



# U.S. & Canada Results Week Ending March 14



HOTEL DATA  
CONFERENCE  
Hosted by STR and Hotel News Now

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# 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 on the left and menu items: DATA SOLUTIONS, INDUSTRIES WE SERVE, DATA INSIGHTS, WHO IS STR, and CONTACT. On the right side of the navigation bar, there are search and location filters (North America), language selection (English), a shopping cart icon with a '0' notification, and a LOG IN button.

The main content area features a large heading: "Data-driven solutions that empower your business". Below this heading is a paragraph: "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 of this section, there are two buttons: "TREND REPORTS" and "COVID-19 UPDATES".

The central focus is a dashboard window showing a "Week of August 26, 2018" report. The dashboard includes a sidebar with navigation options (Dashboard, Alerts, Tools, Reports) and a main content area with sections for "Property Details", "Top Performing Week/Day", "Bottom Performing Week/Day", "Comp-Sets", and "At A Glance". The "At A Glance" section contains several key performance indicators (KPIs) with trend indicators (up/down arrows) and percentage changes:

Metric	Value	Trend
Disparity	51.7	↓
RevPAR	187.27	↑
Occupancy	96.81	↓
ADR	192.00	↓

The dashboard also features a map of Washington, D.C. and various charts and data points.

# Moving From Bad To Worse

Total U.S. RevPAR % Change, Week ending 3/14



**-32.5%**



# Coronavirus COVID-19 Global Cases by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins Uni...



Total Confirmed

# 222,642

Confirmed Cases by Country/Region/Sovereignty

- 81,154 China
- 35,713 Italy
- 18,407 Iran
- 15,014 Spain
- 13,093 Germany
- 9,415 US
- 9,058 France
- 8,565 Korea, South
- 3,067 Switzerland

Country/Region/Sover...

Last Updated at (M/D/YYYY)

3/19/2020, 6:33:39 AM



Cumulative Confirmed Cases Active Cases

159 countries/regions

Lancet Inf Dis Article: [Here](#). Mobile Version: [Here](#). Visualization: JHU CSSE. Automation Support: Esri Living Atlas team and JHU APL. Data sources: WHO, CDC, ECDC, NHC, and DXY and local media reports. Read more in this

Total Deaths

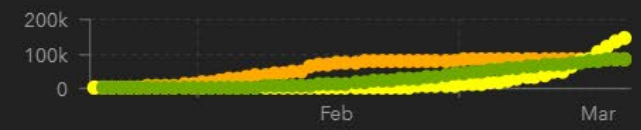
# 9,115

- 3,130 deaths Hubei China
- 2,978 deaths Italy
- 1,284 deaths Iran
- 640 deaths Spain
- 243 deaths France France

Total Recovered

# 84,506

- 57,682 recovered Hubei China
- 5,710 recovered Iran
- 4,025 recovered Italy
- 1,540 recovered Korea, South
- 1,318 recovered Guangdong China

