



# Extended Stay Industry Performance

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**Benchmarking**  
↑ your world

# STR, collecting data since 1985



**62,000**  
hotel customers  
globally (properties)



**8.2 million**  
rooms on the platform



Data from  
**180** countries



# Total US Results: ADR Growth Continues To Soften



	Highest Ever?		% Change
Room Supply	☑		2.0%
Room Demand	☑		2.4%
Occupancy	☑	66.2%	0.4%
ADR	☑	\$130	2.3%
RevPAR	☑	\$86	2.8%
Room Revenue	☑		4.8%

Total US Results, 12 MMA February 2019

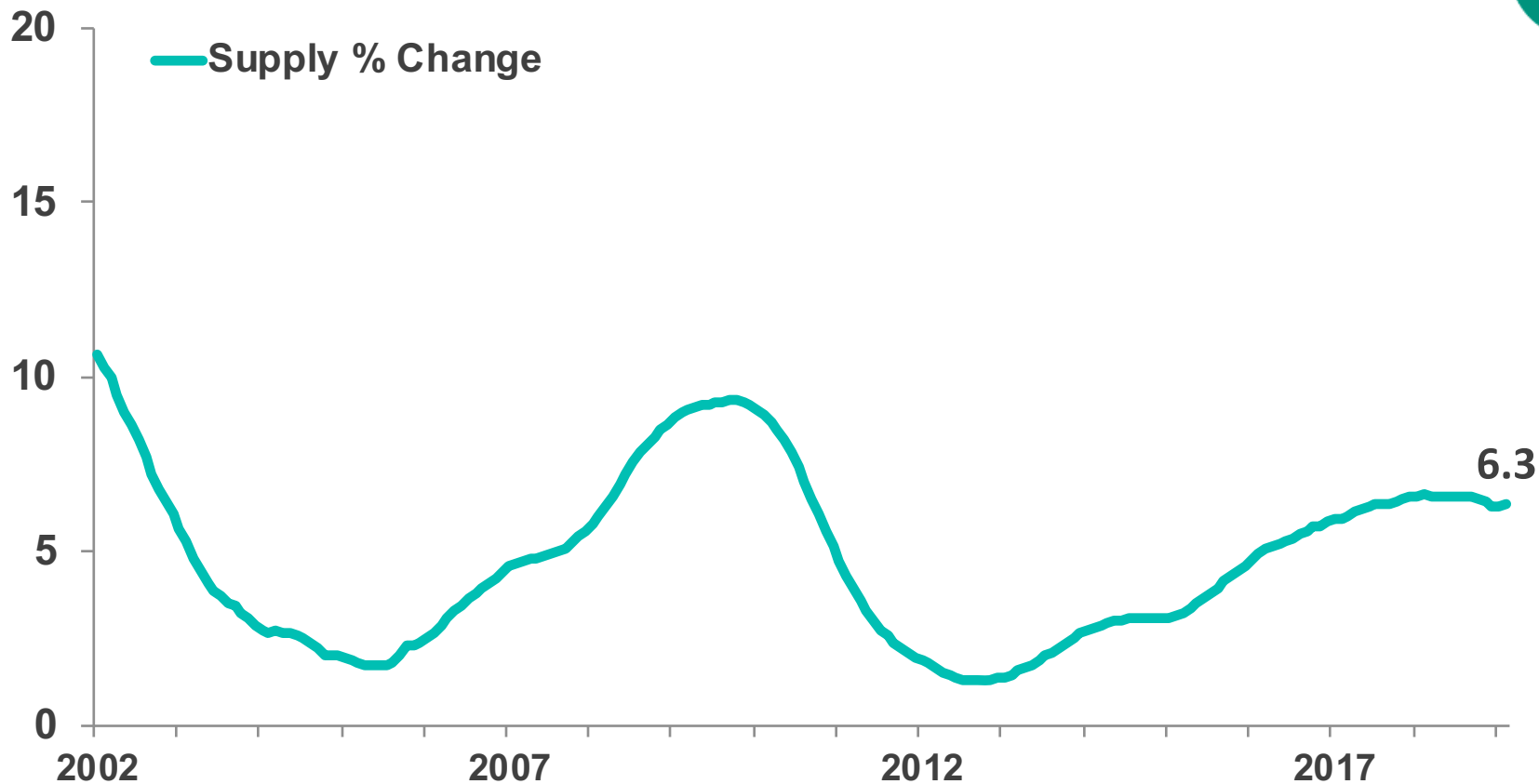
# EXS KPI Growth Slowing



		% Change
Room Supply		6.3%
Room Demand		6.1%
Occupancy	75.6%	-0.2%
ADR	\$106	2.4%
RevPAR	\$80	2.2%

