

HTLroundtable korea	korea	online (20.10.2020)	18 participants
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supply

688 properties; 174,047 rooms¹

BRANDED ROOMS



CHAIN AFFILIATED ROOMS



GROUP / BRAND PROFILE

- strongest brand: **Ramada**
- strongest group: **Wyndham**
- fastest growing brand: **Ramada Encore**
- fastest growing group: **Wyndham**
- strongest regional brand (global presence): **Hanwha**
- fastest growing regional brand: **Nine Tree**

pipeline

15 properties; 6,953 rooms^{1,2}

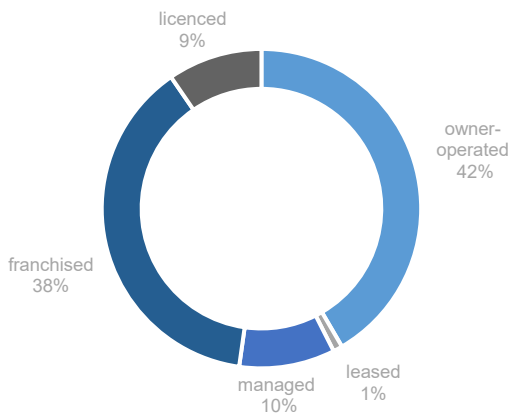


SELECTED OPENINGS of 2019

- Ramada by Wyndham Encore Gimpo Han River, Gimpo, 588 rooms
- Golden Tulip Haeundae Suites, Busan, 527 rooms
- Ramada by Wyndham Encore Jeongseon, Jeongseon, 467 rooms
- Ramada by Wyndham Encore Busan Station, Busan, 446 rooms

hotel contracts

191 properties; 61,355 rooms under contract^{2,3,4}



key takeaways

- in 2020, the daily occupancy on Saturdays is showing a better recovery trend comparing to weekdays and Sundays, and the gap between Saturday and the rest is larger than that of last year. This is an effective sign that leisure travel leads the rebound in Korea
- varying recovery levels are observed in different regions and submarkets. Some regions are even witnessing numbers above 2019 levels
- hotels in popular tourism destinations, such as Ganwondo, Gyeonggi-do, and Jeju, have benefited from the booming domestic travel that the average market occupancy in some of these regions are even higher than in 2019
- an uplift in golf course revenue has been observed in several resorts as Koreans perceive outdoor activities safer than indoor activities
- a potential increase in transaction activities may be observed at the beginning of 2021, as the government will pull out the current subsidies later in November

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