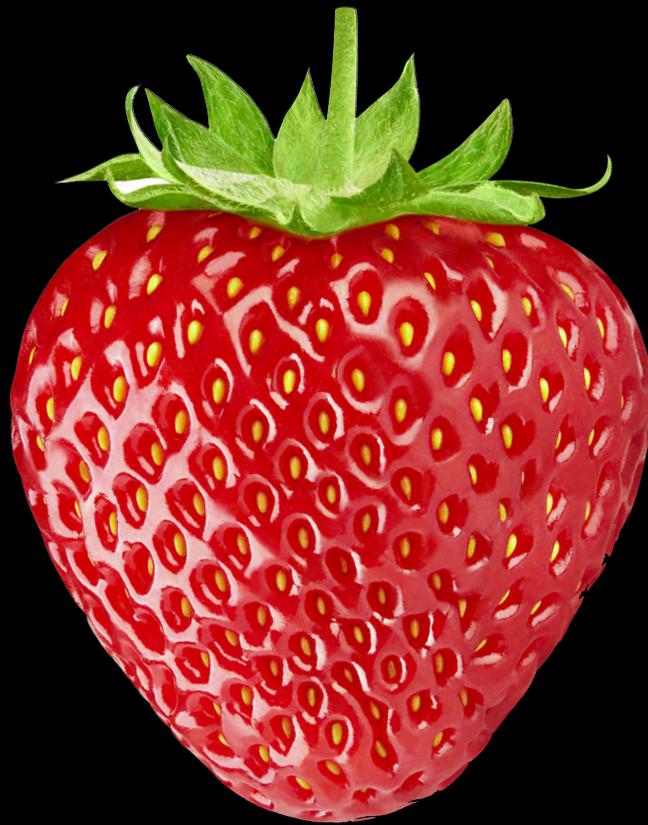


# HOTEL MARKET UPDATE

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NORDIC HOTEL MARKET TRENDS AND ECONOMIC INDICATORS

June/21



*Summer's vitamins may  
refresh the figures.*

SWEDISH MACRO INDICATORS 2

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## Annordia sells hotel in Gothenburg on behalf of STF

Annordia advised the Swedish Tourist Association (STF) on the sale of STF Göteborg City Hotel, located on Drottninggatan in central Gothenburg. The buyer, Sleep Well Hotel AB, will operate the hotel under the Comfort brand via a franchise agreement with Nordic Choice Hotels. The select-service hotel, which has 102 rooms and 304 beds, is to be rebranded as Comfort Hotel City from 1 July 2021.

Give us a call and we'll tell you more. +46 8 400 272 75. [annordia.com](http://annordia.com)



THE STEAM HOTEL  
PEAB

### Market analysis

Establish the feasibility of a potential hotel investment.



CLARION HOTEL  
SÖDERTÄLJE  
STADSRUM

### Concept development

Hotel planning and optimisation based on market characteristics.



SVENSKA MÄSSAN  
& GOTHIA TOWERS  
SVENSKA MÄSSAN STIFTELSE

### Lease advisory

Adding value in rent review, lease renewals and valuations.



BLIQUE BY NOBIS  
KUNGSLEDEN

### Operator search

Recruitment of suitable hotel operators on favourable terms.



STORHOGNA  
HÖGFJÄLLSHOTELL  
CIBOLA

### Valuation

For acquisitions, year-end accounting and secured lending.



WAXHOLMS HOTELL  
ORIGINAL HOTELS

### Transaction advisory

For owners and operators in the hospitality industry.



## HOTEL MARKET UPDATE

*Welcome to Annordia's monthly market snapshot Hotel Market Update. In this report you'll find important statistical information in respect of the Swedish and Nordic hotel markets.*

Annordia has undertaken significant research and analysis of every aspect of the hospitality industry. Over time, we have built comprehensive databases with the latest market information in order to support our consultancy services. We therefore have a unique insight into current market dynamics that we gladly share and which we hope helps to grow your interest in the hotel sector.

