

Data Provided By



Memphis Lodging Market



Quick Facts

- Citywide performance recovery – compared to pre-pandemic level (2019)
 - **Occupancy - 93.1 %**
 - **ADR - 100.1%**
 - **RevPAR - 93.1%**
 - **Room Night Demand - 98.6%**
- Strong Weekends
 - **ADR exceeds pre-pandemic level**
 - **OCC near pre-pandemic level**
 - **Leisure driven recovery**
- Recovery not even across the market segments

Quick Facts

- Global Pandemic/Local Impact
 - **Reduced international travel**
- Shifting Sources of Demand
 - **Leisure/Group/Commercial**
 - **Bleisure**
 - **Digital Nomads**
- Attracting and Retaining Talent
 - **Higher labor costs/Hiring challenges**
- Travelers Expect Different Things
 - **Shifting expectations and behaviors**

Demand of the Future

- Blue Oval City - \$6.5 Billion
- U.S. Steel - \$3 billion
- Shipping container plant – former Nike site \$112 million
- \$200 million Renasant Convention Center
- \$245 million B Concourse at Memphis International Airport

2021 - A Recovery From COVID

	2017	2018	2019	2020	2021
Occ	65.2%	64.8%	66.4%	49.2%	61.8%
ADR	\$96.05	\$96.61	\$96.97	\$78.12	\$96.84
Room Night Demand	5,470,171	5,514,602	5,839,316	4,416,902	5,799,980
% Change in Demand		0.8%	5.5%	-24.9%	31.3%

Pinkowski & Company:
2020 Officially was the Worst Year on Record for Memphis Hotels

P&C Forecast vs Actual – 2021

Definitely Not An Exact Science – How Do You Forecast During A Pandemic

	<u>Actual</u>
• Occ	61.6%
• ADR	\$96.84
• RevPAR	\$59.85

Memphis Lodging Market 2021YE Projection

Pinkowski & Company:
2021 Will See the Greatest Recovery on
Record for Memphis Hotels



➡ Occupancy – ???% (??%)

➡ ADR - \$???(??%)

➡ RevPAR - \$???(??%)

We know it will be up, but by how much??

Memphis Lodging Market

Key Statistics 2020 vs 2021

	YE 2020	YE 2021	% Change
Room Supply (Daily)	24,595	25,713	4.5%
Room Demand (Daily)	12,101	15,890	31.3%
Room Revenue (Daily)	\$945,296	\$1,538,797	62.8%
Occupancy	49.2%	61.8%	25.6%
ADR	\$78.12	\$96.84	24.0%
RevPAR	\$38.43	\$59.85	55.7%

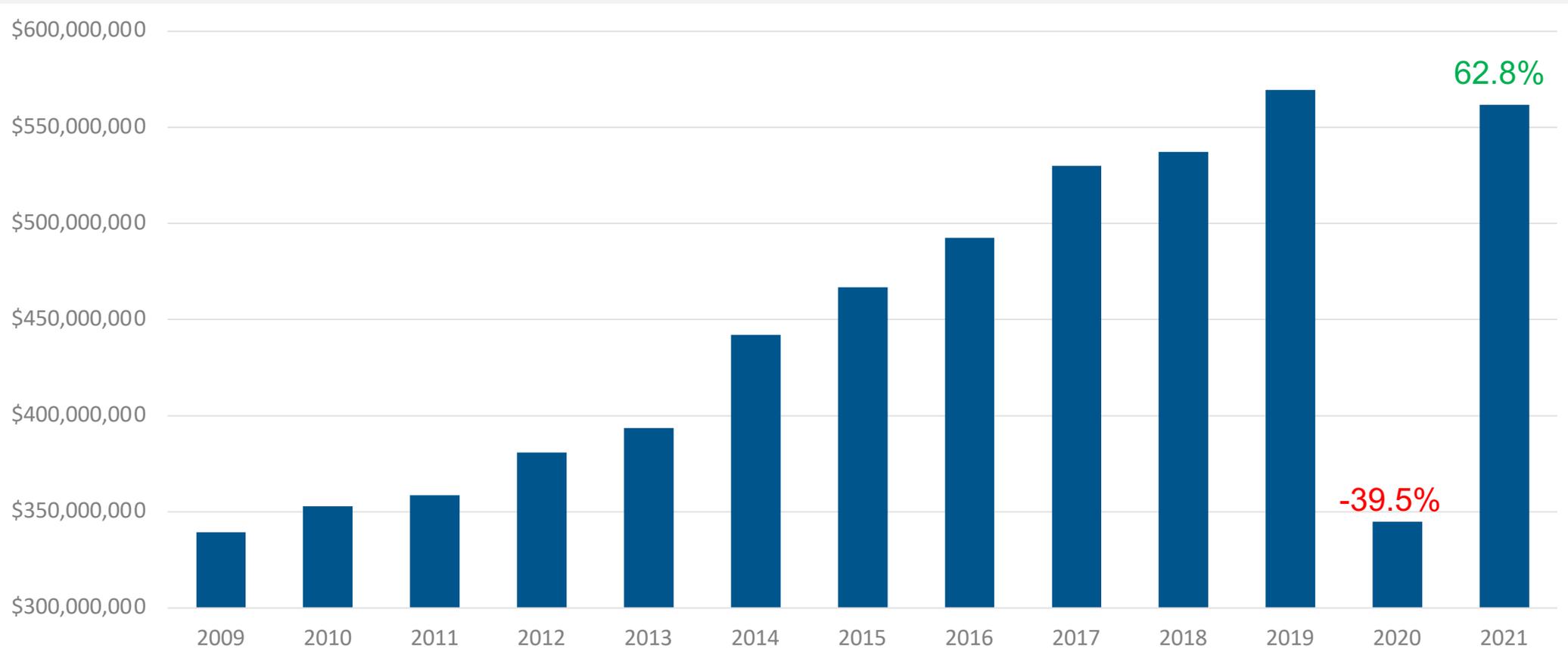
Memphis Lodging Market

Key Statistics 2019 vs 2021

	YE 2019	YE 2021	% Change
Room Supply (Daily)	24,271	25,713	5.9%
Room Demand (Daily)	16,121	15,890	-1.4%
Room Revenue (Daily)	\$1,560,027	\$1,538,797	-1.4%
Occupancy	66.4%	61.8%	-6.9%
ADR	\$96.77	\$96.84	0.1%
RevPAR	\$64.28	\$59.85	-6.9%

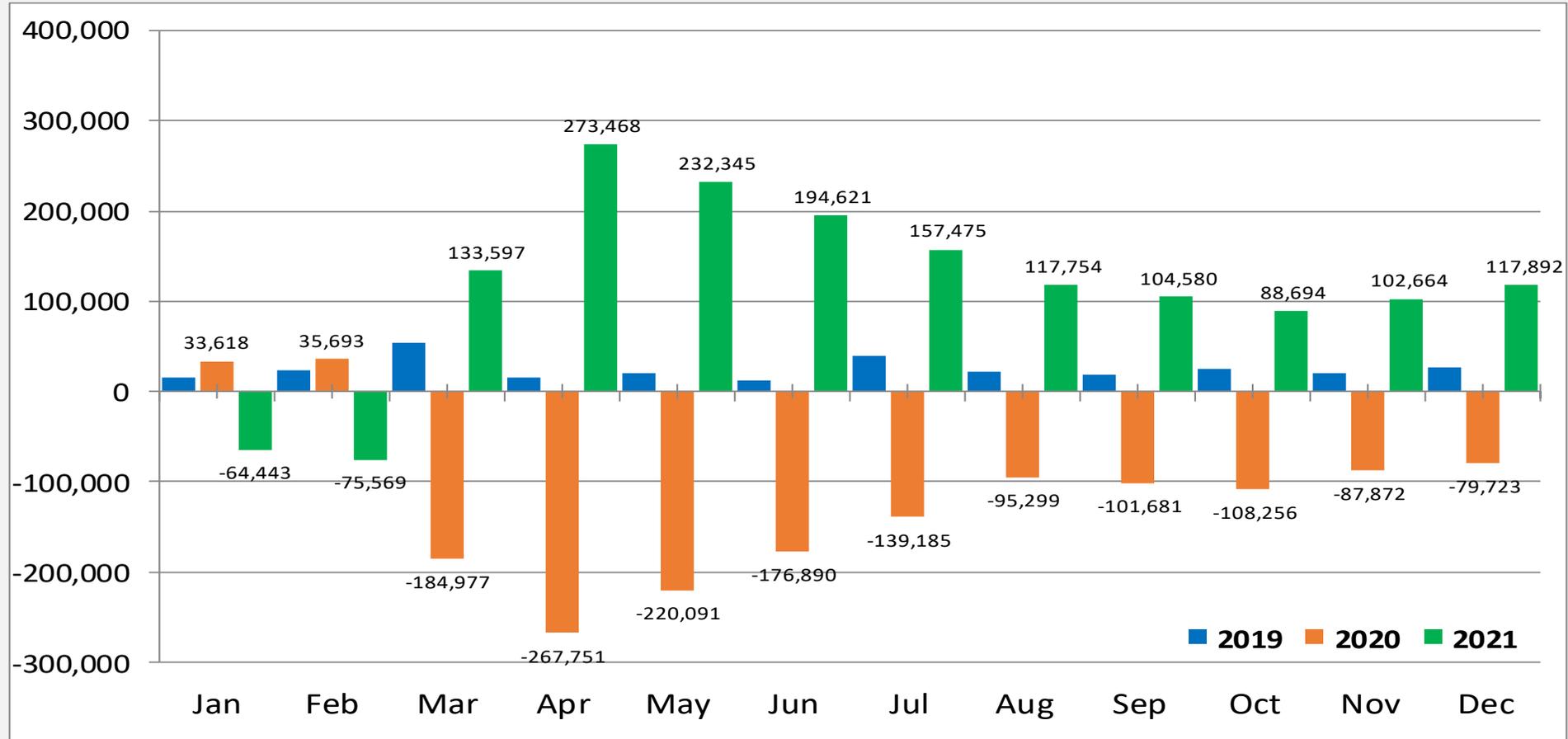
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Total Revenue



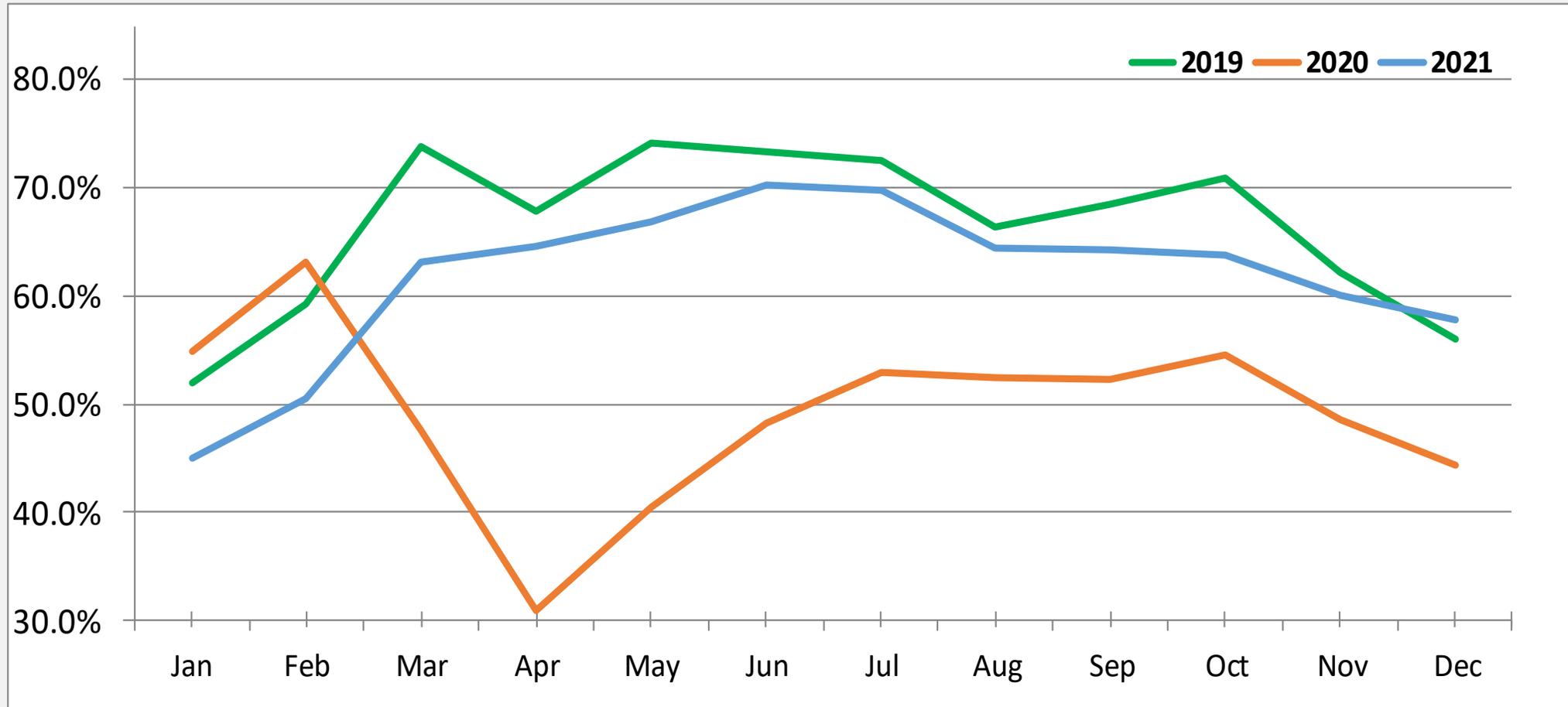
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Change in Room Night Demand by Month Over Prior Year



