



European performance update – October 2022

Robin Rossmann – Managing Director, STR

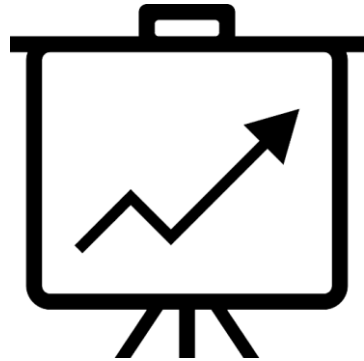
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Agenda



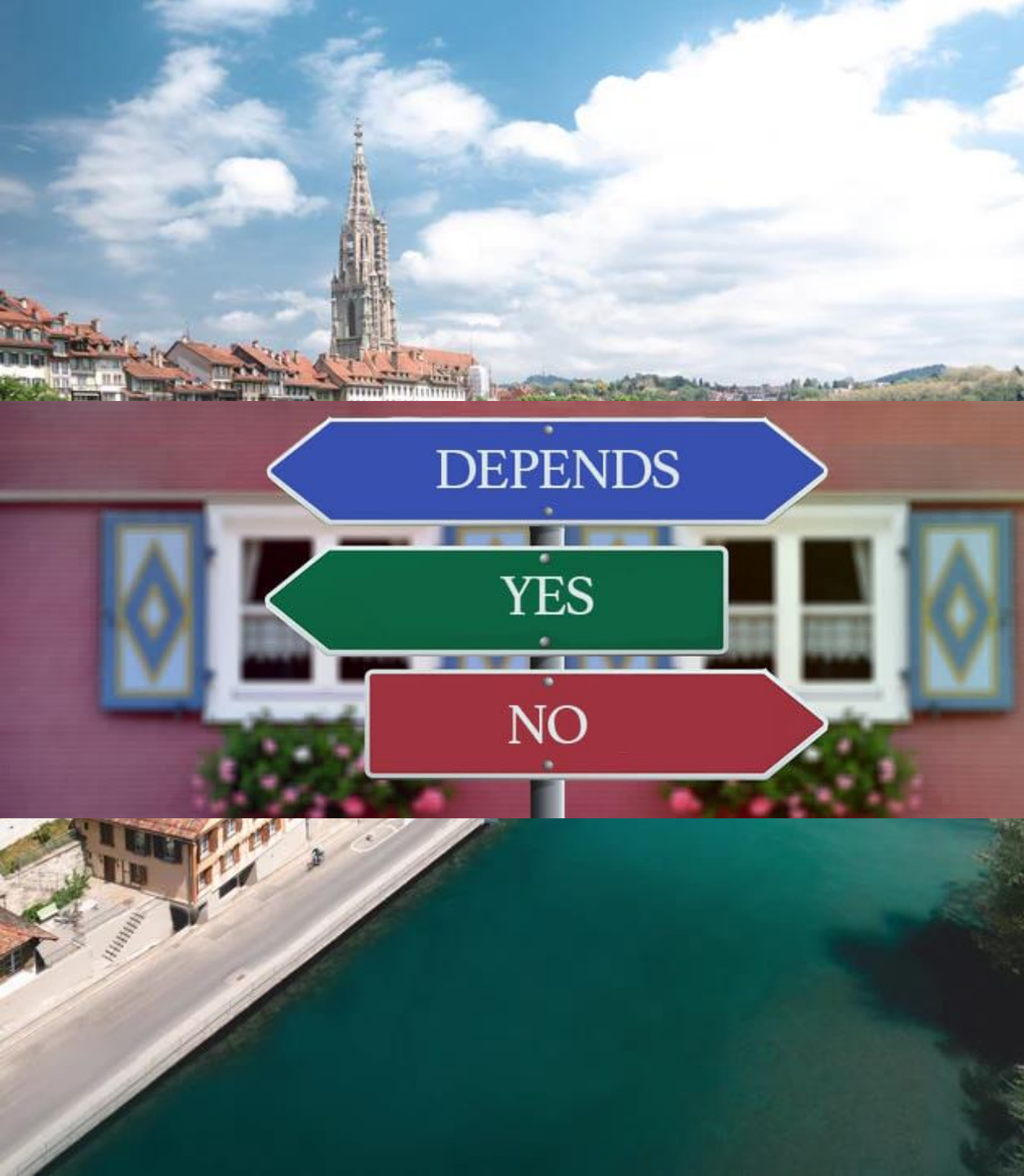
Leisure fades,
Business saves?



ADR
Rollercoaster



ADR
drive profitability rebound

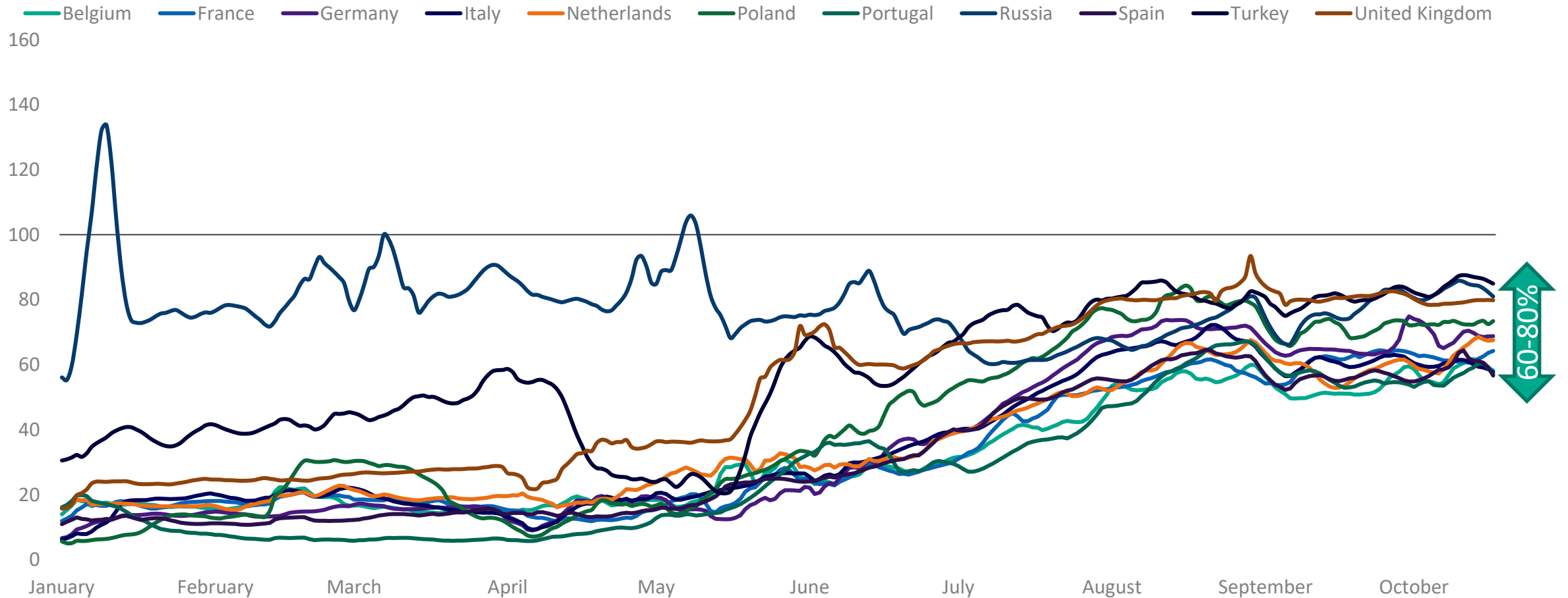


Leisure fades, Business saves?