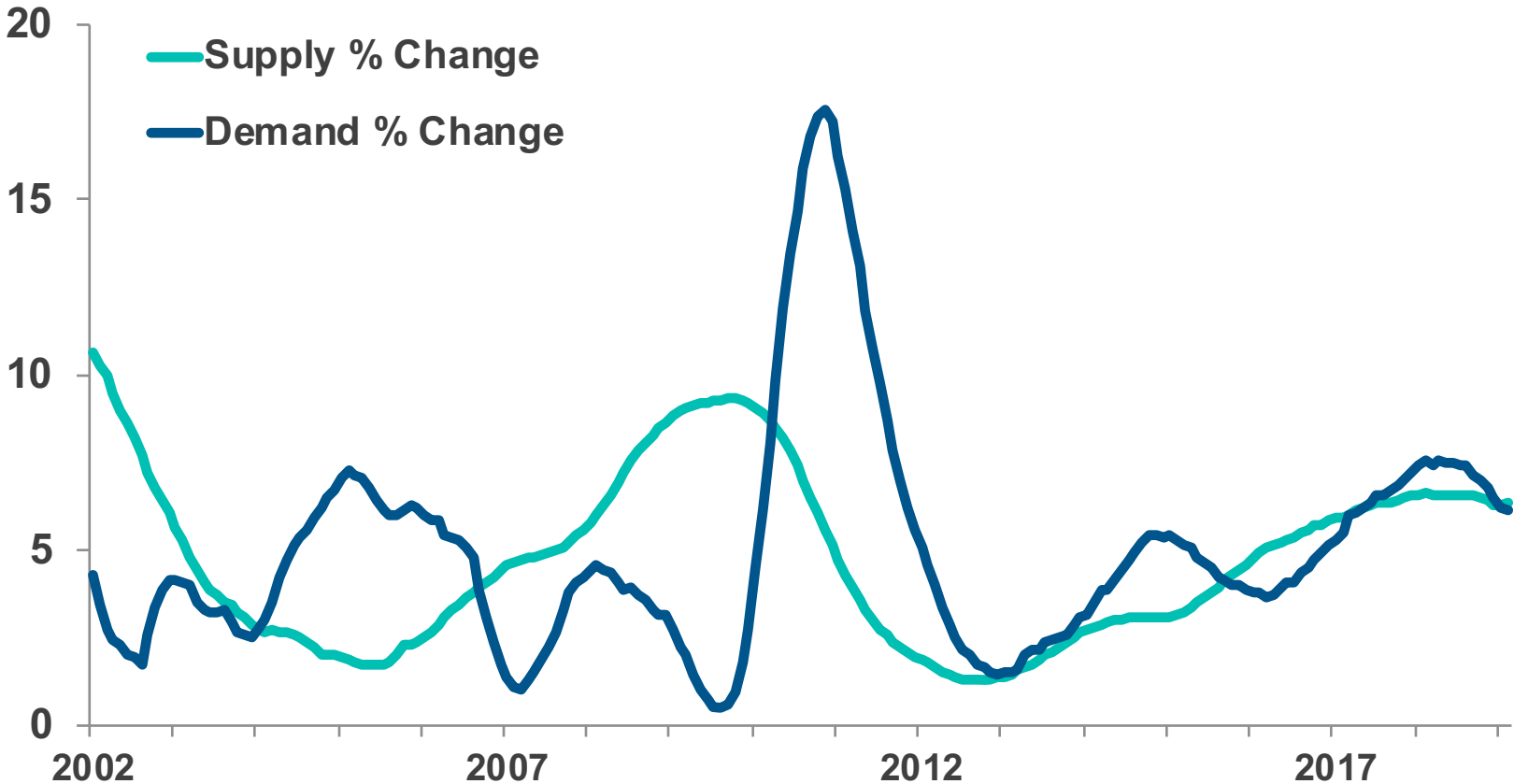
\*Extended Stay Hotels, 12 MMA February 2019

