Singapore Industry Focus Singapore Hospitality

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Buy ahead of a spectacular quarter

- Channel checks indicate that hoteliers are expected to deliver better than expected 3Q22 results
- Room rates have leaped past pre-COVID levels, fueled by strong MICE line-up in 2H22 and longer average length of stay which has almost doubled from 2019 level
- Hospitality S-REITs' share prices have flat-lined in recent months but look set to re-rate further
- Our top picks are <u>CDLHT</u> and <u>ART</u>

Robust travel demand and strong earnings to drive share price re-rating. With Formula One (F1) around the corner and a robust line-up of MICE events until the end of 2022, we believe that 2H22 will turn out to be a spectacular half for the hospitality industry. In our channel checks, we believe that hospitality S-REITs are likely to report strong RevPAR growth with potential for upside surprises come 3Q22 results/operational updates in its key market – Singapore (c.40% of assets) – as the biggest driver. We maintain our top sector picks **Ascott Residence (ART) Trust** and **CDL Hospitality Trusts (CDLHT)** with TPs of S\$1.40 and S\$1.55, respectively. Our TPs are the highest on the street, pegged to target P/NAV multiples of 1.18x, which is within the +0.5 to +1.0 standard deviation (SD) range.

Room rates have hiked past pre-COVID levels; strong MICE lineup to drive demand. We observed that average daily rates (ADRs) for the sector have sped past 2019 levels since 2Q22 with the spread continuing to widen in 3022. Our channel checks indicate that most hotels are seeing higher ADRs on the back of rising occupancy rates as rooms (from downtime) are added back to overall stock. The F1 weekend looks robust with selected 4-star to 5-star hotels charging S\$1,000 – S\$2,500/night for that weekend and a majority of hotels are already "fully booked". Thereafter, while rates are expected to cool sequentially, we note that hoteliers appear to be maintaining rates at close to or higher than pre-COVID levels. A robust pipeline of 66 MICE events scheduled for 2H22 after next weekend's F1 will continue to drive corporate demand and 'bleisure' demand, which we note has led to close to a doubling in average length of stay this year to 6.0 days versus c.3.4 days back in 2019.

RevPAR growth to outpace cost increases. Hospitality S-REITs' share prices have flat-lined since Jun-Jul 2022 over concerns of the impact of an economic slowdown on distributions as well as their ability to maintain DPU growth due to higher costs. The ability for RevPAR to outpace higher operational costs and interest expense will be a key item to monitor, in our view.

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STI: 3,261.79

Analyst

Geraldine WONG +65 6682 3719 geraldinew@dbs.com

Derek TAN +65 6682 3716 derektan@dbs.com

STOCKS

	5.		12-mth			
	Price S\$	Mkt Cap US\$m	Farget Price S\$	Perforn 3 mth	nance (%) 12 mth	Rating
<u>Ascott</u>						
<u>Residence</u>	1.08	2,518	1.40	(3.6)	13.7	BUY
<u>Trust</u>						
<u>CDL</u>						
<u>Hospitality</u>	1.28	1,121	1.55	(0.8)	21.9	BUY
<u>Trusts</u>						
<u>Far East</u>						
<u>Hospitality</u>	0.63	880	0.78	0.0	3.3	BUY
<u>Trust</u>						

Source: DBS Bank, Bloomberg Finance L.P. Closing price as of 21 Sep 2022





Gearing up for a spectacular quarter

The "early birds" get the rooms. With Formula One (F1) around the corner and a robust line-up 66 MICE events in the happening, we believe that 2H22 is turning out to be a spectacular half for the hospitality industry. In our channel checks and discussions with various hoteliers, we sense that most are seeing robust demand for rooms with the strong return of leisure and business travellers.

While hoteliers have previously remarked that booking visibility has remained short due to travellers taking "last minute" decisions in their travel decisions, our checks on travel websites have indicated that it does pay to plan ahead with room rates jumping as much as 30%-40% if a booking is made at the last minute (i.e. 1 week ahead) compared to planning one's trip by 2-3 weeks. While this dynamic pricing model is an industry-wide practice, we believe that as business travel increases and weary travelers head out for their long-awaited holidays, it does

Room rates get a boost in Sept from the F1 race



Source: STB, DBS Bank

Luxury ADRs have exceeded 2019 levels since May'22



Source: STB, DBS Bank

pay to plan ahead of time. Thus, we expect booking visibility to improve as we progress through the rest of the year and into 2023.

