



# STR – LVRA 2021

7 October 2021

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# Agenda

Strapline



**1.**

## **Global**

Global overview

**2.**

## **Europe**

Summer overview and  
occupancy on the  
books for European  
Countries

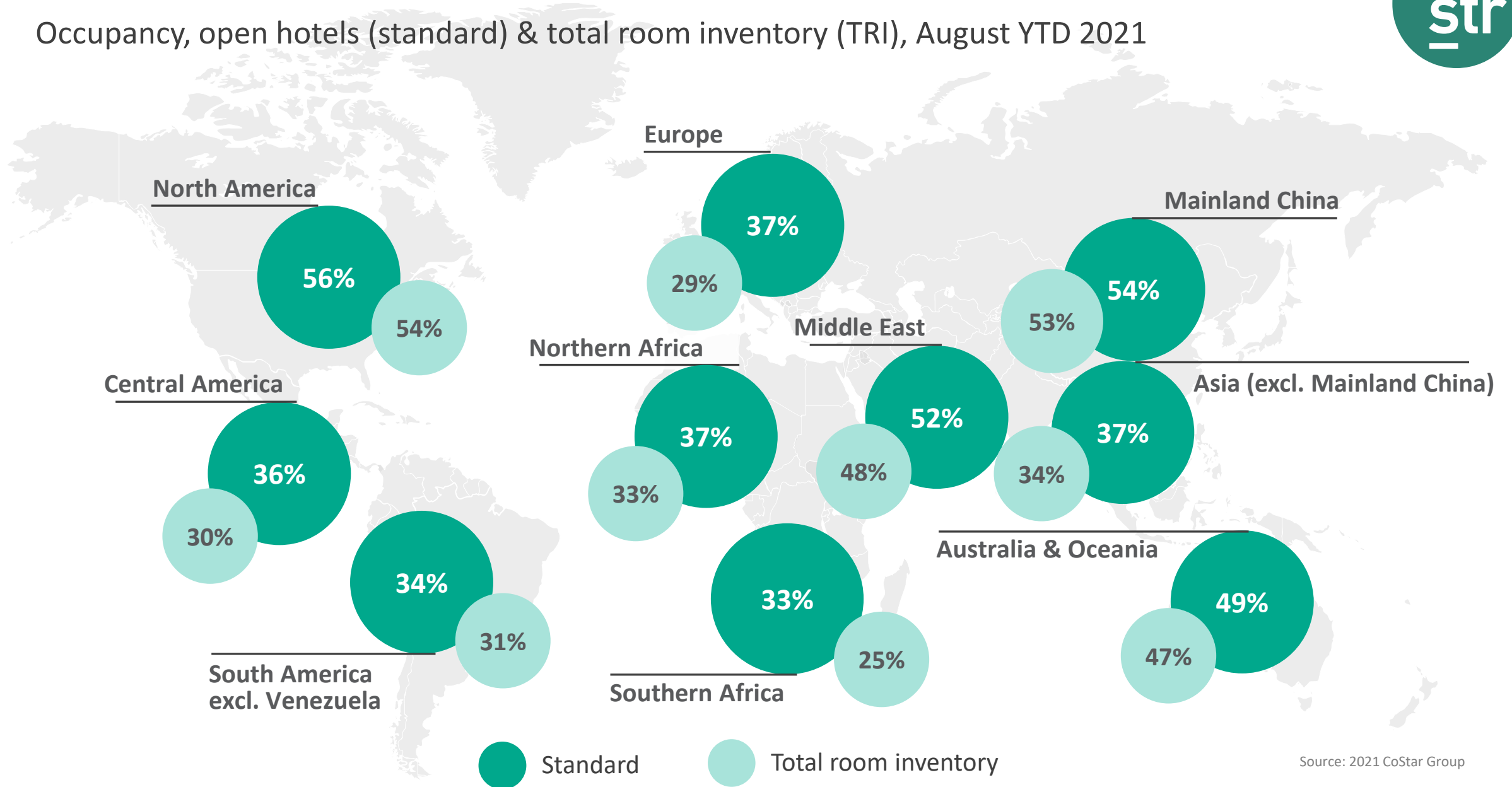
**3.**

## **CEE, Lithuania & Vilnius**

Market performance  
update

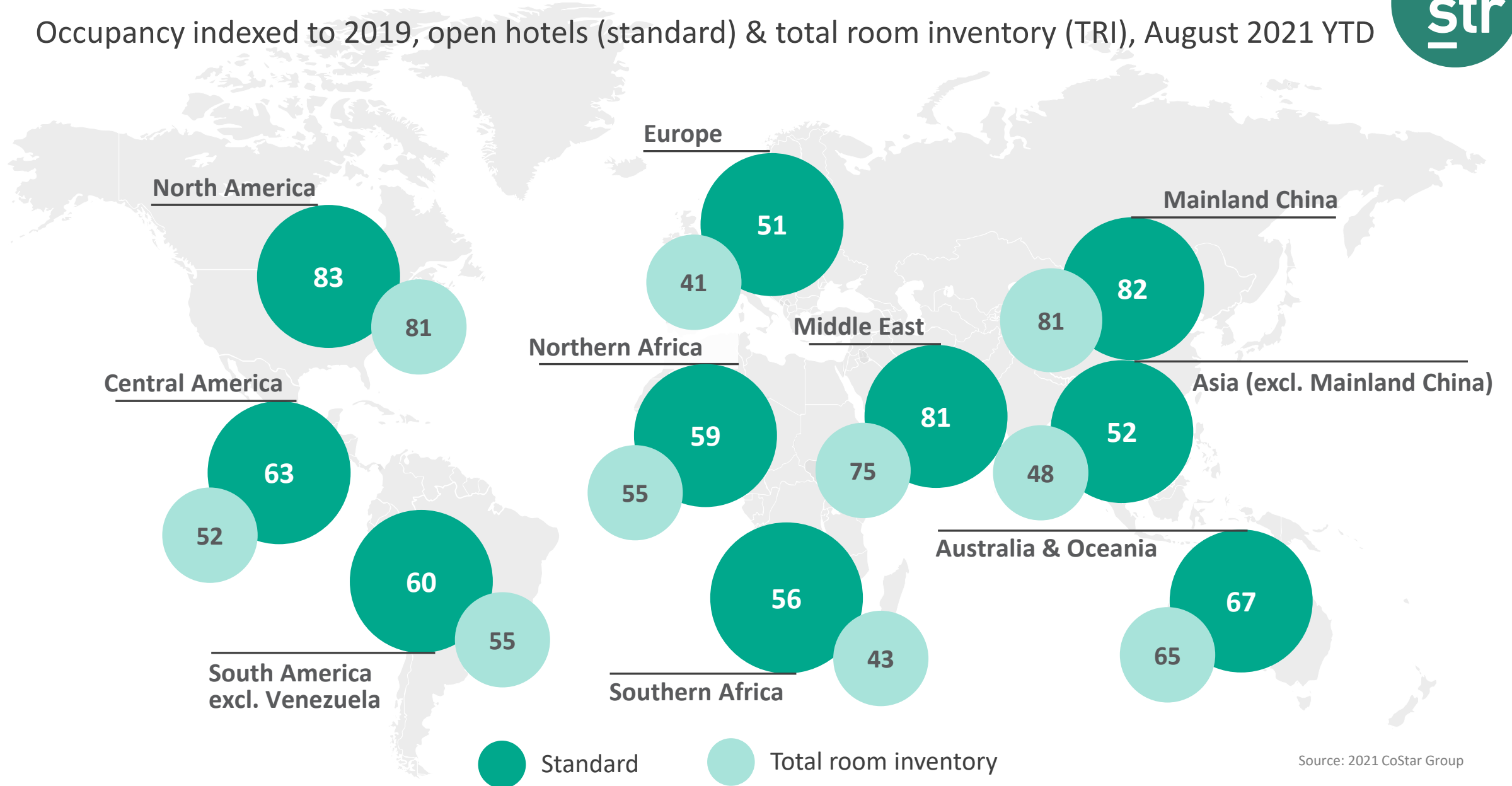
# Halfway through 2021, recovery is underway but pace varies

Occupancy, open hotels (standard) & total room inventory (TRI), August YTD 2021



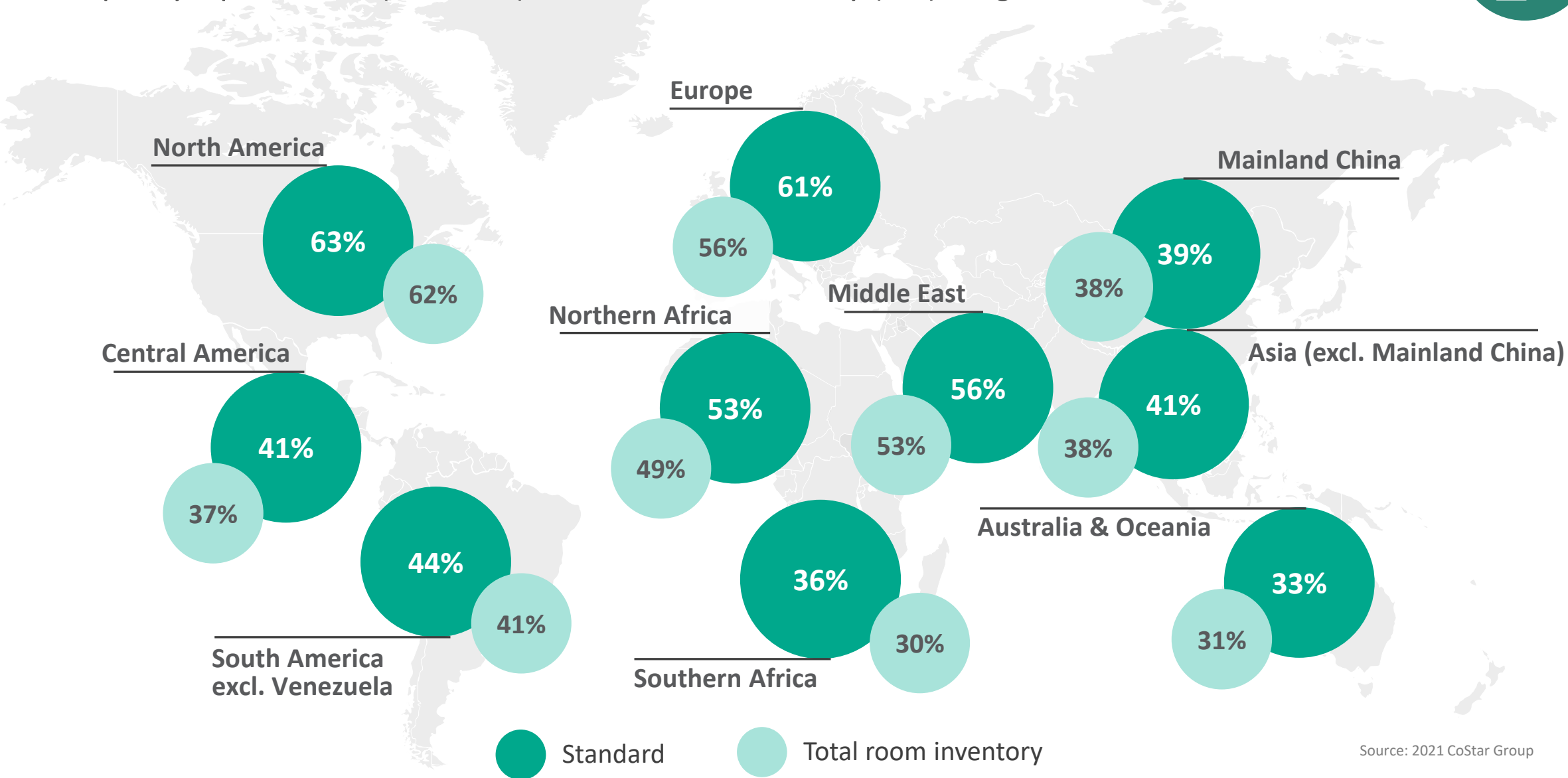
# Indexed to 2019 only Europe less than halfway back

