

HOTEL MARKET UPDATE

25/02

NORDIC
HOTEL
MARKET
TRENDS
AND
ECONOMIC
INDICATORS



Annordia

HOSPITALITY CONSULTING

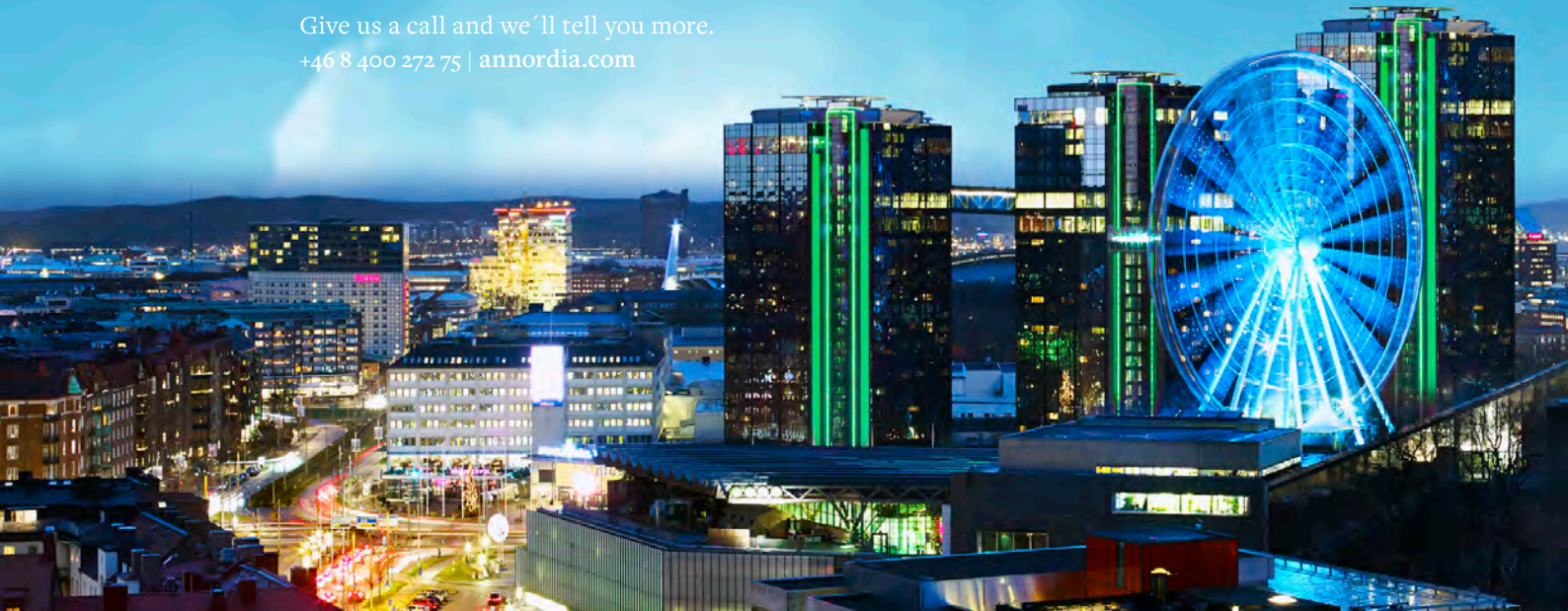
A full-service advisor for hotel investments in real estate

Annordia is 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.

Our broad client base includes real estate owners, municipalities, banks and investors throughout the Nordics. Working with them, we have advised on many of the region's largest hotel development projects and transactions.

Annordia deploys its extensive experience and international network to not only increase property values but also to enhance the local environment.

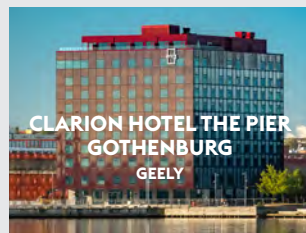
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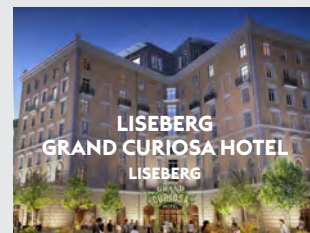
OUR SERVICES



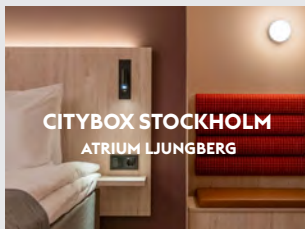
Market analysis
Establish the feasibility of a potential hotel investment.



