



# European Hotel Performance Update

## Q4 Pandox Earnings Call

### 6<sup>th</sup> February 2025

**Thomas Emanuel | Senior Director**

All information is provided “as is” and only as of the date referenced and may change. While the information is believed to be accurate, neither CoStar Group nor STR guarantees that it is free from error, omission or misstatement. CoStar Group and STR disclaim any and all liability in the event any presentation materials prove to be inaccurate, incomplete or unreliable. You should not construe any of these materials or data as investment, tax, accounting or legal advice.

Neither CoStar Group nor STR are sponsoring, endorsing, offering or promoting an investment, and the information presented does not purport to contain all the information required to evaluate any particular investment or constitute any representation or warranty, express or implied, regarding the advisability of or any return on any particular investment.

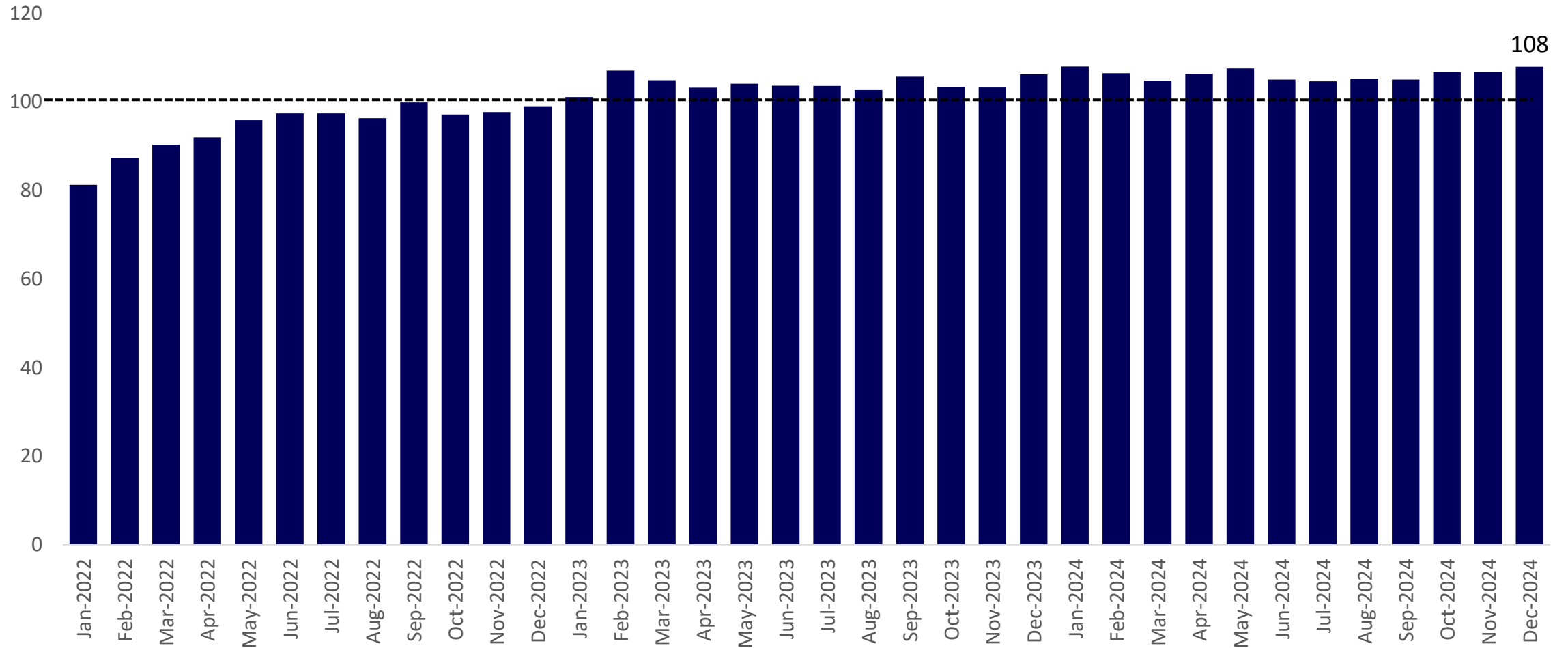
© 2024 CoStar Group. No reproduction or distribution without permission.

Source: 2024 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Group. Any reprint, use or republication of all or a part of this presentation without the prior written approval of STR is strictly prohibited. Any such reproduction shall specifically credit STR as the source. This presentation is based on data collected by STR. The information in the presentation should not be construed as investment, tax, accounting or legal advice.



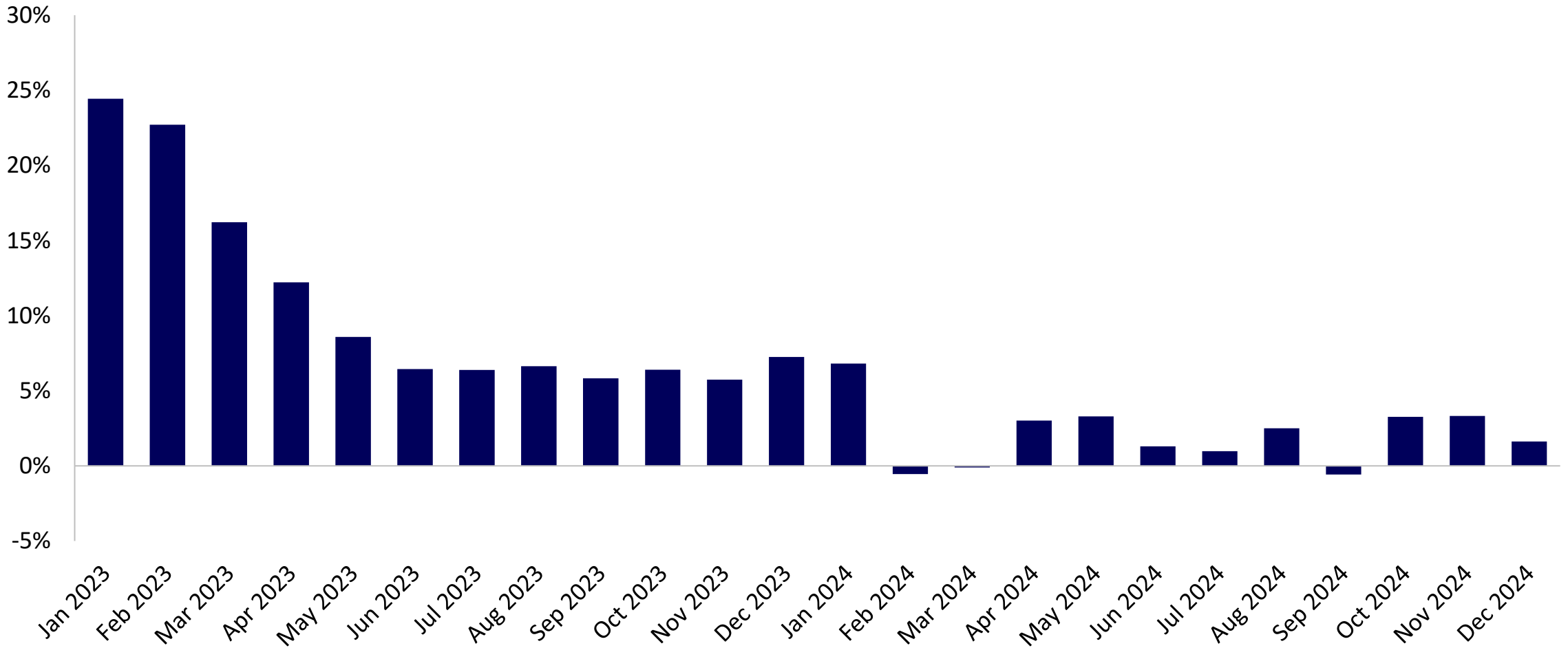
# Globally, demand ahead of 2019 levels for 24 consecutive months.....

