



Confidential - 2022 Projections & 2023 Outlook for Vancouver & Clark County WA

Smith Travel Reports (STR)

Confidential hotel performance statistics for 2021 and 2022 (STR reports)*.

2021 Full-Year – Clark County, King County & WA State

Full-year performance for January 1 – December 31, 2021:

Clark County: 66.9% Occupancy | \$109.40 ADR | \$73.19 RevPAR
Washington State: 56.3% Occupancy | \$115.26 ADR | \$64.85 RevPAR
King County: 50.8% Occupancy | \$128.69 ADR | \$65.35 RevPAR
(Note: King County represents 53% of state's hotel inventory)

2022 STR Results YTD – Clark County

Vancouver/Clark County results for January 1 - August 31, 2022:

Occupancy: 68.1% (flat compared to 68.1% same time last year/STLY)
Average Daily Rate (ADR): \$128.00 (up 20.9% compared to STLY)
Revenue Per Available Room (RevPAR): \$87.18 (up 20.9% compared to STLY)

2022 STR Results YTD – Washington State

Washington State results for January 1 - August 31, 2022:

Occupancy: 65.8% (up 17.4% compared to STLY)
Average Daily Rate (ADR): \$146.86 (up 31.0% compared to STLY)
Revenue Per Available Room (RevPAR): \$96.61 (up 53.8% compared to STLY)

*COVID-19 began impacting 2020 hotel performance in late Q1. While 2021 and 2022 saw dramatic increases in YOY comparisons, recovery is still in progress and the pandemic will continue to affect the industry for the next several years.

Tourism Economics Reports

Visitor Spending / Total Visits

- Clark County
 - Visitor spending for 2021 was \$516.5 million, a 37.8% increase compared to 2020.
 - Total visits for 2021 was 4.14 million visits, an increase of 20.6% compared to 2020
- Washington State
 - Visitor spending for 2021 increased 36.2% compared to 2020
 - Total visits for 2021 was 95.28 million

U.S. Bureau of Labor Statistics

Unemployment Snapshot

- Regional Unemployment Rate
 - The U.S. Bureau of Labor reported a 3.6% unemployment rate for July 2022 for the Portland-Vancouver- Hillsboro Metropolitan Area.



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City & County Construction Permits

Local Hotel Supply & Pipeline

- For updates on Vancouver’s most recent hotel pipeline and opening dates, please visit the Reports tab on the Visit Vancouver WA Extranet

Vancouver/Clark County Pipeline Highlights

- 2018-2019: Vancouver opened these hotels: Holiday Inn Express Camas (82 rooms); Best Western Premier (132 rooms); and Residence Inn (90 rooms).
- 2020: MyPlace Hotel (63 rooms) opened in August.
- 2021: Woodspring Suites (122 rooms) opened in late Summer.
- 2022: AC Hotel by Marriott (160 rooms) opened in June; Hotel Indigo (138 rooms) is slated for Q4.
- 2023 & Beyond: Several hotels are in various stages of planning on the Vancouver/Clark County pipeline. Major projects include ilani Hotel (300 rooms); and Home2 Suites Vancouver (111 rooms).

Portland Pipeline Highlights

- 2019: Portland opened The Worldmark (75 rooms) in July of 2019.
- 2020: Openings included The Hyatt Centric (215 rooms); The Hyatt Hotel at the Oregon Convention Center (600 rooms).
- 2021: Openings included: The Hotel Chamberlain (57 rooms) and The Moxy Hotel (179 rooms).
- 2022 & Beyond: Several additional hotels will be opening in 2022 and beyond including The Tokyo Inn (600 rooms); Ritz- Carlton (225 rooms); and the Portland Proper Hotel (150 rooms). Portland is currently in the process of building, or planning, to add a total of 1,338 hotel rooms in future years.

Visit Vancouver WA Group Sales

Convention Group Snapshot for 2022 and Beyond

Total Bookings Year To Date

<u>Current Year September 2022</u>	2022	2023	2024	2025	2026	2027	2028 and beyond	Total
Bookings	27	11	5	1	1	0	1	46
Room Nights	4,685	4,785	2,178	315	484	0	484	12,931

Total Bookings Previous Year

<u>Prior Year September 2021</u>	2021	2022	2023	2024	2025	2026	2027 and beyond	Total
Bookings	14	10	2	0	1	0	0	27
Room Nights	4,808	3,680	2,636	405	405	0	0	11,934



