



Nordic Hotel Consulting

QUARTERLY MARKET PERFORMANCE REPORT

Q3 2020

COPENHAGEN



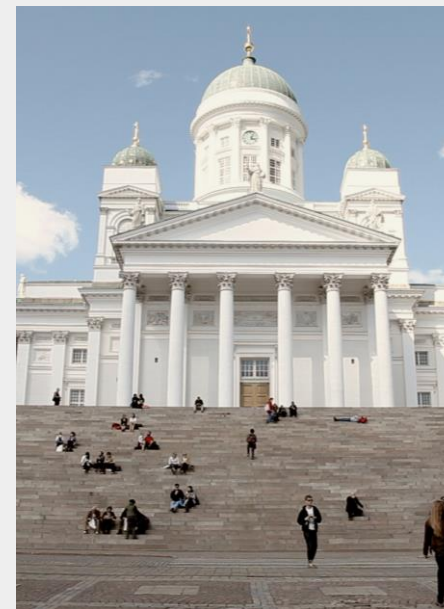
STOCKHOLM



OSLO



HELSINKI



REYKJAVIK



HIGHLIGHTS

- Despite the summer holidays, hotel performance in the Nordic capitals have still dropped dramatically compared to last year. ADR has decreased only slightly, RevPAR, as a consequence of the occupancy drop, has plummeted by over 60% for almost all the Nordic capitals. Highest RevPAR was found in Copenhagen with EUR 26, closely followed by Oslo with EUR 24, then Helsinki with EUR 23, then Stockholm with EUR 21. Finally, Reykjavik was behind the pack with a RevPAR of EUR 15.
- RevPAR development for Q3 2020 compared to Q3 2019
 - Copenhagen : -79%
 - Oslo : -68%
 - Reykjavik : -90%
 - Helsinki : -77%
 - Stockholm : -76%

Note: All data is presented as received from Benchmarking Alliance.



NHC Conference
Delegates

+200

NHC founded in

2004

Offices in The Nordics

4

+10.000 rooms

New developments NHC has
advised on

+1 billion €

Aggregate value of hotel
transactions completed

+100 years

Combined team experience
from operations, development
and investments

**+40 operator
searches**

Operator searches completed
across the Nordics

COPENHAGEN MARKET

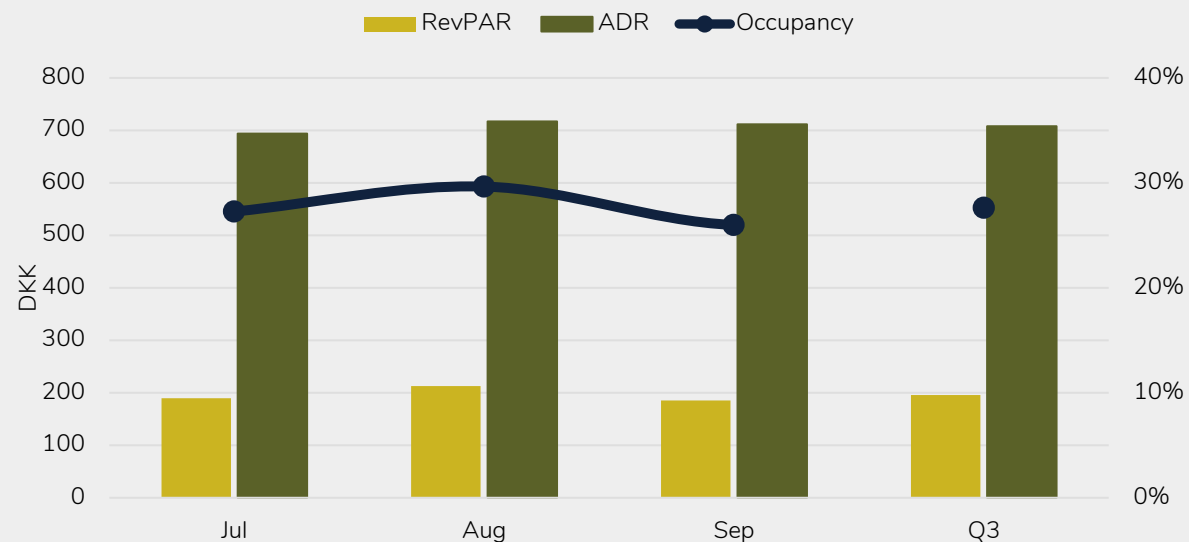
- In Copenhagen compared to last year occupancy dropped by 69% to 28% for the rolling three months (RTM), thus driving the drop in RevPAR of 79% to DKK 196. ADR decreased by 34% for the three months to DKK 708 in 2020;
- In July Occupancy was down 69% to 27%, ADR declined by 32% to DKK 694, RevPAR decreased by 79% to DKK 189.
- The hotel performance in Copenhagen in August was the best for the three months. Nonetheless, occupancy plunged by 67% compared to August 2019, resulting in 30%. ADR also plummeted by 35% to DKK 717. The drop in both ADR and occupancy resulted in a decrease in RevPAR of 79% to DKK 213.
- In September, comparing to last year, occupancy declined by 70% to 26%, and ADR decreased by 36% to DKK 712, resulting in a RevPAR drop of 81% to DKK 185 for the month.

