



Urban Living Festival

Understanding the urban living markets

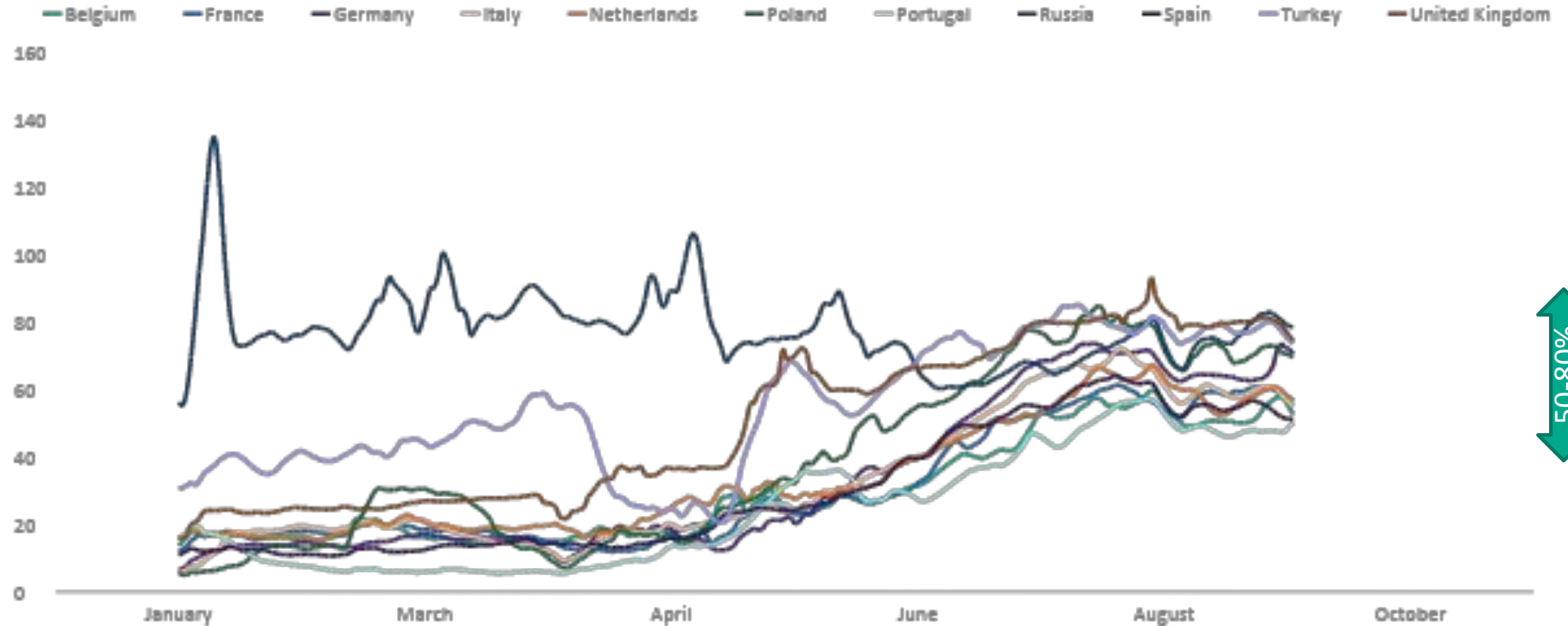
Alex Robinson | Senior Manager

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European country occupancy holding steady, albeit at different levels

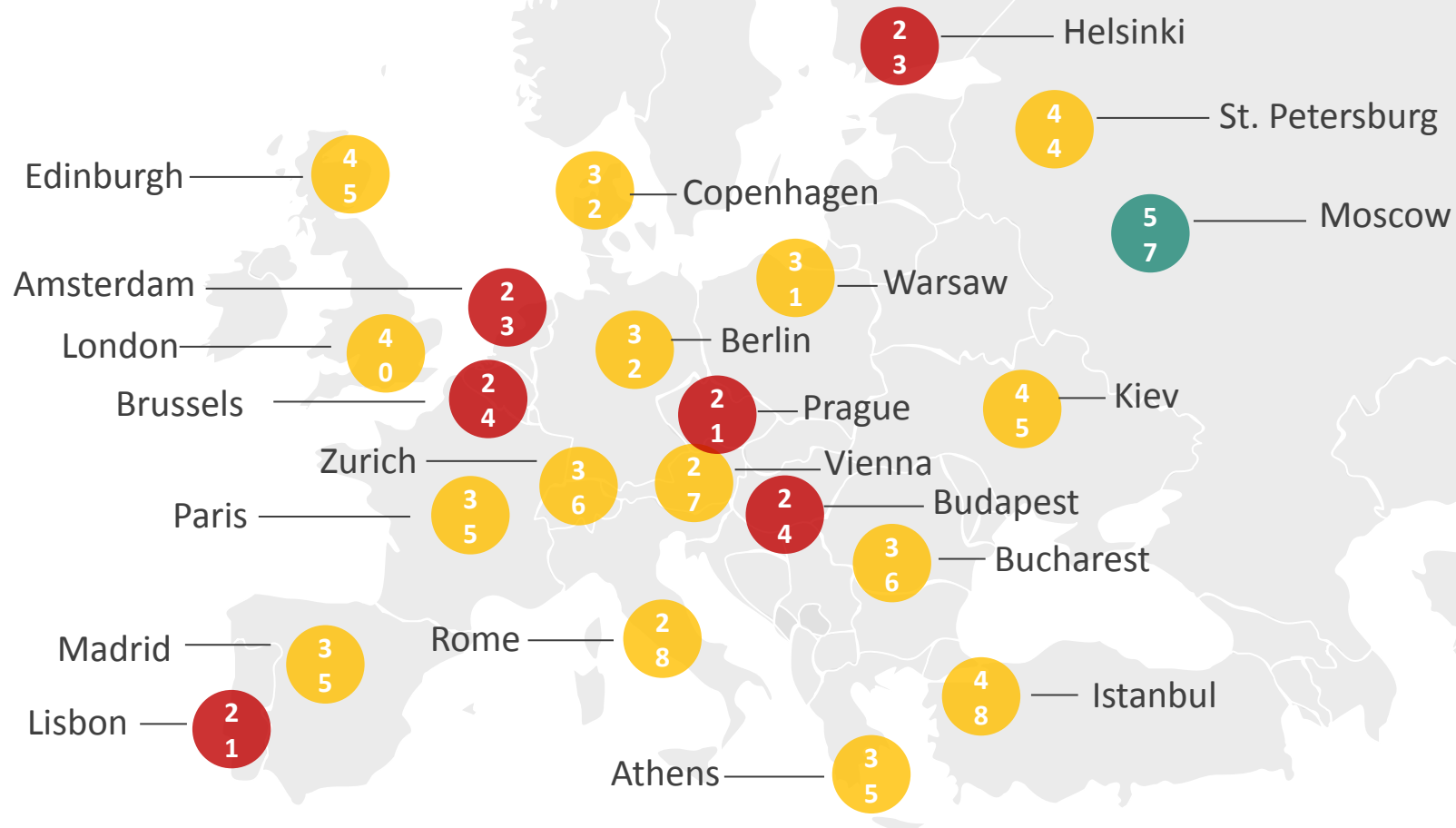
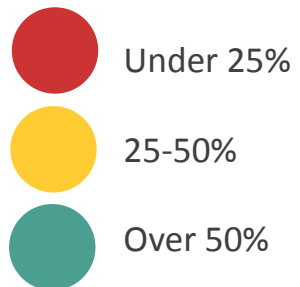