Occupancy indexed to 2019, open hotels (standard) & total room inventory (TRI), August 2021 YTD



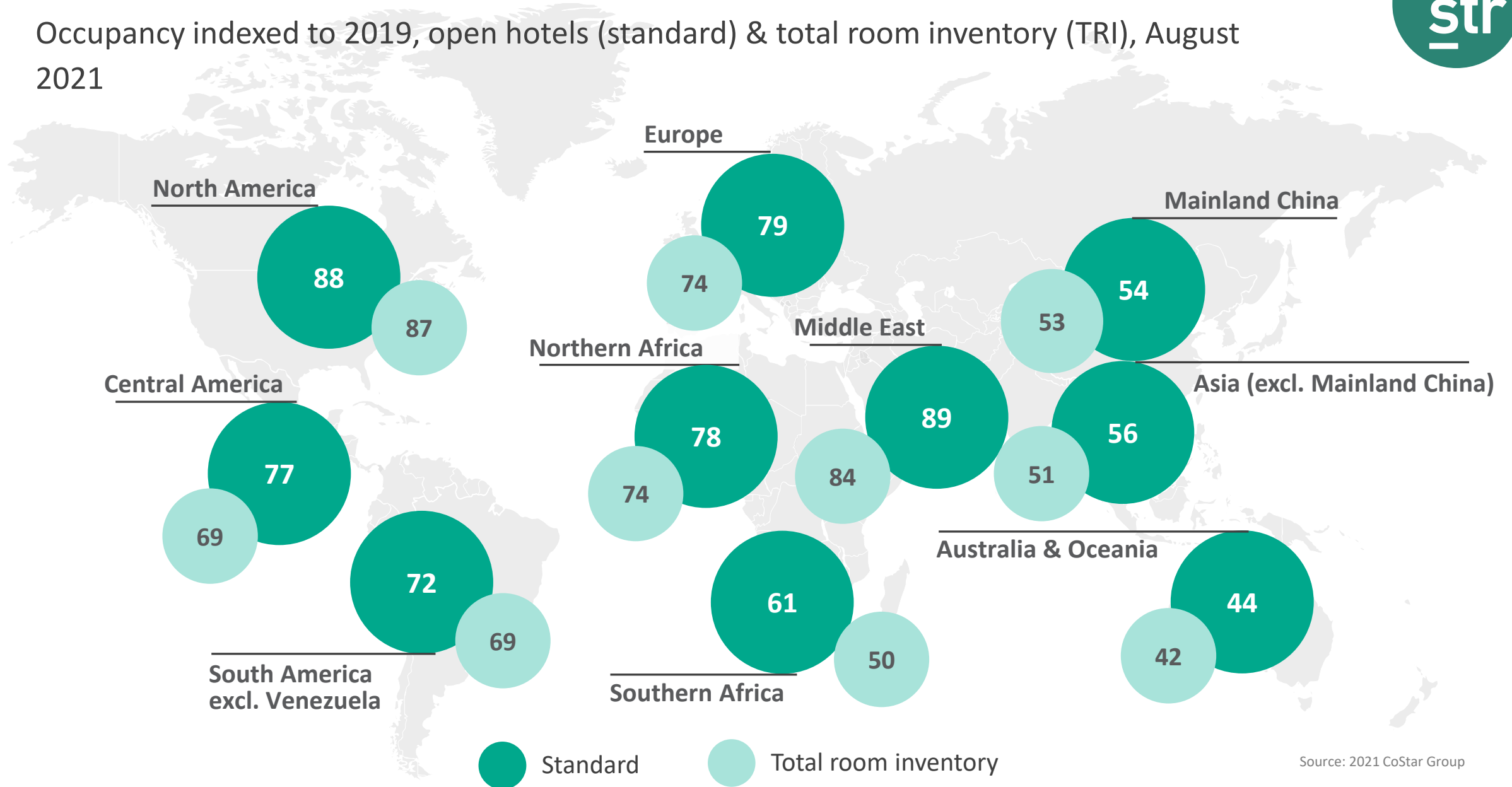
# Summer may be the game changer we need

Occupancy, open hotels (standard) & total room inventory (TRI), August 2021



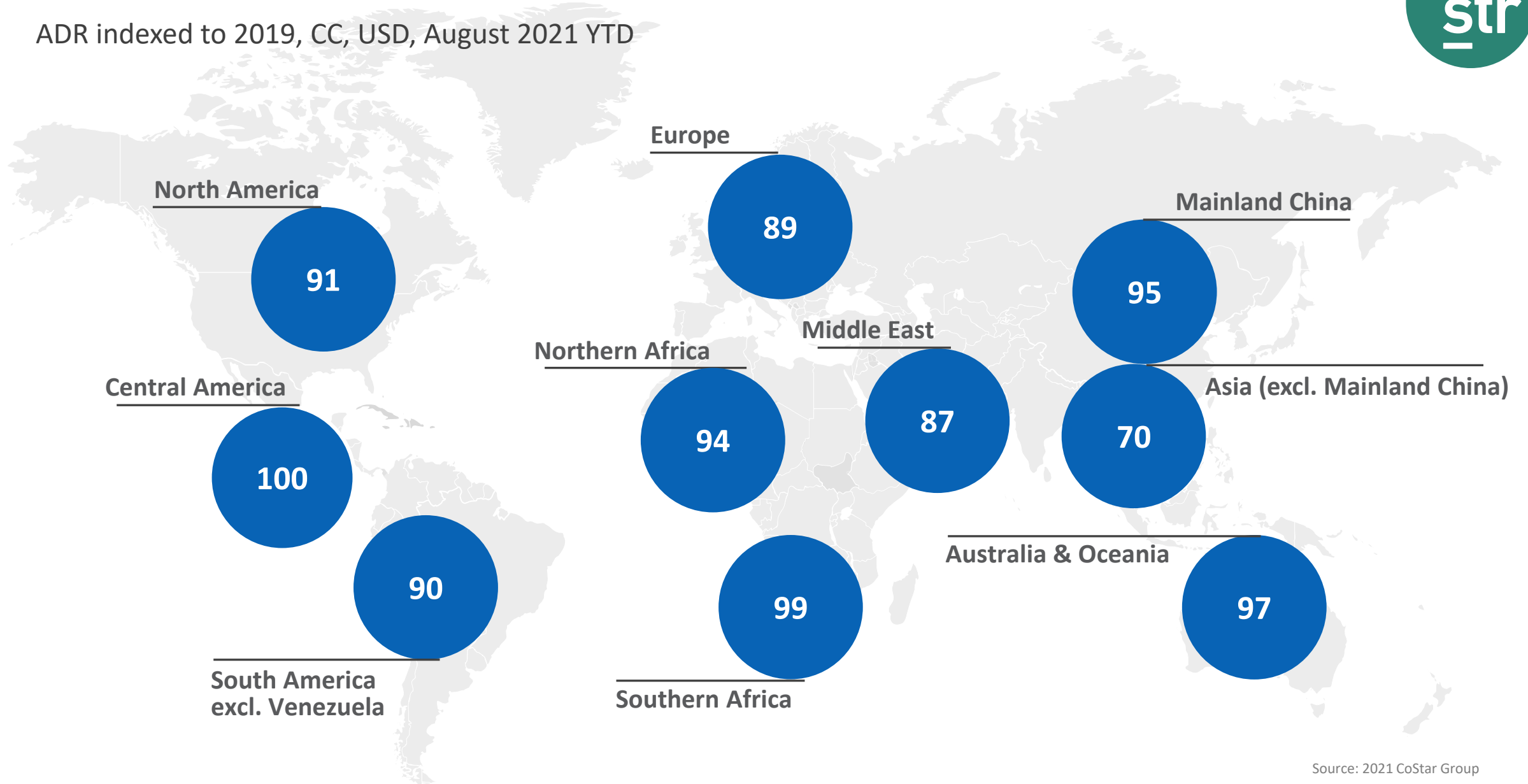
# ... Except in the southeast, where Delta's wreaking havoc

Occupancy indexed to 2019, open hotels (standard) & total room inventory (TRI), August 2021