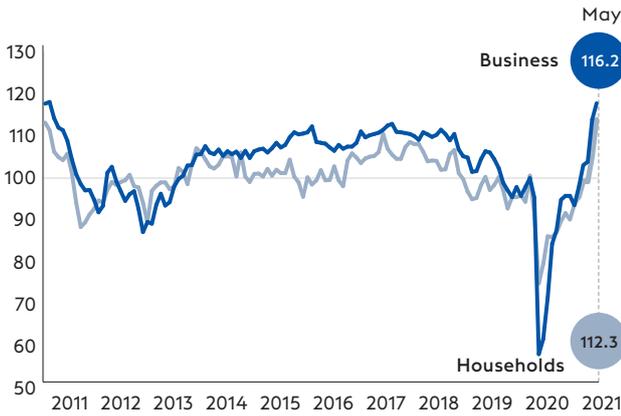
### TALKING POINTS OF THE MONTH

Summer is on its way, which means more time to enjoy the outdoors and relax by the poolside. With a reduced spread of the virus, eased restrictions and the vaccination rollout proceeding as planned, there is hope for a somewhat normal everyday life come autumn. The hotel market is starting to recover, albeit slowly, from the previous year's dramatic loss in demand and the hotel companies' optimism about the future is rising. Since the next Hotel Market Update won't be released until August, the team at Annordia would like to wish you all a great summer!

- Both the household and business confidence indicators are at their highest levels for 10 years – see confidence indicators on page 2.
- Hotel companies' expectations of demand for hotel services over the forthcoming three months continues to improve. More than half of all hotels surveyed believe in an increase in demand – see hotel companies' expectations on page 3.
- The demand for hotel rooms was much higher in Sweden in April 2021 compared with the corresponding month in 2020. However, the very positive changes are due to the extremely low levels recorded last year. The most positive change was seen in Gotland (+207 percent) - see page 5.
- Demand for hotel rooms increased by more than 200 percent in Denmark and Finland in April compared with April 2020. In Norway, the increase was just over 120 percent and in Sweden almost 100 percent. The greater increases seen in Finland and Denmark were due to the fact that the respective drops in demand were so severe in April last year - see page 7.

## MACRO INDICATORS IN SWEDEN

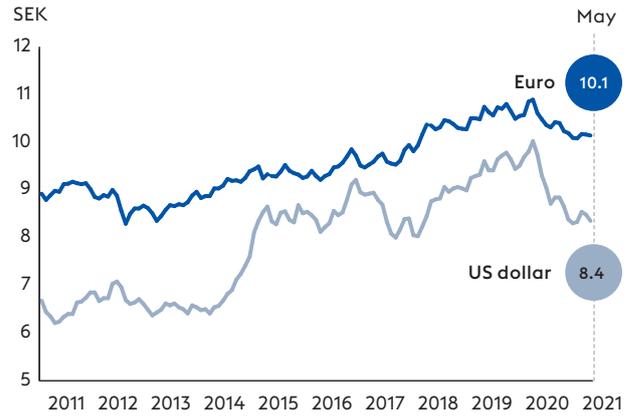
The household confidence indicator rose sharply in May. The level for both households and business are now at their highest levels for 10 years. All in all, this indicates a clear strengthening of the economy.



Confidence indicators for business and households in Sweden, up to and including May.

Source: The National Institute of Economic Research  
Confidence indicators are an overall measure of the overall perceptions and expectations of business and households.

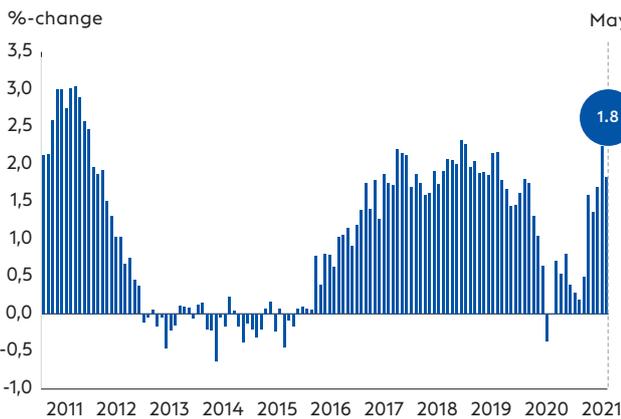
The value of the Swedish krona against the Euro was unchanged in May, while the value against the US dollar rose. The value of the krona against the dollar has risen by 15 percent in the past year.



