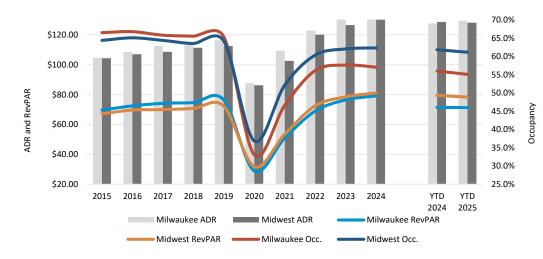
#### **2Q 2025 HOTEL MARKET REPORT**

# Milwaukee Hotel Market

## **Market Operating Performance**

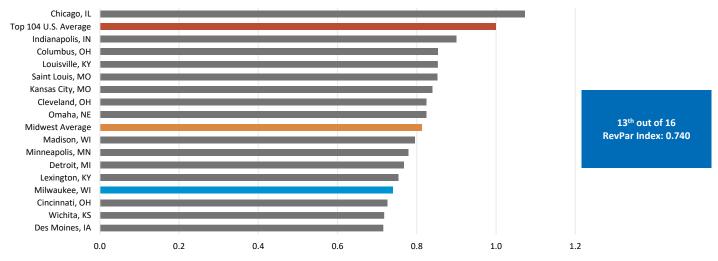
Midwest Market includes 16 major cities in Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, Ohio, and Wisconsin.



| YTD % Change                   |       |
|--------------------------------|-------|
| Milwaukee<br>RevPAR            | -0.2% |
| Midwest<br>RevPAR              | -1.5% |
| Top 104 U.S.<br>Markets RevPAR | -0.2% |

Data Source: Kalibri Labs

#### **RevPAR Performance Index**



Data Source: Kalibri Labs

The RevPAR Performance Index compares each Midwest market's year-to-date RevPAR to the U.S. Top 104 markets' year-to-date RevPAR. The baseline of 1.0 represents the average year-to-date RevPAR of the top 104 U.S. hotel markets. A market with an average index above 1.0 indicates year-to-date RevPAR above the top 104 markets' average, and a market with an index below 1.0 indicates year-to-date RevPAR below the top 104 markets' average.

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# **2Q 2025 HOTEL MARKET REPORT**

#### **Market Supply Overview**

## **Available Rooms Historical Supply Trends**



Data Source: Kalibri Labs

**Available Rooms** 

| Property  | City            | Room Count | Date     | Developer                        |
|---|-----------------|------------|----------|----------------------------------|
| inn Hotel (602 N Broadway)                        | Milwaukee       | 31         | Jun 2022 | Charles Bailey                   |
| omewood Suites                                    | Oak Creek       | 121        | Sep 2022 | Stand Rock Hospitality           |
| ownePlace Suites by Marriott                      | Oconomowoc      | 87         | Oct 2022 | Kinseth Hospitality              |
| he Trade Milwaukee, an Autograph Collection Hotel | Milwaukee       | 205        | Jun 2023 | The North Central Group          |
| VoodSpring Suites                                 | Milwaukee       | 123        | Aug 2023 | Premier Property Management, Inc |
| ome2 Suites by Hilton                             | West Allis      | 128        | Aug 2023 | Cobalt Partners, LLC             |
| pringHill Suites by Marriott                      | Menomonee Falls | 90         | Jan 2024 | Cobalt Partners, LLC             |
| leep Inn & MainStay Suites - Ballpark Commons     | Franklin        | 98         | Mar 2024 | Zimmerman Ventures               |
| vid Hotel Oak Creek                               | Oak Creek       | 95         | Nov 2024 | Kinseth Hospitality              |
| taybridge Suites Wauwatosa                        | Wauwatosa       | 135        | Q4 2025  | Walia Group                      |
| he Adams Hotel                                    | Milwaukee       | 11         | Q4 2025  | Van Buren Management, Inc.       |
| obblestone Hotel                                  | Waukesha        | 60         | Q2 2026  | BriMark Builders, LLC            |
| apestry Collection by Hilton                      | Milwaukee       | 130        | Proposed | Klein Development                |
| on District Hotel                                 | Milwaukee       | 180        | Proposed | Bear Development                 |
| loxy Hotel  | Milwaukee       | 162        | Proposed | The North Central Group          |
| est Wisconsin Avenue Landmark Development         | Milwaukee       | 50-100     | Proposed | City of Milwaukee                |
| ver 1 Hotel                                       | Milwaukee       | 125        | Proposed | Michels Corporation              |
| C Hotel by Marriott                               | Milwaukee       | 133        | Proposed | NCG Hospitality                  |
| apestry Collection by Hilton                      | Milwaukee       | 50         | Proposed | Vandelay Group                   |
| ru by Hilton                                      | Oak Creek       | 90         | Proposed | Stand Rock Hospitality           |
| llympia Fields Hotel                              | Oconomowoc      | 101-150    | Proposed | Wangard Partners                 |
| ribute Portfolio Hotel                            | Brookfield      | 140        | Proposed | IM Properties                    |
| empo by Hilton Milwaukee Downtown                 | Milwaukee       | 158        | Proposed | HKS Holdings LLC                 |
| neNorth Mixed-Use                                 | Milwaukee       | 100        | Proposed | Cobalt Partners, LLC             |
| /ater Street Mixed-Use Hotel                      | Milwaukee       | 300        | Proposed | The Neutral Project              |
| lanchard Street Hotel                             | Wauwatosa       | 50-100     | Proposed | -                                |
| he High Life                                      | Milwaukee       | 32         | Proposed | StandEatDrink Hospitality Group  |

Data Source: Newmark Valuation & Advisory

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