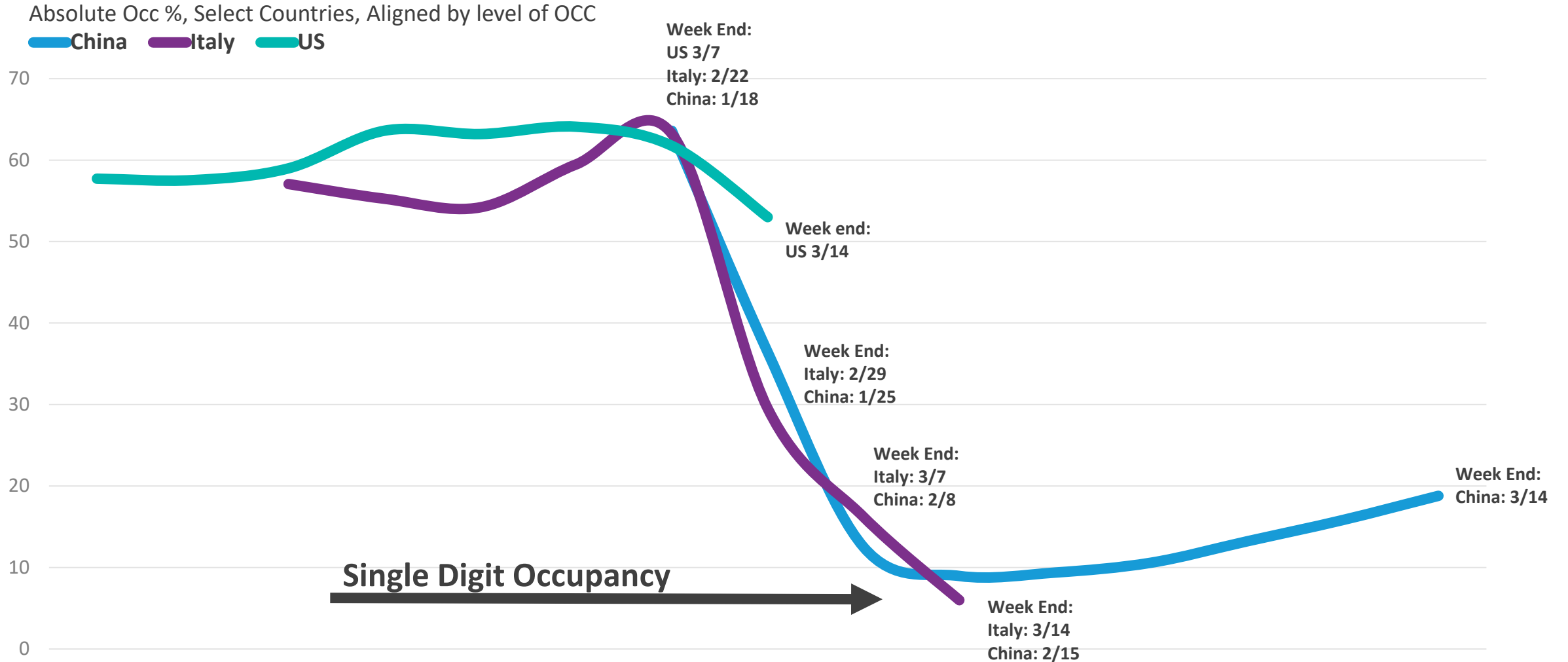


Mainland China Other Locations

Actual Logarithmic Daily Cases

# Italy and China Show What's To Come

## China OCC Data Seems 8 Weeks Ahead of U.S. OCC Data



# Stock Index: COVID-19 Hits

STR/Baird Stock Index of 20 largest Publicly Traded REITs and C-Corps



## BAIRD/STR HOTEL STOCK INDEX


**2277.36** -155.97 (-6.41%)

Range: 2277.36 - 2277.36

Open: 2433.33

Quote-time: Mar 18, 4:00 PM EDT

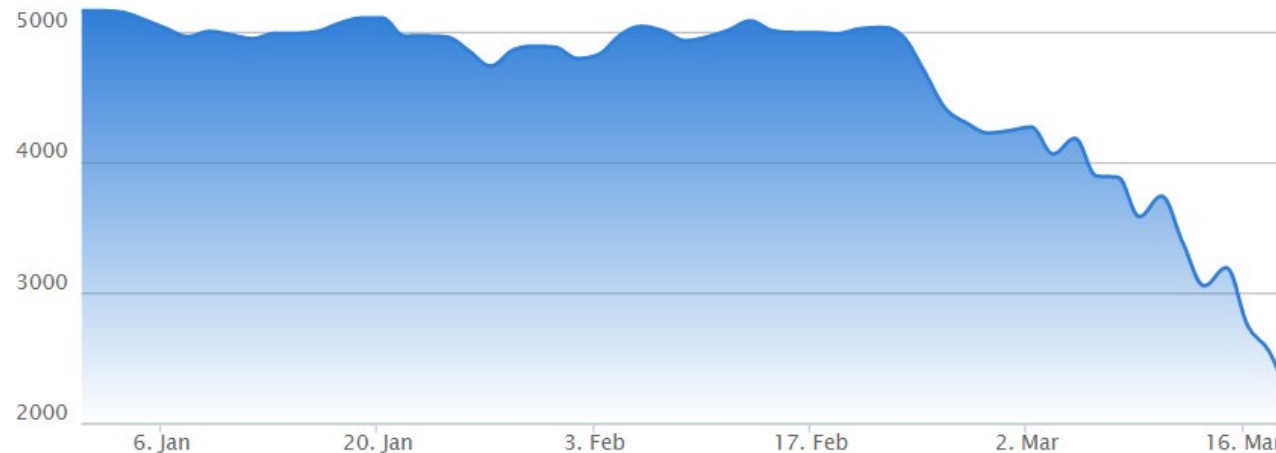
52 Week: 2277.36 - 5325.22

Companies... 

-3012.59 (-140.18%)

Zoom

From  To



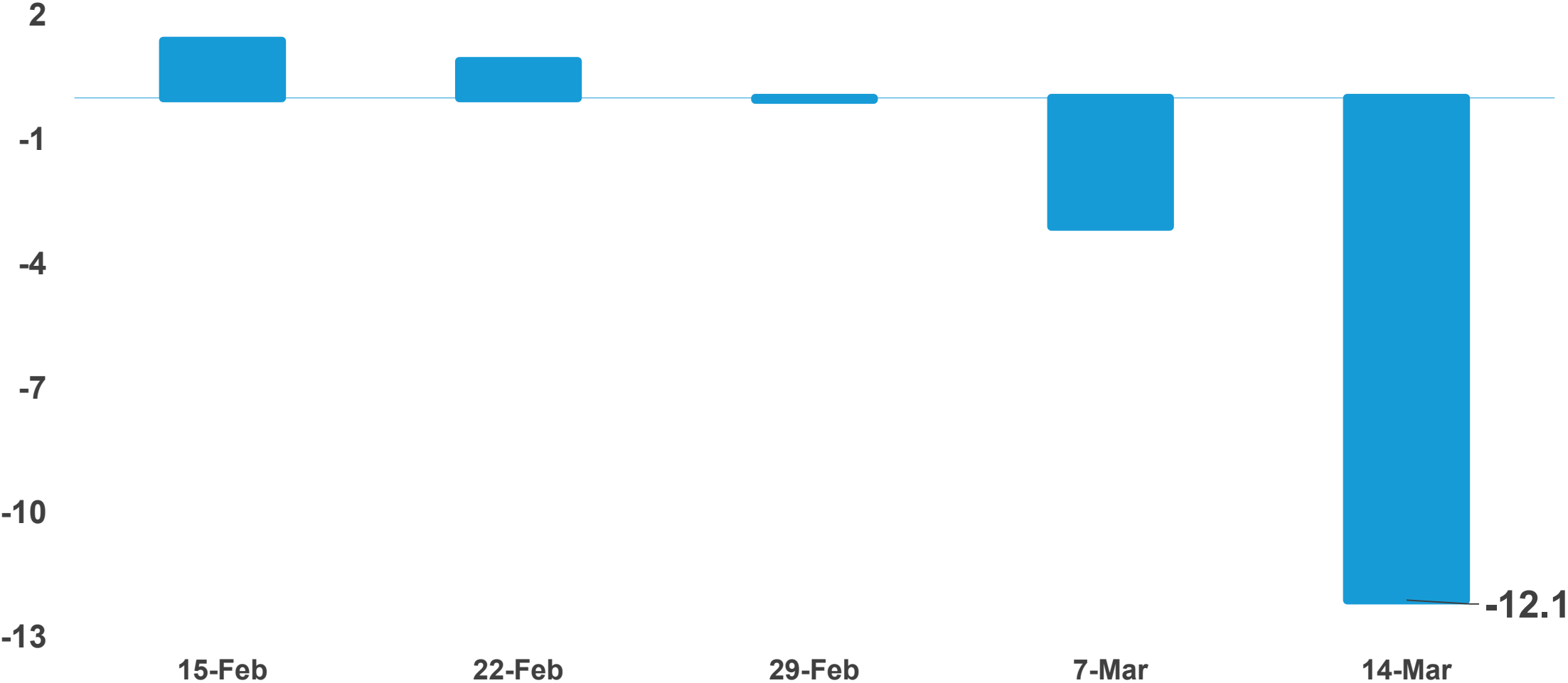


## Last Week Was Bad, Even When Compared To Other Shocks

Week ending	RevPAR % Decline	Following Week
Sept 22, 2001	-38.0	-24.8
Sept 12, 2009	-25.3	-18.3
<b>Mar 14, 2020</b>	<b>-32.5</b>	<b>Likely Worse</b>