The development of the Swedish krona against the Euro and the US dollar, up to and including May.

Source: The Central Bank of Sweden

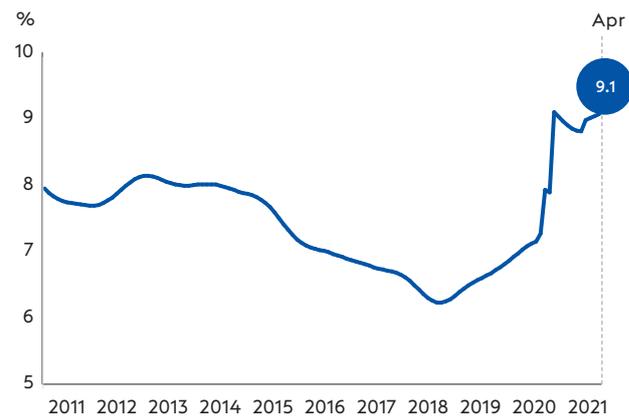
Inflation was up 1.8 percent in May 2021 compared to May 2020 and 0.2 percent up compared to April 2021. The inflation rate was thus basically in line with the Riksbank's target level.



The inflation rate (CPI) in the Swedish economy, up to and including May.

Source: Statistics Sweden

The unemployment rate was just over nine percent in April and has remained unchanged at this level since June 2020. However, the improved economy is likely to gradually begin to reduce this rate.



Unemployment (trend) as a percentage of the Swedish market up to and including April.

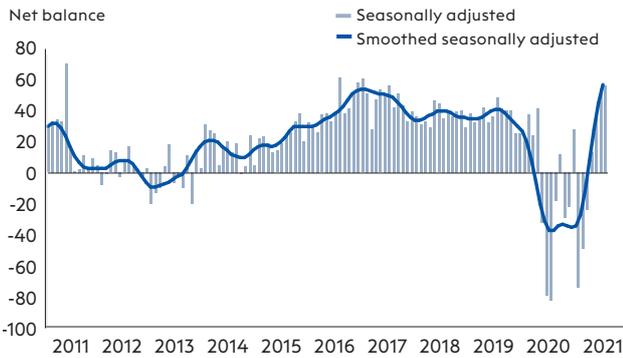
Source: The laborforce survey (Statistics Sweden)

# 1.8%

MAY INFLATION RATE

## SWEDISH HOTEL MARKET SUMMARY

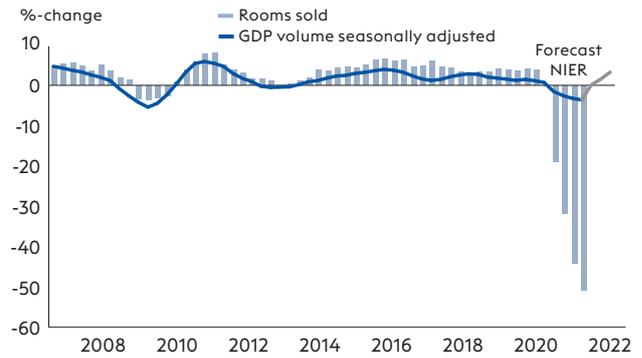
The hotel companies' expectations of demand for their services in the next three months continues to improve. The net balance in May was at its highest level in four years, with more than half of all hotels surveyed believing in increased demand.



Swedish hotel companies' expectations of demand for their services in the next 3 months, up to and including May.