## EXS: Supply Growth (Hopefully) Stalls (but at a High Level)



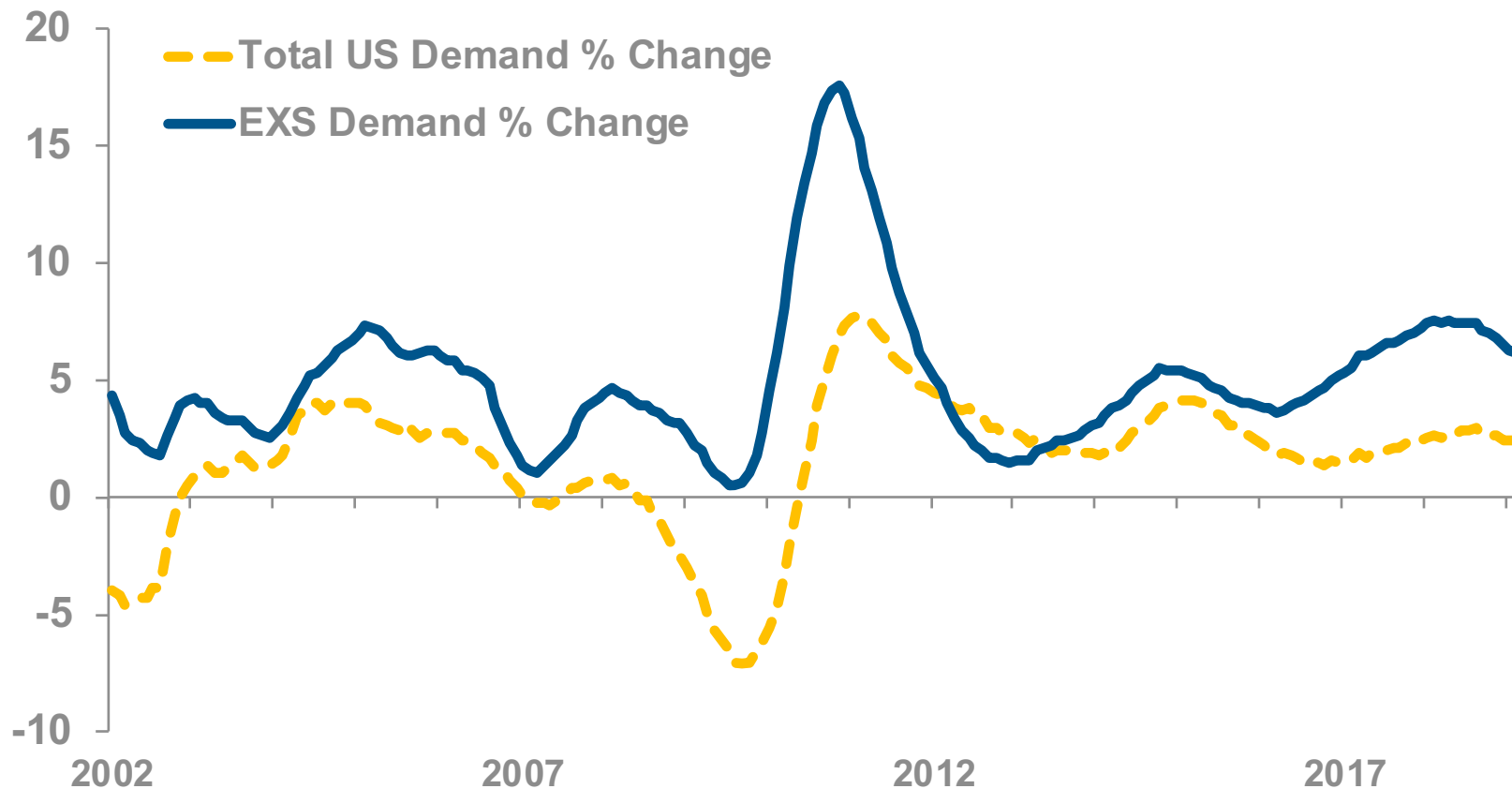
Extended Stay, Supply & Demand % Change, 12 MMA 1/2002– 02/2019