# 28-Day RevPAR % Change: Buckle Up

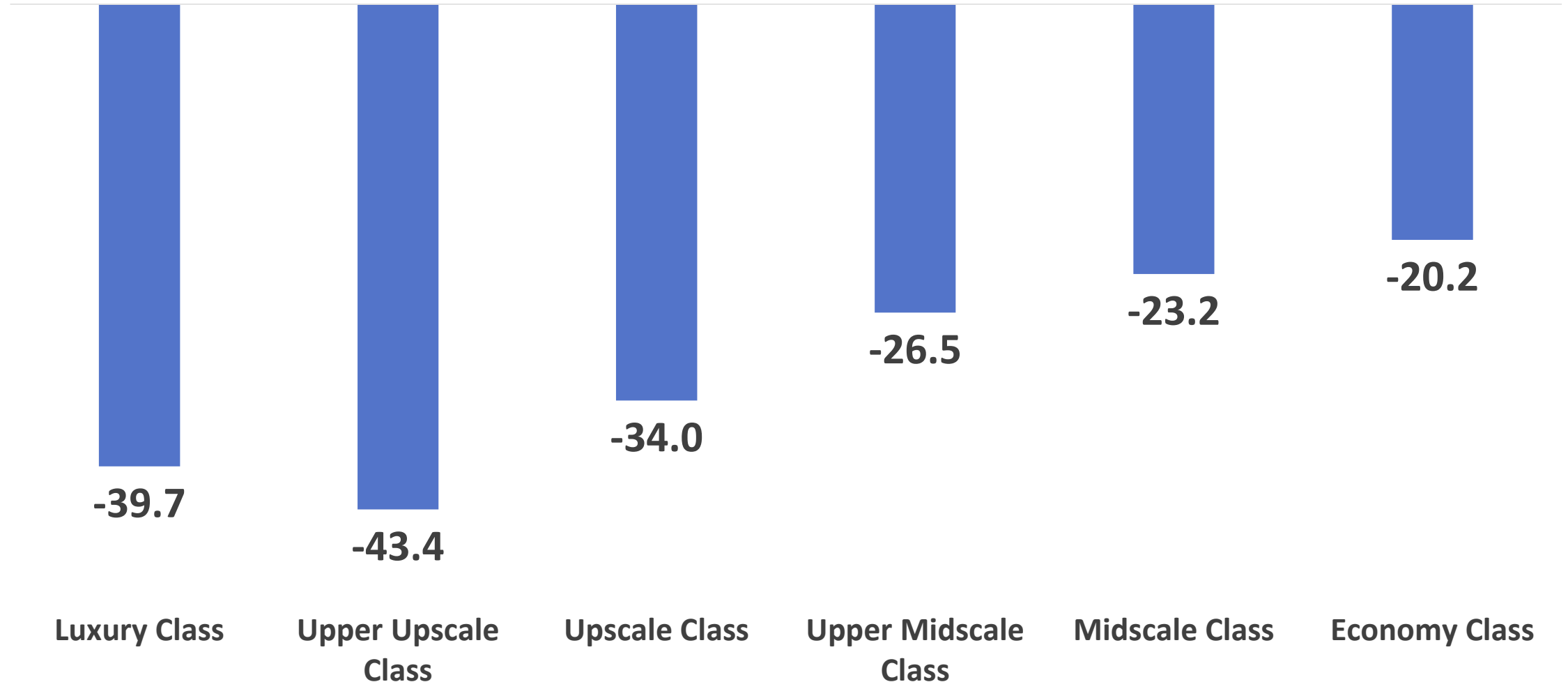
Total U.S., by Week





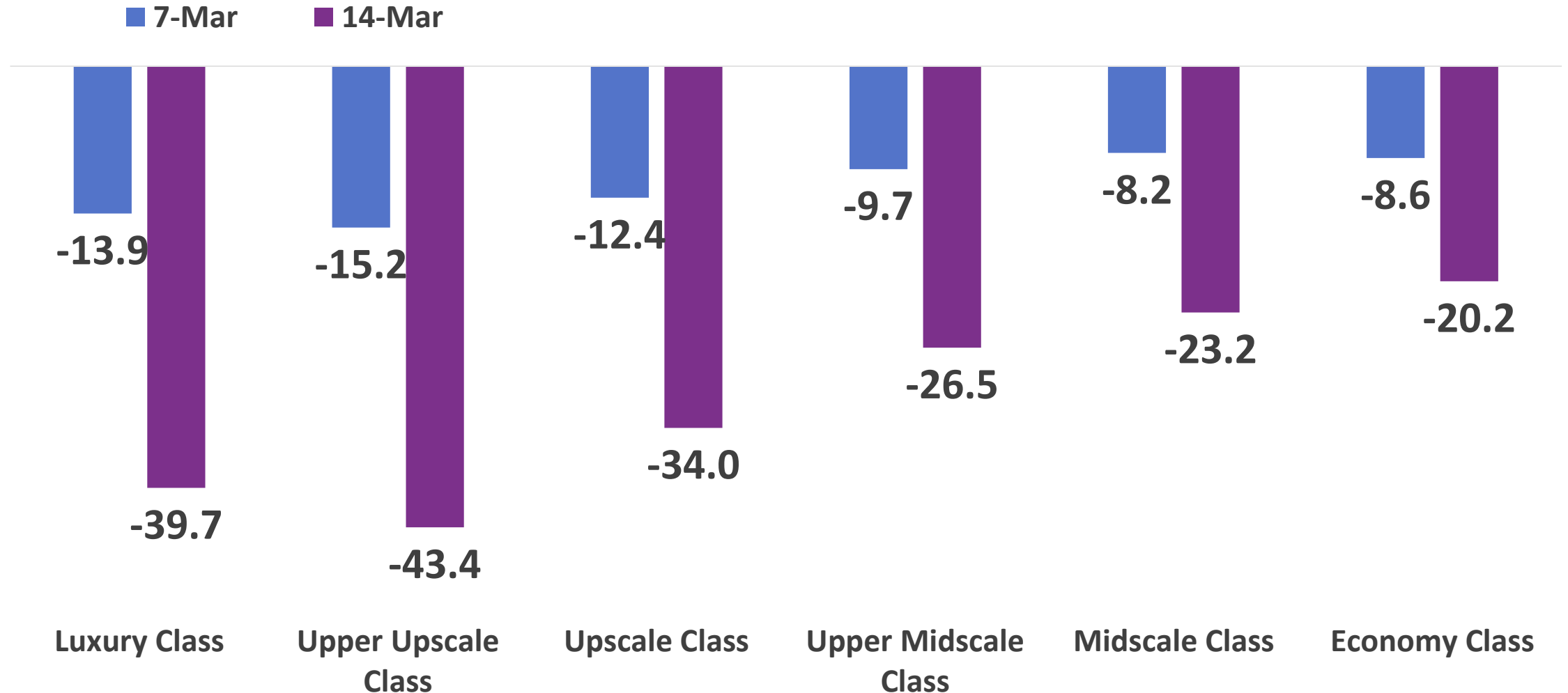
# Class Performance: Meeting Hotels Suffer Most

