

HTLroundtable horn of africa	horn of africa	online (11.02.2021)	11 participants
---------------------------------	----------------	---------------------	-----------------

### supply

42 properties; 6,919 rooms<sup>1</sup>

#### BRANDED ROOMS



#### CHAIN AFFILIATED ROOMS



#### GROUP / BRAND PROFILE

- strongest brand: **Grand Skylight**
- strongest group: **Marriott**
- strongest regional brand (global presence): **Haile**

### pipeline

16 properties; 3,283 rooms<sup>1,2</sup>

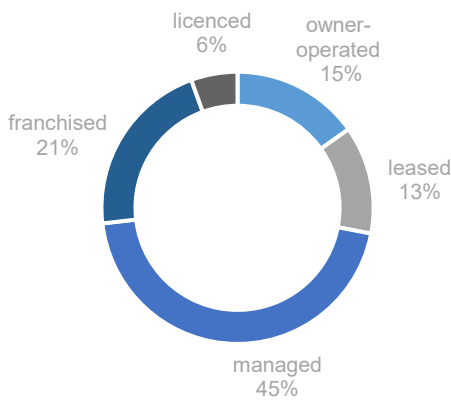


#### SELECTED OPENINGS of 2020

- **BON Plaza Hotel, Addis Ababa, 69 rooms**

### hotel contracts

15 properties; 2,896 rooms under contract<sup>2,3,4</sup>



### key takeaways

- Despite the civil war, the situation in Addis Ababa appears stable albeit with low hotel occupancy levels that are nonetheless comparably strong for the continent.
- Tourism sites are needed badly – the Prime Minister’s office building in the capital Addis Ababa has been renovated and this could be seen as the beginning of looking after and developing heritage assets.
- Somalia seems to do relatively well, but Eritrea is very quiet in terms of travel and development pipeline.
- It was mentioned that Addis Ababa with all its institutions - African Union, embassies, and the like - could be ready for co-living and serviced apartment concepts given the complexity of renting privately and taking care of all items individually.
- Serviced living, even in traditional hotels, is set to benefit from increased work from home arrangements, digital nomads, etc. These trends can also be observed at the Horn of Africa.

### HTL partners



### 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