Maine Hotel Results and Forecasts

Sean Riley
President & CEO
Maine Course Hospitality Group

Rollercoaster Ride of a lifetime

2018 – 2020 Industry Results **National**

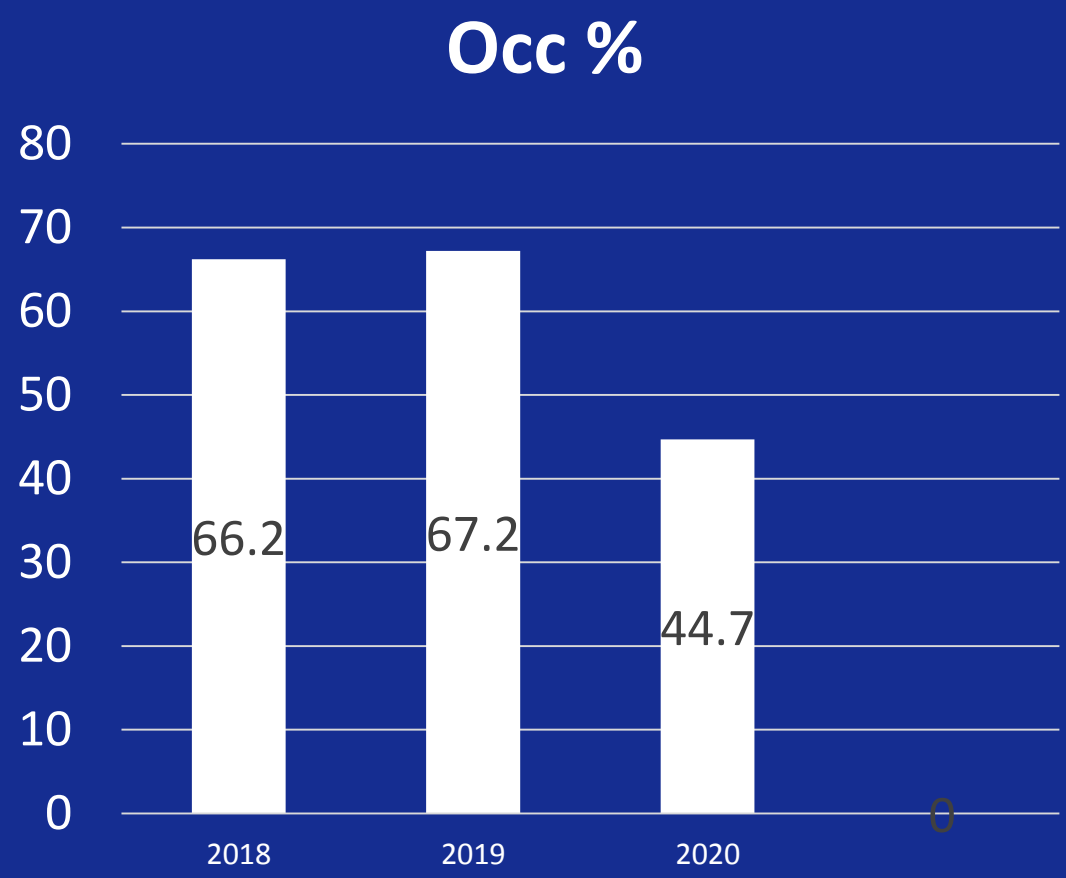
** Data provided by Smith Travel Research*

