

# Market Insights

## Europe

### Q2/2022 White Paper



THE LEADING HOTELS  
OF THE WORLD®

# 2022 European Luxury Hotels Set To Have an Outstanding Year

In our second edition of the Market Insights White Paper for European markets, we are thrilled to share some of the extraordinary growth we are seeing. Pent up demand for travel, coupled with the removal of travel restrictions and consumer savings, has resulted in strong year to date performance and an even better on the books outlook for the rest of 2022.

We continue to see leisure travel lead the way, with the return of US travelers to Europe and ongoing increases in occupancy and ADR. While resort destinations continue to have an advantage, we are seeing green shoots from urban, corporate, and group sales returning with improved performance from these areas each month.

After our inaugural pilot Market Insights Publication in Q1, we were very pleased to receive positive feedback from our hoteliers. The Overall Satisfaction Score for our Q1 White Paper was 88%, indicating this type of information is of strong interest and significant value to

our members. We hope that our Market Insights publications will continue to provide our LHW hoteliers with insights and benchmarks that are tailored to our hotelier community's needs and can help hoteliers with their own planning and performance analysis.

As a reminder, this Market Insights White Paper is a supplement to our Market Insights Newsletter, which focuses on regional performance overall. While the White Paper includes regional information, it also provides additional details with seven country profiles, as well as the full STR data tables for 36 European markets.

Based on hotelier feedback and requests from our last newsletter, we have added Greece to our country profiles, and we encourage hoteliers to continue to share any feedback with us via the survey link on the Hotelier Portal White Paper page. We look forward to continuing to refine our insights to provide you with information to fuel your growth.



A handwritten signature in black ink, appearing to read 'Sh Knapp'.

**SHANNON KNAPP**

*President and Chief Executive Officer*

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Our European edition of the Market Insights White Paper leverages STR information for 36 of LHW's primary European markets. The data is luxury class in all but 7 of these markets, where it includes Upper Upscale class in order to have enough data for STR to report. Full raw data for each market can be found in the Data Tables at the back of this report.

LHW Data is reported for markets and countries where we have at least three properties, and always excludes OTA channel revenue.

Any other external data is as cited with the source indicated.

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# Theme 1: Leisure Travel Continues To Drive Recovery

Driven by the removal of COVID restrictions, pent up demand, and consumer savings, leisure travel performance in Q2 was outstanding. Europe continues to have the strongest regional performance, with key luxury class RevPAR, occupancy, ADR, and on the books revenue all showing significant gains.

According to STR, Europe luxury class RevPAR as of May year to date is up 190% versus the same time last year, as compared to 84% for the Americas, 74% for MEA, and only 11% for APAC. While the RevPAR growth is fantastic, ADR is the real hero here, in part due to the continued dominance of resort destinations and growth in suite bookings. As STR reports, June 2022 trailing twelve month (TTM) luxury class occupancy vs June 2020 TTM is nearly back to June 2020 TTM levels, down only 3%. However, for the same timeframe, ADR is up 30%.

LHW's year to date consumed revenue to EMEA is up 218% versus 1H 2021, and down only 3% versus 1H 2019. Our core leisure segments are doing particularly well. The improvements to our Leaders Club program are driving

loyalty club member on the books (OTB) up an amazing 47% versus 30 June 2019, and Travel Trade OTB is up 19%. Many regions in Europe had strong summer performance last year, and this summer is on track to be even stronger, with June consumed plus July and August OTB values 132% above last year and 21% above the same time in 2019.

LHW's total future on the books revenue for the remainder of 2022 is also looking fantastic for the region, with overall EMEA OTB as of 30 June 2022 up 35% over the same time in 2019. Outperformers include popular summer destinations in Greece, Italy, Switzerland, France, Monaco, and Portugal. Suites and villas continue to be popular room categories, with nearly a third of all reservations booking these room types, 14 percentage points higher than 1H 2019. LHW suite and villa bookings have an average ADR of \$1285/night, which is 83% higher than the non-suite/villa room ADR.

By all indications, 2022 is shaping up to be a fantastic year for leisure travel.

## Theme 2: The Long-Awaited Return Of Long- Haul Travel To Europe Is Here

For the past two years, much of the travel in Europe was domestic and/or regional, with significant travel restrictions standing in the way of most long-haul travel. However, Q2 saw international travel come back in a significant way, particularly with the return of US travelers to Europe.

According to ForwardKeys, the share of domestic bookings in Europe dropped from 43% in January – May 2021 to 20% for the same time period in 2022. They also report that as of 8 June, international arrivals to Europe Q3 are set to achieve 71% of 2019 levels for this timeframe. There does seem to be a continued preference for beach destinations, with the strongest Q3 arrival demand anticipated for Greece, Turkey, Portugal, Spain, and France.

LHW has also seen significant gains in long-haul international travel fueled by a strong second quarter. At the end of Q1 2022, 38% of consumed revenue to EMEA was from long-haul international travel countries, and now for 1H 2022 it has grown to 49%, much closer to 2019 long-haul travel levels.

There has been a very strong return of US travelers to Europe, driven by pent up demand, the release of restrictions, and the exchange rate parity between the US Dollar and the Euro. Second quarter travel drove full 1H 2022 consumed revenue from the US to EMEA to 381% above last year and nearly back (-4%) to 2019 levels. (At the end of Q1, US origin travel to EMEA was still down 32% vs 2019, so Q2 performance drove recovery of 28 percentage points.) On the books travel from the US to EMEA is 32% above the same time in 2019.

There had been concerns early in the year that the war in Ukraine and rising travel costs would adversely affect international travel, but this does not yet appear to be having a negative impact. In fact, our long haul international travelers to Europe YTD have a higher average length of stay of 3 nights and are paying an ADR 31% higher than regional travelers and 36% higher than domestic travelers.

## Theme 3: Corporate And Group Travel Are Returning, But Look Different Than Before

In our last quarter's Market Insights publication, we reported that urban destinations were beginning to rebound, with gains in occupancy for major European cities. While the top city markets continue to see occupancy gains year over year, most of these bookings are fueled by leisure travel.

To be sure, corporate/consortia travel is making gains month over month – but it still lags pre-pandemic levels. According to American Express GBT's Global Hotel Sales Index, global corporate travel is up to 72% of 2019 levels overall, with SME clients back to a greater degree, just over 82% of 2019 levels. However, their latest projections have pushed back full business travel recovery to 2026.<sup>1</sup>

By industry, many large financial and professional services companies, along with technology and communications companies, have been slower to return to travel. Given the lower levels of tech, financial, and professional services firms traveling it is not surprising that GBT also reports they are seeing a slight shift out of premium and luxury brands as a percent of corporate bookings versus 2019.

With most corporate travel booked through the GDS, the gradual return of hotel searches for key European centers via the GDS is also showing signs of recovery, though it varies by

location. According to OTA Insights, Amsterdam has seen the strongest growth, up 11x as compared to the beginning of the year. Zurich (9x) and Frankfurt (8.3x) are not far behind. Madrid (3.7x), London (5.2x), and Paris (5.6x) have improved, though to a lesser extent.

LHW's corporate/consortia segment is also making a recovery with gains made each consecutive month. In our Q1 report, the corporate segment's on the books revenue was down 57% versus 2019, whereas at the end of June it was only down 36%. We are also seeing SME businesses return to travel faster than some of the larger financial and professional services accounts.

The group segment is making its recovery, though groups often look different than they did before. Recent group demand is being led by small corporate meetings and incentives and social groups as compared to large corporate events. According to STR, overall global luxury class group demand as of June 2022 is back to June 2019 levels. Much of this demand is being captured by resort hotels, with city hotels still slightly lagging 2019 levels due to the types of groups returning.

<sup>1</sup> Skift Travel, "Don't Expect Full Business Travel Recovery Now Until 2026", August 15, 2022.

## Theme 4: While Travel Demand Is Surging Now, Potential Risks Loom On The Horizon

Most of the recent performance of European travel is fantastic news, but there are risks to be considered that could impact 2023 travel.

First, inflation continues to be a concern broadly across the globe, with inflation rates in some cases higher than has been experienced in decades. While thus far YTD the luxury traveler is less impacted by such concerns, such inflation levels do have the potential to dampen travel demand and contribute to the risk of recession.

While the risk of recession is cause for concern globally, as a major long haul feeder market the impact of a recession in the US would have an outsized impact on LHW hoteliers in Europe. With two consecutive quarters of negative GDP, consensus is that the US is not yet in a full recession but the risk remains. Recent surveys by CBRE and the Wall Street Journal indicate that the perceived likelihood of the US entering a full recession in the next 12 months stands at 40%, higher than any date in the last 12 years excepting Q2 2020 (the start of the pandemic).

Another concern on the minds of many hoteliers is the broad hotel labor shortages experienced around the globe, including Europe. According to the WTTC, 1 in 5 accommodation sector vacancies in the EU are likely to remain unfilled, representing at least a 22% staff shortage.<sup>2</sup> Such shortages have the potential to not only affect hotel operations, but pose risks to guest satisfaction and hotels' ability to hold the higher ADRs we are seeing today.

Finally, the ongoing travel restrictions in APAC represent a further drag on hotel recovery. While the recent reopening of Australia has seen some of these travelers eager to return to Europe, countries such as China and Japan are notably absent and likely to remain so for the remainder of the year.

Despite these concerns, most industry and hospitality leaders continue to feel confident in 2022 hotel performance. Looking ahead to next year, the momentum appears to continue. LHW's 2023 on the books looks strong, over 20% higher than future year bookings were as of 30 June 2019.

<sup>2</sup> <https://wttc.org/News-Article/According-to-WTTC-and-ETC-1-2-million-Travel-and-Tourism-jobs-across-the-EU-will-remain-unfilled-unless-urgent-action-is-taken>

## Regional Luxury Performance

European luxury market growth has continued, with strong gains in particular made to occupancy in recent months. Occupancy across Europe for trailing 12 months as of June 2022 is up to 51.5% (an increase of 10 percentage points versus our previously reported February results), compared with 25.1% occupancy in the trailing twelve months as of June 2021 and 53.2% occupancy in the trailing twelve months as of June 2020.

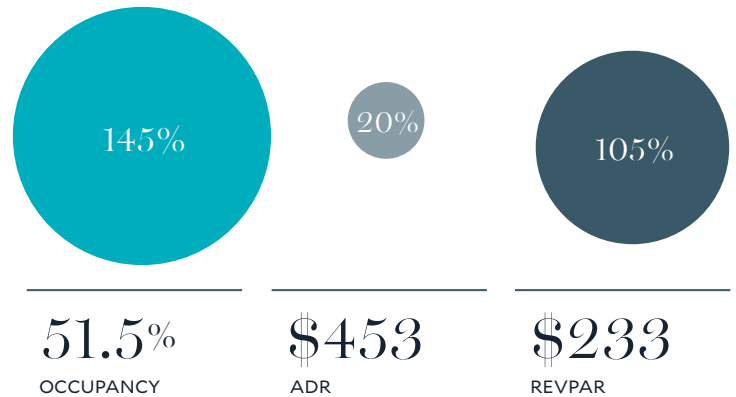
Luxury market ADR in Europe has also continued to climb, up to \$453 versus the previously reported value of \$417 from February of this year. These results are both fueling RevPAR levels high above those seen in the last two years. Europe's luxury market RevPAR is at \$233, the second highest value globally (higher than North America's luxury RevPAR of \$210, and behind only the Caribbean which is at \$305).

## Regional Luxury Recovery

Year over year luxury class recovery has been extraordinary, with Europe continuing to lead the way in most respects. Europe luxury class RevPAR is up 190% YTD, vs 84% for the Americas, 75% for MEA, and only 11% for APAC.

While the RevPAR recovery is welcome news for hotels beleaguered by the pandemic, there is a cautionary risk in the data as well. Most of Europe's RevPAR growth is driven by ADR, as luxury class occupancy remains a bit soft, particularly in Europe. Luxury class RevPAR in the Americas has not grown as fast as it has in Europe, even though occupancy in the Americas is higher. Relatively speaking, the lag in APAC is not surprisingly, given the more protracted COVID restrictions that region has endured this year.

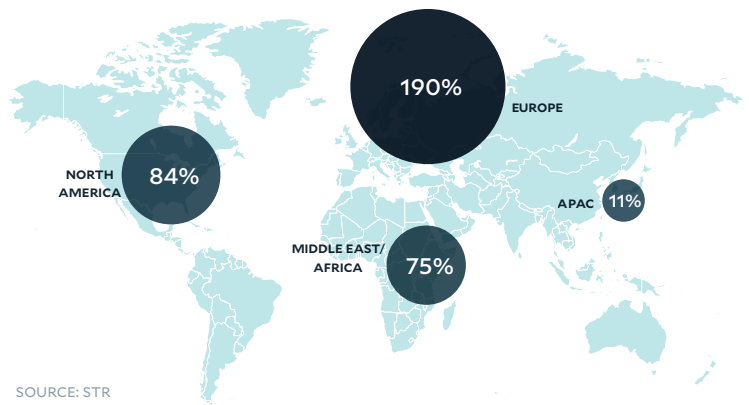
### REGIONAL LUXURY PERFORMANCE



SOURCE: STR

### EUROPE'S RELATIVE LUXURY MARKET RECOVERY

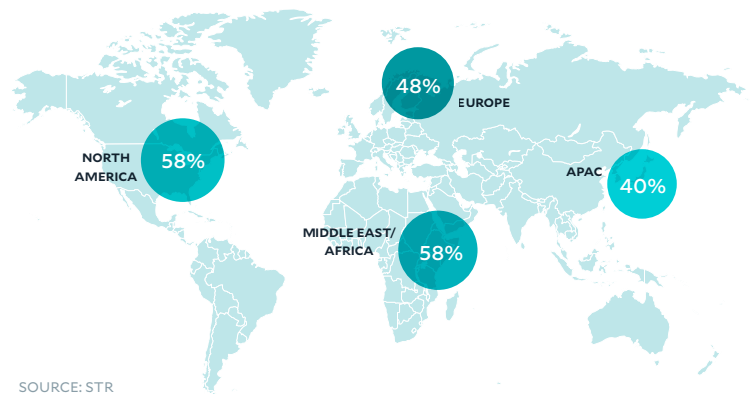
May YTD RevPAR Growth 22 vs 21, Luxury Class



SOURCE: STR

### EUROPE'S RELATIVE LUXURY CLASS MARKET OCCUPANCY

May YTD Occupancy, Luxury Class



SOURCE: STR



# Top Performing ADR Markets

While full details of our top 36 European markets are in the data tables at the end of this report, below are a few highlights of top performing luxury markets.

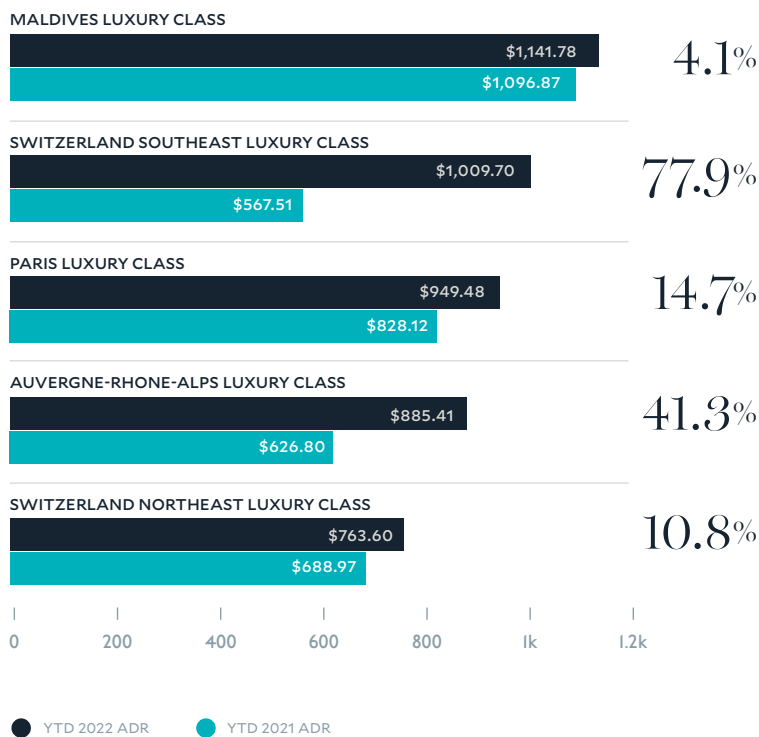
The popular resort-based markets of the Maldives, Switzerland Southeast, and Auvergne-Rhone-Alps continue to place in the top 1H luxury class ADR spots, with strong ADRs also seen in Paris and Switzerland Northeast.

Switzerland Southeast remains the fastest-growing year over year ADR markets, with strong growth also seen in Dublin, Amsterdam, Auvergne-Rhone-Alps, and Milan. It is promising to see that certain urban markets, who suffered greater declines during the pandemic, are making gains not only in occupancy but also ADR. It is likely that the combined leisure and corporate appeal of these markets is helping fuel this. These results are even more impressive for Dublin and Milan, who have seen luxury market supply grow as well.

## JUNE YTD HIGHEST ADR MARKETS

YTD 2022 vs YTD 2021 - Luxury Class

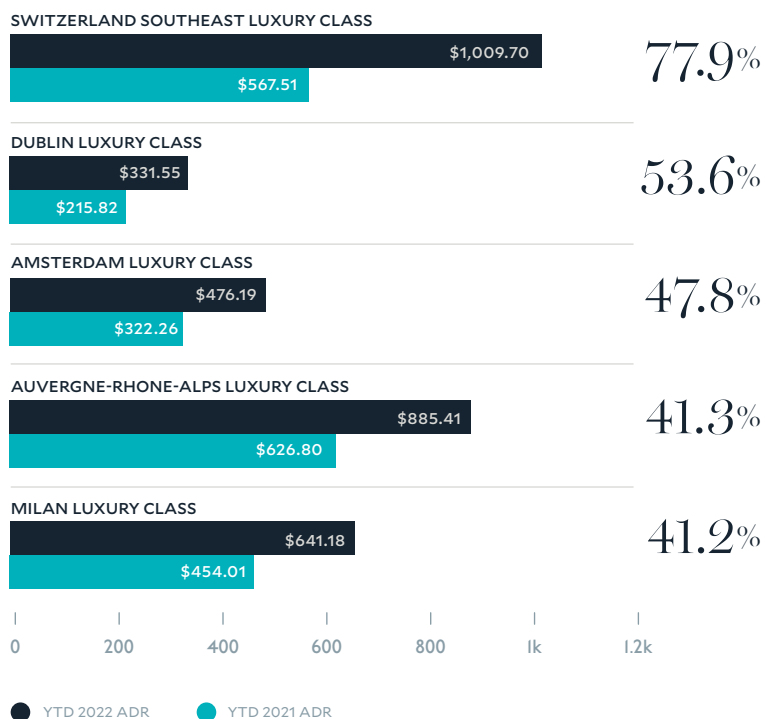
### OVERALL MARKET (LUXURY CLASS)



SOURCE: STR

## JUNE YTD FASTEST-GROWING ADR MARKETS

YTD 2022 vs YTD 2021 - Luxury Class



SOURCE: STR

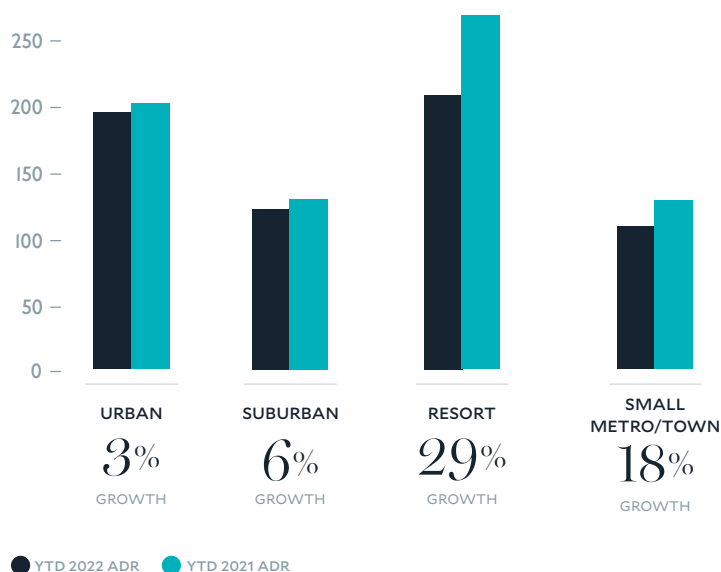
## ADR Growth By Hotel Type

During the pandemic, the world saw a shift towards leisure travelers wanting more resort-type destinations that offered greater opportunities to distance themselves from other travelers. While urban centers have seen strong gains since last year, due in part to lagging corporate travel they are not back to where they were. On the other hand, resort and other non-urban destinations were able to command stronger ADR growth.

While the latest data from CoStar is not cut for Europe or luxury class alone, it shows a clear and strong continued trend indicating that resort destinations have continued to drive more significant ADR increases, even as many pandemic impacts to travel wane.

## GLOBAL ADR BY LOCATION TYPE

May YTD, 2022 vs 2019



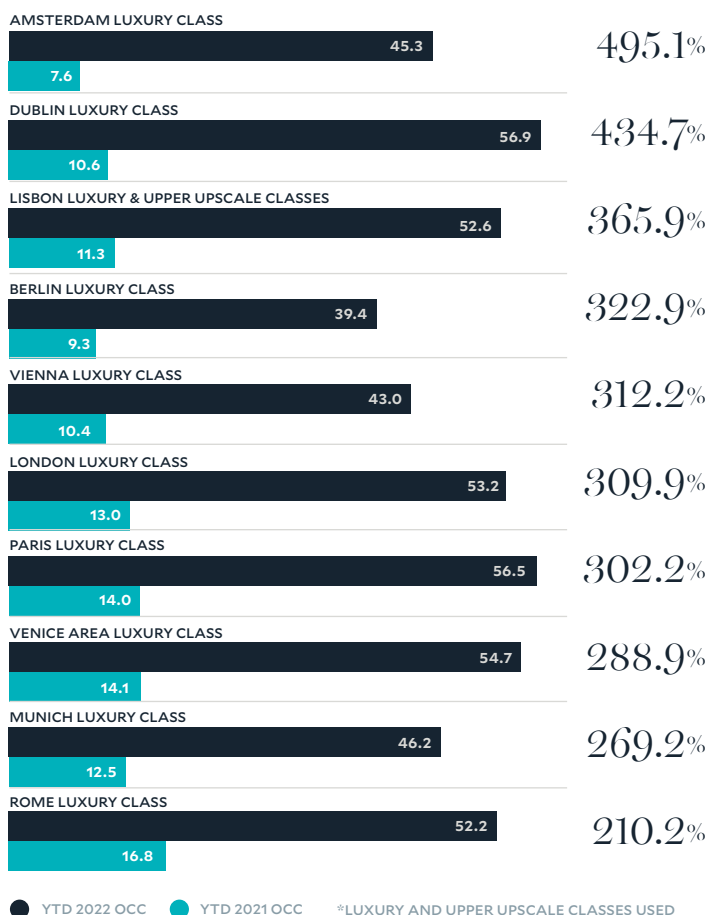
SOURCE: COSTAR

## Top Occupancy Growth Markets

All of the top ten luxury markets with the highest regional occupancy growth for 1H 2022 vs 1H 2021 remain city markets, which signals the interest of the luxury traveler to major European urban destinations. While the return of business travel may be required to get some of these cities back to pre-pandemic occupancy levels, leisure travelers are bolstering the performance of city hotels.

## STRONGEST OCCUPANCY GROWTH

June YTD 2022 vs June YTD 2021, Luxury Class



SOURCE: STR

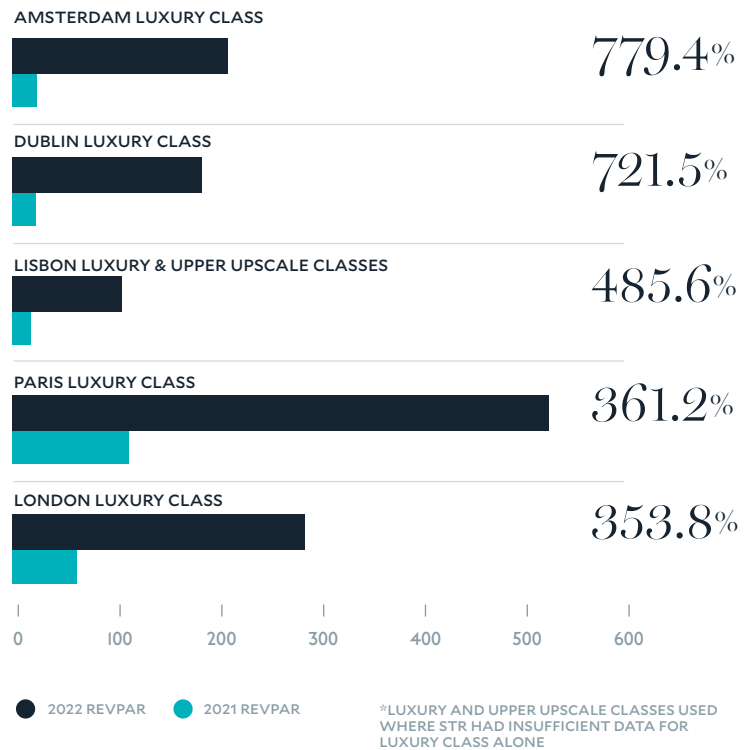
\*LUXURY AND UPPER UPSCALE CLASSES USED WHERE STR HAD INSUFFICIENT DATA FOR LUXURY CLASS ALONE

## Top RevPAR Growth Markets

The markets experiencing the top RevPAR growth unsurprisingly also experienced either strong occupancy and/or ADR growth, some of them starting at very low RevPAR last year due to very low 1H 2021 occupancy levels. They are also popular destinations with international travelers, who have showed a strong return to Europe in Q2.

