



# Recovery mode



**Rosianne Kindler**

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# Agenda



**1.**

## **Benchmarking**

Who, What , How  
and Why?

**2.**

## **International update**

Continent & Europe  
Consumer travel insight  
Forward looking

**3.**

## **The Netherlands & Amsterdam**

Where have we been?  
Where are we now?  
Where are we going?

# The world's most comprehensive hotel inventory



over  
**35** years  
of expertise



Data from  
**180** countries



**74,000**  
Hotels



**9.6** million  
Rooms

# What we do



## Performance Reports

Occ, ADR, RevPAR  
Supply/Demand  
Revenue  
P&L



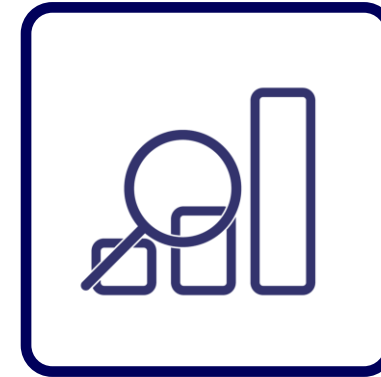
## Research Studies

Event Impact  
Regional  
Performance Reviews  
Whitepapers  
Ad Hoc studies



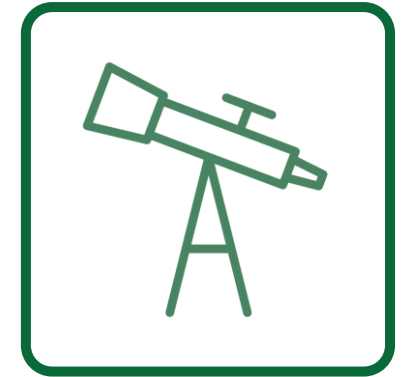
## Supply Reports

Existing supply  
Future supply  
Pipeline  
Characteristics



## Analysis

Compression  
Day of Week  
Event Impact  
Bespoke client reporting



## Forecast Reports

Main KPIs  
5 years/6 quarters/  
18 months  
Macro economic input  
Micro economic input

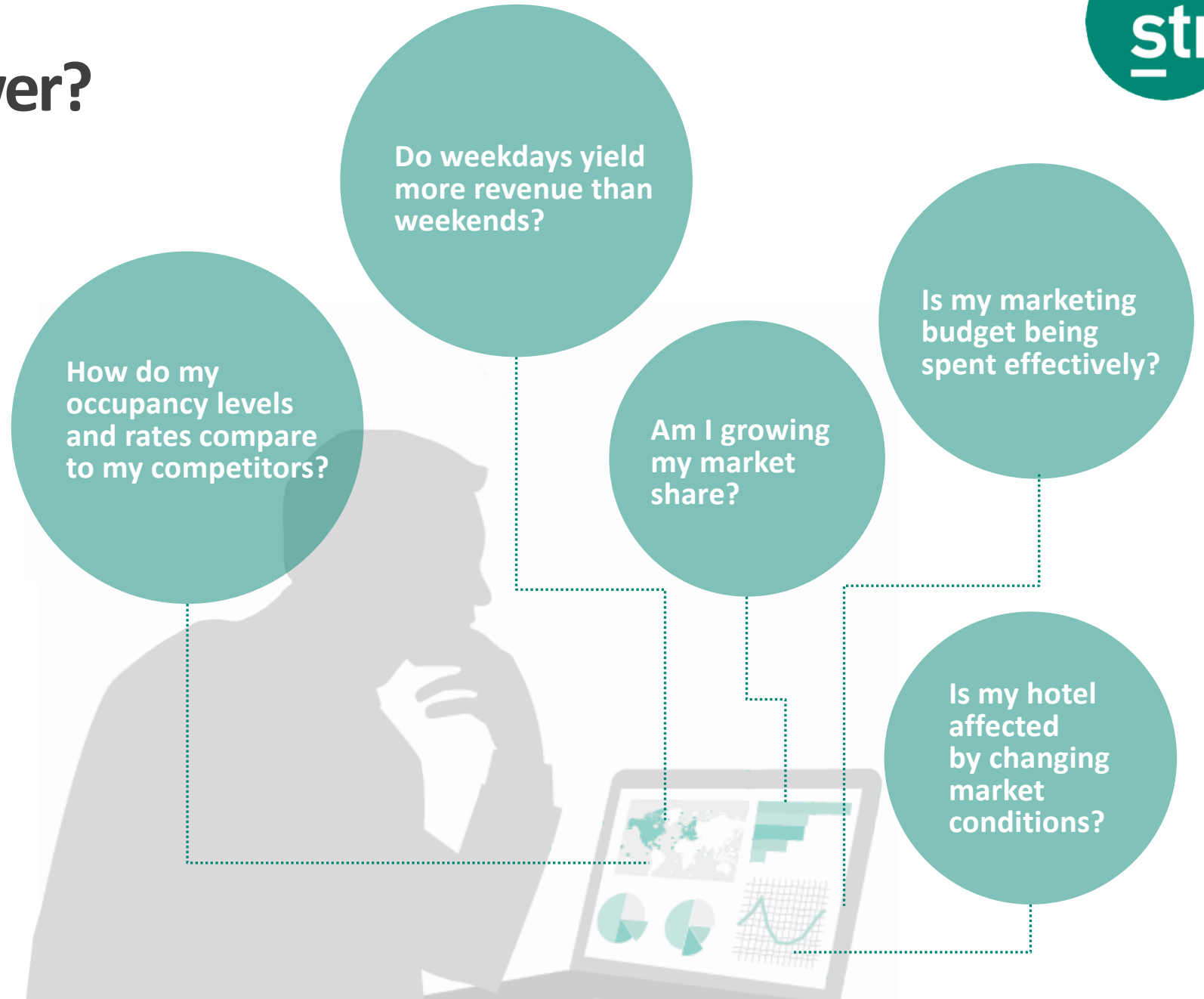


# What is benchmarking?

The process of comparing and analysing your hotel's performance against your competition

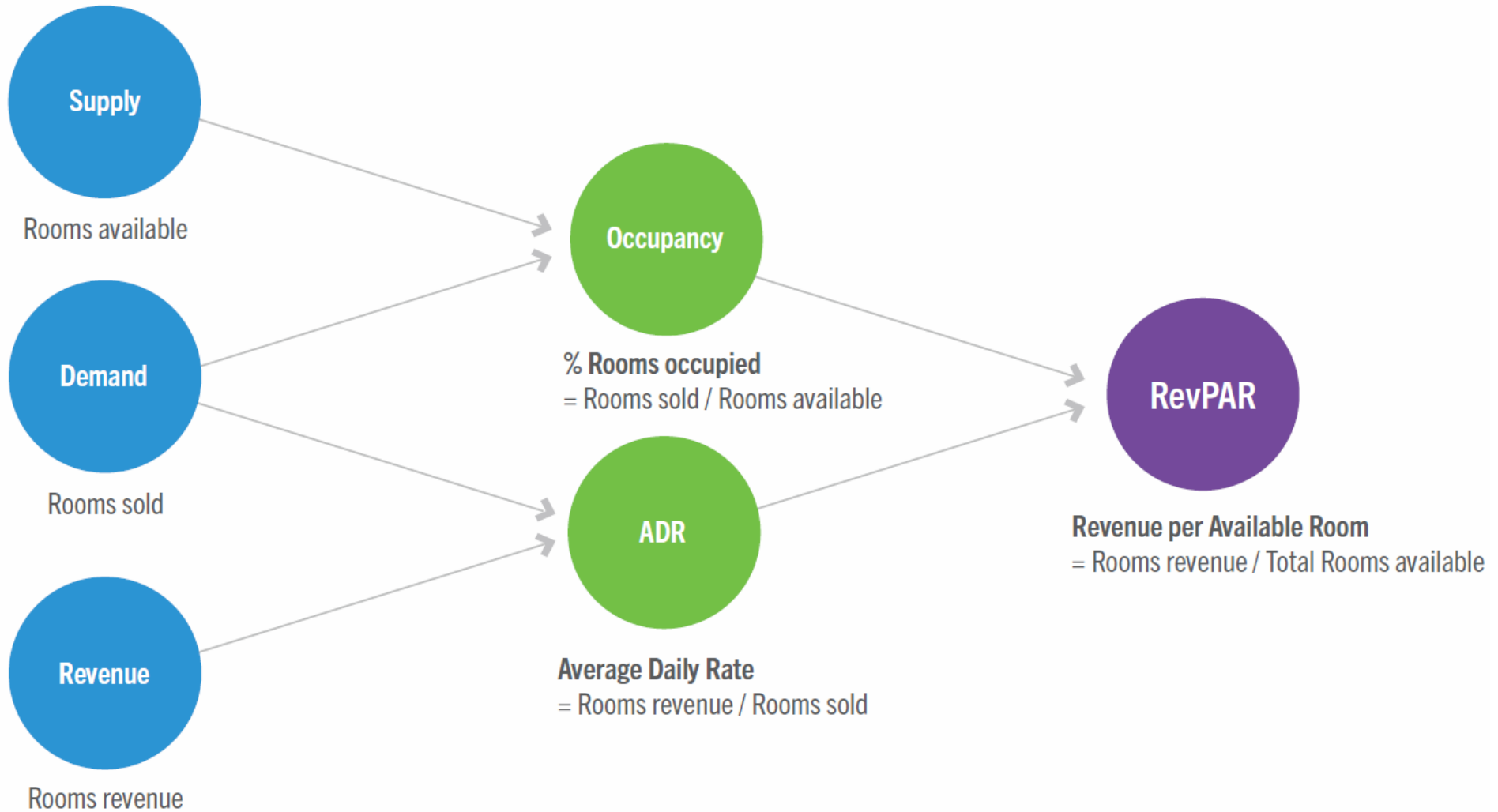
Benchmarking is the cornerstone of revenue management