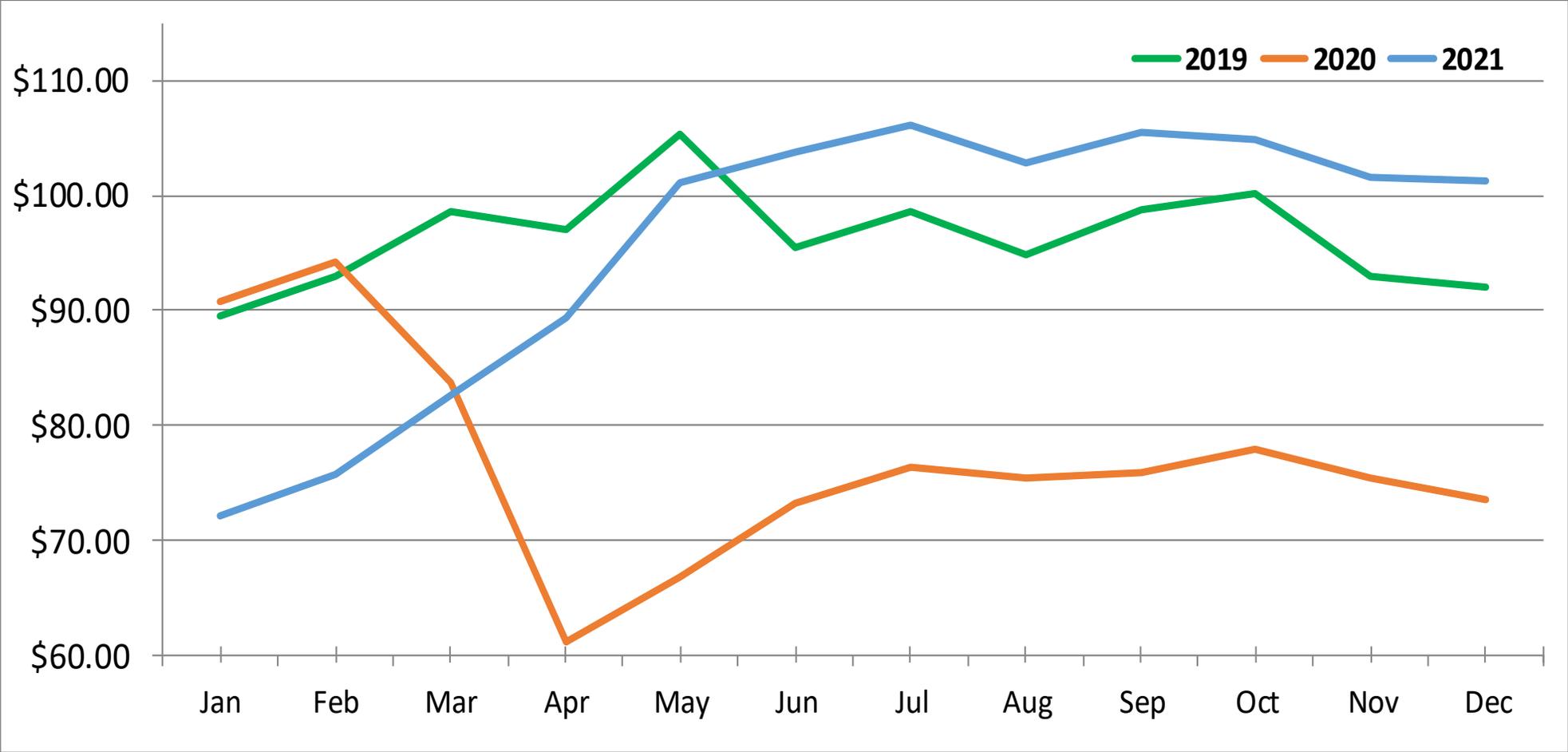
Memphis Lodging Market

Monthly Occupancy Comparison 2019/2020/2021



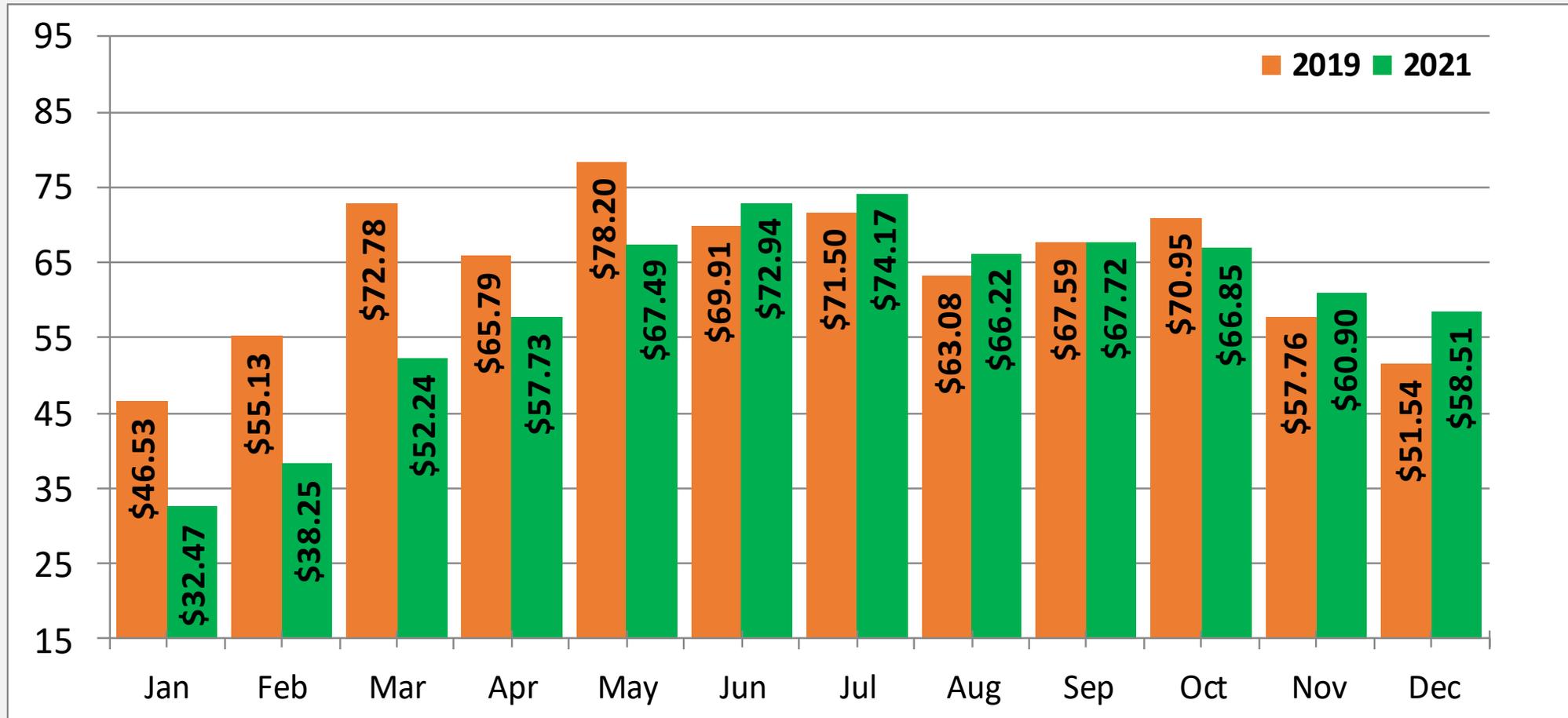
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Monthly ADR Comparison 2019/2020/2021



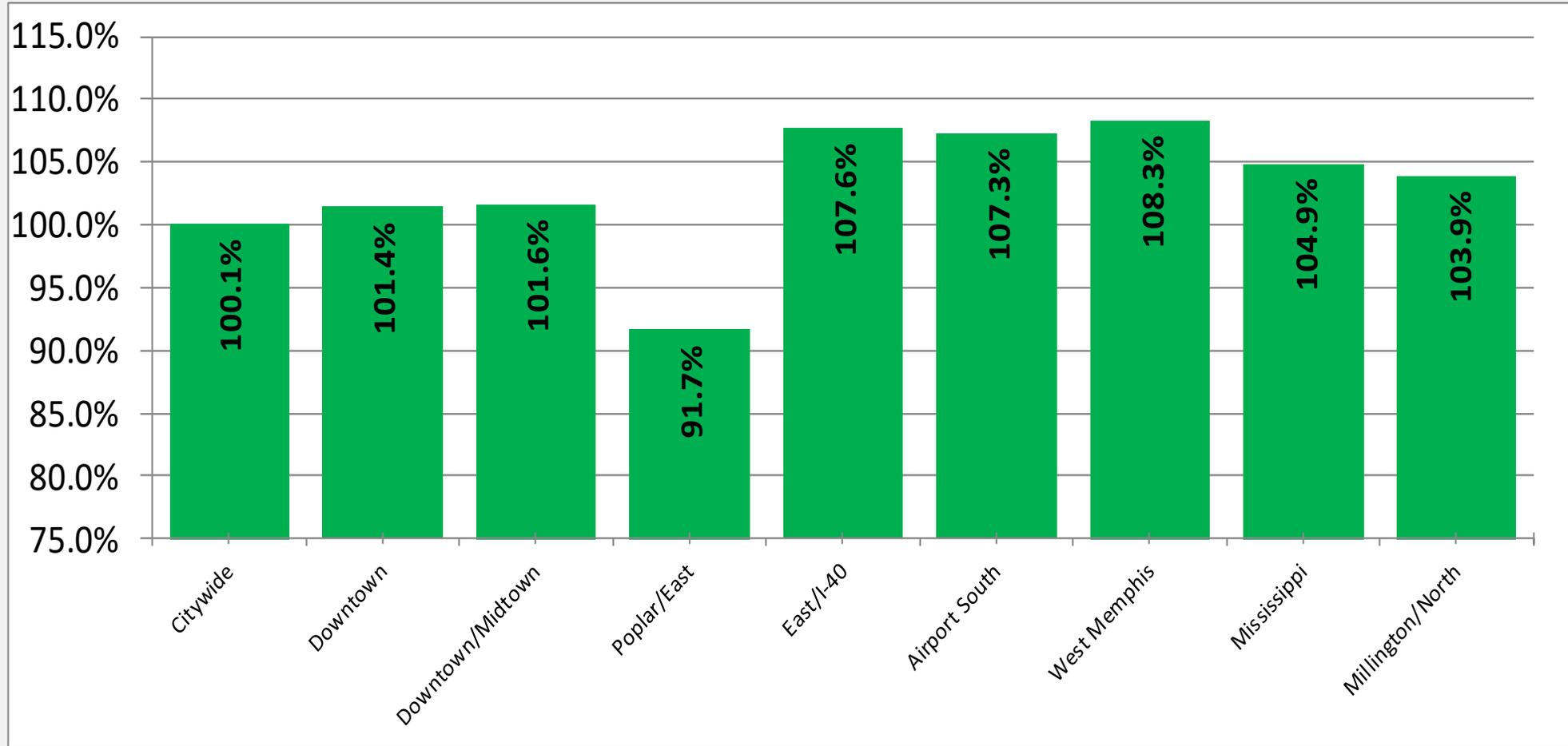
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Monthly RevPAR Comparison 2019 vs 2021



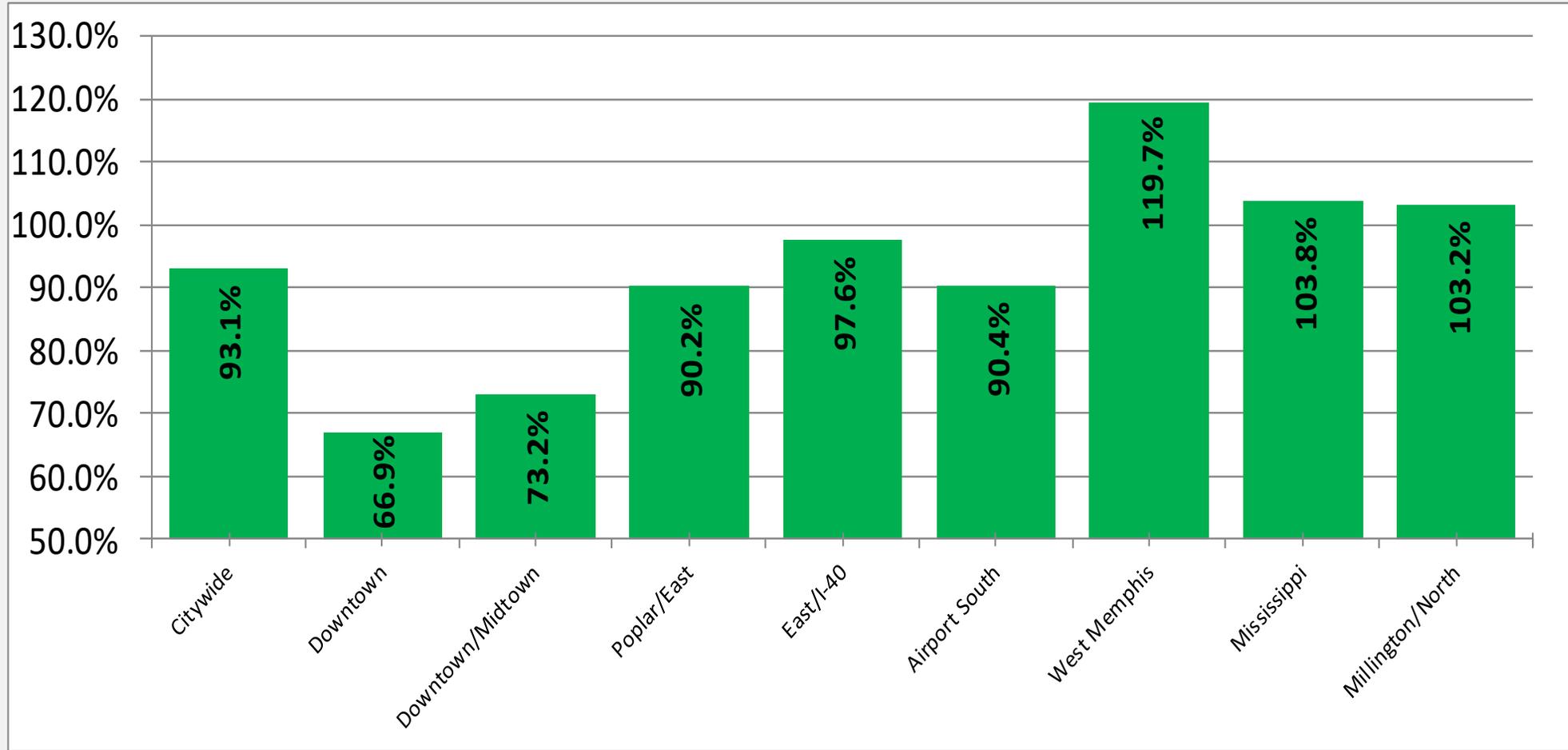
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ADR Index 2019 vs 2021