Global Demand indexed to 2019, Jan 2022 – Dec 2024



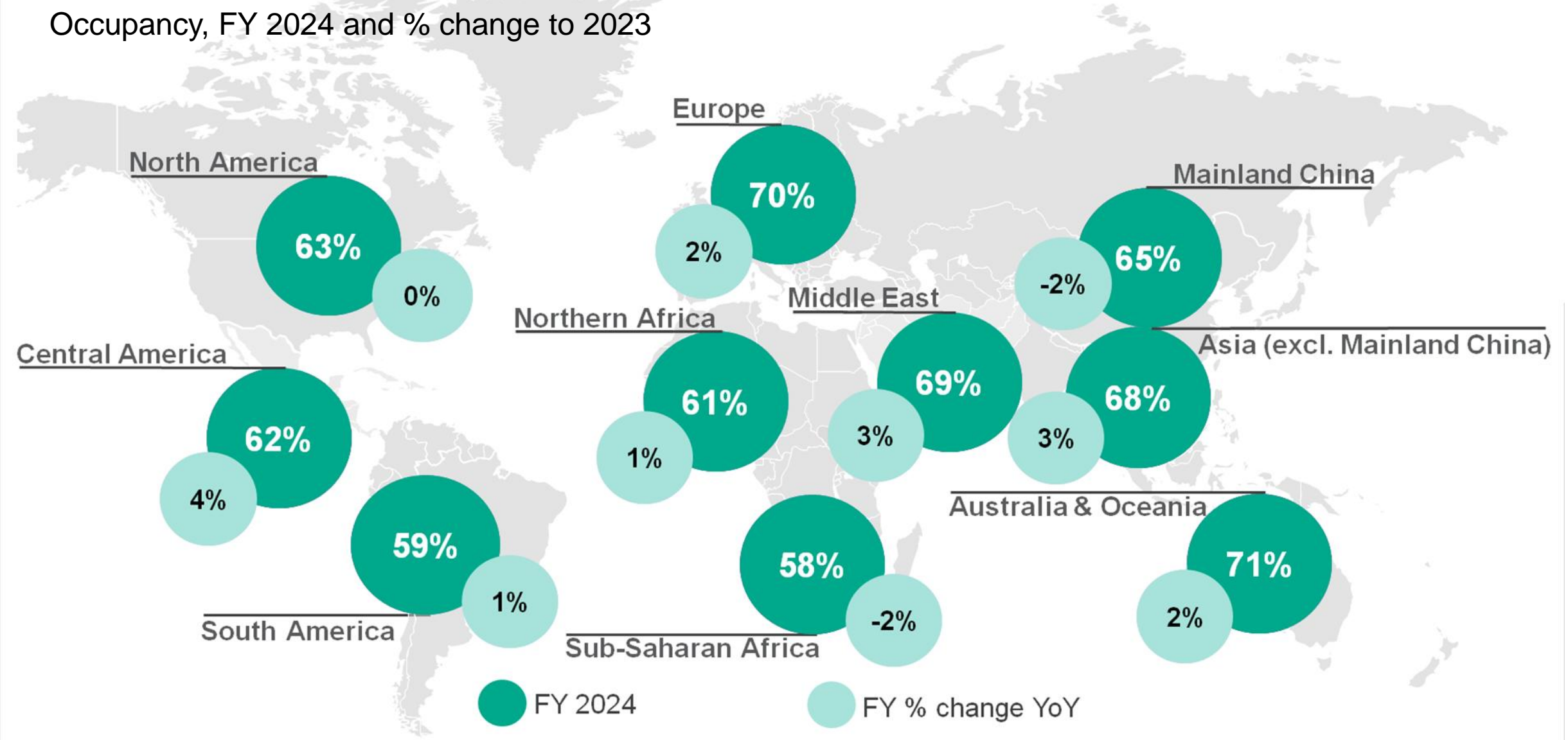
# .....with demand continuing to grow year on year also.....

Global demand YoY % chg., January 2023 – December 2024



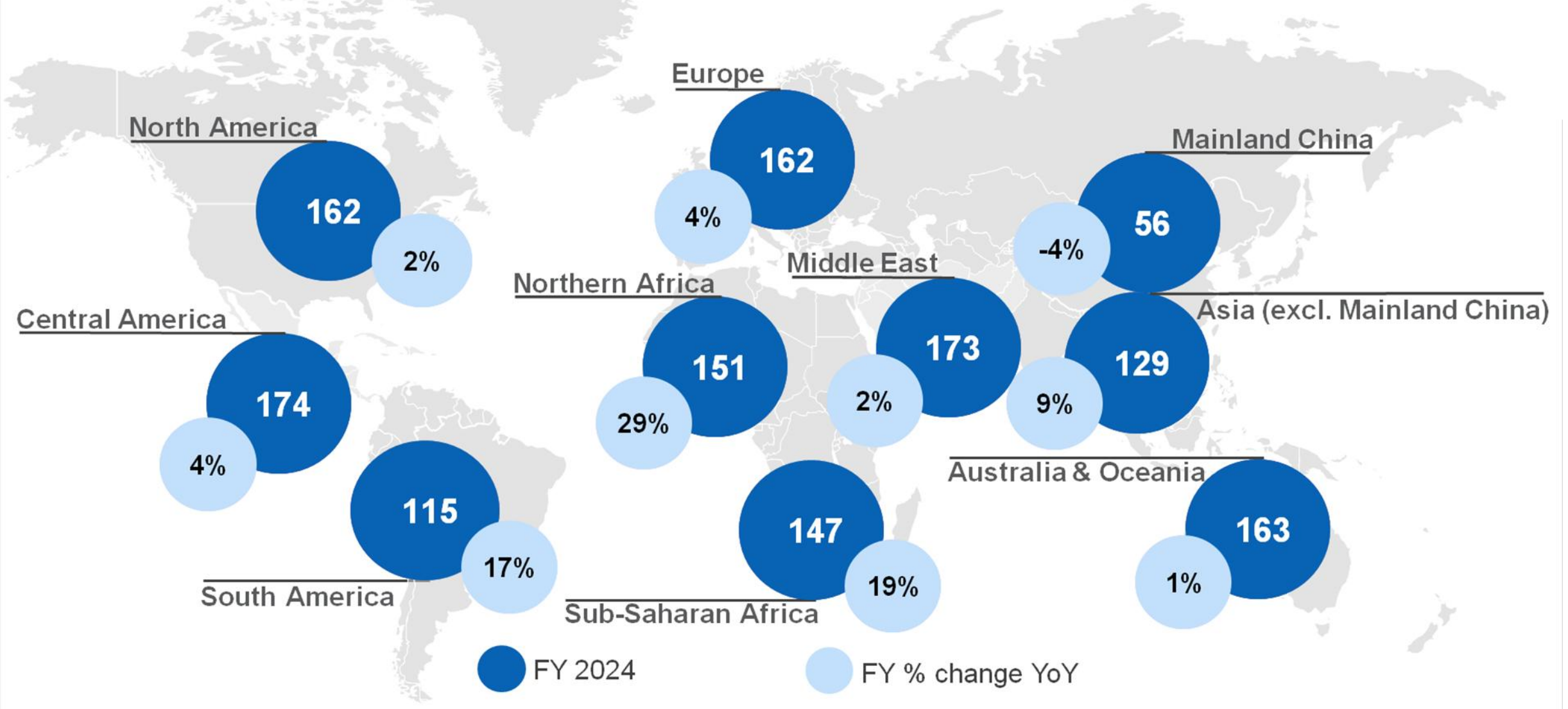
# .....leading to continued occupancy increases.....

