

HTLroundtable  
heart of europe

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online  
(26.05.2020)

**53**  
participants

## supply

716 properties; 125,950 rooms<sup>1</sup>

### BRANDED ROOMS



### CHAIN AFFILIATED ROOMS

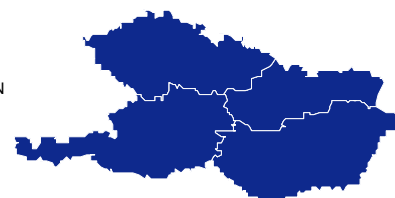


### GROUP / BRAND PROFILE

- strongest brand: **Austria Trend**
- strongest group: **Accor**
- fastest growing brand: **Garden Inn**
- fastest growing group: **Hyatt**
- strongest regional brand (global presence): **Austria Trend**
- fastest growing regional brand: **Wombat's**

## pipeline

97 properties; 16,140 rooms<sup>1,2</sup>

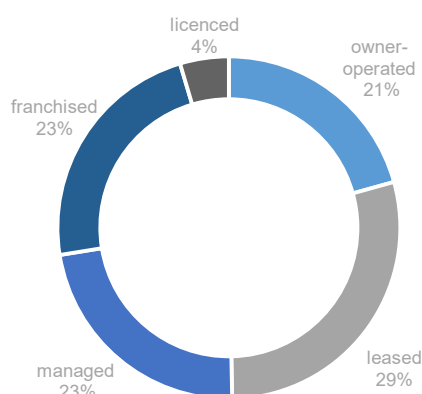


### SELECTED OPENINGS of 2019

- Andaz Vienna Am Belvedere, Vienna, **303 rooms**
- Hilton Garden Inn Budapest City Centre, Budapest, **214 rooms**
- Holiday Inn Vienna - South, Vienna, **201 rooms**
- B&B Hotel Vienna, Vienna, **196 rooms**

## hotel contracts

334 properties; 65,646 rooms under contract<sup>2,3,4</sup>



## key takeaways

- first hotels reopened in the region; Austria lifted the restrictions on hotel operations, and a high level of inbound tourism is expected; a strong revival of resort tourism in the own country is predicted; destinations such as Semmering, Bad Gastein, Fieberbrunn, Wachau are experiencing a surge in demand
- borders between the four countries (in the heart of Europe) were lifted as the number of new cases remain low; Austria enables free travel to all its neighboring countries
- the opening of the borders is a very positive sign for the tourism industry; this holds especially true for Austria and the Czechia, as both countries register more inbound arrivals than outbound
- the following topics will become more important in the future: hygiene - people wish to be sure that they are staying in a "safe" hotel; room design and flexibility - room sizes and amenities have changed over time; a general rethinking is necessary e.g. flexible sleeping/working area, etc
- perceived COVID-19 safety will be very important in the coming months; Switzerland, Germany, and Israel are ranked top three, according to Forbes; The countries in the region are ranked as follows: Austria (6), Hungary (18), Czechia (43), Slovakia (59).

## HTL partners



## HTLroundtables around the globe



learn more and find the HTLroundtables schedule at

[www.pkfhotels.com](http://www.pkfhotels.com)

### NOTES:

1) calculated as per PKF sample; includes all properties with at least 100 rooms; 2) as per 31 December 2019; 3) as per the PKF contract database 4) from the viewpoint of hotel groups

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