

Beyond the benchmarks

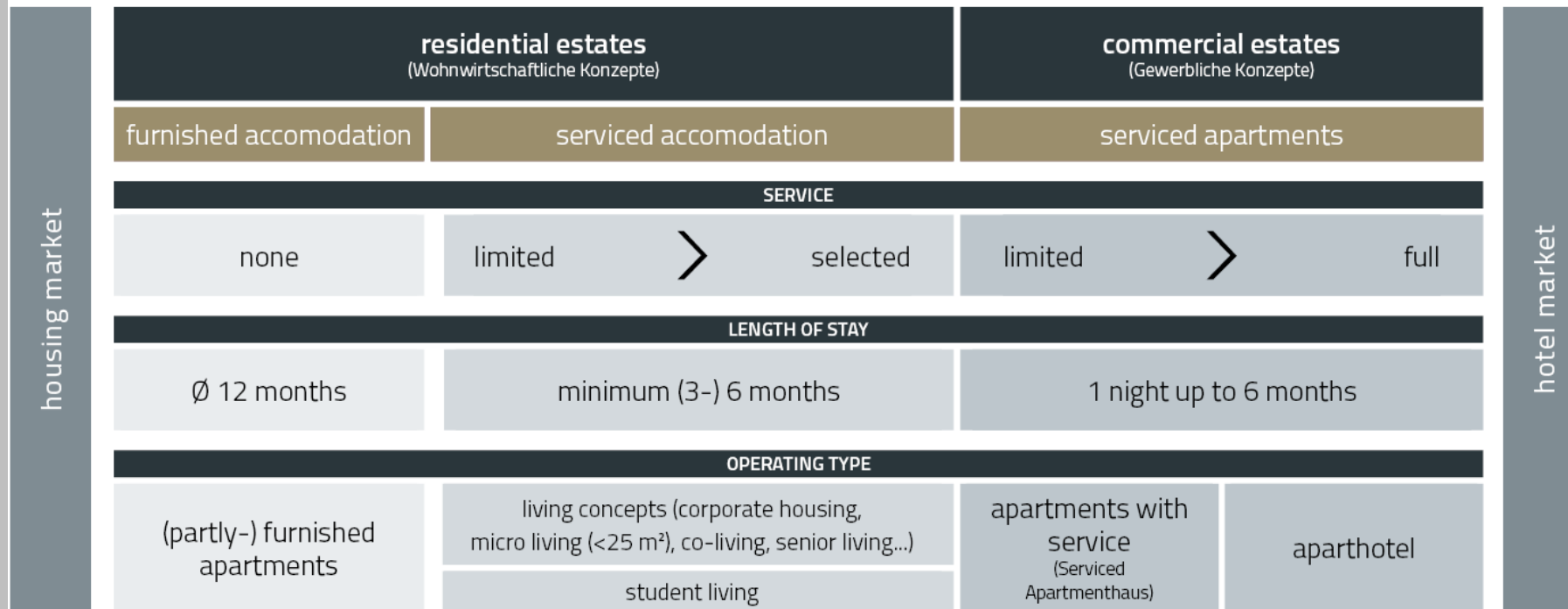
Anett Gregorius & Christian Strieder



Concept Overview

Charta Temporary Living

(German Market)



Note: Since the distinction between commercial use and residential use is made by the courts on a case-by-case basis in the context of an overall consideration of numerous factors such as size, facilities, presence of shared facilities, average length of stay, type and scope of services, etc., the diagram eludes it a schematic representation. The diagram is therefore limited to show the general direction of action and significance of individual demarcation functions.

The Temporary Housing Charter was developed in cooperation with various brands in Germany and members of the Serviced Apartments Industry within the "Arbeitskreis Hotelimmobilien" under the direction of Apartmentservice. © Apartment Service, Printing date: 1.11.2018

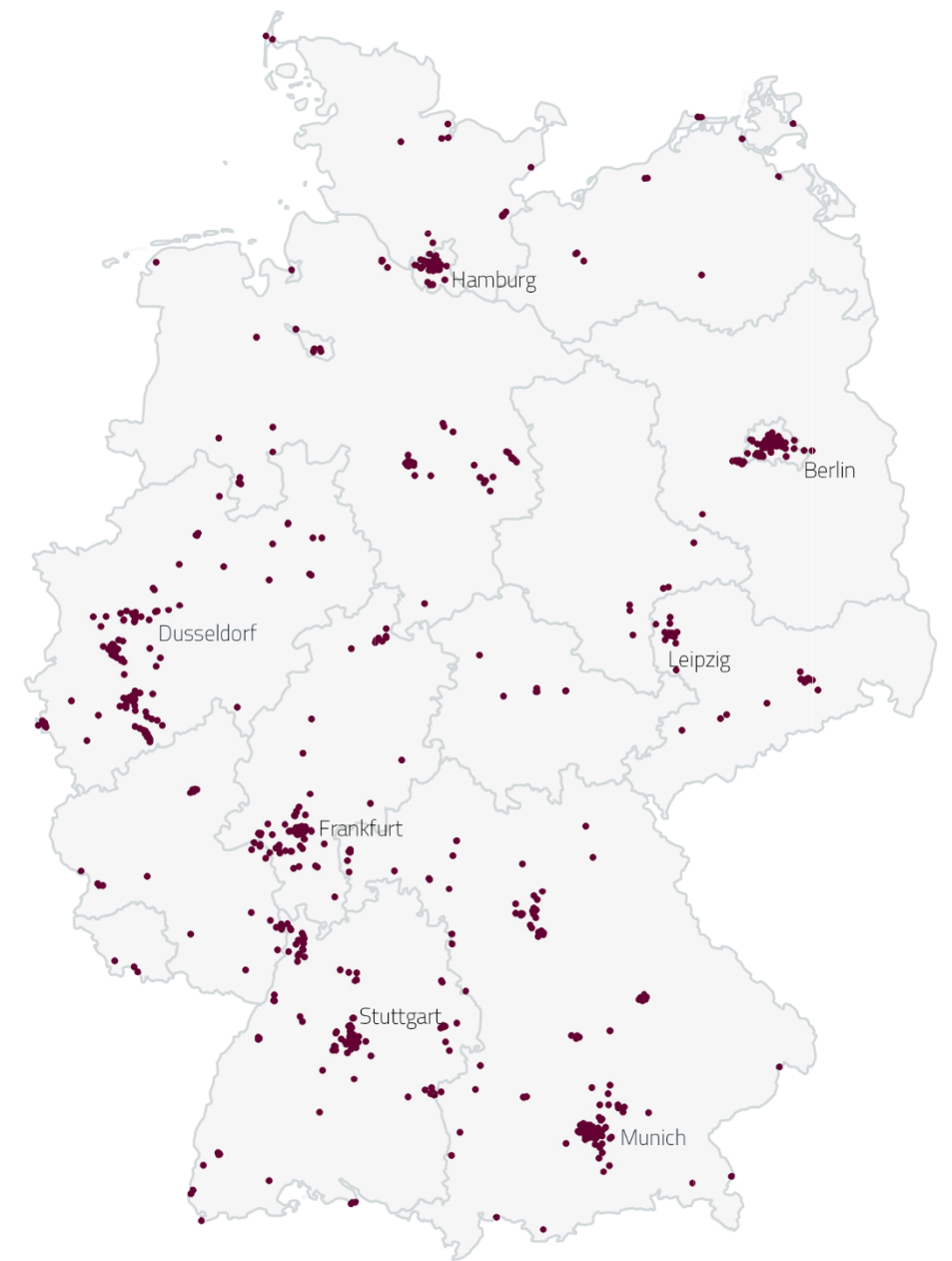
Locations



- 620 properties
- 36.600 apartments
(as from 01/2019)



