



# Europe Recovery: Ready, Steady, Go!

July 2021

**Robin Rossmann – Managing Director, STR**

Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc. Any reprint, use or republication of all or a part of this presentation without the prior written approval of STR is strictly prohibited. Any such reproduction shall specifically credit STR as the source. This presentation is based on data collected by STR. The information in the presentation should not be construed as investment, tax, accounting or legal advice.

# Agenda



- 1. The first half of the year has been tough**
- 2. But the outlook is improving significantly**
- 3. Conclusions**



**Some very important  
points to start with**

**Thank you  
Anders**

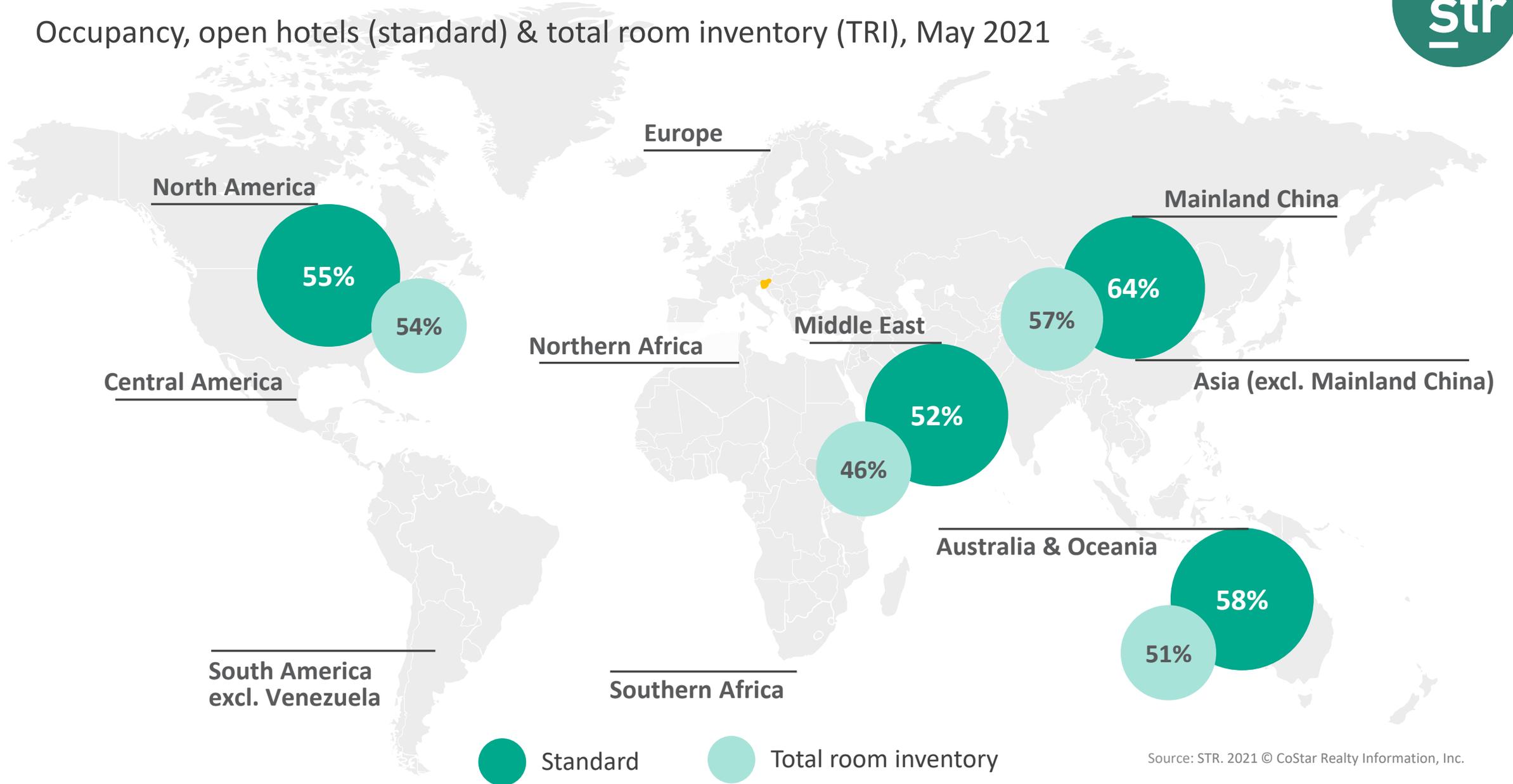




**The first half of the  
year has been tough**

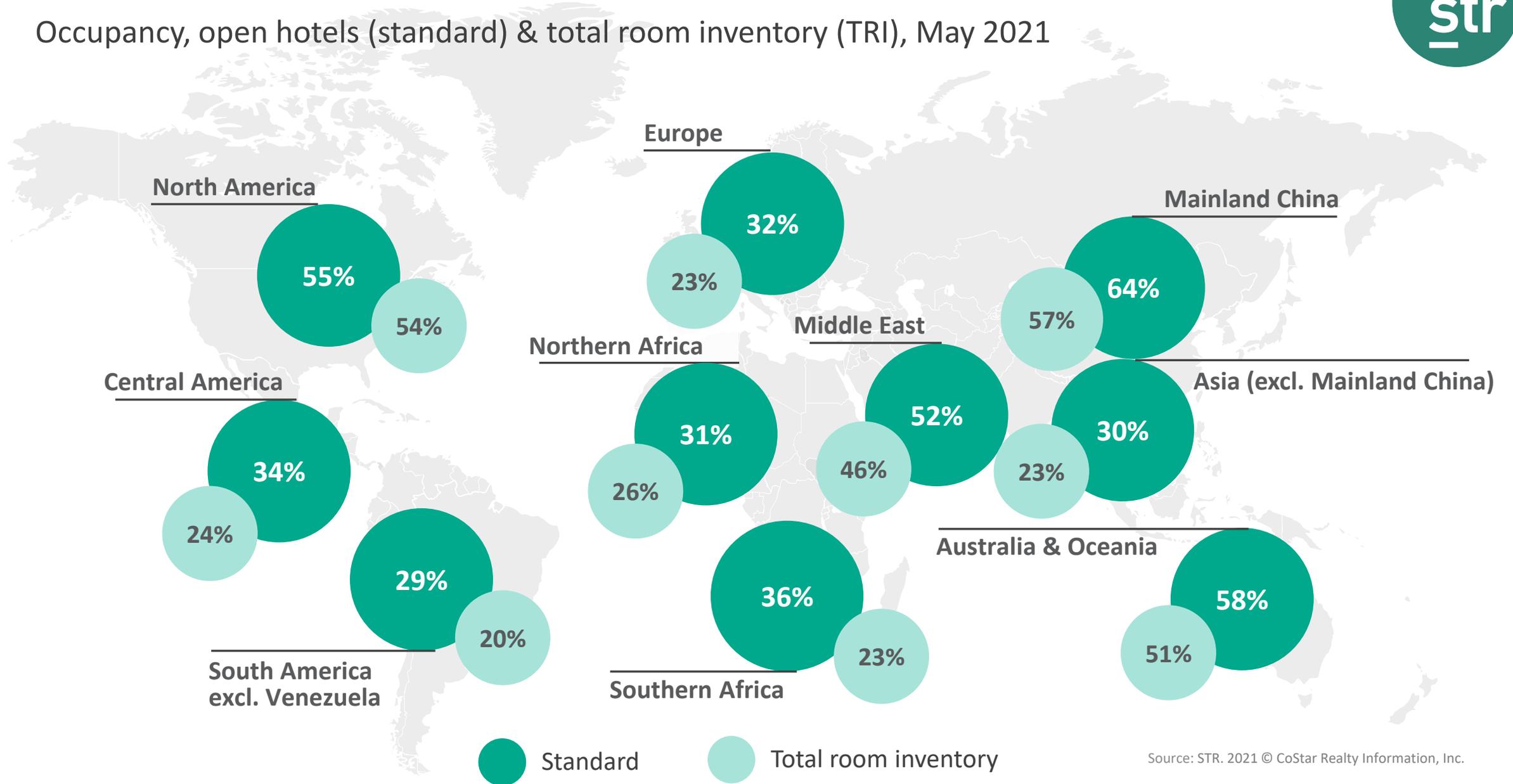
# The recovery was underway for some...