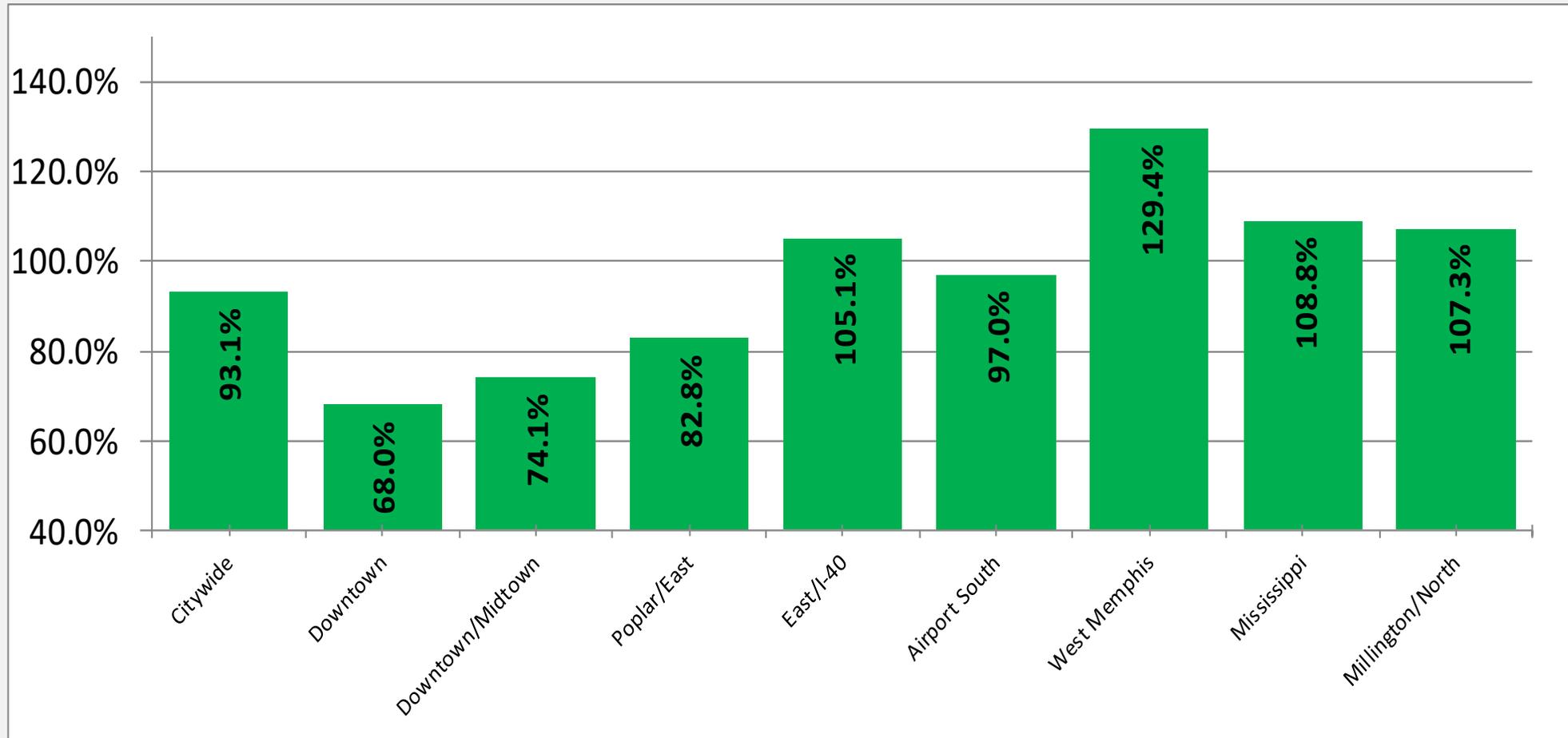
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OCC Index 2019 vs 2021



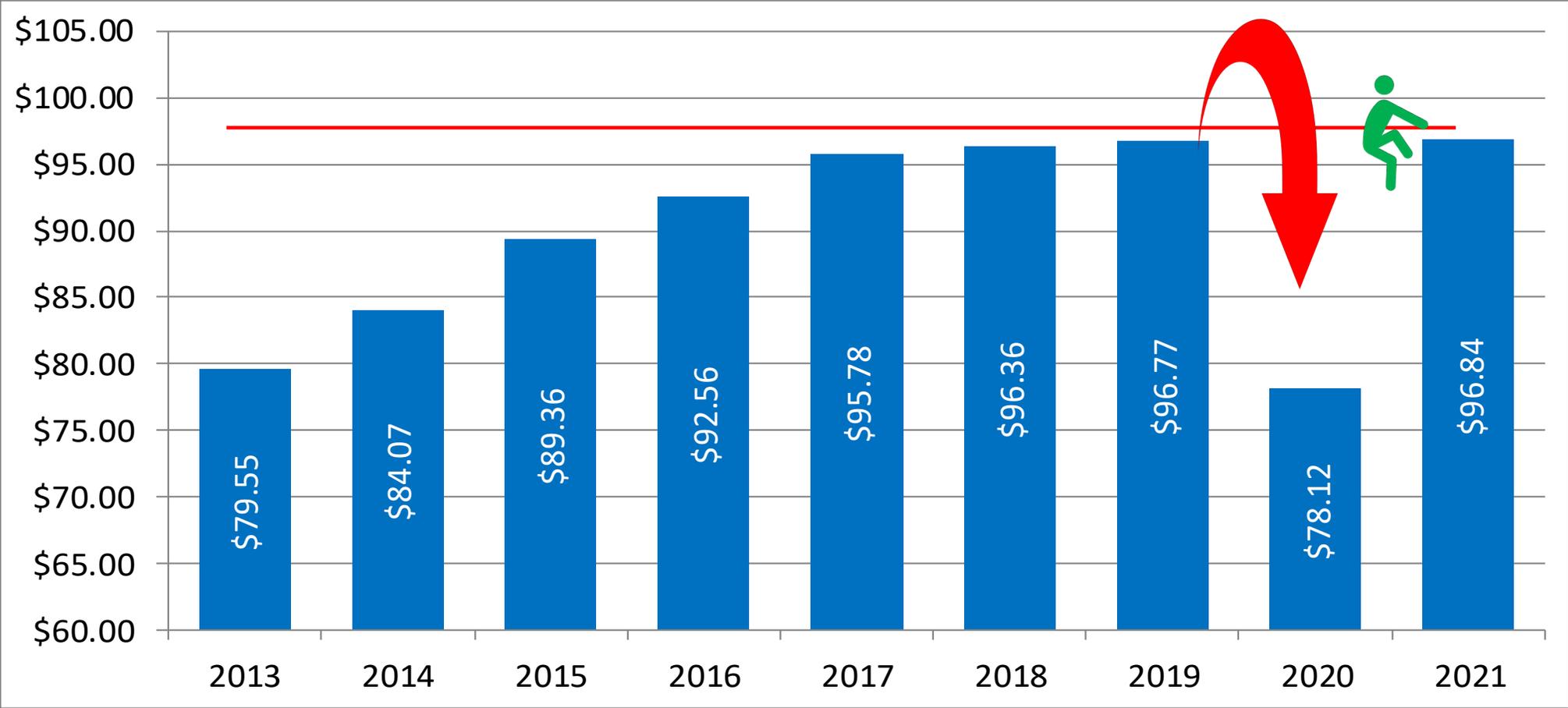
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RevPAR Index 2019 vs 2021



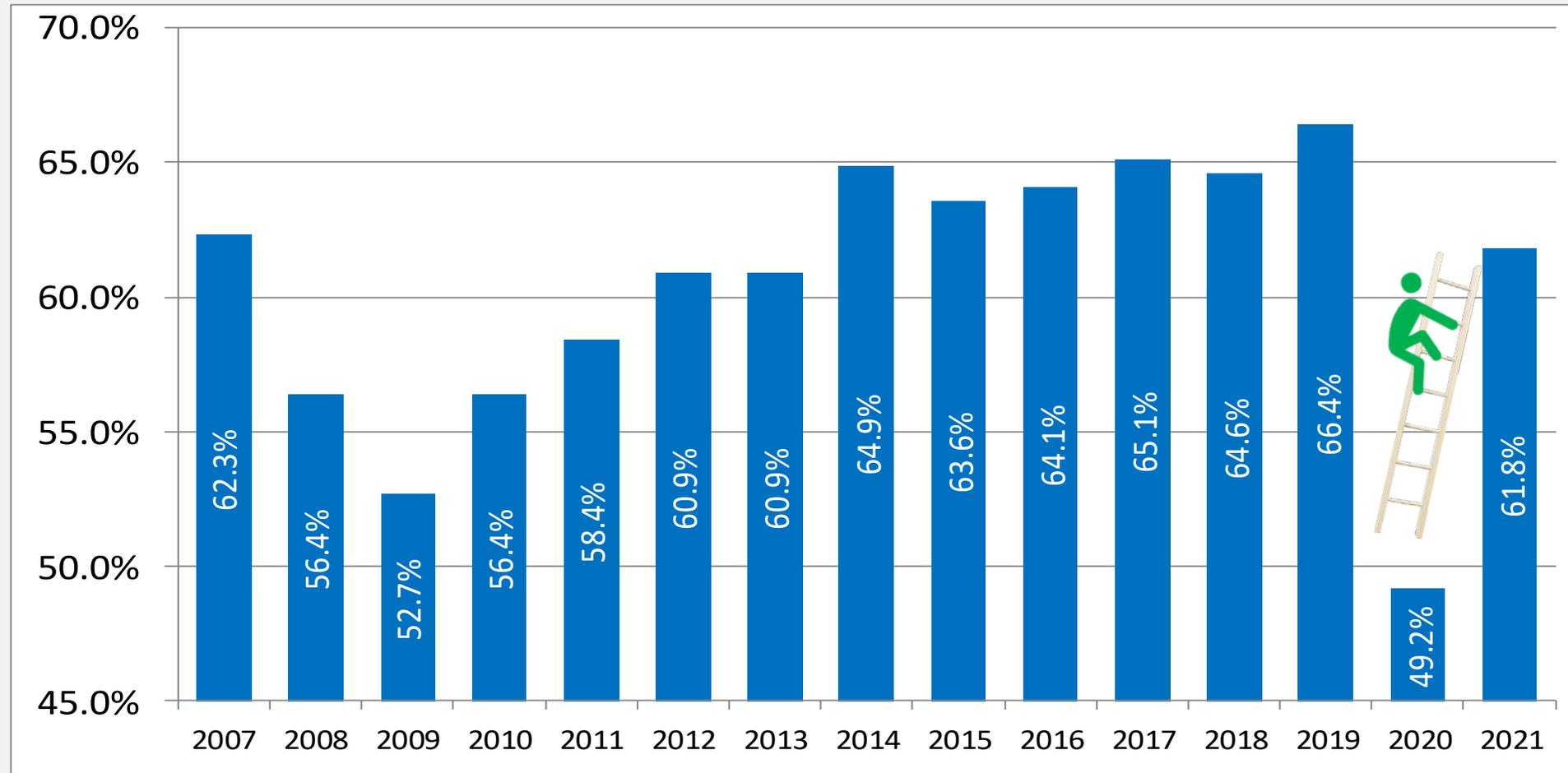
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Average Rate