European country occupancy holding steady at 60-80% of 2019 levels

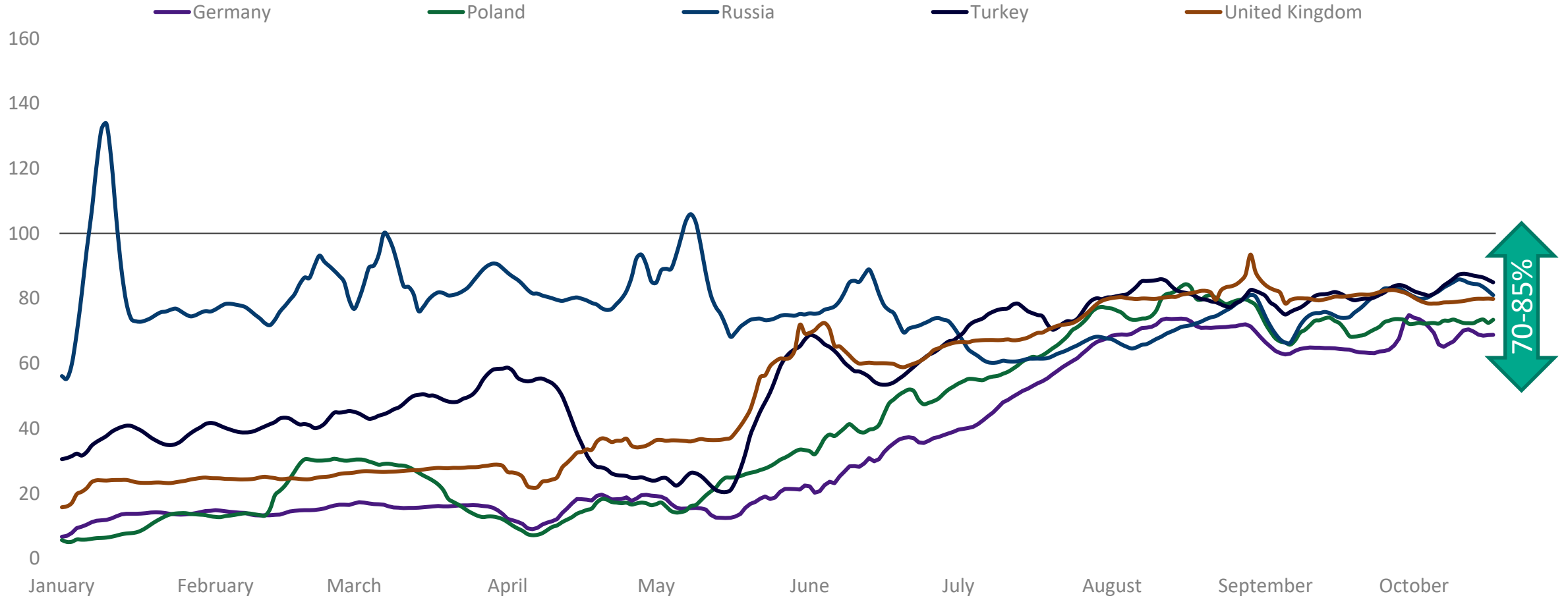


Rolling 7 days Occupancy (Total Room Inventory) indexed to 2019, 2021



UK, Russia, Poland, Germany and Turkey indexing 70-85%

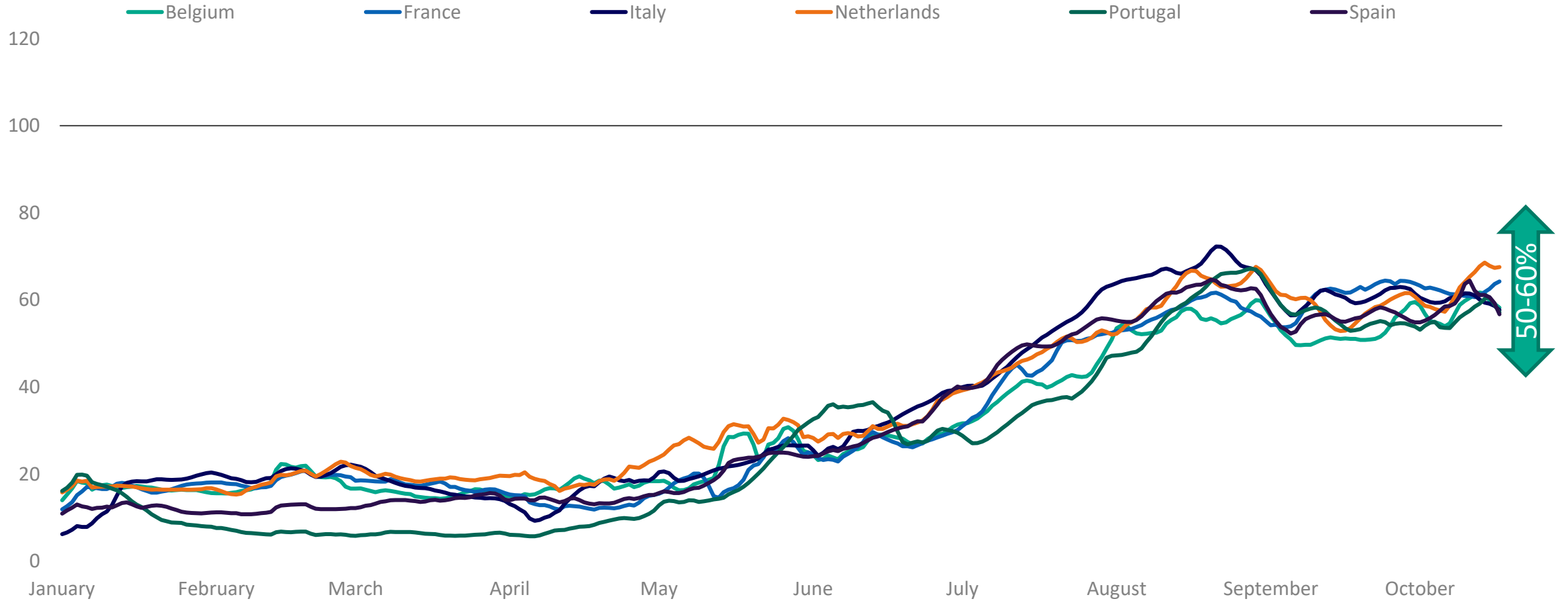
Rolling 7 days Occupancy (Total Room Inventory) indexed to 2019, 2021



