



U.S. & Kansas Hotel Performance

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35 years
of expertise



Data from
180 countries

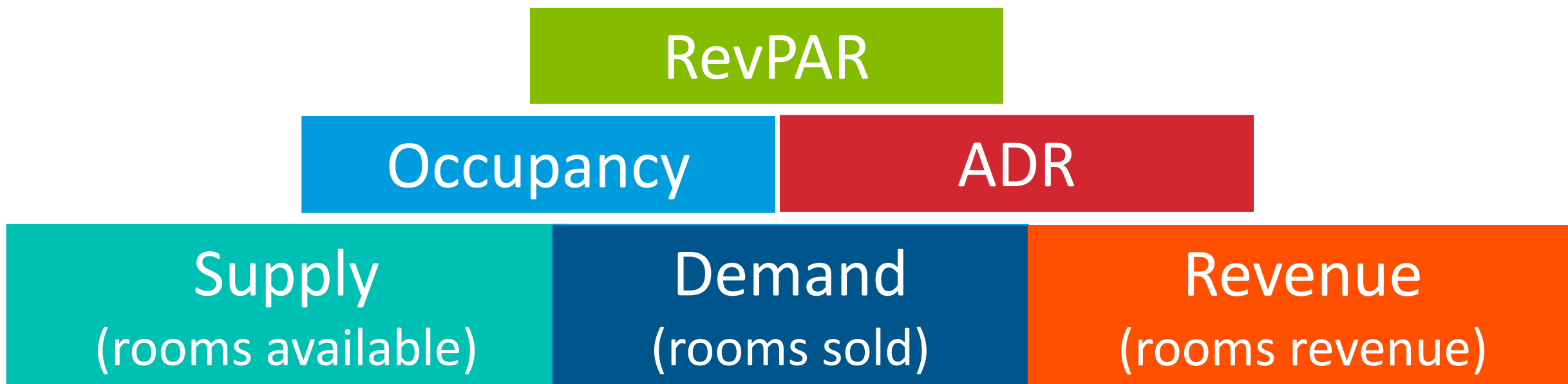


68,000
Hotels

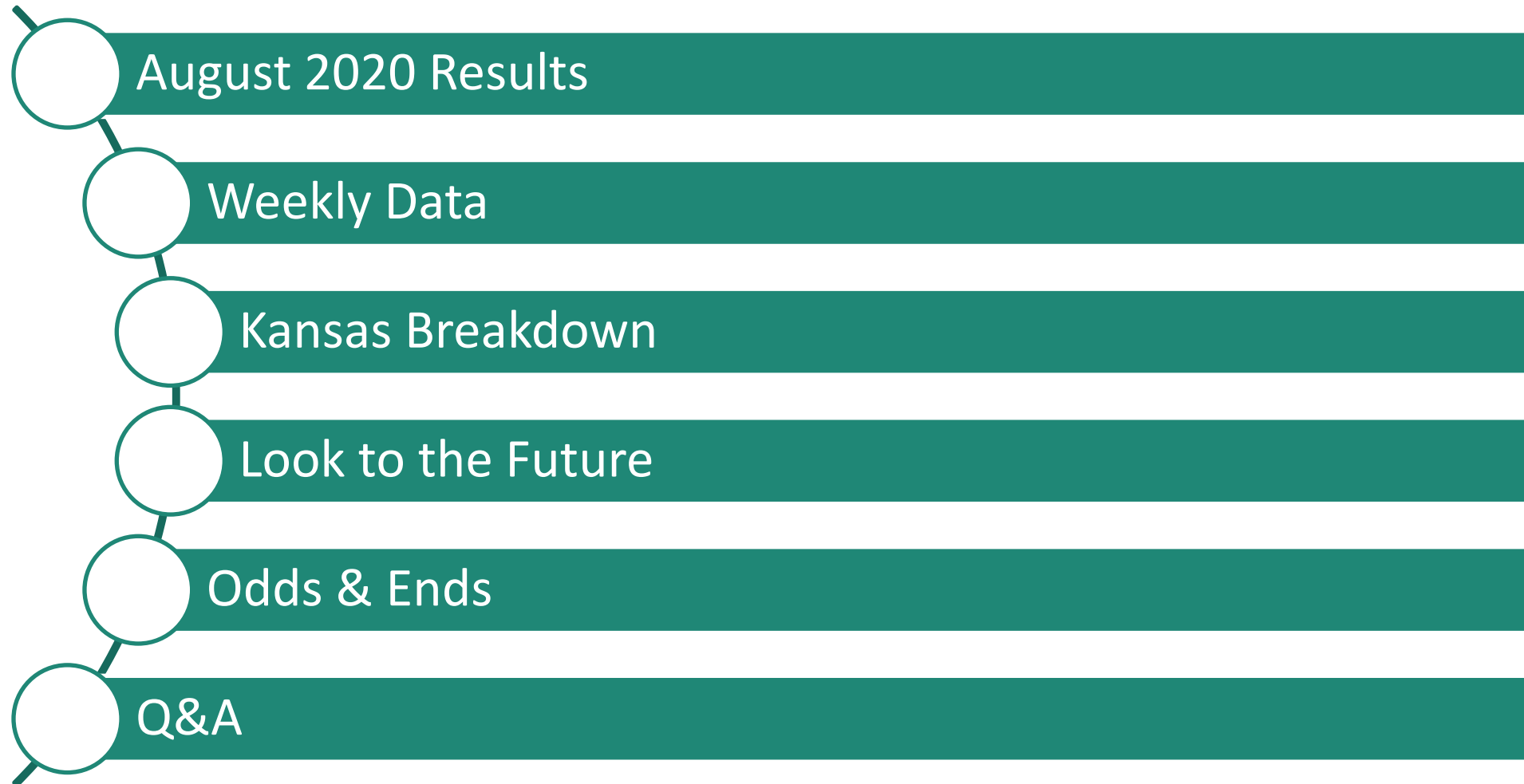


9.1 million
Rooms

STR Building Blocks



Agenda



August 2020 – Slowly getting “less bad”



Total US

RevPAR

\$49.92 (-47.2%)

ADR

\$102.59 (-22.7%)

Occupancy

48.7% (-31.7%)

August Room Demand
78.2 Million

Total Kansas

RevPAR

\$34.67 (-33.2%)

