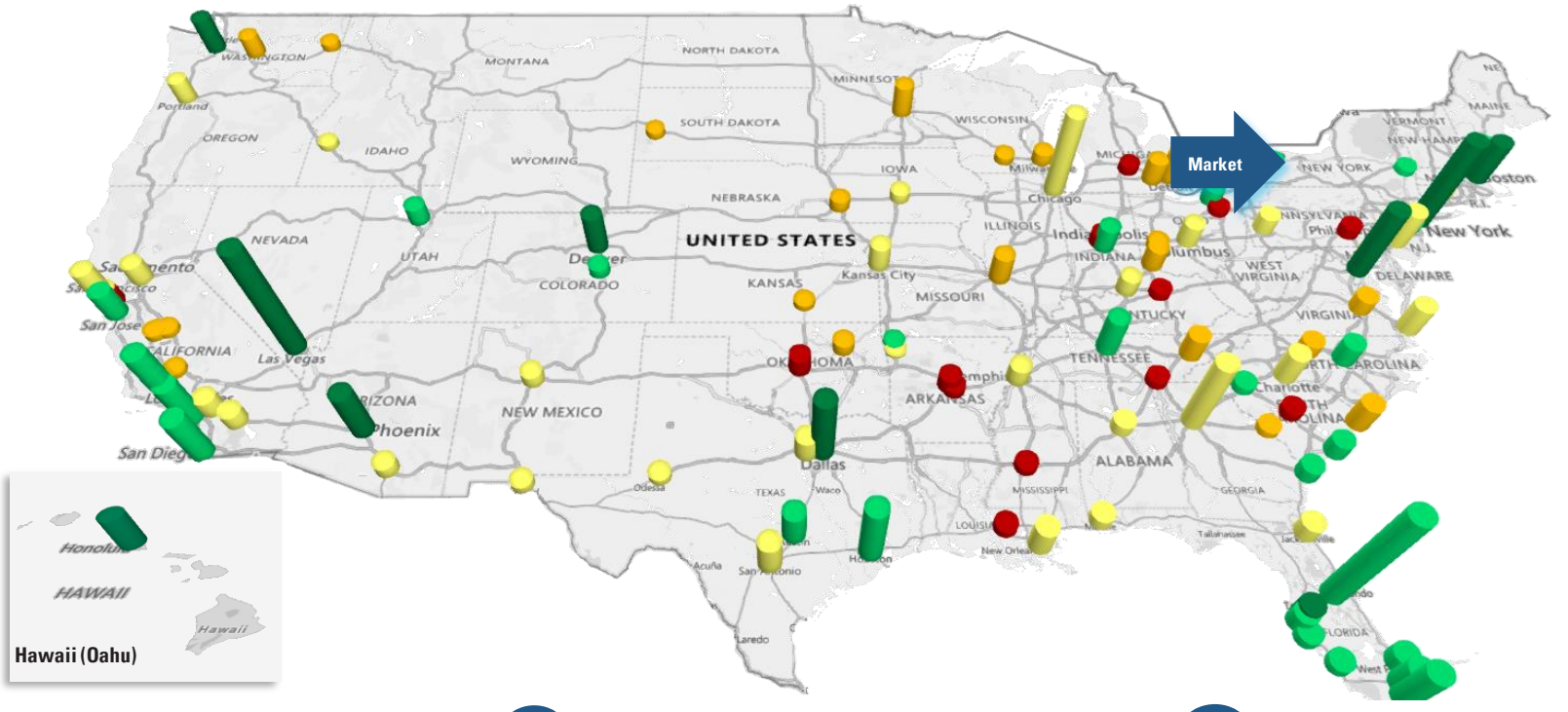
VALUATION & ADVISORY | HOSPITALITY, GAMING & LEISURE

HOTEL MARKET NSIGHTS REPORT

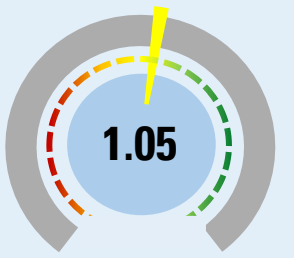
1Q 2025
ALBANY, NY

Lodging Performance Index Snapshot



LODGING PERFORMANCE INDEX

Albany, NY

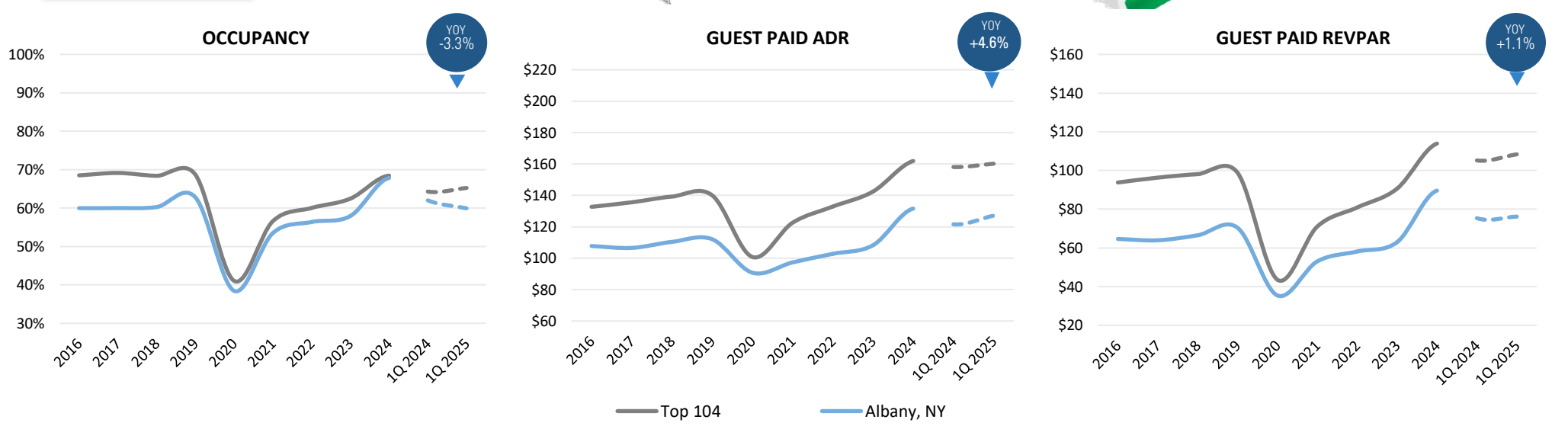


49th of 104

Average

Ranking of overall '1Q 2025 LPI' performance (1.05) against all 104 surveyed markets.

KEY PERFORMANCE METRICS



PERFORMANCE INDEXES

Key Performance Indexes

Subject Market | Top 104

Occupancy		Guest Paid ADR		Guest Paid RevPAR	
59.9%	67.3%	$127 / $160	$133 / $162	$76 / $108	$90 / $115
65.2%	68.7%	1Q 2025	T12 Mos.	1Q 2025	T12 Mos.
1Q 2025	T12 Mos.				
57th	43rd	48th	54th	48th	47th

BENCHMARK INDEXES

Key Benchmark Indexes

kalibri LABS

Loyalty Contribution		Avg. Length of Stay (Nights)		Booking Costs POR	
1Q 2025: 55.9% / 49.2%	T12 Mos.: 55.5% / 50.8%	T12 Mos.: 1.84 / 2.06	1Q 2025: 1.83 / 2.07	$8.49 / $11.27	$9.02 / $11.96
				1Q 2025	T12 Mos.
8th	9th	97th	93rd	44th	46th

