

HTLroundtable
black sea

Romania
Bulgaria
Moldova

Hilton Garden Inn
Bucharest Old Town
(17.10.2019)

15
participants

supply

538 properties; 108,881 rooms¹

BRANDED ROOMS



CHAIN AFFILIATED ROOMS



GROUP / BRAND PROFILE

- strongest brand: Ramada
- strongest group: Victoria (bg)
- strongest regional brand: Phoenixia

pipeline

29 properties; 5,492 rooms^{1,2}

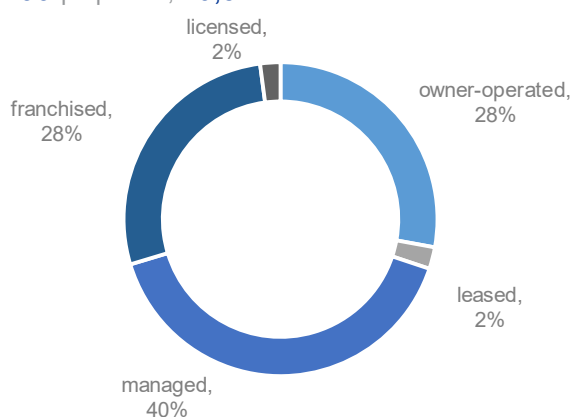


RECENT BIGGEST OPENINGS

- Hotel Aqua Paradise Resort, Nesebar city, 432 rooms
- Sunrise Blue Magic Resort, Obzor city, 252 rooms

hotel contracts

99 properties; 20,547 rooms under contract^{2,3,4}



key takeaways

- one of the ongoing concerns among the participants is the insufficient traffic infrastructure in the region especially when it comes to highway connections, missing modern train infrastructure and limited airport facilities. The expansion of the Bucharest main airport and the construction of a new airport in Brasov are under discussion in Romania.
- the Black Sea region is in a demographic decline and finding qualified staff coupled with increasing wages is posing a growing challenge not only to hotel operators.
- there are only limited suitable locations for new hotel developments in the city centre of the capital cities and secondary cities are gaining attractiveness for experienced hotel developers and investors.
- the hotel offer in the budget and hostel segment are still limited in the region. There might be opportunities to enter these markets for international budget hotel and hostel operators. However considerably higher airline fares and the lack of a variety of low-cost airline connections into the region represent an important barrier to the faster development of this market segment.

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NOTES:

1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2018; 3) as per the PKF contract database 4) from the viewpoint of hotel groups

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