HTLroundtable baltic sea	baltic sea	online (04.02.2021)	25 participants				
supply		k	pipeline				
509 properties; 91,051 rooms ¹		145 properties; 29,678 rooms ^{1,2}					
BRANDED ROOMS							
64%		4 90					
CHAIN AFFILIATED ROOMS		HOTELS UNDER CONSTRUCTION					
73%		1111111111111					
GROUP / BRAND PROFILE		PLANNED HOTELS					
• strongest brand: Radisson Blu		SELECTED OPENINGS of 2	SELECTED OPENINGS of 2020				
• strongest group: Accor		Cukrownia Żnin, Żnin, 310 rooms					
 fastest growing brand: Holiday Inn Express fastest growing group: IHG 		 Citybox Tallinn Hotel, Tallinn, 272 rooms Radisson Blu Resort & Spa, Sopot, 219 rooms 					
 strongest regional brand (global presence): Gołębiewski 		 Radisson Blu Resort & Spa, Sopol, 219 rooms Holiday Inn Express Warsaw-The Hub, Warsaw, 218 rooms 					
 fastest growing regional brand: Nosalowy Dwór 							
hotel contracts		key takeaways					
		 Leisure destinations, such as the Baltic Coast, strongly outperformed city 					
281 properties; 53,935 rooms under contract ^{2,3,4}		 destinations between June to October, while regional cities generally performed better than larger cities. Existing projects already under development generally continue to move 					
licenced 2%							
franchised 40% managed 28% leased 8%		forward but with potential delays in excess of one year.					
		• A high level of pessimism prevails concerning new development over the next two to three years, if not longer.					
		This is tied to limited investor interest (especially from institutional investor) and little to be qualified in the provide little to be a subject to be					
		 investors) and little to no availability of bank financing. Rare exceptions might exist where developers have a long-term 					
		relationship with a bank or are willing and able to develop with 100% equity					
		 with the intent to refinance once the property is operational. According to the HTL sentiment survey, aparthotels & serviced apartments are the types of accommodations which will show the greatest growth in the next three to five years. Additionally, 68% of the participants don't expect hotels to reach 2019 performance levels before 2024. From an operational perspective, government support schemes are more limited and bureaucratic compared to other European countries. 					
				participant feedback		HTLroundtables around the globe	
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				domestic you great discussion holidays keep confidence and cauti hope techone techone hope			
resort		www.pkfhotels.com					
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			260				
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NOTES: 1) calculated as per PKF sample; includes all prop 3) as per the PKF contract database 4) from the v	perties with at least 100 rooms; 2) as per 31 Dece iewpoint of hotel groups	mber 2020;					
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