### STRONGEST REVPAR GROWTH

June YTD 2022 vs Q1 2021, Luxury Class



SOURCE: STR

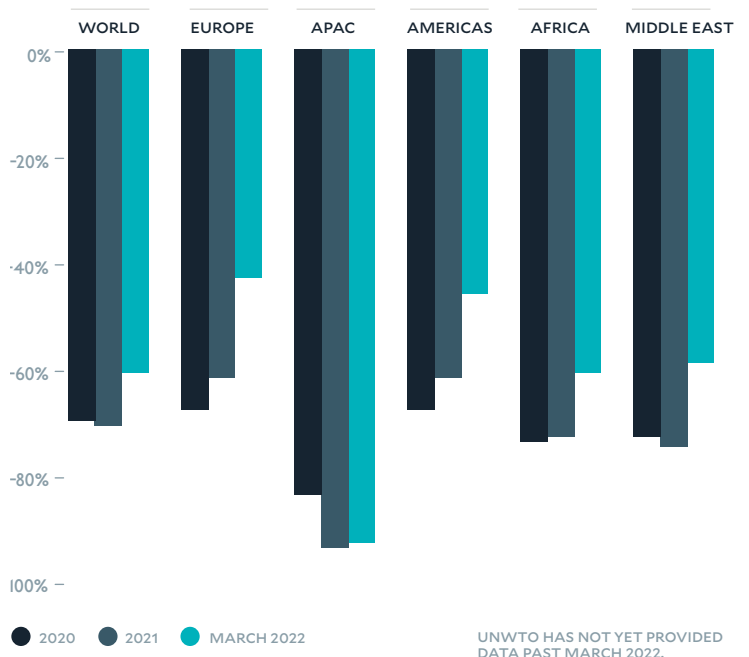
## International Arrivals by Region

While the latest UNWTO international arrival data is only available as of March 2022, it's clear that Europe and the Americas are continuing to see the best recovery as compared to other regions. Within Europe, Southern and Mediterranean Europe showed the fastest recovery at -27% vs 2019, an improvement to their -41% as of January 2022. Meanwhile, Northern Europe was at -65%, Western Europe at -49%, and Central/Eastern Europe at -48% vs 2019.

There have been some developments that have the industry carefully watching long haul travel with concern, both in regard to rising prices (due to inflation and the war in Ukraine) as well as airline operations, as both carriers and major airports as of late have been plagued by cancellations, schedule changes, delays, and luggage issues. So far however, these issues do not appear to be significantly impacting bookings.

### INTERNATIONAL ARRIVALS TO EUROPE

% change over 2019



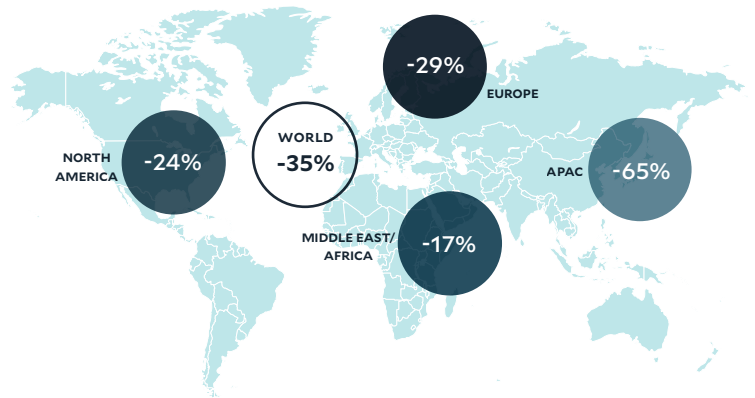
SOURCE: UNWTO

# Q3 International Air Travel Outlook

Globally, Q3 international arrivals as of 8 June are on pace to achieve 65% of 2019 values. Europe is doing well overall, achieving 71% of 2019 levels for this timeframe – a 16 percentage point improvement vs their previous performance for Jan-June 2022. According to ForwardKeys, there does seem to be a continued preference for beach destinations in comparison to urban destinations, with the strongest Q3 arrival demand for Greece, Turkey, Portugal, Spain, and France.

There have been some concerns that rising airfares would dampen demand, but so far that does not seem to be the case. For example, ForwardKeys reports that the average fare from the US to Europe rose 35% between January and March of this year (and were 60% above the same time last year), with no noticeable reduction in booking rate.

July - Sept 2022 vs July - Sept 2019

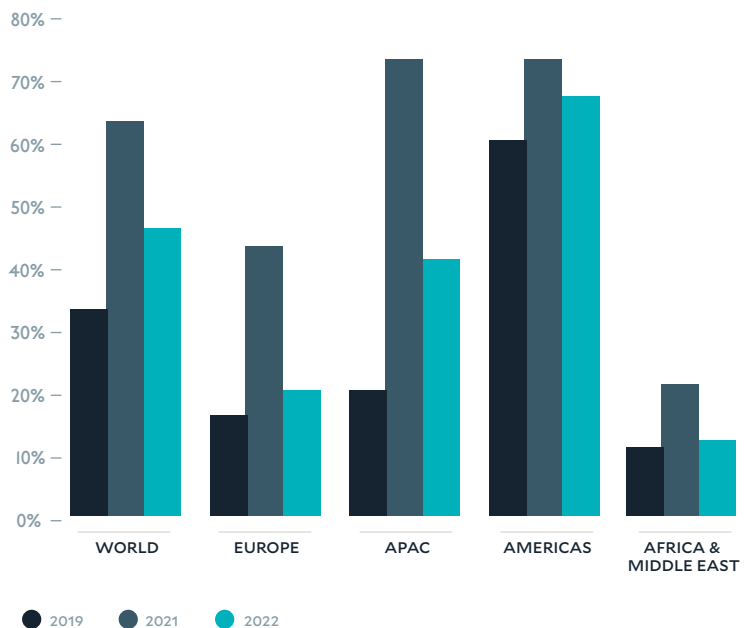


SOURCE: FORWARDKEYS 2022 SUMMER OUTLOOK

# Share of Domestic Arrivals

All regions saw the share of domestic travel increase dramatically during the pandemic, but there are signs that the reduction in travel restrictions and requirements has travelers venturing out of their local markets once again. The most significant shift is in Europe, where strong regional travel and the return of travel from the US has resulted in domestic bookings' share dropping from 43% between January - May 2021 to 20% for the same time period in 2022.

January - May arrivals, 2022, 2021, and 2019

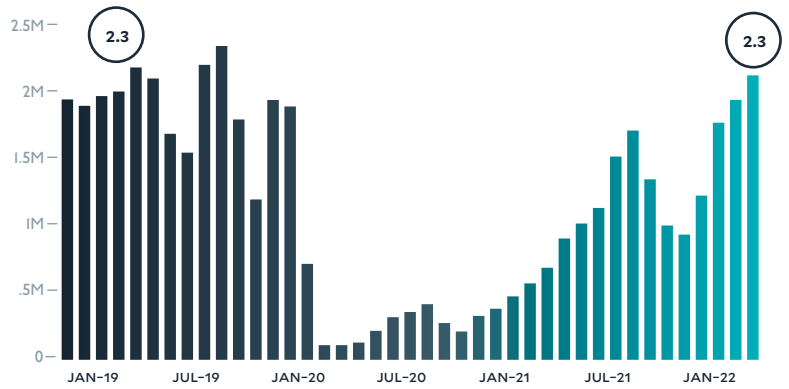


SOURCE: FORWARDKEYS 2022 SUMMER OUTLOOK

# Group Demand Returns

While recent group demand is based more on small corporate meeting/incentive and social groups vs large corporate events, overall group room demand as of June 2022 is back to June 2019 levels. Much of this demand is being captured by resort hotels, with city hotels still slightly lagging 2019 levels due to the types of groups returning, with large corporate conventions and trainings not yet back to pre-pandemic levels.

Jan 2019 – May 2022



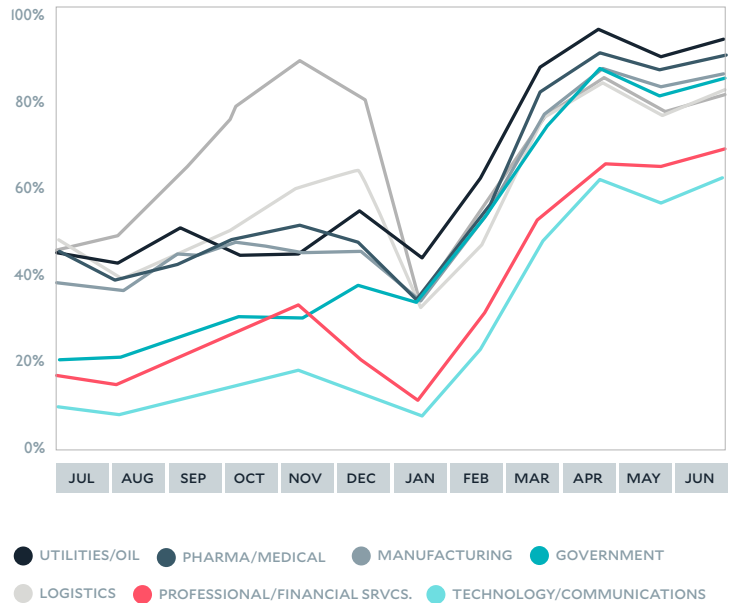
SOURCE: COSTAR

# Variable Corporate Recovery by Sector

While corporate travel in some respects is trending up month over month, it has yet to return to pre-pandemic levels. Recent insights from American Express GBT help shed light on the variability of the recovery by customer type and industry. Per their Global Hotel Sales Index, Global travel is up to 72% of 2019 levels, with SME clients back to 82.5% of 2019 levels.

By industry, many large financial and professional services companies, along with technology and communications companies, have been slower to return to travel. Given the lower levels of tech, financial, and professional services firms traveling it is not surprising that they also report they are seeing a shift out of premium and luxury brands as a percent of bookings versus 2019.

Global Hotel Sales Index, Trailing Twelve Months through June 2022, vs 2019



SOURCE: AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL (GBT)

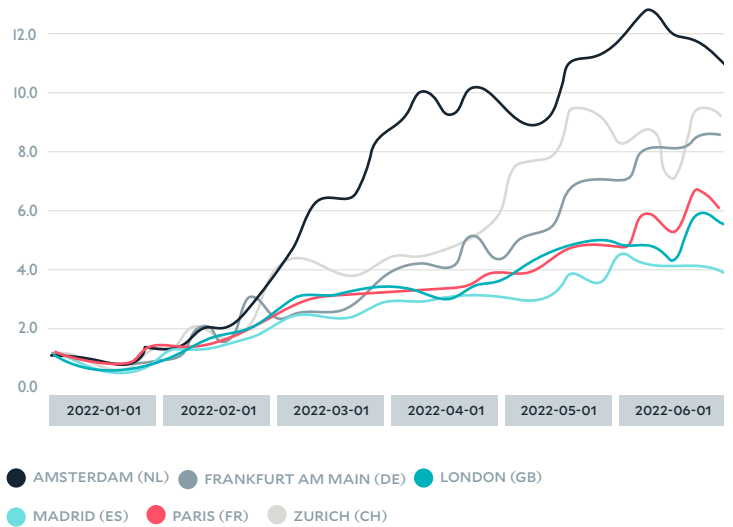
# Key European Financial Market GDS Bookings

During the pandemic, the proportion of stays booked via the GDS decreased, in large part because of the loss of corporate travel. With most corporate travel booked through the GDS, the gradual return of hotel searches for key European financial centers via the GDS can give a sense as to which markets are seeing relative corporate recovery in 2022 year to date.

Amsterdam has seen the strongest breakaway growth, up 11x as compared to the beginning of the year. Zurich (9x) and Frankfurt (8.3x) are not far behind. Madrid (3.7), London (5.2), and Paris (5.6) have improved, though to a lesser extent.

## GDS HOTEL SEARCH GROWTH: KEY EUROPEAN FINANCIAL MARKETS

2022 Year to Date, Index vs January 2022



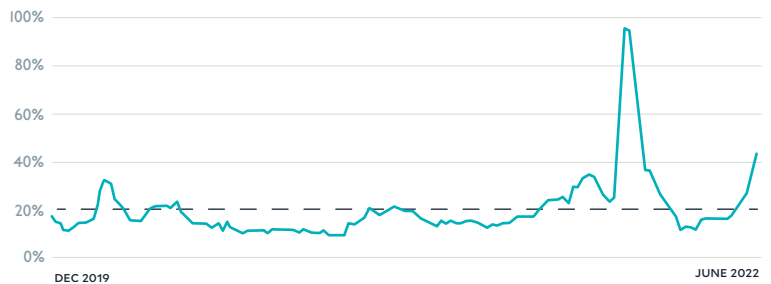
SOURCE: OTA INSIGHTS

# US Recession Risks

While the risk of recession is cause for concern globally, as a major long haul feeder market the impact of a recession in the US would have an outsized impact on LHW hoteliers in Europe. While recent Wall Street Journal and CBRE surveys indicate that the perceived likelihood of the US entering a recession in the next 12 months is unsurprisingly lower than it was at the outset of the pandemic, at over 40% perceived likelihood it remains higher than any date in the last 12 years, including post-Sept 11.

## PROBABILITY OF US RECESSION

Dec 2010 – June 2022



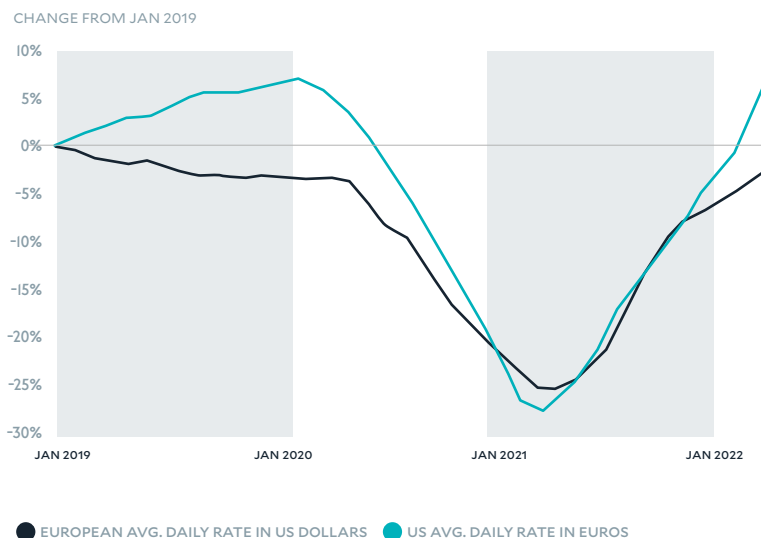
SOURCE: WSJ SURVEY, CBRE RESEARCH, Q1 2022

# Exchange Rate Impacts

In the past few months, the exchange rate between the Dollar and the Euro has changed, with the US Dollar at parity with the Euro for the first time since 2002. For Americans considering much-delayed and much-anticipated trips to Europe, this means that hotel rooms they pay for in dollars have more value than almost anytime in the last two years.

While the exchange rate parity may encourage US travelers to Europe, the depreciation of the Euro in part due to the ongoing war in Ukraine and Europe’s concerns about energy imports from Russia has the potential to impact both strong intra-European travel as well as long haul travel in the long term. Luxury travelers are often less impacted by such cost increases, but the overall dampening of even domestic demand could be felt over the next 6-12 months.

European ADR in USD vs US ADR in Euros, 2019-2022



SOURCE: COSTAR



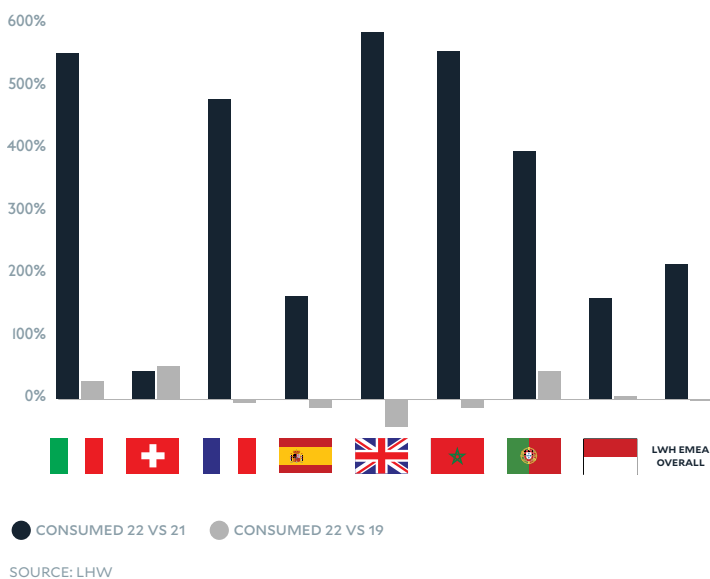
# LHW Top Destinations

LHW’s highest-volume destinations are all continuing to see strong recovery versus last year, with mixed recovery versus 1H 2019. The highest growth versus 2019 is seen in Switzerland (53%), Portugal (44%) and Italy (28%), with Spain (-13%) and Morocco (-14%) not yet recovered versus 2019. Overall, LHW’s 2022 year to date EMEA consumed revenue is nearly fully recovered at -3% versus 2019, and up 218% versus the same time last year. It is worth noting that while in a normal year Germany would be on this list, they remain down 50% versus 2019 due to their greater reliance on urban corporate travel.

Looking forward, the countries with the highest OTB revenue are almost all significantly ahead of on the books revenue at the same time in 2019, signaling a strong second half of 2022. LHW’s overall EMEA on the books is up 35% over 2019, with outperformers including popular summer leisure destinations of Greece, Italy, Switzerland, France, Monaco, and Portugal.

## TOP LHW EUROPEAN DESTINATION COUNTRIES - CONSUMED REVENUE

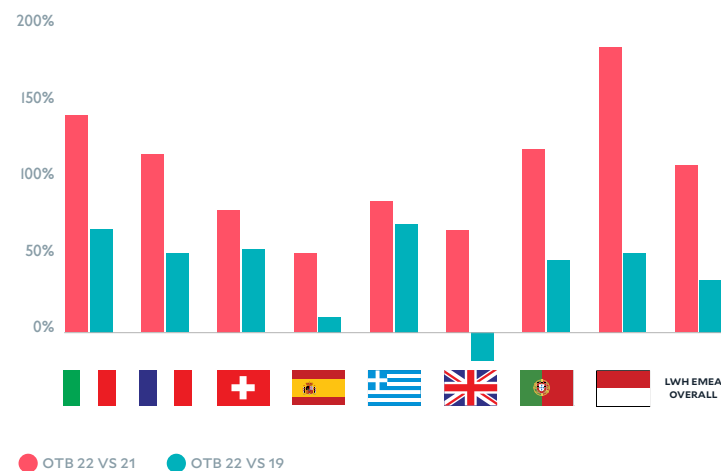
June YTD 2022 vs June YTD 2021 and 2019



SOURCE: LHW

## TOP LHW EUROPEAN DESTINATION COUNTRIES - ON THE BOOKS REVENUE

As of 30 June 2022 vs 30 June 2021 and 2019



SOURCE: LHW



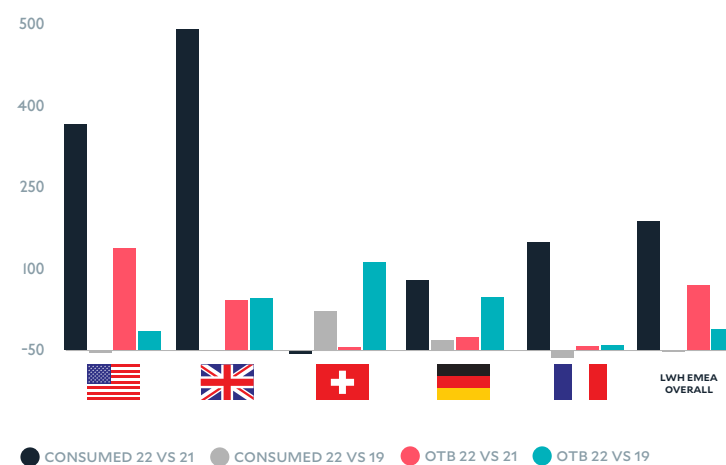
# LHW Origin Market Trends

There has been a very strong return of US travelers to Europe, with second quarter travel driving full 1H 2022 consumed revenue to 381% above last year and nearly back (-4%) to 2019 levels. (At the end of Q1, US origin travel was still down 32% vs 2019, so Q2 performance drove recovery of 28 percentage points.) On the books travel from the US to EMEA is 32% above the same time in 2019.

Travelers from the UK are also booking significant regional travel, with their YTD revenue already flat to 2019 and their OTB travel to EMEA up 88% versus 2019. The Swiss continued to travel throughout the pandemic so while their consumed and OTB performance versus last year does not look very dramatic, compared to 2019 they are still showing high booking levels. Germans are traveling regionally and have nearly double (89%) on the books now than they did in 2019. Travel from France is seeing more modest recovery and outlook.

Last quarter, we reported that Australian future bookings to EMEA were still down 19% versus 2019, but as of 30 June they are now up 10%, a 29 percentage point improvement. OTB travel to EMEA vs 2019 is also now much higher from Canada (40%), Italy (39%), Saudi Arabia (39%), Brazil (25%), and UAE (20%).

Consumed and On the Books as of 30 June each year % change



SOURCE: LHW

## LHW Segment Shifts

Many of the same segment trends we saw in Q1 of 2022 still hold. Travel trade is doing well versus last year, and only slightly lagging behind its 2019 booking proportion. The Leaders Club program strength has continued, with its current proportion (15% of booking value) exceeding 2019 levels. The consumer direct booking trends during the pandemic saw a significant shift of booking towards The SynXis IBE, and while still strong it is coming back down as a proportion of the business.

Even though corporate and groups have improved since last year, they are still significantly below where they were in 2019 as a proportion of the business.

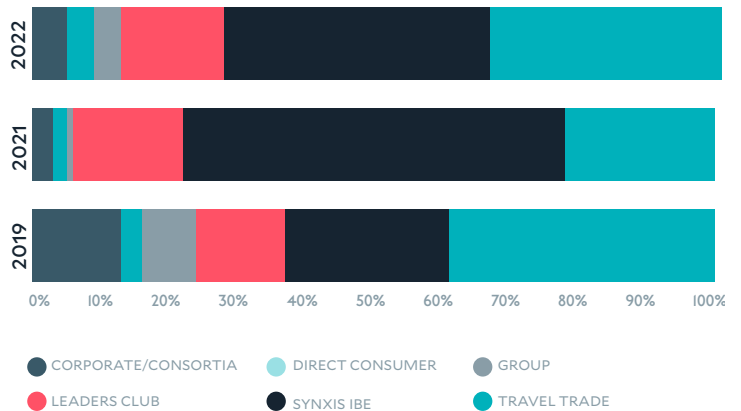
## LHW Booking Channel Trends to EMEA

While the dominance of internet channels (primarily lhw.com and the SynXis IBE) continued in 1H 2022, as a proportion of booking revenue it is beginning to come back down from its high of last year. At the end of Q1 it stood at 64% of bookings and is currently at 59%. As corporate and travel agencies ramp back up, we expect this to continue to go down slightly (though it will likely remain above 2019 pre-pandemic levels based on leisure travel booking behavior shifts).

The GDS channel took a significant hit in terms of booking proportion during the pandemic, as many travel agencies contracted, and business and long-haul travel has been slow to return. However, we have seen it improve significantly from last year, and creep up slightly vs Q1 of this year (ending Q1 at 27%, and now at 33%).

Our voice channel has held relatively stable as a proportion of booking revenue, as many of those using the voice channel are Leaders Club members who we often saw continue to book throughout the pandemic.