Portugal, Spain, Belgium, Netherlands, France, Italy back in the 50's



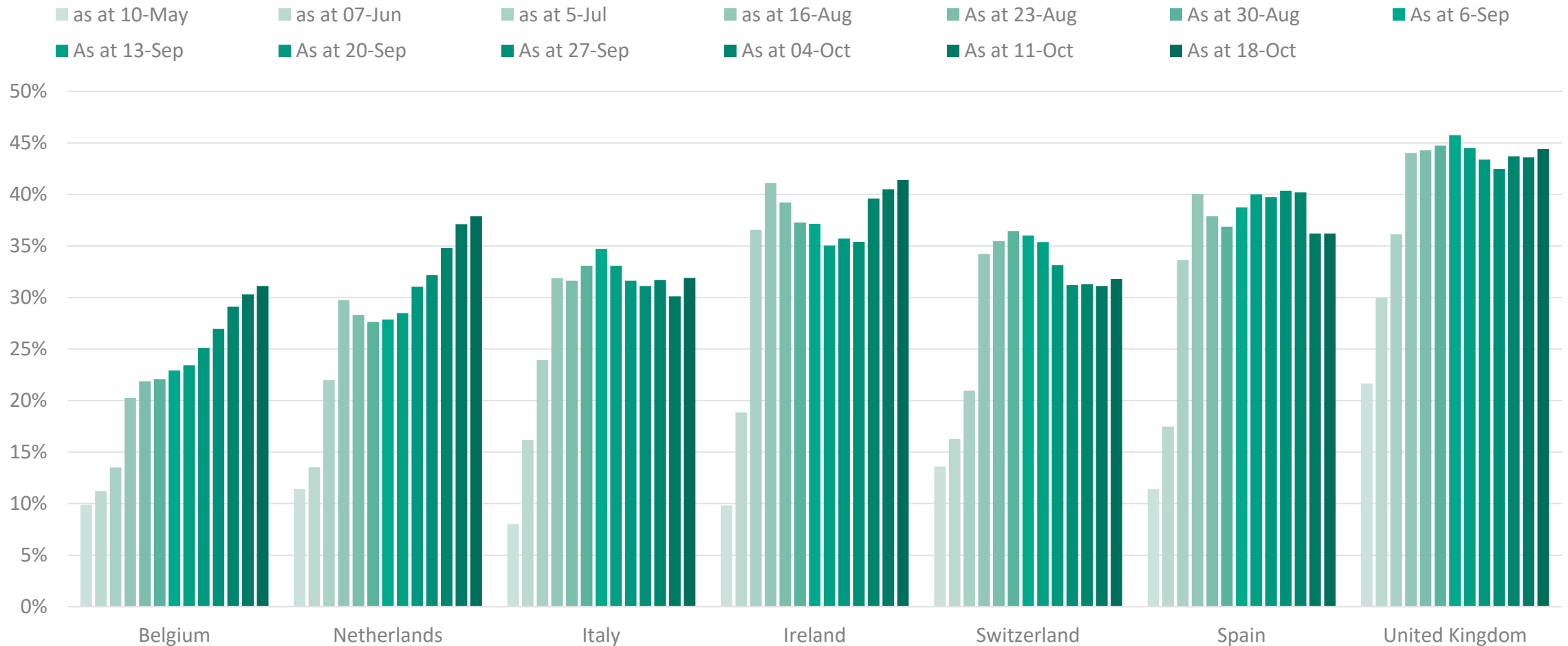
Rolling 7 days Occupancy (Total Room Inventory) indexed to 2019, 2021



Business on the books is stable/improving into November

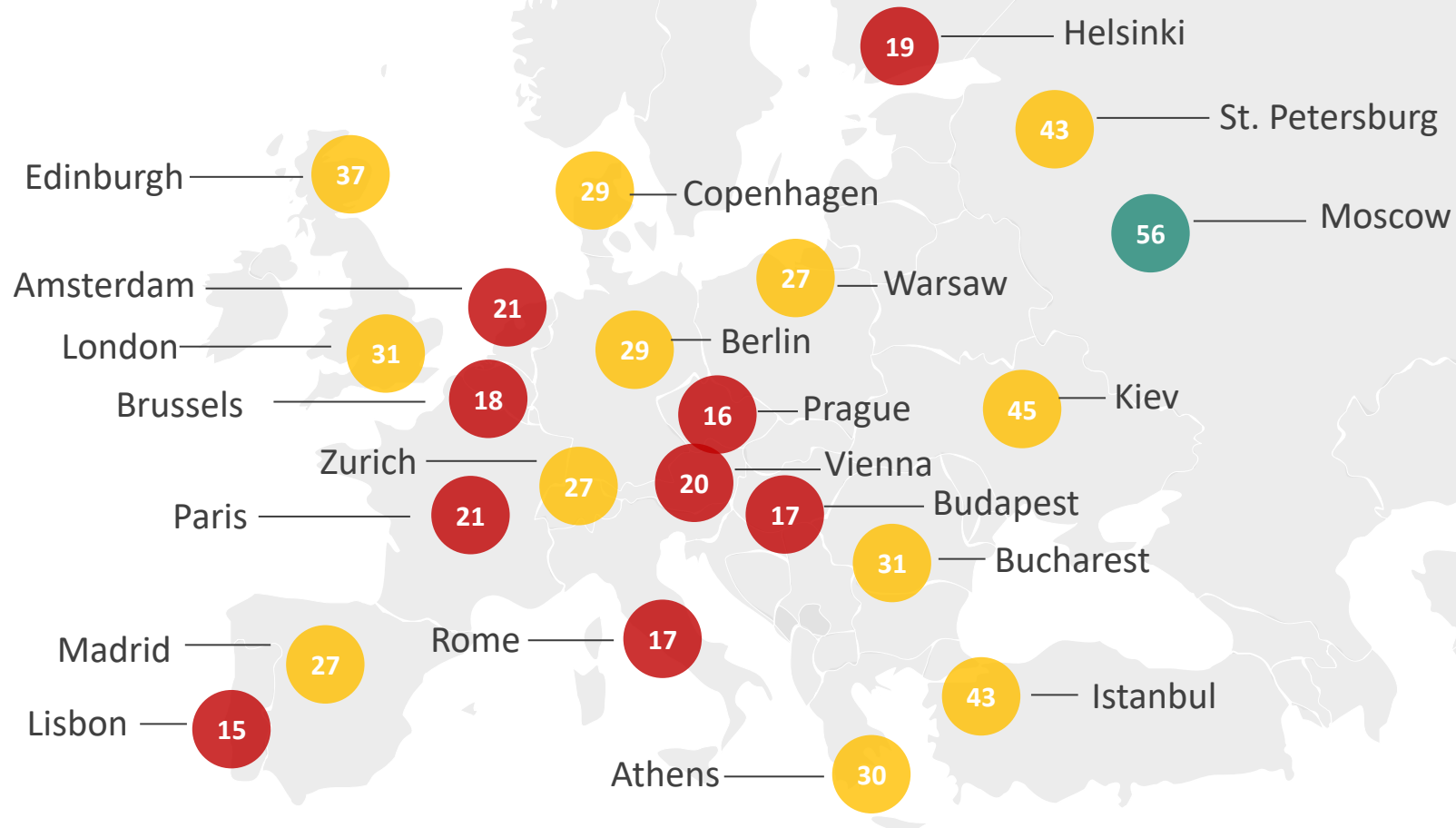
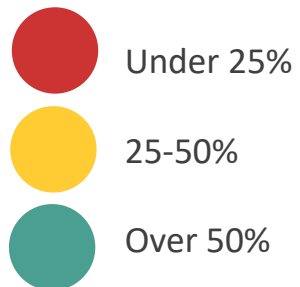