Based on data from Singapore Tourism Board, we note that average daily rates (ADR) have exceeded 2019 levels since May 2022, gaining further strength up to July 2022 with ADRs for luxury hotels 19% above that of 2019 levels and 15% for upscale hotels, pointing to strong take-up for rooms. This implies that hospitality landlords should be able to enjoy stronger profitability and pass on most of the cost increases to travelers.

While occupancy rates have yet to improve back to 2019 levels, at close to 77% as of Jun– Jul 2022 and expected to further strengthen in 2H22, we believe that hospitality S-REITs should deliver strong results in the coming 2 quarters.





Source: STB, DBS Bank

Upscale ADRs have exceeded 2019 levels since May'22



Source: STB, DBS Bank



What we see on hospitality websites as of Sept'22. With the F1 race held over the weekend of 30 Sept – 1 Oct 2022 soon upon us, we note that close to 86% of the rooms available for booking in Singapore have been taken up, according to booking.com website. This coincides with media reporting that the F1 Singapore Grand Prix will see the biggest turnout since 2008 and businesses and hoteliers are gearing up for this event. According to the media, the F1 race is one of the signature tourism events in Singapore, bringing in close to S\$1.5billion in incremental tourism receipts and has attracted more than 550,000 unique international visitors (averaging 46,000 visitors per year over the past 12 years). Given the huge number of visitors arriving for the event, room rates typically jump up over the race weekend, but generally drop thereafter.

Based on our channel checks, we see that with room rates for selected 4-star to 5-star hotels are in the range of \$\$1,000 – \$\$2,500/night over the F1 weekend, with many trackside and Orchard Road hotels already fully booked. Room rates are also on average c.30-40% higher prior to the F1 race compared to the week after the F1 race. We also note that ADRs have remained fairly sticky in Nov' 2022, with rates staying above 2019 levels (for luxury and upscale hotels). These factors have put hospitality players in strong stead to deliver upside surprises in this quarter's results. We caution that these observations are purely a guide and not to be taken as a rate for the quarter as ADRs are dynamic in nature and subject to change.

That said, in our analysis, we note that if these rates are maintained going forward, 2H22 will represent one of the strongest periods that Singapore's hospitality sector will see in 5 years. Based on STB data, luxury and upscale hotel room rates for the second half of 2019 (pre-COVID) had ranged between S\$450 – S\$480 / night (luxury) and S\$260 – S\$280 / night (upscale).

Owner	Hotel	F1 Week (26 th Sept week)	Post F1 week* (wk of 3 rd Oct)	Race weekend (30 th – 1 st Oct)	Nov'22 (20 th Nov week)
5-star hotels	Ritz Carlton	1,200	730	Fully booked	650
	The Westin	1,650	940	Fully booked	550
	Four Seasons	2,050	990	Fully booked	550
	Marina Bay Sands	Fully booked	940	Fully booked	750
	Fullerton	680	470	Fully booked	500
CDL	JW Marriott	1,388	650	2,500	700
	St Regis	950	740	Fully booked	600
MAND / UOL	Mandarin Oriental	920	680	2,100	600
UOL	Pan Pacific	650	520	Fully booked	700
	PARKROYAL COLLECTION Pickering	820	565	Fully booked	650
	PARKROYAL COLLECTION Kitchener Road	580	275	900	280
	PARKROYAL COLLECTION Marina Bay	750	465	2,300	420
ART	Ascott Orchard	1,200	500	Fully booked	500
OUECT	Hilton Singapore	1,125	625	2,200	580
CDHT	Grand Copthorne Waterfront	430	270	1,200	260
	Orchard Hotel	700	365	950	300
	Copthorne K	380	290	1,000	360
	Studio M	580	260	Fully booked	250
	M Hotel	Fully booked	Fully booked	Fully booked	Fully booked
	W Hotel	1,270	720	Fully booked	750
FEHT	Orchard Rendezvous	1,000	430	Fully booked	350
	Village Hotel Sentosa	450	300	Fully booked	320
	Quincy Hotel	1,050	514	Fully booked	450
	Oasia Hotel	Fully booked	Fully booked	Fully booked	Fully booked
	Oasia Downtown	1,400	460	1,350	310
FHT	Intercontinental	900	510	2,300	450

Room rates are expected to jump significantly in the coming weeks (selected hotels)

*rates are taken on the 20th Sept'22 for 1 night stay, for available rooms in executive / deluxe room for 2 travelling adults.

Source: DBS Bank



A strong line-up of MICE events

According to the Singapore Tourism Board (STB), the Meetings, Incentives, Conferences and Exhibitions ("MICE") industry will post a strong recovery in 2022, bringing back a core customer market segment that has been missing in our hospitality calendar since 2019.

