



196+ roundtable
iberian peninsula

andorra, portugal,
spain, gibraltar

online
(11.05.2021)

41
participants

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

For enquiries about upcoming events of
the PKF hospitality group, please contact
Maryana Turchyn at
events@pkfhospitality.com

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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

2,919 properties	616,695 rooms ¹
76% branded rooms	85% chain affiliated rooms

group / brand profile

- › strongest brand: **Meliá**
- › strongest group: **Meliá**
- › fastest growing brand: **Four Points by Sheraton**
- › fastest growing group: **Marriott**
- › strongest regional brand (global presence): **Meliá**
- › fastest growing regional brand: **Iberostar Selection**

key takeaways

- › As of 9 May, the national state of alarm has ended in Spain, meaning domestic travellers enjoy free mobility throughout the country with no community maintaining the closures any longer.
- › We anticipate for the Iberian Peninsula a faster recovery with holiday destinations, as domestic and leisure demand will be the main driver for the recovery in the coming months. Certainly, the seaside leisure destinations are going to be the winners after Covid-19.
- › The MICE segment will not see a short-term recovery, however hybrid solutions including a mix of presidential and virtual attendees will continue to prevail.
- › The 196+ barometer poll sees a recovery to pre-corona levels by 2022/23.
- › Lease levels have been maintained with risk & damage shared between the owner and lessee.
- › HMAs currently focus on operational and less on contractual challenges in order to keep hotels open and avoid value deterioration.
- › Banks continue to finance if the investment has a positive impact on the portfolio and overall outlook.
- › The current situation “the new normal” is a temporary problem which requires an individual creative solution for each single hotel contract.

pipeline

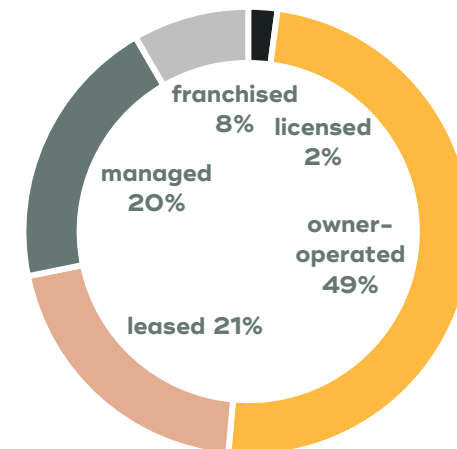
114 properties	26,512 rooms ^{1,2}
82 hotels under construction	32 planned hotels

selected openings of 2020

- › Four Points by Sheraton Sesimbra, Sesimbra, **207 rooms**
- › Four Seasons Hotel Madrid, Madrid, **200 rooms**
- › B&B Hotel Lisboa Aeroporto, Lisbon, **188 rooms**
- › H10 Porto Poniente, Benidorm, **174 rooms**
- › W Ibiza, Santa Eularia Des Riu, **162 rooms**

contracts

1,126 properties	254,852 rooms under contract ^{2,3,4}
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