# What questions can benchmarking answer?



# How ?

Simple: We collect 3 raw data, we calculate 3 KPI





**What is  
happening in the  
world?**

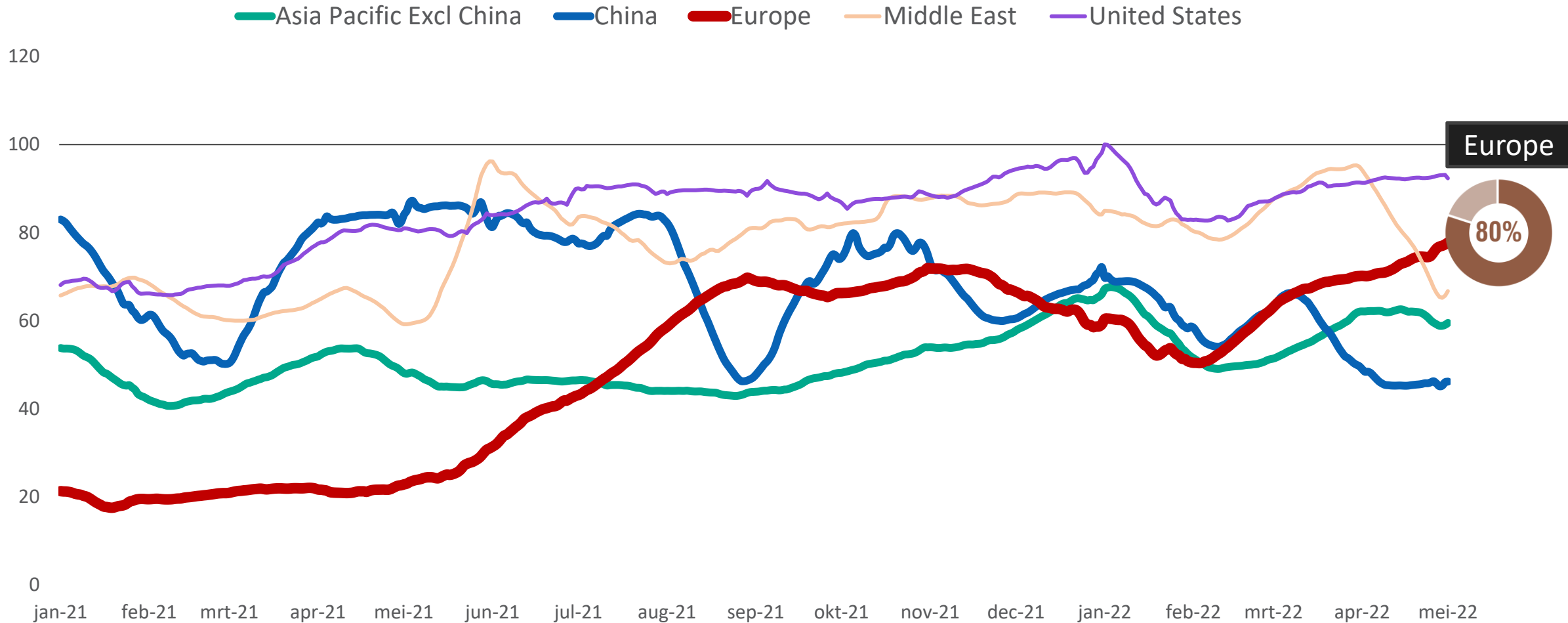




# Europe hotel occupancy 80% recovered to 2019 levels

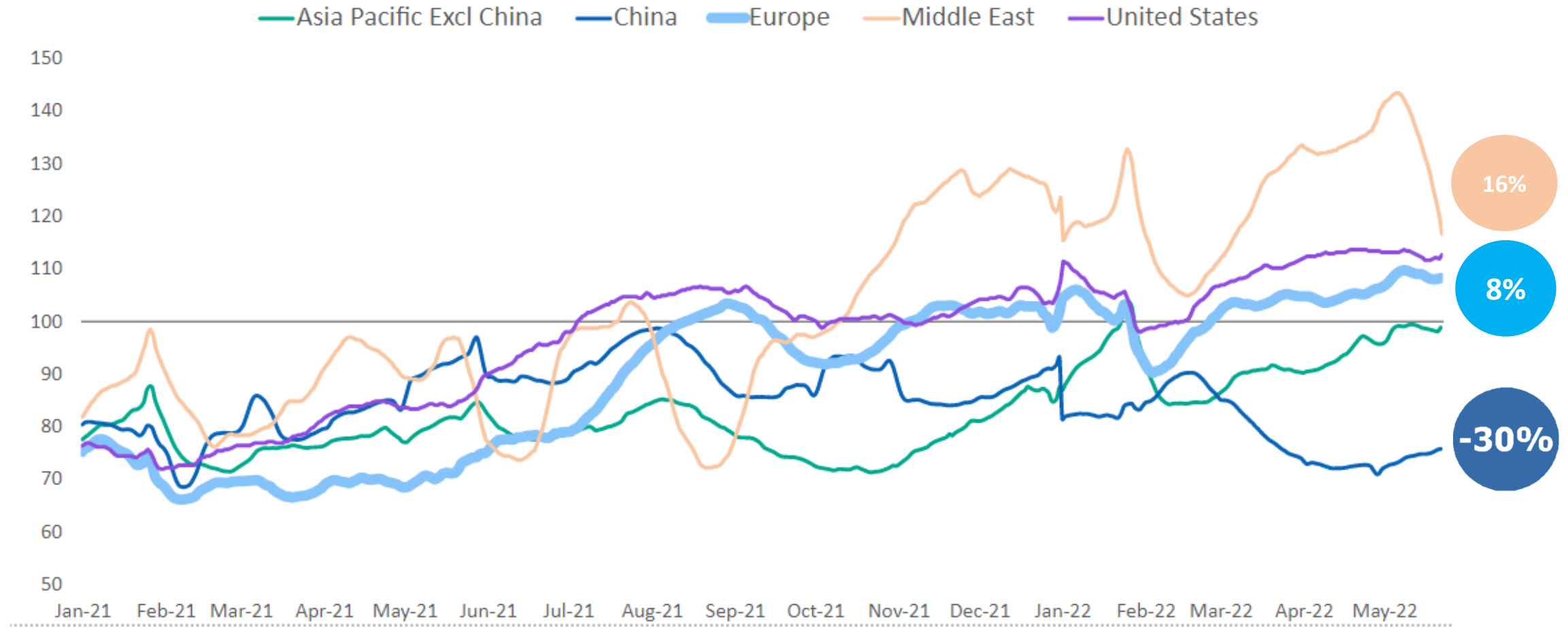


Occupancy (TRI) Rolling 28 days indexed to 2019, Jan 2021 to May 2022



# ME, US, Europe ADR recovered, China still far below

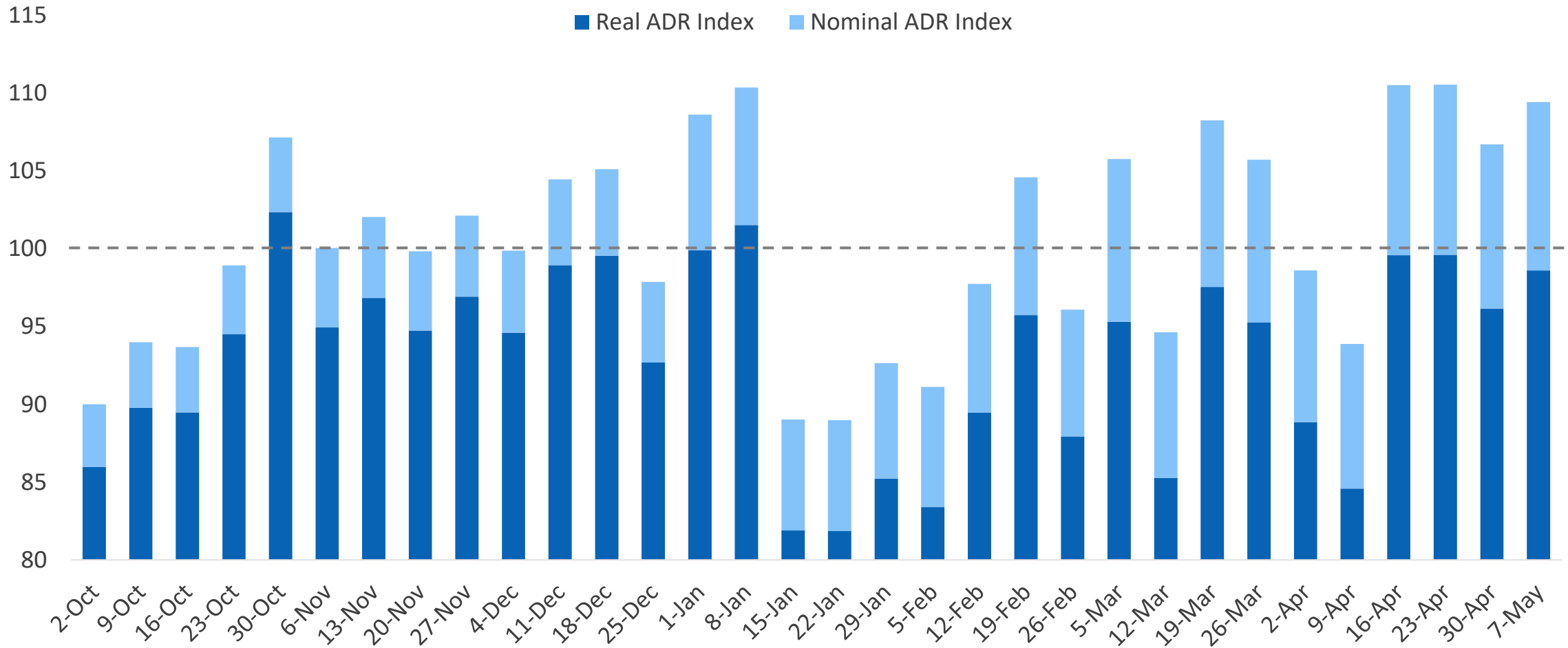
ADR R28 (USD) Constant Currency, indexed to 2019, Jan 2021 – May 2022