Widely known as one of the more profitable segments within the hospitality industry as these guests traveling for business tend to be less price sensitive and travel in larger groups, driving ancillary income (i.e. food & beverage, convention hall bookings). The outlook for the Singapore hospitality sector remains bright with a robust pipeline of events lined up till the end of 2022.

In a press release by the STB in Jun 2022, it was reported that Singapore hosted over 200 events attended by an estimated 49,000 delegates in 2021, with the first 3 months of 2022 seeing close to 150 events attended by over 37,000 delegates. Another 66 events will be hosted through 2022 with a majority held in 4Q22. We note that several big MICE events had been relocated from Hong Kong to Singapore for their 2022 edition such as Cosmoprof + Cosmopack Asia, which is Asia's largest beauty event, with an expected turnout of 15,000+ attendees. The start and continued attraction of MICE events in Singapore will anchor Singapore once again as a hub for the region. Singapore's early move to relaxing borders alongside simplified MICE protocols in place has enabled the country to remain as one of the top APAC destinations for MICE conferences.

Number of STB-supported MICE events



Source: STB, DBS Bank

Average length of stay has also increased alongside a trend that has evolved through the pandemic i.e., 'bleisure' or a combination of business and leisure. With corporate travelers on one of their first few overseas MICE event trips, many have extended their trip by a couple of days for leisure. The average length of stay in 8M22 had closed to doubled to c.6.0 days compared to c.3.4 days back in 2019. Most travelers are staying for 3 days this year as opposed to under 1 day, which was the most common trip schedule back in 2019, as corporate travelers frequented turnaround trips of under a day.



Average length of stay in 2019 vs 8M22 ('000s)

8M22





Selected list of MICE events (non-exhaustive)

Date (1st day of event)	Event	Location	Expected turnout
19-Sep	SuperReturn Asia	MBS	1400+
19-Sep	The Singapore WSH Conference	EXPO	1040+
20-Sep	B2B Summit APAC	MBS	1000+
20-Sep	Accounting and Finance Show SG 2022	Suntec	2000+
20-Sep	Hilton Leadership Conference 2022	Suntec	-
21-Sep	Tech in Asia Conference 2022	MBS	10,000+
21-Sep	ISWA World Congress 2022	MBS	1,000+
22-Sep	FIND-Design Fair Asia	MBS	20,000+
26-Sep	All That Matters 2022	Hilton Orchard	2000+
27-Sep	Jewellery @ Gem WORLD Singapore	EXPO	1000+
28-Sep	Milken Institute Asia Summit 2022	Four Seasons	1000
			40,440
03-Oct	Web In Travel Singapore	MBS	-
05-Oct	AWS Summit ASEAN 2022	Suntec	-
05-Oct	Asia CEO Summit	The Fullerton Hotel	100+
05-Oct	AICT Asia PCR 2022	Suntec	-
07-Oct	IDEM 2022	MBS	-
13-Oct	Food Japan 2022	Suntec	24,000+
19-Oct	ITB Asia	MBS	13,000+
18-Oct	Industrial Transformation APAC	EXPO	11,000+
19-Oct	MICE Show Asia 2022	MBS	12,500+
19-Oct	Travel Tech Asia 2022	MBS	11,000+
20-Oct	Gamescom Asia 2022	Suntec	15,000+
25-Oct	Food and Hotel Asia	EXPO	20,000+
26-Oct	AgriFood Tech Expo Asia	MBS	10,000+
26-Oct	The Future of the Grid	MBS	-
26-Oct	Asian Downstream Summit	MBS	12,500+
26-Oct	Asian Refining Technology Conference	MBS	-
26-Oct	Glasstech Asia and Fenestration Asia 2022	MBS	3,500+
26-Oct	Singapore International Agri-Food Week Gala Dinner	MBS	6,000+
27-Oct	Franchising & Licensing Asia	MBS	10,000+
31-Oct	Singapore Fintech Festival	EXPO	60,000+
			208,600



Selected list of MICE events (non-exhaustive) (Cont.)

