



# Omaha Market Hotel Performance

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**Benchmarking**  
↑ your world

# Agenda





# Total U.S. Review

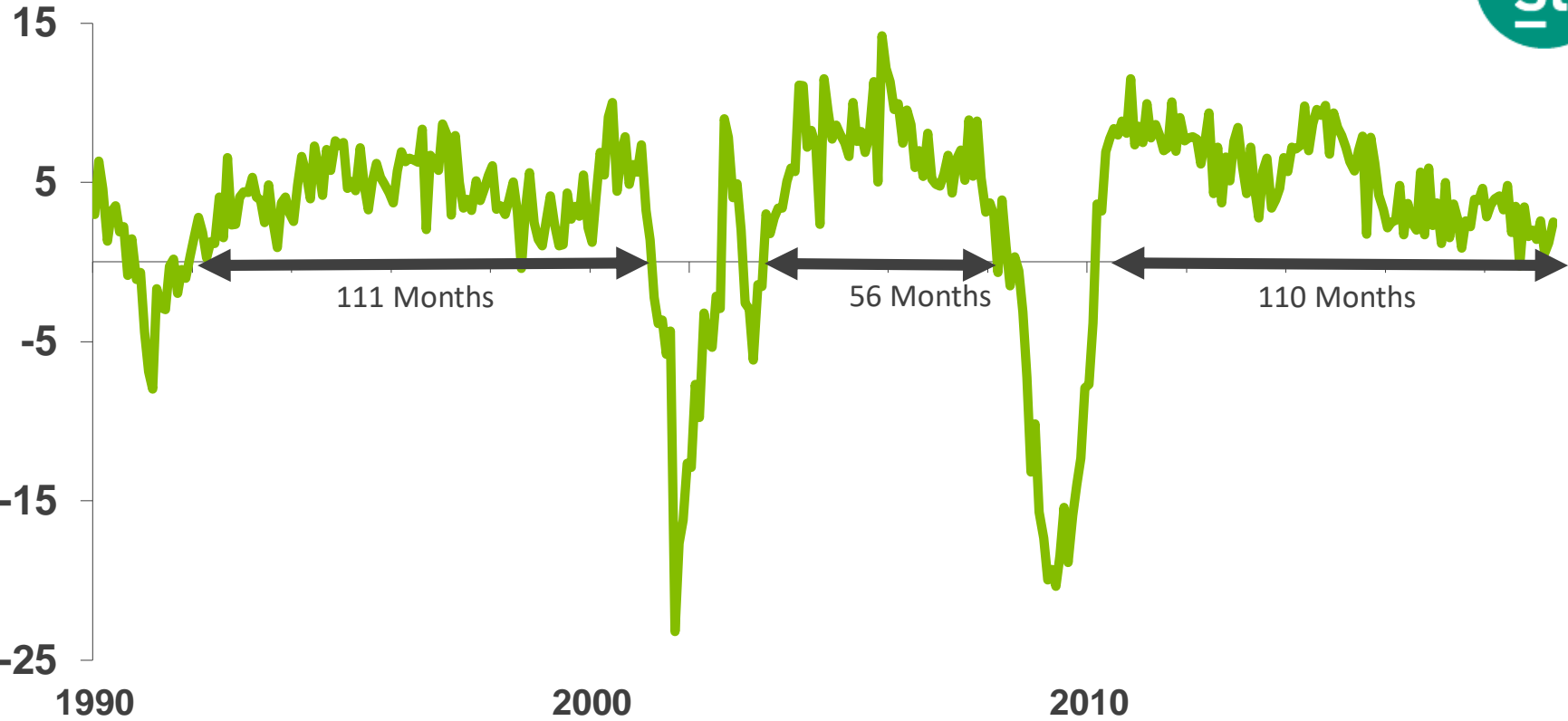
## May YTD 2019: The No Grow / Slow Grow Story Continues



		% Change
Room Supply		2.0%
Room Demand		2.5%
Occupancy	64.4%	0.4%
ADR	\$130	1.2%
RevPAR	\$84	1.6%
Room Revenue		3.7%

Total US Results, May YTD 2019

# RevPAR Growth: Positive in 110 out of 111 last months (Nine+ Years!)



Total U.S., RevPAR % Change, 1/1990 – 05/2019

## Number of Months with Positive ADR % Change of Less Than 1%



2011 – 2018

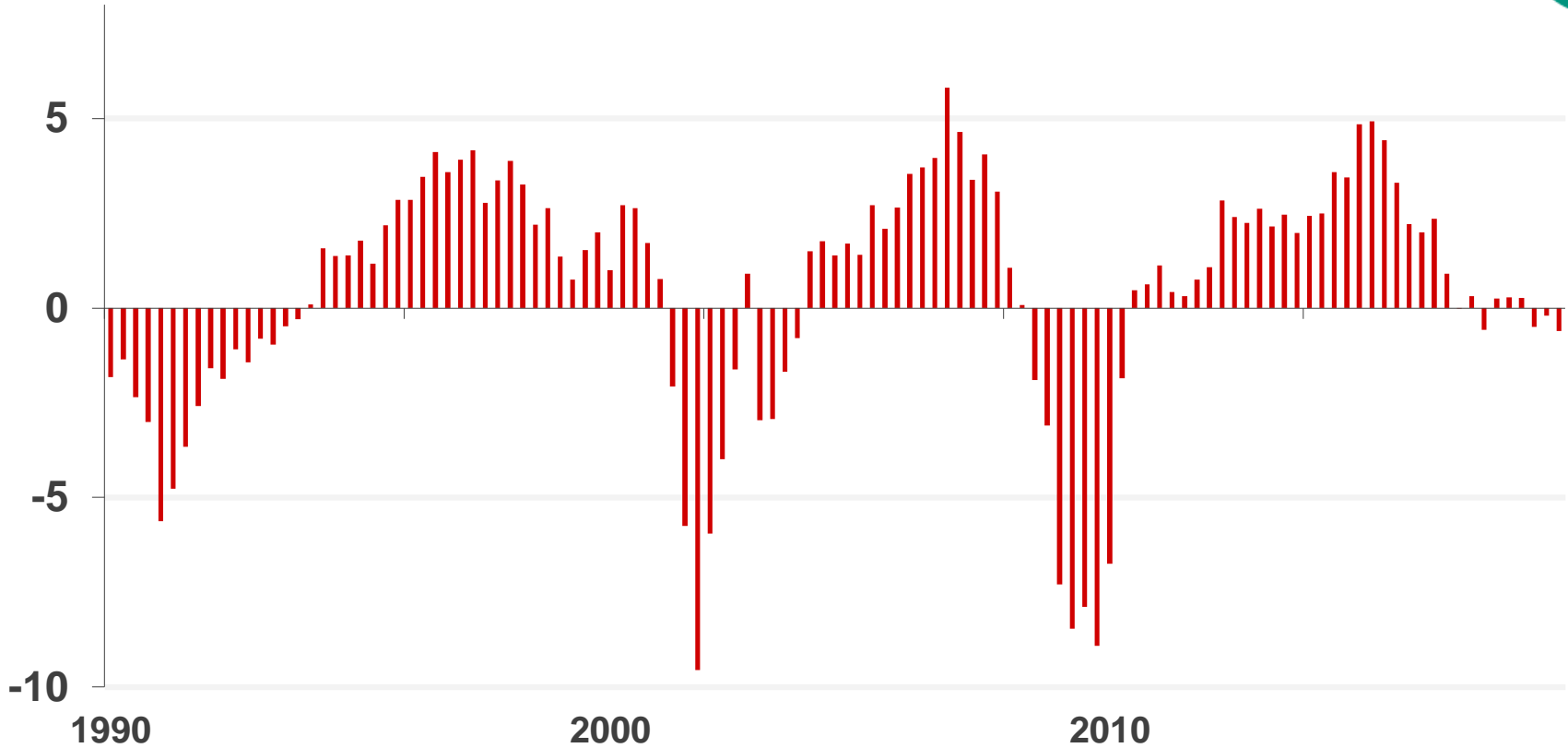
0

YTD 2019

3



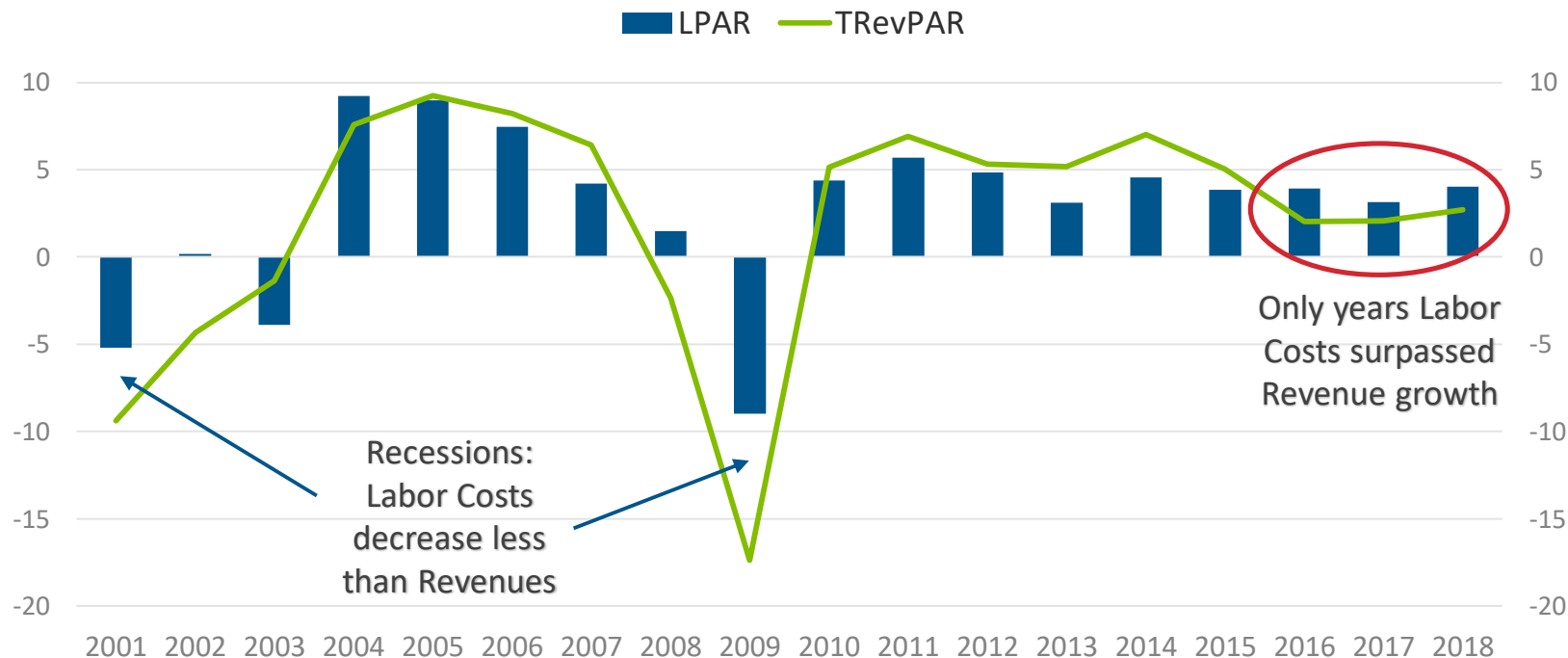
# Real ADR Growth (ADR% minus CPI%) Now Hovers Around 0%