Smith Travel Research

1. Gathers Data
2. Provides info to:
   a. Hotels
   b. Developers
   c. Brokers
   d. Bankers

Occupancy

- Occupancy
- 2018 66.2%
- 2019 67.2%
- 2020 44.7%

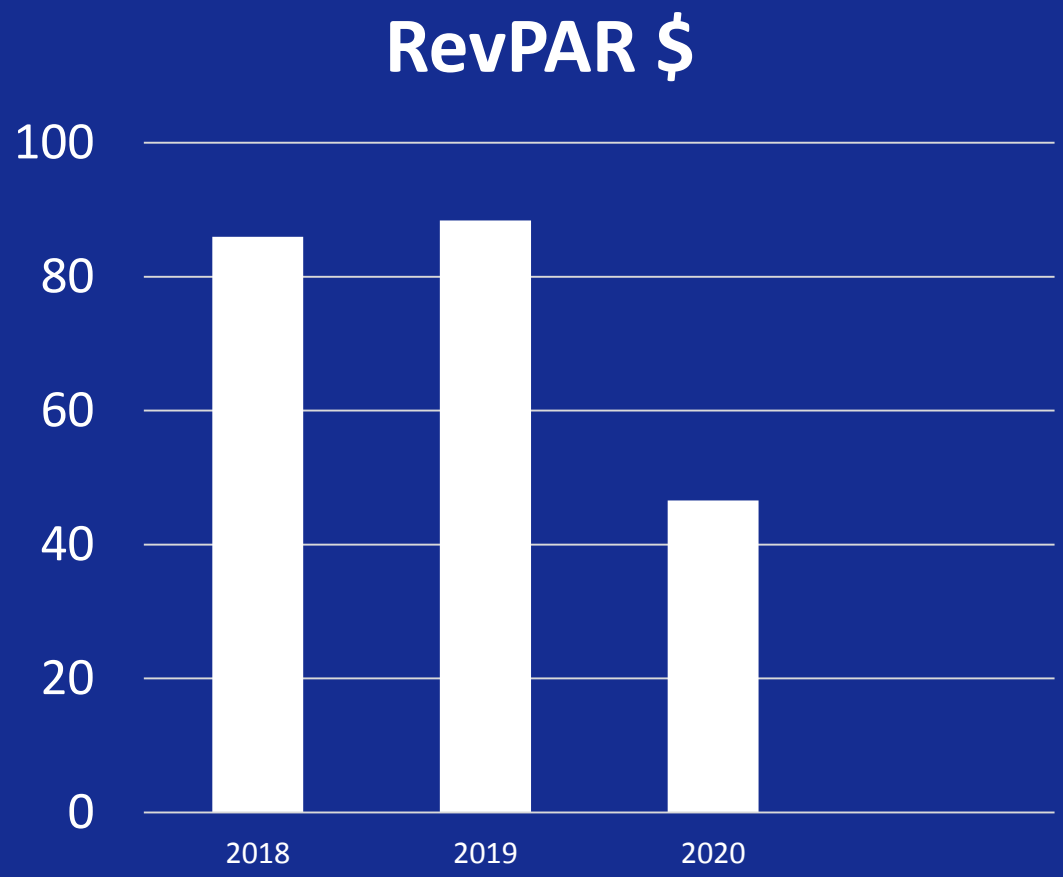


Average Daily Rate

	ADR
• 2018	$ 130
• 2019	$ 130
• 2020	$ 104

Revenue Per Avail Room

	RevPAR
• 2018	$ 85.96
• 2019	$ 88.42
• 2020	$ 46.57



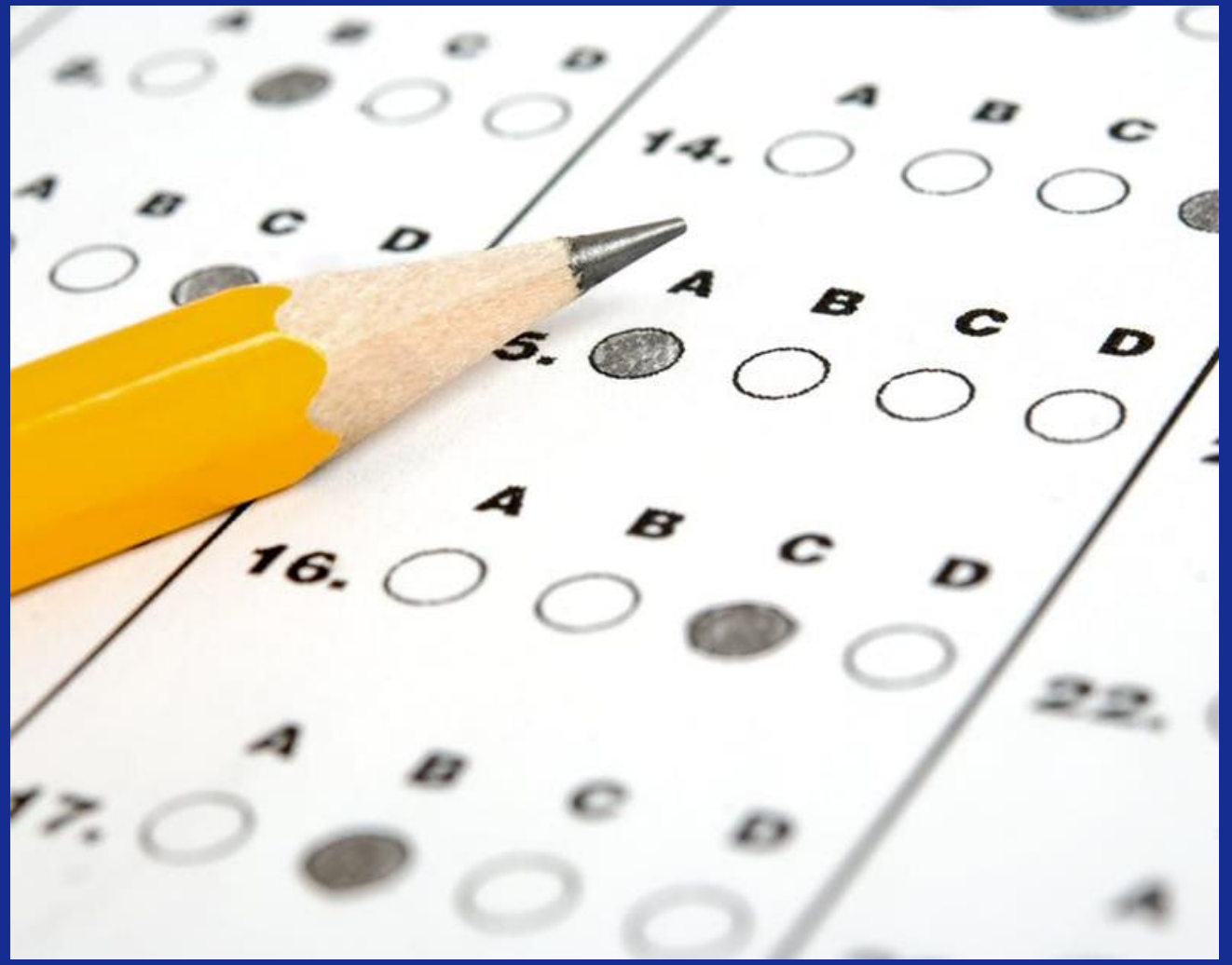
Rollercoaster Ride DIVE

- Occ -33.3 %
- ADR -20.9 %
- RevPAR -47.3 %
- Revenue -49.2 %

Test time

Who Gathers Data & Provides it to Hotels, Developers, Brokers, and Bankers?

Please begin writing your Essay now. You have 2 minutes.



