



STR market update for Lithuania

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Searching for Answers?

1.

Global Update

2.

Europe in Review

3.

Baltic States:
Lithuania update

4.

A glimpse into the
future



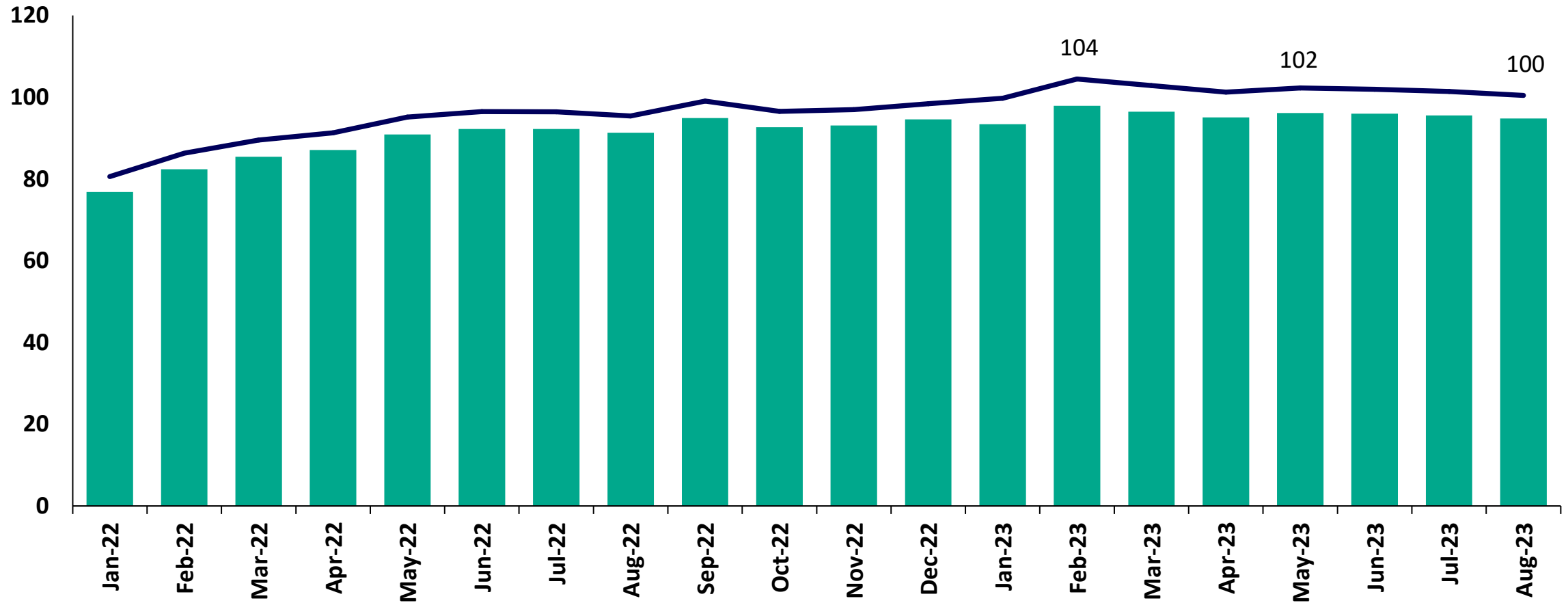
Global Demand & Rates

2023 so far



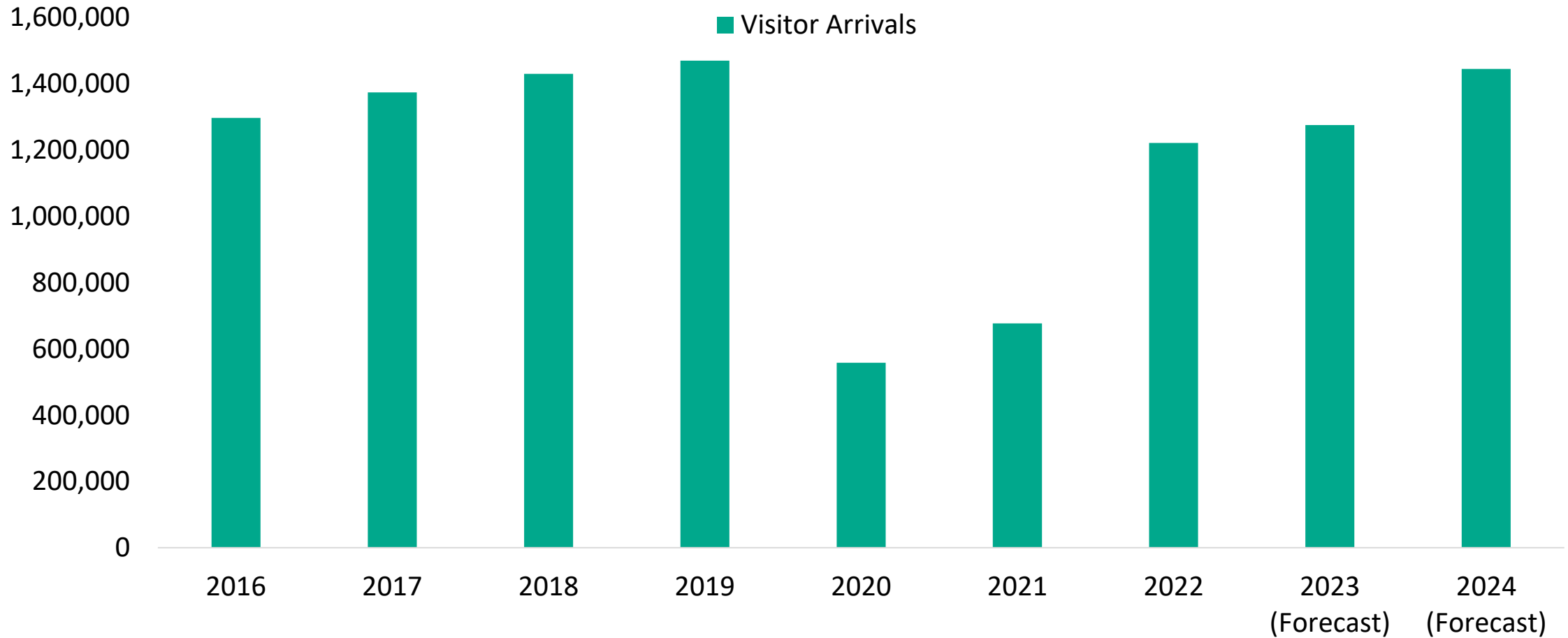
Demand is back up to pre-pandemic levels

