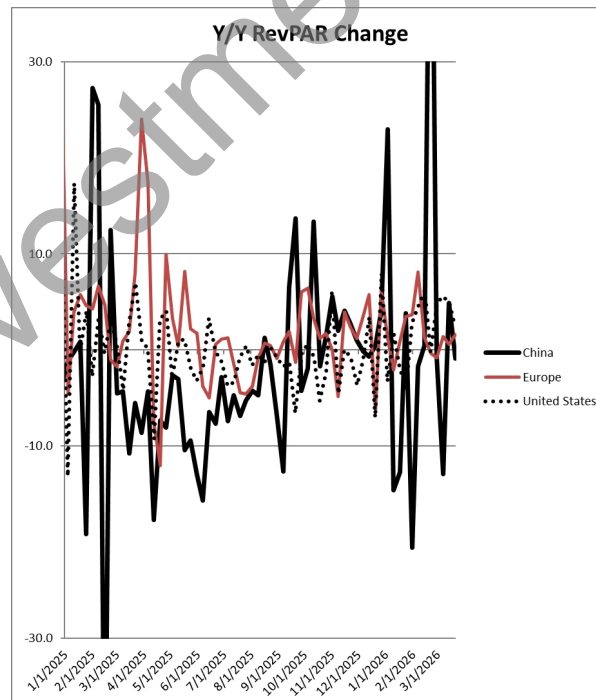
Lodging - International hotels' RevPAR last week: China **+0.9% y/y**, Europe **+0.6% y/y**

China: Per STR/CoStar for the week ending March 21st, hotel RevPAR in China in local currency was **-0.9% y/y vs. +4.9% y/y in the prior week**. This compares to the 10-week trailing average of +2.1%. *By comparison for 2026 (no quarterly guide), Hilton (HLT, Hold) and Marriott (MAR, Hold) expect China RevPAR to be roughly flat y/y.* Last week's RevPAR was up against a -5.5% y/y comparable result in 2025 vs. -10.8% y/y in the prior week.

Europe: RevPAR in Europe in Euros was **+0.6% y/y vs. +1.4% y/y in the prior week**. This compares to the 10-week trailing average of +1.6%. *By comparison for 2026 (no quarterly guide), HLT expects Europe's RevPAR to grow low-single-digit percentages.* Last week's RevPAR was up against a +1.9% comparable result in 2025 and +0.9% in the prior week.

Overall U.S. RevPAR was +4.9% y/y, below the prior week's result of +5.6% y/y and above the trailing 10-week average of +2.4% y/y.

Exhibit 1:



Source: STR/CoStar, Truist Securities

RevPAR detail for week ending March 21st vs. trailing 28 days:

China (local currency):

- RevPAR was -0.9% y/y for the week ending March 21st, **higher than the -2.6% y/y for the trailing 28 days.**
- ADR was +3.2% y/y for the week ending March 21st, **slightly lower than the +3.4% for the trailing 28 days.**
- Occupancy was -4.0% y/y for the week ending March 21st, **higher than the -5.8% for the trailing 28 days.**

Europe (in Euros):

- RevPAR was +0.6% y/y for the week ending March 21st, **slightly higher than** the +0.2% for the trailing 28 days.
- ADR was -0.7% y/y for the week ending March 21st, **in-line with** the -0.7% y/y for the trailing 28 days.
- Occupancy was +1.3% y/y for the week ending March 21st, **slightly higher than** the +0.9% for the trailing 28 days.

EBITDA and rooms exposure by region:

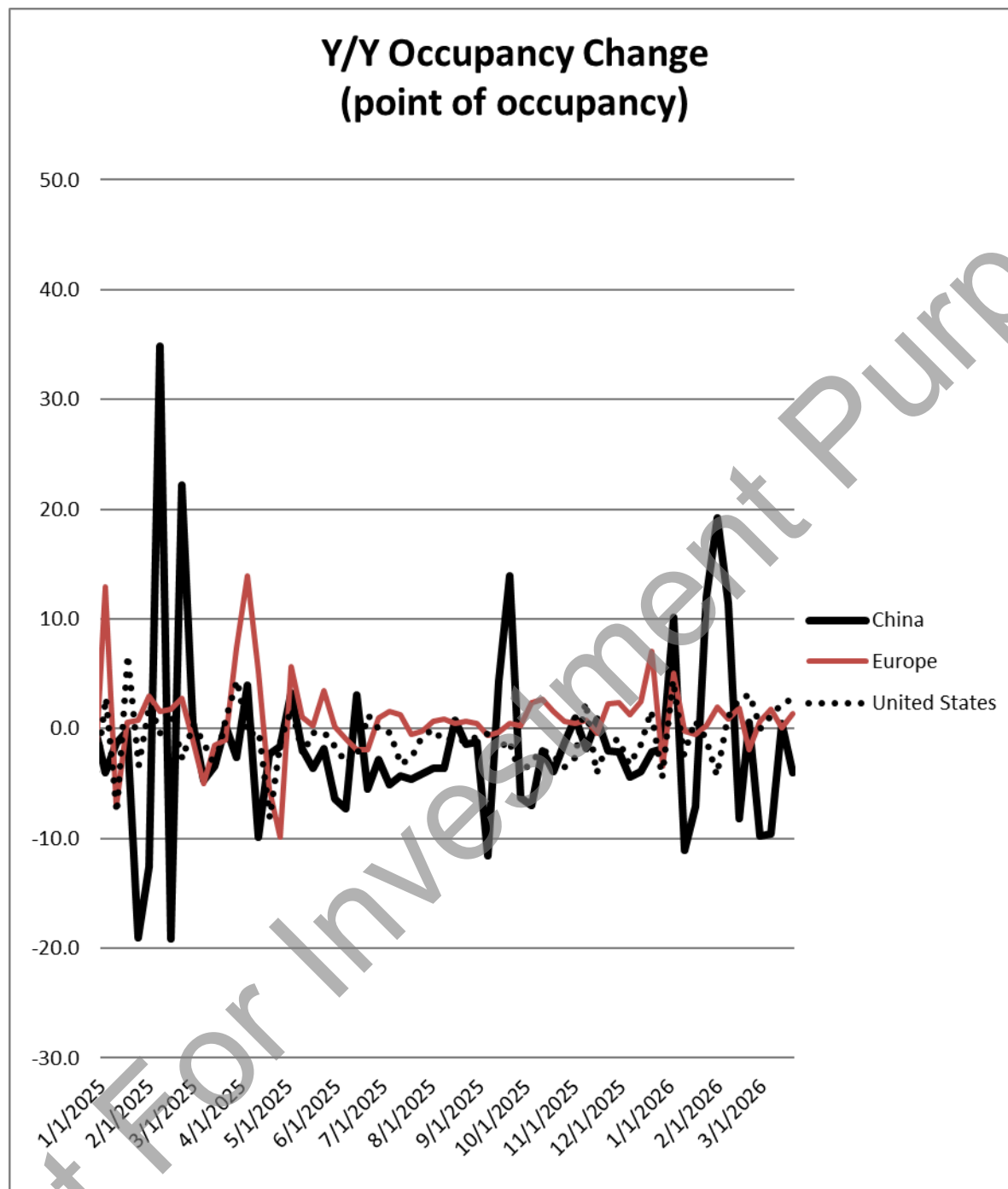
EBITDA: Hyatt (H, Buy), InterContinental (IHG, NR), and Marriott (MAR, Hold) are among the Lodging C-corps that have the greatest exposure to Europe and Asia. From Europe, MAR generates approximately 15% of EBITDA, IHG 15%, Wyndham (WH, Buy) less than 5%, H roughly 5%, and Hilton (HLT, Hold) 10% each. 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%):