RevPAR % Change, week ending March 14



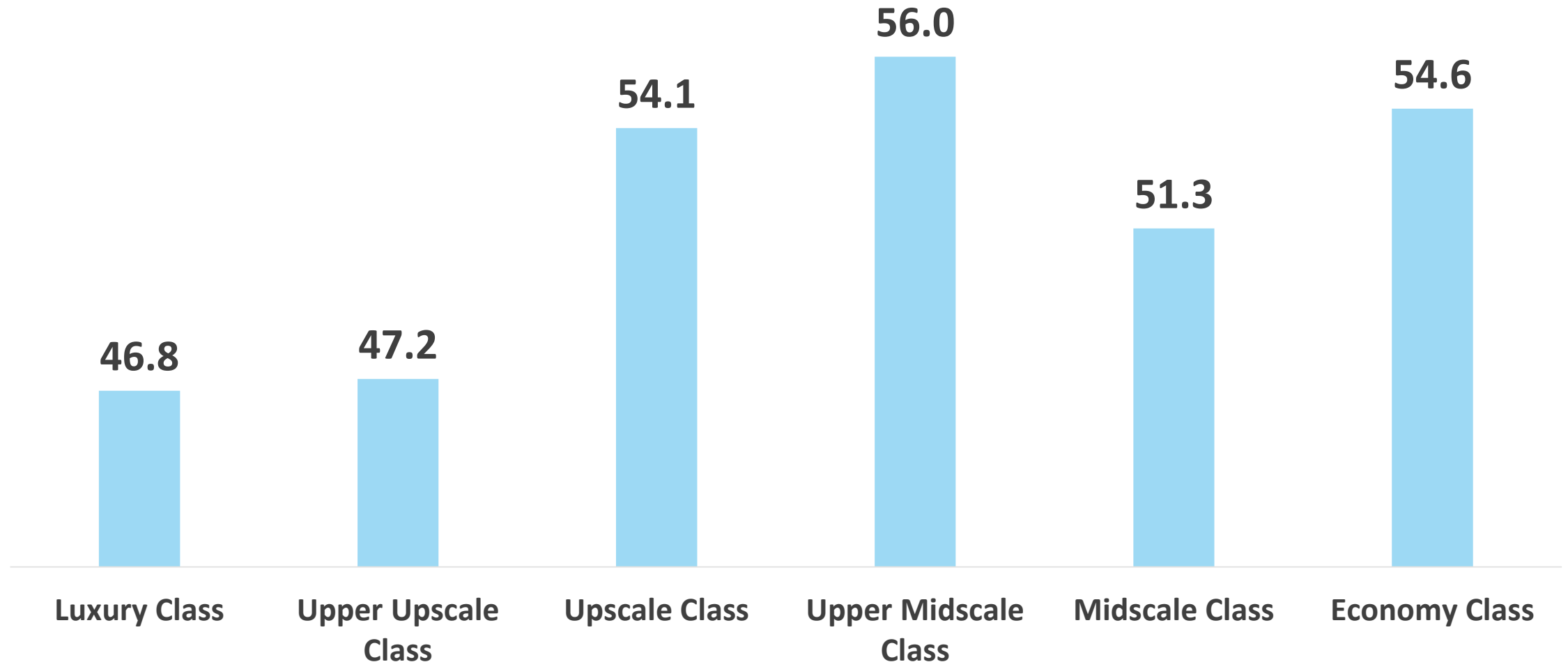
# Class Performance: Steep Declines Everywhere

RevPAR % Change, weeks ending March 7 & 14



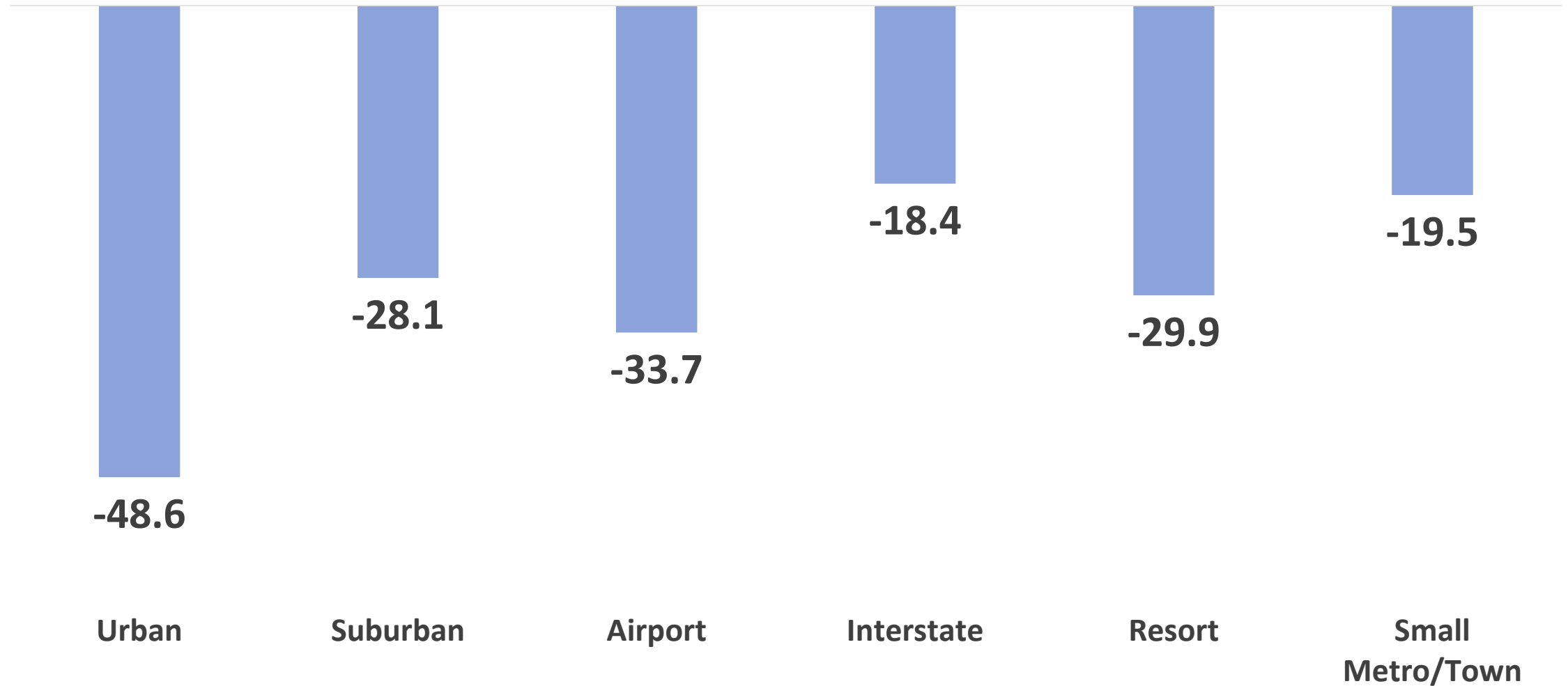
# Class Performance: High End Occupancy Below 50%