Occupancy, open hotels (standard) & total room inventory (TRI), May 2021



# .... But others still bouncing along the bottom

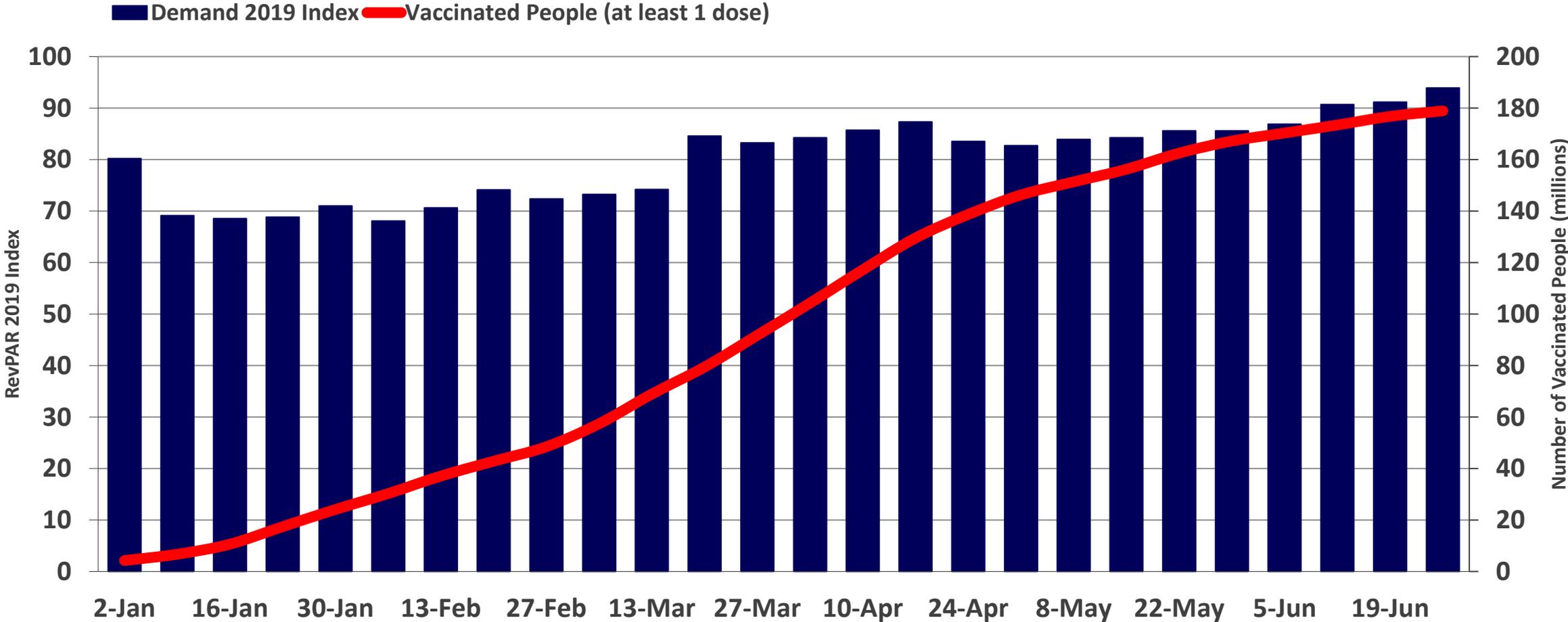
Occupancy, open hotels (standard) & total room inventory (TRI), May 2021



# The US has overtook China as the benchmark of recovery

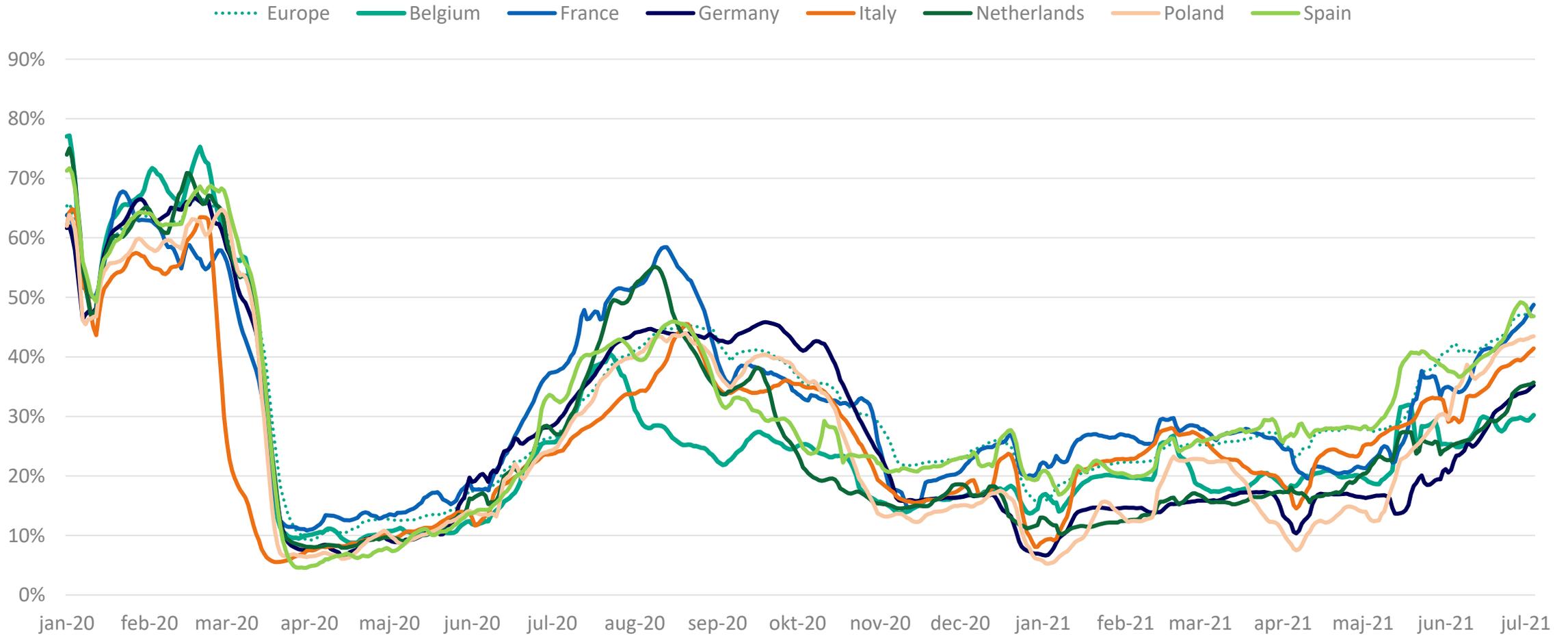


U.S. Weekly Demand Indexed to 2019 and COVID Vaccinated People



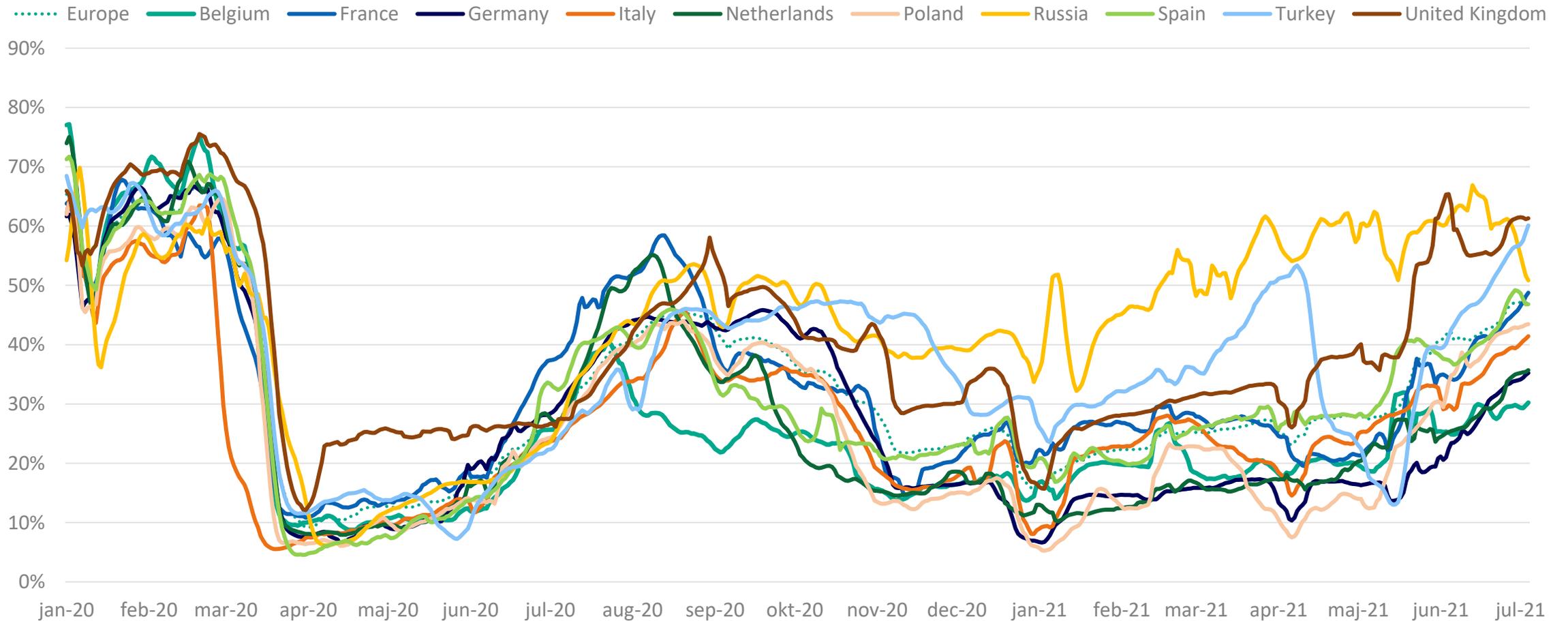
# Whilst performance was bleak across Europe...