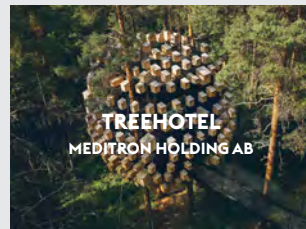
Concept development
Hotel planning and optimisation based on market characteristics.



Lease advisory
Adding value in rent review, lease renewals and valuations.



Operator search
Recruitment of suitable hotel operators on favourable terms.



Valuation
For acquisitions, year-end accounting and secured lending.



Transaction advisory
For owners and operators in the hospitality industry.



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 number of rooms sold in Sweden increased by 3 percent in December 2024, while the occupancy rate and the ADR increased by 1 percent, compared to the same month in 2023.

The hotel market in Stockholm saw a positive development in December where the number of rooms sold increased by 6 percent and the ADR increased by 5 percent, which led to an increase in RevPAR by almost 7 percent compared to December 2023. Malmö saw an even better development in their key indicators with a 19-percent increase in RevPAR. Gothenburg, on the other hand, experienced a significant decline in most key indicators.

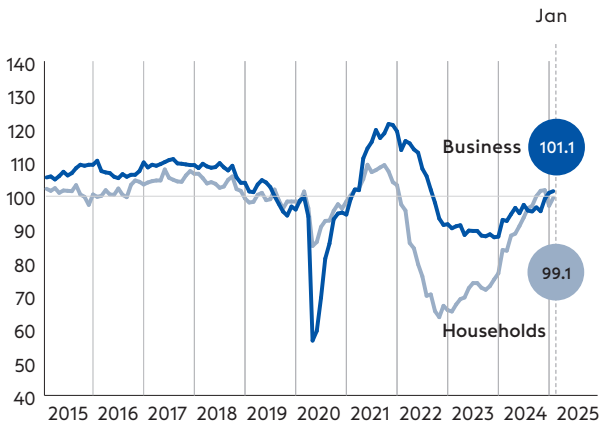
Inflation in Sweden in January unexpectedly increased above Riksbanken's target of 2 percent. The unemployment rate remained relatively high and the Swedish Krona was still weak compared to the euro and the US dollar.

The Nordic countries and capitals saw positive trends in the number of rooms sold and occupancy rate in December compared to the same month last year. In both Oslo and Copenhagen, the occupancy rate increased by 5 percentage points, and RevPAR increased by more than 10 percent in both Finland and Norway.

- The value of the Swedish Krona continued to decrease relative to the US dollar – see exchange rates on page 2.
- The unemployment rate continued to increase and reached 8.9 percent in January – see unemployment rate on page 2.
- CPIF increased more than expected and reached 2.2 percent - see inflation rates on page 2.

MACRO INDICATORS IN SWEDEN

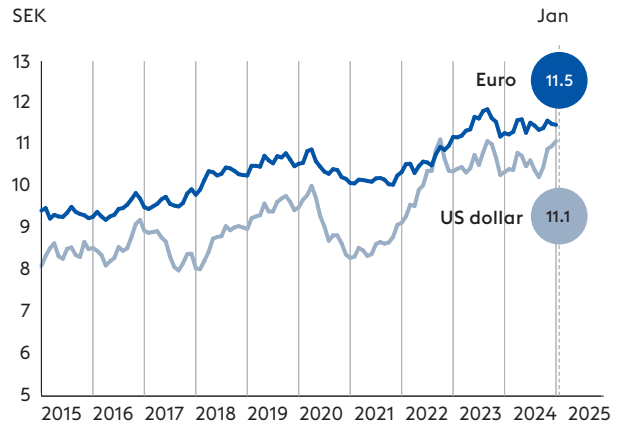
The household indicator took a positive turn and reached 99 units after a decline in December. The business indicator continued its positive trend and remained above 100 units, signaling slight optimism.



