



Future Hospitality Summit 2024 – what are the numbers telling us? A look at hotel performance from a global perspective

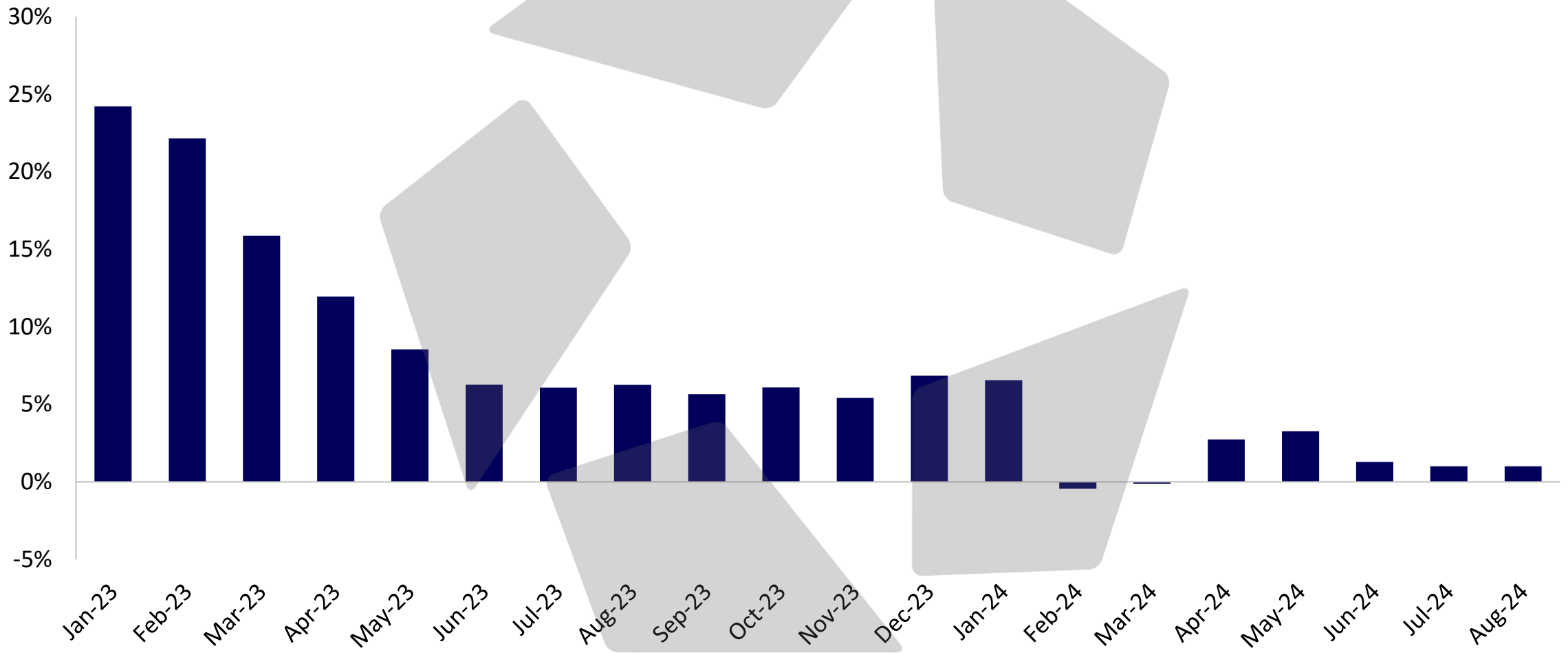
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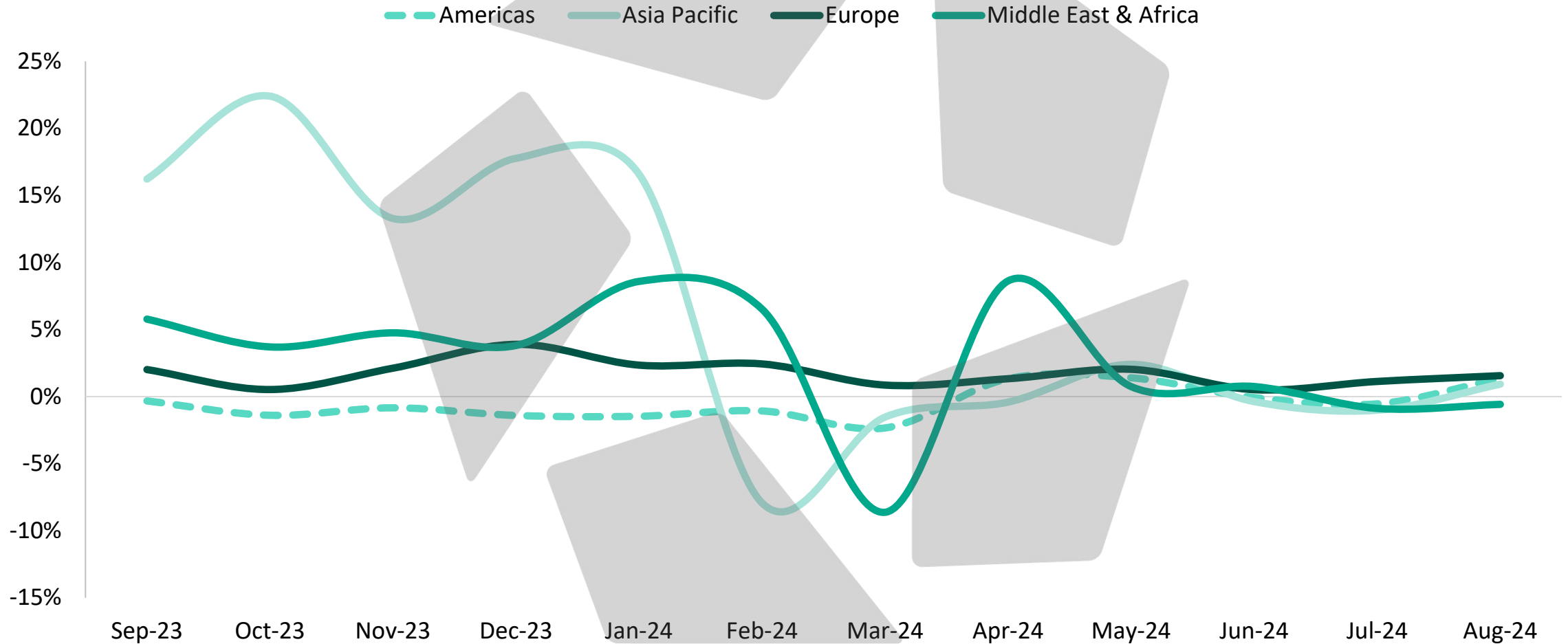
Demand is still growing globally but is decelerating