Rolling 7 days Occupancy (Standard), 1<sup>st</sup> Jan 2020 - 4<sup>th</sup> Jul 2021



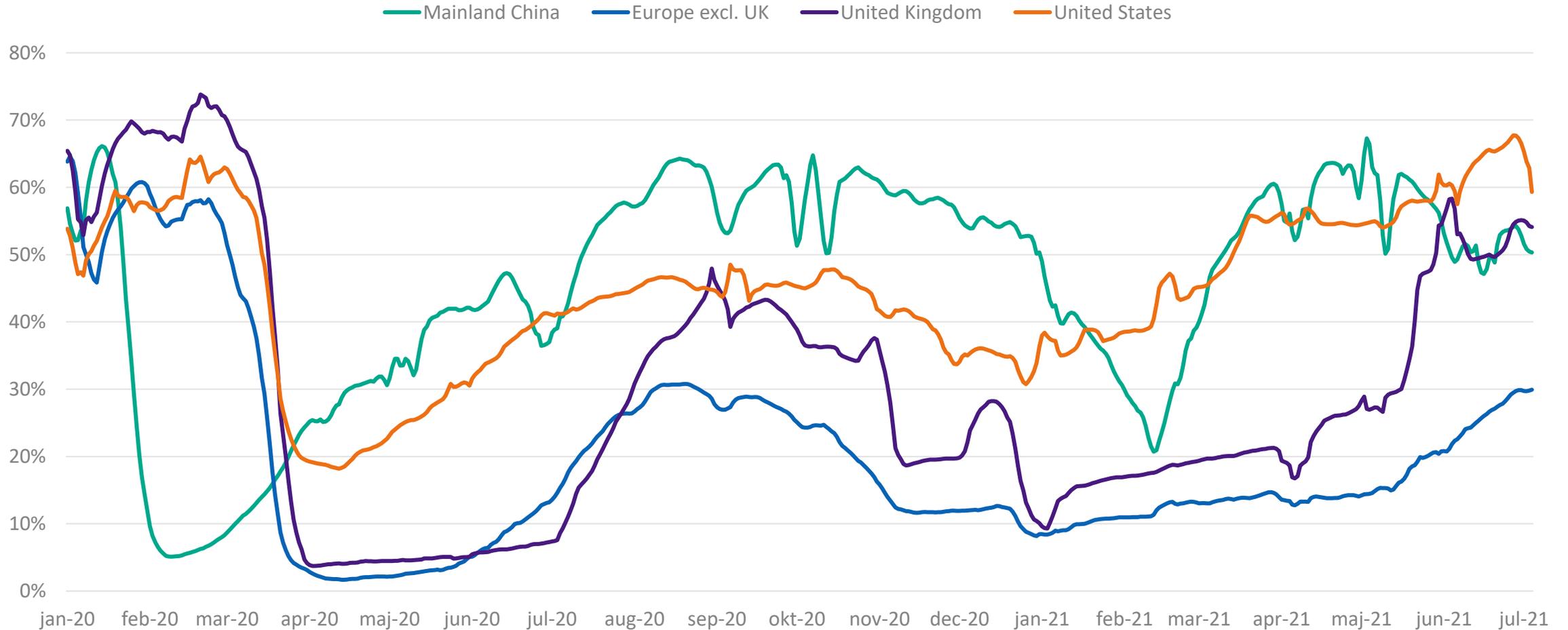
# ... but UK, Turkey & Russia open hotels' occ has bounced to 60%

Rolling 7 days Occupancy (Standard), 1<sup>st</sup> Jan 2020 - 4<sup>th</sup> Jul 2021



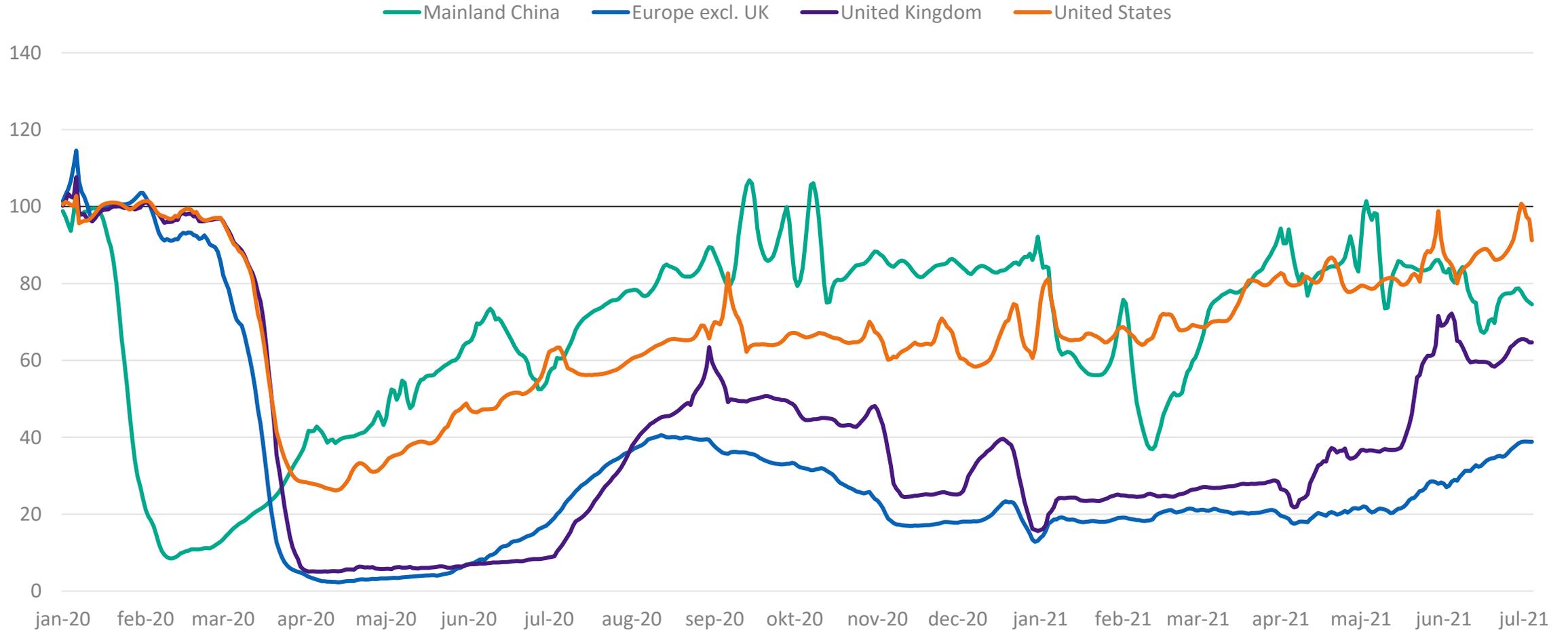
# TRI UK occupancy drops to c.55%... but that's still a big recovery

Rolling 7 days occupancy (TRI), 1<sup>st</sup> Jan 2020 – 4<sup>th</sup> Jul 2021