- TOP destinations:
 1. Frankfurt: 5.735
 2. Munich: 5.660
 3. Berlin: 5.026

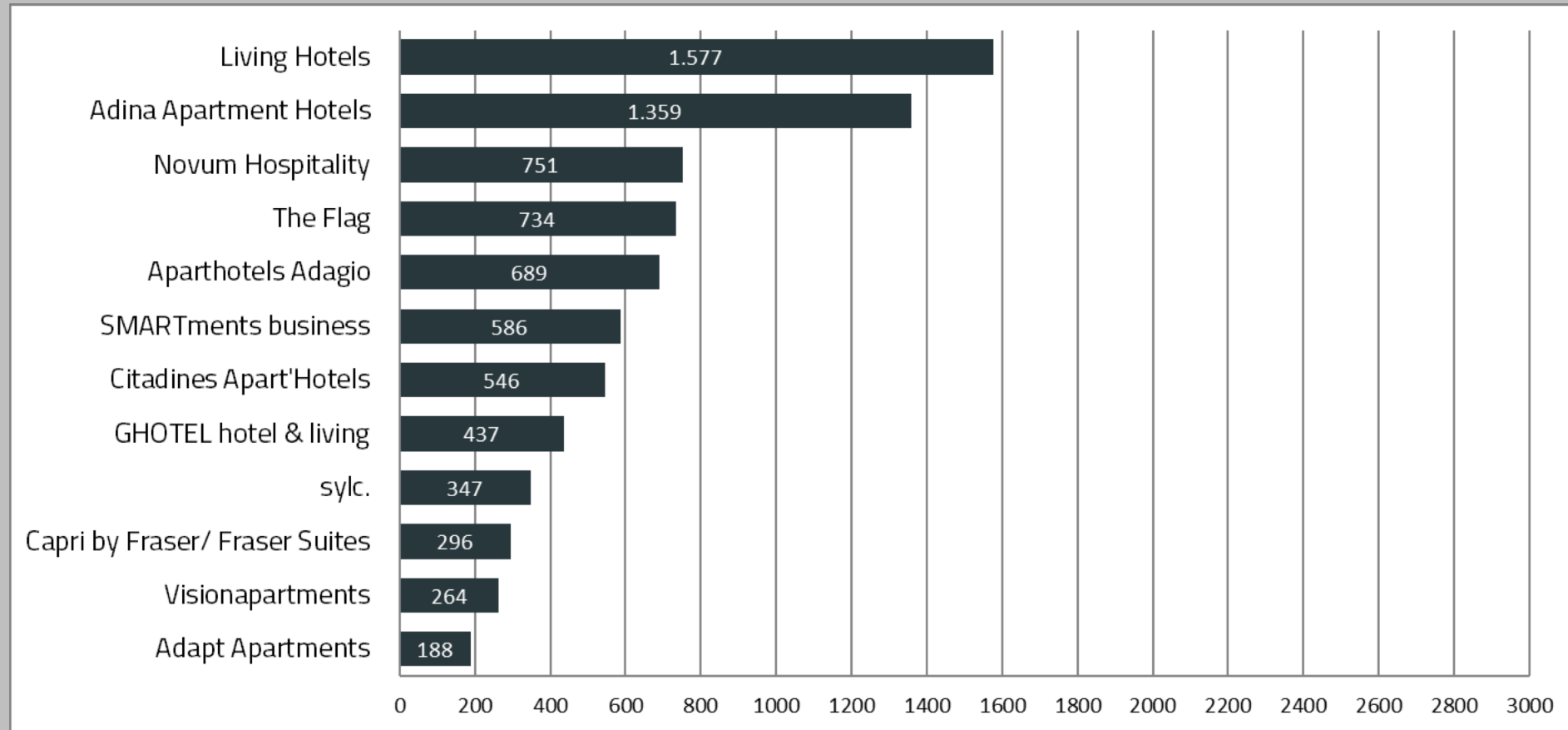


Source: Marktreport 2018, Apartmentservice

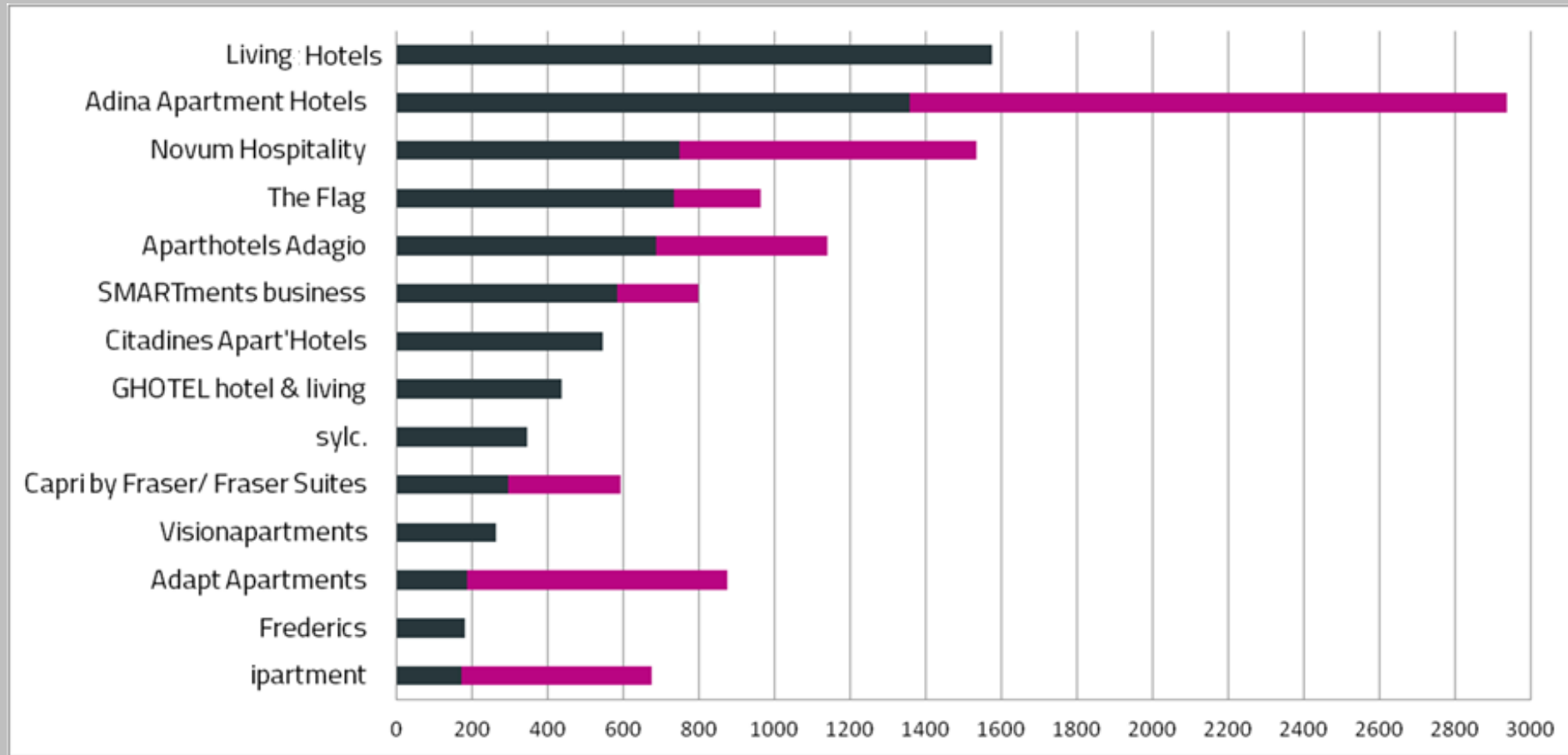
Well known brands in Germany

Operator	Locations	No. of Units and Properties
	Berlin, Frankfurt, Munich, Düsseldorf, Nürnberg, Bonn	1.577 apartments 13 properties
	Berlin, Hamburg, Frankfurt, Nürnberg, Leipzig	1.359 apartments 9 properties
	Berlin, Frankfurt Munich, Köln,	698 apartments 5 properties
	Hamburg, Munich, Berlin	586 apartments 5 properties
	Berlin, Frankfurt, Munich, Hamburg	546 apartments 4 properties

