



Nordic Hotel Consulting

QUARTERLY MARKET PERFORMANCE REPORT

Q4 2020

COPENHAGEN



STOCKHOLM



OSLO



HELSINKI



REYKAVIK



Q4 HIGHLIGHTS

- As the second wave hit the world the Nordics, the travel restrictions have shown their impact of the performance for the Julefrokost and Christmas city breaks- During the holiday season hotel performance in the Nordic capitals have 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 15, closely followed by Helsinki with EUR 14, then Stockholm with EUR 13, then Oslo with EUR 9. Finally, Reykjavik was behind the pack with a RevPAR of EUR 4.
- RevPAR development for Q4 2020 compared to Q4 2019
 - Copenhagen : -83%
 - Oslo : -80%
 - Reykjavik : -95%
 - Helsinki : -84%
 - Stockholm : -75%

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

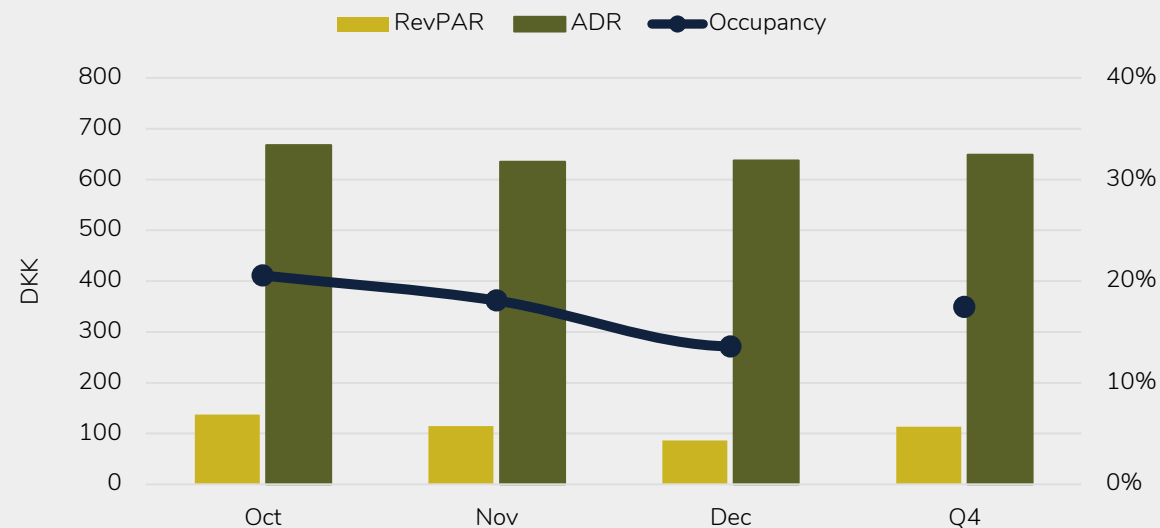
- During the last three months, tracked hotel performance in Copenhagen picked up a bit. Compared to last year occupancy dropped by 76% to 18% for Quarter 4 thus driving the drop in RevPAR of 83% to DKK 113. ADR decreased by 30% for the quarter to DKK 649 in 2020;
- In October occupancy declined by 74% to 21% while ADR decreased by 29% to DKK 668, resulting in a RevPAR drop of 82% to DKK 137 for the month.
- November saw RevPAR dropping by 84% to 115, driven by both the drop in occupancy by 77% to 18% while ADR dropped by 31% to 635.
- Finally in December, comparing to last year, occupancy declined by 79% to 14%, and ADR decreased by 29% to DKK 638, resulting in a RevPAR drop of 85% to DKK 87 for the month, the biggest drop for the quarter.

Copenhagen Hotel Market

	Oct	Δ*	Nov	Δ*	Dec	Δ*	Q4	Δ*
Occupancy	20.6%	-74.1%	18.1%	-76.7%	13.6%	-79.1%	17.5%	-76.4%
ADR (DKK)	668	-29.1%	635	-31.2%	638	-29.4%	649	-29.8%
RevPAR (DKK)	137	-81.6%	115	-84.0%	87	-85.3%	113	-83.4%
ADR (EUR)	89		85		85		87	
RevPAR (EUR)	18		15		12		15	

