



What were the major stories in 2019?

Alex Robinson, Senior Manager Industry Partners - STR



arobinson@str.com



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Agenda



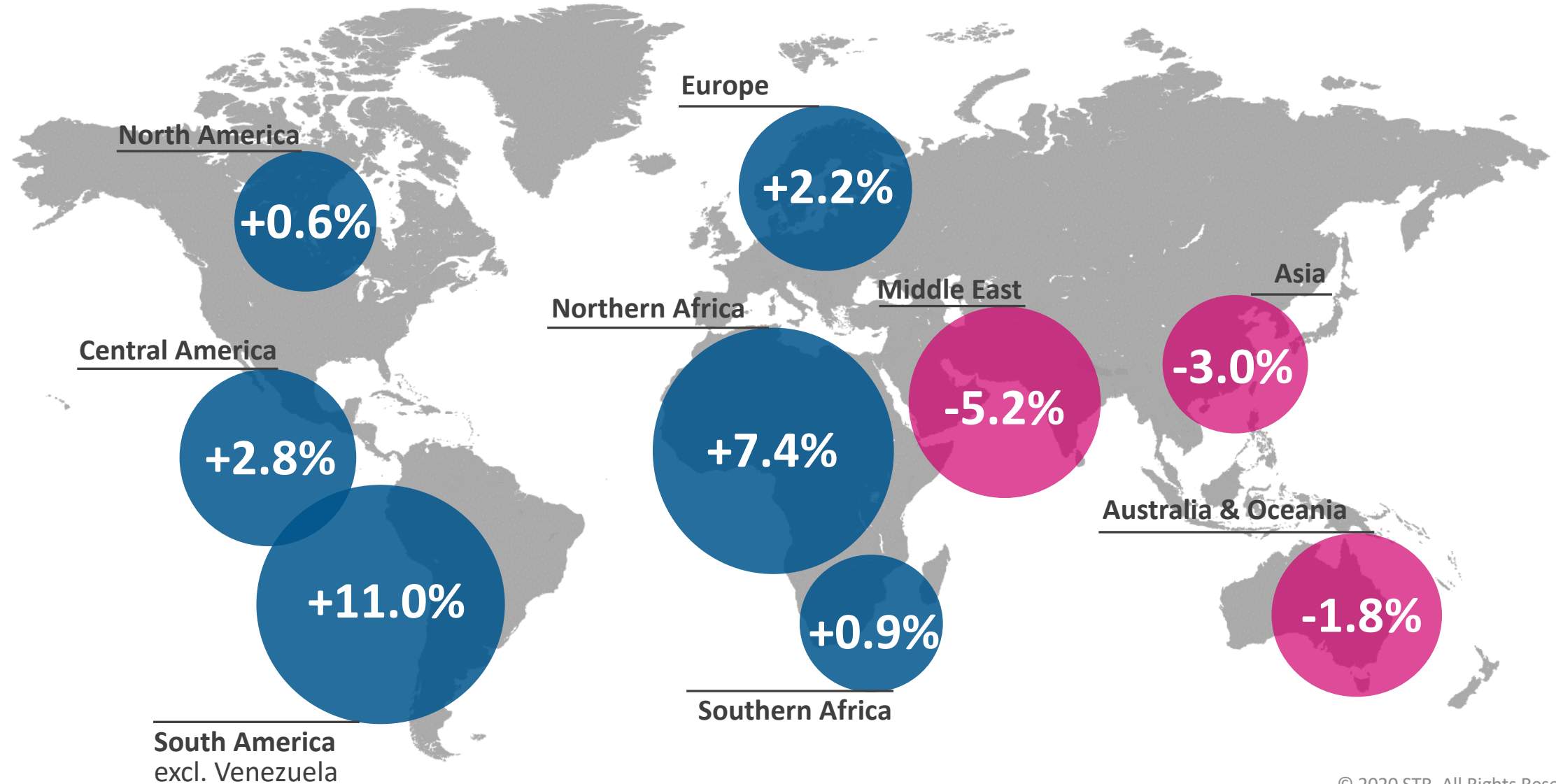
- 1. Global Hotel Markets**
A slowdown in the cycle?
- 2. Global Serviced Apartments performance**
Varied growth across the sector
- 3. Deep dive UK Serviced Apartments Market**
A premium over hotels?
- 4. Serviced Apartment Pilot**
The importance of room type
- 5. Pipeline & Forecast**
Supply in Barcelona and Madrid