Rolling 7 days Occupancy (Total Room Inventory) indexed to 2019, 2021



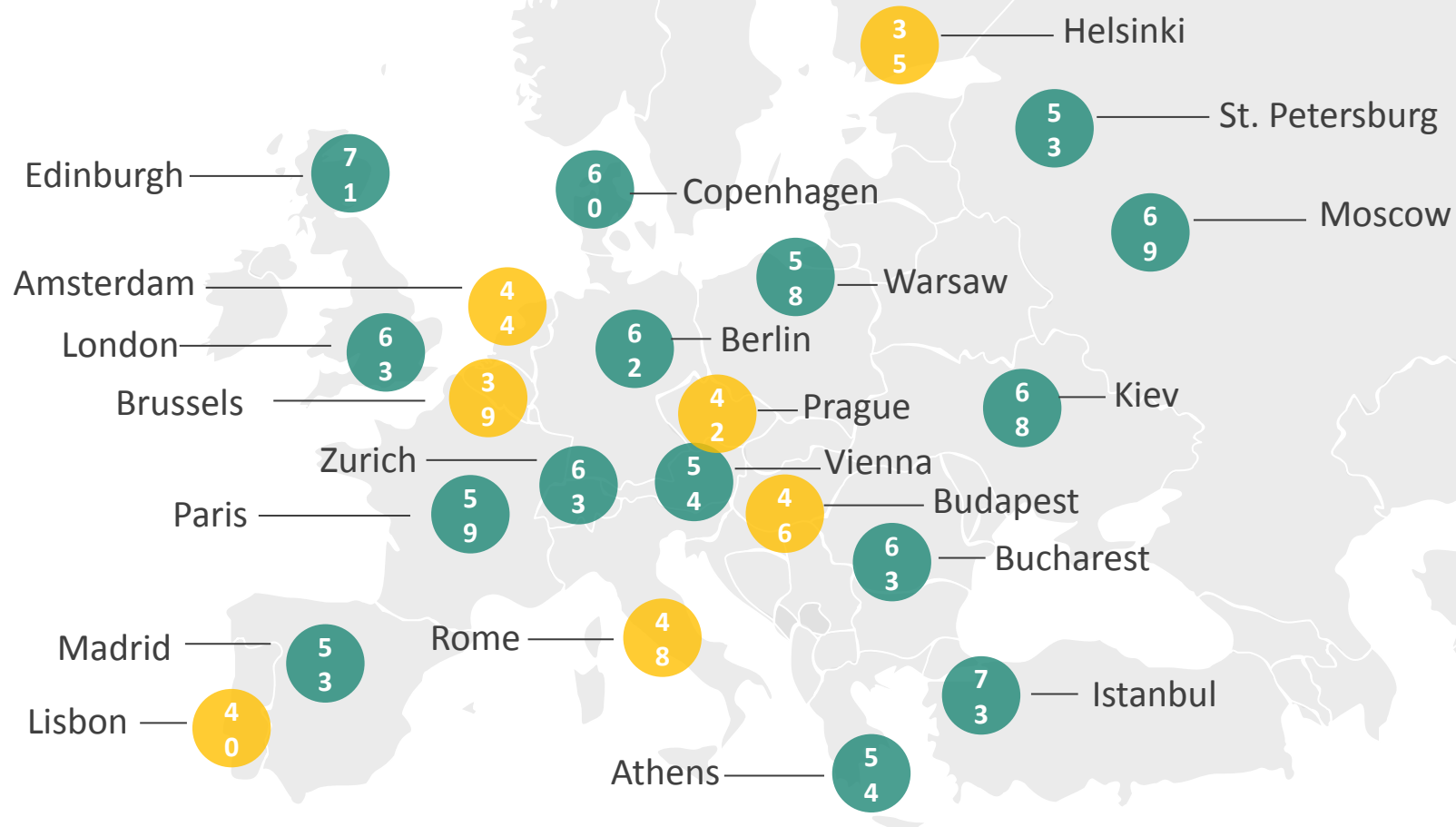
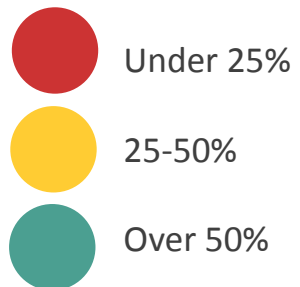
European cities have had a dire year YTD.... however,