INVESTMENT PARAMETERS

Discount and Capitalization Rates

Source: Newmark

FUNDAMENTALS

Trends and Risks

Source: Kalibri Labs, Newmark

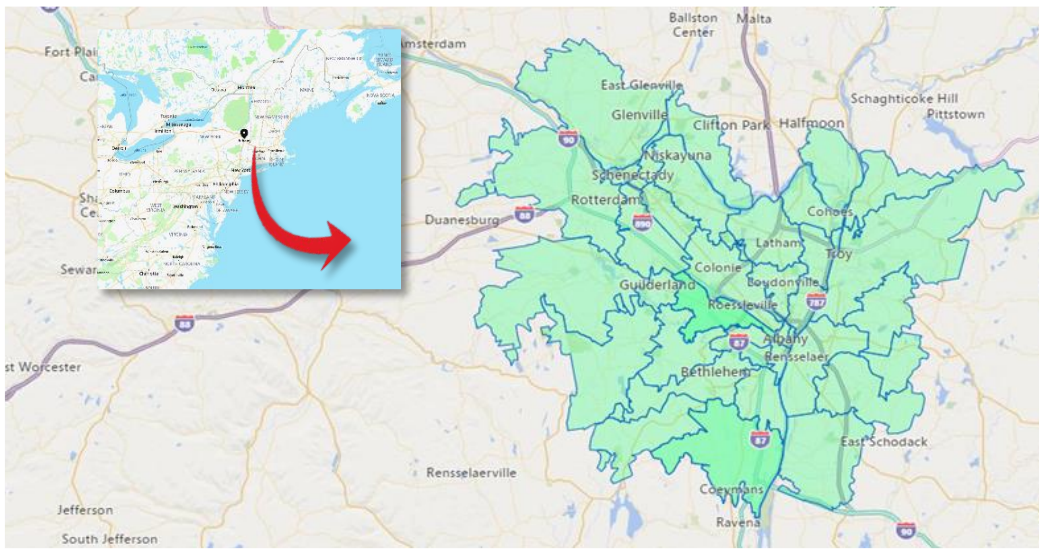
Revenue Stability	Supplier Power Trend	Investment Yields
17th	9th	66th
Above Average	Strong	Below Average
Assessment of room revenue growth and volatility over past three to five years against other Top 104 markets	Assessment of market's ability to maximize loyalty and profits, and to ward off booking costs over past 12 months	Measure of market's general investment parameters (yields, OAR, IRR, interest rates, etc.) against other Top 104 markets

RISKS

Supply Risk	Labor Risk	Macro-Fiscal Risk
72nd	3rd	9th
Below Average	High Risk	High Risk
Assessment of market supply growth over past 12 months relative to Top 104 markets	Measure of current employment health over past two years relative to Top 104 markets	Assessment of health and diversity of lodging demand generators relative to Top 104 markets

