



Performance Trends & The Changing Hotel Landscape

Cyprus Hotel Association | Nicosia

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| The world's largest hotel performance sample



Data from
180 countries



66,000
hotel customers
globally (properties)



8.9 million
rooms on the platform

What we do

 **Benchmarking**
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Performance & Trend Reports



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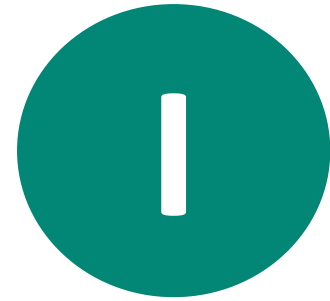
Forecast Reports



Supply Reports



-  I Global Trends
-  II European Performance
-  III Cyprus Deep Dive



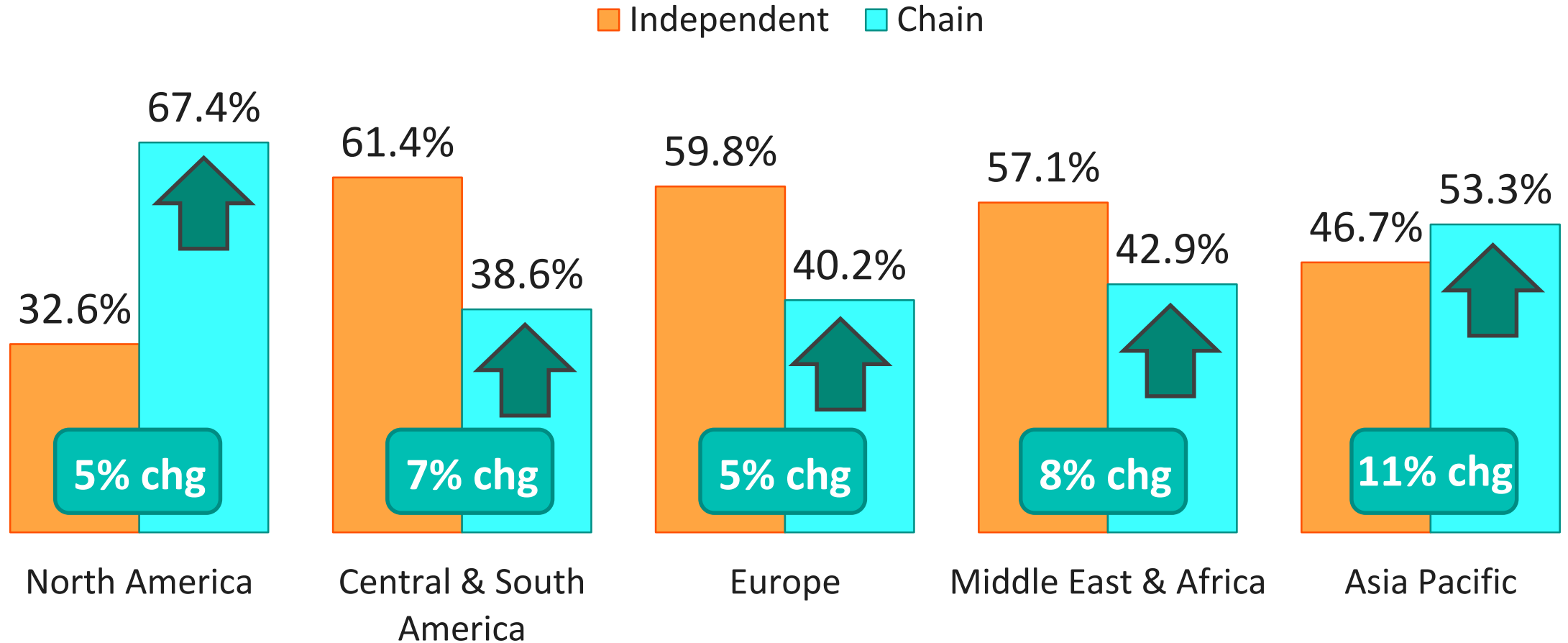
Global Trends





Branded properties on the up over the last decade












Worldwide Independent vs Chain Hotels, By Total Number of Rooms, 2018 vs 2008



Percentage point change in last decade

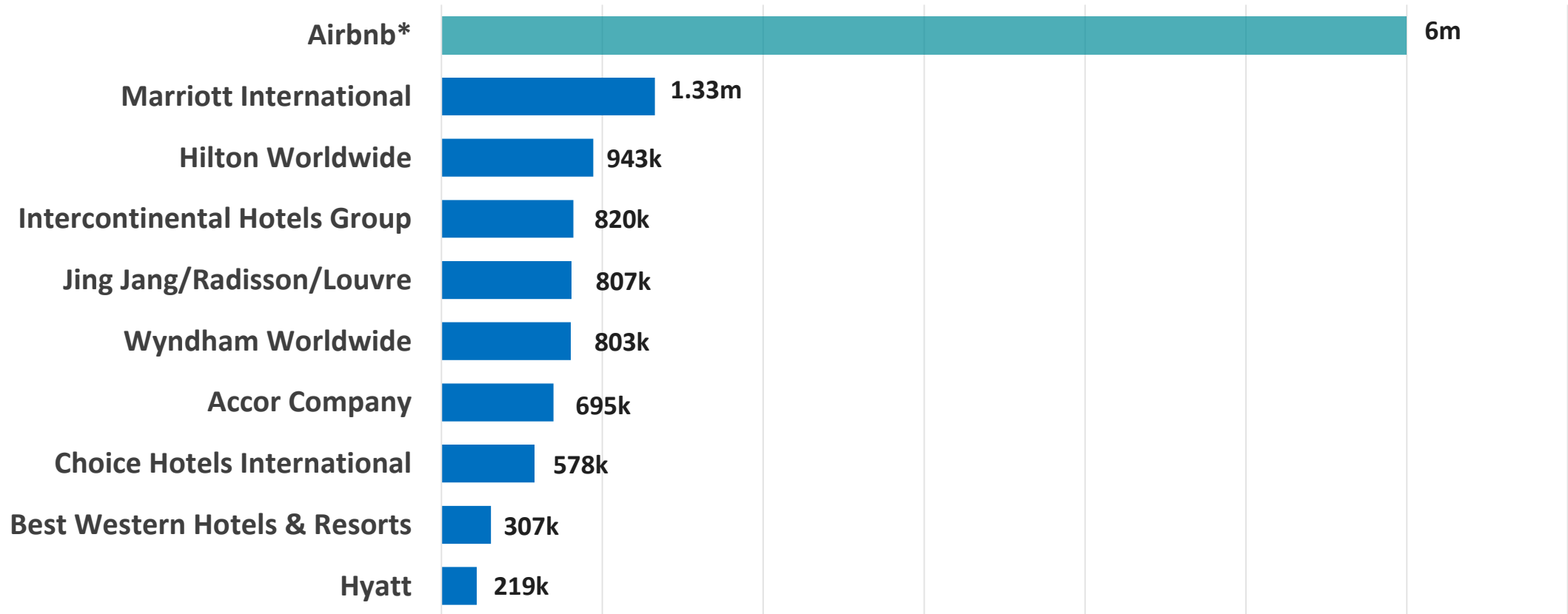
There are some new entrants at the top



Group	#Hotels	NA	International
	+ 18,000	0%	100%
	8,977	75%	25%
  	7,941	6%	94%
	7,071	89%	11%
	7,029	75%	25%
	5,929	84%	16%
	5,632	71%	29%
	4,854	2%	98%
	3,766	60%	40%

The Travel Industry is evolving

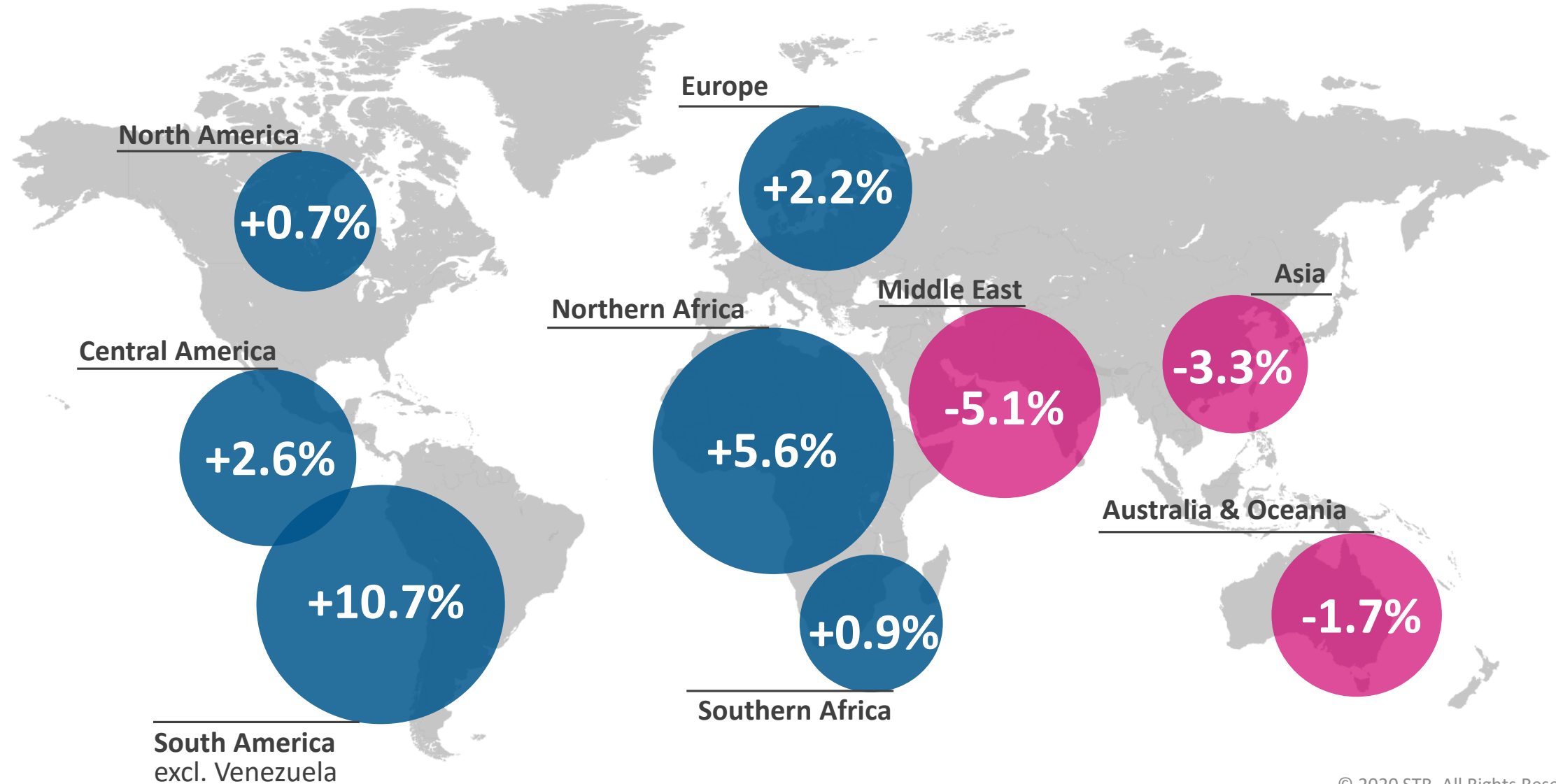
Largest Lodging Companies by Rooms as of October 2019