ADR

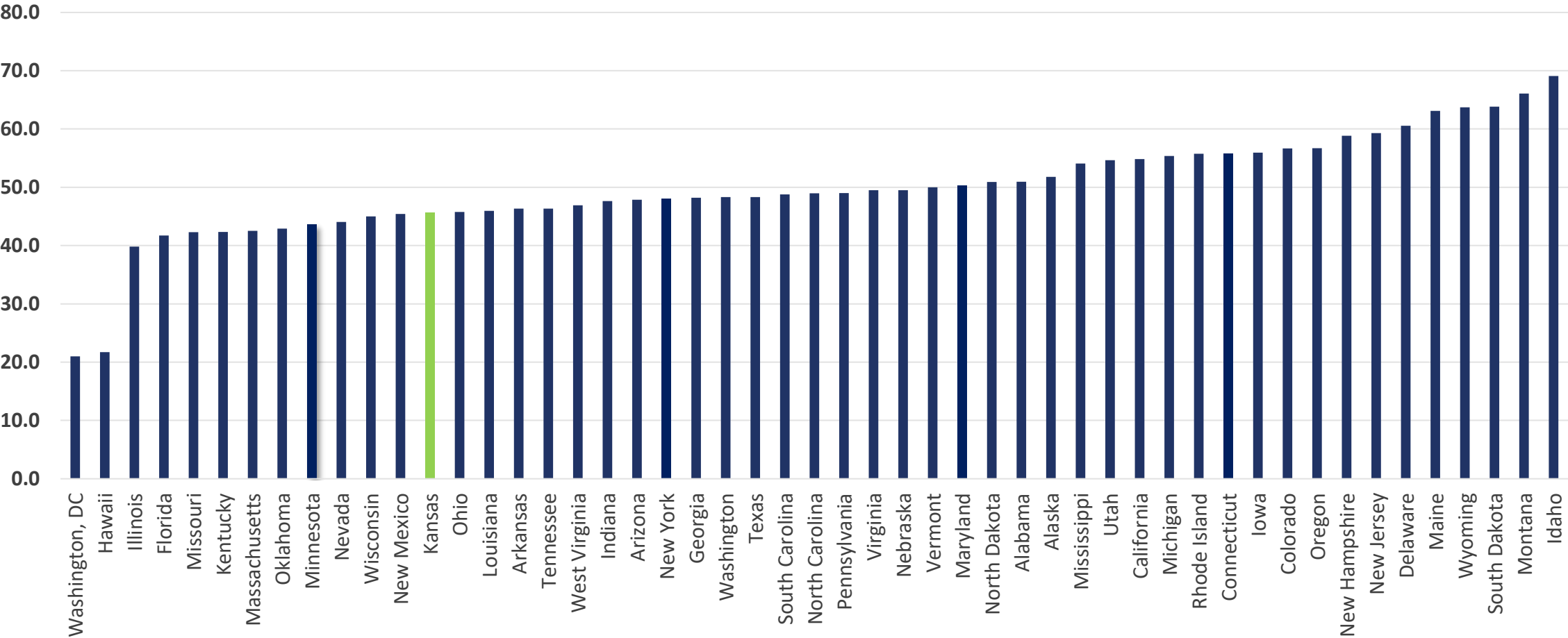
\$76.03 (-12.6%)

Occupancy

45.6% (-23.5%)