# EXS: Supply Growth (Hopefully) Stalls (but at a High Level). Demand Goes Where?



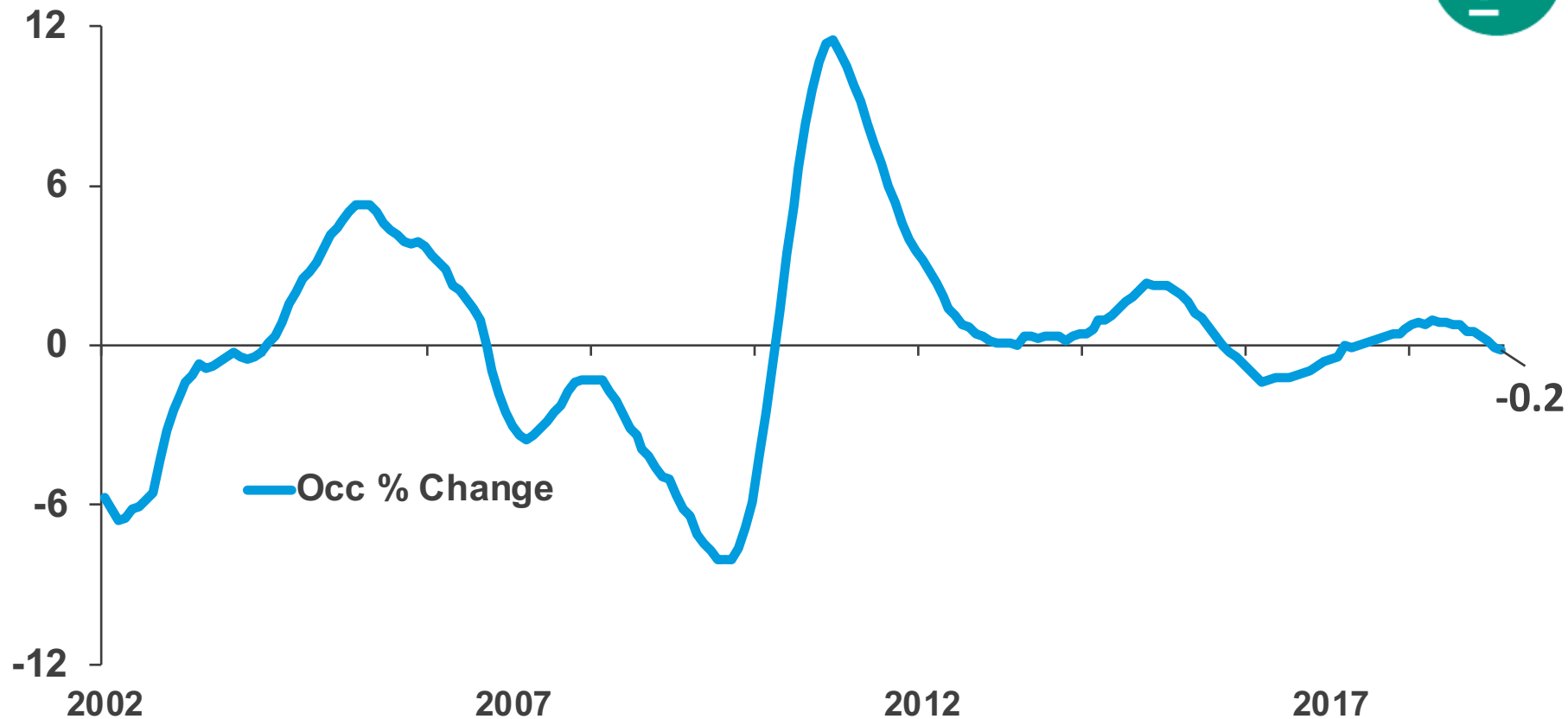
Extended Stay, Supply & Demand % Change, 12 MMA 1/2002– 02/2019

# Recession Comparison: US Demand Drops Off. EXS Demand Does NOT



Total US and Extended Stay, Demand % Change, 12 MMA 1/2002–02/2019

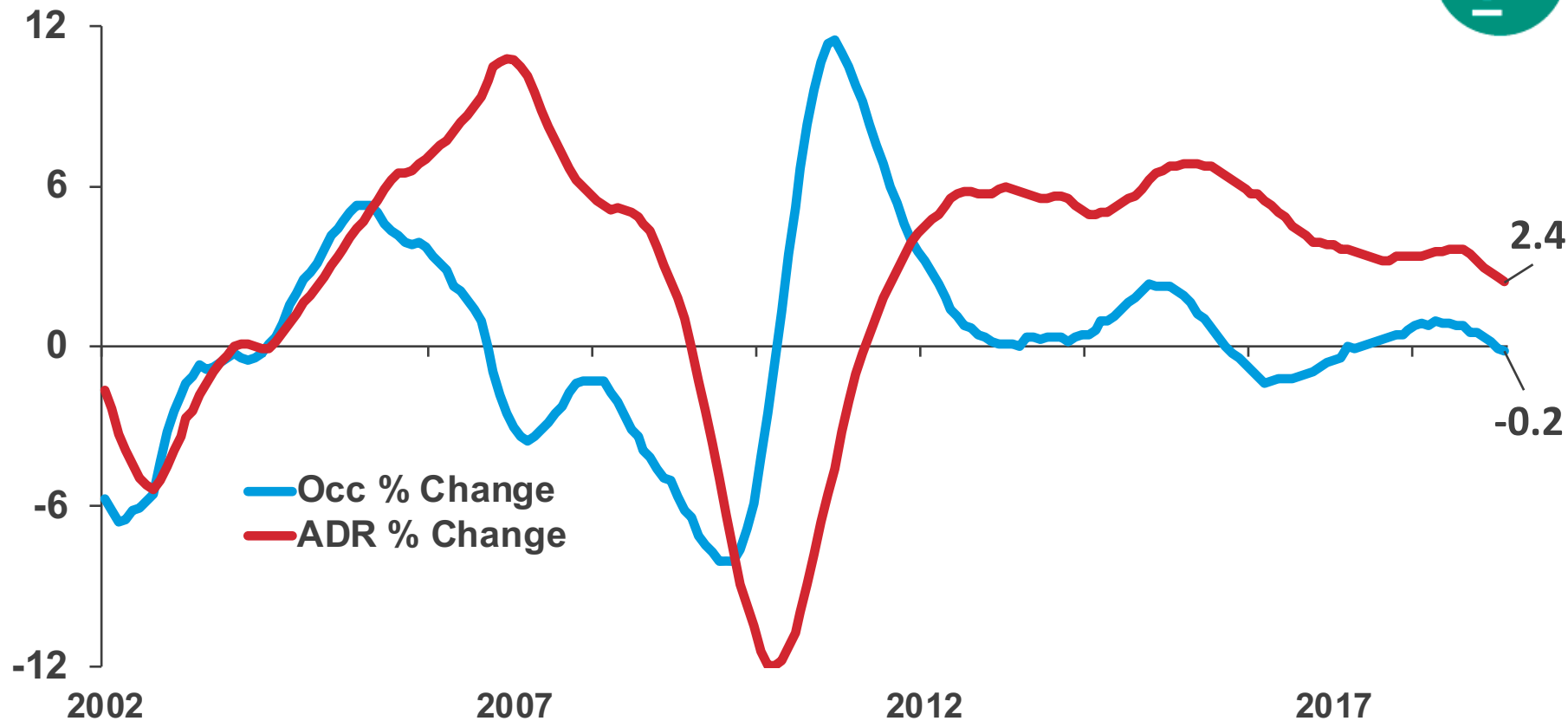
## EXS Occupancy Growth: Anemic.