European major markets, Occupancy (standard), September YTD 2021



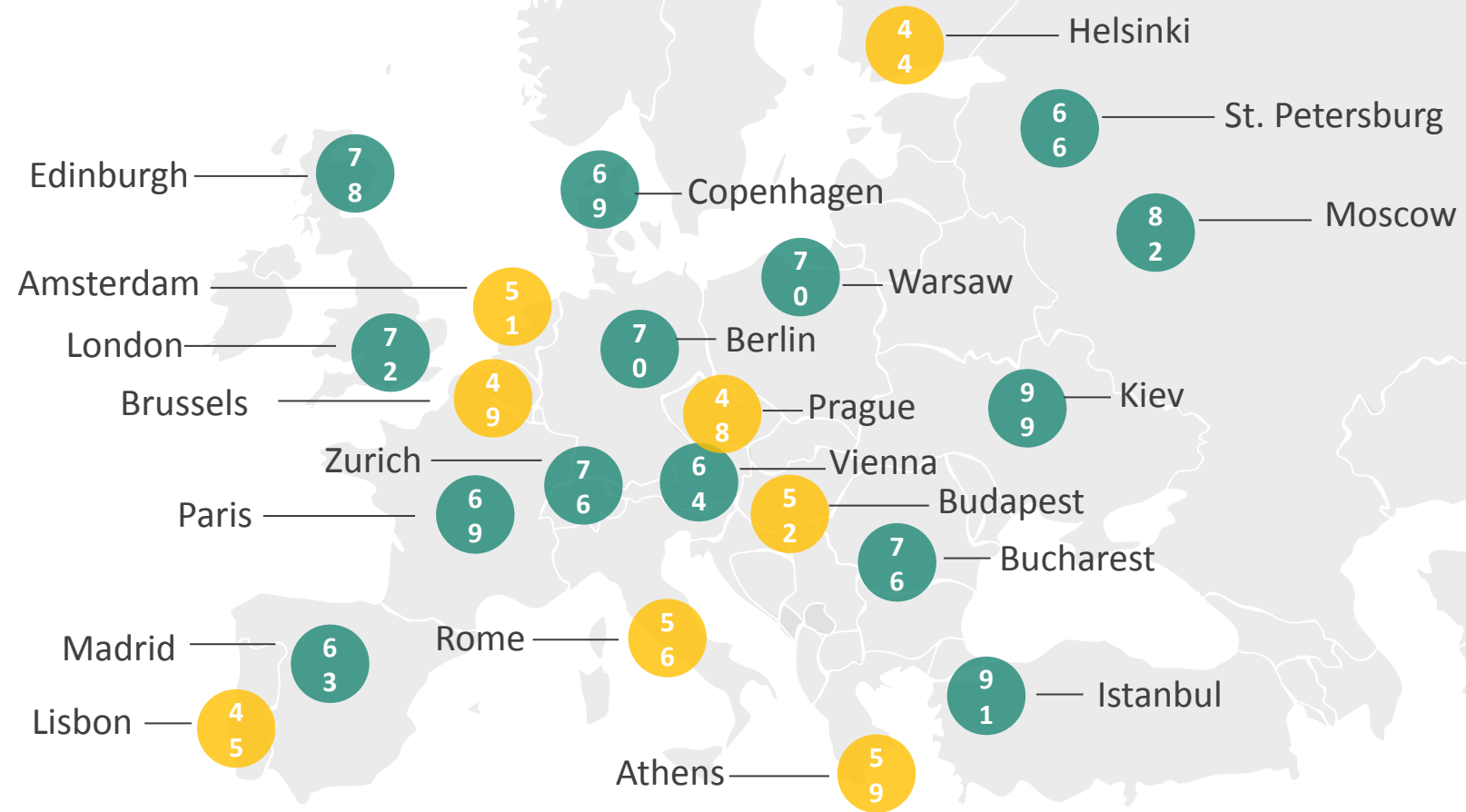
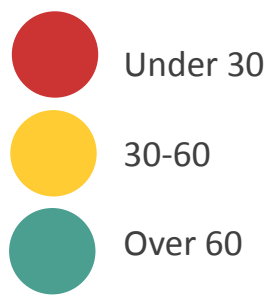
... even cities are achieving half decent occupancies in September...

European major markets, Occupancy (standard), September 2021



... open hotels are indexing 50-80% of 2019 occupancies

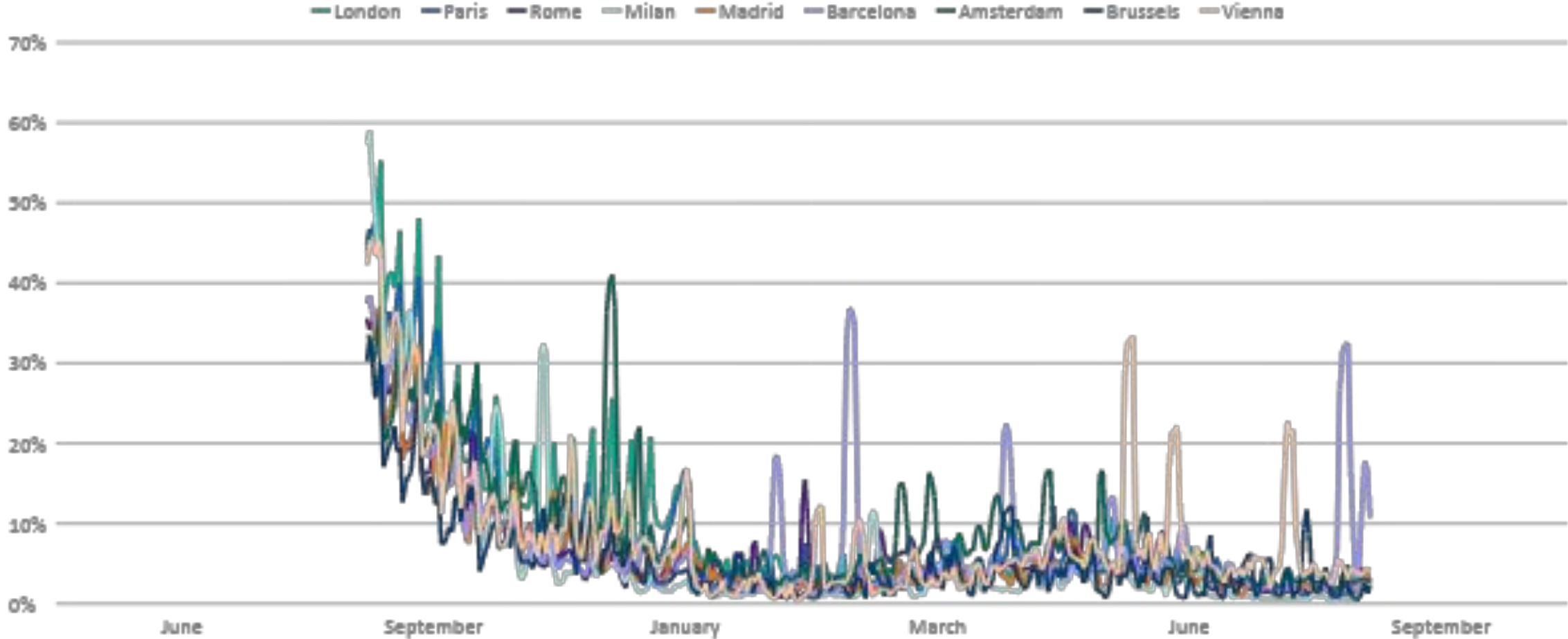
European major markets, Occupancy (standard) indexed to 2019, September 2021