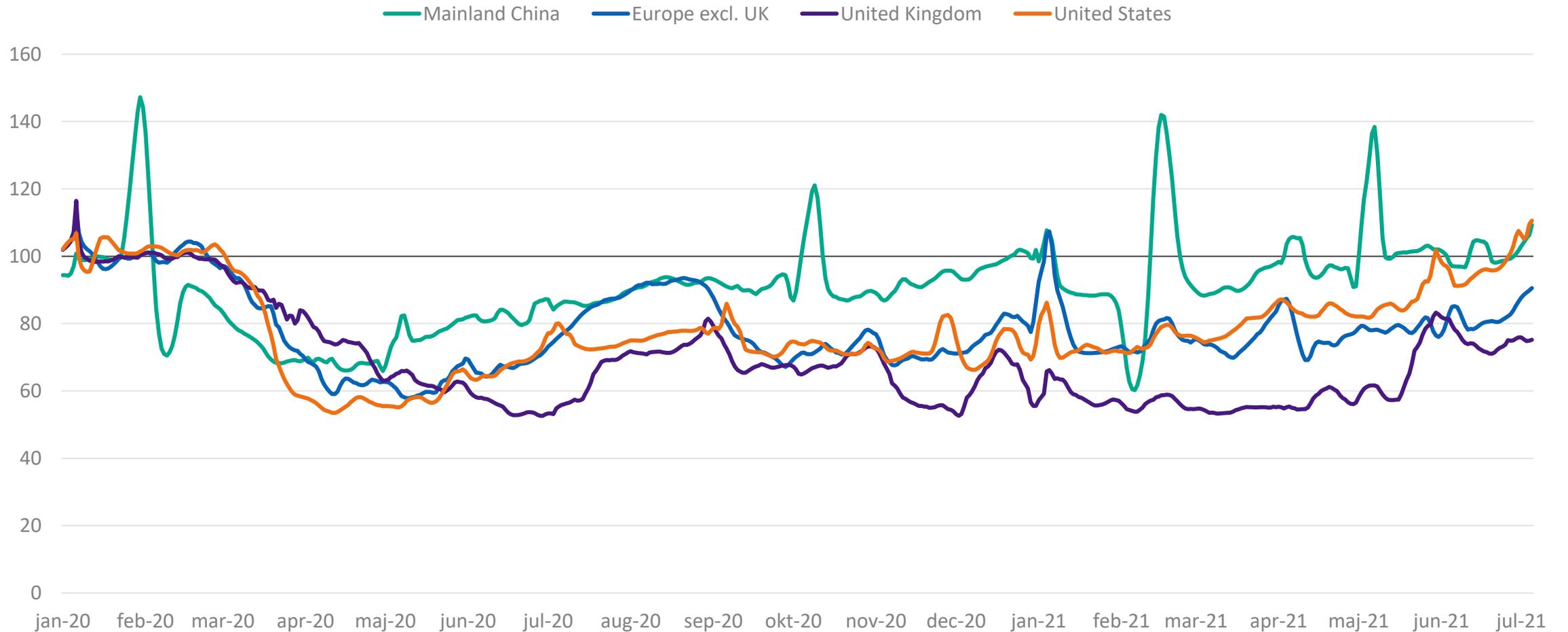
# UK TRI Occupancy now 35% lower than 2019

Rolling 7 days occupancy (TRI) indexed to 2019, 1<sup>st</sup> Jan 2020 – 4<sup>th</sup> Jul 2021



# ... and ADR recovered from 40% below to 20% at the same time

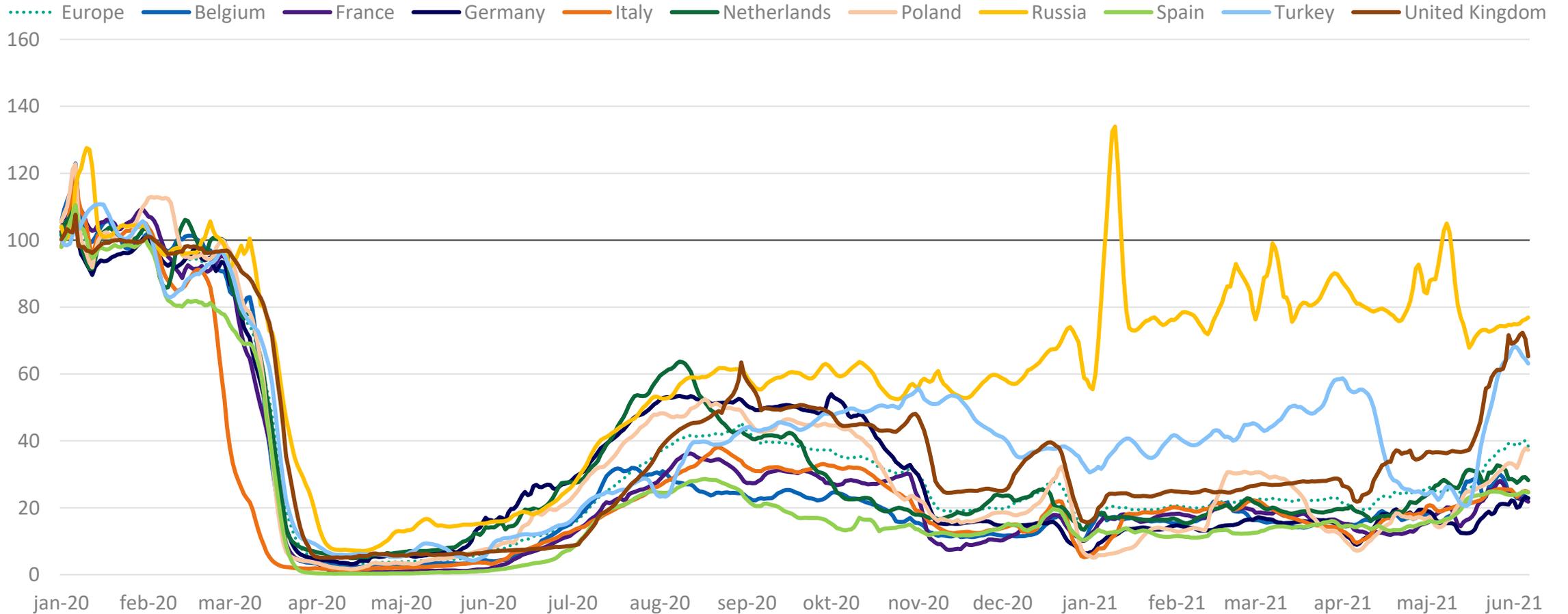
Rolling 7 days ADR indexed to 2019, Local currency/Europe in EUR CC, 1<sup>st</sup> Jan 2020 – 4<sup>th</sup> Jul 2021



# Europe overall Occ +60% lower than 2019... but expect a bounce



Rolling 7 days Occupancy (TRI) indexed to 2019, 1<sup>st</sup> Jan 2020 – 4<sup>th</sup> Jul 2021