Total U.S., ADR & OCC % Change, 12 MMA 1/2002 – 02/2019



# EXS Occupancy Growth: Anemic. ADR Growth Drives Results



Total U.S., ADR & OCC % Change, 12 MMA 1/2002 – 02/2019

# Nine Year Into The RevPAR Cycle! (EXS Growth in 106 of 108 months)



Extended Stay, RevPAR % Change, 1/2001 – 02/2019

# STR Definitions

Upper Extended Stay
AKA
Club Quarters
element
Home2 Suites by Hilton
Homewood Suites
Hyatt House
Larkspur Landing
Residence Inn
Sonesta ES Suites
Staybridge Suites
Wyndham Vacation Resort

Lower Extended Stay
Affordable Suites of America
Candlewood Suites
Chase Suites
Crestwood Suites
Crossland Economy Studios
Extended Stay America
Hawthorn Suites by Wyndham
InnSuites Hotels
InTown Suites
MainStay Suites
My Place Hotels
Savannah Suites
Studio 6
Suburban Extended Stay Hotels
Sun Suites Hotels
TownePlace Suites
Value Place
WoodSpring Suites



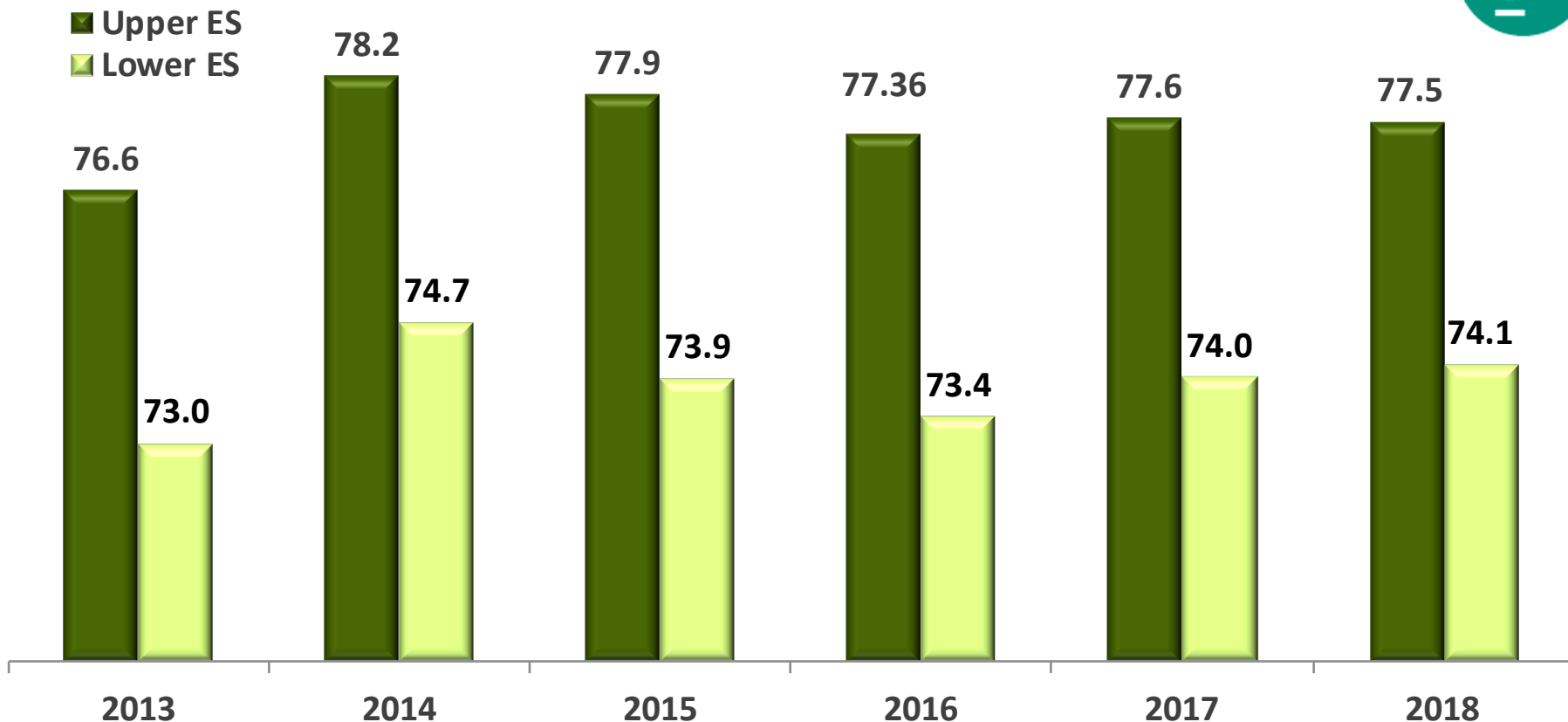
# EXS: High End With Much More Supply Growth