Copenhagen Hotel Market

	Jul	Δ*	Aug	Δ*	Sep	Δ*	Q3	Δ*
Occupancy	27.3%	-69.0%	29.6%	-66.7%	26.0%	-69.9%	27.6%	-68.5%
ADR (DKK)	694	-31.5%	717	-35.4%	712	-36.0%	708	-34.3%
RevPAR (DKK)	189	-78.7%	213	-78.5%	185	-80.7%	196	-79.3%
ADR (EUR)	93		96		95		95	
RevPAR (EUR)	25		28		25		26	

Δ* Percentage change from same period in 2019

Data source: Benchmarking Alliance



STOCKHOLM MARKET

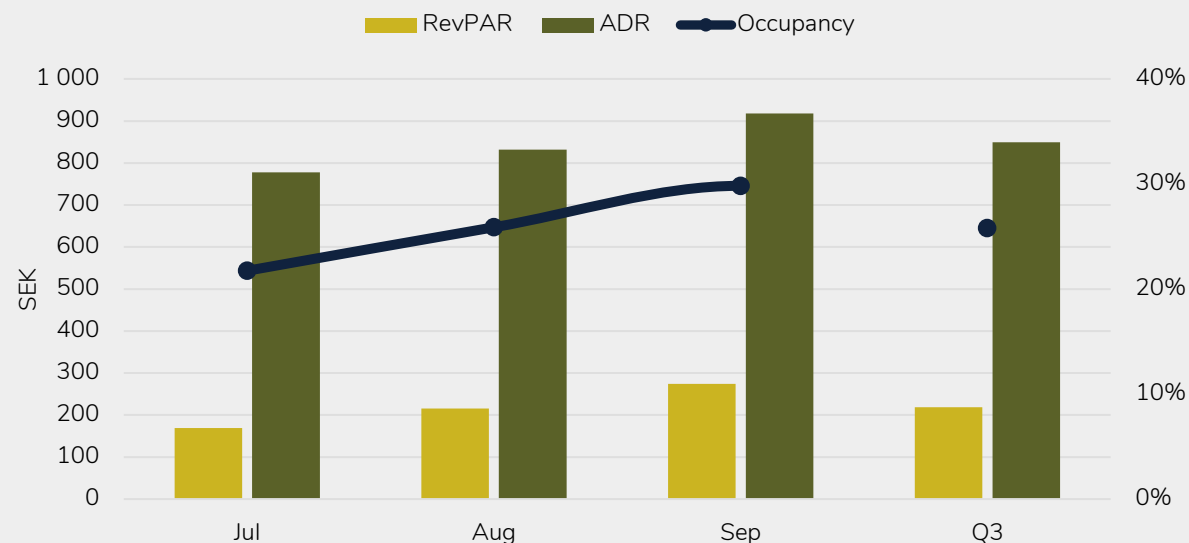
- Occupancy during the 3rd quarter decreased by 66% to 26%, while ADR declined by 31%, compared to the same period in 2019, to SEK 849. RevPAR similarly reduced by 76% to SEK 219;
- In July, RevPAR plummeted by 75%, caused by both an 68% decrease in occupancy to 22%, and a 20% decrease in ADR to SEK 778. Consequently, RevPAR for July was SEK 169;
- In August, occupancy declined by 68% to 26%. ADR also plummeted by 35% to SEK 832, thus driving the RevPAR drop of 79% to SEK 215.
- September was the best month of the quarter, occupancy dropped only by 61% to 30%, while ADR decreased by 34% at SEK 918. Consequently, the 74% drop in RevPAR was driven both by the occupancy and ADR decline. RevPAR for the month of September ended up at SEK 274;