Global demand YoY % chg., Jan 2023 – Aug 2024



In some regions occupancy growth has stalled

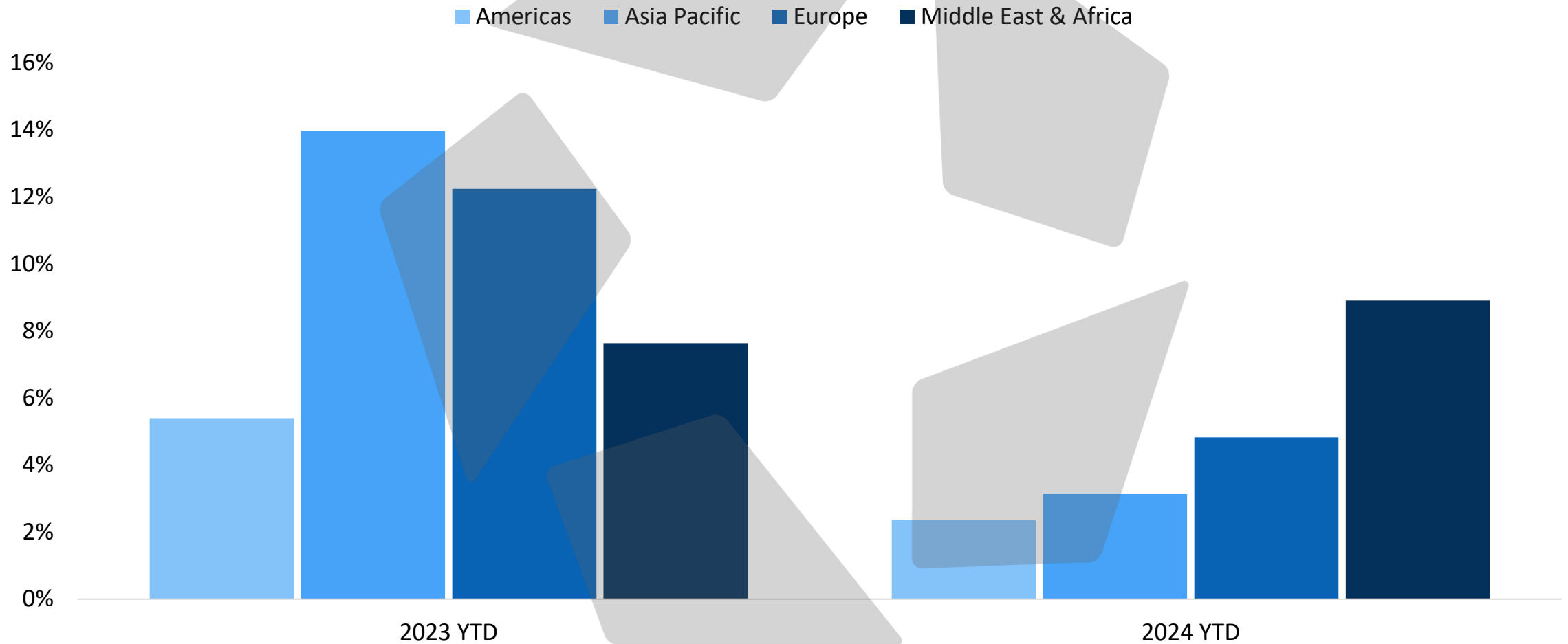
Continents*, occupancy % chg. YoY, Sep 2023 – Aug 2024



*Excl. Venezuela and Lebanon

Rates still have steam...

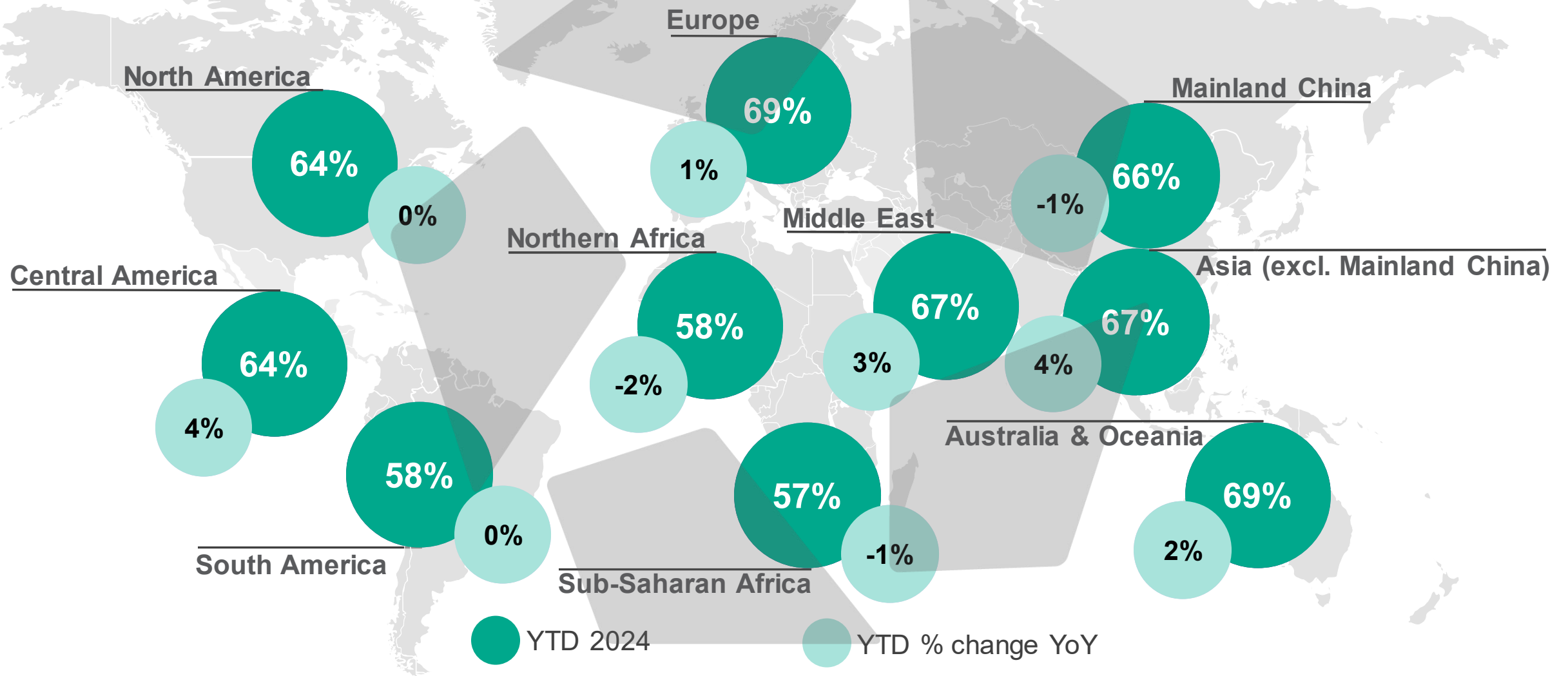
Continents*, ADR (USD, constant currency) % chg. YoY, YTD Aug 2023-2024



