Equity Research Report

September 16, 2026

CONSUMER: Lodging

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Reasons for this report

✓ Sector Update
✓ Data-Driven Analysis

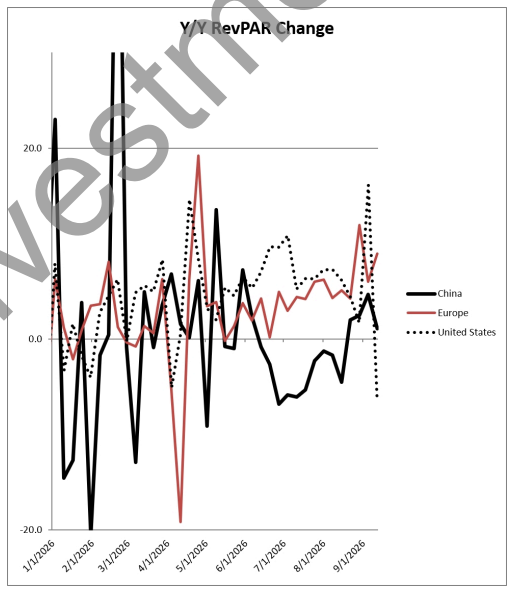
Lodging - International hotels' RevPAR last week: China +1.1% y/y, Europe +9.0% y/y

China: Per STR/CoStar for the week ending September 12th, hotel RevPAR in China in local currency was +1.1% y/y vs. +4.7% y/y in the prior week. This compares to the 10-week trailing average of -1.1%. *By comparison for 2026 (no quarterly guide), Hilton (HLT, Hold) expects China RevPAR to be down low-single digits y/y and Marriott (MAR, Hold) expects China to be +2-3% y/y*. Last week's RevPAR was up against a +6.5% y/y comparable result in 2025 vs. -12.7% y/y in the prior week. Results in China have softened the past several months which we believe due to China's cooling economy.

Europe: RevPAR in Europe in Euros was +9.0% y/y vs. +6.0% y/y in the prior week. This compares to the 10-week trailing average of +6.1%. *By comparison for 2026 (no quarterly guide), HLT expects Europe's RevPAR to grow mid-single digits y/y*. Last week's RevPAR was up against a +0.8% y/y comparable result in 2025 and -0.9% y/y in the prior week.

Overall U.S. RevPAR was -6.2% y/y, above the prior week's result of +16.1% y/y and the trailing 10-week average of +5.5% y/y.

Exhibit 1:



Source: STR/CoStar, Truist Securities

RevPAR detail for week ending September 12th vs. trailing 28 days:

China (local currency):

- RevPAR was +1.1% y/y for the week ending September 12th, **below** the +2.4% y/y for the trailing 28 days.
- ADR was +0.0% y/y for the week ending September 12th, **in line** with +0.0% y/y for the trailing 28 days.
- Occupancy was +1.1% y/y for the week ending September 12th, **below** the +2.4% y/y for the trailing 28 days.

Europe (in Euros):

- RevPAR was +9.0% y/y for the week ending September 12th, **above** the +7.6% y/y for the trailing 28 days.

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- ADR was +7.2% y/y for the week ending September 12th, **above** the +6.1% y/y for the trailing 28 days.
- Occupancy was +1.6% y/y for the week ending September 12th, **above** the +1.4% y/y 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%. 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.