Occupancy, FY 2024 and % change to 2023



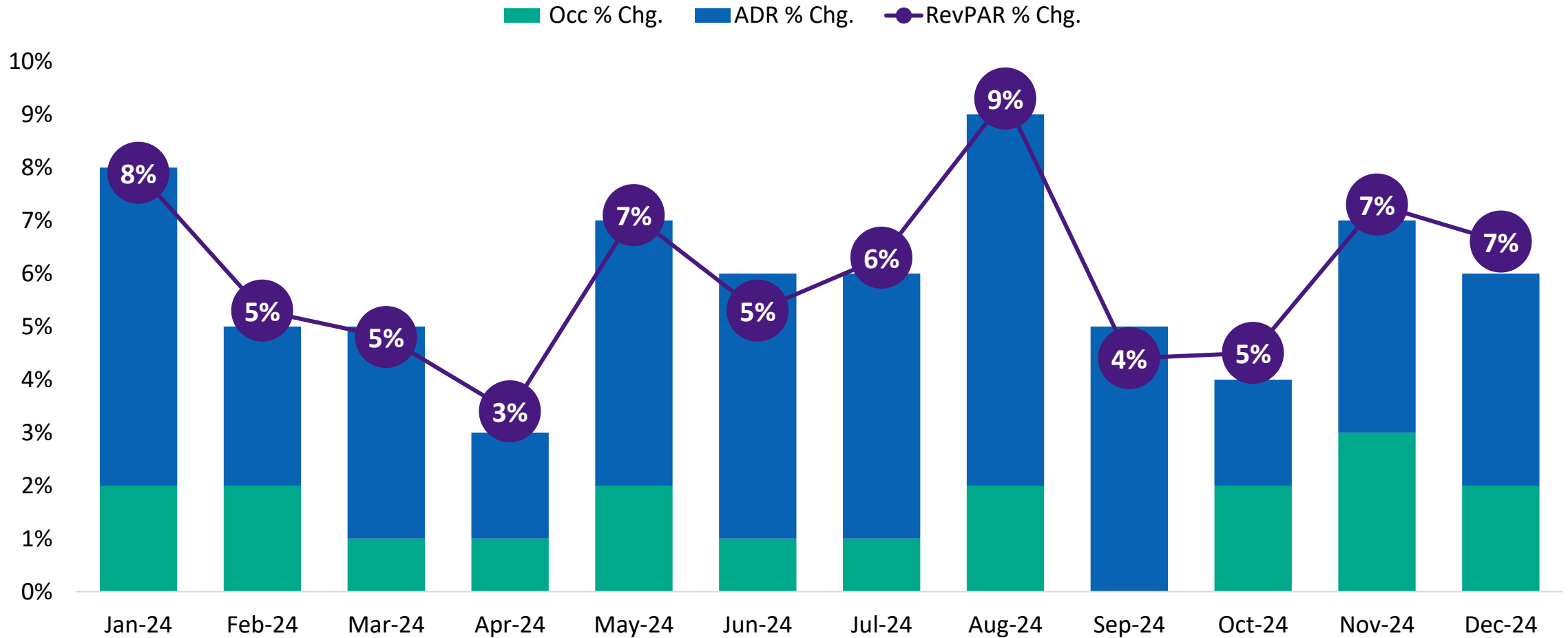
# ....along with ADR growth

ADR, USD & CC, FY 2024 and % change to 2023



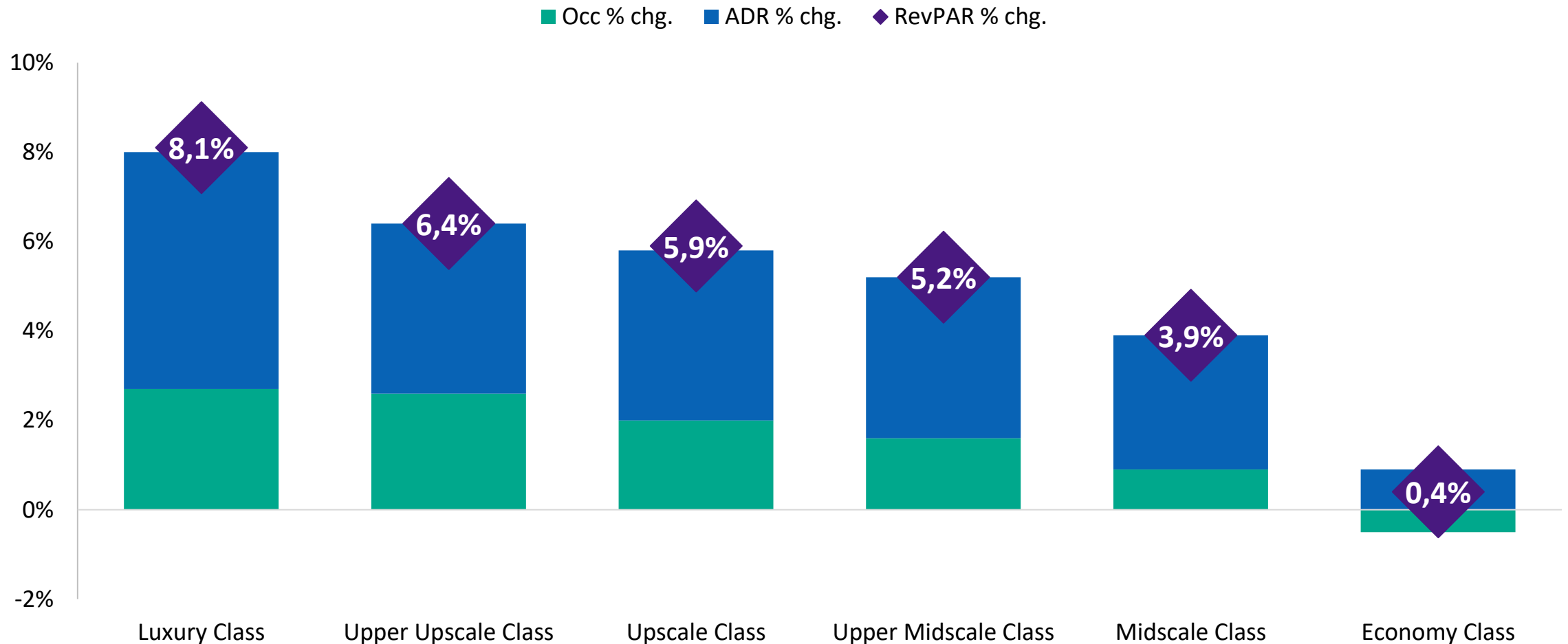
# ADR growth consistent, it has been a solid year for Europe

Europe, EUR & CC, KPI % change YoY, Jan 2024 – Dec 2024



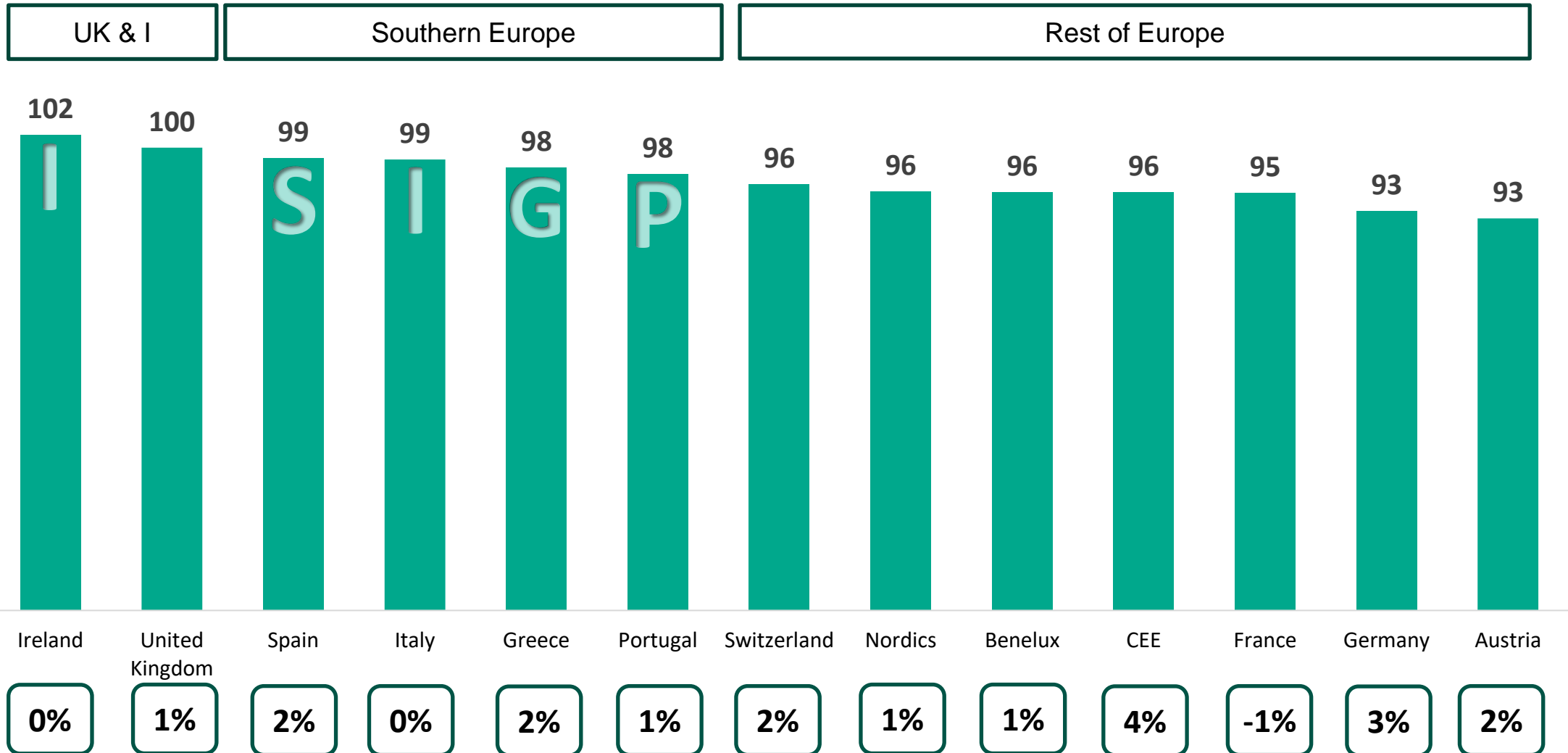
# Bifurcation – present in the US, now in Europe, albeit to a lesser extent