	Upper	% Change	Lower	% Change
Room Supply		10.0%		3.1%
Room Demand		9.5%		3.1%
Occupancy	77.2%	-0.5%	74.1%	0%
ADR	\$143	0.6%	\$71	2.8%
RevPAR	\$110	0.1%	\$52	2.8%

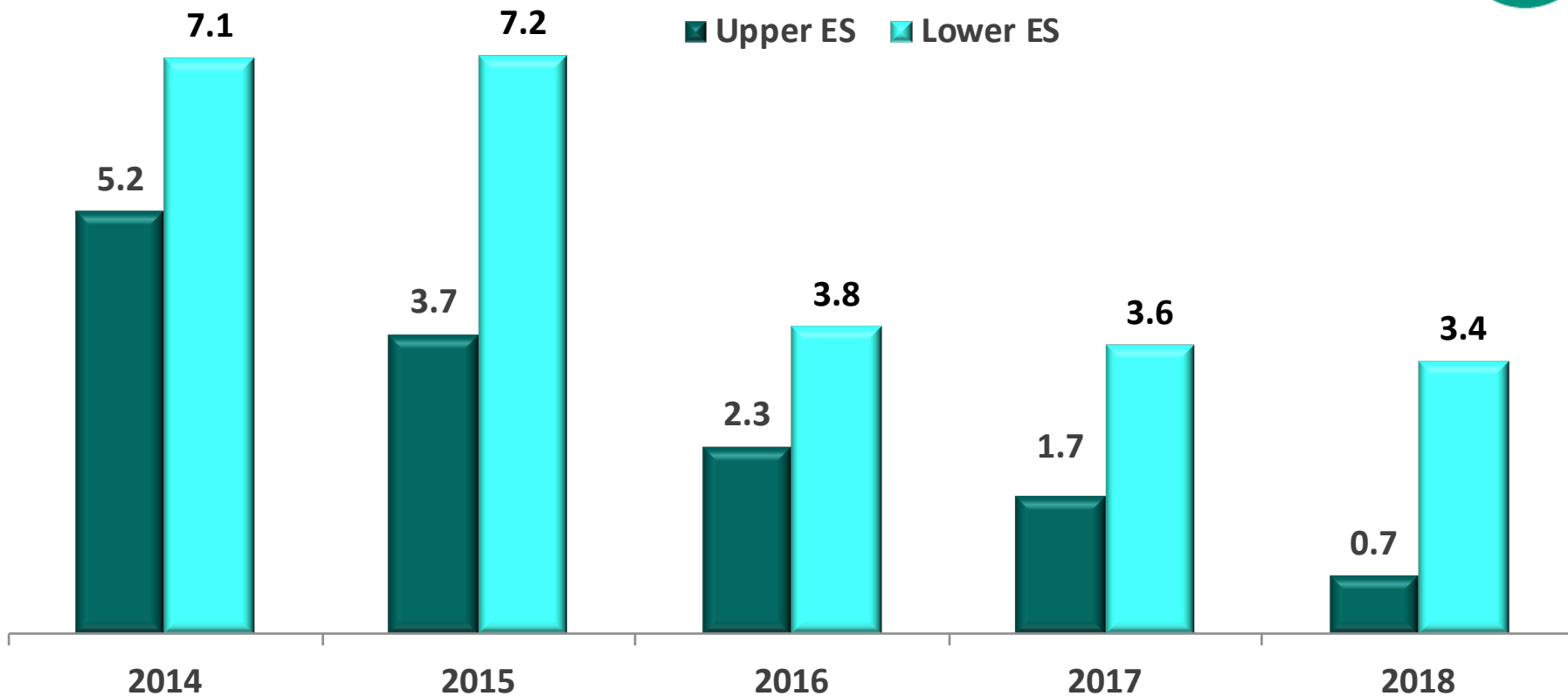
\*Extended Stay Hotels, Upper & Lower Breakdown, 12 MMA February 2019