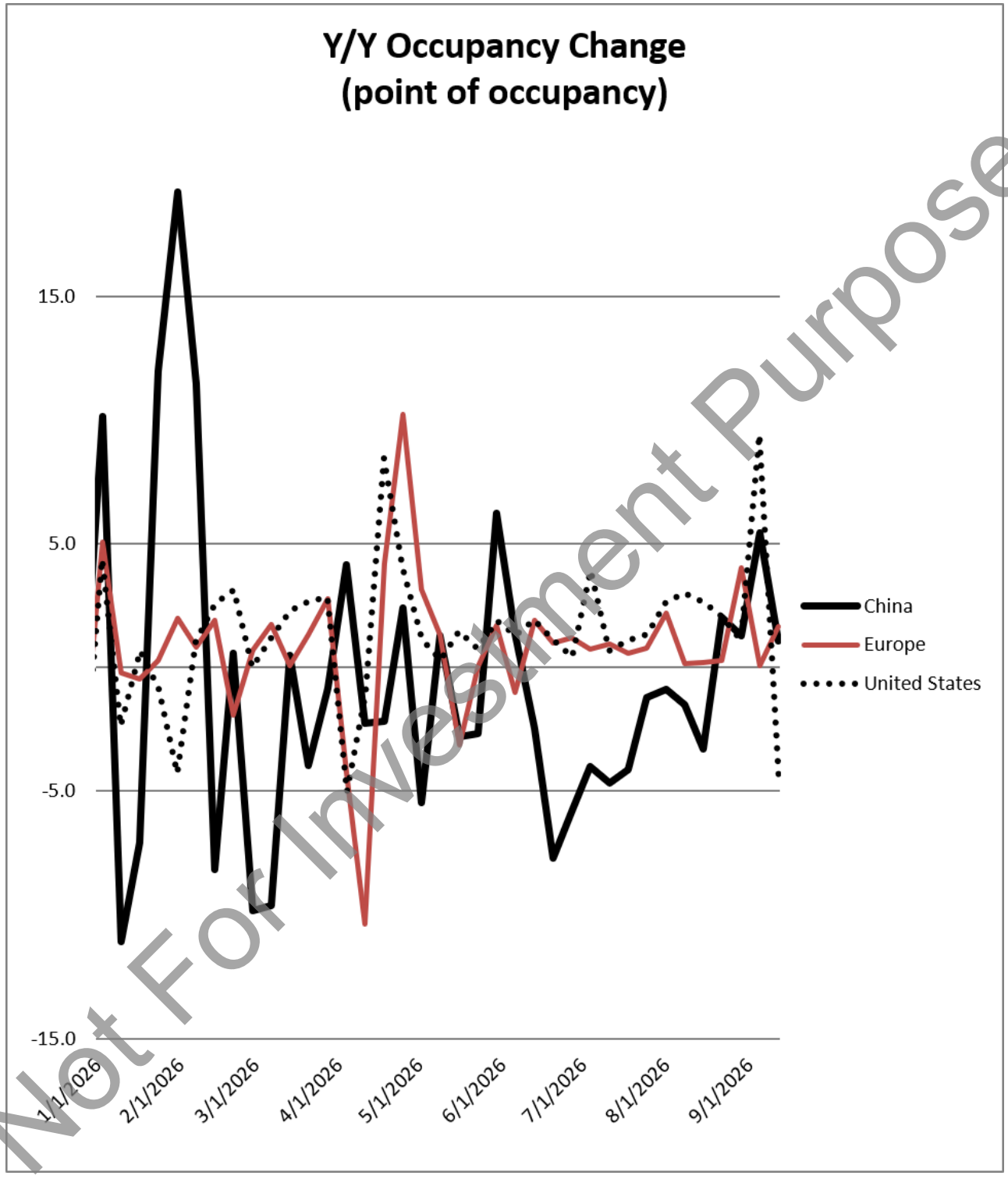
- In a normalized environment, Greater China inclusive of Macau and Hong Kong generally represents half of the Asia-Pacific EBITDA from the C-corps.

