HTLroundtable brazil	brazil	Online (17.11.2020)	**15** participants

supply

1,282 properties; 230,666 rooms[1]

BRANDED ROOMS

73%

CHAIN AFFILIATED ROOMS

78%

GROUP / BRAND PROFILE

- strongest brand: Ibis
- strongest group: Accor
- fastest growing brand: Ibis
- fastest growing group: Accor
- strongest regional brand (global presence): Intercity
- fastest growing regional brand: Intercity

pipeline

77 properties; 16,222 rooms[1,2]

59
HOTELS UNDER CONSTRUCTION

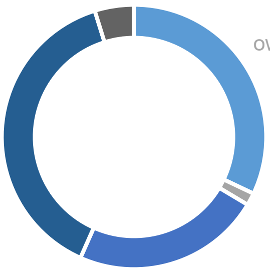
18
PLANNED HOTELS

SELECTED OPENINGS of 2019

- Hotel Contemporâneo, Campinas, 310 rooms
- Wyndham Gramado Termas Resort & Spa, Gramado, 309 rooms
- Japaratinga Lounge Resort, Japaratinga, 230 rooms
- Piazza diRoma, Caldas Novas, 228 rooms
- Intercity Curitiba Batel, Curitiba, 180 rooms

hotel contracts

330 properties; 62,498 rooms under contract[2,3,4]



key takeaways

- South America still lags behind with an occupancy level of around 21 %
- Brazil has 90% of its hotel inventory open, the remaining hotels were expected to reopen in December 2020 or January 2021
- Brazil's occupancy level in September was around 23%
- RevPAR was showing improvement as COVID cases were decreasing
- demand is stronger for weekends and holidays, while resort hotels have experienced stronger occupancy levels than urban hotels
- Manaos and Barra da Tijuca lead the market with 40% occupancy
- domestic demand will represent the main market for hotels in the summer of 2021
- the H&T barometer poll sees a recovery to pre-corona levels to occur by 2022/3

participant feedback

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

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