



U.S. & Kansas Hotel Performance COVID-19 Impact

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The world's largest hotel performance sample



Data from
180 countries



68,000
Hotels



9.1 million
Rooms

STR.com (COVID-19 landing page)

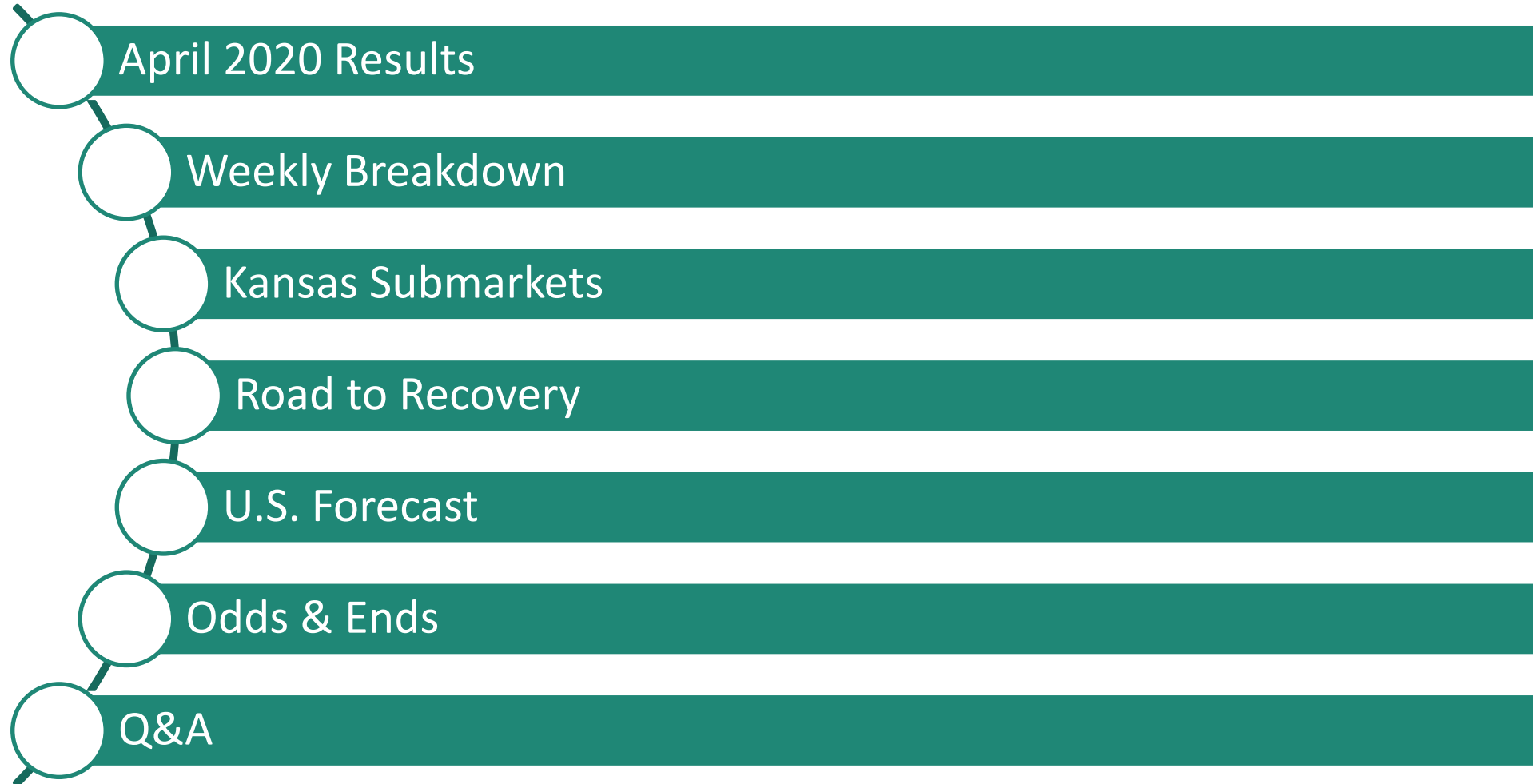
Analysis blogs, webinar recordings, press releases, etc.



The screenshot displays the STR.com website interface. At the top, there is a navigation bar with the STR logo, menu items for 'DATA SOLUTIONS', 'INDUSTRIES WE SERVE', 'DATA INSIGHTS', 'WHO IS STR', and 'CONTACT', a search icon, location and language selectors for 'North America' and 'English', a shopping cart icon with '0' items, and a 'LOG IN' button. 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 are two buttons: 'TREND REPORTS' and 'COVID-19 UPDATES'. The central part of the dashboard shows a 'Week of August 26, 2018' overview with 'Property Details' for 'Regent National Resort & Convention Center, 37th St, 100th St, New York, NY'. It includes 'Top Performing RevPAR Days' and 'Bottom Performing RevPAR Days' with corresponding charts. A map shows 'Camp Sets' in the Washington D.C. area. The 'At A Glance' section provides a summary of key metrics: Occupancy (51.7%), RevPAR (96.81), and ADR (187.27), each with a percentage change and a trend indicator.

