COVID-19 hotel performance update Poland & CEE

Jakub Klimczak - Business Development Manager

Agenda

1. Global impact of COVID-19

2. Impact on Europe

3. Closer look at Poland & CEE

4. Forward STAR

5. Forecast Highlights

COVID-19 STR website

COVID-19 webinars

7 April - COVID-19 impact on Central and Eastern Europe hotel performance

7 April - COVID-19 impact on Poland hotel performance (Polish)

9 April - COVID-19 impact on Central & South Asia hotel performance

9 April - COVID-19 webinar: U.S. & Canada hotel weekly performance analysis (new session added)
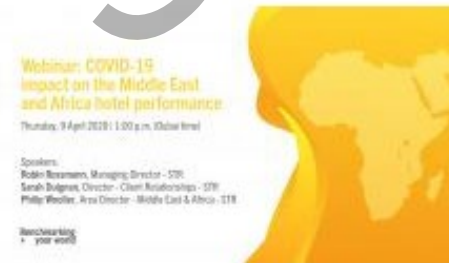
9 April - COVID-19 impact on the Middle East and Africa hotel performance

10 April - COVID-19 impact on Japan hotel performance (in Japanese)

We at STR can never give guidance on price

We must not facilitate anti-competitive behaviour, we can comment on the facts

STR

<u>Anti-Trust Statement & Reminder:</u>

Please do <u>not</u> discuss prices, rates, surcharges, marketing strategies, or your operational intentions and plans. Such discussions among competitors could be viewed as collusive activity in violation of anti-trust laws.

Global impact of COVID-19
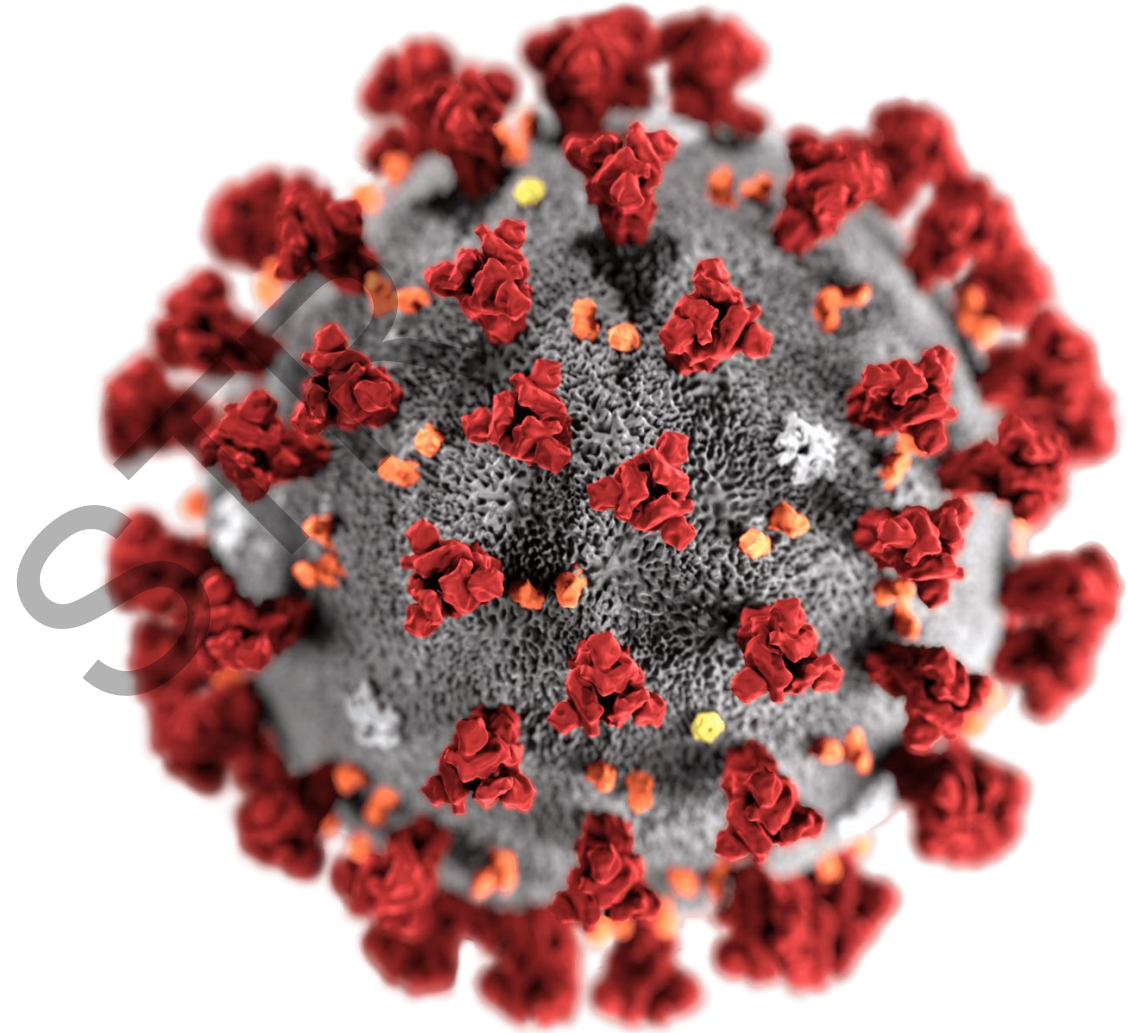
Weekly Covid-19 Global Impact 05 January

