HOTEL MARKET UPDATE

24/06

NORDIC HOTEL MARKET TRENDS AND ECONOMIC INDICATORS

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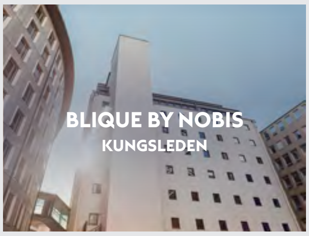

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Cover: Zzz Dreamscape Hotel, Stockholm

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

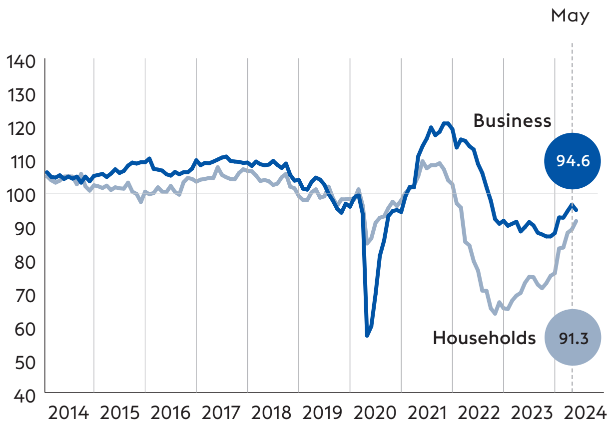
The hotel market statistics for Sweden in April 2024 demonstrate mixed developments across several key metrics. Notably, the number of rooms sold increased in April by 2.1 percent compared to the same month last year. In 19 out of the 25 largest hotel municipalities in Sweden, there were higher occupancy rate compared to the same month last year, with Östersund experiencing the biggest increase by 20.6 percent. Additionally, both the ADR and the occupancy rate in Sweden increased in April by 4.8 percent and 1.0 percent respectively compared to the same month last year. As a result, RevPAR increased by 5.8 percent compared to the same month last year.

Furthermore, the hotel market in the Nordic countries experienced similar development with positive trends across all key metrics in April 2024 compared to the previous year. Notably, Norway experienced the largest increase in number of rooms sold, with a 14.7 percent increase from the same month last year.

- Stockholm and Malmö experienced an increase in the number of rooms sold, while Gothenburg saw a decrease – see table on page 4.
- The corporate segment increased by 5.5 percent year-to-date compared to the same period last year – see graph on page 3.
- The number of rooms sold increased for all Nordic countries in April compared to the same month last year – see table on page 7.
- 65 percent of the hotel companies expect increased demand next three months – see expectations on page 3.

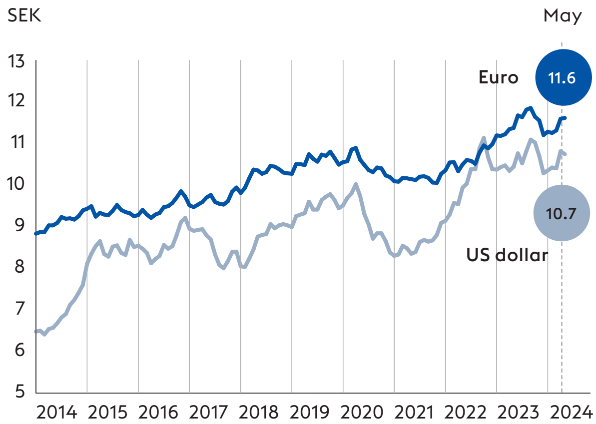
MACRO INDICATORS IN SWEDEN

In May, the business confidence indicator decreased by 1.6 units to 94.6, while the houshold indicator continued its eight-month upward trend, reaching 91.3 units. Both indicators still reflect a weak sentiment.