Source: The National Institute of Economic Research  
Net balance: See definitions on page 8

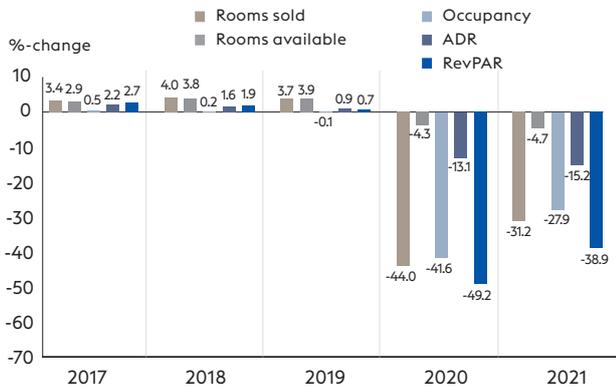
The economy in Sweden is improving and growth is picking up. The Swedish hotel market is strongly correlated to the economy and robust growth will thus help the hotel market to recover.



Development of occupied hotel rooms and GDP (volume) in Sweden, 4-quarter rolling averages.

Source: The Swedish Growth Agency/Statistics Sweden & the National Institute of Economic Research

RevPAR is 39 percent lower year-to-date April 2021 compared to the corresponding period last year. Nevertheless, RevPAR improved by 107 percent in April 2021 compared to April 2020.



Development of key performance indicators in the Swedish hotel market, compared with the previous year, up to and including April.

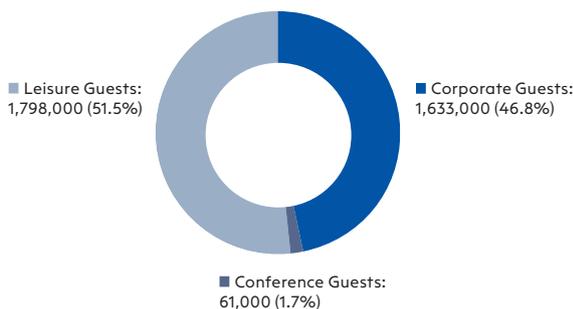
Source: The Swedish Growth Agency/Statistics Sweden

Demand increased during April 2021 for all three customer segments when compared to April 2020. However, the year-to-date development was still negative for all customer segments when compared to the same period last year.



Percentage change of occupied hotel rooms by demand segmentation in the Swedish hotel market compared with the previous year, up to and including April.

Source: The Swedish Growth Agency/Statistics Sweden



Just over 60,000 hotel rooms were occupied by conference guests during the first four months of the year. This corresponds to just 1.7 percent of total occupied rooms during the period.

Distribution of occupied hotel rooms between different demand segments in the Swedish hotel market, Jan-Apr 2021.

Source: The Swedish Growth Agency/Statistics Sweden

## TRENDS IN SWEDEN'S 25 LARGEST HOTEL MUNICIPALITIES

MONTH APRIL

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2021	2020		2021	2020		2021	2020		2021	2020	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	151	73	107.4	24.8	11.9	107.9	744	751	-1.0	184	90	105.8
GOTHENBURG	68	31	121.2	26.2	12.6	107.5	808	761	6.2	212	96	120.3
MALMÖ	38	18	107.8	26.2	12.2	114.8	716	753	-4.9	188	92	104.4
SIGTUNA	16	8	102.2	17.1	8.6	98.0	753	740	1.8	129	64	101.6
SOLNA	16	8	99.0	20.7	12.5	66.0	667	712	-6.4	138	89	55.4
JÖNKÖPING	16	8	87.6	28.7	14.8	94.4	849	823	3.1	244	122	100.5
HELSINGBORG	15	9	81.6	32.2	17.6	83.7	738	771	-4.3	238	135	75.8
UMEÅ	18	11	69.5	33.1	21.2	55.9	680	717	-5.1	225	152	47.9
UPPSALA	13	7	97.0	26.9	15.8	70.1	671	781	-14.0	180	123	46.2
LINKÖPING	19	9	108.2	34.9	16.8	107.9	677	695	-2.6	236	117	102.6
LUND	13	7	79.1	30.7	17.7	73.6	770	735	4.7	236	130	81.8
KARLSTAD	14	6	150.6	36.6	14.8	146.6	751	675	11.3	275	100	174.5
ÖREBRO	15	8	94.6	36.2	20.1	79.8	767	841	-8.8	278	169	64.0
VÄSTERÅS	17	10	72.8	40.2	24.4	64.7	887	807	10.0	357	197	81.2
SUNDSVALL	16	8	97.9	32.9	18.1	81.3	705	722	-2.3	232	131	77.2
NORRKÖPING	15	8	81.9	34.3	20.6	66.2	861	770	11.9	295	159	86.0
LULEÅ	11	6	78.7	33.0	15.4	114.0	690	730	-5.5	228	113	102.3
GOTLAND	10	3	207.3	27.9	12.6	121.6	769	654	17.6	214	82	160.5
NACKA	10	5	116.7	34.3	16.8	104.1	1,162	961	20.9	398	161	146.7
HALMSTAD	11	6	89.8	31.9	16.2	96.9	1,207	1,066	13.2	385	173	122.8
GÄVLE	13	6	101.9	40.7	20.1	102.3	813	805	1.0	330	162	104.3
ÖSTERSUND	7	4	90.7	27.4	14.1	94.6	674	743	-9.3	185	105	76.5
VÄXJÖ	8	5	65.7	30.7	20.1	52.8	900	845	6.5	276	170	62.7
KALMAR	10	5	102.8	40.1	21.1	90.1	769	728	5.7	308	153	100.9
SÖDERTÄLJE	6	3	73.2	27.1	14.3	89.3	680	724	-6.1	184	104	77.8
SWEDEN	965	489	97.4	27.7	14.6	89.9	840	771	9.0	232	112	106.9