Occupancy %, week ending March 14



# Location Performance: Urban Hotels With Sharp Drops

RevPAR % Change, week ending March 14



# Segmentation Data Shows Sharp Group Declines

Segmentation KPIs, % Change, week ending 3/14



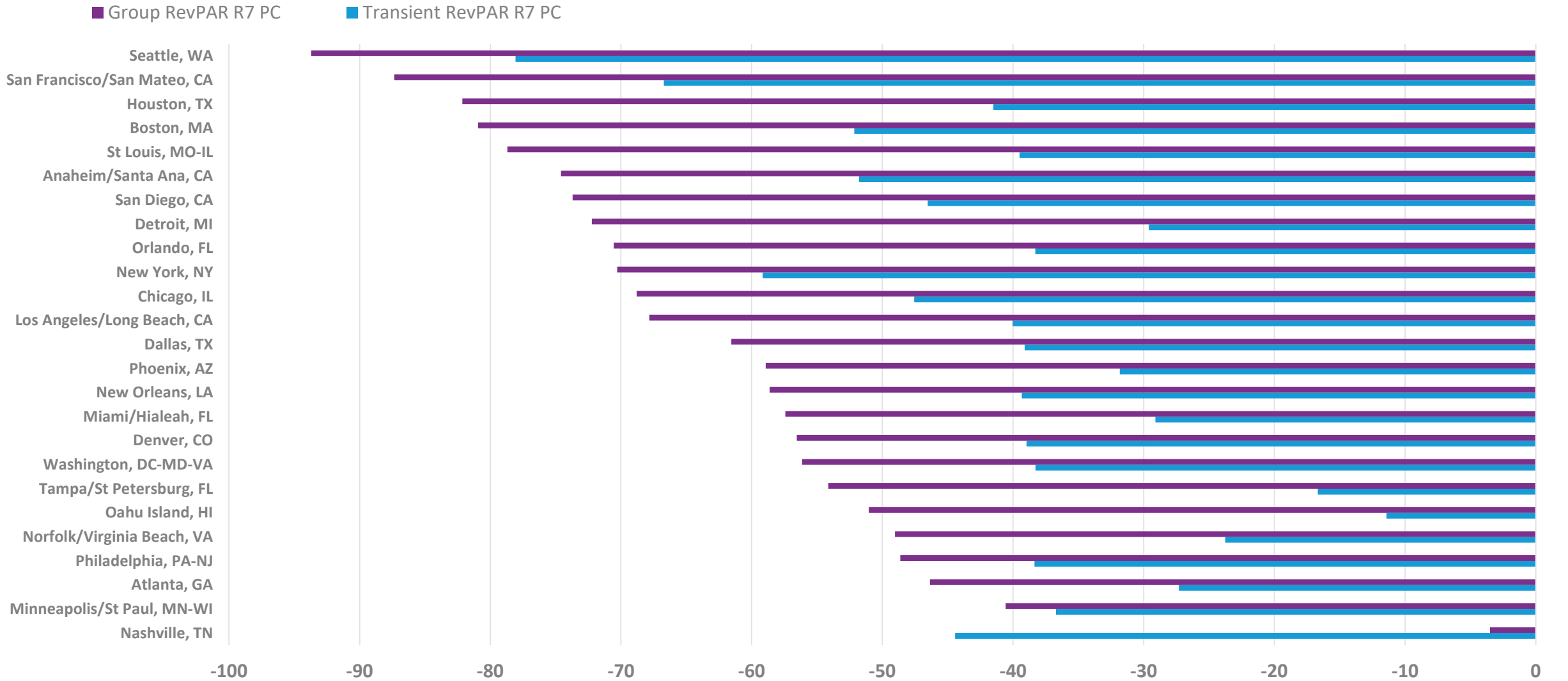
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	Transient	Group
Occupancy	-31.7	-56.6
ADR	-5.6	-4.0
RevPAR	-35.5	-58.3

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# Top 25: RevPAR Falls Off A Cliff

