

HTLroundtable nordic countries	nordic countries	online (02.03.2021)	38 participants
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## supply

1,020 properties; 197,402 rooms<sup>1</sup>

### BRANDED ROOMS



### CHAIN AFFILIATED ROOMS



### GROUP / BRAND PROFILE

- strongest brand: Scandic
- strongest group: Scandic
- fastest growing brand: Original by Sokos
- fastest growing group: Choice
- strongest regional brand (global presence): Scandic
- fastest growing regional brand: Original by Sokos

## pipeline

93 properties; 22,924 rooms<sup>1,2</sup>

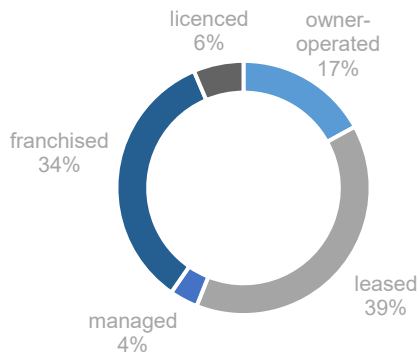


### SELECTED OPENINGS of 2020

- Comfort Hotel Arlanda Airport, Stockholm, 503 rooms
- Original Sokos Hotel Tripla, Helsinki, 430 rooms
- Villa Copenhagen, Copenhagen, 390 rooms
- Courtyard Tampere, Tampere, 229 rooms
- AC Hotel Stockholm Ulriksdal, Solna, 223 rooms
- Zleep Hotel Copenhagen Arena, Copenhagen, 211 rooms

## hotel contracts

746 properties; 153,822 rooms under contract<sup>2,3,4</sup>



## key takeaways

- Regional leisure destinations have performed well during the past 12 months, with many experiencing record high demand over the summer months.
- Sweden was slower to offer financial support to businesses, particularly for salaries and fixed costs, and the support that was offered was less generous than in other countries such as Denmark and Norway.
- Leases are still very popular in the Nordics, and some international players are entering the market by soft branding or affiliate agreements with strong local operators who sign leases.
- Financing for new projects is very limited however the projects which were confirmed prior to the pandemic are still progressing, albeit with delays.

## participant feedback



## HTLroundtables around the globe



learn more and find the HTLroundtables schedule at

[www.pkfhotels.com](http://www.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