

HTLroundtable
kenya+

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online
(25.08.2020)

18
participants

supply

143 properties; 22,943 rooms¹

BRANDED ROOMS



CHAIN AFFILIATED ROOMS

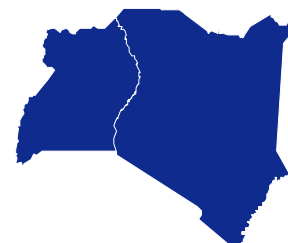


GROUP / BRAND PROFILE

- strongest brand: **Imperial**
- strongest group: **Marriott**
- fastest growing brand: **Radisson Blu**
- fastest growing group: **Jin Jiang**
- strongest regional brand (global presence): **Serena**

pipeline

22 properties; 4,314 rooms^{1,2}

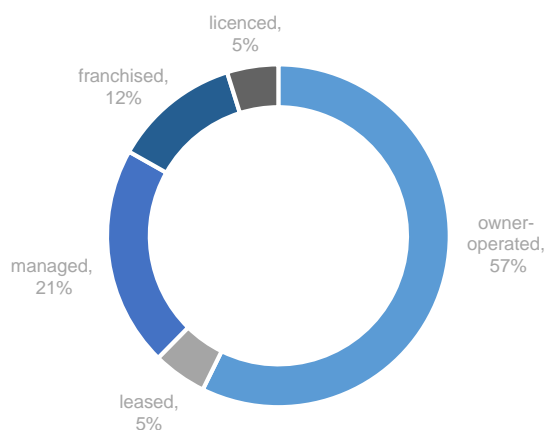


SELECTED OPENINGS of 2019

- Radisson Blu Hotel & Residence Nairobi Arboretum, Nairobi, 122 rooms
- Best Western Plus Nairobi Westlands, Nairobi, 101 rooms
- City Entry Hotel, Mbarara, 100 rooms

hotel contracts

69 properties; 12,016 rooms under contract^{2,3,4}



key takeaways

- many hotels remain closed in the destination even though the borders are open but demand is slow so far
- the development pipeline has been cut significantly with a view to a current oversupply and a depressed outlook
- hotels in leisure destinations are recovering the quickest and in some cases profiting (in terms of demand) from the corona crisis
- over the next 18 months the leisure transient segment is expected to be the strongest with MICE being the weakest
- general sentiment is that a recovery to pre-corona levels will take at least two to three years
- serviced apartments followed by resorts are expected to show the strongest growth over the next three to five years

HTL partners



HTLroundtables around the globe



learn more and find the HTLroundtables schedule at

www.pkfhotels.com

NOTES:

1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2019; 3) as per the PKF contract database 4) from the viewpoint of hotel groups