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US Travel

Forecast Trends & Outlook for 2022, 2023, and Beyond

While Washington State does not yet report on travel trends or economic outlook for future years, Vancouver/Clark County can expect that trends will be similar to that experienced by/anticipated for Portland and the rest of the country. Additional information on US Travel’s Trends and Outlook report can be found here: [US Travel Trends and Outlook - Summer 2022](#)

2022 Projections

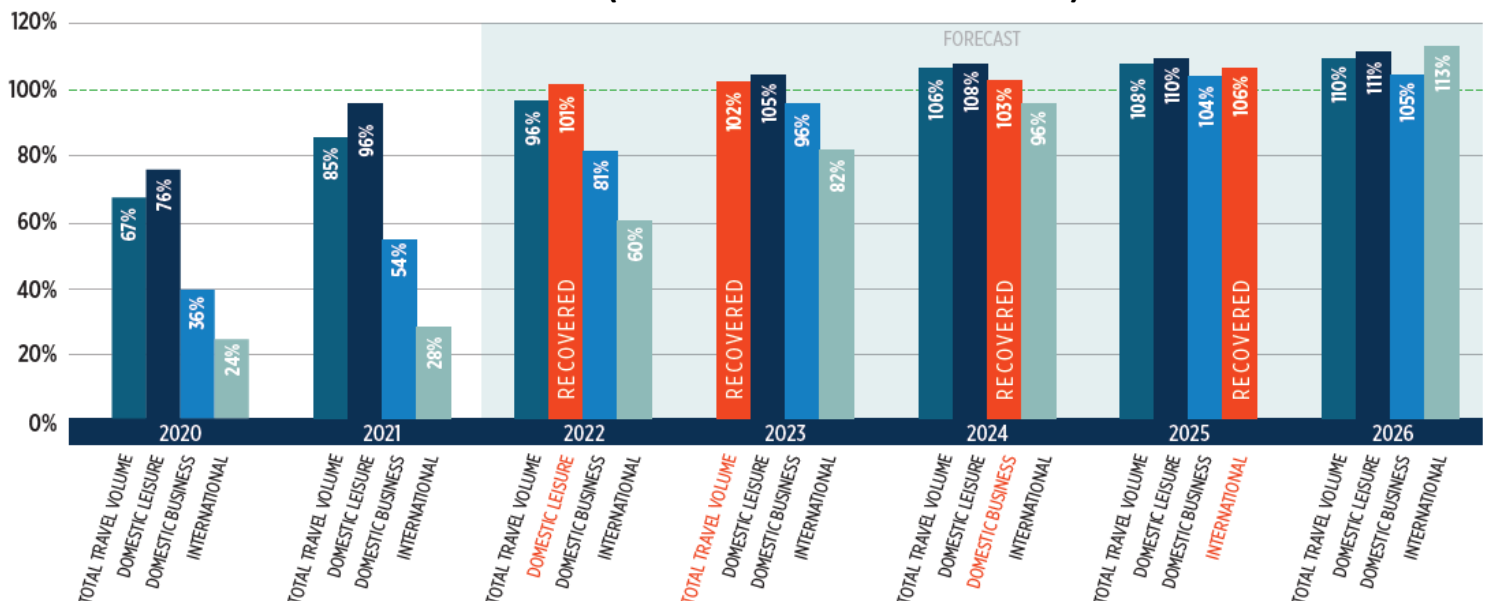
The US Travel Spring/Summer 2022 Forecast discusses that projections for travel remain consistent regardless of the high inflation and overall decline in consumer sentiment.

- Domestic Leisure Travel:** Though spending has surpassed pre-pandemic levels, it is still projected to remain \$46 billion below where it should’ve been in 2022.
- Domestic Business Travel:** Business travel is expected to reach 81% of pre-pandemic levels in 2022 and 96% in 2023 as it is picking up. However, due to inflation, spending will not fully recover by 2023.
- International Inbound Travel:** As pre-departure testing has dropped, international travel has started making a big comeback. For the duration of 2022 it is expected to grow rapidly then grow at a slower pace 2023-2026. Recovering to pre-pandemic levels isn’t projected until 2025.

Forecast Overview / Travel Volume

Domestic leisure travel volume is expected to recover in 2022. Domestic business travel volume is projected to recover in 2024 and international visitations in 2025.

