



# August Board of Directors Meeting

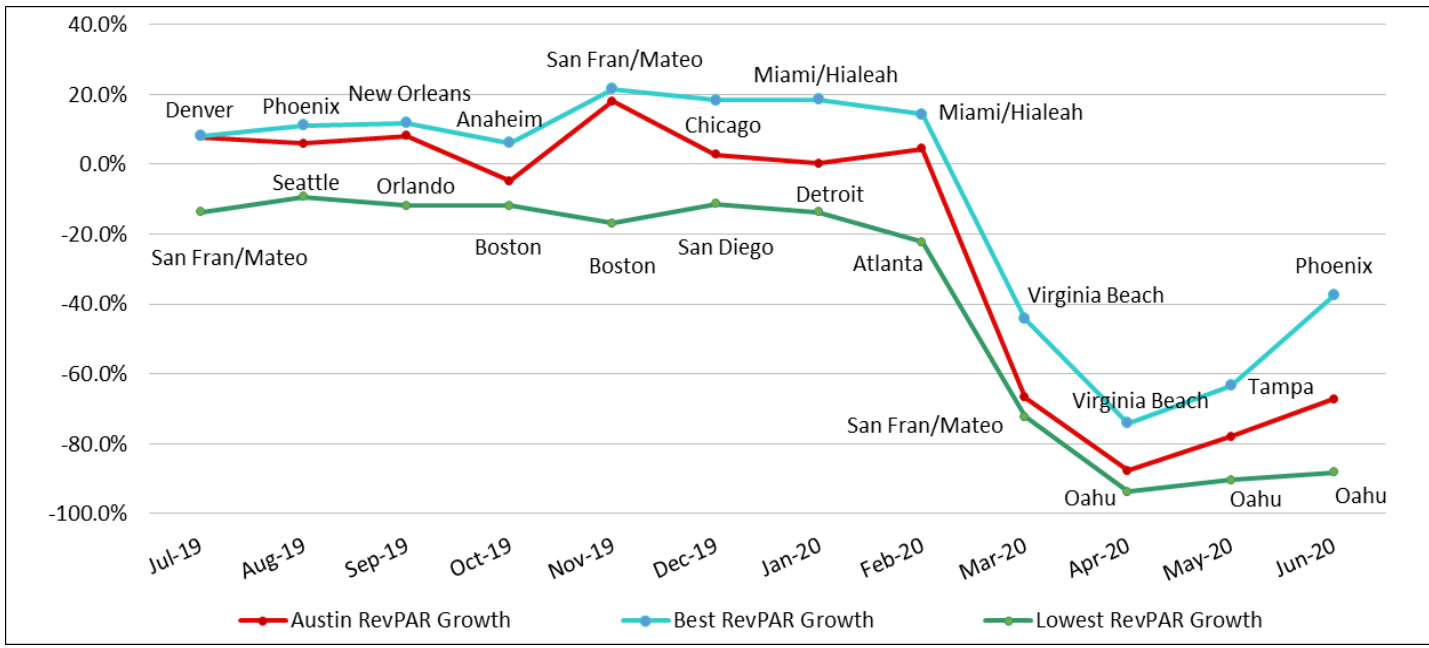


*Prepared for:  
The Hilton Austin and Austin Convention Enterprises  
August 14<sup>th</sup>, 2020*

# U.S. Top 25 Metropolitan Markets

## Historical 12-Month Hotel RevPAR Growth

(RevPAR – Revenue per Available Room: Rooms Revenue divided by Rooms Available)