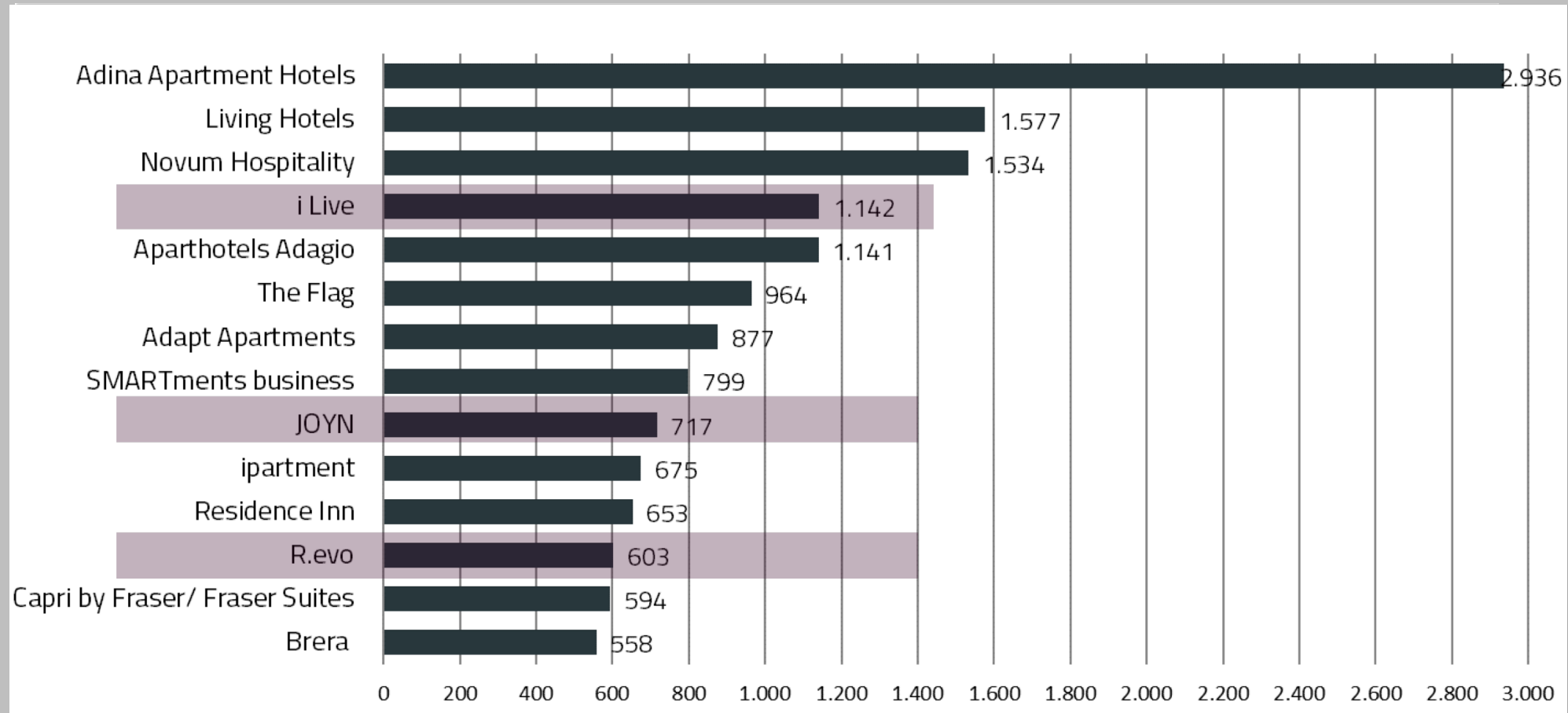
The largest Operators 2018



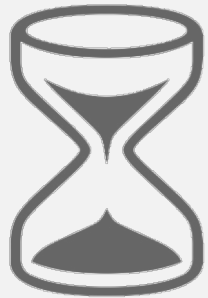
The largest Operators 2018 vs. 2022



The largest Operators 2022



Status Quo: Numbers & Facts



27 nights



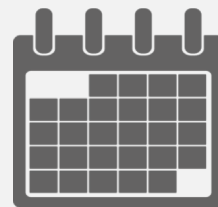
51 %

75 €



10 %

112 %



77 %

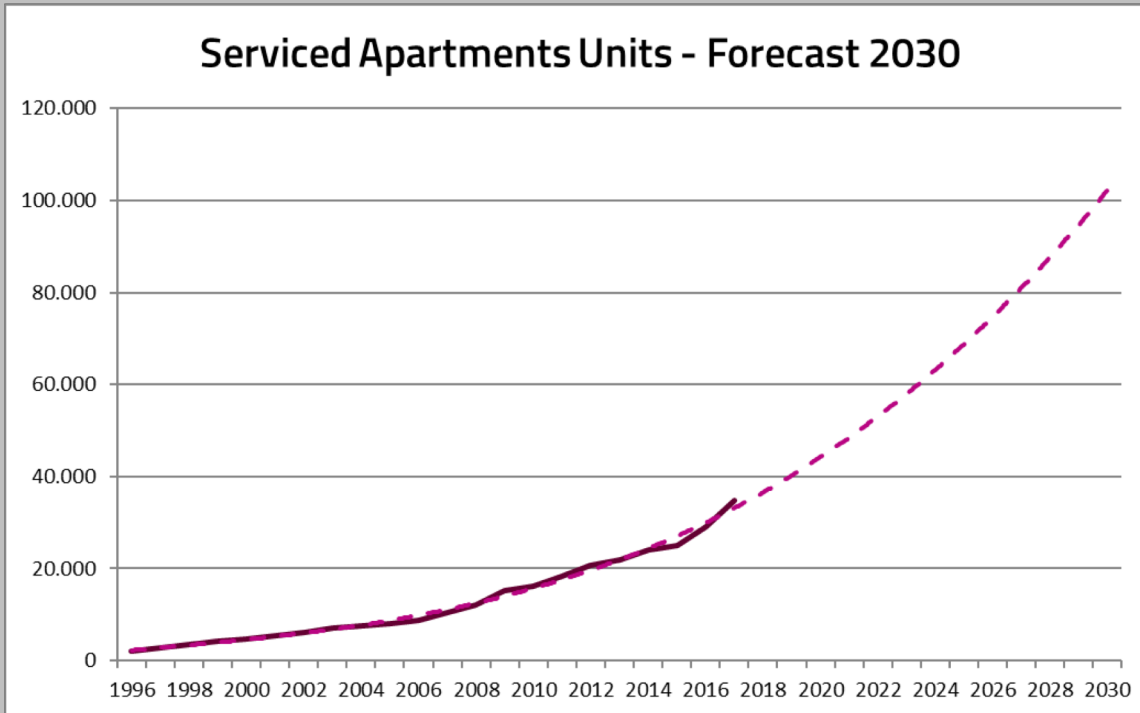
Source: Marktreport 2018, Apartmentservice

Trends

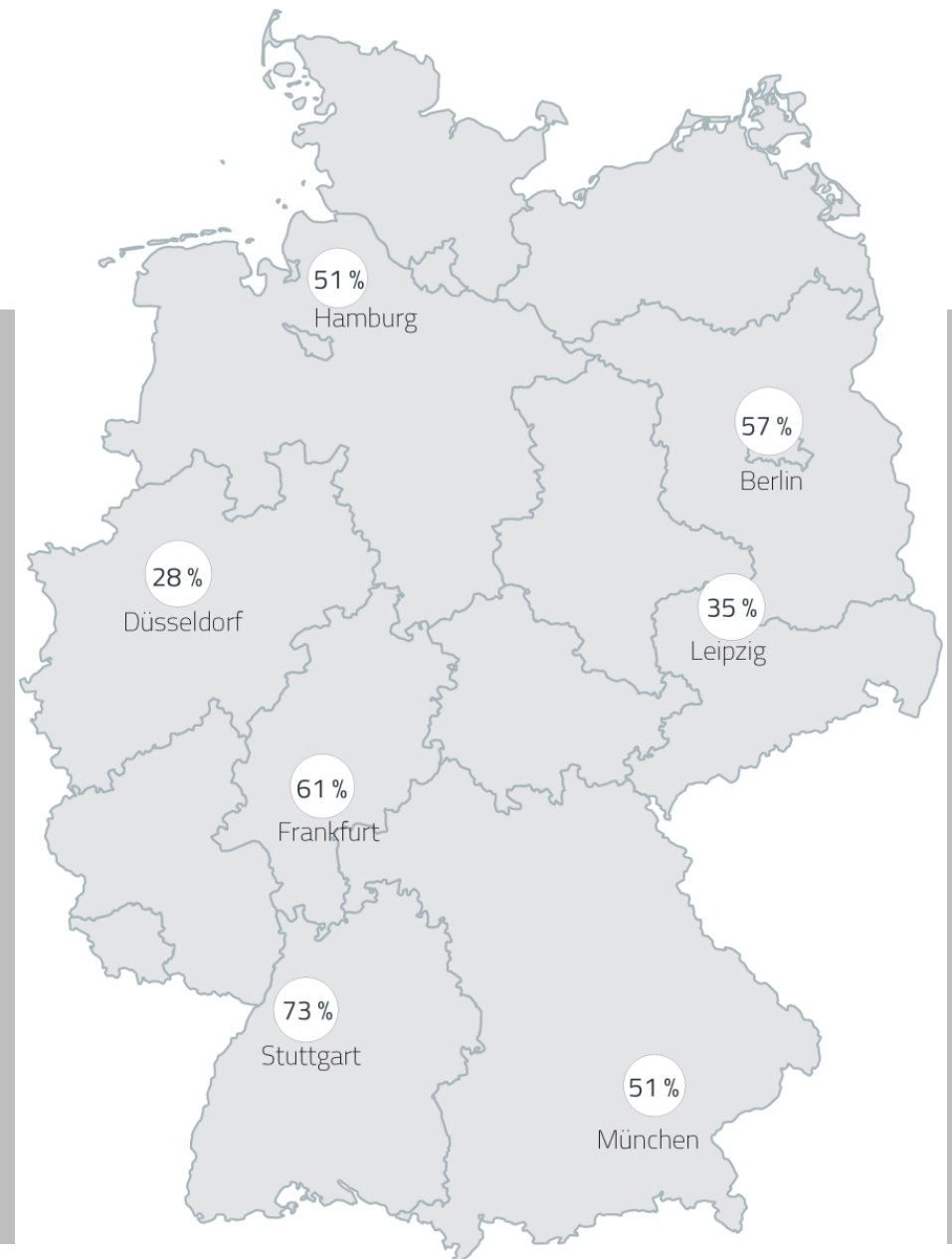
- formation of **SUBBRANDS**
- **LARGER PROPERTIES** in terms of units
- **MICROAPARTMENTS** continue to be in vogue
- **Co-LIVING/ Co-WORKING** → public areas gain importance and functionality
- **MIX AND MATCH-** emergence of a new variety of products



Perspectives



Total growth till 2020: **53 %**



Source: Data by Apartmentservice (11/2018)

STR, collecting data for benchmarking since 1985



62,000
hotel customers
globally (properties)