Total U.S., Real ADR % Change (ADR minus CPI), by quarter, Q1/1990 – Q1/2019

# Past 3 years Labor costs have outpaced Revenue growth

Labor and Revenues – Year-over-year percentage growth



Only years Labor Costs surpassed Revenue growth

Recessions:  
Labor Costs  
decrease less  
than Revenues



## May YTD Market Performance: San Francisco is Crushing It

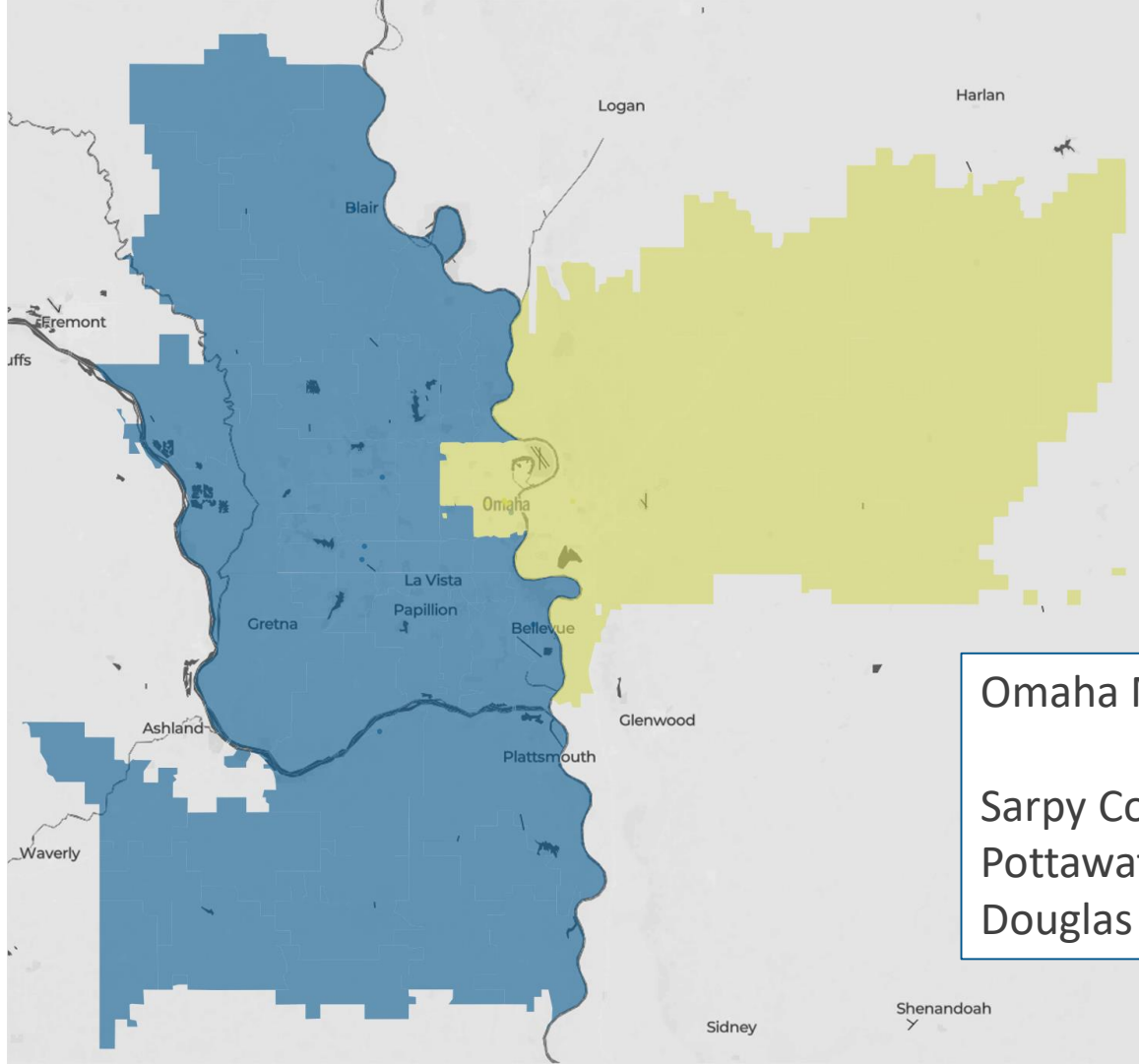


Market	OCC %	RevPAR % Change	Influenced By
San Francisco/San Mateo, CA	80.0	9.0	Moscone Reopens & Groups Return Full Force
Atlanta, GA	71.0	8.9	Super Bowl LIII
Tampa/St Petersburg, FL	78.7	4.8	4% Demand Increase
Nashville, TN	72.6	4.7	Bachelorettes + NFL Draft
Norfolk/Virginia Beach, VA	58.9	4.2	ADR +4.1%
Philadelphia, PA-NJ	65.8	-3.3	2.4% Demand Decline
New York, NY	81.9	-4.1	Surprisingly Weak
Seattle, WA	69.9	-4.2	7.3% Supply Growth
Houston, TX	64.7	-7.6	Hurricane Comp
Minneapolis/St Paul, MN-WI	62.0	-8.0	Superbowl LII

\*RevPAR % Change and absolute OCC in Top 25: 5 Best / 5 Worst Performing RevPAR % Markets, YTD May 2019



# Omaha Market Overview



Omaha Market Includes:

Sarpy County  
Pottawattamie County  
Douglas County

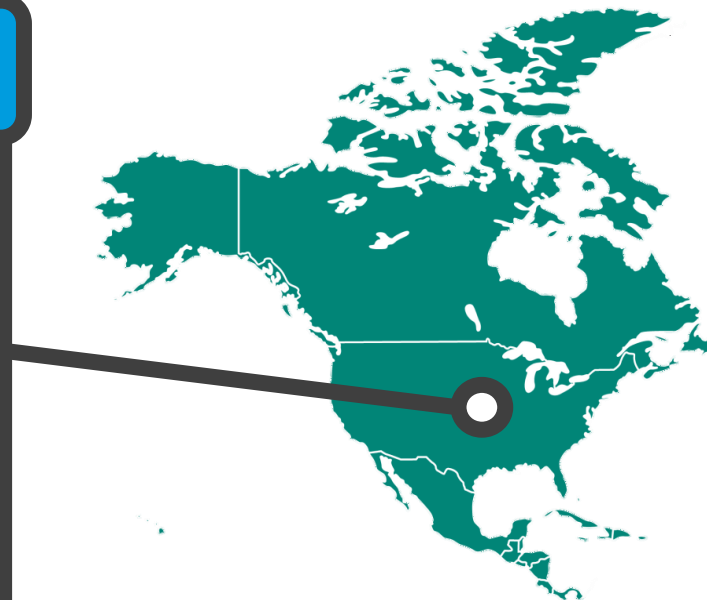
# Omaha Market Performance YTD – May 2019