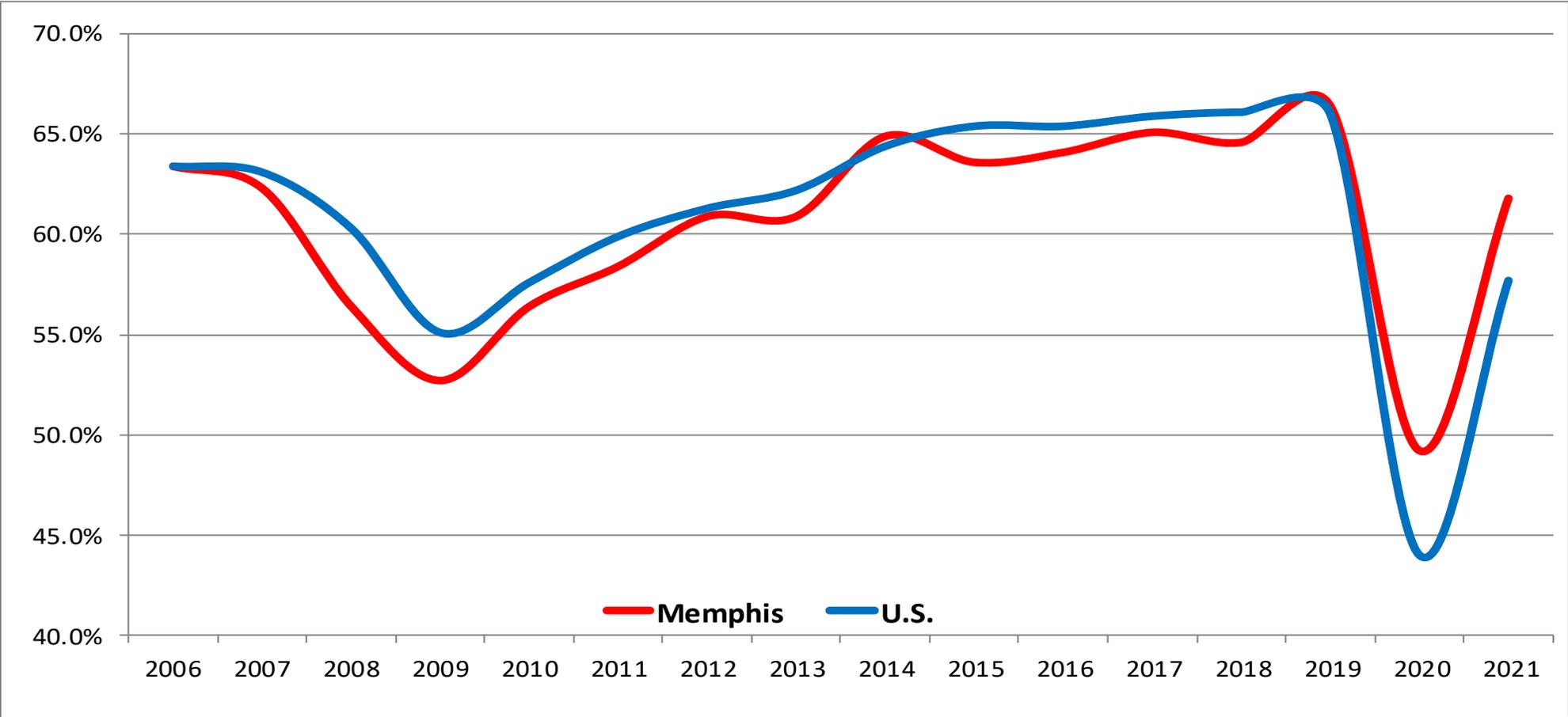
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Occupancy



Occupancy Trend Comparison

Memphis/U.S.



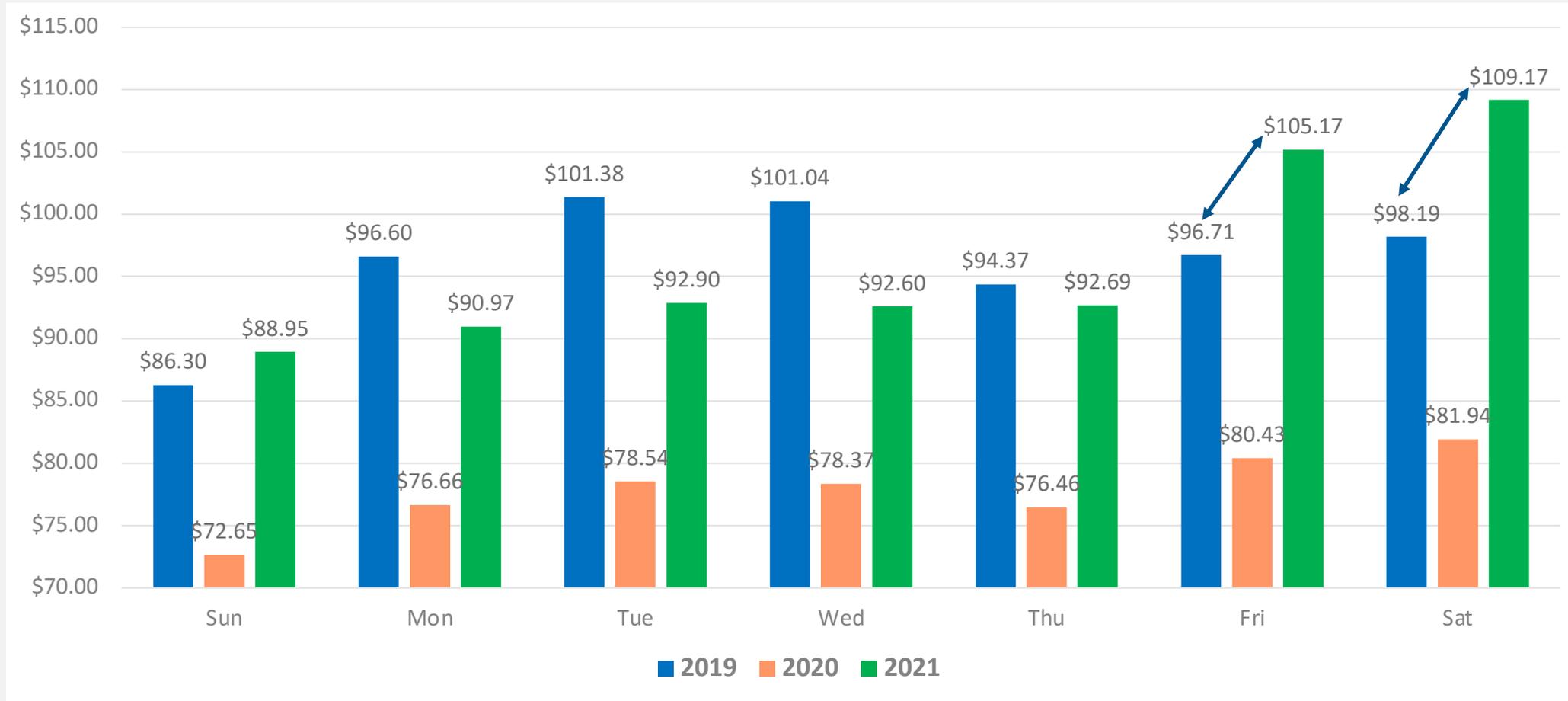
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Properties by Opening Date

Year	# Properties	# Rooms
2022 U/C	6	898
2021	7	834
2020	10	879
2019	10	1,034
2018	5	387
2017	6	563
2016	4	604
2015	5	475
2014	0	0
2013	1	105
2012	0	0
2011	0	0
2010	3	265
2009	9	737
2008	13	1,176
2007	6	574

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Day of Week ADR



Memphis Lodging Market

Current Pipeline or Pipe Dream

Location	# Properties	# Rooms
West Memphis	2	395
Collierville	3	200
Arlington	2	214
Downtown	14	2,484
Midtown	3	400
East Memphis	7	685
Hickory Hill	1	150
Lakeland	2	270
Germantown	2	284
Southaven	4	461
Olive Branch	6	572
Horn Lake	<u>1</u>	<u>83</u>
Total	<u>47</u>	<u>6,238</u>



Memphis Lodging Market

Geographic Regions



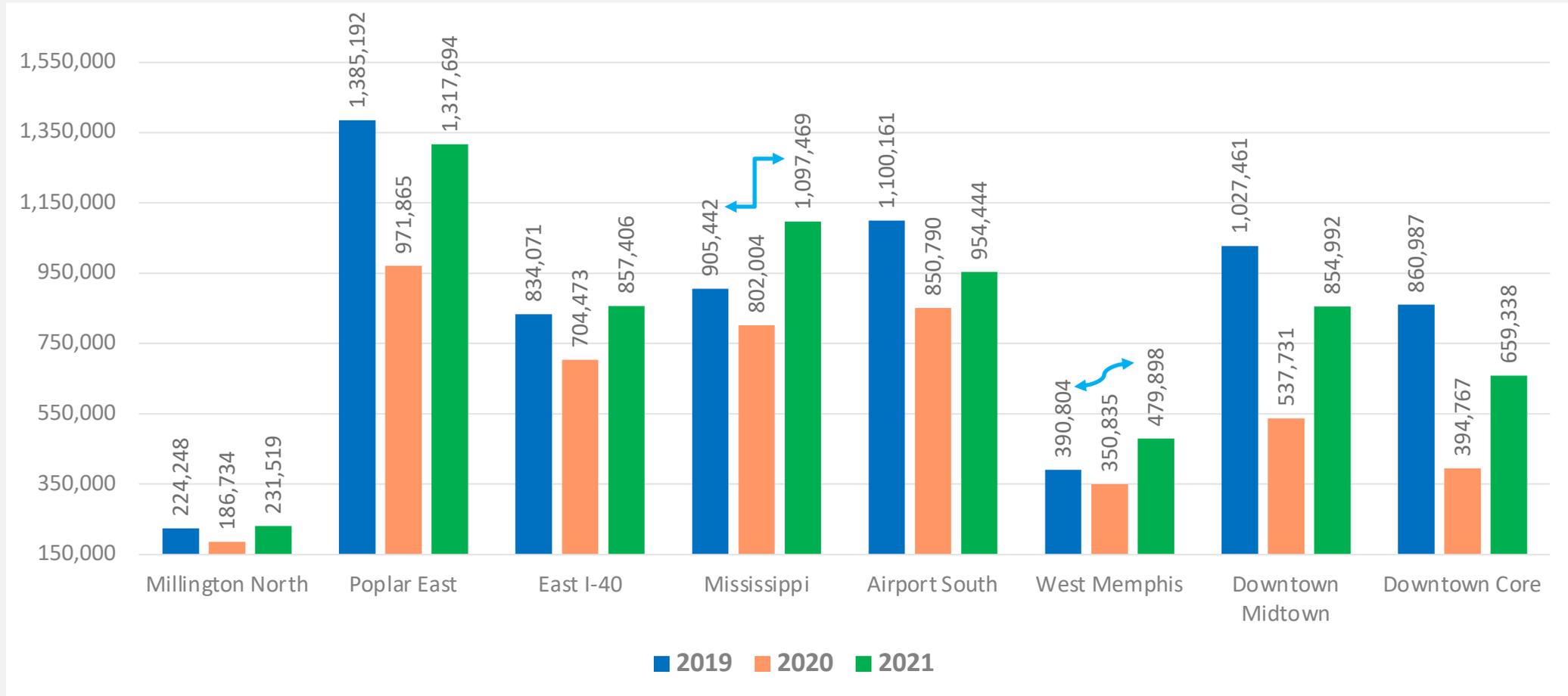
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Year End 2021 by Geographic Region

	ADR	Occ	RevPAR	# Rooms	# Properties
West Memphis/Marion	\$83.91	69.4%	\$58.21	2,335	33
Poplar/East	\$94.12	63.7%	\$59.97	5,666	47
East/I-40	\$77.53	61.5%	\$47.66	4,040	43
Airport/South	\$78.66	56.5%	\$44.43	4,517	52
Downtown/Midtown	\$150.83	48.9%	\$73.71	5,106	44
Mississippi	\$99.89	78.4%	\$78.27	4,008	55
Millington/North/Other	\$71.96	61.4%	\$44.19	1,033	19
Citywide	\$96.84	61.8%	\$59.85	26,731	291

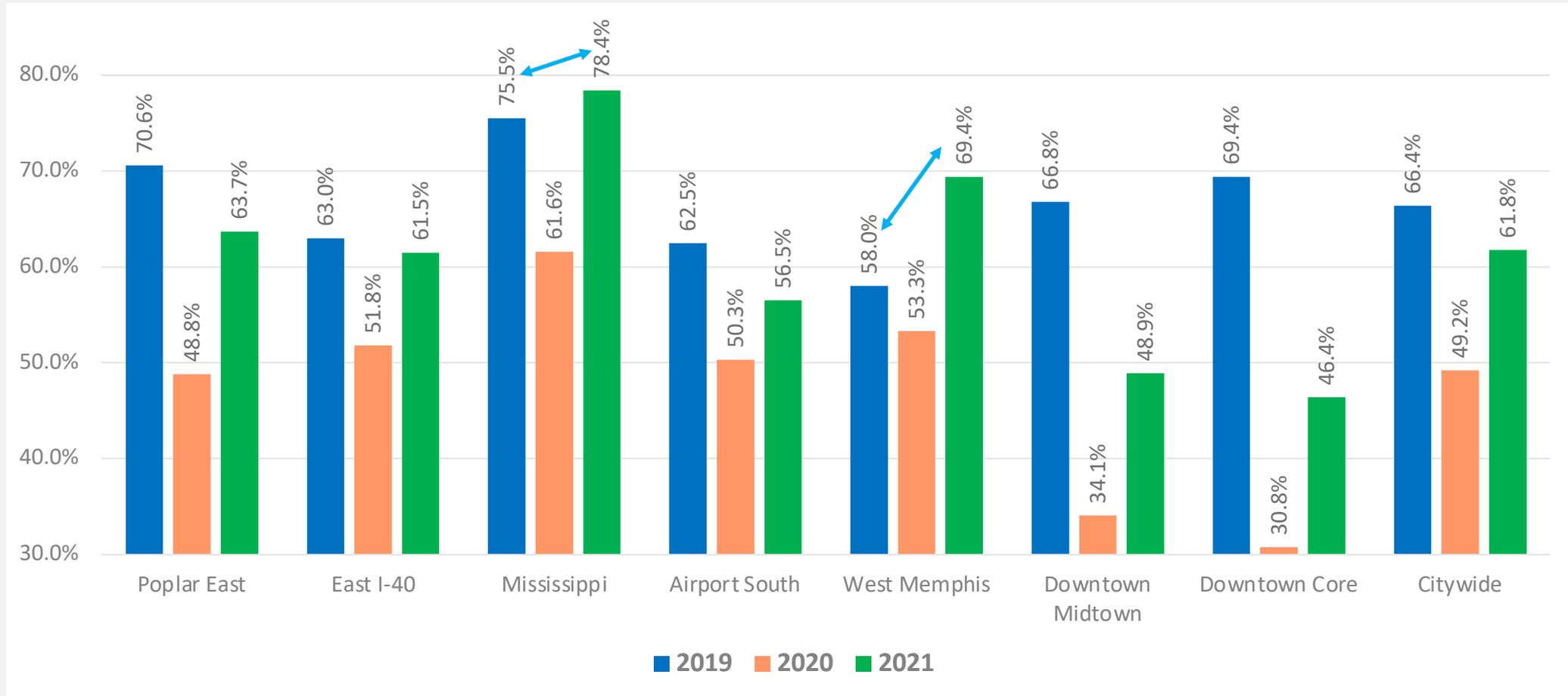
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Annual Room Demand 2019/2020/2021