## Segmentation RevPAR % Change, Week end March 14



# Top 25: Steep Drops in The Last 10 Days

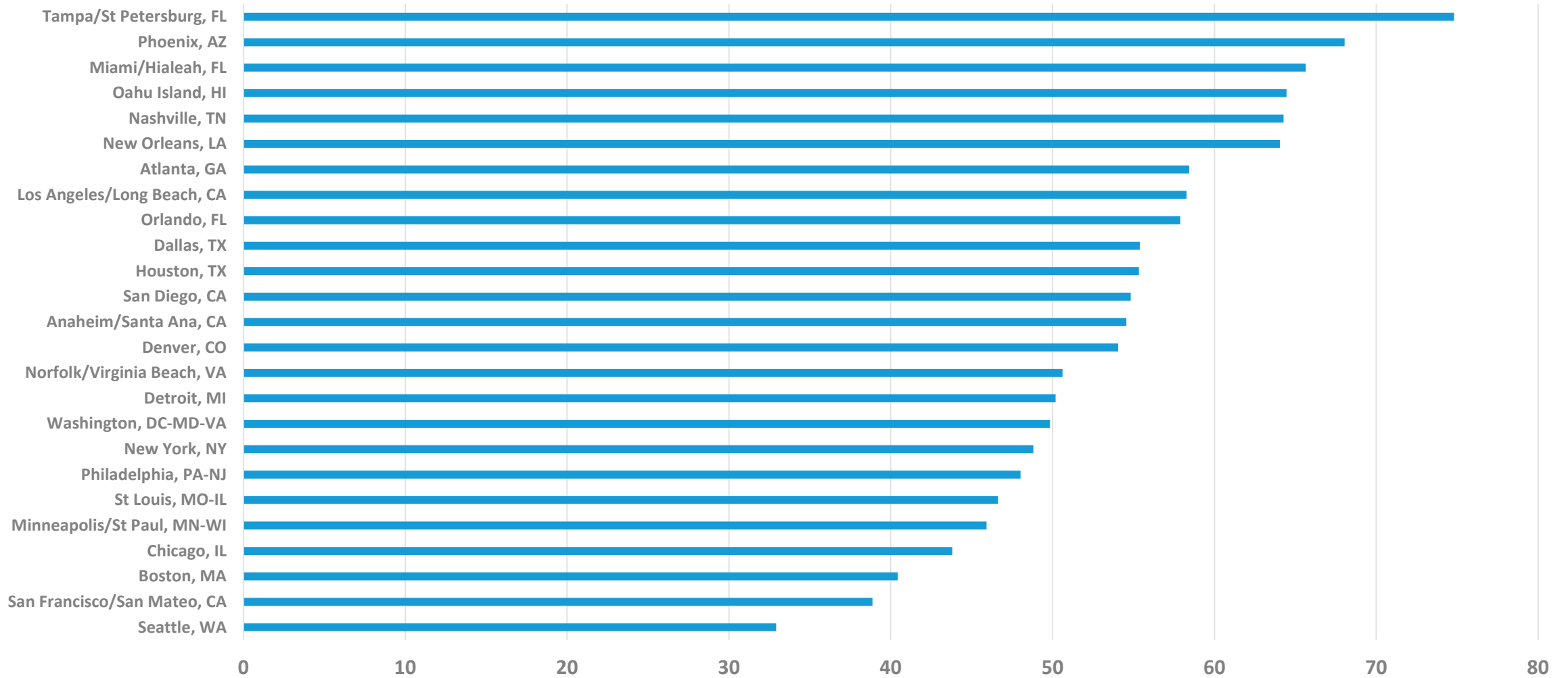
RevPAR % Change, by day, 03/04 – 03/14



	20200304	20200305	20200306	20200307	20200308	20200309	20200310	20200311	20200312	20200313	20200314
Boston, MA	-21.5	-0.4	23.2	25.1	-21.4	-34.9	-38.6	-45.6	-52.4	-61.3	-72.0
New York, NY	-22.0	-20.1	-18.1	-21.3	-31.9	-44.4	-49.6	-54.9	-59.3	-65.2	-70.8
Seattle, WA	-42.1	-38.0	-33.1	-39.3	-54.3	-64.3	-66.2	-68.9	-68.9	-67.0	-69.4
Anaheim/Santa Ana	-53.1	-59.0	-50.8	-30.1	-28.4	-33.8	-36.3	-39.3	-46.6	-57.7	-68.1
San Francisco/San	-53.4	-41.3	-23.2	-26.6	-50.4	-62.5	-67.5	-68.7	-64.0	-58.0	-63.1
New Orleans, LA	-3.9	-1.7	-0.9	-14.7	-27.5	-31.0	-23.6	-22.4	-37.8	-55.2	-62.7
Chicago, IL	-11.4	-10.9	-6.5	-6.7	-18.8	-33.5	-34.9	-36.2	-45.2	-55.1	-58.2
Washington, DC-MD	-3.7	-9.5	-10.6	-9.9	-24.6	-29.4	-33.3	-40.9	-48.1	-51.6	-56.8
Nashville, TN	2.8	8.4	6.2	7.8	8.5	6.9	1.4	-11.2	-30.8	-50.1	-54.5
Denver, CO	-11.9	-21.4	-12.7	-6.6	-16.6	-27.7	-33.8	-45.3	-45.6	-49.9	-53.5
Los Angeles/Long B	-10.9	-14.7	-12.4	-10.3	-25.7	-32.5	-34.9	-38.1	-43.8	-48.3	-53.0
Philadelphia, PA-NJ	-5.6	-15.2	-11.1	-11.2	-21.7	-23.7	-21.8	-25.9	-30.8	-45.7	-52.3
San Diego, CA	-19.0	-14.2	-7.6	-7.3	-22.7	-37.1	-44.7	-48.7	-51.2	-47.3	-52.2
Norfolk/Virginia Bea	-0.1	10.1	0.1	-5.5	-5.8	-6.2	-8.8	-14.2	-23.5	-45.4	-51.9
St Louis, MO-IL	-13.8	-10.1	-4.2	-31.2	-20.7	-26.4	-28.0	-30.5	-46.1	-49.6	-51.9
Orlando, FL	-20.7	-8.9	-3.5	-10.0	-40.0	-44.8	-47.8	-44.8	-49.1	-48.1	-51.3
Houston, TX	-18.1	-12.0	7.1	-1.2	-29.4	-32.0	-34.1	-37.4	-44.0	-49.7	-50.0
Phoenix, AZ	-14.0	-10.6	-7.1	-14.0	-20.4	-28.4	-31.2	-33.1	-35.1	-43.1	-48.2
Dallas, TX	-6.8	-7.2	0.3	-13.0	-26.1	-30.9	-35.1	-36.2	-35.9	-41.0	-43.9
Minneapolis/St Pau	-9.4	-11.0	-12.5	-20.2	-27.3	-29.9	-32.4	-36.8	-33.2	-36.4	-43.1
Atlanta, GA	-23.8	-16.0	4.3	2.1	-6.7	-14.1	-21.7	-29.2	-37.1	-40.0	-41.5
Miami/Hialeah, FL	-13.5	-14.7	-8.7	-11.4	-21.0	-28.4	-33.7	-35.5	-35.6	-36.5	-38.7
Detroit, MI	0.8	18.8	17.0	-11.7	-20.1	-25.3	-26.7	-29.1	-31.0	-34.2	-37.5
Tampa/St Petersburg	-2.2	-9.3	-15.1	-15.6	-15.8	-20.1	-21.9	-22.7	-17.6	-30.1	-33.5
Oahu Island, HI	-12.4	-13.2	-13.6	-12.6	-17.6	-17.8	-17.4	-18.0	-21.0	-26.1	-28.2