Δ* Percentage change from same period in 2019

Data source: Benchmarking Alliance



STOCKHOLM MARKET

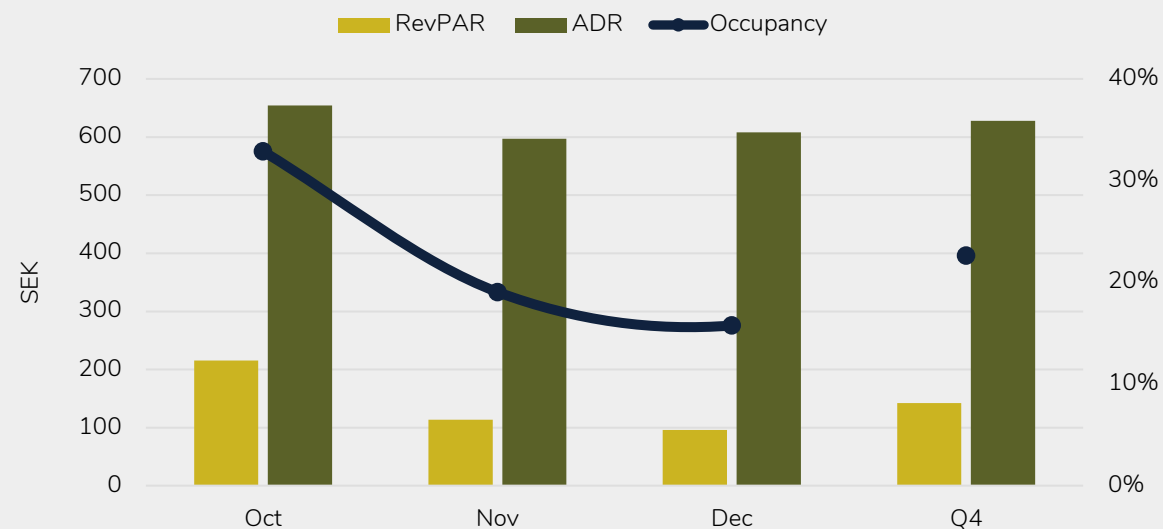
- Occupancy during the last quarter decreased by 66% to 23%, while ADR declined by 26%, compared to the same period in 2019, to SEK 628. RevPAR similarly reduced by 75% to SEK 142;
- October was the best month of the quarter, occupancy dropped by 55% to 33%, while ADR decreased by 23% at SEK 655. Consequently, the 65% drop in RevPAR was driven both by the occupancy and ADR decline. RevPAR for the month of October ended up at SEK 215;
- In November Revpar dropped by 82% to SEK 114 ADR plunged by 34% to SEK 597 while Occupancy dropped by 74% to 19%.
- Finally in December, comparing to last year, occupancy declined by 70% to 16%, and ADR decreased by 25% to DKK 608, resulting in a RevPAR drop of 78% to DKK 96 for the month, the biggest drop for the quarter.

Stockholm Hotel Market

	Oct	Δ*	Nov	Δ*	Dec	Δ*	Q4	Δ*
Occupancy	32.9%	-55.1%	19.1%	-73.5%	15.8%	-70.2%	22.6%	-65.7%
ADR (SEK)	654	-22.7%	597	-31.2%	608	-24.9%	628	-25.7%
RevPAR (SEK)	215	-65.3%	114	-81.8%	96	-77.6%	142	-74.5%
ADR (EUR)	62		57		56		59	
RevPAR (EUR)	20		11		9		13	