Metric	Value	Change	Trend
Occupancy	51.7%	-35.2%	Down
RevPAR	96.81	-29.0%	Down
ADR	187.27	9.7%	Up

Agenda



April 2020 – Worst Single Month Ever



Total US

RevPAR

\$18 (-79.9%)

ADR

\$73 (-44.4%)

Occupancy

24.5% (-63.9%)

April Room Demand

34 Million

Total Kansas

RevPAR

\$15.45 (-70.6%)

ADR

\$62.98 (-28.9%)

Occupancy

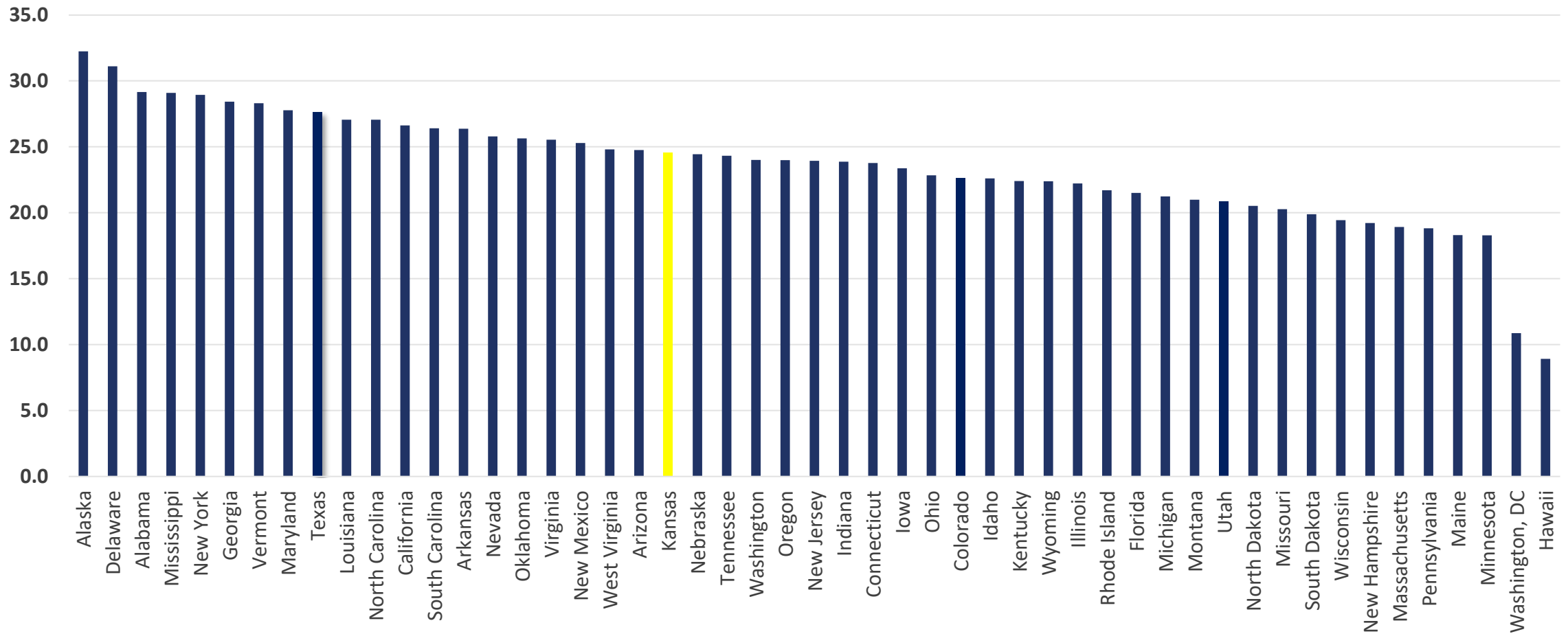
24.5% (-58.6%)

