

HTLroundtable tanzania+	tanzania+	online (30.03.2021)	17 participants
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### supply

44 properties; 6,517 rooms<sup>1</sup>

#### BRANDED ROOMS



#### CHAIN AFFILIATED ROOMS



#### GROUP / BRAND PROFILE

- strongest brand: **Serena**
- strongest group: **Marriott**
- strongest regional brand (global presence): **Sea Cliff**

### pipeline

5 properties; 633 rooms<sup>1,2</sup>



4 HOTELS UNDER CONSTRUCTION



1 PLANNED HOTELS

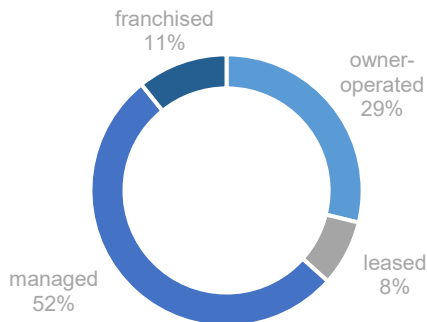


#### SELECTED OPENINGS of 2020

- Mantis Kivu Marina Bay Hotel, Rwanda, Cyangugu, 79 rooms

### hotel contracts

24 properties; 3,827 rooms under contract<sup>2,3,4</sup>



### key takeaways

- Revenge Travel will be one of the driving factors to bring back travel in 2021.
- African destinations have seen less of a drop in demand and occupancy than European destinations.
- The demand for islands such as the Maldives of Seychelles is much higher than continental Africa (80% and 44% respectively).
- High costs of plane tickets and hotel prices still make domestic travel not possible for locals.
- Travel packages have emerged in East Africa as a way to reduce cost for domestic travellers.
- With all the restrictions, there is a big focus on learning about and catering to the local market.
- In the future there will be a bigger supply of mid-tier hotels in order to reduce travel expenses

### participant feedback



### 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