



196+ roundtable adriatic sea

albania, bosnia and
herzegovina, croatia, kosovo,
north macedonia, montenegro,
serbia, slovenia
online

(23.09.2021)

22

participants

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NOTES

1) calculated as per PKF sample; includes all
properties with at least 100 rooms; 2) as per 31
December 2020; 3) as per the PKF contract
database; 4) from the viewpoint of hotel groups

supply

413 properties	84,447 rooms ¹
53% branded rooms	78% chain affiliated rooms

group / brand profile

- › Strongest brand: **Valamar**
- › Strongest hotel group: **Valamar**
- › Fastest growing group: **Hilton**
- › Strongest regional brand (global presence): **Valamar**

key takeaways

- › The 2021 summer season featured a stunning comeback of the Adriatic Region resort business. In many of Croatia's, Montenegro's and Slovenia's resort destinations, 2019 pre-covid records were broken by an overwhelming demand, especially in August and September.
- › One of the biggest issues of the branch: qualified staff showed to be the bottleneck and staffing remains the key challenge for the Adriatic Sea region, as well as internationally. The quota for non-EU hotel workers are being increased in most of the countries in the region.
- › While Montenegro is supporting international hotel investments with a lean bureaucracy, and Slovenia also introduced steps to speed up permits, Croatia still remains a challenge for hotel developers, due to a multi-layered approval process.
- › Belgrade hotels show first signs of recovery, but an efficient international marketing of the various attractions which the city has to offer seems to remain a challenge. On the other hand, the numerous Serbian spa destinations show a great potential for investments and redevelopments.
- › According to STR data, the occupancy increased in Belgrade and Zagreb and decreased in Ljubljana comparing August 2021 with August 2020 ytd data. The occupancy was the lowest in Ljubljana (29%) and the highest in Belgrade (36%). Rates were close, and in the case of Belgrade, above 2019 levels.

pipeline

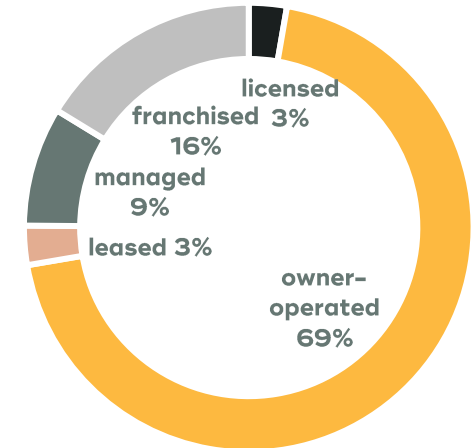
77 properties	20,681 rooms ^{1,2}
31 hotels under construction	46 planned hotels

selected openings of 2020

- › Hotel Amphora Split, Split, **206 rooms**
- › Mona Plaza, Belgrade, **170 rooms**

contracts

286 properties	60,670 rooms under contract ^{2,3,4}
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