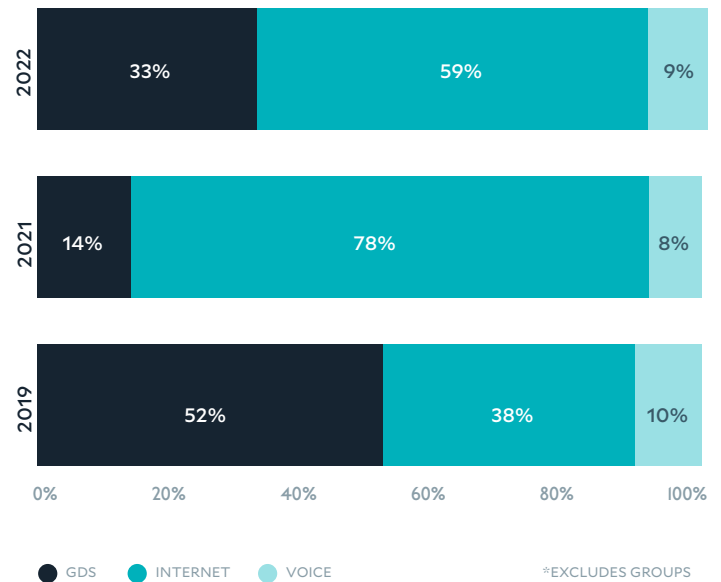
Consumed Revenue June YTD 2022, 2021, 2019



SOURCE: LHW

## PERCENT OF RESERVATIONS BY CHANNEL

Consumed, June YTD 2022, 2021, and 2019



SOURCE: LHW

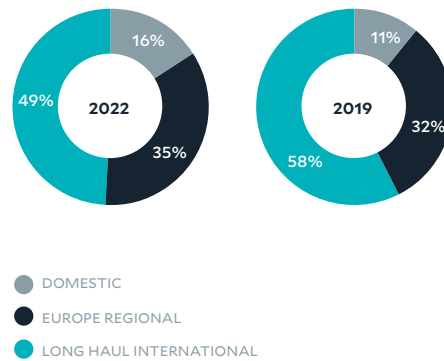
# Accelerating Return of Long-Haul Travel

We have seen significant gains in long haul international travel fueled by second quarter. At the end of Q1 2022, 38% of consumed revenue to EMEA was from long haul international travel countries, and now for 1H 2022 it has grown to 49%, much closer to 2019 long-haul travel levels.

While domestic travel is still elevated slightly versus pre-pandemic, we are seeing positive shifts back towards more traditional portions of long haul travel. There had been concerns early in the year that the war in Ukraine and rising travel costs would adversely affect international travel, but this does not yet appear to be having a negative impact. In fact, our lucrative long-haul international travelers YTD have a higher average length of stay of 3 nights, and are paying an ADR that is 31% higher than regional travelers and 36% higher than domestic travelers.

# LHW EMEA Cancellation Rates

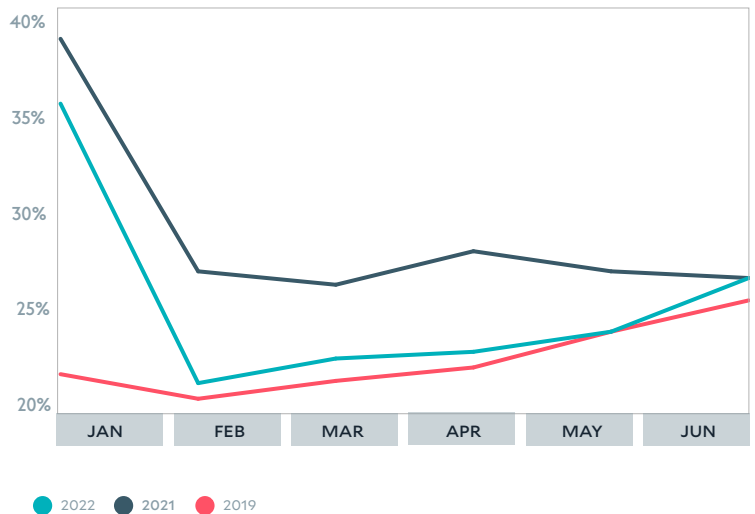
While the Omicron variant caused a temporary spike in cancellations of trips to EMEA in January, after that point cancellations fell to pre-pandemic 2019 levels, even in spite of the war in Ukraine. With recent reports of increased inflation and spikes in some COVID variants, we saw slightly higher levels of cancellations in June; however, even in 2019 there was a slight spike for the month of June. It remains to be seen whether macroeconomic concerns will cause any future rise in cancellations.



**49%**  
OF YTD 2022  
REVENUE FROM  
LONG HAUL  
INTERNATIONAL

SOURCE: LHW

Cancel rate by departure date month through June 2022, 2021, 2019



SOURCE: LHW

# Future LHW EMEA Bookings

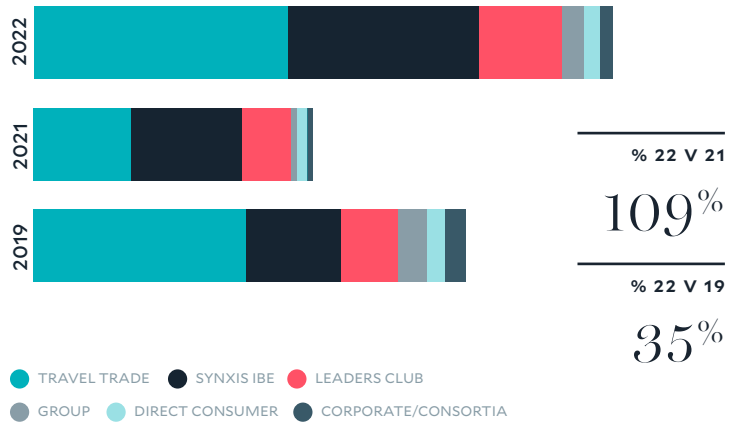
In our Q1 Market Insights publications, we were excited to share that our future bookings to EMEA at the end of March were up 13% over 2019 levels; we are thrilled to share that as of 30 June 2022, our future bookings to EMEA are up an amazing 35%. We are seeing truly extraordinary momentum and interest in travel to Europe for the remainder of the year.

Leisure travel segments continue to lead the way, with the improvements to our Leaders Club driving loyalty member OTB up an amazing 47% versus 2019, and Travel Trade up 19%.

Corporate is making a recovery, but remains well below pre-pandemic levels. In our last report, the corporate segment OTB was down 57% vs 2019, and at the end of June it was down only 36%. Our Groups segment OTB at the end of Q1 was down 41% versus 2019, and now stands at -24%.

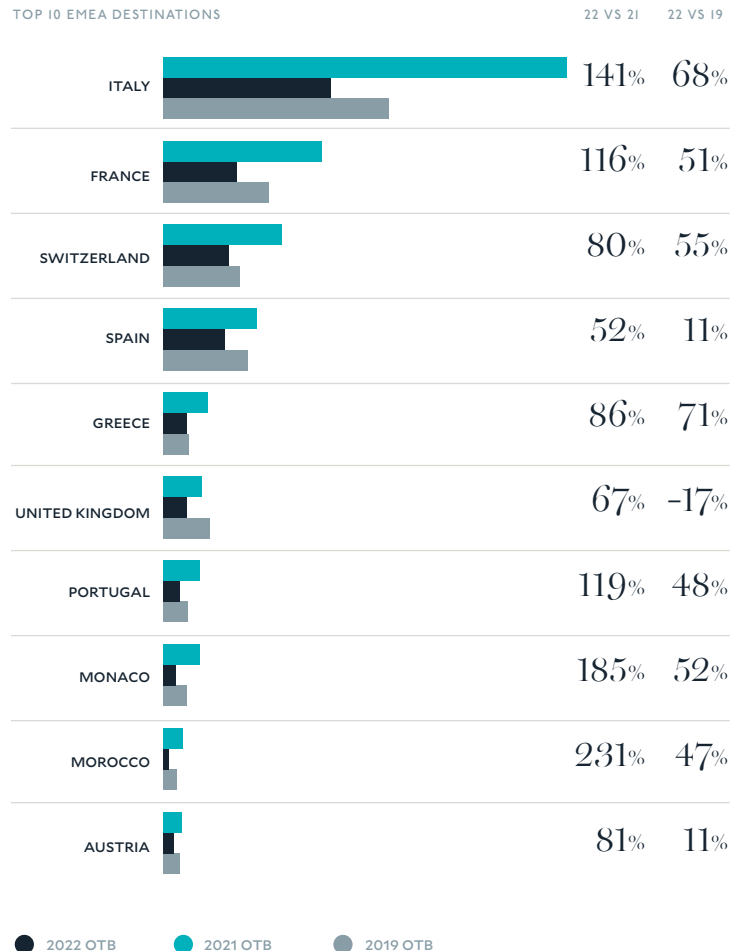
In terms of destinations with the highest OTB versus even 2019, Greece, Italy, Switzerland, France, and Monaco rise to the top while Portugal and Morocco still show healthy gains. The UK is still -17% on the books versus 2019, owing to the preponderance of urban hotels and the slower return of corporate travel.

Booking Value by Segment as of 30 June each year



SOURCE: LHW

As of 30 June 2022, 2021, 2019

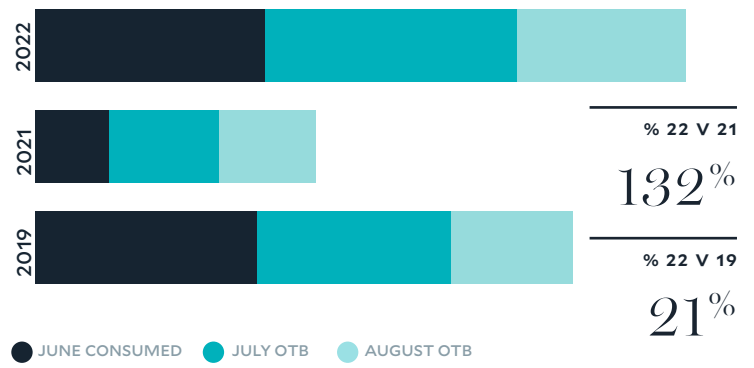


SOURCE: LHW

# LHW Summer Travel to EMEA

We are already into the summer season in EMEA, and the region's performance is extremely strong. The combined values of June actual consumed plus July and August OTB are 21% above the same time in 2019, and 132% above the same time last year. While the most travel revenue is planned for July, the greatest increase over 2019 values is in August.

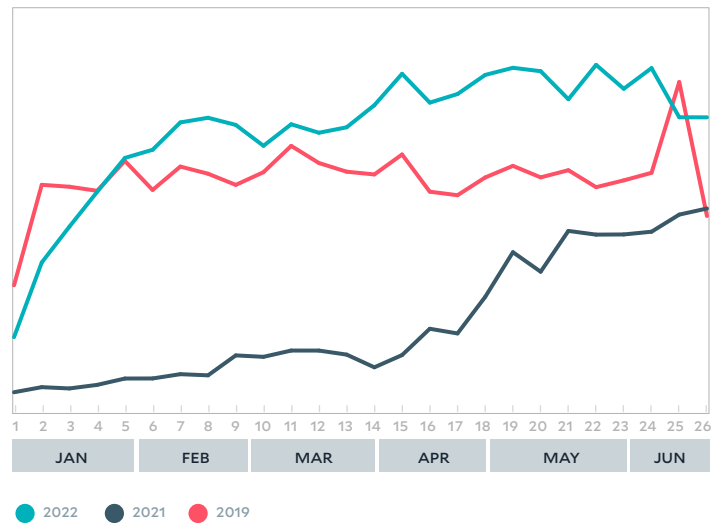
Consumed + OTB As of 30 June 2022, 2021, 2019



# LHW Weekly Booking Pace

Nearly every week of the year, LHW's new weekly booking production to EMEA has outpaced even 2019 levels. Total 1H 2022 EMEA booking volume is 142% above last year, and 17% above 2019. At the end of Q1, our new EMEA booking volume was only 4% above 2019, so in the past quarter we have driven the total increase up 13 percentage points.

Weekly New Booking Trend for Current Year Travel



SOURCE: LHW

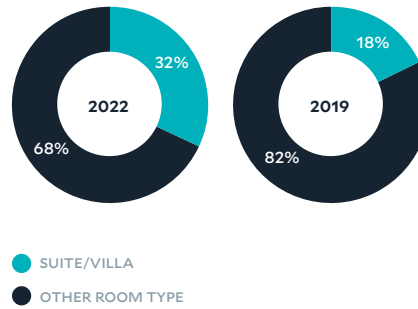
## LHW Suite Mix

During the pandemic, many guests opted to book larger room categories, including suites and villa for their travels. We have seen the increased interest in suites and villas continue throughout the year, with these room types accounting for nearly a third of all 1H 2022 EMEA reservations, which is 14 percentage points higher than our 2019 proportion of the same room types.

Suite bookings in 1H 2022 have average ADRs of \$1285/night, which is 83% higher than the non-suite/villa room rate ADR.

## LHW SUITE MIX IN EMEA

Percentage of 1H Reservations



**14%**  
INCREASE IN SUITE AND VILLA RESERVATIONS FROM YTD 2019 TO YTD 2022

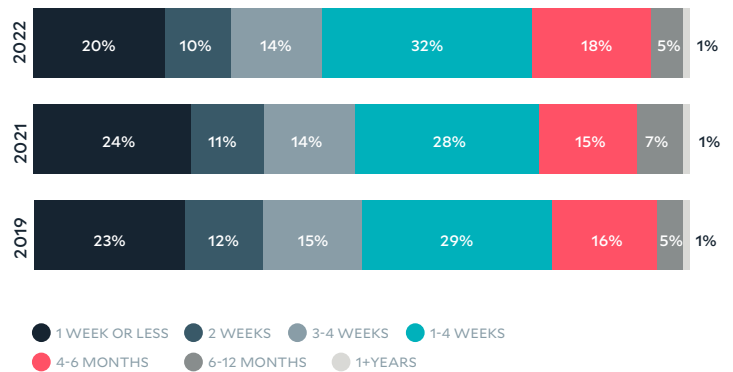
SOURCE: LHW

## LHW Booking Lead Time

1H saw two interesting shifts from the end of Q1, both related to the strong summer season we are experiencing. First, bookings made less than two weeks prior to travel rose from 25% to 30% of bookings, with people booking during early summer eager to get away and travel. We also saw bookings for between 1-6 months out increase throughout the 1H, as people made plans in the spring for summer travel.

## BOOKING LEAD TIME TO EMEA








Percentage of 1H Bookings 2022, 2019



**30%** OF 1H BOOKINGS OCCUR LESS THAN TWO WEEKS PRIOR TO TRAVEL

SOURCE: LHW

# Destination Country Details

	FRANCE	<a href="#">24</a>
	GERMANY	<a href="#">29</a>
	GREECE	<a href="#">34</a>
	ITALY	<a href="#">39</a>
	SPAIN	<a href="#">44</a>
	SWITZERLAND	<a href="#">49</a>
	UK	<a href="#">54</a>

*\*Clicking on each section title here will take you to that part of the report.*





DESTINATION DETAILS

# France

- France's consumed booking momentum accelerated during Q2, bringing its 1H 2022 performance to only 5% behind 2019, and up 483% versus last year
- ADRs in France remain steady at 23% above 2019 levels, among the highest growth in Europe. Unsurprisingly, this continues to be driven mostly by long haul travelers.
- Future on the books revenue to France has also jumped vs 2019, from 24% improvement to 51% improvement as of 30 June 2022 vs 2019, with 1H weekly new booking pace up 16% vs 2019.
- While many countries have seen an increase in US travelers to the region, France remains at relative parity vs 2019 for US travel. France is seeing increases in travel from Switzerland, Germany, Belgium, and Russia.
- France continues to see some of the strongest increases in the proportion of suite/villa bookings, accounting for nearly half of reservations.
- Booking lead times to France remain longer than the rest of EMEA, with only 23% of bookings occurring two weeks prior to travel vs 30% for EMEA overall.
- As an overall luxury class market, Paris and Auvergne-Rhone-Alps have seen strong RevPAR growth year over year, with the gains in Paris driven largely by occupancy and the gains in Auvergne-Rhone-Alps driven more by ADR.



**LHW EMEA PERFORMANCE**

# LHW Revenue to France

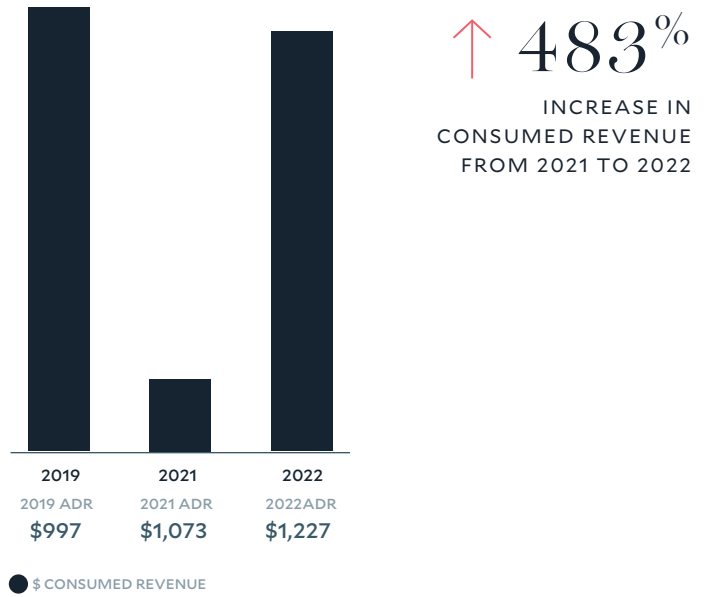
LHW's 1H consumed booking revenue to France is up 483% versus last year, though it is still down 5% versus 1H 2019.

France's ADR remains up a healthy 23% above 2019 levels, and is among the highest in all of Europe. When broken down by country of origin, it's mostly the long-haul travelers to France who are paying the highest ADRs, especially travelers from Russia, China, Hong Kong, the Middle East, Australia, and India. That said, bookings from Brazil and the US are also showing ADRs well above the French average.

Last summer, France saw some rebounding vs 2020 levels, so the % OTB versus 2021 is down a bit to 116%. However, compared to 2019 OTB to France has jumped from 24% at the end of Q1 to 51% as of the end of Q2.

**LHW CONSUMED REVENUE AND ADR TO FRANCE, \$M**

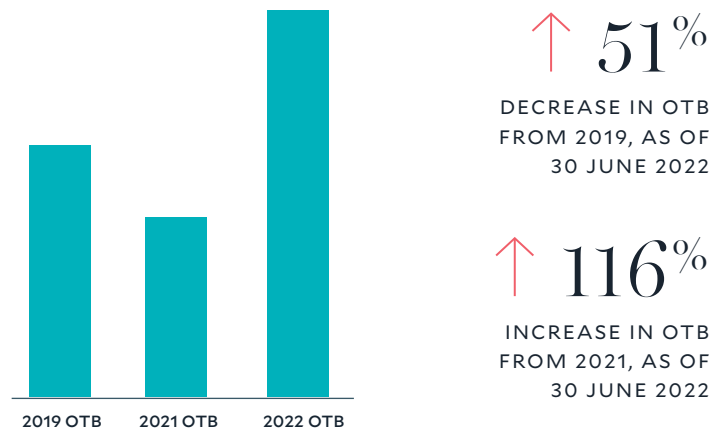
*June YTD 2022 vs June YTD 2021 and Q1 2019*



SOURCE: LHW

**LHW OTB REVENUE TO FRANCE, \$M**

*As of 30 June 2022, 2021, and 2019*



SOURCE: LHW

LHW EMEA PERFORMANCE

# LHW Origin Market Trends to France

US Travel to France in Q1 was nearly at parity with 2019 levels, and up 780% versus 1H last year. While it is good to maintain this level, many other destinations in Western Europe have seen more success in growing their US origin market travel versus 2019. As compared to pre-pandemic 2019, France is seeing increased travel from Switzerland, Germany, Russia, and Belgium. Italy, Australia, and the Middle East have not returned to France to the same degree, though some of this may change as the summer goes on.

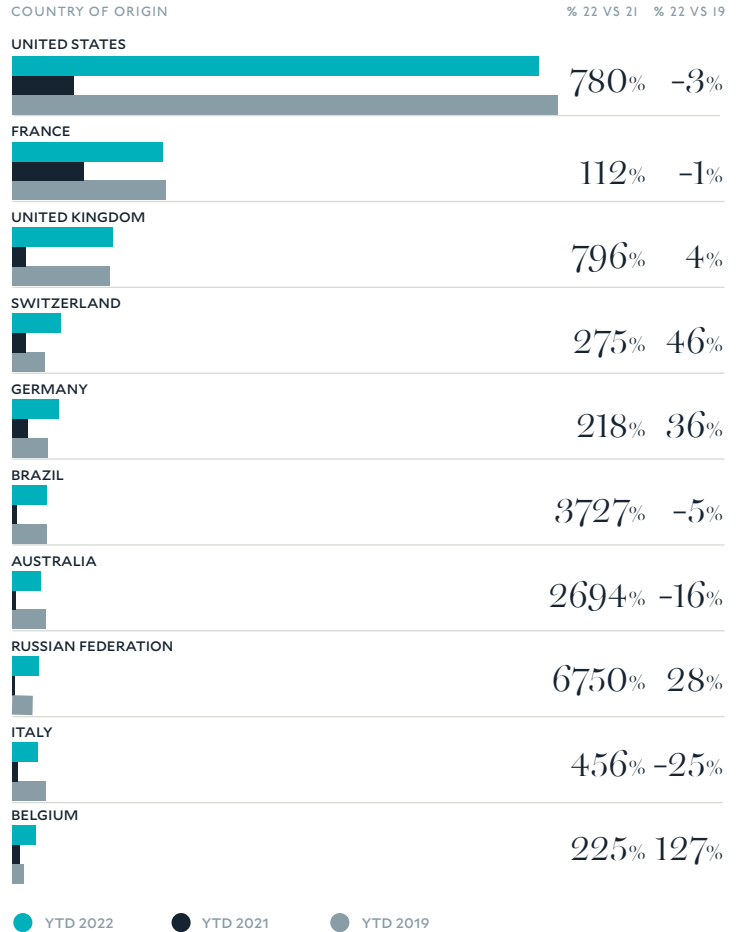
In our Q1 publication, domestic French travel was still down 23% versus Q1 2019, however as of the end of June domestic travel within France is flat versus 2019, showing a return to pre-pandemic levels.

# LHW Booking Channel Trends to France

As of Q1, France was still seeing a significant proportion of internet (lhw.com and SynXis booking engine) bookings, while many other countries in Europe had started to see the GDS channel rebound. We are now seeing this same trend occur in France, with internet bookings down 13 percentage points versus the same time last year, even as GDS bookings are up 8 percentage points and voice is up 5 percentage points.

TOP 10 COUNTRIES OF ORIGIN TO FRANCE

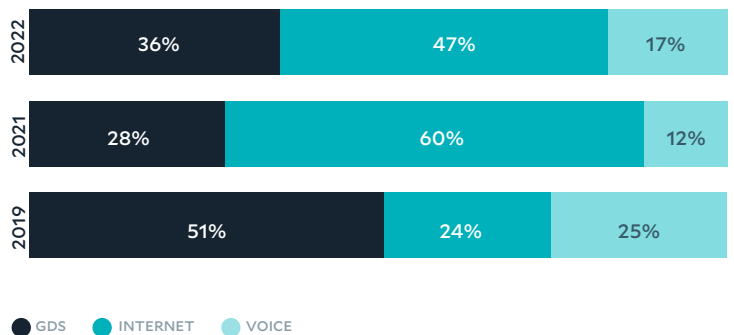
LHW Booking Value USD, June YTD 2022, 2021, and 2019



SOURCE: LHW

PERCENT OF LHW RESERVATIONS BY CHANNEL

Consumed, June YTD 2022, 2021, and 2019



SOURCE: LHW

LHW EMEA PERFORMANCE

# LHW New Booking Pace

Since last June, LHW has seen our overall weekly new booking production outpace both 2020 and even 2019 levels. While January got off to a bit of a rougher start due to the Omicron variant, since early February we have seen broad gains in bookings across all of Europe. Total 1H booking value to France was 16% above 1H 2019 levels and 213% above 1H 2021 levels.