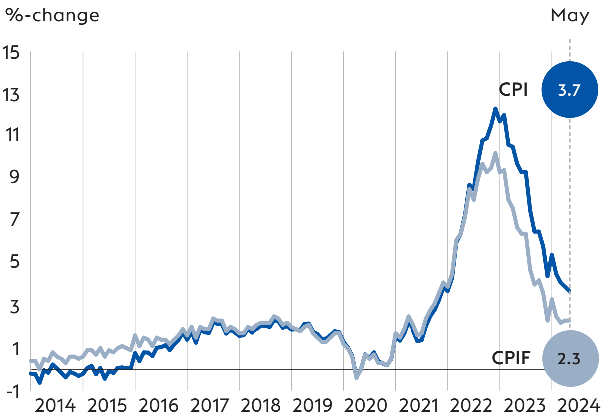
Confidence indicators for business and households in Sweden, up to and including May.
Source: The National Institute of Economic Research
Confidence indicators are an overall measure of the overall perceptions and expectations of business and households.

In May, the exchange rates for the Swedish Krona strengthened slightly against the US Dollar but decreased in value compared to the Euro. Relative to the USD, the Krona increased 0.07 krona.



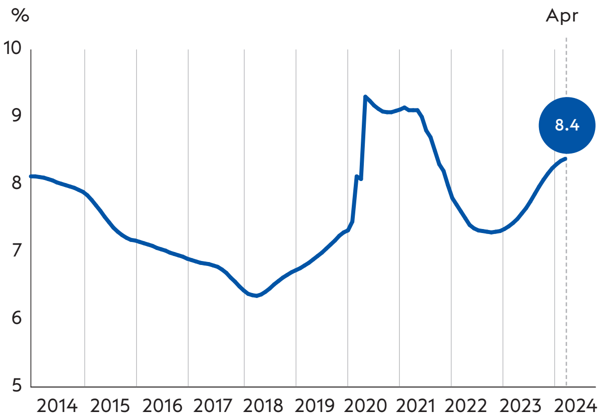
The development of the Swedish Krona against the Euro and the US dollar, up to and including May.
Source: The Central Bank of Sweden

The inflation rate according to the Consumer Price Index (CPI) was 3.7 percent in May, down from 3.9 percent in April. Meanwhile, the Consumer Price Index with fixed interest rates (CPIF) remained unchanged from last month at 2.3 percent.



The inflation rate (CPI and CPIF) in the Swedish economy, up to and including May.
Source: Statistics Sweden

According to trend, the unemployment rate increased in April to 8.38 percent, marking the 17th consecutive month of continuous increase.



Unemployment (trend) as a percentage of the Swedish market up to and including April.
Source: The laborforce survey (Statistics Sweden)

3.7%

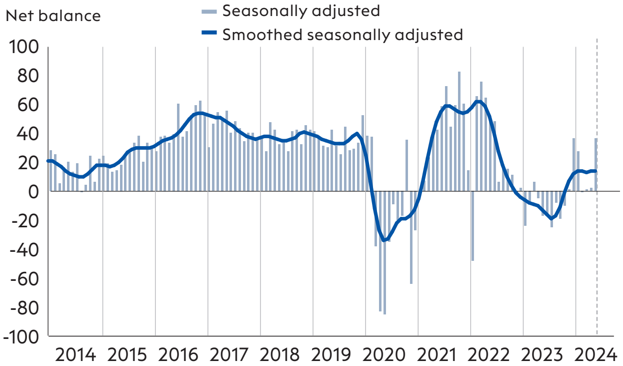
MAY INFLATION RATE CPI

2.3%

MAY INFLATION RATE CPIF

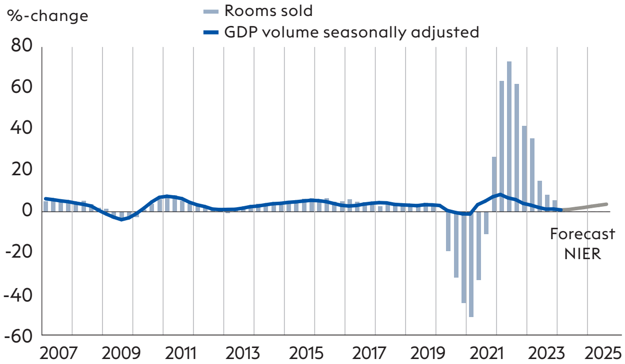
SWEDISH HOTEL MARKET SUMMARY

The seasonally adjusted and smoothed expectation of future demand remains unchanged at 14 units. However, the actual responses in May show that 65 percent of the surveyed companies anticipate an increased demand.