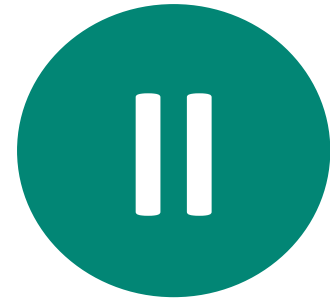


*Airbnb data: <https://ipropertymanagement.com/airbnb-statistics/>

Global RevPAR % Change

USD, Europe in EUR, Constant Currency, Full Year 2019

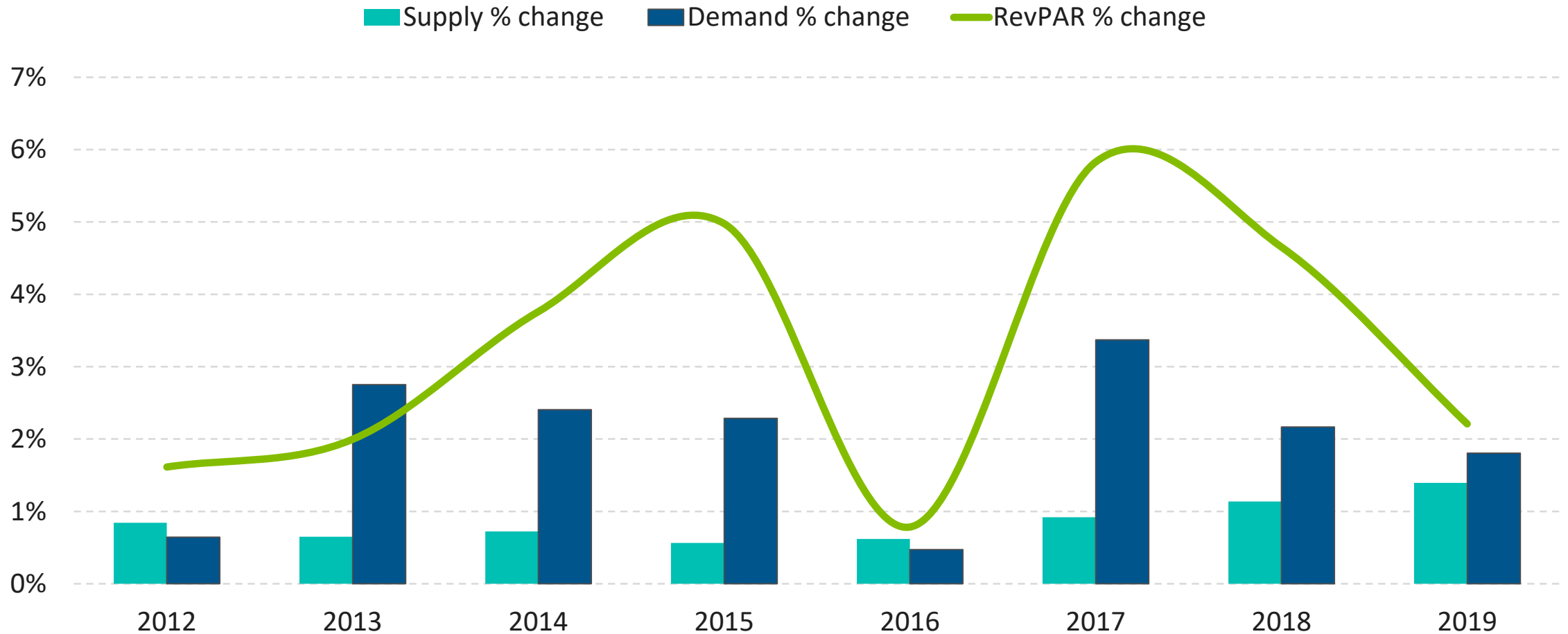




European Performance