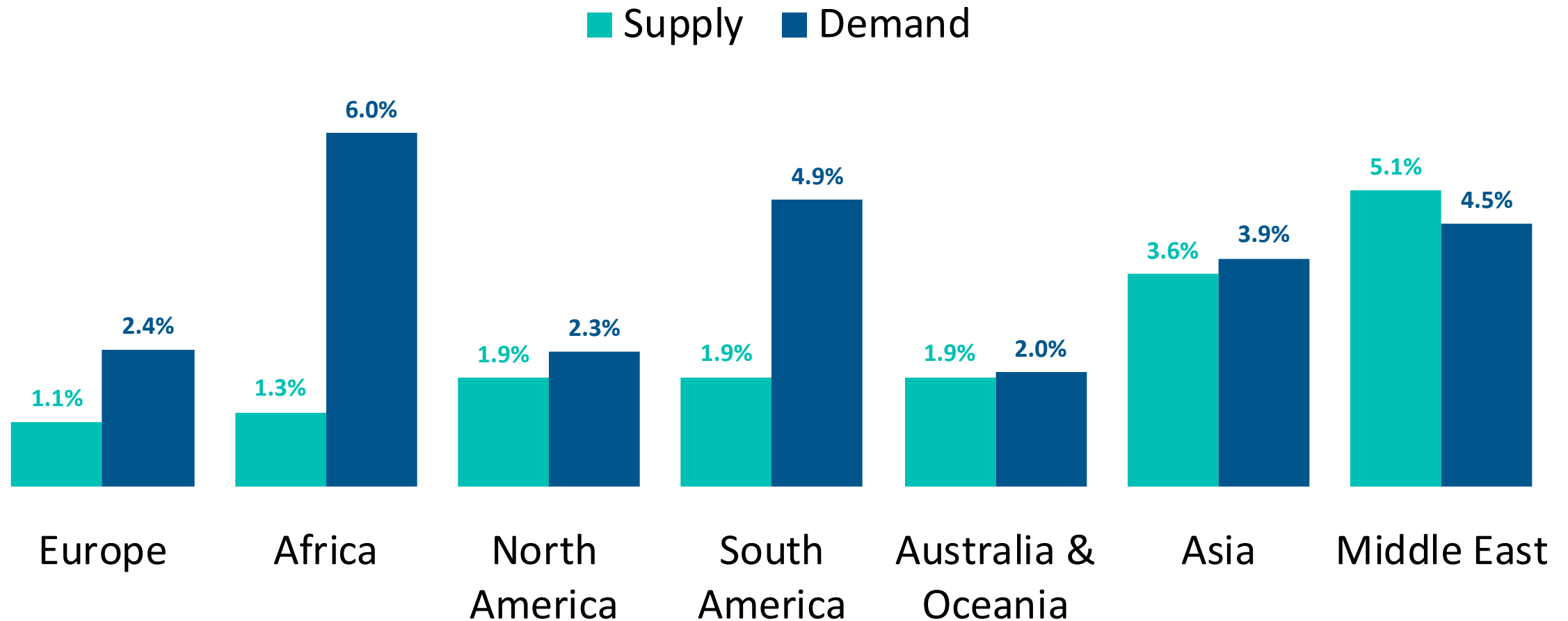
8.2 million
rooms on the platform



Data from
180 countries

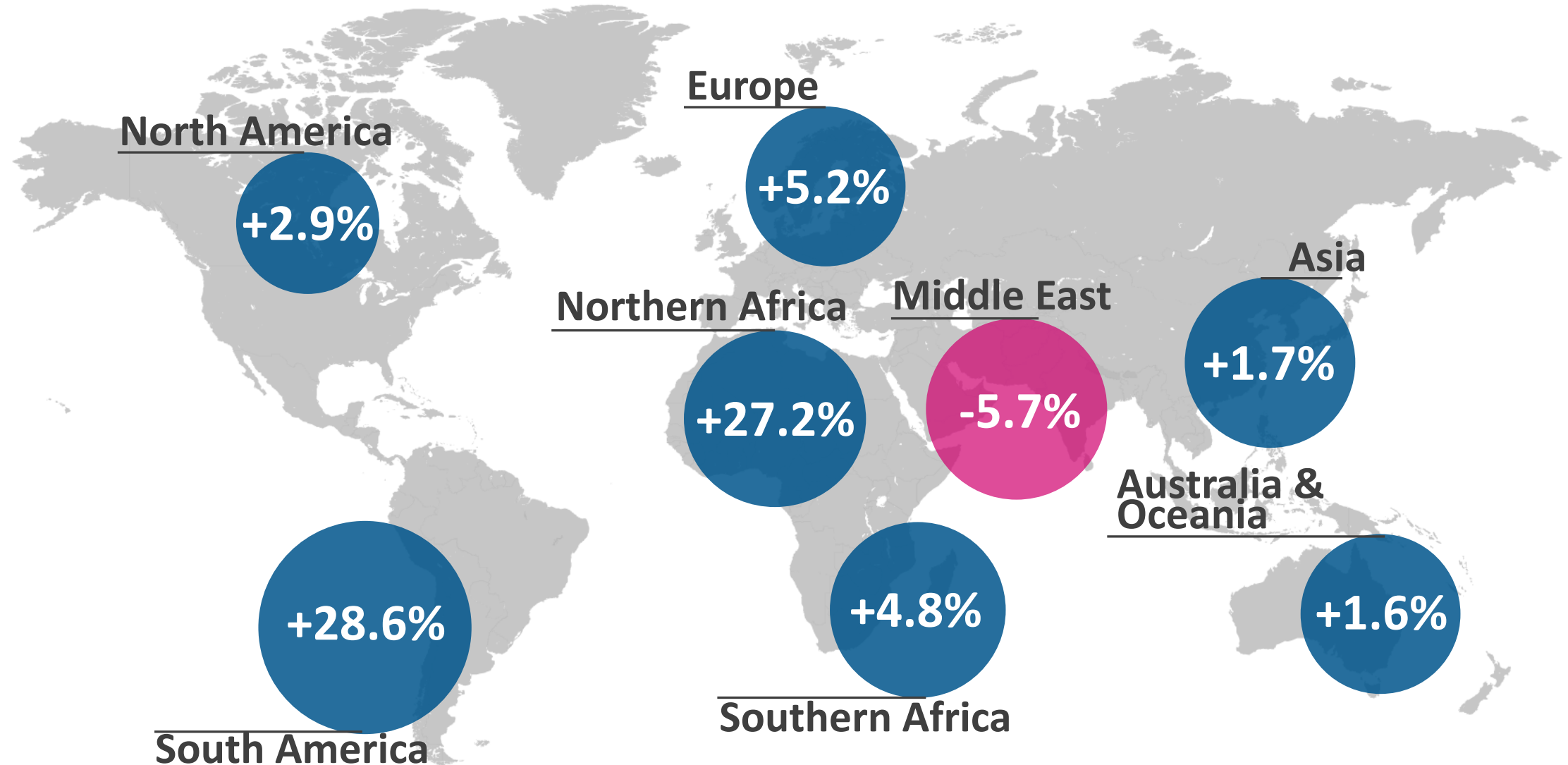
Hospitality Markets: Significant demand growth across the world