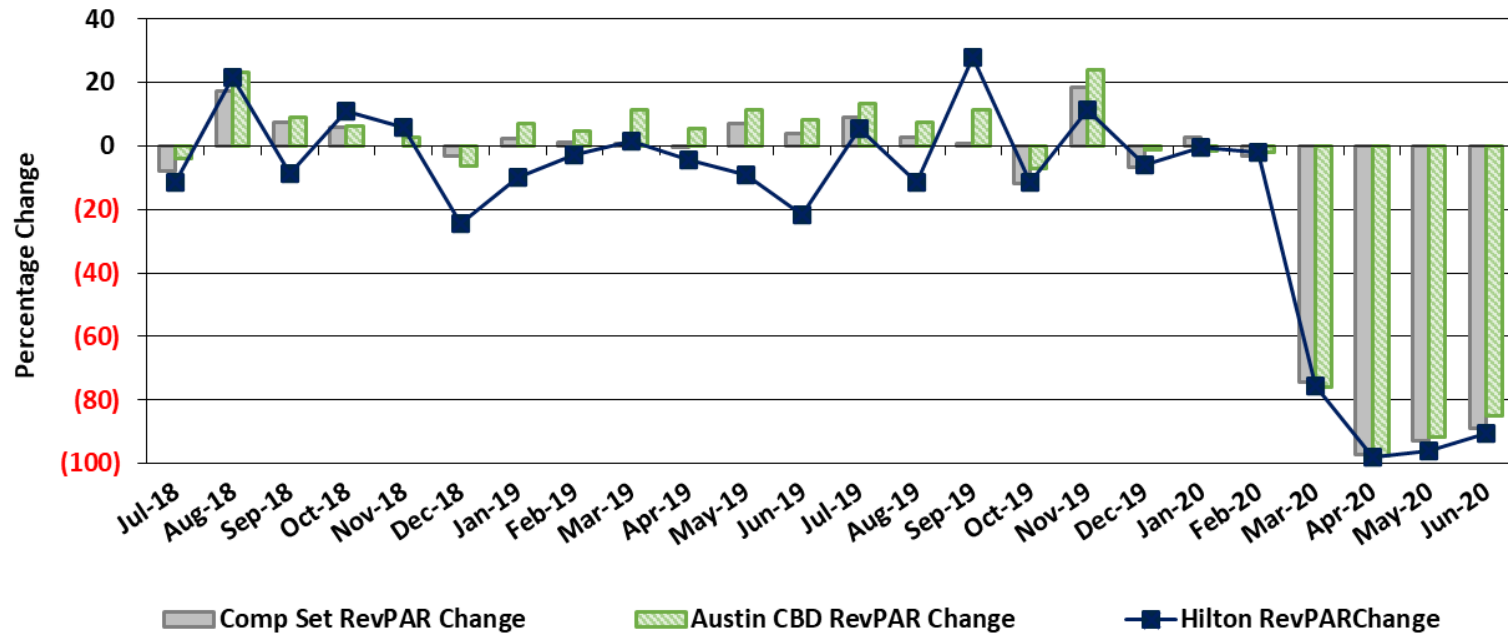
	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
<b>Austin RevPAR Growth</b>	7.8%	6.0%	8.2%	-4.7%	18.1%	2.7%	0.3%	4.4%	-66.7%	-87.6%	-77.9%	-67.2%
<b>Best RevPAR Growth</b>	8.1%	11.2%	11.8%	6.1%	21.5%	18.4%	18.6%	14.3%	-44.2%	-74.1%	-63.4%	-37.5%
<i>Location</i>	Denver	Phoenix	New Orleans	Anaheim	San Fran/Mateo	Chicago	Miami/Hialeah	Miami/Hialeah	Virginia Beach	Virginia Beach	Tampa	Phoenix
<b>Lowest RevPAR Growth</b>	-13.7%	-9.3%	-11.9%	-11.8%	-16.8%	-11.4%	-13.7%	-22.3%	-72.3%	-93.8%	-90.4%	-88.2%
<i>Location</i>	San Fran/Mateo	Seattle	Orlando	Boston	Boston	San Diego	Detroit	Atlanta	San Fran/Mateo	Oahu Island	Oahu Island	Oahu Island

In June, the Austin Market RevPAR of \$34.29 was down YOY by (67.2%).  
 This compares to the Total U.S. at \$38.88, which represented (60.6%) decline YOY.