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

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

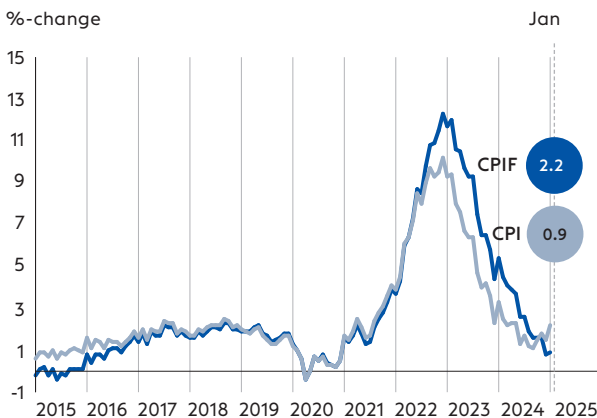
In January, the US dollar continued to strengthen against the Swedish Krona and was worth more than 11 Swedish Kronor for the first time since late 2023. The exchange rate between the Swedish Krona and the euro remained unchanged.



The development of the Swedish Krona against the euro and the US dollar, up to and including January.

Source: The Central Bank of Sweden

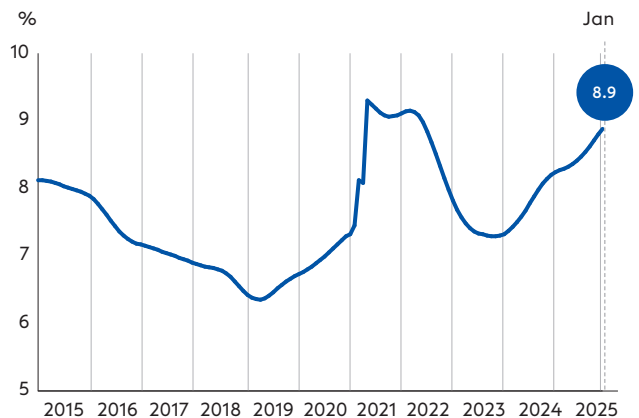
The Consumer Price Index with Fixed interest rates (CPIFI) increased by 0.7 percentage points to 2.2 percent, which was higher than expected. The inflation rate according to the Consumer Price Index remained at a low level after a steady decline throughout 2024.



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

Source: Statistics Sweden

The unemployment rate rose to 8.9 percent in January, which is the highest level since July 2021. The unemployment rate increased significantly during the fourth quarter of 2024.



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

Source: The laborforce survey (Statistics Sweden)

0.9%

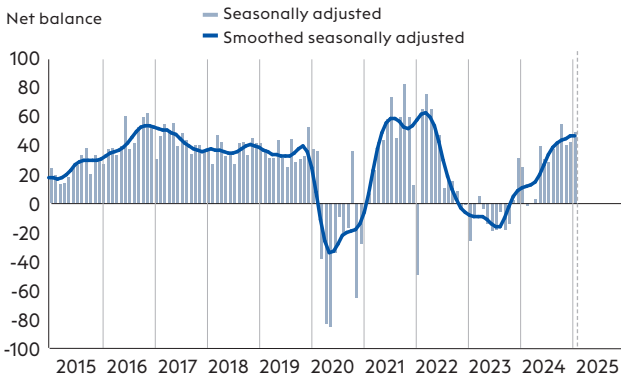
JANUARY INFLATION RATE CPI

2.2%

JANUARY INFLATION RATE CPIFI

SWEDISH HOTEL MARKET SUMMARY

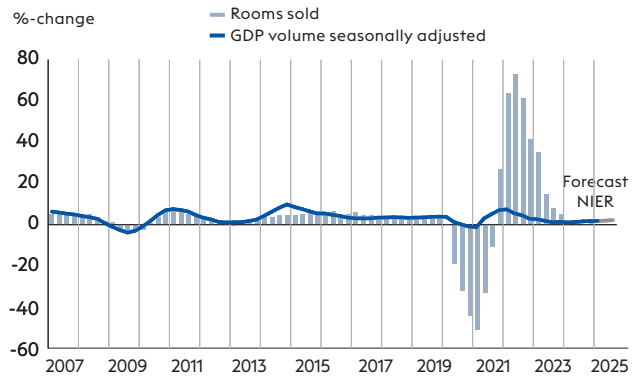
The seasonally adjusted and smoothed expectations of future demand remained at 47 units. Half of the companies surveyed expected an increased future demand in the next 3 months, while less than 20 percent expected a decrease.



