



STATEMENT & OUTLOOK FOR THE HOSPITALITY MARKET

HOTREC

APRIL 2023

MKG Consulting EMEA

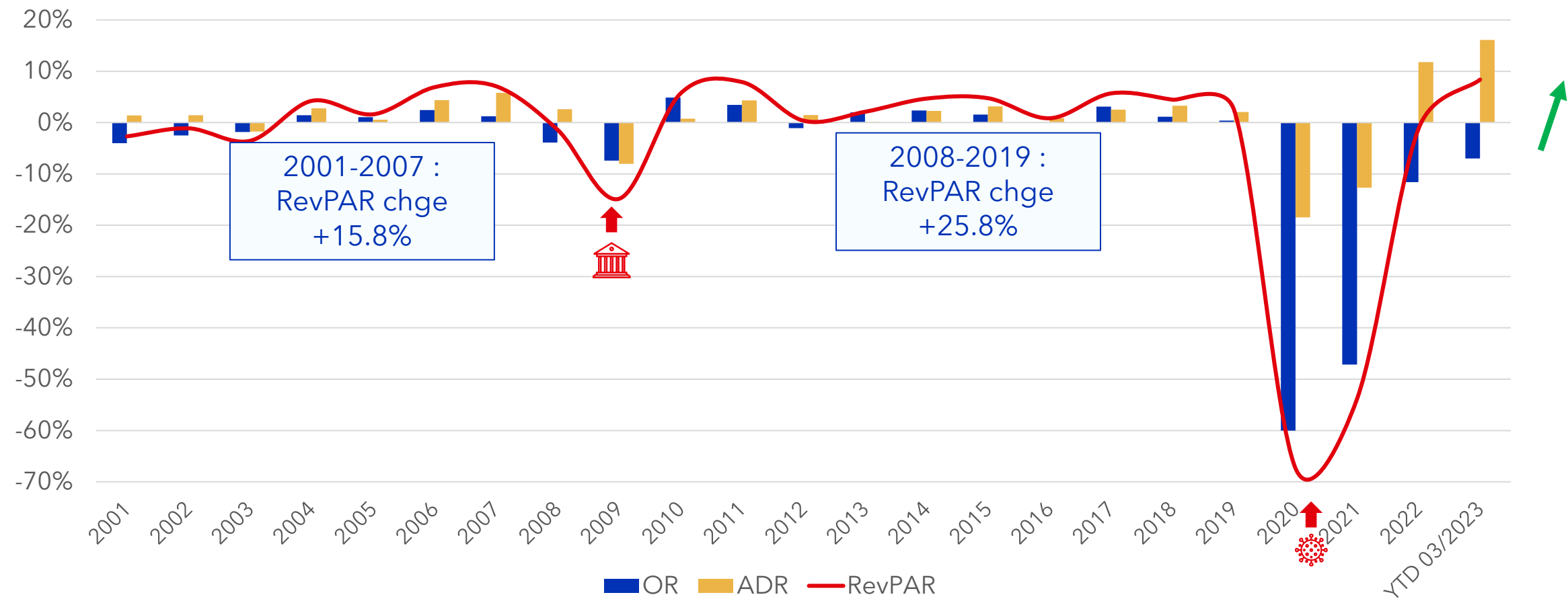
5 rue de Dantzig - Paris
+33 (0)1 70 36 01 36
welcome@mkg-group.com



A STRONG RECOVERY IN 2022-2023



Hotel Results in Europe (EU area) since 2001 (% vs Y-1 except 2021-2023 vs. 2019)