Global Occupancy indexed to 2019, Jan 2022 – Aug 2023



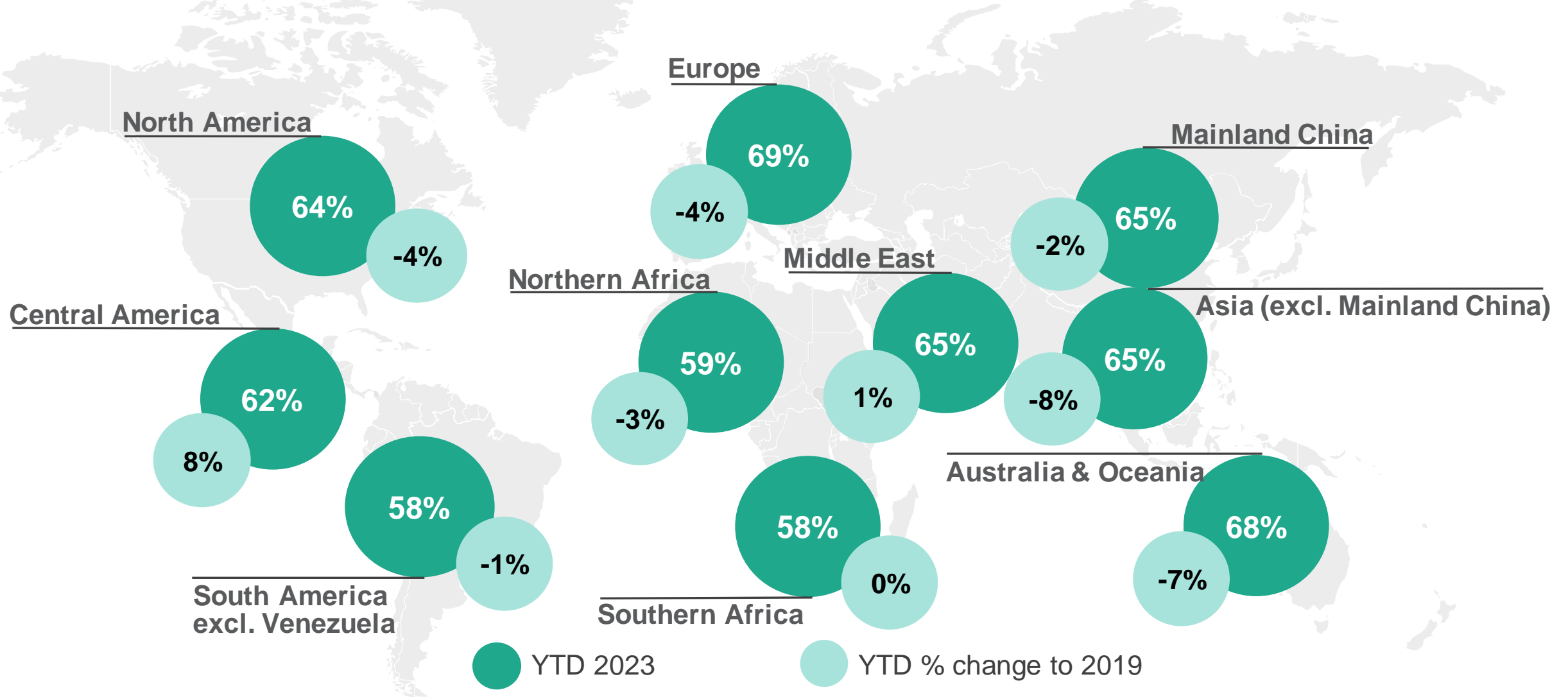
2023 arrivals are expected to improve on 2022

Europe International Visitor Arrivals (000s)



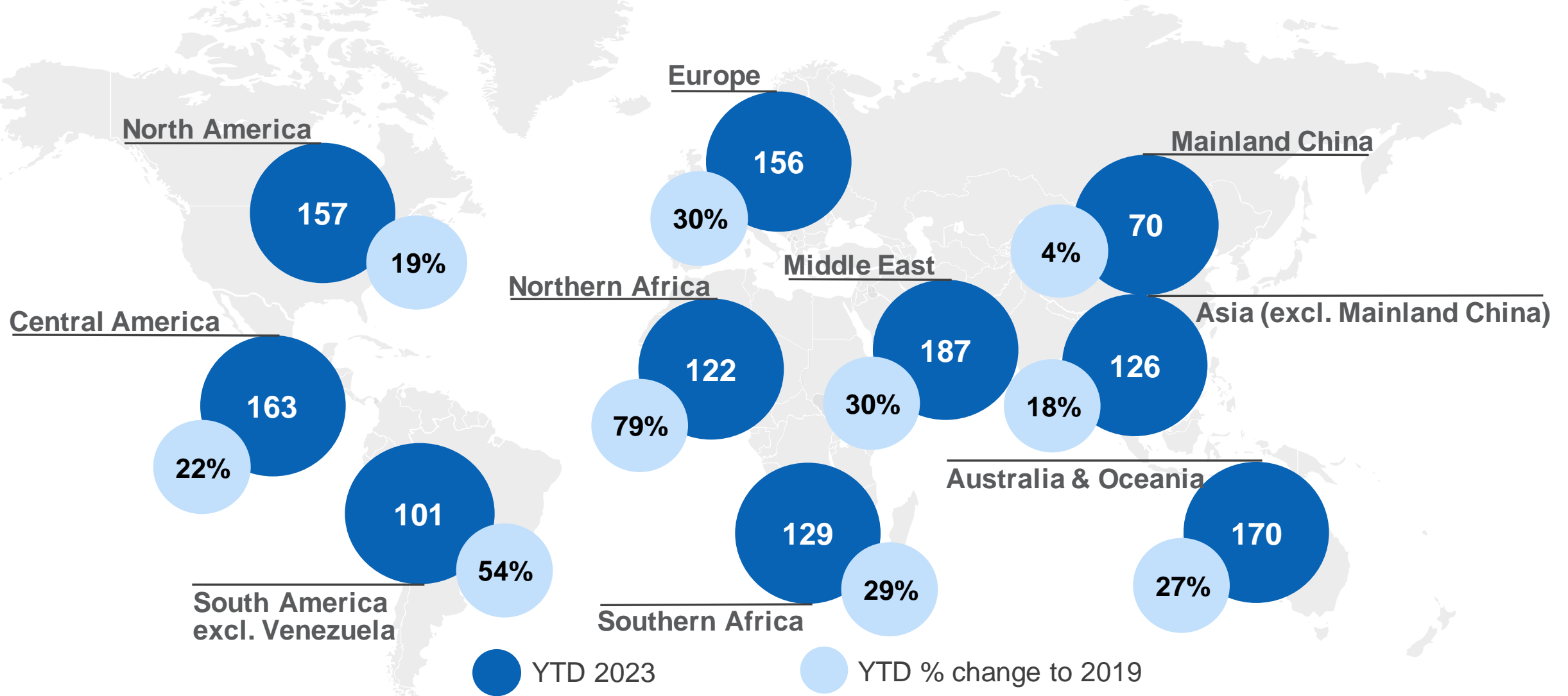
Most regions continue to climb towards pre-pandemic levels