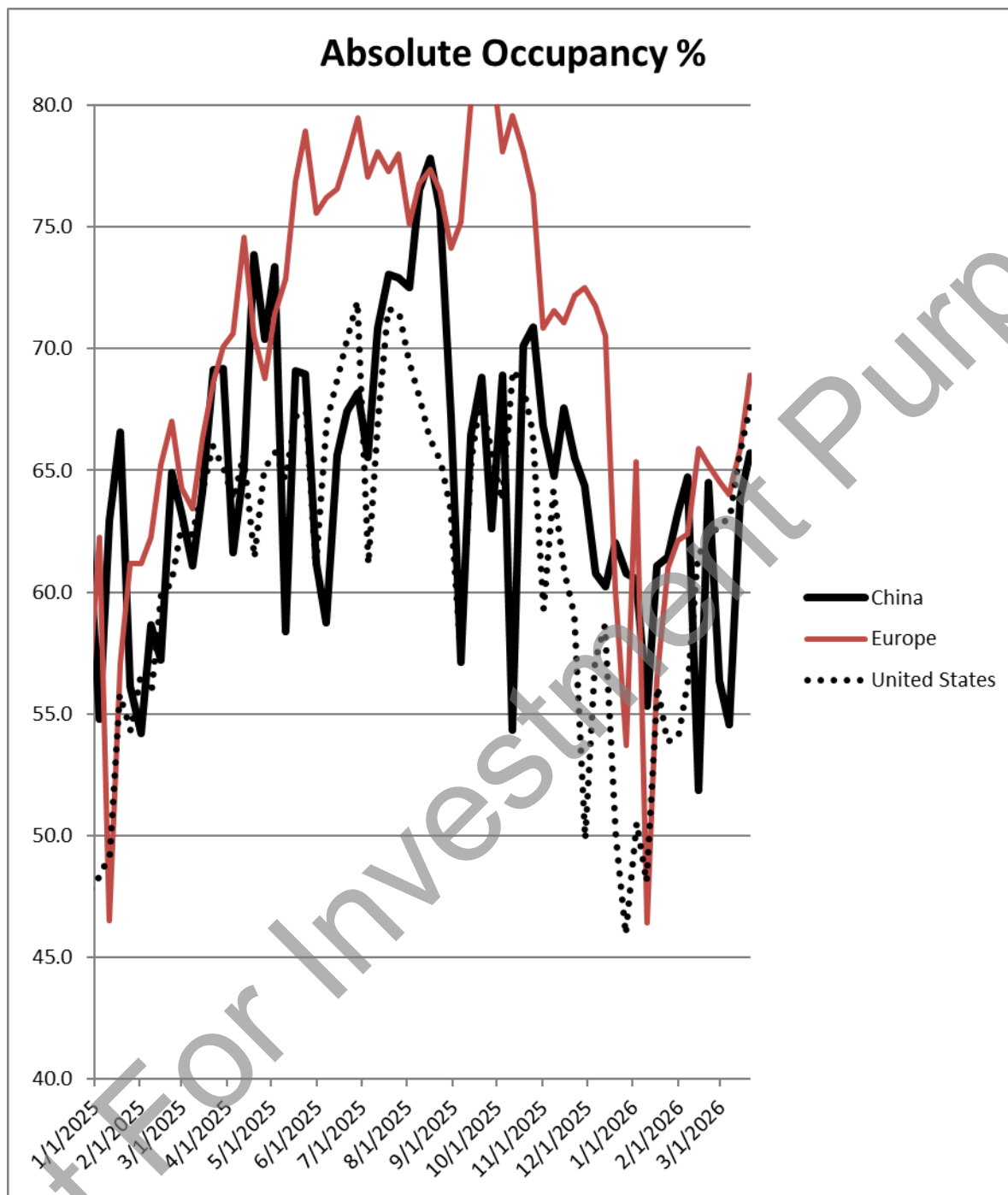
- Choice Hotels (CHH, Buy):
 - Domestic: 76%
 - Asia-Pacific: 5%
 - Europe/Middle East: 11%
 - Americas (excluding U.S.): 8%
- H (includes owned/leased hotels):
 - United States: 45%
 - Americas (ex U.S.): 17%
 - Greater China: 14%
 - Asia Pacific (ex Greater China): 10%
 - Europe: 11%
 - Middle East/Africa: 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%