Occupancy on the books next 28 days aggregate



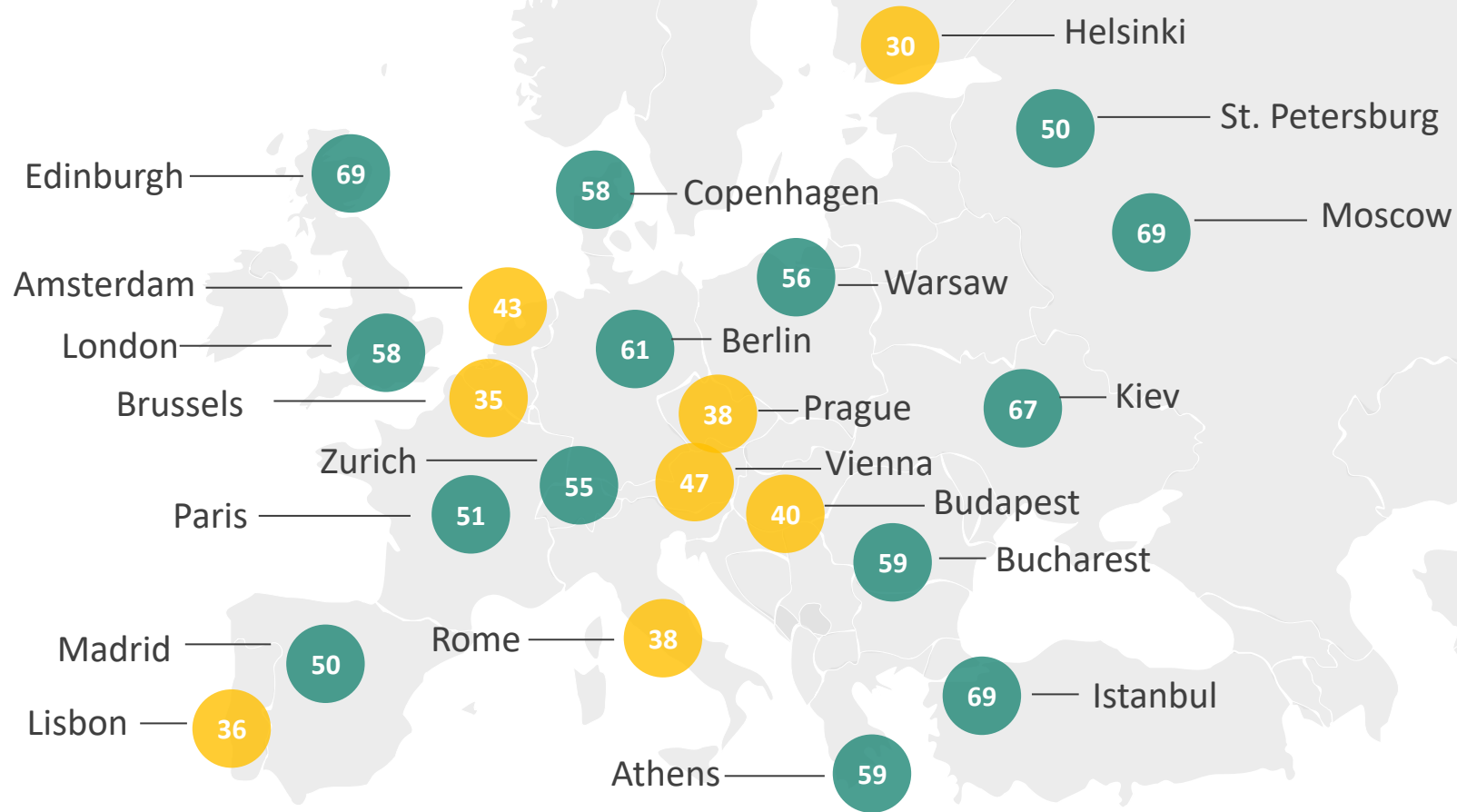
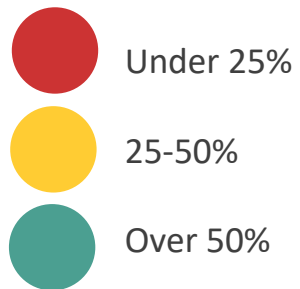
European cities have had a dire year YTD.... however,

European major markets, Occupancy (TRI), September YTD 2021



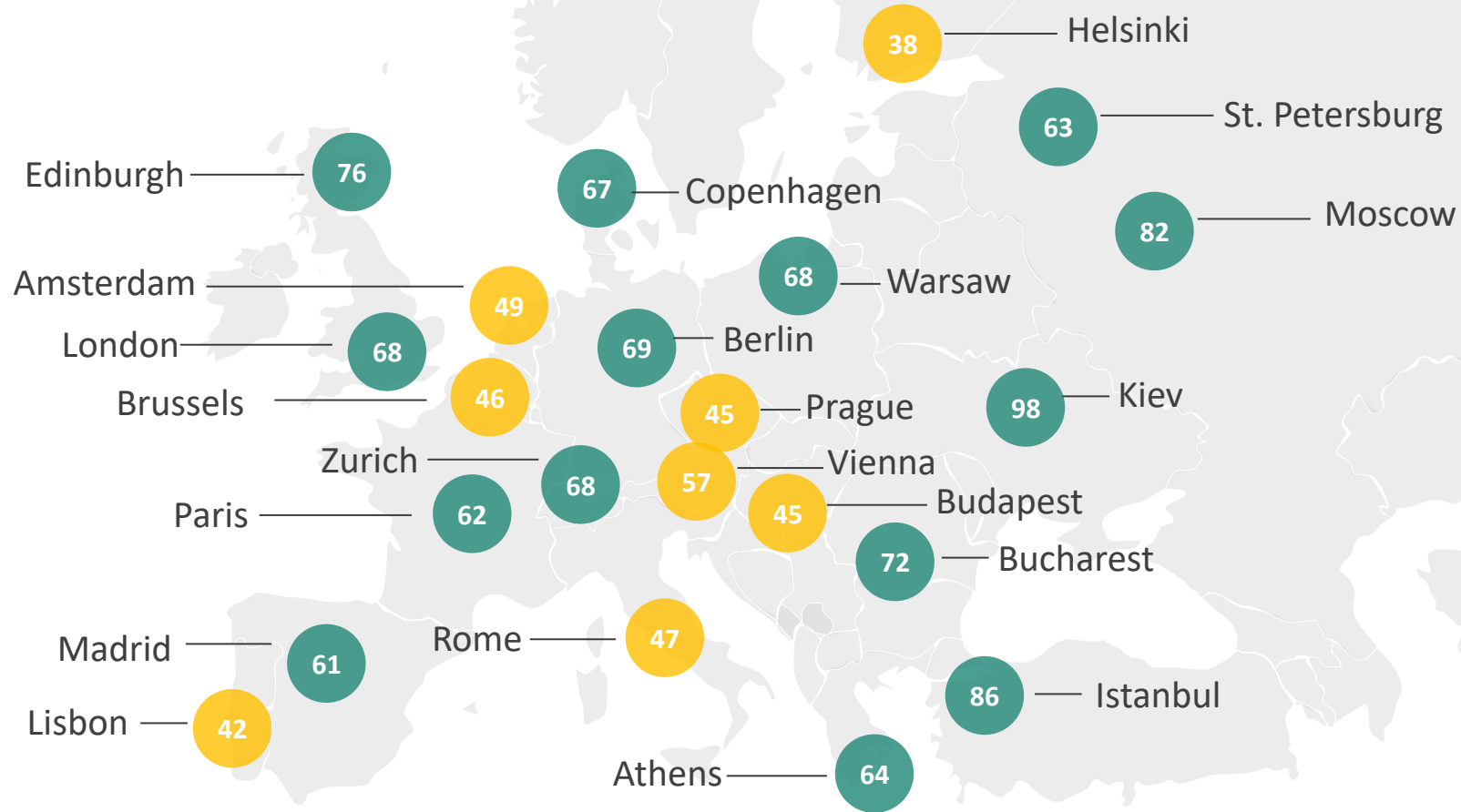
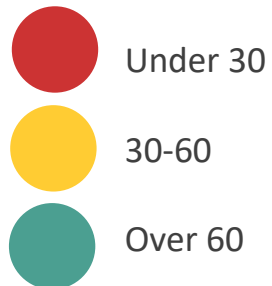
... even cities are achieving decent occupancies in September...