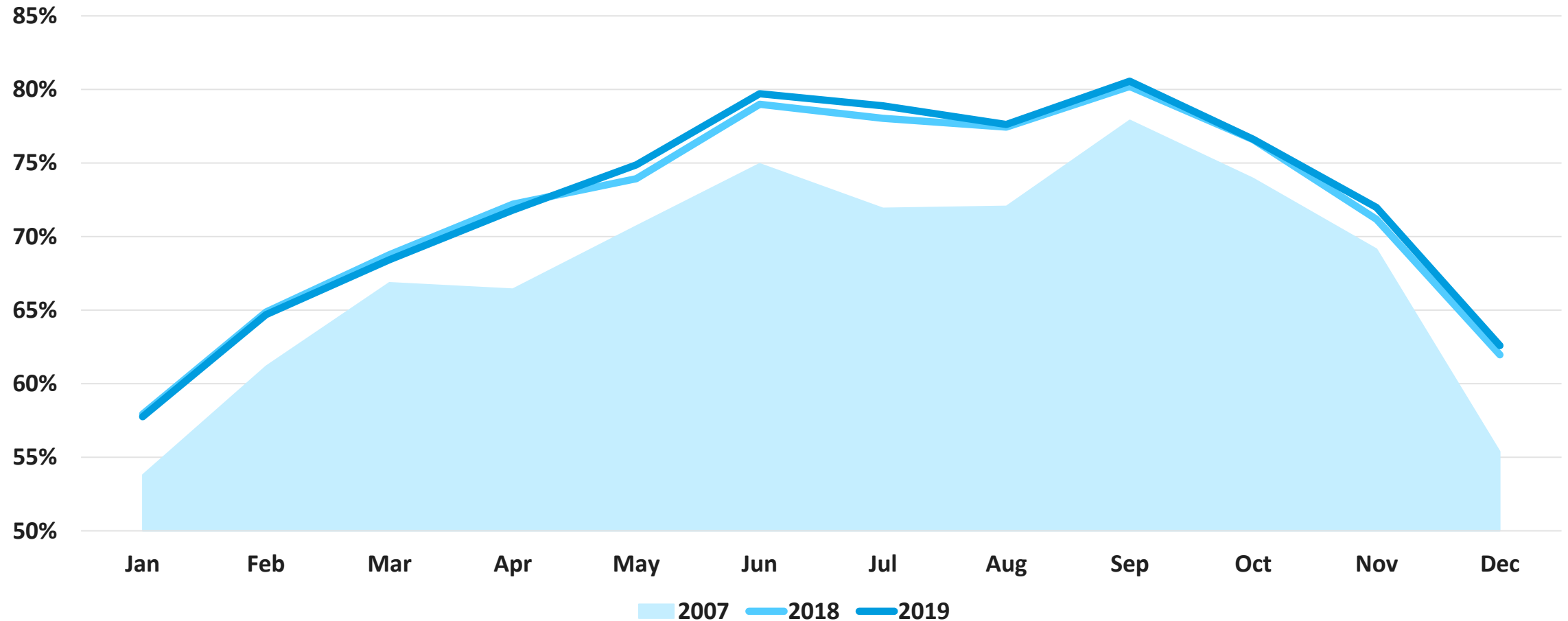
Strong supply across Europe for 2019

Europe – Supply, Demand, RevPAR % Change, EUR, constant currency



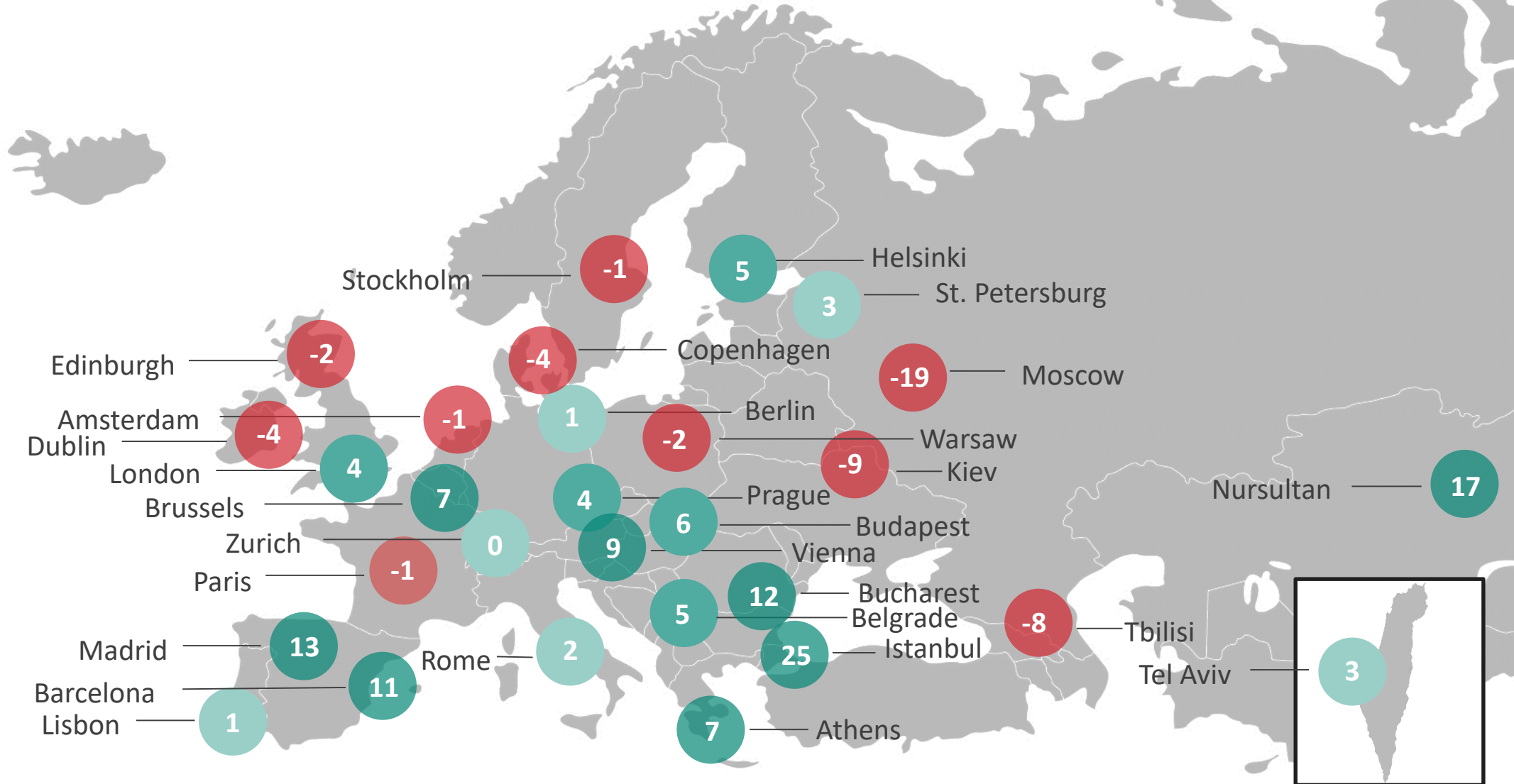
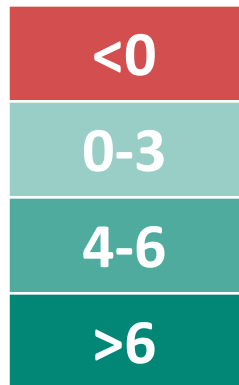
Despite, this Europe occupancies are 10% ahead of previous peak