April Room Demand

328,976

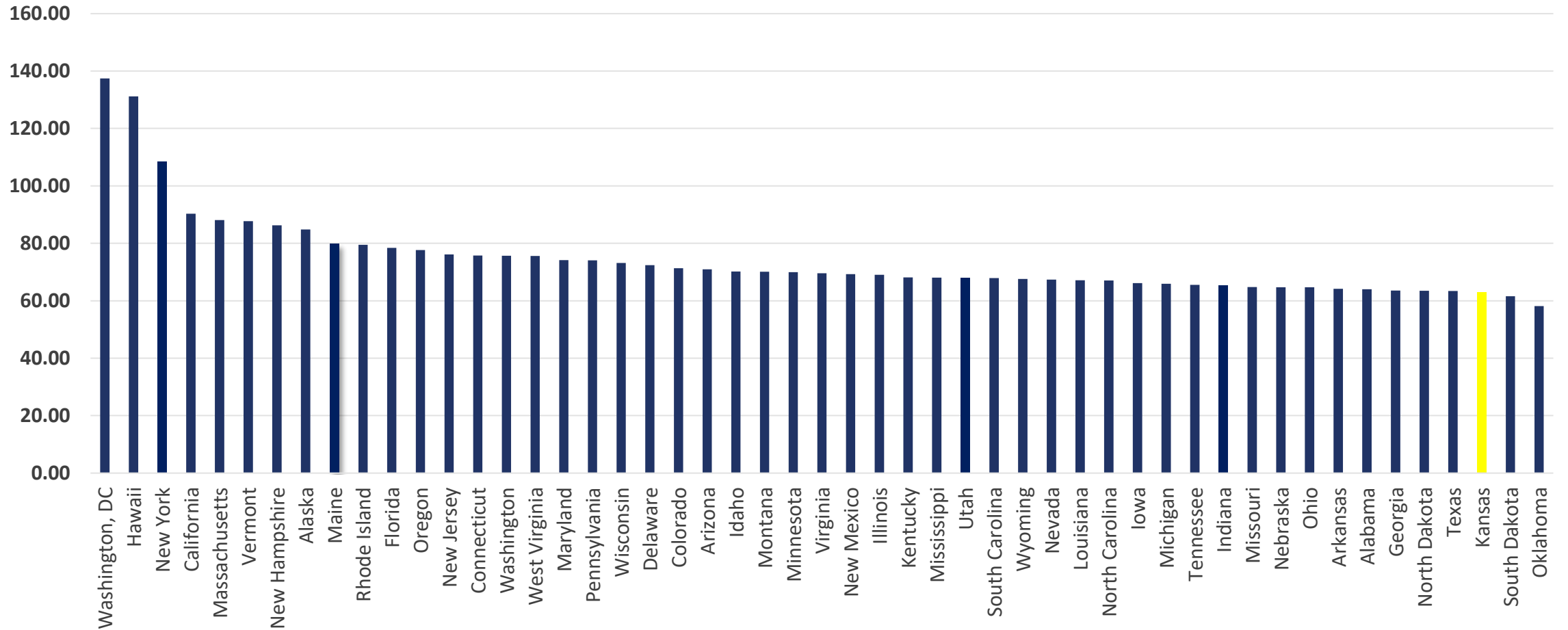


State Level Occupancy – KS Ranked #21



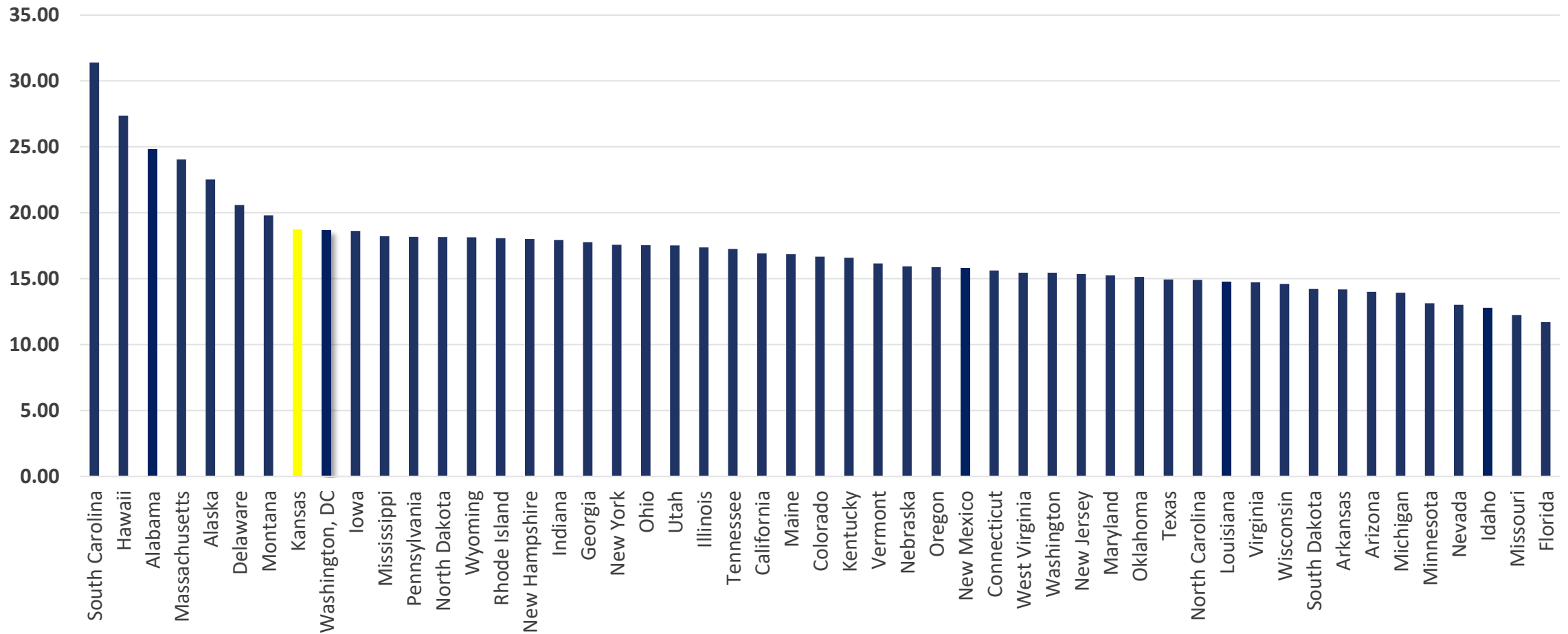


State Level ADR – KS Ranked #49





State Level RevPAR – KS Ranked #8





Weekly Breakdown



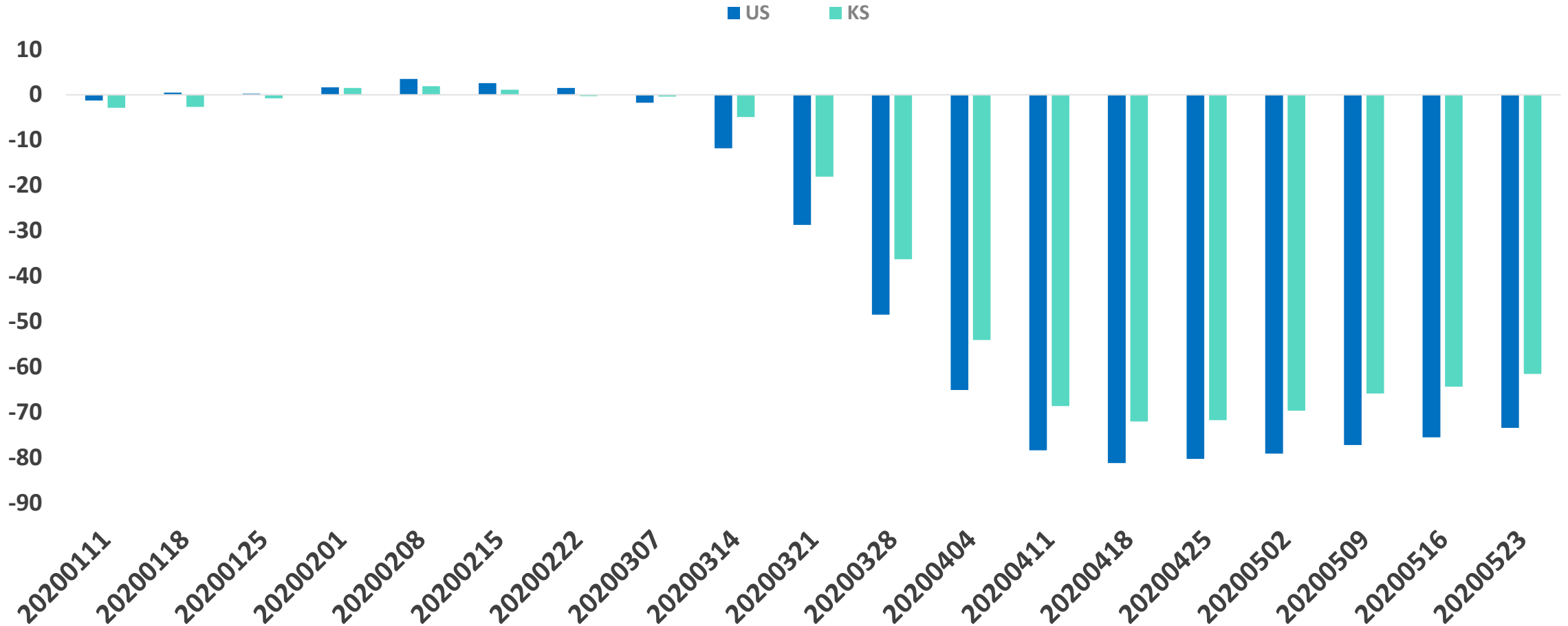
HOTEL DATA
CONFERENCE
Hosted by STR and Hotel News Now