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

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

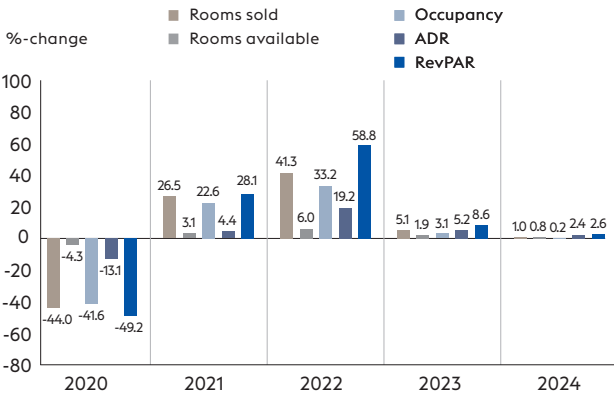
The GDP forecast anticipates a slow positive trend for the coming few quarters. Historically, the connection between GDP and the hotel industry has been strong.



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

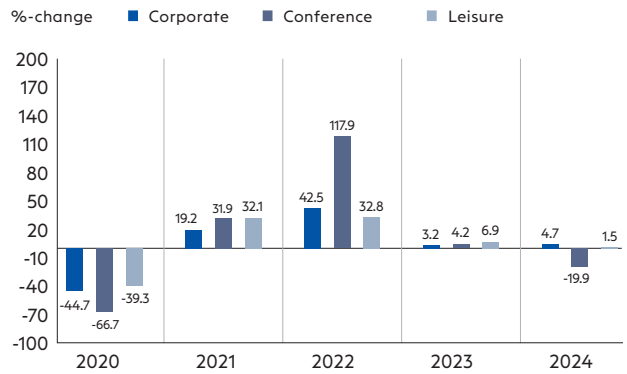
The key indicators for the period January to December 2024 were similar to the same period last year. The number of rooms sold increased by 1 percent and ADR increased by 2.4 percent, which led to an increase in RevPAR by 2.6 percent.



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

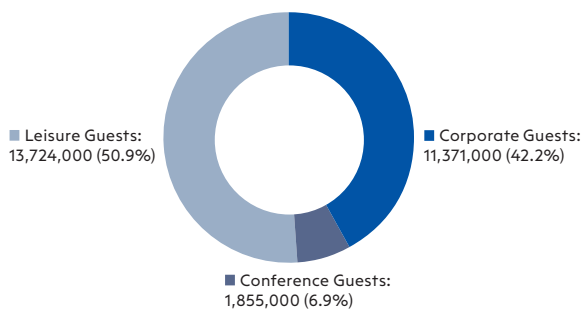
Source: The Swedish Growth Agency/Statistics Sweden

The number of rooms occupied by conference guests between January and December 2024 decreased by almost 20 percent compared to the same period in 2023. However, both the corporate and leisure segments increased.



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

Source: The Swedish Growth Agency/Statistics Sweden



The corporate segment accounted for around 42 percent of the occupied rooms between January and December 2024.

Distribution of occupied hotel rooms between different demand segments in the Swedish hotel market, January-December 2024.

