

HTLroundtable senegal+	senegal +	online (23.06.2020)	20 participants
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supply

58 properties; 14,791 rooms¹

BRANDED ROOMS



CHAIN AFFILIATED ROOMS



GROUP / BRAND PROFILE

- strongest brand: Riu
- strongest group: Riu
- fastest growing brand: Robinson Club
- fastest growing group: Tui
- strongest regional brand (global presence): Royal Horizon

pipeline

20 properties; 6,540 rooms^{1,2}

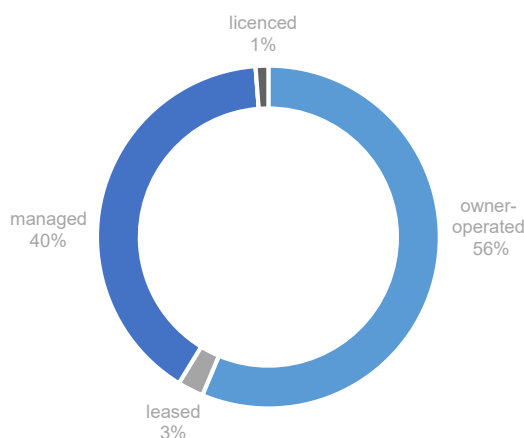


SELECTED OPENINGS of 2019

- Robinson Club Cabo Verde, Santa Maria, 307 rooms

hotel contracts

25 properties; 8,358 rooms under contract^{2,3,4}



key takeaways

- the region, as too many around the world, is still suffering from the Covid-19 related issues of hotel and restaurant closures
- closed borders make regional travel impossible
- the fact that there is little international demand will affect a recovery
- a lack of airlift, not only internationally but regionally is a big issue as the recovery will need to be based on regional traffic coming from the business sector
- the fact that governments cannot afford the type of aid packages launched by European countries and the US means that a recovery of local and regional economies will likely be taking longer

HTL partners



HTLroundtables around the globe



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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

For enquiries about our research offerings, please contact Akshara Walla at research@pkfhotels.com
For enquiries about upcoming PKF hotelexperts events, please contact Natalia Anistratova at events@pkfhotels.com

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