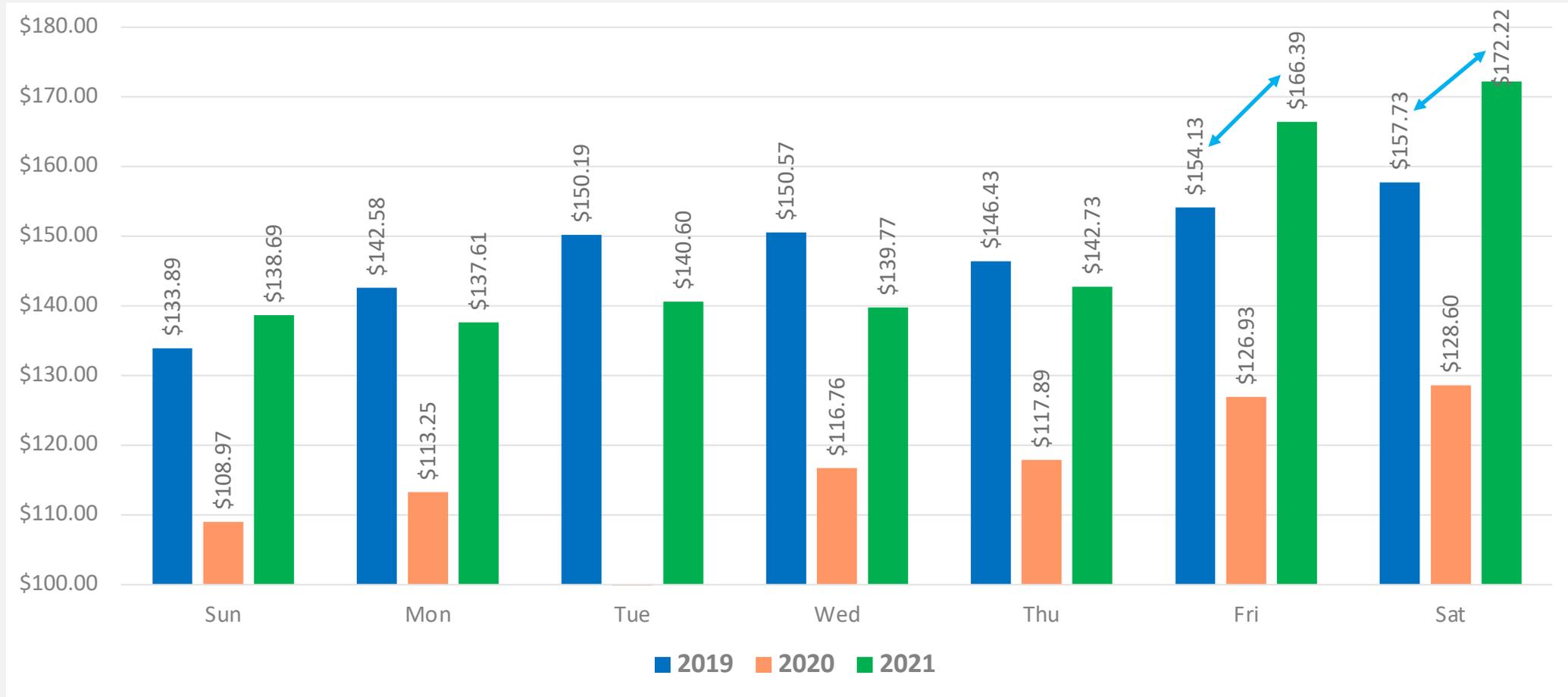
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OCC 2019/2020/2021