Europe, Occupancy, 2007, 2018 & 2019



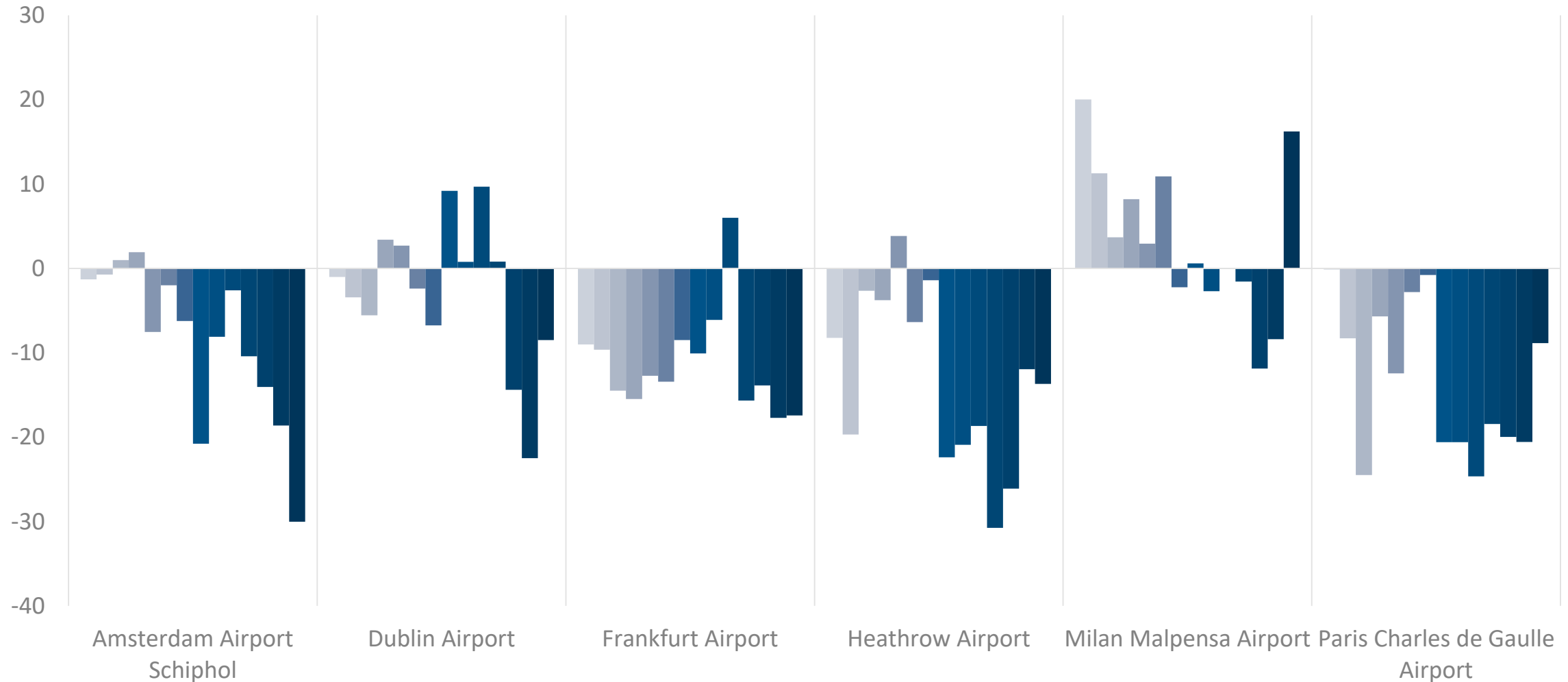
There is still growth in 2019 but many markets have turned red