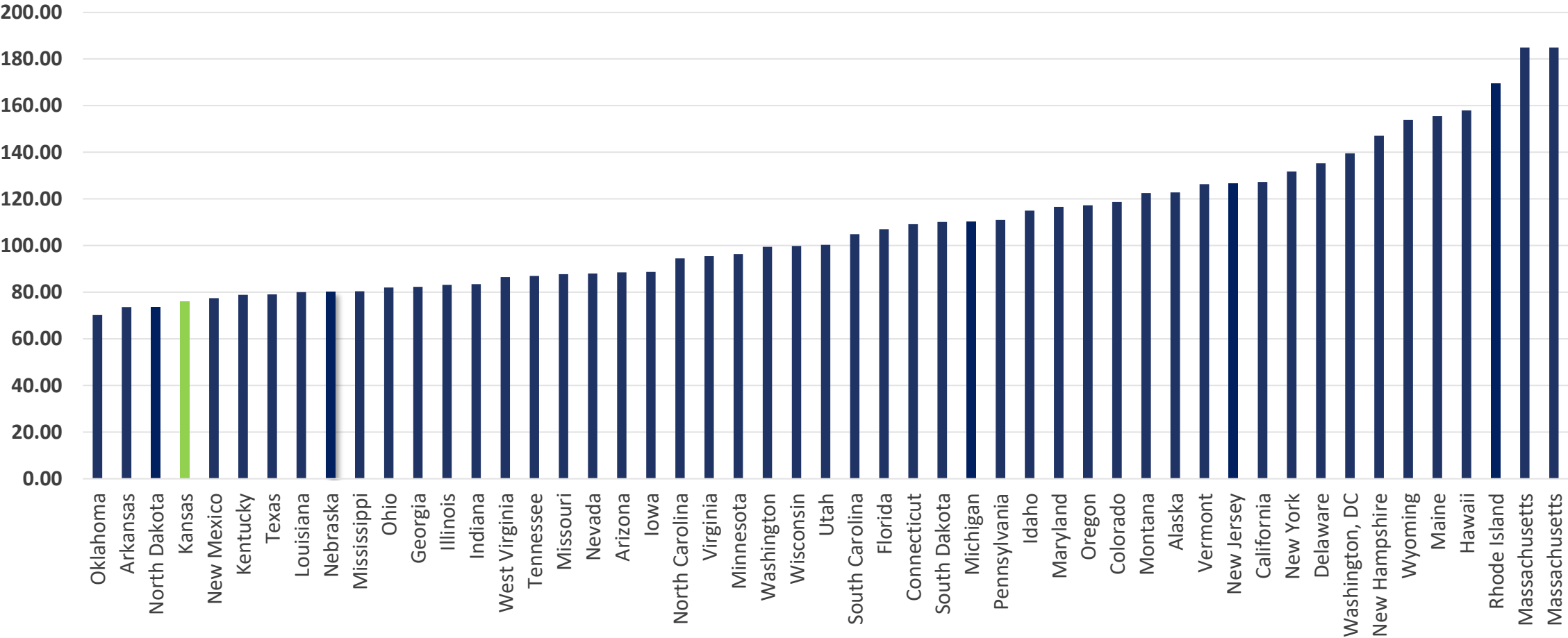
August Room Demand
673,752

State Level Occupancy – KS Ranked #38



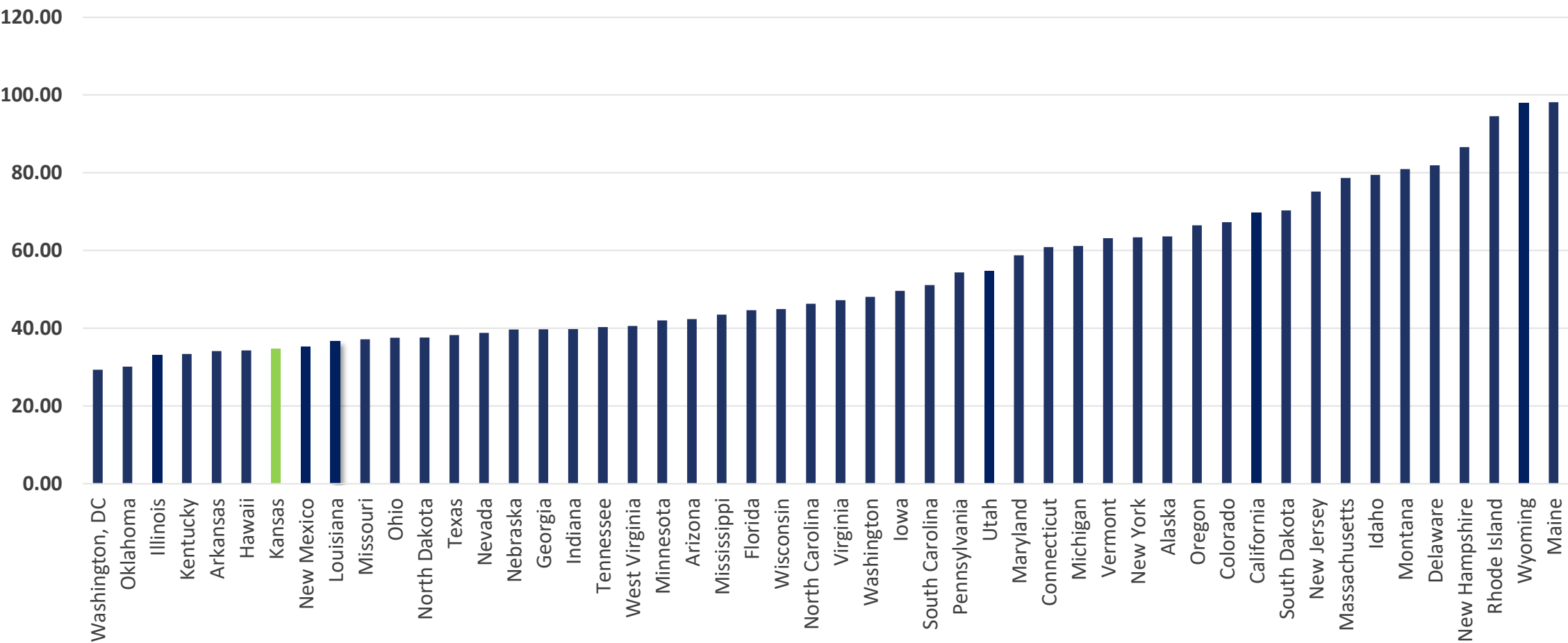


State Level ADR – KS Ranked #47





State Level RevPAR – KS Ranked #45





Weekly Data



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Week Ending 10/10



Total US

RevPAR

\$48.85 (-47.5%)

ADR

\$97.67 (-25.9%)

Occupancy

50% (-29.2%)

Room Demand

18.3 Million

Total Kansas

RevPAR

\$35.01 (-38.1%)

ADR

\$76.09 (-12.9)

Occupancy

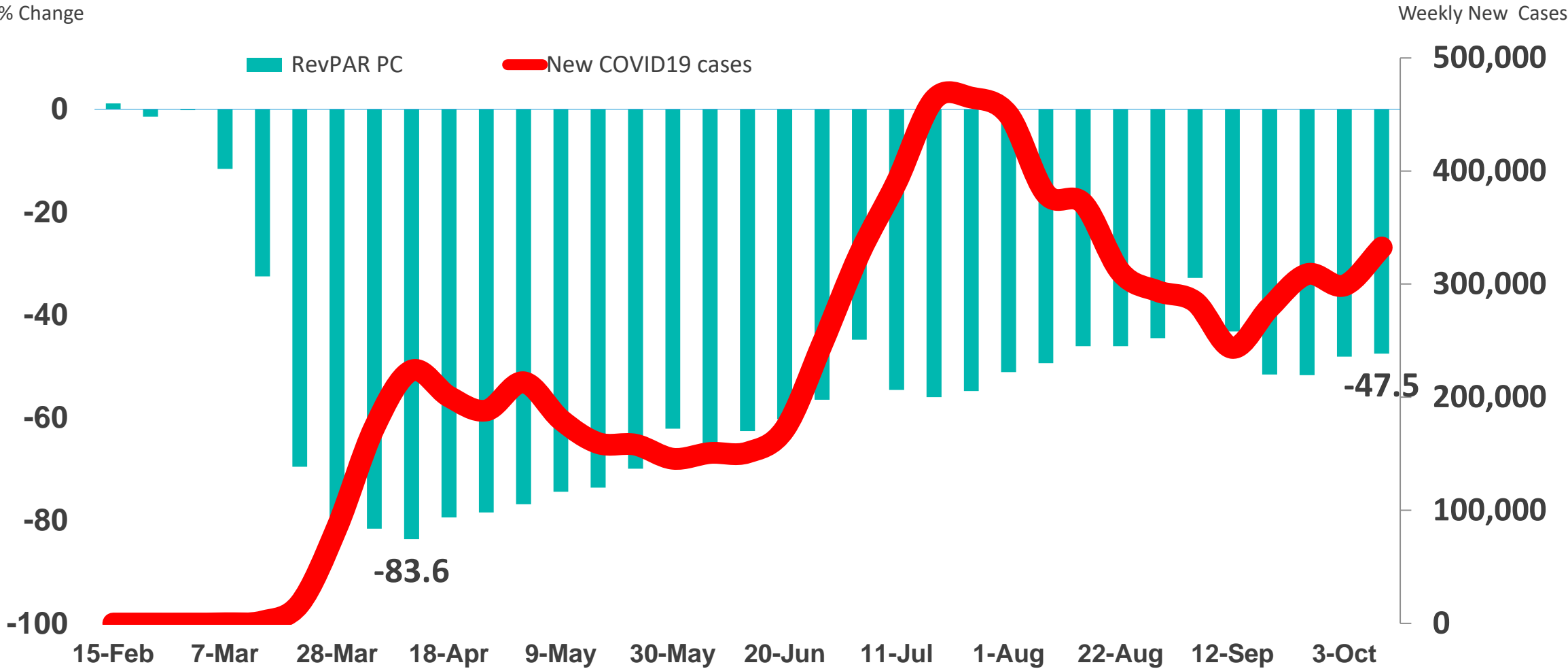
46% (-28.9%)