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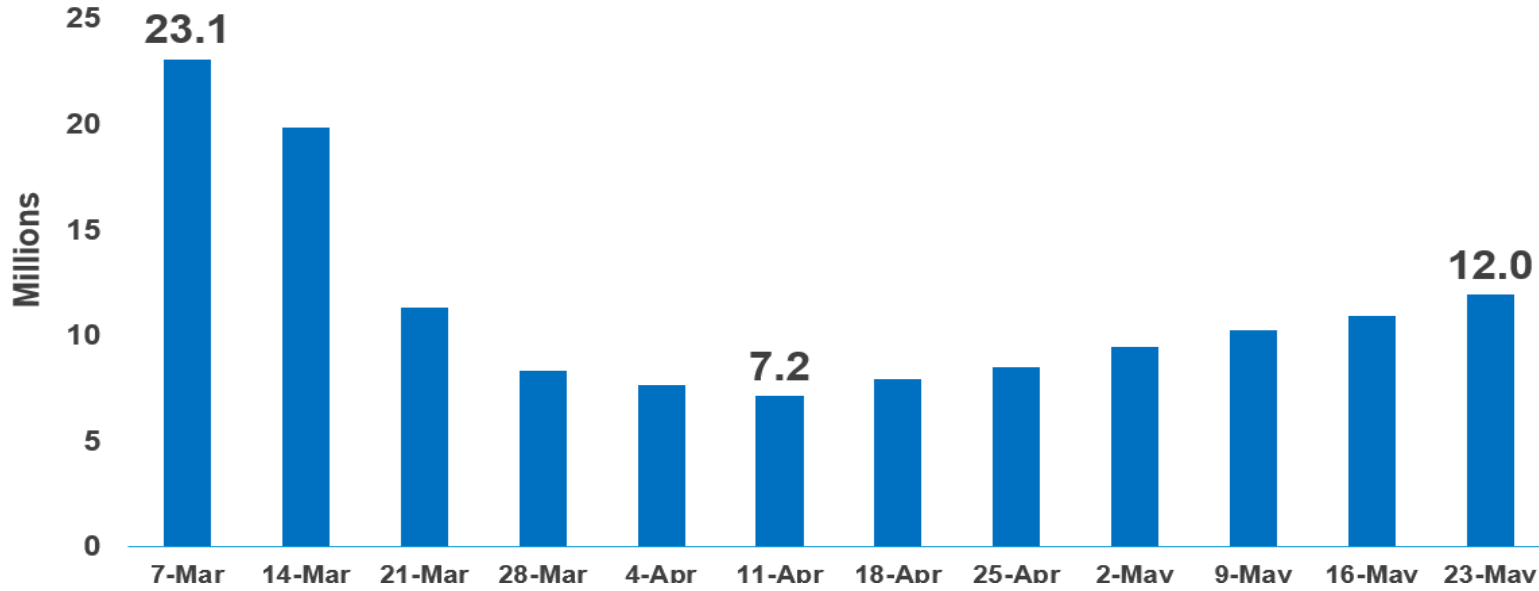
28 Day RevPAR % Change: The Long Slow Crawl ...