Europe, EUR & CC, KPI % change YoY, December YTD 2024



# Return to 2019 occupancies led by the PIIGS

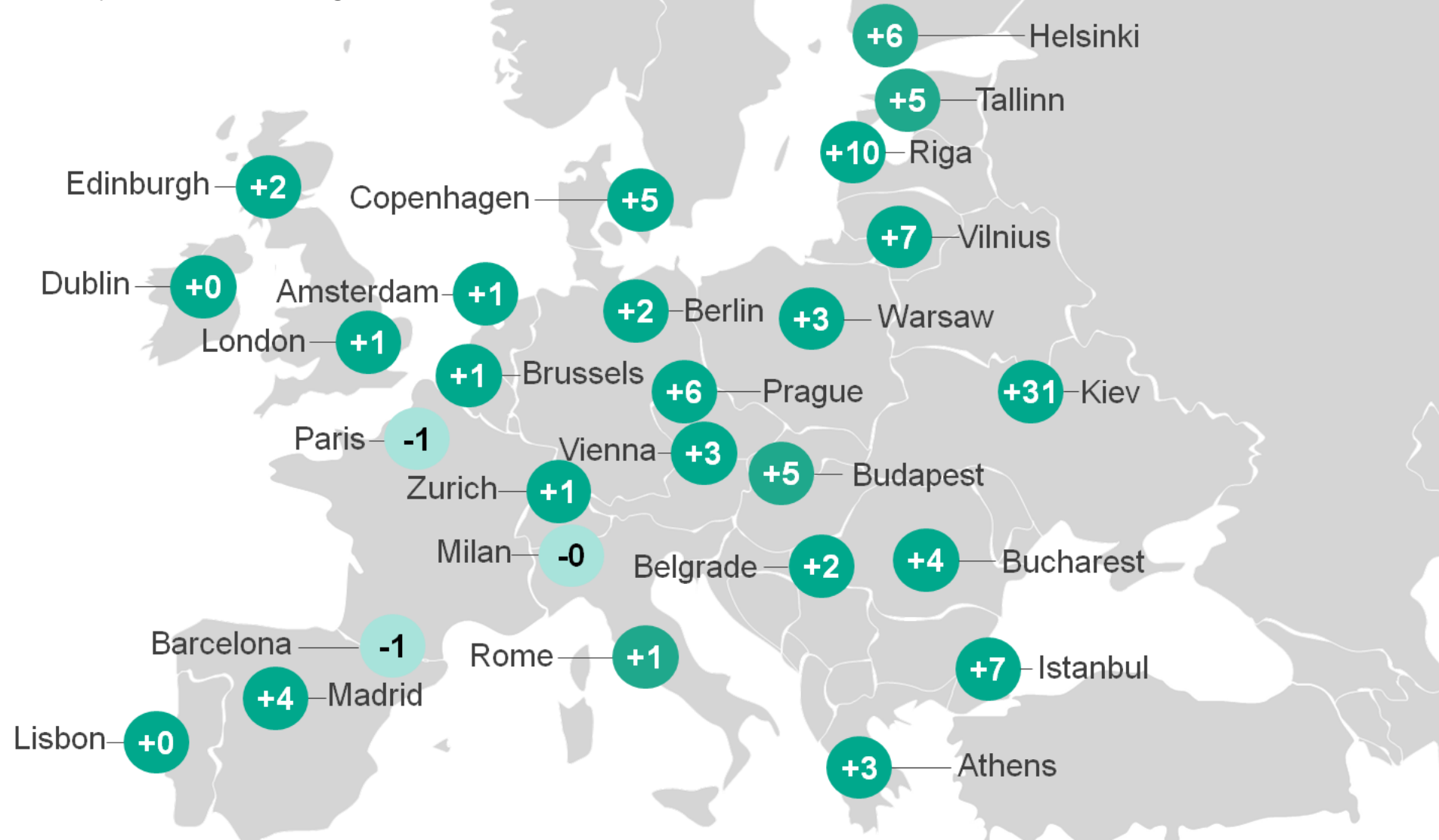
Occupancy, indexed to 2019, Full Year 2024





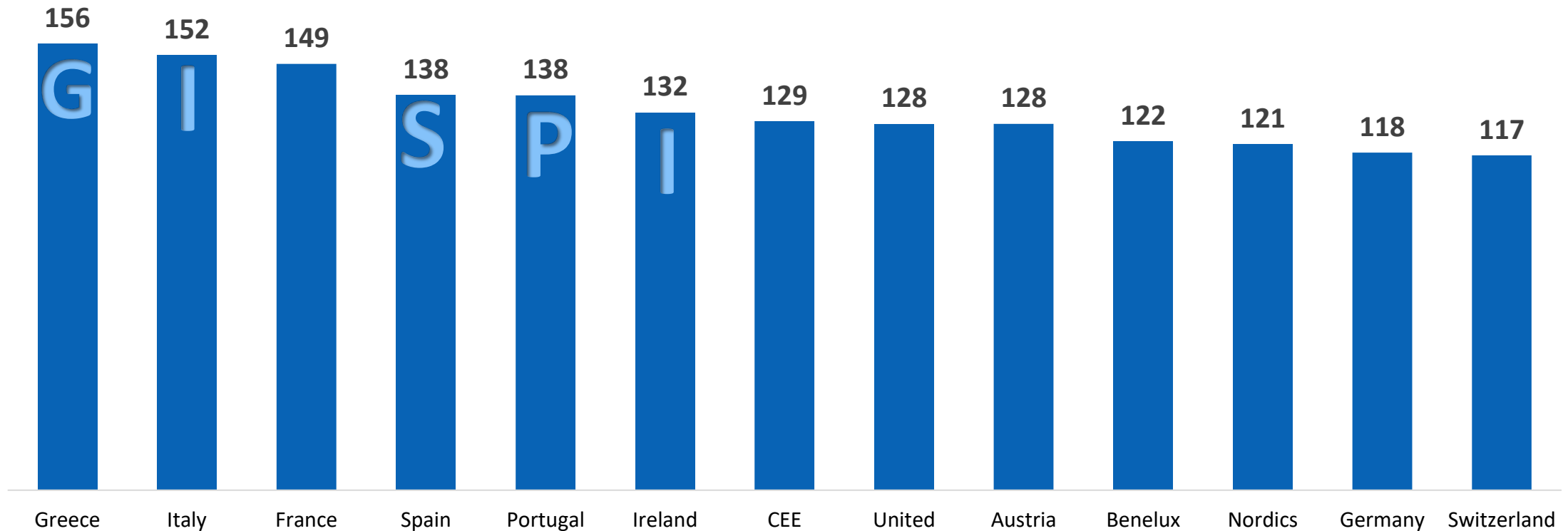
# Most gateway cities still enjoying occupancy growth, albeit low single digits