# Competitive Performance



## Hilton Austin vs. Competitive Set\* and Austin CBD RevPAR Growth Historical 24-Months

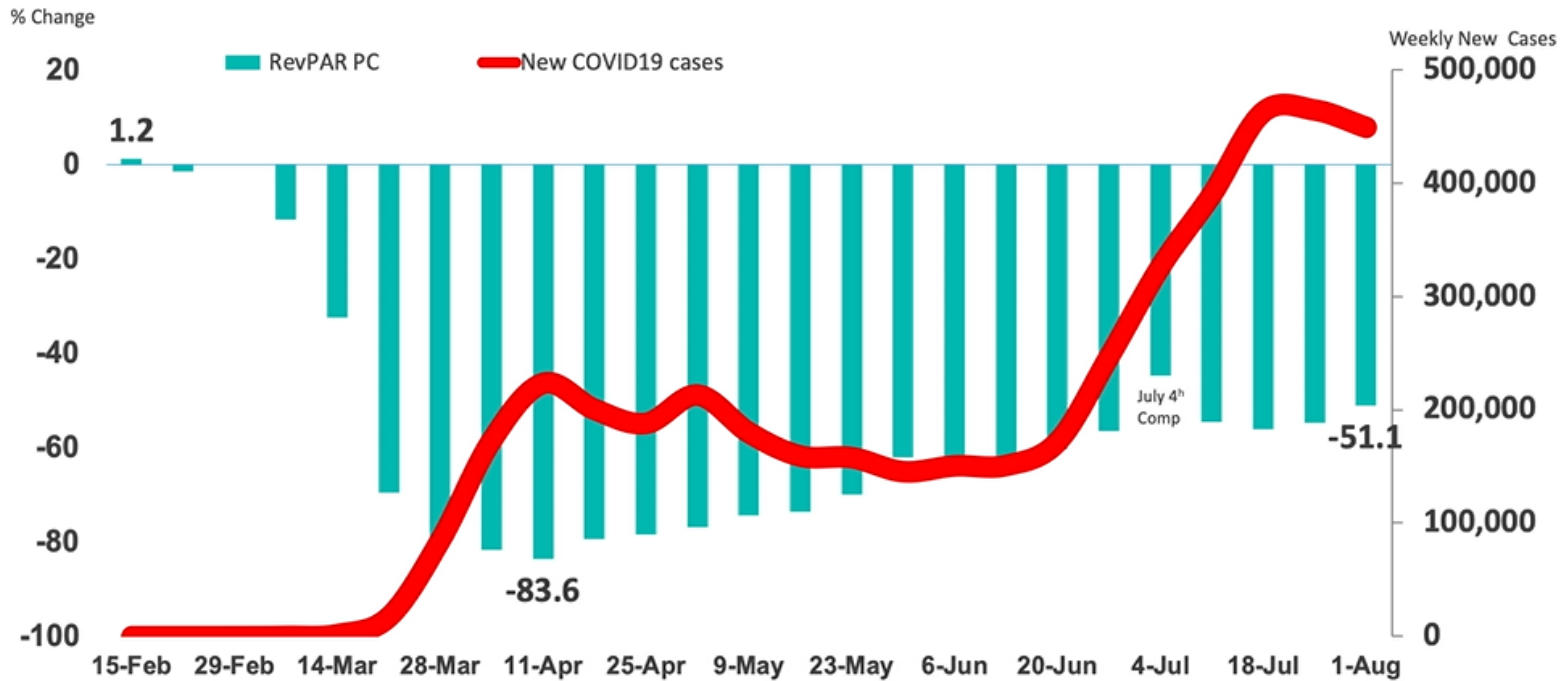


As of June 2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TTM
Occupancy Index	88%	92%	96%	87%	90%	91%							90%
ADR Index	119%	114%	115%	93%	55%	85%							115%
RevPAR Index	105%	104%	111%	81%	50%	78%							104%
RevPAR Ranking	3 of 5	2 of 5	2 of 5	2 of 4	4 of 5	4 of 5							3 of 5

\* Competitive Set Includes: Hyatt Regency Austin, Hilton Garden Inn Austin Downtown Convention Center, Omni Austin and the Sheraton @ The Capitol

