

HTLroundtable
tanzania+

Burundi
Rwanda & Tanzania

Kigali Marriott Hotel
(28.01.2020)

6
participants

supply

48 properties; 7,031 rooms¹

BRANDED ROOMS



CHAIN AFFILIATED ROOMS



GROUP / BRAND PROFILE

- strongest brand: **Serena**
- strongest group: **Marriott**
- fastest growing brand: **Rotana**
- fastest growing group: **Rotana**
- strongest regional brand (globally): **Amaan**

pipeline

2 properties; 275 rooms^{1,2}

1
HOTELS UNDER CONSTRUCTION

1
PLANNED HOTELS

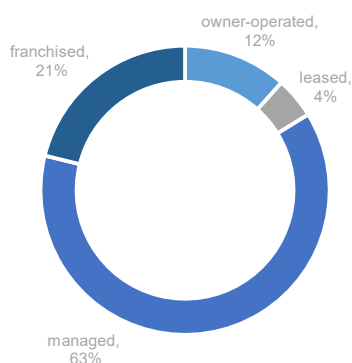


BIGGEST OPENINGS of 2019

- Johari Rotana Dar Es Salaam, Dar Es Salaam, 254 rooms
- Gran Meliá Arusha, Arusha, 171 rooms

hotel contracts

20 properties; 3,217 rooms under contract^{2,3,4}



key takeaways

- there is still a healthy pipeline with supply exceeding demand at this stage
- brand Rwanda is trying hard to play on the big stage through sponsorships etc. Whether this high-end tourism strategy is the right one remains to be seen
- owners build bigger than brands require, and this often drives cost
- collection of data and statistics is an issue and makes this one of many opaque African markets
- key events in the Kigali convention centre are driving occupancy

sponsors



HTLroundtables around the globe



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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