## Annual Occupancy: Healthy Overall. Higher End Consistently Outperforms



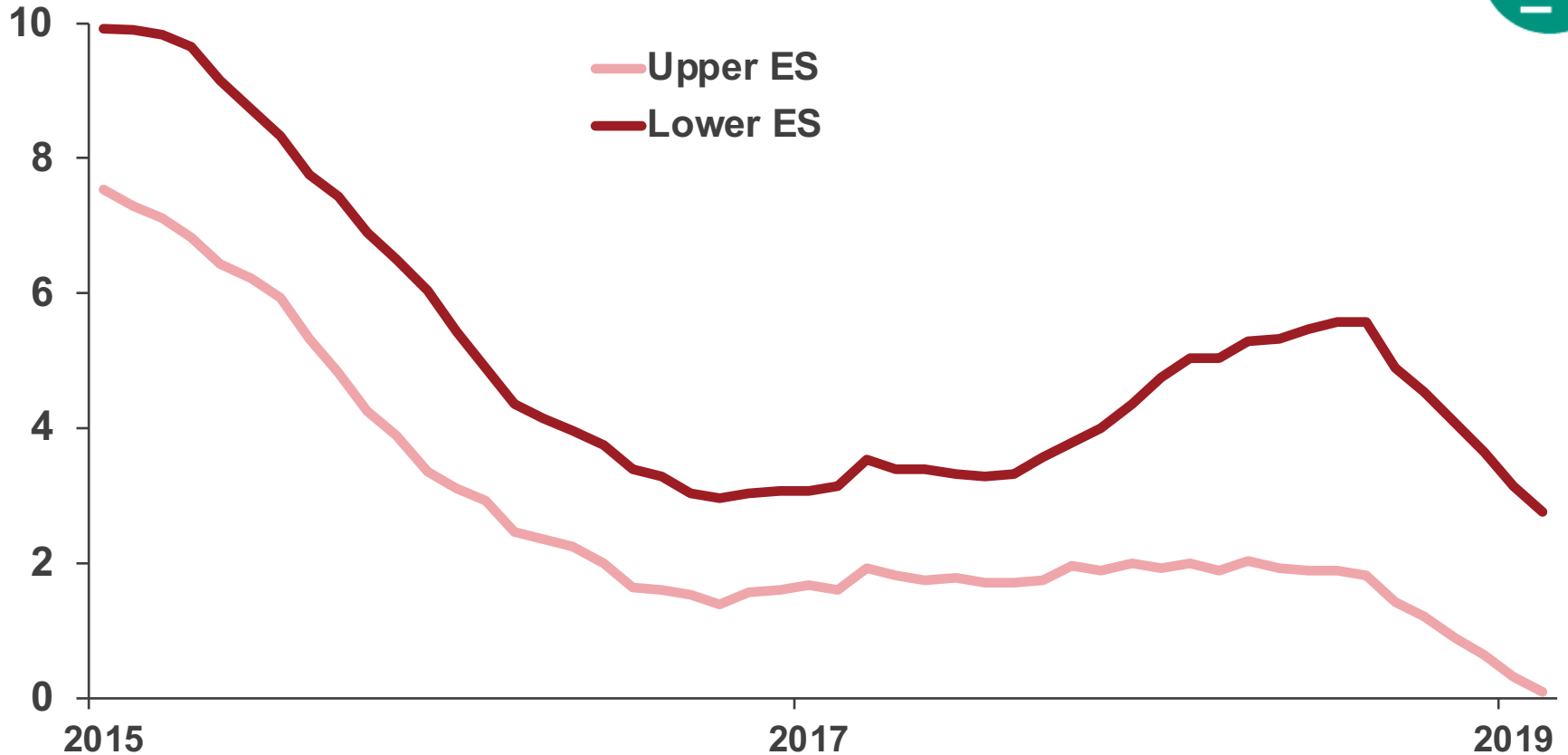
\*Extended Stay Hotels, Upper & Lower Breakdown, Full Year OCC Results, 2013 - 2018