The most positive rates of change for each respective variable are highlighted in grey.

Source: The Swedish Agency for Economic and Regional Growth/Statistics Sweden

## YEAR-TO-DATE JANUARY – APRIL

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2021	2020		2021	2020		2021	2020		2021	2020	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	566	1,061	-46.7	23.5	39.4	-40.3	725	1,081	-32.9	171	426	-60.0
GOTHENBURG	230	452	-49.1	22.8	42.2	-45.9	786	999	-21.3	179	421	-57.4
MALMÖ	131	254	-48.6	22.5	40.9	-44.9	693	854	-18.8	156	349	-55.3
SIGTUNA	65	145	-55.0	17.8	38.9	-54.1	729	974	-25.2	130	379	-65.7
SOLNA	66	97	-32.3	22.8	37.6	-39.4	604	951	-36.4	138	357	-61.5
JÖNKÖPING	51	79	-34.9	24.6	35.5	-30.6	787	854	-7.8	194	303	-36.0
HELSINGBORG	50	75	-32.9	27.0	36.7	-26.5	707	840	-15.8	191	308	-38.1
UMEÅ	69	98	-28.8	32.2	43.5	-26.1	679	796	-14.7	218	346	-37.0
UPPSALA	53	80	-33.7	26.2	41.4	-36.7	657	914	-28.2	172	378	-54.5
LINKÖPING	64	81	-20.9	29.1	36.4	-20.0	677	848	-20.2	197	309	-36.1
LUND	47	69	-31.1	28.4	38.7	-26.6	712	914	-22.0	202	353	-42.8
KARLSTAD	45	66	-31.0	29.4	40.9	-28.2	718	840	-14.5	211	344	-38.6
ÖREBRO	52	74	-30.3	30.8	43.2	-28.8	767	935	-17.9	236	404	-41.6
VÄSTERÅS	62	84	-26.7	37.4	48.3	-22.5	862	967	-10.8	323	467	-30.9
SUNDSVALL	61	70	-11.8	32.2	37.2	-13.5	723	859	-15.8	233	319	-27.2
NORRKÖPING	47	58	-18.7	27.9	35.0	-20.1	833	857	-2.8	233	300	-22.3
LULEÅ	39	69	-43.6	29.8	44.4	-32.7	700	927	-24.5	209	411	-49.2
GOTLAND	28	24	18.1	23.0	23.1	-0.7	677	698	-3.0	155	161	-3.7
NACKA	33	45	-25.8	27.8	33.9	-18.1	1,194	1,223	-2.3	332	415	-20.0
HALMSTAD	34	47	-27.2	27.1	33.3	-18.7	1,155	1,109	4.1	313	370	-15.3
GÄVLE	46	55	-16.8	37.8	43.7	-13.6	804	897	-10.3	304	392	-22.5
ÖSTERSUND	35	48	-27.9	32.7	43.0	-24.1	704	941	-25.1	230	405	-43.2
VÄXJÖ	27	45	-39.2	27.6	42.5	-35.1	840	947	-11.3	232	403	-42.4
KALMAR	34	37	-7.8	35.7	37.5	-4.9	717	825	-13.1	256	309	-17.3
SÖDERTÄLJE	26	33	-23.0	29.7	33.5	-11.3	672	886	-24.2	199	297	-32.8
SWEDEN	3,492	5,078	-31.2	25.8	35.7	-27.9	823	971	-15.2	212	347	-38.9