NEWMARK

Location



Quick Facts

Jurisdictional Information

Source: US Census Bureau, Dept. of Labor Statistics

Municipal Name:	Albany
County:	Albany County
State:	New York
Geo Coordinates (market center):	42.65258, -73.75623

Major Hotel Demand Generators

St. Peter's Health Partners | Albany Medical Center | Golub Corp. | Hannaford Supermarkets | GE | Ellis Medicine | Stewart's Shops Corp. | GlobalFoundries | Bechtel Marine Propulsion Corp. | Glens Falls Hospital | Center for Disability Services Holding Corp. | Saratoga Hospital and Care Nursing Home | Rensselaer Polytechnic Institute | St. Mary's Hospital at Amsterdam | Empire Blue Cross | Northern Rivers Family Services | National Grid | Lia Auto Group | Momentive Performance Materials Inc. | Rivers Casino & Resort Schenectady

Metrics and Ranking	Measurement	Rankings
Population (hotel market area)	489,936	85th of 104 (Below Average)
Income per Capita	$43,790	71st of 104 (Below Average)
Feeder Group Size	83.0 Persons PSR	64th of 104 (Average)
Feeder Group Earnings	$3,635,915 PSR	53rd of 104 (Average)
Total Market Hotel Revenues	$263.4 million	90th of 104 (Soft)

Key Performance Metrics

Data provided by: kalibri LABS

YEAR ENDING	Occ %	Guest Paid ADR	Guest Paid RevPAR	COPE ADR	COPE RevPAR	Booking Cost POR	ADR COPE %	Loyalty %	Avg Length of Stay Nights	Supply Rooms	Performance Index (LPI)
2016	60.0%	$107.75	$64.63	$99.82	$59.87	$7.92	92.6%	51.1%	1.80	8,660	0.76
2017	60.0%	$106.56	$63.93	$98.57	$59.14	$7.99	92.5%	52.1%	1.76	8,960	0.78
2018	60.3%	$110.39	$66.52	$101.84	$61.36	$8.55	92.3%	55.0%	1.72	8,800	0.76
2019	62.8%	$112.09	$70.40	$103.30	$64.88	$8.79	92.2%	59.6%	1.74	9,470	0.94
2020	38.5%	$90.73	$35.41	$85.59	$32.91	$5.14	94.3%	42.3%	2.29	9,280	0.93
2021	53.5%	$97.33	$53.05	$91.34	$48.85	$5.98	93.9%	45.1%	2.16	9,110	0.78
2022	56.4%	$102.78	$58.13	$96.35	$54.32	$6.43	93.7%	46.4%	2.11	9,140	0.81
2023	57.9%	$108.25	$62.99	$101.29	$58.68	$6.96	93.6%	47.4%	2.03	9,170	1.08
2024	67.8%	$131.61	$89.61	$122.72	$83.24	$8.89	93.2%	54.9%	1.85	8,720	1.14
CAGR: 2016 thru 2024	**1.5%**	**2.5%**	**4.2%**	**2.6%**	**4.2%**	**1.5%**	**0.1%**	**0.9%**	**0.4%**	**0.1%**	**5.2%**
1Q 2024	62.0%	$121.57	$75.37	$113.62	$70.44	$7.95	93.5%	53.5%	1.88	8,770	1.07
1Q 2025	59.9%	$127.12	$76.18	$118.63	$71.10	$8.49	93.3%	55.9%	1.83	8,690	1.05

Notable Metrics

HIGHEST

Latest-Quarter Loyalty Contribution	T12-Month Loyalty Contribution	T12-Month COPE ADR Percentage
8th	**9th**	**24th**
Strong	**Strong**	**Above Average**
Albany, NY exhibited strong latest–quarter loyalty contribution (55.9%)	The market exhibited strong T12–month loyalty contribution (55.5%)	The market also benefited from strong T12–month COPE ADR percentage (93.2%)

LOWEST

Total Rooms Supply	Latest-Quarter Average Length of Stay	Total Rooms Sold
98th	**97th**	**95th**
Soft	**Soft**	**Soft**
This market is small and offers a narrow variety of lodging scales and classes (8,691 total rooms)	The market has been impeded by weak latest–quarter average length of stay (1.83 Nights)	Albany, NY also has a limited lodging–related economy and shows minimal diversity in its sources of demand (2,153,741 room nights)

Notable Trends

STRONGEST

Short-Term Historical Occupancy Growth	Short-Term Historical Guest Paid RevPAR Growth	Short-Term Historical COPE RevPAR Growth
13th	**17th**	**19th**
Above Average	**Above Average**	**Above Average**
Albany, NY has benefited from strong short–term historical occupancy growth (0.8%)	The market has benefited from strong short–term historical Guest Paid RevPAR growth (4.3%)	The market also exhibited strong short–term historical COPE RevPAR growth (4.2%)

WEAKEST

Short-Term Historical Supply Growth	General Economy Reverence	Long-Term Historical COPE ADR Growth
93rd	**89th**	**81st**
Soft	**Below Average**	**Below Average**
The market has been burdened by high short–term historical supply growth (0.0%)	We note this area posted weak general economic reverence (per–capita unemployment, GDP and other indicators)	Albany, NY also posted weak long–term historical COPE ADR growth (1.5%)

Market Performance Stage

Source: Newmark

Albany, NY: Ignition Stage

Ignition

The Albany, NY market is currently in the 'Ignition' stage of the performance cycle. In this stage, hotels typically perform adequately for operators to enjoy positive returns, with confidence the economy will remain fully recovered from the pandemic. While the regional economy continues to recover, strong hotel performance locally is igniting expansion in certain key sectors. Example markets in this stage include Baltimore, MD; Chicago, IL; and Miami, FL.