*Excl. Venezuela and Lebanon

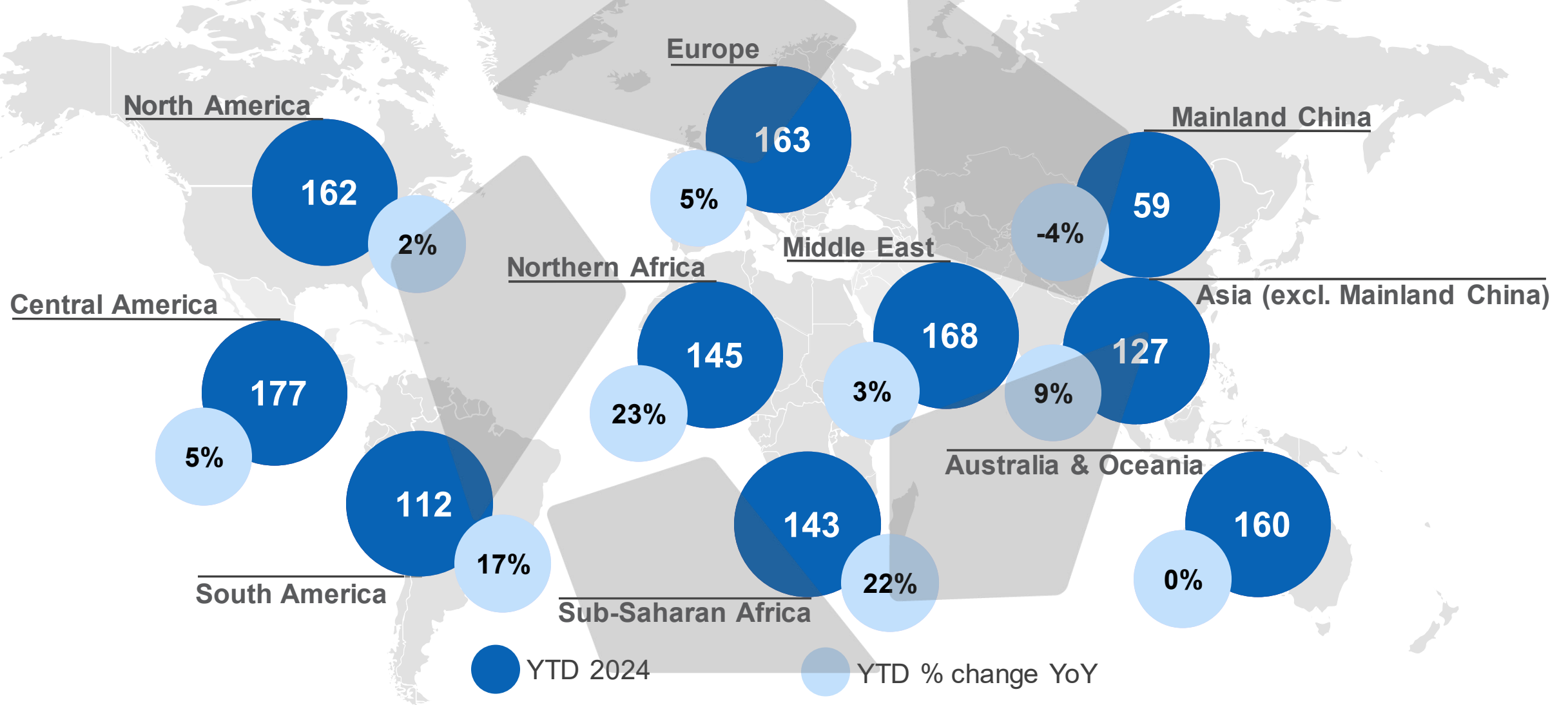
Occupancy (slowly) growing

Occupancy, YTD August 2024 and % change to 2023



Which means ADR is also still rising

ADR, USD & CC, YTD August 2024 and % change to 2023