European major markets, Occupancy (TRI), September 2021



... open hotels are indexing 50-80% of 2019 occupancies

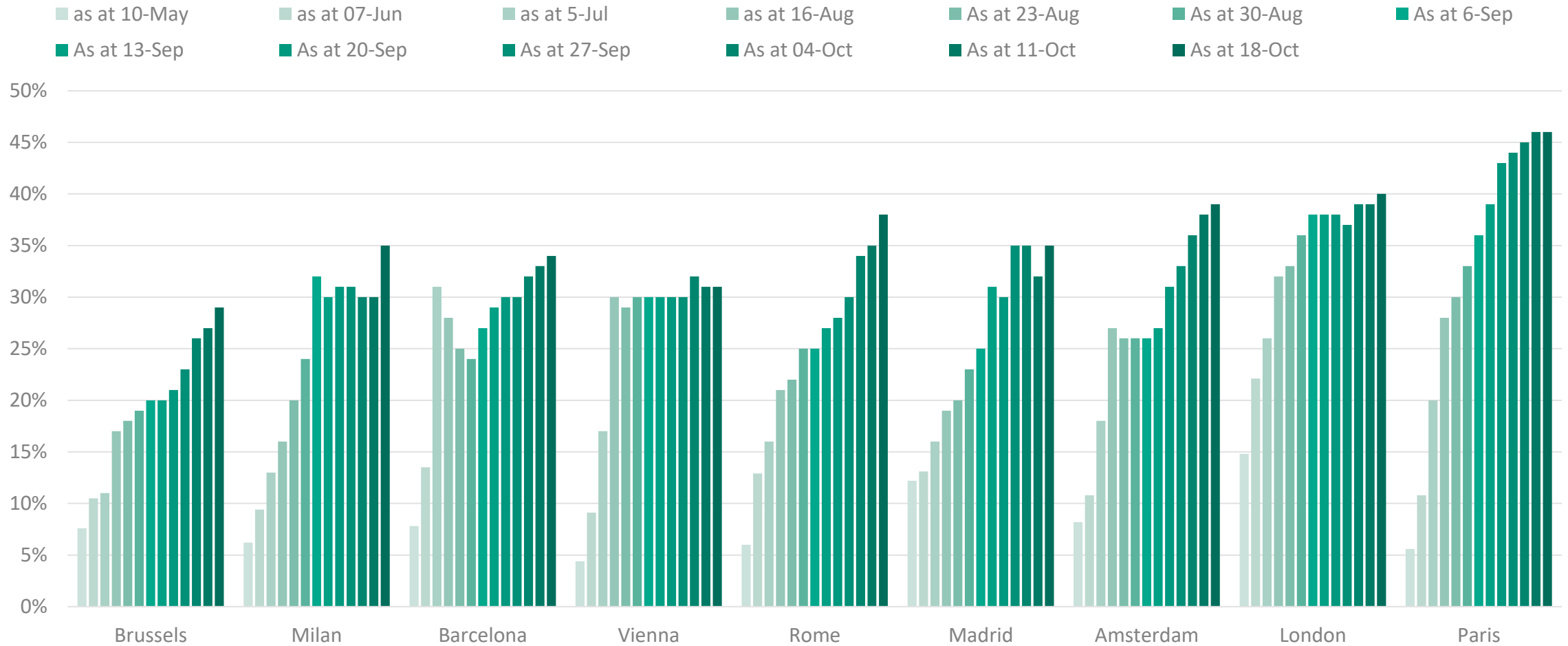
European major markets, Occupancy (TRI) indexed to 2019, September 2021

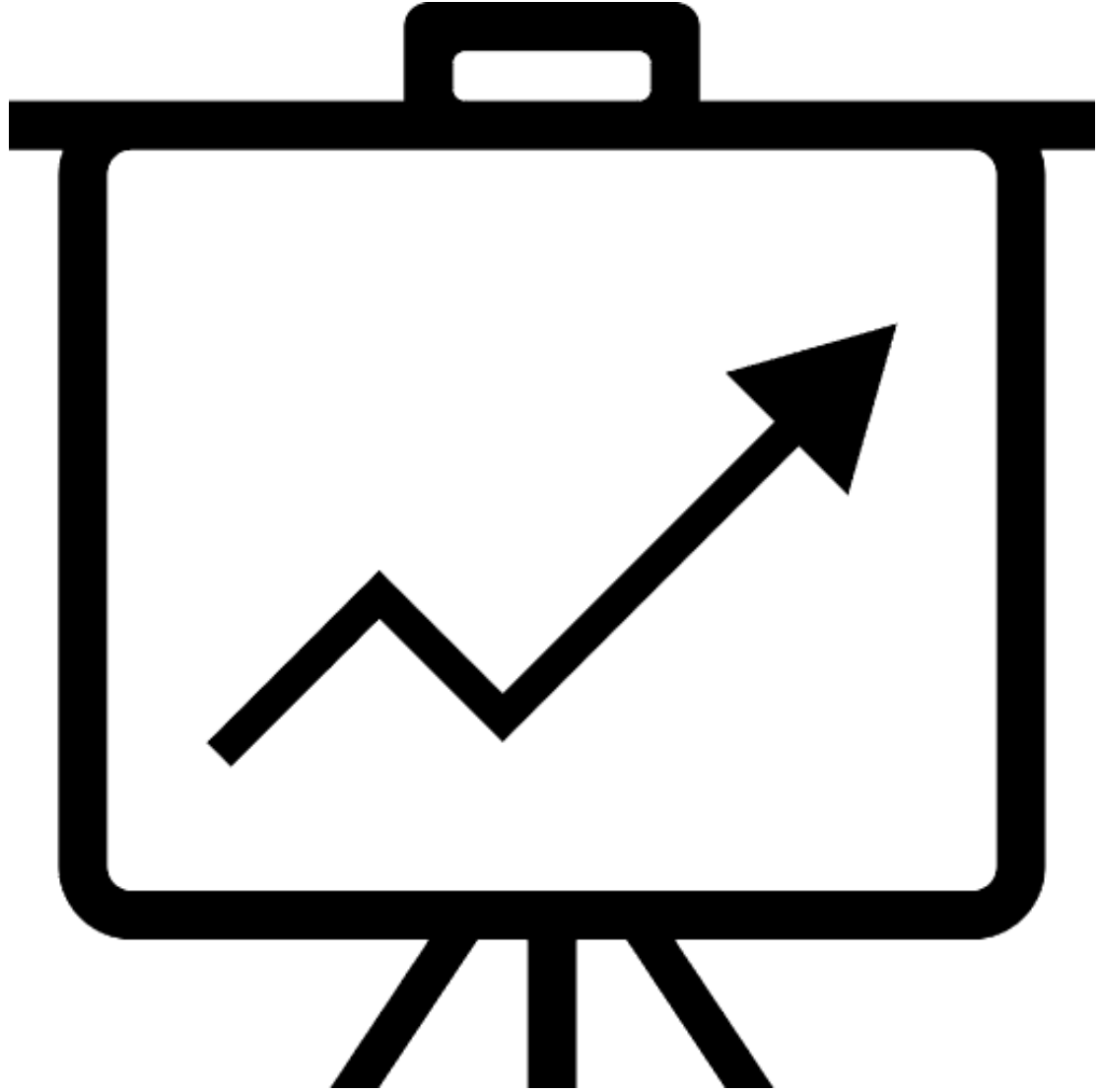


.. and BoB is building, can we get back, yes we can!