Date (1st day of event)	Event	Location	Expected turnout
02-Nov	Singapore International Transport Congress & Exhibition	Suntec	-
07-Nov	7th World One Health Congress 2022	MBS	-
08-Nov	EduTech Asia	MBS	7,000+
09-Nov	Future Travel Experience APEX	MBS	3,000
15-Nov	Offshore South East Asia 2022	MBS	8,000+
16-Nov	Cosmoprof + Cosmopack Asia	EXPO	15,000+
16-Nov	Architecture & Building Services 2022	MBS	-
17-Nov	World Aquaculture Singapore	EXPO	1,000+
17-Nov	Green Tech Festival	Gardens by the Bay	-
			34,000
04-Dec	IEEE Symposium Series on Computational Intelligence	Singapore Management University	-
06-Dec	48th Annual Meeting of the International Society for Pediatric Neurosurgery	MBS	-
09-Dec	Evidence Based Perioperative Medicine Asia 2022	NTUC @ One Marina Boulevard	-
11-Dec	Winter Simulation Conference 2022	EXPO	300+
			300

MBS = Marina Bay Sands, SUNTEC : Suntec convention center, Expo: Singapore Expo, GCW: Grand Copthorne Waterfront hotel Source: STB, DBS Bank



What does it mean for Hospitality S-REITs

Potential surprises will drive re-rating. Early indications of strong travel demand leading to a strong recovery in operational metrics was observed in 2Q22 results. In 1H22, we note that portfolio RevPAR for most hospitality S-REITs were close to 80% of pre-COVID levels, ahead of our expectations with most guiding for continued strength in 2H22. Singapore, which is one of the key markets that the hospitality S-REITs operate in, is ramping up nicely and we believe this will drive a strong performance.

As of 1H22, we note that RevPAR achieved in June 2022 was robust with many hospitality S-REITs reporting higher RevPAR in June 2022 vs June 2019.

Positive results for major hospitality S-REITs in 1H22 with a stronger 2H22 expected

REITs	Performance
CDLHT	RevPAR for nine hotels (out of ten) in Jun'22 was ahead of Jun'19
ART	2Q22 RevPAU was 82% of 2Q19 RevPAU; Jun'22 RevPAU was 84% of Jun'19 level
FEHT	RevPAR was still below pre-COVID level of close to S\$100/night

Source: Companies, DBS Bank

Addressing investor concerns.

Labour crunch is easing. The labour shortage had been touted as one of the key draw backs in the initial part of the recovery, but we understand that the crunch has somewhat been alleviated from the relaxation of dependency ratios in Singapore, albeit selectively. On a positive note, we understand that efficiency gains reaped during Covid have enabled hoteliers to be nimbler operationally.

Utility cost hikes can be passed through for most S-REITs.

Utility costs have increased compared to a year ago. But this will unlikely be a major drawback given that hoteliers have been able to price ADRs much higher and thus, able to pass on most of the cost increases to consumers. In addition, for overseas portfolios especially in Europe, we understand that master-lease structures (for ART) are generally triple-net in nature and thus cost increases have little impact on the distributions for the S-REITs.

How will DPUs be affected if a recession hits in 2023. While

the global economic slowdown is upon us, which may result in a cut-back in travel demand, that said, 2023 will still be a resilient year compared to the past 3 years which was hit by the pandemic. We expect hotels to maintain profitability. In addition, the pivot towards the broader lodging asset class (student accommodation, rental housing) by the S-REITS (ART and CDLHT) have infused more stability to overall portfolio cashflows heading into 2023.

Exposure by market (by asset value)

	Internati	onal driven			Domestic driven		
	Singapore	Rest of Asia	China	Japan	UK/ Europe	USA	Australia / New Zealand
Ascott Residence Trust	16%	8%	4%	19%	20%	20%	13%
CDL Hospitality Trust	64%	7%	0%	3%	15%	0%	11%
Far East Hospitality Trust	100%	0%	0%	0%	0%	0%	0%
ARA US Hospitality Trust	0%	0%	0%	0%	0%	100%	0%
Average exposure	40%	7%	4%	13%	16%	6%	14%

Source: Companies, DBS Bank



Positives yet to be priced in. Hospitality S-REITs' share prices have been flat-lining since Jun-Jul 20'22 due to concerns of the impact of a slowdown on distributions. However, given early indications of still-robust demand for travel, we see an earnings-led re-rating come 3Q22 results. Thus, we believe that expectations of a strong recovery are not priced in at current levels. Hospitality S-REITs remain in the early part of an upcycle and we expect the sector could trade above its historical mean of 0.9x P/NAV and hit at least +0.5 standard deviation (SD) to + 1 standard deviation of its mean valuation.