# In Europe, Rates are near 2019 levels in real terms too (inflation considered)

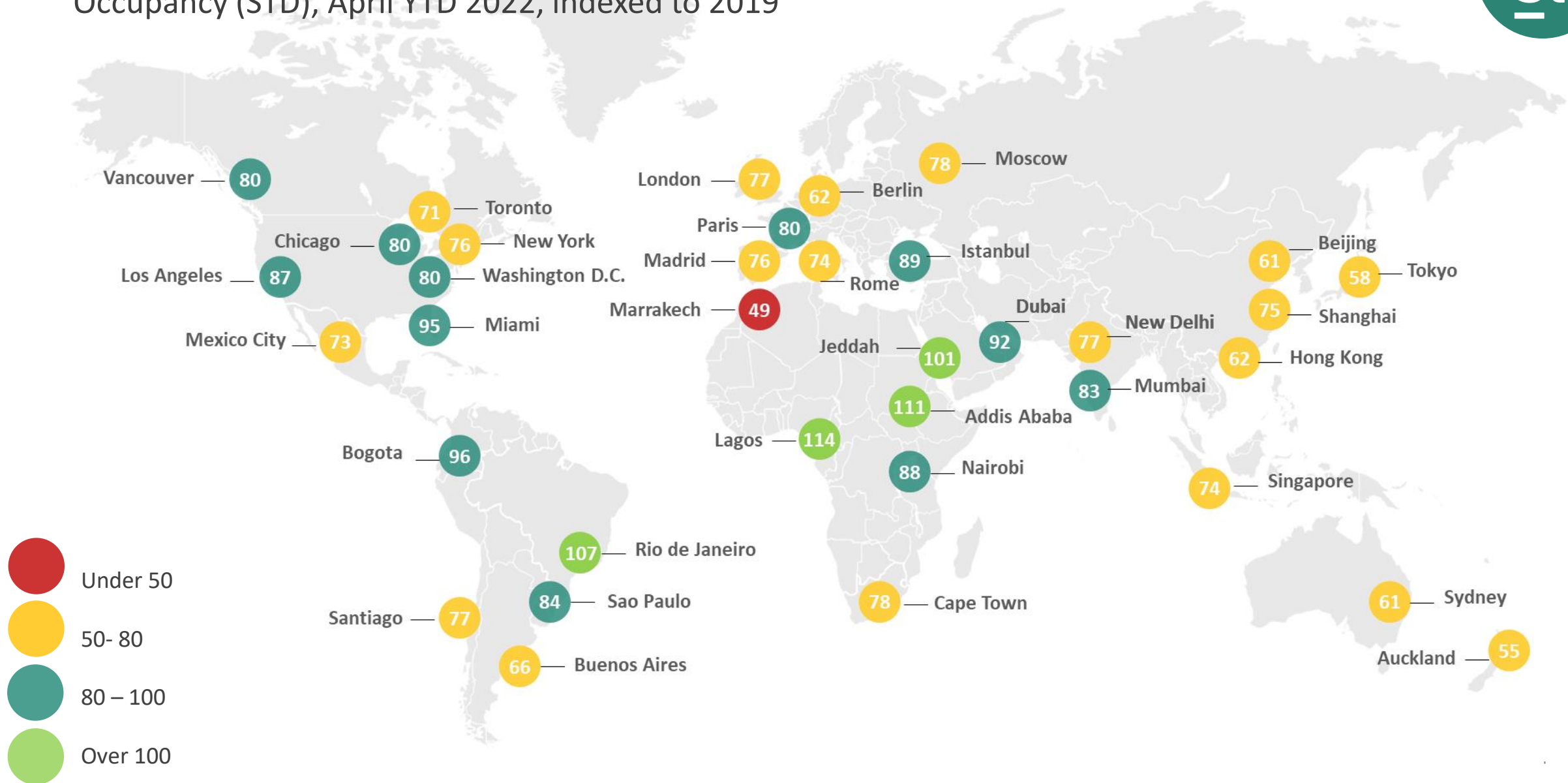


EU (incl. UK), Weekly ADR in EUR indexed to 2019, Oct 2021 – May 2022



# North American and Middle Eastern cities lead the way

Occupancy (STD), April YTD 2022, indexed to 2019

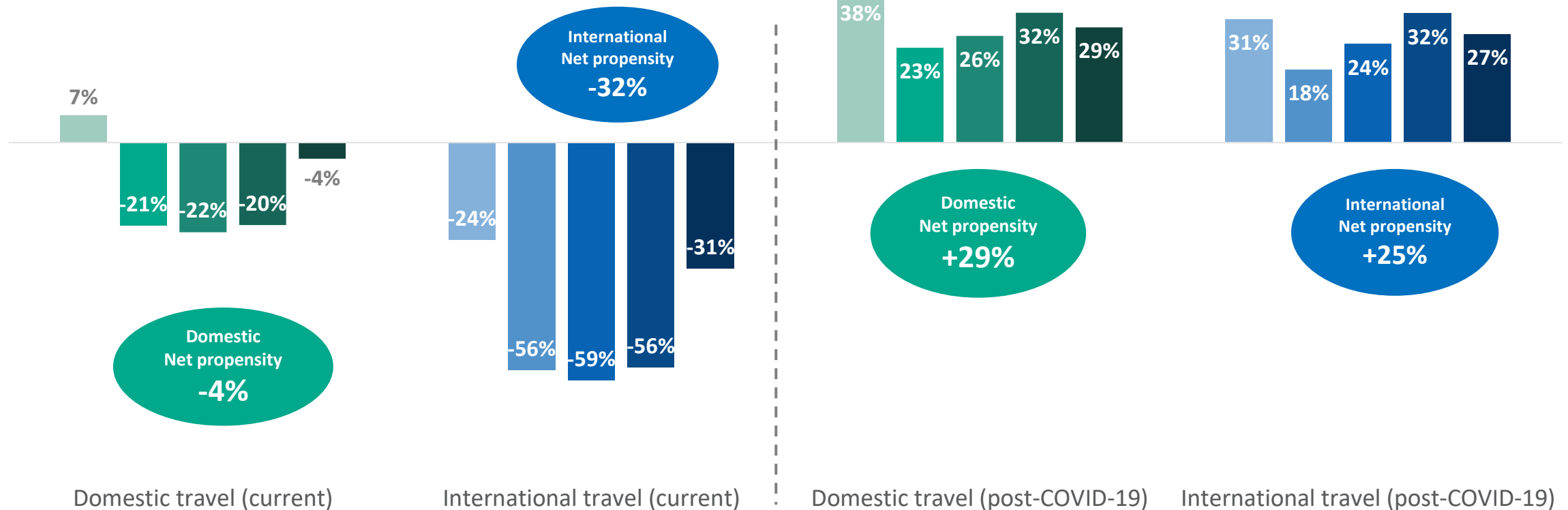


# Overall leisure travel sentiment improved significantly over the year and post-COVID-19 recovery looks very positive for domestic and international...



## Current & Post-COVID-19 Travel (Net Propensity)

■ Feb 2021 ■ Jul 2021 ■ Nov 2021 ■ Feb 2022 ■ May 2022



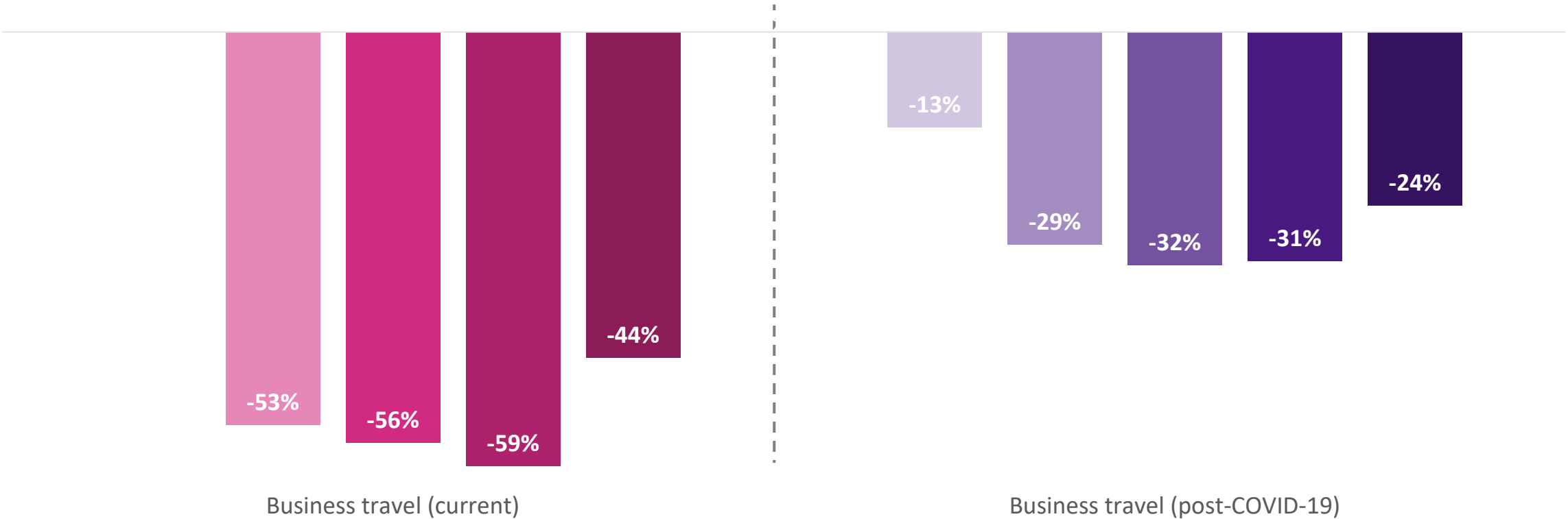
Q: Thinking about the current COVID-19 situation..., are you likely to travel for leisure/holidays more or less compared to before pandemic?  
 Q: Thinking further ahead to when pandemic is completely over, are you likely to travel for leisure/holidays more or less compared to before pandemic?  
 Base: Total Feb 2021 (n=1333), Jul 2021 (n=1750), Nov 2021 (n=1440), Feb 2022 (n=1380), May 2022 (n=1292)  
 Net propensity (i.e. difference between 'More likely to travel' and 'Less likely to travel')



# ...But business travel is still negative in the current (44% less) and post COVID (24% less) scenarios but trending upwards

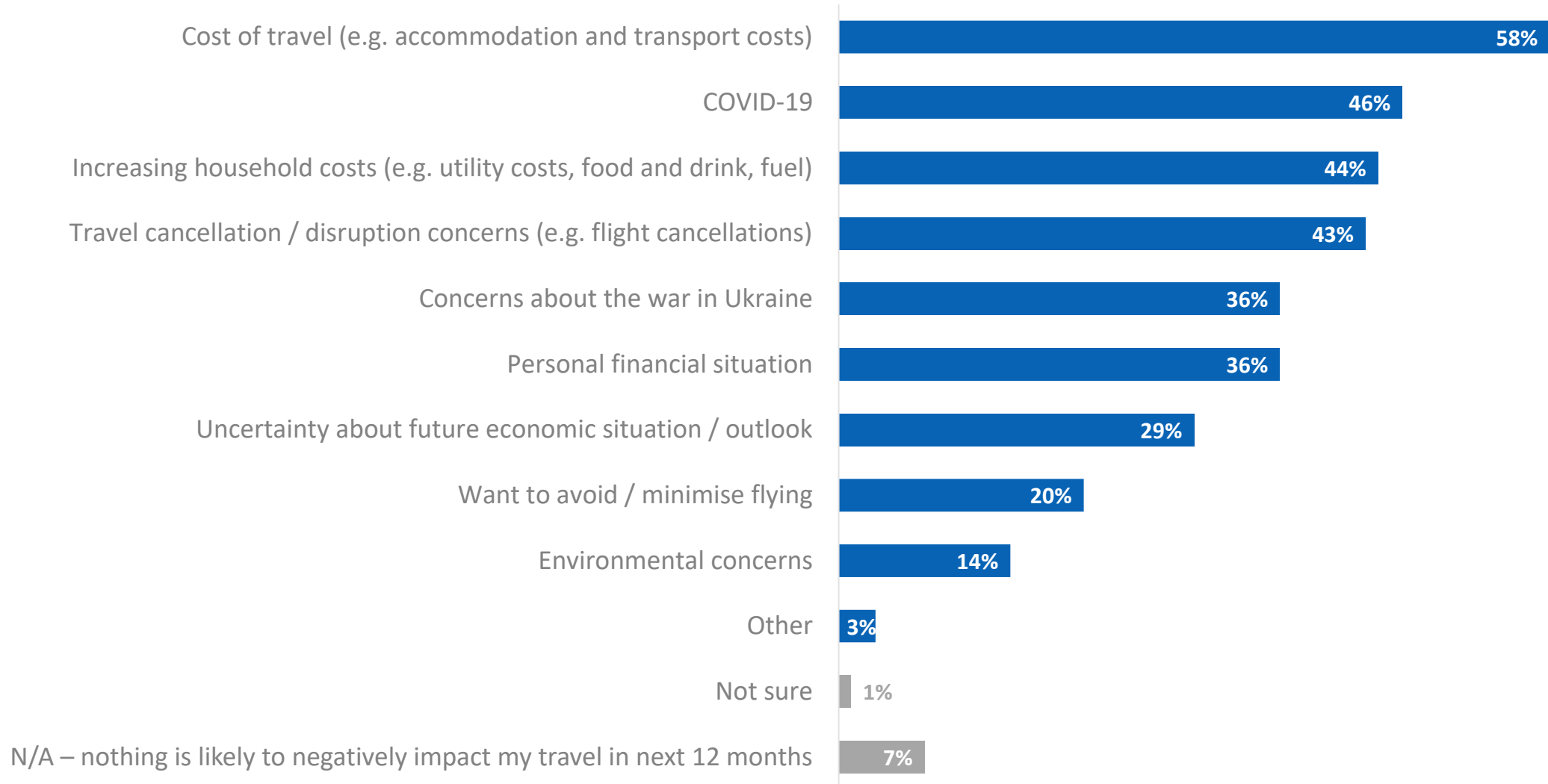
## Business Travel: Current & Post-COVID-19 (Net Propensity)

■ Feb 2021 ■ Jul 2021 ■ Nov 2021 ■ Feb 2022 ■ May 2022



Q: You mentioned travelling for business prior to the pandemic, thinking about the current COVID-19 situation and how that impacts your views on travel, are you likely to travel more or less for business compared to before the pandemic? | Q: Now thinking further ahead about overnight business travel, when the pandemic is completely over, are you likely to travel more or less for business compared to your pre-pandemic levels? | Base (Business Travelers): Feb 2021 (492), Jul 2021 (667), Nov 2021 (521), Feb 2022 (474), May 2022 preliminary unweighted data (444)

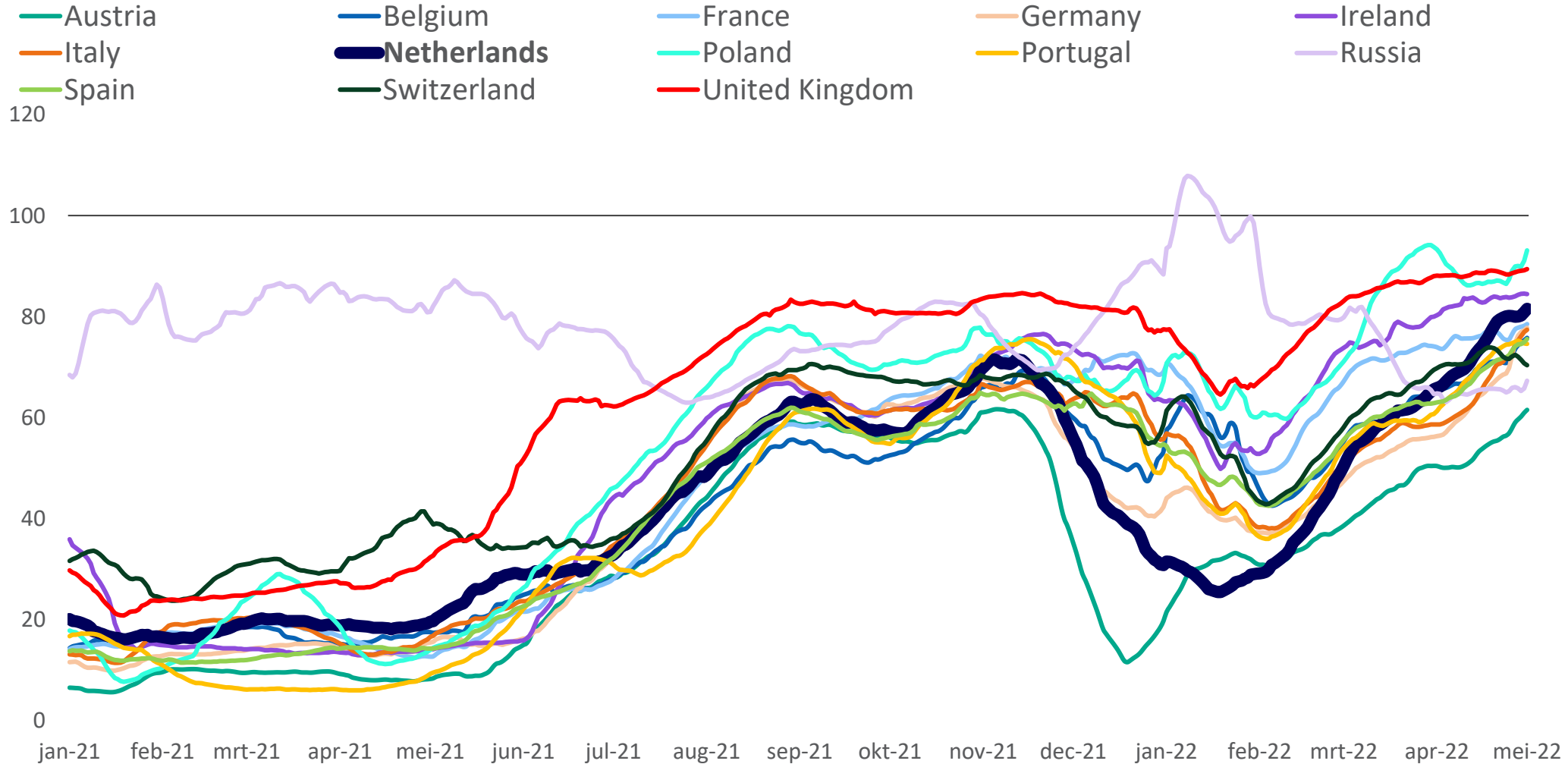
# Increasing costs are now the biggest barrier for future travel....