# RevPAR % change and New COVID 19 Cases

## R7 RevPAR % Change and New COVID19 Cases Total U.S., by Week

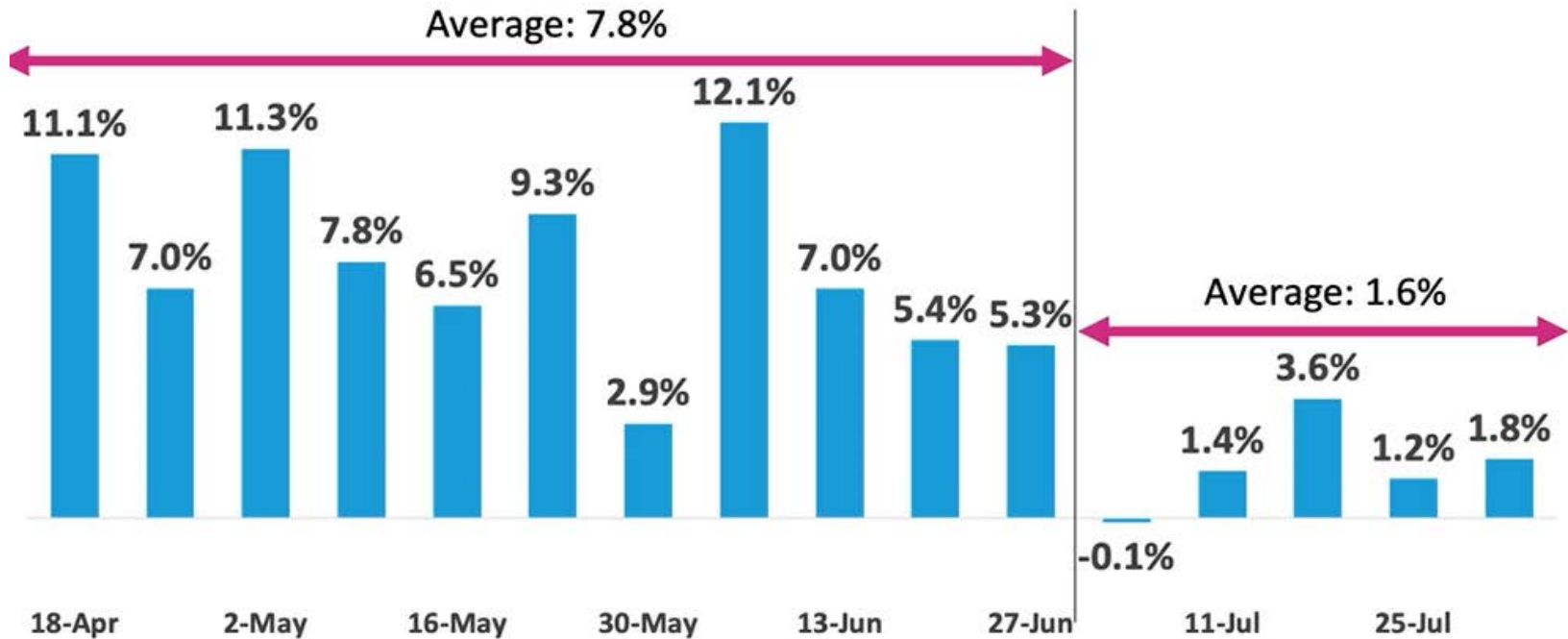


The increase of new COVID-19 cases is beginning to slow and trend down. Occupancy / Demand is seeing steady improvements by 10% per month.

# Week Over Week Demand Increase Has Slowed

## Week Over Week Demand Increase Seems to Have Slowed

Total U.S., Demand % Change, Week over Week, from 4/11



Room Demand continues to increase, but at a decelerating pace. The last 5 weeks improvement is averaging < 2%.