European markets, Occupancy, YoY % change, FY 2024



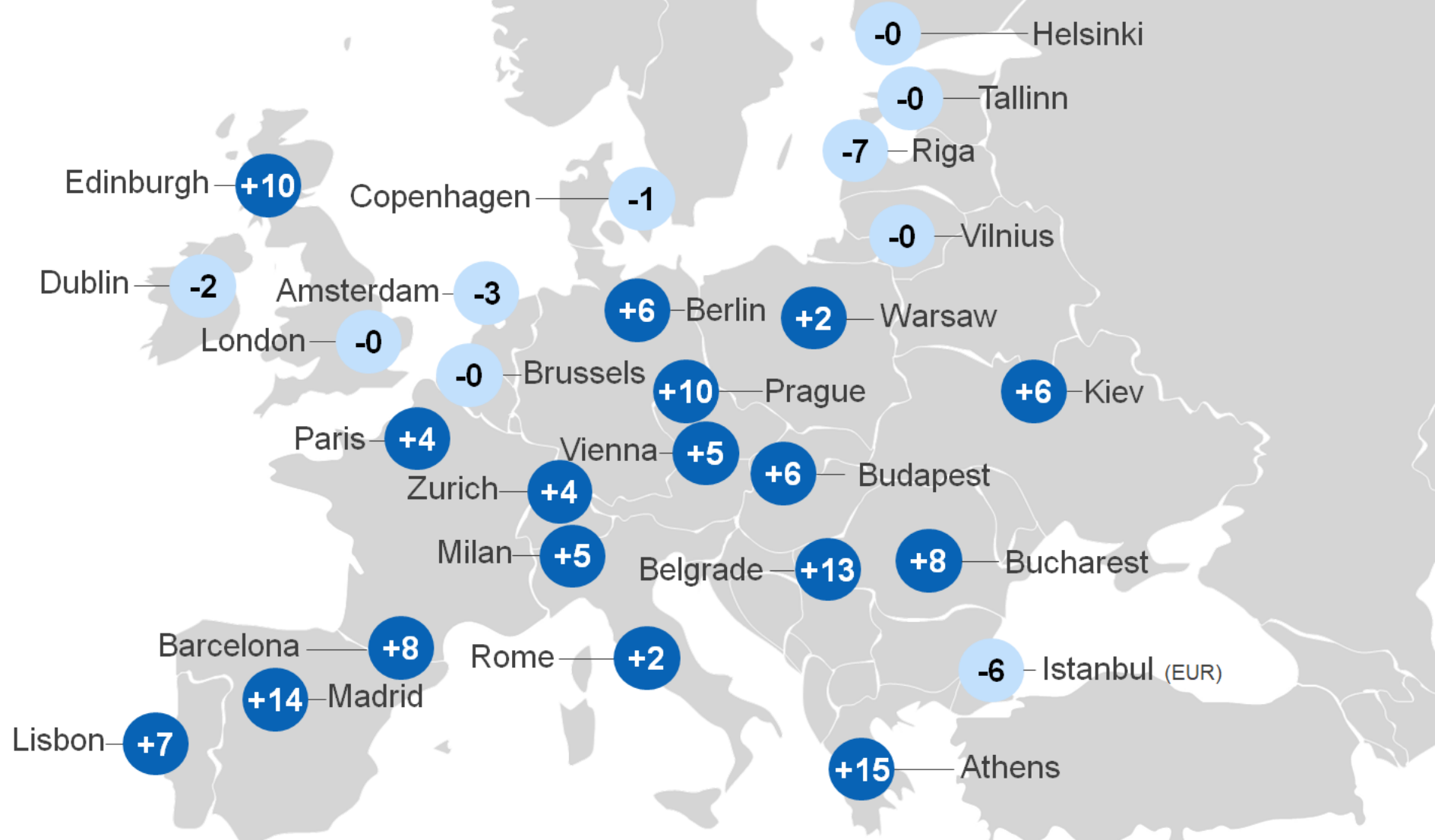
# ADR growth in Europe is led by the Mediterranean markets

ADR, indexed to 2019, Full Year 2024



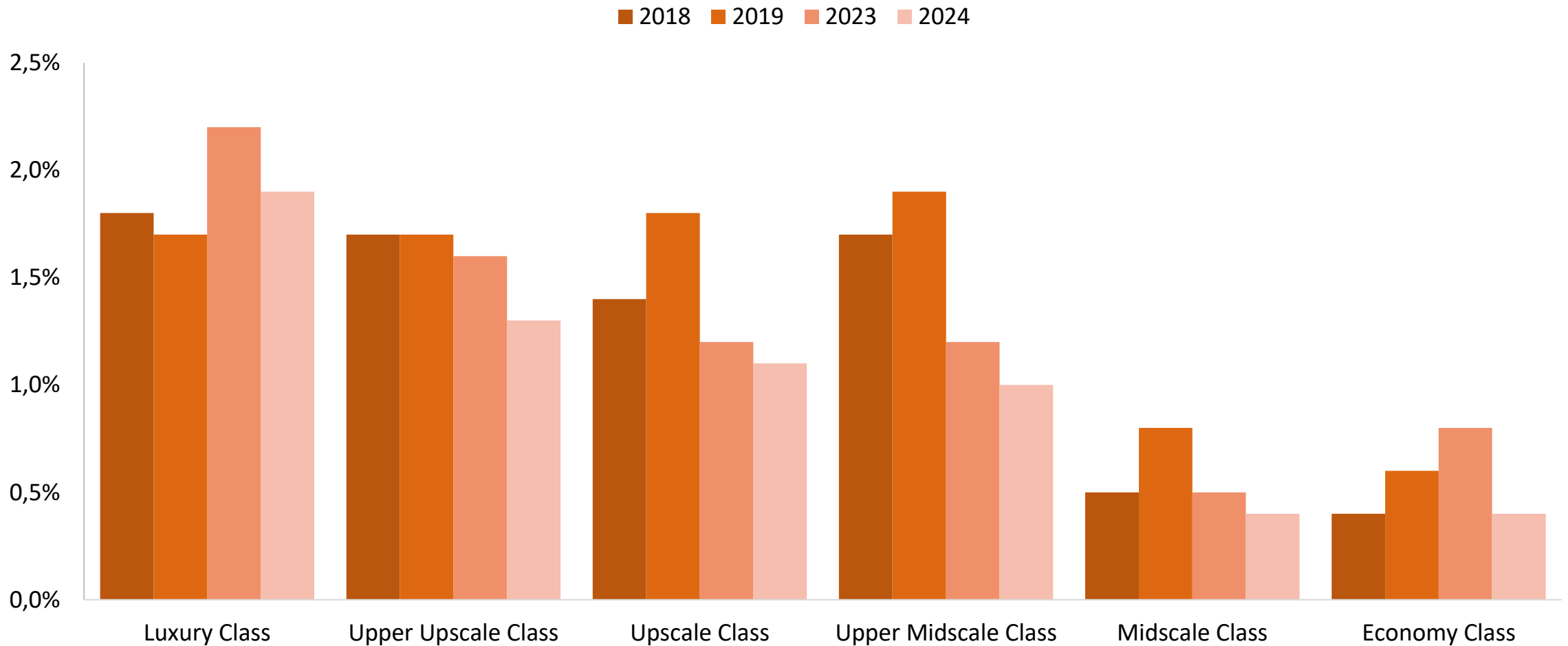
# The north south divide is evident when looking at ADR in 2024