# European countries occupancy is recovering rapidly in Q2 2022..



Occupancy (TRI) Rolling 28 days indexed to 2019, Jan 2021 to May 2022



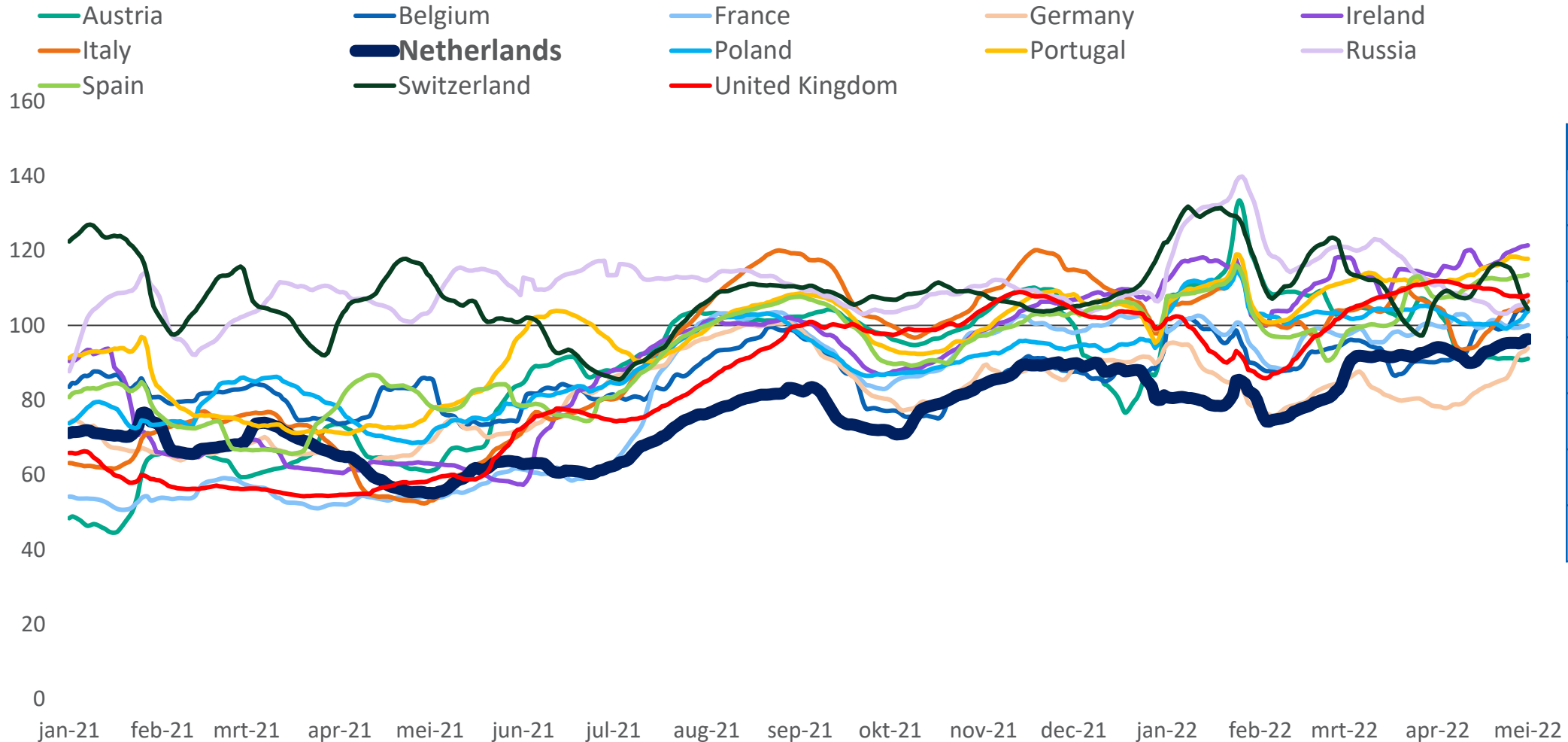
	Index
1	93
2	89
3	84
4	82
11	70
12	67
13	61





# Whilst ADR recovery ranges are mostly all up 0-20% higher vs 2019 levels

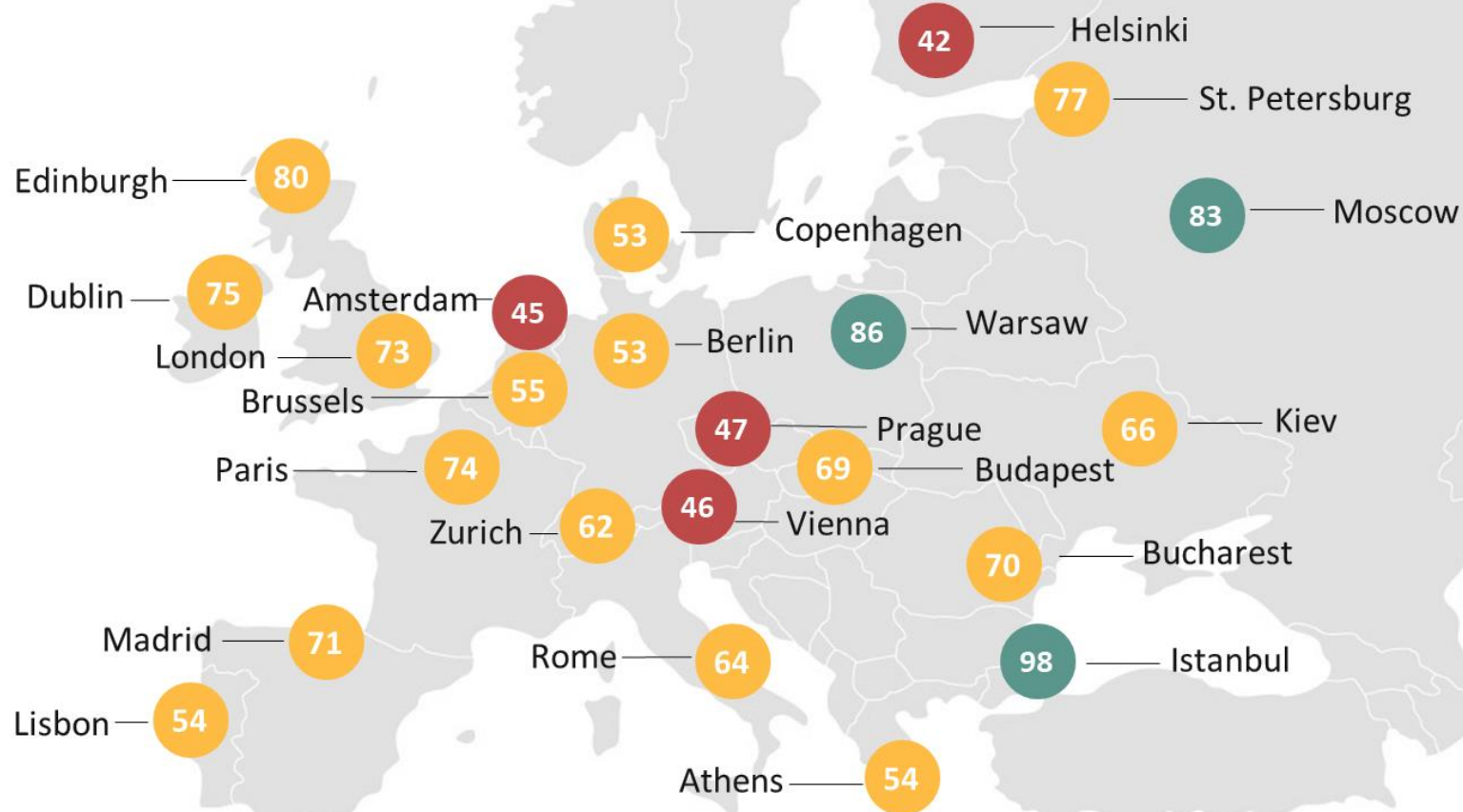
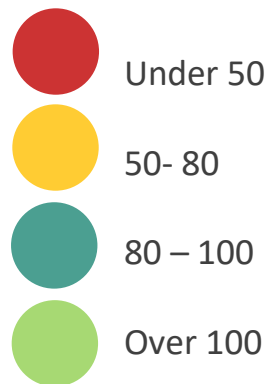
ADR R28 (USD) Constant Currency, indexed to 2019, Jan 2021 – May 2022



		Index
1	 	121
2	 	118
3		114
11		96
12		94
13		91

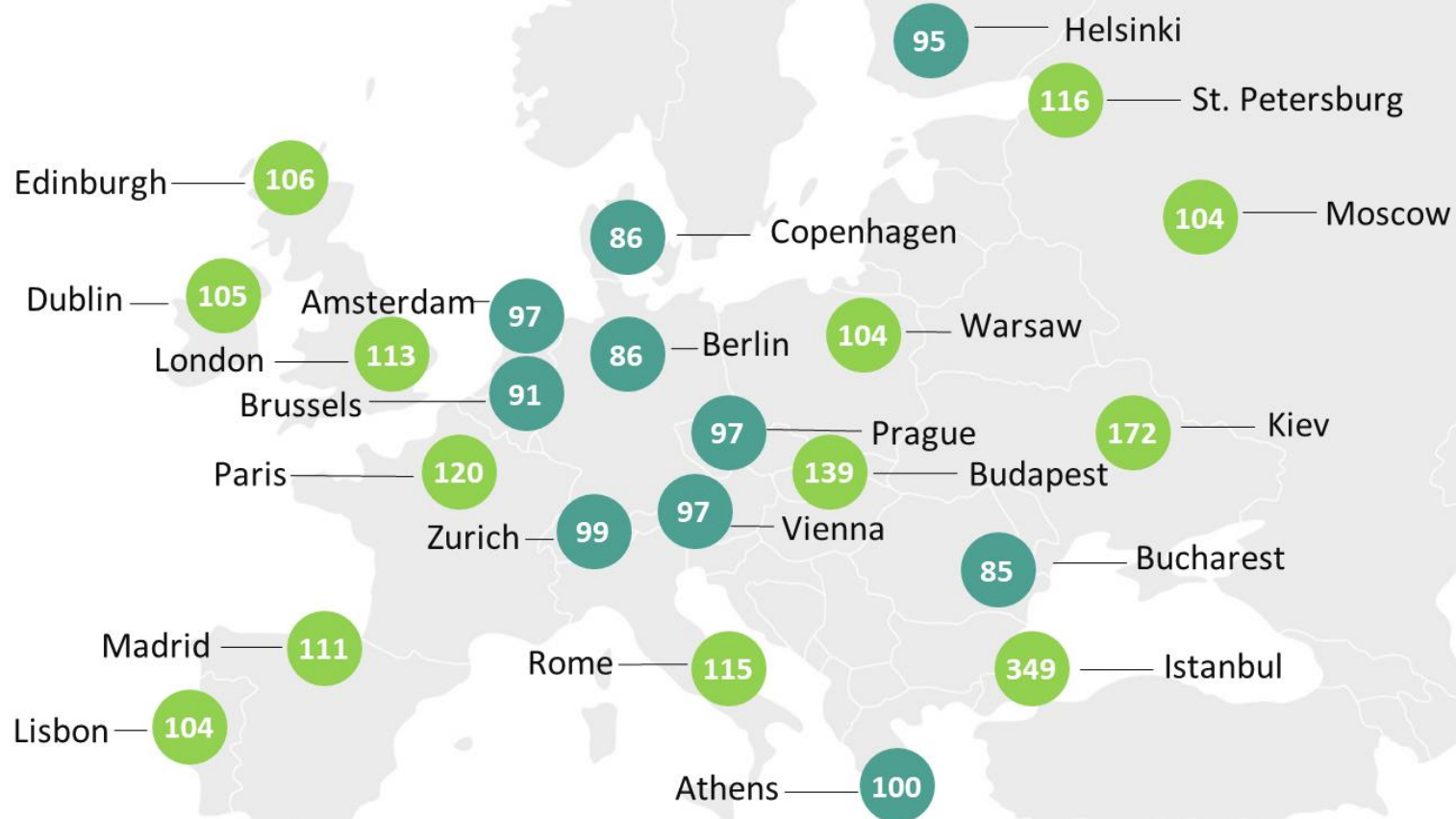
# Life slowly returned to European gateway cities in Q1, and...

