HTLroundtable switzerland+	Switzerland Liechtenstein	H+ Hotel Zürich (23.01.2020)	**25** participants

supply

228 properties; 36,405 rooms[1]

BRANDED ROOMS

67%

CHAIN AFFILIATED ROOMS

76%

GROUP / BRAND PROFILE

- strongest brand: Ibis
- strongest group: Accor
- fastest growing brand: Radisson Blu
- fastest growing group: Jin Jiang
- strongest regional brand (globally): Kempinski
- fastest growing regional brand: Kempinski

pipeline

51 properties; 7,921 rooms[1,2]

24 HOTELS UNDER CONSTRUCTION

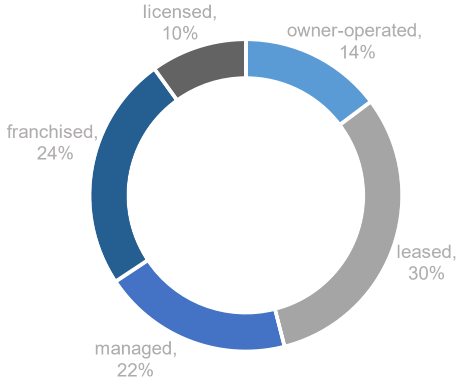
27 PLANNED HOTELS

SELECTED OPENINGS of 2019

- Radisson Blu Hotel Reussen Andermatt, Andermatt, 224 rooms
- Hotel Allegra Lodge, Kloten, 222 rooms
- CitizenM Zurich, 160 rooms
- Moxy Lausanne, 113 rooms

hotel contracts

92 properties; 16,749 rooms under contract[2,3,4]



key takeaways

- so called “secondary” cities like Biel, Interlaken and Neuchatel seem to attract more interest from operators and developers, with the main hotel development focus remaining on Basel, Geneva, Zurich and the capital city of Bern
- the Swiss hotel market is dominated by upscale and upper-upscale hotels – room for growth exists with efficient and innovative budget/economy and midscale concepts
- performance of the Swiss hotel market remains stable, however, with about 8.000 rooms in the pipeline including some 1.000 rooms at and around Zurich Kloten airport, some markets could hit some headwinds
- key resort developments which include residential components (like in Andermatt or Bürgenstock) are attracting international demand, whereas established resorts like St. Moritz and Zermatt might need to fine tune their positioning and modernise their hotel infrastructure.
- Lugano and Crans-Montana might be destinations to further explore for hotel development potential

sponsors

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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 2019; 3) as per the PKF contract database 4) from the viewpoint of hotel groups

*For enquiries about our **research** offerings, please contact **Akshara Walia** at research@pkfhotels.com*
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