European markets, ADR (LC), YoY % change, FY 2024



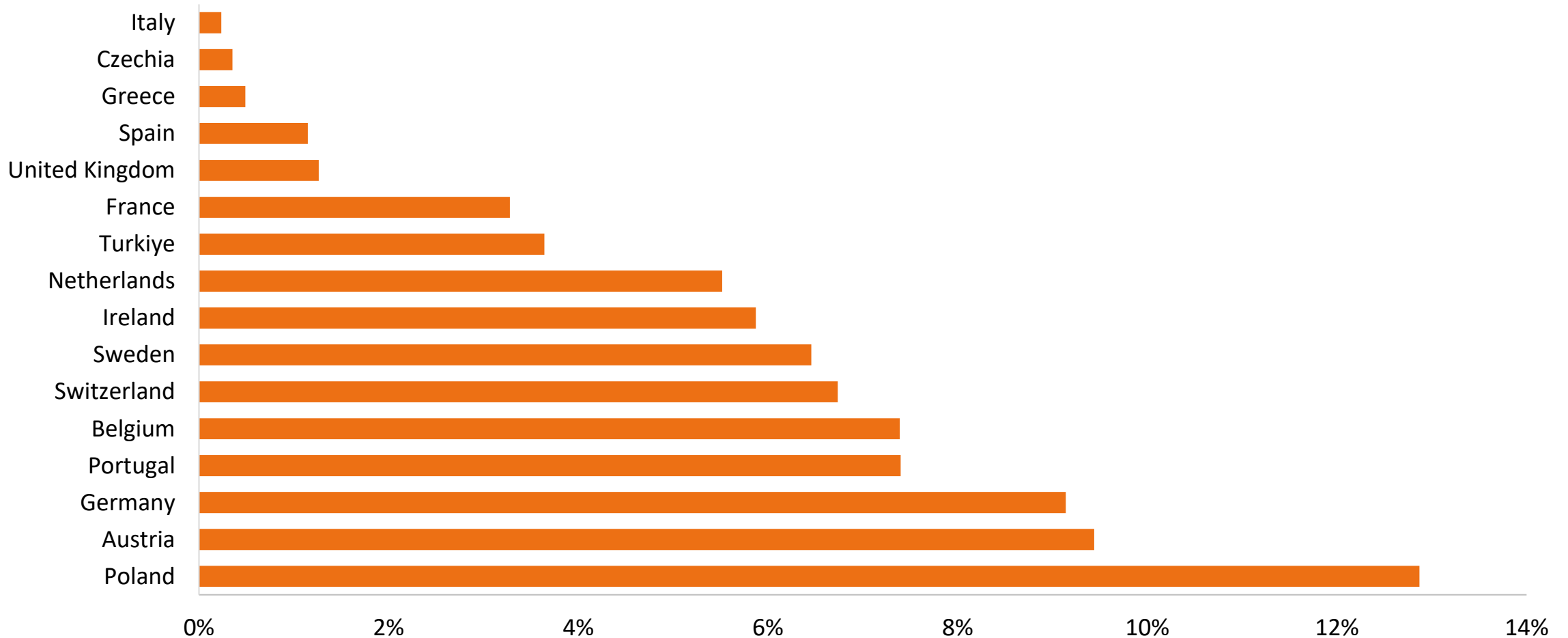
# Supply changes, sluggish occupancy growth comes as no surprise

Europe, Supply, % change YoY, Full Year 2018, 2019, 2023, & 2024



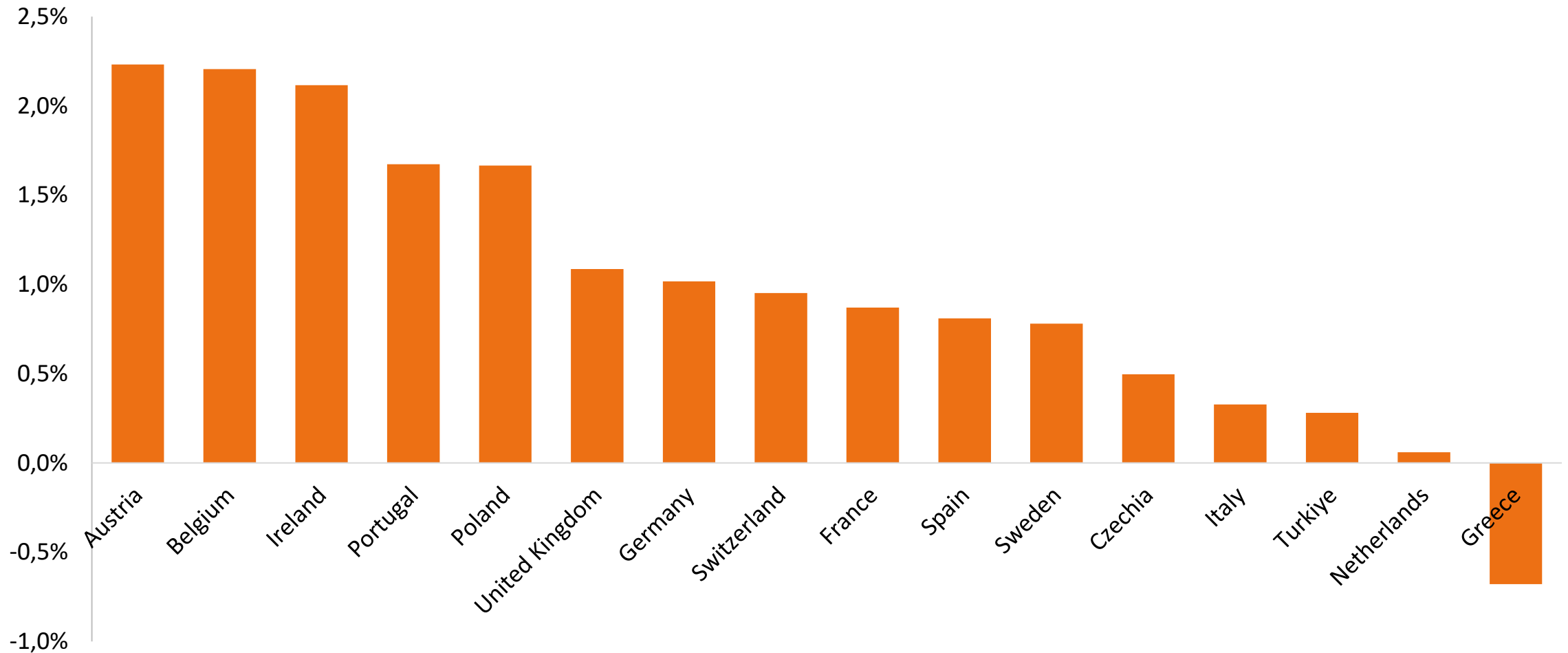
# There is a great deal of variance in new supply since COVID.....