Other Stages:

Regeneration

In the 'Regeneration' stage, hotels and the underlying economy are underperforming. The highest and best uses of hotel assets are still being challenged by lingering pandemic impacts, oversupply, weak economic indicators, and/or poor corporate contribution. Hotel investors look for opportunities to either exit or regenerate demand. Example markets in this stage include Cincinnati, OH; Detroit, MI; and Knoxville, TN.

Absorption

In the 'Absorption' stage, hotels are underperforming but in an economy with resilience and confidence the economy will shed any lingering pandemic impacts, presenting upside for CRE. Barriers to entry are high and the market hosts little or no new supply, allowing for the existing stock of rooms to be absorbed. Example markets in this stage include Fort Worth, TX; Minneapolis, MN; and Portland, OR.

Expansion

In the 'Expansion' stage, hotels perform adequately, contributing to a resilient economy that has fully exited from the pandemic environment. Displacement demand is high, new hotel supply is feasible (despite barriers normally being high), and the overall economy is expanding. Example markets in this stage include Anaheim, CA; Atlanta, GA; and Austin, TX.

Industry Observations

MOODYS ANALYTICS

Business Cycle:	At Risk
Employment Growth (2 yr):	0.3%
Risk Exposure (402 US markets):	97th Percentile: High Risk
Key Industry Notes:	Central location relative to NYC
	Semiconductor production hub
	Low business costs, affordable housing
	Worsening population trends
	Elevated reliance on state government