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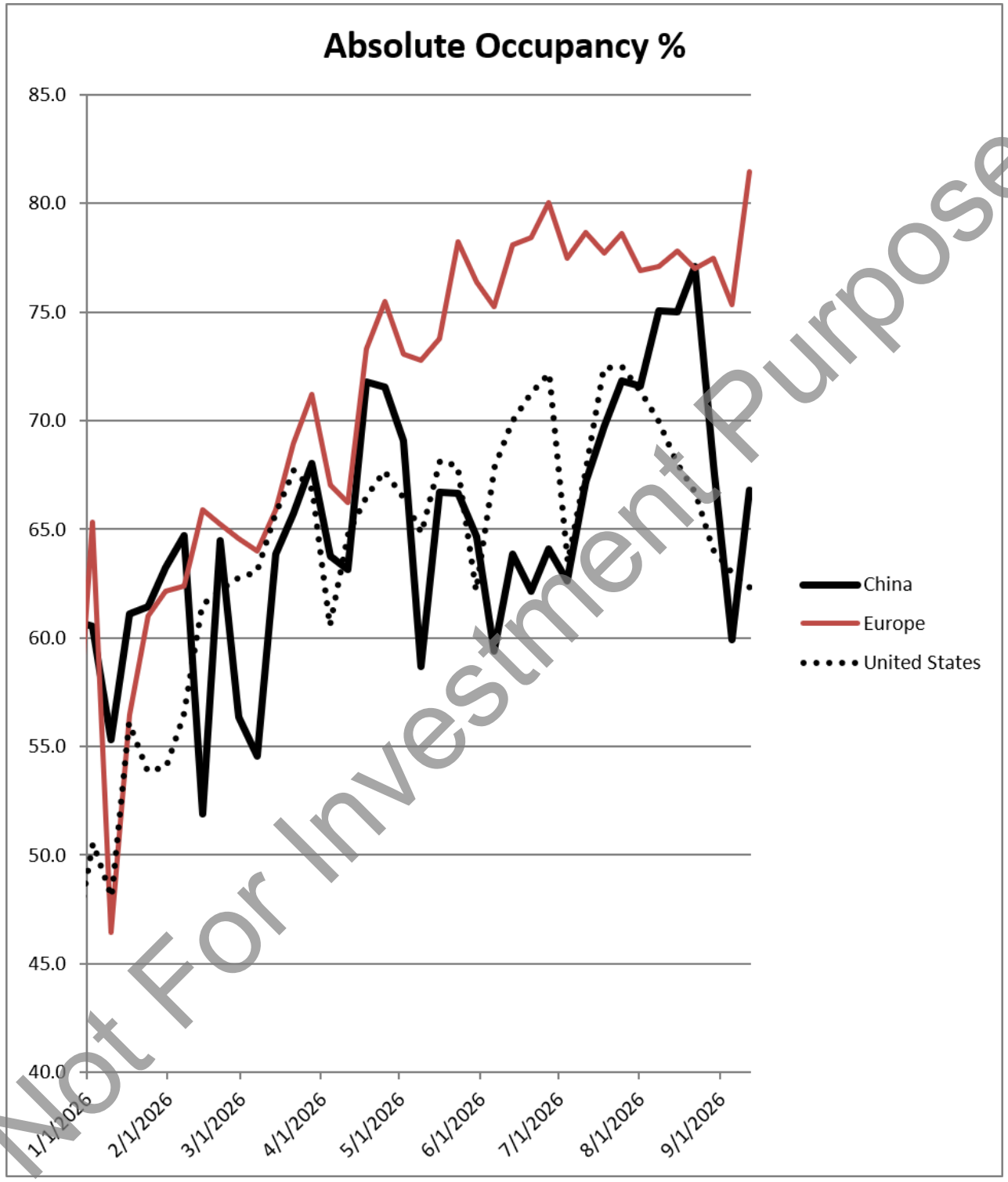
Exhibit 2: Y/Y Occupancy change for China, Europe, US



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Source: STR, Truist Securities research

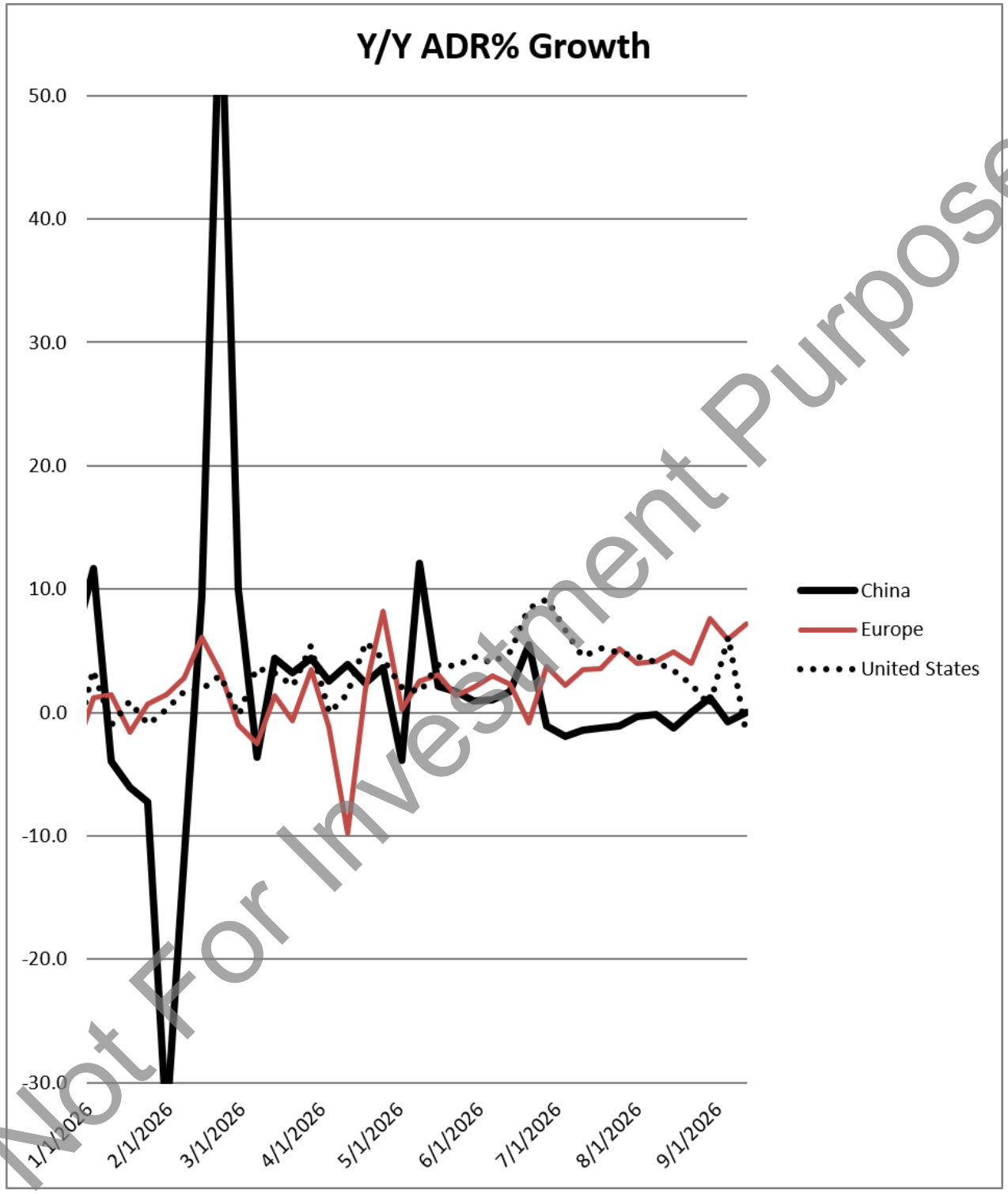
Exhibit 3: Absolute Occupancy % for China, Europe, US