Δ* Percentage change from same period in 2019

Data source: Benchmarking Alliance



OSLO MARKET

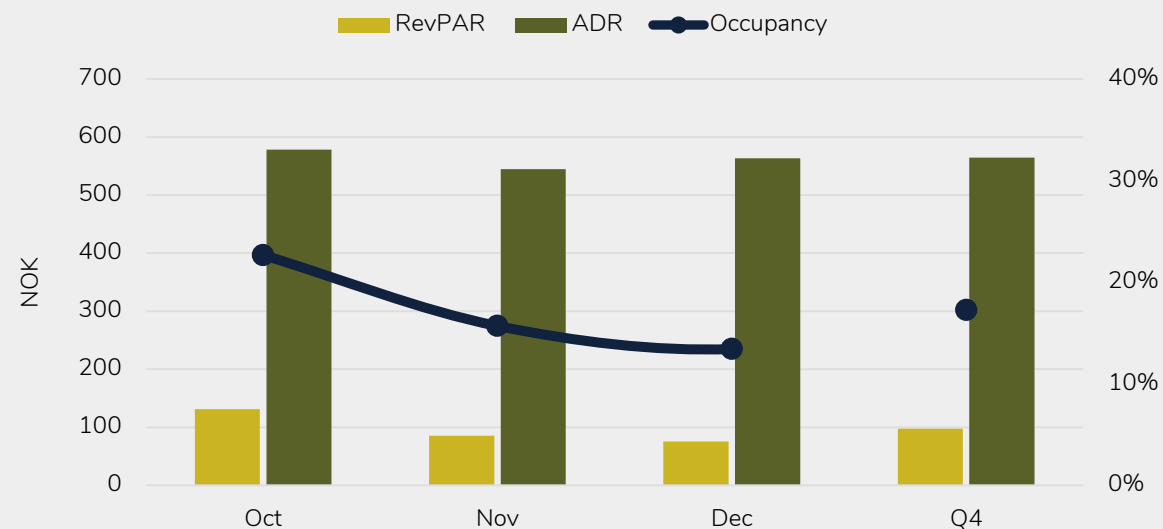
- For the last three months in the Oslo market, RevPAR dropped by 80% to NOK 98. ADR for the quarter decreased by 27% to NOK 564; occupancy plummeted by 73% to 17%;
- October's performance was at a similar level to other Nordic capitals. RevPAR declined by 77% to NOK 131, driven by a 69% drop in occupancy to 23%. ADR, dropped by 27% to NOK 578;
- In November there was the biggest in RevPAR declined by 85% to NOK 85, driven by a 78% drop in occupancy to 16%. ADR, dropped by 30% to NOK 545;
- Finally in December RevPAR was down 79% to 76, driven by the 72% drop in occupancy to 13% and as well by the 23% drop in the ADR to 564.

Oslo Hotel Market

	Oct	Δ*	Nov	Δ*	Dec	Δ*	Q4	Δ*
Occupancy	22.7%	-68.6%	15.7%	-77.9%	13.4%	-72.3%	17.3%	-72.9%
ADR (NOK)	578	-27.3%	545	-30.4%	564	-23.2%	564	-27.2%
RevPAR (NOK)	131	-77.2%	85	-84.6%	76	-78.8%	98	-80.3%
ADR (EUR)	58		54		50		54	
RevPAR (EUR)	13		8		7		9	

Δ* Percentage change from same period in 2019

Data source: Benchmarking Alliance



HELSINKI MARKET

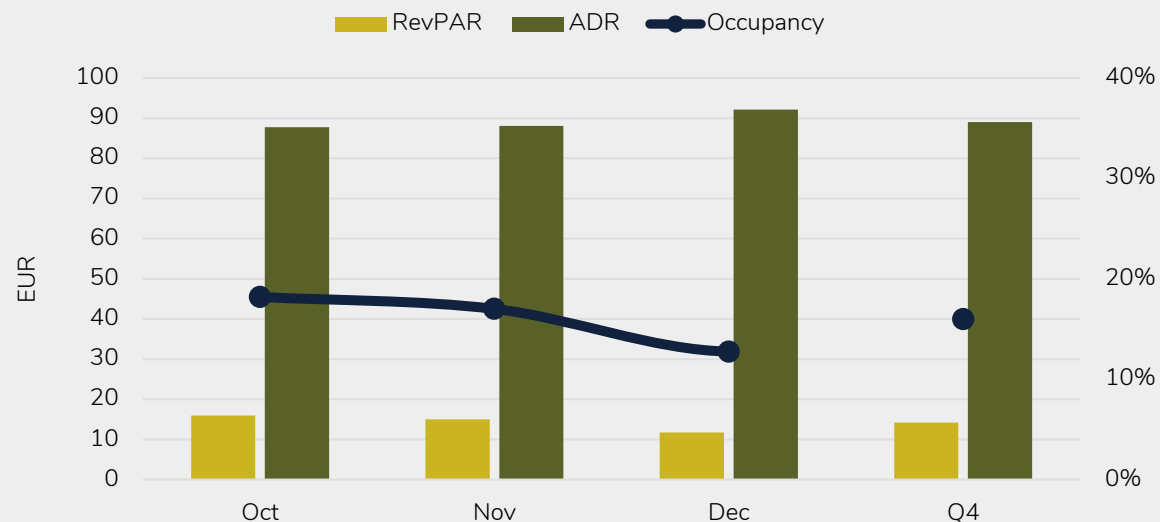
- Between October and December, occupancy decreased by 78% to 16%. Consequently, RevPAR plummeted by 89% to EUR 16. Compared to the same period last year, ADR fell, by 29% to EUR 89;
- In October, occupancy dropped by 77% to 18% while ADR plummeted by 31% to EUR 88. Finally RevPAR dropped by 84% to EUR 16;
- November saw ADR drop by 34% to EUR 88. Occupancy on the other hand dropped by 78% to 17% while RevPAR saw a drop of 85% to EUR 15.
- Finally in December RevPAR decreased by 83% to EUR 12. This was driven by the 79% drop in occupancy resulting to occupancy level in December of 13%, while ADR decreased by 17% to EUR 92;