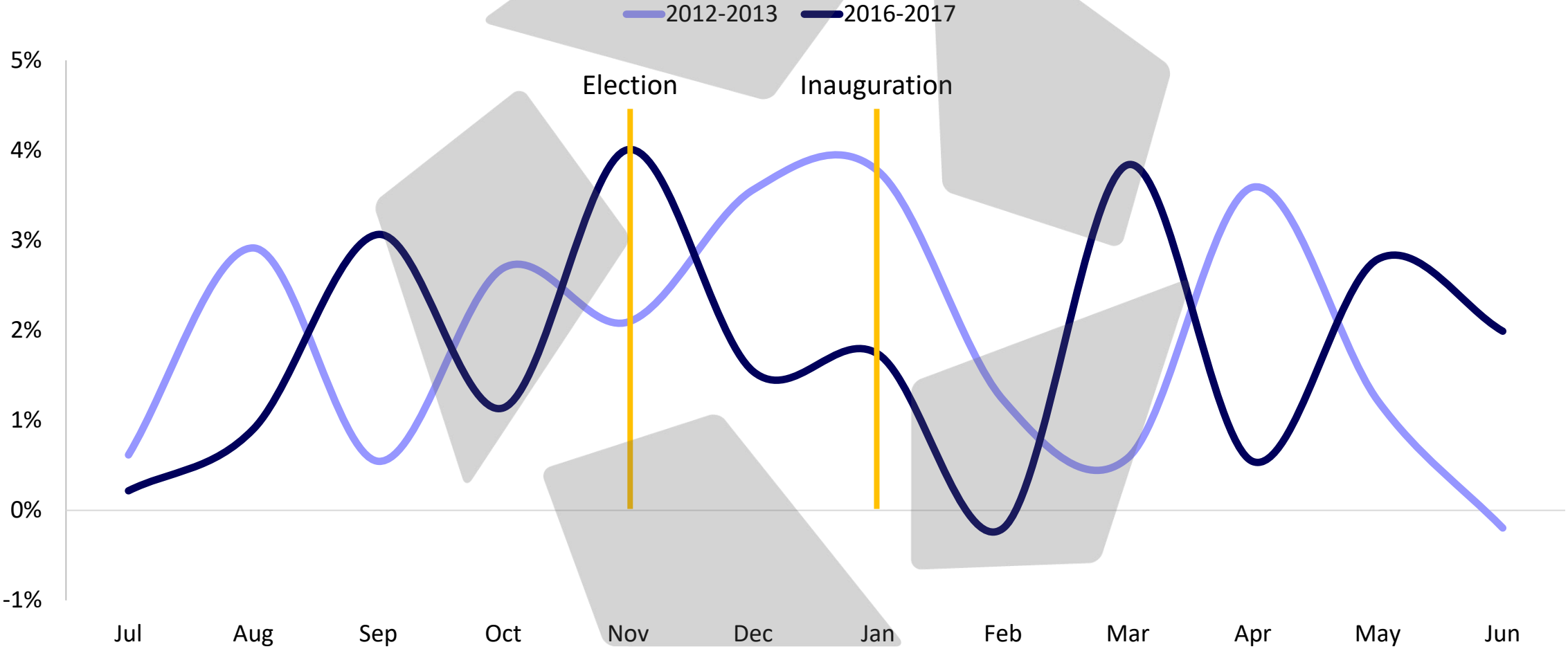


Global demand drivers



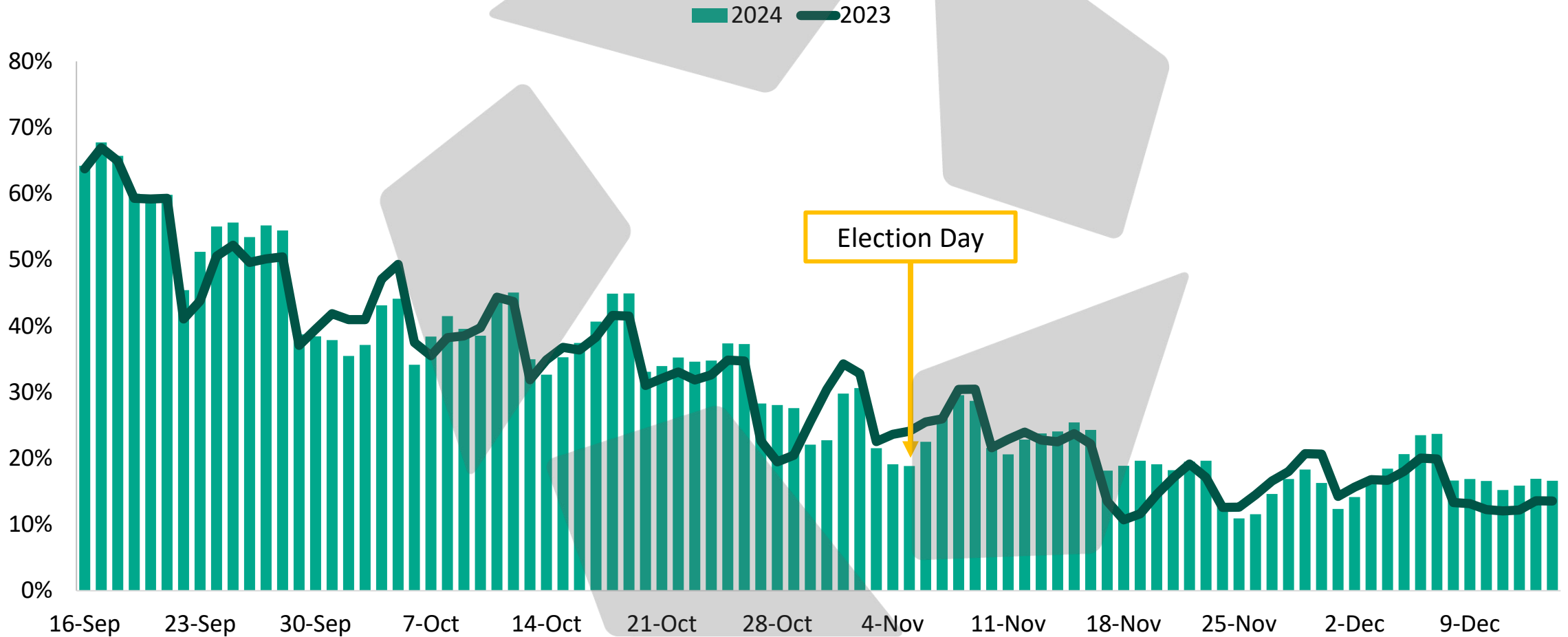
And historically, monthly demand isn't affected

U.S., demand % chg. YoY



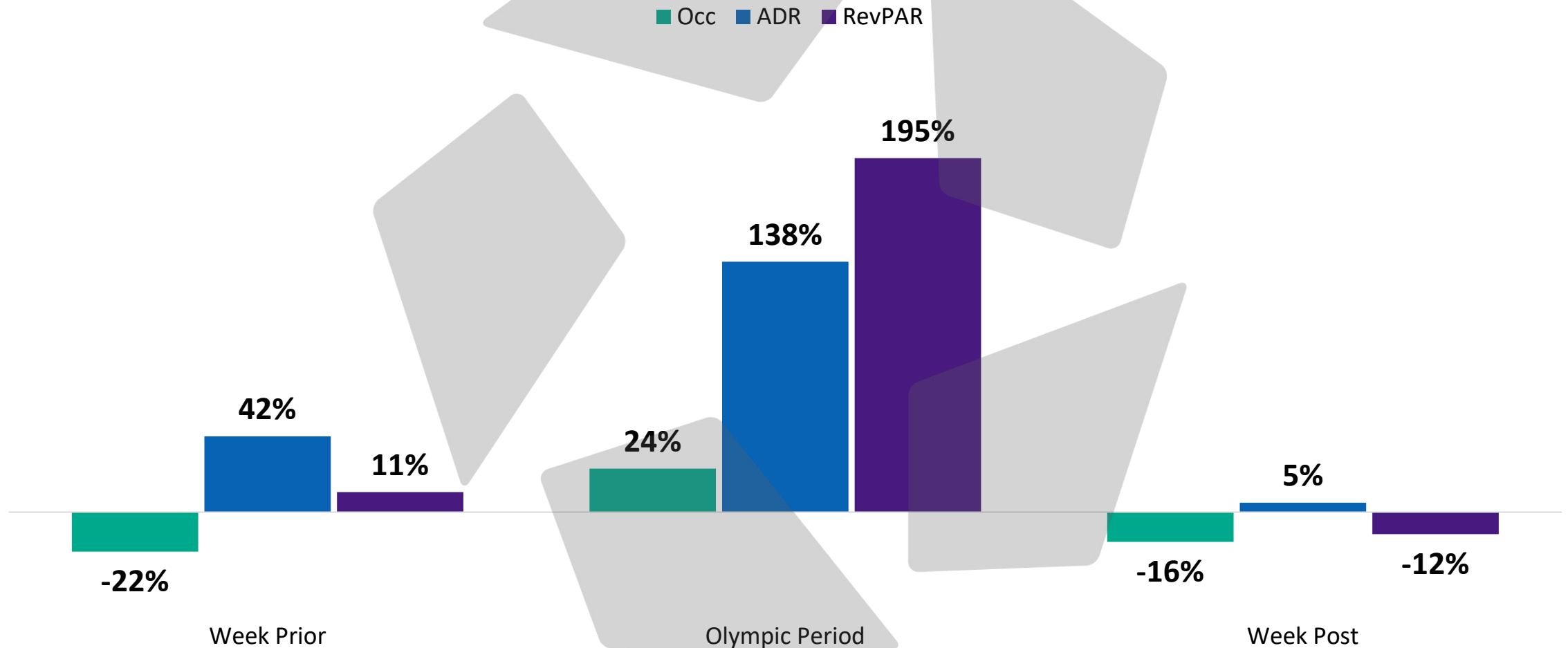
What election? Occ OTB largely in line with 2023