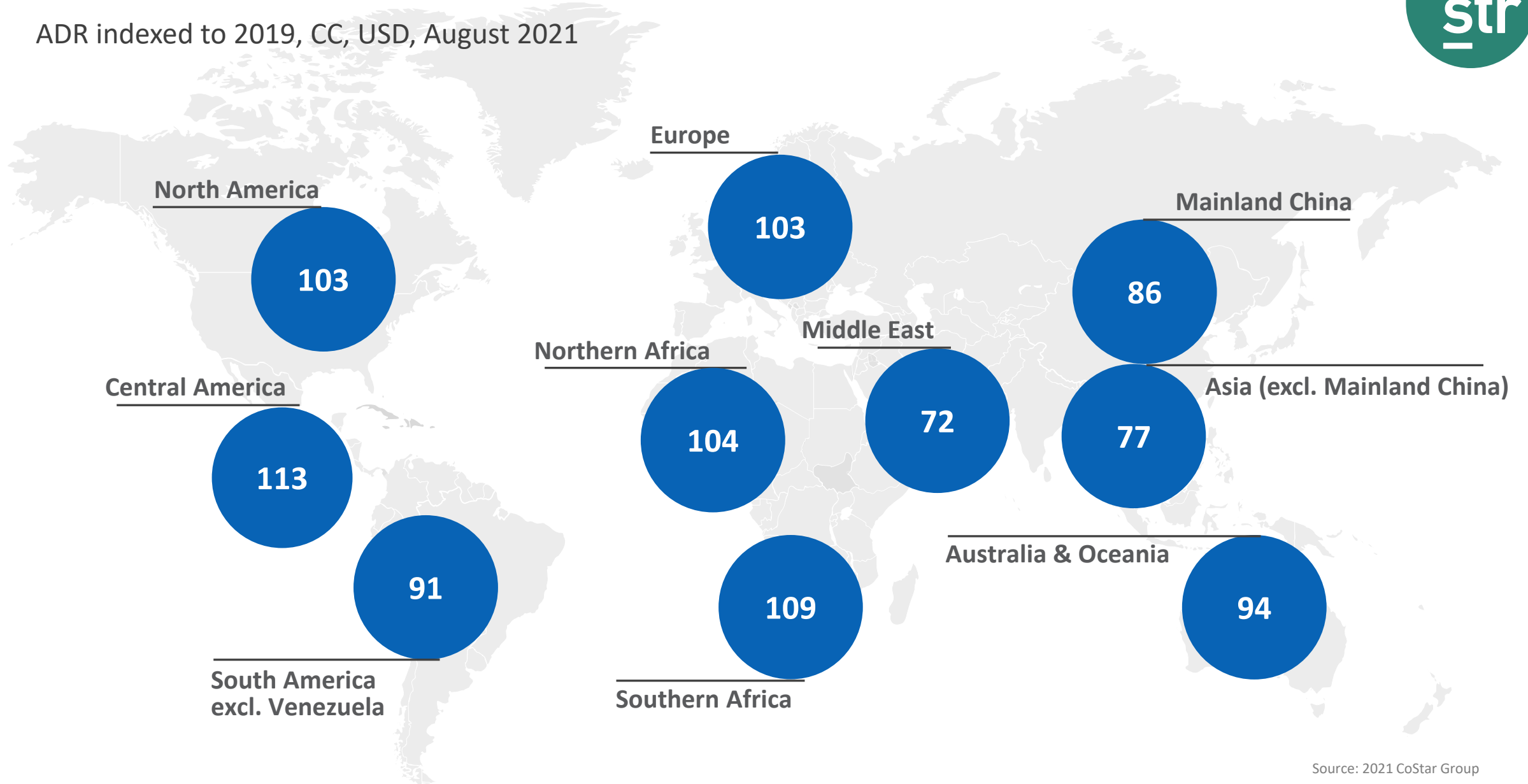
# ADR is the dark horse this year...

ADR indexed to 2019, CC, USD, August 2021 YTD



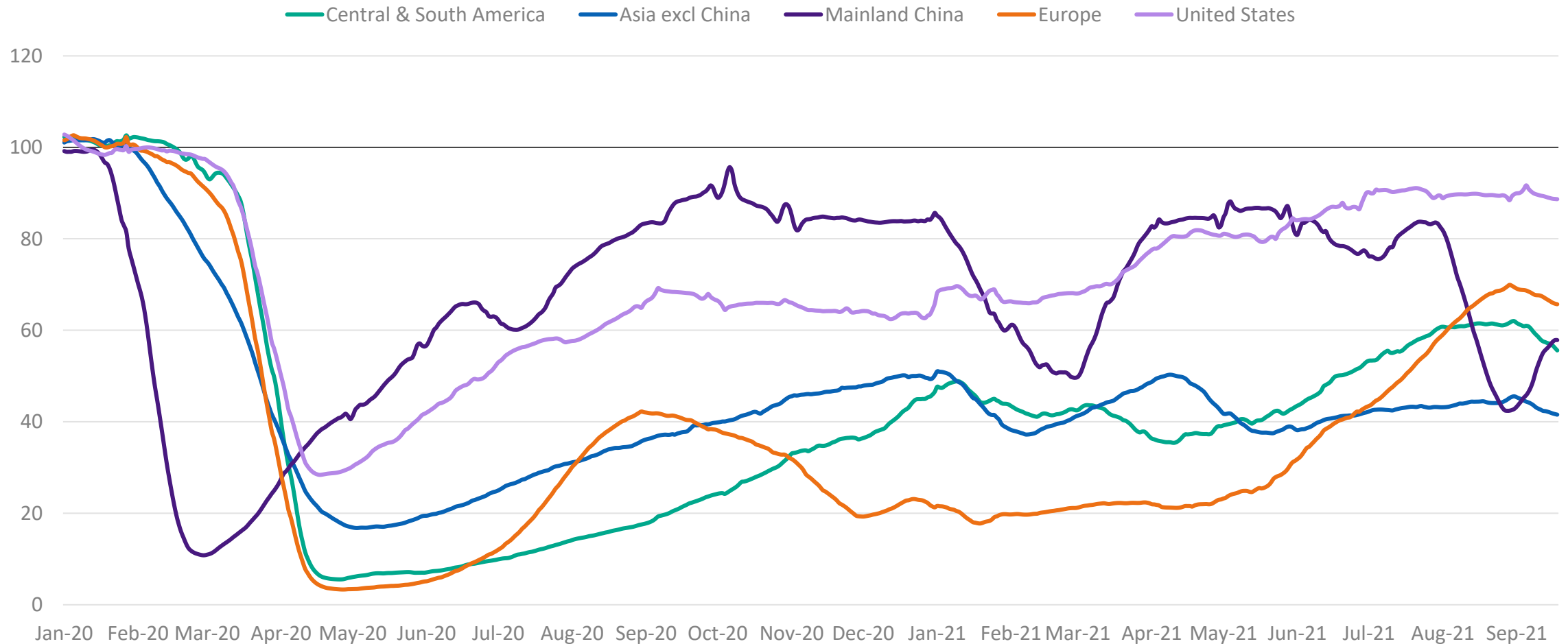
# ... And the story of the summer

ADR indexed to 2019, CC, USD, August 2021



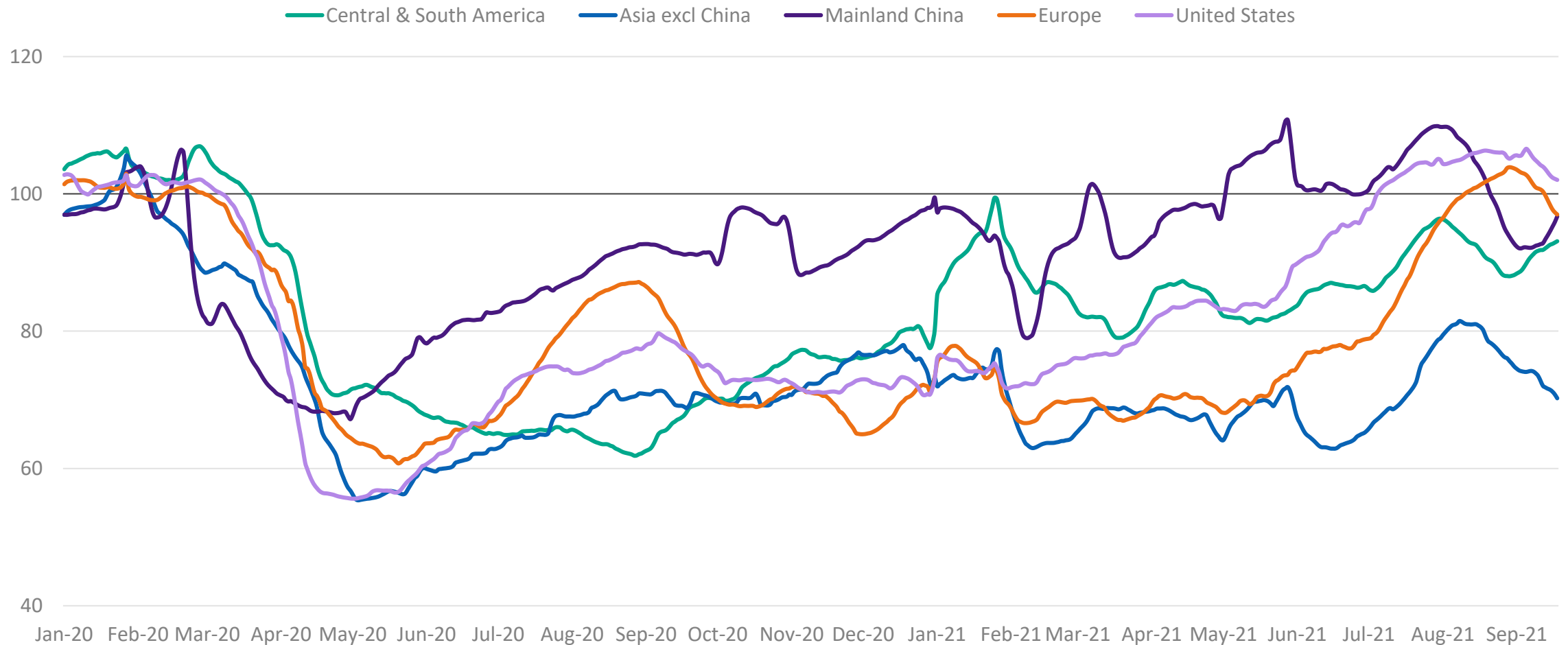
# Occupancy is mostly trending in the right direction

Rolling 28 days occupancy (full inventory) indexed to 2019, January 2020 – September 2021