# LHW Suite Mix in France

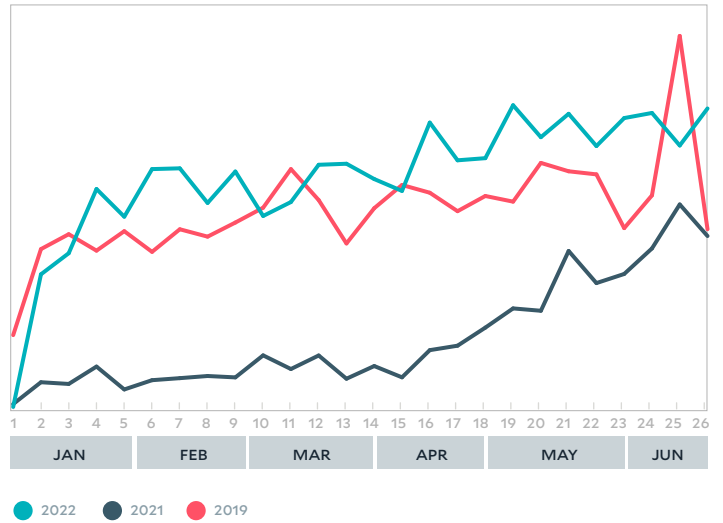
France continues to see some of the strongest increases the proportion of suite/villa bookings. Nearly half of bookings are for a suite or villa, up 26 percentage points from 1H 2019 levels. ADR is roughly 50% higher for suite/villa booking types, helping to fuel overall hotel revenue to France.

# LHW Booking Lead Time to France

Booking lead times to France remain generally longer than to the rest of EMEA on average, with only 23% of bookings occurring two weeks prior to travel vs 30% for EMEA overall. Over 50% of travelers book 1-6 months in advance. Given the growth in travelers from local European regions, and the return of its own domestic travel levels, it makes sense that this booking range is currently proportionally 10 percentage points higher than it was pre-pandemic.

LHW BOOKING PACE TO FRANCE

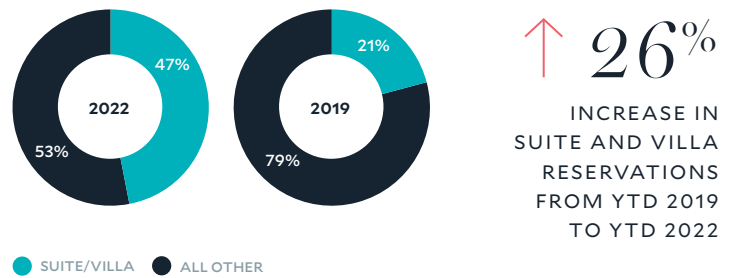
Weekly New Booking Trend 2022, 2021, and 2019



SOURCE: LHW

PROPORTION OF LHW SUITE/VILLA RESERVATIONS IN FRANCE

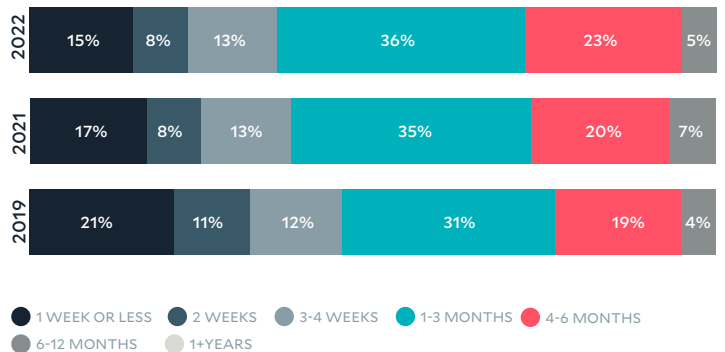
Percentage of June YTD Consumed Reservations



SOURCE: LHW

LHW BOOKING LEAD TIME TO FRANCE

Percentage of June YTD Reservations 2022, 2021, 2019



23% OF YTD BOOKINGS OCCUR LESS THAN TWO WEEKS PRIOR TO TRAVEL

SOURCE: LHW

**LHW EMEA PERFORMANCE**

## YTD French Market KPIs

Both Auvergne-Rhone-Alps and the Paris luxury class markets overall experienced strong growth. While details of each metric are in the data tables at the end of this report, overall the performance gains in Paris were primarily due to occupancy, while the gains in Auvergne-Rhone-Alps were due to a combination of occupancy and ADR.

## Overall Luxury Market Growth within France

Combined occupancy and ADR gains fueled strong room revenue recovery across the STR luxury class markets of Paris and Auvergne-Rhone-Alps.

While year over year data is not available from STR for Corsica/Provence-Alpes-CDA luxury class market, current ADR stands at \$696.80 and occupancy at 53.5% overall YTD.

**KEY STR FRENCH MARKET OCCUPANCY, ADR, AND REVPAR**  
*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	OCC % YOY	ADR % YOY	REVPAR % YOY
<b>AUVERGNE-RHONE-ALPS LUXURY</b>	+195.2%	+41.3%	+317.0%
<b>CORSICA/PROVENCE-ALPES-CDA LUXURY</b>	—	—	—
<b>PARIS LUXURY CLASS</b>	+302.2	+14.7%	+361.2%

SOURCE: STR

**KEY STR FRENCH MARKETS: YEAR OVER YEAR GROWTH**  
*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	YOY 1H DEMAND	YOY 1H REVENUE
<b>AUVERGNE-RHONE-ALPS LUXURY CLASS</b>	+307.4%	+475.5%
<b>CORSICA/PROVENCE-ALPES-CDA LUXURY CLASS</b>	—	—
<b>PARIS LUXURY CLASS</b>	+519.9%	+610.7%

SOURCE: STR



DESTINATION DETAILS

# Germany



- Germany is gaining ground, with 1H revenues 328% versus last year, well above the LHW EMEA average of 218%. While Germany still lags 2019 in consumed revenue, it has gained ground versus 2019, with 1H consumed revenue at 50% below 2019 (it was 58% below 2019 at the end of 1H)
- ADR is up 14% versus 2019, and is essentially flat to last year.
- Germany's on the books revenue for the remainder of the year is 40% above where it was the same time last year, but remains 35% below 2019 levels. Its greater reliance on corporate travel means that total reservations are down vs last year, but as a counterbalance revenue is being bolstered by the higher ADRs that the leisure traveler is paying vs a historical corporate traveler.
- Germany continues to see strong domestic travel demand, with nearly half of all 1H reservations being domestic travelers. As an origin market, travelers from Spain are seeing an interesting spike, and travelers from Australia are starting to return. Long haul travelers from the US are not seeing the same drive to return as in more leisure-oriented markets, due to the slow return of corporate travel.
- Channel booking proportions and lead time have remained relatively stable in Germany, unlike some other European counterparts.
- As a luxury class STR market overall, Berlin has seen accelerated progress since Q1, driven primarily by occupancy gains. Q1 ADR gains in Munich and Germany South have slowed a bit.

LHW EMEA PERFORMANCE

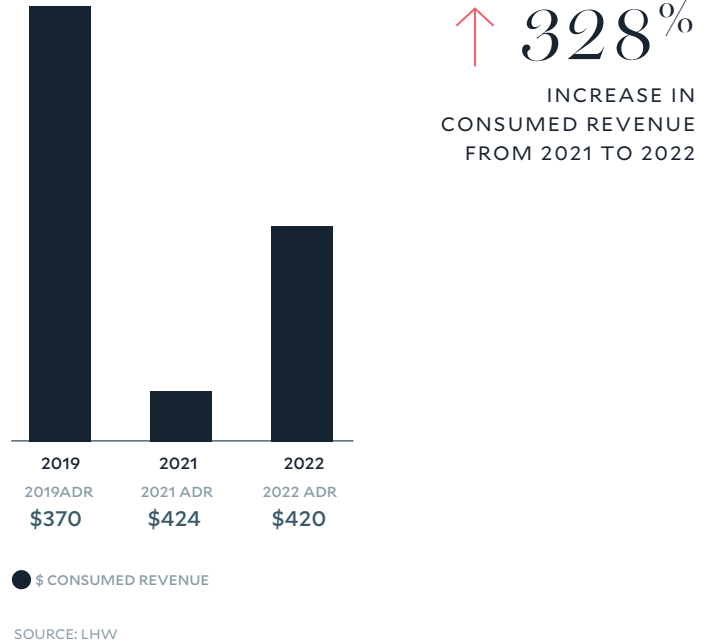
# LHW Revenue to Germany

Germany has seen 1H 2022 revenue grow 328% versus 1H last year, well above the LHW EMEA average of 218%. And while revenue is still below 2019 levels, at the end of Q1 Germany was 58% below 2019 and now at the end of 1H Germany is 50% below 2019, so it is slowly gaining ground.

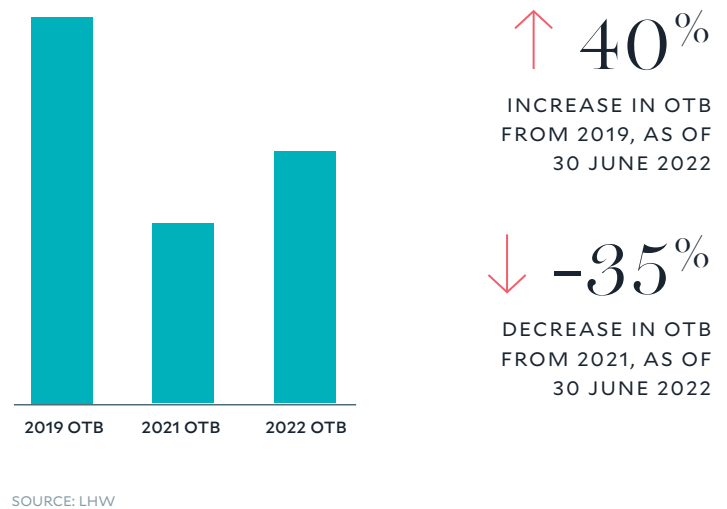
While ADR grew 14% versus 2019, and is basically flat to 1H 2021 levels, which is below that seen by most other regional counterparts. Their suite mix is also low, so there may be opportunities yet to improve ADR.

Germany's on the books revenue for the remainder of the year is 40% above where it was the same time last year, but remains 35% below 2019 levels, driven in part by its greater reliance on urban corporate travel.

LHW CONSUMED REVENUE AND ADR TO GERMANY, \$M  
June YTD 2022 vs June YTD 2021 and 2019



LHW OTB REVENUE TO GERMANY, \$M  
As of 30 June 2022, 2021, and 2019



LHW EMEA PERFORMANCE

# LHW Origin Market Trends to Germany

Nearly half of all reservations in 1H 2022 to Germany were domestic travelers, with Germans paying an ADR of \$419 on average for their reservations. Spanish travelers are the origin market that has seen not only very strong year over year growth, but even greater travel to Germany than pre-pandemic.

Long-haul and regional travel from the major markets of US, UK, France, and Switzerland remain significantly down versus 1H 2019, though the US market did see some improvement from Q1 (moving from -70% versus 2019 to -57%). Travelers from Belgium, Austria, and Denmark are paying some of the highest ADR of these top markets, with the smallest ADR being paid by travelers from France.

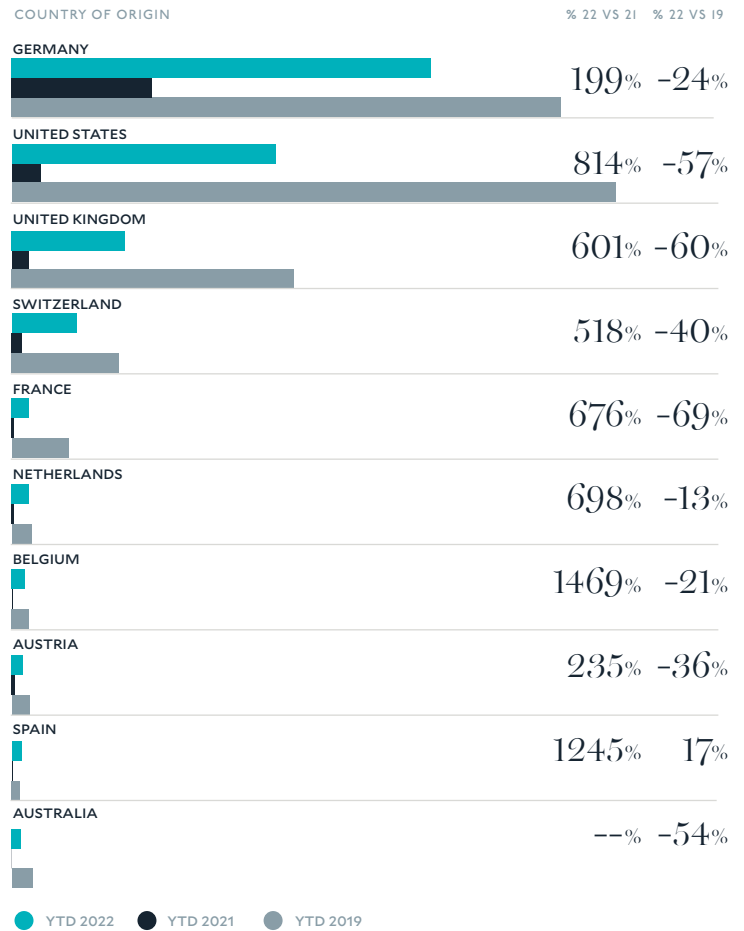
Many countries in Europe have started to see Australians return to the continent after not being able to travel at all, and this is the case for Germany as well. Australians are paying an average \$517 ADR, much higher than the average and most other countries.

# LHW Booking Channel Trends to Germany

Second quarter channel mix trends did not change much for Germany. GDS bookings still comprise a relatively high proportion of bookings, especially as compared to other countries in the region. Germany also has an above average proportion of voice bookings, which has remained relatively stable proportionally for the last year.

TOP 10 COUNTRIES OF ORIGIN TO GERMANY

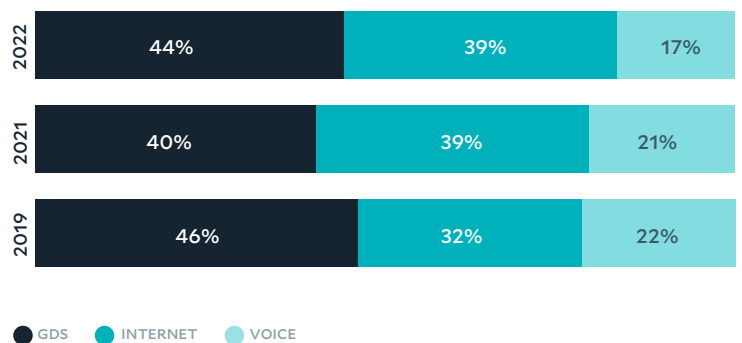
LHW Booking Value USD, June YTD 2022, 2021, and 2019



SOURCE: LHW

PERCENT OF LHW RESERVATIONS BY CHANNEL

Consumed, June YTD 2022, 2021, and 2019



SOURCE: LHW

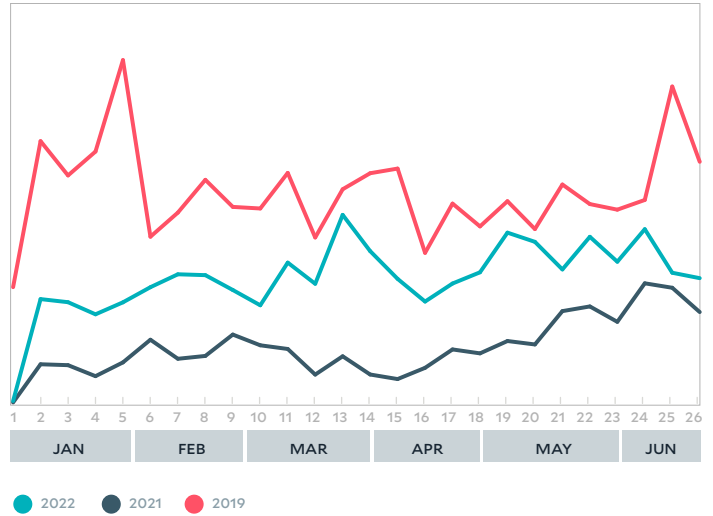
LHW EMEA PERFORMANCE

# LHW New Booking Pace

For almost every week of the year, LHW has seen weekly new booking pace to EMEA exceed 2019 levels, with the exception of early January when the Omicron variant hit. However, new 1H booking revenue to Germany has not yet exceeded 2019 levels. Total 1H new bookings were up 118% vs last year, but still down 41% vs 2019 – very similar to the relative levels Germany saw during the first quarter.

LHW BOOKING PACE TO GERMANY

Weekly New Booking Trend 2022, 2021, and 2019



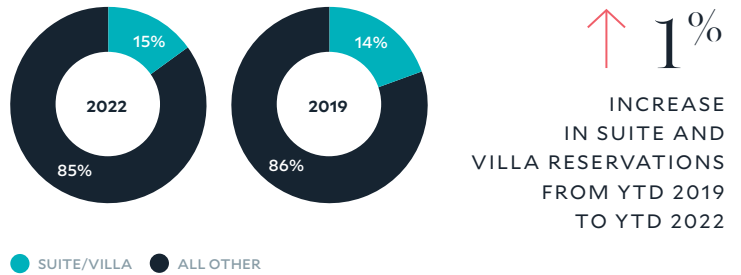
SOURCE: LHW

# LHW Suite Mix in Germany

Germany’s proportion of suite and villa bookings remains among the lowest in Europe; overall, they have not seen the proportional increase experienced by many neighboring countries. Germany’s proportion of suite and villa bookings has been relatively stable and currently stands at 15% for 1H 2022. The ADR for suite bookings is more than double other room categories, at \$887 for 1H 2022.

PROPORTION OF LHW SUITE/VILLA RESERVATIONS IN GERMANY

Percentage of June YTD Consumed Reservations



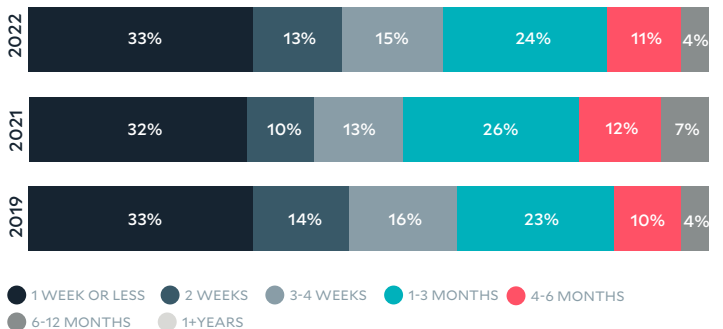
SOURCE: LHW

# LHW Booking Lead Time to Germany

Unlike some of its regional counterparts, Germany’s booking lead time has been relatively stable before, during, and after the pandemic peak.

LHW BOOKING LEAD TIME TO GERMANY

Percentage of June YTD New Bookings 2022, 2021, 2019



46% OF YTD BOOKINGS OCCUR LESS THAN TWO WEEKS PRIOR TO TRAVEL



**LHW EMEA PERFORMANCE**

## YTD German Market KPIs

Berlin's luxury class market has accelerated their progress since Q1, driven primarily by occupancy gains (from 234.9% growth YOY in Q1 to 322.9% YOY for 1H). Germany South and Munich still have very strong RevPAR, though their occupancy and ADR gains have slowed slightly since Q1, likely due to lapping gains from late spring/early summer last year.

## Overall Luxury Market Growth within Germany

Berlin luxury class demand growth has outpaced Germany South and Munich in recent months, driven by strong occupancy gains which resulted in extremely strong 1H year over year revenue. Germany South and Munich's ADR growth vs LY in Q2 slowed a bit, resulting in slightly lower revenue gains than we saw at the end of Q1, but still resulting in strong overall YOY performance as a result of continued occupancy gains.

**KEY STR GERMAN MARKET OCCUPANCY, ADR, AND REVPAR**  
*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	OCC % YOY	ADR % YOY	REVPAR % YOY
<b>BERLIN LUXURY CLASS</b>	+322.9%	+6.7%	+351.3%
<b>GERMANY SOUTH LUXURY &amp; UPPER UPSCALE CLASSES</b>	+159.2%	+5.6%	+173.6%
<b>MUNICH LUXURY CLASS</b>	+269.2%	+6.2%	+292.2%

UPPER UPSCALE ADDED TO STR CLASS IF LUXURY CLASS ALONE PROVIDES INSUFFICIENT DATA TO REPORT

SOURCE: STR

**KEY STR GERMAN MARKETS: YEAR OVER YEAR GROWTH**  
*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	YOY 1H DEMAND	YOY 1H REVENUE
<b>BERLIN LUXURY CLASS</b>	+328.3%	+193.6%
<b>GERMANY SOUTH LUXURY &amp; UPPER UPSCALE CLASSES</b>	+193.6%	+209.9%
<b>MUNICH LUXURY CLASS</b>	+274.0%	+297.4%

UPPER UPSCALE ADDED TO STR CLASS IF LUXURY CLASS ALONE PROVIDES INSUFFICIENT DATA TO REPORT

SOURCE: STR



DESTINATION DETAILS

# Greece



- Greece had a stronger 1H 2021 than many European counterparts due to fewer travel restrictions, but is seeing strong growth on top of that, with 1H consumed revenue 198% above last year.
- While Greece's ADR is down 14% versus last year, it is up an impressive 54% versus 2019, with future on the books ADRs rising above both 2019 and 2021 on the books ADRs.
- Greece is seeing some of the strongest on the books comp rates in all of EMEA, up 86% versus the same time last year and up 71% over the same time in 2019.
- Greece is seeing significant benefit from the US travel feeder market, with year to date bookings from the US up 58% and on the books US bookings up 96%. The UK, France, Germany, and Italy are also showing strong year over year growth. This growth of long haul travel is also resulting in higher average booking lead times, not surprisingly.
- Greece has among the highest proportion of suites and villas booked as a proportion of reservations, with an amazing 79% of reservations YTD booking these room times. The ADR for suite bookings is nearly double that of other room categories.
- Athens has seen healthy STR luxury class market occupancy gains year over year, but has seen relatively flat overall ADRs.

LHW EMEA PERFORMANCE

# LHW Revenue to Greece

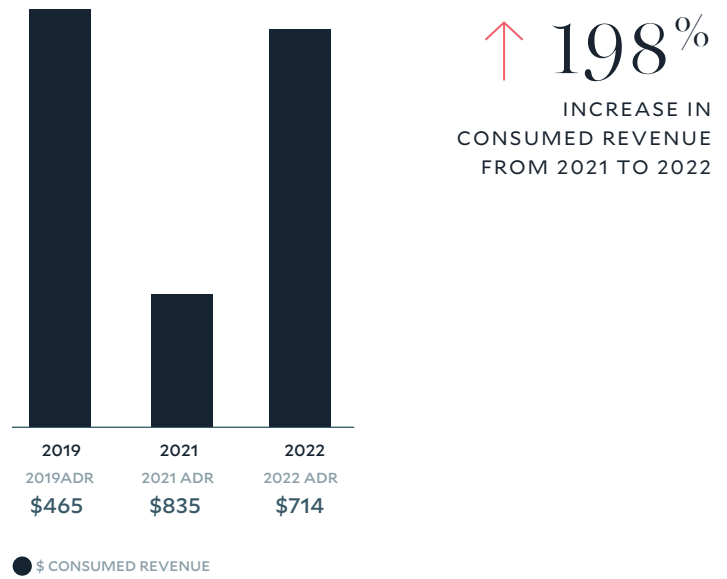
Greece had a stronger 1H 2021 than some European counterparts, and so far this year they have surpassed even those levels. Current consumed 1H 2022 revenue is 198% above last year, and down only 5% versus 1H 2019.

Greece is seeing some of the strongest on the books comp rates in all of EMEA, up 86% versus the same time last year and up 71% over the same time in 2019.

While Greece's ADR is down 14% versus last year, it remains up an impressive 54% versus 2019 at \$714; future on the books reservation ADR is an amazing \$1003, rising above both 2019 and 2021 OTB ADRs.