Moody's Rating

Aa3

Investment Grade

Long-term investment grade, Prime-1 short-term outlook

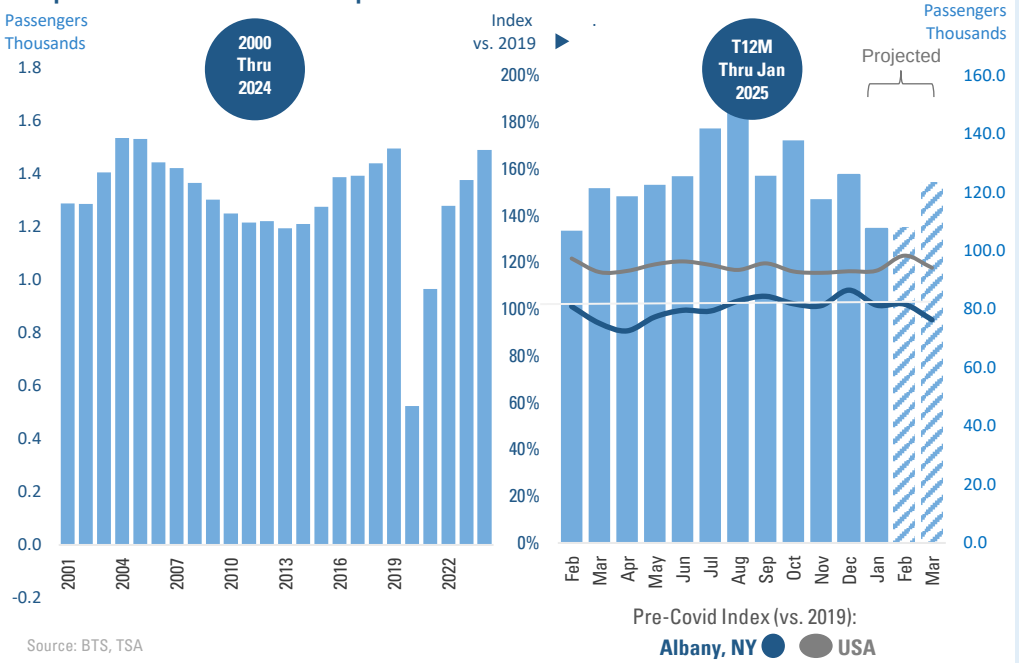
TOP 10 BRANDS

Source: Newmark

NEWMARK

SELECT NEAREST AIRPORT CITY: ALL LOCAL

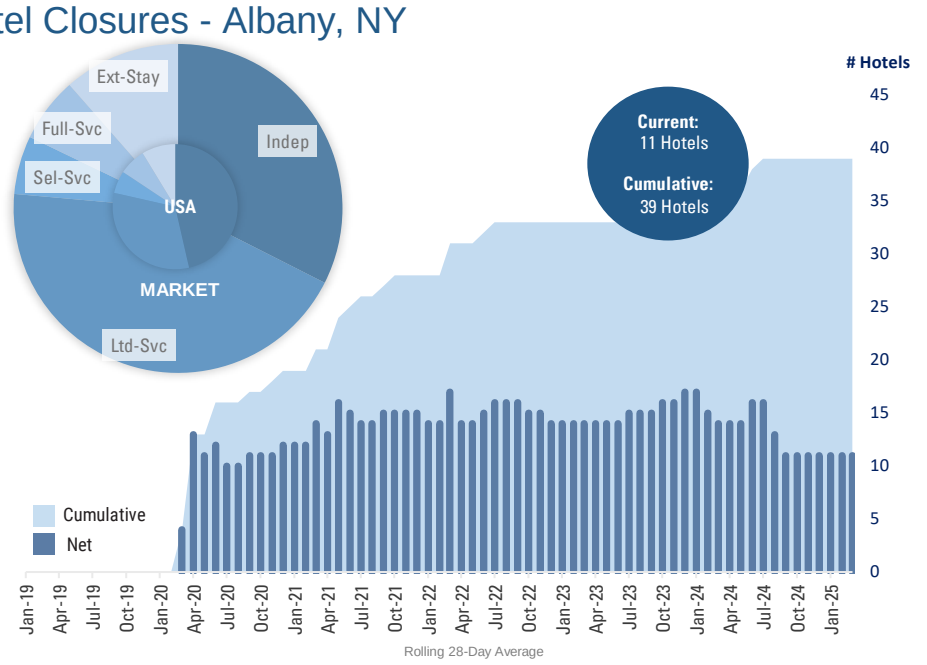
Airport Statistics - Enplanements



Source: BTS, TSA

DATA THROUGH MAY 2025

Hotel Closures - Albany, NY

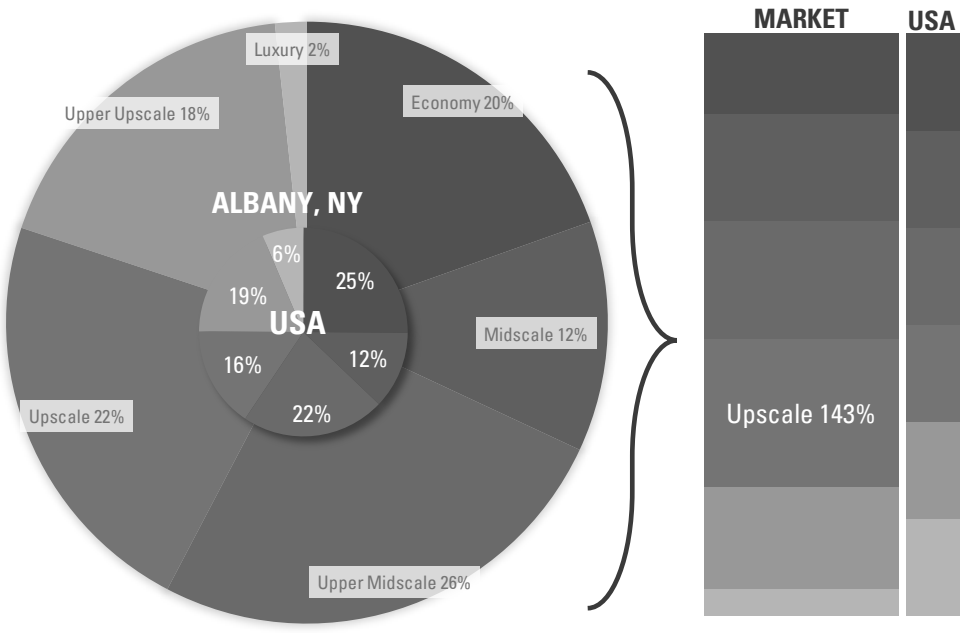


Source: Hotel Compete

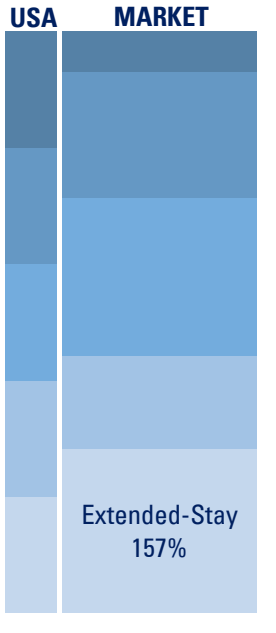
SCALE AND SERVICE ORIENTATION

Scale and Service Distribution: Albany, NY

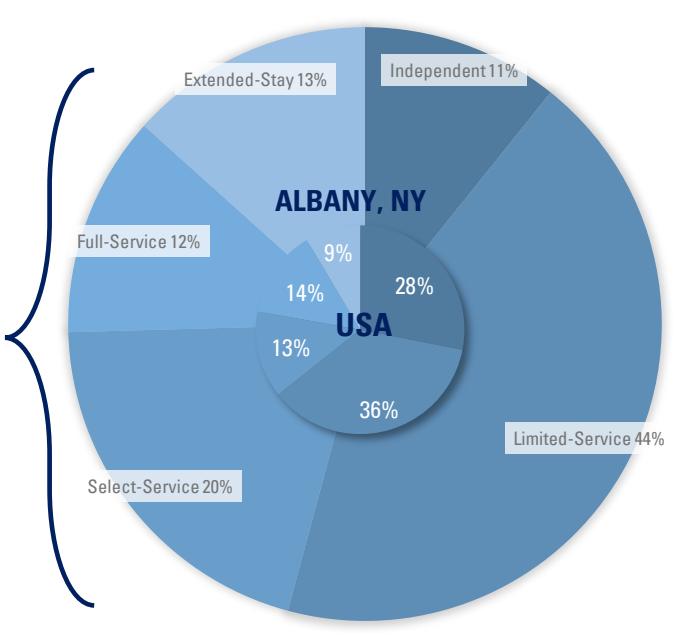
Distribution Based on CHAIN SCALE



CATEGORY PENETRATION RELATIVE TO USA
MARCH 2025

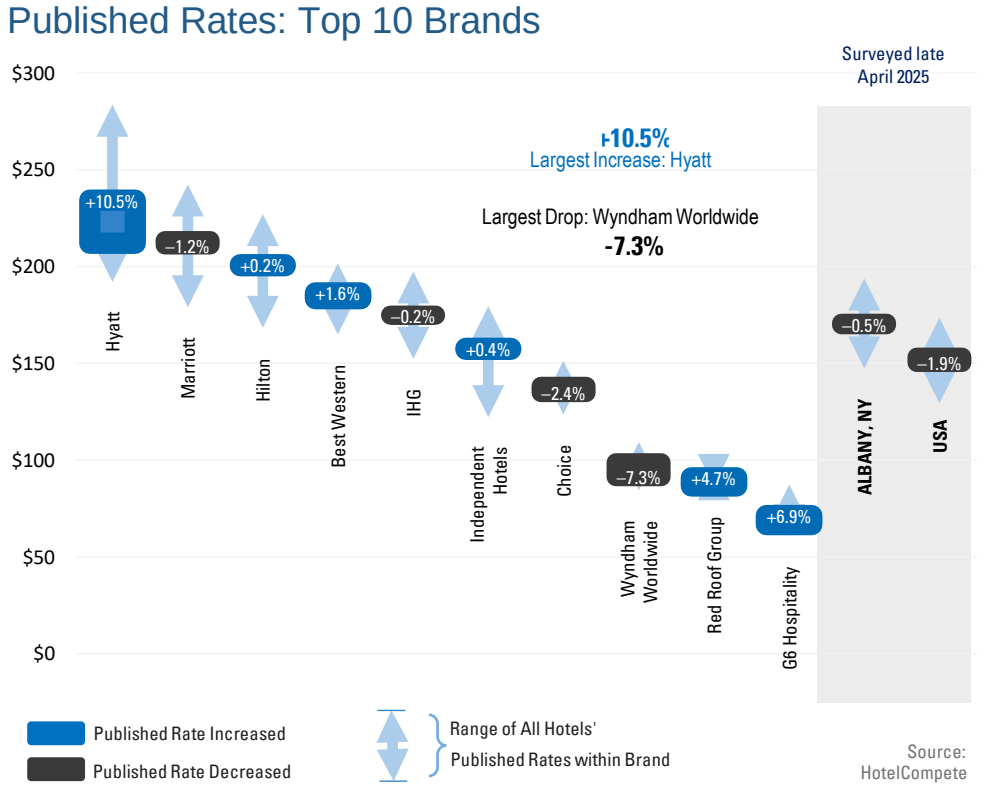


Distribution based on SERVICE ORIENTATION



'30/3' RATE CHANGES: ALBANY, NY vs. USA

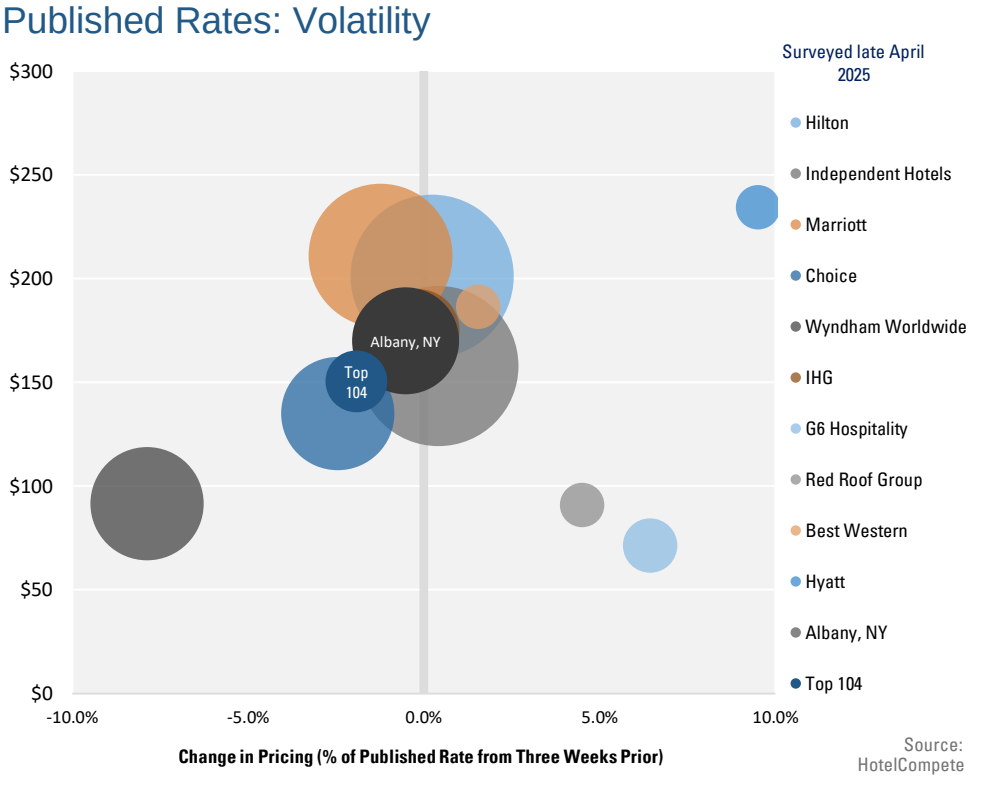
Published Rates: Top 10 Brands



Source: HotelCompete

RATE ADJUSTMENTS BY BRAND

Published Rates: Volatility



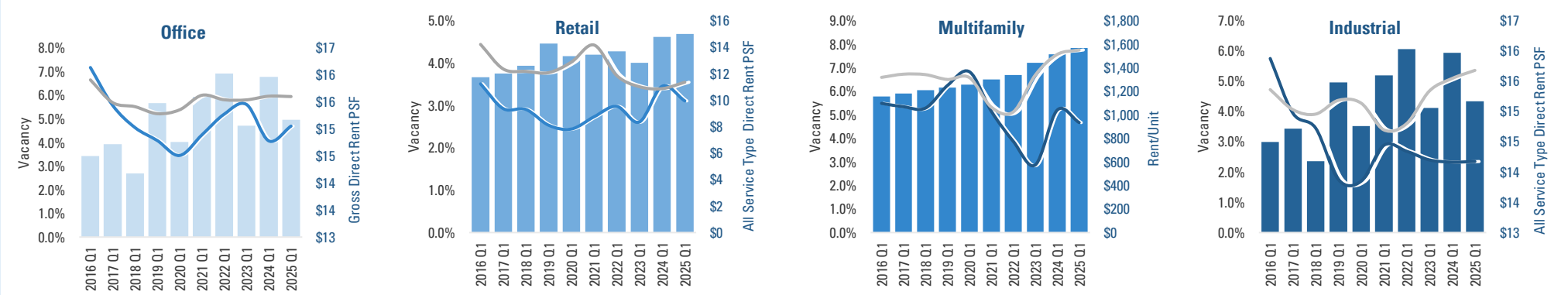
Source: HotelCompete

MAJOR C.R.E. METRICS

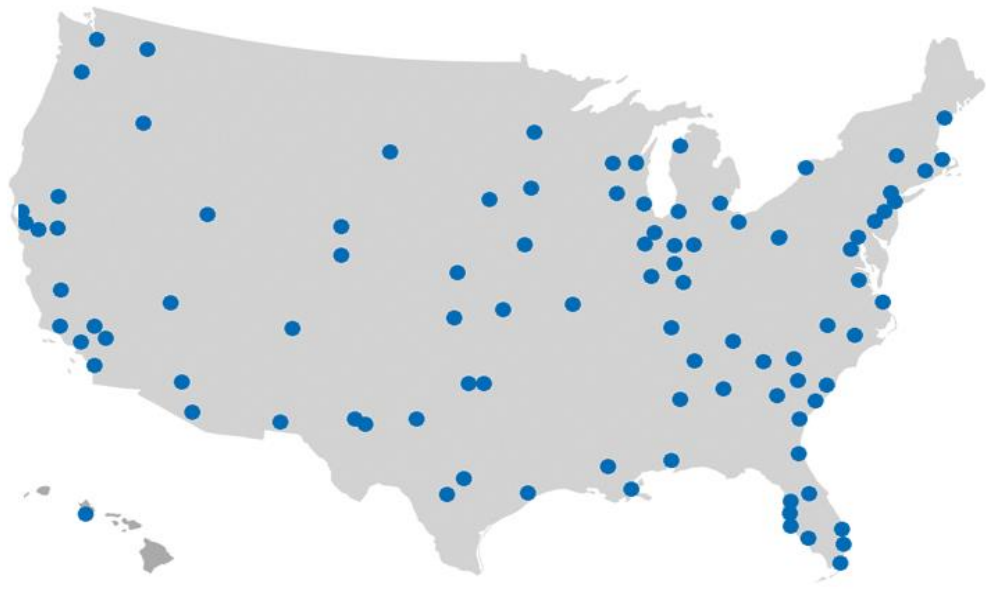
Major CRE Market Performance

Albany, NY USA - Vacancy

Source: CoSTAR



Nsights Hotel Market Reports Coverage



Akron, OH	Dayton, OH	Louisville, KY	Portland, OR
Albany, NY	Denver, CO	Madison, WI	Raleigh, NC
Albuquerque, NM	Des Moines, IA	Memphis, TN	Rapid City, SD
Anaheim, CA	Detroit, MI	Miami, FL	Richmond, VA
Arkansas State Area, AR	El Paso, TX	Michigan North Area, MI	Sacramento, CA
Atlanta, GA	Fayetteville, AR	Michigan South Area, MI	Saint Louis, MO
