



196+ roundtable kenya+

kenya, uganda

nairobi
(07.02.2023)

19
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 2022; 3) as per the PKF contract
database; 4) from the viewpoint of hotel groups

supply

| | |
|--------------------------------|-----------------------------------------|
| 136 properties | 21,440 rooms ¹ |
| 48% branded rooms | 55% chain affiliated rooms |

group / brand profile

- › strongest brand: **Imperial**
- › strongest group: **Marriott**
- › fastest growing brand: **Somerset**
- › fastest growing group: **Ascott**
- › strongest regional brand
(global presence): **Serena**

pipeline

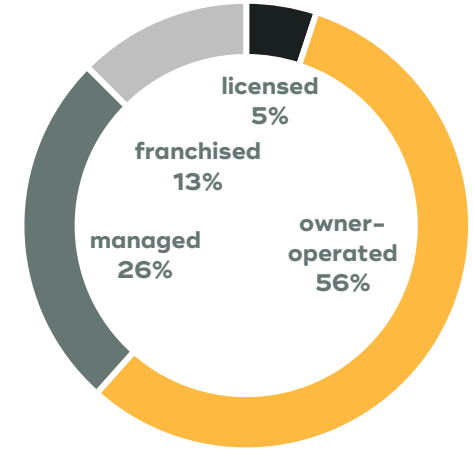
| | |
|-------------------------------------------|--------------------------------------|
| 24 properties | 4,930 rooms ^{1,2} |
| 22 hotels under construction | 2 planned hotels |

selected openings of 2022

- › Somerset Westview Nairobi,
Nairobi, **162 rooms**
- › Dusit Princess Hotel
Residences Nairobi, Nairobi,
100 rooms

contracts

| | |
|-------------------------|-----------------------------------------------------------|
| 66 properties | 11,265 rooms under contract ^{2,3,4} |
|-------------------------|-----------------------------------------------------------|



key takeaways

- › The resort town of Mombasa is beginning to receive some attention from local as well as international players. Should this increase in interest be sustained, a resurgence of the area could well be possible. Currently the fact that most resorts and hotels are owner operated is presenting a problem as no “new” money is coming into the market.
- › This potential recovery and any other planned infrastructure projects are in serious jeopardy due to the ongoing exchange rate crisis, whereby the Kenyan Shilling has lost 27% of its value against the US\$ since 2020. Whilst this has the potential to drive more tourism into the country, it makes the procurement of many materials very expensive which has a big impact on the economy.

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