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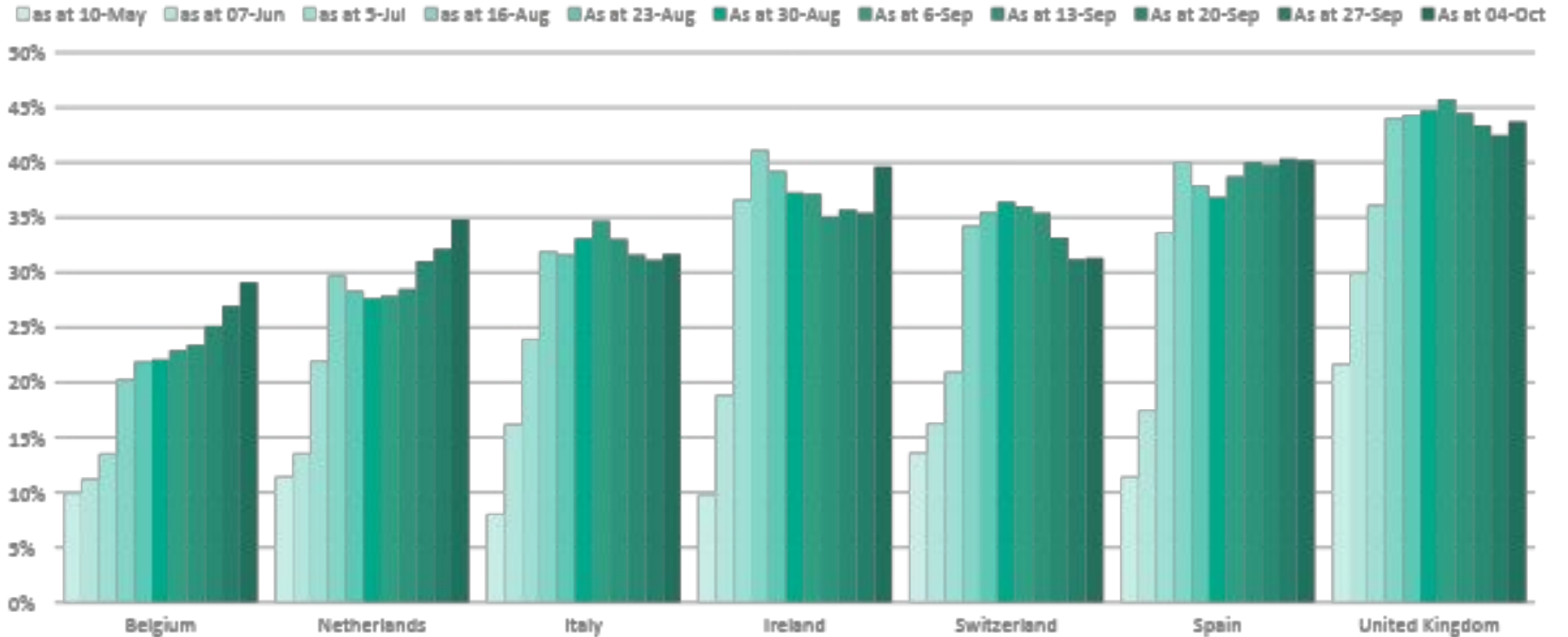
Looking further ahead, visibility is low, but some events stand out...

Occupancy on the books next 365 days by collapsed class, As of September 6th 2021



