

HTLroundtable
mexico

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online
(30.06.2020)

25
participants

supply

1,250 properties; 266,730 rooms¹

BRANDED ROOMS

89%

CHAIN AFFILIATED ROOMS

91%

GROUP / BRAND PROFILE

- strongest brand: **Fiesta Inn**
- strongest group: **Posadas**
- fastest growing brand: **Barceló**
- fastest growing group: **Posadas**
- strongest regional brand (global presence): **Fiesta Inn**
- fastest growing regional brand: **Fiesta Americana**

pipeline

53 properties; 15,369 rooms^{1,2}

49
HOTELS UNDER CONSTRUCTION

4
PLANNED HOTELS

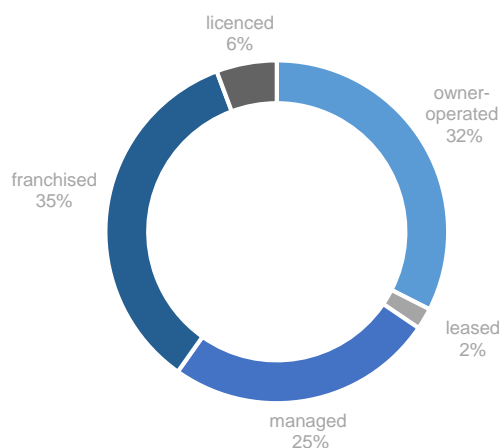


SELECTED OPENINGS in 2019

- Barceló Maya Riviera, Playa del Carmen, 850 rooms
- Hard Rock Hotel Los Cabos, Cabo San Lucas, 639 rooms
- Majestic Elegance Costa Mujeres, Cancún, 570 rooms
- Paradisus Playa Mujeres, Cancún, 498 rooms

hotel contracts

379 properties; 68,458 rooms under contract^{2,3,4}



key takeaways

- a number of hotels in Mexico started reaching double-digit occupancy in cities, not beach resorts, in June 2020
- industrial cities recorded the highest occupancy throughout all hotels – up to 70% in Ciudad del Carmen in June 2020
- many hotels have been closed since March, based on a red, orange, green rating system implemented by the government; this rating system is a fluid system that changes weekly according to pandemic benchmark numbers
- many developers are taking early steps during this downtime to plan for safety measures through better building and design practices
- international flights from Europe were beginning again in July 2020, albeit with half the number planned than pre-Covid
- investors are looking for existing assets in dollar-denominated markets (Los Cabos, Puerto Vallarta, and Cancun/Riviera Maya)
- new development projects are on hold in the country, as the investment community sees more opportunity in distressed sales where rebranding can occur

HTL partners



HTLroundtables around the globe



learn more and find the HTLroundtables schedule at

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

For enquiries about our research offerings, please contact Akshara Walla at research@pkfhotels.com
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