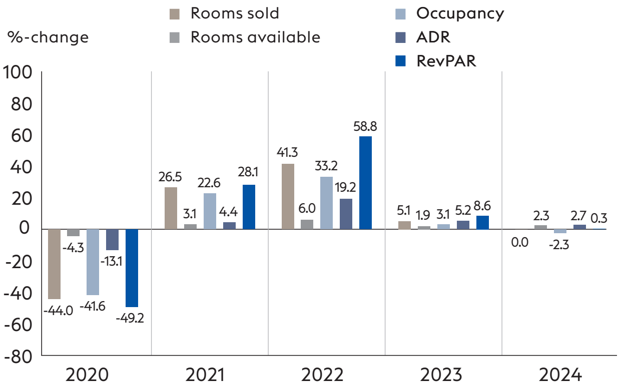
Swedish hotel companies' expectations of demand for their services in the next 3 months, up to and including May.
Source: The National Institute of Economic Research
Net balance: See definitions on page 8

The GDP forecast anticipates the macroeconomic recession to subside in the 2nd quarter of 2024 and commence its recovery in the 3rd quarter. Historically, the connection between GDP and the hotel industry has been strong.



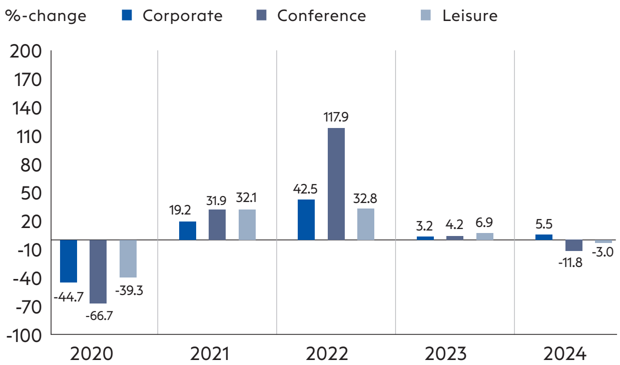
Development of occupied hotel rooms and GDP (volume) in Sweden, 4-quarter rolling averages.
Source: The Swedish Growth Agency/Statistics Sweden & the National Institute of Economic Research

The number of rooms sold decreased slightly while the number of rooms available increased by 2.3 percent in Jan-Apr 2024 compared to the previous year. Despite a decline in the occupancy rate by 2.3 percent, the ADR continued to rise.

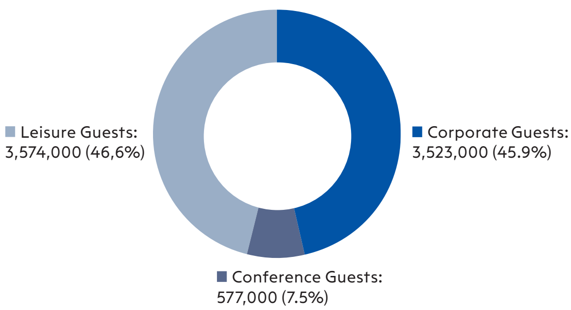


Development of key performance indicators in the Swedish hotel market, compared with the previous year, up to and including April.
Source: The Swedish Growth Agency/Statistics Sweden

The conference and leisure segments year-to-date in 2024 decreased in the number of rooms sold compared to the same period in 2023, with reductions of 11.8 and 3.0 percent respectively. However, the corporate segment saw an increase of approximately 5.5 percent.



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



The business segment accounted for 53 percent of the occupied rooms in Sweden year-to-date 2024.