Global Performance

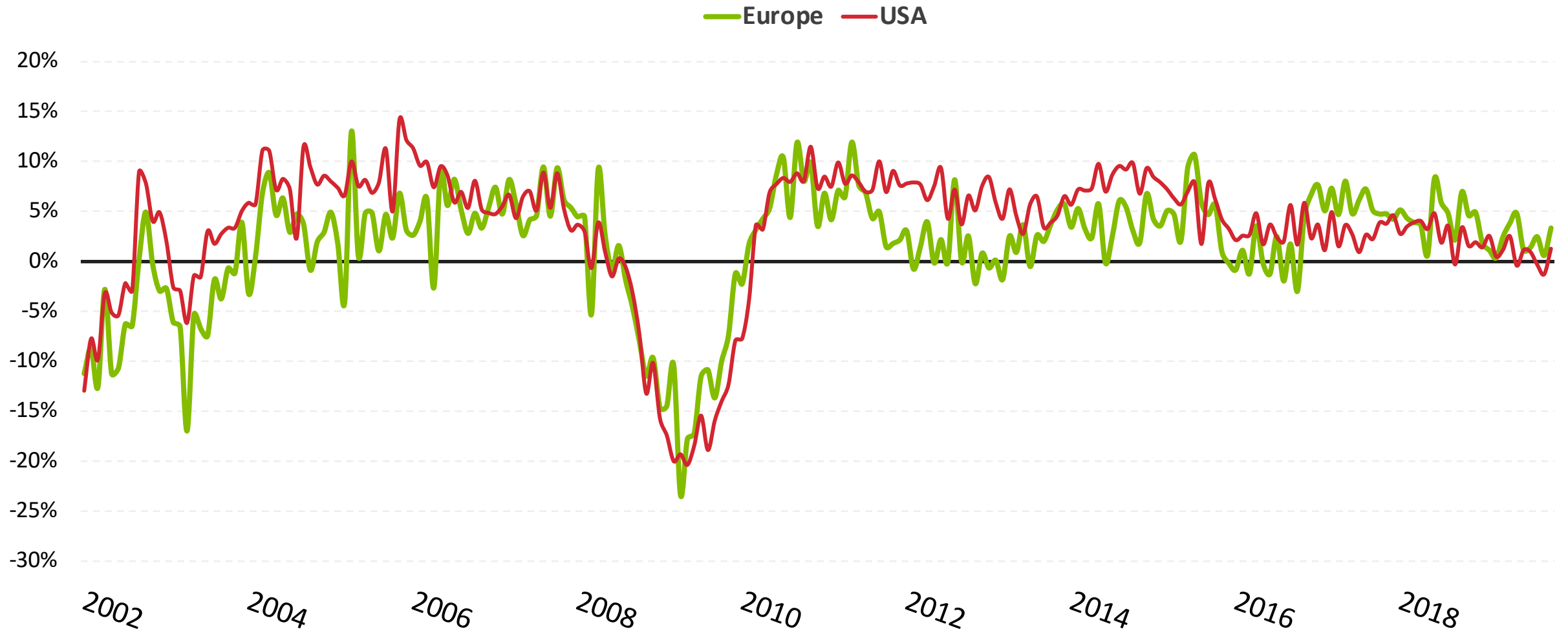
Global RevPAR % Change

USD, Europe in EUR, Constant Currency, November 2019



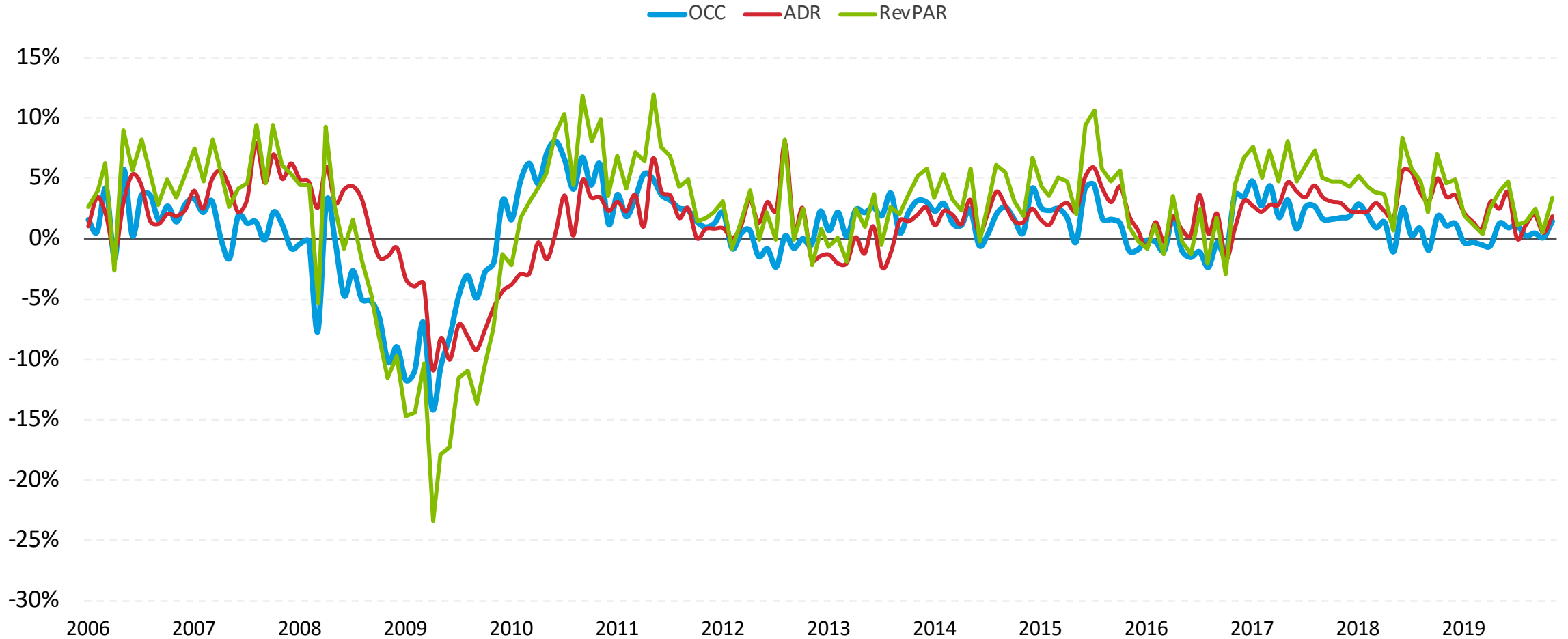
US RevPAR a leading indicator for Europe