Global Supply & Demand % Change, Full Year 2018



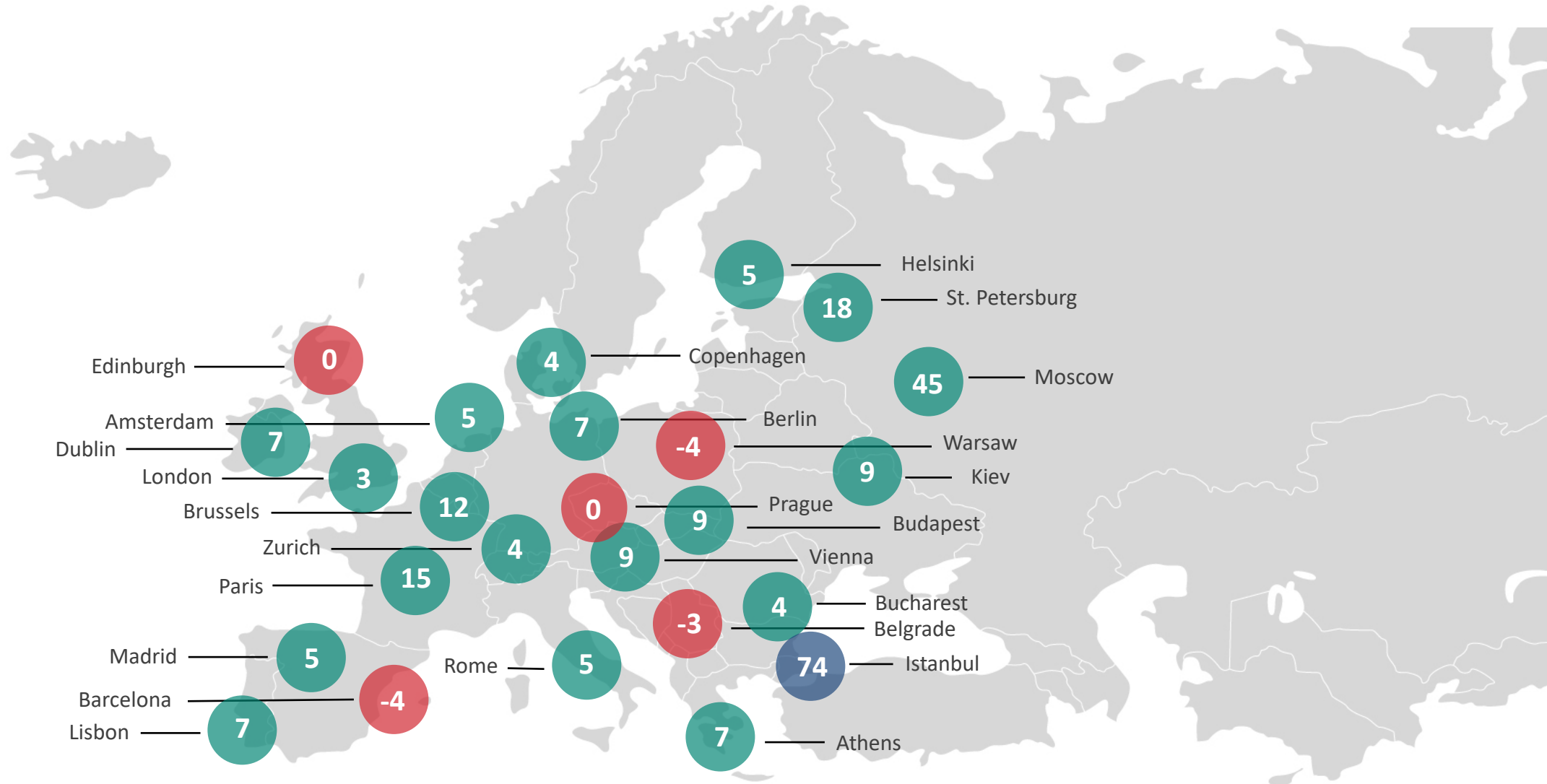
Hospitality Markets: Europe RevPAR up 5% again

EUR, RevPAR Changes 2018 vs 2017



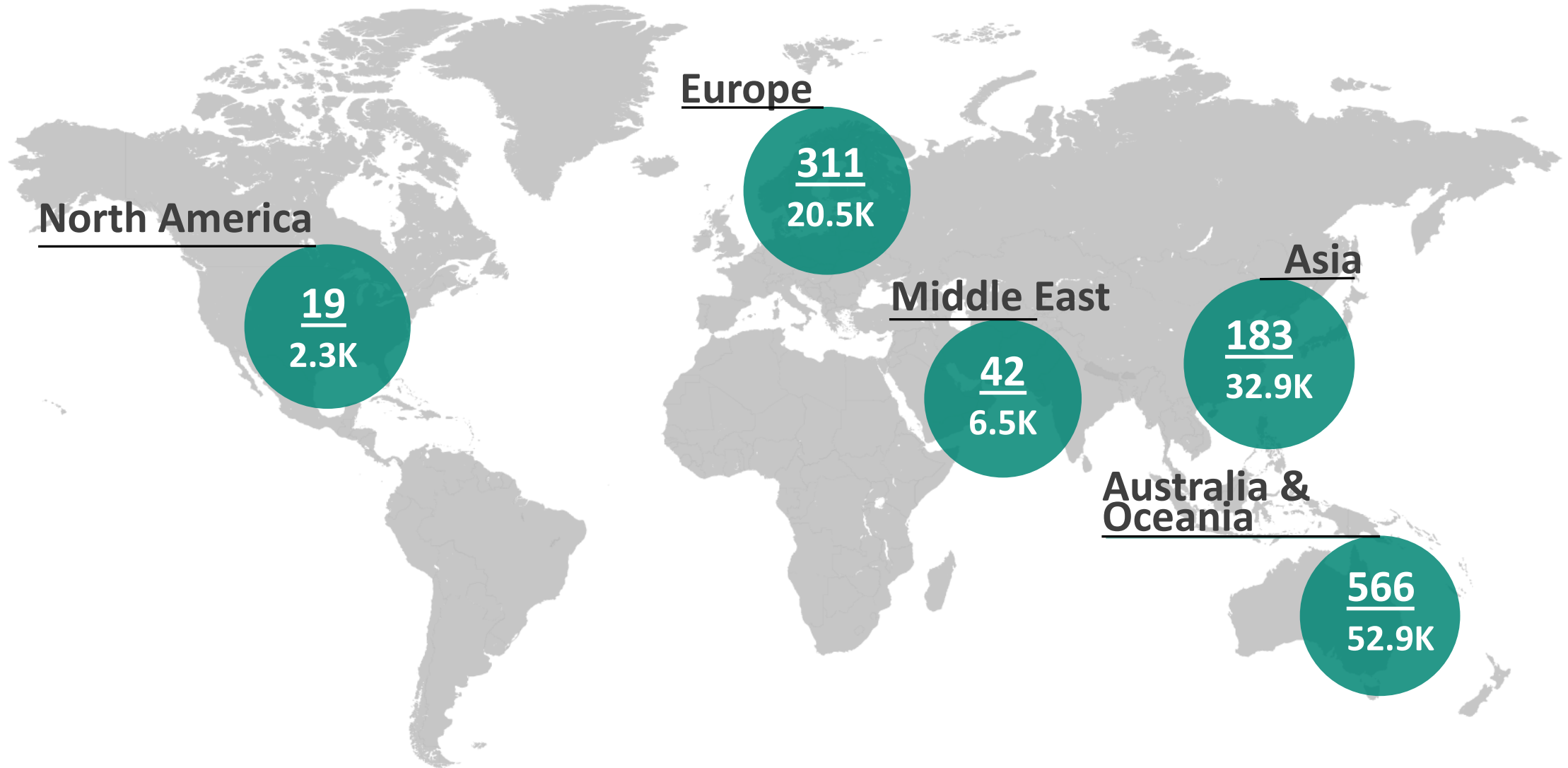
Hospitality Markets: A story of referendums, recovery, and Russia

