

# HCITY (BUY, T.P. MXN\$11.00)

Revenues were up a higher-than-expected 10.9% YoY in March due to the incorporation of 5 “Full Service” Hotsson hotels

NORTE 19 recorded a stronger-than-expected 10.9% YoY revenue growth to MXN\$378.4 million (vs. MXN\$363.4 million estimated) and a 6.4% YoY RevPar increase to MXN\$811 (vs. MXN\$808 E) in March. This performance was primarily attributed to a 7.9% ADR rise to MXN\$1,420, exceeding the period’s inflation rate by 4.1 percentage points, due to the incorporation of the Hotsson branded “Full-Service” hotels and a 7.4% ADR increase at “Select-Service” hotels. However, the portfolio's occupancy rate showed a slight 0.8 PP decrease to 57.1% (48.1% in “Full-Service” and 57.5% in “Select-service”). By brand, the best performers in terms of RevPar were City Express Junior, City Express Plus, and City Express by Marriott, with annual increases of 11.3%, 10.9%, and 5.2%, respectively.

In our opinion, NORTE 19 reported favorable figures in March. We reiterate our BUY recommendation with a MXN \$11.00/share target price.

### March 2025 Hotel Indicators

	Mar-25	Mar-24	YoY Change
Occupancy	57.1%	57.9%	-0.8 PP
ADR (MXN\$)	\$ 1,420.0	\$ 1,316.0	7.9%
RevPar (MXN\$)	\$ 811.0	\$ 762.0	6.4%
Total Revenues (MXN\$ Mn)	\$ 378.4	\$ 341.2	10.9%

Source: Norte 19

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