Room Demand

154,325

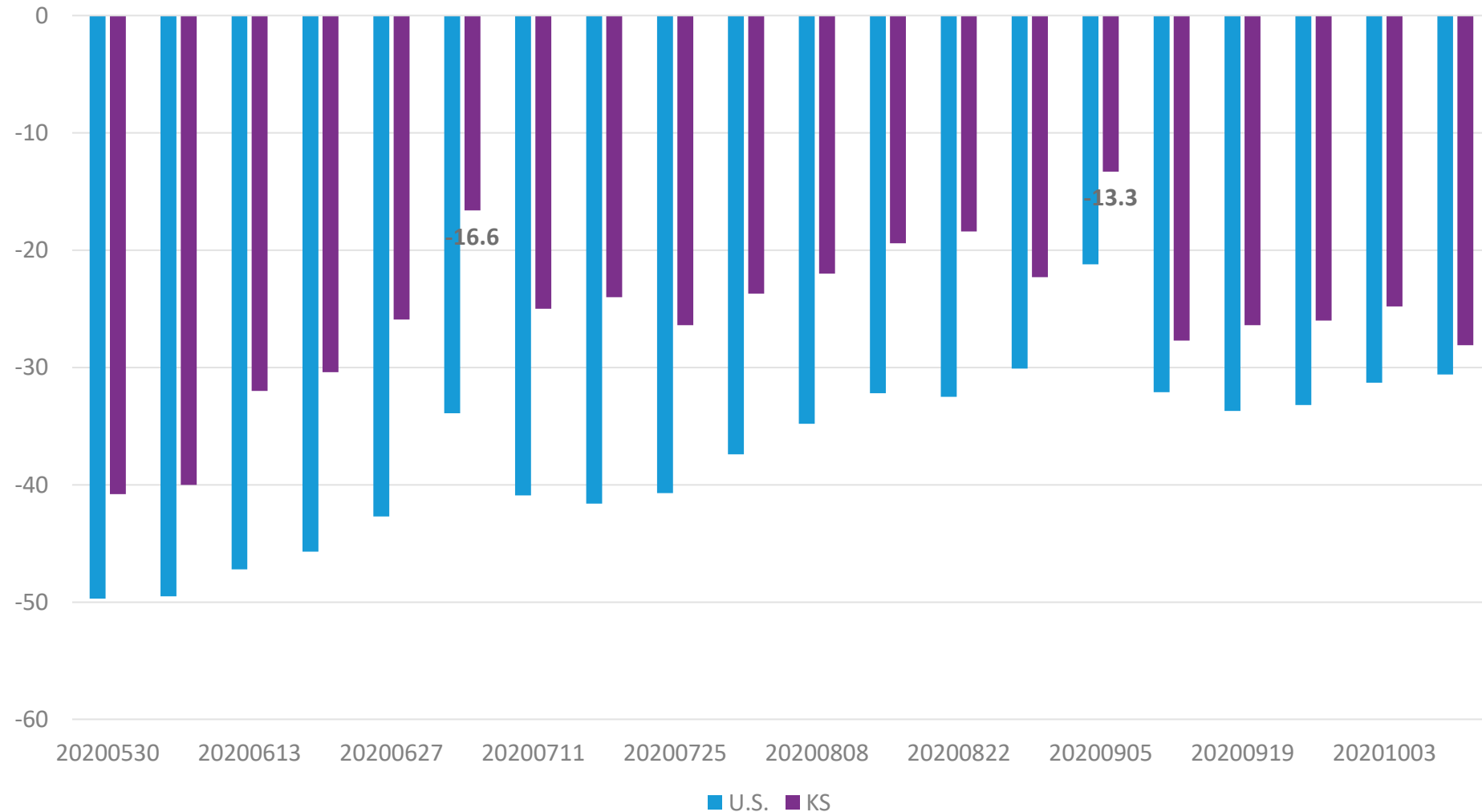
Weekly RevPAR % Change and New COVID19 Cases

Total U.S., by Week



Weekly Room Demand – Home for the holidays?

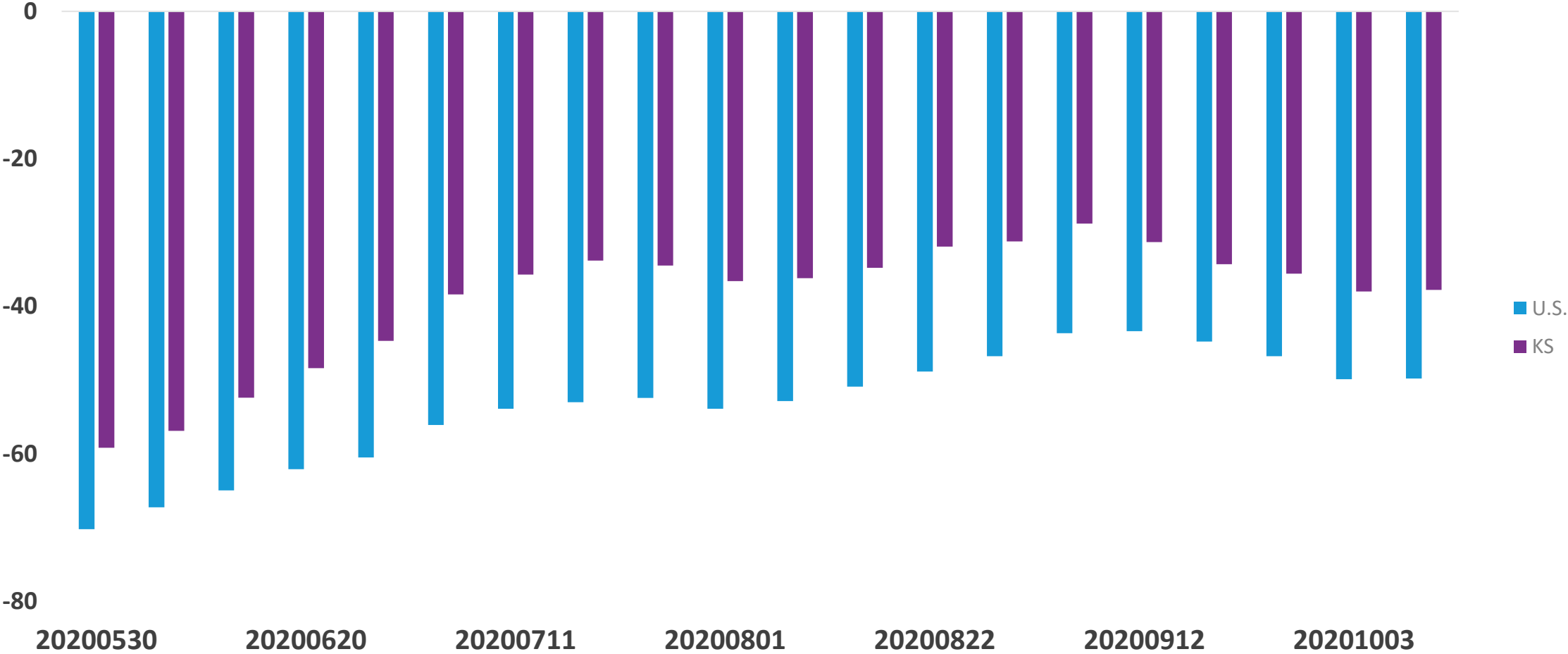
Total U.S. vs. KS, June-October 2020, by Week, R7



