PKF

supply

566 properties; 104,880 rooms[1]

BRANDED ROOMS

84%

CHAIN AFFILIATED ROOMS

86%

GROUP / BRAND PROFILE

- strongest brand: Van der Valk
- strongest group: Accor
- fastest growing brand: Leonardo
- fastest growing group: Fattal
- strongest regional brand (global presence): Van der Valk
- fastest growing regional brand: CitizenM

pipeline

66 properties; 13,407 rooms[1,2]

46
HOTELS UNDER CONSTRUCTION
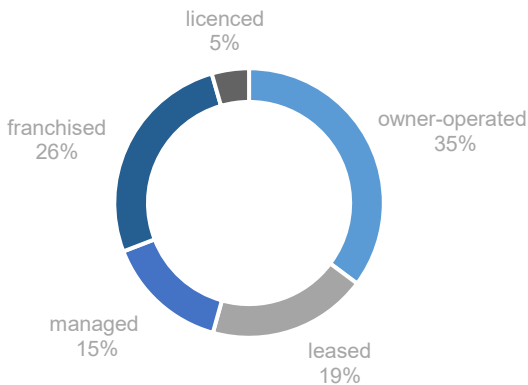
20
PLANNED HOTELS

SELECTED OPENINGS of 2019

- Leonardo Royal Hotel Amsterdam, Amsterdam, 490 rooms
- The Niu Fender, Amsterdam, 246 rooms
- Yotel Amsterdam, Amsterdam, 202 rooms
- Four Elements Hotel Amsterdam, Amsterdam, 195 rooms
- Hampton by Hilton Utrecht Central Station, Utrecht, 193 rooms

hotel contracts

363 properties; 70,390 rooms under contract[2,3,4]

licenced
5%

franchised
26%

owner-operated
35%

managed
15%

leased
19%

key takeaways

- serviced apartments have outperformed traditional hotels
- vaccine delivery is the key to the return of the travel industry
- international business and leisure travelers are expected to return once vaccines have been widely distributed. The return of group business will be driven by economic recovery and is expected to take longer
- offering home delivery packages has proven popular and could be an offering that hotels will maintain in the future
- sustainability has taken a back-seat during the pandemic, as single-use plastic and wrapping were used for hygiene purposes. Many hoteliers plan to return to greener alternatives as soon as possible though
- pipelines have hardly been impacted for projects with existing financing and under construction, but delays are expected in the longer-term
- *Amsterdam & Partners* have advised the city of Amsterdam to forbid holiday rentals (Airbnb, etc.) throughout the city
- "Hospitality is no longer location, location, location – It's location, experience, contribution."

participant feedback

good session
meet in person soon
communicatie
deals
safe
positive
we will travel again
let us
going
travel
solidarity
experience
recovery
vaccine
thanksgiving
stick to reality
in hospitality
contribution
hybrid hospitality
responsible
take care
build
thank you
hope
keep
travel again
hopefull
be positive and keep safe
opportunity

HTLroundtables around the globe

learn more and find the HTLroundtables schedule at

www.pkfhotels.com

Artemide   beweemp   GIRA   GROHE   hotel forum

KALDEWEI   KAMPMANN   moodley   str   360°

For enquiries about our **research** offerings, please contact **Akshara Walia** at research@pkfhotels.com
For enquiries about upcoming PKF hotelexperts **events**, please contact **Maryana Turchyn** at events@pkfhotels.com
PKF hotelexperts GmbH is a member firm of the PKF International Limited family of legally independent firms and does not accept any responsibility or liability for the actions or inactions of any individual firm or firm