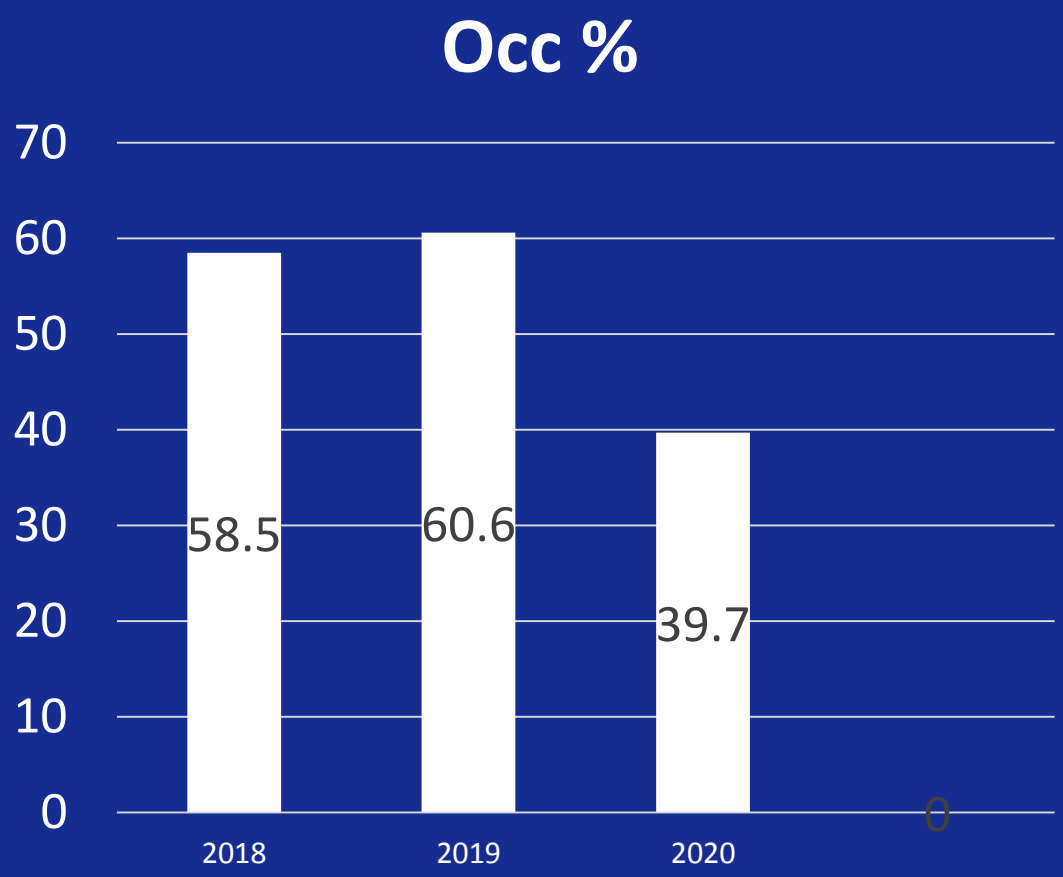
Rough Waters in Maine

2018 – 2020 Industry Results **Maine**

** Data provided by Smith Travel Research*

Occupancy (Maine)

- Occupancy
- 2018 58.5 %
- 2019 60.6 %
- 2020 39.7 %



Average Daily Rate (Maine)

	ADR
• 2018	$ 134
• 2019	$ 145
• 2020	$ 129

RevPAR

Revenue

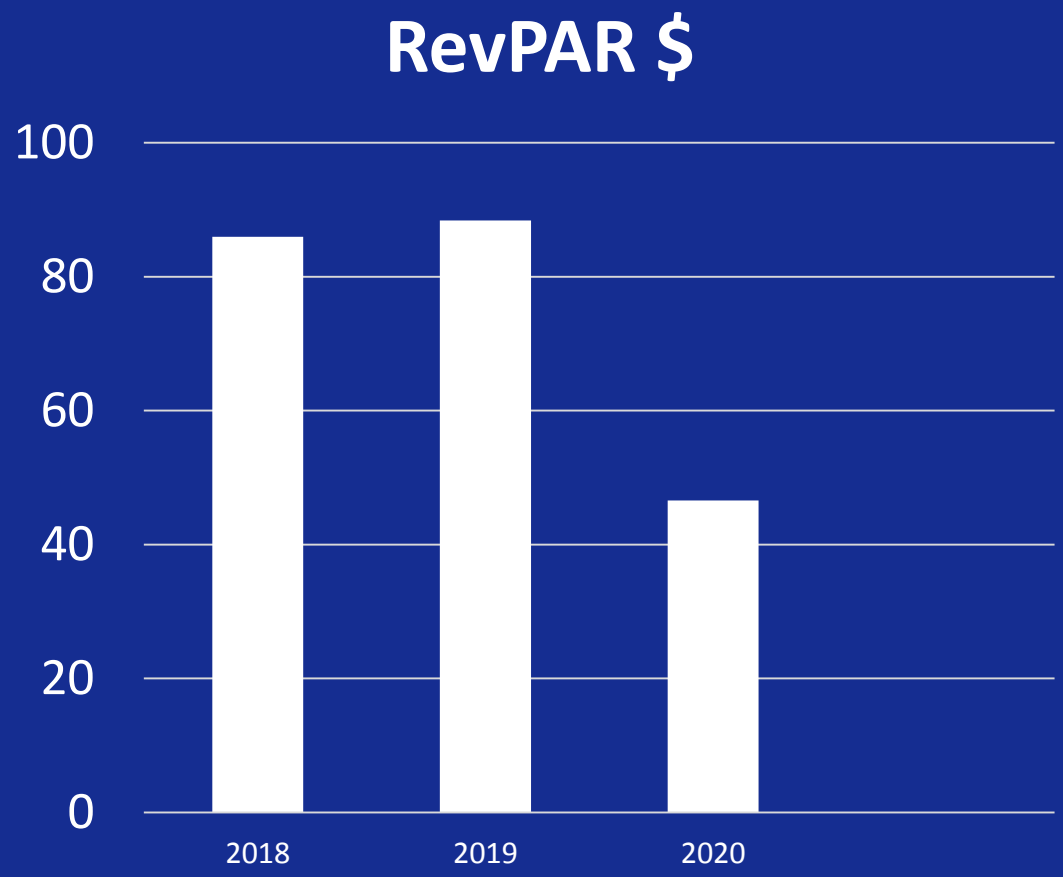
Per

Available

Room

Revenue Per Avail Room (Maine)

