



196+ roundtable  
heart of europe

austria, czechia, hungary,  
slovakia

vienna  
(10.05.2022)

37  
participants

For enquiries about our research offerings, please contact Akshara Walia at [akshara.walia@pkfhospitality.com](mailto:akshara.walia@pkfhospitality.com)

For enquiries about upcoming events of the PKF hospitality group, please contact Maryana Turchyn at [events@196plus.com](mailto:events@196plus.com)

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NOTES

1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2021; 3) as per the PKF contract database; 4) from the viewpoint of hotel groups

supply

736 properties	130,100 rooms <sup>1</sup>
63% branded rooms	75% chain affiliated rooms

group / brand profile

- › strongest brand: Danubius
- › strongest group: Accor
- › fastest growing brand: Rioca
- › fastest growing group: I Live
- › strongest regional brand (global presence): Falkensteiner
- › fastest growing regional brand: Amedia

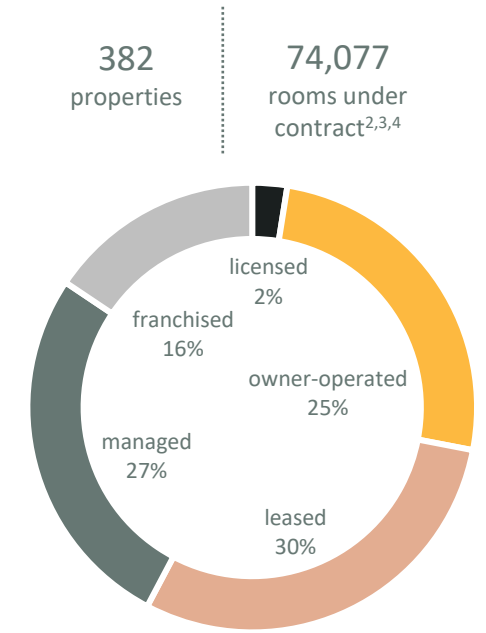
pipeline

124 properties	20,463 rooms <sup>1,2</sup>
64 hotels under construction	60 planned hotels

selected openings of 2021

- › Rioca Vienna Posto 2, Vienna, 378 rooms
- › IntercityHotel Budapest, Budapest, 312 rooms
- › Stages Hotel Prague, a Tribute Portfolio Hotel, Prague, 300 rooms
- › B&B Hotel Budapest City, Budapest, 214 rooms
- › Hampton by Hilton Vienna Messe, Vienna, 192 rooms

contracts



key takeaways

- › Within the past year (or even longer) the biggest challenge for the participants was to work remotely and not being in the country for their projects.
- › The domestic market in Austria is very strong with a large pipeline for the upcoming years.
- › The upward trend for other accommodation facilities (e.g. serviced apartments, aparthotels) continues.
- › Various topics characterising the hospitality industry were the increasing construction costs, difficulties in financing, changes in consumer behaviour and international travel restrictions.
- › Serviced apartments, co-living and senior living are expected to be the most demanded concepts in the upcoming years.
- › The H&T barometer poll sees a quicker regional recovery than a global one and expects reaching pre-corona levels by 2023 or 2024.

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