Distribution of occupied hotel rooms between different demand segments in the Swedish hotel market, Jan-Apr 2024.
Source: The Swedish Growth Agency/Statistics Sweden

TRENDS IN SWEDEN'S 25 LARGEST HOTEL MUNICIPALITIES

MONTH APRIL

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	448	439	**2.0**	66.9	65.7	**1.8**	1,475	1,324	**11.4**	987	870	**13.4**
GOTHENBURG	198	199	**-0.7**	60.0	63.1	**-4.9**	1,098	1,108	**-0.9**	659	699	**-5.8**
MALMÖ	104	102	**2.0**	65.1	63.4	**2.6**	1,039	968	**7.3**	676	614	**10.0**
SIGTUNA	61	62	**-1.8**	60.9	60.3	**1.0**	1,086	1,023	**6.2**	662	617	**7.2**
SOLNA	50	44	**13.0**	56.8	50.7	**12.1**	1,088	966	**12.7**	618	489	**26.3**
JÖNKÖPING	34	35	**-2.2**	50.3	52.6	**-4.2**	1,004	1,053	**-4.6**	505	553	**-8.7**
HELSINGBORG	32	34	**-5.5**	50.9	55.1	**-7.6**	950	1,019	**-6.7**	484	561	**-13.8**
UMEÅ	35	33	**7.5**	55.3	52.7	**5.1**	938	872	**7.6**	519	459	**13.1**
UPPSALA	38	36	**6.5**	67.3	61.5	**9.5**	1,034	1,053	**-1.8**	696	647	**7.5**
LINKÖPING	38	32	**20.1**	61.6	51.3	**20.2**	984	917	**7.3**	607	470	**29.0**
LUND	31	26	**16.1**	56.8	50.5	**12.4**	1,085	1,078	**0.6**	616	545	**13.1**
KARLSTAD	29	25	**13.9**	63.5	60.3	**5.3**	1,190	1,031	**15.4**	756	622	**21.5**
ÖREBRO	34	31	**8.2**	67.9	63.0	**7.8**	1,221	1,130	**8.1**	829	712	**16.5**
VÄSTERÅS	32	30	**3.5**	72.2	69.6	**3.8**	1,196	1,080	**10.7**	864	752	**14.9**
SUNDSVALL	24	24	**-0.2**	45.5	44.7	**1.8**	910	924	**-1.5**	414	413	**0.2**
NORRKÖPING	27	24	**10.3**	55.3	50.6	**9.4**	1,034	1,059	**-2.3**	572	535	**6.8**
LULEÅ	18	16	**10.9**	49.1	44.2	**11.2**	1,074	956	**12.3**	528	422	**24.9**
GOTLAND	15	15	**-2.9**	34.4	35.3	**-2.7**	825	859	**-4.0**	284	304	**-6.6**
NACKA	22	21	**7.0**	55.6	49.8	**11.7**	1,474	1,295	**13.8**	820	645	**27.2**
HALMSTAD	22	20	**10.7**	48.8	45.2	**8.1**	1,067	1,173	**-9.0**	521	530	**-1.6**
GÄVLE	18	19	**-6.3**	61.8	61.5	**0.5**	1,022	1,008	**1.4**	632	620	**1.8**
ÖSTERSUND	17	14	**22.3**	62.2	51.6	**20.6**	988	913	**8.3**	615	471	**30.6**
VÄXJÖ	16	16	**2.2**	58.3	56.9	**2.6**	1,120	1,029	**8.8**	653	585	**11.6**
KALMAR	14	15	**-7.1**	51.5	55.6	**-7.5**	951	968	**-1.7**	490	539	**-9.0**
SÖDERTÄLJE	16	17	**-6.3**	49.9	53.3	**-6.4**	1,121	1,019	**10.1**	560	543	**3.0**
SWEDEN	**2,064**	**2,022**	**2.1**	**53.1**	**52.6**	**1.0**	**1,165**	**1,112**	**4.8**	**618**	**584**	**5.8**