	RevPAR
• 2018	$ 78.77
• 2019	$ 87.90
• 2020	$ 51.37



Maine
Underwater but…

- Occ - 34.0 %
- ADR - 11.5 %
- RevPAR - 41.6 %
- Revenue - 42.9 %

Portland Missing heads in beds

- Occ - 35.5 %
- ADR - 28.0 %
- RevPAR - 53.6 %
- Revenue - 55.0 %

RevPAR

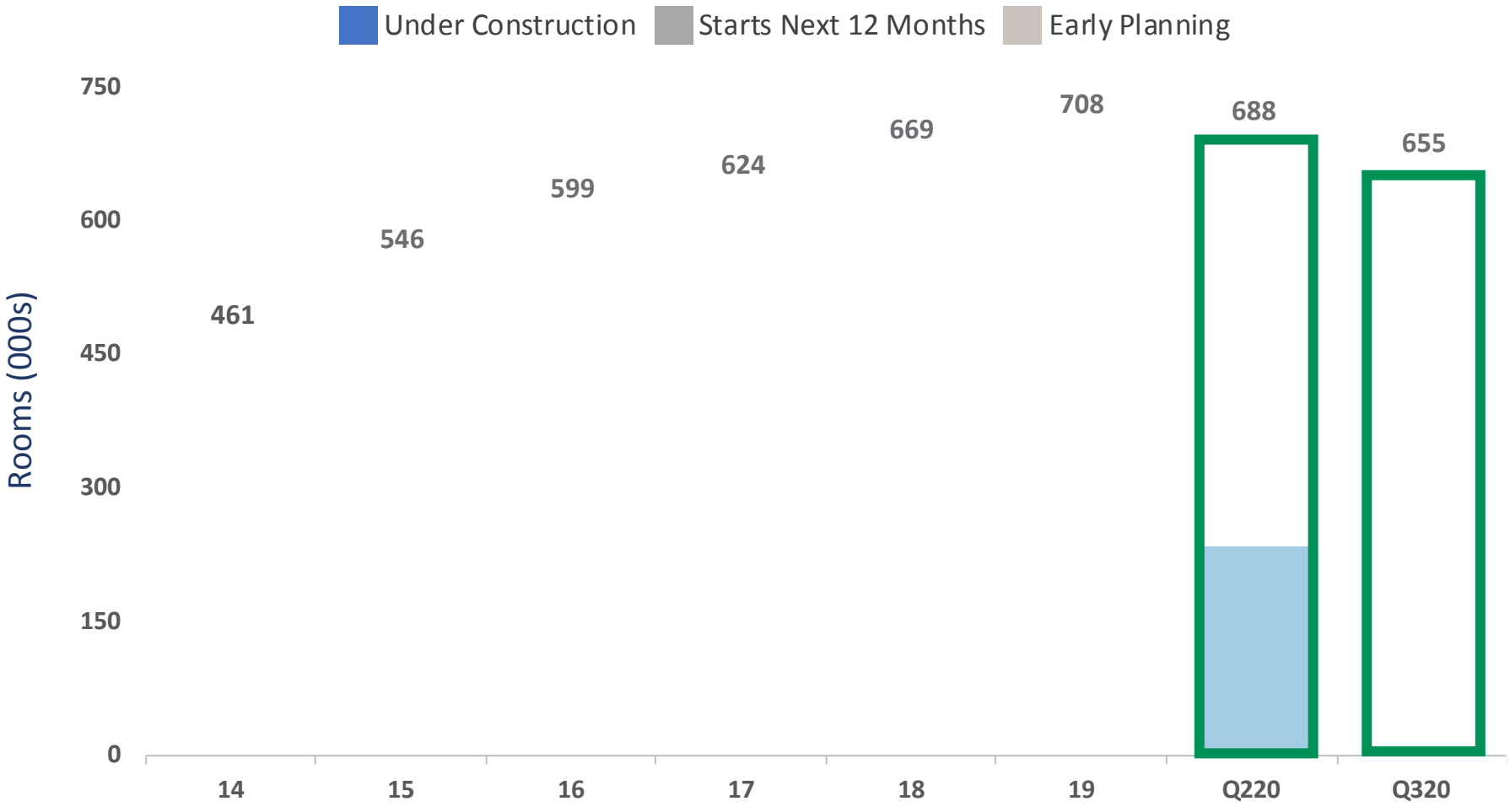
What is RevPAR?