European major markets, Occupancy (STD), Q1 2022, indexed to 2019



# ADR completely divorced from demand for most markets

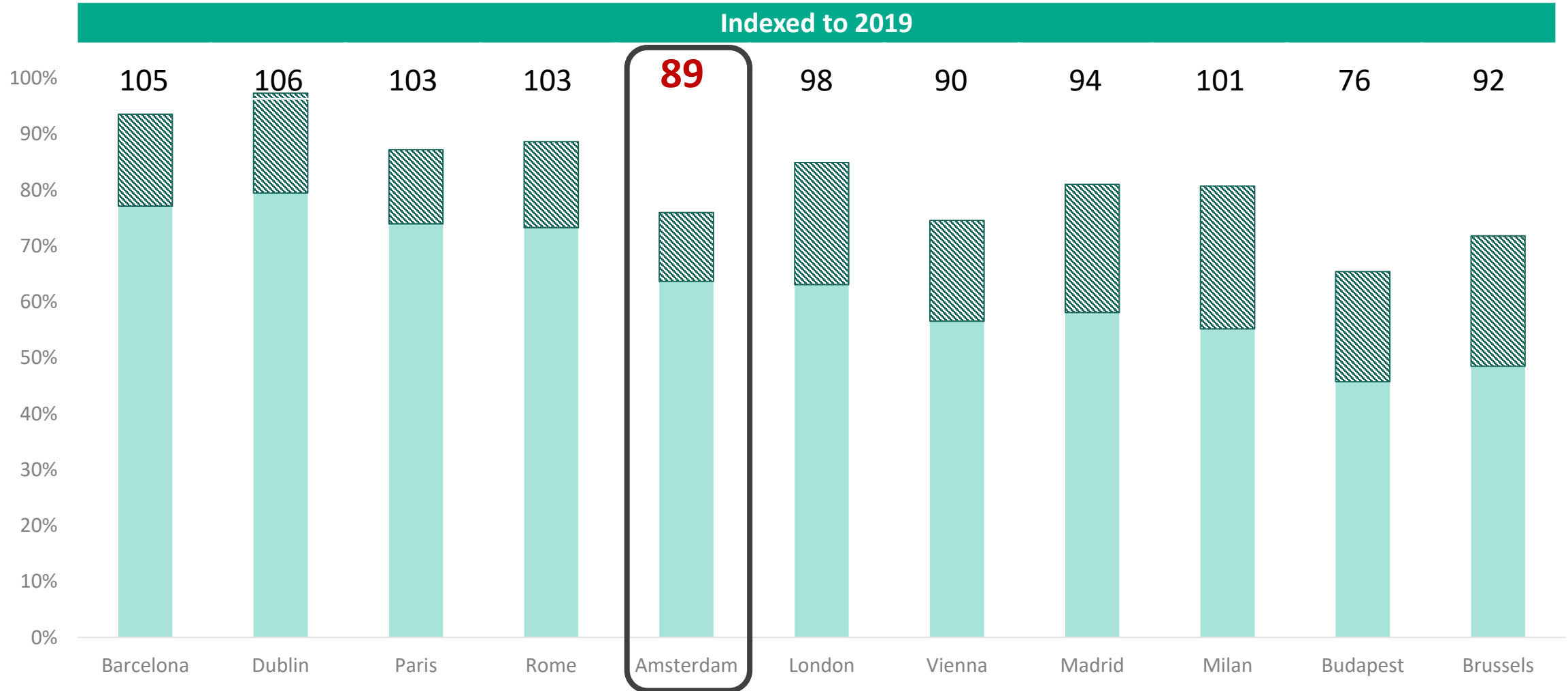
European major markets, ADR (Local Currency), Q1 2022, indexed to 2019



# Business on the books is 60-70%+ of 2019 levels ...but many should recover to 90% -100%+ by end of June



■ R28 Occupancy on the books    ■ illustrative pickup based on previous 28 days pick up



European Cities Occ on books + typical 28 days pick-up, 23 May to end of June 2022

Source: STR. © 2022 CoStar Group



# The Netherlands & Amsterdam



# Difficult year in 2021 in the Netherlands, lagging behind...



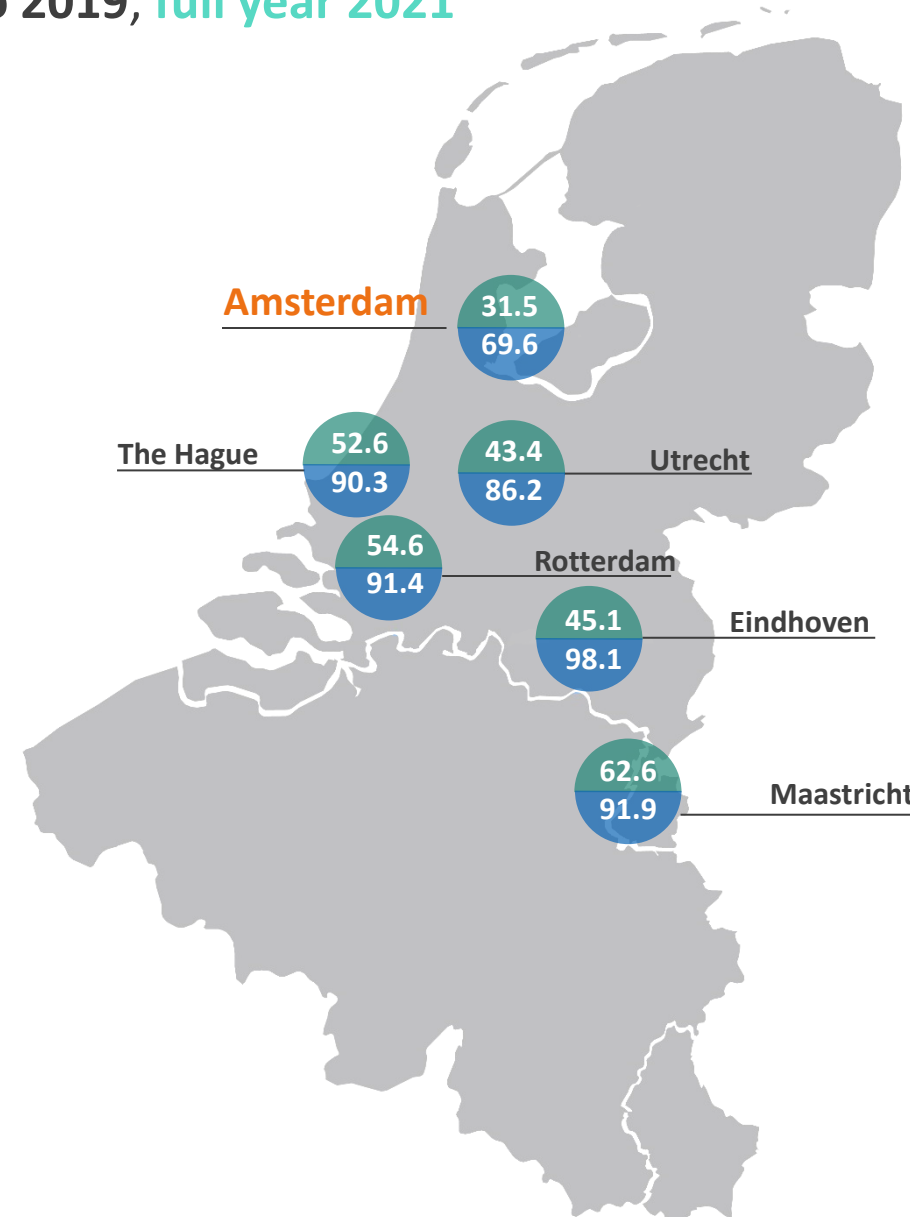
NL markets Occupancy(TRI) & ADR indexed to 2019, **full year 2021**



**OCC INDEX 2019**  
Netherlands: 41.3



**ADR INDEX 2019**  
Netherlands: 76.8



# ...But faster & stronger recovery since 2022, especially in Q2



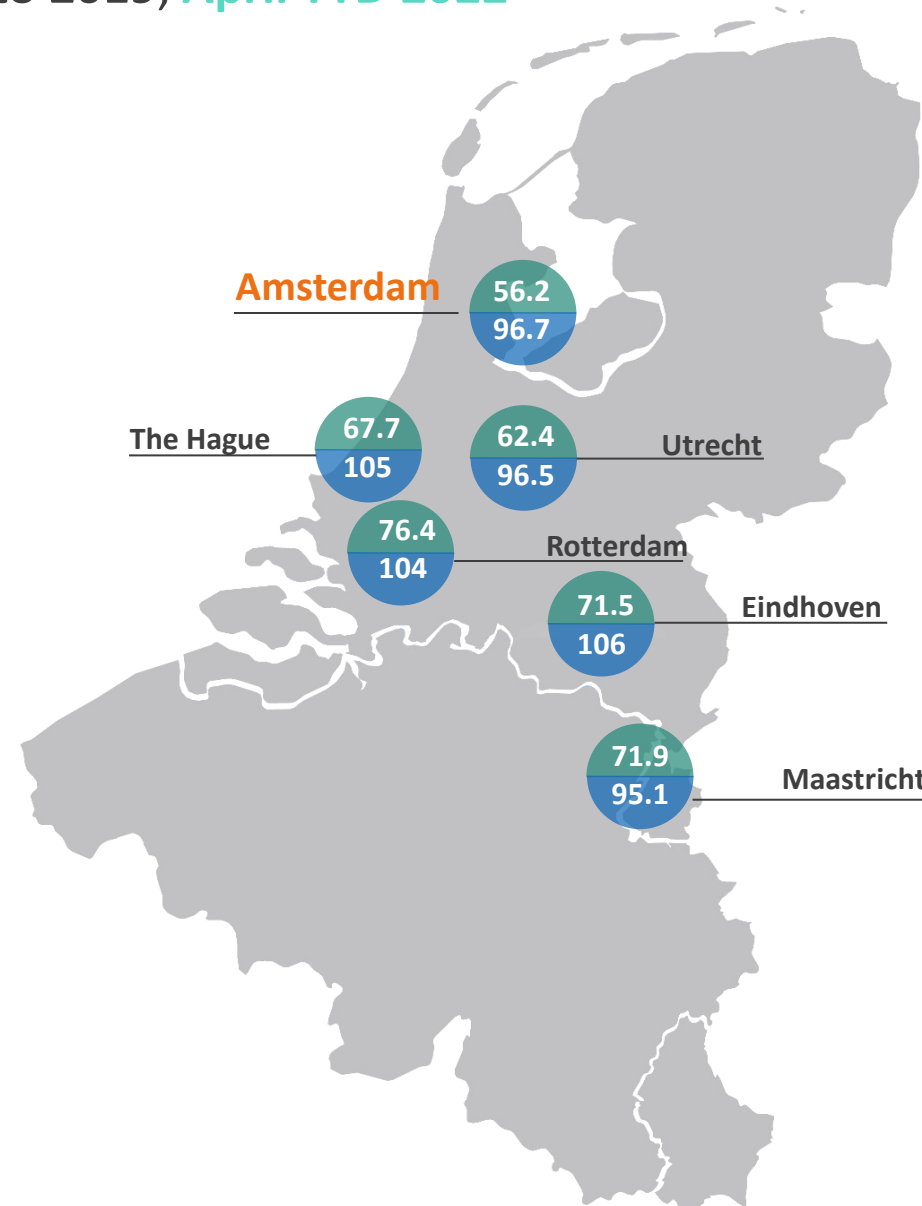
NL markets, Occupancy(STD) & ADR indexed to 2019, April YTD 2022



