

HTLroundtable adriatic sea	adriatic sea	online (17.09.2020)	38 participants
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### supply

422 properties; 85,982 rooms<sup>1</sup>

#### BRANDED ROOMS



#### CHAIN AFFILIATED ROOMS



#### GROUP / BRAND PROFILE

- strongest brand: **Plava Laguna**
- strongest group: **Valamar Riviera**
- fastest growing brand: **Iberostar Selection**
- fastest growing group: **Iberostar**
- strongest regional brand (global presence): **Plava Laguna**

### pipeline

74 properties; 20,084 rooms<sup>1,2</sup>

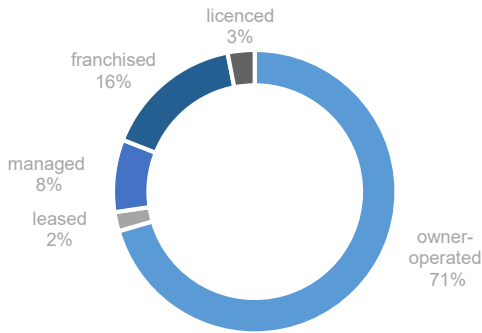


#### SELECTED OPENINGS of 2019

- Iberostar Selection Kumbor, Montenegro, 230 rooms
- Spa Resort & Hotel Fruške Terme Vrdnik, Serbia, 213 rooms
- Grand Park Hotel Rovinj, Croatia, 209 rooms
- Ibis Styles Sarajevo, Bosnia and Herzegovina, 181 rooms

### hotel contracts

278 properties; 57,628 rooms under contract<sup>2,3,4</sup>



### key takeaways

- in the Adriatic region, corporate markets have been significantly more impacted by the corona crisis than leisure destinations
- having been accessible during the peak season (July and August), destinations on the Croatian coast were able to generate an average 50 – 60 % of the overnights compared to 2019 YTD, especially in the Northern parts of the Adriatic (car destinations) – other countries in the region were not as fortunate
- with the rise of infections and associated travel restrictions, the generally rather strong months of September and October are expected to soften considerably
- brand penetration represented 10.6 % of total hotels at the end of 2019 – our observation, based on STR's AM:PM pipeline database, is that this trend will even be accelerated in the next years in the region
- the development pipeline appears to be resilient for the time being – of the 76 projects (excluding deferred and unconfirmed projects), 71 are branded properties
- bank loans for hotel project financing still seems to be available without major changes in the risk assessment

### participant feedback



### HTLroundtables around the globe



learn more and find the HTLroundtables schedule at

[www.pkfhotels.com](http://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