Europe –RevPAR % Change, Constant Currency, EUR, 2002 – November 2019



A decade of growth not without ups and downs

Europe – Occ, ADR and RevPAR % Change, Constant Currency, EUR, 2002 – November 2019



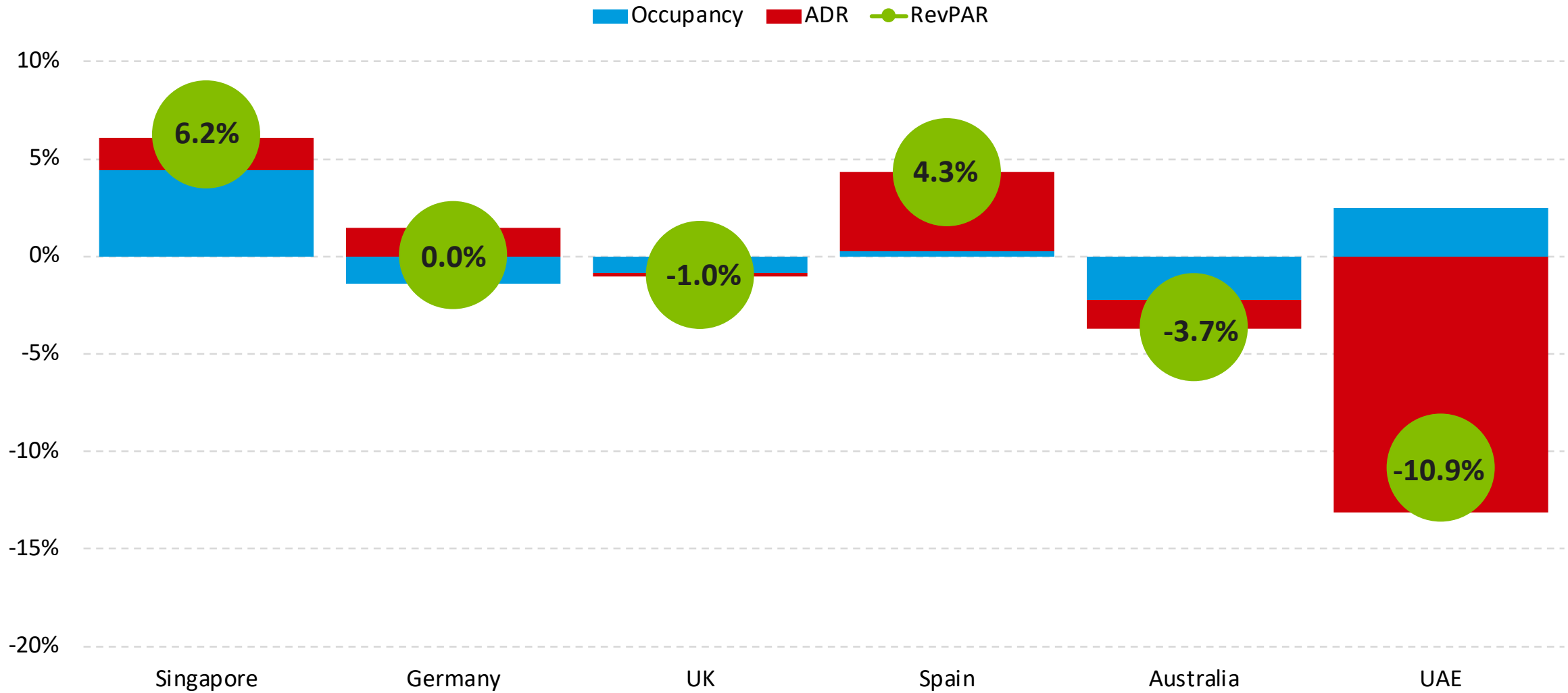


Global Serviced Apartment performance

Varied growth across global serviced apartment sector

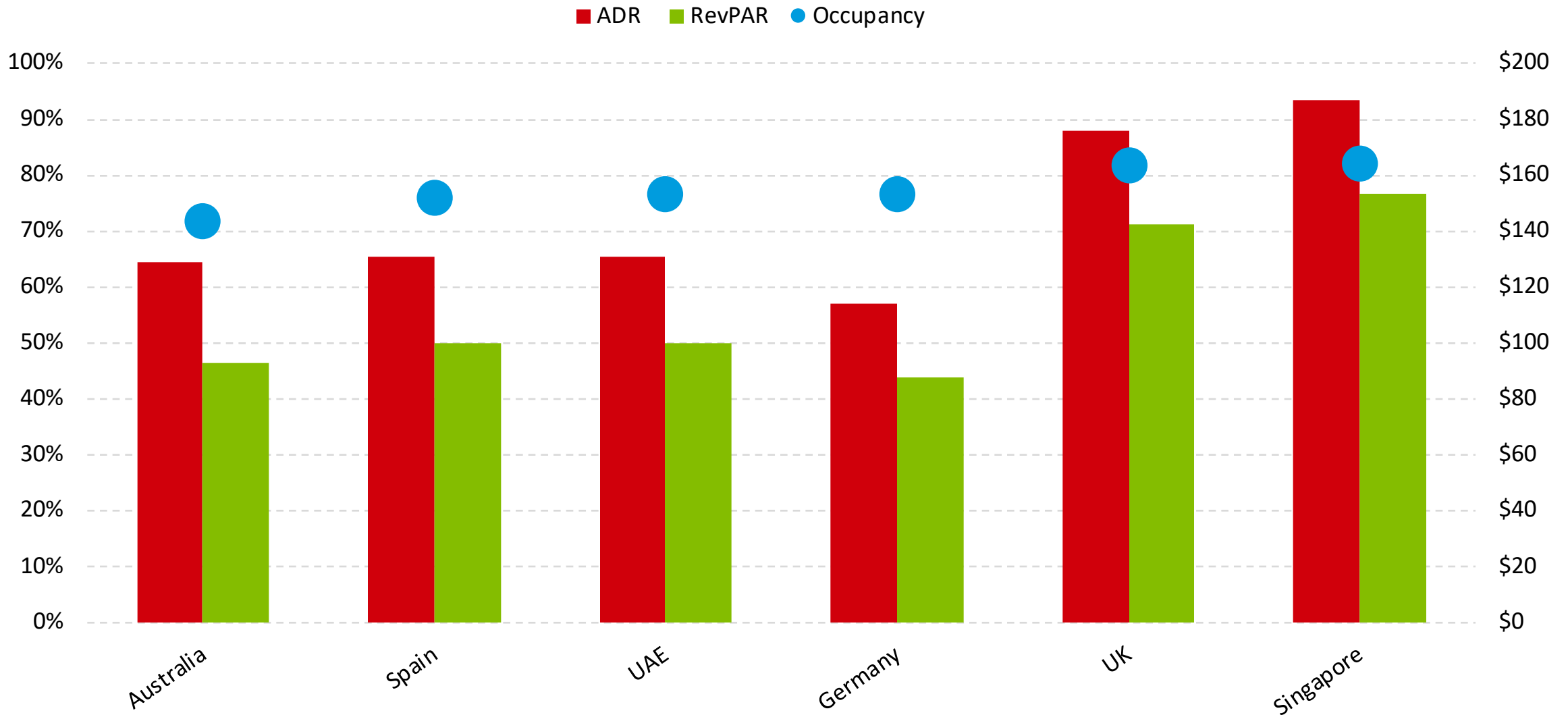


Serviced Apartments Performance – Occ, ADR & RevPAR % Chg, Local Currency – Nov 2019 YTD



Occupancy strong in key countries, Singapore and UK lead the way in ADR

Serviced Apartment Occupancy, ADR, RevPAR, Nov 2019 YTD, USD





United Kingdom Serviced Apartment performance

2019 has experienced growth slowdown, across hotels and serviced apartments