Stockholm Hotel Market

	Jul	Δ*	Aug	Δ*	Sep	Δ*	Q3	Δ*
Occupancy	21.8%	-68.1%	25.9%	-67.8%	29.8%	-61.1%	25.8%	-65.7%
ADR (SEK)	778	-20.0%	832	-34.9%	918	-34.1%	849	-30.6%
RevPAR (SEK)	169	-74.5%	215	-79.1%	274	-74.4%	219	-76.2%
ADR (EUR)	74		79		84		80	
RevPAR (EUR)	16		20		25		21	

Δ* Percentage change from same period in 2019

Data source: Benchmarking Alliance



OSLO MARKET

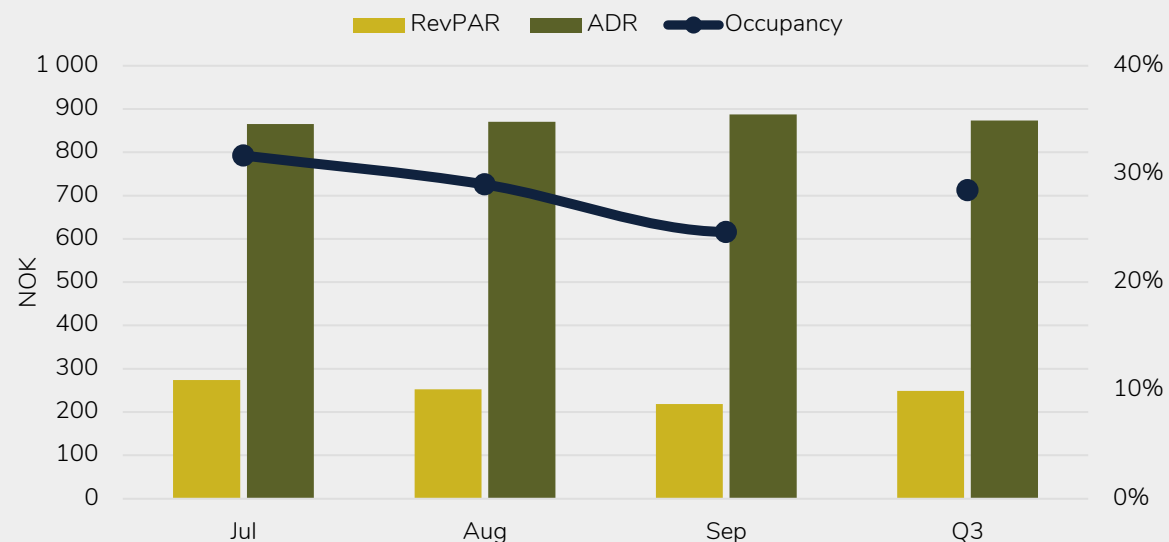
- For the last three months in the Oslo market, RevPAR dropped by 68% to NOK 249. ADR for the three months decreased by 16% to NOK 873; occupancy plummeted by 62% to 29%;
- July saw the smallest decrease in occupancy, which dropped by 52% to only 32%. Consequently, RevPAR plunged to NOK 274, a decrease of 54%. ADR remained relatively unscathed and decreased by 4% to NOK 865;
- The occupancy for August decreased by 64% to 29%. ADR decreased by 18% to NOK 870. Consequently, the drop in ADR drove the 70% decline in RevPAR, dropping it to NOK 253 for the month of August.
- September performance was at a similar level to other Nordic capitals. RevPAR declined by 76% to NOK 219, driven by a 69% drop in occupancy to 25%. ADR, dropped by 22% to NOK 887;

Oslo Hotel Market

	Jul	Δ*	Aug	Δ*	Sep	Δ*	Q3	Δ*
Occupancy	31.7%	-52.3%	29.0%	-63.8%	24.6%	-68.7%	28.5%	-62.1%
ADR (NOK)	865	-3.6%	870	-18.0%	887	-22.0%	873	-16.0%
RevPAR (NOK)	274	-54.0%	253	-70.4%	219	-75.6%	249	-68.1%
ADR (EUR)	87		86		79		83	
RevPAR (EUR)	28		25		19		24	