LHW CONSUMED REVENUE AND ADR TO GREECE, \$M

June YTD 2022 vs June YTD 2021 and 2019



SOURCE: LHW

LHW OTB REVENUE TO GREECE, \$M

As of 30 June 2022, 2021, and 2019



SOURCE: LHW

**LHW EMEA PERFORMANCE**

# LHW Origin Market Trends to Greece

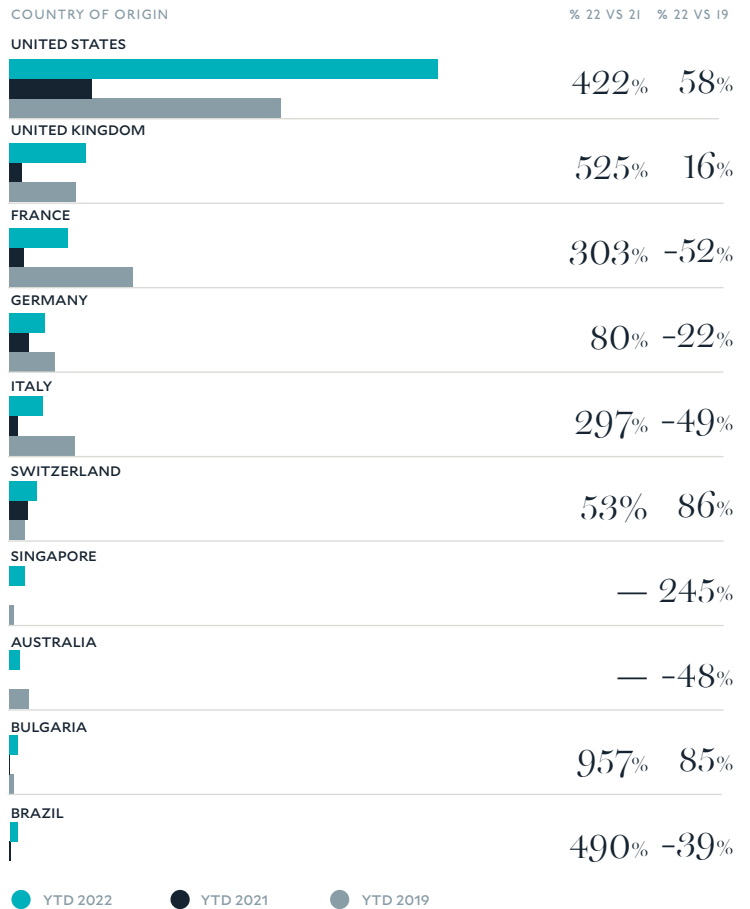
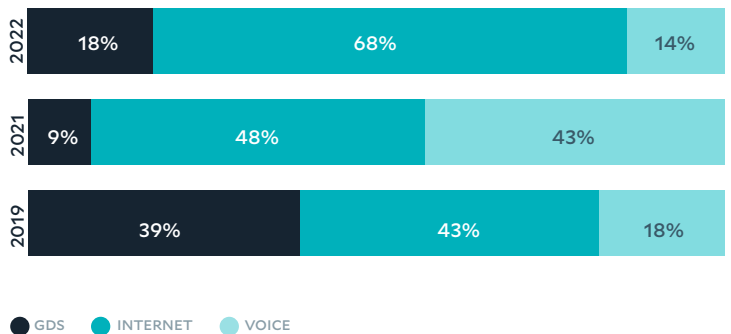
Greece is benefiting significantly from strong US market growth, with year to date consumed bookings up 58% versus last year. Future bookings from the US to Greece are up 96% versus the same time last year, and up 51% versus 2019. Their second largest origin market, the UK, is also showing strong results, with consumed revenue 1H 2022 up 16% vs 1H 2019, and on the books revenue up 193% vs the same time in 2019.

Regional travelers from France, Germany, and Italy are producing strong year over year growth, but have yet to return to Greece at the same levels they did in 2019. However, this tide could turn before year end given very strong on the books, with strong regional OTB revenue as of 30 June 2022 to Greece being up from France (187%), Switzerland (134%), and Germany (323%).

Interestingly, while Australians could not travel last year, they have begun to return to Europe. Current OTB from Australia to Greece exceeds 2019 levels by 18%.

# LHW Booking Channel Trends to Greece

The trends Greece is seeing in terms of channel shift are similar to those experienced throughout EMEA. In general, the internet channel (mostly lhw.com and the SynXis IBE) have grown as consumer behavior shifted, with just over 2/3 of year to date bookings coming via these channels. The GDS segment has been largely down across EMEA because of lower levels of corporate travel and the slow return of some travel agencies, but has seen positive growth and momentum versus last year. Voice channel volume levels stayed similar, though because of low overall GDS bookings this made the proportion of voice bookings jump considerably last year. Many high end bookings and Leaders Club members continue to book travel more often through the voice channel than other travelers.

**TOP 10 COUNTRIES OF ORIGIN TO GREECE**
*LHW Booking Value USD, June YTD 2022, 2021, and 2019*

**PERCENT OF LHW RESERVATIONS BY CHANNEL**
*Consumed, June YTD 2022, 2021, and 2019*


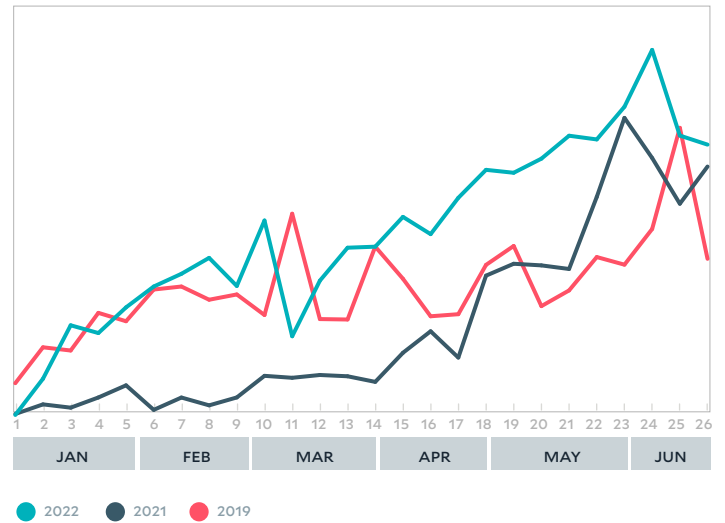
LHW EMEA PERFORMANCE

# LHW New Booking Pace

Since last summer, LHW has seen new weekly booking production exceed even 2019 levels almost every single week, outside of the late December/early January Omicron variant surge. Greece is seeing extraordinary booking production, with 1H 2022 booking production up 101% versus last year and up 41% versus 1H 2019.

LHW BOOKING PACE TO GREECE

Weekly New Booking Trend 2022, 2021, and 2019



SOURCE: LHW

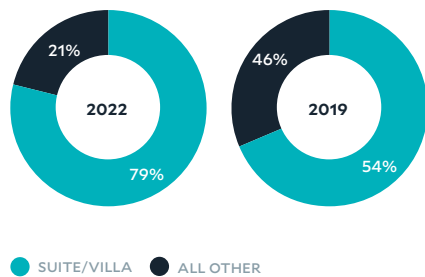
# LHW Suite Mix in Greece

Greece has among the highest proportion of villas and suites booked as a room category in EMEA, with an amazing 79% of reservations YTD booking these room types. At the same time in 2019, only 54% of bookings were for villas and suites, representing a 25 percentage point increase in these reservations.

The ADR for suite bookings is nearly double other room categories, at \$1,060.

PROPORTION OF LHW SUITE/VILLA RESERVATIONS IN GREECE

Percentage of June YTD Consumed Reservations



SOURCE: LHW

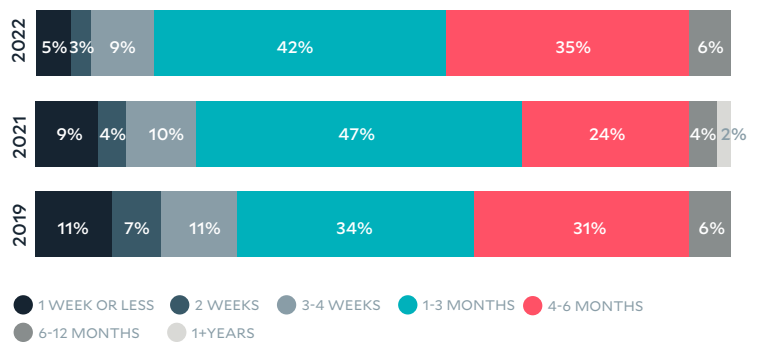
**↑ 25%**  
INCREASE IN SUITE AND VILLA RESERVATIONS FROM YTD 2019 TO YTD 2022

# LHW Booking Lead Time to Greece

Greece has one of the longer average lead times among European counterparts – only 8% of YTD bookings (and only 18% pre-pandemic) were for travel within the next two weeks. Nearly half of travelers to Greece book 1-3 months before travel, with another third booking 4-6 months in advance. Given the strong proportion of long-haul travelers to the region, this is not surprising.

LHW BOOKING LEAD TIME TO GREECE

Percentage of June YTD New Bookings 2022, 2021, 2019



SOURCE: LHW

**8%** OF YTD BOOKINGS OCCUR LESS THAN TWO WEEKS PRIOR TO TRAVEL

**LHW EMEA PERFORMANCE**

# YTD Greek Market KPIs

The Athens luxury class STR market has seen healthy year over year occupancy growth, but these gains have not been matched in terms of ADR, which remains nearly flat versus 1H 2021. While STR does not have enough data for 1H 2021 to show % growth for the rest of Greece, their data for Greece Provincial Luxury & Upper Upscale Class shows occupancy for 1H 2022 at 53.1% and ADR at \$229.02. LHW's ADR for hotels outside of Athens is significantly higher, at over \$700 YTD.

# Overall Luxury Market Growth within Greece

While many urban European markets have seen significant growth year over year, Athens' luxury STR market growth remains healthy but not extraordinary. The overall luxury market's ADR remains relatively flat, and luxury supply in the market has actually slightly contracted. That said, the market does still see demand growth which is driving occupancy gains. The rest of the country is grouped together in one STR luxury and upper upscale class, for which there is unfortunately not data for last year to compare. As soon as there is sufficient data from last year to report, we include YOY comps for Greece Provincial.

**KEY STR GREEK MARKET OCCUPANCY, ADR, AND REVPAR**  
*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	OCC % YOY	ADR % YOY	REVPAR % YOY
<b>ATHENS LUXURY CLASS</b>	+150.6%	+1.9%	+155.4%
<b>GREECE PROVINCIAL LUXURY &amp; UPPER UPSCALE CLASSES</b>	—	—	—

“—” INDICATES NO DATA FOR PREVIOUS YEAR

UPPER UPSCALE ADDED TO STR CLASS IF LUXURY CLASS ALONE PROVIDES INSUFFICIENT DATA TO REPORT

SOURCE: STR

**KEY STR GREEK MARKETS: YEAR OVER YEAR GROWTH**  
*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	YOY 1H DEMAND	YOY 1H REVENUE
<b>ATHENS LUXURY CLASS</b>	+139.8%	+144.4%
<b>GREECE PROVINCIAL LUXURY &amp; UPPER UPSCALE CLASSES</b>	—	—

“—” INDICATES NO DATA FOR PREVIOUS YEAR

UPPER UPSCALE ADDED TO STR CLASS IF LUXURY CLASS ALONE PROVIDES INSUFFICIENT DATA TO REPORT

SOURCE: STR



DESTINATION DETAILS

# Italy



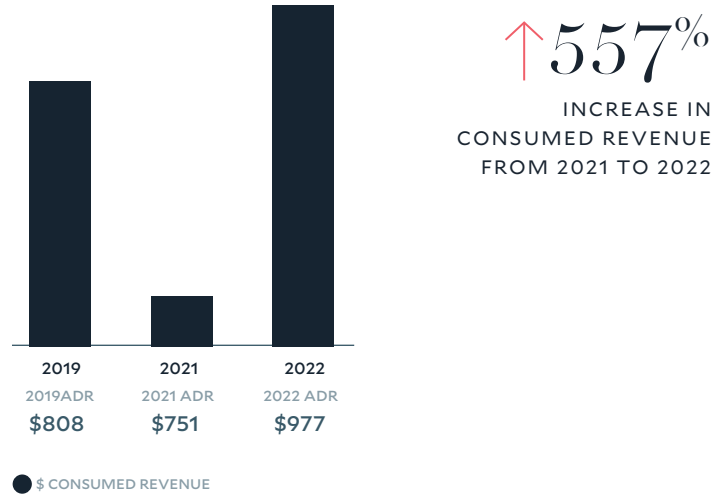
- Italy has seen its performance and momentum accelerate more than most European countries, enabling it to surpass 2019 performance. At the end of Q1, Italy's consumed revenue was still down 10% versus 2019, and it now stands at 28% above 2019 levels. As there is also 68% more revenue on the books as of 30 June 2022 vs the same time in 2019, we expect Italy to have a banner year.
- ADR growth continues to be strong, up 21% versus 2019 and 30% versus 2021.
- While in Q2 the US traveler returned to Europe in general, they returned to Italy in particular. At the end of Q1, travel from the US was still down 16% vs 2019, and at the end of 1H it is now up 50% over 2019. Future bookings from the US are also up 76% versus the same time in 2019.
- With outbound travel opening to Australians, we have seen them notably return to Italy, with 1H consumed revenue already only 12% below 1H 2019 and future OTB from Australia up over 50% vs 2019.
- Germany, Switzerland, and the UK also all see at least double the amount of booking revenue on the books versus 2019.
- Suites and villas account for nearly a third of reservations, and have an ADR that is 76% higher than other room categories.
- The major international leisure tourist destinations of Rome and Venice are seeing overall STR luxury market occupancy more than 3x what it was last year, with high ADR gains seen in Milan, Rome, and Italy Northeast STR markets. Venice's STR luxury class market has seen its ADR gains versus last year go from negative to positive 13%, a healthy improvement.

**LHW EMEA PERFORMANCE**

# LHW Revenue to Italy

Italy has seen increased momentum over the last quarter, enabling it to surpass its 2019 performance. At the end of Q1, consumed revenue to Italy was still down 10% versus Q1 2019. By the end of Q2, Italy's full first half 2022 revenue is now 28% above 1H 2019 levels, a 38 percentage point increase. We expect the full year outlook for Italy to improve even beyond this, as there is currently 68% more revenue on the books as of 30 June 2022 than we saw the same time in 2019.

ADR growth is also positive, with 1H consumed room revenue ADR up 30% versus 2021 and 21% versus 2019. On the Books ADR is even more dramatic, at \$1,324.

**LHW CONSUMED REVENUE AND ADR TO ITALY, \$M**
*June YTD 2022 vs June YTD 2021 and 2019*


SOURCE: LHW

**LHW OTB REVENUE TO ITALY, \$M**
*As of 30 June 2022, 2021, and 2019*


SOURCE: LHW



**LHW EMEA PERFORMANCE**

# LHW Origin Market Trends to Italy

Long-haul and American travel is back to Europe, and Italy is one of the key beneficiaries of this return. Travel from the US to Italy in 1H was up 50% over 1H 2019, and up an amazing 894% versus last year. Future bookings to Italy from the US are also up 76% versus the same time in 2019, signaling extremely strong full year performance.

Australians are also returning to Europe, and very notably Italy. In spite of the more recent lifting of travel restrictions in Australia, already 1H consumed revenue is only 12% below 1H 2019. Future on the books revenue from Australia is up 50% over the same time in 2019, with Australians clearly eager to return to Italy.

Italy is also seeing strong regional travel versus pre-pandemic from Germany, Switzerland, and the UK, all of which have 2x the amount of booking revenue OTB than they did the same time in 2019.

Italy's domestic travel also continues far ahead of 2019 levels, up 38% YTD, and future OTB from Italy on parity with last year at the same time.

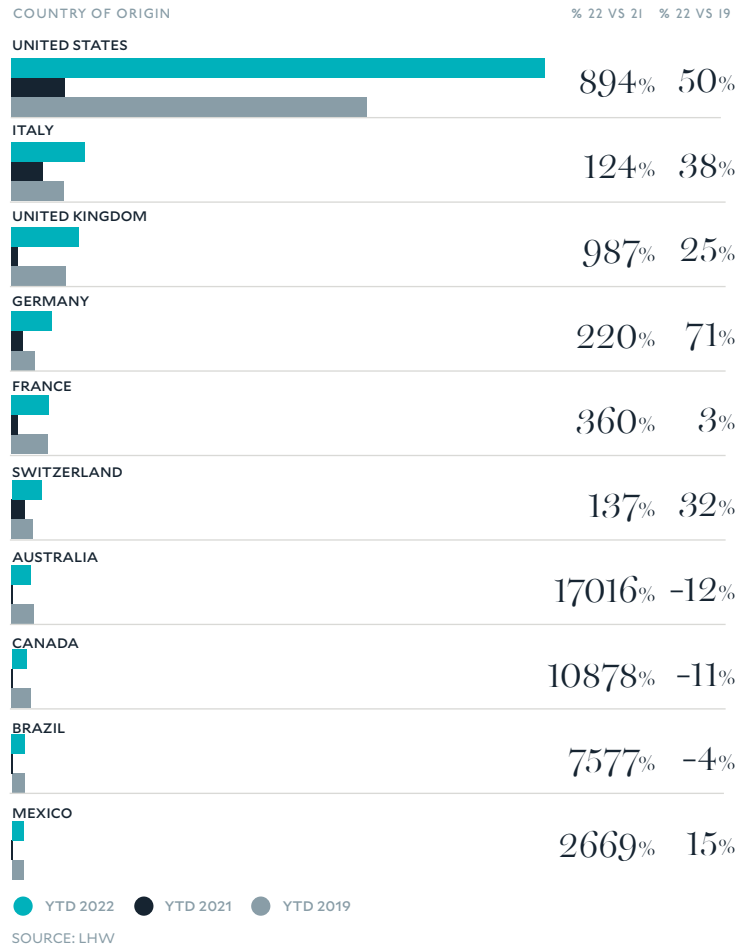
The highest ADR continues to be paid by those traveling the furthest, notably from the Middle East and APAC.

# LHW Booking Channel Trends to Italy

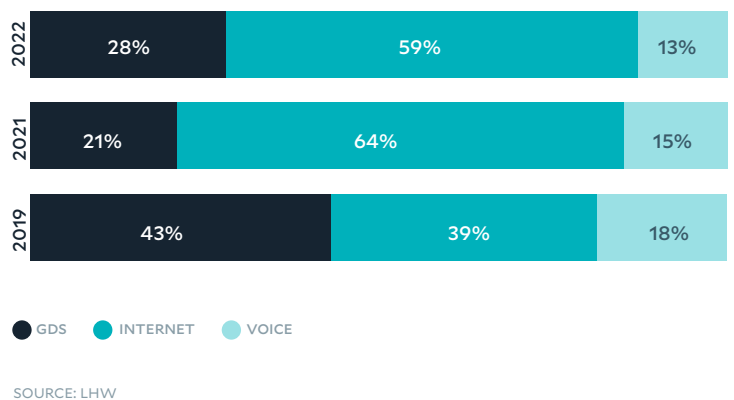
The second quarter did not see significant shifts in the recent channel booking trends Italy saw in Q1 2022. The proportion of GDS bookings did creep up a bit to 28% (it was at 25% at the end of Q1) at the expense of internet bookings (which come primarily from lhw.com and the SynXis IBE). We expect this slow shift to continue with the gradual return of business travel and travel agency growth. Italy has always had a very stable voice booking presence, particularly from Leaders Club members, which we expect to continue as the program continues to grow.

**TOP 10 COUNTRIES OF ORIGIN TO ITALY**

LHW Booking Value USD, June YTD 2022, 2021, and 2019


**PERCENT OF LHW RESERVATIONS BY CHANNEL**

Consumed, June YTD 2022, 2021, and 2019



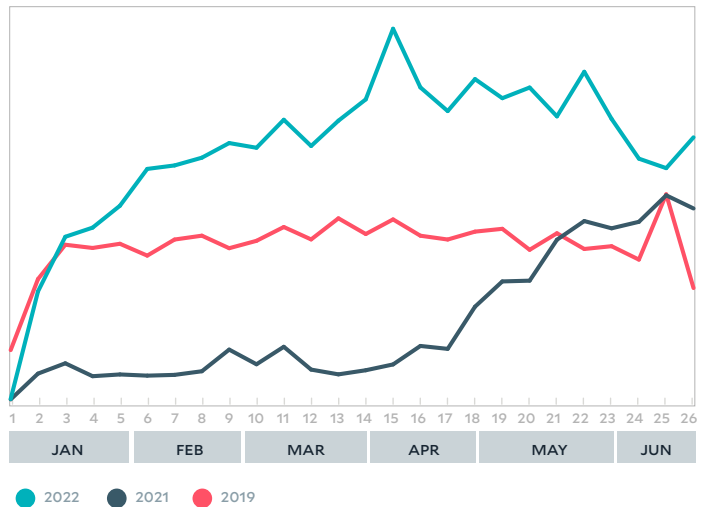
LHW EMEA PERFORMANCE

# LHW New Booking Pace

New bookings for travel to Italy have continued to accelerate throughout 1H 2022, reaching 205% above 1H 2021 and 58% above Q1 2019, which is among the highest booking growth in the region. While the very early part of January saw lower levels in part due to the Omicron variant's surge, bookings quickly rebounded and have been continually above 2019 levels since February.

LHW BOOKING PACE TO ITALY

Weekly New Booking Trend 2022, 2021, and 2019



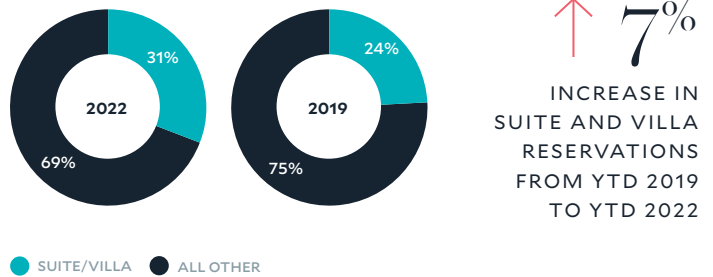
SOURCE: LHW

# LHW Suite Mix in Italy

At the end of Q1, the proportion of booking reservations for suites and villas was only 3 percentage points above 2019 levels, which represented a relatively stable proportion of bookings for this room category. By the end of 1H, suite/villa bookings have grown a bit and now represent almost a third of total reservations, up 7 percentage points versus the same time in 2019.

PROPORTION OF LHW SUITE/VILLA RESERVATIONS IN ITALY

Percentage of June YTD Consumed Reservations



SOURCE: LHW

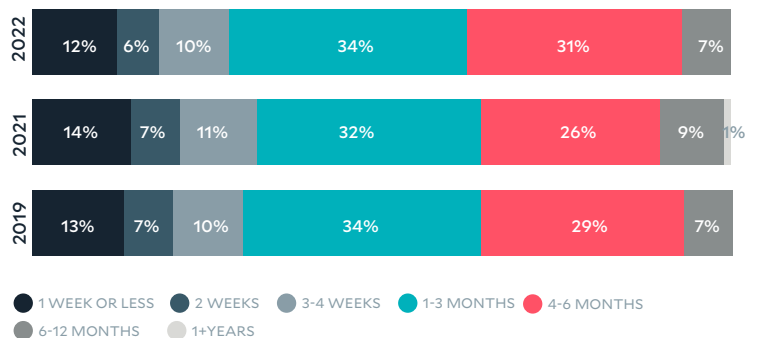
Suites and villas in Italy have an ADR that is 76% higher than other room categories, standing at \$1,457.

# LHW Booking Lead Time to Italy

Booking lead times in Italy have remained quite stable before, during, and after the pandemic peak, unlike some countries. 18% of reservations occur within 2 weeks of arrival, no doubt owing to its strong domestic and regional travel interest as a destination. However, its strong return as a long-haul travel destinations means that they continue to see the majority of bookings occur a few months before travel.

LHW BOOKING LEAD TIME TO ITALY

Percentage of June YTD New Bookings 2022, 2021, 2019



**18%** OF YTD BOOKINGS OCCUR LESS THAN TWO WEEKS PRIOR TO TRAVEL

SOURCE: LHW

**LHW EMEA PERFORMANCE**

## YTD Italian Market KPIs

At the end of Q1, STR reported that our Italian luxury class markets were in the 30-40% occupancy range; as of Q2 results have strengthened, with all reporting markets between 50-60% occupancy for 1H 2022. The major leisure tourist destinations of Rome and Venice are seeing occupancy more than 3x what it was last year.

ADR growth has been simultaneously strong for reporting luxury class markets, with most gains over 20%. At the end of Q1, Venice's YOY ADR was negative, but now shows a healthy gain of 13.1% for 1H YOY.

Unfortunately, STR data for many luxury class markets in Italy remains unavailable for Q2 2021, so we cannot show growth data; we will continue to monitor their available data in these markets and hope to provide performance data for these markets in our next quarterly white paper. The data tables at the end of this report show actual YTD metrics for Florence and the Italian Islands luxury class markets.

## Overall Luxury Market Growth within Italy

Extraordinary demand for quintessential European urban destinations such as Rome and Venice are driving phenomenal luxury class room night demand, which coupled with increased ADRs translates to significant revenue gains. Venice in particular has improved significantly since Q1, with ADR gains since then driving revenue increases above and beyond room night demand.

Italian markets such as Italy Northeast and Milan are seeing outsized gains in both demand and revenue due to the very strong return of long-haul travel to the region. Italy's allure as a destination to both regional and international travelers remains strong, and has resulted in outsized gains for its regions in terms of recovery.