**OCC INDEX 2019**  
Netherlands: 63.0

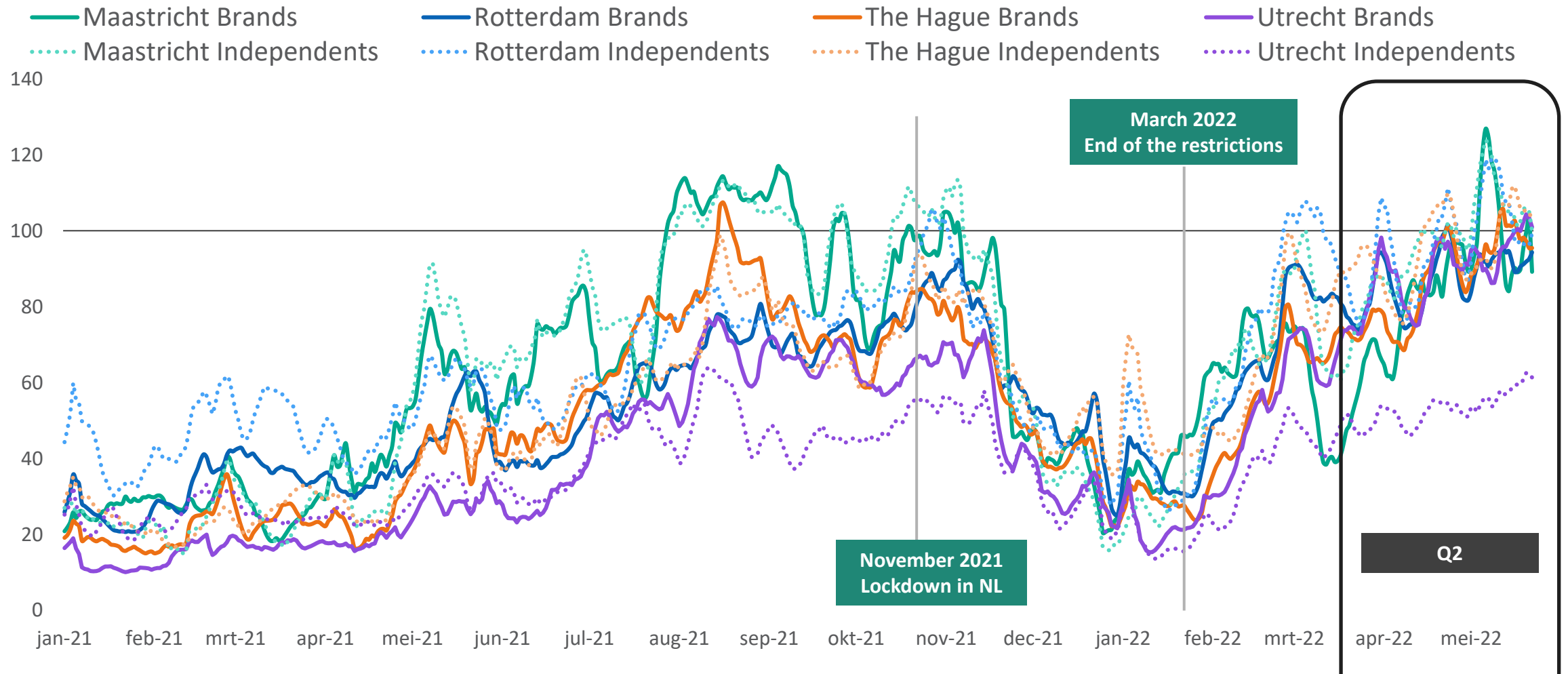


**ADR INDEX 2019**  
Netherlands: 98.5



# Stronger occupancy levels for Regional NL, surpassing 2019 levels

NL Submarkets, Occupancy (TRI) Rolling 7 days indexed to 2019, Jan 2021 to May 2022

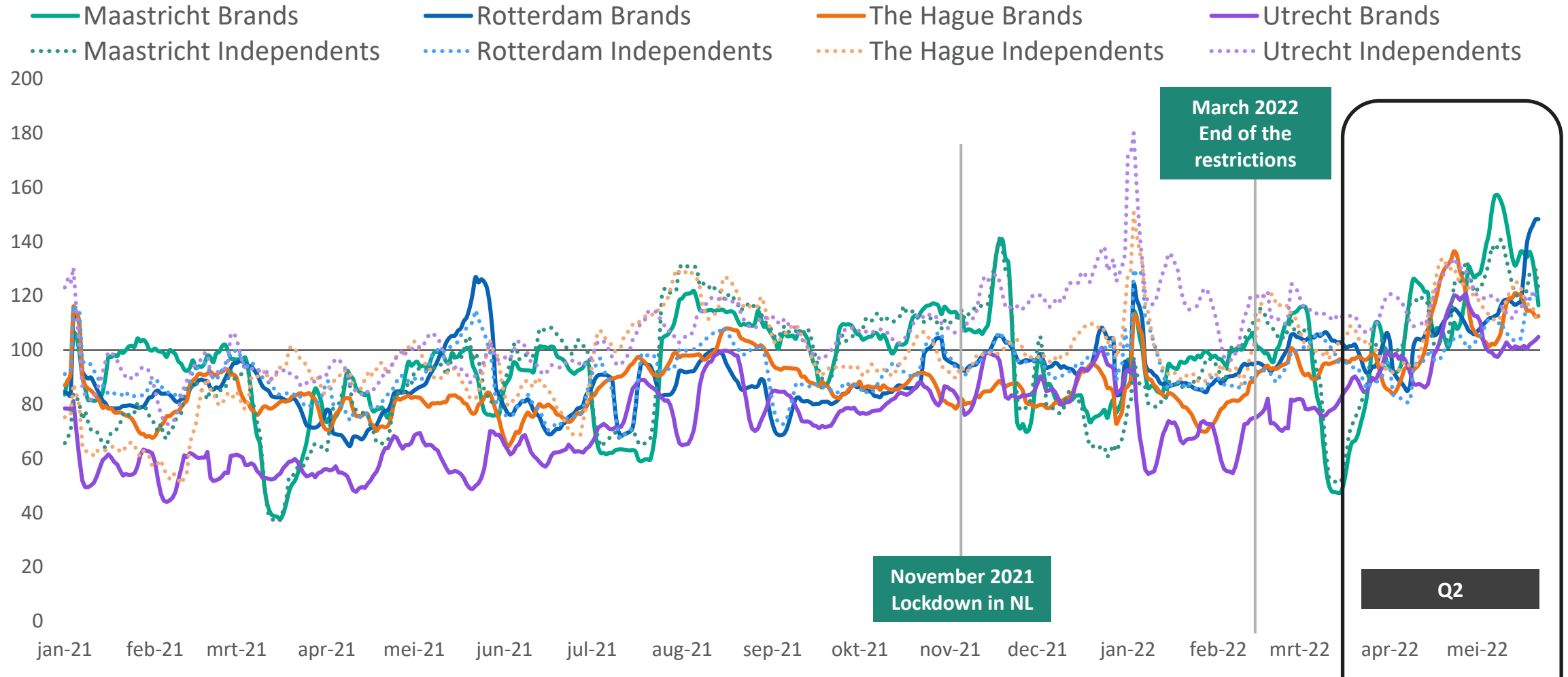




# Rates in regional NL shows very strong resilience and increase in 2022

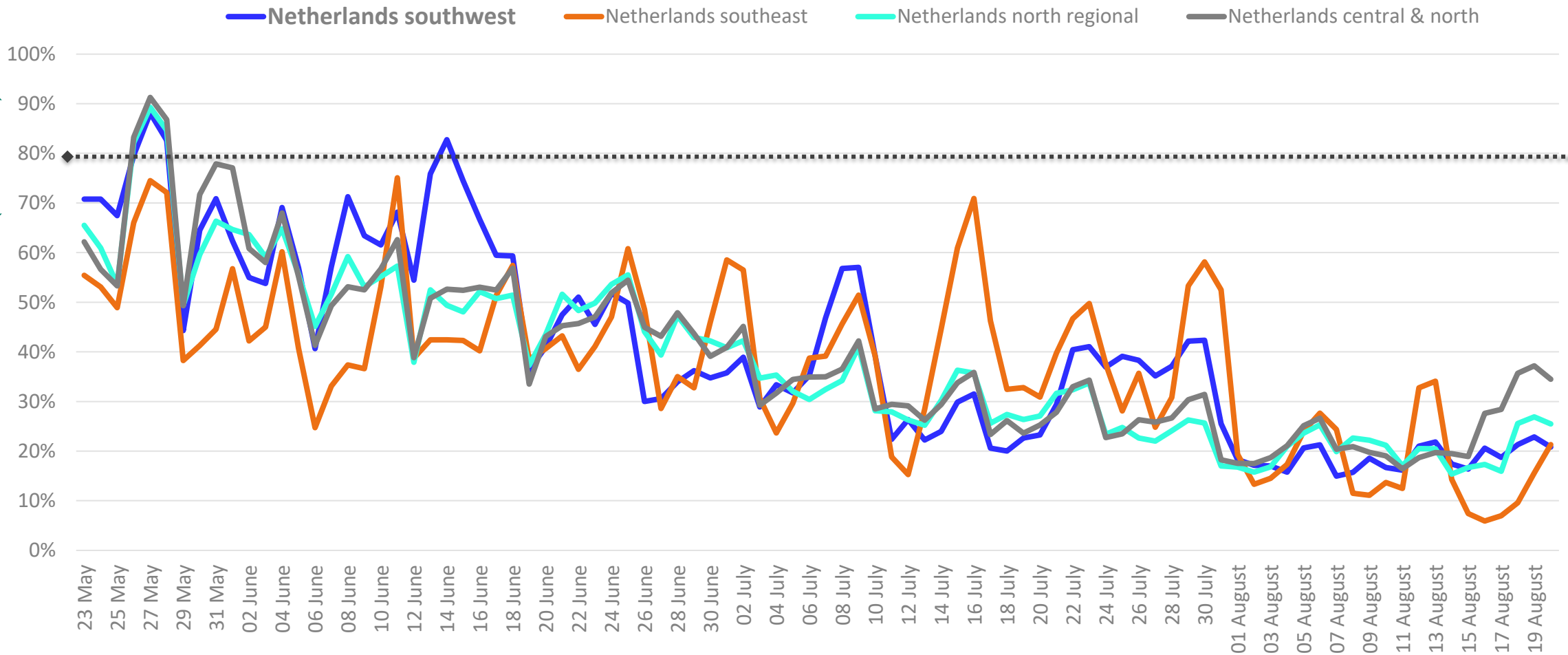


NL Submarkets, ADR (Local Currency) Rolling 28 days indexed to 2019, Jan 2021 to May 2022