Supply % change 2019 vs. 2024, major European countries



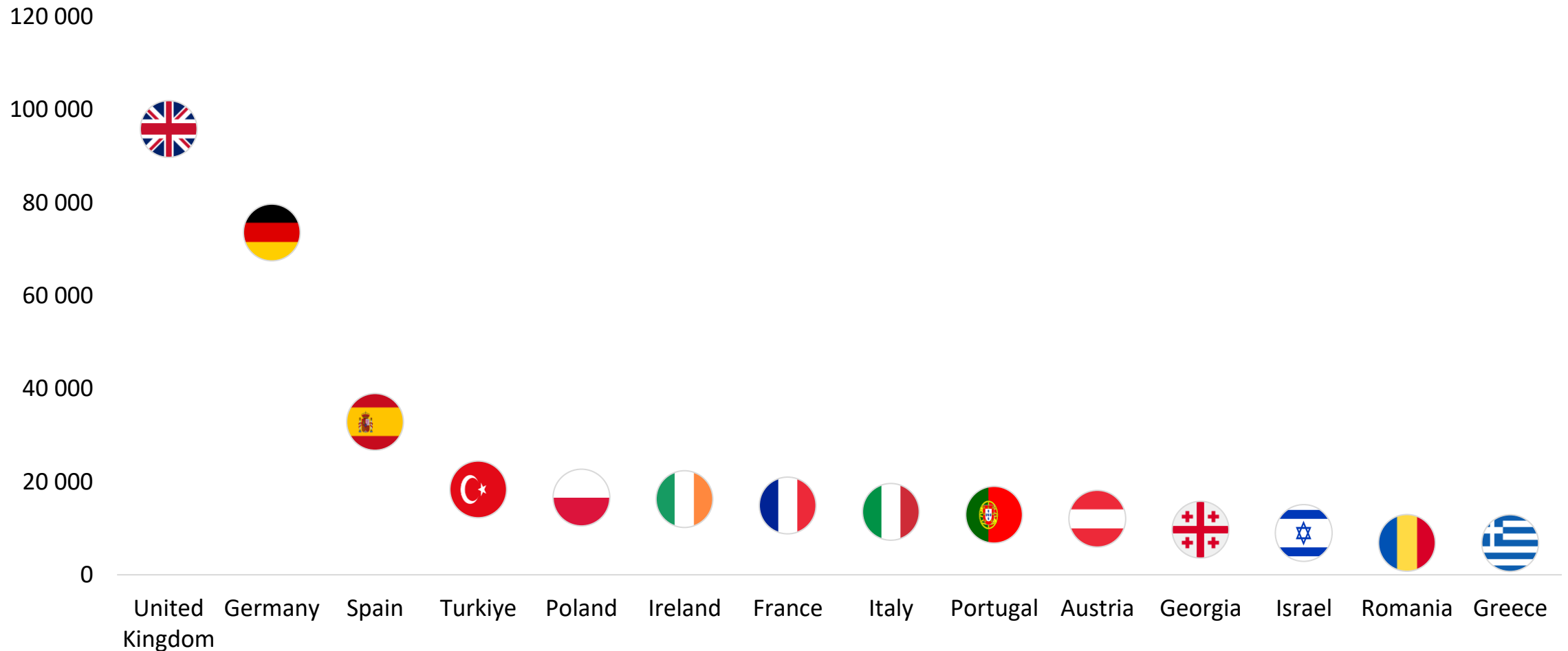
# .....YoY, we see that trend continue

Supply % change 2023 vs. 2024, major European countries



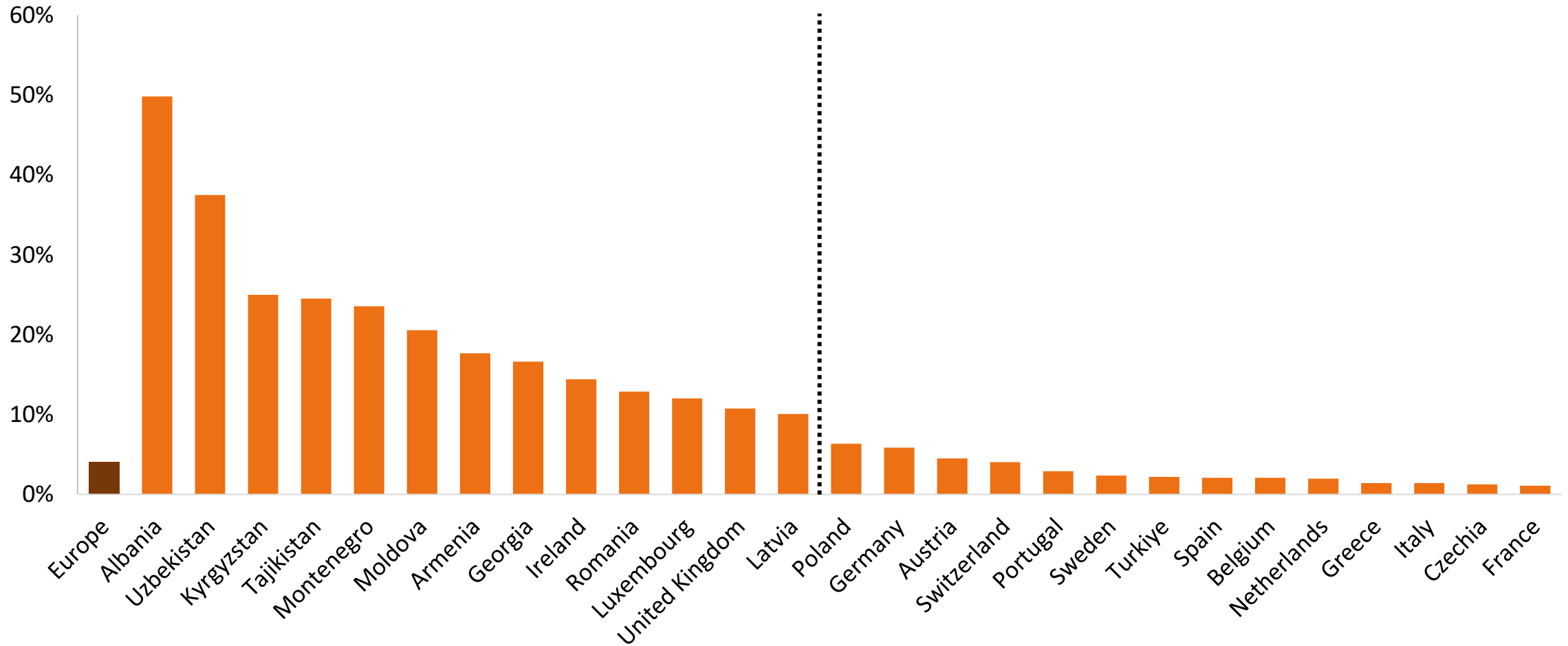
# How might supply change? UK, Germany, & Spain have largest pipelines

European countries, Rooms in the active pipeline, January 2025



# So, longer term pipeline is more robust, especially in the east.....

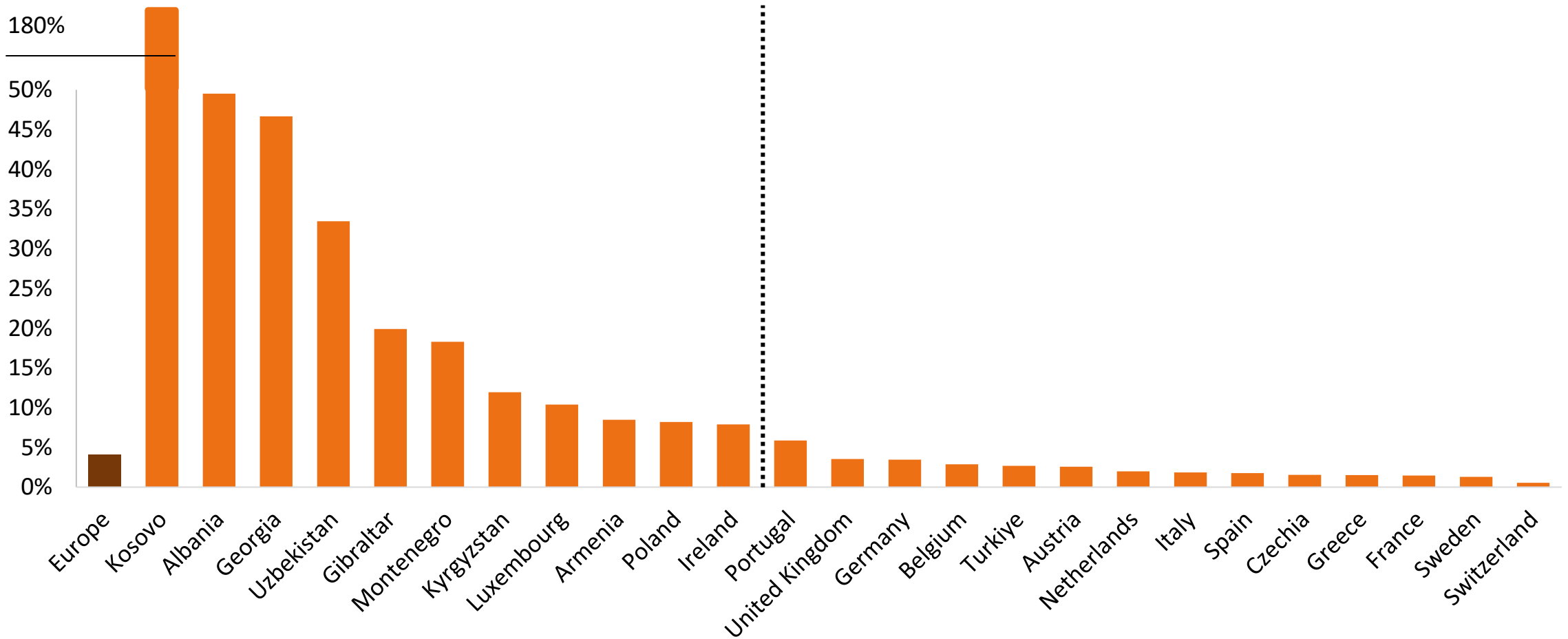
Europe, planning and final planning pipeline rooms as % of existing supply, Dec 2024