**KEY STR ITALIAN MARKET OCCUPANCY, ADR, AND REVPAR**
*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	OCC % YOY	ADR % YOY	REVPAR % YOY
FLORENCE LUXURY CLASS	—	—	—
ITALIAN ISLANDS LUXURY CLASS	—	—	—
ITALY NORTHEAST LUXURY & UPPER UPSCALE CLASSES	+127.3	+26.2%	+186.9%
ITALY NORTHWEST LUXURY & UPPER UPSCALE CLASSES	—	—	—
MILAN LUXURY CLASS	+124.5%	+41.2%	+217.0%
ROME LUXURY CLASS	+210.2%	+29.9%	+302.8%
TUSCANY LUXURY CLASS	—	—	—
VENICE AREA LUXURY CLASS	+288.9%	+13.1%	+339.9%

UPPER UPSCALE ADDED TO STR CLASS IF LUXURY CLASS ALONE PROVIDES INSUFFICIENT DATA TO REPORT

SOURCE: STR

**KEY STR ITALIAN MARKETS: YEAR OVER YEAR GROWTH**
*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	YOY 1H DEMAND	YOY 1H REVENUE
FLORENCE LUXURY CLASS	—	—
ITALIAN ISLANDS LUXURY CLASS	—	—
ITALY NORTHEAST LUXURY & UPPER UPSCALE CLASSES	+153.4%	+219.9%
ITALY NORTHWEST LUXURY & UPPER UPSCALE CLASSES	—	—
MILAN LUXURY CLASS	+170.6%	+282.2%
ROME LUXURY CLASS	+357.7%	+494.3%
TUSCANY LUXURY CLASS	—	—
VENICE AREA LUXURY CLASS	+489.7%	+566.9%

UPPER UPSCALE ADDED TO STR CLASS IF LUXURY CLASS ALONE PROVIDES INSUFFICIENT DATA TO REPORT

SOURCE: STR



## DESTINATION DETAILS

# Spain



- Spain is closing the gap versus pre-pandemic 2019 hotel revenue, with 1H 2022 consumed revenue up 165% versus last year and down only 13% versus 1H 2019 (at the end of Q1, it was 20% below 2019).
- Future on the books revenue to Spain shows promise, up 11% over the same time in 2019 and up 52% versus the same time last year, with higher ADRs than consumed revenue YTD as well.
- Spain continues to hold its ADR gains, remaining 27% above 1H 2019; however, it has lost ground a bit versus last year and this ADR is 7% below 1H 2021, suggesting the beginning of some rate stagnation or even erosion.
- Spain is seeing strong travel from the UK, with consumed 1H revenue up 11% versus 2019, and future OTB revenue from the UK up 119% over 2019 levels. Switzerland, Germany, Belgium, and the Nordics are also seeing year to date consumed and on the books revenue that is outpacing 2019 levels, indicating strong regional growth.
- Spain's domestic travel trend turned around as well, with domestic travel also now outpacing 2019 levels. However, the return of the US traveler to Spain is still somewhat muted as compared to some other European countries.
- Due to the large proportion of domestic and regional travelers, Spain is seeing 28% of YTD bookings occur less than two weeks prior to travel.
- Unlike the rest of the region, the proportion of GDS bookings in Spain for 1H is lower than it was at the end of Q1. This could be due to the slower return of business travelers to the region, or the high proportion of regional European travelers booking direct (SynXis IBE and lhw.com)
- As an overall luxury class STR market, Barcelona saw the strongest overall RevPAR growth, driven by healthy ADR and extremely strong occupancy gains. The Canary Islands continues to show strong growth, with Madrid also seeing particularly large occupancy gains vs Q1. It is particularly impressive for Barcelona and Madrid to show occupancy gains on top of their strong luxury room supply increases versus last year.



LHW EMEA PERFORMANCE

# LHW Revenue to Spain

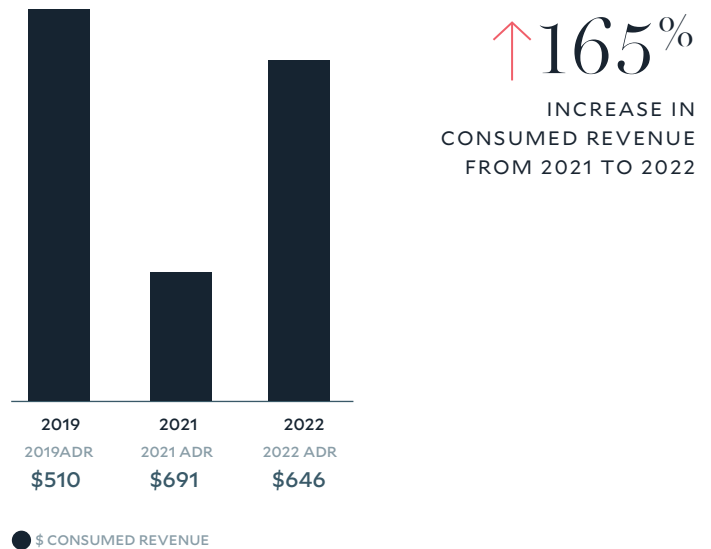
Spain's 1H 2022 consumed revenue grew 165% versus the same time last year, and remains 13% lower than 1H 2019, driven in part by the continued lag in US travel to the country and the impact to urban centers. However, this gap vs pre-pandemic levels is starting to close; as of the end of Q1 2022, Spain's consumed revenue was down 20% versus 2019, so the impact of Q2 revenue growth saw a 7 percentage point increase vs 2019.

ADR continues to remain above pre-pandemic levels, currently 27% above 1H 2019. However, this rate is still 7% below 1H 2021, suggesting the beginning of some rate erosion, perhaps as business travel has started to return.

However, 2022 OTB ADR looks better at \$816, with total OTB revenue to Spain up 52% versus last year and 11% versus the same time in 2019. At the end of Q1, future OTB revenue was down 9% versus 2019, so this represents nearly a 20 percentage point jump versus pre-pandemic levels.

LHW CONSUMED REVENUE AND ADR TO SPAIN, \$M

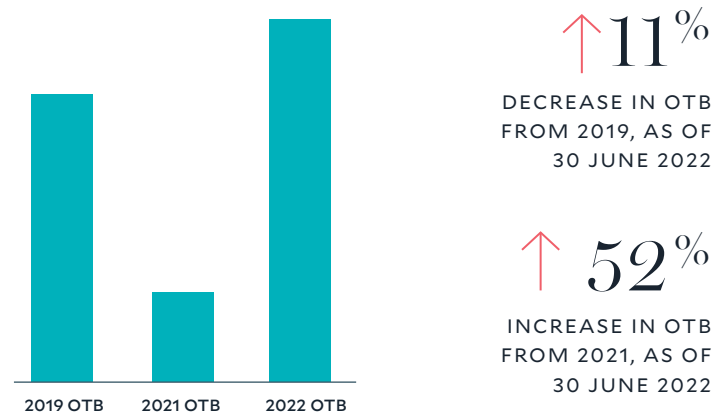
June YTD 2022 vs June YTD 2021 and 2019



SOURCE: LHW

LHW OTB REVENUE TO SPAIN, \$M

As of 30 June 2022, 2021, and 2019



SOURCE: LHW



LHW EMEA PERFORMANCE

# LHW Origin Market Trends to Spain

While some European countries have seen significant growth in travel from the US, Spain has seen more muted growth from Americans. 1H 2022 bookings from the US were up 178% versus last year, but still down 37% versus 2019. While this is an improvement from Q1, when US travel to Spain was down 52%, the return of Americans to Spain seems slower than in some neighboring countries.

The large UK travel market is growing in revenue to Spain, with consumed 1H 2022 revenue up 11% versus 2019 and 686% versus last year. Future on the books revenue from the UK is up 119% over 2019 levels, indicating the continued desire of this traveler to come to Spain.

Spain has seen healthy 1H growth versus both 2021 and 2019 from several of its European counterparts, including Switzerland, Germany, Belgium, and the Nordics – all of these same countries are also seeing future on the books revenue that is outpacing 2019 levels at the same time as well, indicating sustained interest from these feeder markets.

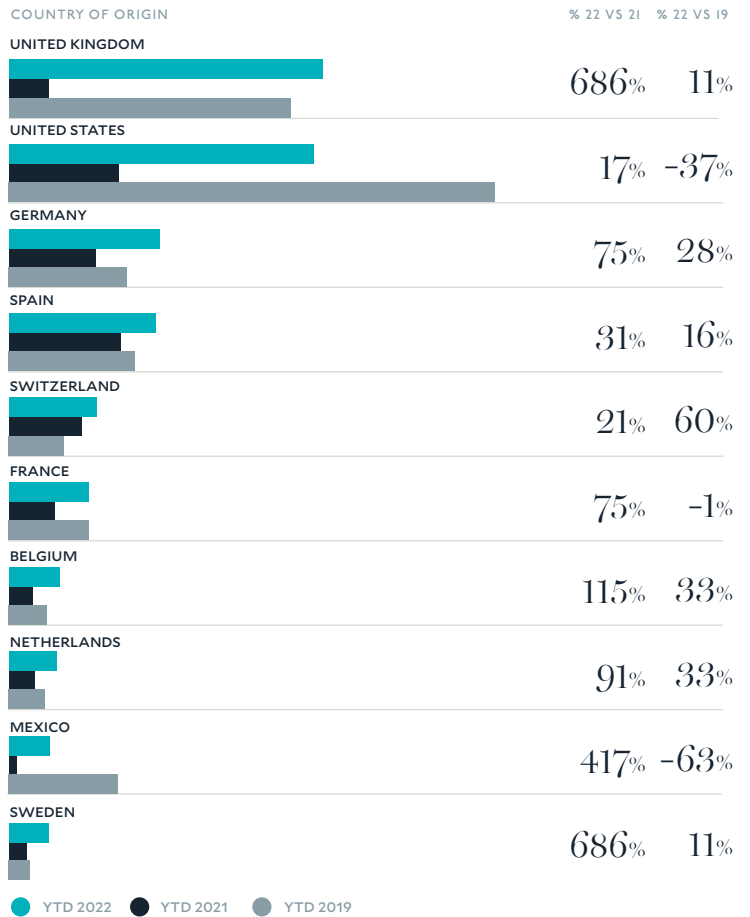
Spain's domestic travel trend has turned around in the last quarter, with consumed 1H 2022 revenue now outpacing 2019, up 16%. Future domestic on the books revenue from domestic Spanish travelers is up 88% versus the same time in 2019, suggesting the continuation of domestic travel interest within the country.

# LHW Booking Channel Trends to Spain

During the pandemic, consumer behavior and segment shifts resulted in the proportion of bookings from the internet channel (primarily LHW.com and the SynXis booking engine) growing at the expense of GDS bookings, which are driven more by corporate and travel agency/luxury consortia travel. Most European countries have seen the proportion of GDS bookings slowly grow over the course of the year, however in Spain it has taken a small step backwards. At the end of Q1, 32% of booking reservations were made via the GDS, whereas as of 1H it is now only at 24%. This could be due to the slower return of business travelers to Spain, or the higher growth rate of leisure travelers booking online.

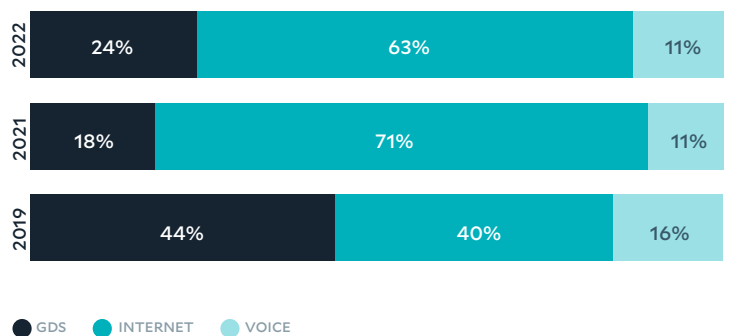
## TOP 10 COUNTRIES OF ORIGIN TO SPAIN

LHW Booking Value USD, June YTD 2022, 2021, and 2019



## PERCENT OF LHW RESERVATIONS BY CHANNEL

Consumed, June YTD 2022, 2021, and 2019





LHW EMEA PERFORMANCE

# LHW New Booking Pace

Since last summer, LHW has seen weekly new booking pace continuously exceed 2019 levels. Due to the Omicron variant, most regions saw new weekly bookings dip a bit versus 2019 in December and January, returning to or exceeding 2019 levels by February. While week-over-week production is variable, total 1H 2022 new booking revenue to Spain was up 86% versus 1H 2021, and up 2% versus 2019 (as of Q1 2022, it was down 4% versus Q1 2019, so new bookings have gained 6 percentage points since then).

ADRs for bookings during Q1 were also well above consumed 1H revenue, with new bookings showing an average \$758 ADR vs \$646 consumed booking ADR.

# LHW Suite Mix in Spain

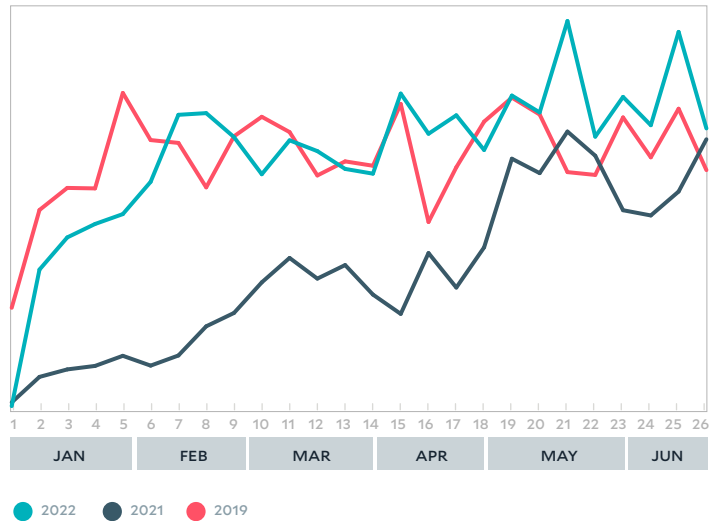
Spain's proportion of reservations booked into suite/villa room categories continues to grow vs 2019, with 30% of 1H 2022 reservations booked in this room category vs 20% in 2019. The ADR for suites/villas in 1H 2022 was \$1,075, nearly double that of other room categories.

# LHW Booking Lead Time to Spain

Spain is seeing an increase from Q1 in terms of the proportion of bookings received within two weeks of arrival, with 28% of 1H bookings now occurring within this window vs 21% as of the end of Q1 2022. This aligns with the increase in domestic travel it has seen since the end of Q1. However, this proportion is relatively in line with their historical trend. Italian hotels are seeing a slight proportional increase vs 2019 in terms of bookings that occur 1-6 months in advance of travel.

LHW BOOKING PACE TO SPAIN

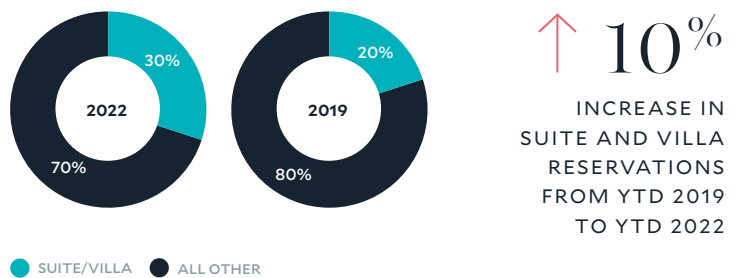
Weekly New Booking Trend 2022, 2021, and 2019



SOURCE: LHW

PROPORTION OF LHW SUITE/VILLA RESERVATIONS IN SPAIN

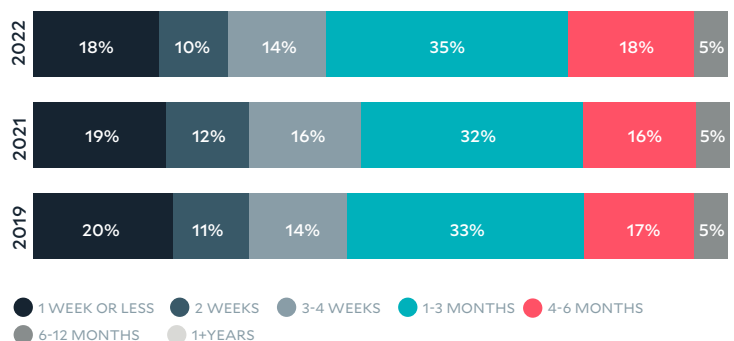
Percentage of June YTD Consumed Reservations



SOURCE: LHW

LHW BOOKING LEAD TIME TO SPAIN

Percentage of June YTD New Bookings 2022, 2021, 2019



28% OF YTD BOOKINGS OCCUR LESS THAN TWO WEEKS PRIOR TO TRAVEL

SOURCE: LHW



## LHW EMEA PERFORMANCE

## YTD Spanish Market KPIs

As a major tourist destination in its own right as well as a major cruise port, Barcelona saw the strongest overall RevPAR growth, driven by healthy ADR and extremely strong occupancy gains. The Canary Islands luxury class market continues to show strong growth, also driven by both solid ADR and strong occupancy gains. As an urban center with a more traditional mix of business and leisure travel, Madrid saw particularly large occupancy gains versus Q1, when the luxury STR market was only up 15.8% in occupancy.

ADR gains continue to be quite variable, with Andalusia remaining flat versus last year and most other markets seeing modest gains. Madrid, which has the highest ADR of all the highlighted markets, saw continued healthy gains in ADR.

## Overall Luxury Market Growth within Spain

Some of the Spanish markets saw dramatic swings in the luxury market supply, which impact some of the values seen here. For example, Madrid saw a 137.7% increase in luxury room supply, and Barcelona saw a 68.3% increase in room supply for 1H 2022 vs last year. Even on top of this, they are seeing outsized gains in terms of room night demand and around a 10% ADR increase year over year, driving their markets' overall RevPAR to nearly 5x what it was last year.

Andalusia and the Mediterranean Coast's relatively flat ADR meant that their revenue gains essentially kept pace with their demand growth.

## KEY STR SPANISH MARKET OCCUPANCY, ADR, AND REVPAR

June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class

FROM	OCC % YOY	ADR % YOY	REVPAR % YOY
ANDALUSIA LUXURY CLASS	+87.0%	+0.7%	+88.4%
BALEARIC ISLANDS LUXURY CLASS	+62.0%	+6.9%	+73.2%
BARCELONA LUXURY CLASS	+176.5%	+10.6%	+205.8%
CANARY ISLANDS LUXURY CLASS	+163.8%	+12.9%	+197.7%
MADRID LUXURY CLASS	+73.1%	+9.2%	+89.1%
MED. COAST LUXURY & UPPER UPSCALE CLASSES	+113.9%	+3.2%	+120.7%

UPPER UPSCALE ADDED TO STR CLASS IF LUXURY CLASS ALONE PROVIDES INSUFFICIENT DATA TO REPORT

SOURCE: STR

## KEY STR SPANISH MARKETS: YEAR OVER YEAR GROWTH

June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class

FROM	YOY 1H DEMAND	YOY 1H REVENUE
ANDALUSIA LUXURY CLASS	+127.1%	+128.8%
BALEARIC ISLANDS LUXURY CLASS	+94.5%	+107.9%
BARCELONA LUXURY CLASS	+365.3%	+414.5%
CANARY ISLANDS LUXURY CLASS	+216.2%	+256.8%
MADRID LUXURY CLASS	+311.5%	+349.4%
MEDITERRANEAN COAST LUXURY & UPPER UPSCALE CLASSES	+134.7%	+142.2%

UPPER UPSCALE ADDED TO STR CLASS IF LUXURY CLASS ALONE PROVIDES INSUFFICIENT DATA TO REPORT

SOURCE: STR





DESTINATION DETAILS

# Switzerland



- Switzerland continues to see strong gains versus both 2021 and 2019, with consumed 1H revenue up 44% versus last year and up 53% versus 1H 2019. The trend appears to be set to continue, with on the books revenue to Switzerland as of 30 June up 55% versus the same time in 2019 and 80% above the same time last year.
- ADRs continue to be extremely strong, up 50% versus 1H 2019 and up 11% versus 1H 2021.
- As the rest of Europe has opened up as compared to last year, Switzerland is seeing a 30% reduction in domestic travel versus last year, though this value remains up 131% versus 2019.
- US travel from Switzerland remains strong from the US, the UK, Germany, Italy, and France. The emerging markets of India, Brazil, and Singapore have also seen considerable recent growth as well.
- The proportion of direct bookings (lhw.com and SynXis IBE) have continued to come down in favor of GDS bookings, as business and agency/luxury consortia travel returns.
- Booking lead times and the proportion of suite bookings remain relatively stable as compared to 1Q 2022, with just over a third of bookings for suites/villas and a third of bookings made within 2 weeks of travel.
- Lake Geneva STR luxury class market is seeing occupancy more than double its last year levels, with the strongest ADR gains coming from Switzerland Southeast luxury class market. All Swiss markets are seeing positive RevPAR growth, though Switzerland Central luxury and upper upscale market is seeing a slight downturn in its 1H ADR.

**LHW EMEA PERFORMANCE**

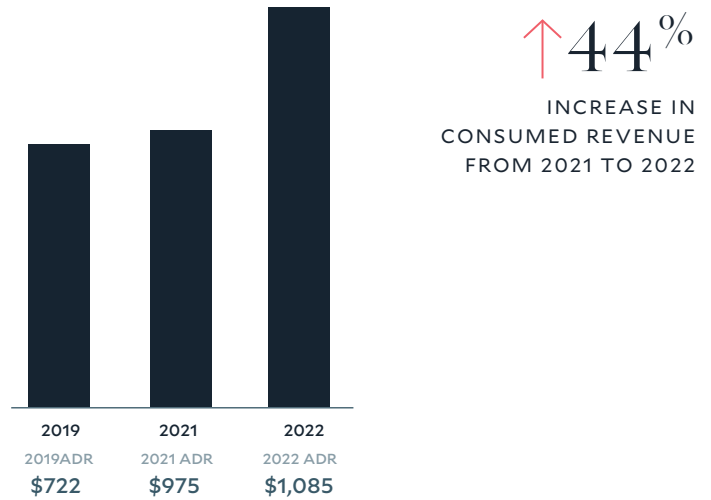
# LHW Revenue to Switzerland

Switzerland continues to see strong growth, in spite of having also weathered the pandemic better than many of their regional counterparts. LHW’s 1H 2022 consumed booking revenue to Switzerland was up 44% versus last year and up 53% versus 1H 2019.

Switzerland’s ADR also continues to remain healthy, up 11% vs 2021 and an 50% over 2019. When broken down by country of origin, the travelers paying the highest ADR are from Italy, India, Brazil, the UAE, and Austria.

As of 30 June, 2022 LHW’s OTB to Switzerland is 80% above where it was the same time last year, and has grown to 55% above where it was in 2019 at the same time (at the end of Q1 it was 41% over 2019).

LHW CONSUMED REVENUE AND ADR TO SWITZERLAND, \$M  
June YTD 2022 vs June YTD 2021 and 2019



● \$ CONSUMED REVENUE

SOURCE: LHW

LHW OTB REVENUE TO SWITZERLAND, \$M

As of 30 June 2022, 2021, and 2019



SOURCE: LHW

**LHW EMEA PERFORMANCE**

# LHW Origin Market Trends to Switzerland

Switzerland remains one of the strongest domestic travel markets in Europe, owing in part to the number and variety of hotels and destinations within the country, and the ongoing desire of the Swiss to travel (even throughout the pandemic). 1H 2022 domestic travel remained 131% above pre-pandemic 1H 2019 levels but has dropped slightly versus last year as the Swiss travelers start to branch out regionally a bit more, as travel restrictions have been stripped away.

US travel to Europe has seen very strong growth in Q2, and travel from the US to Switzerland remains strong at 54% above last year and 29% above 1H 2019. Other strong markets of origin remain in the UK, Germany, Italy, and France. The emerging markets of India, Brazil, and Singapore have seen considerable recent growth as those regions return to the European continent as well. While Russia had strong Q1 growth due to the war in Ukraine, since then their travel has tapered off a bit.

Travelers from Italy, Thailand, the Middle East, Brazil, and India paid the highest ADR per night during their 1H stays, each over \$1300/night on average.