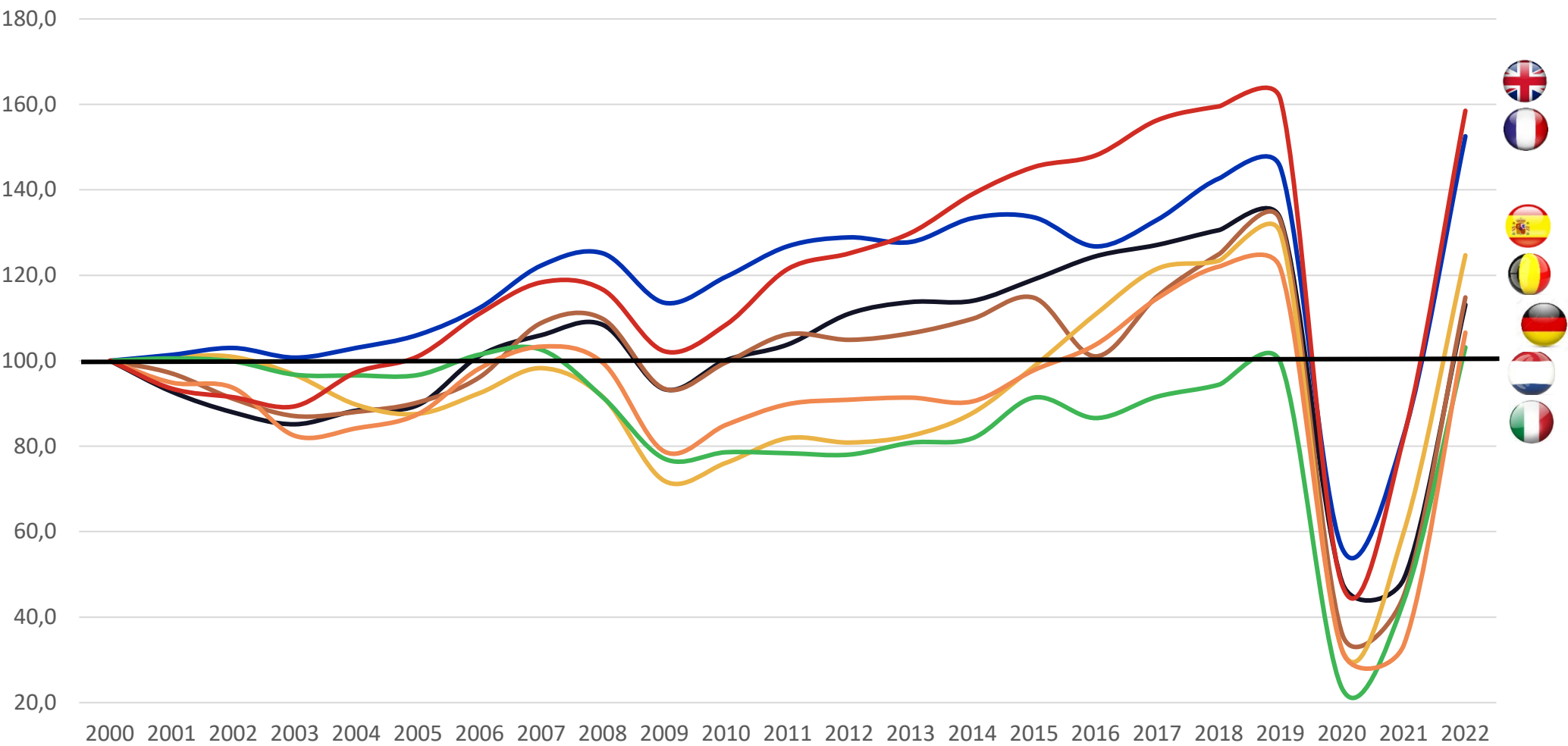


Source: MKG_destination - 04/2023

A STRONG RECOVERY IN 2022-2023



Annual RevPAR change since 2000 (2000 = Base 100)