# Q2 2022 looks brighter in OTB in the Netherlands regional

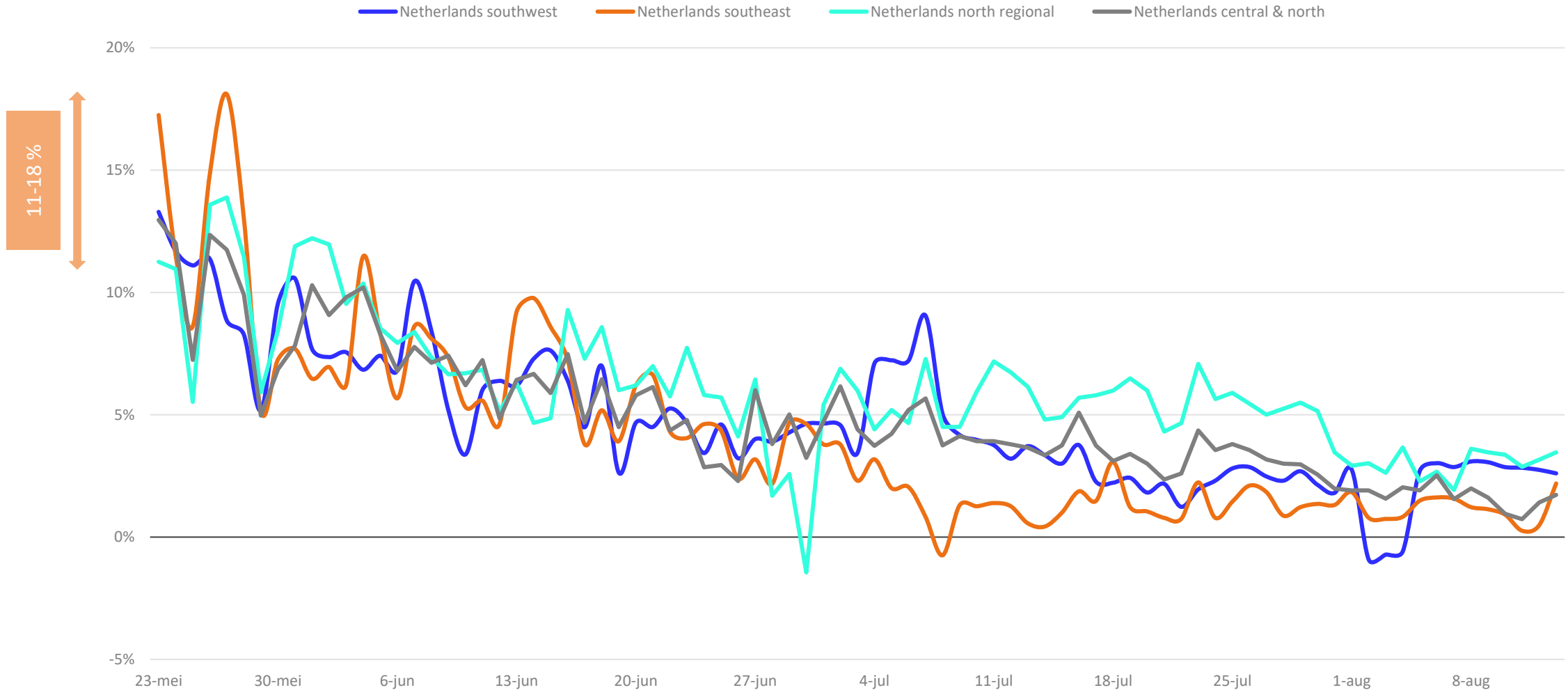
Regional NL Markets, Occupancy on the books for the next 90 days as at **23 May 2022**



# Last minute pick up and short booking window , some cancellations

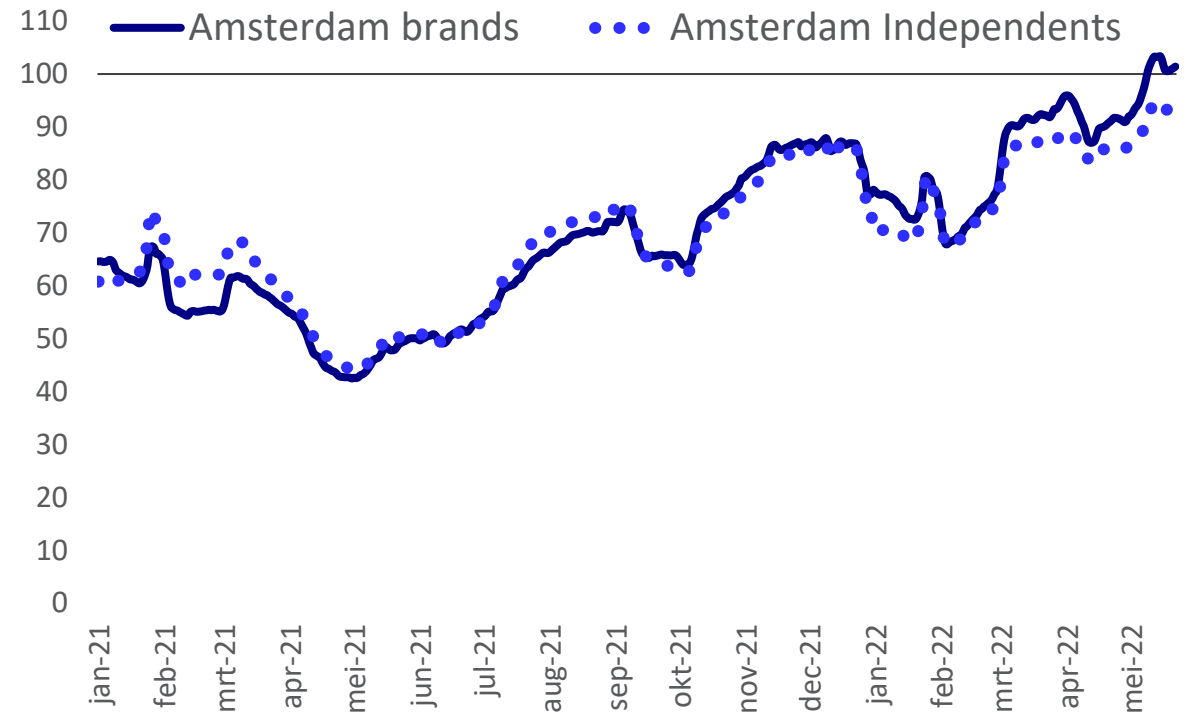
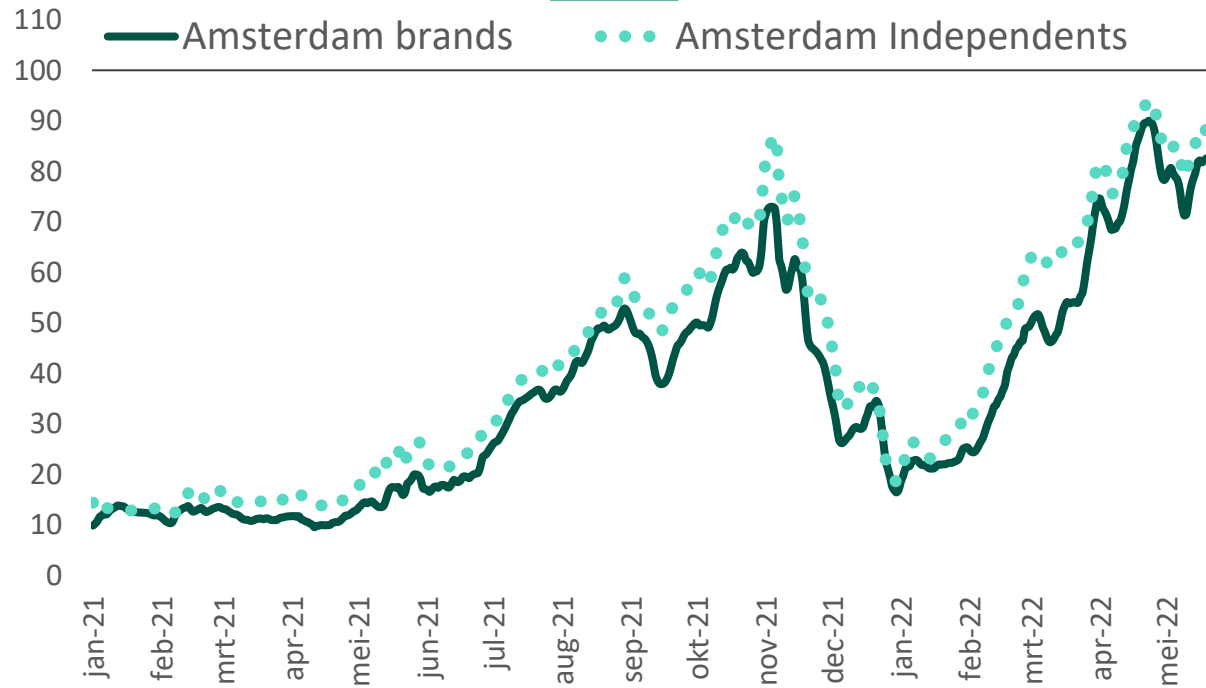


Regional NL Markets, Pick up for the next 90 days as at **23 May 2022**



# Very similar trends for AMS independent and branded hotels

Amsterdam, Occupancy (TRI) & ADR (LC) Rolling 28 days indexed to 2019, Jan 2021 to May 2022

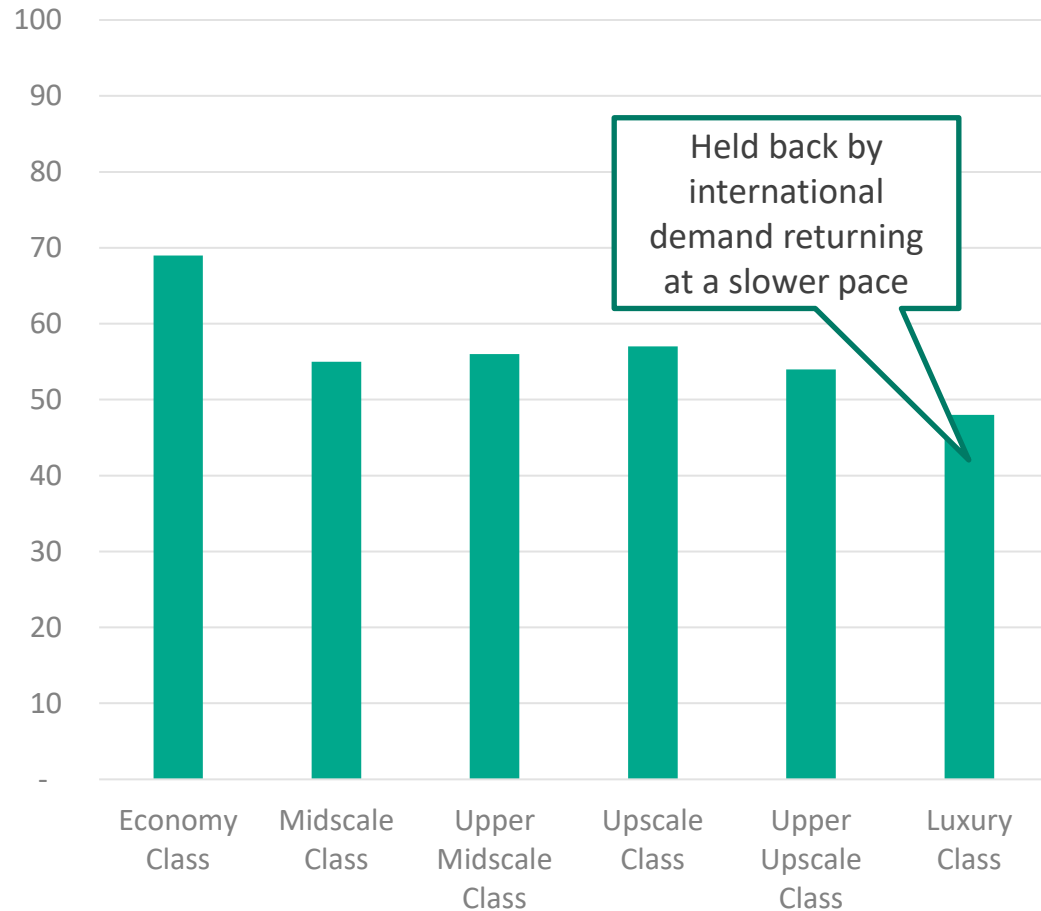


# Economy hotels bossing occupancy and Luxury hotels bossing ADR

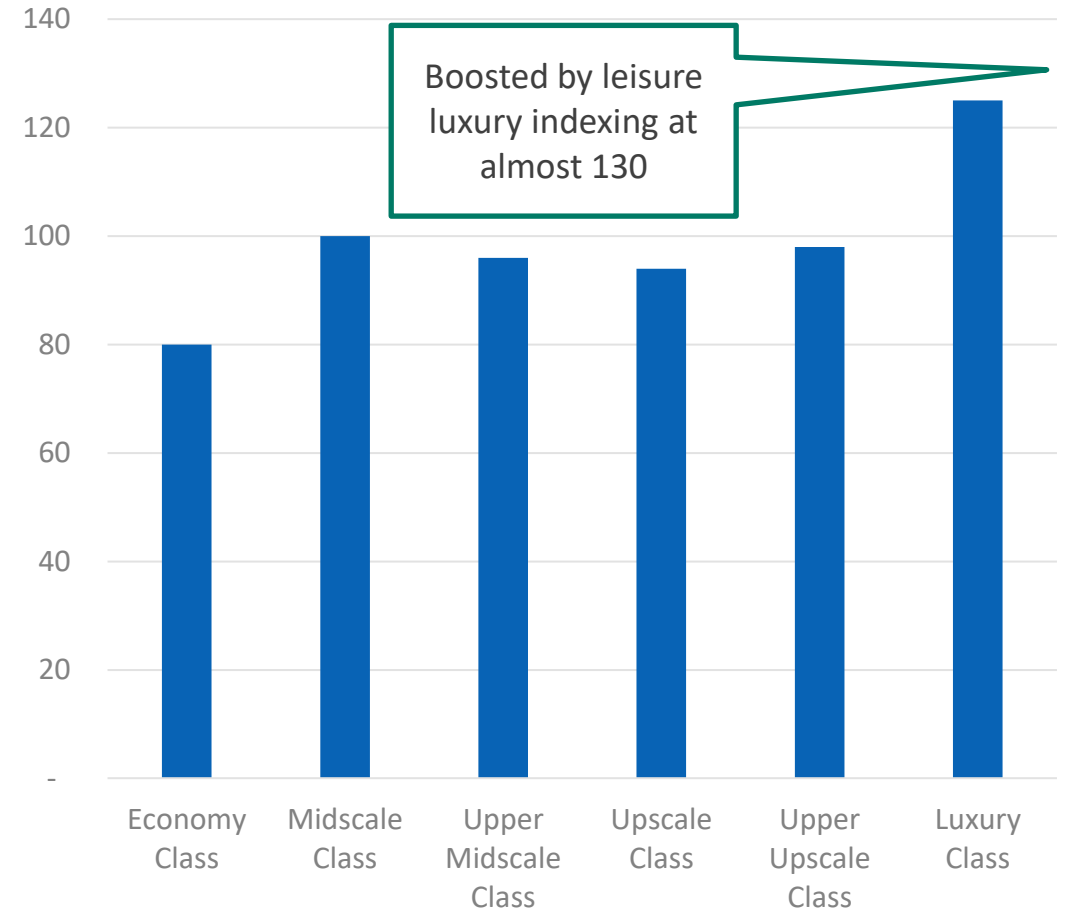
Amsterdam, April YTD 2022 indexed to April YTD 2019