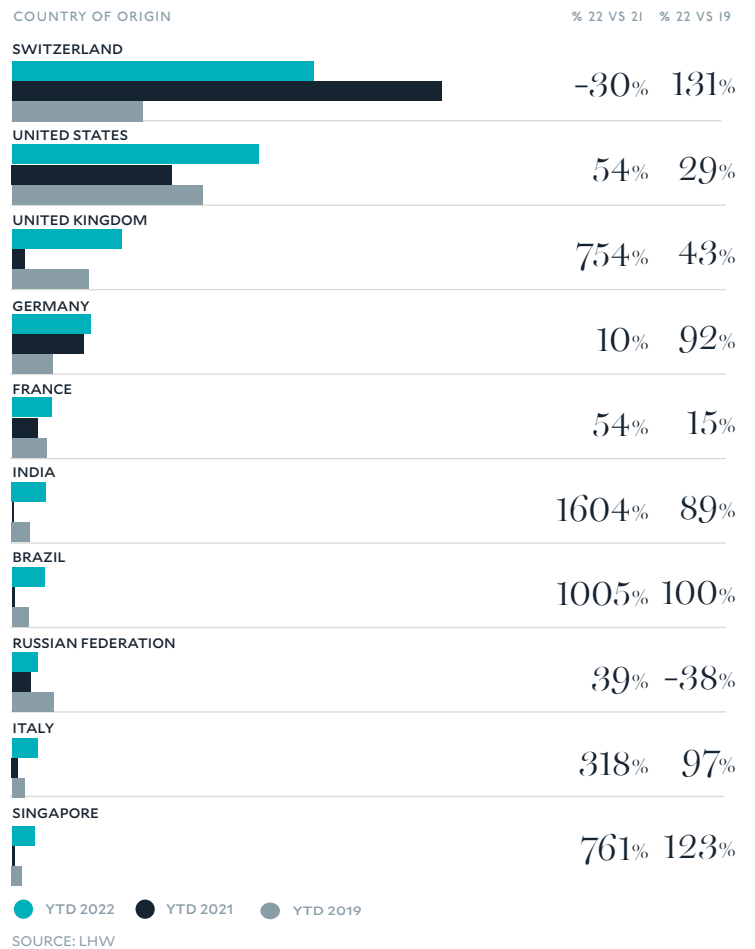
# LHW Booking Channel Trends to Switzerland

During the pandemic most regions saw GDS bookings decrease, as corporate travel disappeared, leisure travel led the recovery, and consumer booking behavior changed to favor online bookings (primarily lhw.com and the SynXis IBE). We have seen the early Q1 2022 shifts in booking channel continue in Q2, resulting in 1H 2022 performance that has shifted the balance of bookings back slightly towards GDS bookings.

While in Q1 2021, internet bookings were at a peak of 85% of reservations, they are now down for 1H 2022 to 65% of bookings. GDS channel bookings have nearly doubled since 1H last year, though they remain below pre-pandemic 1H 2019 levels. We expect to continue to see a gradual return of GDS channel bookings as business and agency/luxury consortia travel returns, but also anticipate that some of the consumer booking preferences to book direct online will remain post-pandemic.

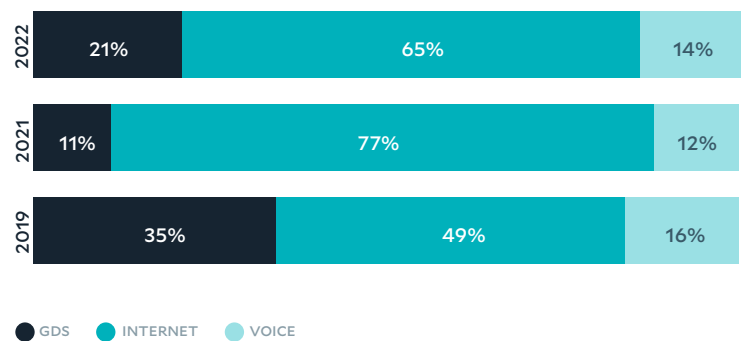
**TOP 10 COUNTRIES OF ORIGIN TO SWITZERLAND**

LHW Booking Value USD, June YTD 2022, 2021, and 2019



**PERCENT OF LHW RESERVATIONS BY CHANNEL**

Consumed, June YTD 2022, 2021, and 2019



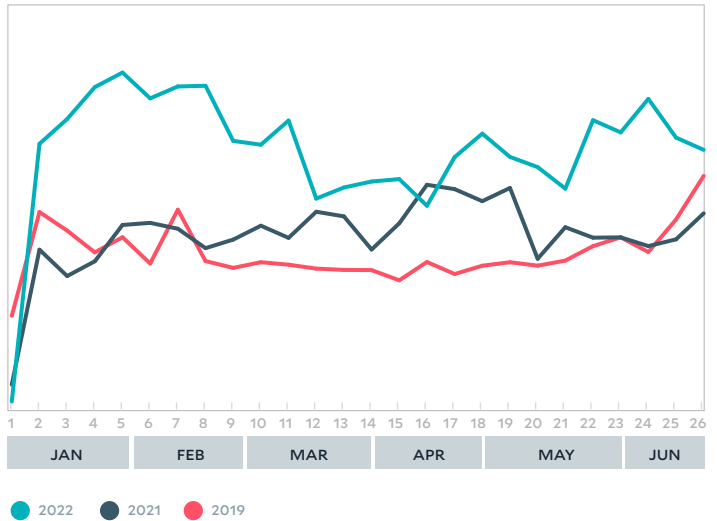
**LHW EMEA PERFORMANCE**

# LHW New Booking Pace

Throughout 2022, weekly booking pace to Switzerland has outstripped 2019 levels to Switzerland. Total 1H booking value to Switzerland was 46% above 1H 2021, and 62% above 1H 2019 levels. There were some concerns that travel might be impacted by recent high inflation and increases in transportation costs, but so far we have not seen a weakening in demand.

**LHW BOOKING PACE TO SWITZERLAND**

*Weekly New Booking Trend 2022, 2021, and 2019*



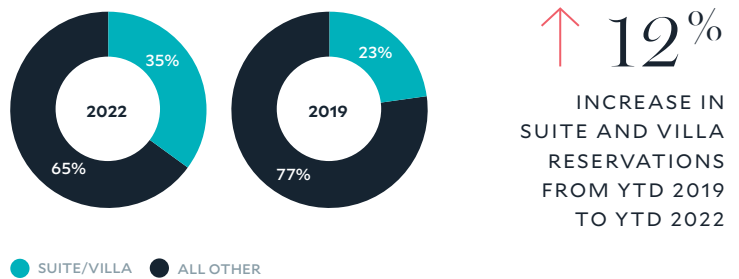
SOURCE: LHW

# LHW Suite Mix in Switzerland

Most countries in Europe saw an increase in the proportion of reservations booking a suite or villa during the pandemic. While the increase has varied by country, the trend does seem to be continuing. A full 35% of consumed reservations in 1H 2022 were for a villa or suite room category, which is an increase of 12 percentage points versus 1H 2019.

**PROPORTION OF LHW SUITE/VILLA RESERVATIONS IN SWITZERLAND**

*Percentage of June YTD Consumed Reservations*



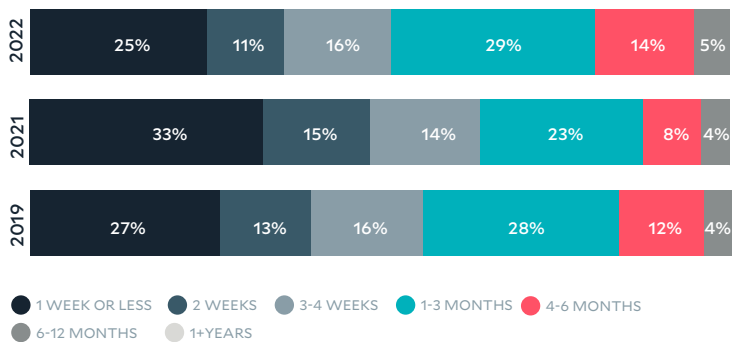
SOURCE: LHW

# LHW Booking Lead Time to Switzerland

Switzerland has seen a slight shift towards longer booking lead times since pre-pandemic 2019. In 1H 2019, 40% of bookings to Switzerland occurred within two weeks of arrival, with this proportion growing to 48% of bookings in 1H 2021. For 1H 2022, the proportion is down to 36%, with a slight shift towards bookings more than a month in advance.

**LHW BOOKING LEAD TIME TO SWITZERLAND**

*Percentage of June YTD New Bookings 2022, 2021, 2019*



**36%** OF YTD BOOKINGS OCCUR LESS THAN TWO WEEKS PRIOR TO TRAVEL

SOURCE: LHW

**LHW EMEA PERFORMANCE**

## YTD Swiss Market KPIs

Lake Geneva continues to outperform on both occupancy increases and ADR, though their overall occupancy remains relatively low for a resort district at only 44.1% (up from 20.1% for 1H last year).

Switzerland Southeast (e.g., St. Moritz, Lugano areas) has continued to show dramatic ADR gains, higher than Q1 levels, with the second highest ADRs of any of our STR luxury markets pulled at \$1,009.70, second only to the Maldives. The Swiss markets outside of Switzerland Central have some of the highest ADRs in all of Europe.

Switzerland Northeast (including Zurich) continues to see modest ADR growth and ongoing occupancy gains, like many European urban locations. Switzerland Southwest (e.g., Gstaad, Zermatt, and Crans-Montana) has grown their RevPAR primarily through ADR gains.

The Switzerland Central Luxury & Upper Upscale Classes STR market includes upper upscale in the STR market data because luxury class hotels alone does not provide sufficient data to meet STR standards for reporting. This market's RevPAR is slightly positive, as ADR has decreased even further since Q1, in spite of occupancy gains.

## Overall Luxury Market Growth within Switzerland

While the year over year % rates of Switzerland's YTD Demand and Revenue are slightly below Q1 2022 comparison rates, Switzerland has seen such healthy continued growth throughout the pandemic we continued to be amazed at its ongoing growth. All Swiss luxury markets have healthy demand, coupled with above average ADR growth. Given the performance of many Swiss hotels in 2021 even, the continued positive performance of these largely leisure-based, often resort-based properties is amazing.

**KEY STR SWISS MARKET OCCUPANCY, ADR, AND REVPAR**
*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	OCC % YOY	ADR % YOY	REVPAR % YOY
LAKE GENEVA LUXURY CLASS	+110.5%	+13.7%	+139.4%
SWITZERLAND CENTRAL LUXURY & UPPER UPSCALE CLASSES	+16.3%	-6.7%	+8.5%
SWITZERLAND NORTHEAST LUXURY CLASS	+52.9%	+10.8%	+69.5%
SWITZERLAND SOUTHEAST LUXURY CLASS	+22.4%	+77.9%	+117.8%
SWITZERLAND SOUTHWEST LUXURY CLASS	+14.6%	+28.3%	+47.0%

UPPER UPSCALE ADDED TO STR CLASS IF LUXURY CLASS ALONE PROVIDES INSUFFICIENT DATA TO REPORT

SOURCE: STR

**KEY STR SWISS MARKETS: YEAR OVER YEAR GROWTH**
*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	YOY 1H DEMAND	YOY 1H REVENUE
LAKE GENEVA LUXURY CLASS	+131.9%	+163.6%
SWITZERLAND CENTRAL LUXURY & UPPER UPSCALE CLASSES	+33.0%	+24.1%
SWITZERLAND NORTHEAST LUXURY CLASS	+47.3%	+63.2%
SWITZERLAND SOUTHEAST LUXURY CLASS	+24.0%	+120.6%
SWITZERLAND SOUTHWEST LUXURY CLASS	+17.3%	+50.5%

UPPER UPSCALE ADDED TO STR CLASS IF LUXURY CLASS ALONE PROVIDES INSUFFICIENT DATA TO REPORT

SOURCE: STR



DESTINATION DETAILS

# United Kingdom

- The UK's very stringent travel restrictions during the first half of 2021 means that it is showing much more dramatic year over year consumed revenue comp performance than most of its regional neighbors. 1H 2022 consumed revenue was up 592% versus 1H 2021, but this remains 44% below 1H 2019, in no small part due to the lagging return of corporate travel (particularly professional/financial services and technology/communications sectors).
- Booking levels versus 2019 are slated to improve, with on the books travel revenue as of 30 June only down 17% versus 2019, driven in part by very strong ADRs. Weekly booking pace YTD is only down 4% versus 1H 2019, as compared to the end of Q1 when it was down 34%, representing a 30 percentage point improvement in bookings to the UK.
- The UK domestic travel market remains healthy as a proportion of the business, though travel remains weaker from the US, Canada, France, Germany, and Switzerland.
- Without the return of corporate and long haul travel, the proportion of GDS bookings has remained stable as compared to Q1 but relatively low as compared to other European countries (and pre-pandemic levels).
- Booking lead times are starting to shorten, with 33% of YTD bookings occurring less than two weeks prior to travel; drivers for this include both domestic leisure travel as well as regional business travel.
- London's luxury class occupancy is up to a healthy 53.2% at the end of Q2, nearly 310% above last year levels. ADR is holding steady at about 10% above last year. London's supply of luxury class rooms has seen a remarkably increase of 60% year over year, making their occupancy and ADR gains even more significant.

LHW EMEA PERFORMANCE

# LHW Revenue to UK

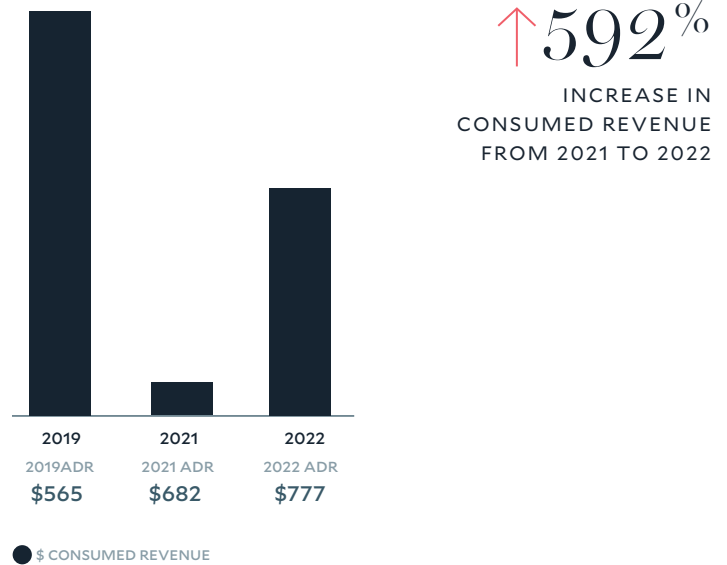
Due to the timing of the country’s reopening, the UK’s 1H 2022 revenue growth is much more dramatic than most other neighboring countries. 1H 2022 consumed revenue was up 592% versus 1H 2021, but remains 44% below 1H 2019 levels. Due to the reliance of our LHW properties on corporate travel, and the slow return of corporate and groups, this is not a surprising result. However, at the end of Q1 the UK was at 50% below Q1 2019 levels, so it has shown 6 percentage point improvement vs 2019 due to its stronger performance in recent months.

The UK’s ADR gains continue to hold, with 1H 2022 ADR of \$777 up 14% over last year and 38% above 2019.

Forward looking on the books revenue is up 67% year over year, but remains 17% lower than 2019 OTB at the same time. However, OTB ADR looks especially healthy at \$989.

LHW CONSUMED REVENUE AND ADR TO UK, \$M

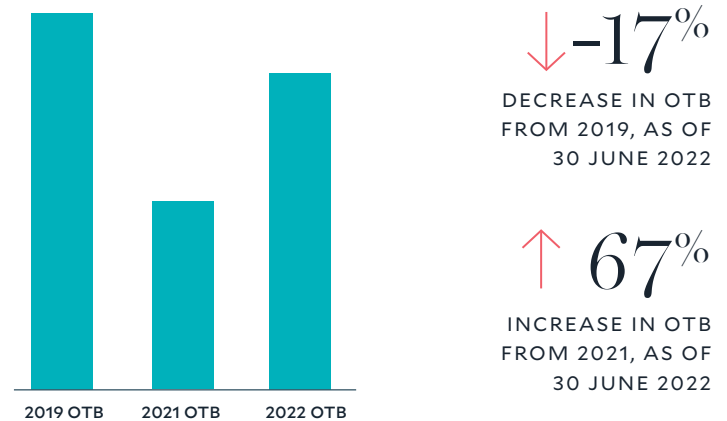
June YTD 2022 vs June YTD 2021 and 2019



SOURCE: LHW

LHW OTB REVENUE TO UK, \$M

As of 30 June 2022, 2021, and 2019



SOURCE: LHW

LHW EMEA PERFORMANCE

# LHW Origin Market Trends to UK

Since the country reopened its borders, UK origin travel has increased consistently, but UK travelers increasingly have ventured outside of the UK for their trips. Therefore 1H 2022 domestic travel, while still up 202% versus last year, is down 18% versus 1H 2019 (at the end of Q1 it was still up 19%).

The US traveler has returned to much of Europe, and while Q2 showed gains in the consumed travel from the US to the UK, it is still lagging behind pre-pandemic levels. A significant proportion of the UK's overall revenue levels vs 2019 remain down, from almost all countries of origin. This is due in part to the lack of corporate travel internationally, which impacts London in particular and the UK overall. While corporate travel is slowly returning, the pace of acceleration varies by industry and country of origin, with many large financial, professional services, and technology/communications companies still not returning to travel the way they once did.

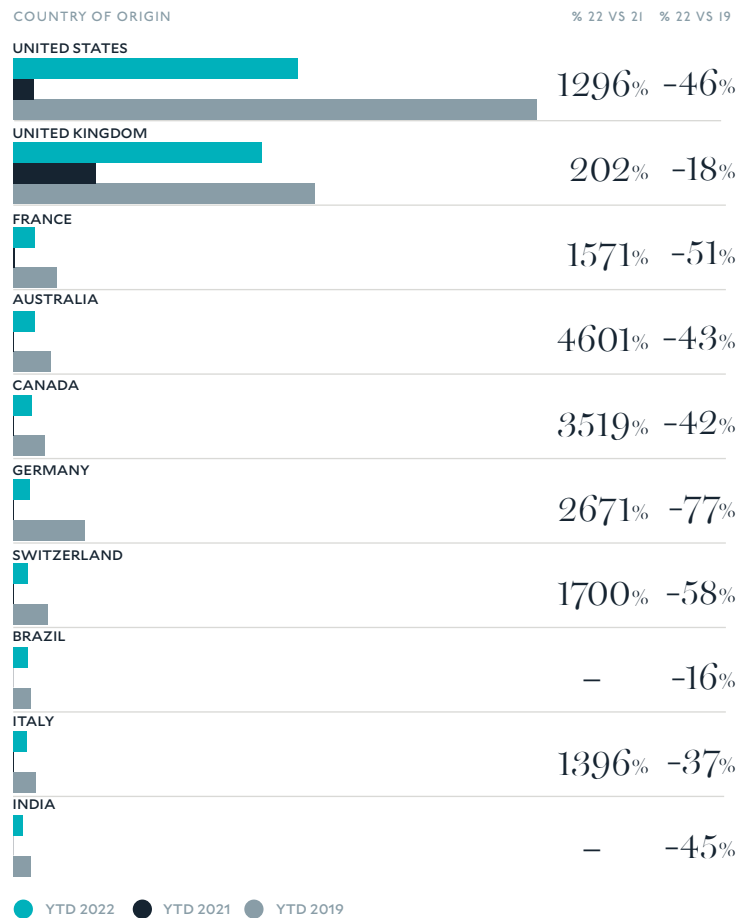
# LHW Booking Channel Trends to UK

During the pandemic, most European countries saw significant growth in online direct consumer bookings, at the expense of GDS channel revenue. This was due to changes both in the mix of business vs leisure travel as well as changing consumer booking preferences and concerns about hotel level policies and services. However, many countries have started to see the balance shift back slowly towards GDS bookings vs internet bookings.

In the UK, this shift is not yet evident. GDS channel bookings in 1H were 22% of bookings, down from 42% in 1H 2019 and similar to 20% in 1H 2021. Meanwhile, internet channel bookings rose from 46% in 1H 2019 to 69% in 1H 2021, and remain at 67% in 1H 2021. While the return of corporate travel to the UK will undoubtedly continue to influence this shift, for now the internet channel continues to dominate the UK booking landscape.

## TOP 10 COUNTRIES OF ORIGIN TO UK

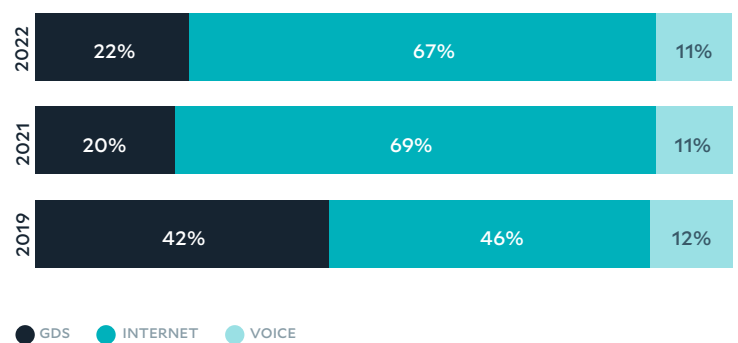
LHW Booking Value USD, June YTD 2022, 2021, and 2019



SOURCE: LHW

## PERCENT OF LHW RESERVATIONS BY CHANNEL

Consumed, June YTD 2022, 2021, and 2019



SOURCE: LHW



LHW EMEA PERFORMANCE

## LHW New Booking Pace

While most of Europe has seen new weekly booking pace exceed 2019 levels since February (after short dips in January due to Omicron variant), the UK's weekly production is still below 2019, in part due to its reliance on business travel.

Total new booking pace to the UK for 1H 2022 was 213% over last year, and down only 4% versus 1H 2019. At the end of Q1, new booking pace was still down 34% vs Q1 2019, so this represents a healthy 29 percentage point improvement from where bookings were only three months ago.

New bookings made in 1H are showing stronger ADRs than recent consumed revenue, averaging \$856 vs \$777 for 1H 2022 consumed bookings.

## LHW Suite Mix in UK

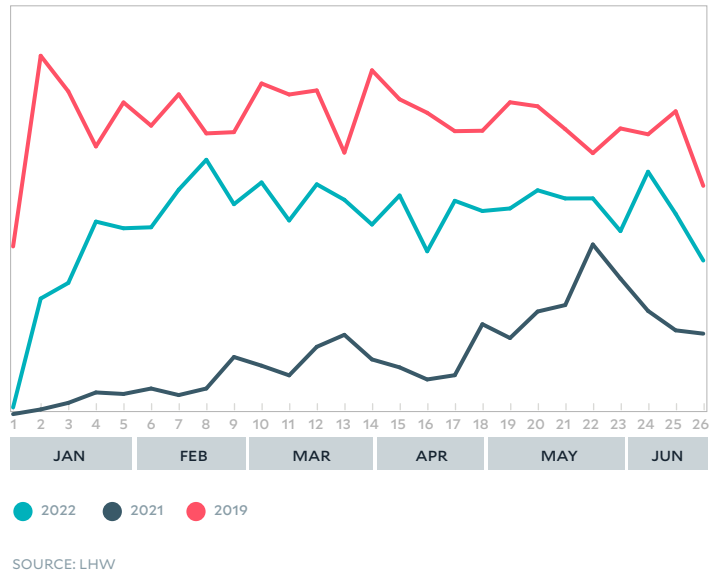
With fewer resort properties than some of its neighbors, the UK has not seen the significant increase in proportion of suite and villa bookings that some others have. The proportion of rooms booked as suites and villas in 1H 2022 was only 16%, 3 percentage points higher than in 1H 2019. As of Q1, this proportion was 4% lower than in 2019, so as we edge into summer there appears to be some shift in this proportion, but nothing dramatic. Suite and villa room ADR in 1H 2022 is \$1,242, nearly double that of the ADR of other room types.

## LHW Booking Lead Time to UK

At the end of Q1, only 25% of bookings to the UK were made within two weeks of arrival, and we have seen this proportion grow at the end of Q2 to 32% of bookings, an increase of 7 percentage points. While this is still below the 41% of 1H 2019 bookings that were within the two week arrival window, it appears that the UK is starting to see their booking window trend shift back to pre-pandemic levels, with more summer travelers booking on short notice. We expect as business travel continues to return, average booking lead times will continue to shorten.