Occupancy (Std), August YTD 2023 and YTD % change to 2019



Significant uplift on ADR in Europe

ADR (USD & CC), August YTD 2023 and YTD % change to 2019





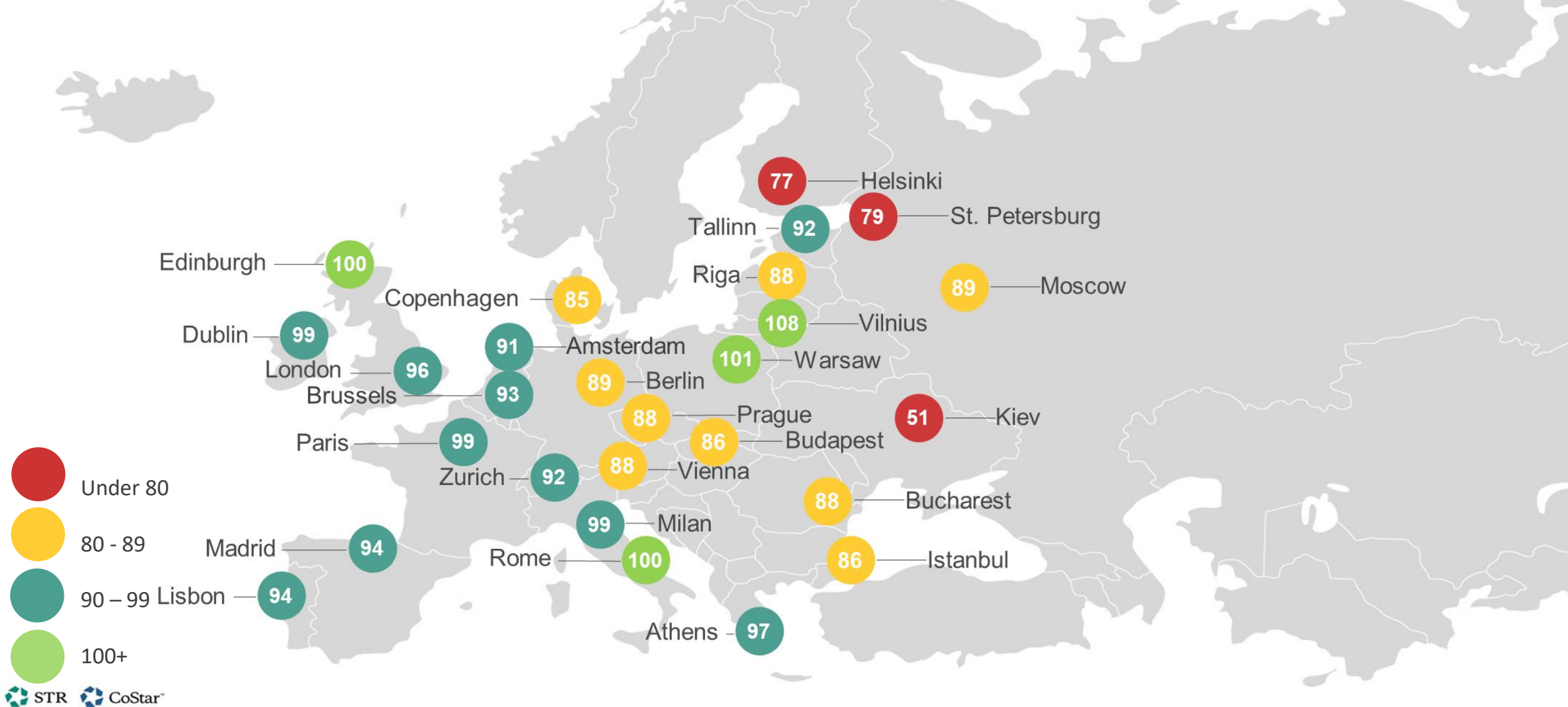
Europe In Review

2023 so far



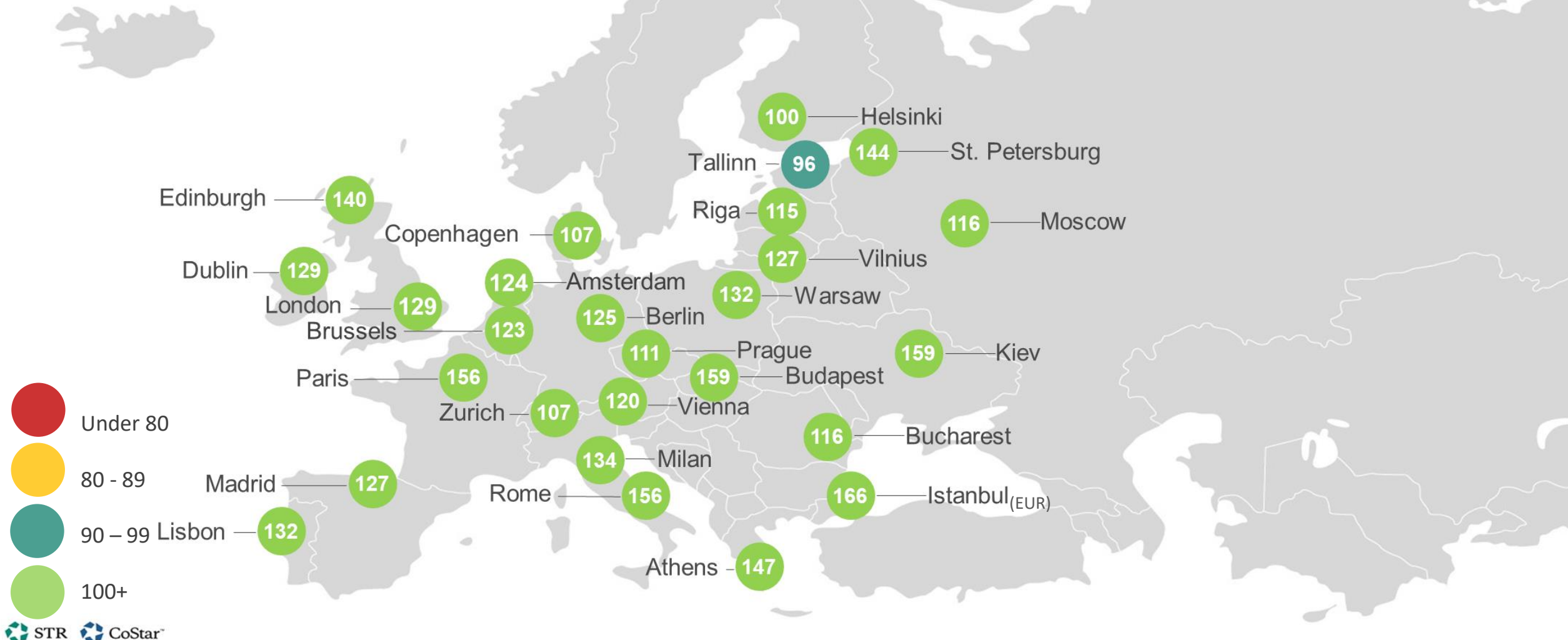
Central and Eastern European capitals struggling with recovery