# ... and ADR has shown how quickly it can bounce back

Rolling 28 days ADR, USD CC, indexed to 2019, January 2020 – September 2021

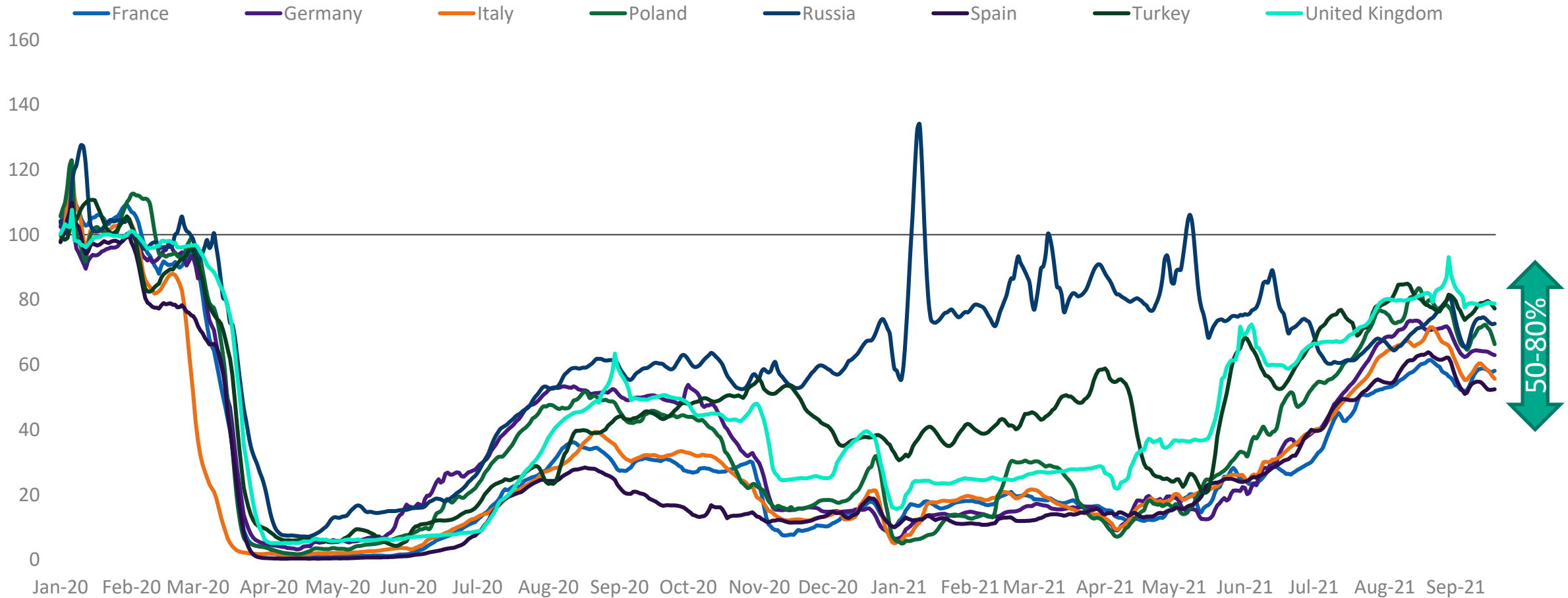




# Europe

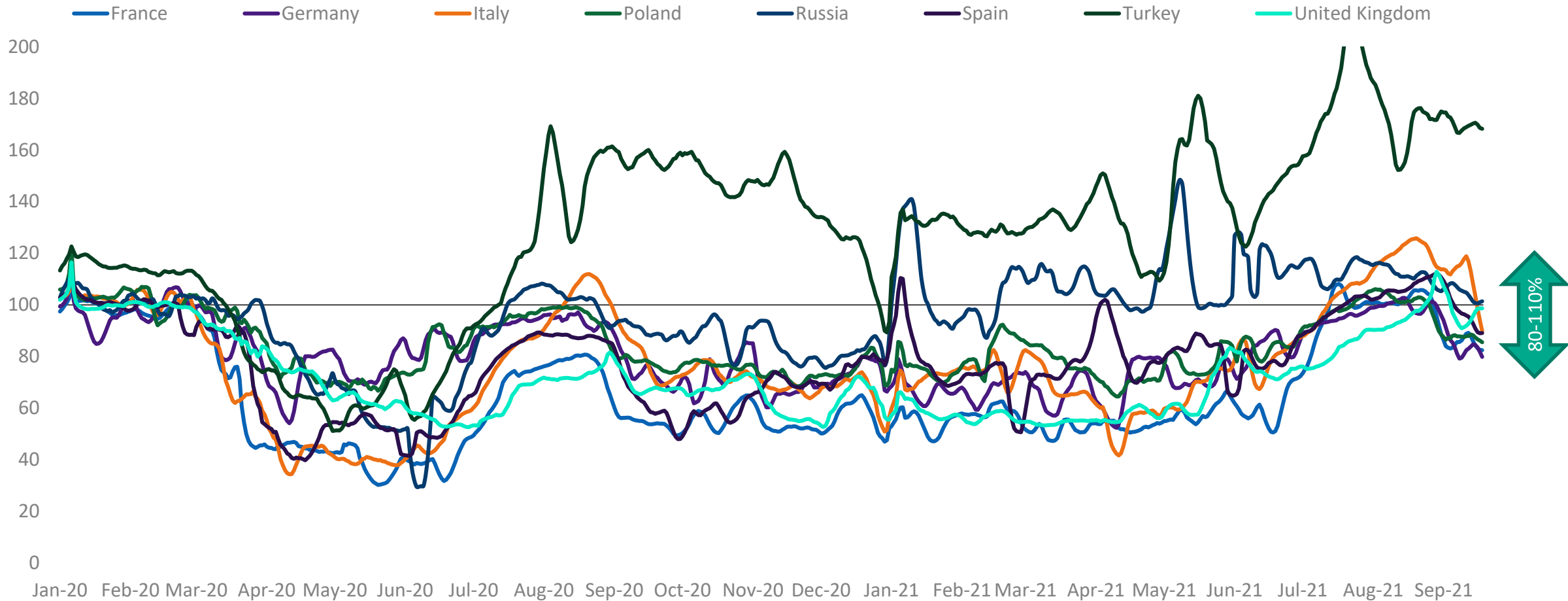
# Occupancy: Europe recovery varies from 50-80% by country

Rolling 7 days Occupancy (Total Room Inventory) indexed to 2019, 2021



# Incredibly, ADR recovering swiftly across the continent

Rolling 7 days ADR indexed to 2019



# 'Provincial' markets lead occupancy recovery

Top European markets ranked by occupancy (TRI) indexed to 2019, August 2021



	Occupancy index	ADR index
Hungary Provincial	123	166
Ukraine	117	133
Baltic Coast (Germany)	99	123
Russia Provincial	98	113
Turkey Provincial	96	154
Switzerland Southeast	95	129
Corsica/Provence-Alpes-CDA	95	112
Tricity	95	111
Occitanie	94	113
Germany East	92	113
Denmark Provincial	92	104

# Leisure destination markets (and Turkey) top ADR recovery list

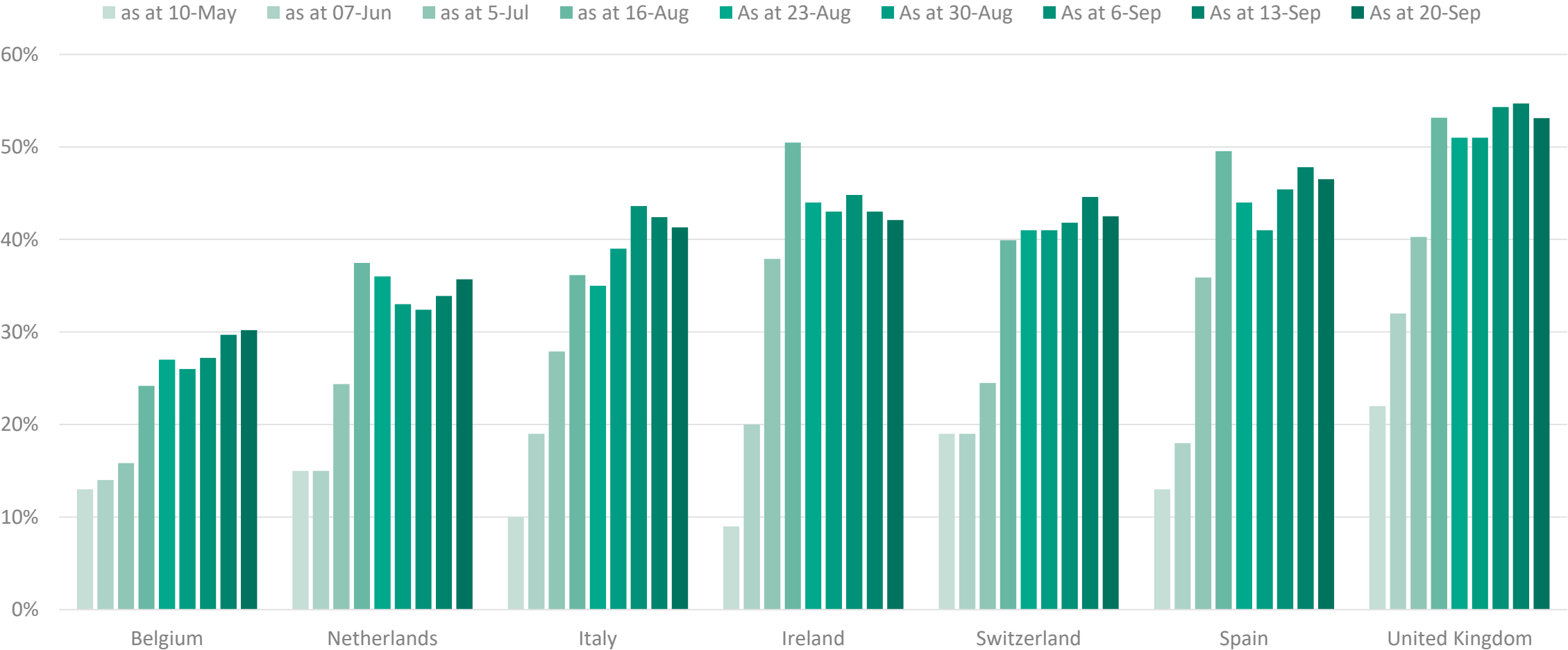
Top European markets ranked by ADR (local currency) indexed to 2019, August 2021



	Occupancy index	ADR index
Turkish Riviera	84	211
Sochi	67	185
Hungary Provincial	123	166
Istanbul	81	162
Turkey Provincial	96	154
Montenegro	85	137
Ukraine	117	133
Switzerland Southeast	95	129
Switzerland Central	82	127
Baltic Coast (Germany)	99	123
Balearic Islands	53	121