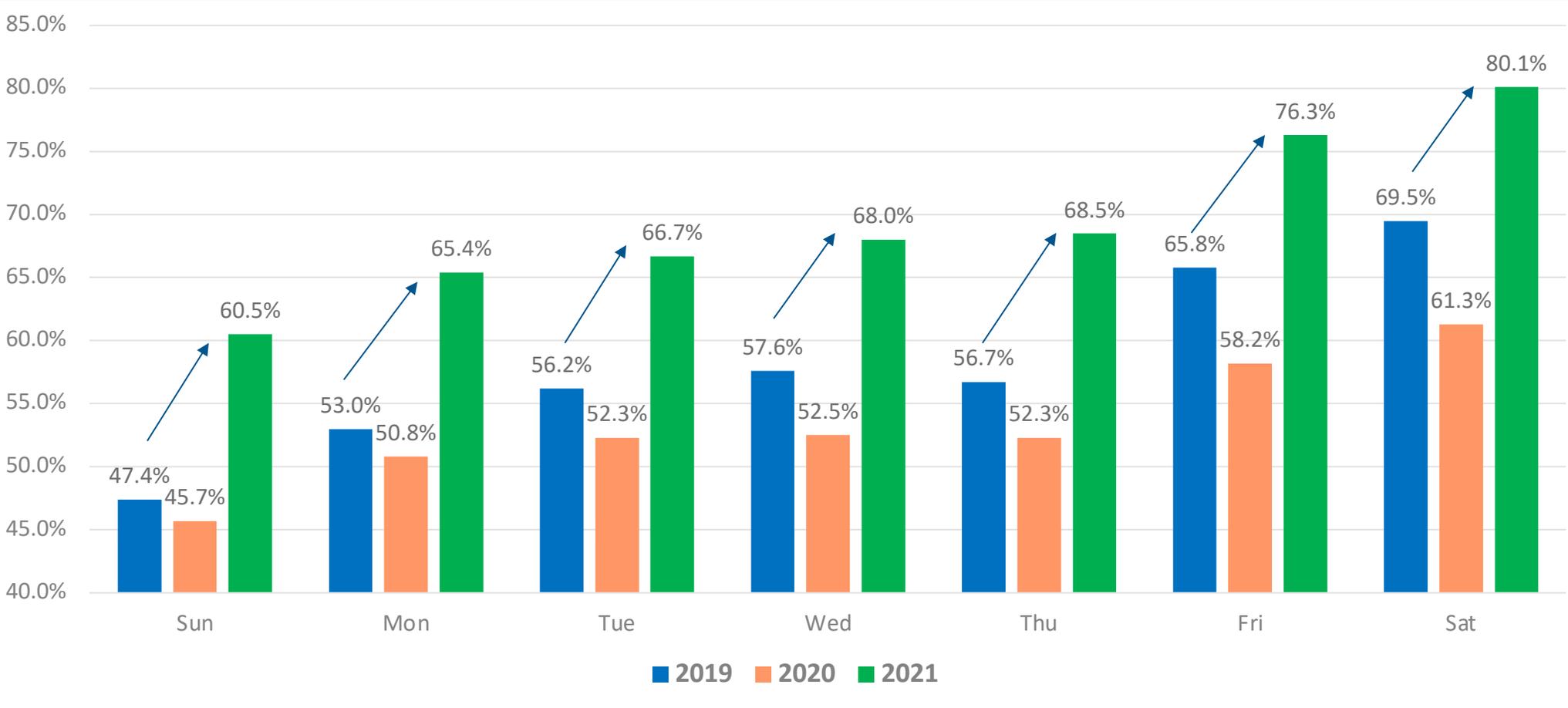
Downtown/Midtown Lodging Market

Weekday/Weekend ADR



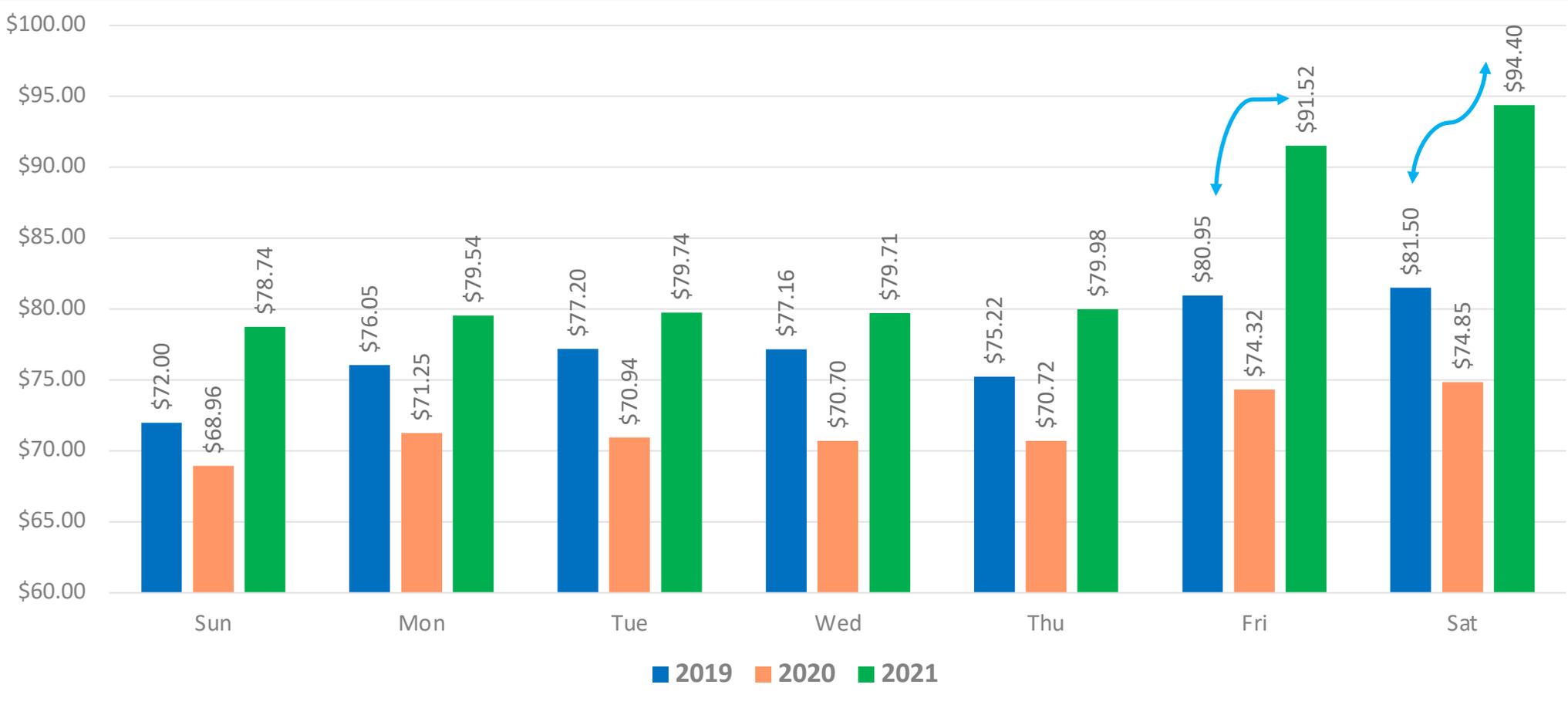
West Memphis Lodging Market

Weekday/Weekend OCC



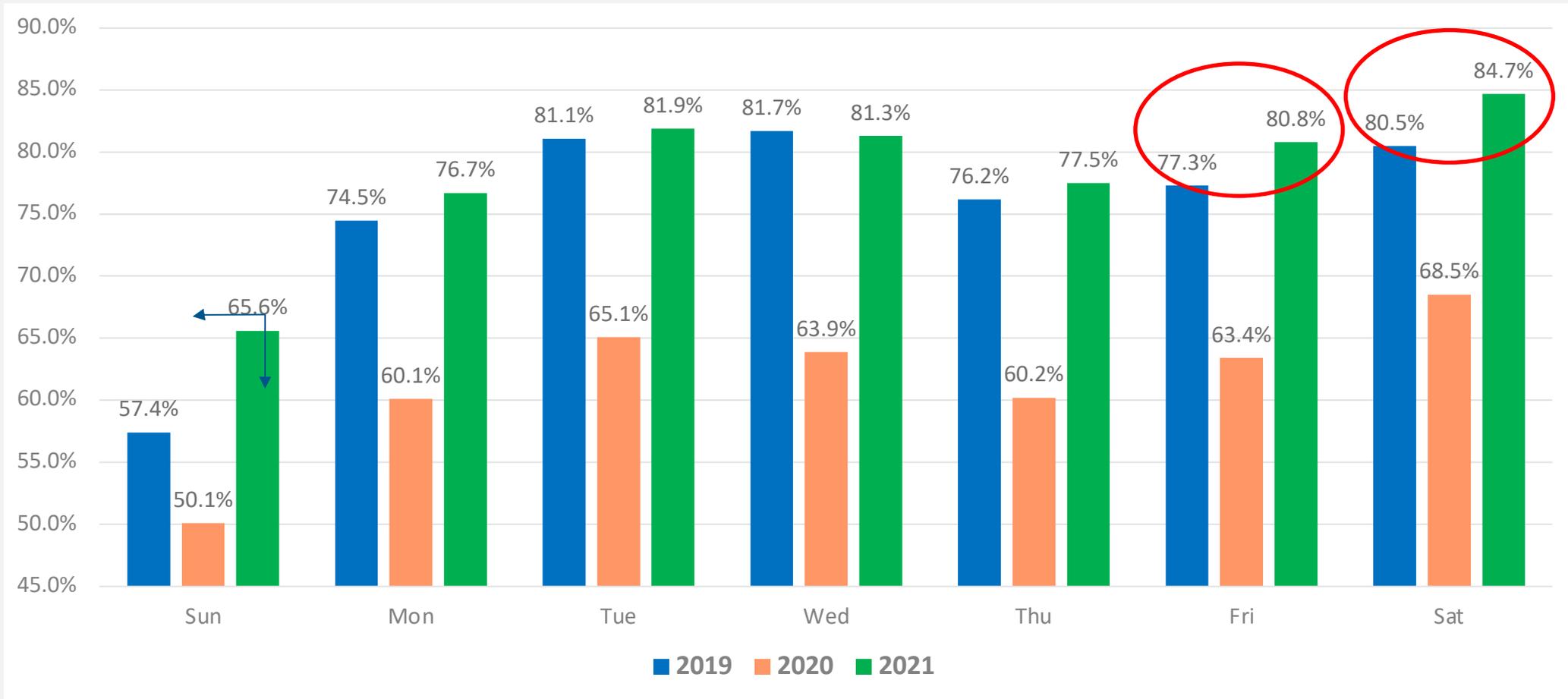
West Memphis Lodging Market

Weekday/Weekend ADR



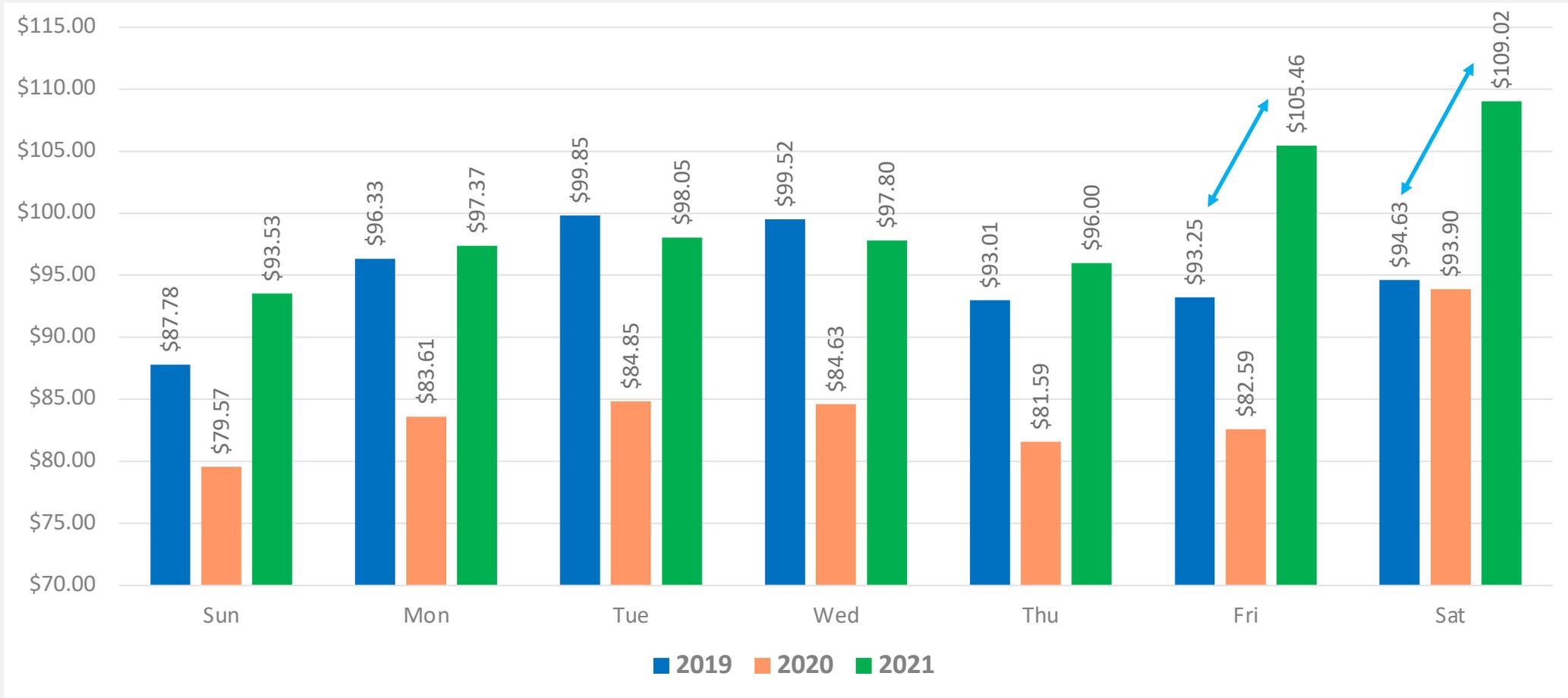
Mississippi Lodging Market

Weekday/Weekend OCC



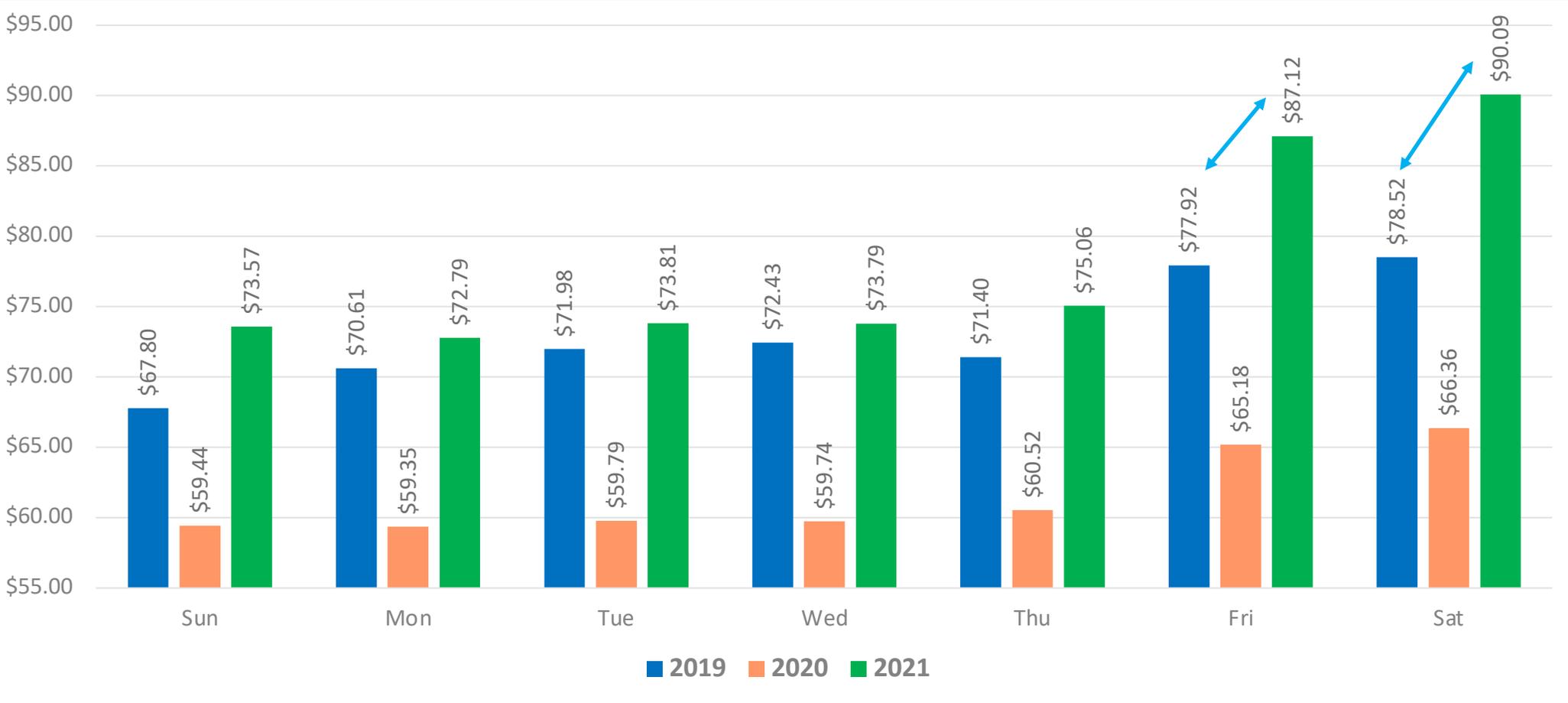
Mississippi Lodging Market

Weekday/Weekend ADR



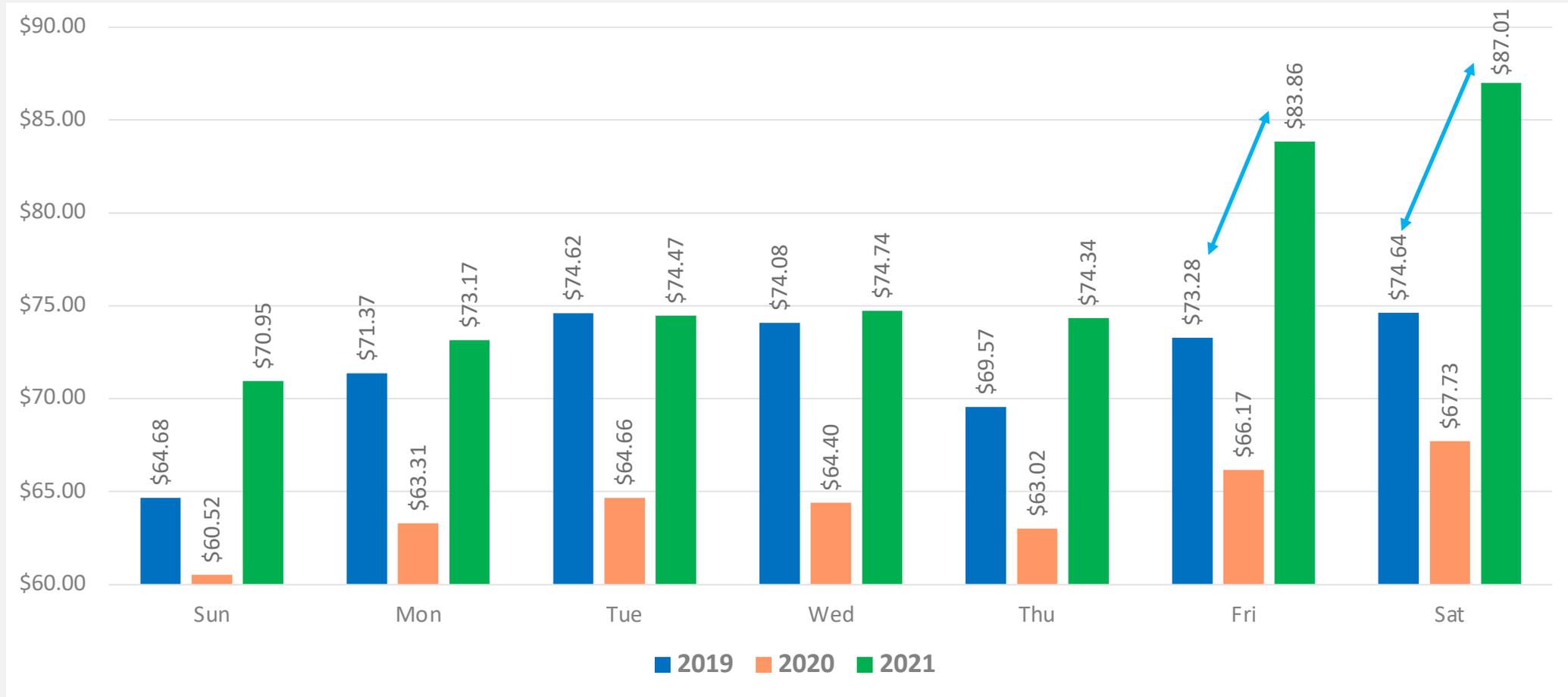
Airport/South Lodging Market

Weekday/Weekend ADR



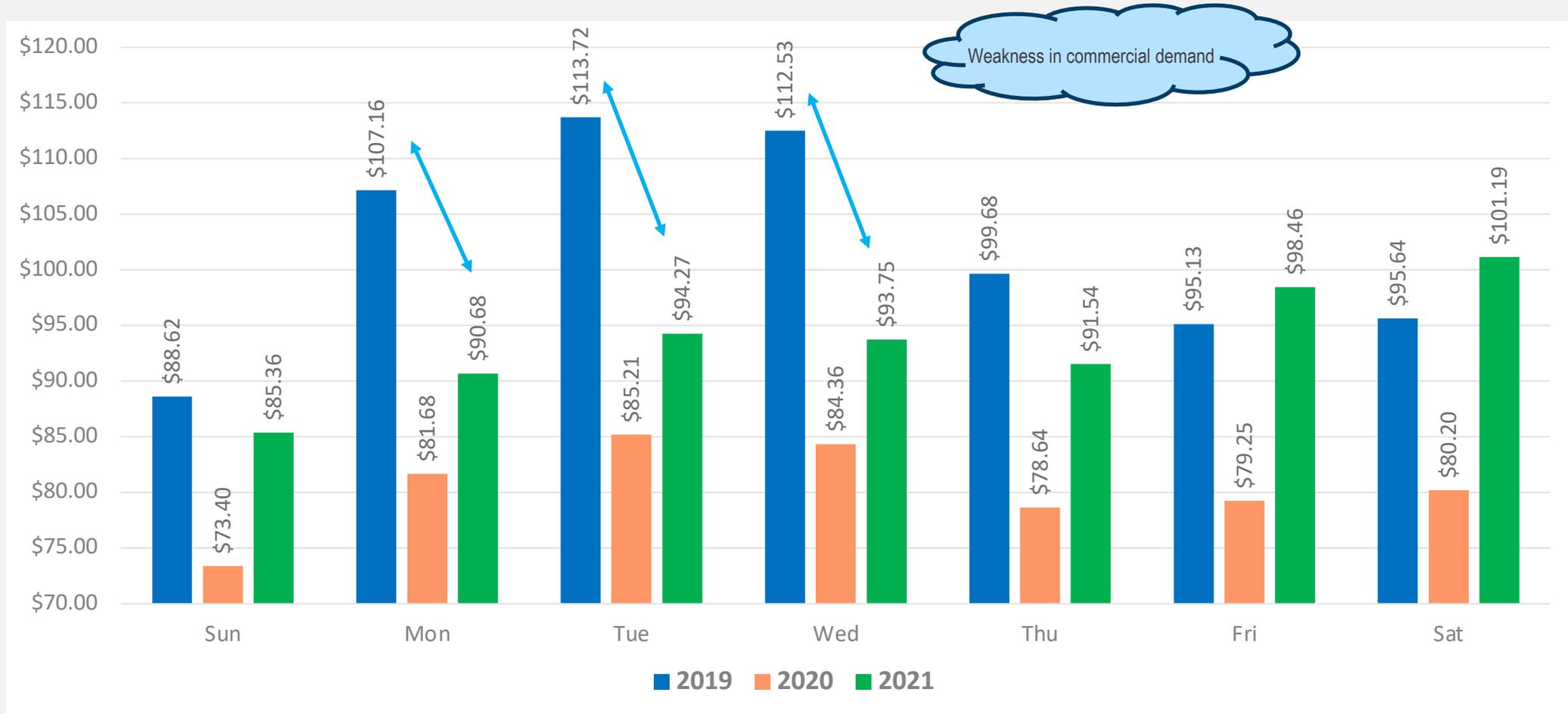
East/I-40 Lodging Market

Weekday/Weekend ADR



Poplar/East Lodging Market

Weekday/Weekend ADR



Downtown Memphis