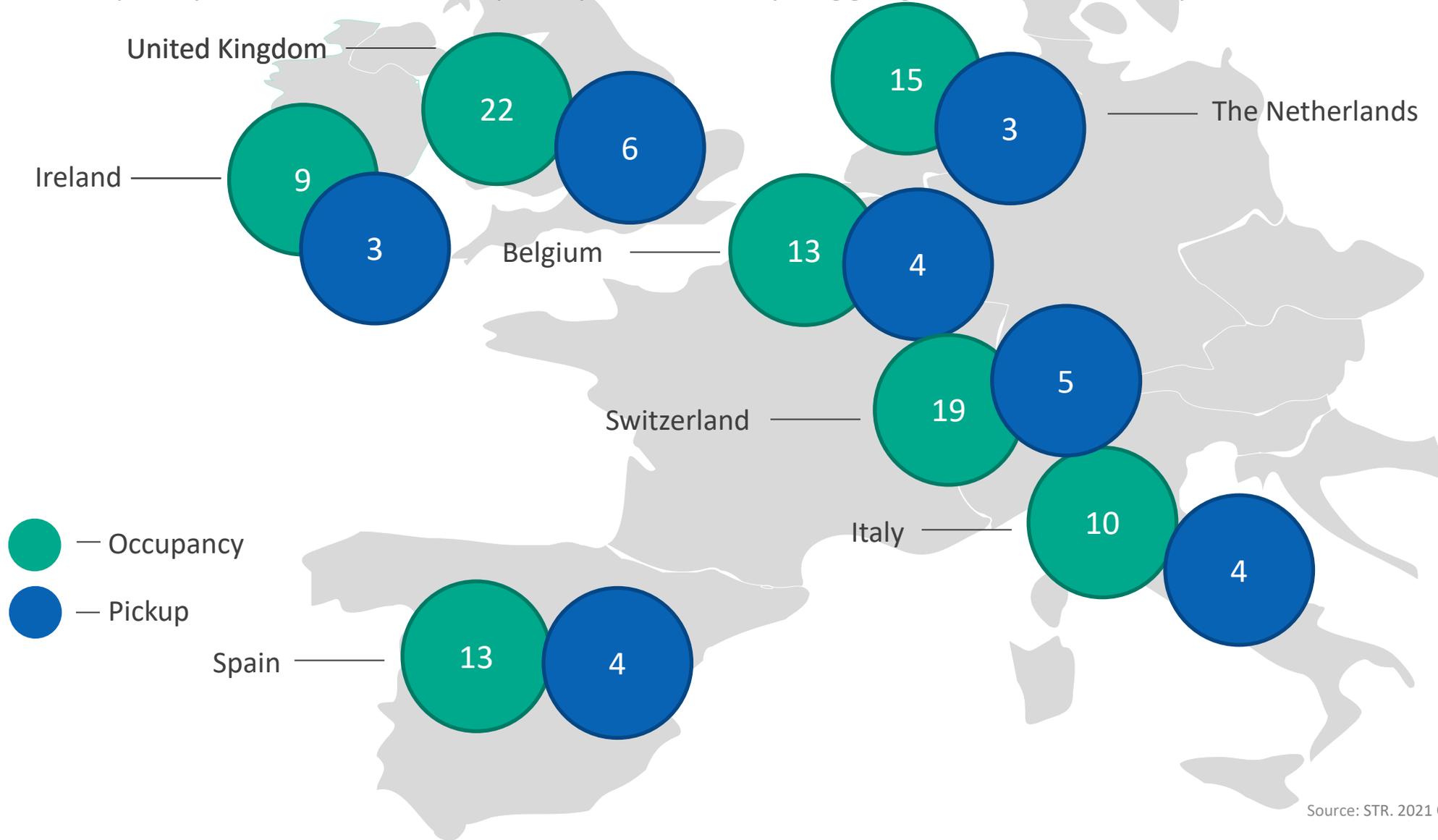


<b>Mon</b> <b>6 May</b>	<b>Tue</b> <b>7 May</b>	<b>Wed</b> <b>8 May</b>	<b>Thu</b> <b>9 May</b>	<b>Fri</b> <b>10 May</b>	<b>Sat</b> <b>11 May</b>	<b>Sun</b> <b>12 May</b>
 <b>18°C</b> Sunny	 <b>20°C</b> Sunny	 <b>21°C</b> Sunny	 <b>22°C</b> Sunny	 <b>23°C</b> Sunny	 <b>21°C</b> Sunny	 <b>20°C</b> Sunny
<b>Tonight</b>	<b>Night</b>	<b>Night</b>	<b>Night</b>	<b>Night</b>	<b>Night</b>	
 <b>10°C</b> Clear	 <b>10°C</b> Clear	 <b>12°C</b> Clear	 <b>12°C</b> Clear	 <b>11°C</b> Clear	 <b>11°C</b> Clear	

**The outlook is  
improving  
significantly**

# At the beginning of May we knew the outlook was not good...

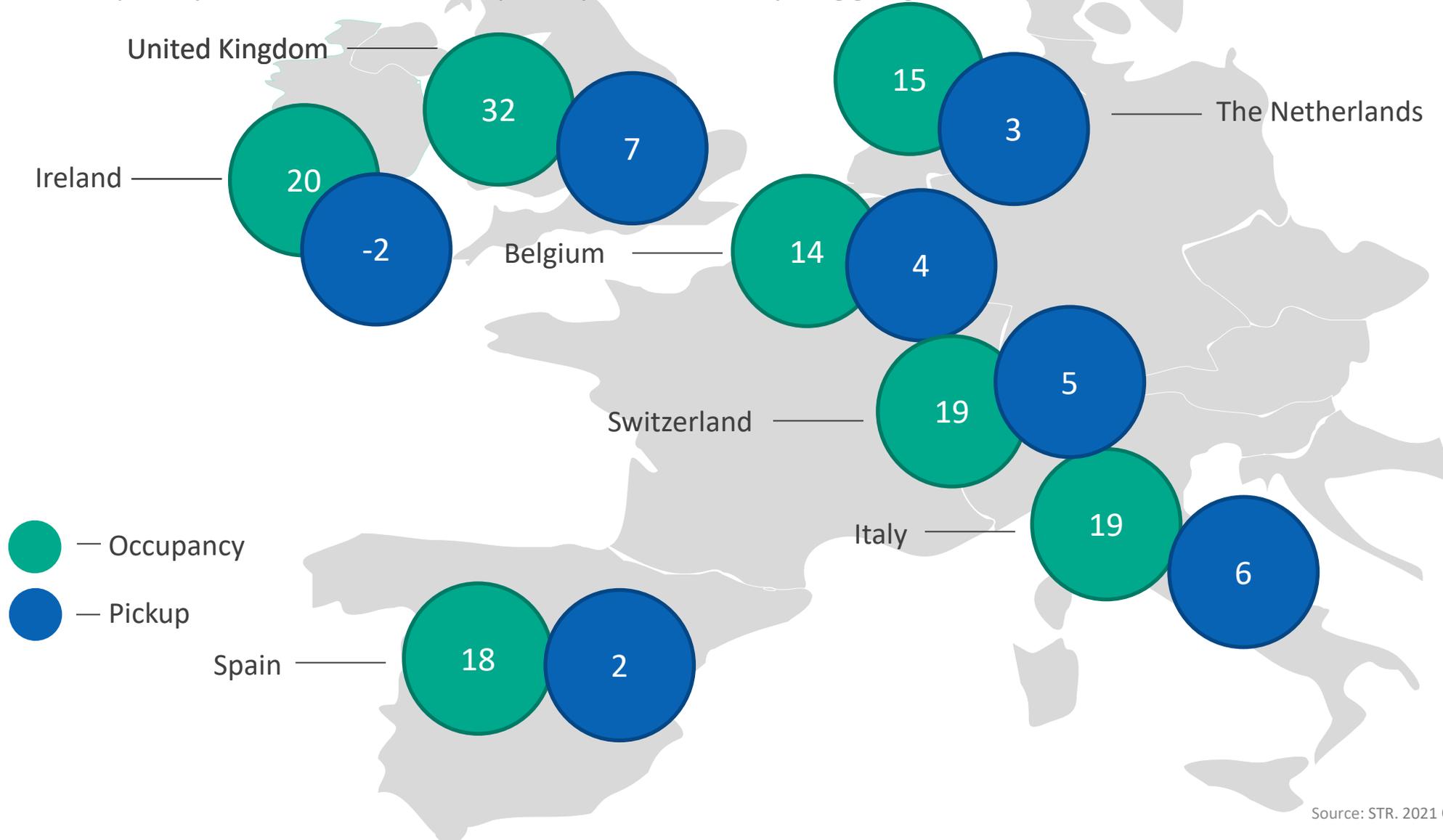
Occupancy on the books and pickup next 14 days aggregate as of 10<sup>th</sup> May 2021



# ... at the beginning of June UK&I much better... rest of Europe not yet



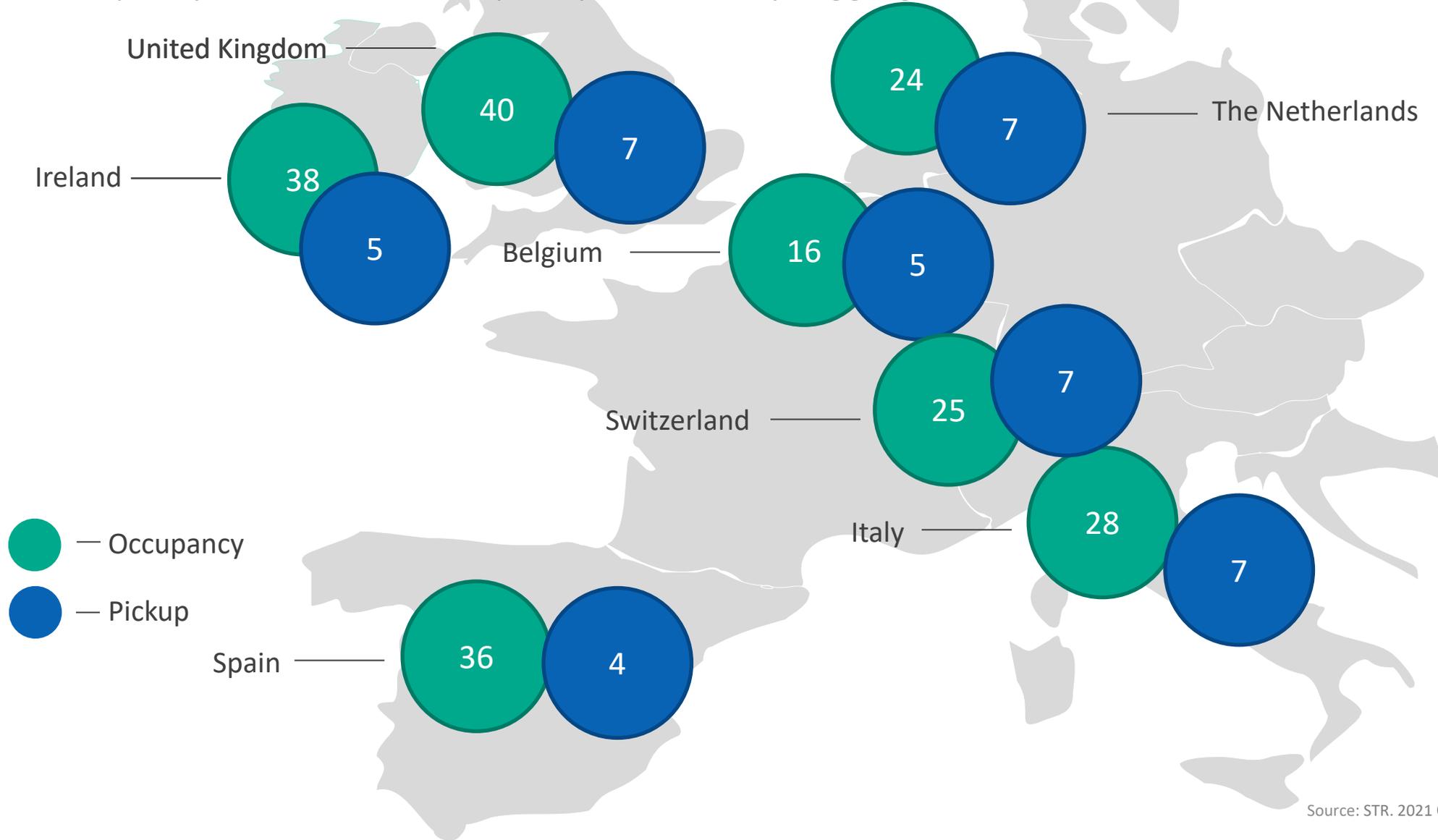
Occupancy on the books and pickup next 14 days aggregate as of 7<sup>th</sup> Jun 2021