UK – Serviced Apartments & Hotels, KPIs Actuals and % Change, GBP, Nov 2019 YTD



Serviced Apartments

81.6%

Occupancy

-0.0%

£130.17

ADR

+0.7%

£106.24

RevPAR

+0.7%



Overall industry incl. hotels

78.2%

Occupancy

-0.3%

£94.70

ADR

+0.8%

£74.07

RevPAR

+0.5%

Reasons for rate premium



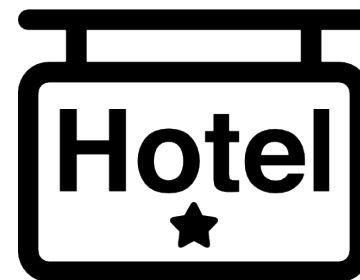
Geography

City Centre, Tier 1 &2,
London centric



Class

Upscale and above -
unlike hotel Industry



Size

Higher rate for extra space

Hotel



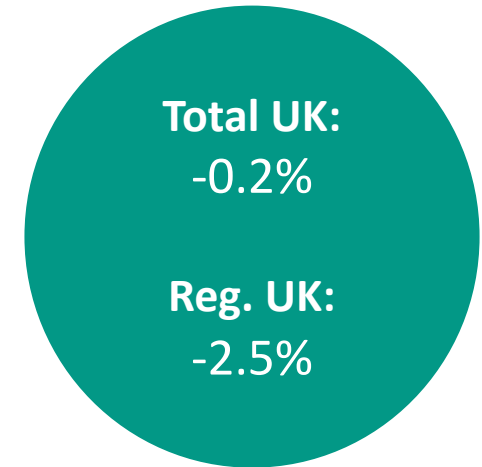
Studio Apartment



1 Bedroom Apartment



A mixed picture for key UK markets, supply growth evident in many UK – Key Cities Service Apartment RevPAR % Change, GBP, Nov 2019 YTD