Europe – RevPAR % Change, Local Currency, Full Year 2019



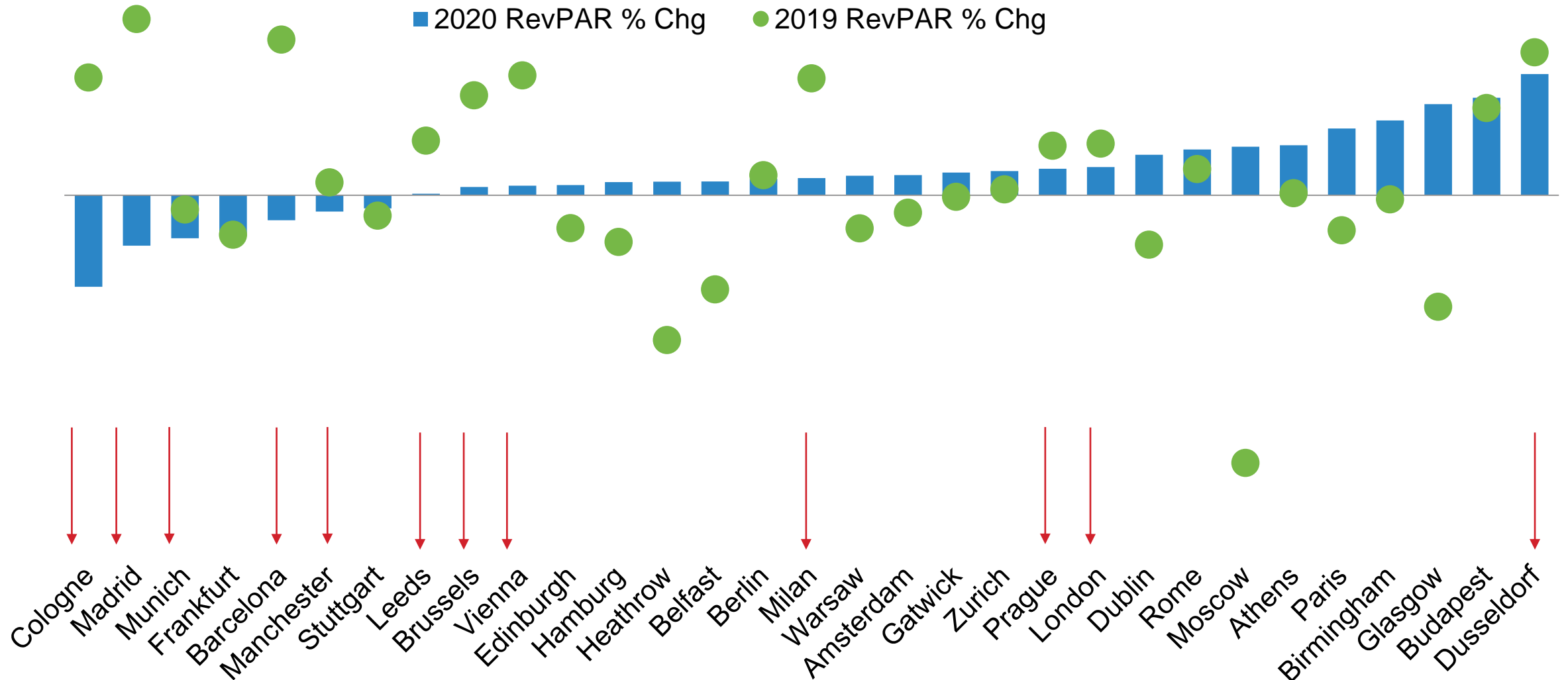
European Airports RevPAR declines

RevPAR %Chg., 20. Jan – 02 Feb 2020, Local Currency



12 out of 31 European markets set to slowdown in 2020

Full Year 2019 & 2020 RevPAR % change, Feb 2020 forecast edition



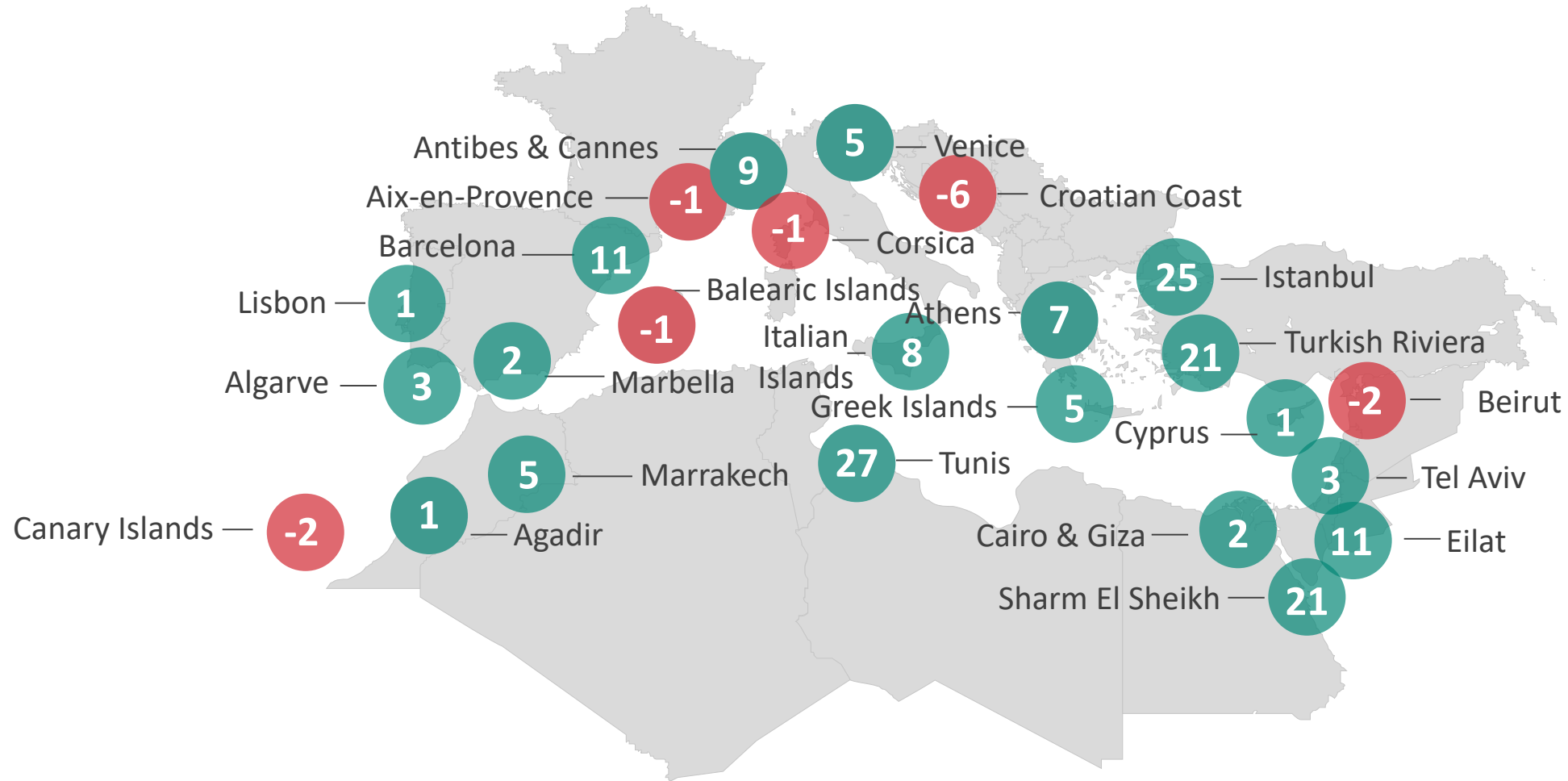
Source: STR Forecast, February 2020 Edition