Lodging Industry Overview

United States and Maine

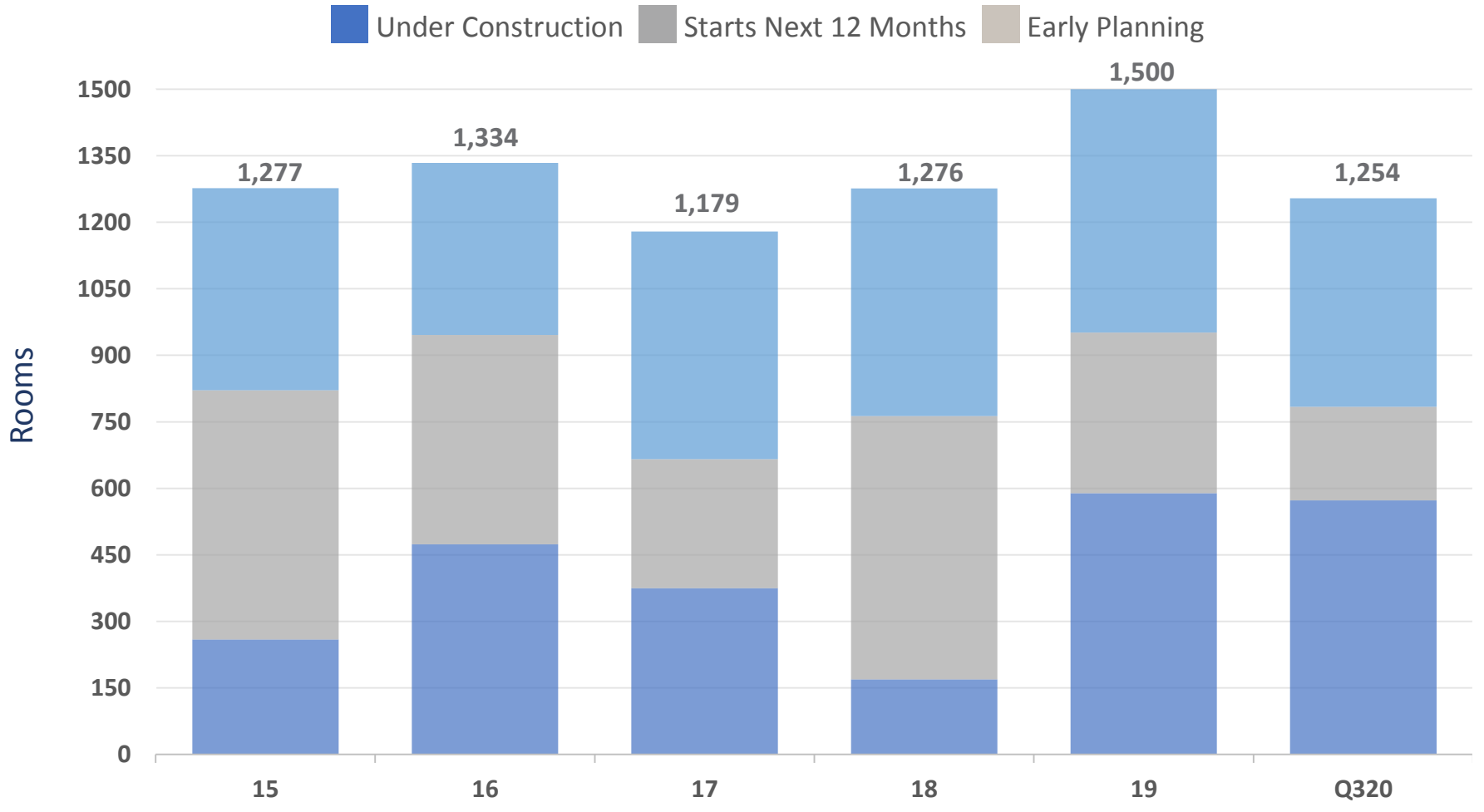
Data by Lodging Econometrics

US Construction Pipeline By Projects and Rooms



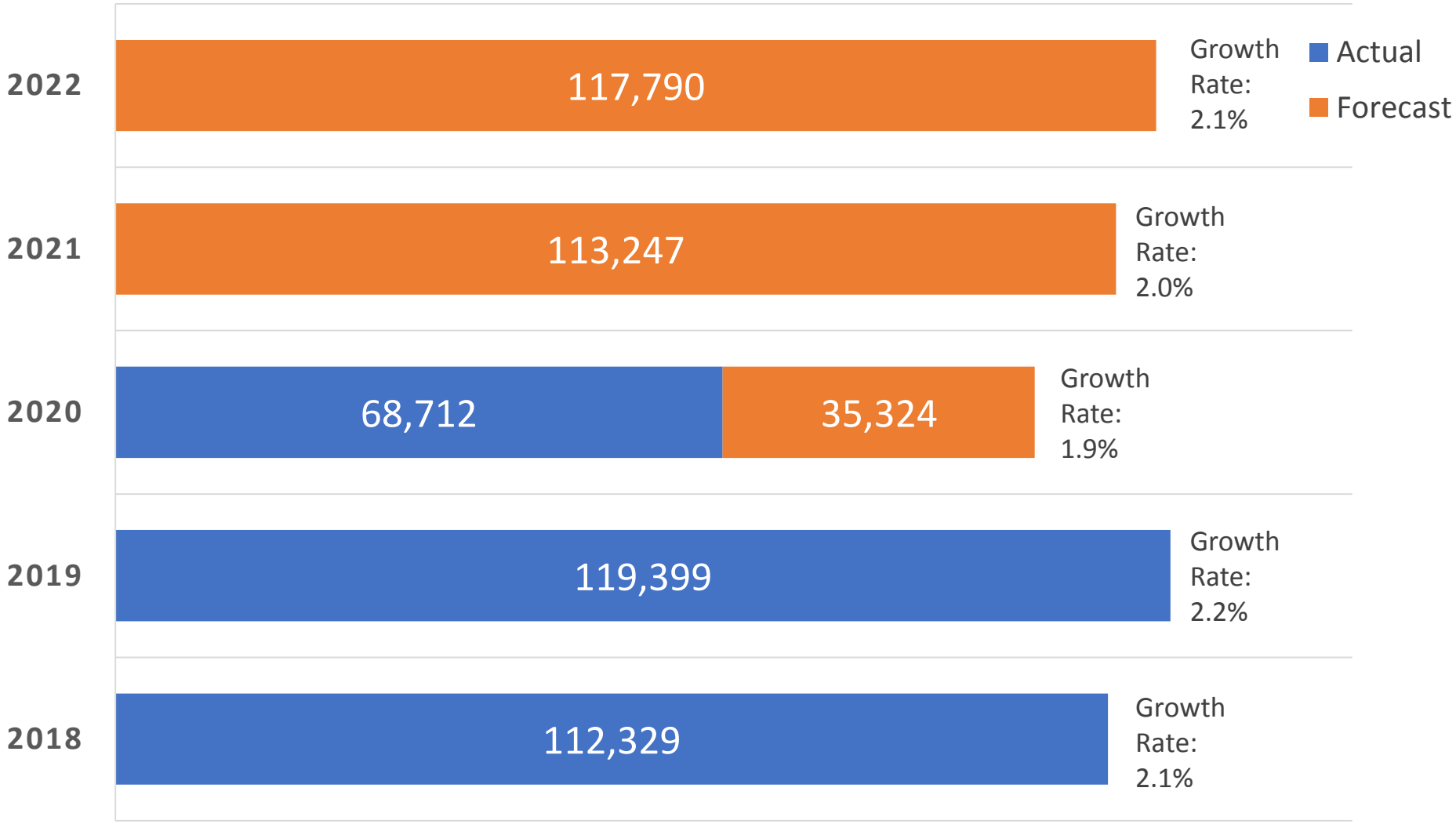
	14	15	16	17	18	19	Q220	Q320
Projects	3,645	4,413	4,960	5,151	5,530	5,748	5,582	5,282