European markets, Occ (Std), indexed to 2019, August YTD 2023



Full recovery across almost all cities

European markets, ADR (LC), indexed to 2019, August YTD 2023

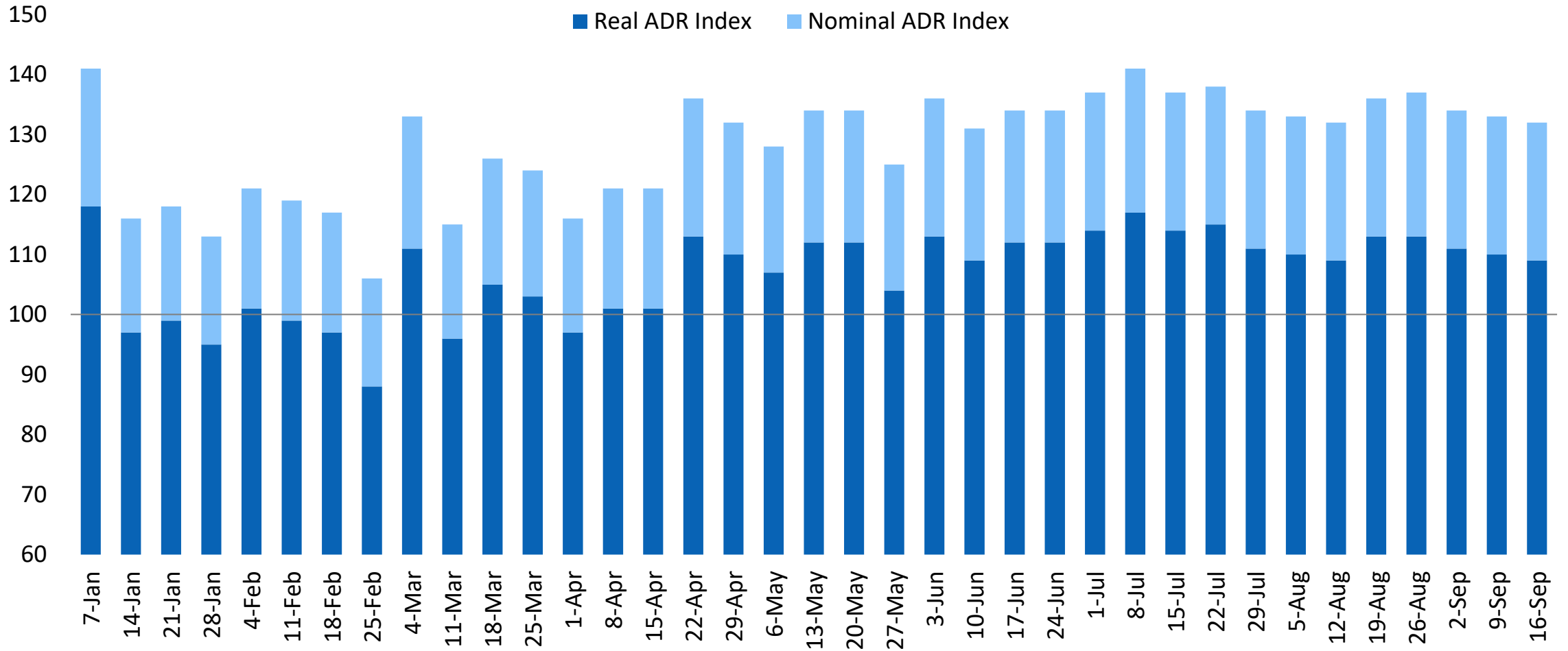


- Under 80
- 80 - 89
- 90 - 99
- 100+

STR CoStar

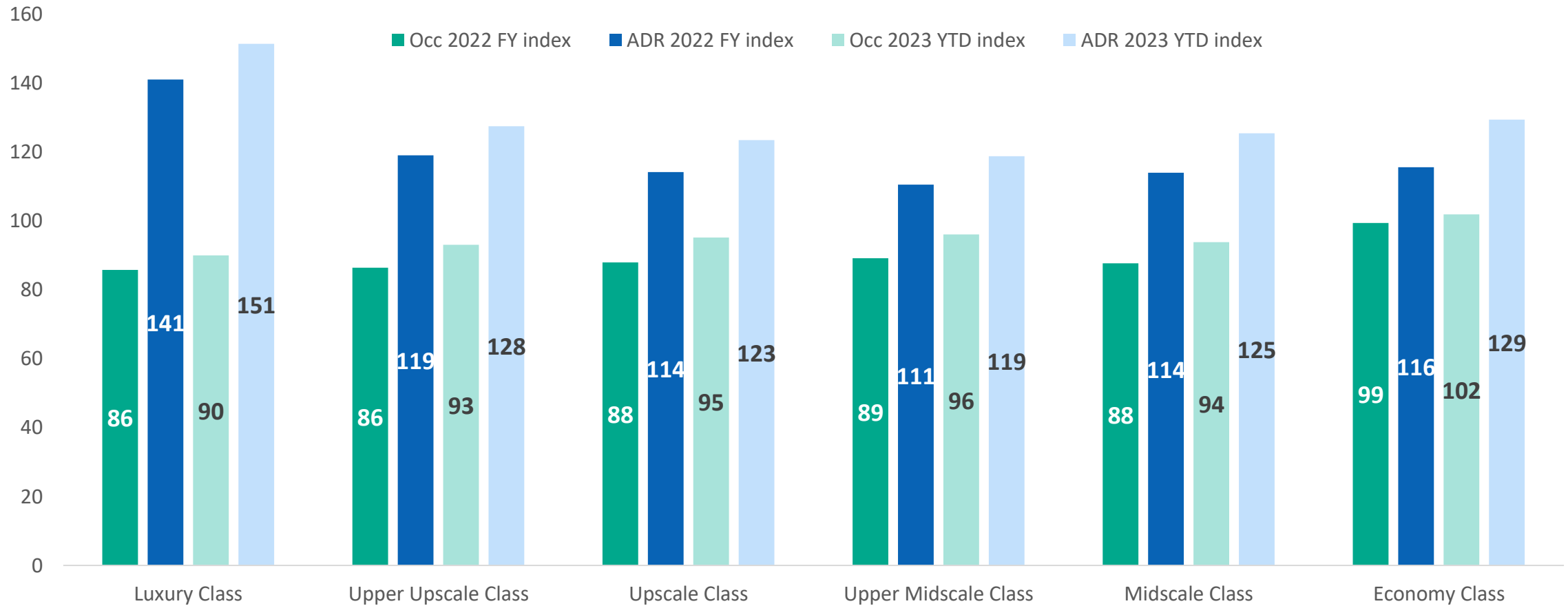
Recession-busting rates prevail