Source: The Swedish Growth Agency/Statistics Sweden

TRENDS IN SWEDEN'S 25 LARGEST HOTEL MUNICIPALITIES

	MONTH DECEMBER											
	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	403	380	6.1	57.6	56.9	1.3	1,381	1,312	5.3	795	746	6.6
GOTHENBURG	184	199	-7.6	54.3	59.2	-8.2	1,118	1,184	-5.6	607	701	-13.3
MALMÖ	92	83	10.5	56.1	50.7	10.7	988	922	7.1	555	468	18.6
SIGTUNA	56	52	6.7	50.6	51.0	-0.8	980	983	-0.3	496	501	-1.1
SOLNA	41	39	4.3	47.5	44.8	6.1	960	1,008	-4.8	456	451	1.0
JÖNKÖPING	23	24	-4.4	35.2	36.8	-4.4	879	903	-2.7	309	333	-7.0
HELSINGBORG	27	27	2.0	43.0	41.2	4.3	924	922	0.1	397	380	4.5
UMEÅ	30	29	3.3	45.9	46.6	-1.4	864	871	-0.8	397	406	-2.1
UPPSALA	28	27	1.1	48.2	47.8	0.9	895	966	-7.4	431	462	-6.5
LINKÖPING	25	25	-0.9	39.9	45.1	-11.6	872	878	-0.7	348	396	-12.2
LUND	26	24	10.4	47.3	43.7	8.1	1,027	992	3.6	486	433	12.1
KARLSTAD	22	21	1.6	46.4	50.3	-7.7	968	981	-1.4	449	493	-9.0
ÖREBRO	23	22	3.5	49.2	46.6	5.8	1,031	1,060	-2.7	508	493	2.9
VÄSTERÅS	25	25	-0.3	55.7	55.8	-0.1	1,139	1,109	2.7	634	619	2.6
SUNDSVALL	25	22	12.2	45.2	41.4	9.3	949	969	-2.1	429	401	7.0
NORRKÖPING	20	19	2.0	41.0	41.1	-0.4	962	992	-3.0	394	408	-3.4
LULEÅ	21	20	4.0	54.6	52.4	4.3	1,029	961	7.1	562	503	11.7
GOTLAND	9	9	-0.4	25.1	27.3	-8.0	758	838	-9.5	191	229	-16.7
NACKA	20	19	2.6	48.7	46.5	4.8	1,306	1,291	1.2	636	600	6.0
HALMSTAD	15	14	6.8	36.1	36.8	-2.0	1,044	1,096	-4.8	377	404	-6.7
GÄVLE	17	16	6.3	51.0	50.6	0.7	997	1,039	-4.1	508	526	-3.4
ÖSTERSUND	13	15	-8.7	50.2	55.5	-9.6	990	1,090	-9.1	497	605	-17.9
VÄXJÖ	13	14	-12.2	45.9	53.3	-13.8	1,024	1,027	-0.3	470	547	-14.0
KALMAR	11	11	-1.3	39.4	42.0	-6.2	991	933	6.2	391	392	-0.4
SÖDERTÄLJE	13	11	23.3	41.2	43.3	-4.9	1,036	1,040	-0.5	426	451	-5.4
SWEDEN	1,745	1,689	3.3	44.9	44.4	1.1	1,142	1,130	1.1	513	502	2.2

The most positive rate of change for each variable is highlighted in grey.

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

	YEAR-TO-DATE, JANUARY – DECEMBER											
	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	5,748	5,677	1.3	69.9	69.2	1.0	1,535	1,433	7.1	1,073	992	8.2
GOTHENBURG	2,653	2,595	2.2	65.7	66.9	-1.8	1,197	1,252	-4.4	787	838	-6.1
MALMÖ	1,305	1,295	0.8	67.0	66.5	0.7	1,058	1,009	4.8	708	671	5.6
SIGTUNA	787	787	0.0	60.7	62.3	-2.6	1,025	1,069	-4.1	623	666	-6.6
SOLNA	621	595	4.3	59.4	55.6	6.9	1,080	1,049	2.9	642	583	10.1
JÖNKÖPING	464	434	6.8	56.2	53.7	4.7	1,066	1,054	1.1	599	566	5.9
HELSINGBORG	439	428	2.5	57.1	56.2	1.5	1,090	1,087	0.3	622	611	1.8
UMEÅ	458	468	-2.2	59.1	61.6	-4.1	926	947	-2.2	547	583	-6.1
UPPSALA	447	430	3.8	63.4	63.7	-0.4	981	1,045	-6.1	622	665	-6.5
LINKÖPING	441	422	4.5	59.1	57.8	2.1	944	920	2.7	558	532	4.8
LUND	388	366	5.9	59.5	58.0	2.7	1,068	1,039	2.8	636	602	5.6
KARLSTAD	354	334	6.0	64.7	65.5	-1.3	1,078	997	8.1	697	653	6.7
ÖREBRO	368	370	-0.5	61.7	62.5	-1.3	1,095	1,109	-1.3	675	693	-2.5
VÄSTERÅS	356	362	-1.5	66.8	68.7	-2.8	1,149	1,084	6.0	768	745	3.1
SUNDSVALL	347	348	-0.1	53.6	53.5	0.1	949	943	0.6	508	505	0.7
NORRKÖPING	339	318	6.7	57.8	55.0	5.2	1,103	1,110	-0.6	638	610	4.6
LULEÅ	295	286	3.1	65.6	62.2	5.4	1,063	1,030	3.2	697	641	8.7
GOTLAND	258	268	-3.7	47.6	49.2	-3.2	1,312	1,272	3.1	624	626	-0.2
NACKA	300	287	4.8	62.2	57.9	7.5	1,330	1,490	-10.8	828	863	-4.1
HALMSTAD	288	273	5.4	54.5	52.9	3.0	1,189	1,212	-1.9	648	641	1.1
GÄVLE	238	242	-1.6	63.3	62.8	0.8	1,061	1,024	3.6	672	644	4.4
ÖSTERSUND	216	212	1.6	65.4	65.0	0.6	978	971	0.7	640	631	1.3
VÄXJÖ	199	207	-3.9	58.5	61.7	-5.2	1,067	1,058	0.9	624	653	-4.4
KALMAR	202	199	1.8	61.6	62.1	-0.9	1,157	1,092	6.0	713	678	5.1
SÖDERTÄLJE	185	184	0.5	50.1	50.9	-1.7	1,051	1,070	-1.7	526	545	-3.4
SWEDEN	26,950	26,690	1.0	57.1	57.0	0.2	1,206	1,178	2.4	688	671	2.6

