

HTLroundtable
nordic countries

Nordic countries

online
(30.04.2020)

52
participants

supply

999 properties; 192,332 rooms¹

BRANDED ROOMS

85%

CHAIN AFFILIATED ROOMS

89%

GROUP / BRAND PROFILE

- strongest brand: **Scandic**
- strongest group: **Scandic**
- fastest growing brand: **Cabinn**
- fastest growing group: **Cabinn**
- strongest regional brand (global presence): **Scandic**
- fastest growing regional brand: **Cabinn**

pipeline

100 properties; 26,189 rooms^{1,2}

60
HOTELS UNDER CONSTRUCTION

40
PLANNED HOTELS

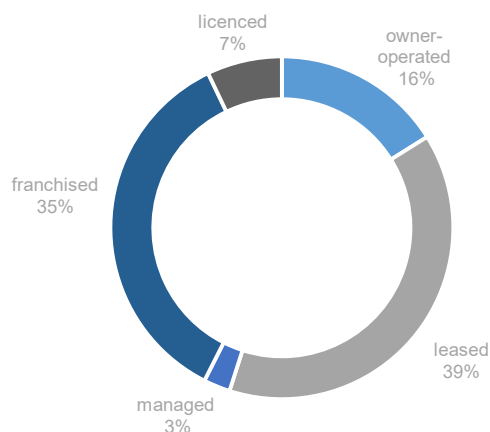


SELECTED OPENINGS of 2019

- Cabinn Copenhagen Hotel, Copenhagen, 1,202 rooms
- Noli Studios Katajanokka, Helsinki, 263 rooms
- Clarion Hotel Oslo, Oslo, 255 rooms
- Blique by Nobis, Stockholm, 249 rooms

hotel contracts

700 properties; 144,625 rooms under contract^{2,3,4}



key takeaways

- nordic countries are net exporters of tourism (except Denmark and Iceland) this may aid domestic tourism which is expected to return first
- following an Air Passenger Survey, majority of passengers said they would be willing to travel again "after a month or so" if safe to do so,
- companies have taken this time to increase the training of their staff and improve their language skills
- danish support packages have proved to be very effective in helping businesses manage their costs
- most believe that the leisure transient segment will return the fastest with the corporate transient following
- occupancy levels have been very low throughout the crisis but are slowly increasing as government intervention loosens
- airport hotels are particularly struggling as demand for air travel has fallen drastically
- as the business landscape has shifted virtually, meeting facilities within hotels may be adapted in the future
- Norway has a forward-thinking approach to their economical support package supporting students and R&D companies

HTL partners



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

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