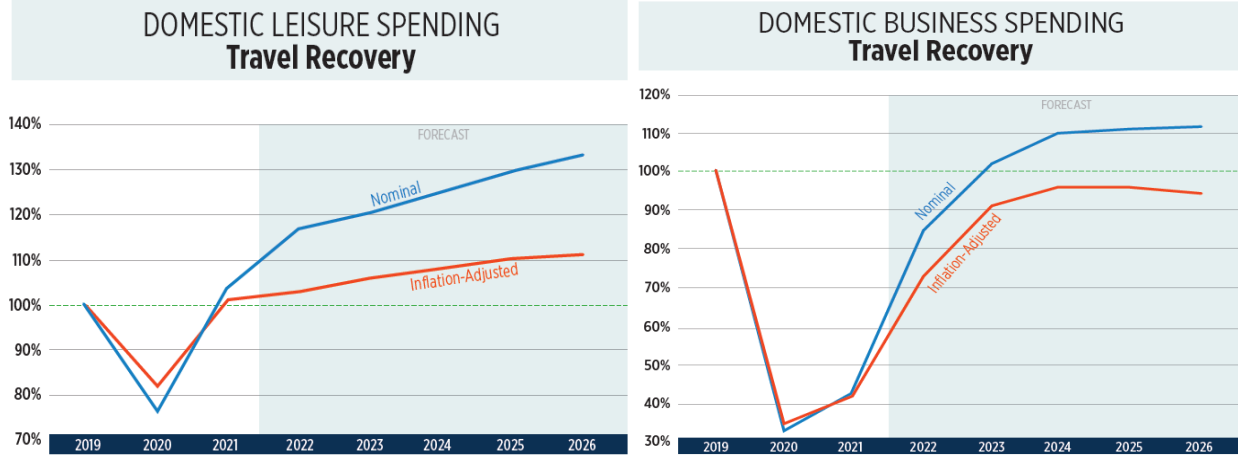
Travel Volume (% Recovered relative to 2019)



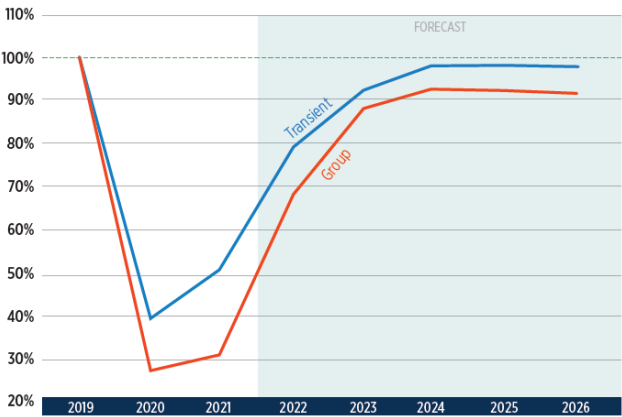


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Forecast Overview / Travel Spending (as a % of 2019 levels)



DOMESTIC BUSINESS TRAVEL RECOVERY: Transient versus Group
Travel Spending as a % of 2019 levels
(ADJUSTED FOR INFLATION)



CBRE Hotel Horizons

2022 Forecast – Portland Metro Area

Portland hotels are forecasted to have a 32.5% increase in RevPar by the end of 2022. This better than the national projection of 29% increase. This is due to the increase in ADR by 15.4% and occupancy by 14.8%. Portland hotels are not expected to surpass 2019 levels in RevPar until 2025 and will end the year 17.9% below the 2019 level.

Annual Performance - Five Year History and Forecast

Year	Occ	Δ Occ	ADR	Δ ADR	RevPAR	Δ RevPAR
2017	75.2%	-2.0%	\$133.83	2.7%	\$100.70	0.7%
2018	73.8%	-2.0%	\$135.75	1.4%	\$100.14	-0.6%
2019	73.2%	-0.8%	\$135.79	0.0%	\$99.37	-0.8%
2020	39.8%	-45.6%	\$98.64	-27.4%	\$39.23	-60.5%
2021	53.5%	34.5%	\$115.09	16.7%	\$61.58	57.0%
2022F	61.4%	14.8%	\$132.86	15.4%	\$81.61	32.5%
2023F	63.3%	3.0%	\$138.75	4.4%	\$87.80	7.6%
2024F	65.8%	3.9%	\$145.29	4.7%	\$95.57	8.8%
2025F	66.8%	1.5%	\$150.25	3.4%	\$100.30	4.9%
2026F	67.4%	0.9%	\$155.20	3.3%	\$104.56	4.3%

Source: Kalibri Labs, Q2 2022

Estimates and projections based on assorted external data sources as of 10/01/2022. Visit Vancouver WA cannot guarantee the accuracy or eventuality of any projection or estimate contained herein. This information is intended exclusively for participating hospitality partners in the Clark County/Vancouver TPA and should not be shared or disseminated without the express permission of Visit Vancouver WA. For additional information or questions, please contact 360.750.1553 or services@visitvancouverwa.com.