Augusta, GA	Fort Lauderdale, FL	Milwaukee, WI	Saint Petersburg, FL
Austin, TX	Fort Myers, FL	Minneapolis, MN	Salt Lake City, UT
Bakersfield, CA	Fort Worth, TX	Mobile, AL	San Antonio, TX
Baltimore, MD	Fresno, CA	Myrtle Beach, SC	San Bernardino, CA
Baton Rouge, LA	Greensboro, NC	Nashville, TN	San Diego, CA
Bentonville, AR	Greenville, SC	New Brunswick, NJ	San Francisco, CA
Birmingham, AL	Harrisburg, PA	New Orleans, LA	San Joaquin Valley, CA
Boise City, ID	Hartford, CT	New York, NY	San Jose, CA
Boston, MA	Houston, TX	Newark, NJ	Sarasota, FL
Buffalo, NY	Indiana North Area, IN	Oahu Island, HI (Branded)	Savannah, GA
Charleston, SC	Indiana South Area, IN	Oakland, CA	Seattle, WA
Charlotte, NC	Indianapolis, IN	Odessa-Midland, TX	Spokane, WA
Chattanooga, TN	Jackson, MS	Oklahoma City, OK	Tampa, FL
Chicago, IL	Jacksonville, FL	Omaha, NE	Tucson, AZ
Cincinnati, OH	Kansas City, MO	Orlando, FL (Non-Disney)	Tulsa, OK
Cleveland, OH	Knoxville, TN	Palm Desert, CA	Virginia Beach, VA
Colorado Springs, CO	Las Vegas, NV (Non-Strip)	Philadelphia, PA	Washington State Area, WA
Columbia, SC	Lexington, KY	Phoenix, AZ	Washington, DC
Columbus, OH	Little Rock, AR	Pittsburgh, PA	West Palm Beach, FL
Dallas, TX	Los Angeles, CA	Portland, ME	Wichita, KS

*Customized market reports available upon request

Hospitality, Gaming & Leisure

Our Hospitality, Gaming & Leisure practice is focused exclusively on providing superior valuation and consulting services for a broad range of hotels, casinos and leisure properties. Our team takes a holistic, consultative approach that goes far beyond the physical asset, analyzing every aspect of a property's business and real estate operations to identify all areas of value for owners and investors.