Occupancy Index



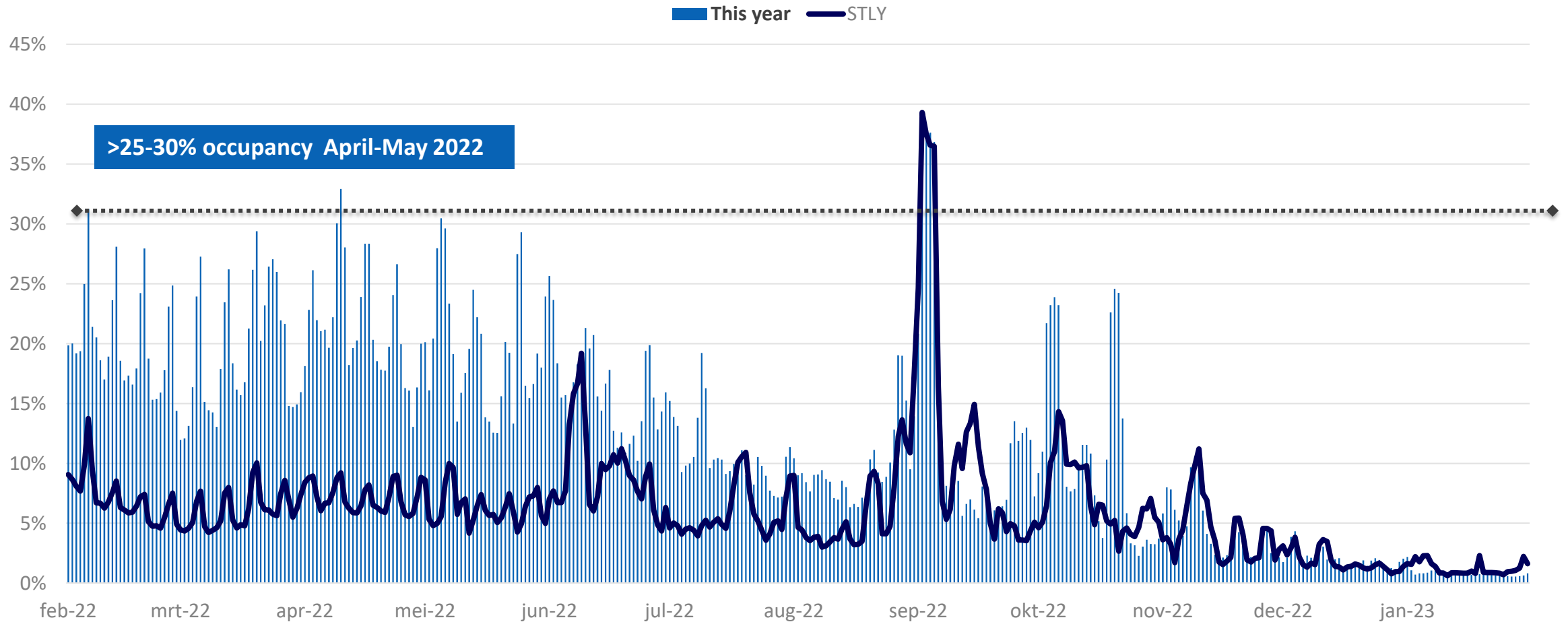
ADR Index



# Let's look at the OTB back in February 2022 for Amsterdam...



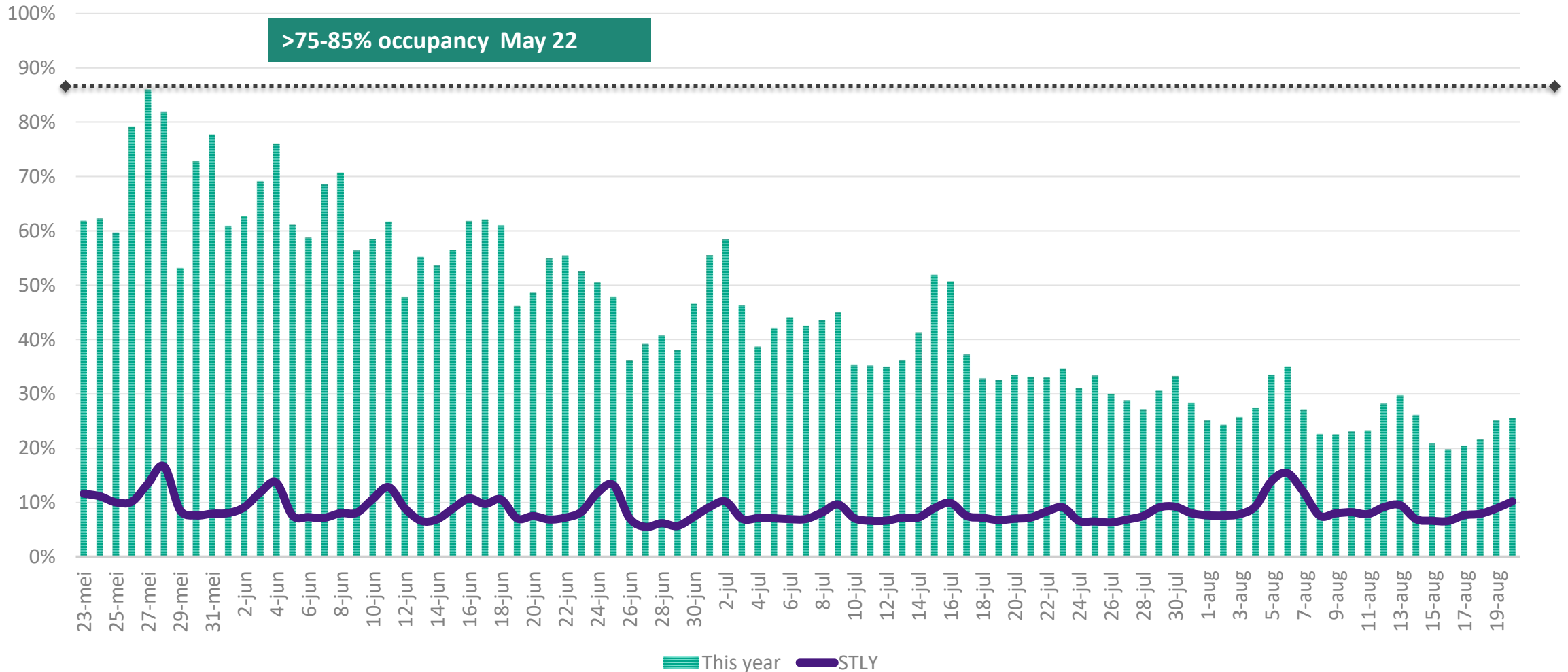
Amsterdam, Occupancy on the books TY & STLY for the next 365 days as at **07 February 2022**



# ...and compare it with the OTB as at end of May 2022.. AMS finally seeing the light, with 70%+ occupancy level

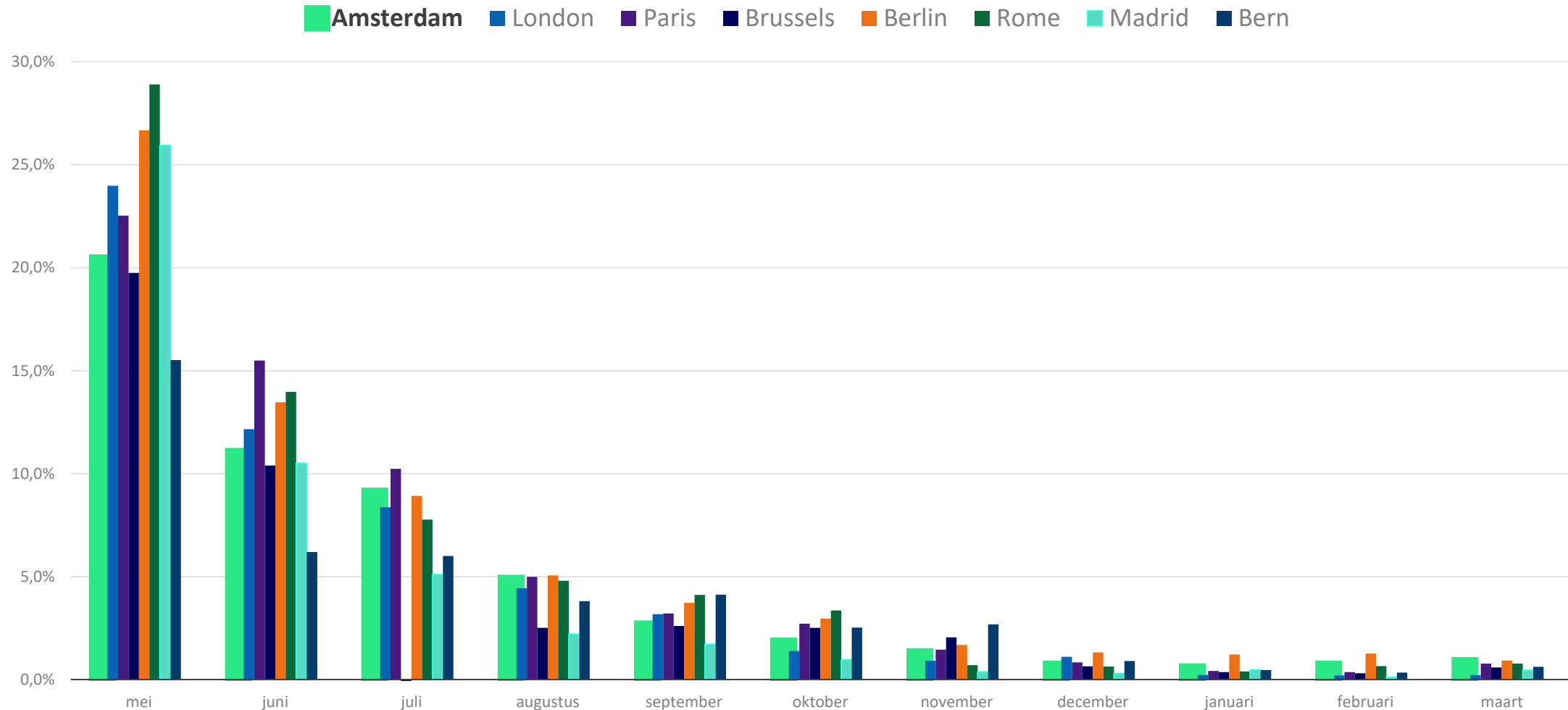


Amsterdam, Occupancy on the books for the next 90 days TY vs STLY as at **23 May 2022**



# Amsterdam pickup getting closer to major European capitals

Pickup monthly aggregates for major European markets as at 2nd may 2022







# Questions ?

**Rosiannne Kindler**

Account Manager BENELUX

[rkindler@str.com](mailto:rkindler@str.com) / +44 7922 1935



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