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		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	1,629	1,593	2.2	60.2	60.0	0.4	1,322	1,239	6.6	795	743	7.0
GOTHENBURG	737	741	-0.6	56.2	60.5	-7.0	1,051	1,091	-3.7	591	660	-10.4
MALMÖ	362	373	-3.0	57.1	59.1	-3.4	975	944	3.3	557	558	-0.2
SIGTUNA	246	244	1.1	58.5	58.8	-0.5	1,077	1,070	0.6	630	629	0.1
SOLNA	172	169	2.1	51.9	46.5	11.8	1,000	1,019	-1.9	520	474	9.7
JÖNKÖPING	131	119	9.4	48.9	46.3	5.7	1,015	1,006	0.9	497	466	6.7
HELSINGBORG	111	115	-3.7	43.1	47.4	-9.1	914	956	-4.4	394	453	-13.1
UMEÅ	144	142	1.4	56.6	56.7	-0.2	962	915	5.0	544	519	4.8
UPPSALA	131	138	-5.0	56.6	60.1	-5.8	972	961	1.1	550	578	-4.8
LINKÖPING	129	126	2.3	52.6	51.4	2.3	916	888	3.2	482	457	5.6
LUND	106	97	9.4	48.9	49.1	-0.5	1,050	1,046	0.4	513	514	-0.1
KARLSTAD	103	97	5.3	60.4	58.1	4.0	1,057	973	8.7	639	565	13.0
ÖREBRO	114	113	0.5	57.4	58.4	-1.7	1,081	1,047	3.3	621	612	1.5
VÄSTERÅS	115	116	-1.4	65.1	67.5	-3.6	1,136	1,052	8.0	739	710	4.2
SUNDSVALL	102	102	-0.7	47.4	48.0	-1.3	917	922	-0.6	434	443	-1.9
NORRKÖPING	92	85	7.8	48.3	46.1	4.7	978	985	-0.8	472	455	3.9
LULEÅ	97	93	4.2	65.5	63.9	2.5	1,062	969	9.6	696	619	12.4
GOTLAND	42	43	-1.8	29.7	31.7	-6.3	768	782	-1.7	228	248	-7.9
NACKA	83	74	12.7	52.2	45.0	16.1	1,323	1,418	-6.7	691	638	8.4
HALMSTAD	73	70	4.2	44.8	44.5	0.6	1,037	1,131	-8.3	465	504	-7.7
GÄVLE	70	76	-7.9	58.1	60.5	-3.9	999	982	1.8	581	594	-2.2
ÖSTERSUND	66	71	-5.8	60.1	65.4	-8.1	947	936	1.1	569	612	-7.1
VÄXJÖ	62	65	-5.3	55.7	59.4	-6.2	1,067	1,028	3.7	594	611	-2.7
KALMAR	47	50	-4.8	45.0	50.2	-10.4	897	934	-3.9	403	468	-13.9
SÖDERTÄLJE	49	55	-10.6	47.2	44.6	5.8	1,109	1,006	10.2	523	449	16.6
SWEDEN	**7,674**	**7,675**	**0.0**	**49.7**	**50.9**	**-2.3**	**1,120**	**1,091**	**2.7**	**557**	**555**	**0.3**