U.S. Top 25 markets, Occupancy on the books, as at the 16th September 2024



Hotel rates take gold at the Paris Olympics

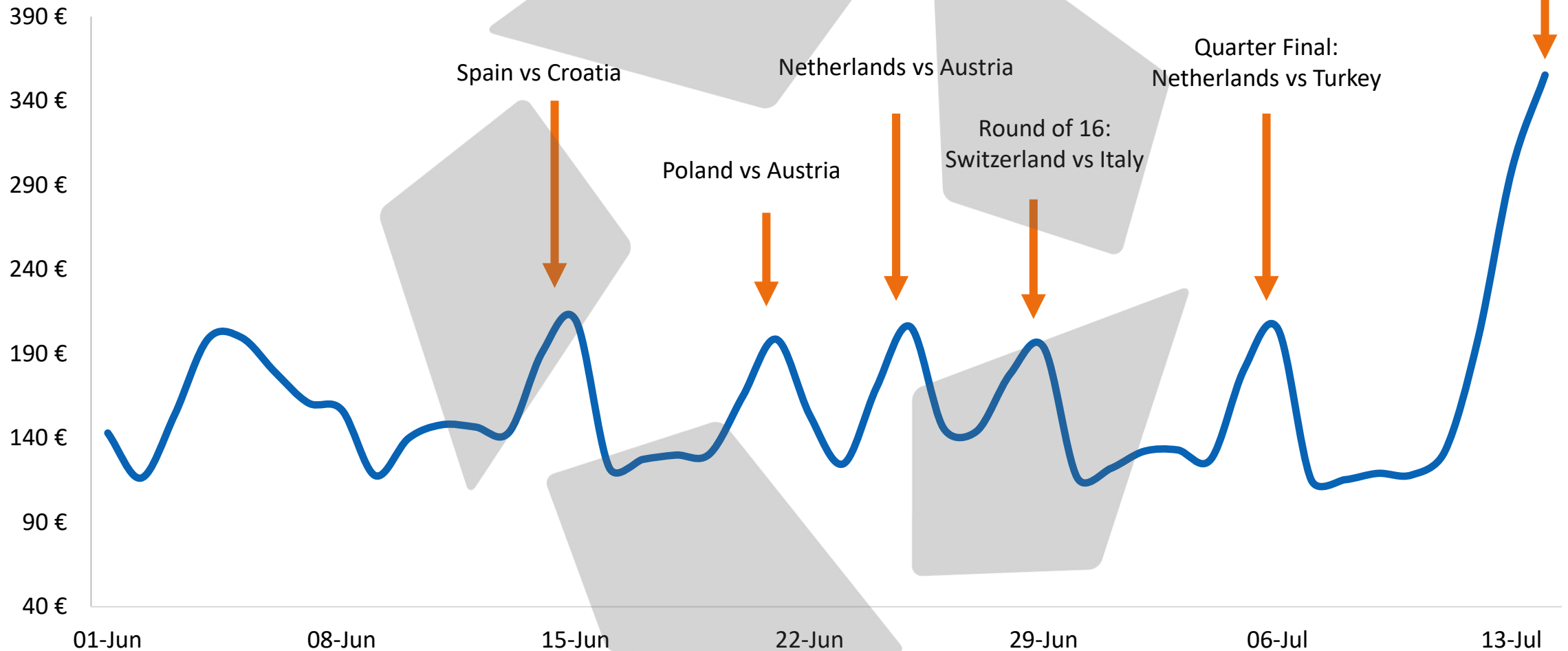
Paris, Occupancy, ADR & RevPAR (EUR) % chg. YoY, Olympic period 2024



Está volviendo a casa! (It's coming home... but to Spain!)