Occupancy on the books next 28 days aggregate



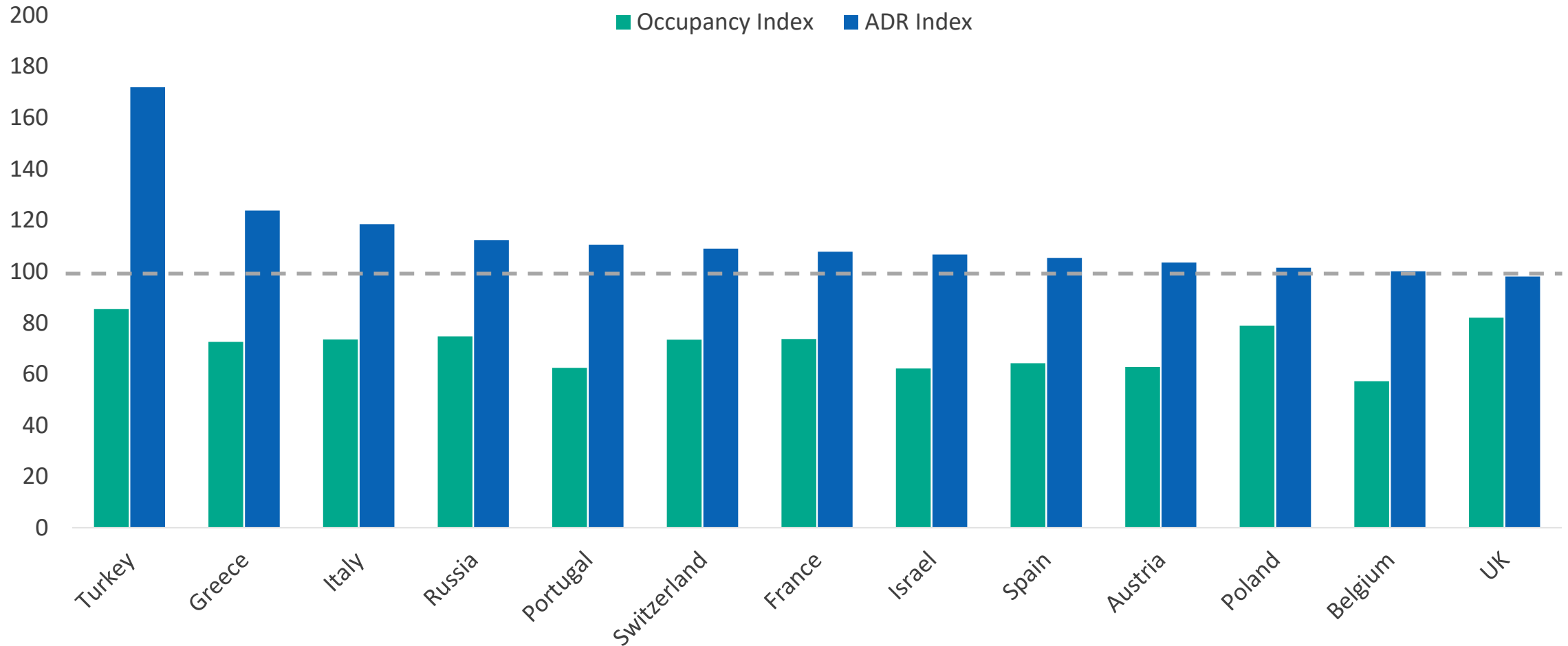


ADR rollercoaster

European rates recover ahead of occupancy

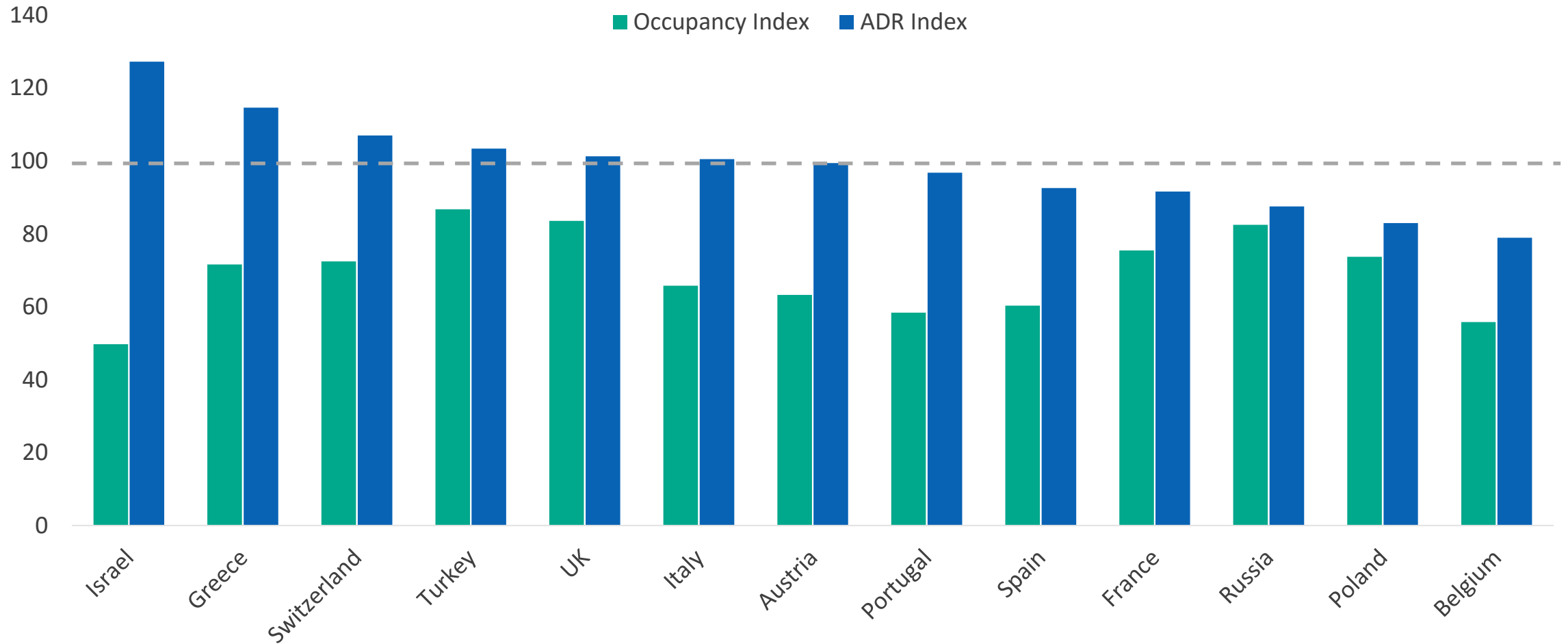


Countries with highest ADR index, Occupancy (TRI) and ADR (EUR, CC) indexed to 2019, Aug 2021



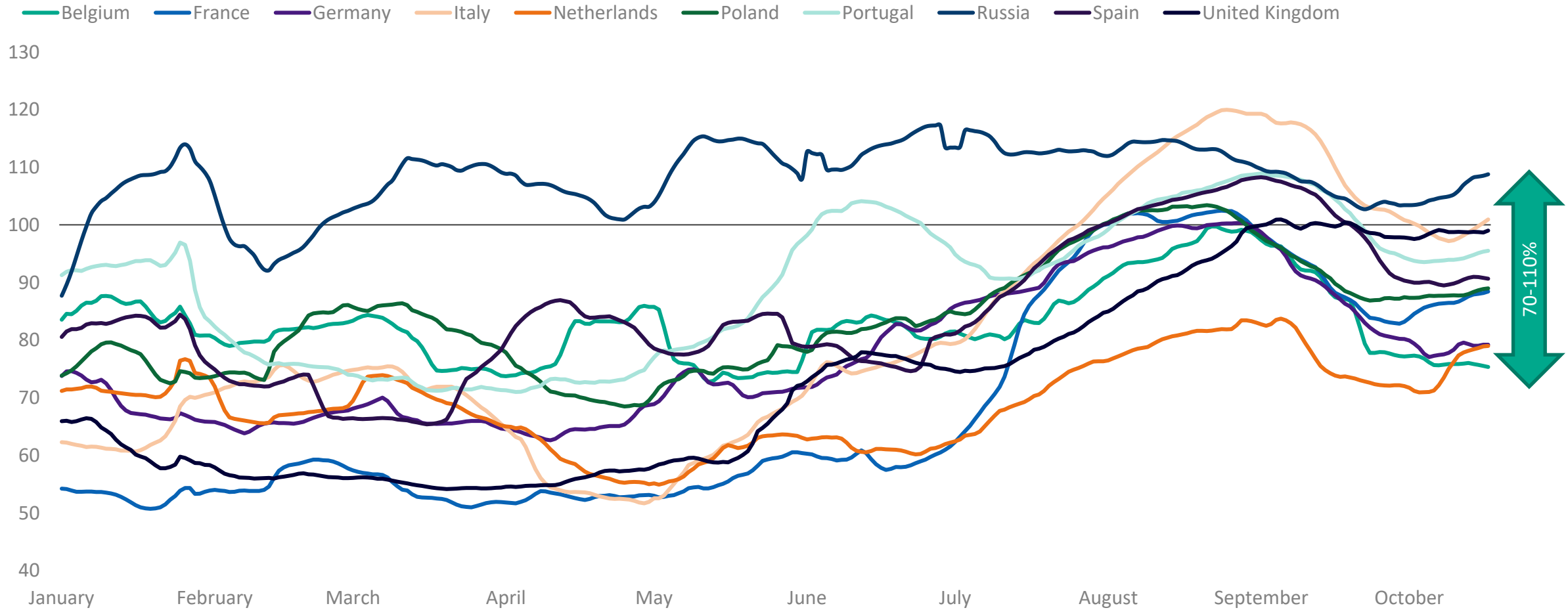
...this continued for many in Sept, but the comparable gets stronger