28 Day RevPAR % Change: Will The Recovery Continue?

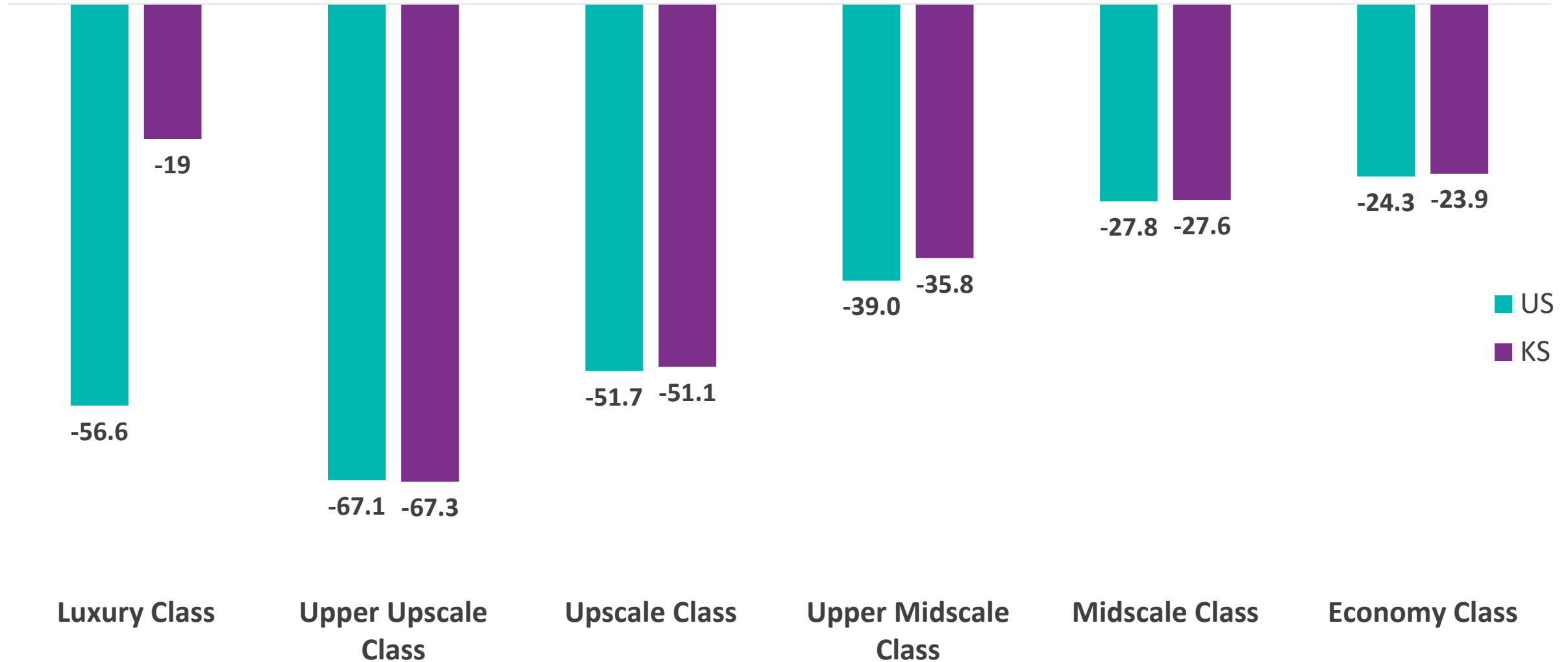


Total U.S. vs. KS, June-October 2020, by Week, R28




Class Performance: No Groups = Dismal UU Results

Total U.S. vs KS, RevPAR % Change, week ending October 10