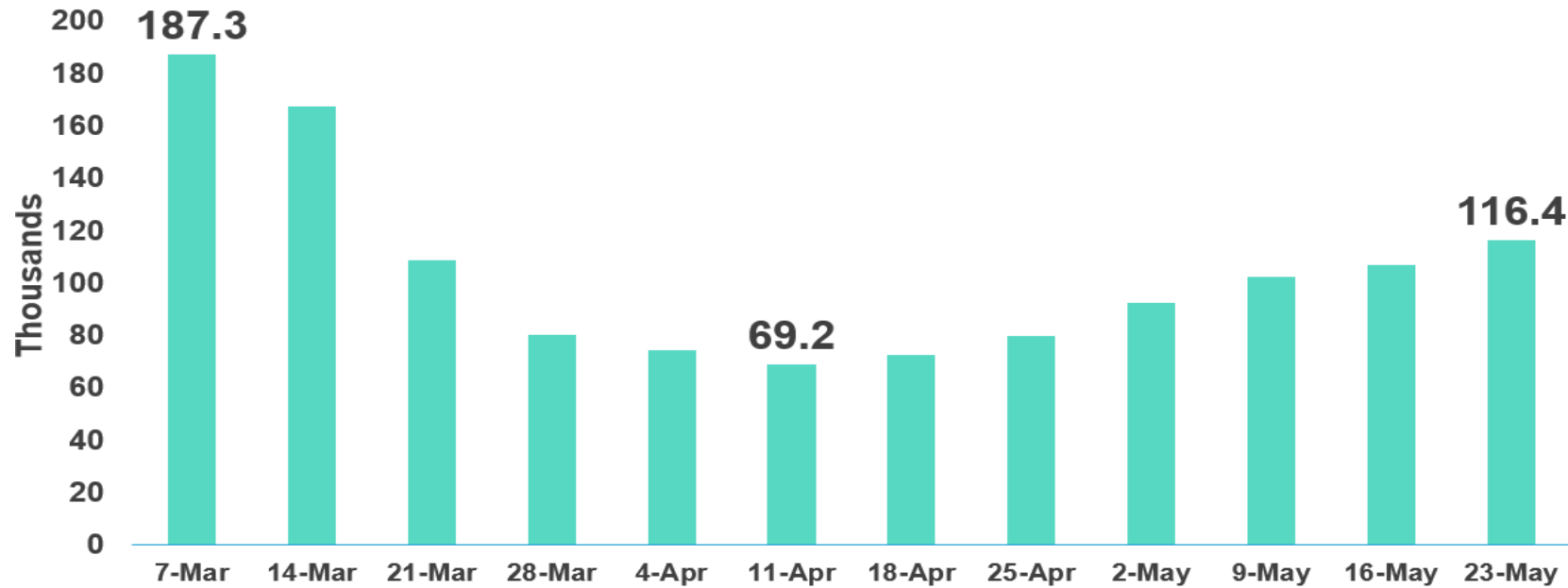
Total U.S. vs Kansas, 2020, by Week



Weekly Room Demand – 5th Week of Increases

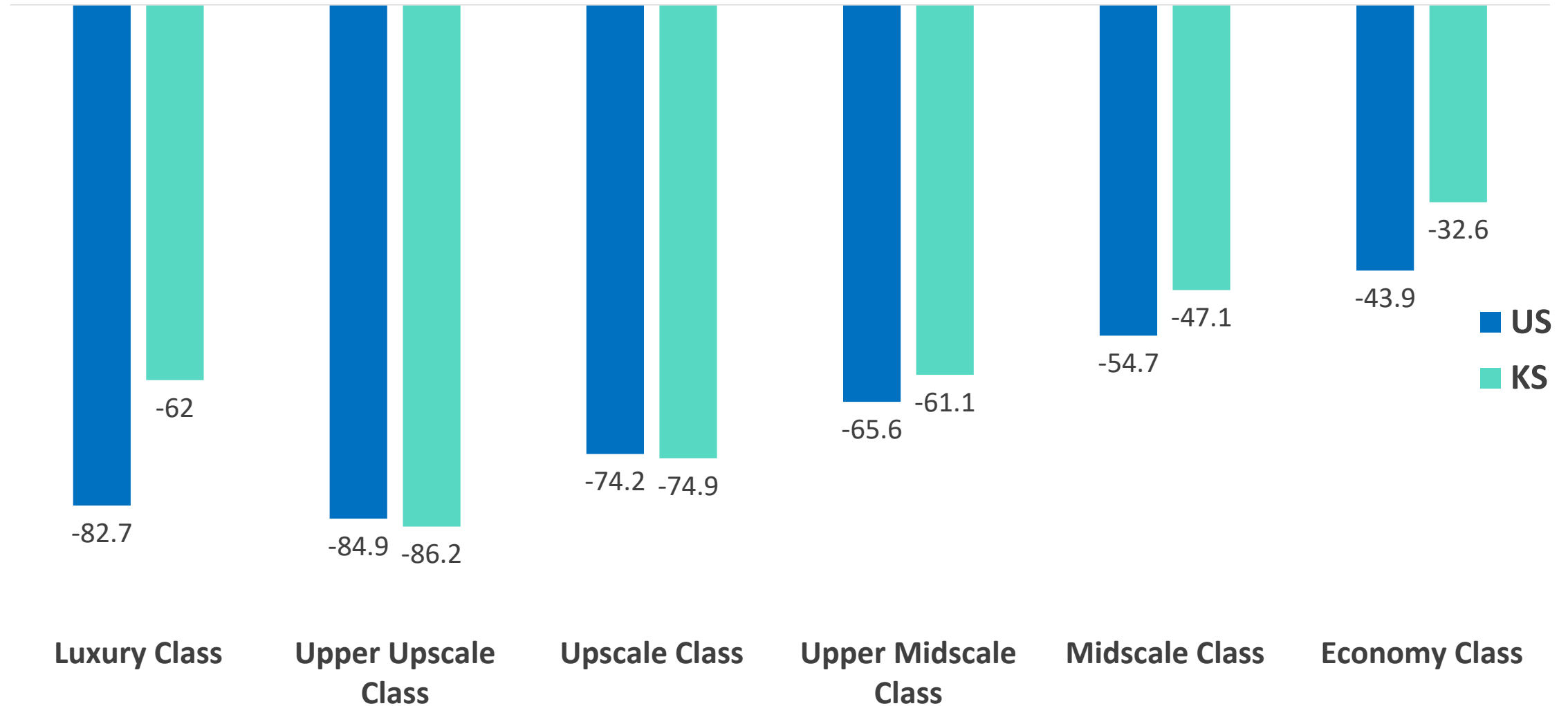


Kansas



Class Performance: Slowly Getting “Less Bad”

Total U.S. vs Kansas, RevPAR % Change, week ending May 23



Week Ending 5/23



Total US

RevPAR

\$28.67 (-69.9%)

ADR

\$80.91 (-39.7%)

Occupancy

35.4% (-50.2%)

Room Demand

11.9 Million

Total Kansas

RevPAR

\$24.80 (-58.5%)

ADR

\$68.61 (-26.2%)

Occupancy

36.1% (-43.8%)