# Demand is September looks stable

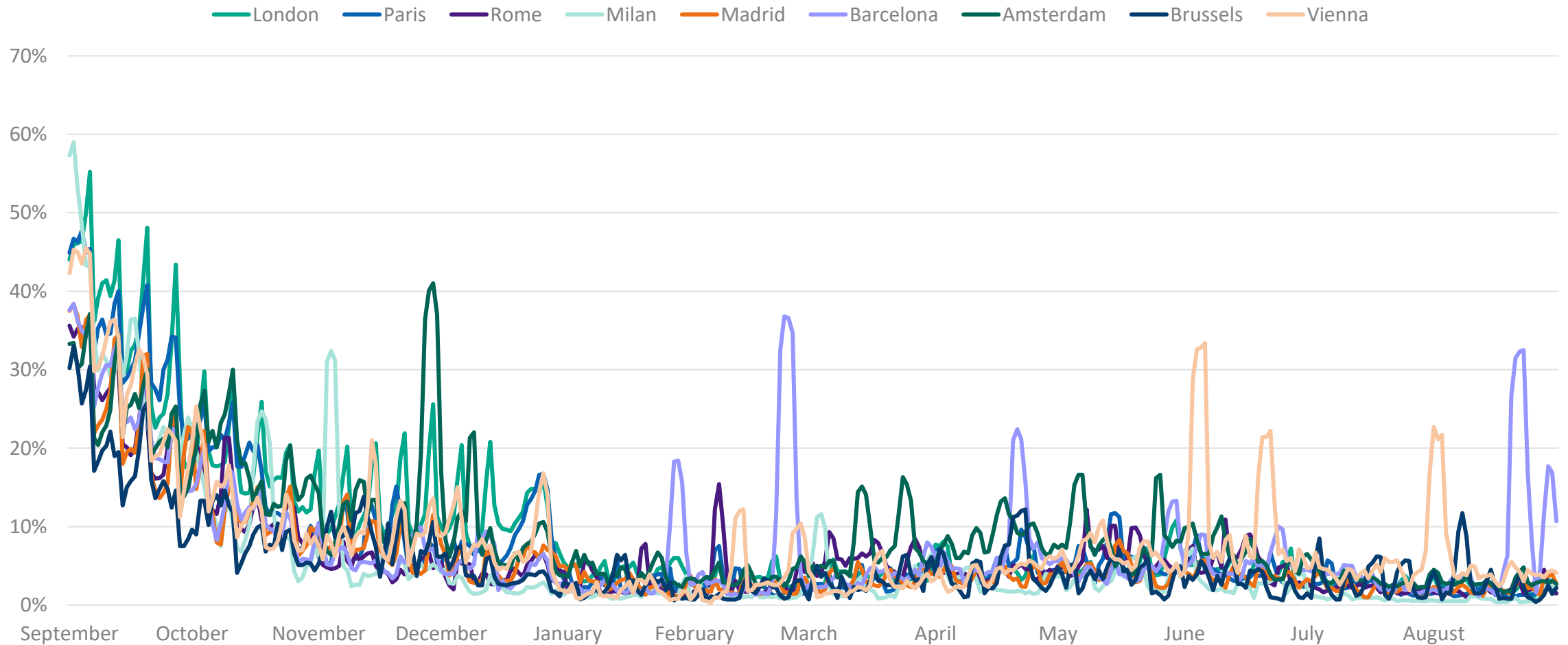
Occupancy on the books and pickup next 14 days aggregate



# Looking further ahead, visibility is low, but some events stand out...



London, Occupancy on the books next 365 days by collapsed class, As of September 6<sup>th</sup> 2021



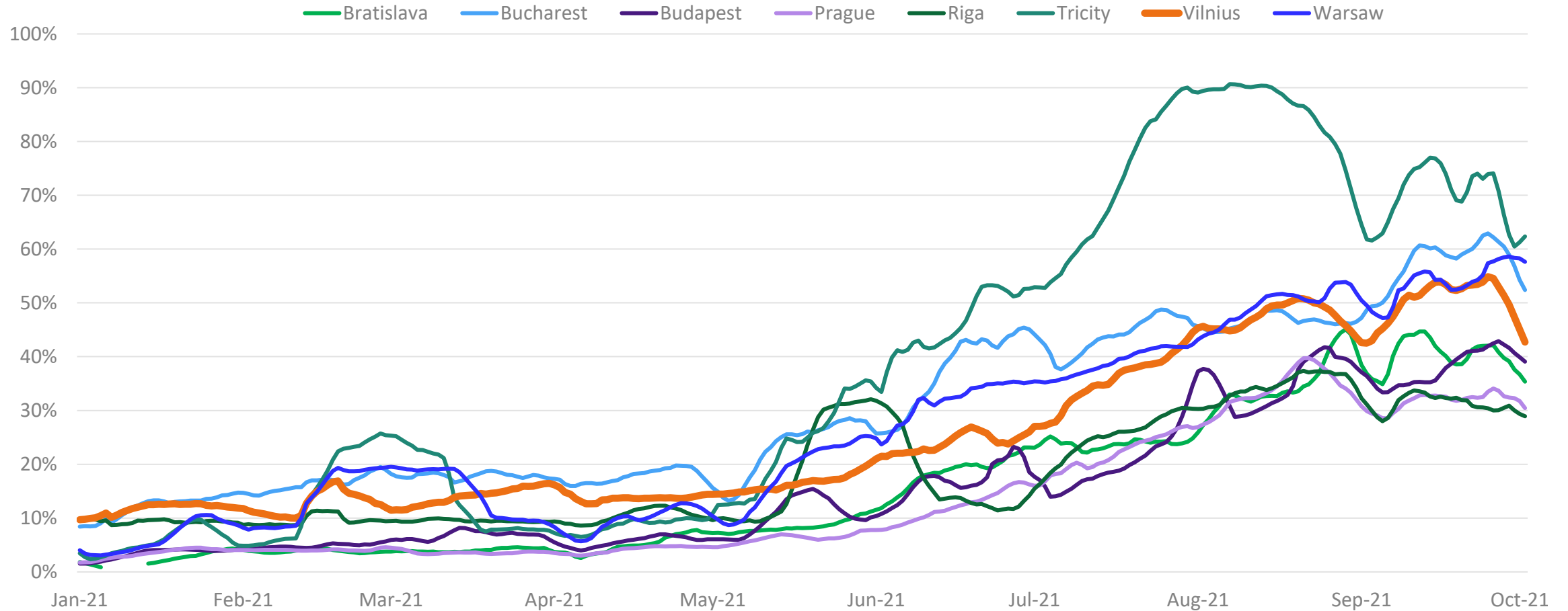


# CEE, Lithuania & Vilnius

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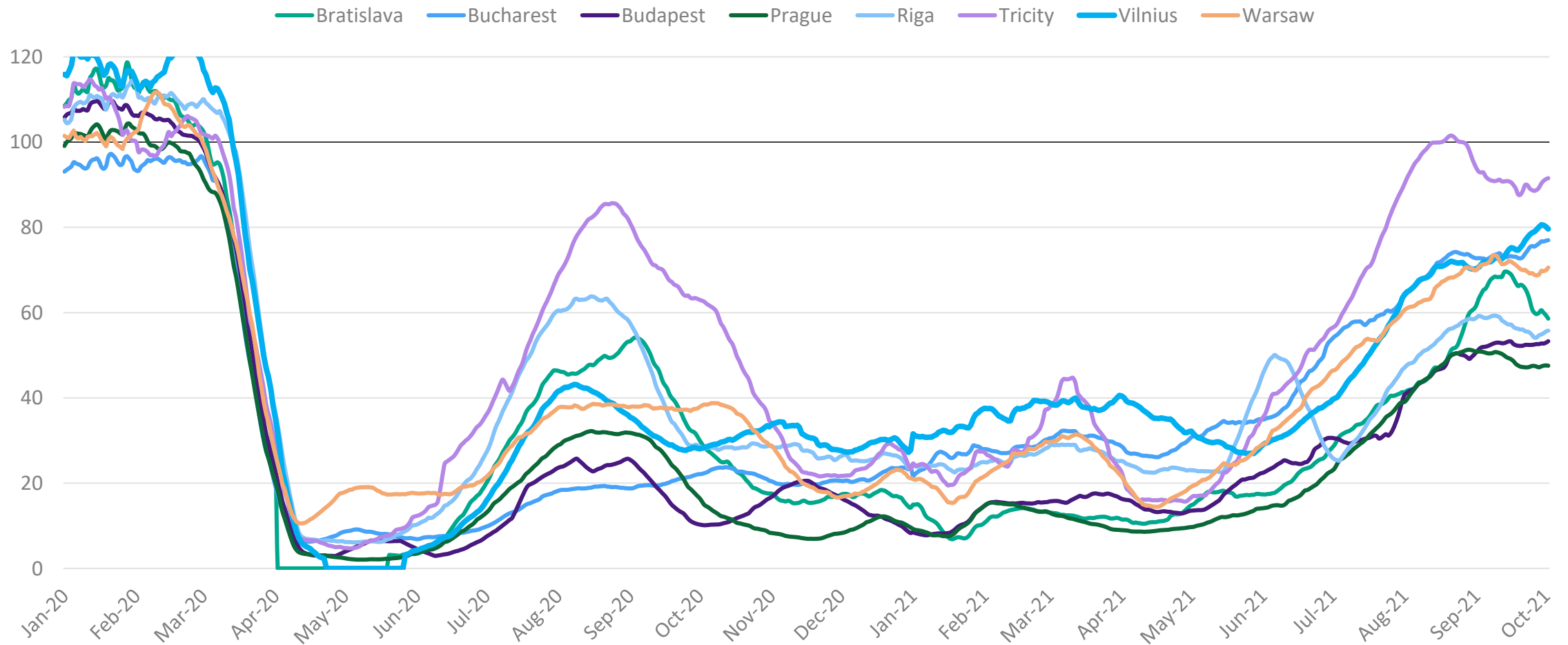
# Upward trend across the region, Tricity summer hot spot