The most positive rate of change for each variable is highlighted in grey.

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

	12-MONTH ROLLING, AVERAGE JANUARY - DECEMBER											
	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE	SEK	SEK	%-CHANGE
STOCKHOLM	5,748	5,677	1.3	69.9	69.2	1.0	1,535	1,433	7.1	1,073	992	8.2
GOTHENBURG	2,653	2,595	2.2	65.7	66.9	-1.8	1,197	1,252	-4.4	787	838	-6.1
MALMÖ	1,305	1,295	0.8	67.0	66.5	0.7	1,058	1,009	4.8	708	671	5.6
SIGTUNA	787	787	0.0	60.7	62.3	-2.6	1,025	1,069	-4.1	623	666	-6.6
SOLNA	621	595	4.3	59.4	55.6	6.9	1,080	1,049	2.9	642	583	10.1
JÖNKÖPING	464	434	6.8	56.2	53.7	4.7	1,066	1,054	1.1	599	566	5.9
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UMEÅ	458	468	-2.2	59.1	61.6	-4.1	926	947	-2.2	547	583	-6.1
UPPSALA	447	430	3.8	63.4	63.7	-0.4	981	1,045	-6.1	622	665	-6.5
LINKÖPING	441	422	4.5	59.1	57.8	2.1	944	920	2.7	558	532	4.8
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NORRKÖPING	339	318	6.7	57.8	55.0	5.2	1,103	1,110	-0.6	638	610	4.6
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NACKA	300	287	4.8	62.2	57.9	7.5	1,330	1,490	-10.8	828	863	-4.1
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ÖSTERSUND	216	212	1.6	65.4	65.0	0.6	978	971	0.7	640	631	1.3
VÄXJÖ	199	207	-3.9	58.5	61.7	-5.2	1,067	1,058	0.9	624	653	-4.4
KALMAR	202	199	1.8	61.6	62.1	-0.9	1,157	1,092	6.0	713	678	5.1
SÖDERTÄLJE	185	184	0.5	50.1	50.9	-1.7	1,051	1,070	-1.7	526	545	-3.4
SWEDEN	26,950	26,690	1.0	57.1	57.0	0.2	1,206	1,178	2.4	688	671	2.6

The most positive rate of change for each variable is highlighted in grey.

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

NORDIC HOTEL MARKET – COUNTRIES AND CAPITAL CITIES

MONTH DECEMBER

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
SWEDEN	1,745	1,689	3.3	44.9	44.4	1.1	1,142	1,130	1.1	513	502	2.2
DENMARK	872	824	5.7	44.0	43.0	2.3	N/A	N/A	N/A	N/A	N/A	N/A
FINLAND	877	845	3.8	49.1	47.3	3.8	1,574	1,440	6.4	773	681	10.5
NORWAY	1,027	963	6.6	41.7	40.7	2.4	1,369	1,255	8.1	570	511	10.6
STOCKHOLM	403	380	6.1	57.6	56.9	1.3	1,381	1,312	5.3	795	746	6.6
COPENHAGEN	470	423	11.2	62.0	57.0	8.8	N/A	N/A	N/A	N/A	N/A	N/A
HELSINKI	203	191	6.7	50.8	48.9	3.9	1,301	1,248	1.6	661	610	5.5
OSLO	250	231	7.9	59.3	54.0	9.7	1,437	1,328	7.3	852	717	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 – DECEMBER