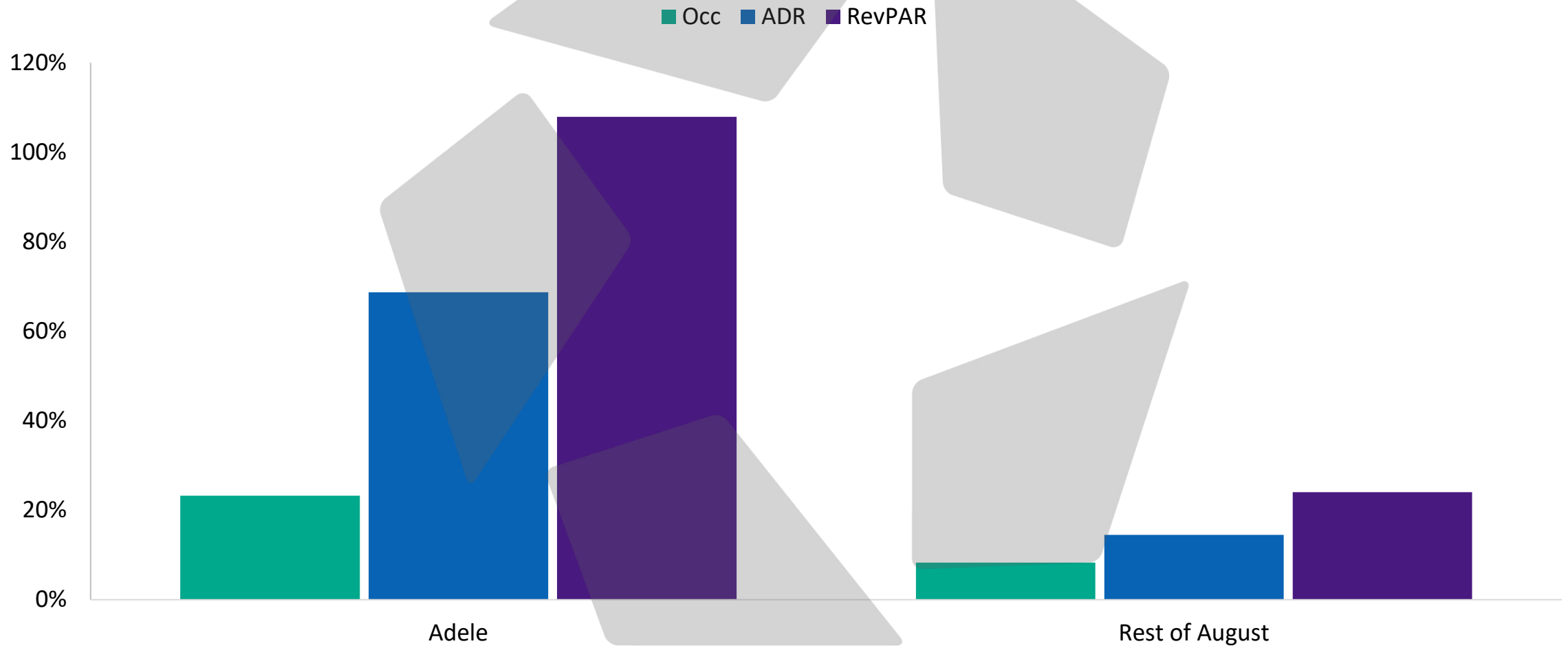
Berlin, ADR by day, June/July 2024

Final: Spain vs England



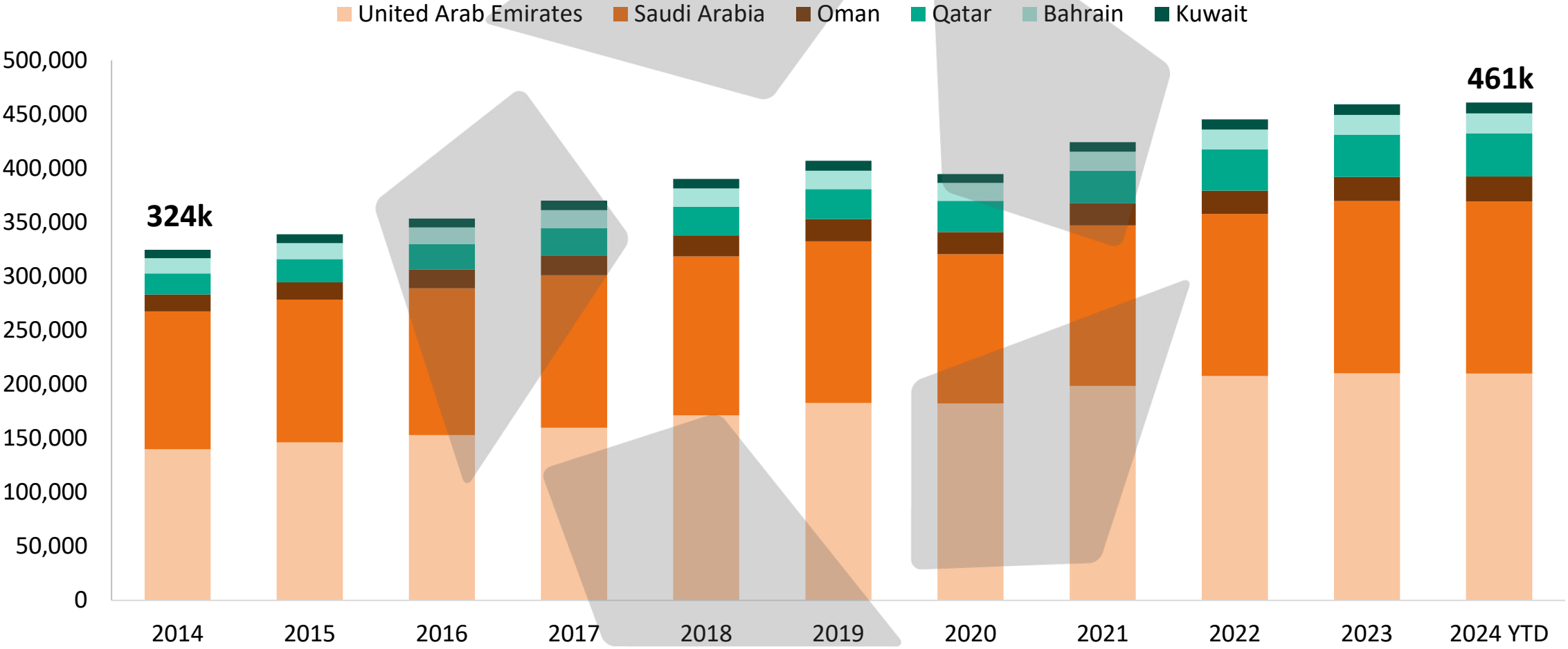
“Rumour has it”... Adele doubled Munich RevPAR

Munich, Occupancy, ADR & RevPAR (EUR) % chg. YoY, Adele concert nights, vs. rest of Aug 2024



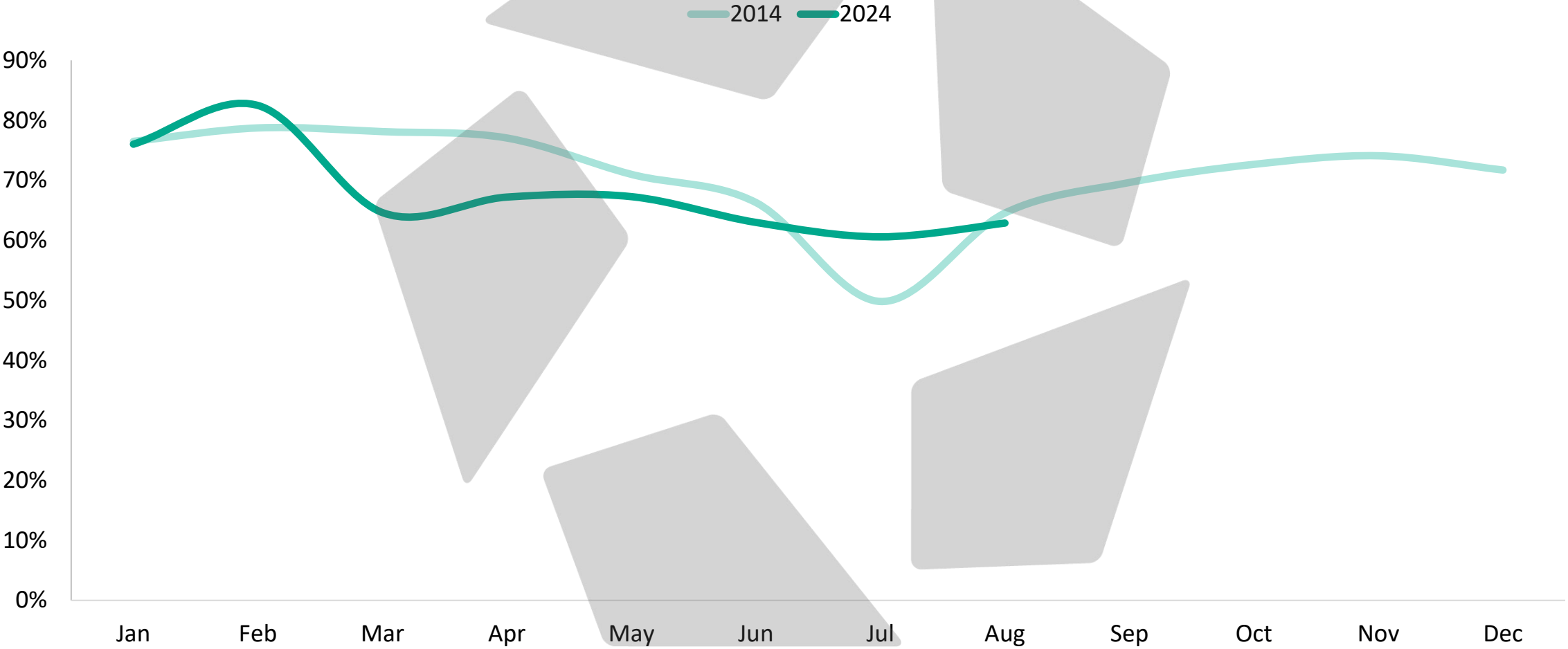
A lot has changed over the past 10 years...