Δ* Percentage change from same period in 2019

Data source: Benchmarking Alliance



HELSINKI MARKET

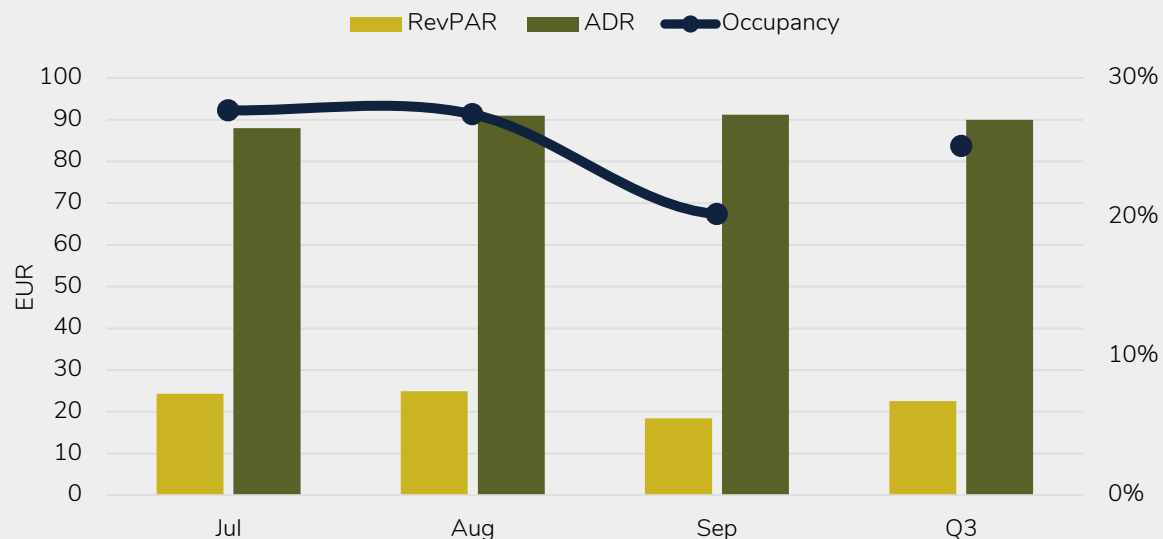
- Between July and September, occupancy decreased by 69% to 25%. Consequently, RevPAR plummeted by 77% to EUR 23 . Compared to the same period last year, ADR fell, by 26% to EUR 90;
- July saw a rise as occupancy dropped only by 64% to 28%. In the same month, ADR decreased by 14% to EUR 88. Both these factors resulting at the RevPAR declining by 69% for the high season, resulting in a RevPAR of EUR 24;
- Occupancy in August remained at similar levels as during the previous month. The drop in occupancy was 67% for August, resulting in an overall occupancy of 27%. Furthermore, ADR dropped by 24% to EUR 91 Consequently, RevPAR plunged by 75% to EUR 25.
- In September RevPAR decreased by 84% to EUR 18. This was driven by the 75% drop in occupancy resulting to occupancy level in September of 20%, while ADR decreased by 37% to EUR 91;

Helsinki Hotel Market

	Jul	Δ*	Aug	Δ*	Sep	Δ*	Q3	Δ*
Occupancy	27.7%	-64.3%	27.4%	-67.3%	20.2%	-75.2%	25.1%	-69.0%
ADR (EUR)	88	-13.9%	91	-24.3%	91	-36.6%	90	-26.3%
RevPAR (EUR)	24	-69.2%	25	-75.2%	18	-84.3%	23	-77.1%

Δ Percentage change from same period in 2019*

Data source: Benchmarking Alliance



REYKJAVIK MARKET

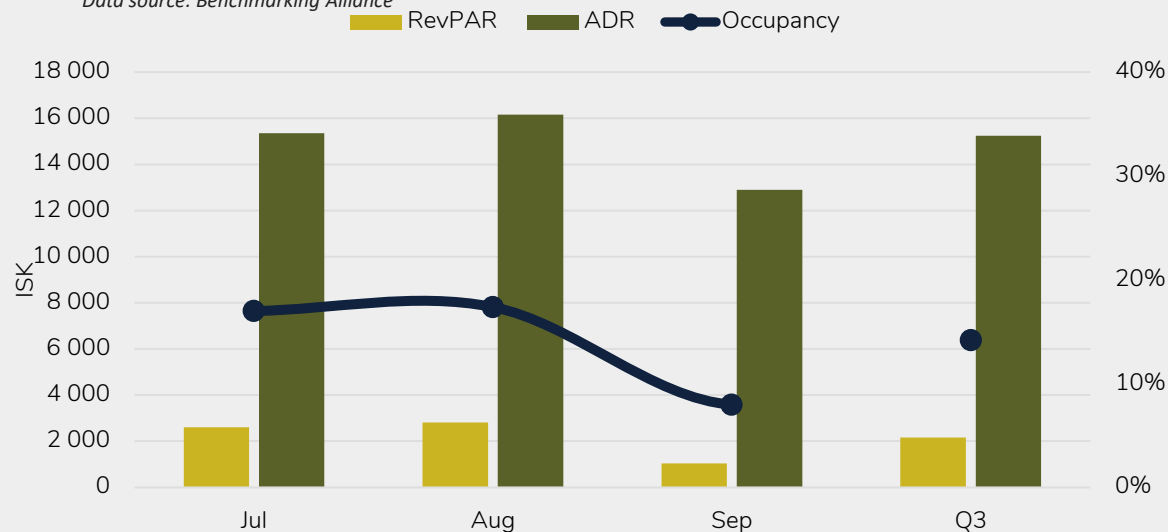
- During quarter 3 RevPAR dropped by 89% to ISK 2,160 , driven by the significant drop in occupancy. Occupancy plunged by 83% to 14%. Additionally, ADR declined by 37% to ISK 15,241 in 2020;
- In July occupancy dropped to 17%, a drop of 79% compared to last year. ADR declined by 40% to ISK 15,360. This resulted in a RevPAR decrease of 88% to ISK 2,609;
- In August, the decrease in occupancy followed a similar trend to July and declined by 80% to 17%. Additionally, ADR plummeted by 34% to ISK 16,164. Consequently, RevPAR plunged by 87% to ISK 2,808.
- Finally, September occupancy declined by 90% to 8%, the lowest level for the three months tracked. ADR decreased as well by 41% to ISK 12.901 , resulting in RevPAR drop of 94% to ISK 1.028;

