



196+ roundtable  
mexico

mexico

online  
(15.02.2022)

35  
participants

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#### NOTES

1) calculated as per PKF sample; includes all  
properties with at least 100 rooms; 2) as per 31  
December 2021; 3) as per the PKF contract  
database; 4) from the viewpoint of hotel groups

## supply

1,365 properties	291,388 rooms <sup>1</sup>
87% branded rooms	89% chain affiliated rooms

### group / brand profile

- › strongest brand: **Fiesta Inn**
- › strongest group: **Posadas**
- › fastest growing brand: **Hilton**
- › fastest growing group: **Marriott**
- › strongest regional brand (global presence): **Fiesta Inn**
- › fastest growing regional brand: **Xcaret**

## key takeaways

- › Increasing alignment across investors, developers, operators, and construction contractors in pursuit of ESG goals and property preparedness – sustainable building practices and early investment towards weather proofing.
- › Hospitality revenue streams have increased in scope with the rising prevalence of club membership programs and serviced living – two areas that have witnessed an uptick in activity throughout the Covid-19 pandemic with demand coming from locals and foreigners.
- › The Caribbean submarket continues to lead the country in terms of room demand and pipeline projects.
- › The Baja California submarket, including Cabo San Lucas, leads the country with highest ADR.
- › Over the course of the past two decades, foreign direct investment in tourism in Mexico has totaled about \$24 billion, and branded residences and serviced living took the largest amount at 61% or \$14.6 billion.

## pipeline

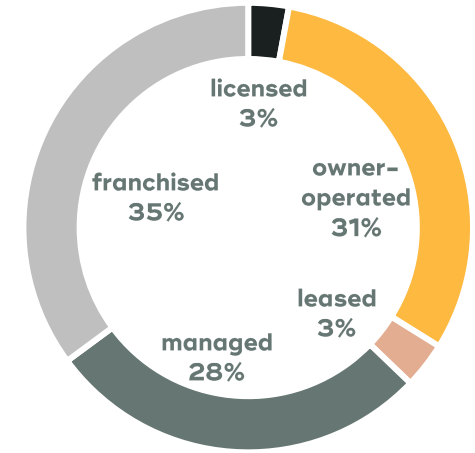
83 properties	21,973 rooms <sup>1,2</sup>
50 hotels under construction	33 planned hotels

### selected openings of 2021

- › Hotel Xcaret Arte, Playa Del Carmen, **900 rooms**
- › Planet Hollywood Adult Scene Cancun, An Autograph Collection, Punta Sam, **898 rooms**
- › Hilton Cancun, Cancún, **715 rooms**
- › Paradisus Playa Mujeres, Punta Sam, **498 rooms**
- › Breathless Cancun Soul Resort & Spa, Cancún, **459 rooms**

## contracts

771 properties	148,355 rooms under contract <sup>2,3,4</sup>
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