# ... start of July UK&I even better... rest of Europe is getting there

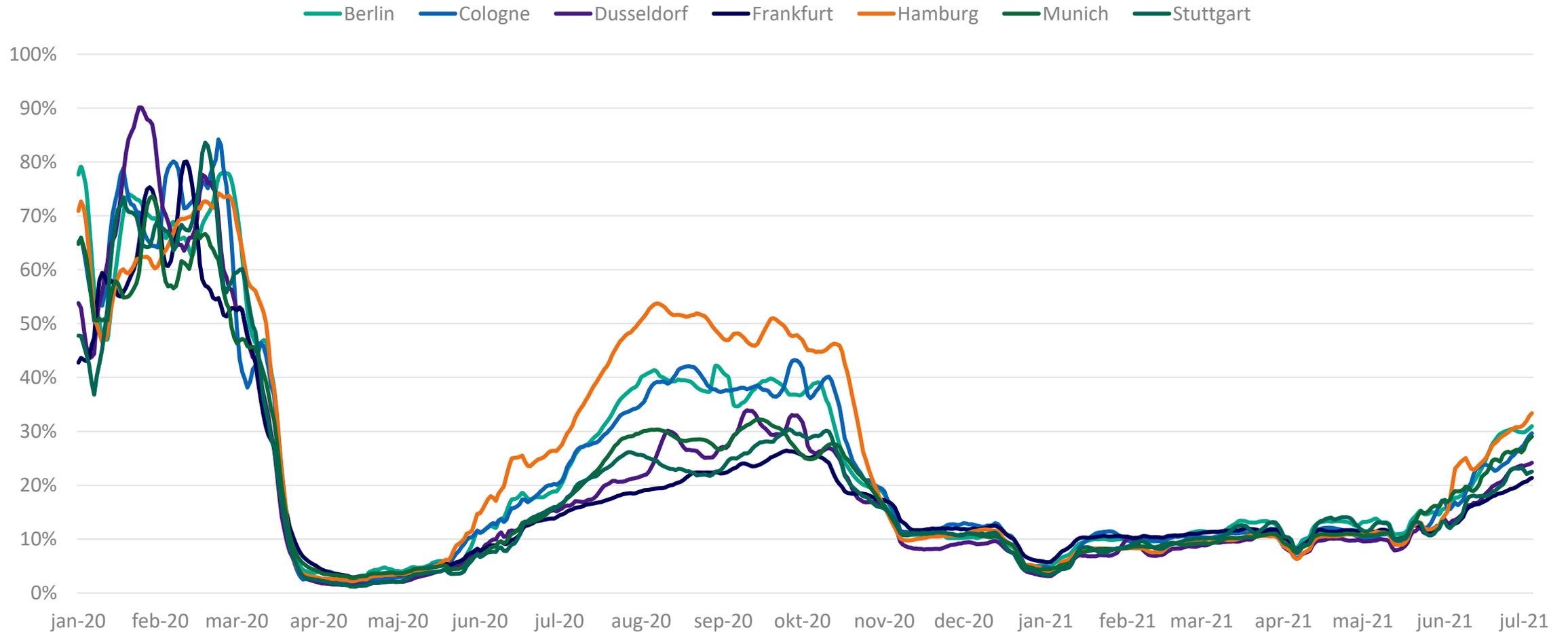


Occupancy on the books and pickup next 14 days aggregate as of 5<sup>th</sup> Jul 2021



# Germany cities are slowly starting to climb

Rolling 7 days occupancy (TRI), 1<sup>st</sup> Jan 2020 – 4<sup>th</sup> Jul 2021