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Source: STR, Truist Securities research

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



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Source: STR, Truist Securities research

H: Valuation and Risks

Our price target of $198 is derived by applying a 16.8x target EV/EBITDA multiple (a blended average of the industry multiples for each business segment) to our estimate for 2027 EBITDA. Our sum-of-the-parts analysis on our 2027 segment multiple assumptions include (13.0x owned EBITDA, 18.0x fees EBITDA, and other segments/distribution 11-12x EBITDA).

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 $360 price target is based on a 17.8x 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 18.8x (11.5x for Owned/leased and 19.0x for Managed/franchised) to our 2027 adjusted EBITDA estimate to derive a price target of $316. 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 $104 for WH is based on a 14.0x target EV/EBITDA multiple (in line with portfolio quality/RevPAR relative to peers) of our 2027 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 $129 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 2027 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, $97.42, Buy, C. Patrick Scholes)
Hyatt Hotels Corporation (H, $160.19, Buy, C. Patrick Scholes)
Hilton Worldwide Holdings Inc. (HLT, $307.79, Hold, C. Patrick Scholes)
Marriott International, Inc. (MAR, $337.24, Hold, C. Patrick Scholes)
Wyndham Hotels & Resorts, Inc. (WH, $67.48, Buy, C. Patrick Scholes)
InterContinental Hotels Group PLC (IHG, Not Rated)