Maine Construction Pipeline By Projects and Rooms

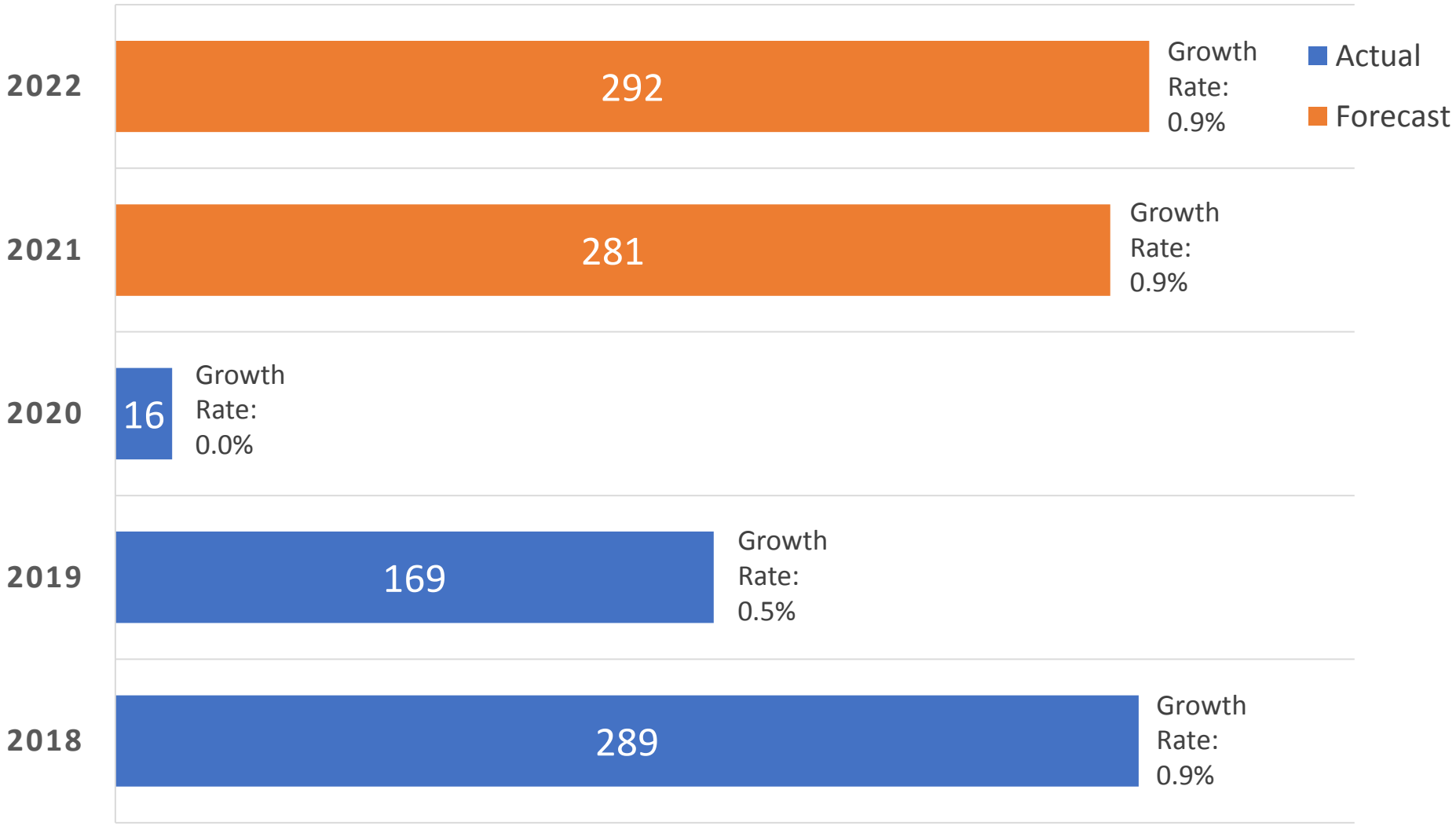


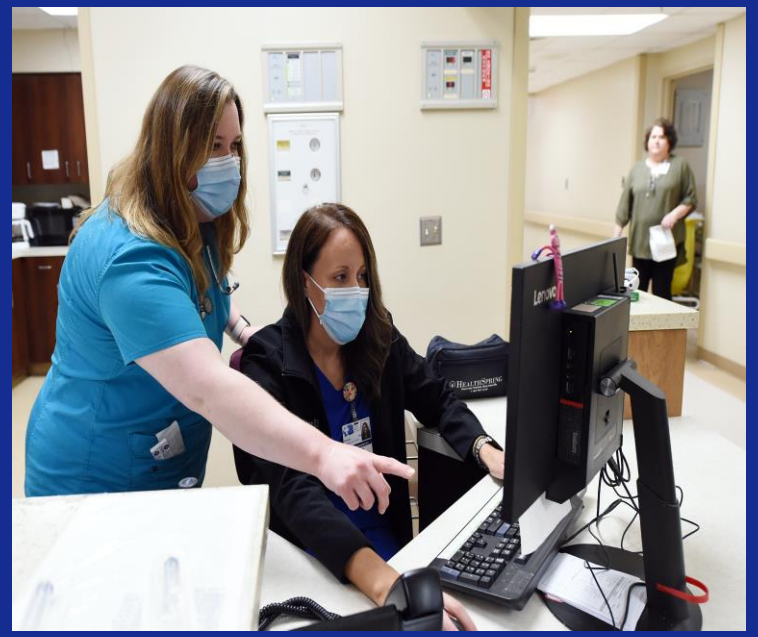
Projects	15	16	16	14	15	13

US Forecast New Hotel Openings by Rooms

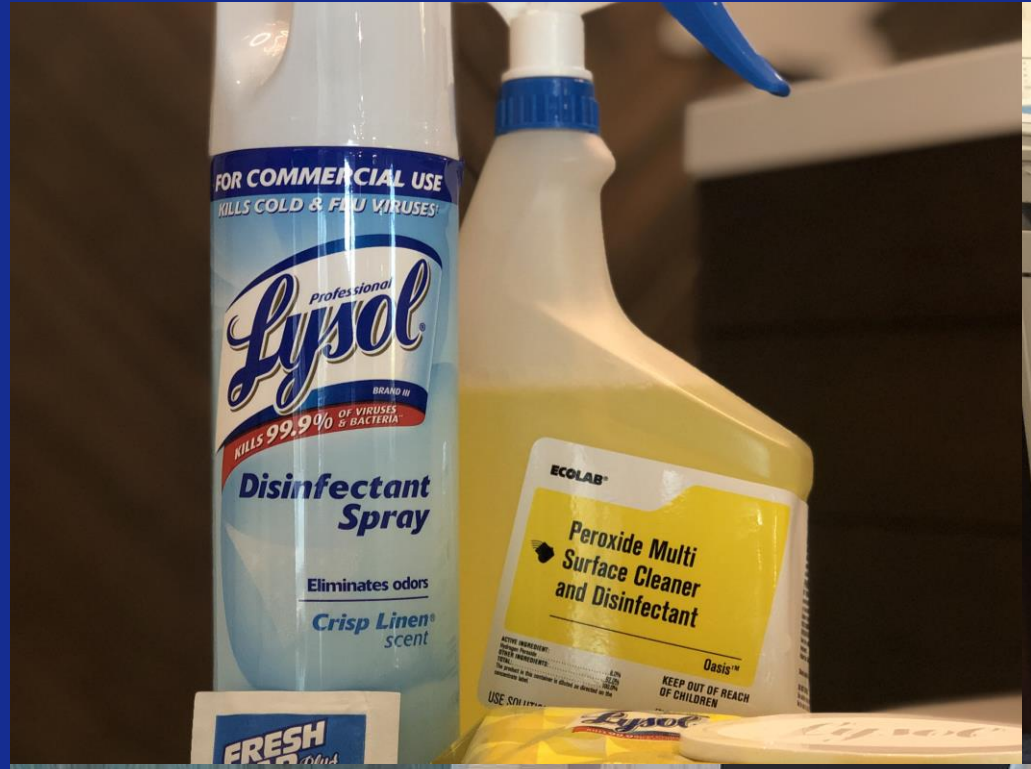


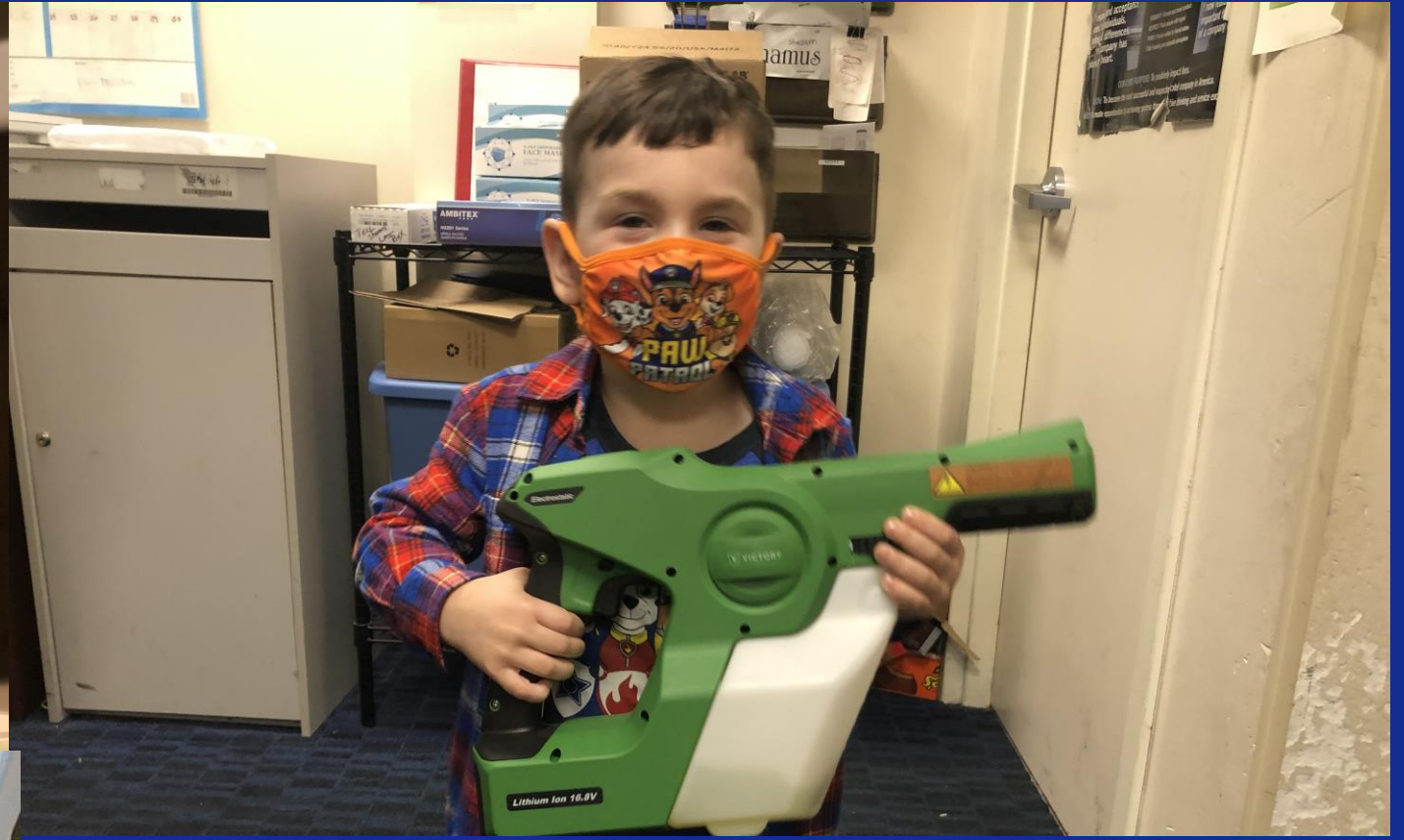
Maine Forecast New Hotel Openings by Rooms





Hotels Adapting





COVID 19 Protocol

Year of Extended Stay

Smith Travel Research National

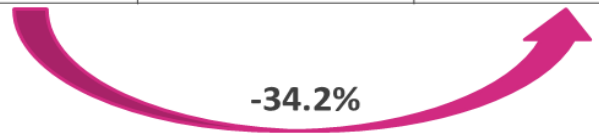
U.S. Forecast

Key Performance Indicators
2019 – 2020F – 2021F

TOURISM ECONOMICS
AN OXFORD ECONOMICS COMPANY

str

Metric	2019 Actual	2020 Forecast	2021 Forecast
Occupancy *	66.0%	42.2%	52.2%
ADR	$131.22	$103.65	$109.21
RevPAR *	$86.67	$43.76	$57.03