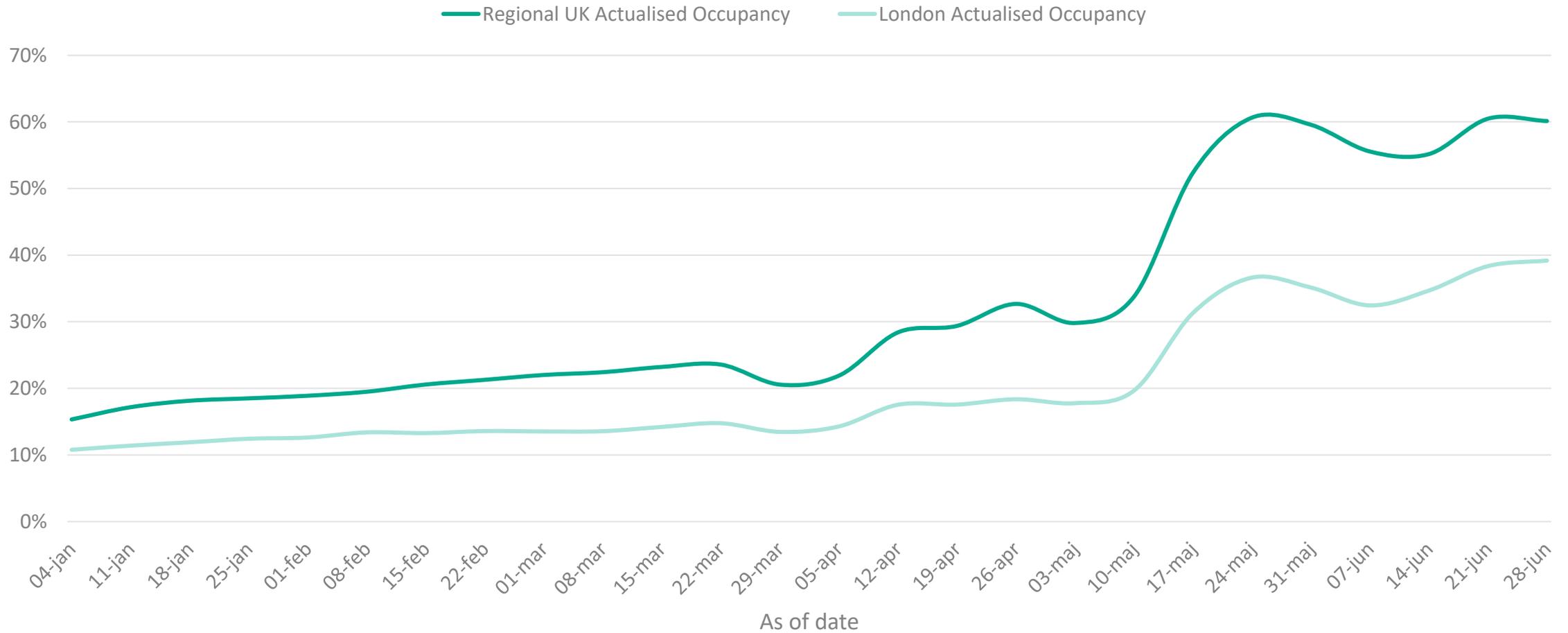


**KEEP  
CALM  
AND  
STAY AT  
HOTELS**

**Focus on UK recovery**

# Regional markets at 60%, London at 40%

London & Regional UK, Actual Weekly Occupancy (TRI)\*

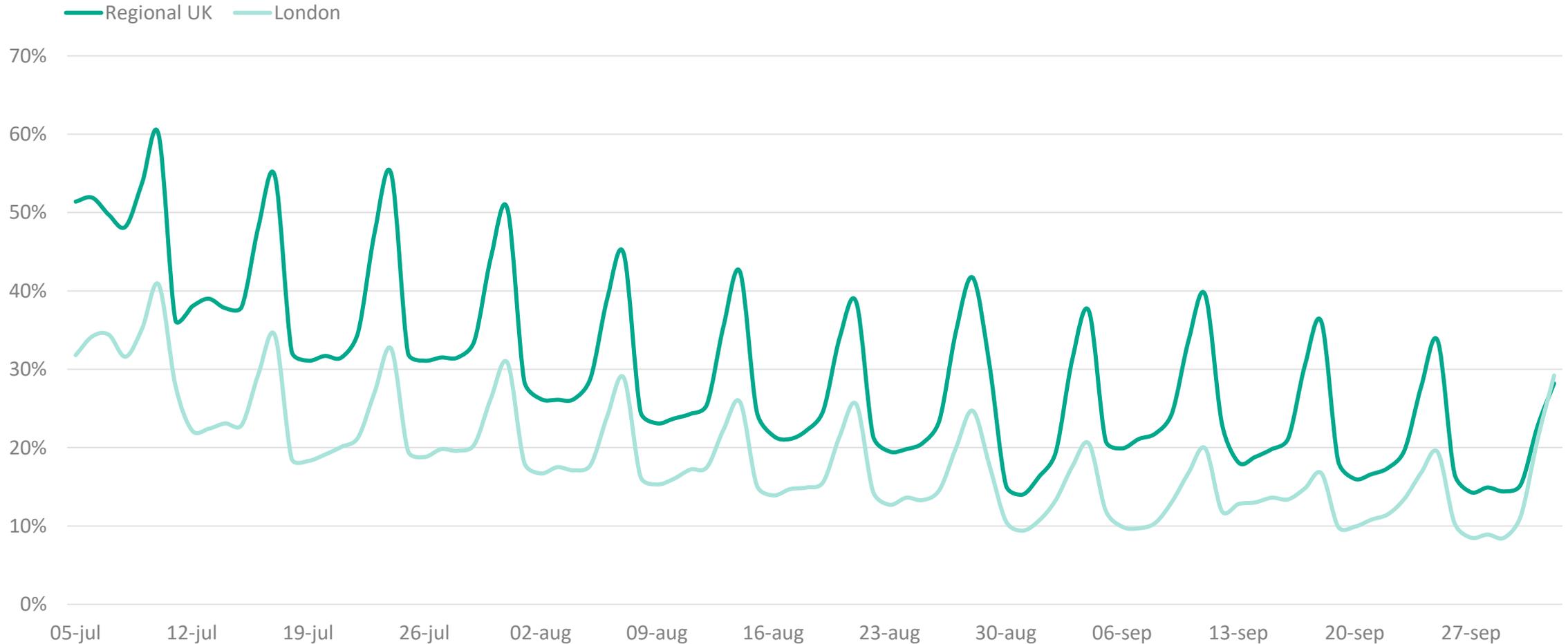


\*Actualised occupancy for week following specified date

# Business on the books still underpinned by leisure weekend demand



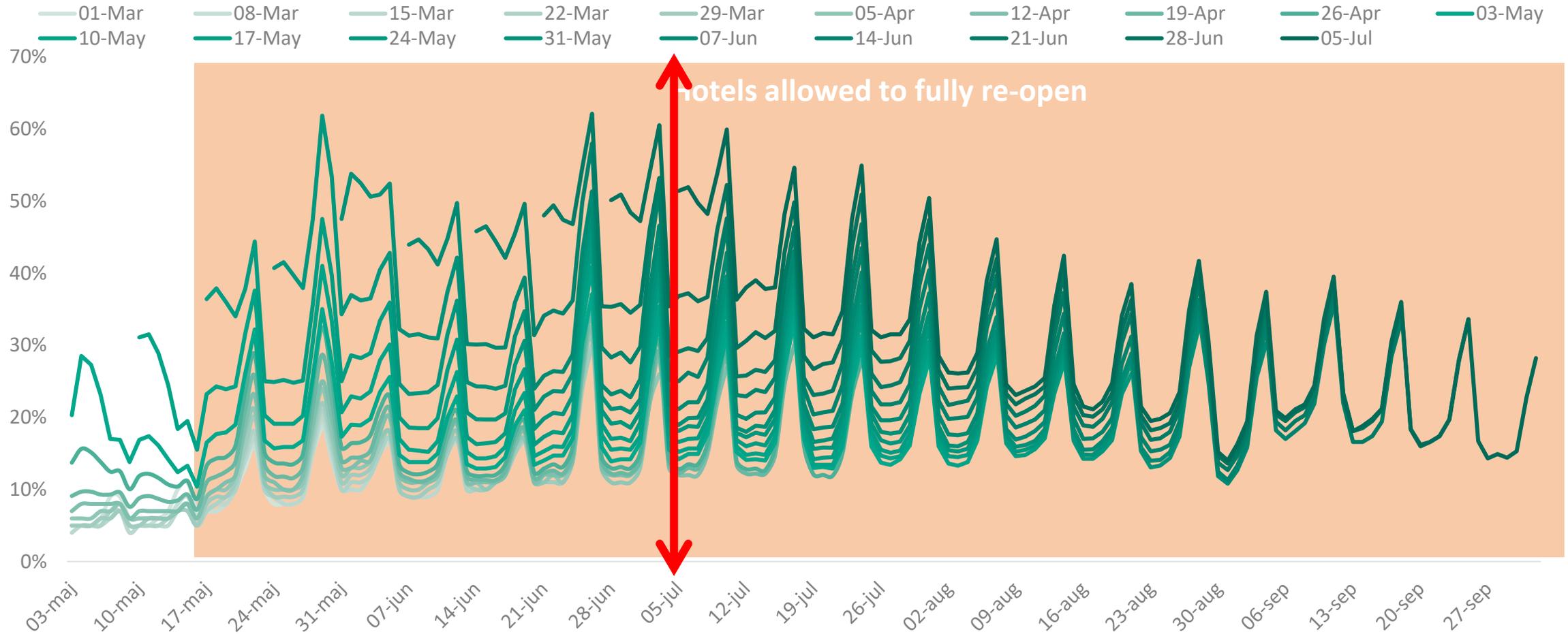
Occupancy on the books for the next 90 days, As of 5<sup>th</sup> Jul



# Regional UK improving each week, both weekends and weekdays



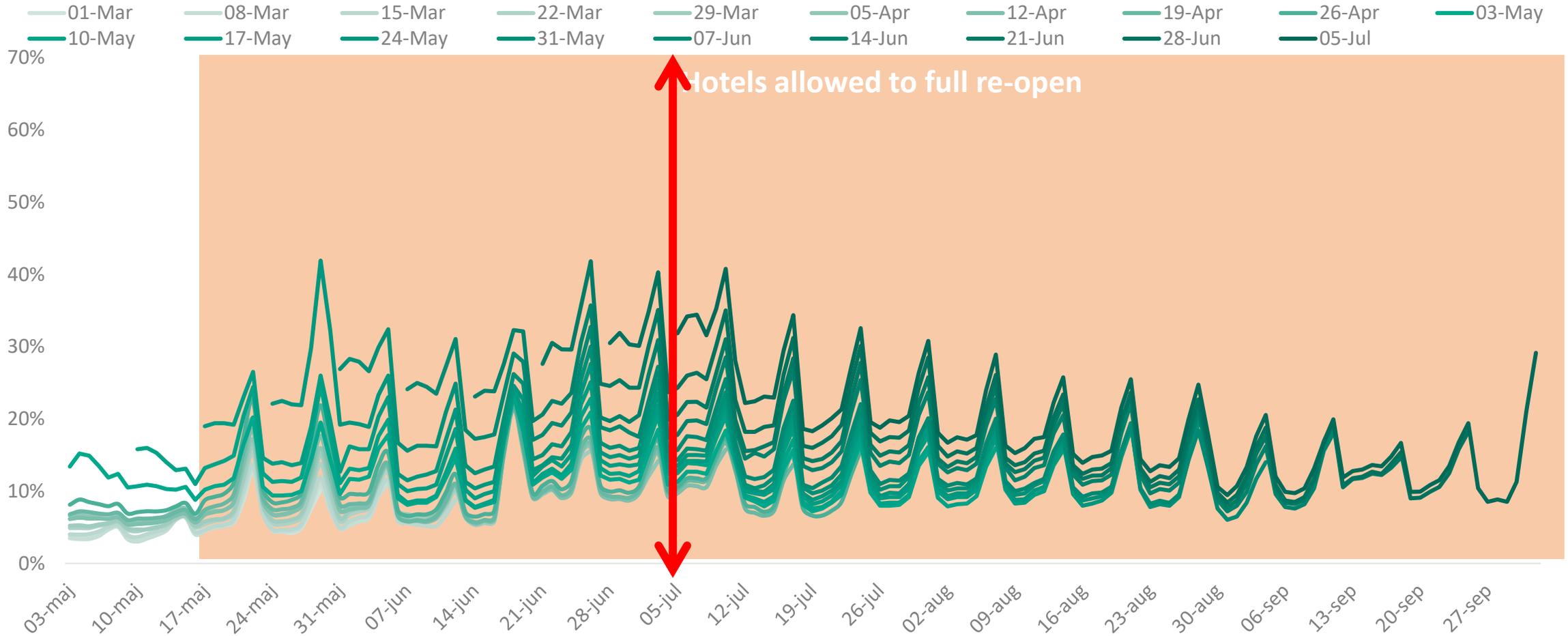
Regional UK, Occupancy on the books, next 90 days