## Omaha

Supply	2.3m	2.2%
Demand	1.4m	4.0%
Occ	58.8	1.8%
ADR	\$96	-1.3%
RevPAR	\$57	0.5%

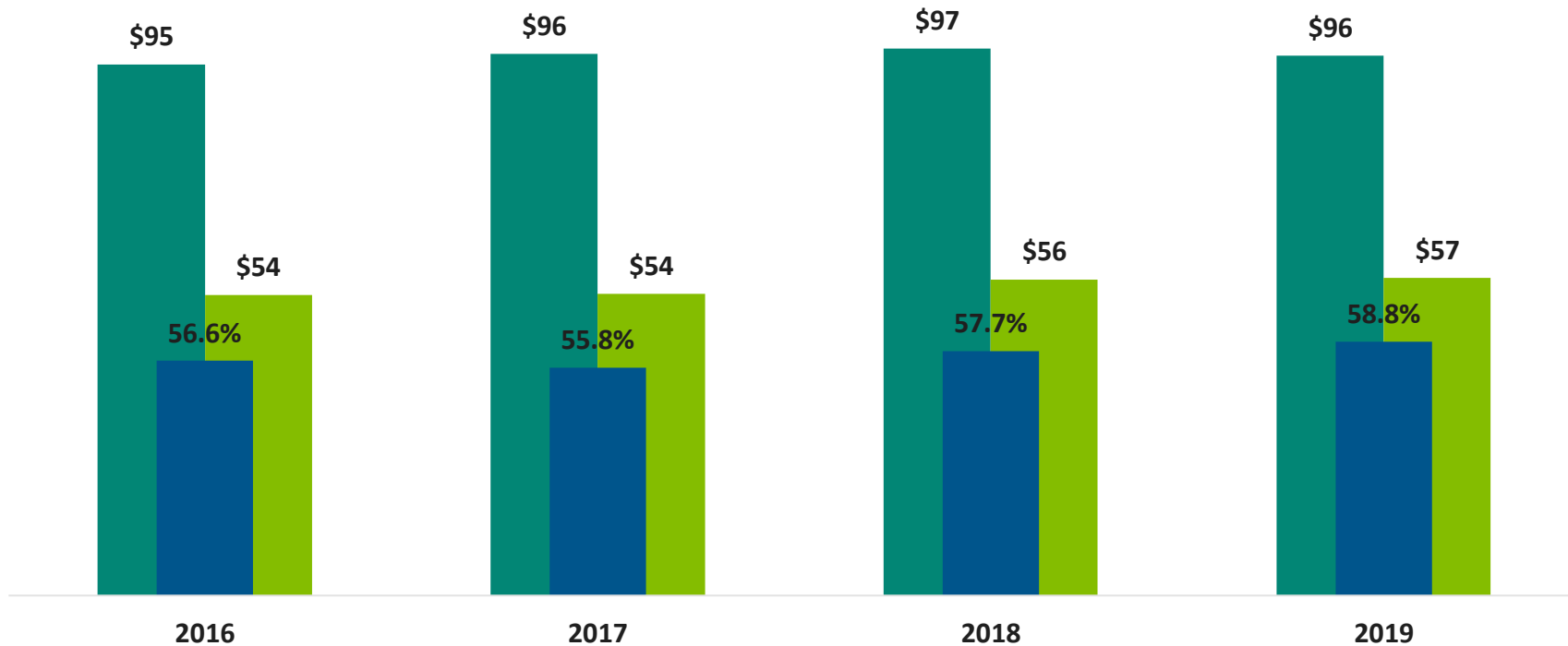
Year to Date May 2019



# Year to Date Performance



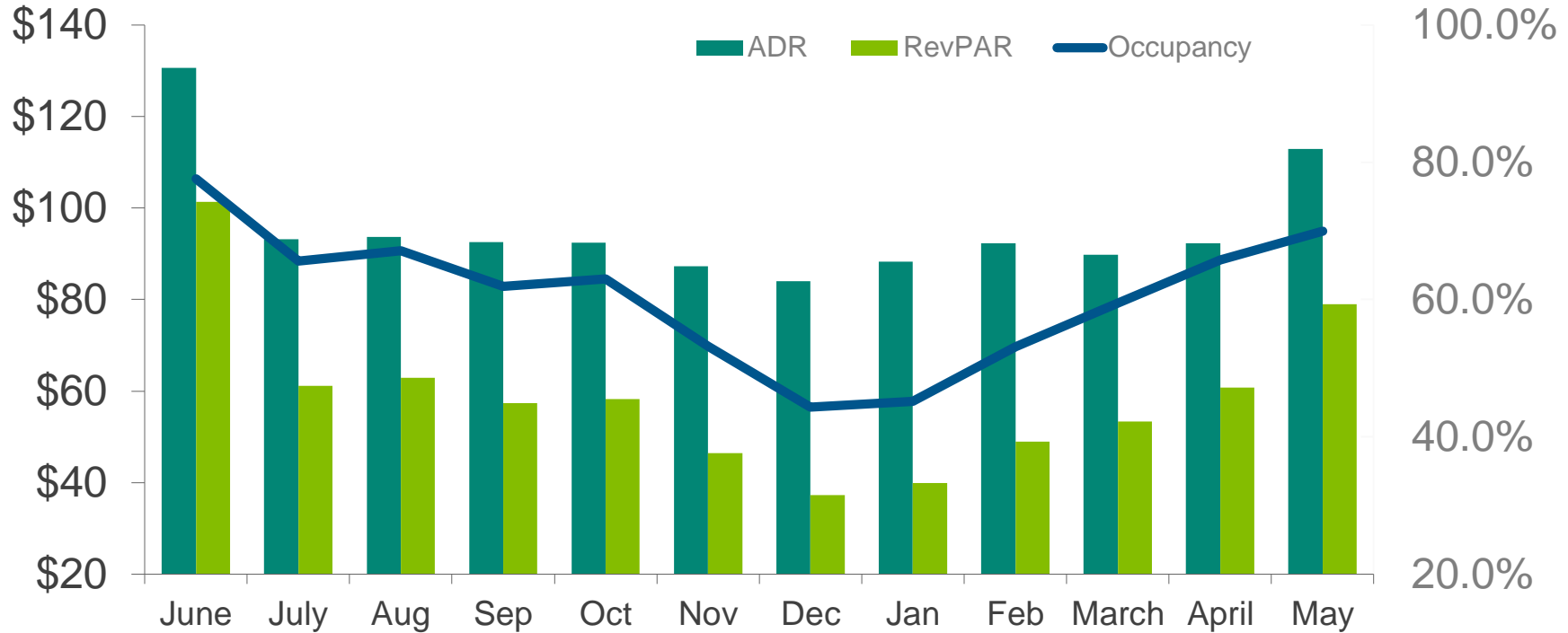
■ ADR ■ RevPAR ■ Occupancy





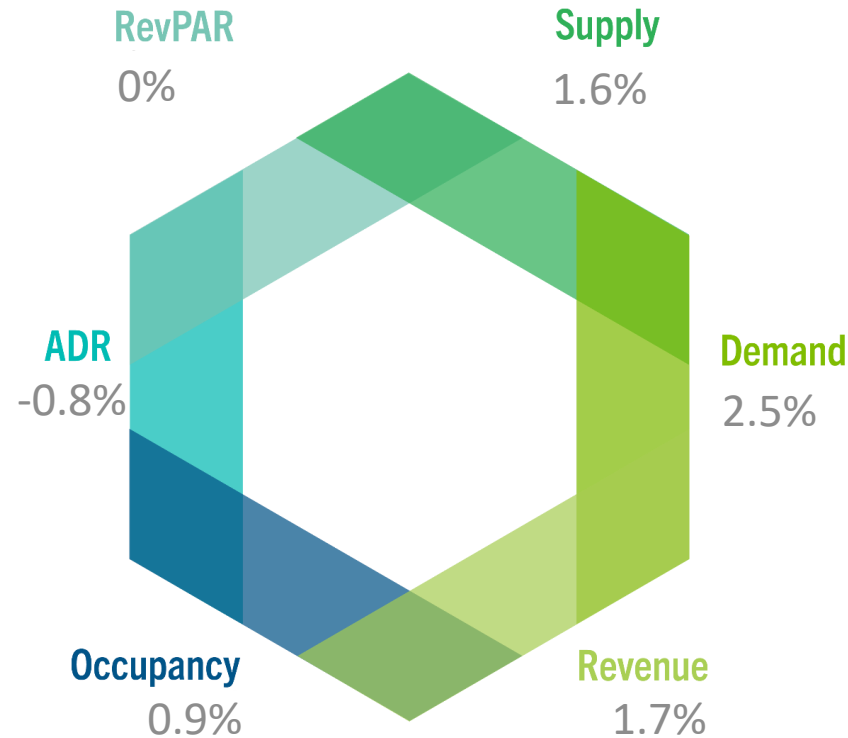
# May and June are Strongest

12 Months Up to May 2019



# Omaha Market Percent Change

## 12 MMA – May 2019

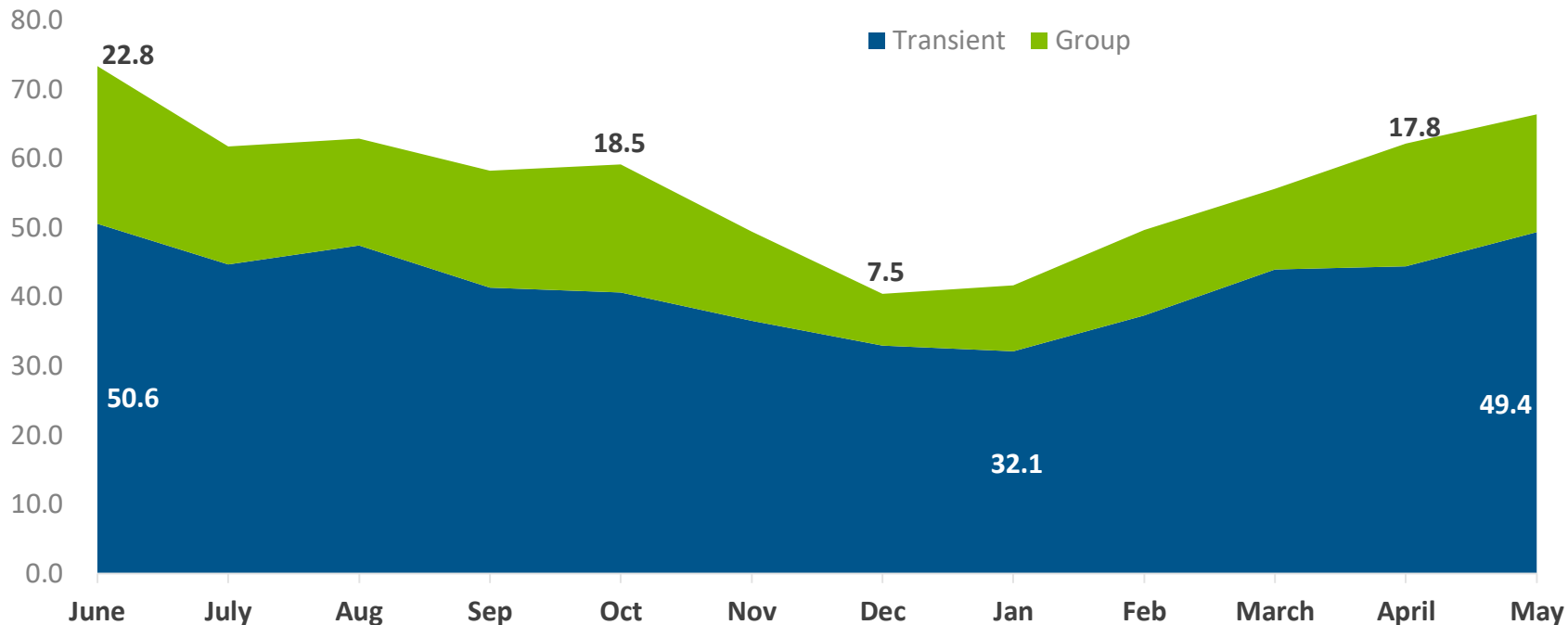




# Group vs. Transient



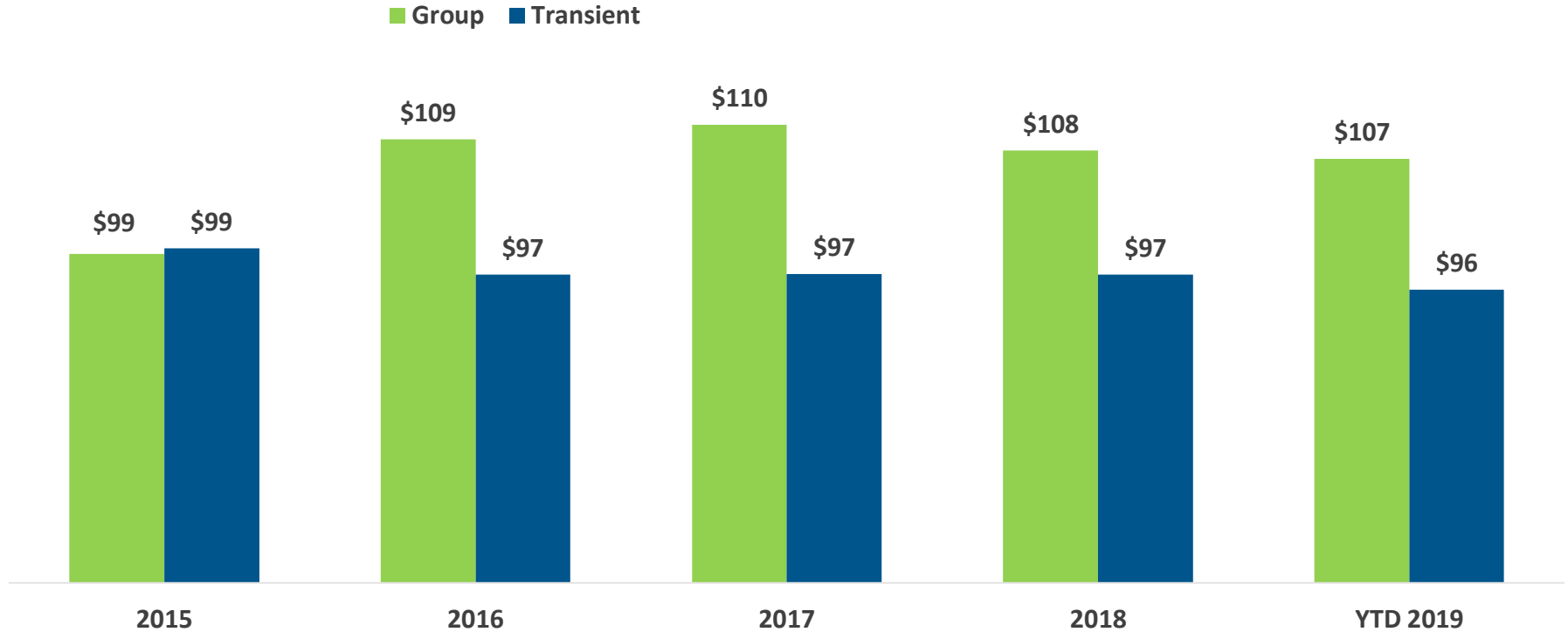