The most positive rates of change for each respective variable are highlighted in grey.

Source: The Swedish Agency for Economic and Regional Growth/Statistics Sweden

## 12-MONTH ROLLING AVERAGE MAY – APRIL

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2021	2020		2021	2020		2021	2020		2021	2020	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	1,827	5,415	-66.3	25.0	64.4	-61.1	788	1,244	-36.7	197	801	-75.4
GOTHENBURG	884	2,188	-59.6	29.4	65.7	-55.3	816	1,138	-28.3	240	748	-67.9
MALMÖ	509	1,182	-56.9	29.4	63.1	-53.3	723	861	-16.0	213	543	-60.8
SIGTUNA	203	605	-66.5	19.1	58.3	-67.2	752	1,025	-26.6	144	598	-75.9
SOLNA	211	462	-54.3	25.9	60.1	-56.9	622	979	-36.4	161	589	-72.6
JÖNKÖPING	221	384	-42.4	34.5	56.0	-38.4	813	918	-11.4	281	514	-45.4
HELSINGBORG	222	366	-39.3	37.6	59.3	-36.5	813	906	-10.3	306	537	-43.0
UMEÅ	241	385	-37.5	37.8	55.9	-32.3	704	814	-13.5	266	455	-41.5
UPPSALA	182	336	-46.0	31.0	55.7	-44.4	715	940	-24.0	221	524	-57.7
LINKÖPING	228	356	-35.8	34.5	52.8	-34.7	708	874	-19.0	244	462	-47.1
LUND	170	317	-46.5	34.5	57.2	-39.7	744	971	-23.4	256	555	-53.8
KARLSTAD	170	308	-45.0	35.9	63.0	-43.1	744	845	-12.0	267	533	-49.9
ÖREBRO	196	324	-39.6	38.5	60.4	-36.2	787	910	-13.4	303	549	-44.8
VÄSTERÅS	215	321	-33.1	43.0	61.0	-29.6	883	969	-9.0	379	592	-35.9
SUNDSVALL	227	283	-19.7	39.3	50.8	-22.6	760	874	-13.0	299	444	-32.7
NORRKÖPING	193	289	-33.1	36.7	52.6	-30.2	971	1,026	-5.4	357	540	-34.0
LULEÅ	151	245	-38.4	34.5	57.6	-40.1	725	888	-18.4	250	512	-51.1
GOTLAND	189	243	-22.2	38.5	50.3	-23.4	1,042	1,142	-8.8	401	575	-30.2
NACKA	104	213	-51.3	31.6	53.3	-40.7	1,213	1,254	-3.3	383	668	-42.7
HALMSTAD	155	211	-26.3	39.9	51.8	-23.1	1,235	1,202	2.7	493	623	-21.0
GÄVLE	171	220	-22.3	45.7	58.0	-21.2	839	919	-8.7	384	533	-28.0
ÖSTERSUND	116	200	-41.9	35.3	59.4	-40.6	728	926	-21.4	257	550	-53.3
VÄXJÖ	109	182	-39.9	36.0	54.4	-33.8	812	908	-10.5	293	494	-40.7
KALMAR	136	184	-26.1	46.6	59.3	-21.4	863	956	-9.8	402	567	-29.1
SÖDERTÄLJE	84	159	-47.5	31.1	52.9	-41.2	699	937	-25.4	217	496	-56.2
SWEDEN	12,664	23,307	-45.7	30.8	53.2	-42.2	854	1,040	-17.9	263	554	-52.5

The most positive rates of change for each respective variable are highlighted in grey.