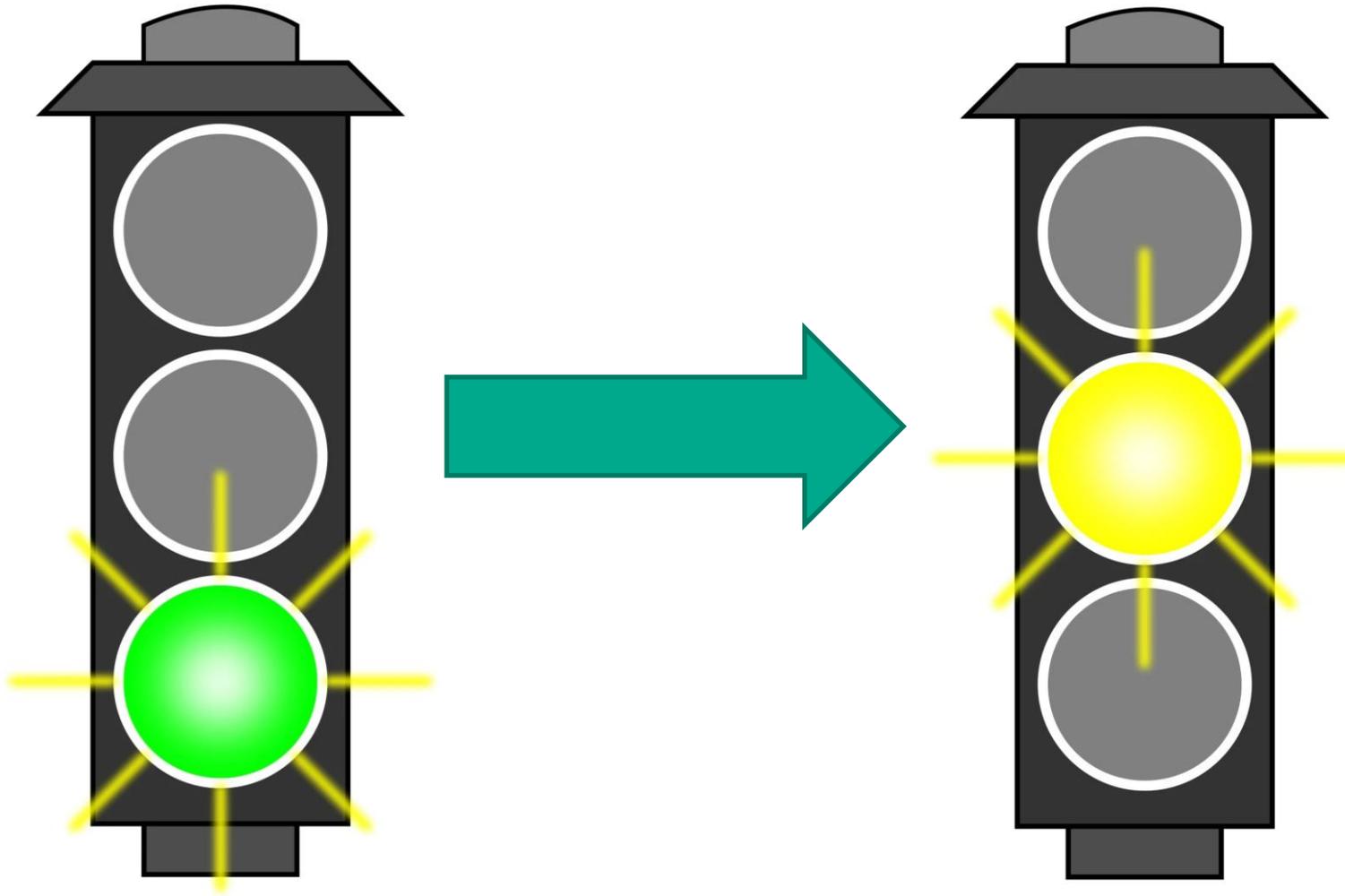


# London improving too, but tracking behind Regional UK by 10-20pp



London, Occupancy on the books, next 90 days

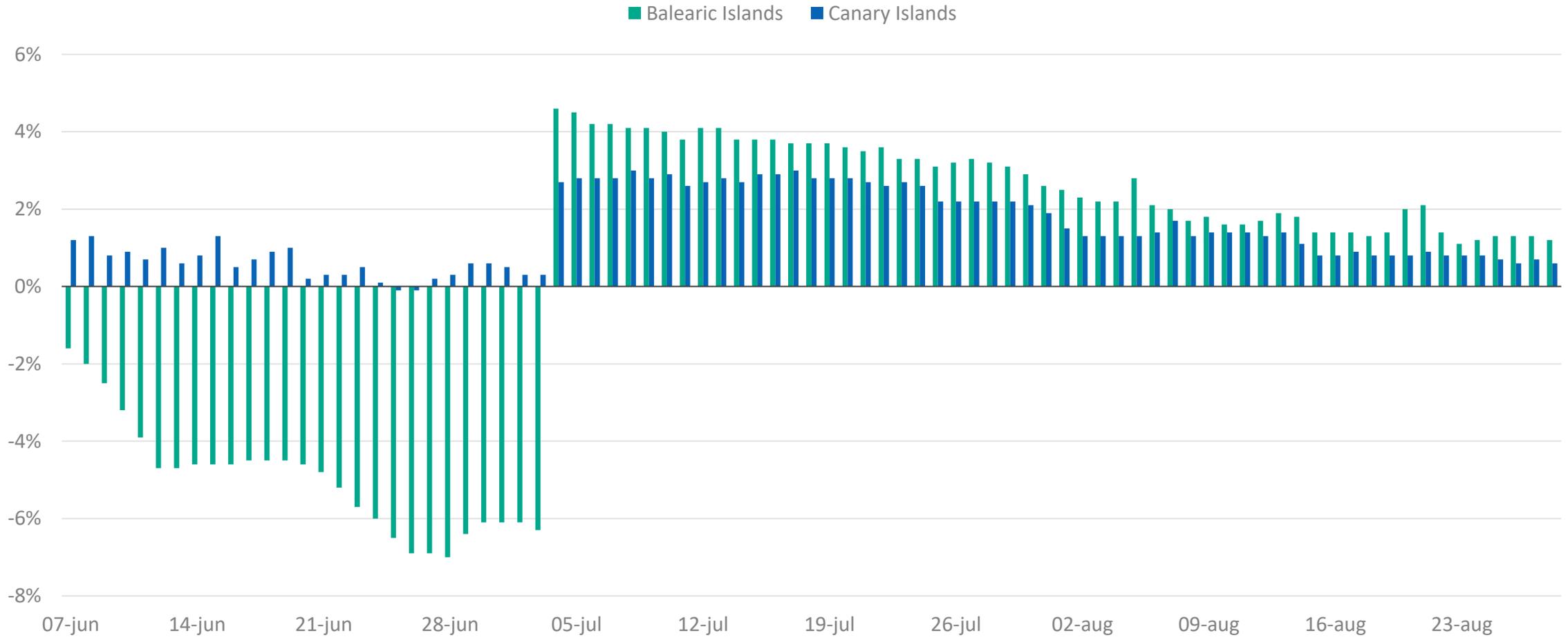




**There are good reasons to be cautious**

# However Balearic Islands are at risk of losing “green list” status

Balearic Islands & Canary Islands, Pick up for the next 83 days, as of 5<sup>th</sup> Jul 2021





# Conclusions



# Questions?

**Robin Rossmann**

Managing Director, STR



**HOTEL DATA  
CONFERENCE**  
Hosted by STR and Hotel News Now

Source: 2021 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.  
Any reprint, use or republication of all or a part of this presentation without the prior written approval of STR is strictly prohibited.  
Any such reproduction shall specifically credit STR as the source. This presentation is based on data collected by STR.  
The information in the presentation should not be construed as investment, tax, accounting or legal advice.