



196+ roundtable  
switzerland+

liechtenstein, switzerland

zurich  
(24.05.2022)

25  
participants

For enquiries about our research offerings, please contact Akshara Walia at [akshara.walia@pkfhospitality.com](mailto:akshara.walia@pkfhospitality.com)

For enquiries about upcoming events of the PKF hospitality group, please contact Maryana Turchyn at [events@196plus.com](mailto:events@196plus.com)

PKF hospitality group is a member firm of the PKF International Limited family of legally independent firms and does not accept any responsibility or liability for the actions or inactions of any individual firm or firm.

NOTES

1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2021; 3) as per the PKF contract database; 4) from the viewpoint of hotel groups

supply

242 properties	38,990 rooms <sup>1</sup>
70% branded rooms	80% chain affiliated rooms

group / brand profile

- › strongest brand: Mövenpick
- › strongest group: Accor
- › fastest growing brand: JOYN
- › fastest growing group: Hyatt
- › strongest regional brand (global presence): Kempinski
- › fastest growing regional brand: Kempinski

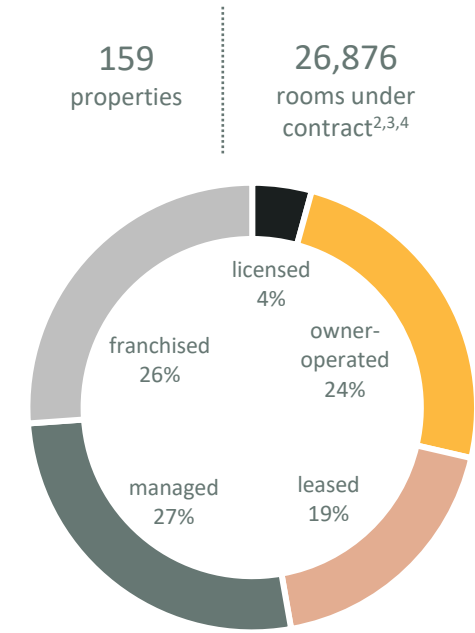
pipeline

46 properties	7,816 rooms <sup>1,2</sup>
21 hotels under construction	25 planned hotels

selected openings of 2021

- › JOYN Zurich, Zurich, 447 rooms
- › Hyatt Place Zurich Airport The Circle, Kloten, 300 rooms
- › Mövenpick Hotel Basel, Basel, 264 rooms
- › InterCityHotel Zürich Airport, Zurich, 260 rooms
- › Hyatt Regency Zurich Airport The Circle, Kloten, 255 rooms

contracts



key takeaways

- › Urban planning responsibility as a project developer.
- › Social projects for multigenerational living.
- › Opportunities in multifunctional projects.
- › Future for retail and office use as hospitality products.
- › Rural exodus as an opportunity for private family hotels.
- › New connections to restaurant concepts as Icon Labels.

196+ roundtables around the globe



learn more and find  
the 196+ roundtables schedule at

[www.196plus.com](http://www.196plus.com)