Reykjavik Hotel Market

	Jul	Δ*	Aug	Δ*	Sep	Δ*	Q3	Δ*
Occupancy	17.0%	-79.4%	17.4%	-79.9%	8.0%	-90.3%	14.2%	-83.1%
ADR (ISK)	15,360	-40.2%	16,164	-34.3%	12,901	-40.7%	15,241	-36.6%
RevPAR (ISK)	2,609	-87.7%	2,808	-86.8%	1,028	-94.2%	2,160	-89.3%
ADR (EUR)	112		117		87		108	
RevPAR (EUR)	19		20		7		15	

Δ Percentage change from same period in 2019*

Data source: Benchmarking Alliance



CITY COMPARISON

- In all markets, occupancy decreased between 60% and 70%, all averaging around 27% with the exception of Reykjavik with the biggest drop of 83% compared to 2019. The best performance was Oslo, followed by Copenhagen, then Helsinki and Stockholm. Finally, Reykjavik showed the lowest occupancy level for the three months;
- In terms of ADR development, the drops were far less compared to occupancy. However, we still note that prices are decreasing. The Reykjavik market outperformed the rest with an ADR of EUR 108, closely followed by Copenhagen with EUR 95, then Helsinki with EUR 90, then Oslo with EUR 83 and Stockholm with EUR 80 as the lowest ADR;
- Due to a staggering drop in occupancy during the three months observed, RevPAR dropped significantly for all five markets. Highest RevPAR was found in Copenhagen with EUR 26, closely followed by Oslo with EUR 24, then Helsinki with EUR 23, then Stockholm with EUR 21. Finally, Reykjavik was behind the pack with a RevPAR of EUR 15.



Contact Info



Denmark
Kongens Nytorv 3-5
DK-1050 Copenhagen K
(+45) 45 82 11 72

Finland
Vuoritie 6B
FI-02880 Veikkola
(+358) 40 539 43 39

Iceland
Bankastræti 5
ICE-101 Reykjavik
(+354) 89 77 401

About NHC

NHC was founded in 2004 and is today the largest specialized hotel consultancy in the Nordics, with offices in Copenhagen, Stockholm, Helsinki and Reykjavik. NHC is a truly Pan-Nordic hotel advisory offering full cross-border coverage in the Nordics. NHC works exclusively for owners, developers and lenders and count among our clients both private investors, listed real estate companies, private equity funds, pension funds and banks. The client list includes the vast majority of the leading Nordic and international investors and developers.

For additional information on NHC, please refer to our website: www.nordichotelconsulting.com

About Benchmarking Alliance

Benchmarking Alliance is the leading provider of hotel, conference, F&B and spa benchmarking as well as hospitality market data for the Nordic hospitality industry. The company was created in 2010 by a team with broad background in hotels, real estate and IT.

Copyright

This report is the property of NHC and may not be reproduced in parts or whole, prior to the written consent of NHC.

Disclaimer

NHC does not guarantee the accuracy of the data presented in this report and cannot be held liable here for any analysis, opinions or decisions derived from reading this report as it is solely at the responsibility of the reader to draw up conclusions. NHC cannot be held liable for any outcome of analysis, opinions and decisions formed based on the information presented in this report.

NHC would like to inform the reader that the data from Benchmarking Alliance is collected in different ways and sometimes the figures can include provisions. This means that slight deviations in net ADR and RevPAR can occur.