EU 27 Countries, Weekly ADR (Euros) indexed to 2019, Jan – Sep 2023



Europe luxury class ADR tops the charts, despite occupancy

Europe Occ and ADR EUR, indexed to 2019, Full Year 2022 & August YTD 2023



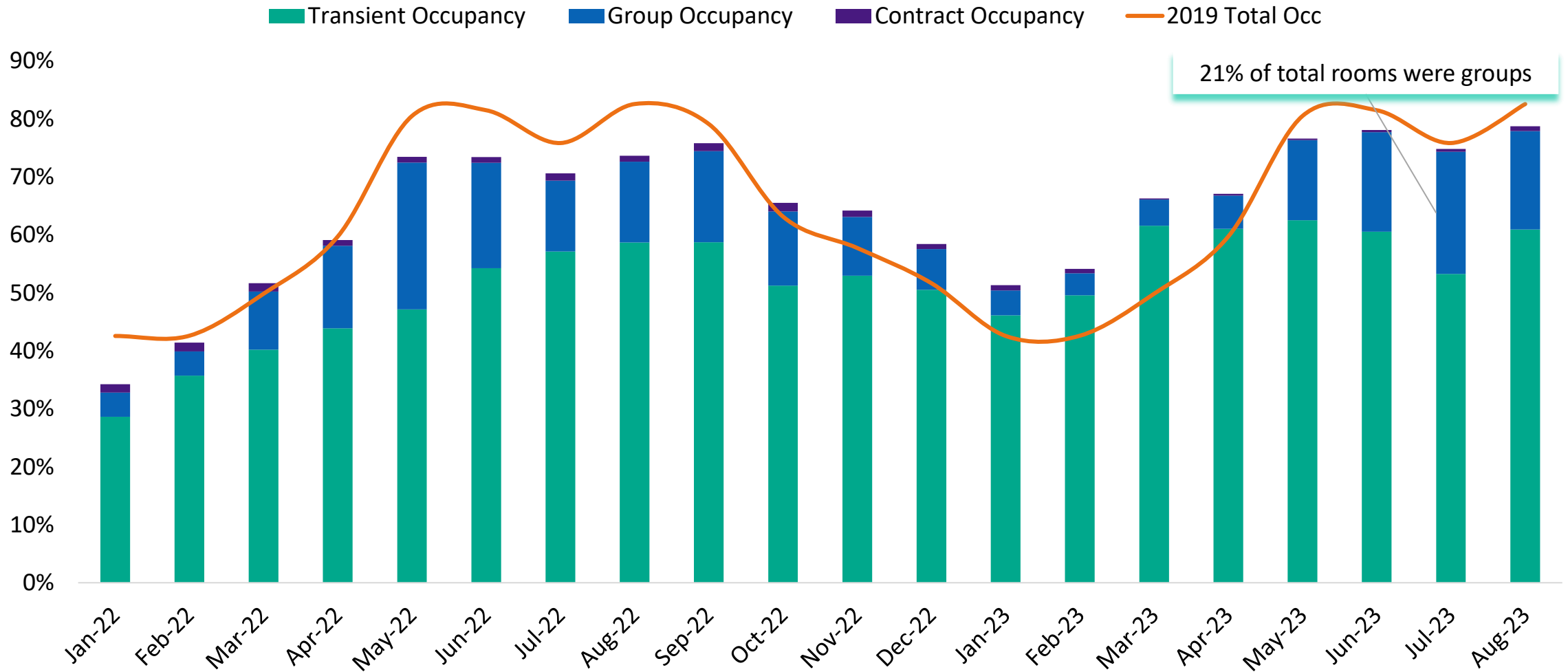


Lithuania market update



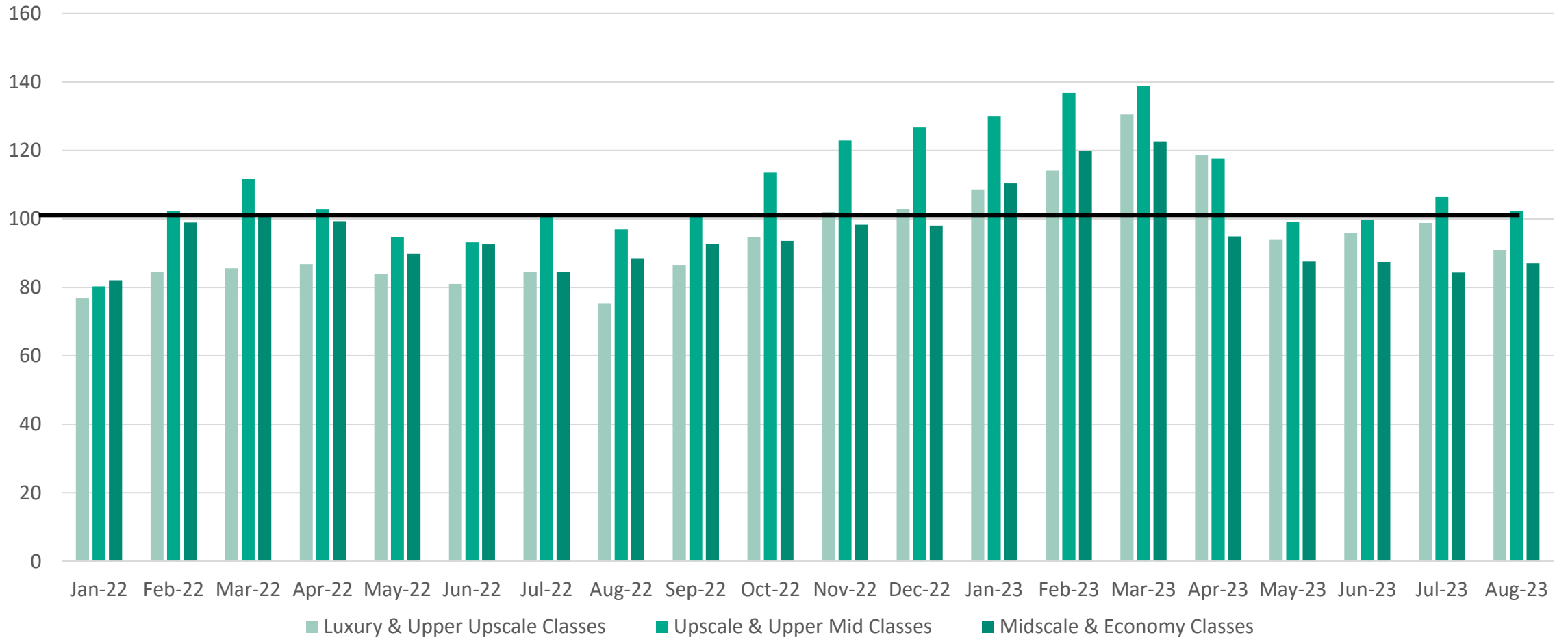
Groups are slowly returning for the major international event