*M4 Corridor: Bracknell, Maidenhead, Newbury, Reading, Slough, Windsor & Wokingham



London Serviced Apartment Pilot

Serviced Apartments: Pilot

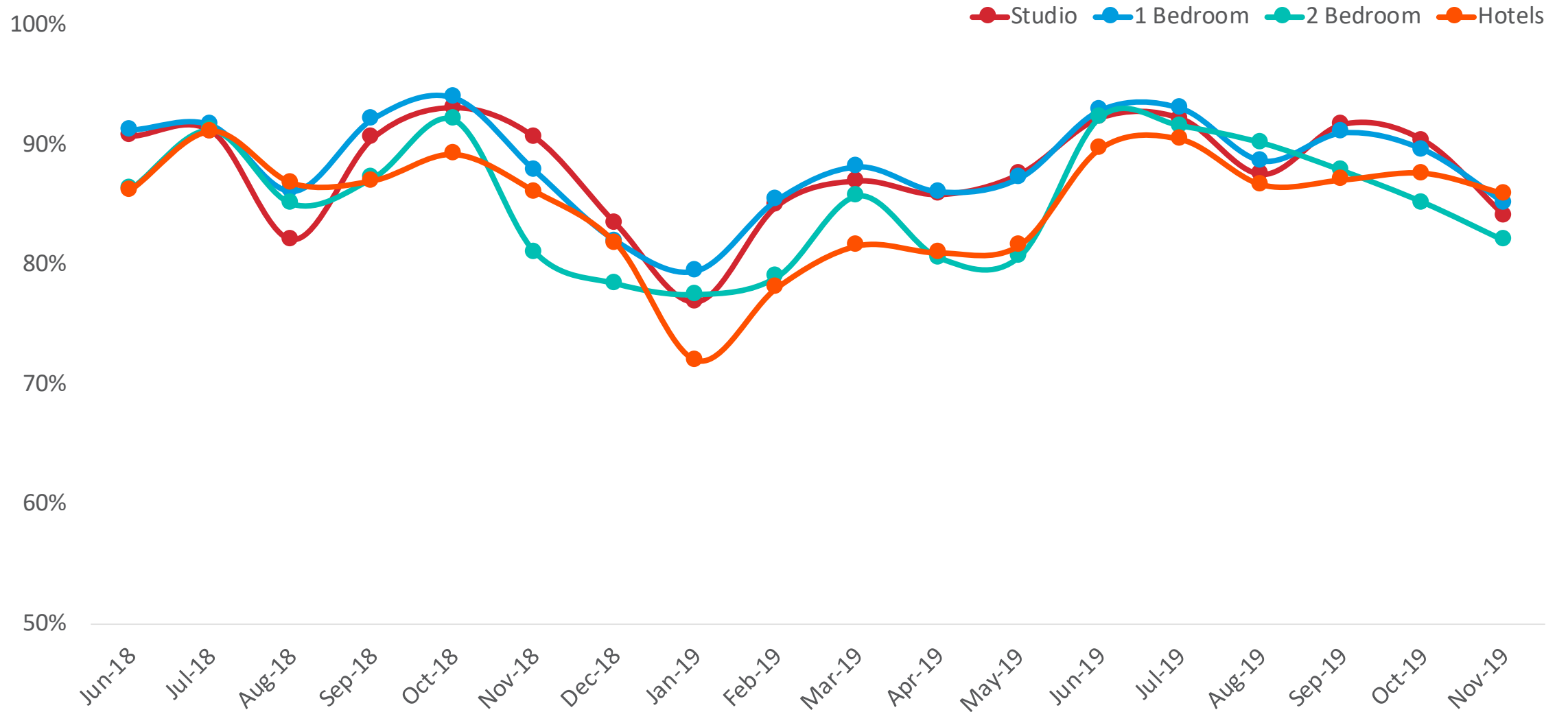


Pilot

2019, we conducted a pilot study in London with nine operators (76 properties) to validate our findings and ensure we are building the right solution for our clients.