Mediterranean Performance

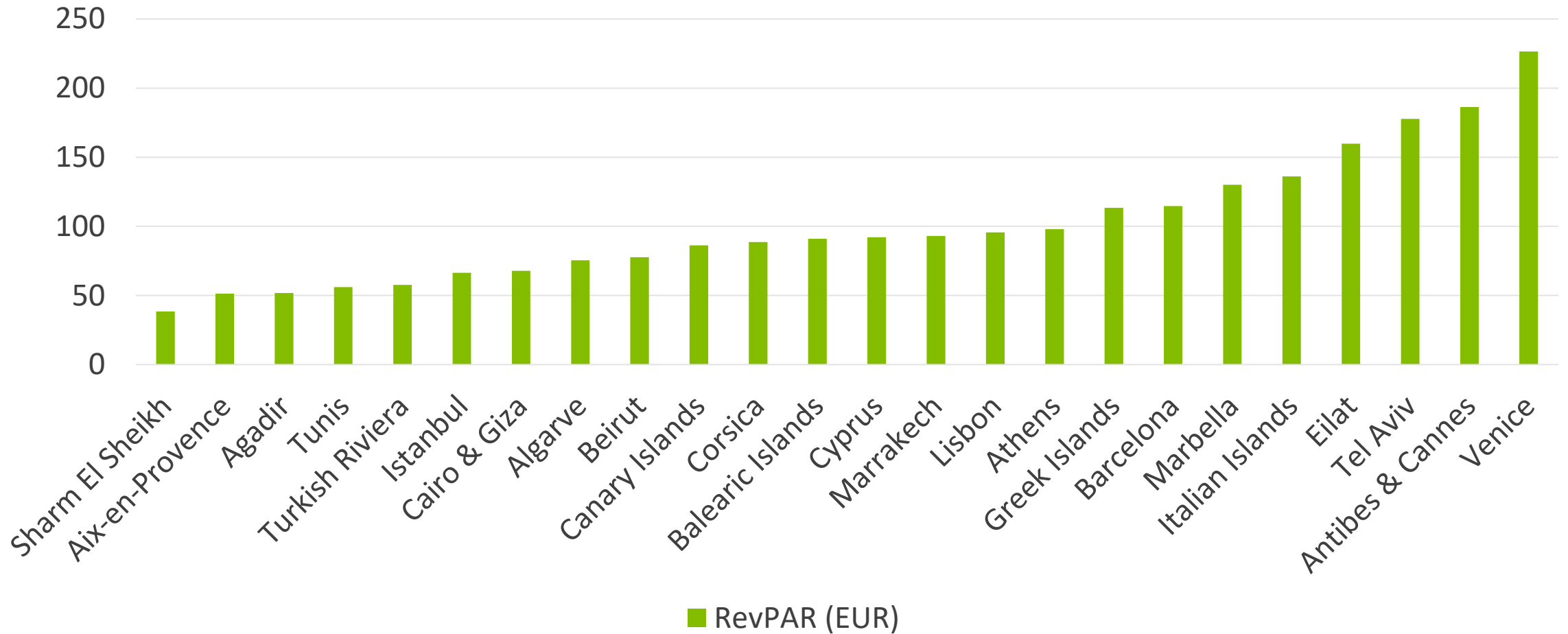
Mediterranean success in 2019

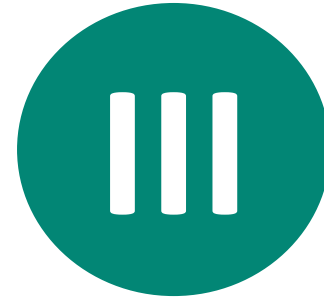
Med Markets - RevPAR % Change, Local Currency, 2019 FY