# Omaha Market Group and Transient Mix



Omaha Market, Occupancy % by Month 6/2018 – 5/2019

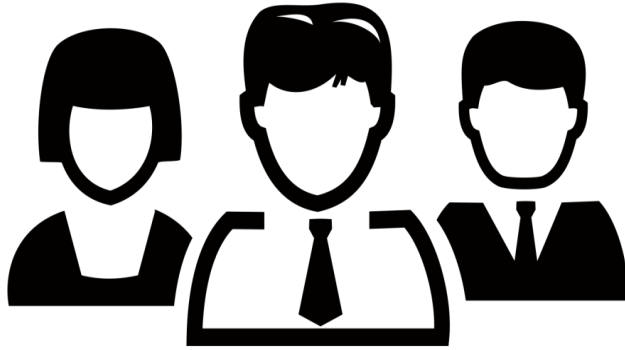


# No rate breaks for group at market level



Omaha Market, Year End 2015,2016,2017,2018 & YTD May 2019

## GROUP



↓ -7.7%

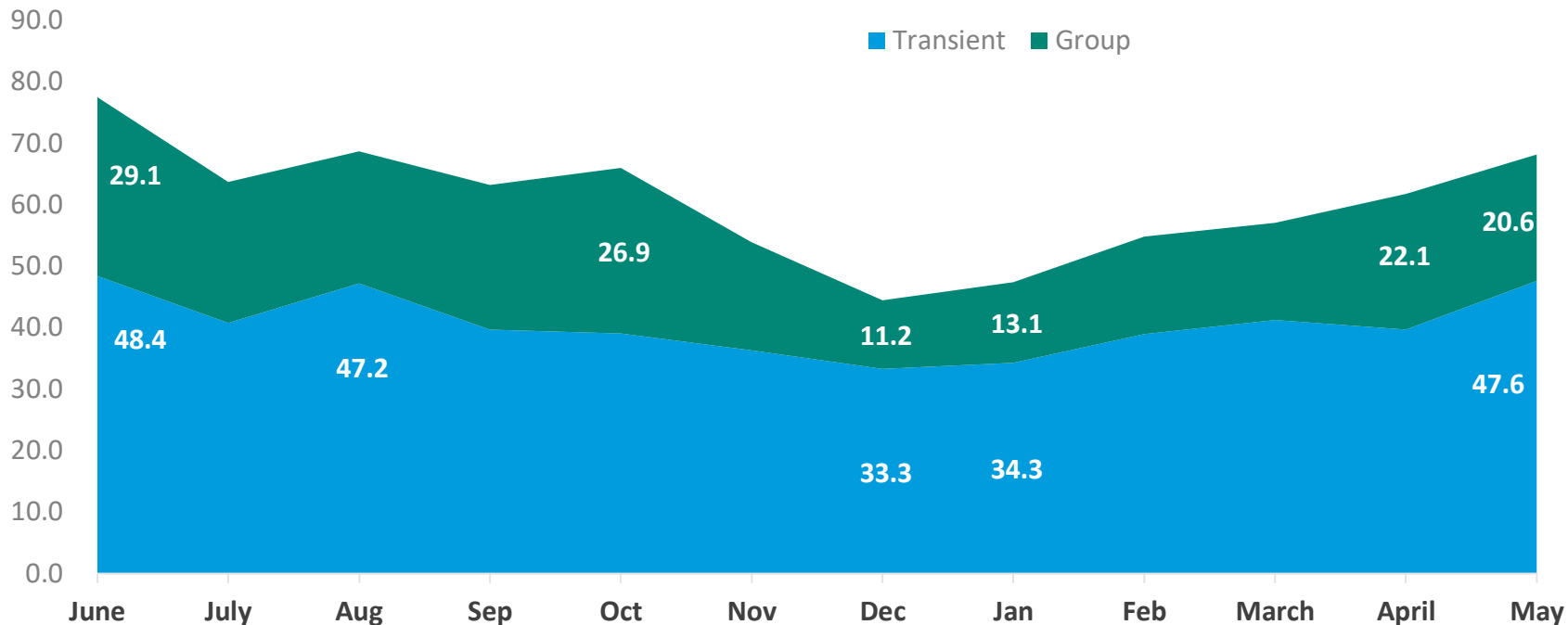
## TRANSIENT



↑ 6.1%

**Omaha Market: Customer Segmentation Demand**  
May 2019 YTD, OCC % Change,

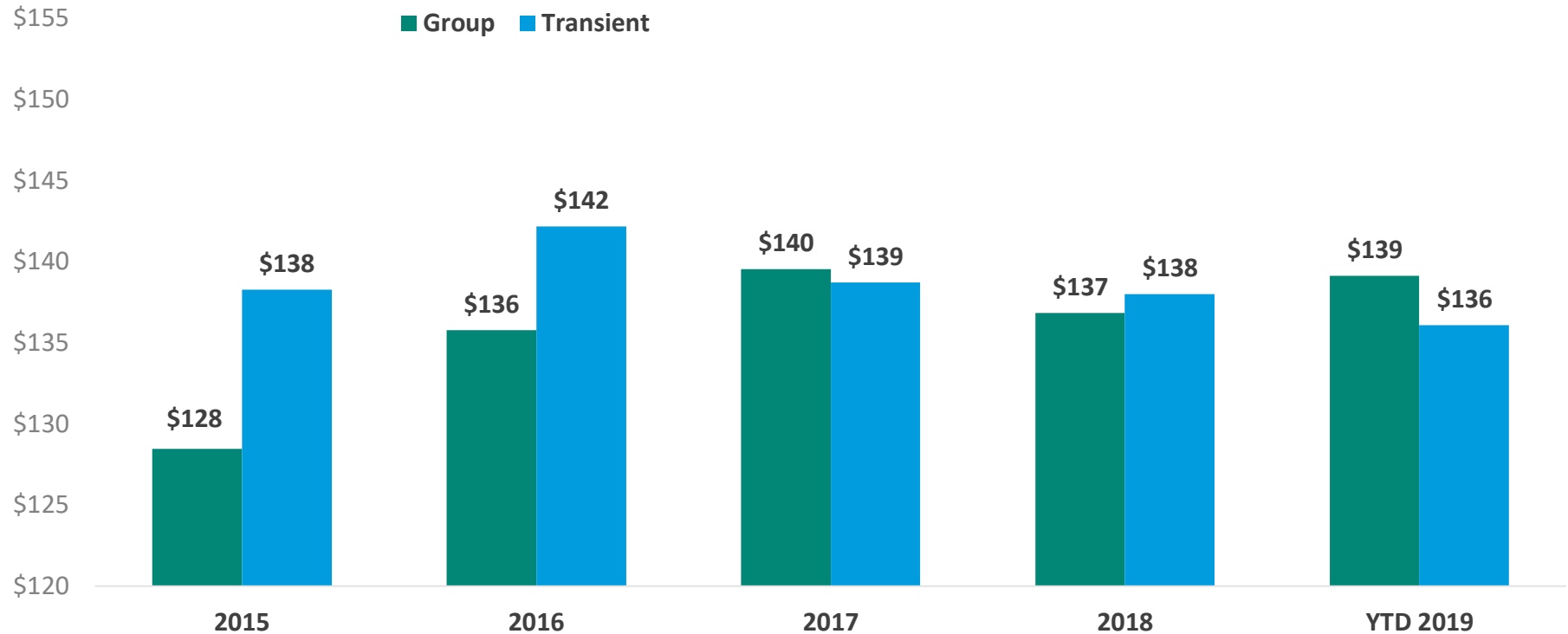
# Omaha Downtown Group and Transient Mix