**KS Occupancy Week
Ending October 10th:**



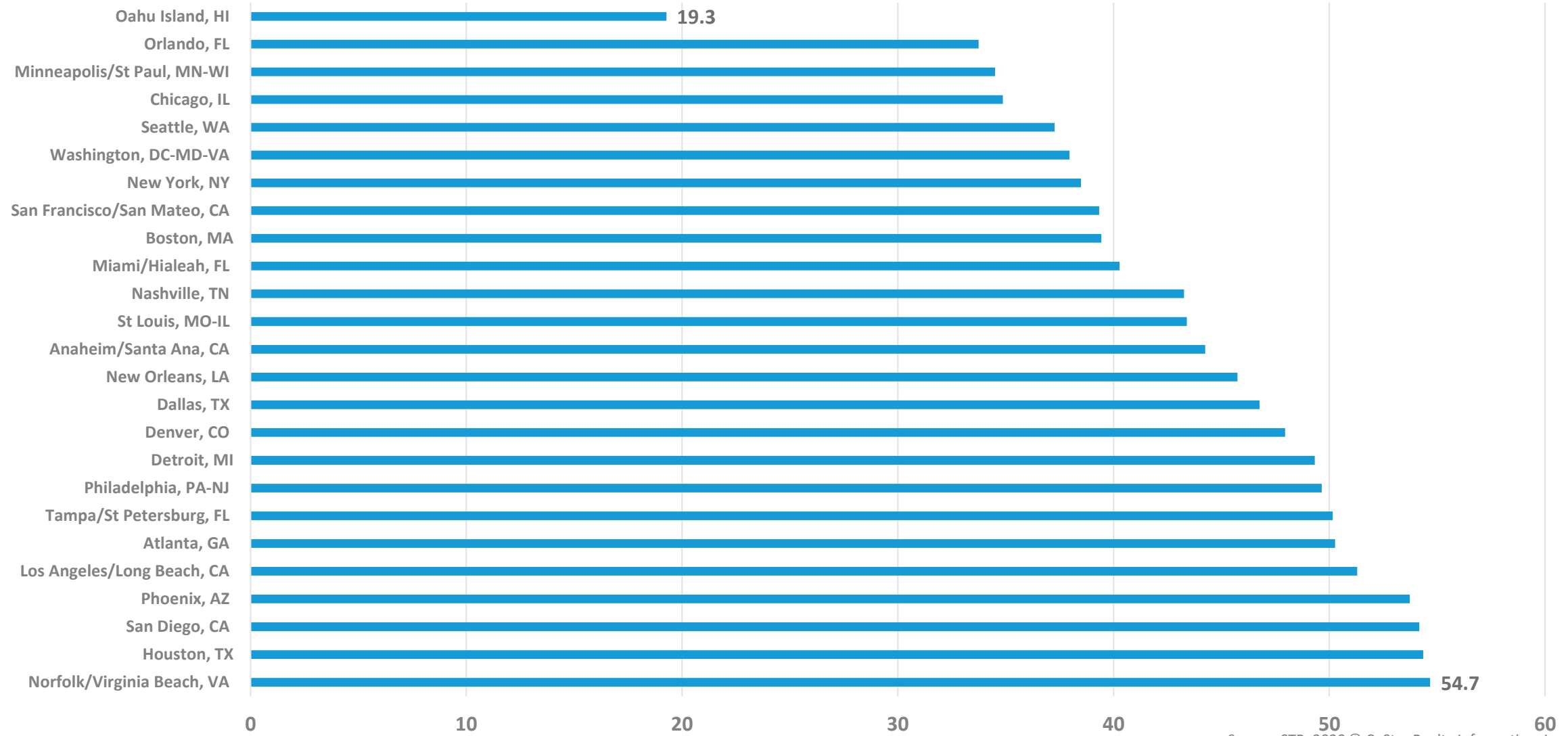
**Luxury
41.2%**



**Economy
43.7%**

Top 25: 16 Markets Over 40% Occ

Occupancy %, Week ending October 10



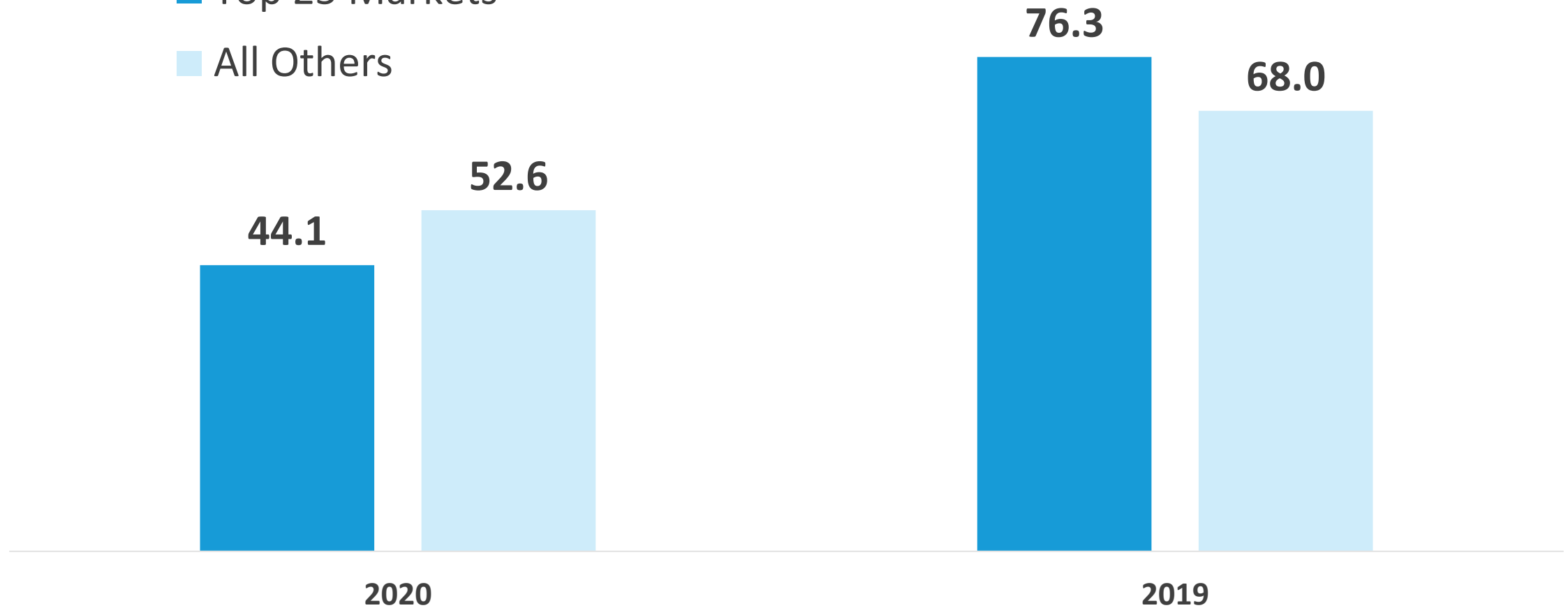
“All Other Markets” Occupancy Well Above Top 25 Markets’