Venice, Antibes & Cannes and Tel Aviv achieve highest RevPAR

Med Markets - RevPAR (EUR), FY 2019

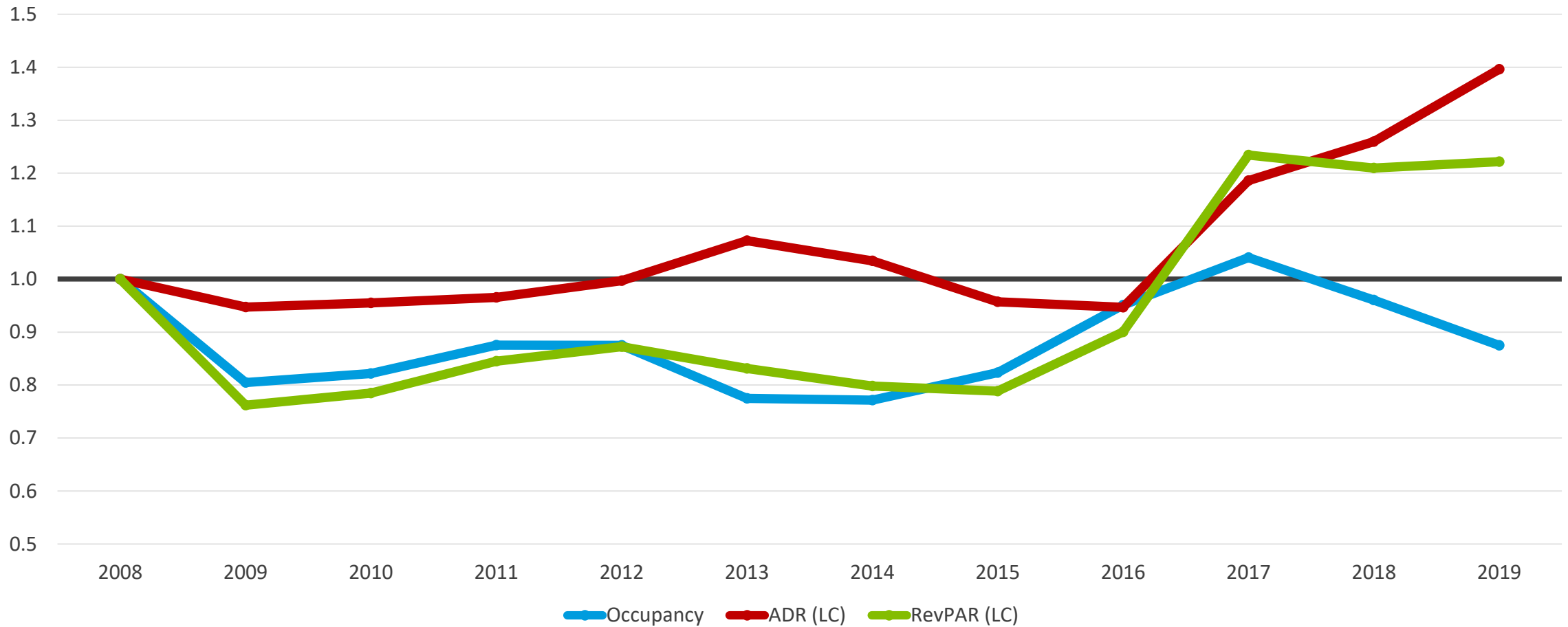




Cyprus Deep Dive

Record ADR levels for Cyprus, yet occupancy suffers

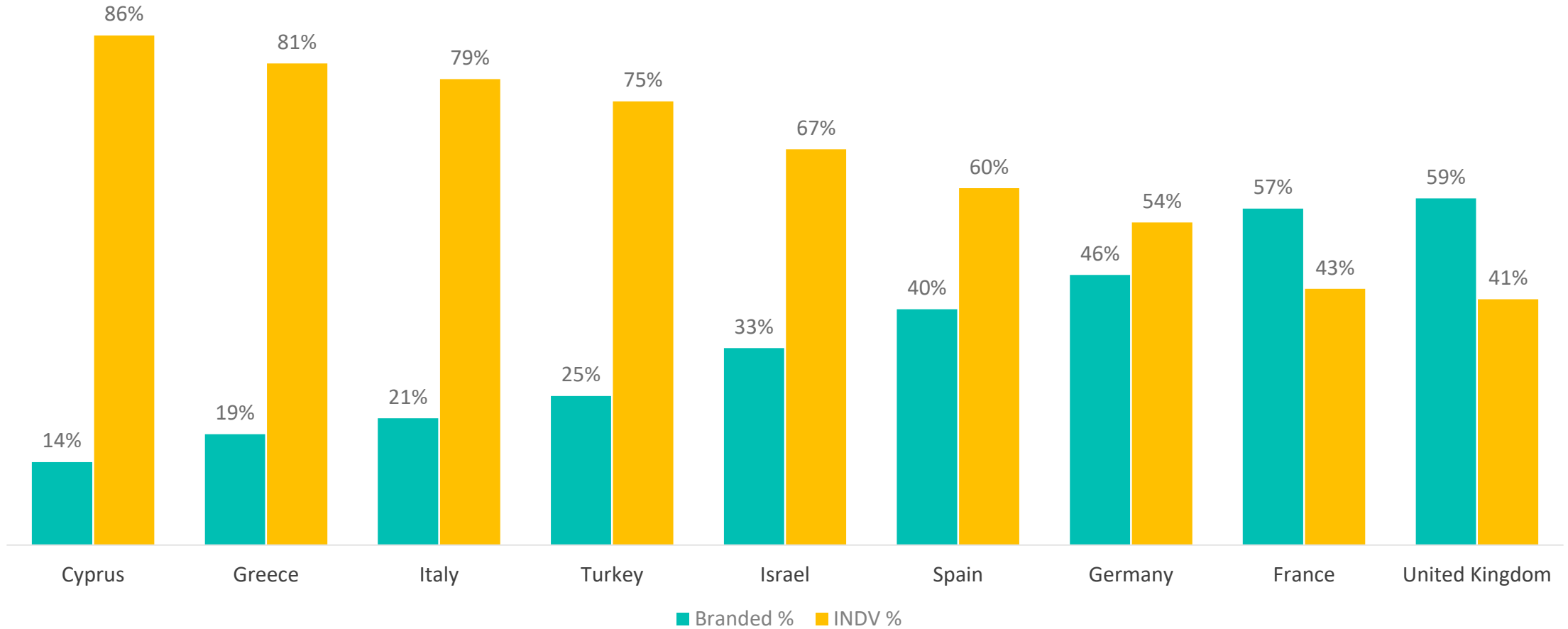
Cyprus, Occupancy, ADR & RevPAR, indexed to 2008, local currency



Cyprus highest % independent supply vs other European countries



Worldwide Independent vs Branded Hotels, By Total Number of Rooms, Jan 2020



If we look at Global Brands, it's even smaller

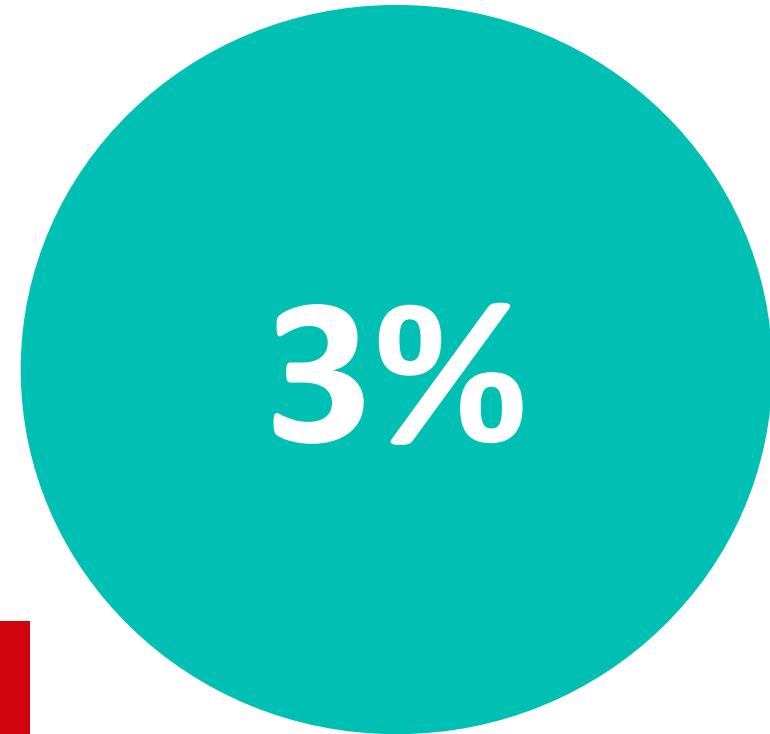
Cyprus, Global Brands Room Supply % of Total Room Supply, as at Dec 2019



Global Hotel Groups



Global Brands % of Total Supply (Rooms)





In Summary



2010-18: Strong decade for Europe

Limited supply growth and strong fundamental growth drivers

2019: Turning point

RevPAR up, yet supply growth accelerating, pressure on ADR

2020 and onwards

Potential risks: political, economic, coronavirus (COVID-19)

Med: Robust performance

Despite demand displacement

Cyprus: Strong performance

ADR growth, opportunity for branded supply



Thank You!

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