Occupancy patterns consistent across all types of apartment

London, Serviced Apartments Occupancy, June 2018 to November 2019

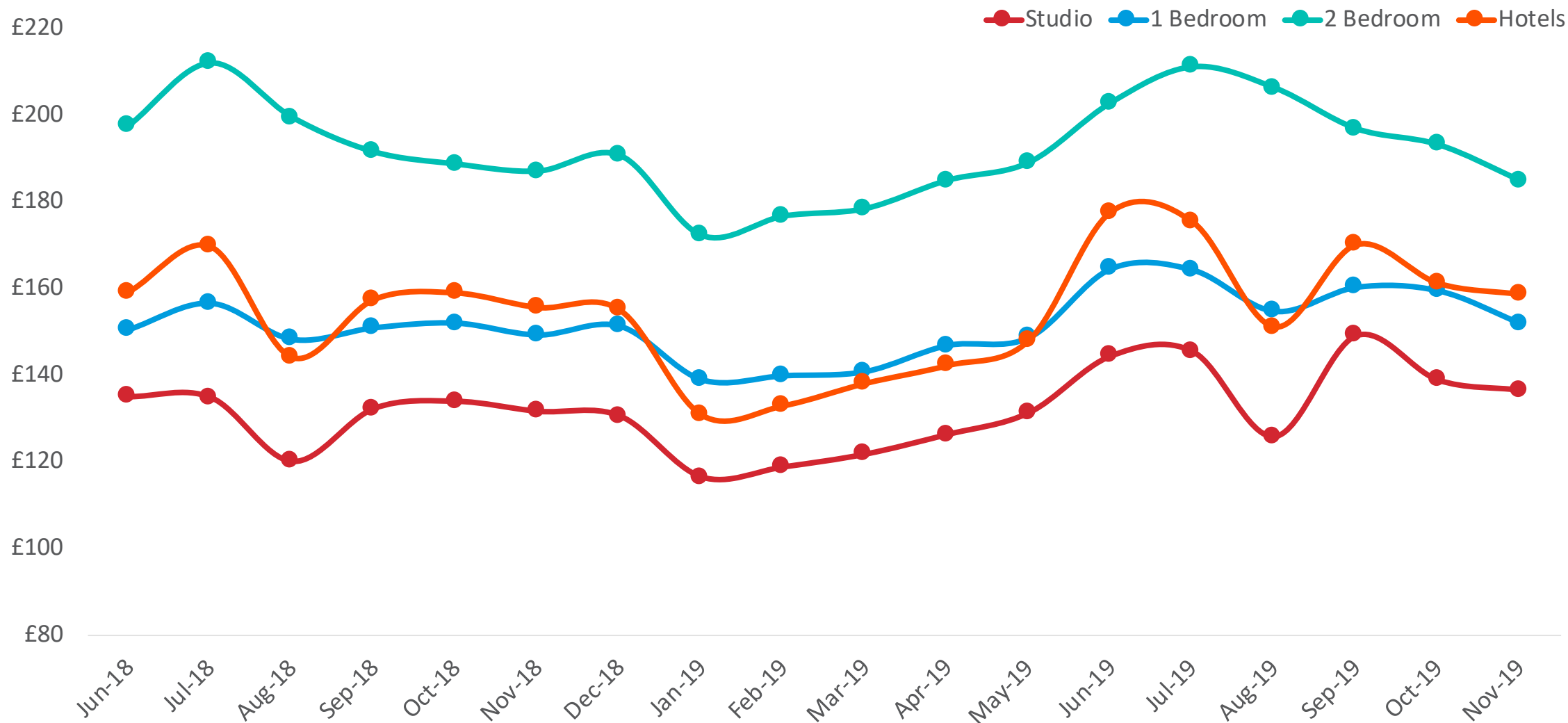


*The data shown in this slide is based on a sample of participants in the *pilot* program and may not reflect the entire market.