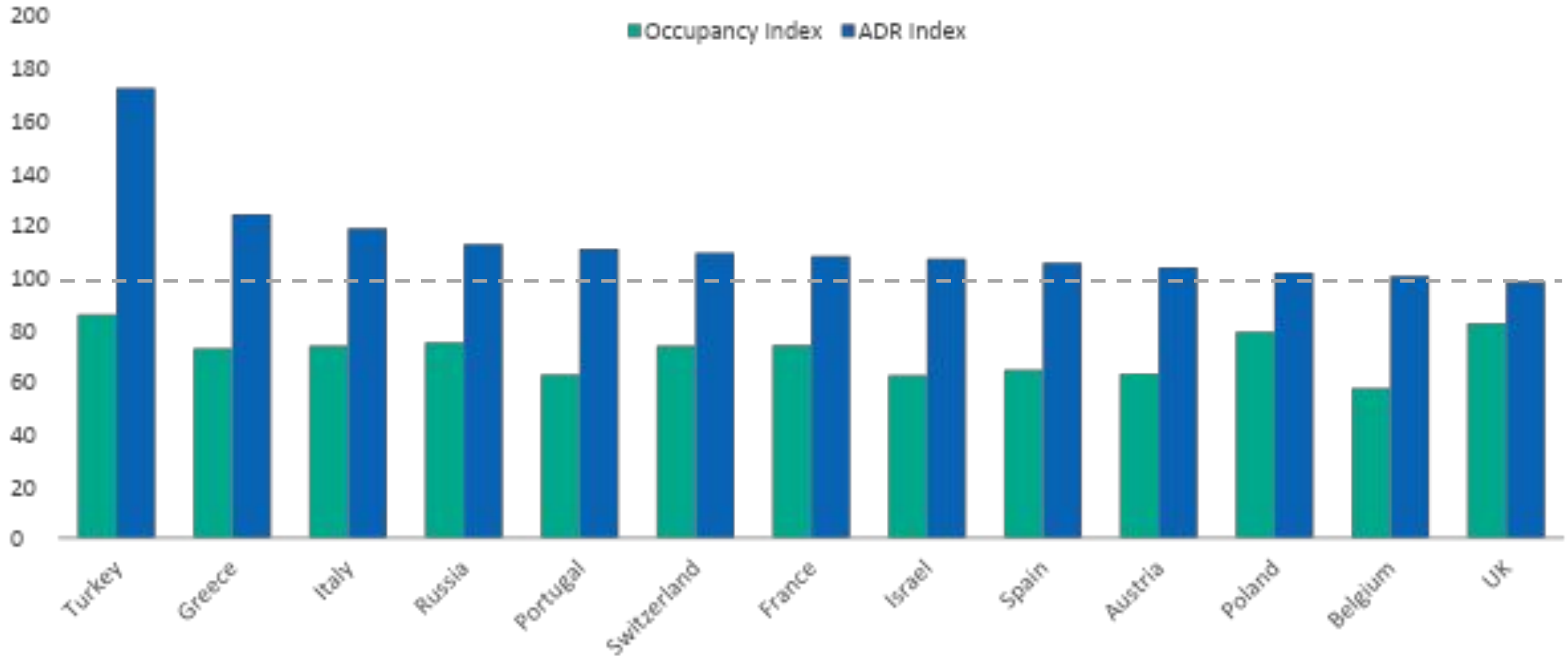
.. and demand is stable for October (but comps will be harder)

Occupancy on the books next 28 days aggregate



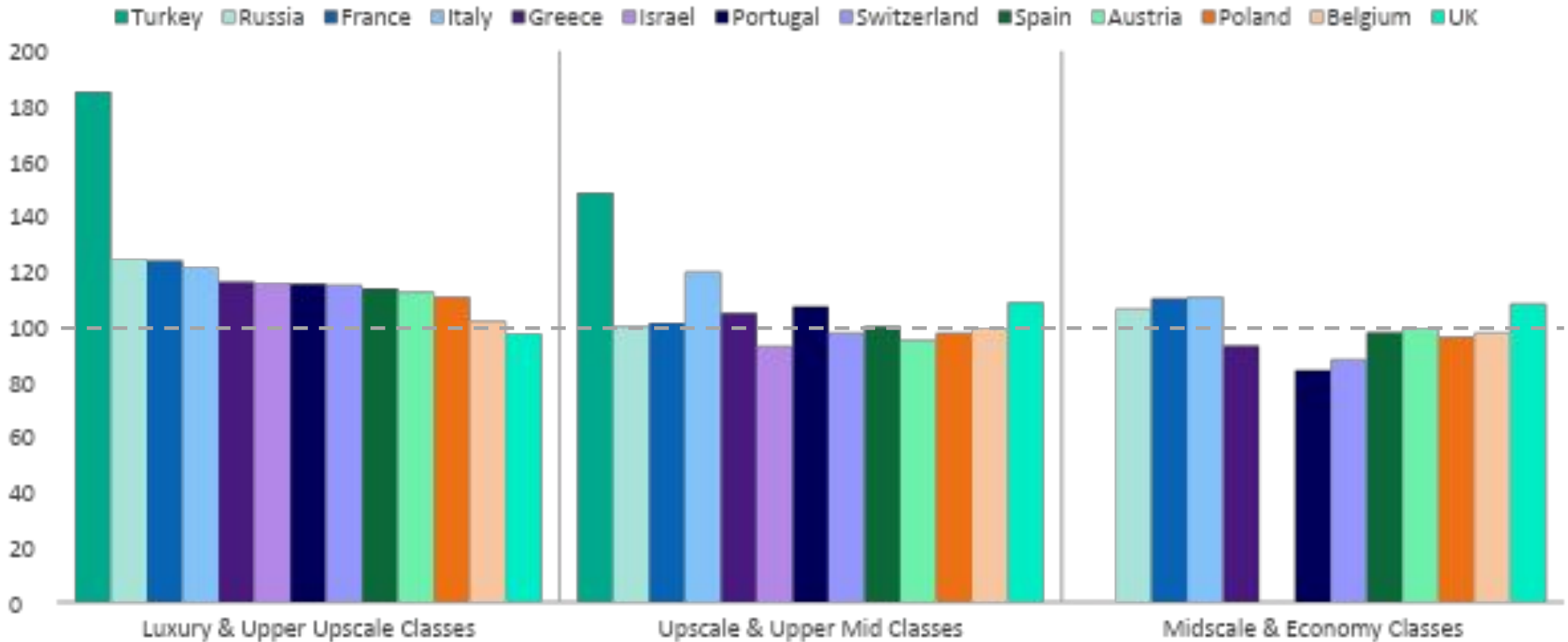
European rates recover ahead of occupancy

Countries with highest ADR index, Occupancy (TRI) and ADR (EUR, CC) indexed to 2019, Aug 2021