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



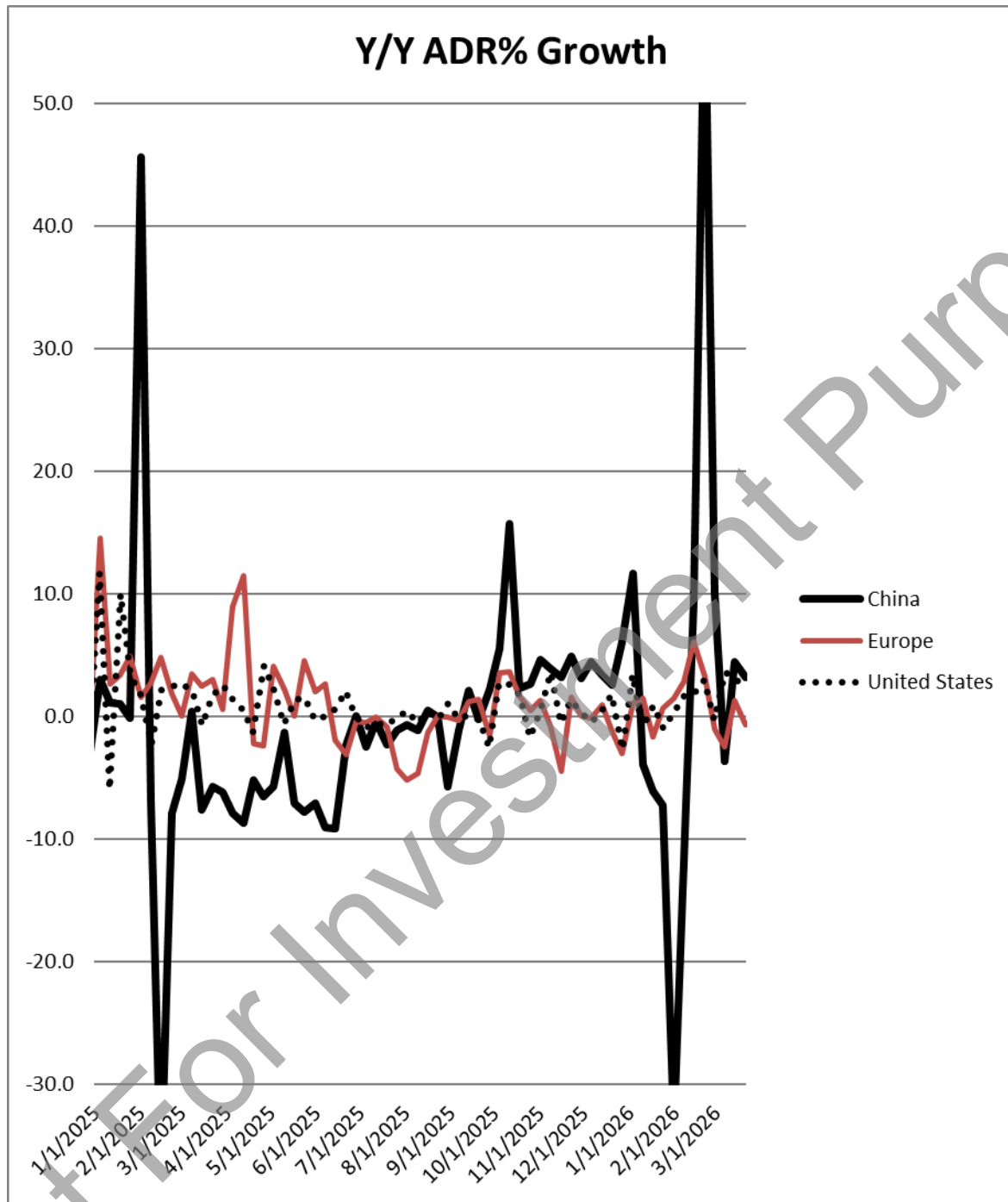
Source: STR, Truist Securities research

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



Source: STR, Truist Securities research

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



Source: STR, Truist Securities research

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, \$99.00, Buy, C. Patrick Scholes)

Hyatt Hotels Corporation (H, \$145.68, Buy, C. Patrick Scholes)

Hilton Worldwide Holdings Inc. (HLT, \$299.91, Hold, C. Patrick Scholes)

Marriott International, Inc. (MAR, \$324.29, Hold, C. Patrick Scholes)

Wyndham Hotels & Resorts, Inc. (WH, \$77.39, Buy, C. Patrick Scholes)

InterContinental Hotels Group PLC (IHG, Not Rated)

