hospitality events
for curious minds

196+ roundtable

196+ roundtable british isles

ireland, united kingdom

London
(14.09.2021)

35
participants

For enquiries about our research offerings, please contact **Akshara Walia** at research@pkfhospitality.com

For enquiries about upcoming events of the PKF hospitality group, please contact **Maryana Turchyn** at events@pkfhospitality.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

supply

2,079 properties

367,031 rooms[1]

79% branded rooms

91% chain affiliated rooms

group / brand profile

- strongest brand: **Premier Inn**
- strongest group: **IHG**
- fastest growing brand: **Premier Inn**
- fastest growing group: **Whitbread**
- strongest regional brand (global presence): **Holiday Inn**
- fastest growing regional brand: **Holiday Inn Express**

pipeline

390 properties

81,257 rooms[1,2]

203 hotels under construction

187 planned hotels

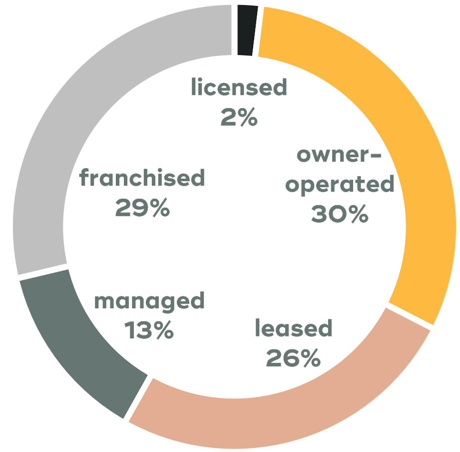
selected openings of 2020

- Zedwell Piccadilly, London, **728 rooms**
- Premier Inn London Southwark (Southwark Station) Hotel, London, **274 rooms**
- Courtyard London Heathrow Airport, London, **244 rooms**
- Moxy Birmingham NEC, Bickenhill, **224 rooms**
- Hampton by Hilton Manchester Northern Quarter, Manchester, **221 rooms**

contracts

1,838 properties

330,524 rooms under contract[2,3,4]



key takeaways

- $30 billion of global investment in Q1 2021, three times greater than the total value of 2020.
- London demonstrated the strongest performance since the beginning of the pandemic in August 2021, achieving 56.8 % occupancy, £112.58 ADR and £63.97 RevPAR; remaining well below pre-pandemic levels from August 2019 (86.2 % occupancy, £150.29 ADR and £129.59 RevPAR).
- the leisure segment is still expected to perform the best in the next 12-18 months but some optimism that both corporate and group would recover in due course.
- According to STR, the UK provided 9 of the top 10 European markets with in terms of occupancy rate in July. However none of those markets were located in the UK's major cities, reflecting strong demand for domestic travel in seaside and countryside destinations in the summer of 2021.
- The hospitality industry will face several challenges in the coming months including the end of furlough, staff shortages, and the increase in VAT from 5% to 12.5% (previously 20% prior to COVID-19) in September 2021 and with national insurance payments increasing by 1.25% from April of 2022.
- Construction costs are rising fast, expect delays and cost increases for refurbishment and construction projects.

196+ roundtables around the globe

learn more and find
the 196+ roundtables schedule at

www.196plus.com