



196+ roundtable mexico

mexico

mexico city
(16.02.2023)

20
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

1,400
properties

300,643
rooms¹

87%
branded
rooms

89%
chain affiliated
rooms

group / brand profile

- › strongest brand: **Fiesta Inn**
- › strongest group: **Posadas**
- › fastest growing brand: **Autograph Collection**
- › fastest growing group: **Hilton**
- › strongest regional brand (global presence): **Fiesta Inn**
- › fastest growing regional brand: **Temptation**

key takeaways

- › Despite high interest rates (11%), development continues to be very strong.
- › Despite cartel activity, hotel demand continues to rise – memories are short and bad acts don't last long in the tourism memory.
- › There are more than 11,000 rooms across 45 hotel brands in 200+ projects currently under construction in Mexico.
- › Institutional capital owns less than 5% of the hotel supply in Mexico –the vast majority is owned by family offices.
- › 2022 saw the investment of \$28 billion USD into Mexico by foreign visitors, more than any previous year including the 2019 high of \$24.5 billion.

pipeline

72
properties

19,050
rooms^{1,2}

45
hotels under
construction

27
planned
hotels

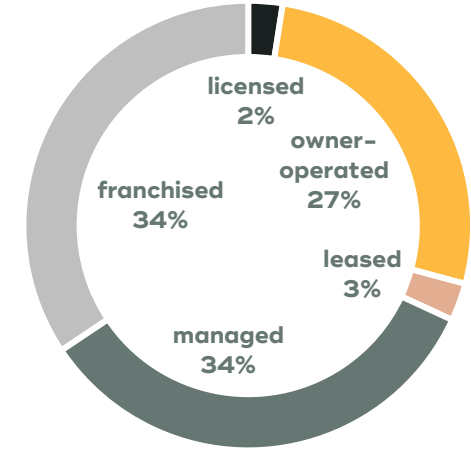
selected openings of 2022

- › Royalton Splash Riviera Cancun, Autograph Collection Resort, Cancún, **1,049 rooms**
- › Senator Riviera Cancun Spa Resort, Cancún, **1,043 rooms**
- › Hilton Tulum Riviera Maya Resort, Chacalal, **735 rooms**
- › Hotel Riu Latino, Cancún, **594 rooms**
- › Secrets Moxché Playa del Carmen, Playa Del Carmen, **485 rooms**

contracts

858
properties

180,283
rooms under
contract^{2,3,4}



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