Europe – RevPAR % Change, Local Currency, Full Year 2018



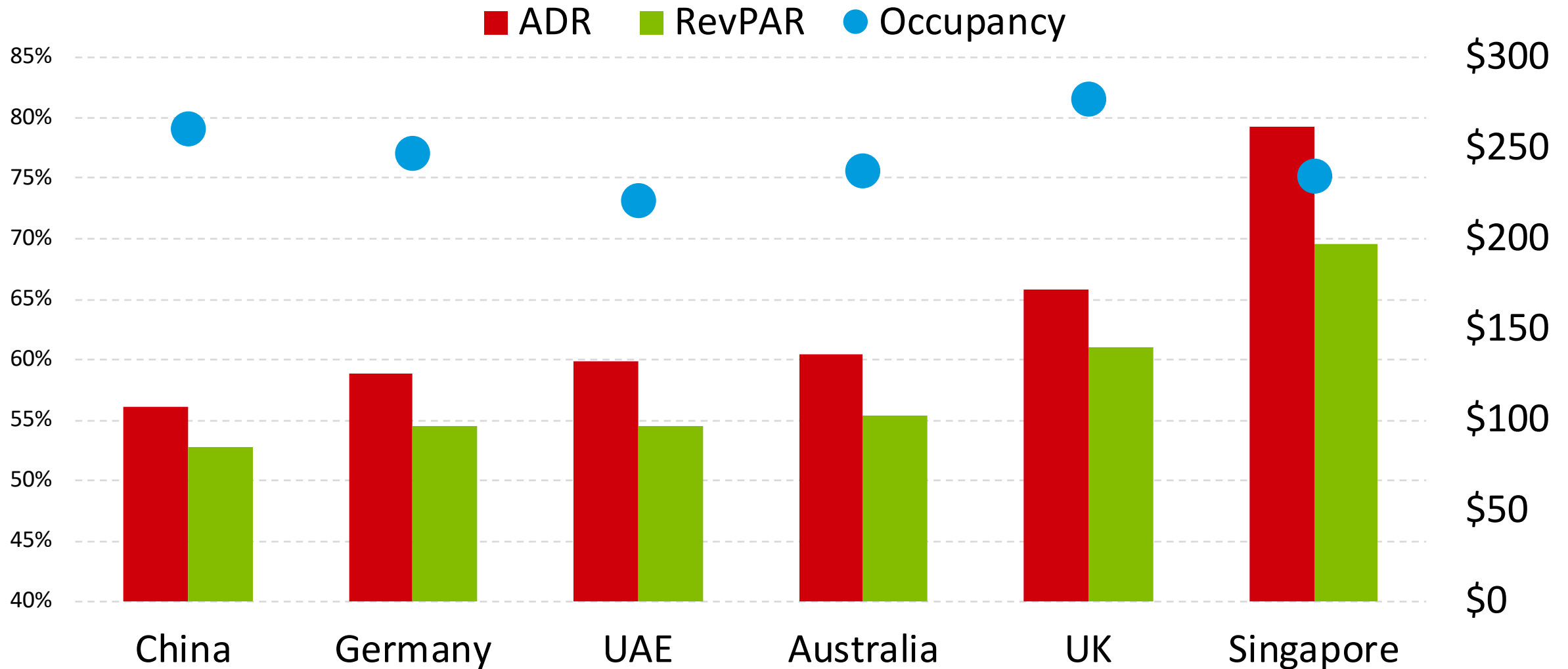
Serviced Apartments: Sample of around 1100 properties and 115k rooms

STR Coverage Serviced Apartments, 2018



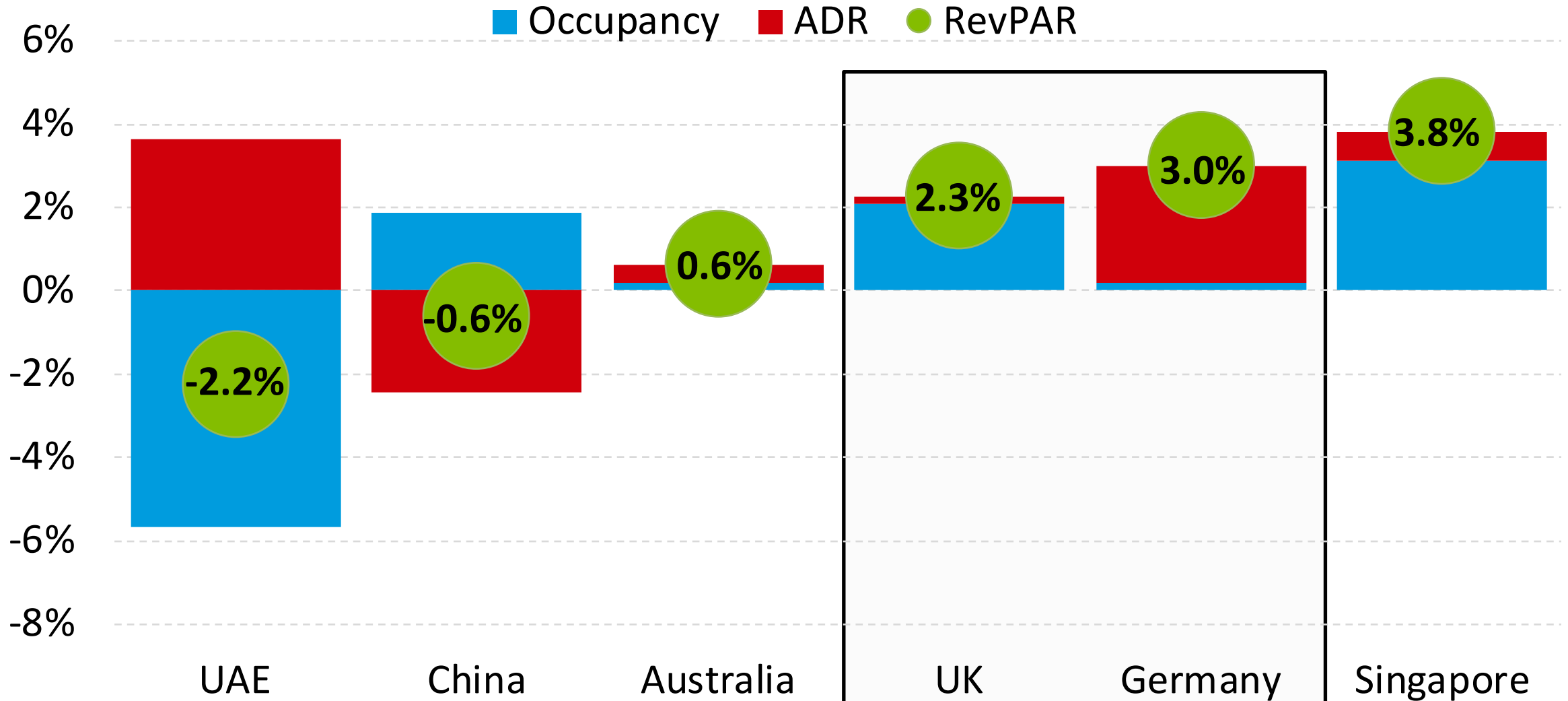
Serviced Apartments: Occupancy strong in key countries