Top 25 vs All Other Markets, Occupancy, week ending October 10 TY/LY



■ Top 25 Markets

■ All Others





Kansas Breakdown



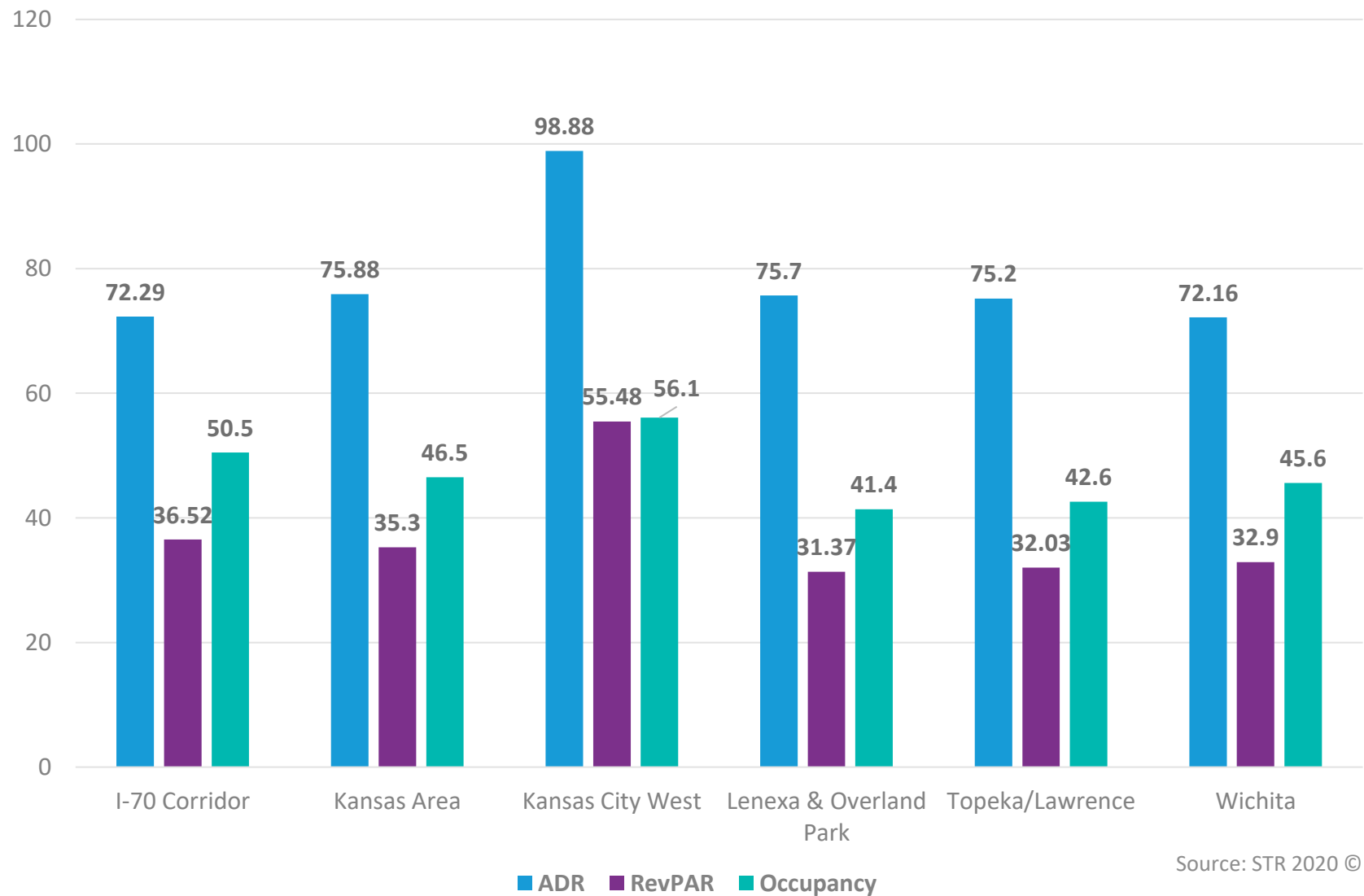
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Kansas Submarket Performance – KC West Performs Slightly Better

Week Ending 10/10, R7



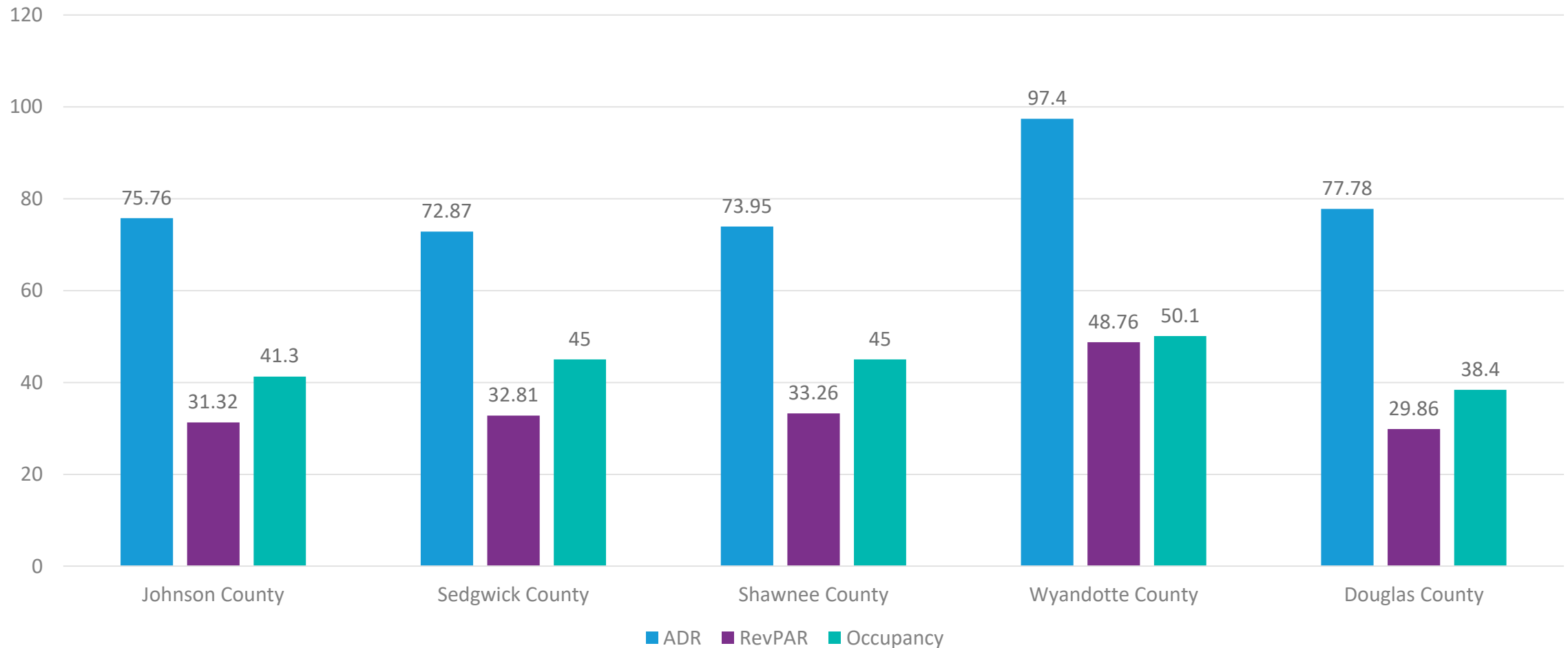
Kansas Submarket Performance – I-70 Corridor is “Less Bad”

