hospitality events
for curious minds

196+ roundtable

**196+ roundtable france+**

**france, monaco**

**paris**
(01.12.2021)

**Yooma Urban Lodge Eiffel**

**24**
participants

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

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

## supply

**1,280** properties

**210,980** rooms[1]

**86%** branded rooms

**94%** chain affiliated rooms

### group / brand profile

- strongest brand: **Novotel**
- strongest group: **Accor**
- fastest growing brand: **Résidence Domitys**
- fastest growing group: **Domitys**
- strongest regional brand (global presence): **Ibis**
- fastest growing regional brand: **Ibis Styles**

## pipeline

**114** properties

**20,684** rooms[1,2]

**100** hotels under construction

**14** planned hotels

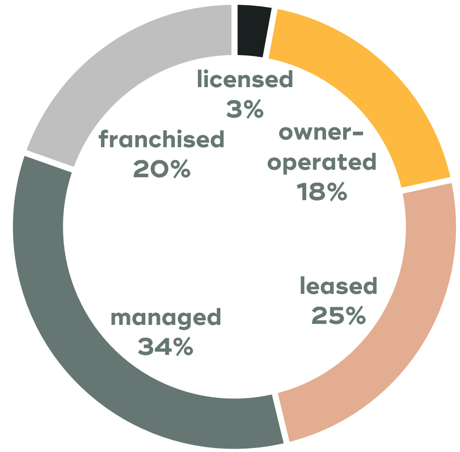
### selected openings of 2021

- Hôtel Cheval Blanc, Paris – **72 rooms**
- Hôtel Bvlgari, Paris – **76 rooms**
- Soho House Paris – **36 rooms**
- Kimpton St Honoré, Paris – **149 rooms**
- Domaine de Primard, West of Paris – **39 rooms**
- Hôtel Richer de Belleval, Montpellier – **20 rooms**

## contracts

**629** properties

**111,406** rooms under contract[2,3,4]




## key takeaways

- Overall outlook for France is similar to Europe. Steady but upward trend. Paris region relying strongly on the international tourists has had a slower recovery compared to coastal regions. However, in the past three months the occupancy levels in some properties have reached pre-covid numbers. In constrast, some french submarkets like Marseille, Nice and Montpellier have recorded very high occupancy levels during the summer period, reaching up to 82% (Montpellier in August).
- Based on the projection from STR, domestic leisure is expected to recover by 2022, international leisure by 2023 and domestic business by 2024. It is however still impossible to predict when the international business segment will fully recover. 52% of attendees also agreed that the leisure segment will remain the best performing segment in the next 12-18 months.
- According to the attendees participating in our 196+ barometer survey, it is expected that in the next 3 to 5 years the top 3 best opportunities for growth in France will be serviced living (72% including aparthotels, serviced apartments, co-living, student housing, senior and assisted living), 14% resorts and 11% urban hotels.

## 196+ roundtables around the globe

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the 196+ roundtables schedule at

**www.196plus.com**