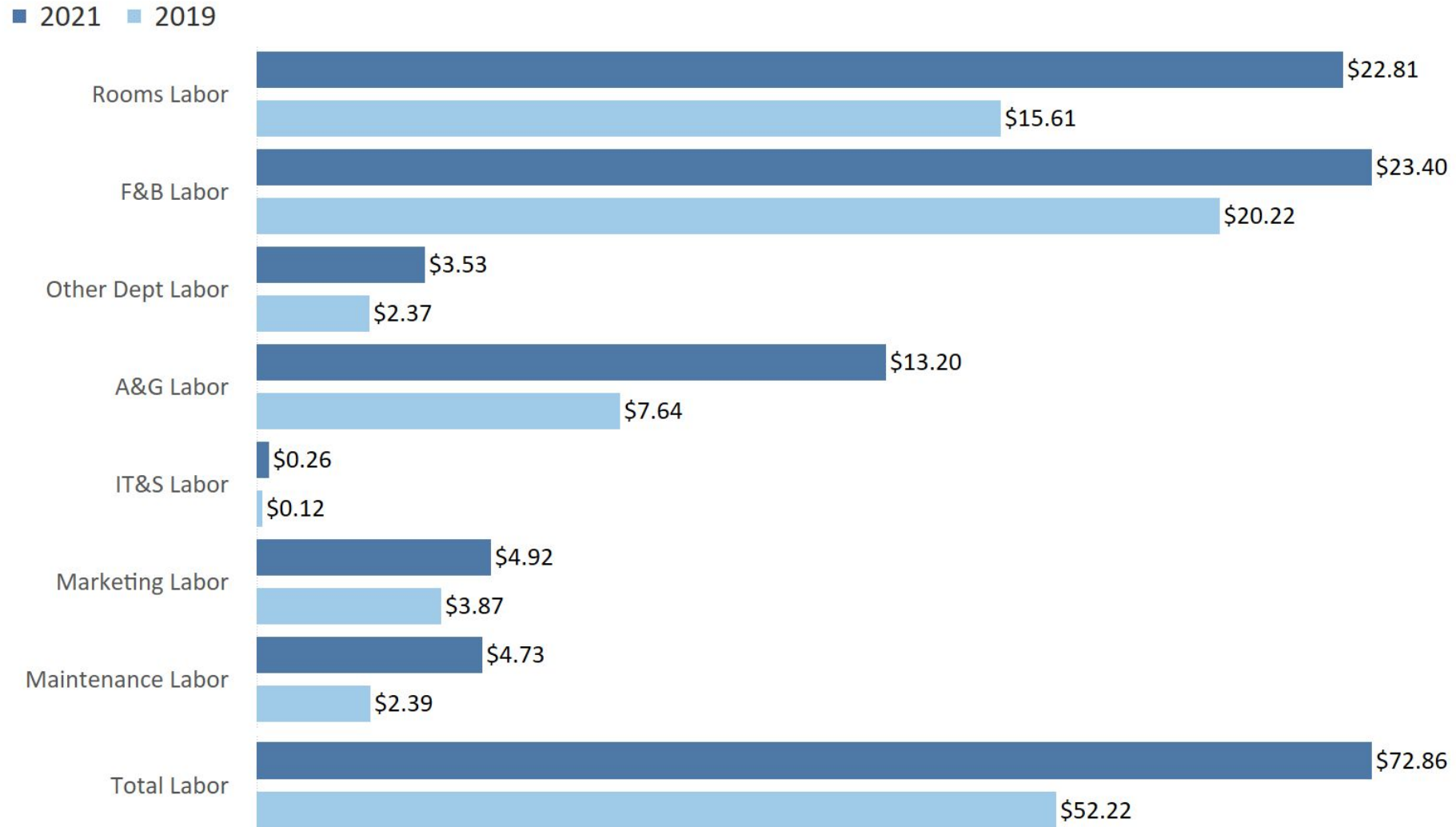
Lux/Upper Up have the best rate growth...

ADR indexed to 2019, EUR CC, August 2021



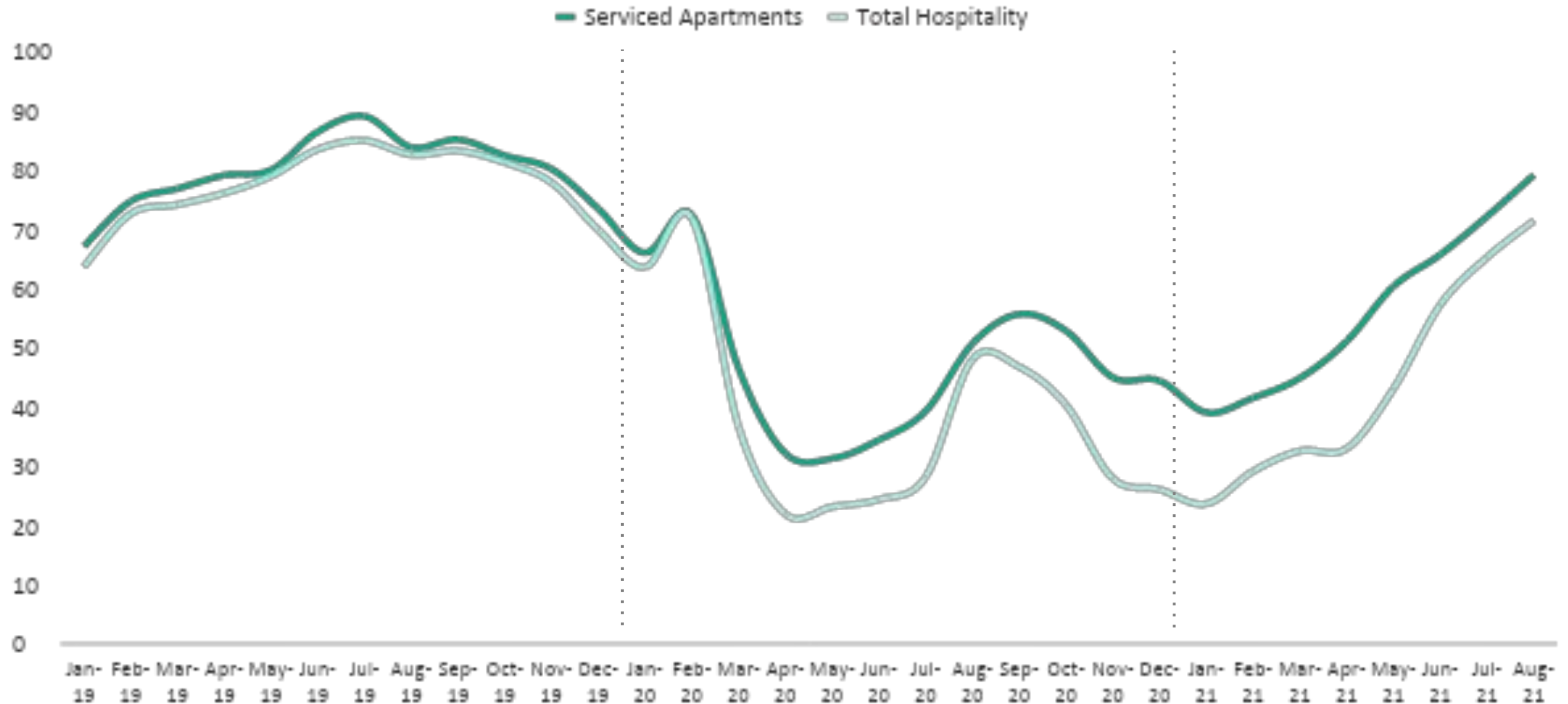
Labour Costs POR currently much higher than 2019 levels