# Top 25: 14 Markets Below 55%

Occupancy %, Week end March 14







# Canada Results

# Moving From Bad To Worse

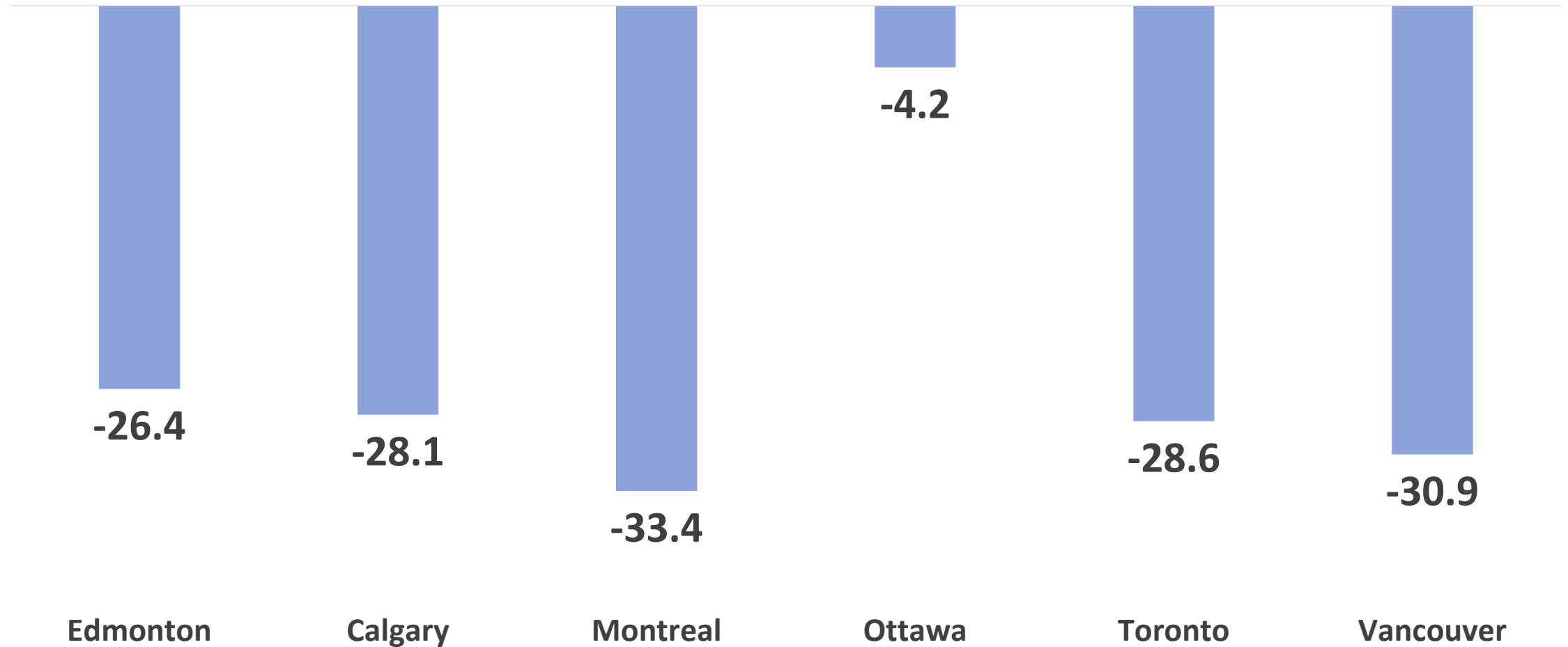
Total CAN RevPAR % Change, Week ending 3/14



**-26.4%**

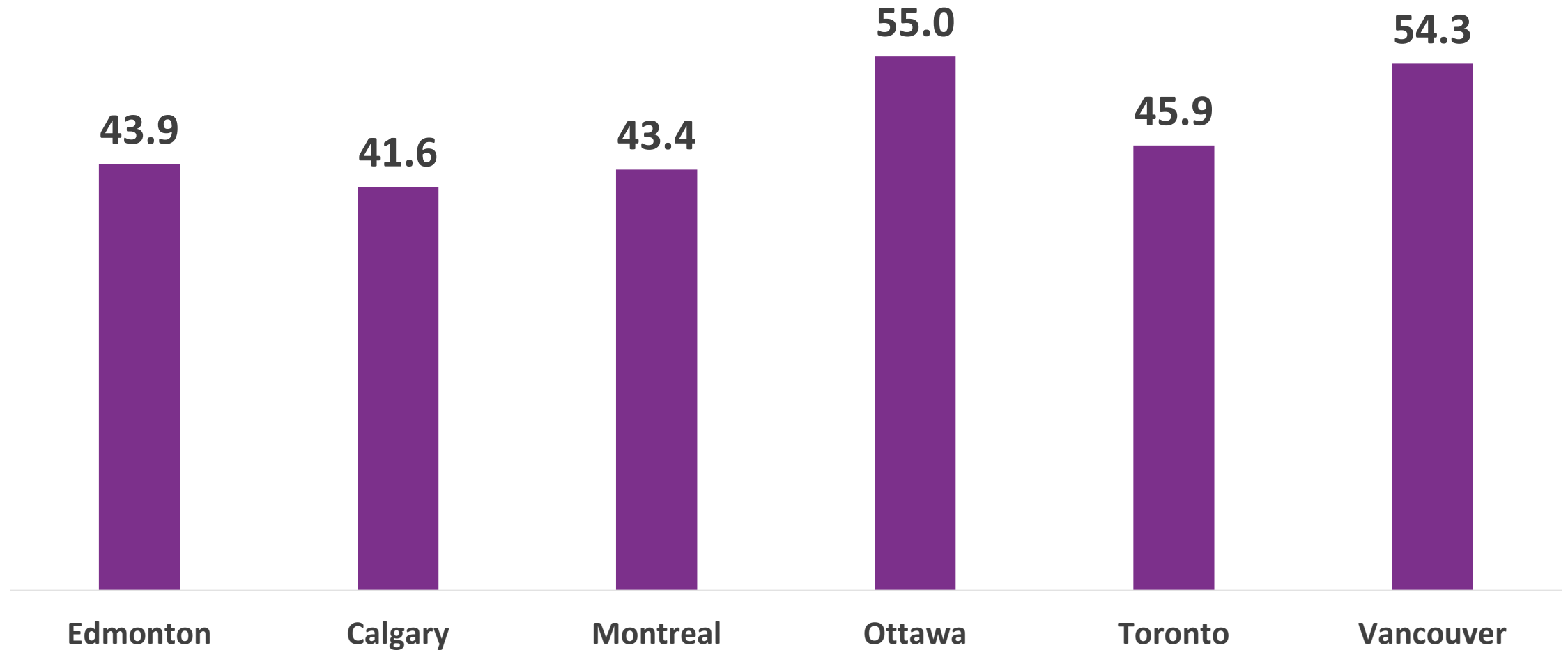
# Market Performance: Sharp Drops Across The Board