Source: The Swedish Agency for Economic and Regional Growth/Statistics Sweden

## NORDIC HOTEL MARKET – COUNTRIES AND CAPITAL CITIES

### MONTH APRIL

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2021	2020		2021	2020		2021	2020		2021	2020	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
<b>SWEDEN</b>	965	489	<b>97.4</b>	27.7	14.6	<b>89.9</b>	840	771	<b>9.0</b>	232	112	<b>106.9</b>
<b>DENMARK</b>	264	84	<b>213.7</b>	17.0	5.0	<b>240.0</b>	N/A	N/A	<b>N/A</b>	N/A	N/A	<b>N/A</b>
<b>FINLAND</b>	360	92	<b>290.3</b>	25.5	11.7	<b>117.9</b>	830	793	<b>12.1</b>	212	93	<b>144.3</b>
<b>NORWAY</b>	423	190	<b>123.2</b>	24.0	16.0	<b>50.0</b>	921	818	<b>6.8</b>	221	131	<b>60.2</b>
<b>STOCKHOLM</b>	151	73	<b>107.4</b>	24.8	11.9	<b>107.9</b>	744	751	<b>-1.0</b>	184	90	<b>105.8</b>
<b>COPENHAGEN</b>	90	30	<b>199.2</b>	15.0	5.0	<b>200.0</b>	N/A	N/A	<b>N/A</b>	N/A	N/A	<b>N/A</b>
<b>HELSINKI</b>	41	12	<b>227.8</b>	16.5	12.2	<b>35.2</b>	848	804	<b>13.0</b>	140	98	<b>52.8</b>
<b>OSLO</b>	42	29	<b>48.4</b>	17.0	20.0	<b>-15.0</b>	781	821	<b>-9.7</b>	133	164	<b>-23.3</b>

Source: The Swedish Agency for Economic and Regional Growth/Statistics Sweden, Statistics Norway, Statistics Denmark, Statistics Finland

\*Changes in ADR and RevPAR are as per the respective changes in local currencies

### YEAR-TO-DATE JANUARY - APRIL

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2021	2020		2021	2020		2021	2020		2021	2020	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
<b>SWEDEN</b>	3,492	5,078	<b>-31.2</b>	25.8	35.7	<b>-27.9</b>	823	971	<b>-15.2</b>	212	347	<b>-38.9</b>
<b>DENMARK</b>	891	1,738	<b>-48.7</b>	14.5	28.3	<b>-48.6</b>	N/A	N/A	<b>N/A</b>	N/A	N/A	<b>N/A</b>
<b>FINLAND</b>	1,470	2,366	<b>-37.8</b>	25.6	41.3	<b>-38.0</b>	874	1,116	<b>-16.1</b>	224	462	<b>-48.0</b>
<b>NORWAY</b>	1,832	3,172	<b>-42.2</b>	23.4	38.9	<b>-39.8</b>	906	933	<b>-7.9</b>	212	363	<b>-44.6</b>
<b>STOCKHOLM</b>	566	1,061	<b>-46.7</b>	23.5	39.4	<b>-40.3</b>	725	1,081	<b>-32.9</b>	171	426	<b>-60.0</b>
<b>COPENHAGEN</b>	336	781	<b>-57.0</b>	13.9	33.5	<b>-58.5</b>	N/A	N/A	<b>N/A</b>	N/A	N/A	<b>N/A</b>
<b>HELSINKI</b>	172	486	<b>-64.5</b>	17.0	49.2	<b>-65.4</b>	862	1,139	<b>-18.9</b>	147	561	<b>-71.9</b>
<b>OSLO</b>	177	652	<b>-72.9</b>	15.9	47.1	<b>-66.2</b>	768	907	<b>-19.6</b>	122	427	<b>-72.9</b>

Source: The Swedish Agency for Economic and Regional Growth/Statistics Sweden, Statistics Norway, Statistics Denmark, Statistics Finland

\*Changes in ADR and RevPAR are as per the respective changes in local currencies