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		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	5,643	5,613	0.5	69.0	68.1	1.4	1,443	1,332	8.3	996	908	9.7
GOTHENBURG	2,644	2,525	4.7	66.8	69.4	-3.8	1,296	1,296	0.0	865	900	-3.8
MALMÖ	1,295	1,277	1.4	66.3	66.1	0.2	1,023	979	4.4	678	647	4.7
SIGTUNA	812	780	4.0	62.7	63.2	-0.8	1,052	1,041	1.1	660	658	0.2
SOLNA	588	573	2.5	56.7	51.3	10.5	1,040	1,009	3.1	589	517	13.9
JÖNKÖPING	456	444	2.9	55.4	57.2	-3.1	1,057	1,103	-4.2	586	631	-7.2
HELSINGBORG	431	435	-0.9	55.6	57.7	-3.5	1,098	1,124	-2.4	611	648	-5.8
UMEÅ	471	461	2.3	61.5	63.1	-2.6	955	902	5.9	587	570	3.1
UPPSALA	442	434	1.8	62.5	65.1	-4.0	1,038	977	6.3	649	636	2.0
LINKÖPING	426	429	-0.7	58.3	58.3	0.0	932	903	3.3	543	526	3.3
LUND	376	344	9.2	58.1	54.6	6.5	1,050	1,040	0.9	610	567	7.5
KARLSTAD	344	331	3.9	67.3	65.7	2.5	1,032	1,019	1.2	694	669	3.7
ÖREBRO	369	362	2.0	61.8	62.6	-1.2	1,101	1,072	2.7	681	671	1.4
VÄSTERÅS	362	374	-3.1	68.5	70.3	-2.5	1,112	1,037	7.2	762	729	4.5
SUNDSVALL	349	363	-3.8	53.5	56.0	-4.4	946	908	4.1	506	508	-0.4
NORRKÖPING	329	325	1.0	56.4	56.4	0.1	1,133	1,143	-0.9	639	644	-0.8
LULEÅ	282	288	-2.1	63.3	64.2	-1.3	1,049	919	14.2	665	590	12.7
GOTLAND	268	288	-6.8	50.1	53.2	-5.8	1,329	1,335	-0.4	666	710	-6.2
NACKA	292	278	5.1	59.5	57.2	4.1	1,441	1,425	1.2	858	815	5.3
HALMSTAD	278	281	-1.2	53.8	55.0	-2.3	1,255	1,225	2.4	675	674	0.1
GÄVLE	237	252	-5.9	62.7	65.1	-3.7	1,033	1,021	1.2	648	665	-2.6
ÖSTERSUND	211	224	-5.8	64.7	67.9	-4.8	991	952	4.1	641	647	-0.9
VÄXJÖ	204	213	-4.6	60.3	62.8	-4.0	1,063	1,020	4.2	641	641	0.0
KALMAR	198	204	-2.8	61.2	64.1	-4.4	1,113	1,051	5.9	681	673	1.2
SÖDERTÄLJE	177	180	-1.6	51.9	52.5	-1.2	1,084	985	10.1	562	517	8.8
SWEDEN	**26,771**	**26,792**	**-0.1**	**57.0**	**58.1**	**-1.8**	**1,191**	**1,146**	**3.9**	**679**	**666**	**2.0**

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		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
SWEDEN	2,064	2,022	**2.1**	53.1	52.6	**1.0**	1,165	1,112	**4.8**	618	584	**5.8**
DENMARK	1,115	1,108	**0.6**	57.0	57.0	**0.0**	N/A	N/A	**N/A**	N/A	N/A	**N/A**
FINLAND	821	770	**6.6**	47.1	44.7	**5.4**	1,178	1,148	**0.3**	555	513	**5.7**
NORWAY	1,301	1,134	**14.7**	50.5	43.3	**16.6**	1,258	1,208	**3.4**	636	524	**20.5**
STOCKHOLM	448	439	**2.0**	66.9	65.7	**1.8**	1,475	1,324	**11.4**	987	870	**13.4**
COPENHAGEN	509	508	**0.3**	70.0	70.0	**0.0**	N/A	N/A	**N/A**	N/A	N/A	**N/A**
HELSINKI	197	167	**18.0**	51.2	45.4	**12.8**	1,232	1,206	**-0.2**	631	548	**12.6**
OSLO	281	253	**11.2**	62.8	55.3	**13.7**	1,378	1,321	**3.5**	866	730	**17.7**