GCC countries, census room count, 2014 – 2024 YTD



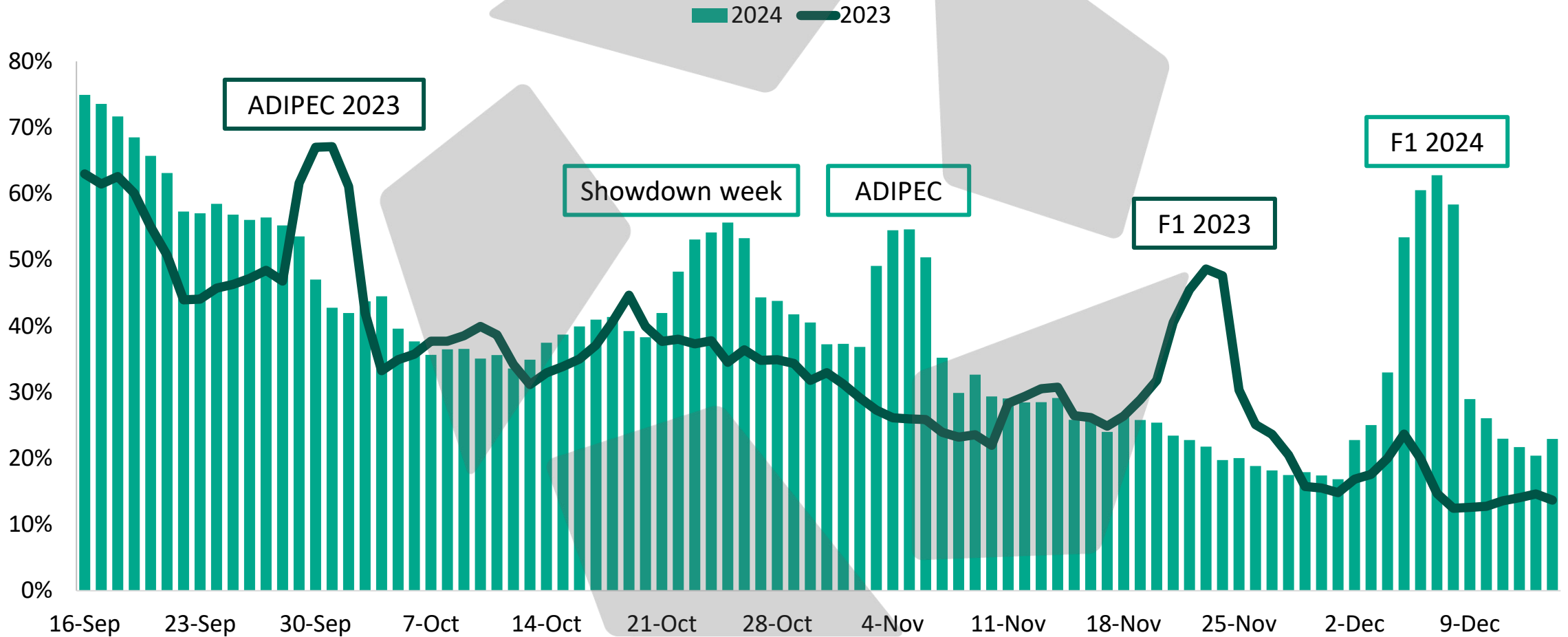
All that supply has limited occupancy growth

GCC countries, occupancy % by month



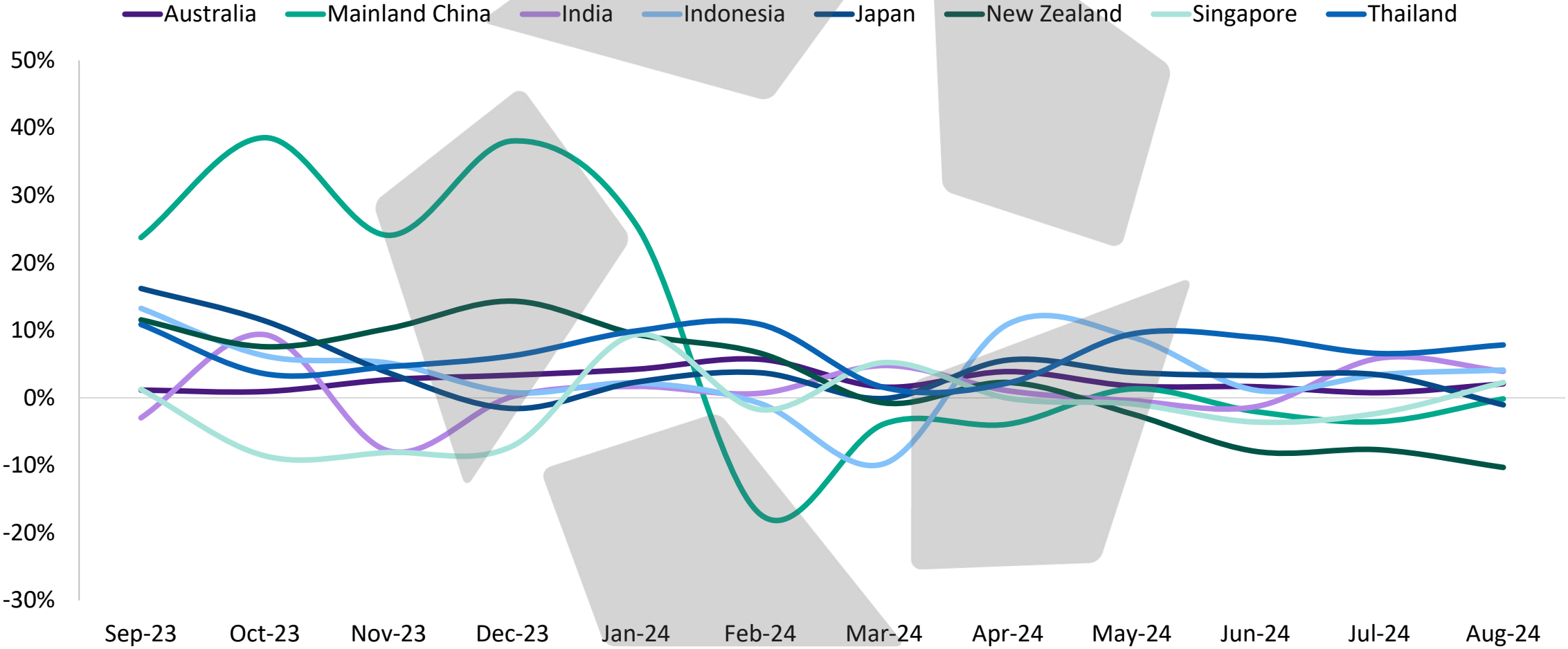
F1 looking better this year than last for Abu Dhabi