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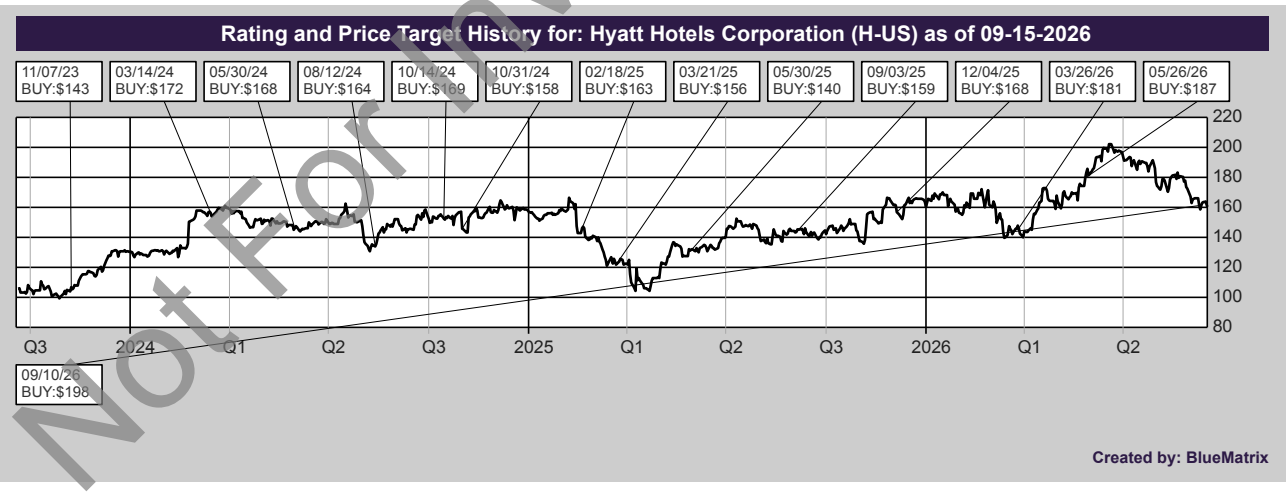
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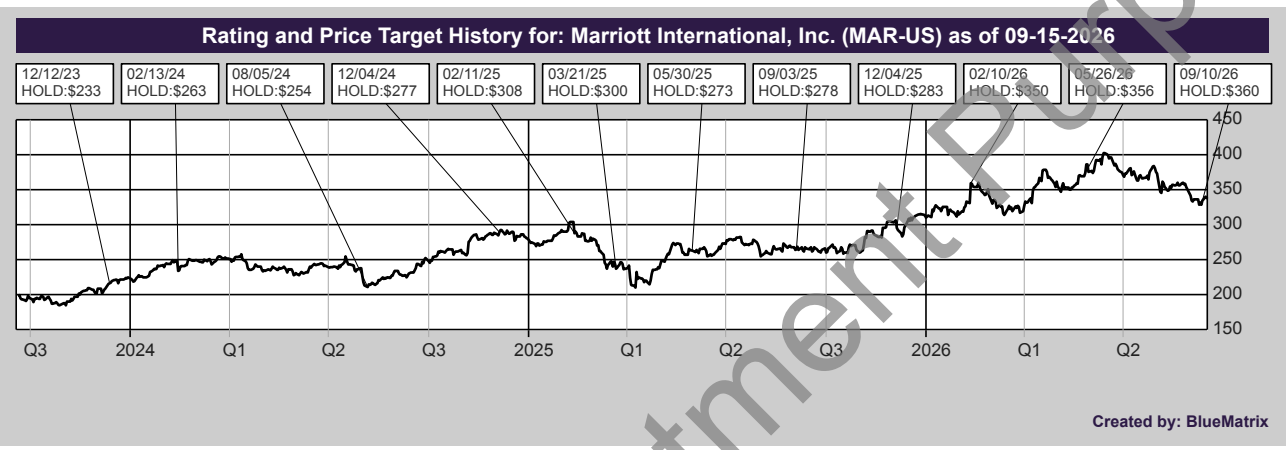
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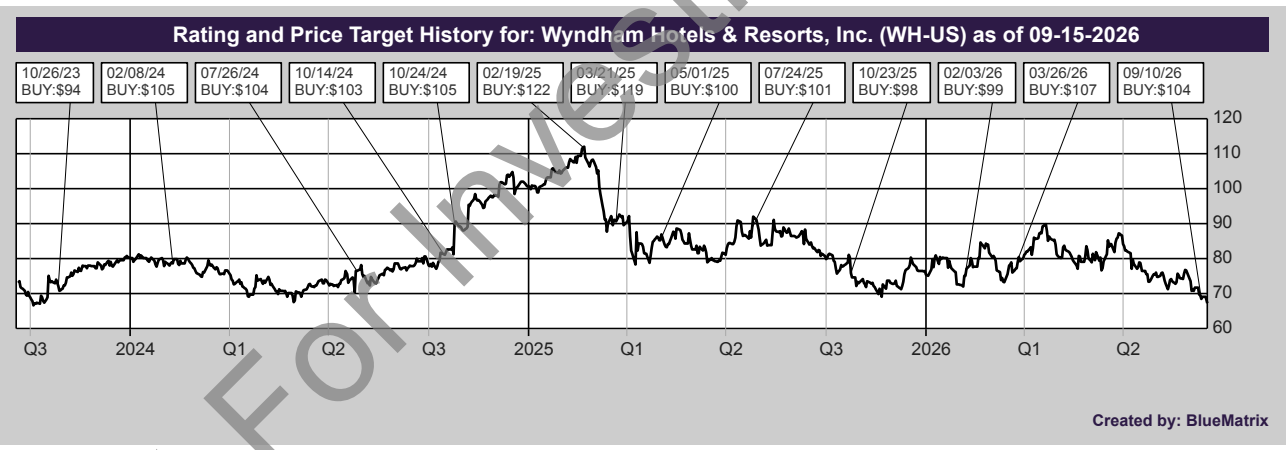




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