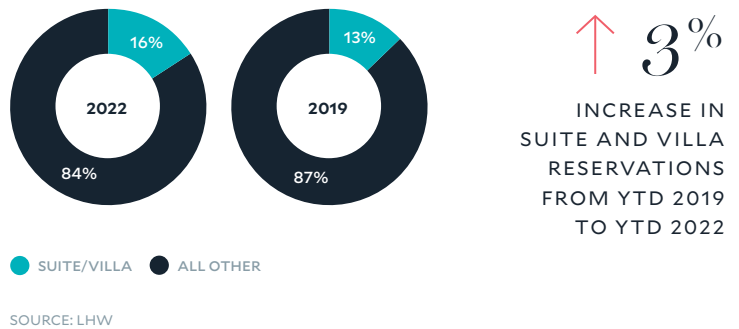
LHW BOOKING PACE TO UK

Weekly New Booking Trend 2022, 2021, and 2019



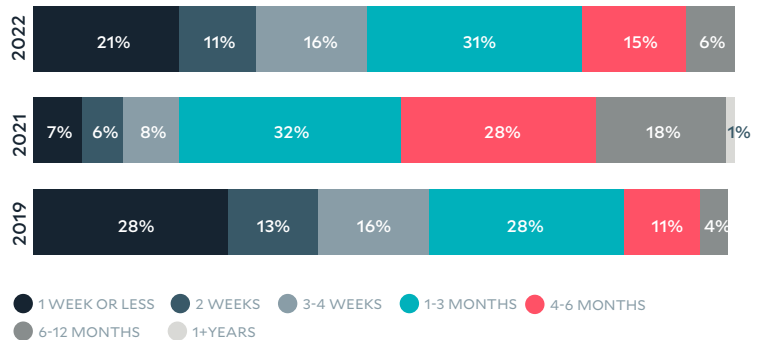
PROPORTION OF LHW SUITE/VILLA RESERVATIONS IN UK

Percentage of June YTD Consumed Reservations



LHW BOOKING LEAD TIME TO UK

Percentage of June YTD New Bookings 2022, 2021, 2019



**32%** OF YTD BOOKINGS OCCUR LESS THAN TWO WEEKS PRIOR TO TRAVEL

**LHW EMEA PERFORMANCE**

## YTD UK Market KPIs

Largely due to the UK's travel restrictions, Q1 2022 saw an explosive growth in occupancy of 622% over last year; however, occupancy YTD as of the end of Q2 is much healthier at an overall 53.2%, nearly 310% above LY levels.

ADR has also continued to hold relatively steady, currently 10.7% above LY (vs 8.3% above LY at the end of Q1).

For the same time period, LHW's London ADR was \$775, up over 17% versus last year.

## Overall Luxury Market Growth within UK

The supply of London luxury class markets has risen a remarkable 60% year over year as of June YTD; in spite of this, London's overall market demand is still 558% above last year, with ADR gains growing revenue to over 628% over last year. While these gains are strong, the market will need to see the return of business and long haul travel to fully return to 2019 levels.

**KEY STR UK MARKET OCCUPANCY, ADR, AND REVPAR**

*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	OCC % YOY	ADR % YOY	REVPAR % YOY
<b>LONDON LUXURY CLASS</b>	+309.9%	+10.7%	+353.8%

SOURCE: STR

**KEY STR UK MARKETS: YEAR OVER YEAR GROWTH**

*June YTD 2022 vs June YTD 2021 STR Consumed, Luxury Class*

FROM	YOY 1H DEMAND	YOY 1H REVENUE
<b>LONDON LUXURY CLASS</b>	+558.2%	+628.6%

SOURCE: STR

# Data Tables

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Occupancy, ADR, and RevPAR:  
Current Month and YTD

+

Supply, Demand, and Revenue:  
Current Month and YTD



# Occupancy, ADR, and RevPAR: Current Month

JUNE 2022 VS JUNE 2021, IN USD AS PROVIDED BY STR

SOURCE: STR

NOTE: A BLANK ROW INDICATES INSUFFICIENT DATA

	OCC %		ADR		REVPAR		PERCENT CHANGE VS JUNE 2021		
	2022	2021	2022	2021	2022	2021	OCC	ADR	REVPAR
AMSTERDAM LUXURY CLASS	72.1	13.9	536.83	344.11	386.80	47.71	419.7	56.0	710.8
ANDALUSIA LUXURY CLASS	73.5	45.0	506.32	426.97	372.22	192.04	63.4	18.6	93.8
ATHENS LUXURY CLASS	89.7	49.9	478.86	382.14	429.53	190.62	79.8	25.3	125.3
AUSTRIA PROVINCIAL LUXURY CLASS	48.1	32.4	330.82	316.92	159.27	102.84	48.4	4.4	54.9
AUVERGNE-RHONE-ALPS LUXURY CLASS	64.8	38.9	396.31	373.32	256.96	145.40	66.5	6.2	76.7
BALEARIC ISLANDS LUXURY CLASS	71.6	36.1	491.82	444.58	352.17	160.43	98.4	10.6	119.5
BARCELONA LUXURY CLASS	78.6	29.5	429.64	407.01	337.67	120.00	166.6	5.6	181.4
BERLIN LUXURY CLASS	63.8	17.6	307.16	246.06	195.90	43.37	261.8	24.8	351.7
CANARY ISLANDS LUXURY CLASS	56.5	27.8	218.92	205.70	123.67	57.09	103.5	6.4	116.6
CORSICA/PROVENCE-ALPES-CDA LUXURY CLASS	82.6	38.1	914.06	700.85	754.80	266.97	116.8	30.4	182.7
CROATIA LUXURY CLASS									
DUBLIN LUXURY CLASS	84.4	27.6	369.41	259.78	311.62	71.73	205.5	42.2	334.4
FLORENCE LUXURY CLASS	83.3	18.8	882.65	641.68	735.13	120.57	343.2	37.6	509.7
GERMANY SOUTH LUXURY & UPPER UPSCALE CLASSES	66.6	31.1	197.08	227.16	131.23	70.74	113.8	-13.2	85.5
GREECE PROVINCIAL LUXURY & UPPER UPSCALE CLASSES	78.0	38.2	340.52	389.04	265.59	148.56	104.2	-12.5	78.8
ITALIAN ISLANDS LUXURY CLASS	72.1	31.2	750.38	475.52	540.68	148.51	130.7	57.8	264.1
ITALY NORTHEAST LUXURY & UPPER UPSCALE CLASSES	63.1	41.1	307.61	297.03	194.12	122.19	53.4	3.6	58.9
ITALY NORTHWEST LUXURY & UPPER UPSCALE CLASSES	82.8	50.0	799.81	514.92	662.43	257.28	65.8	55.3	157.5
LAKE GENEVA LUXURY CLASS	68.1	32.5	526.66	508.20	358.78	164.94	109.9	3.6	117.5
LISBON LUXURY & UPPER UPSCALE CLASSES	76.5	19.7	236.62	180.92	180.91	35.66	287.9	30.8	407.4
LONDON LUXURY CLASS	73.2	24.5	622.54	472.76	455.59	115.66	199.1	31.7	293.9
MADRID LUXURY CLASS	63.0	28.8	590.70	481.73	372.23	138.64	119.0	22.6	168.5
MALDIVES LUXURY CLASS	43.8	29.7	652.64	684.36	285.73	203.06	47.5	-4.6	40.7
MEDITERRANEAN COAST LUXURY & UPPER UPSCALE CLASSES	75.7	48.3	184.88	216.23	139.98	104.49	56.7	-14.5	34.0
MILAN LUXURY CLASS	74.5	38.6	865.15	514.07	644.92	198.45	93.1	68.3	225.0
MONACO LUXURY CLASS	70.5	36.9	601.17	522.98	424.06	192.95	91.2	15.0	119.8
MUNICH LUXURY CLASS	67.2	27.1	435.65	392.11	292.57	106.11	148.2	11.1	175.7
PARIS LUXURY CLASS	83.4	22.8	1,120.84	864.44	934.68	197.11	265.7	29.7	374.2
ROME LUXURY CLASS	82.5	26.4	715.15	518.68	590.06	136.77	212.9	37.9	331.4
SWITZERLAND CENTRAL LUXURY & UPPER UPSCALE CLASSES	57.2	31.8	488.47	441.20	279.56	140.40	79.8	10.7	99.1
SWITZERLAND NORTHEAST LUXURY CLASS	85.7	49.1	885.93	667.35	759.47	327.64	74.6	32.8	131.8
SWITZERLAND SOUTHEAST LUXURY CLASS	31.8	49.3	467.60	314.96	148.61	155.31	-35.5	48.5	-4.3
SWITZERLAND SOUTHWEST LUXURY CLASS	51.8	36.2	399.94	301.02	207.02	108.86	43.1	32.9	90.2
TUSCANY LUXURY CLASS	70.5	41.4	704.89	499.72	497.21	206.90	70.4	41.1	140.3
VENICE AREA LUXURY CLASS	75.6	29.1	867.16	630.69	655.49	183.32	160.1	37.5	257.6
VIENNA LUXURY CLASS	67.3	23.1	302.93	301.19	203.91	69.45	191.9	0.6	193.6

# Occupancy, ADR, and RevPAR: Year to Date

YTD JUNE 2022 VS YTD JUNE 2021, IN USD, AS PROVIDED BY STR

SOURCE: STR

NOTE: A BLANK ROW INDICATES INSUFFICIENT DATA

	OCC %		ADR		REVPAR		PERCENT CHANGE FROM YTD JUNE 2021		
	2022	2021	2022	2021	2022	2021	OCC	ADR	REVPAR
AMSTERDAM LUXURY CLASS	45.3	7.6	476.19	322.26	215.60	24.52	495.1	47.8	779.4
ANDALUSIA LUXURY CLASS	59.5	31.8	428.10	425.02	254.69	135.22	87.0	0.7	88.4
ATHENS LUXURY CLASS	49.1	19.6	322.77	316.72	158.44	62.04	150.6	1.9	155.4
AUSTRIA PROVINCIAL LUXURY CLASS	38.4		405.56		155.86				
AUVERGNE-RHONE-ALPS LUXURY CLASS	57.4	19.5	885.41	626.80	508.41	121.93	195.2	41.3	317.0
BALEARIC ISLANDS LUXURY CLASS	52.4	32.4	362.86	339.45	190.24	109.84	62.0	6.9	73.2
BARCELONA LUXURY CLASS	55.7	20.1	386.61	349.64	215.38	70.44	176.5	10.6	205.8
BERLIN LUXURY CLASS	39.4	9.3	277.52	260.06	109.42	24.25	322.9	6.7	351.3
CANARY ISLANDS LUXURY CLASS	62.3	23.6	320.62	284.10	199.80	67.12	163.8	12.9	197.7
CORSICA/PROVENCE-ALPES-CDA LUXURY CLASS	53.3		696.80		371.72				
CROATIA LUXURY CLASS									
DUBLIN LUXURY CLASS	56.9	10.6	331.55	215.82	188.72	22.97	434.7	53.6	721.5
FLORENCE LUXURY CLASS	57.5		632.14		363.37				
GERMANY SOUTH LUXURY & UPPER UPSCALE CLASSES	48.9	18.9	197.94	187.53	96.84	35.40	159.2	5.6	173.6
GREECE PROVINCIAL LUXURY & UPPER UPSCALE CLASSES	53.1		229.02		121.62				
ITALIAN ISLANDS LUXURY CLASS	51.6		616.69		318.07				
ITALY NORTHEAST LUXURY & UPPER UPSCALE CLASSES	51.4	22.6	301.02	238.46	154.61	53.89	127.3	26.2	186.9
ITALY NORTHWEST LUXURY & UPPER UPSCALE CLASSES									
LAKE GENEVA LUXURY CLASS	44.1	20.9	564.54	496.58	248.81	103.95	110.5	13.7	139.4
LISBON LUXURY & UPPER UPSCALE CLASSES	52.6	11.3	207.43	165.03	109.07	18.62	365.9	25.7	485.6
LONDON LUXURY CLASS	53.2	13.0	547.67	494.73	291.56	64.25	309.9	10.7	353.8
MADRID LUXURY CLASS	45.7	26.4	511.86	468.75	233.79	123.66	73.1	9.2	89.1
MALDIVES LUXURY CLASS	61.2	49.9	1,141.78	1,096.87	699.29	547.09	22.8	4.1	27.8
MEDITERRANEAN COAST LUXURY & UPPER UPSCALE CLASSES	58.9	27.5	186.75	180.98	109.95	49.81	113.9	3.2	120.7
MILAN LUXURY CLASS	52.6	23.4	641.18	454.01	336.94	106.28	124.5	41.2	217.0
MONACO LUXURY CLASS	50.1	25.2	582.58	521.07	291.92	131.56	98.5	11.8	121.9
MUNICH LUXURY CLASS	46.2	12.5	404.23	380.48	186.83	47.63	269.2	6.2	292.2
PARIS LUXURY CLASS	56.5	14.0	949.48	828.12	536.04	116.23	302.2	14.7	361.2
ROME LUXURY CLASS	52.2	16.8	589.69	454.08	307.54	76.35	210.2	29.9	302.8
SWITZERLAND CENTRAL LUXURY & UPPER UPSCALE CLASSES	45.5	39.1	484.65	519.38	220.47	203.19	16.3	-6.7	8.5
SWITZERLAND NORTHEAST LUXURY CLASS	63.5	41.5	763.60	688.97	484.73	286.01	52.9	10.8	69.5
SWITZERLAND SOUTHEAST LUXURY CLASS	48.3	39.5	1,009.70	567.51	487.70	223.93	22.4	77.9	117.8
SWITZERLAND SOUTHWEST LUXURY CLASS	56.0	48.8	595.18	463.90	333.15	226.61	14.6	28.3	47.0
TUSCANY LUXURY CLASS									
VENICE AREA LUXURY CLASS	54.7	14.1	714.40	631.67	390.84	88.86	288.9	13.1	339.9
VIENNA LUXURY CLASS	43.0	10.4	282.99	280.73	121.61	29.27	312.2	0.8	315.5

# Supply, Demand, and Revenue: Current Month

JUNE 2022 VS JUNE 2021, IN USD, AS PROVIDED BY STR

SOURCE: STR

NOTE: A BLANK ROW INDICATES INSUFFICIENT DATA

	SUPPLY			DEMAND			REVENUE		
	2022	2021	% CHG	2022	2021	% CHG	2022	2021	% CHG
AMSTERDAM LUXURY CLASS	59,760	60,480	-1.2	43,059	8,385	413.5	23,115,215	2,885,432	701.1
ANDALUSIA LUXURY CLASS	215,760	212,190	1.7	158,617	95,438	66.2	80,310,806	40,749,403	97.1
ATHENS LUXURY CLASS	73,830	87,960	-16.1	66,225	43,877	50.9	31,712,346	16,767,112	89.1
AUSTRIA PROVINCIAL LUXURY CLASS	55,140	54,930	0.4	26,547	17,825	48.9	8,782,117	5,648,914	55.5
AUVERGNE-RHONE-ALPS LUXURY CLASS	67,380	58,860	14.5	43,688	22,925	90.6	17,314,134	8,558,400	102.3
BALEARIC ISLANDS LUXURY CLASS	353,460	304,320	16.1	253,098	109,814	130.5	124,478,401	48,820,704	155.0
BARCELONA LUXURY CLASS	129,810	89,760	44.6	102,021	26,464	285.5	43,832,589	10,771,039	306.9
BERLIN LUXURY CLASS	84,210	84,210	0.0	53,708	14,843	261.8	16,497,065	3,652,238	351.7
CANARY ISLANDS LUXURY CLASS	207,930	198,570	4.7	117,461	55,111	113.1	25,715,019	11,336,459	126.8
CORSICA/PROVENCE-ALPES-CDA LUXURY CLASS	175,260	168,930	3.7	144,725	64,350	124.9	132,286,663	45,099,587	193.3
CROATIA LUXURY CLASS									
DUBLIN LUXURY CLASS	44,760	44,760	0.0	37,757	12,359	205.5	13,947,924	3,210,569	334.4
FLORENCE LUXURY CLASS	51,240	45,810	11.9	42,676	8,608	395.8	37,668,264	5,523,497	582.0
GERMANY SOUTH LUXURY & UPPER UPSCALE CLASSES	299,250	292,080	2.5	199,265	90,964	119.1	39,271,043	20,663,000	90.1
GREECE PROVINCIAL LUXURY & UPPER UPSCALE CLASSES	1,072,590	1,035,000	3.6	836,578	395,243	111.7	284,870,568	153,764,025	85.3
ITALIAN ISLANDS LUXURY CLASS	104,160	96,300	8.2	75,051	30,076	149.5	56,316,745	14,301,859	293.8
ITALY NORTHEAST LUXURY & UPPER UPSCALE CLASSES	112,050	102,840	9.0	70,710	42,305	67.1	21,751,240	12,566,149	73.1
ITALY NORTHWEST LUXURY & UPPER UPSCALE CLASSES	100,410	95,520	5.1	83,163	47,727	74.2	66,514,912	24,575,189	170.7
LAKE GENEVA LUXURY CLASS	88,020	81,360	8.2	59,961	26,406	127.1	31,579,480	13,419,441	135.3
LISBON LUXURY & UPPER UPSCALE CLASSES	150,390	129,630	16.0	114,985	25,549	350.1	27,207,140	4,622,339	488.6
LONDON LUXURY CLASS	517,860	460,500	12.5	378,980	112,662	236.4	235,930,325	53,261,849	343.0
MADRID LUXURY CLASS	61,500	32,820	87.4	38,754	9,445	310.3	22,891,841	4,550,061	403.1
MALDIVES LUXURY CLASS	212,220	199,080	6.6	92,910	59,071	57.3	60,637,215	40,425,341	50.0
MEDITERRANEAN COAST LUXURY & UPPER UPSCALE CLASSES	446,400	428,790	4.1	337,977	207,203	63.1	62,486,633	44,803,523	39.5
MILAN LUXURY CLASS	79,380	66,600	19.2	59,173	25,711	130.1	51,193,802	13,216,976	287.3
MONACO LUXURY CLASS	51,570	51,570	0.0	36,377	19,027	91.2	21,868,687	9,950,656	119.8
MUNICH LUXURY CLASS	54,270	54,270	0.0	36,447	14,686	148.2	15,877,958	5,758,419	175.7
PARIS LUXURY CLASS	154,560	136,470	13.3	128,890	31,118	314.2	144,464,861	26,899,608	437.1
ROME LUXURY CLASS	110,820	92,730	19.5	91,436	24,451	274.0	65,389,948	12,682,352	415.6
SWITZERLAND CENTRAL LUXURY & UPPER UPSCALE CLASSES	56,940	56,940	0.0	32,587	18,120	79.8	15,917,942	7,994,485	99.1
SWITZERLAND NORTHEAST LUXURY CLASS	27,510	29,970	-8.2	23,583	14,714	60.3	20,893,109	9,819,334	112.8
SWITZERLAND SOUTHEAST LUXURY CLASS	40,380	38,850	3.9	12,834	19,158	-33.0	6,001,074	6,033,850	-0.5
SWITZERLAND SOUTHWEST LUXURY CLASS	94,980	96,900	-2.0	49,165	35,043	40.3	19,662,789	10,548,663	86.4
TUSCANY LUXURY CLASS	42,570	40,890	4.1	30,028	16,929	77.4	21,166,168	8,459,956	150.2
VENICE AREA LUXURY CLASS	74,190	67,920	9.2	56,081	19,742	184.1	48,631,115	12,451,066	290.6
VIENNA LUXURY CLASS	62,790	62,730	0.1	42,264	14,465	192.2	12,803,220	4,356,697	193.9

# Supply, Demand, and Revenue: Year to Date

YTD JUNE 2022 VS YTD JUNE 2021, IN USD, AS PROVIDED BY STR

SOURCE: STR

NOTE: A BLANK ROW INDICATES INSUFFICIENT DATA

	SUPPLY			DEMAND			REVENUE		
	2022	2021	% CHG	2022	2021	% CHG	2022	2021	% CHG
AMSTERDAM LUXURY CLASS	362,927	350,616	3.5	164,322	26,674	516.0	78,247,839	8,595,894	810.3
ANDALUSIA LUXURY CLASS	1,182,162	973,282	21.5	703,303	309,641	127.1	301,085,220	131,603,032	128.8
ATHENS LUXURY CLASS	491,941	514,090	-4.3	241,477	100,705	139.8	77,940,795	31,895,306	144.4
AUSTRIA PROVINCIAL LUXURY CLASS	362,398			139,270			56,481,623		
AUVERGNE-RHONE-ALPS LUXURY CLASS	474,334	343,655	38.0	272,366	66,852	307.4	241,154,734	41,902,893	475.5
BALEARIC ISLANDS LUXURY CLASS	1,482,683	1,235,192	20.0	777,329	399,677	94.5	282,064,388	135,672,080	107.9
BARCELONA LUXURY CLASS	757,811	450,329	68.3	422,179	90,724	365.3	163,218,811	31,720,800	414.5
BERLIN LUXURY CLASS	508,067	501,707	1.3	200,319	46,776	328.3	55,593,304	12,164,358	357.0
CANARY ISLANDS LUXURY CLASS	1,228,861	1,025,226	19.9	765,791	242,207	216.2	245,525,146	68,811,107	256.8
CORSICA/PROVENCE-ALPES-CDA LUXURY CLASS	888,700			474,097			330,349,849		
CROATIA LUXURY CLASS									
DUBLIN LUXURY CLASS	270,052	233,175	15.8	153,716	24,820	519.3	50,964,732	5,356,572	851.4
FLORENCE LUXURY CLASS	289,411			166,358			105,161,951		
GERMANY SOUTH LUXURY & UPPER UPSCALE CLASSES	1,803,640	1,591,960	13.3	882,461	300,533	193.6	174,671,151	56,358,182	209.9
GREECE PROVINCIAL LUXURY & UPPER UPSCALE CLASSES	5,216,086			2,769,972			634,376,070		
ITALIAN ISLANDS LUXURY CLASS	326,061			168,174			103,710,712		
ITALY NORTHEAST LUXURY & UPPER UPSCALE CLASSES	598,424	536,632	11.5	307,370	121,279	153.4	92,525,286	28,920,514	219.9
ITALY NORTHWEST LUXURY & UPPER UPSCALE CLASSES									
LAKE GENEVA LUXURY CLASS	530,181	481,351	10.1	233,666	100,762	131.9	131,914,579	50,036,894	163.6
LISBON LUXURY & UPPER UPSCALE CLASSES	903,447	704,352	28.3	475,039	79,486	497.6	98,535,766	13,117,792	651.2
LONDON LUXURY CLASS	3,053,485	1,901,553	60.6	1,625,548	246,966	558.2	890,266,517	122,181,357	628.6
MADRID LUXURY CLASS	359,250	151,136	137.7	164,083	39,871	311.5	83,987,525	18,689,468	349.4
MALDIVES LUXURY CLASS	1,308,222	1,158,360	12.9	801,225	577,762	38.7	914,820,855	633,726,892	44.4
MEDITERRANEAN COAST LUXURY & UPPER UPSCALE CLASSES	2,398,334	2,185,812	9.7	1,412,030	601,641	134.7	263,695,672	108,885,058	142.2
MILAN LUXURY CLASS	472,672	392,127	20.5	248,390	91,791	170.6	159,261,395	41,674,198	282.2
MONACO LUXURY CLASS	311,139	299,889	3.8	155,906	75,719	105.9	90,828,240	39,454,831	130.2
MUNICH LUXURY CLASS	327,429	323,181	1.3	151,333	40,460	274.0	61,172,764	15,394,335	297.4
PARIS LUXURY CLASS	929,267	603,006	54.1	524,631	84,635	519.9	498,125,830	70,087,542	610.7
ROME LUXURY CLASS	656,085	444,651	47.6	342,162	74,764	357.7	201,769,391	33,948,606	494.3
SWITZERLAND CENTRAL LUXURY & UPPER UPSCALE CLASSES	333,794	291,894	14.4	151,847	114,195	33.0	73,593,164	59,309,871	24.1
SWITZERLAND NORTHEAST LUXURY CLASS	165,977	172,326	-3.7	105,361	71,537	47.3	80,453,849	49,287,032	63.2
SWITZERLAND SOUTHEAST LUXURY CLASS	272,385	268,938	1.3	131,567	106,117	24.0	132,843,146	60,222,621	120.6
SWITZERLAND SOUTHWEST LUXURY CLASS	577,881	564,594	2.4	323,466	275,789	17.3	192,522,125	127,939,995	50.5
TUSCANY LUXURY CLASS									
VENICE AREA LUXURY CLASS	396,469	261,489	51.6	216,906	36,783	489.7	154,957,727	23,234,979	566.9
VIENNA LUXURY CLASS	378,833	332,511	13.9	162,798	34,666	369.6	46,070,098	9,731,699	373.4

# Glossary

## **ADR**

Average Daily Rate (ADR) A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.  
 $ADR = \text{Room Revenue} / \text{Rooms Sold}$

## **CONSUMED REVENUE**

Room revenue for all bookings as of a specified check out date or period (e.g., full year 2021 consumed revenue would represent all booking revenue with check-out dates between January 1 and December 31 of that year).

## **DEMAND**

The number of room nights sold in a specified time period (excludes complimentary rooms).

## **OCCUPANCY**

Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.  $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$

## **OTB (ON THE BOOKS)**

Future reservations booked as of a particular date and year.

## **REVENUE**

Total room revenue generated from the guestroom rentals or sales.

## **REVPAR**

Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.  
 $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$

## **SUPPLY**

Number of rooms in a hotel or set of hotels multiplied by the number of days in a specified time period.





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