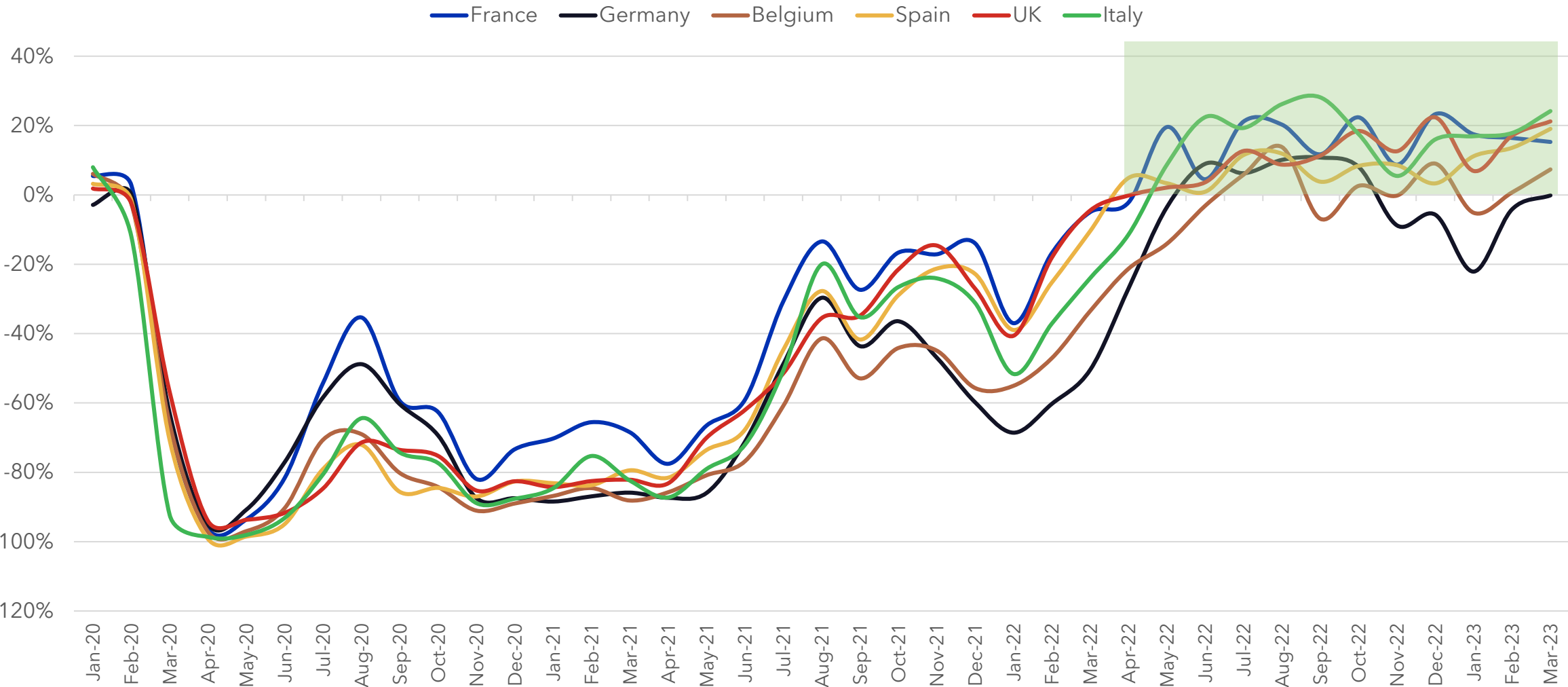


Note : Euros for all countries except UK in livre sterling

A FORCED RECOVERY



Monthly RevPAR change (%) by country, vs 2019

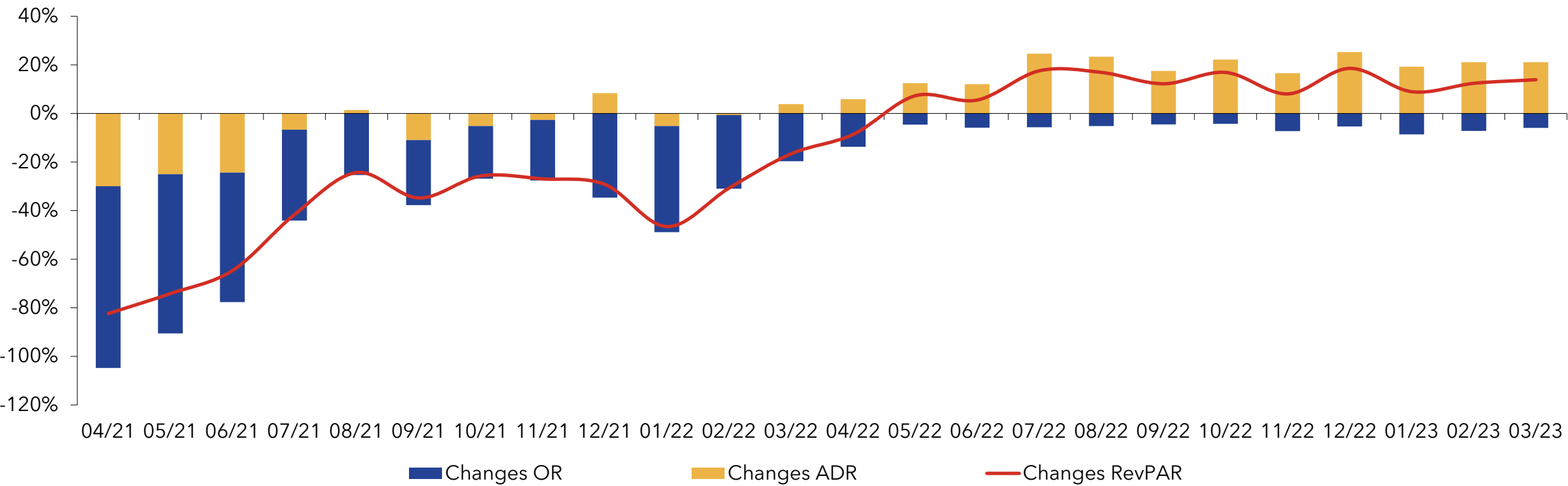


Source: MKG_destination - 04/2023

TRENDS IN EUROPE



Hotel Results in Europe over the last 24 months



Source: MKG_destination - 04/2023

FIRST QUARTER IN EUROPE



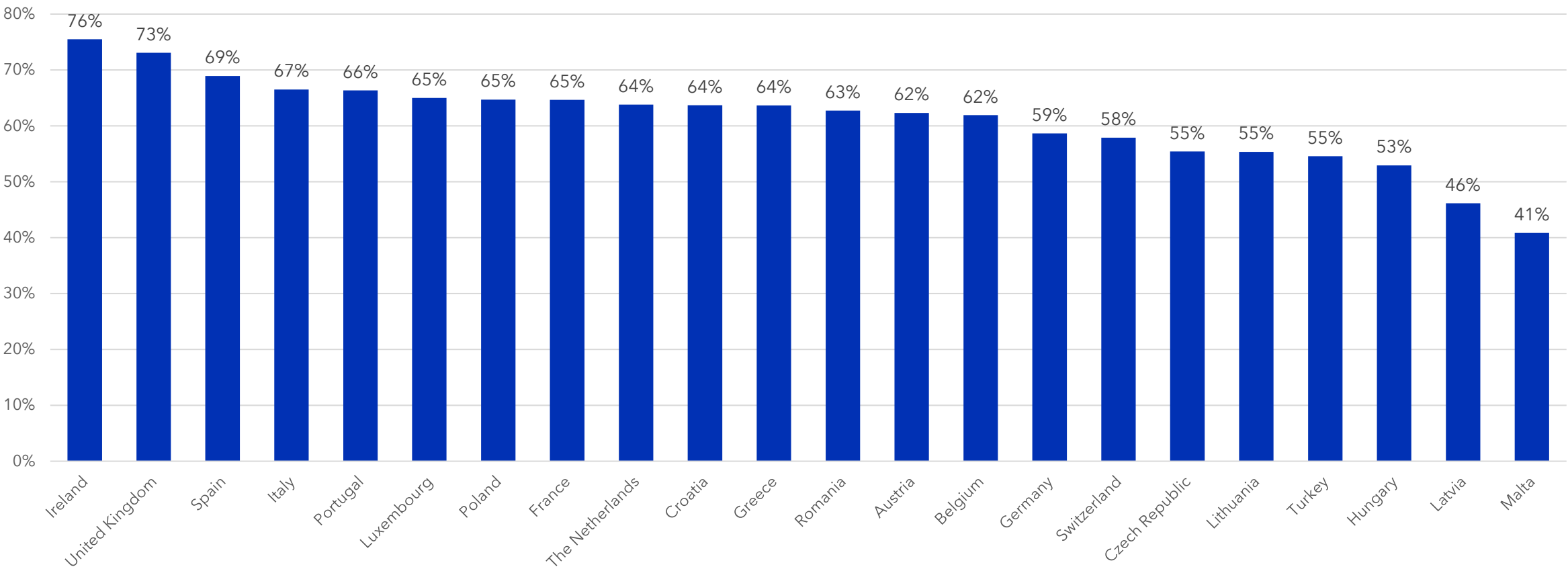
Hotel Results in Europe by category - From January to March 2023

CATEGORY	Occupancy Rate			ADR			RevPAR		
	%	change (pt) 2022	change (pt) 2019	€	change (%) 2022	change (%) 2019	€	change (%) 2022	change (%) 2019
2*	60,6%	10,8	-2,6	67,4	18,3%	15,8%	40,9	43,9%	11,0%
3*	60,8%	14,3	-3,0	88,2	18,1%	18,5%	53,7	54,3%	13,0%
4*	59,1%	18,1	-5,7	127,7	17,0%	19,0%	75,6	68,4%	8,5%
5*	52,7%	14,0	-8,9	295,7	14,2%	42,8%	155,8	55,5%	22,3%
GLOBAL	59,3%	14,9	-4,6	110,9	19,1%	20,7%	65,8	59,0%	12,0%