U.K., Labour Costs POR, Aug YTD 2019 and 2021, USD CC



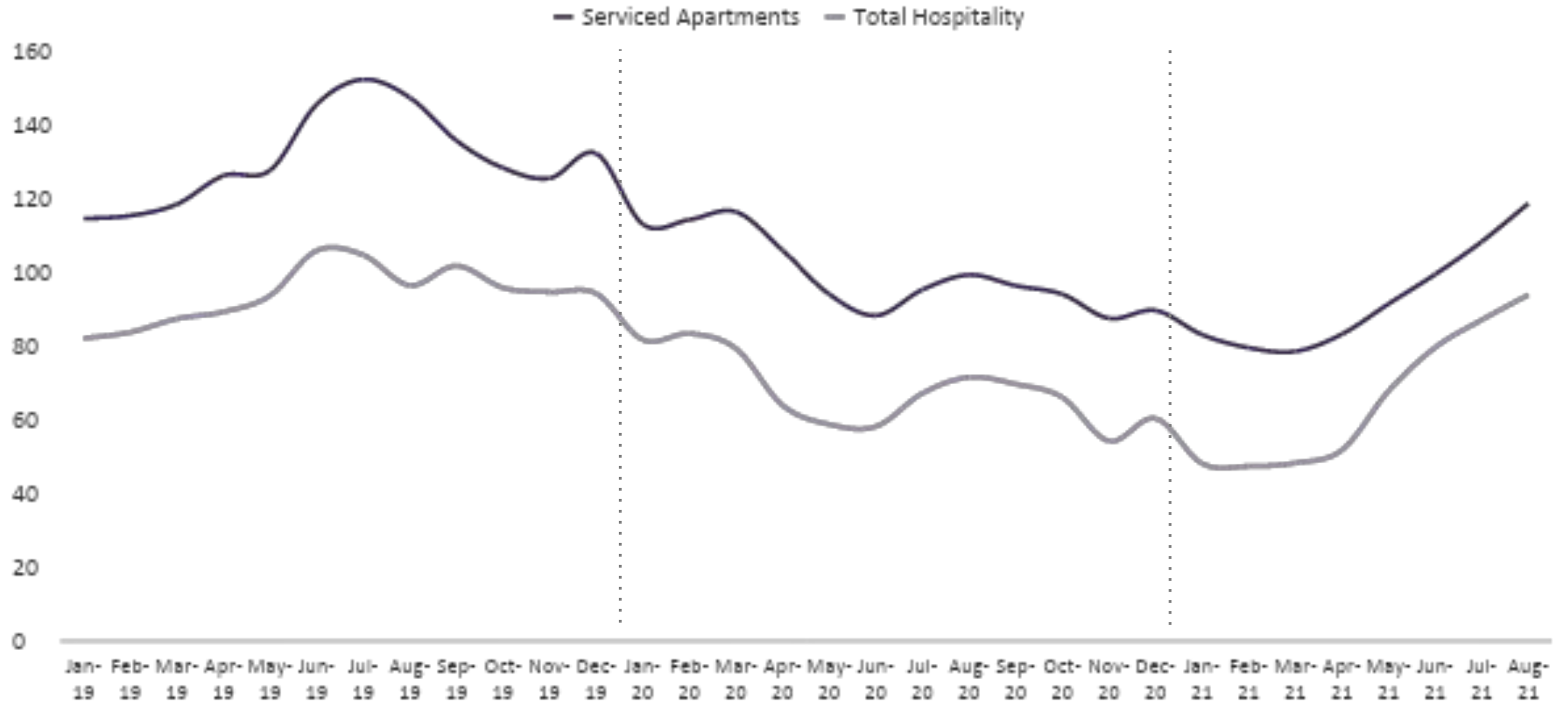
Serviced Apartments keep their occupancy premium on hotels

United Kingdom, Occupancy, Serviced Apartments & Total Performance, 2019 – August 2021



ADR premium also remains due to space, location, & class mix

United Kingdom, ADR, GBP, Serviced Apartments & Total Performance, 2019 – August 2021



