



AmCham
Real Estate
Council

real estate outlook: what will the hotel market look like after covid?

with

Agata Janda, JLL

Jan Adámek, JAN Hospitality

Bert Hesselink, CTP Invest

Michal Chour, Alcron

Lukáš Klak, Art Deco Imperial Hotel

Michael Specking, Hilton Prague

AmCham Real Estate Council is an expert platform that focuses on market analysis and development of evidence-based policies, in the areas of urban development and the future of work.

The trend is more residential type of accommodation, more local.

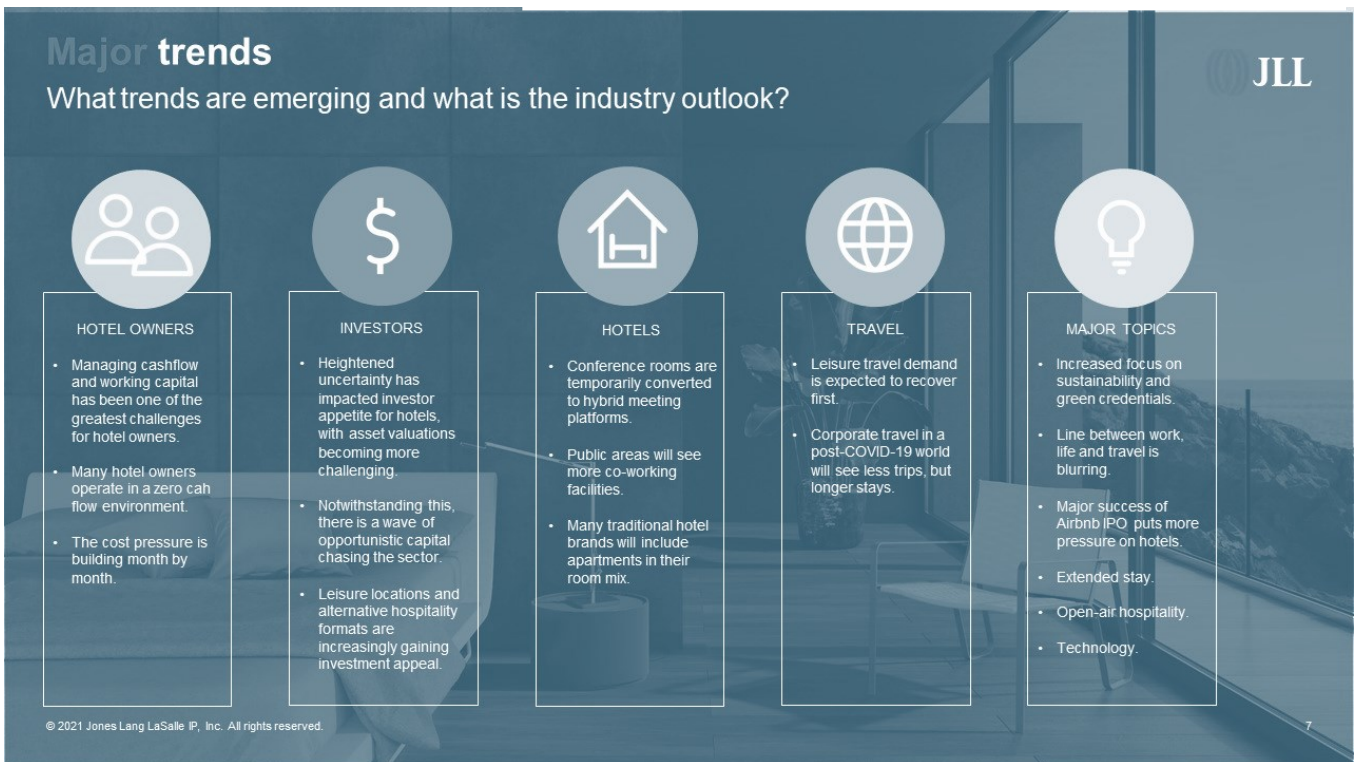
Capital movements concentrate rather in the distress area.

Open air hospitality has been on the rise, considered to be safe, close to the nature.

Business trips will be less frequent but will be longer.

Hotels are being converted into residential in cities, and into serviced apartments in mountain destinations.

Travelers want to have their own environment where they feel as at home, apartment type of rooms are new trend.



Major trends
What trends are emerging and what is the industry outlook?

HOTEL OWNERS

- Managing cashflow and working capital has been one of the greatest challenges for hotel owners.
- Many hotel owners operate in a zero cash flow environment.
- The cost pressure is building month by month.

INVESTORS

- Heightened uncertainty has impacted investor appetite for hotels, with asset valuations becoming more challenging.
- Notwithstanding this, there is a wave of opportunistic capital chasing the sector.
- Leisure locations and alternative hospitality formats are increasingly gaining investment appeal.

HOTELS

- Conference rooms are temporarily converted to hybrid meeting platforms.
- Public areas will see more co-working facilities.
- Many traditional hotel brands will include apartments in their room mix.

TRAVEL

- Leisure travel demand is expected to recover first.
- Corporate travel in a post-COVID-19 world will see less trips, but longer stays.

MAJOR TOPICS

- Increased focus on sustainability and green credentials.
- Line between work, life and travel is blurring.
- Major success of Airbnb IPO puts more pressure on hotels.
- Extended stay.
- Open-air hospitality.
- Technology.

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Hotel chains will be much preferred, as people will believe in know-how and safety of hotels. Hotel chains will be winners of the game in the end.

Hotels are no longer about pure traveling. People will live from hotels, they will work from hotels.

Tourists travel on budget and prefer 3-4 star properties.

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HOTEL OCCUPANCY (%) 2020 vs 2019