CEE markets, Rolling 7 days occupancy (full inventory), 1 Jan – 26 Sep 2021



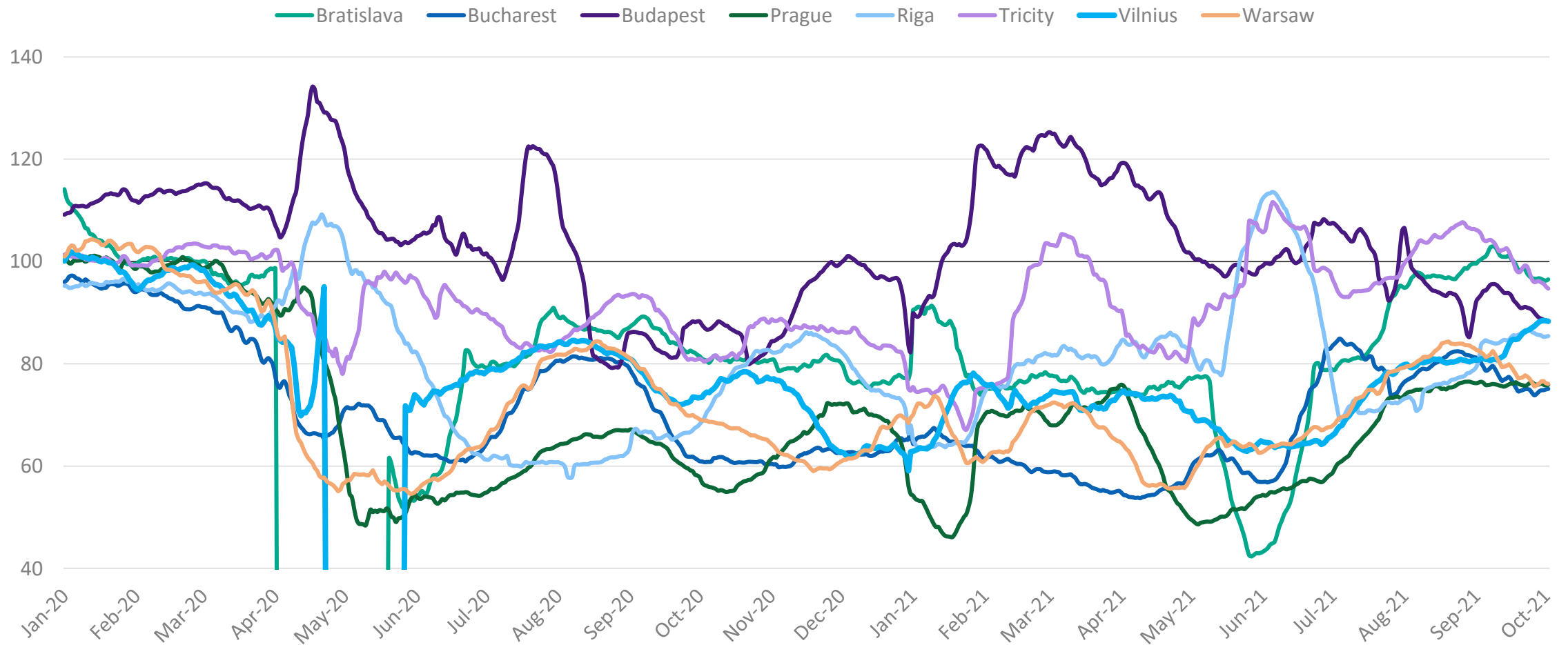
# Occupancy recovery over the summer

Rolling 28 days occupancy (full inventory) indexed to 2019, January 2020 – September 2021



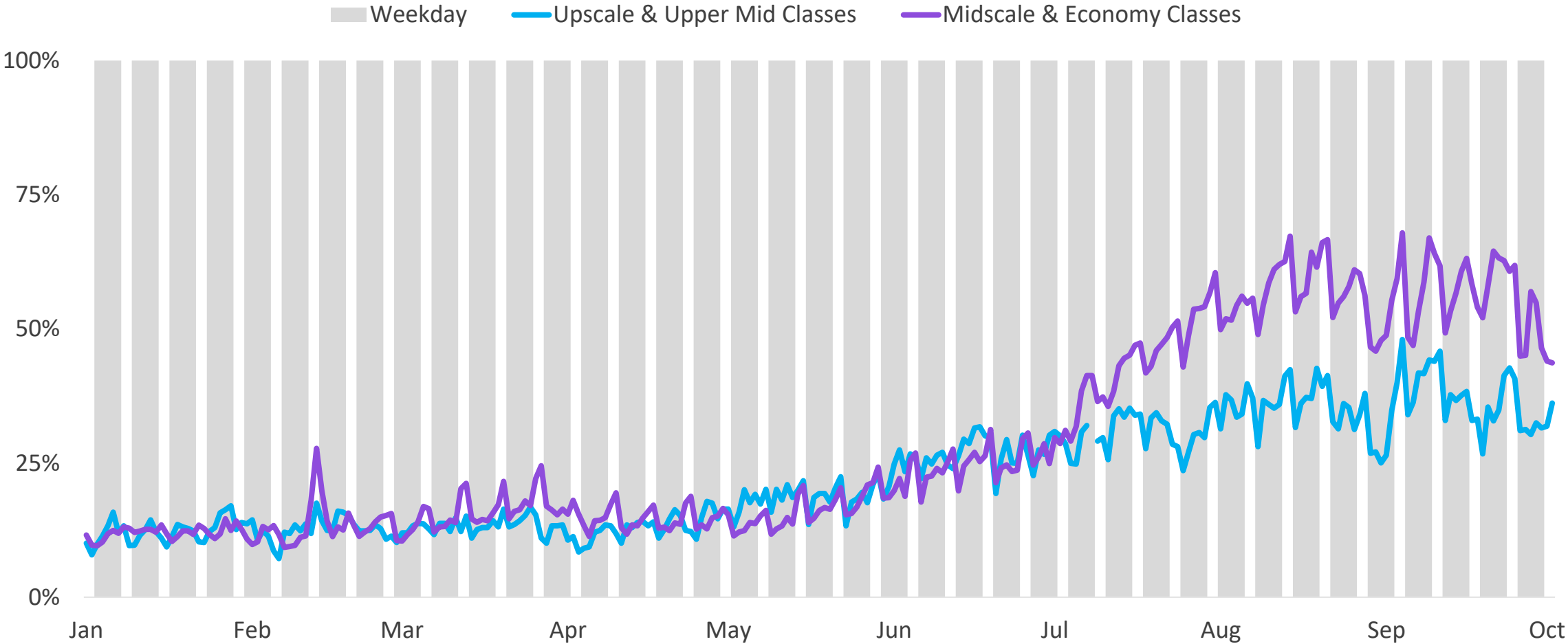
# And Tricity beat 2019 ADR levels over the summer

Rolling 28 days ADR, EUR, indexed to 2019, January 2020 – September 2021



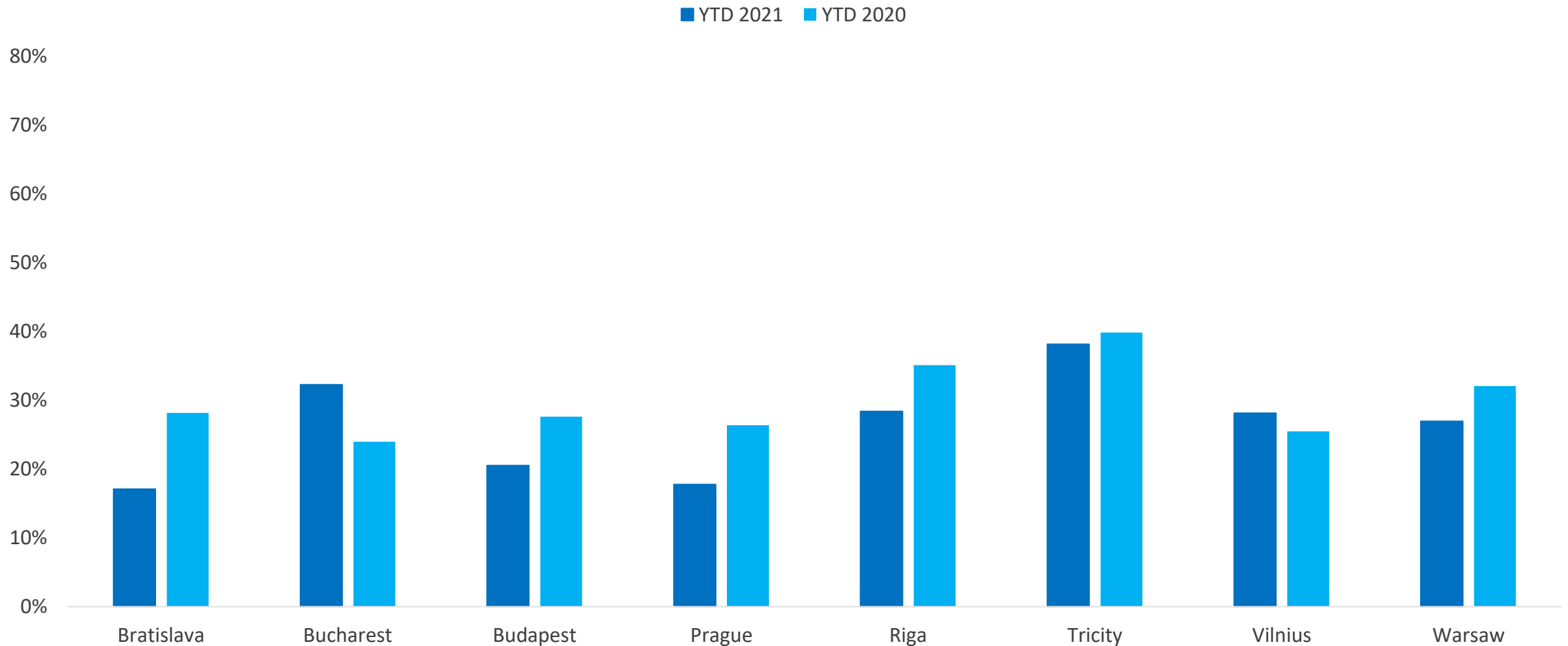
# Vilnius: Midscale and economy hotels taking the lead

