



196+ roundtable
germany

germany

berlin
(15.06.2023)

41
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

2,287 properties	411,459 rooms ¹
80% branded rooms	82% chain affiliated rooms

group / brand profile

- › strongest brand: **Motel One**
- › strongest group: **Accor**
- › fastest growing brand: **Premier Inn**
- › fastest growing group: **Novum**
- › strongest regional brand
(global presence): **Motel One**
- › fastest growing regional brand:
Motel One

key takeaways

- › Also given the roundtable venue at the Mercure Hotel MOA Berlin (a former shopping mall with hotel, converted into a convention hotel) which in terms of conference and event space ranks second in Berlin following Estrel Berlin, a strong focus of our discussion was placed on the MICE segment.
- › The overall tone is that MICE business is back!
- › For at least the Berlin market (May ytd), volume is still slightly lower than 2019 levels but prices and in turn revenues are higher. This also comes with more client demands for quality, service and flexibility.
- › Generally, there is more demand for larger sized events whereas year-end and kick-off events are down.
- › Regarding overall market performance based on STR benchmark figures (April ytd), while occupancy is still slightly down, achieved ADRs in most major markets (apart from Munich!) are exceeding 2019 levels.
- › As in other markets, new project development is facing headwinds due to inflation (e.g. high construction costs) and rising interest rates which in turn are impacting the availability and costs of financing. This is also reinforcing the trend to a greater focus on conversions rather than green field projects.

pipeline

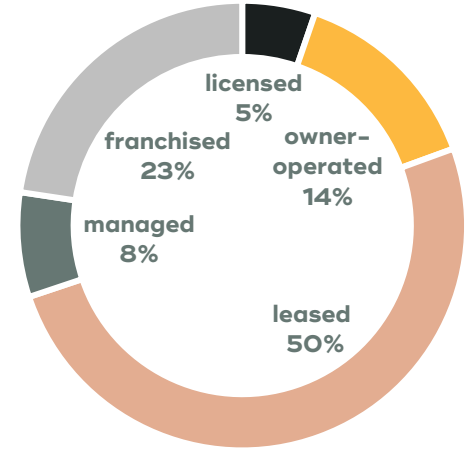
485 properties	87,070 rooms ^{1,2}
188 hotels under construction	297 planned hotels

selected openings of 2022

- › Revo München, Munich, **607 rooms**
- › The Niu Hub, Dusseldorf, **431 rooms**
- › Nhow Frankfurt, Frankfurt Am Main, **375 rooms**
- › Wunder Locke, Munich, **360 rooms**
- › The Niu Yen, Hamburg, **347 rooms**

contracts

1,718 properties	320,056 rooms under contract ^{2,3,4}
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