## 12-MONTH ROLLING AVERAGE MAY – APRIL

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2021	2020		2021	2020		2021	2020		2021	2020	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
SWEDEN	12,664	23,307	-45.7	30.8	53.2	-42.2	854	1,040	-17.9	263	554	-52.5
DENMARK	4,722	9,756	-51.6	25.0	53.3	-53.0	N/A	N/A	N/A	N/A	N/A	N/A
FINLAND	5,342	10,083	-47.0	31.4	52.8	-40.4	867	1,099	-15.5	273	580	-49.6
NORWAY	8,307	15,181	-45.3	32.8	53.2	-38.4	975	951	-2.7	319	506	-40.1
STOCKHOLM	1,827	5,415	-66.3	25.0	64.4	-61.1	788	1,244	-36.7	197	801	-75.4
COPENHAGEN	1,345	4,474	-69.9	18.3	64.7	-71.7	N/A	N/A	N/A	N/A	N/A	N/A
HELSINKI	643	2,476	-74.0	22.5	70.2	-67.9	875	1,278	-26.7	197	898	-76.5
OSLO	987	3,217	-69.3	25.6	65.6	-60.9	838	1,013	-21.4	215	665	-69.3

Source: The Swedish Agency for Economic and Regional Growth/Statistics Sweden, Statistics Norway, Statistics Denmark, Statistics Finland

\*Changes in ADR and RevPAR are as per the respective changes in local currencies

## DEFINITIONS

**Net balance:** Net balance is the difference between the number of positive versus negative responses received from hotels regarding their demand expectations for their services.

**Occupancy:** Rooms sold/Available rooms.

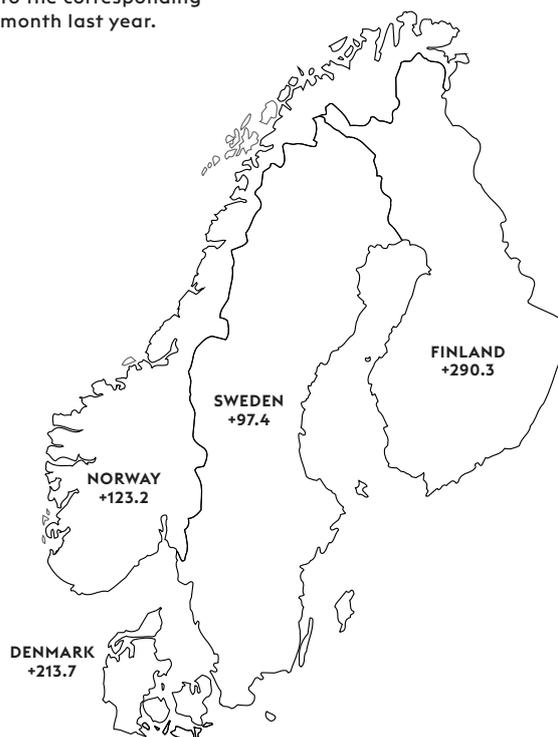
**ADR:** Accommodation revenue/Rooms sold.

**RevPAR:** Occupancy x ADR.

**N/A:** Not available.

## ROOMS SOLD IN THE NORDICS IN APRIL

%-change compared to the corresponding month last year.



# 227.8%

INCREASE IN ROOMS SOLD  
IN HELSINKI, APRIL 2021

Annordia was born from a passion for hotels. Thirty years on, we're proud to be the Nordic region's leading hotel investment and development consultancy. We are a full-service advisor that assists clients across the Nordics through every phase of the investment cycle – from market analysis, concept development and operator search to valuations as well as lease and transaction advisory.

Please contact us if you want to know more.

#### CONTACT

Hans Åke Petersson

CEO & Partner

[hansake.petersson@annordia.com](mailto:hansake.petersson@annordia.com)

+46 70 699 37 51

Björn Arnek

Chief Economist

[bjorn.arnek@annordia.com](mailto:bjorn.arnek@annordia.com)

+46 76 315 84 41



*Here's wishing you all a great summer!*

*We'll be back again in August.*

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