Occupancy (TRI) by collapsed class, 2021



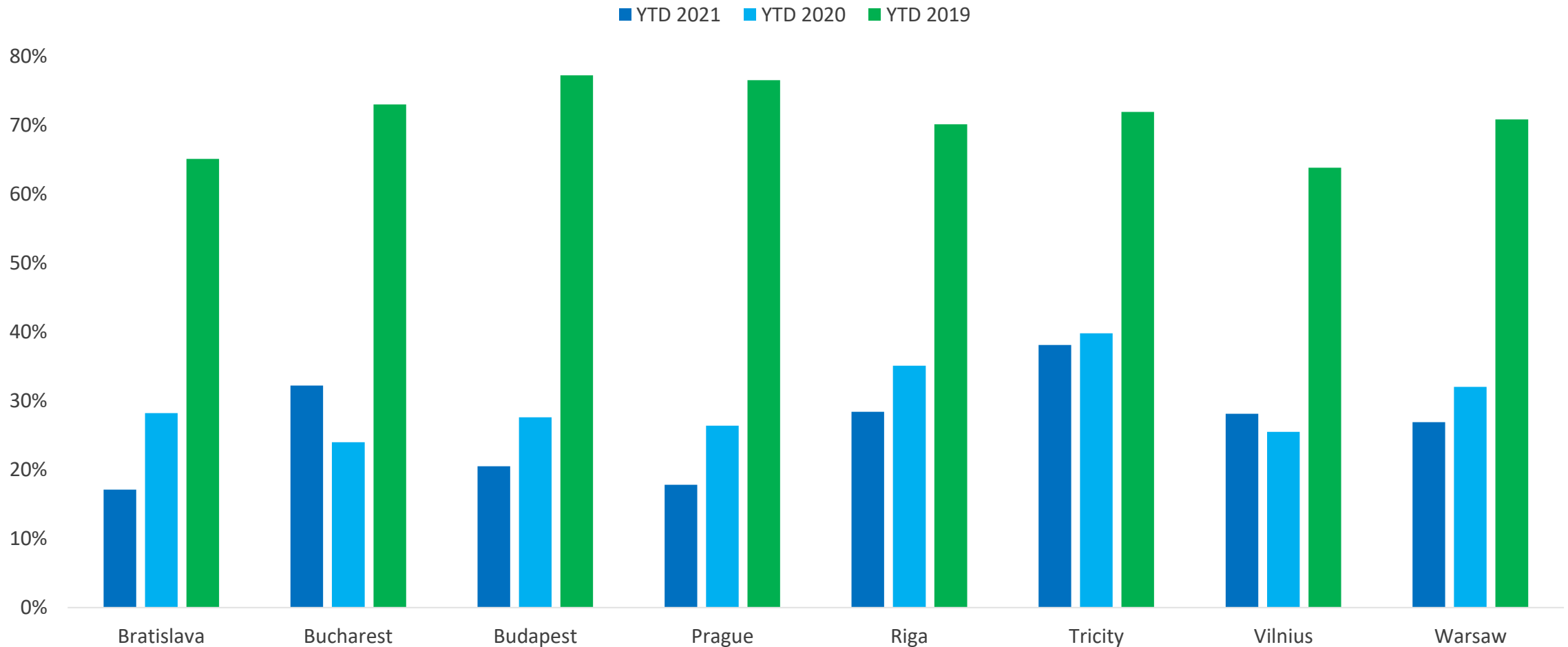
# Occupancy still behind 2020, except of Vilnius and Bucharest

CEE markets, Occupancy (standard) August YTD 2020 v 2021



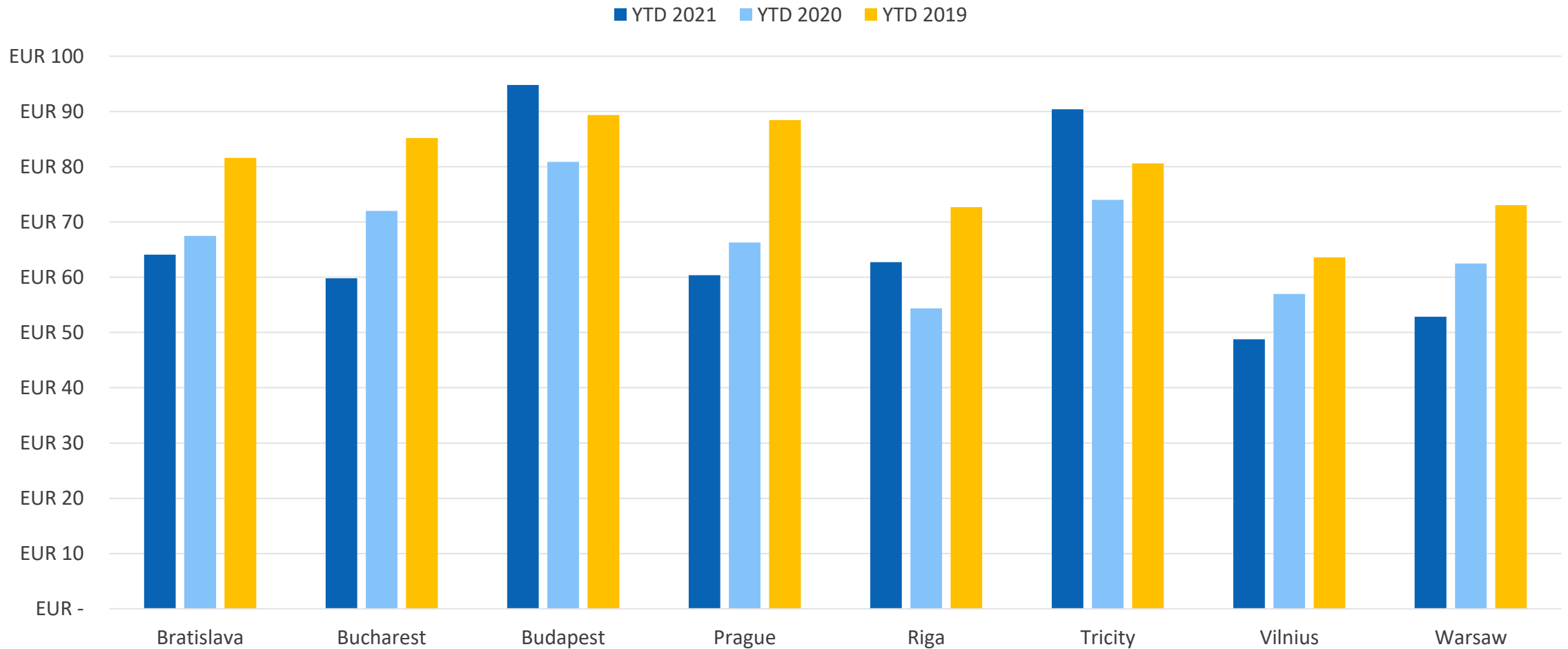
# But still far from pre-pandemic level

CEE markets, Occupancy (standard) August YTD 2019, 2020 & 2021



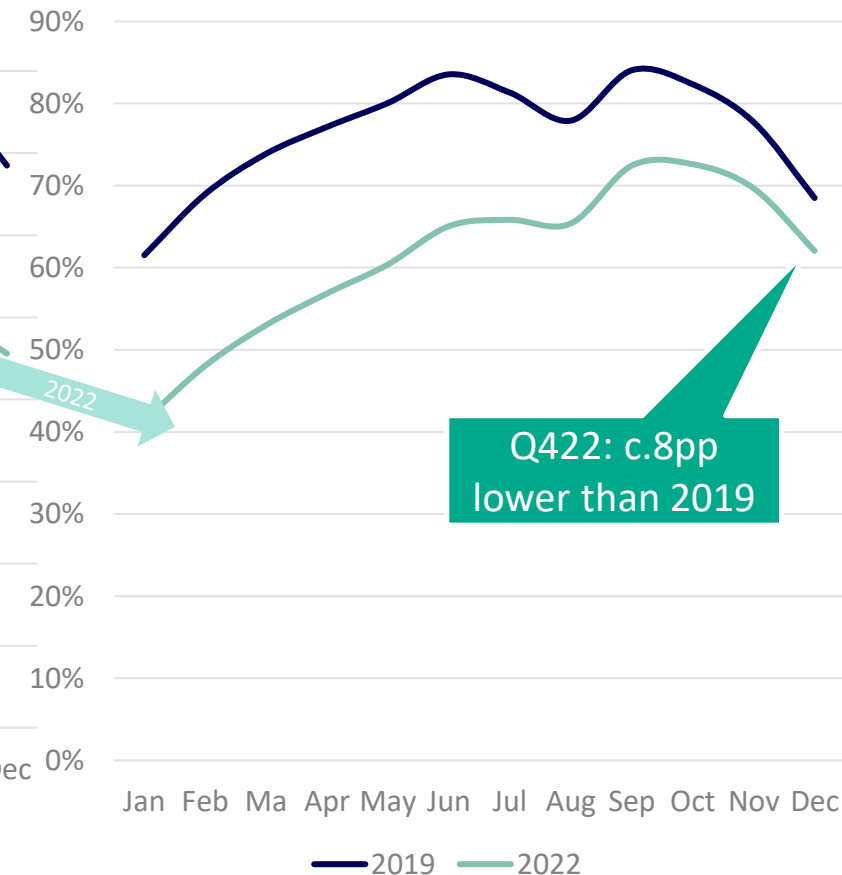
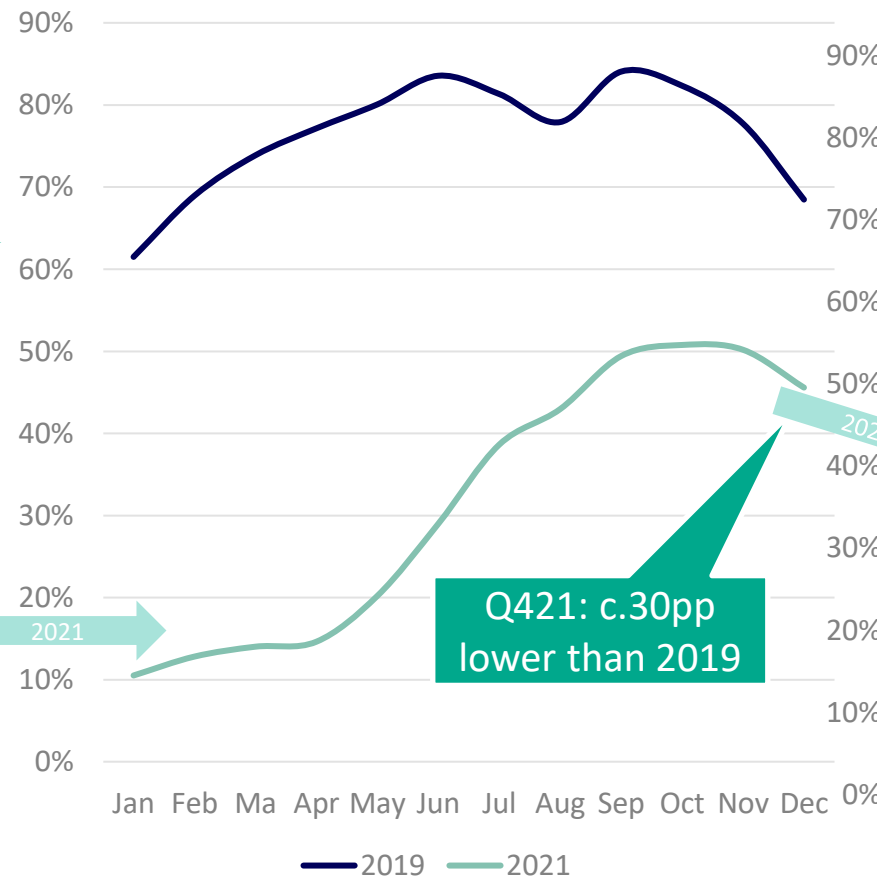
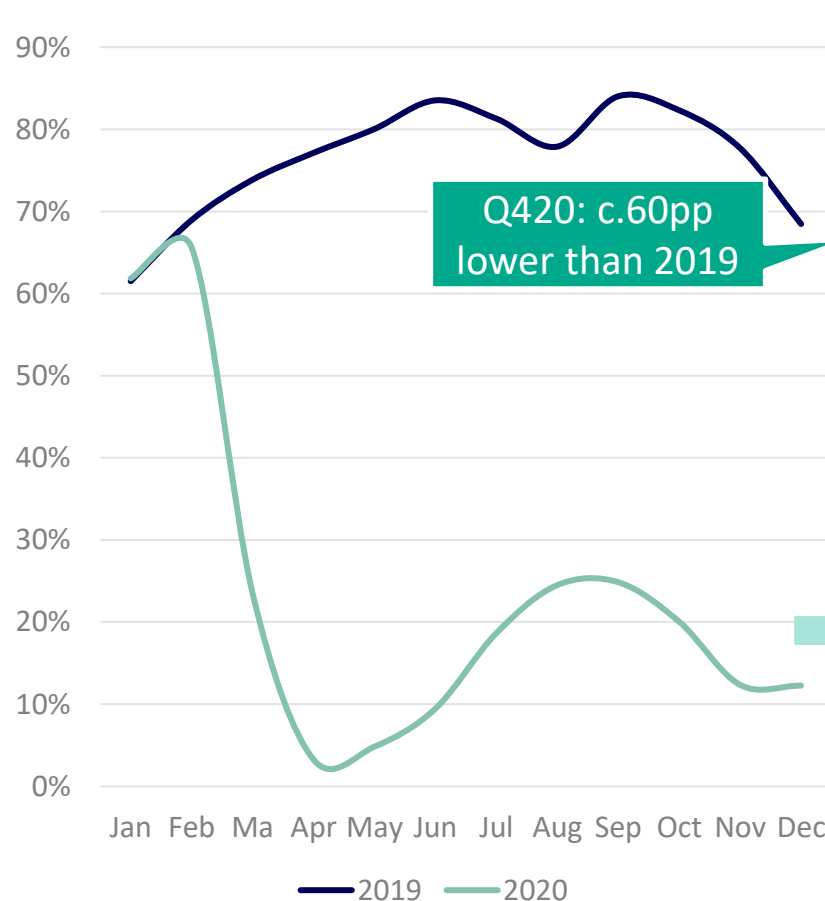
# Rates in Tricity and Budapest\* above 2019

