HTLroundtable southern tip

southern tip

Online (19.11.2020)

21 participants

supply

293 properties; 46,246 rooms¹

BRANDED ROOMS

72%

CHAIN AFFILIATED ROOMS

77%

GROUP / BRAND PROFILE

- strongest brand: Diego de Almagro
- strongest group: Accor
- fastest growing brand: Hampton
- fastest growing group: Wyndham
- strongest regional brand (global presence): Diego de Almagro
- fastest growing regional brand: Ker

pipeline

11 properties; 1,517 rooms^{1,2}



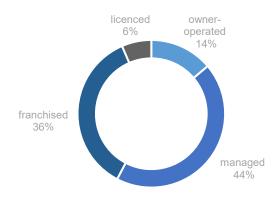




- Esplendor by Wyndham Punta Carretas, Montevideo, 242 rooms
- Best Western Estacíon Central, Santiago, 157 rooms
- Ibis Budget Santiago Providencia, Santiago, 151 rooms
- Hampton by Hilton Antofagasta, Antofagasta, 144 rooms
- Novotel Viña del Mar Hotel. Viña del Mar. 141 rooms

hotel contracts

85 properties; 14,870 rooms under contract^{2,3,4}



key takeaways

- South America still lags behind with an occupancy level of around 21 %
- Argentina has 90% of its hotels open, while Chile and Uruguay report a similar percentile
- Chiles occupancy levels during the pandemic were the best in the region
- airport hotels in Santiago reported an average of 67% occupancy for
- Buenos Aires occupancy in September was 19% while year to date its
- Buenos Aires reporting better occupancy levels than other destination in the country
- resort hotels are expected to have high occupancy levels during the upcoming summer of 2021
- Uruguay closed its borders to Argentinian tourism for the summer season of 2021 - many Argentinians rent houses in Punta del Este
- like in most markets, it is foreseen that the mice sector will be the last to recover in the respective countries

participant feedback

better times soon e for the bear hope for the best travel perspective information

resiliencia we will travel again
more hotels more travel

gracias # very interesting new ideas to re-invent us see you live in 2021 brid brighter future

thank you all guys travel again imaginacion sinergy un abrazo

hank you

HTLroundtables around the globe



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www.pkfhotels.com





















NOTES:

calculated as per PKF sample; includes all properties with at least 100 rooms;
 as per 31 December 2019;
 as per the PKF contract database 4) from the viewpoint of hotel groups