A panoramic view of the downtown Memphis skyline at dusk. The sky is a deep, clear blue. Several prominent buildings are visible, including a tall, white, cylindrical skyscraper with many lit windows, and a large, modern building with a dark, tiered top. In the foreground, there are silhouettes of trees and streetlights, some of which are glowing with a warm yellow light. The overall scene is a vibrant and modern urban landscape.

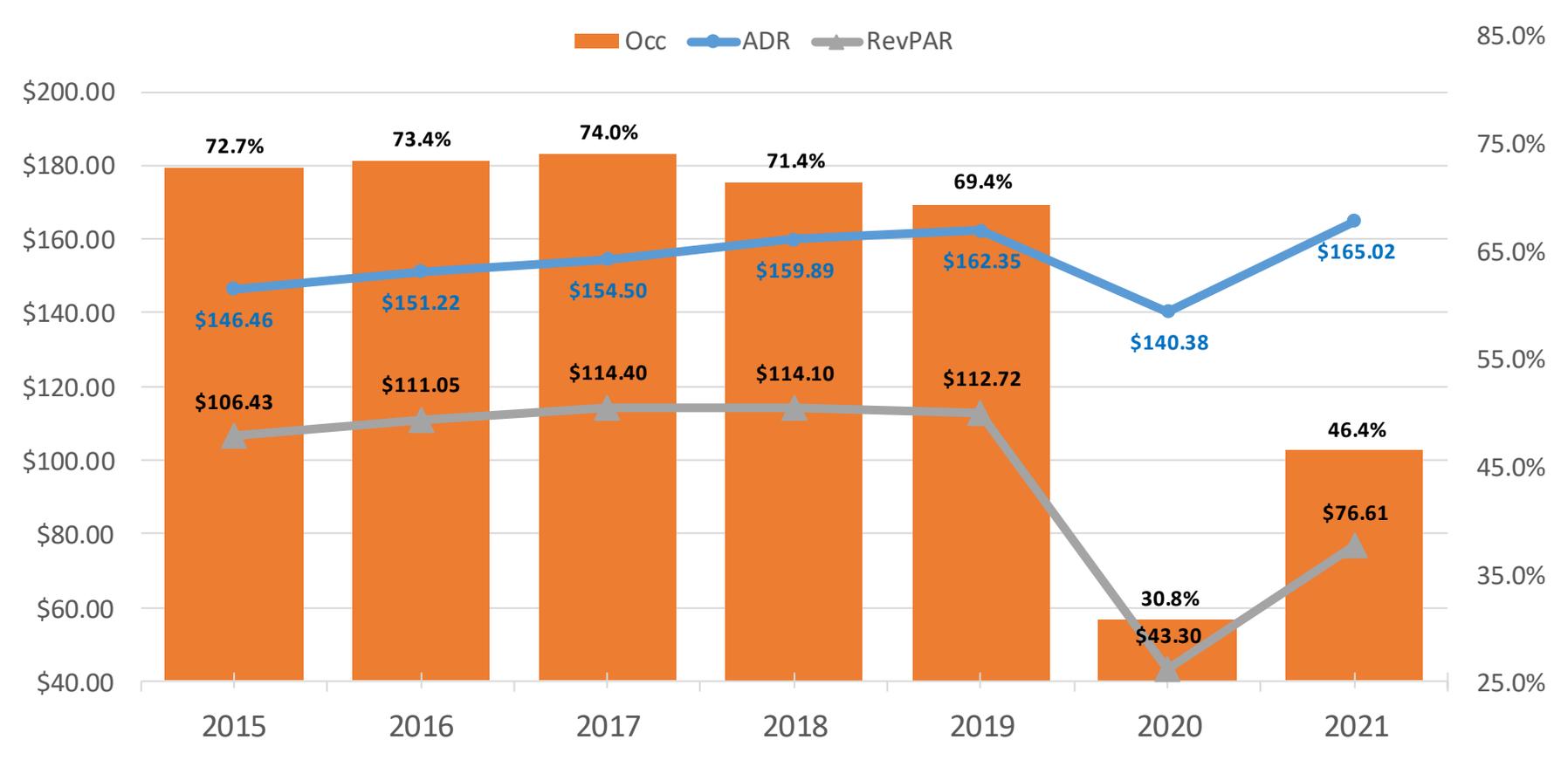
Downtown Memphis Hotels

as of 12/31/21

- Hu Hotel
- SpringHill Suites
- Hampton Inn & Suites
- River Inn
- Westin Beale St
- Residence Inn
- Courtyard
- Peabody Hotel
- La Quinta Inn & Suites
- Arrive
- Canopy
- Sheraton Hotel
- MOXY
- Comfort Inn
- Doubletree Hotel
- Holiday Inn
- Crowne Plaza
- Big Cypress Lodge
- Ascend Napoleon Hotel
- Hotel Indigo
- Central Station Hotel-Curio Collection
- Hilton Garden Inn
- Hyatt Centric