Omaha Downtown (Zipcode 68102), Occupancy % by Month 6/2018 – 5/2019

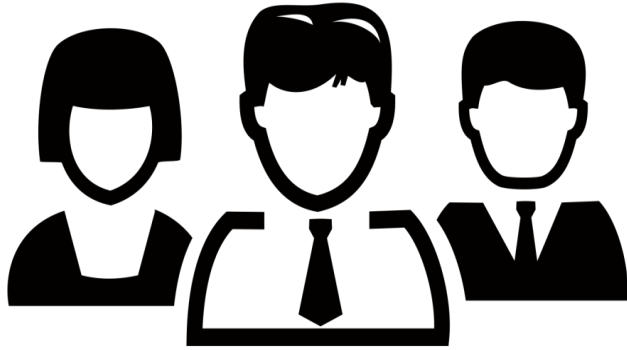



# No rate breaks for group at downtown level either



Omaha Downtown (Zipcode 68102), Year End 2015,2016,2017,2018 & YTD May 2019

## GROUP



 -18.3%

## TRANSIENT



 9.1%

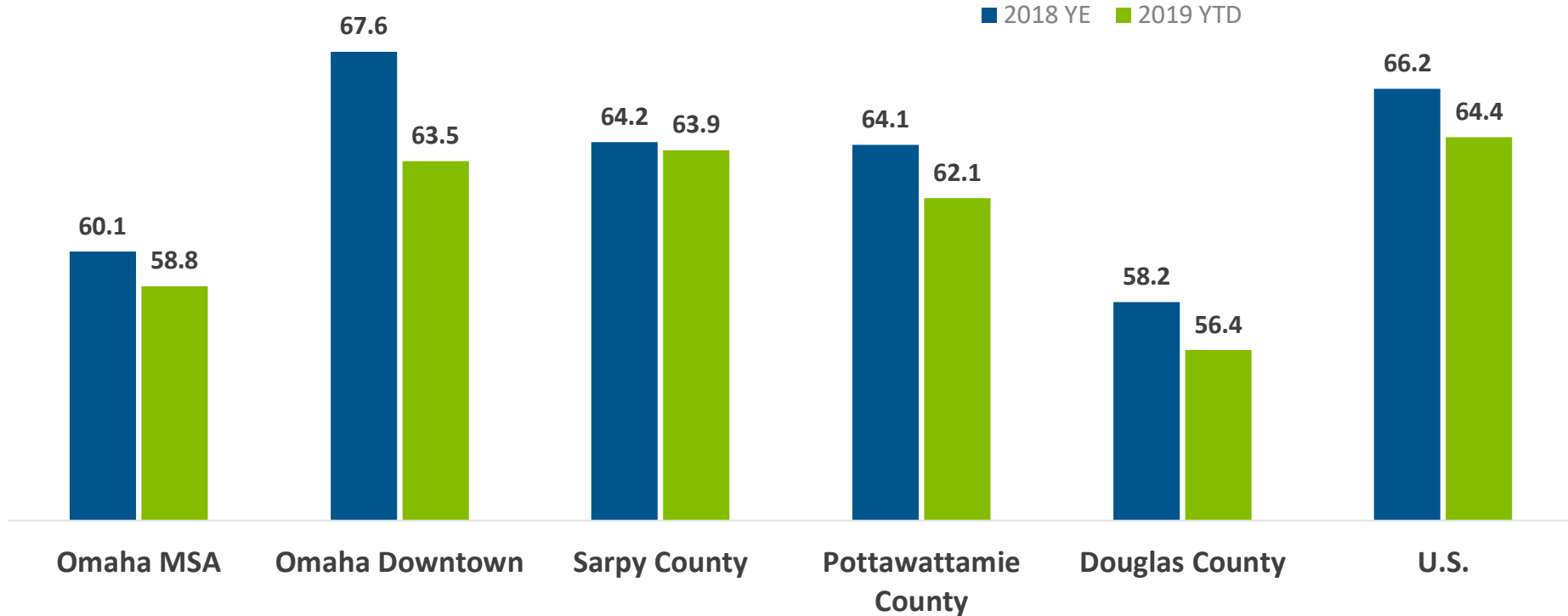
**Omaha Downtown (Zip Code 68102): Customer Segmentation Demand**  
May 2019 YTD, OCC % Change,