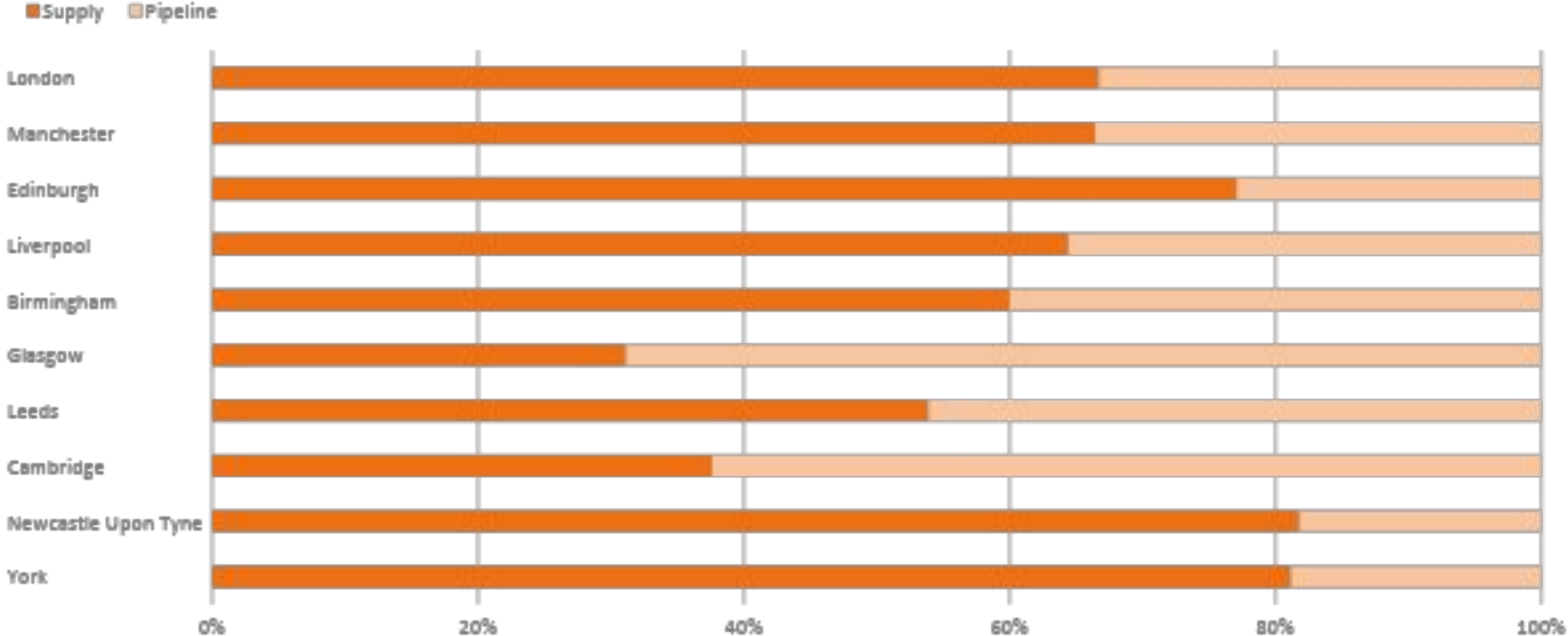
That premium is wider in the capital

London, Occupancy, Serviced Apartments & Total Performance, 2019 – August 2021



Significant percentage of existing supply also in the pipeline

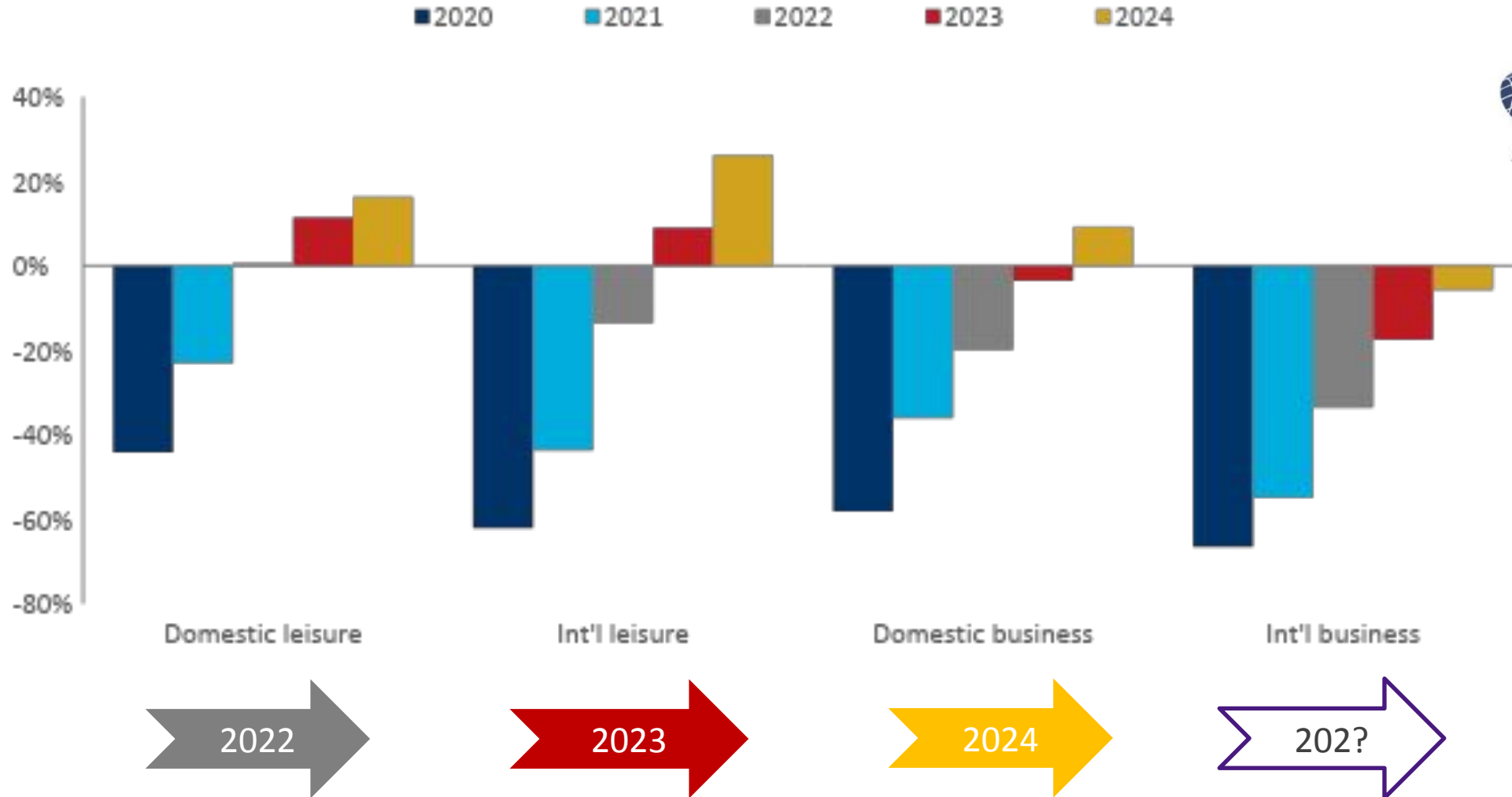
Top 10 markets in terms of Supply, Serviced apartments



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



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





Alex Robinson

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**HOTEL DATA
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