

HTLroundtable russia	russia	online (08.04.2021)	30 participants
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## supply

985 properties; 222,888 rooms<sup>1</sup>

### BRANDED ROOMS



### CHAIN AFFILIATED ROOMS



### GROUP / BRAND PROFILE

- strongest brand: Amaks
- strongest group: RHG (Jinjiang International)
- fastest growing brand: YE'S
- fastest growing group: YE'S
- strongest regional brand (global presence): Amaks
- fastest growing regional brand: YE'S

## pipeline

134 properties; 36,916 rooms<sup>1,2</sup>

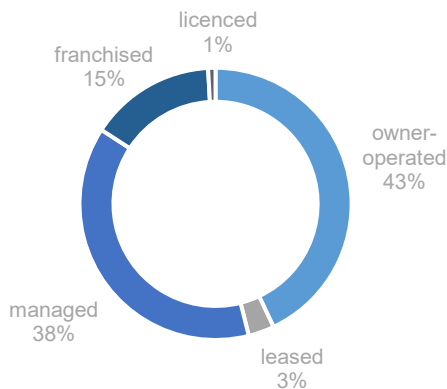


### SELECTED OPENINGS of 2020

- Aparthotel Ye's Marata, Saint Petersburg, 1188 rooms
- Vertical We&I, Saint Petersburg, 658 rooms
- Valo Comfort, Saint Petersburg, 450 rooms
- Valo Long Stay Comfort, Saint Petersburg, 300 rooms
- Mövenpick Hotel Moscow Taganskaya, Moscow, 154 rooms

## hotel contracts

330 properties; 86,069 rooms under contract<sup>2,3,4</sup>



## key takeaways

- While negative in 2020, Russia's hotel occupancy & revpar was better than any other European market, led by domestic corporate and leisure travel.
- Sochi was the standout market, the only market to achieve revpar growth last year with increases every month since July 2020.
- St. Petersburg has the largest development pipeline in Russia.
- Recent government tourism initiatives were met with some skepticism but there is hope the sector will be given more focus long term.
- Domestic, middle east & far east (ex-China) investors are looking for distressed assets, though few well priced opportunities have arisen.
- The Sochi region, the Russian far east, hostels, ecotourism/glamping and support hospitality systems are considered interesting investment sectors.
- Regional sentiment is generally upbeat with recovery expected within three years – sooner and stronger than what is expected for the global recovery, especially in the resort and serviced apartment sectors.

## participant feedback



## HTLroundtables around the globe



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[www.pkfhotels.com](http://www.pkfhotels.com)



**NOTES:**

1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2020; 3) as per the PKF contract database 4) from the viewpoint of hotel groups