# Omaha Market Breakdown



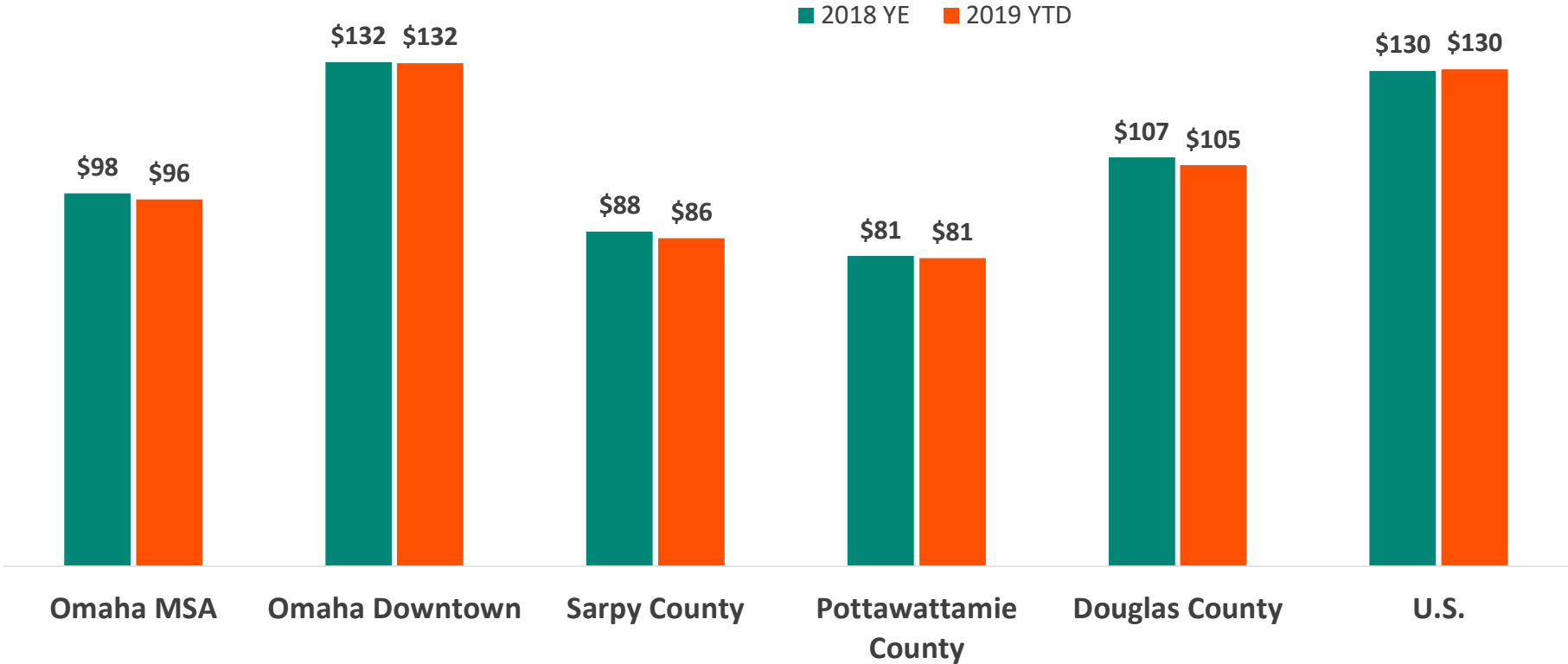
# Occupancy Rates





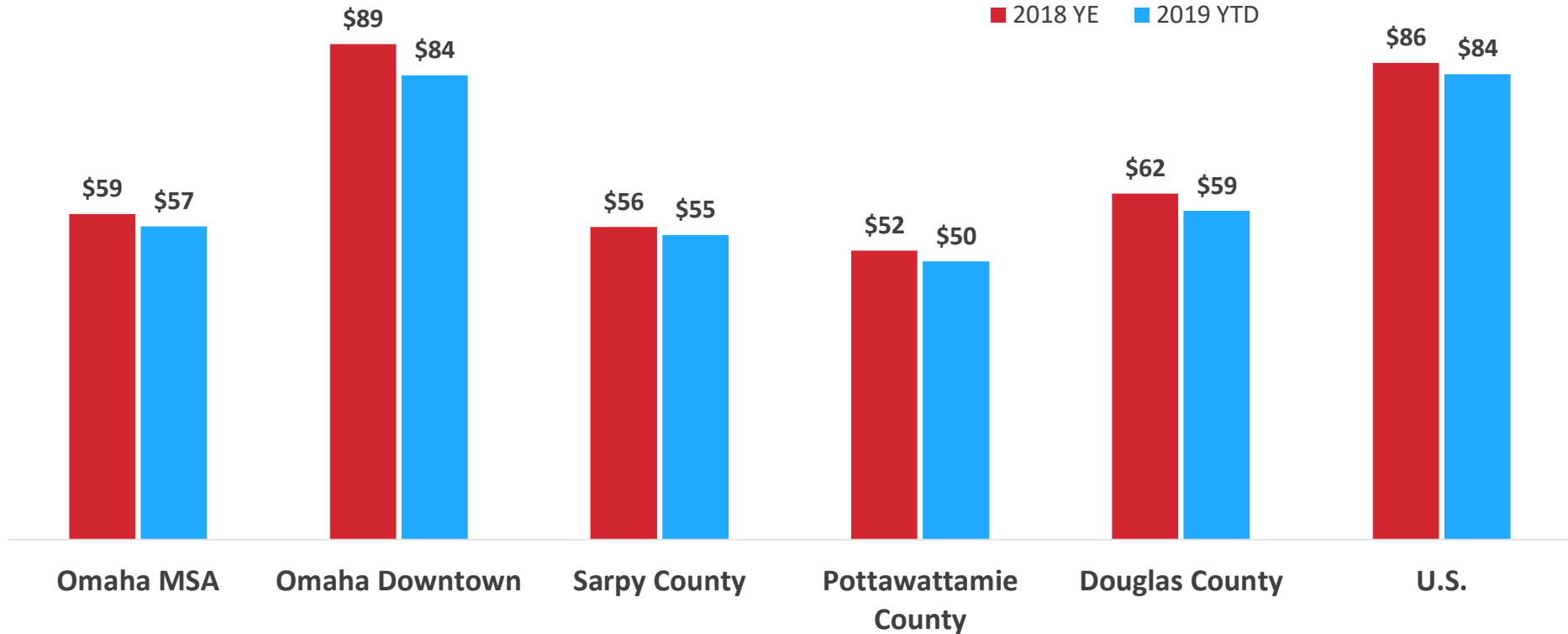


# Average Daily Rates





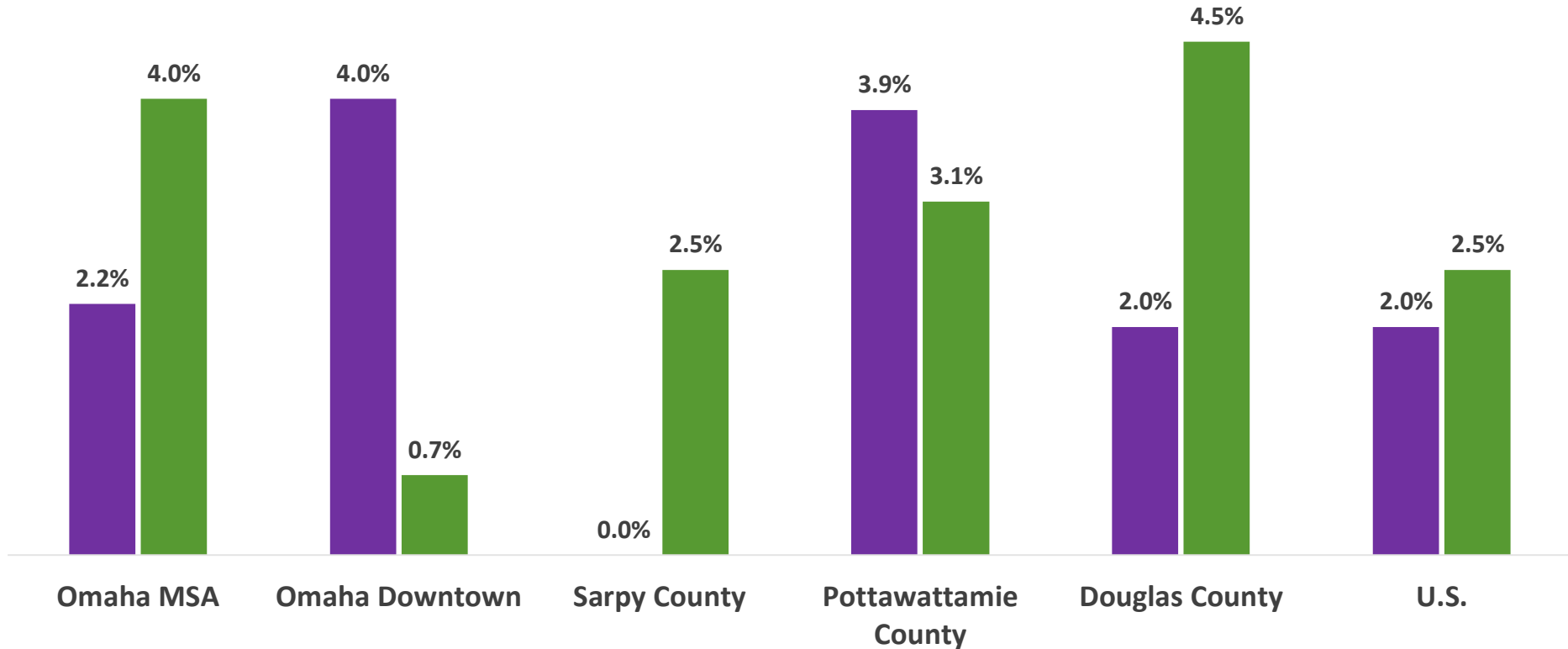
# Revenue per Available Room





# Year to Date Growth

■ Supply   ■ Demand

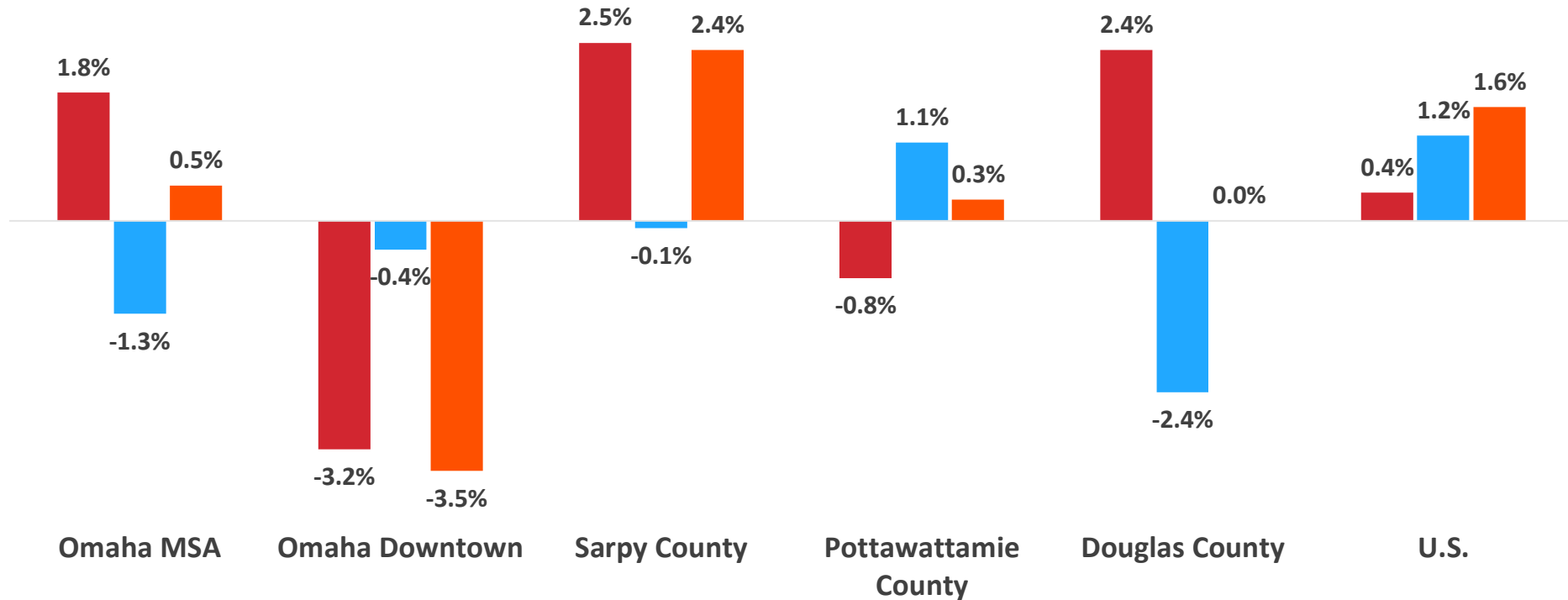


Omaha Custom Sets, OCC, ADR, RevPAR % Change YTD May 2019



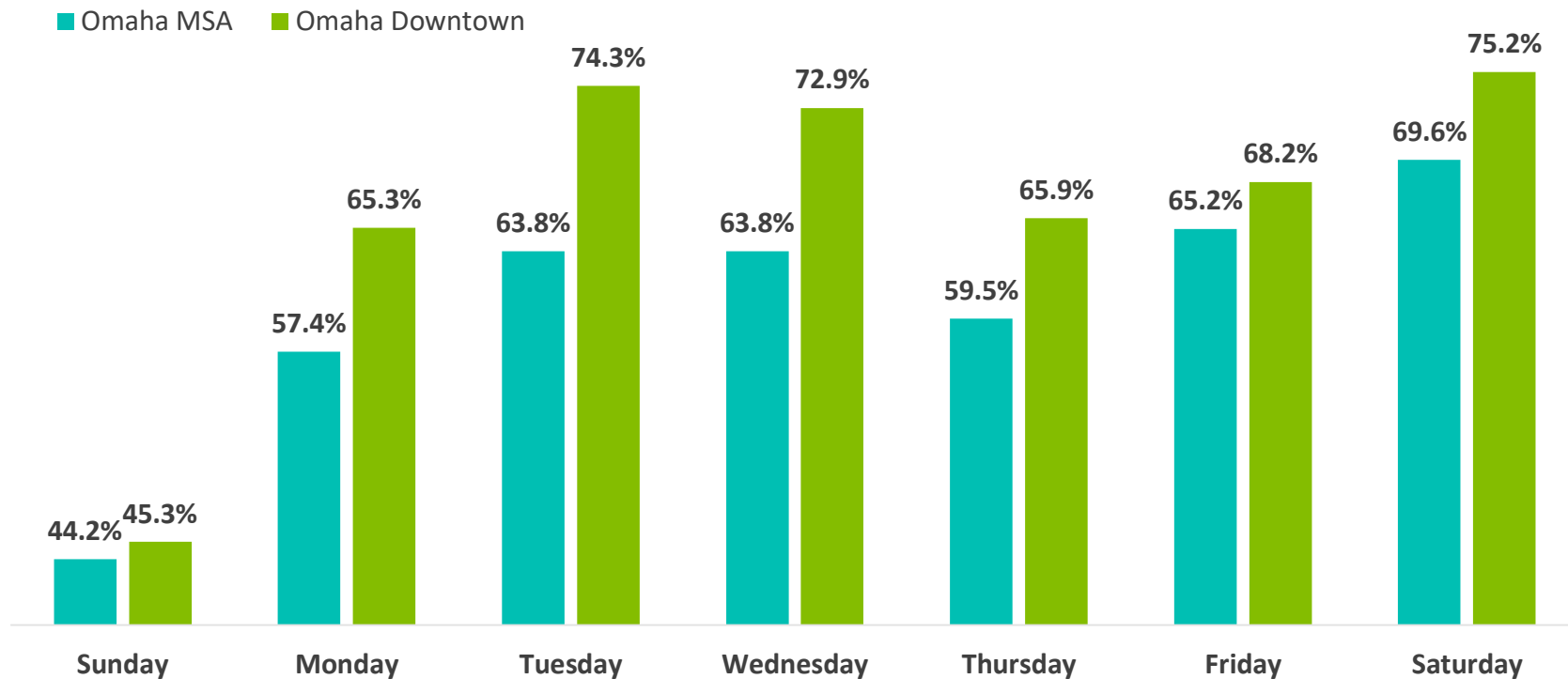
# Year to Date Growth Over 2018

■ Occupancy ■ ADR ■ RevPAR



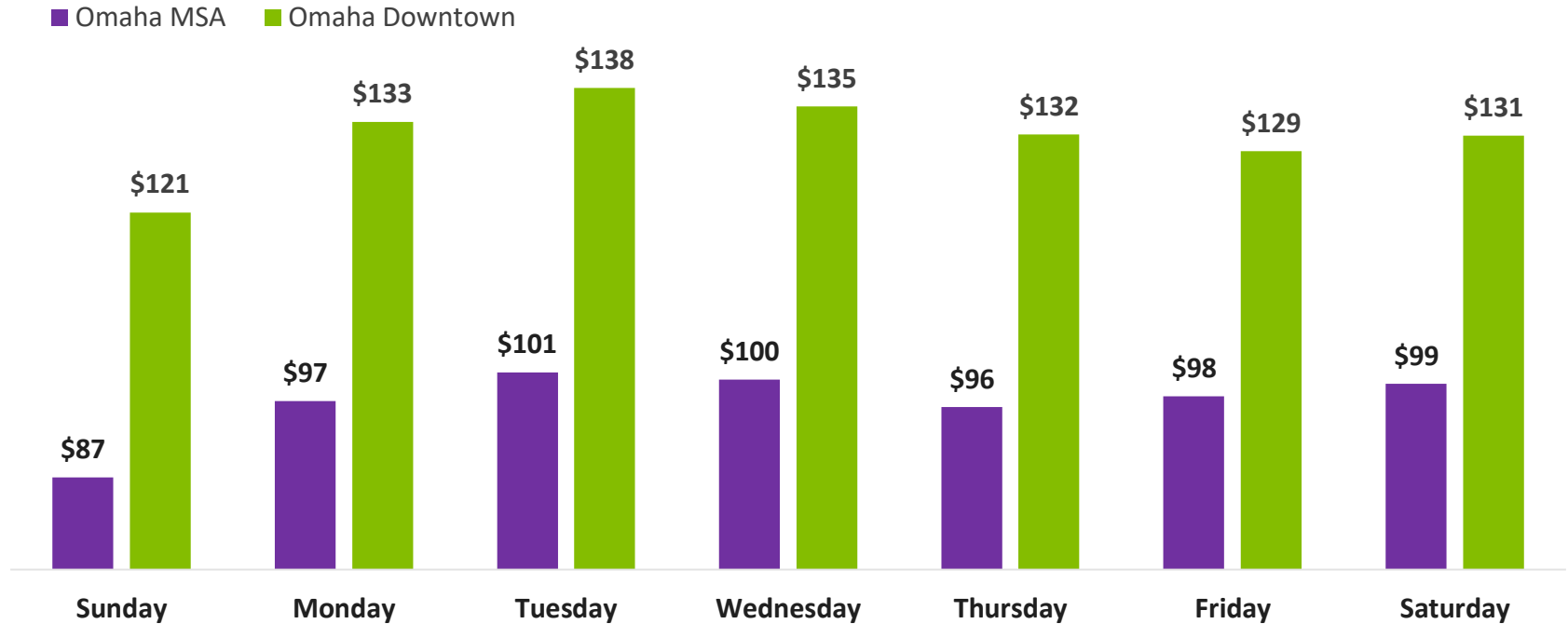