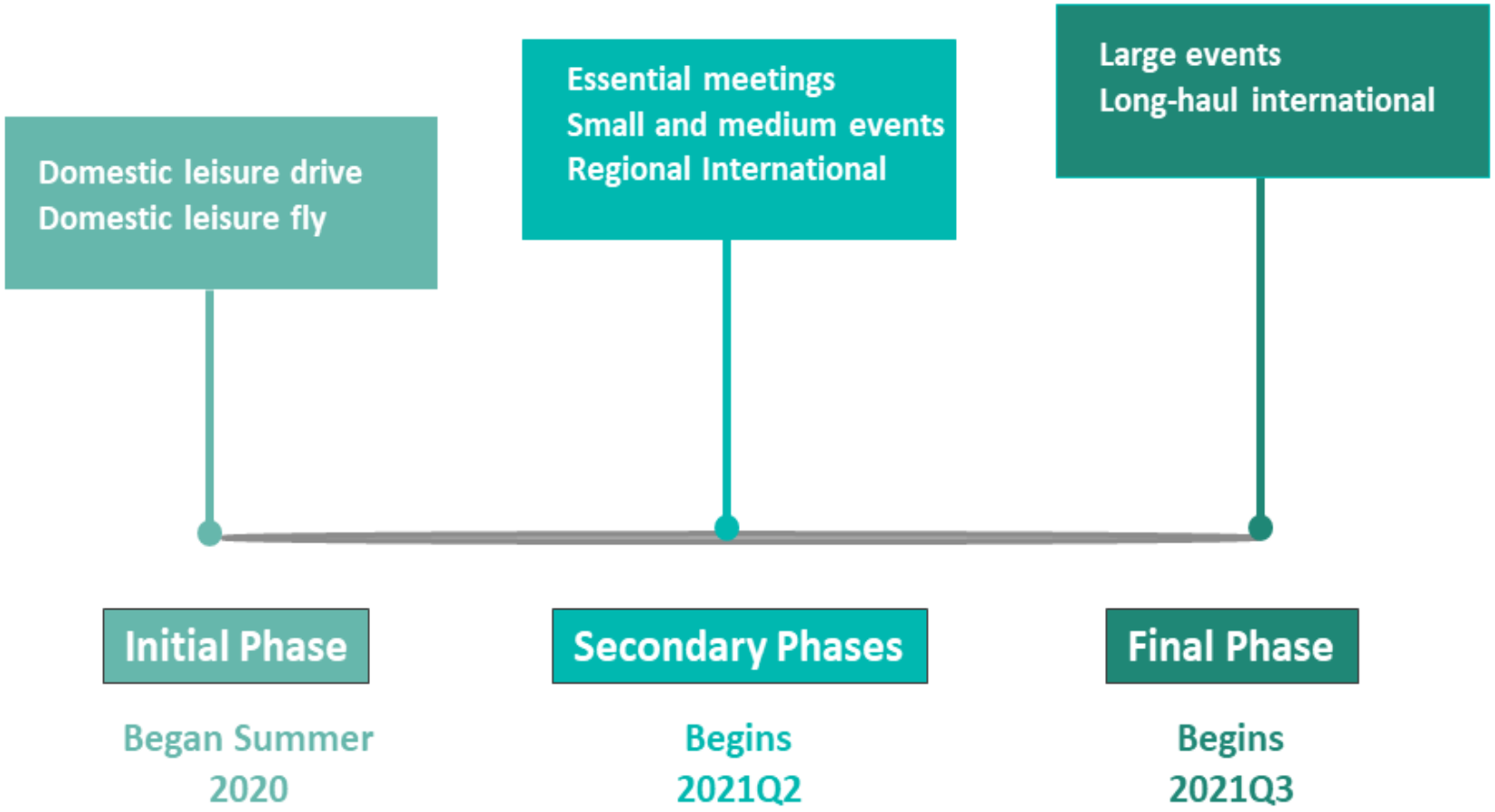


*Reflects Total-Room-Inventory (TRI) methodology, which assumes no temporary hotel closures.

Source: STR
2020 © CoStar Realty Information, Inc.

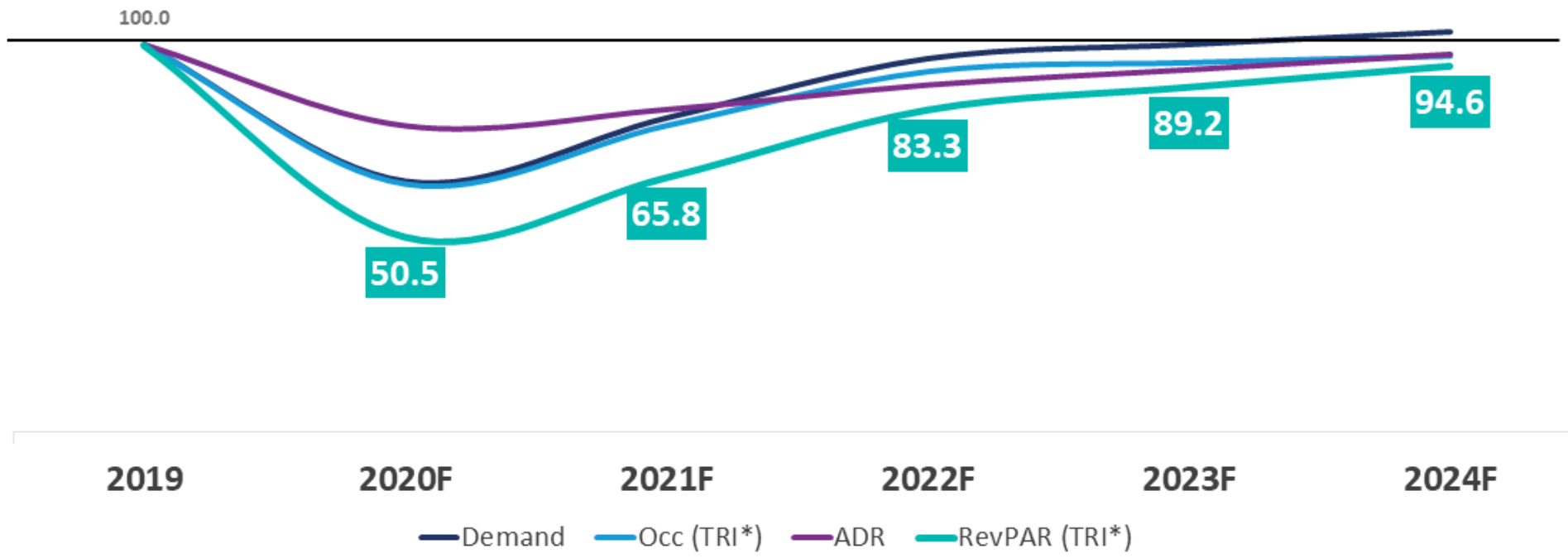
U.S Anatomy of Travel Recovery

2020 – 2021



U.S. Forecast: COVID-19 Recovery Scenario

Indexed to end of 2019
2019 – 2024F



*Reflects Total-Room-Inventory (TRI) methodology, which assumes no temporary hotel closures.

Source: STR. 2020 © CoStar Realty Information, Inc.

Thank You

Associates & Leaders
Our Hero’s

Banking Partners

Brand Partners

Suppliers

Investors

Santa Loves you

Sean Riley
Maine Course Hospitality Group
wwww.mchg.com
sean@mchg.com