Room Demand

116,352

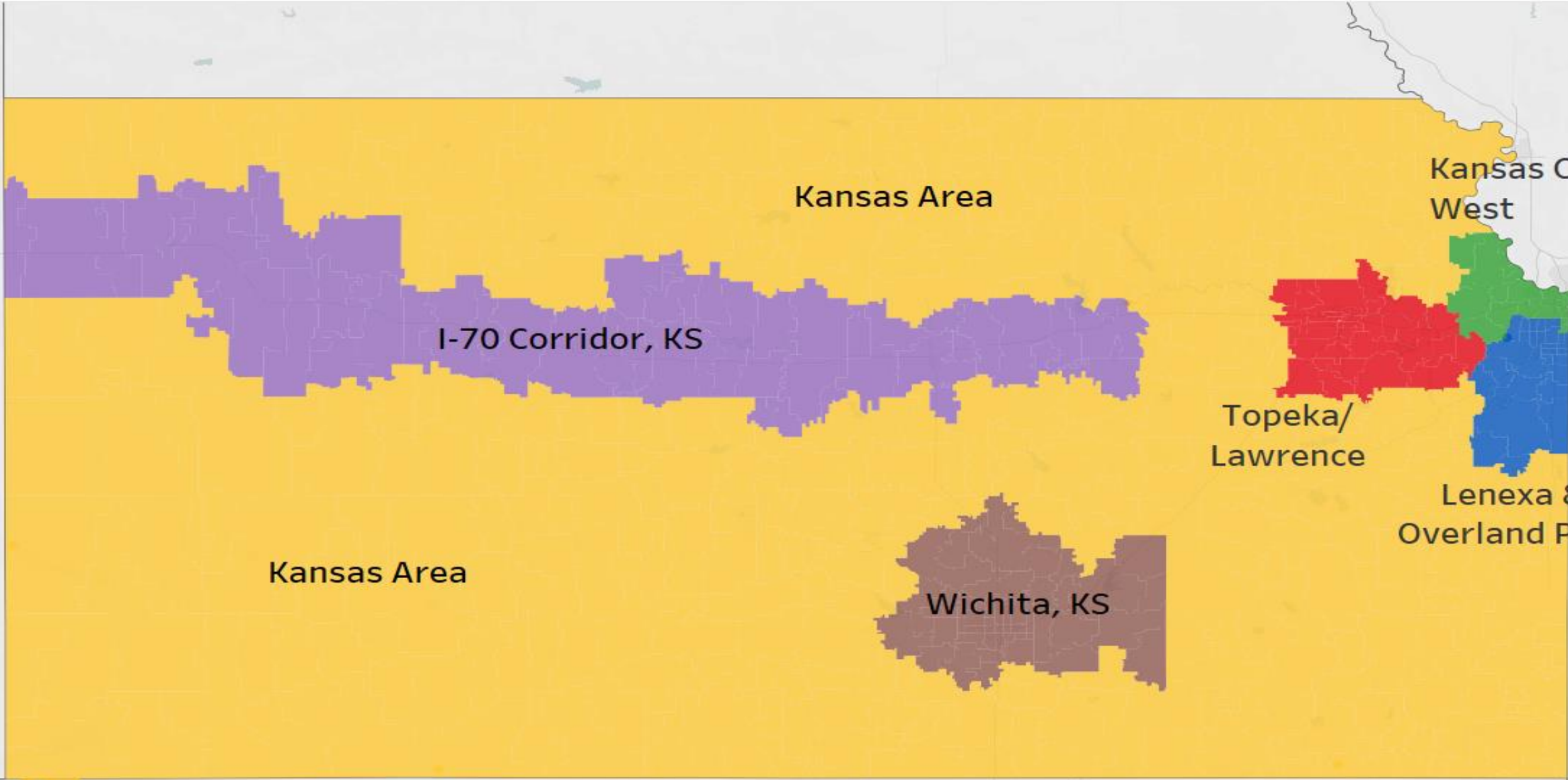


Kansas Submarkets



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Kansas Area

Kansas City West

I-70 Corridor, KS

Topeka/Lawrence

Lenexa & Overland Park

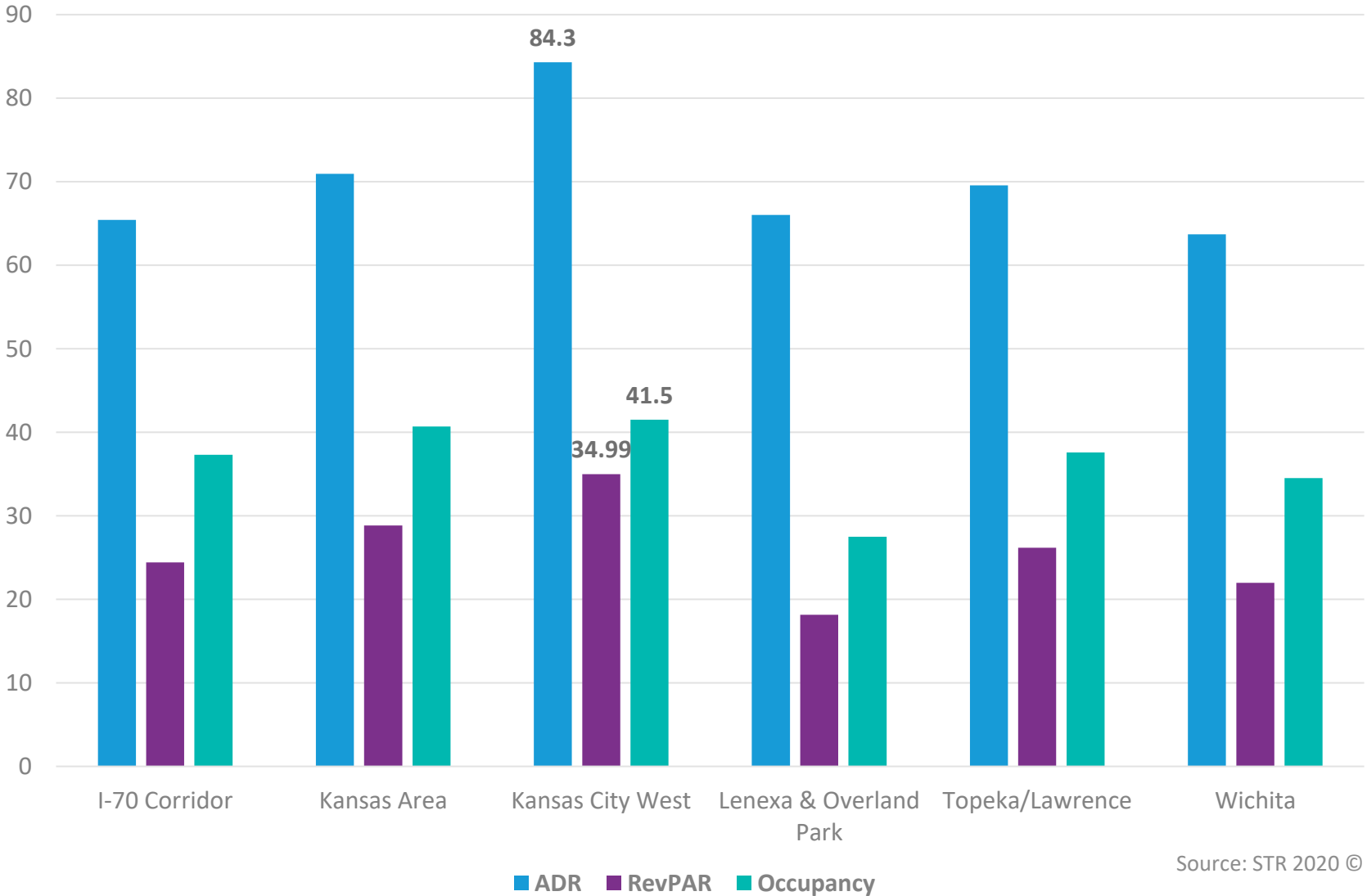