CEE markets, ADR, EUR, YTD August 2019, 2020 & 2021



# European Cities: Meaningful occupancy recovery in 2022

European Cities\*, OCC, Historical Jan 2019 – July 2021, Forecast Aug 2021 – Dec 2022

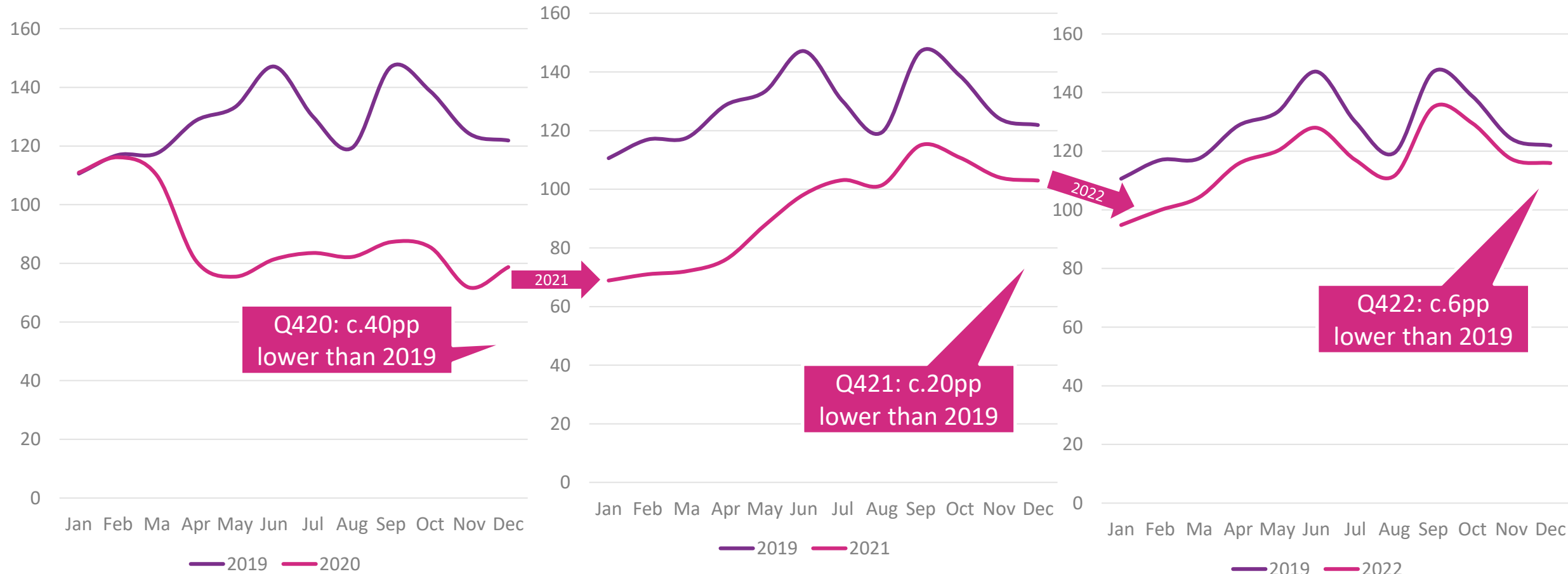


\*Aggregated performance of Amsterdam, Athens, Amsterdam, Athens, Barcelona, Belfast, Berlin, Birmingham, Brussels, Budapest, Cologne, Dublin, Dusseldorf, Edinburgh, Frankfurt, Glasgow, Hamburg, Leeds, London, Madrid, Manchester, Milan, Moscow, Munich, Paris, Prague, Rome, Stuttgart, Vienna, Warsaw, Zurich

Source: 2021 CoStar Group

# European Cities: Rate recovery not as robust as leisure markets

European Cities\*, ADR, Historical Jan 2019 – July 2021, Forecast Aug 2021 – Dec 2022

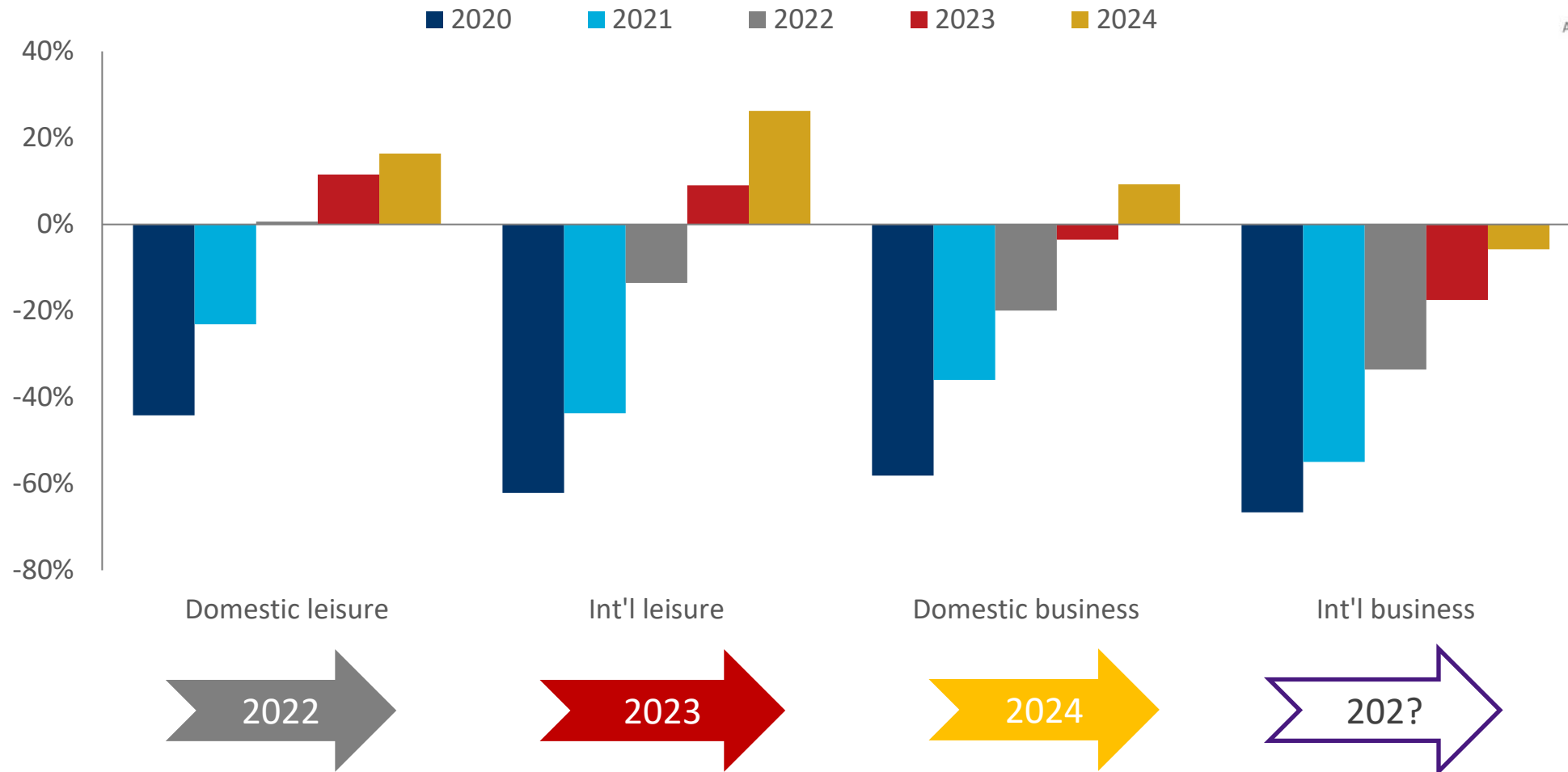


\*Aggregated performance of Amsterdam, Athens, Amsterdam, Athens, Barcelona, Belfast, Berlin, Birmingham, Brussels, Budapest, Cologne, Dublin, Dusseldorf, Edinburgh, Frankfurt, Glasgow, Hamburg, Leeds, London, Madrid, Manchester, Milan, Moscow, Munich, Paris, Prague, Rome, Stuttgart, Vienna, Warsaw, Zurich

# Most demand recovered by 2023... international business the laggard



Tourism Economics, European travel spend by segment, % relative to 2019 levels





# Thank you!

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**HOTEL DATA**  
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