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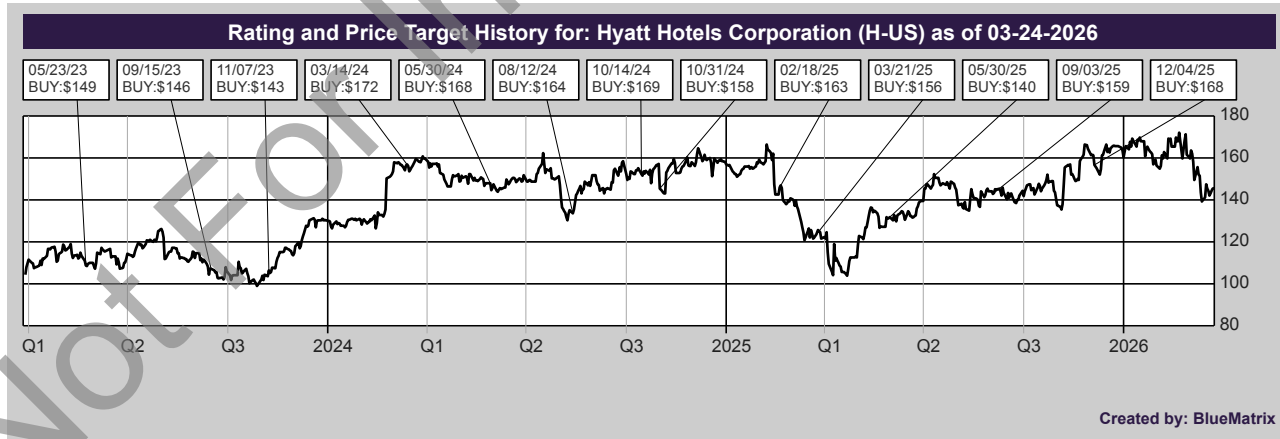
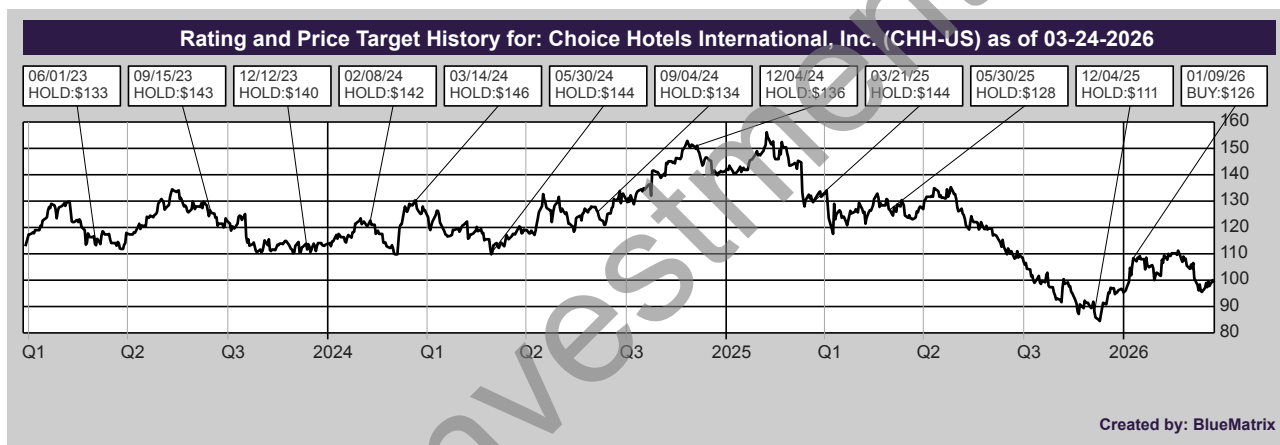
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