Kansas Area

Wichita, KS



Kansas Submarket Performance – KC West Performs Slightly Better

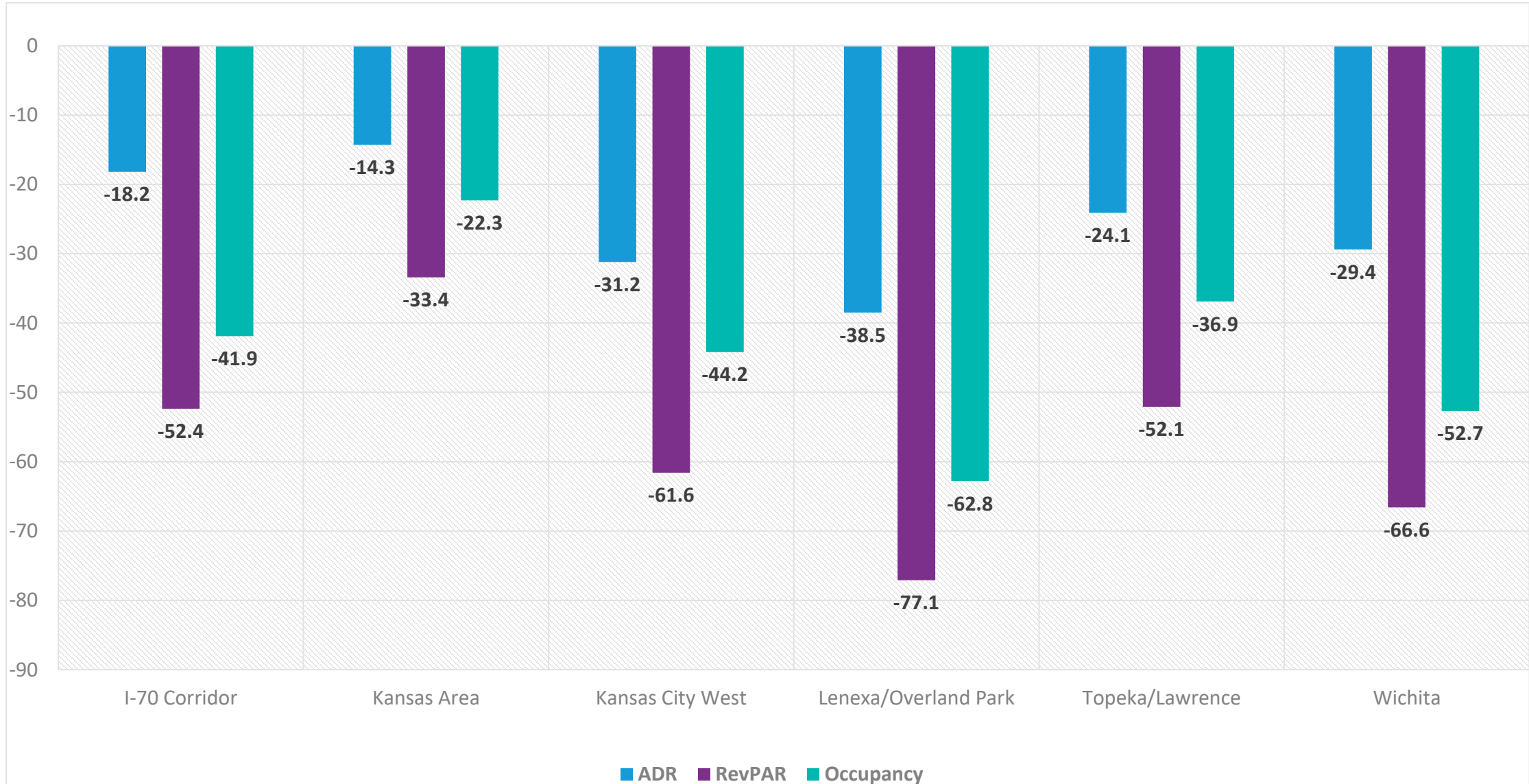
Week Ending 5/23



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Kansas Submarket Performance – KS Area is “Less Bad”

