



196+ roundtable adriatic sea

albania, bosnia and herzegovina, croatia,
kosovo, macedonia, montenegro, serbia,
slovenia

zagreb
(16.11.2022)

36
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 2021; 3) as per the PKF contract database; 4) from the viewpoint of hotel groups

supply

421 properties	85,668 rooms ¹
54% branded rooms	77% chain affiliated rooms

group / brand profile

- › strongest brand: Valamar
- › strongest group: Valamar Riviera
- › fastest growing brand: Hilton
- › fastest growing group: Hilton
- › strongest regional brand (global presence): Valamar Riviera

pipeline

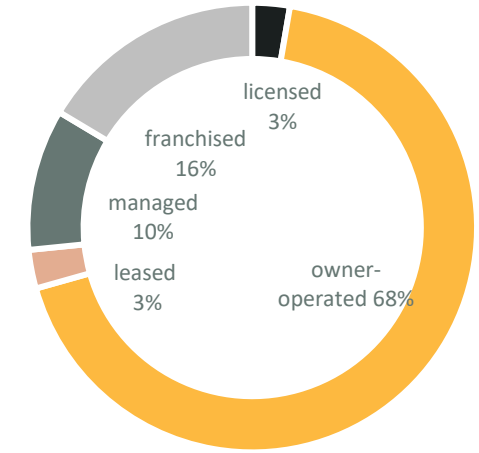
83 properties	21,463 rooms ^{1,2}
33 hotels under construction	50 planned hotels

selected openings of 2021

- › Hilton Rijeka Costabella Beach Resort and Spa, Rijeka, 194 rooms
- › Limak Skopje, Skopje, 142 rooms
- › Grand Hotel Plaza, Ljubljana, 354 rooms
- › Viceroy Kopaonik, 119 rooms
- › One&Only Portonovi, Herceg-Novi, 123 rooms

contracts

291 properties	61,505 rooms under contract ^{2,3,4}
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key takeaways

- › Attention was brought to the transformative role of tourism, the trends that affect the lifestyle of travelers, and how the decisions they make ultimately impact the destination they select for their holiday (e.g. resort, small town, region). Travelers are becoming more aware of their footprint on the destination and through various activities, they try to blend into the local community, rather than perturbing it.
- › Gen Z is up and coming demographic age group, already entering the workforce, and the hospitality sector has to find a way to attract them both as potential guests and future employees. A new paradigm shift is noticeable by younger generations and their relationship with brands.
- › According to STR data, the occupancy in the Adriatic region increased on average to 60% in 2022 whilst ADR managed to fully recover (indexed to 2019). RevPAR has reached record numbers in Montenegro and Serbia with Croatia following slightly behind, although still with higher RevPAR compared to 2019. For 2023, STR predicts the aspect of costs and finance will replace Covid-19 as the main concern for hospitality experts, while expecting international travel to slowly normalize.
- › Most of the participants and experts at the roundtable agree that new investments in the region and current projects in the pipeline will experience short to midterm delays, mainly due to the rising development costs.

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