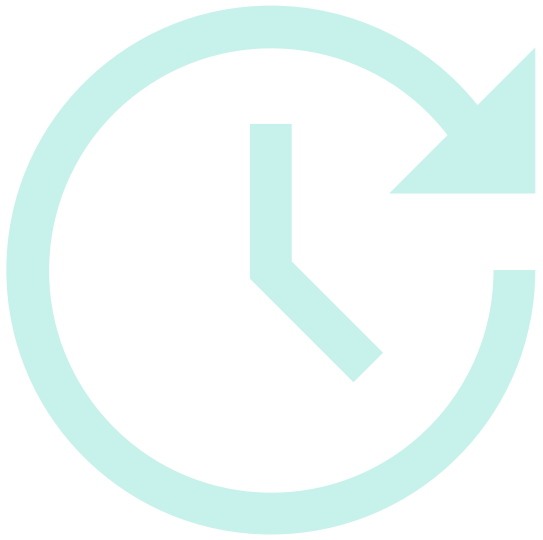
KPI % Change, week ending October 10



Major Kansas Counties – Wyandotte takes the cake

R7 ADR, Week ending October 10

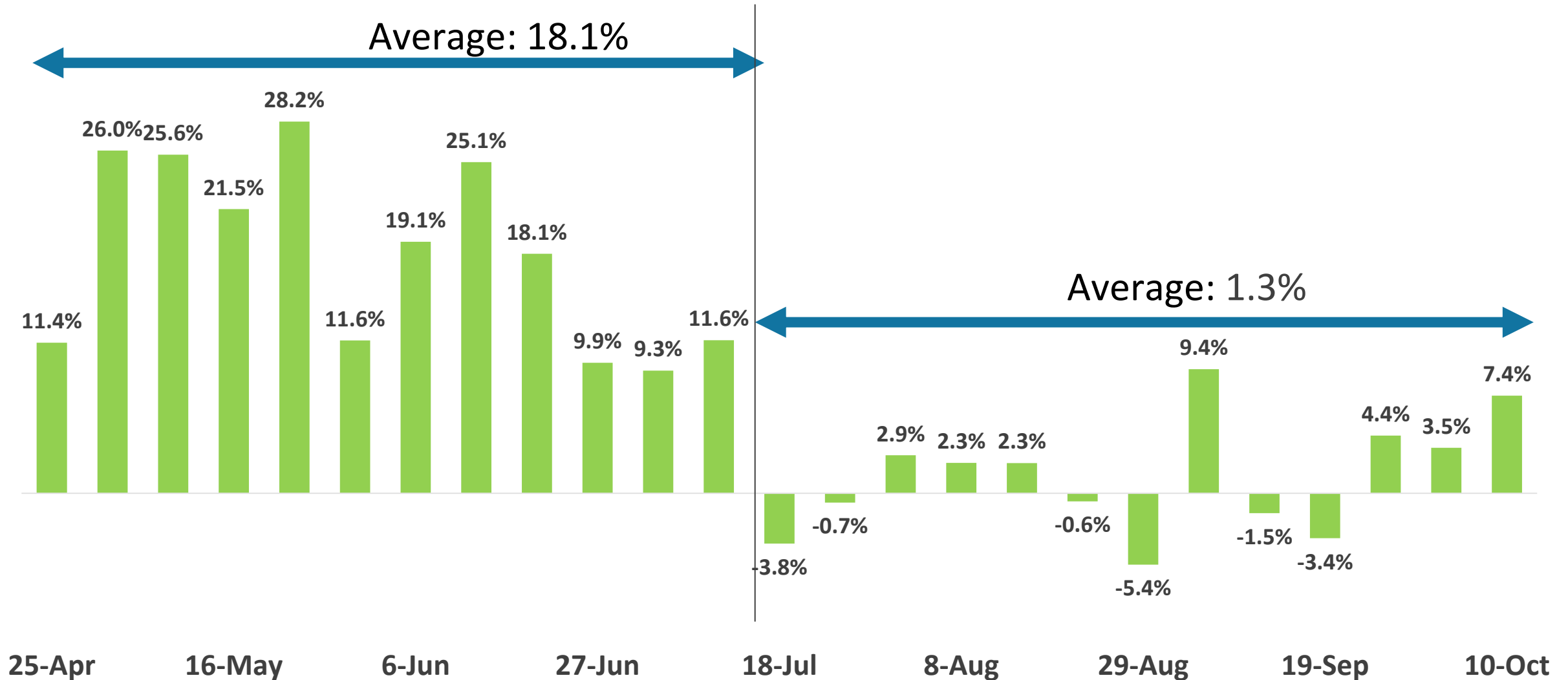




Look to the Future

TSA Count Slumps. What Will Fall Bring?

TSA Checkpoint Count, Week over Week, from 4/18



<https://www.tsa.gov/coronavirus/passenger-throughput>

Source: STR. 2020 © CoStar Realty Information, Inc.

U.S. Forecast (as of August 13)

Key Performance Indicators

2019 – 2020F – 2021F

Metric	2019 Actual	2020 Forecast	2021 Forecast
Occupancy *	66.1%	39.8%	52.0%
ADR	\$131.13	\$103.71	\$109.56
RevPAR *	\$86.64	\$41.31	\$56.95

For Comparison:
RevPAR 2010
\$56.45

 **-34%**

*Reflects Total-Room-Inventory (TRI) methodology, which assumes no temporary hotel closures.



Odds and Ends...

STR.com (COVID-19 landing page)

Analysis blogs, webinar recordings, press releases, etc.



The image shows a screenshot of the STR.com website. The top navigation bar includes the STR logo, links for DATA SOLUTIONS, INDUSTRIES WE SERVE, DATA INSIGHTS, WHO IS STR, and CONTACT. There are also search, location (North America), language (English), and login options. The main content area features a large headline: "Data-driven solutions that empower your business". Below this is a sub-headline: "Our global data and analytics services set the hospitality industry standard and inform your decisions through insights into your market and competition." At the bottom left, there is a dark teal button labeled "TREND REPORTS". In the center, there is a white oval button labeled "COVID-19 UPDATES". On the right side, there is a large, semi-transparent overlay showing a screenshot of the STR.com dashboard. The dashboard displays various metrics for the week of August 26, 2018, including Property Details, Top Performing Days, Bottom Performing Days, and a section titled "At A Glance" with multiple data points and charts. The dashboard also includes a map of Washington D.C. and a sidebar with navigation options.

FREE STAR Report for Non-Participating Hotels

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<https://surveys.str.com/s3/Hotel-Enrollment-Form>



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Measure your hotel's performance
against your local **market**

Each report contains historical occupancy,
average daily rate (ADR) and revenue per
available room (RevPAR) data

Replace assumptions with facts and monitor
the impact of your business decisions with a
clear performance picture

Available monthly

Cost : Free



Forward Occupancy



Forward occupancy based on confirmed and tentative business on the books for the next 90 days for your property, competitive set and submarket.



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Questions?

Please direct any inquiries to:



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