KPI % Change, week ending May 23





Road to Recovery



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**U.S. Occupancy
Weekend May 22-23
40.3%**



Memorial Day Weekend: Drive-To Destinations Soared

Week Ending May 23

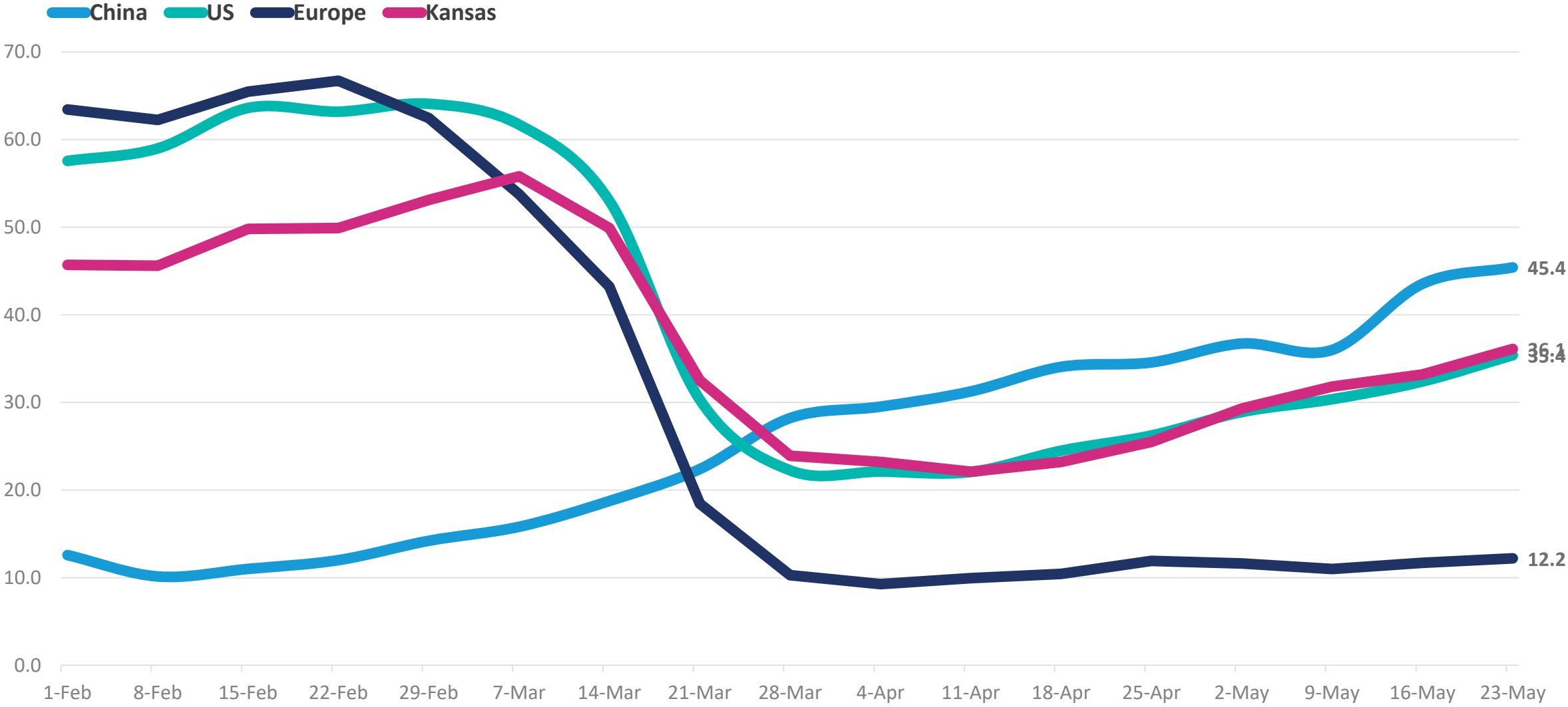
Submarket	Weekday Occ %	Weekend Occ %	Point Difference
Gatlinburg/Pigeon Forge, TN	23.5	76.1	52.5
Cedar City & St George, UT	41.0	90.2	49.2
Savannah Historic District, GA	24.1	72.6	48.6
Daytona Beach, FL	40.7	85.7	45.0
Myrtle Beach/North, SC	34.4	74.8	40.5



May 22nd TSA Check point count of
~349,000 travelers
was highest since March 22

China & US Occupancy On The Upswing. No Growth In Europe.

Absolute Occ %, Select Areas



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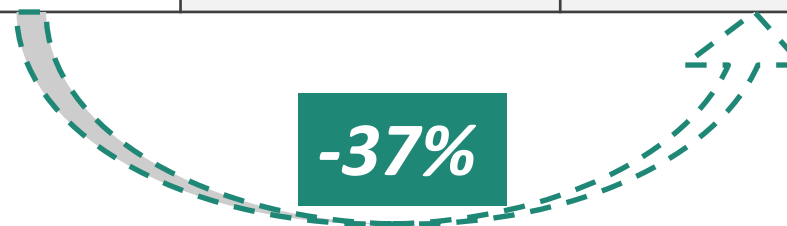


Look to the Future

Forecast as of May 18

Key Performance Indicator Outlook (Absolute Values)

		<i>U.S. Outlook</i>		For Comparison
Year	2019	<i>2020 Forecast</i>	<i>2021 Forecast</i>	2010
Occupancy	66.1%	35.8%	52.1%	57.6%
ADR	\$131	\$103	\$105	\$98
RevPAR	\$87	\$37	\$55	\$56





Odds and Ends...

FREE STAR Report for Non-Participating Hotels

Want to see this data for your hotel and market? Sign up below:



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

Please note, even if the hotel is closed, we will still be sending out reports.



Questions?

Please direct any inquiries to:



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