Countries with highest ADR index, Occupancy (TRI) and ADR (EUR, CC) indexed to 2019, Sep 2021



September indexed ADR has dropped off as comps get harder

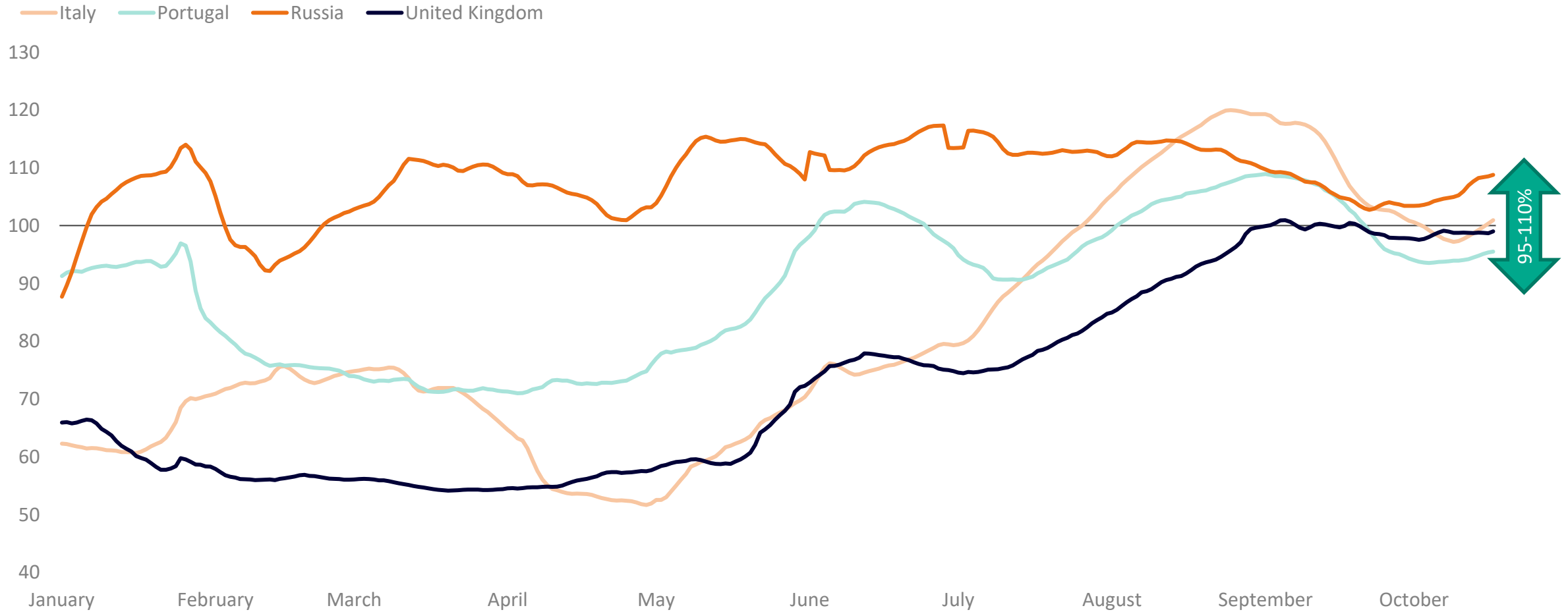
Rolling 28 days ADR indexed to 2019



UK & Russia most stable, Portugal and Italy still indexing ahead 2019



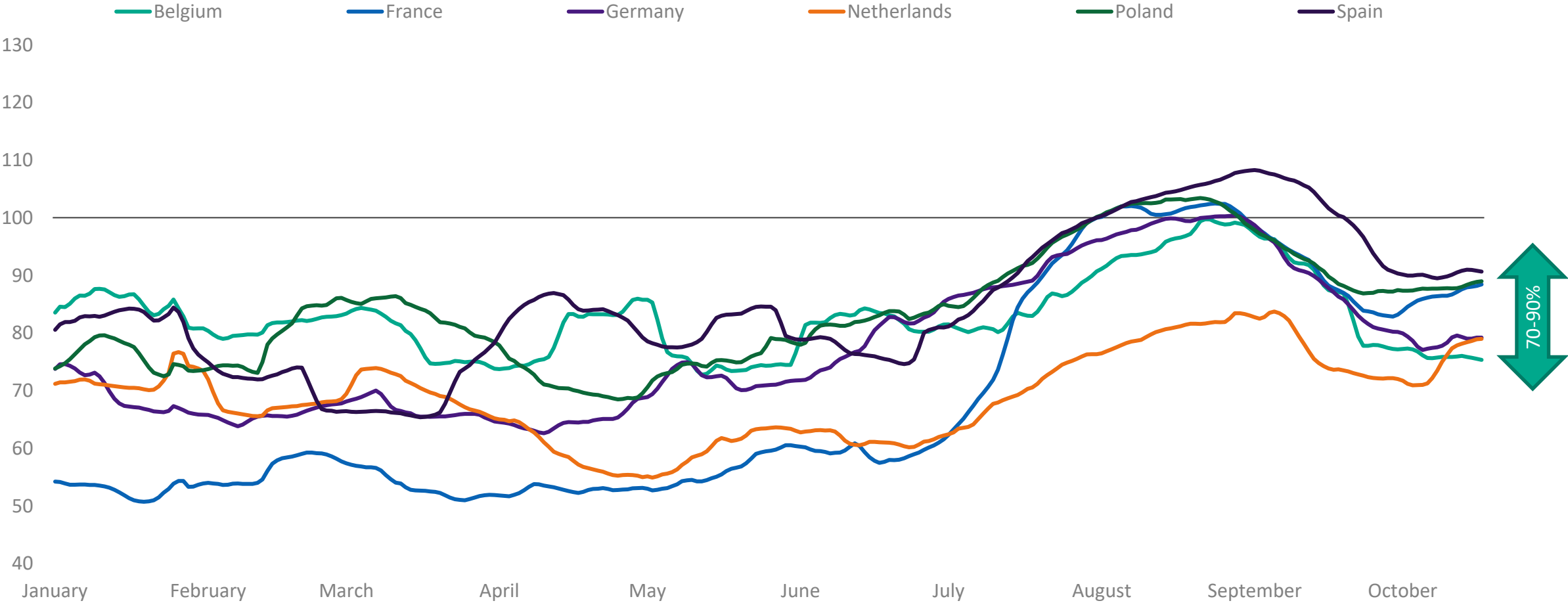
Rolling 28 days ADR indexed to 2019



The rest have ADR's indexing below 2019 as Q4 comps get harder



Rolling 28 days ADR indexed to 2019



