



196+ roundtable
heart of europe

austria, czechia,
hungary, slovakia

vienna
(04.05.2023)

27
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

733 properties	129,639 rooms ¹
63% branded rooms	75% chain affiliated rooms

group / brand profile

- › strongest brand: **Hilton**
- › strongest group: **Accor**
- › fastest growing brand: **Motel One**
- › fastest growing group: **Jin Jiang**
- › strongest regional brand (global presence): **Falkensteiner**
- › fastest growing regional brand: **Bassena**

key takeaways

- › Within the past year, most countries showed a relatively stable (or even increasing) rate but struggled in achieving the pre-Covid occupancy levels.
- › The domestic market in Austria is very strong with a huge active pipeline (15,000 rooms). Hungary, Czech Republic and Slovakia show a substantially smaller pipeline with Slovakia having less than 2,000 rooms in the active pipeline.
- › Regional destinations in Austria outperformed the Vienna market in terms of occupancy (January 2022 to April 2023) but the rates for Vienna started to catch-up from November 2022 onwards with the re-introduction of various congresses, fairs, events, etc.
- › The growing trend for co-living concepts (e.g. serviced apartments, aparthotels) continues.
- › The following topics will be characterising the hospitality industry in the future: change in consumer behaviour with more focus on digitisation, artificial intelligence, virtual reality and sustainability.
- › The hospitality and gastronomy industry continue to face significant staffing challenges, especially in terms of attracting and retaining qualified employees.

pipeline

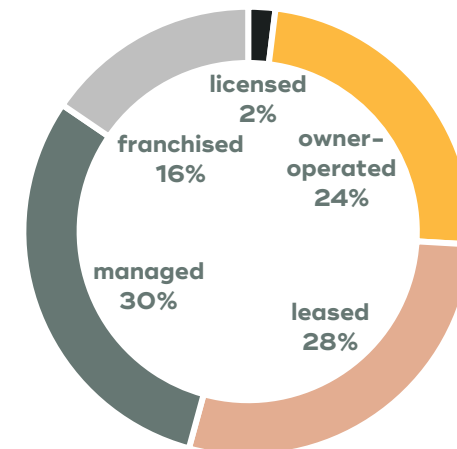
141 properties	24,583 rooms ^{1,2}
81 hotels under construction	60 planned hotels

selected openings of 2022

- › Prizeotel Wien-City, Vienna, **294 rooms**
- › Motel One Innsbruck, Innsbruck, **234 rooms**
- › Leonardo Hotel Vienna Otto-Wagner, Vienna, **211 rooms**
- › Bassena Wien Donaustadt, Vienna, **198 rooms**
- › Radisson RED Vienna Donaukanal, Vienna, **179 rooms**

contracts

404 properties	77,451 rooms under contract ^{2,3,4}
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