## ADR % Change: Despite Full Hotels Only Limited Pricing Power



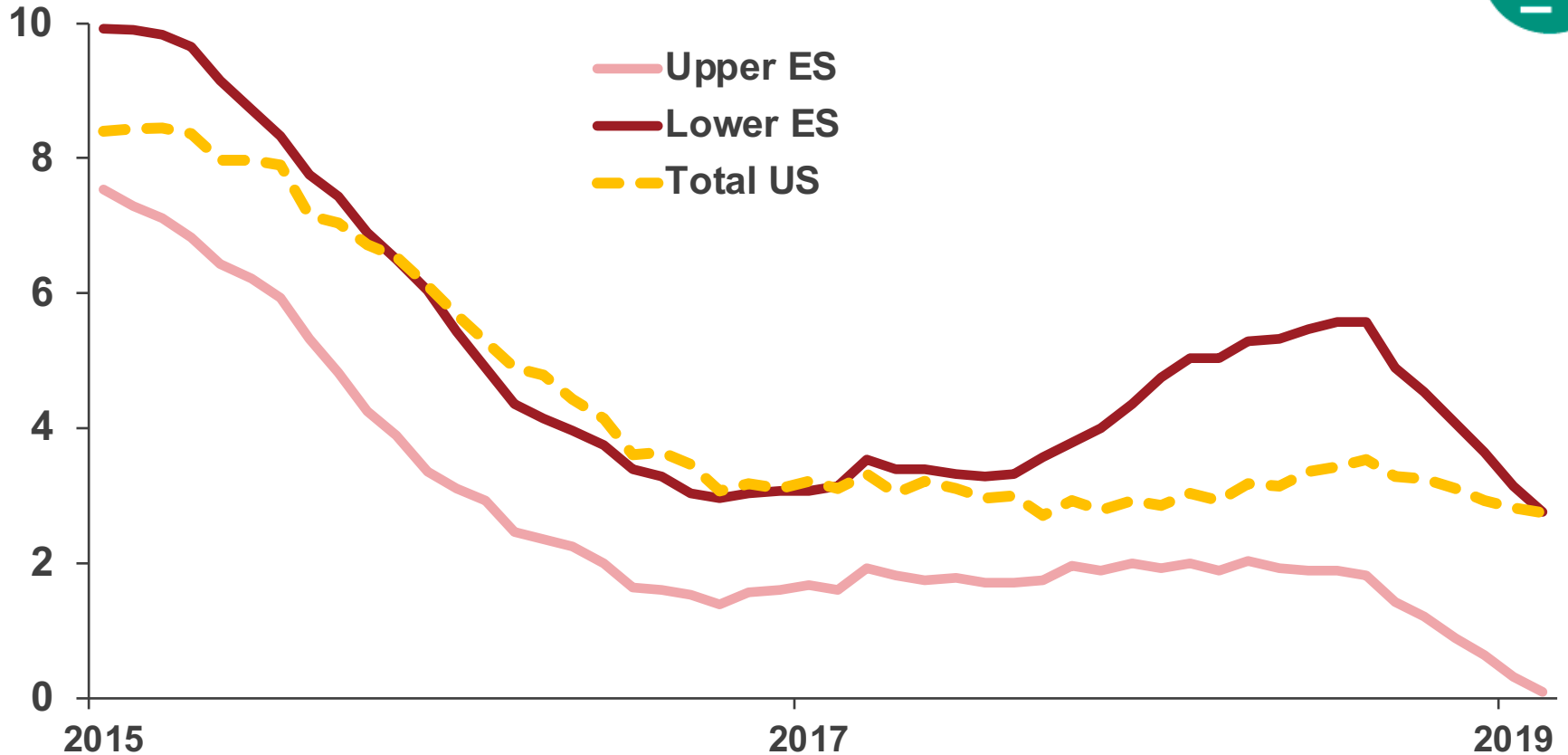
\*Extended Stay Hotels, Upper & Lower Breakdown, Full Year ADR % Change Results, 2014 - 2018

# RevPAR Growth: A Long Steady Slide



\*Extended Stay Hotels, Upper & Lower Breakdown, 12 MMA RevPAR % Change, 1/2015 – 2/2019

# RevPAR Growth: A Long Steady Slide



\*Total US & Extended Stay Hotels, Upper & Lower Breakdown, 12 MMA RevPAR % Change, 1/2015 – 2/2019



**Total United States Hotel Industry Forecast**  
**Key Performance Indicator Outlook (% Change vs. Prior Year)**  
**2019F – 2020F**

Outlook		
Metric	2019 Forecast	2020 Forecast
Supply	1.9%	1.9%
Demand	1.9%	1.7%
Occupancy	0.0%	-0.2%
ADR	2.3%	2.2%
RevPAR	2.3%	1.9%