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
SWEDEN	26,950	26,772	0.7	57.1	57.5	-0.7	1,206	1,182	2.0	688	680	1.3
DENMARK	14,134	13,684	3.3	59.1	58.1	1.6	N/A	N/A	N/A	N/A	N/A	N/A
FINLAND	11,150	11,033	1.1	52.9	52.5	0.9	1,284	1,217	2.7	680	639	3.7
NORWAY	17,822	16,926	5.3	56.1	53.6	4.7	1,350	1,257	6.4	757	673	11.4
STOCKHOLM	5,748	5,608	2.5	69.9	69.0	1.2	1,535	1,420	8.1	1,073	980	9.4
COPENHAGEN	6,349	6,038	5.2	71.5	68.9	3.8	N/A	N/A	N/A	N/A	N/A	N/A
HELSINKI	2,768	2,560	8.1	59.2	56.6	4.6	1,324	1,266	1.8	783	717	6.5
OSLO	3,732	3,584	4.1	68.9	65.1	5.8	1,469	1,400	4.0	1,012	912	10.0

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 JANUARY – DECEMBER

	ROOMS SOLD			OCCUPANCY			ADR			REVPAR		
	2024	2023		2024	2023		2024	2023		2024	2023	
	000s		%-CHANGE	%	%	%-CHANGE	SEK	SEK	%-CHANGE*	SEK	SEK	%-CHANGE*
SWEDEN	26,950	26,772	0.7	57.1	57.5	-0.7	1,206	1,182	2.0	688	680	1.3
DENMARK	14,134	13,684	3.3	59.1	58.1	1.6	N/A	N/A	N/A	N/A	N/A	N/A
FINLAND	11,150	11,033	1.1	52.9	52.5	0.9	1,284	1,217	2.7	680	639	3.7
NORWAY	17,822	16,926	5.3	56.1	53.6	4.7	1,350	1,257	6.4	757	673	11.4
STOCKHOLM	5,748	5,608	2.5	69.9	69.0	1.2	1,535	1,420	8.1	1,073	980	9.4
COPENHAGEN	6,349	6,038	5.2	71.5	68.9	3.8	N/A	N/A	N/A	N/A	N/A	N/A
HELSINKI	2,768	2,560	8.1	59.2	56.6	4.6	1,324	1,266	1.8	783	717	6.5
OSLO	3,732	3,584	4.1	68.9	65.1	5.8	1,469	1,400	4.0	1,012	912	10.0

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.

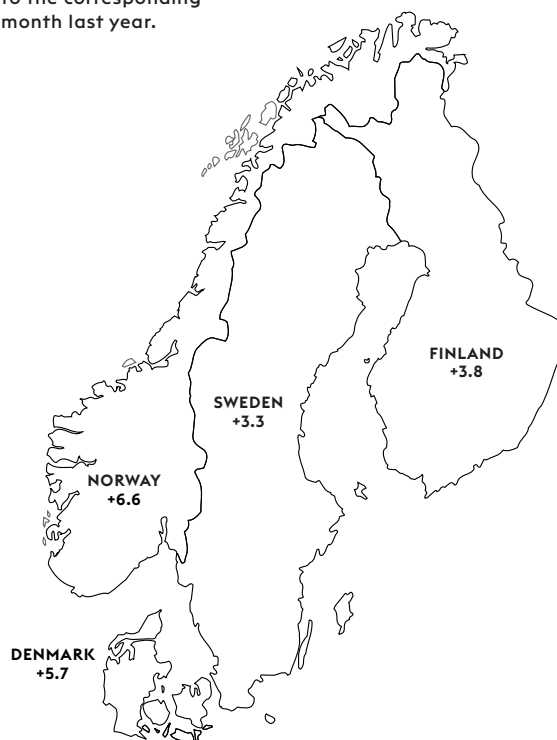
ADR: Accommodation revenue/Rooms sold.

RevPAR: Occupancy x ADR.

N/A: Not available.

ROOMS SOLD IN THE NORDICS IN DECEMBER

%-change compared to the corresponding month last year.



11.2%

INCREASE IN NUMBER OF ROOMS SOLD
IN COPENHAGEN, DECEMBER 2024

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