Lithuania, Occupancy (Std), January 2022 - August 2023



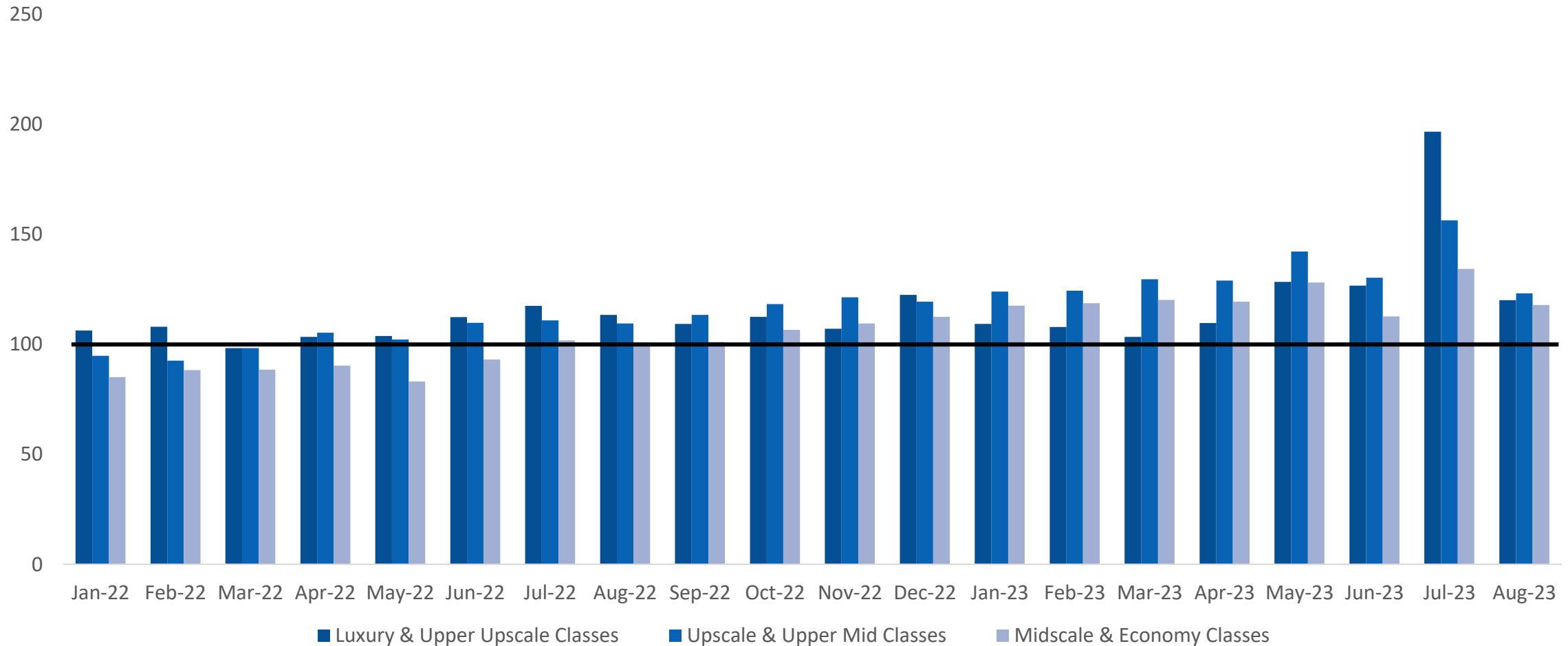
Upscale & Upper Midscale consistently performing best, luxury is not far behind

Lithuania Occ (STD) by collapsed class, indexed to 2019, January 2022 – August 2023



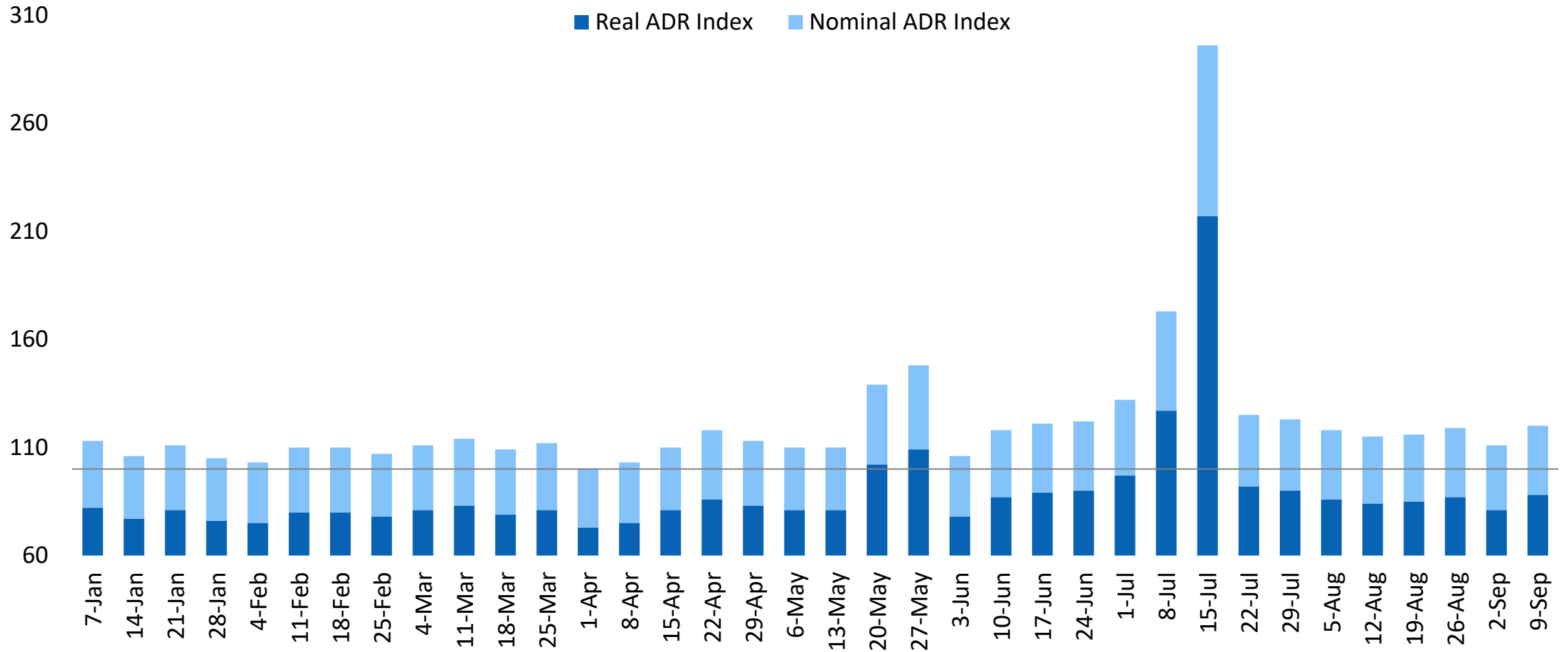
All classes continue to push ahead with ADR

Lithuania ADR (LC) by collapsed class, indexed to 2019, January 2022 – April 2023



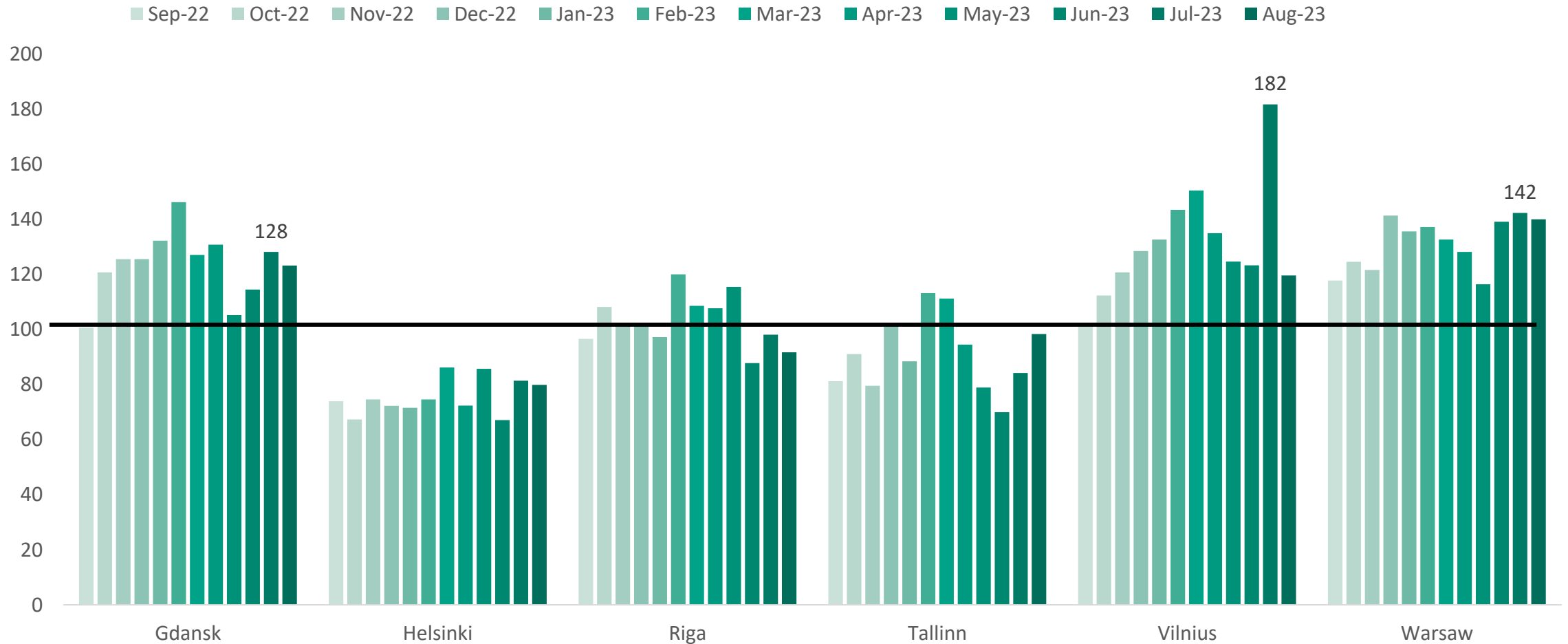
Big events are positive contributor to nominal ADR growth