RevPAR % Change, week ending March 14



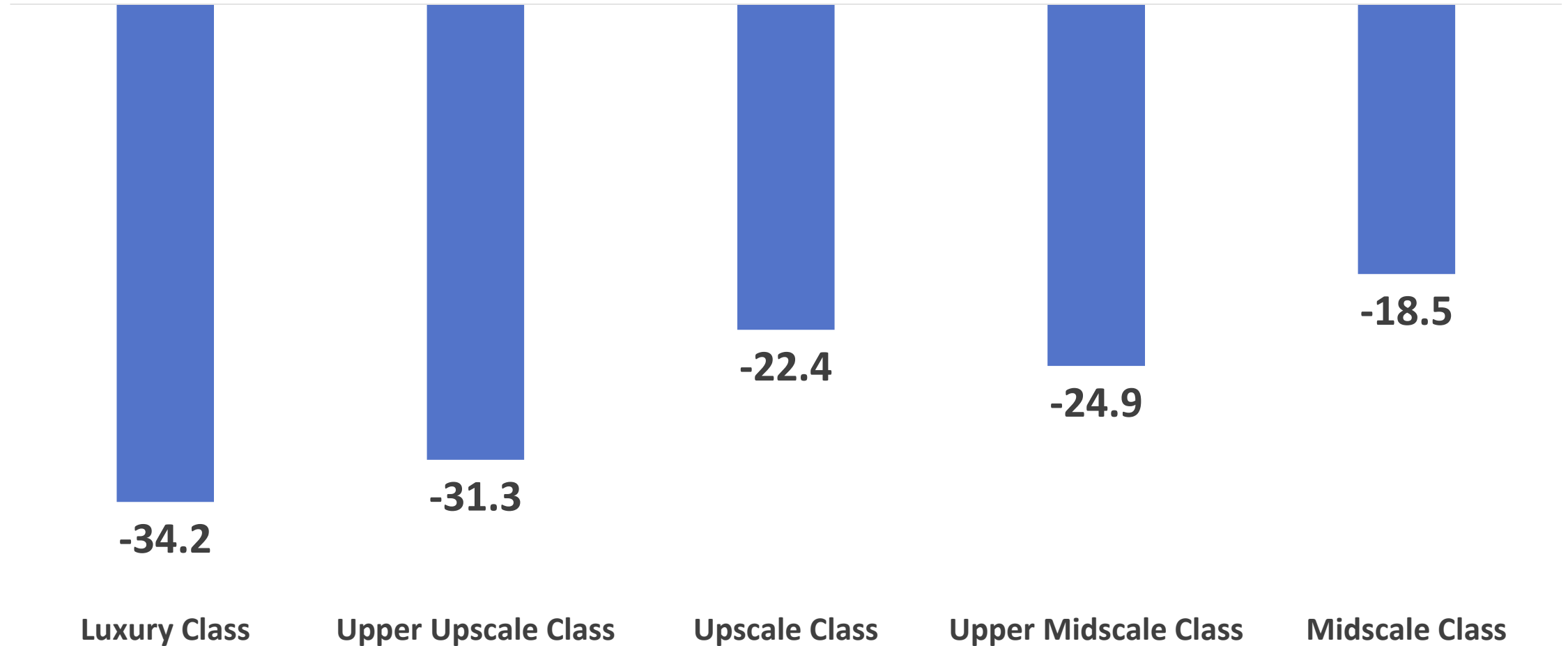
# Market Performance: Most Markets Half Empty

Occupancy %, week ending March 14



# Class Performance: Meeting Hotels Suffer Most

RevPAR % Change, week ending March 14



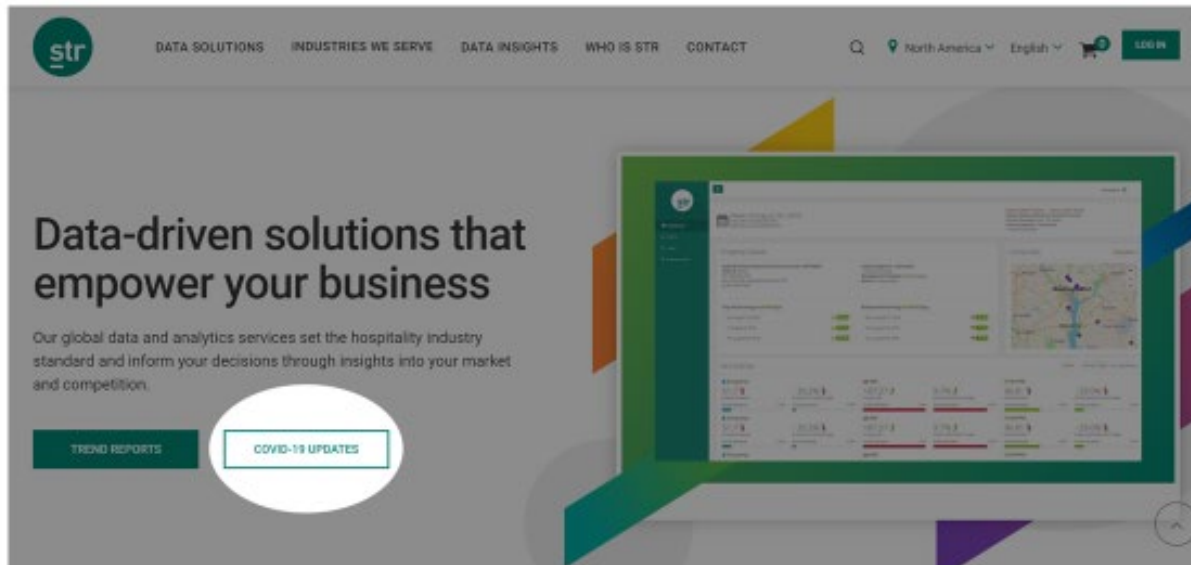
# Resources



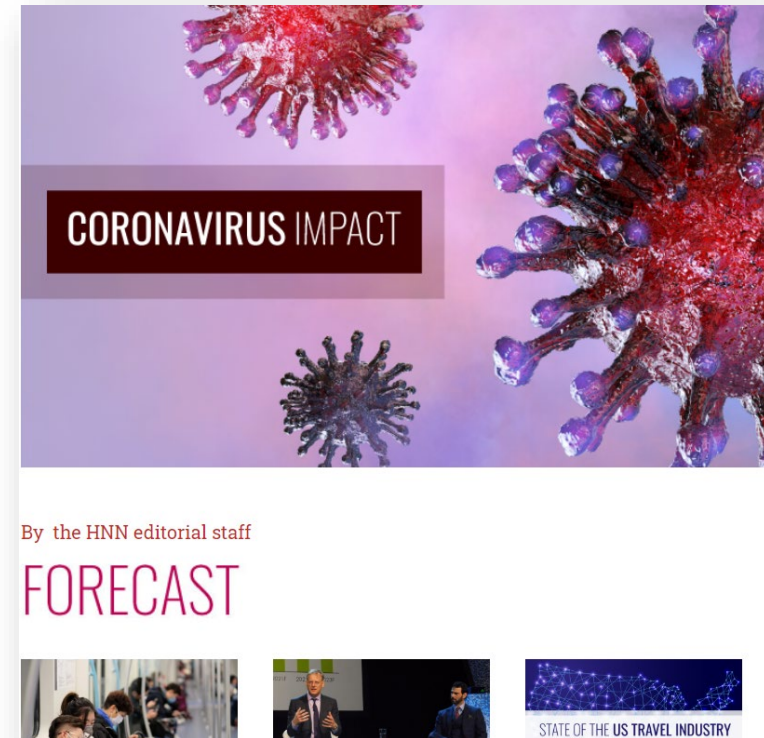
[str.com](https://www.str.com)

## STR.com (COVID-19 landing page)

Analysis blogs, webinar recordings, press releases, etc.



[hotelnewsnow.com](https://www.hotelnewsnow.com)



[info@str.com](mailto:info@str.com)



**Every Thursday**  
**2:00 p.m. CDT**

## **Webinar: Impact of the COVID-19 outbreak on the U.S. hotel industry**

Speaker: Jan Freitag, Senior Vice President - Lodging Insights - STR





# Thank you



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