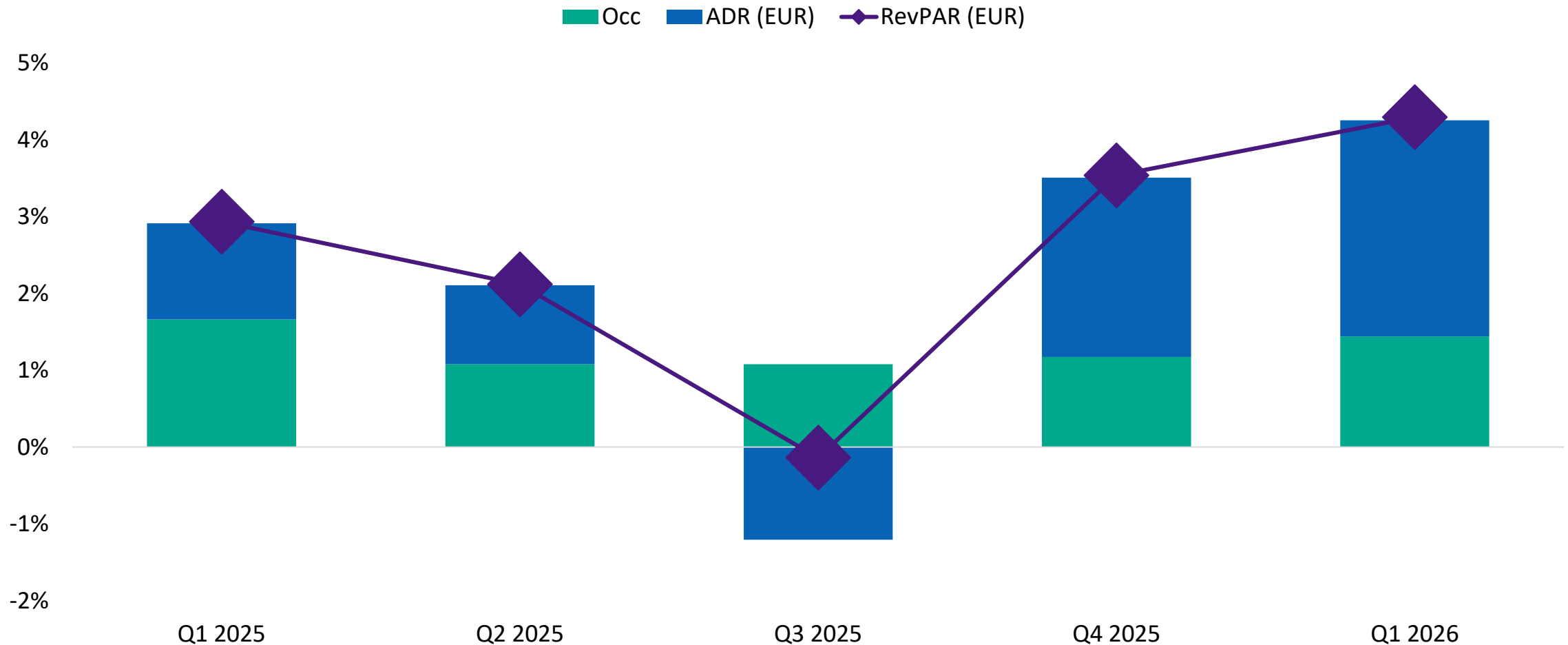
# .....but in construction shows limited supply growth to continue

Europe, rooms in construction as % of existing supply, Dec 2024



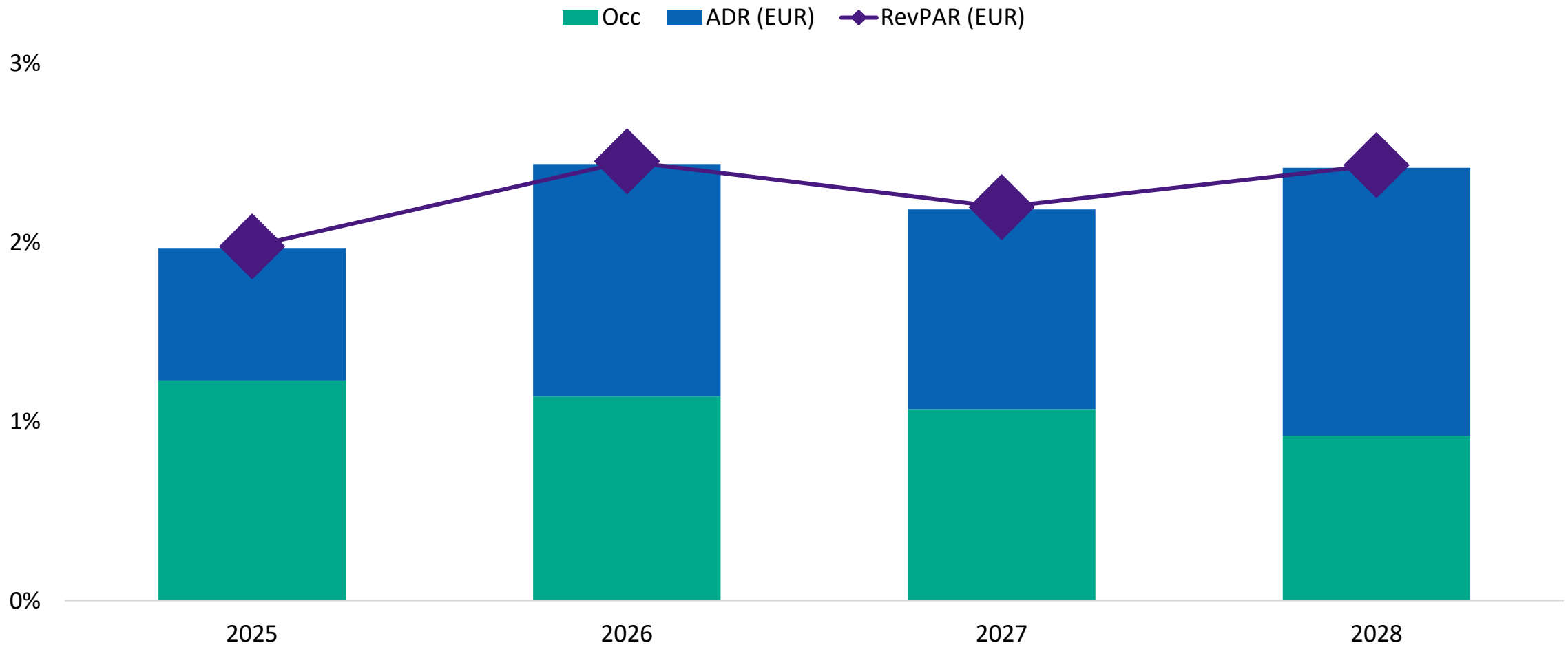
# Looking forward, missing events impacting ADR in Q3

European markets\*, YoY % change, Q1 2025 – Q1 2026, November 2024 forecast



# Steady but unspectacular growth in the short to medium term

European markets\*, KPI YoY % change, 2025-2028, November 2024 forecast





# Thank you!

Thomas Emanuel  
Senior Director  
[temanuel@str.com](mailto:temanuel@str.com)

