



196+ roundtable greater antilles

bahamas, cuba,
dominican republic, haiti,
jamaica, puerto rico

online
(09.11.2021)

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

455 properties	171,273 rooms ¹
90% branded rooms	96% chain affiliated rooms

group / brand profile

- › strongest brand: **Meliá**
- › strongest group: **Meliá**
- › fastest growing brand: **Serenade**
- › fastest growing group: **Serenade Caribbean**
- › strongest regional brand (global presence): **Sandals**
- › fastest growing regional brand: **Serenade**

key takeaways

- › Labor will continue to be a struggle in Puerto Rico due to an increase in unemployment payments and the federal stimulus. The unemployment rate is not expected decline until 2022.
- › Airbnb bookings and rates in the Caribbean are stronger than ever and exceed 2019 levels in most markets.
- › As quarantine and COVID restrictions for inbound travel vary from country to country in the region, this makes it more difficult to island hop in the past and has impacted arrivals.
- › Cruise ships are aggressively relaunching in the region during the upcoming high season (November-April) and are looking to be a safe haven for travelers, but it will be difficult due to their history with viruses on board.
- › Adoption of technology in the Caribbean could expedite the recovery and minor investments in infrastructure could also improve the response times to natural disasters and give a sense of security and safety to incoming travelers.
- › Branded residences were minimally impacted by the pandemic and remain a preferred development model in the region.

pipeline

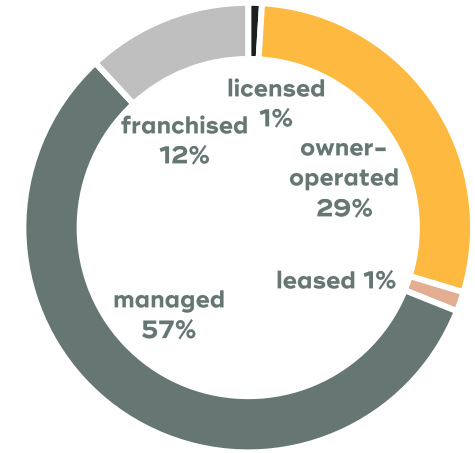
37 properties	13,551 rooms ^{1,2}
32 hotels under construction	5 planned hotels

selected openings of 2020

- › Serenade Punta Cana Beach, Spa & Casino Resort, Punta Cana, **603 rooms**
- › Ocean House By CanaBay Hotels, Punta Cana, **600 rooms**
- › Dreams Macao Beach Punta Cana, Punta Cana, **500 rooms**
- › Iberostar Selection Esmeralda, Cayo Coco, **450 rooms**
- › Aloft San Juan Hotel, San Juan, **177 rooms**

contracts

326 properties	125,496 rooms under contract ^{2,3,4}
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