Helsinki Hotel Market

	Oct	Δ*	Nov	Δ*	Dec	Δ*	Q4	Δ*
Occupancy	18.2%	-77.0%	17.0%	-77.9%	12.7%	-79.3%	16.0%	-78.0%
ADR (EUR)	88	-30.9%	88	-34.0%	92	-16.5%	89	-28.5%
RevPAR (EUR)	16	-84.1%	15	-85.4%	12	-82.7%	14	-84.3%

Δ* Percentage change from same period in 2019

Data source: Benchmarking Alliance



REYKJAVIK MARKET

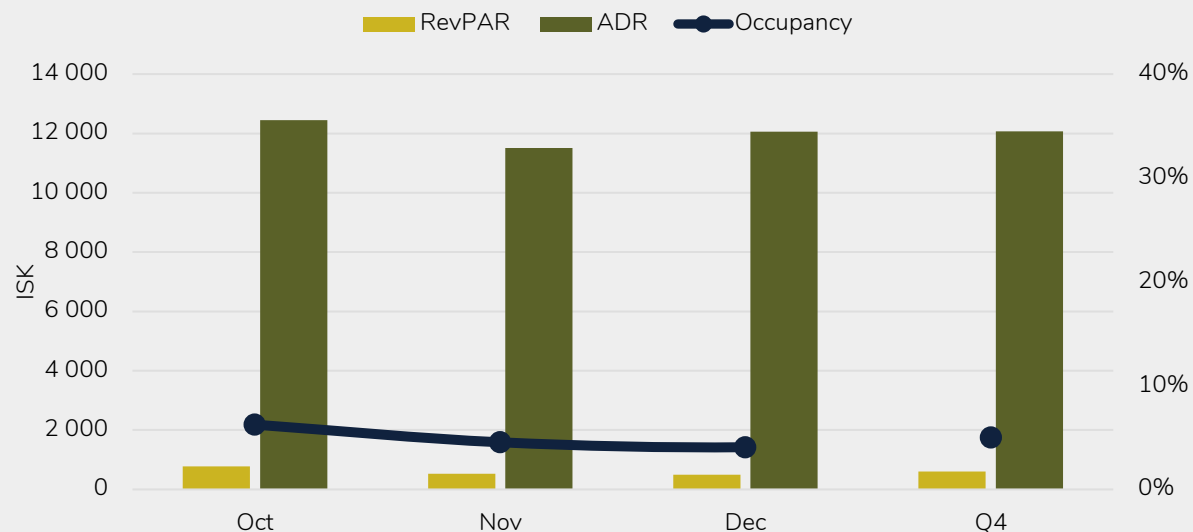
- During the fourth quarter. RevPAR dropped by 95% to ISK 601, driven by the significant drop in occupancy. Occupancy plunged by 93% to 5%. Additionally, ADR declined by 23% to ISK 12,073 in 2020. As it is strongly relying on the American market, the latest travel restrictions have had a significant impact on the islandic market explaining why Reykjavik performance compared to other Nordic capitals.
- October occupancy declined by 92% to 6%, the highest level for the three months tracked. ADR decreased as well by 26% to ISK 12,454 , resulting in RevPAR drop of 94% to ISK 777;
- RevPAR in November dropped by 95% to ISK 521 driven by the 94% drop in occupancy to 5% and ADR dropping by 22% to ISK 11,515
- Finally in December occupancy dropped the lowest by 94% to 4%. ADR dropped by 23% to 12,057 resulting in a 95% drop in RevPAR to 488.

Reykjavik Hotel Market

	Oct	Δ*	Nov	Δ*	Dec	Δ*	Q4	Δ*
Occupancy	6.2%	-92.1%	4.5%	-94.2%	4.0%	-93.9%	5.0%	-93.3%
ADR (ISK)	12,454	-25.5%	11,515	-22.1%	12,057	-22.8%	12,073	-23.2%
RevPAR (ISK)	777	-94.1%	521	-95.4%	488	-95.3%	601	-94.9%
ADR (EUR)	91		83		81		85	
RevPAR (EUR)	6		4		3		4	

