hospitality events
for curious minds

196+ roundtable

196+ roundtable
ukraine+

belarus,
ukraine

online
(13.09.2022)

12
participants

For enquiries about our research offerings, please contact Akshara Walia at akshara.walia@pkfhospitality.com

For enquiries about upcoming events of the PKF hospitality group, please contact Yuliya Tomenchuk at events@196plus.com

NOTES

1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2021; 3) as per the PKF contract database; 4) from the viewpoint of hotel groups

supply

246 properties

46,980 rooms[1]

18% branded rooms

29% chain affiliated rooms

pipeline

36 properties

9,939 rooms[1,2]

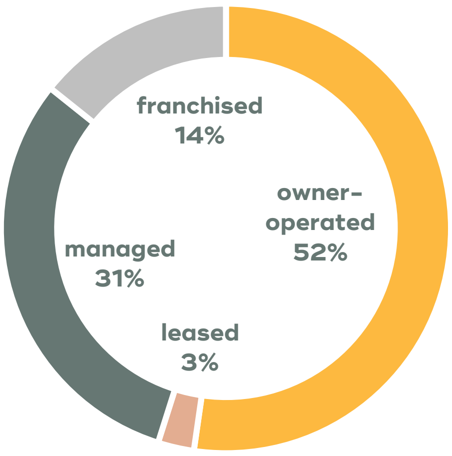
16 hotels under construction

20 planned hotels

contracts

50 properties

10,630 rooms under contract[2,3,4]



group / brand profile

- strongest brand: Premier
- strongest group: Premier
- strongest regional brand (global presence): Premier

selected openings of 2021

- Reikartz Miramar Chernomorsk, Chornomorsk, 30 rooms
- Reikartz Bergshloss Rivne, Rivne, 37 rooms

key takeaways

- Each Ukrainian city has a different level & type of hotel activity, which is constantly changing, mainly depending on internal migrant movements.
- Reported occ. is around 30%. However, data is skewed due to irregular reporting and demand in the west is much higher, especially in the Zakarpattia region.
- Internal migration drives demand, also need for break from the anxiety of war.
- Staffing is an issue; hotel employees speak English and can work in Europe, hazardous cities like Odessa, half of employees are in Moldova & Romania.
- Upon concludion of the war, Ukraine is expected to have new and heightened tourism demand.
- Some owners reopened not just for cash flow but psychological support.
- Hotel planning & development is ongoing, and projects will restart upon conclusion of the conflict.
- Investment sources include specialist private funds and global aid.
- Government agencies need direction on channeling resources into redeveloping tourism & hospitality; the industry needs to start planning now.

196+ roundtables around the globe

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