HTLroundtable baltic sea	Poland, Estonia, Latvia & Lithuania	Sofitel Warsaw Victoria Hotel (06.02.2020)	**22** participants

supply

507 properties; 89,824 rooms[1]

BRANDED ROOMS

63%

CHAIN AFFILIATED ROOMS

71%

GROUP / BRAND PROFILE

- strongest brand: Radisson Blu
- strongest group: Accor
- fastest growing brand: Ibis
- fastest growing group: Accor
- strongest regional brand (global presence): Gołębiewski
- fastest growing regional brand: Puro

pipeline

133 properties; 25,834 rooms[1,2]

82 HOTELS UNDER CONSTRUCTION

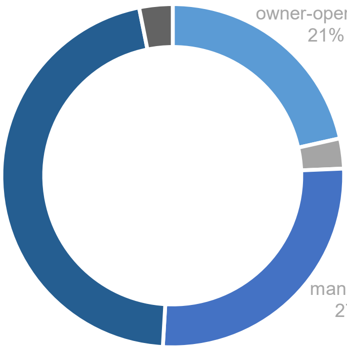
51 PLANNED HOTELS

SELECTED OPENINGS of 2019

- Radisson Hotel & Suites, Gdansk, 350 rooms
- Holiday Inn Gdansk City Center, 240 rooms
- Motel One Warsaw Chopin, Warsaw, 333 rooms
- Puro Warsaw Centrum, 149 rooms

hotel contracts

231 properties; 45,587 rooms under contract[2,3,4]



key takeaways

- Poland and the Baltics are diverse markets - Poland relies on local financing whereas the Baltics benefit from Scandinavian financial institutions
- yield compression in retail and offices has caused investors to look for alternatives across main Polish cities
- student housing is a major opportunity in Poland due to significant global demand, especially from Asia and Turkey, for Polish universities – Warsaw has about 100,000 students but specialized student housing for an estimated 5,000 – institutional investors are expected to fill this void
- the collection (e.g. Autograph Collection and Tribute by Marriott) and boutique brands (e.g. Indigo by IHG) provide a good fit for the market dynamics in the region which includes conversions
- critical issue with skilled workers in service sector and construction due to growth, not emigration – in Poland the minimum wage is expected to increase by 80% over the next one or two years
- utility and waste management costs are rising rapidly – waste management costs alone rose by around 60% this past year
- leisure demand is increasing during the low season and shoulder periods

sponsors

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HTLroundtables around the globe

learn more and find the HTLroundtables schedule at

www.pkfhotels.com

NOTES:
1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2019;
3) as per the PKF contract database 4) from the viewpoint of hotel groups

*For enquiries about our **research** offerings, please contact **Akshara Walia** at research@pkfhotels.com*
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