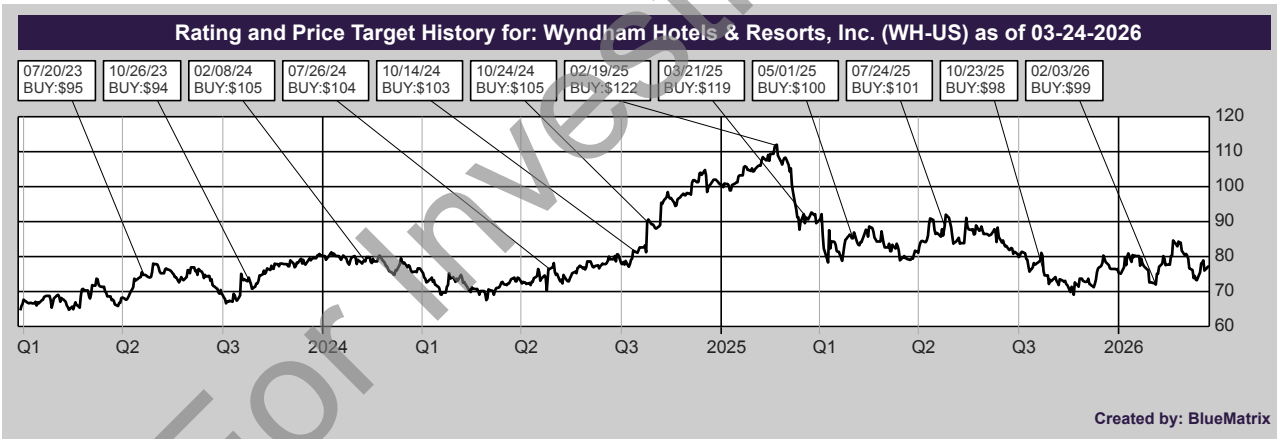
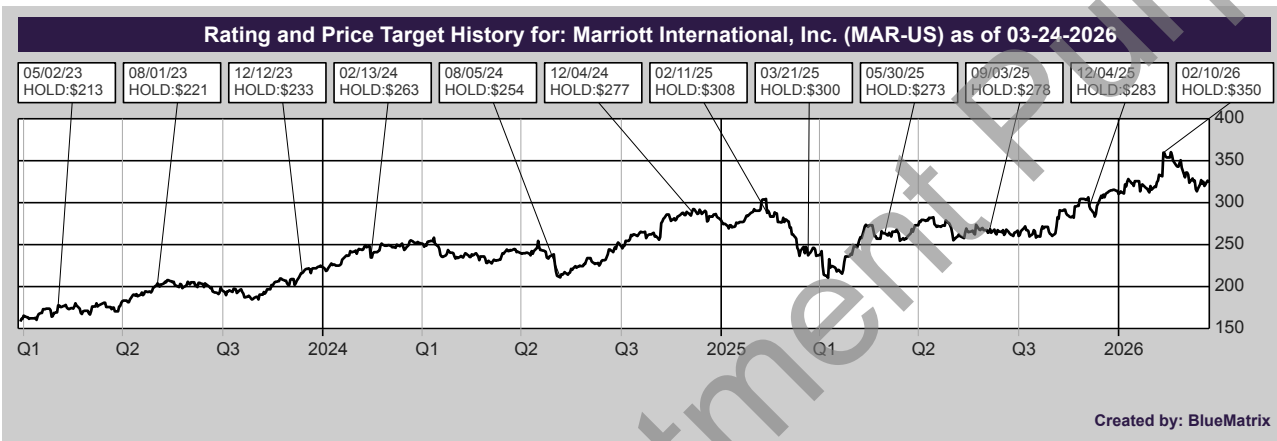
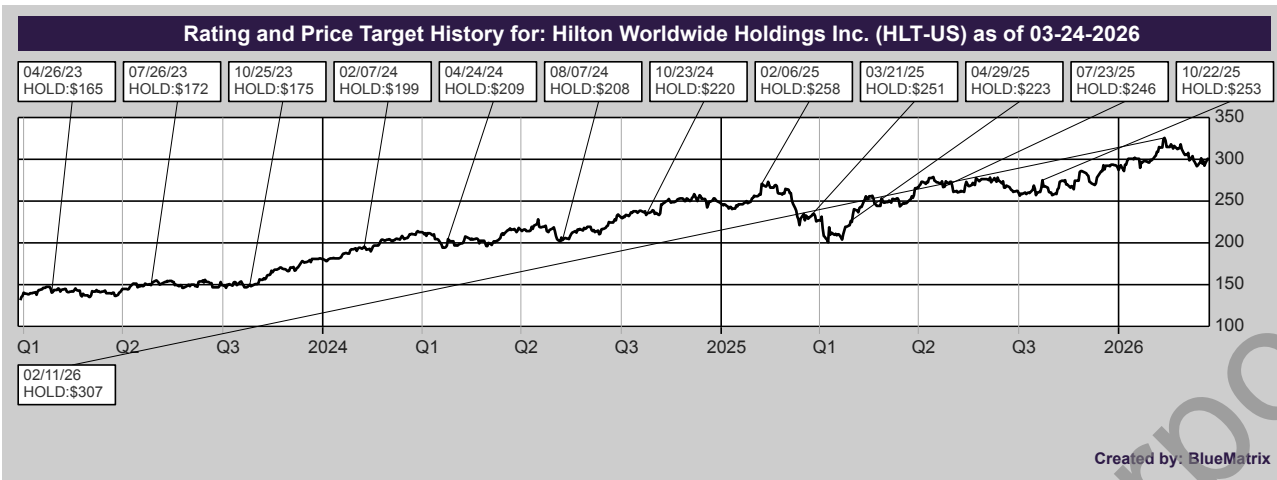
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