# Austin STR Market Performance



Supply				
	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Hilton Austin	0.0	0.6	0.0	0.3
Market: Austin, TX	-1.7	-0.9	-7.8	2.3
Market Class: Upper Upscale Class	-12.6	-5.9	-24.3	1.9
Submarket: Austin CBD, TX	-3.0	-4.3	-15.0	0.0
Submarket Scale: Upscale Chains	-4.6	-6.9	-16.7	-2.5
Competitive Set: Competitors	0.0	-4.4	-8.8	-2.2

Demand				
	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Hilton Austin	-82.7	-58.5	-89.8	-31.6
Market: Austin, TX	-48.3	-39.3	-61.8	-16.8
Market Class: Upper Upscale Class	-78.0	-54.6	-88.0	-23.9
Submarket: Austin CBD, TX	-77.6	-55.9	-87.5	-26.6
Submarket Scale: Upscale Chains	-83.7	-59.3	-91.4	-29.5
Competitive Set: Competitors	-84.8	-59.0	-90.6	-31.0

Revenue				
	Month % Chg	YTD % Chg	Run 3 Mon % Chg	Run 12 Mon % Chg
Hilton Austin	-90.5	-62.0	-95.2	-32.6
Market: Austin, TX	-67.7	-52.9	-79.7	-24.0
Market Class: Upper Upscale Class	-81.0	-57.9	-91.0	-25.6
Submarket: Austin CBD, TX	-85.6	-61.6	-93.0	-29.7
Submarket Scale: Upscale Chains	-89.0	-63.9	-94.8	-32.1
Competitive Set: Competitors	-88.8	-62.6	-93.5	-34.0

Declines in supply indicates hotels in Temporary Suspension Operations (TSO) and overall demand for the Austin CBD, -77.6%, Total Austin Market is -48.3%. Room Revenue down 90.5% for the Hilton Austin, 88.8% for their comps set, The CBD is down 85.6% and Overall Austin Market is down 67.7% for the month of June.

Hilton Austin
Market: Austin, TX
Market Class: Upper Upscale Class
Submarket: Austin CBD, TX
Submarket Scale: Upscale Chains
Competitive Set: Competitors

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# US and CBD Austin July Preliminary RevPAR Results



**US Preliminary July RevPAR Results -51% to -52%**

**Austin CBD Preliminary July RevPAR Results -77% to -78%**

# July Actual

Column1	Actual	Previous Forecast	Variance
Occupancy	9.0%	13.4%	-4.4%
ADR	\$112.06	\$134.92	(\$22.86)
RevPAR	\$10.08	\$18.04	(\$7.96)
Revenue	\$368,740	\$560,338	(\$191,598)
GOP	(\$118,825)	(\$47,508)	(\$71,317)
EBITDA	(\$484,873)	(\$425,495)	(\$59,378)



# Hilton Austin 2020 Group Cancellations



- Hilton Austin Group Cancellation Revenue **as of August 11<sup>th</sup>** at \$26.7M (March 2020 - December 2020)
  - Rooms Revenue \$21.76M
  - Banquet / Catering Revenue \$5.11M
- Hilton Austin Group Cancellation Revenue **as of July 7<sup>th</sup>** at \$24.4M (March 2020 - December 2020)
  - Rooms Revenue \$19.740M
  - Banquet / Catering Revenue \$4.704M
- Hilton Austin Group Cancellation Revenue **as of June 3<sup>rd</sup>** at \$19.3M (March 2020 - December 2020)
  - Rooms Revenue \$15.741M
  - Banquet / Catering Revenue \$3.582M
- Hilton Austin Group Cancellation Revenue **as of May 5<sup>th</sup>** at \$15.0M (March - November 2020)
  - Rooms Revenue \$12.022M
  - Banquet / Catering Revenue \$2.970M

# 2 Month Forecast

Column 1	Aug Forecast	Sept Forecast	Total
Occupancy	13.2%	18.2%	15.7%
ADR	\$119.10	\$138.50	\$128.80
RevPAR	\$15.70	\$25.10	\$20.40
Revenue	\$509,552	\$827,355	\$1,336,907
GOP	(\$384,886)	(\$74,581)	(\$459,467)
EBITDA	(\$762,873)	(\$457,568)	(\$1,220,441)

Data Source; Hilton Financials

Forecast based on market conditions and subject to change

## Forward Looking Trends

# Questions?