Our Hospitality, Gaming & Leisure platform has experience in valuation assignments and market analysis for properties including:

Hotels and Resorts

Gaming Facilities

Stadiums, Sports & Entertainment Facilities

Conference, Expo and Convention Centers

Golf Courses

Marinas

Ski and Village Resorts

Water Parks, Amusement Parks and Attractions

Our core disciplines and expert subject areas include:

Economic Impact
We empower owners and operators to maximize economic incentives and advise government entities on the impact of incentives on a community or development.

Feasibility
We take feasibility studies to the next level, combining market knowledge with expert economic impact analysis and acumen in cash-on-cash, ROI and other metrics.

Financial Reporting
Our seamless approach to fulfilling clients' financial reporting requirements means no outside assistance is needed.

Litigation
Our experts bring a strategic perspective and hands-on approach, exceeding the depth and scope of typical litigation services every time.

Portfolio Analytics
We bring industry averages and trends to bear on traditional analytics, ensuring comprehensive due diligence.

Property Tax
We understand every aspect of a property's operations, allowing us to craft advanced tax strategies.

ABOUT NEWMARK

We transform untapped potential into limitless opportunity.

At Newmark, we don't just adapt to what our partners need—we adapt to what the future demands. Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what's next and the tenacity to get there first.

CONTACT: NEW YORK, NEW JERSEY, AND NEW ENGLAN

CONTACT

FOR MORE INFORMATION

Jim Berry, MAI, CRE, MRICS, ASA
Executive Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
New England Markets
m 774-269-6484
jim.berry@nmrk.com

Jeff Mayer
Executive Vice President
Hospitality, Gaming & Leisure
NEWMARK VALUATION & ADVISORY
New York & New Jersey Markets
t 212-850-5416
jeff.mayer@nmrk.com

DISCLAIMERS

LEGAL

COPYRIGHT INFORMATION

© 2024 by Newmark. All information contained in this publication is derived from sources that are deemed to be reliable. However, Newmark has not verified any such information, and the same constitutes the statements and representations only of the source thereof, and not of Newmark. Any recipient of this publication should independently verify such information and all other information that may be material to any decision that recipient may make in response to this publication and should consult with professionals of the recipient's choice regarding all aspects of that decision, including its legal, financial, and tax aspects and implications. Any recipient of this publication may not, without the prior written approval of Newmark, distribute, disseminate, publish, transmit, copy, broadcast, upload, download, or in any other way reproduce this publication or any of the information it contains.

NEWMARK