Vilnius, Weekly ADR (EUR) indexed to 2019, January – September 2023

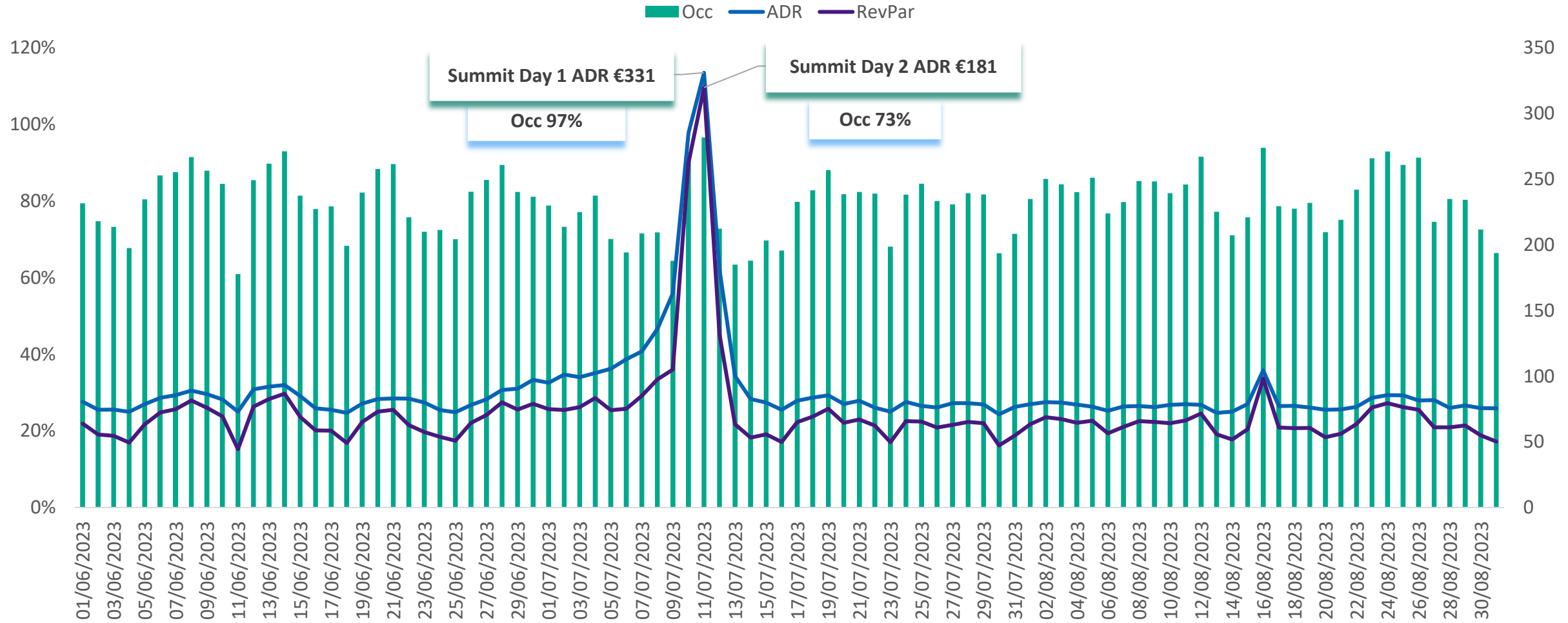


Baltic States: path to recovery

Monthly RevPAR (LC), indexed to 2019



Vilnius daily Occ & ADR during event period, May 2023





A glimpse into the future

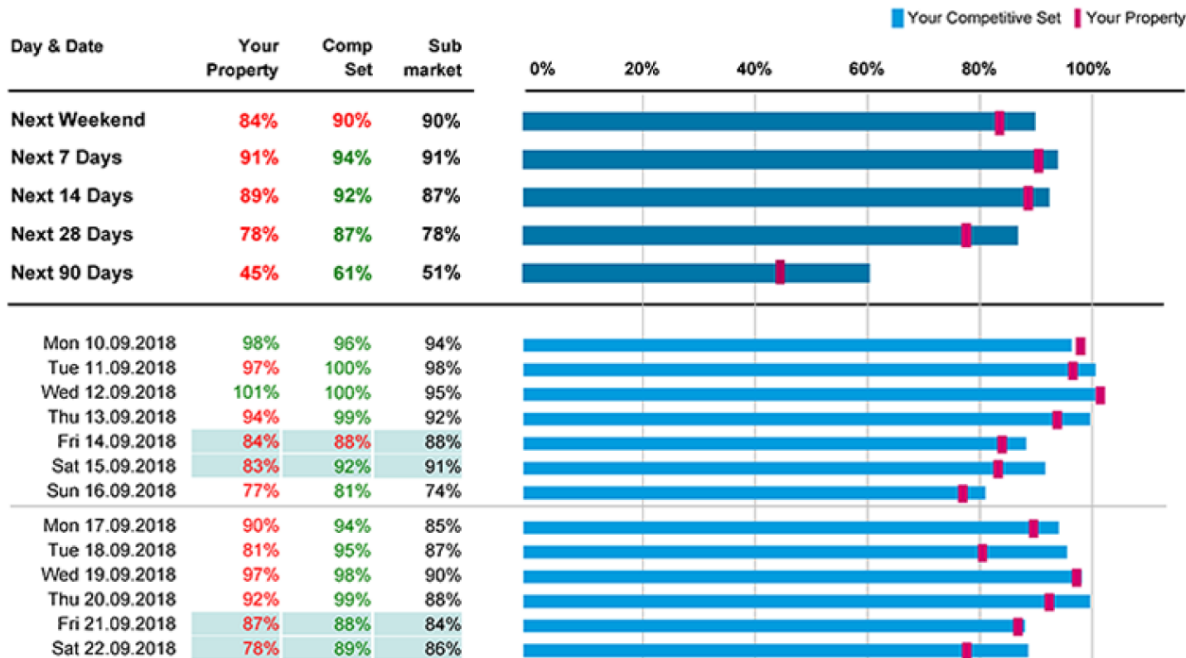


Forward looking. Forward planning. Forward thinking.