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		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
SWEDEN	7,674	7,675	**0.0**	49.7	50.9	**-2.3**	1,120	1,091	**2.7**	557	555	**0.3**
DENMARK	3,736	3,658	**2.1**	48.9	48.4	**1.0**	N/A	N/A	**N/A**	N/A	N/A	**N/A**
FINLAND	3,442	3,359	**2.5**	49.2	48.7	**1.1**	1,310	1,239	**3.4**	645	603	**4.6**
NORWAY	5,001	4,722	**5.9**	49.1	45.7	**7.3**	1,257	1,189	**5.0**	617	544	**12.6**
STOCKHOLM	1,629	1,593	**2.2**	60.2	60.0	**0.4**	1,322	1,239	**6.6**	795	743	**7.0**
COPENHAGEN	1,654	1,600	**3.4**	57.1	55.8	**2.3**	N/A	N/A	**N/A**	N/A	N/A	**N/A**
HELSINKI	729	683	**6.8**	47.8	46.0	**3.9**	1,226	1,204	**-0.4**	586	554	**3.5**
OSLO	1,041	985	**5.7**	58.3	53.9	**8.2**	1,276	1,241	**2.0**	744	669	**10.3**

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

12-MONTH ROLLING AVERAGE MAY – APRIL

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
SWEDEN	26,771	26,791	**-0.1**	57.0	58.1	**-1.8**	1,191	1,150	**3.6**	679	667	**1.8**
DENMARK	13,742	13,672	**0,5**	58.4	59.1	**-1.1**	N/A	N/A	**N/A**	N/A	N/A	**N/A**
FINLAND	11,117	10,960	**1.4**	52.6	52.2	**0.9**	1,273	1,220	**2.0**	670	636	**3.0**
NORWAY	17,205	16,729	**2.8**	54.7	52.6	**3.9**	1,300	1,211	**6.5**	711	637	**10.7**
STOCKHOLM	5,643	5,609	**0.6**	69.0	68.0	**1.5**	1,443	1,331	**8.4**	996	905	**10.0**
COPENHAGEN	6,073	5,826	**4.2**	69.2	67.1	**3.2**	N/A	N/A	**N/A**	N/A	N/A	**N/A**
HELSINKI	2,606	2,505	**4.0**	57.1	55.6	**2.7**	1,307	1,281	**-0.2**	746	712	**2.5**
OSLO	3,641	3,434	**6.0**	66.7	63.4	**5.1**	1,434	1,344	**6.0**	956	853	**11.3**

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.

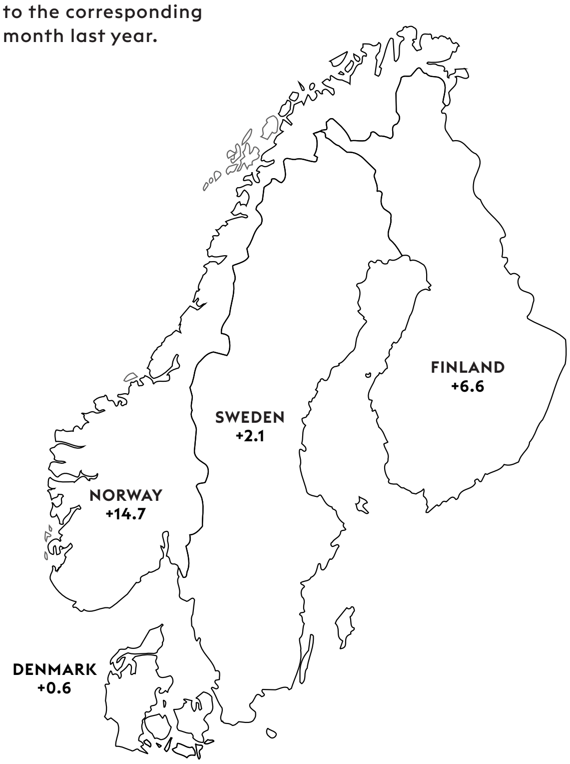
N/A: Not available.

30.6%

INCREASE IN REVPAR
IN ÖSTERSUND, APRIL 2024

ROOMS SOLD IN THE NORDICS IN APRIL

%-change compared to the corresponding month last year.



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