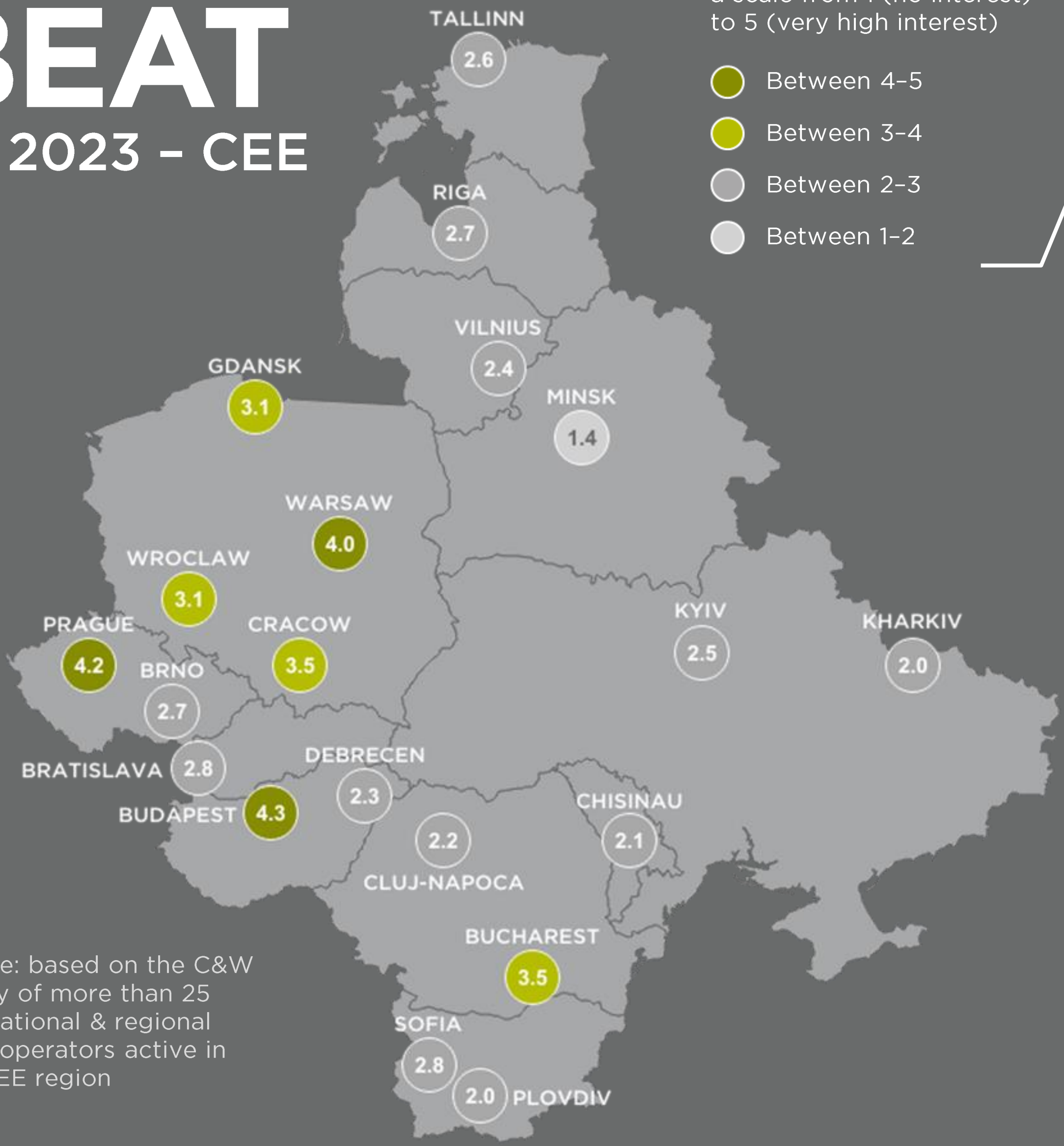
HOTEL OPERATOR BEAT

H1 2023 – CEE

CUSHMAN & WAKEFIELD

Operator interest on a scale from 1 (no interest) to 5 (very high interest)

- Between 4–5
- Between 3–4
- Between 2–3
- Between 1–2



Source: based on the C&W survey of more than 25 international & regional hotel operators active in the CEE region

PERFORMANCE OUTLOOK

Operator performance (RevPAR) outlook by hotel class in the next 12 months (% of respondents)

Hotel class	Very optimistic	Optimistic	Moderate	Challenging	Very challenging
Luxury	33%	38%	24%	5%	
Upper Upscale	18%	64%	18%		
Upscale	25%	42%	33%		
Upper Midscale	33%	21%	38%	8%	
Midscale	30%	22%	39%	9%	
Economy	36%	23%	27%	14%	

79%

of surveyed operators are optimistic or very optimistic about the performance of *extended stay hotels*

28%

of the hotel pipeline is reported to be **delayed** or **on hold**, primarily due to **rising development costs**

6–12

months is the ***most common delay*** of pipeline projects (according to 40% of respondents)

NOTE: totals may not add up due to rounding.
The circles represent the approximative locations of the markets. Results are rounded to one digit.

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