Omaha Custom Sets, OCC, ADR, RevPAR % Change YTD May 2019

# Day of Week Occupancy





# Day of Week ADR





## Compression Nights (over 90% Occupancy)

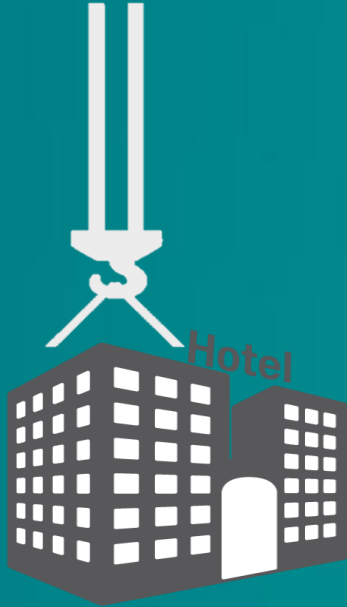


# Pipeline & Outlook





# Pipeline



## In Construction:

Vertical construction on the physical building has begun.



## Final Planning:

Construction will begin within the next 12 months.



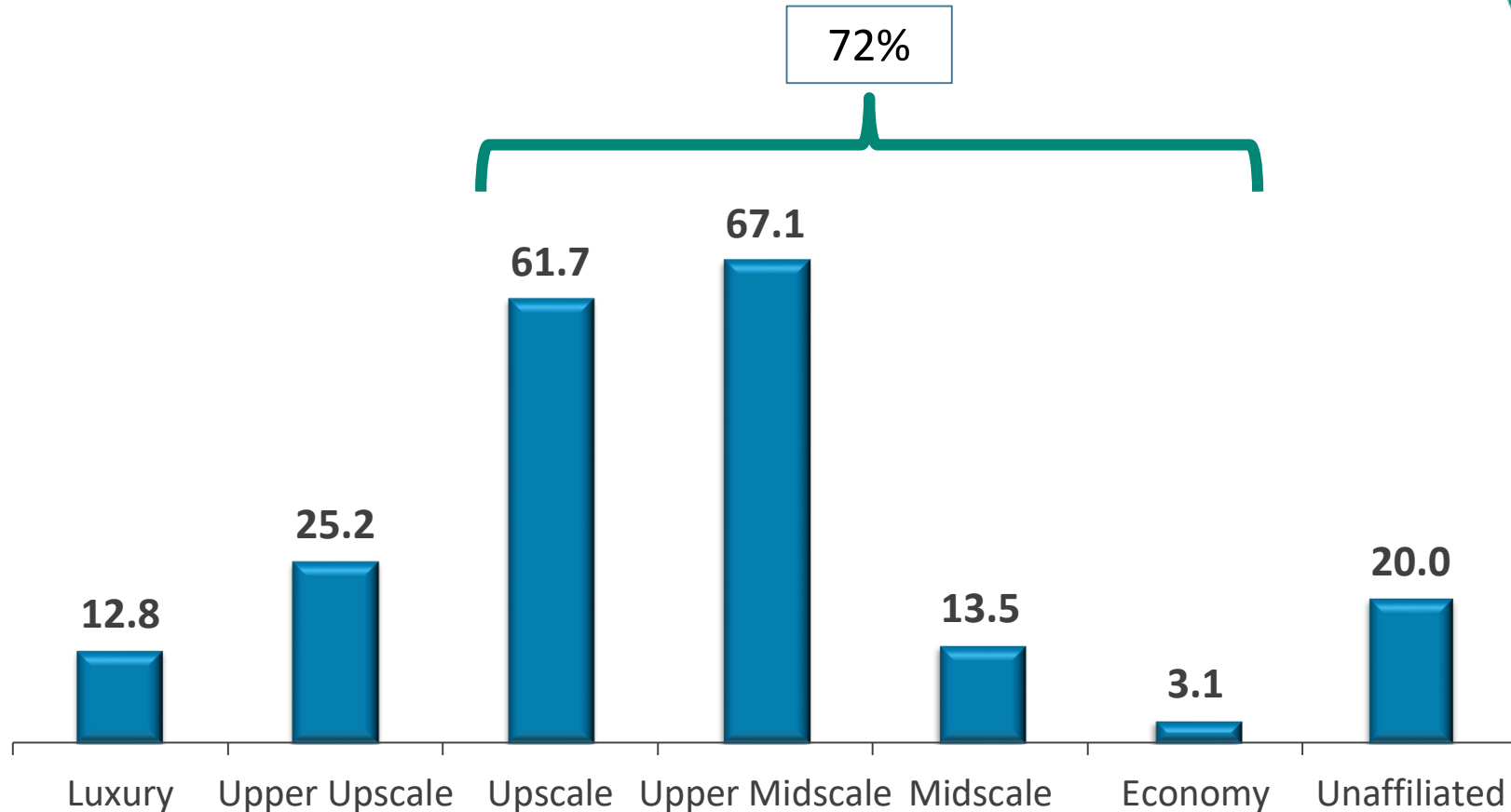
## Planning:

Construction will begin in more than 13 months.