RevPAR vs P/NAV have close correlation



Share price observations for hospitality sector vs S-REITs

Our preferred picks and catalysts. We prefer CDLHT and ART to ride on the strong recovery in RevPAR of their global portfolios but prefer CDLHT given its larger geographical exposure to the Singapore market. While FEHT's pure play Singapore status is a plus, its illiquidity could be a drag on its ability to see a sustained re-rating in share price, although performance will likely track that of its peers.

Catalysts:

- (1) Upside surprise in RevPAR growth in 3Q22 (there is a correlation with P/NAV)
- (2) China re-opening its borders will drive the next leg of RevPAR recovery.

	Mar'22	Apr'22	May'22	Jun'22	Jul'22	Aug'22	2022 ytd
	% chg						
Office	5.8%	1.3%	-6.0%	-0.7%	0.4%	-3.1%	-3.3%
Retail	1.9%	0.2%	-1.0%	-2.1%	3.1%	-2.2%	-6.3%
Industrial (large caps)	5.0%	-3.7%	-4.5%	1.7%	5.3%	-5.7%	-11.0%
Industrial (mid-caps)	1.8%	-3.6%	-3.0%	-6.8%	5.4%	-2.9%	-27.4%
Hospitality	14.4%	7.5%	-2.2%	2.1%	1.5%	-3.8%	16.9%
Hospitality (US)	-1.0%	3.0%	-3.9%	-4.1%	0.0%	-2.1%	-7.0%
Healthcare	5.1%	3.0%	2.1%	-2.2%	-1.6%	0.2%	-6.4%
Office (US)	2.0%	-3.6%	-3.8%	-3.5%	1.8%	-11.0%	-23.5%
Office (EUR)	-2.7%	1.2%	-7.0%	-2.1%	0.5%	-1.8%	-16.2%
Retail (Others)	-1.0%	0.8%	0.5%	-3.3%	0.2%	-6.7%	-12.1%
FSTREI	5.5%	-0.8%	-4.2%	0.1%	2.9%	-4.6%	-6.8%
FSSTI	5.1%	-1.5%	-3.7%	-3.0%	3.5%	0.3%	3.1%

Source: Bloomberg Finance L.P., DBS Bank





Ascott Residence Trust Historical P/NAV range (update)

Source: Bloomberg Finance L.P., DBS Bank

CDL Hospitality Trusts Historical P/NAV range (update)



Source: Bloomberg Finance L.P. DBS Bank



Far East Hospitality Trust Historical P/NAV range (update)



Peer comp table

	CUR	Price	Rec	12-mth	Mkt Cap	Total	Yield	Yield	Yield	P/B (x)
				Target Price	(S\$'bn)	Return	(FY22) (%)	(FY23) (%)	(FY24) (%)	
Hotels										
ART	S\$	1.08	BUY	1.40	3.3	0%	5.2%	6.0%	6.5%	0.90
CDREIT	S\$	1.30	BUY	1.50	1.6	20%	4.2%	5.4%	6.3%	0.85
FEHT	S\$	0.62	BUY	0.78	1,2	31%	4.7%	5.8%	6.7%	0.72
Average							4.8%	5.8%	6.7%	0.80

Source: Bloomberg Finance L.P., DBS Bank



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*Share price appreciation + dividends

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Industry Focus

Singapore Hospitality



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DBS Regional Research Offices

HONG KONG DBS (Hong Kong) Ltd

Contact: Dennis Lam 13th Floor One Island East, 18 Westlands Road, Quarry Bay, Hong Kong Tel: 852 3668 4181 Fax: 852 2521 1812 e-mail: dbsvhk@dbs.com

INDONESIA

PT DBS Vickers Sekuritas (Indonesia)

Contact: Maynard Priajaya Arif DBS Bank Tower Ciputra World 1, 32/F Jl. Prof. Dr. Satrio Kav. 3-5 Jakarta 12940, Indonesia Tel: 62 21 3003 4900 Fax: 6221 3003 4943 e-mail: indonesiaresearch@dbs.com

SINGAPORE DBS Bank Ltd

Contact: Paul Yong 12 Marina Boulevard, Marina Bay Financial Centre Tower 3 Singapore 018982 Tel: 65 6878 8888 e-mail: groupresearch@dbs.com Company Regn. No. 196800306E

THAILAND

DBS Vickers Securities (Thailand) Co Ltd Contact: Chanpen Sirithanarattanakul 989 Siam Piwat Tower Building, 9th, 14th-15th Floor Rama 1 Road, Pathumwan, Bangkok Thailand 10330 Tel. 66 2 857 7831 Fax: 66 2 658 1269 e-mail: research@th.dbs.com Company Regn. No 0105539127012 Securities and Exchange Commission, Thailand