ADR very similar between hotels and 1-bedroom apartments



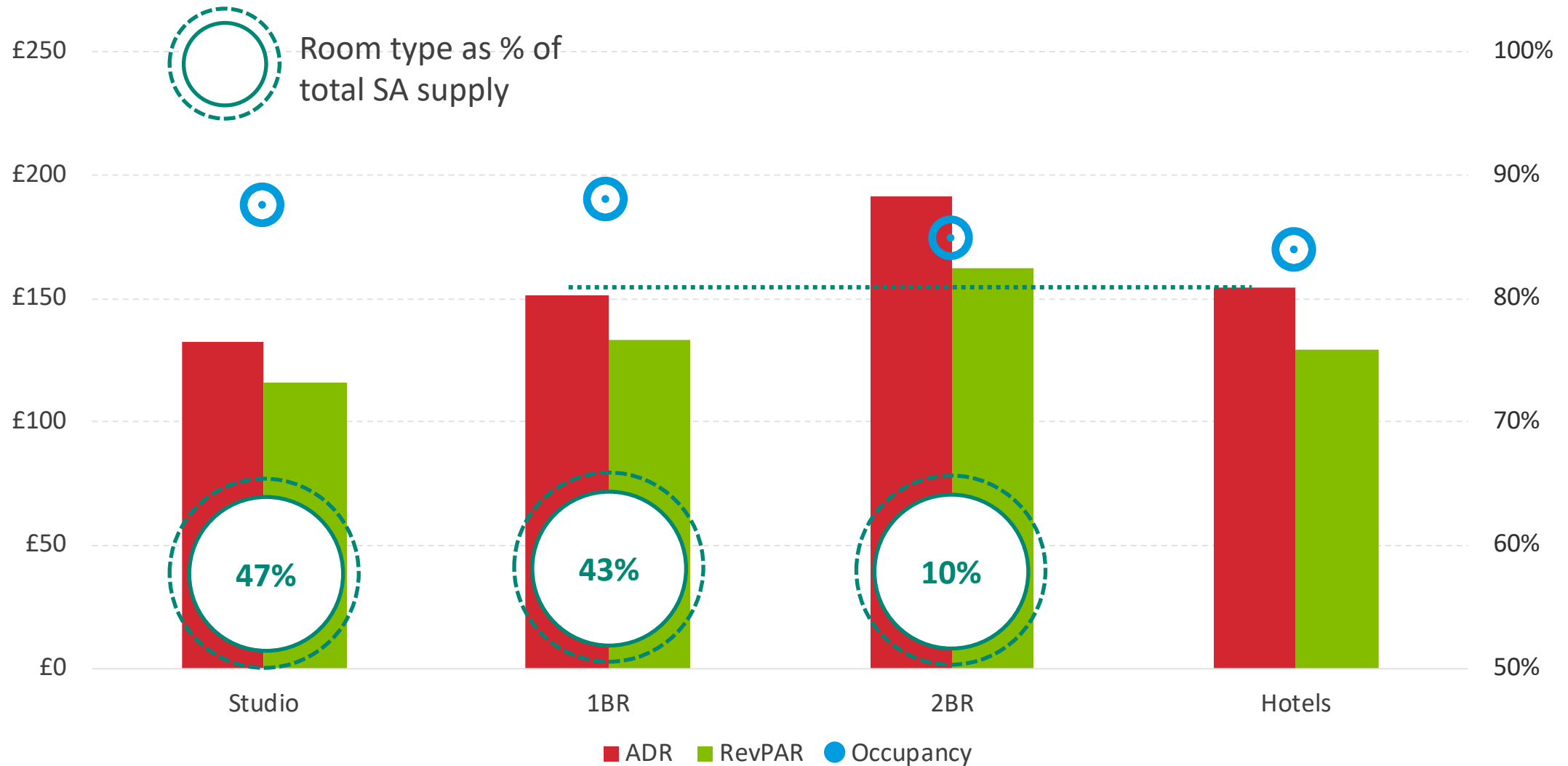
London, Serviced Apartments ADR, Local Currency, June 2018 to November 2019



*The data shown in this slide is based on a sample of participants in the *pilot* program and may not reflect the entire market.

Occupancy highest in 1 bedroom apartments

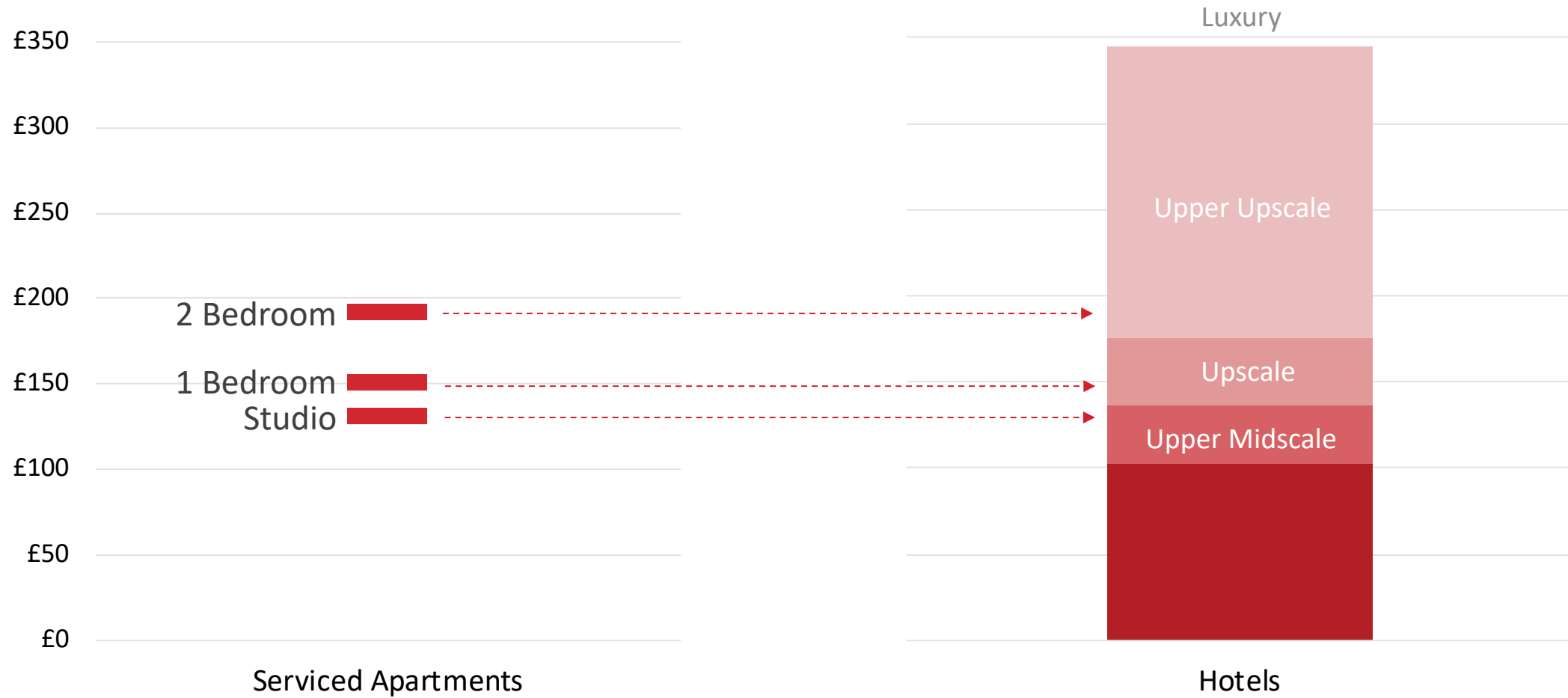
London, Serviced Apartments & Hotels, Occupancy, ADR, RevPAR, Nov 2019 YTD