**Under  
Contract**

## Limited Service Construction Is The Name Of The Game

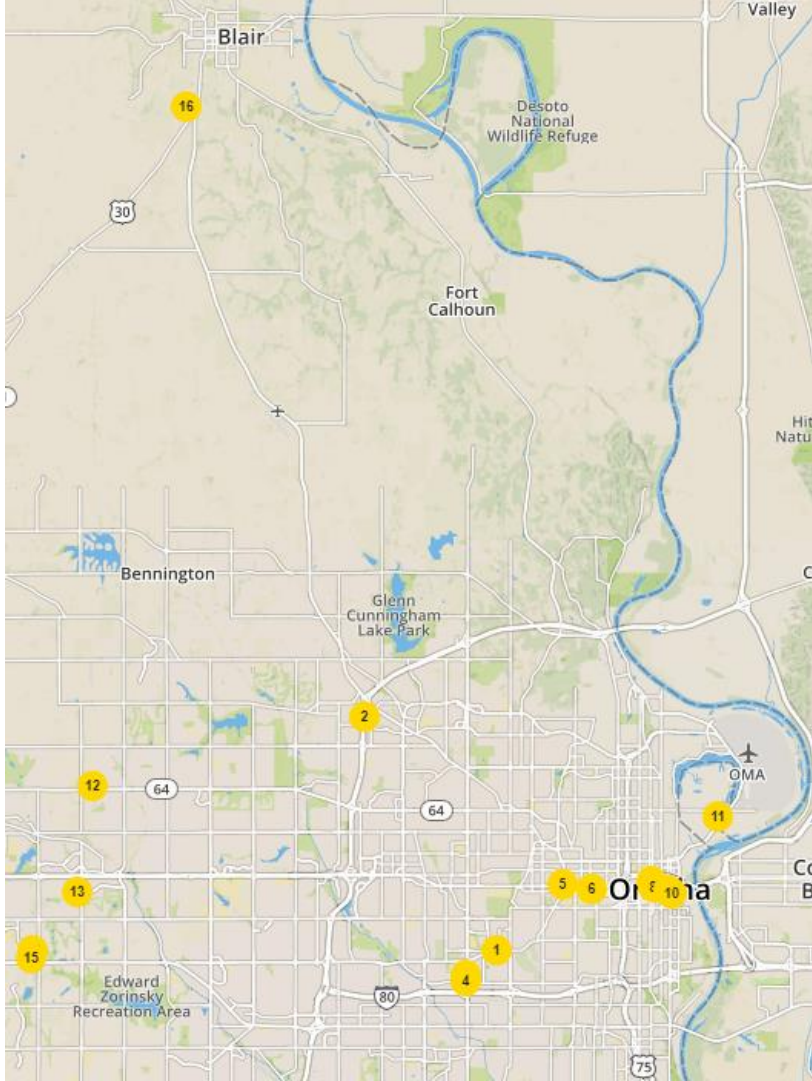


\*US Pipeline, Rooms In Construction , '000s Rooms, by Scale, May 2019

# Omaha Market Pipeline



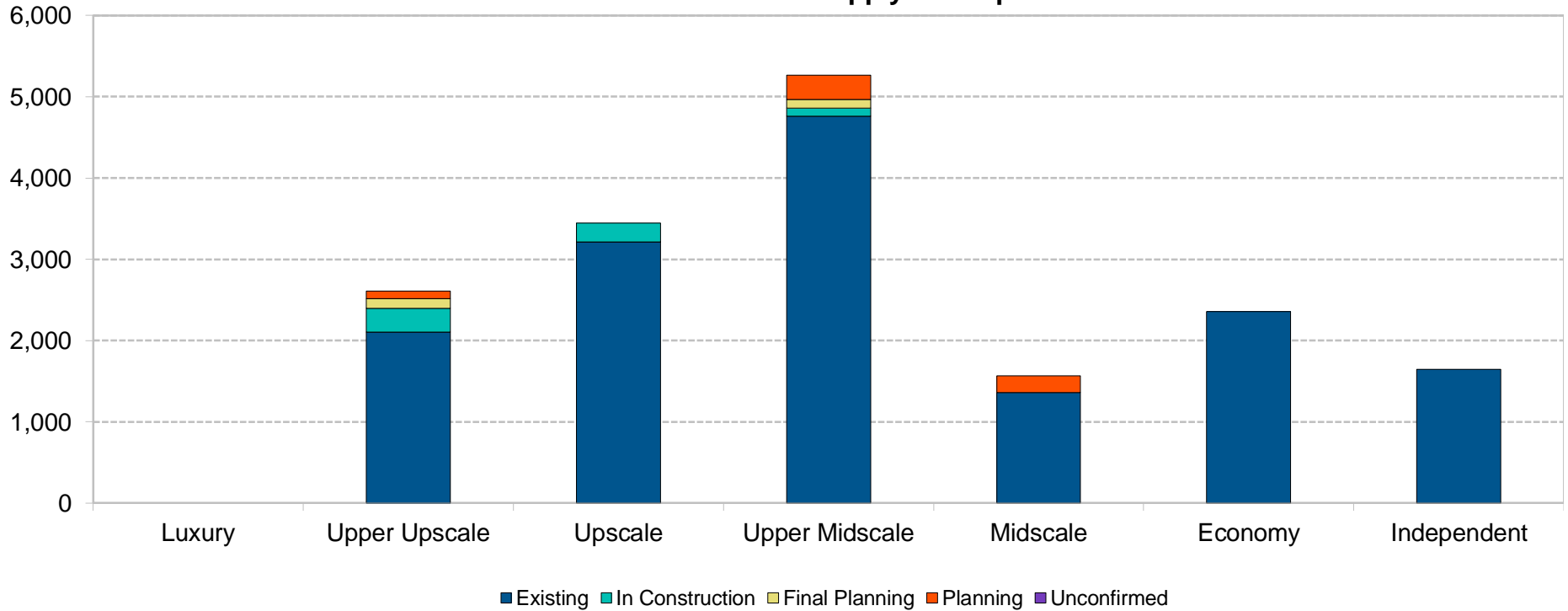
Phase	Projects	Rooms
In Construction	5	628
Final Planning	2	225
Planning	6	460
Total Under Contract	13	1,313



Projected Open	Projects	Rooms
2019	3	312
2020	5	631
2021	4	290

\*Omaha Market Pipeline, by Projected Open Year, May 2019

## Current Room Supply and Pipeline



## Total United States

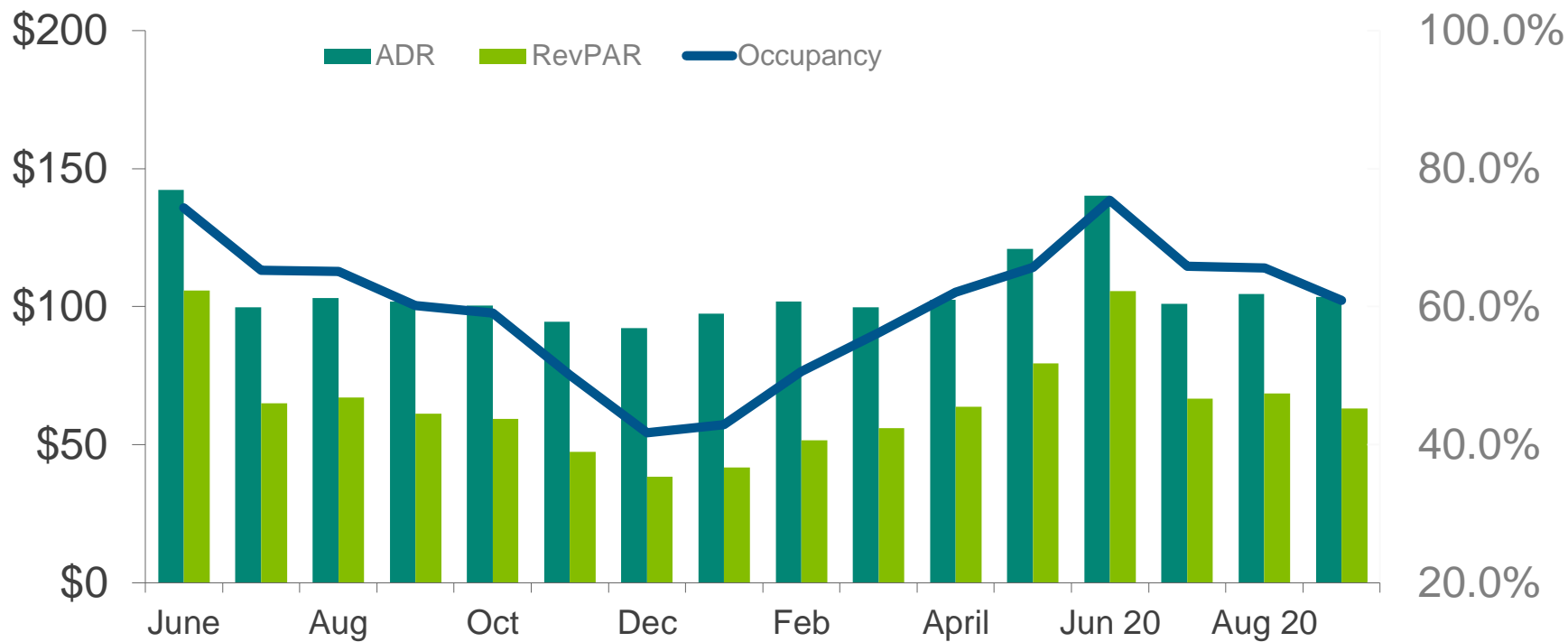
### Key Performance Indicator Outlook (% Change vs. Prior Year)

2019F – 2020F

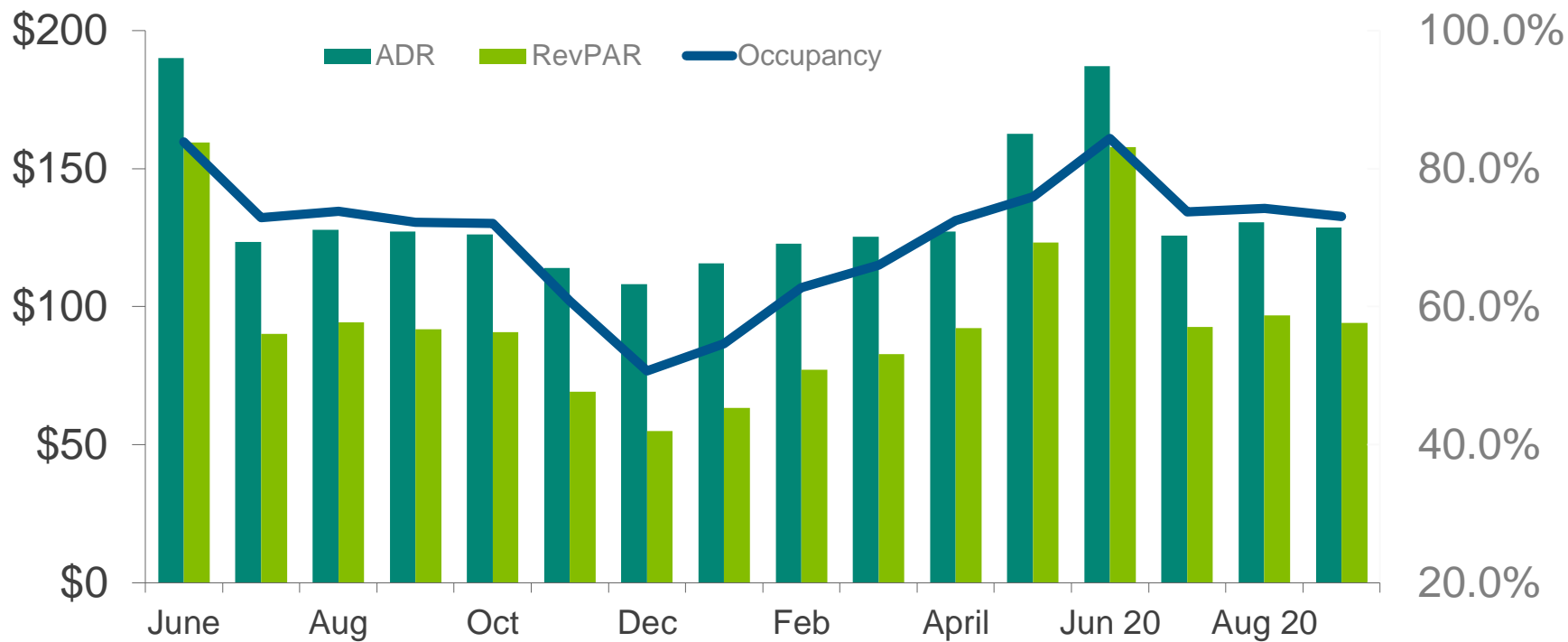


Outlook		
Metric	2019 Forecast	2020 Forecast
Supply	1.9%	1.9%
Demand	2.0%	1.7%
Occupancy	0.1%	-0.2%
ADR	1.9%	2.2%
RevPAR	2.0%	1.9%

# Douglas County Forecast



# Downtown Omaha Forecast







# Local Market 2019 Forecast

	Douglas County		Omaha Downtown	
	Forecast	% Change	Forecast	% Change
Occupancy	58%	0.6	67.8%	0.3
ADR	\$106	-1.3	\$132	0.1
RevPAR	\$61	-0.8	\$90	0.4

## Key Take Away's



Hotels in Omaha only seem to push rate on nights over 90%.

New supply will be spread out over the next 3 years, but most will be in Douglas County.

Omaha is underperforming the Total US in YTD rate growth, but is over performing in occupancy growth.