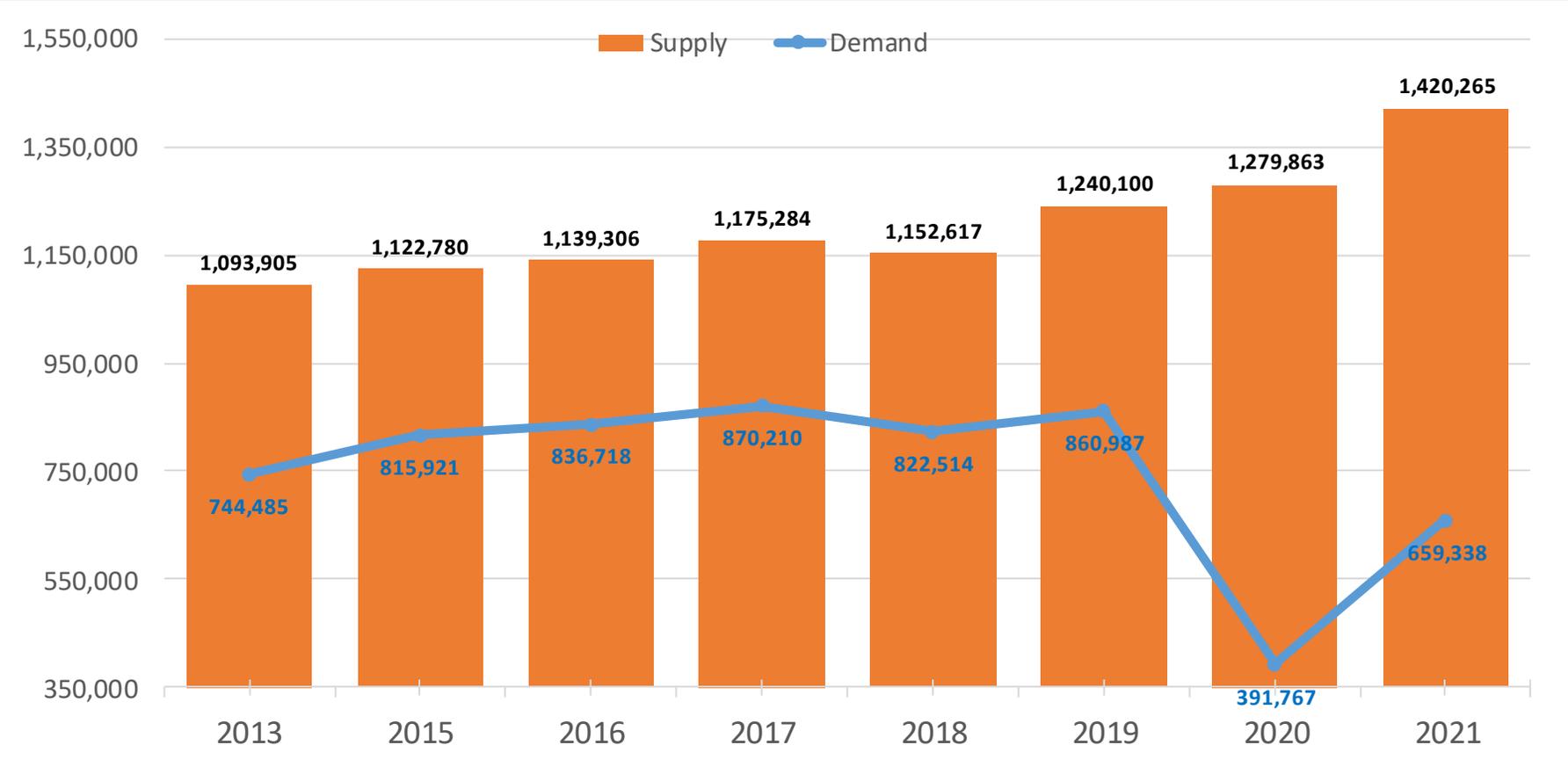
Downtown Memphis

2015 - 2021



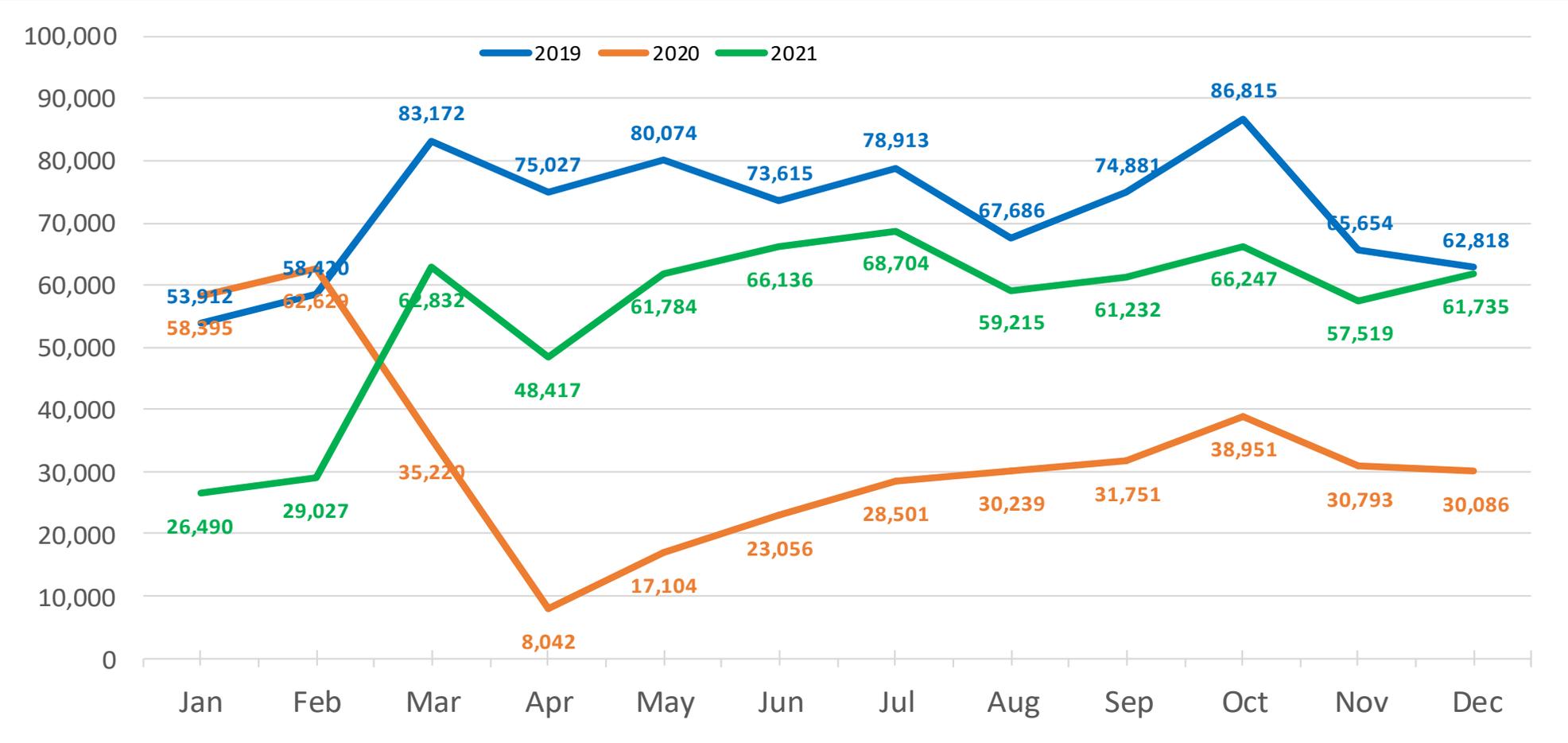
Downtown Memphis

Room Demand 2015 - 2021



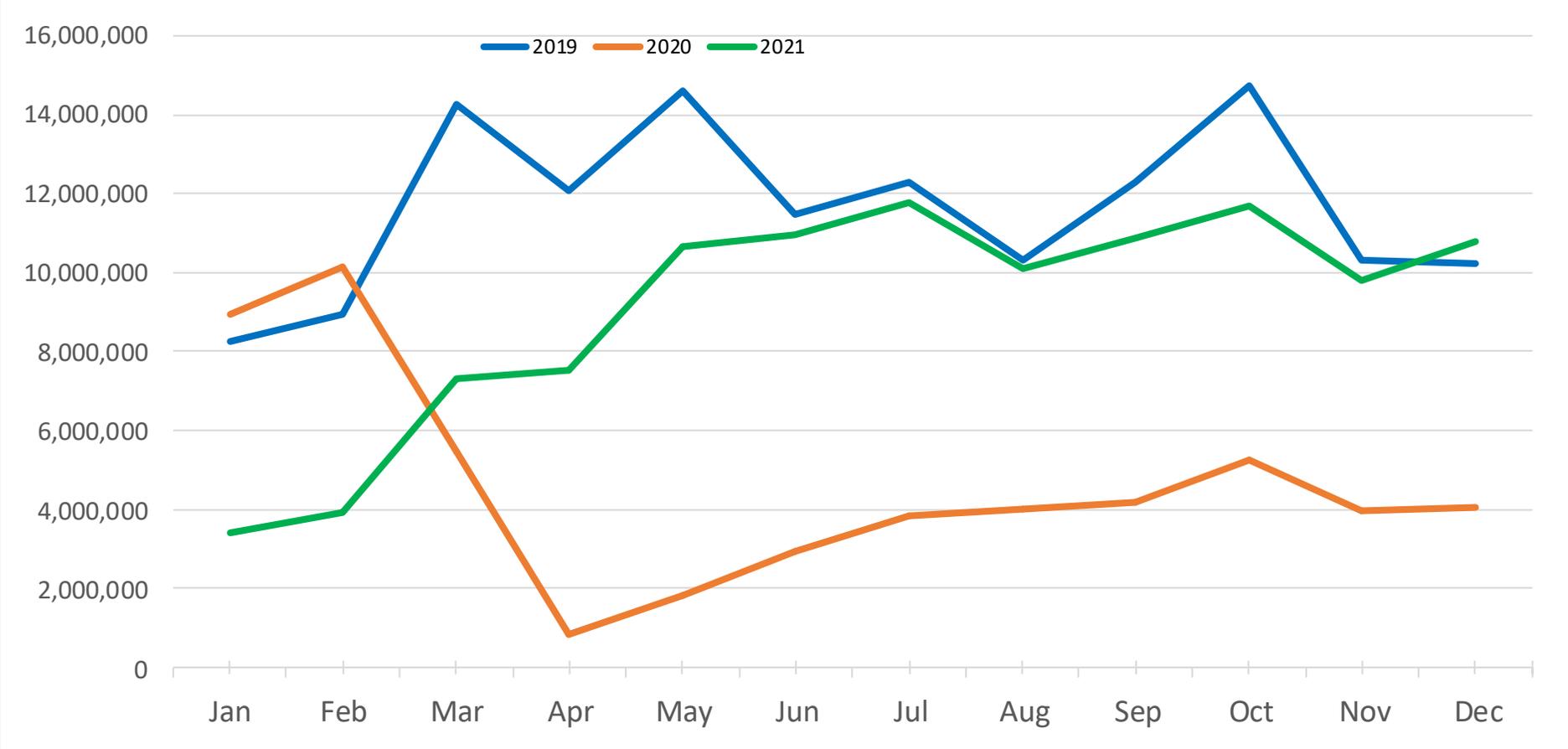
Downtown Memphis

Monthly Room Demand 2019/2020/2021



Downtown Memphis

Monthly Revenue 2019/2020/2021



Downtown Memphis

Key Statistics 2019 vs 2021

	YE 2019	YE 2021	% Change
Room Supply (Daily)	3,398	3,891	14.5%
Room Demand (Daily)	2,359	1,806	-23.4%
Room Revenue (Daily)	\$382,966	\$298,084	-22.2%
Occupancy	69.4%	46.4%	-33.4
ADR	\$162.35	\$165.02	-1.7%
RevPAR	\$112.72	\$76.61	-32.0%

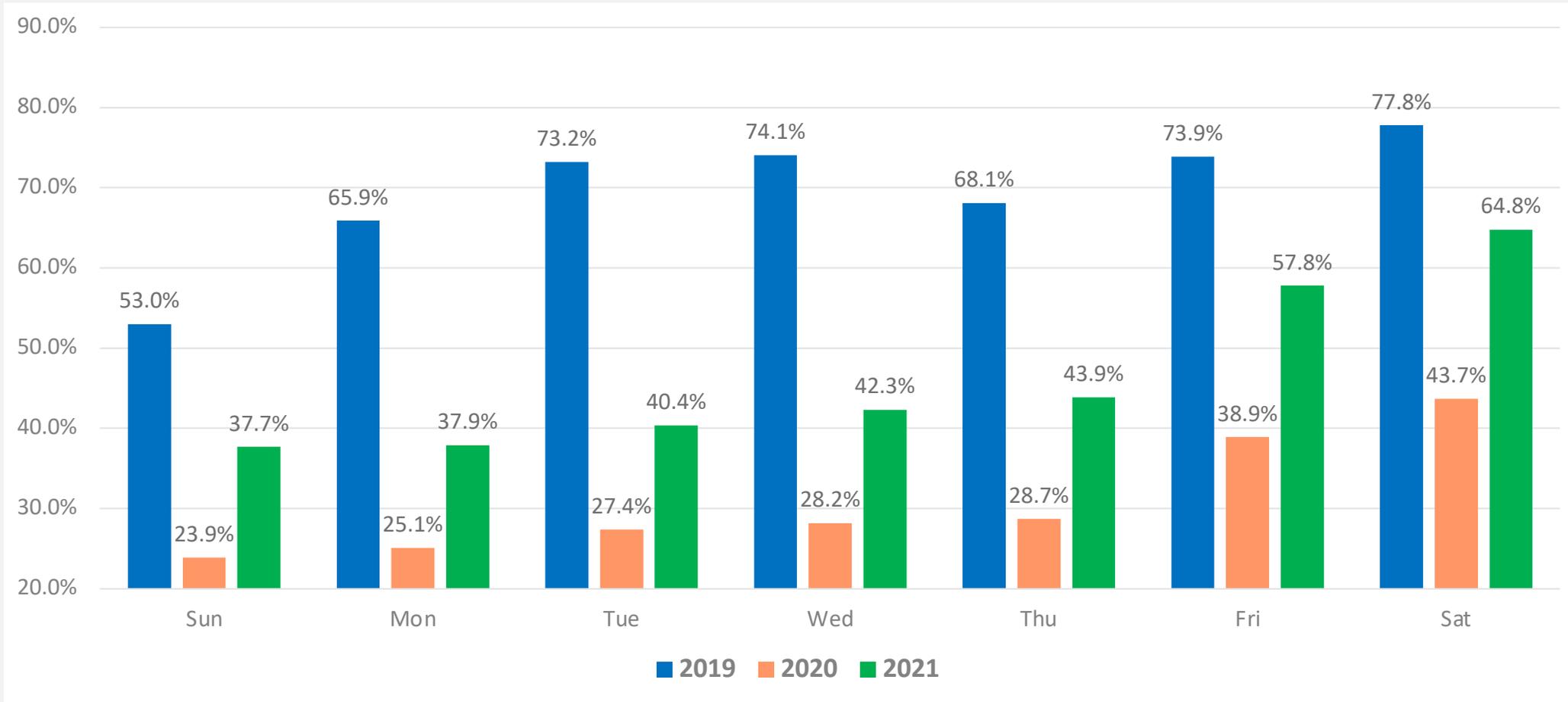
Downtown Memphis

Key Statistics 2020 vs 2021

	YE 2020	YE 2021	% Change
Room Supply (Daily)	3,505	3,891	11.1%
Room Demand (Daily)	1,082	1,806	67.0%
Room Revenue (Daily)	\$151,831	\$298,084	96.3%
Occupancy	30.8%	46.4%	50.5%
ADR	\$140.38	\$165.02	17.5%
RevPAR	\$43.30	\$76.61	76.9%

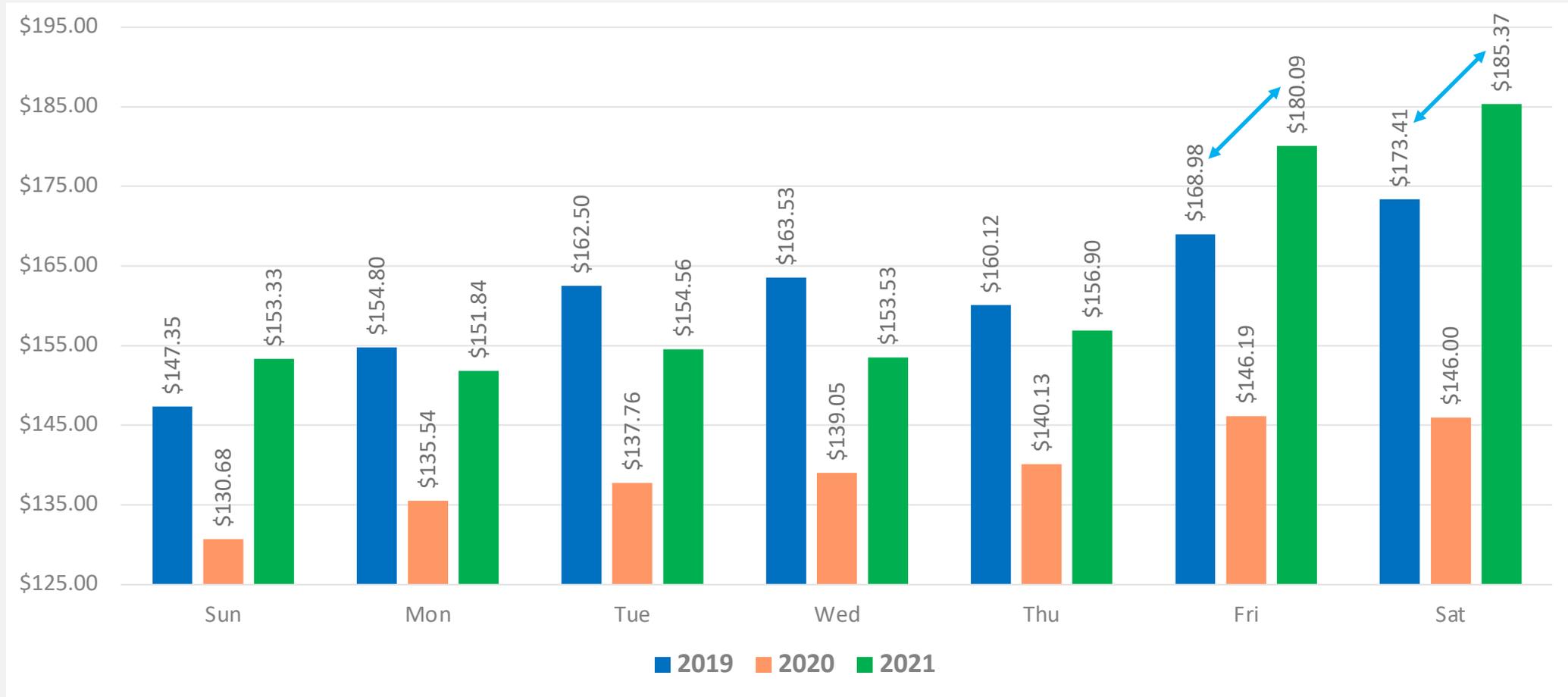
Downtown Memphis

Weekday/Weekend OCC



Downtown Memphis

Weekday/Weekend ADR



The Memphis Lodging Market

LOOKING FORWARD

THAT WAS THE HISTORY

LET'S SEE THE FUTURE



Memphis Lodging Market

What Does the Future Hold



prog·nos·ti·cate -foretell or prophesy (an event in the future)

Who is a prognosticator?

Definitions of prognosticator - someone who makes predictions of the future (usually on the basis of special knowledge) synonyms: forecaster, predictor, soothsayer.



Memphis Lodging Market 2022YE Projection

**Pinkowski & Company:
“The Recovery Continues”**

- 👉 **Occupancy – 64.0% (3.6%)**
- 👉 **ADR - \$99.00 (2.2%)**
- 👉 **RevPAR - \$63.36 (5.9%)**