Δ* Percentage change from same period in 2019

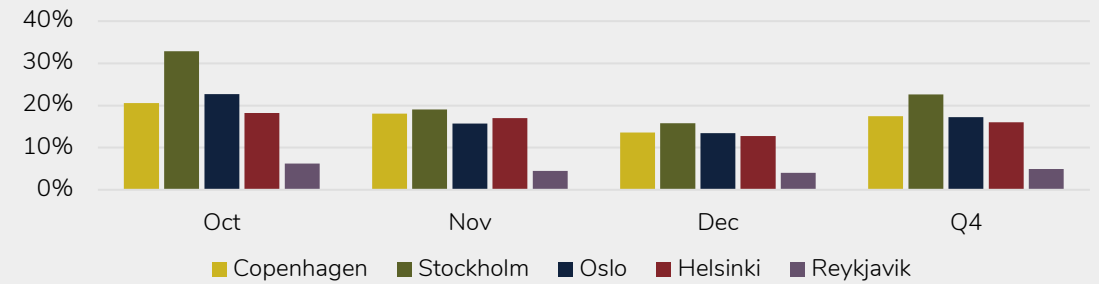
Data source: Benchmarking Alliance



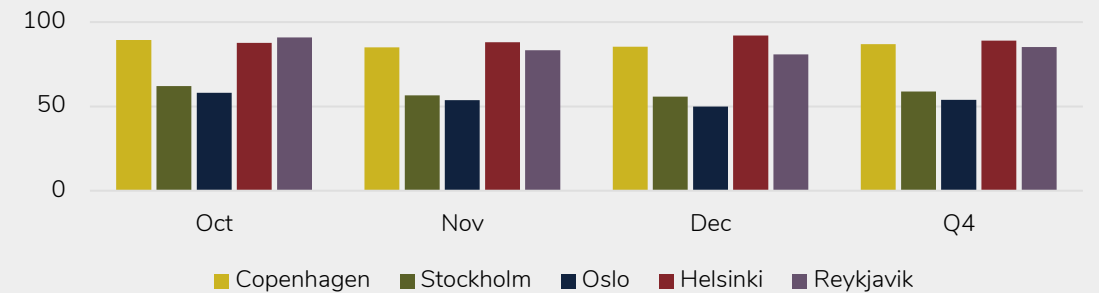
CITY COMPARISON

- From October to December, occupancy slowly decreased in the Nordics. In all markets, occupancy decreased between 75% and up to 95%, with the exception of Stockholm with a drop of only 66% compared to 2019 and remained at a level around 17%. The best performance was Stockholm, followed by Copenhagen, then Oslo and Helsinki. 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 Helsinki and Copenhagen market outperformed the rest with an ADR of EUR 89 and 87, closely followed by Reykjavik with EUR 85, then Stockholm with EUR 59 and Oslo with EUR 54 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 15, closely followed by Helsinki with EUR 14, then Stockholm with EUR 13 and Oslo with EUR 9. Finally, Reykjavik was behind the pack with a RevPAR of EUR 4.

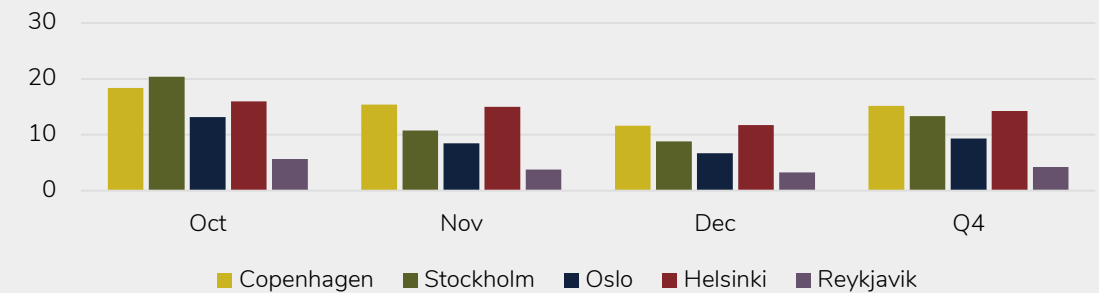
Occupancy



ADR in EUR



RevPAR in EUR



LOCAL PRESENCE

In NHC, we constantly track the change in demand and closely monitor the development in supply across the Nordics. If you wish to discuss the outlook of a specific region, please do not hesitate to reach out to our local offices.

You can always e-mail us at info@nordichotelconsulting.com



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About NHC

NHC was founded in 2004 and is today the largest specialized hotel consultancy in the Nordics, with offices in Copenhagen, Stockholm, Oslo, 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.

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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.