Occupancy, ADR, RevPAR, Full Year 2018, USD



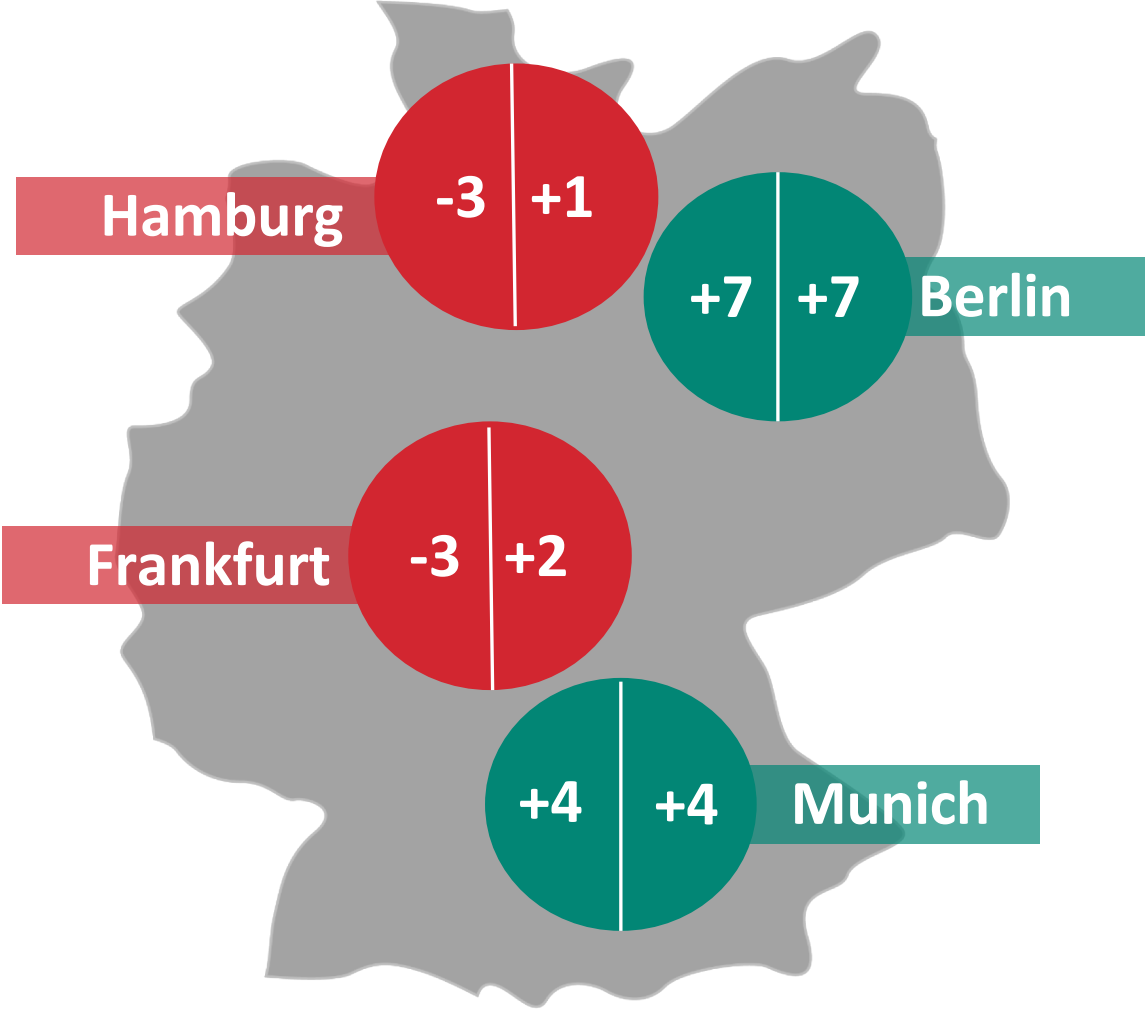
Serviced Apartments: Mixed picture across the World

Occupancy, ADR, RevPAR % Change 2018 vs 2017, Local Currency



Serviced Apartments vs Hotels: Major German Markets

RevPAR Changes 2018 vs 2017



Serviced Apartments: Comparing against entire Hospitality Market

UK – Serviced Apartments, KPIs Actuals and % Change, GBP, Full Year 2018



Serviced Apartments

81.8%

Occupancy

+2.6%

£130

ADR

+0.6%

£106

RevPAR

+2.7%



Entire Hospitality Market

77.9%

Occupancy

+0.8%

£94

ADR

+1.7%

£73

RevPAR

+2.5%

STR's forecast overview for full year 2019

Forecast – November 2018 Edition

Recovery
Continues



Paris



Barcelona



Brussels

Strong
Growth



Amsterdam



Athens



Sao Paulo

Supply
Challenges



Edinburgh



Dubai



Hamburg

Beyond the benchmarks – Key messages regarding performance

- 1. Supply and demand changes are key performance drivers**
Steady gains or growing pains?
- 2. Global hospitality markets are in good shape**
RevPAR continues to grow in most destinations
- 3. Serviced Apartments: ADR drives RevPAR differences across regions**
Apparently beating overall hospitality market performance
- 4. Forecast**
Stories of recovery, growth and supply challenges

Thank you for your attention!

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All data and more information about the German Serviced Apartment market can be found in our **Market Report 2018**

To order under:

www.apartmentservice-consulting.de/unsere-leistungen/marktreport/

Available in English and German!



Get to know the players of the Serviced Apartment industry and dip deeper into the German market, come and visit the 2 days conference **SO!APART:**

Leipzig, 13. & 14. November 2019