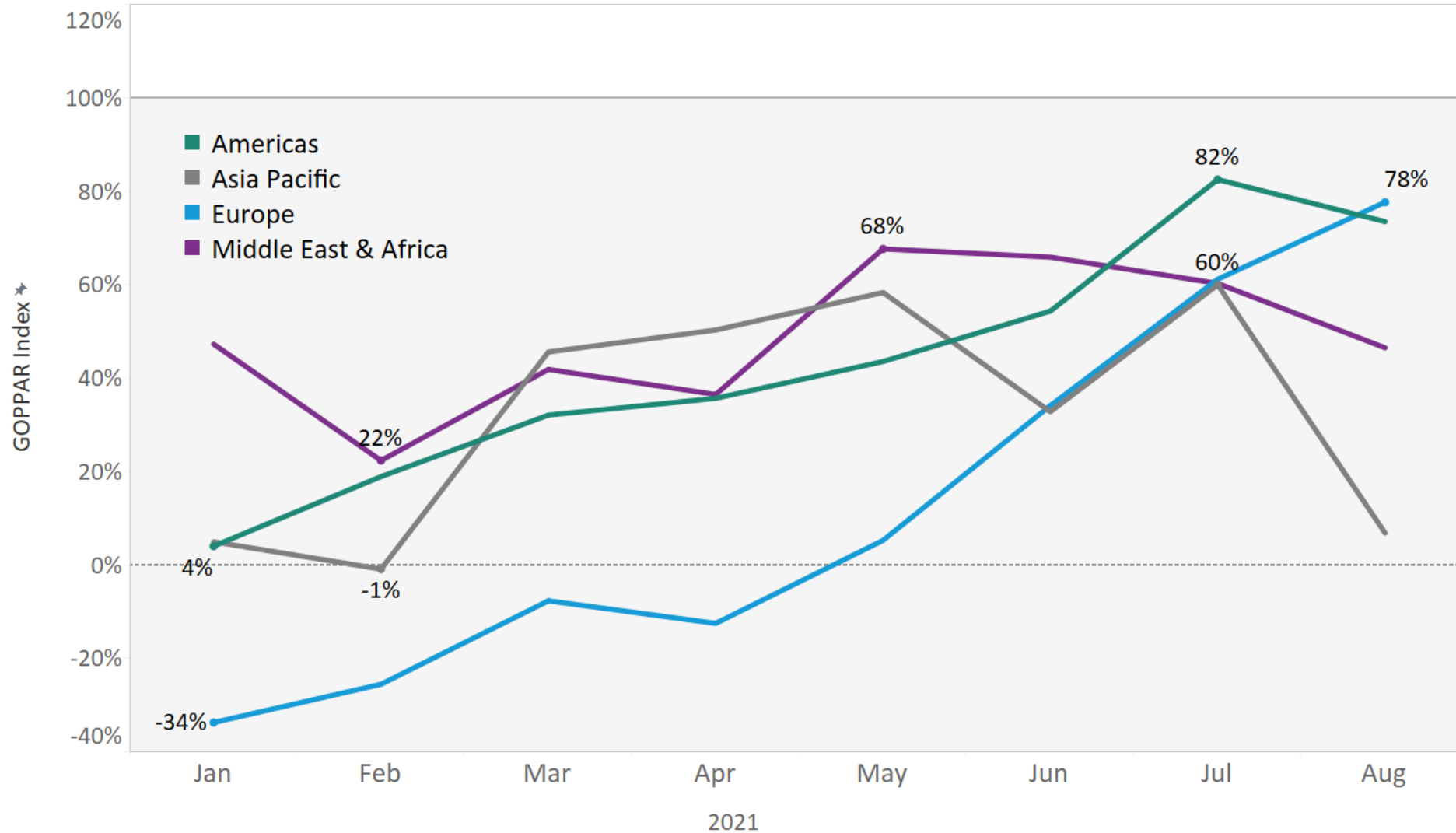


ADR recovery drives profitability rebound

Europe takes the lead while Asia Pacific falls back

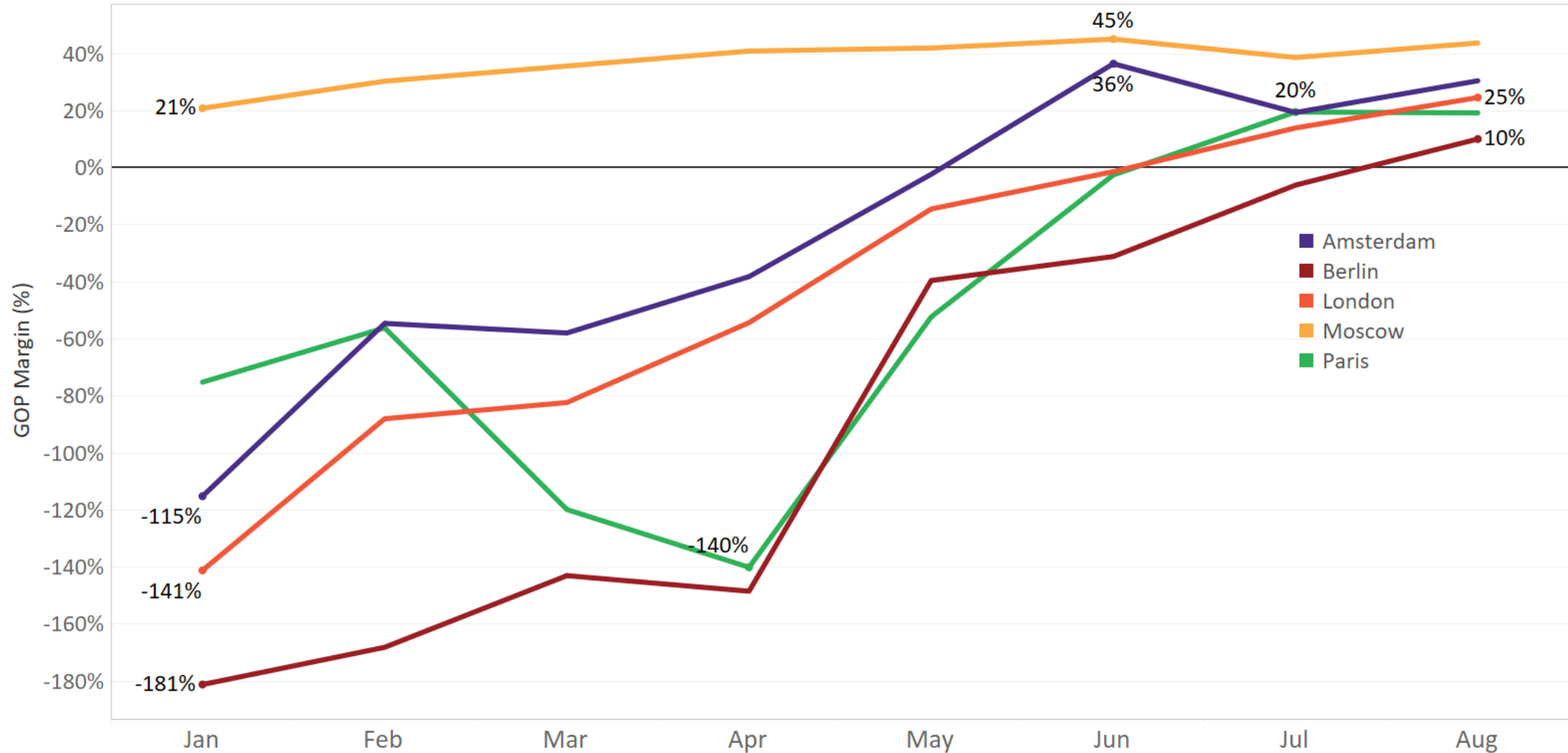


Continents, 2021 GOPPAR indexed to 2019, Aug 2021 YTD, Constant Currency



... even gateway cities are returning to profitability

Top European markets, GOP margin, August 2021 YTD, Constant Currency





Thank you!

Robin Rossmann

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