HTLroundtable eurasia	eurasia	online (23.03.2021)	**33** participants

supply

268 properties; 46,813 rooms[1]

BRANDED ROOMS

44%

CHAIN AFFILIATED ROOMS

46%

GROUP / BRAND PROFILE

- strongest brand: Marriott
- strongest group: Marriott
- fastest growing brand: Rixos
- fastest growing group: Accor
- strongest regional brand (global presence): Orbi

pipeline

61 properties; 11,039 rooms[1,2]

48 HOTELS UNDER CONSTRUCTION

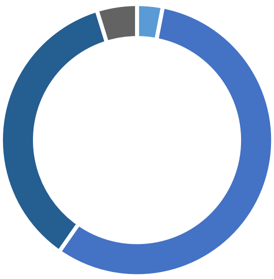
13 PLANNED HOTELS

SELECTED OPENINGS of 2020

- Rixos Water World Aktau, Kazakhstan, 500 rooms
- Sheraton Nur-Sultan Downtown, Kazakhstan, 291 rooms
- Courtyard Tashkent, Uzbekistan, 131 rooms
- Hampton by Hilton Turkistan, Kazakhstan, 120 rooms

hotel contracts

92 properties; 17,082 rooms under contract[2,3,4]



key takeaways

- All markets are heavily impacted though Baku has shown some resilience in occupancy, albeit at the expense of rate.
- Tbilisi is worst hit Eastern European market, as almost no domestic demand; very many small hotels are “for sale”.
- Confidence on hygiene is a priority in operations in 2021. Protocols from internationally branded hotels benefit properties – independents, such as the Orion Bishkek, partner with Diversey & certified with Safehotels.
- Government support varies, e.g., Uzbekistan: exempt tourism fee, property & land, reduced social tax 12%>1%, 50% on profit tax. Georgia: cancelled property tax, postponed income tax, co-financing interest on bank loans, pays €50/month to redundant employees. Kyrgyzstan: Moratorium forcing banks to relieve demand on credit payments.
- Regional experts identified opportunities in free zones in the Uzbek mountains, spa & wellness resorts in Georgia with domestic demand, & eco-driven localized concepts delivering experiences & quality F&B.
- Full recovery in hotels in Eurasia is not expected before 2023/24.

participant feedback

HTLroundtables around the globe

learn more and find the HTLroundtables schedule at

www.pkfhotels.com

NOTES:

1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2020; 3) as per the PKF contract database 4) from the viewpoint of hotel groups