FIRST QUARTER IN EUROPE



Occupancy Rate by country - From January to March 2023

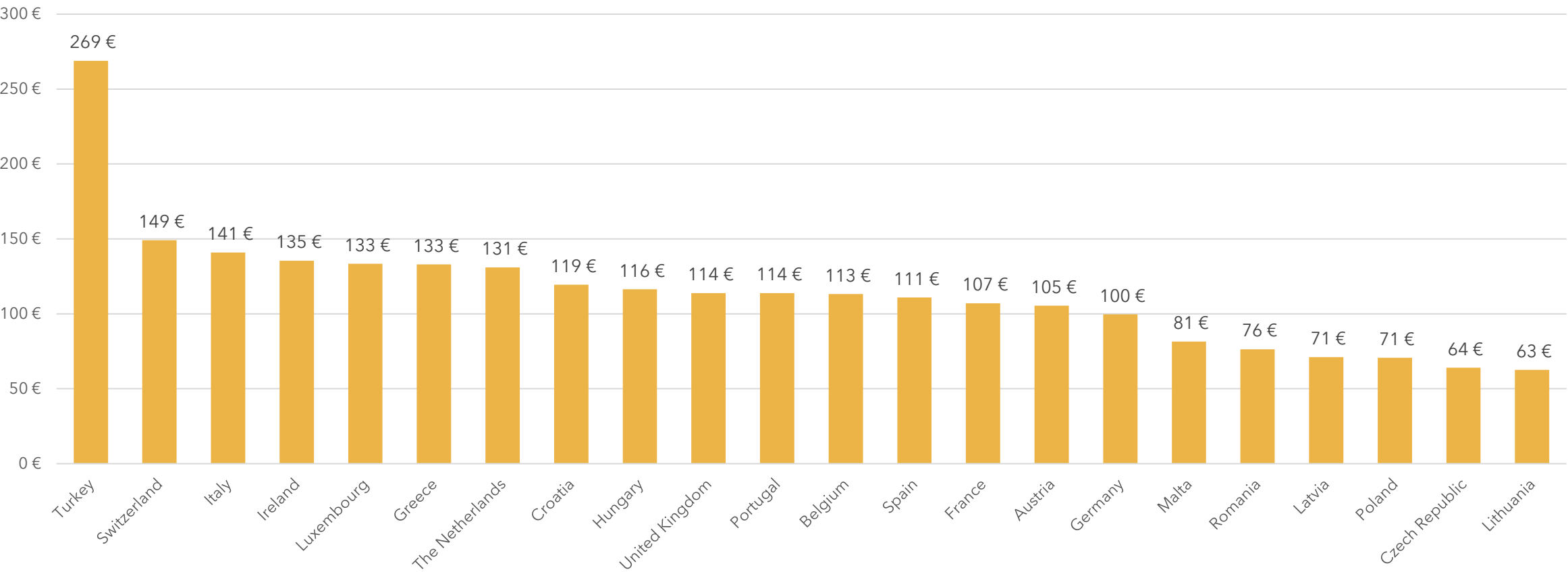


Source: MKG_destination - 04/2023

FIRST QUARTER IN EUROPE



Average Daily Rate by country - From January to March 2023

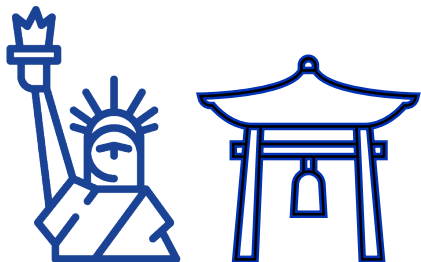


Source: MKG_destination - 04/2023

REASONS TO BE OPTIMISTIC...



Strong growth in air travel, especially international / long haul
Return to the pre-Covid level in 2024 / 2025



Europe's attractiveness to American guests
Gradual return of Asian guests



Return of the congress and meeting activity
Growth of business travel



Average price growth continues in early 2023

... BUT A CHALLENGING PERIOD



Inflation trend having a major impact on operational expenses, energy and wages
Uncertain context due to increasing conflicts



Need to adapt to new customer expectations
> Home office, search for experience, mix between leisure and business time



Emergence of new concepts
> Hostels, coliving



Challenges of adapting to climate change / sustainable development