*The data shown in this slide is based on a sample of participants in the *pilot* program and may not reflect the entire market.

ADR aligned on STR's classification Upper Midscale – Upper Upscale

London, September 2019 YTD, ADR, GBP

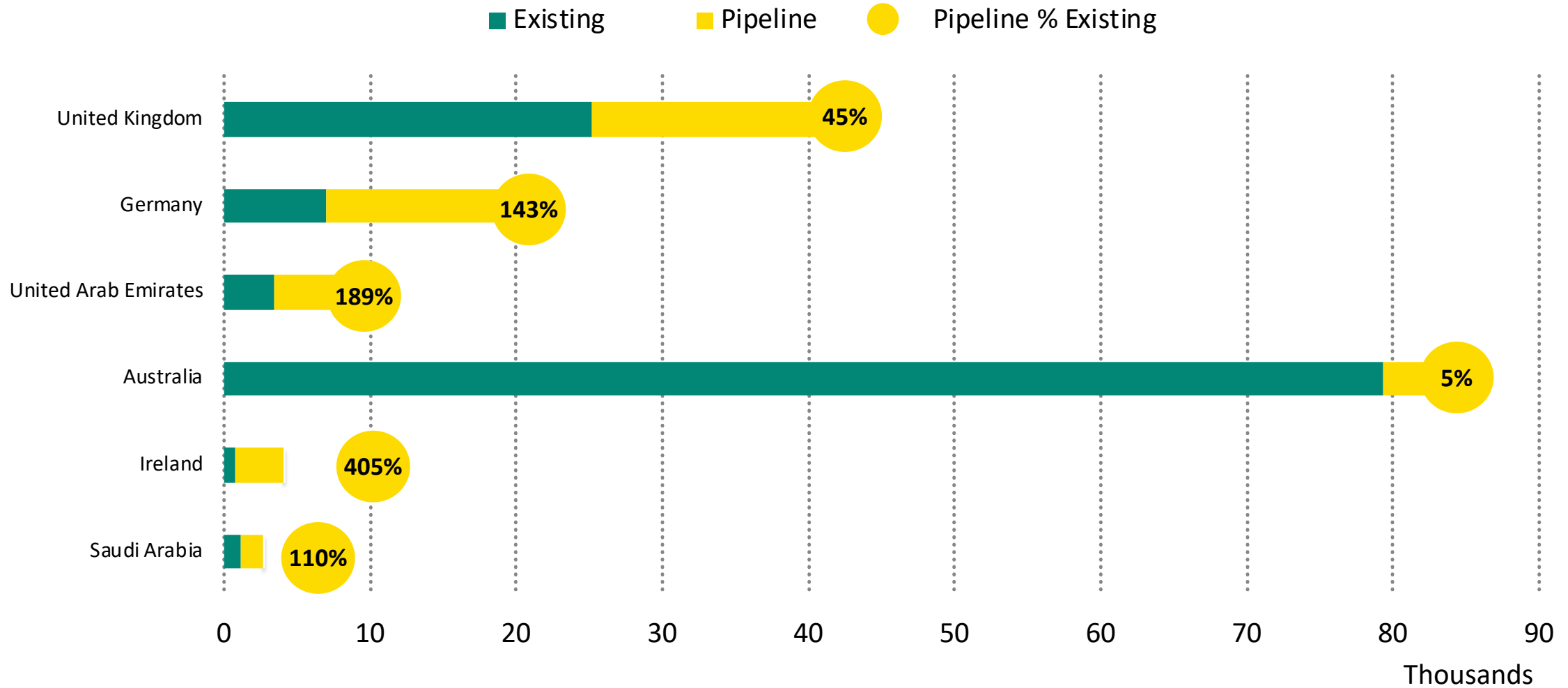




Pipeline & Forecast

Serviced Apartments Pipeline – Top 6 countries

December 2019 report, Pipeline by Room Count



STR's forecast overview for full year 2020

Forecast – November 2019 Edition



Recovery
Continues



Barcelona



Brussels



Paris

Steady
Growth



Amsterdam



Hamburg



Prague

Supply
Challenges



Dubai



Dublin



Madrid



Thank You!

Alex Robinson



arobinson@str.com



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