Abu Dhabi occupancy on the books, as at the 16th September 2024



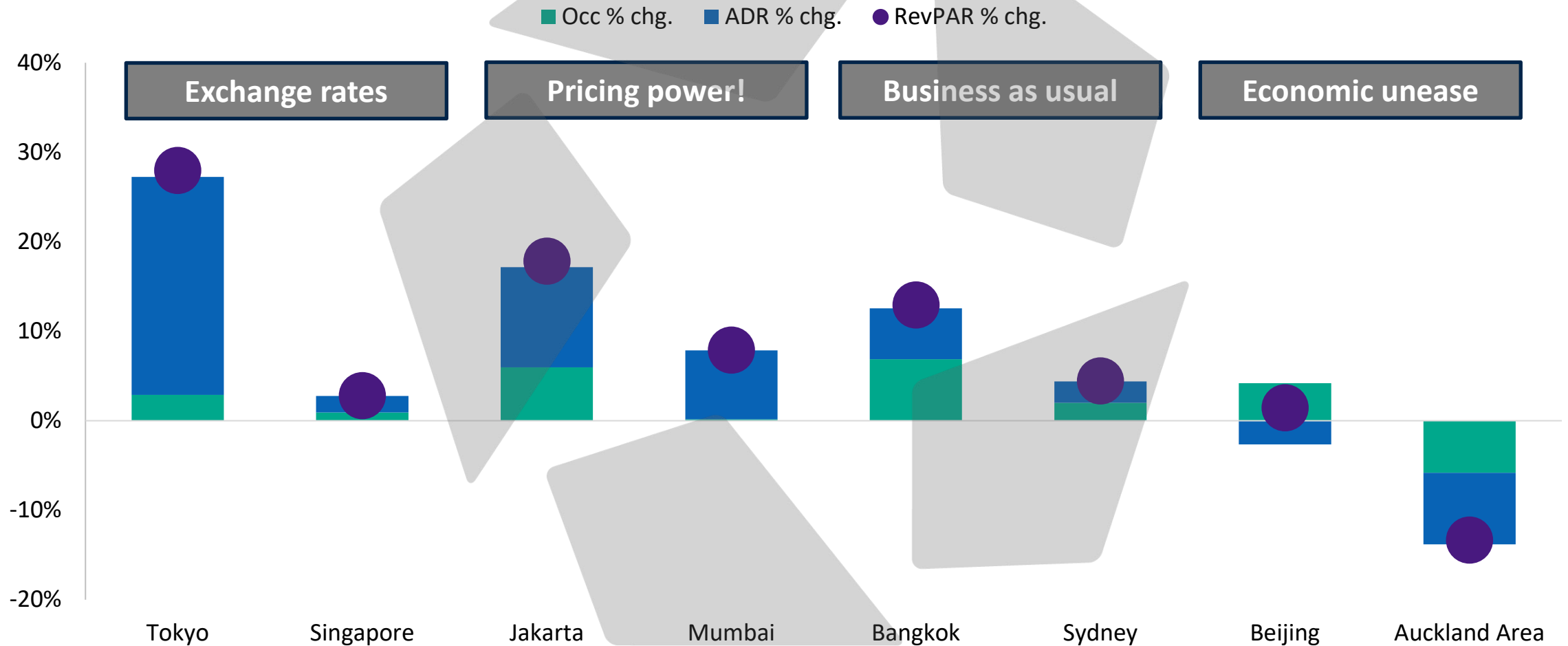
APAC: Performance normalized, now diverging

Occupancy % chg. YoY



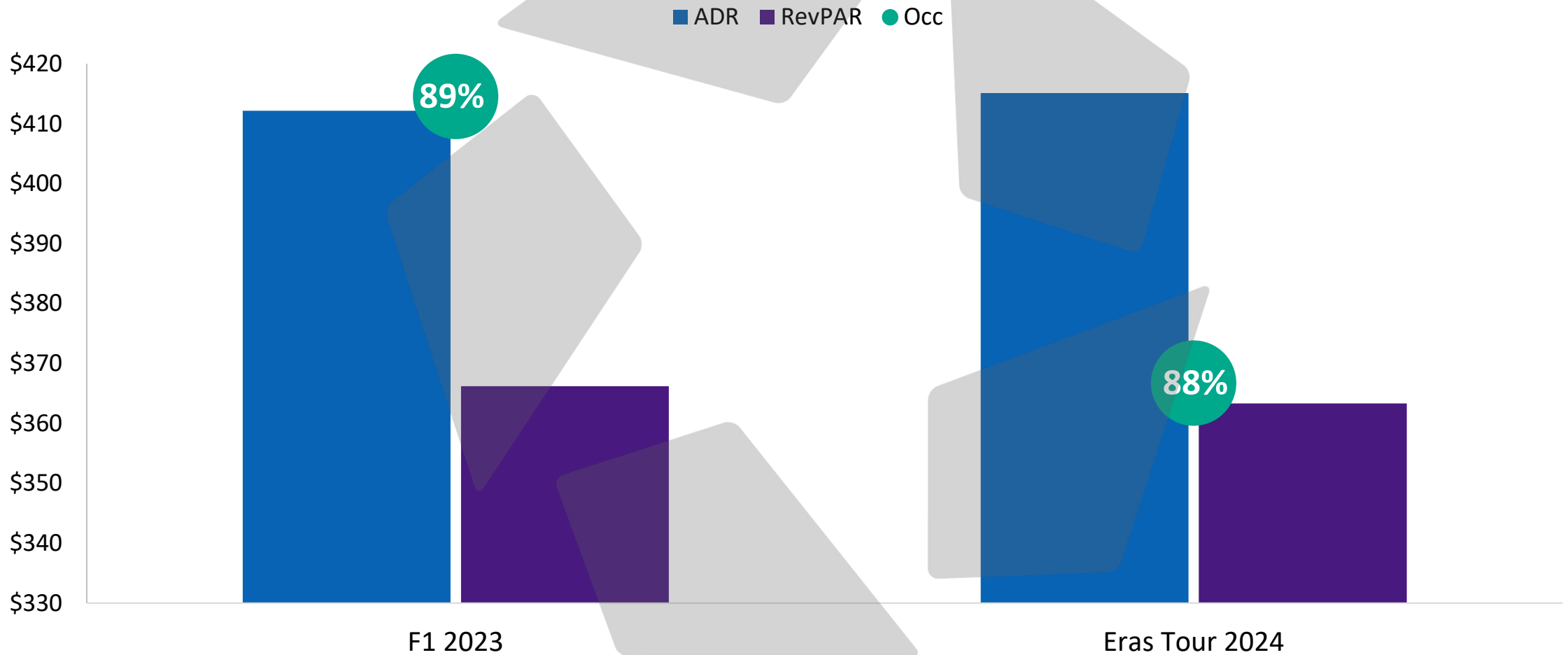
Drivers vary by market

Occupancy, ADR & RevPAR (local currency), % chg. YoY, Aug YTD 2024



Let the games begin: Eras performance comparable to F1

Melbourne, Occupancy, ADR & RevPAR (AUD currency) F1 weekend 2023 vs. Eras tour 2024





Thank you!

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