

HTLroundtable  
iberian peninsula

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online  
28 May 2020

60  
participants

## supply

2,902 properties; 612,405 rooms<sup>1</sup>

### BRANDED ROOMS

76%

### CHAIN-AFFILIATED ROOMS

85%

### GROUP/BRAND PROFILE

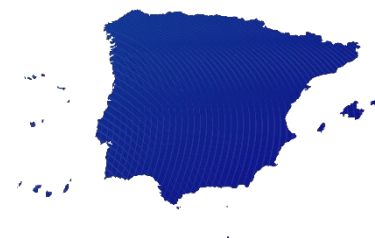
- strongest brand: Sol
- strongest group: Meliá
- fastest growing brand: Pestana
- fastest growing group: Pestana
- strongest regional brand (global presence): Meliá
- fastest growing regional brand: Riu

## pipeline

122 properties; 27,165 rooms<sup>1,2</sup>

69  
HOTELS UNDER CONSTRUCTION

53  
PLANNED HOTELS

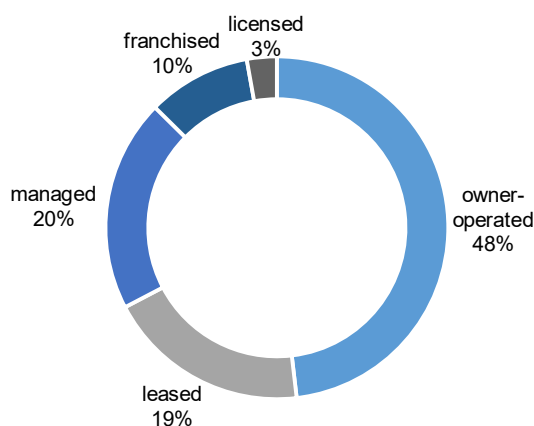


### SELECTED OPENINGS of 2019

- Pestana Blue Alvor, Portimão, 551 rooms
- Riu Playa Park, Playa de Palma, 475 rooms
- Savoy Palace, Funchal, 352 rooms
- H10 Atlantic Sunset, Marazul, 291 rooms

## hotel contracts

996 properties; 222,741 rooms under contract<sup>2,3,4</sup>



## key takeaways

- due to the COVID-19 pandemic, hotels in Spain were forced to close and some were used as temporary hospitals
- many employees in the tourism sector are on temporary leave
- leisure demand will show a faster recovery speed compared to corporate guests, both in terms of domestic and international visitors
- major changes will occur in sanitation and hygiene measures in hotels, by following the government protocols
- tremendous Revpar losses, decreasing by approximately 44 % and 50 % respectively in Spain and Portugal (April 2020 YTD)
- according to the experts, the Balearic and Canary Islands will show more resilience than city destinations

## HTLpartners



## 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

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