

# 196+ roundtable

196+ roundtable  
nigeria+

cameroon, central  
african republic, chad,  
niger, nigeria

online  
(07.09.2021)

16  
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 2020; 3) as per the PKF contract  
database; 4) from the viewpoint of hotel groups

## supply

<b>74</b> properties	<b>13,752</b> rooms <sup>1</sup>
<b>49%</b> branded rooms	<b>52%</b> chain affiliated rooms

### group / brand profile

- › strongest brand: **Hilton**
- › strongest group: **Marriott**
- › fastest growing brand: **Swiss International**
- › fastest growing group: **Swiss International**
- › strongest regional brand (global presence): **Eko**

## key takeaways

- › Nigeria is again the best performing African market with 47% occupancy ytd 2021 according to STR reports.
- › Business is mainly driven by domestic demand of the corporate and government sector.
- › Notable are the recent openings of hotels in Lagos which is seen as a sign of the resilience of the market.
- › The 196+ barometer:
  - › however, points towards a leisure led recovery for 52% of respondents
  - › as far as the pipeline is concerned the roundtable participants felt that delays of one year or longer are expected
  - › 50% felt that a return to 2019 levels may happen as soon as 2023
  - › Like in most other markets the resilient serviced apartment sector is expected to see the strongest growth in the next 3 to 5 years

## pipeline

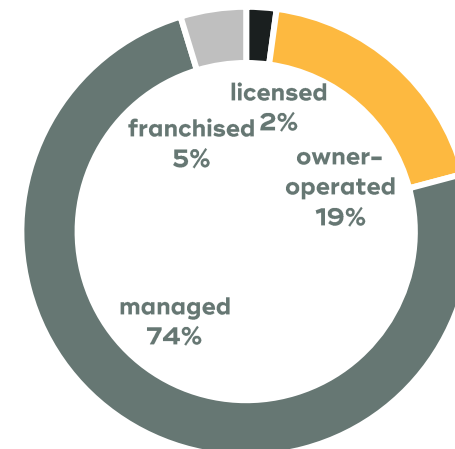
<b>28</b> properties	<b>6,064</b> rooms <sup>1,2</sup>
<b>15</b> hotels under construction	<b>13</b> planned hotels

### selected openings of 2020

- › Swiss International Beland, Owerri, **124 rooms**
- › Nordic Hotel Lagos, **61 rooms**

## contracts

<b>26</b> properties	<b>5,722</b> rooms under contract <sup>2,3,4</sup>
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