Forward Occupancy



Forward occupancy based on confirmed and tentative business on the books for the next 90 days for your property, competitive set and submarket.



Truly understand **Market Demand**



Avoid **surprise low demand** periods



Identify the **macro-opportunities**



Adjust **revenue strategies**



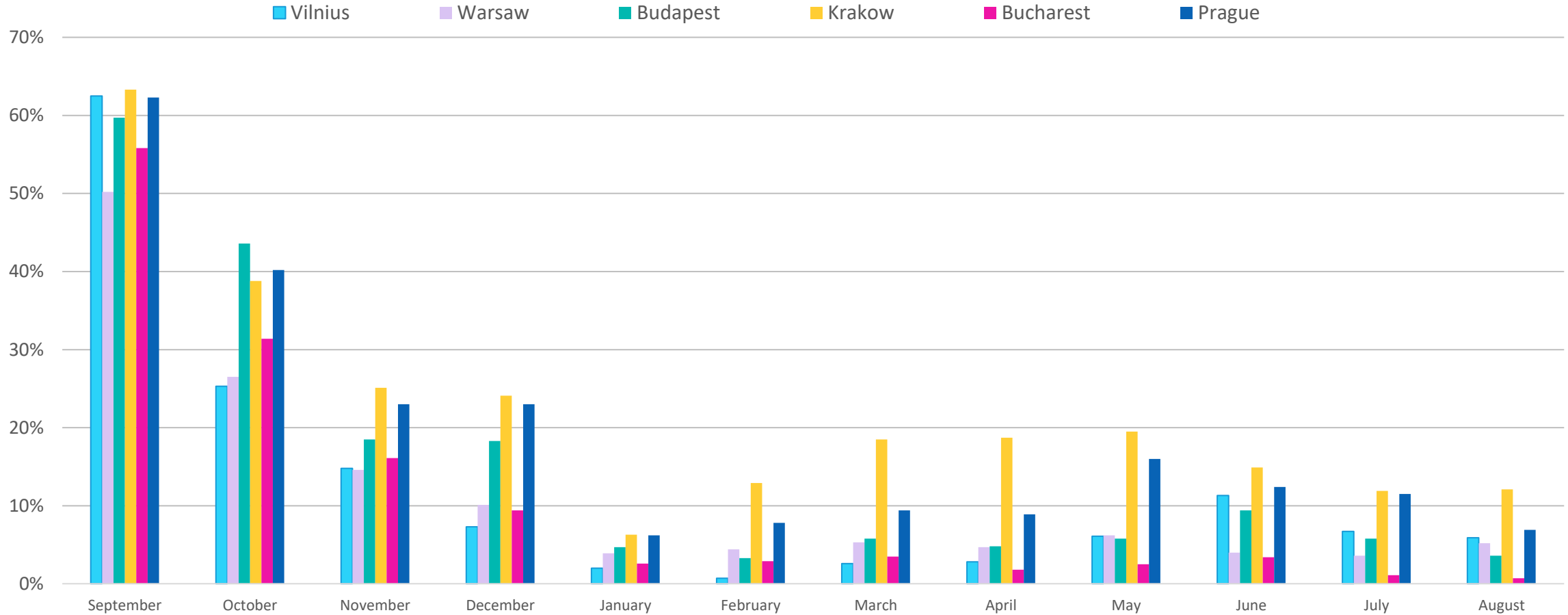
Understand **variances** in trends



Measure **future success** combined with **STAR**

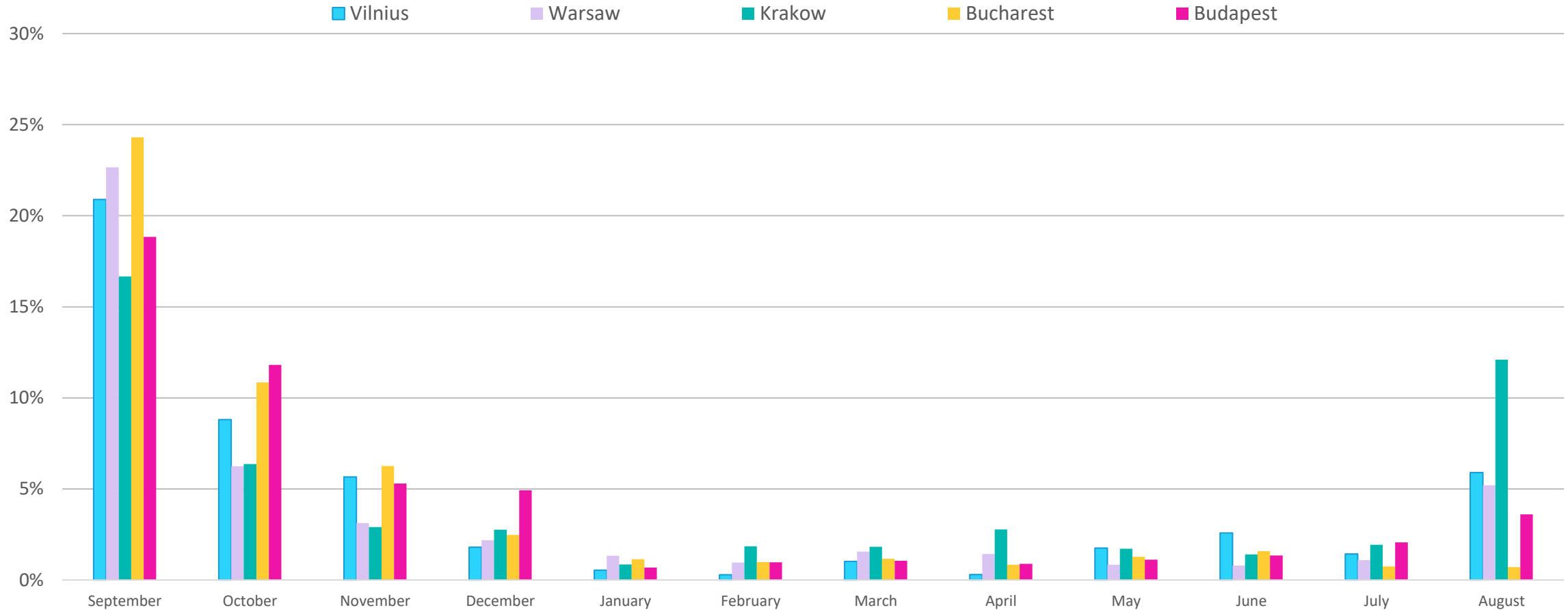
Vilnius occupancy on the books vs other markets

Occupancy on the books for next twelve months as at 04th September 2023



Vilnius pick up vs other markets

Pick Up monthly aggregates as at 04th September 2023





Thank you!

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