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census

Weekly Covid-19 Global Impact 12 January

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census

Weekly Covid-19 Global Impact 19 January

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census

Weekly Covid-19 Global Impact 26 January

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census

Weekly Covid-19 Global Impact 02 February

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census
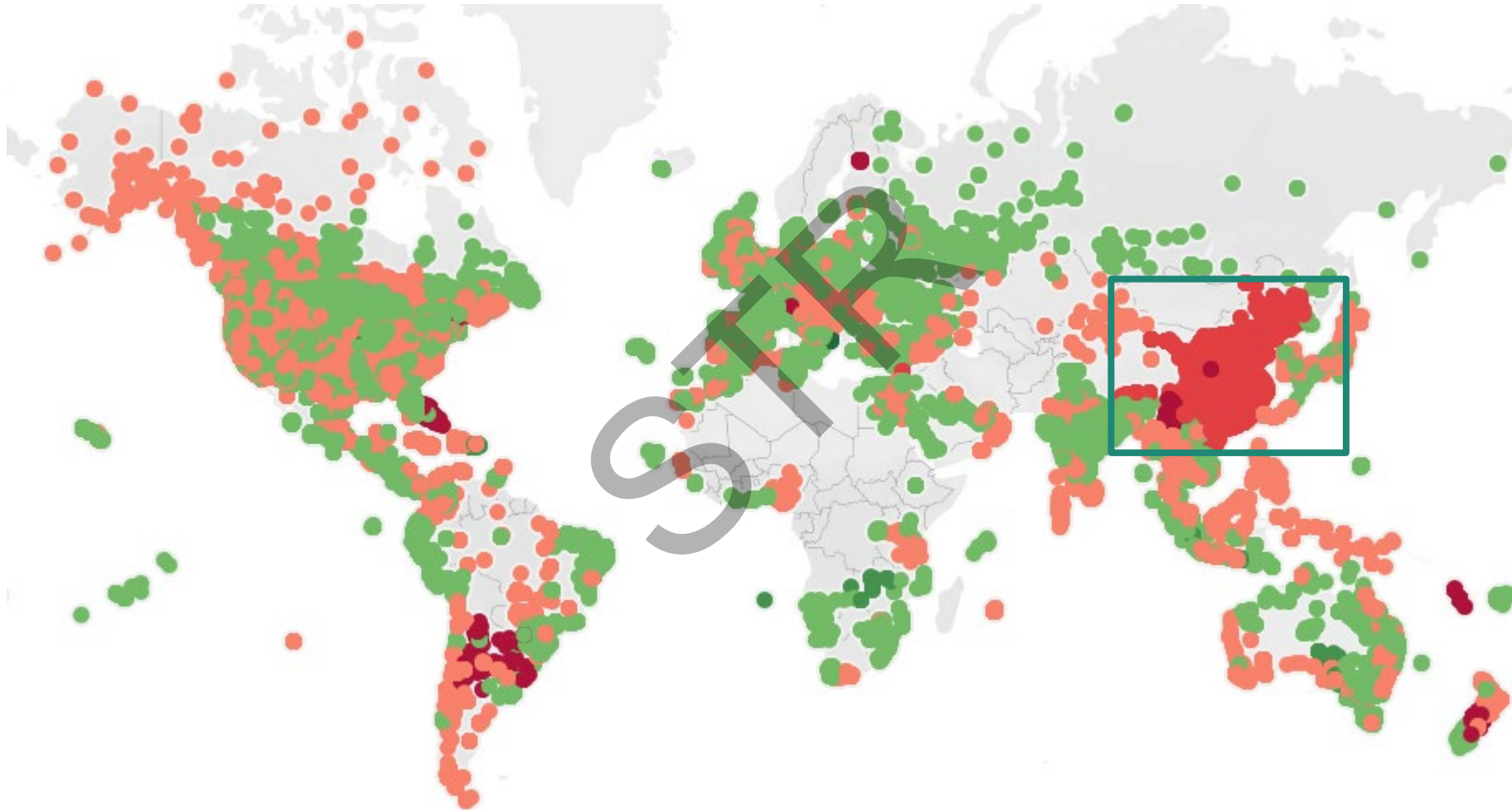
Weekly Covid-19 Global Impact 09 February

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census
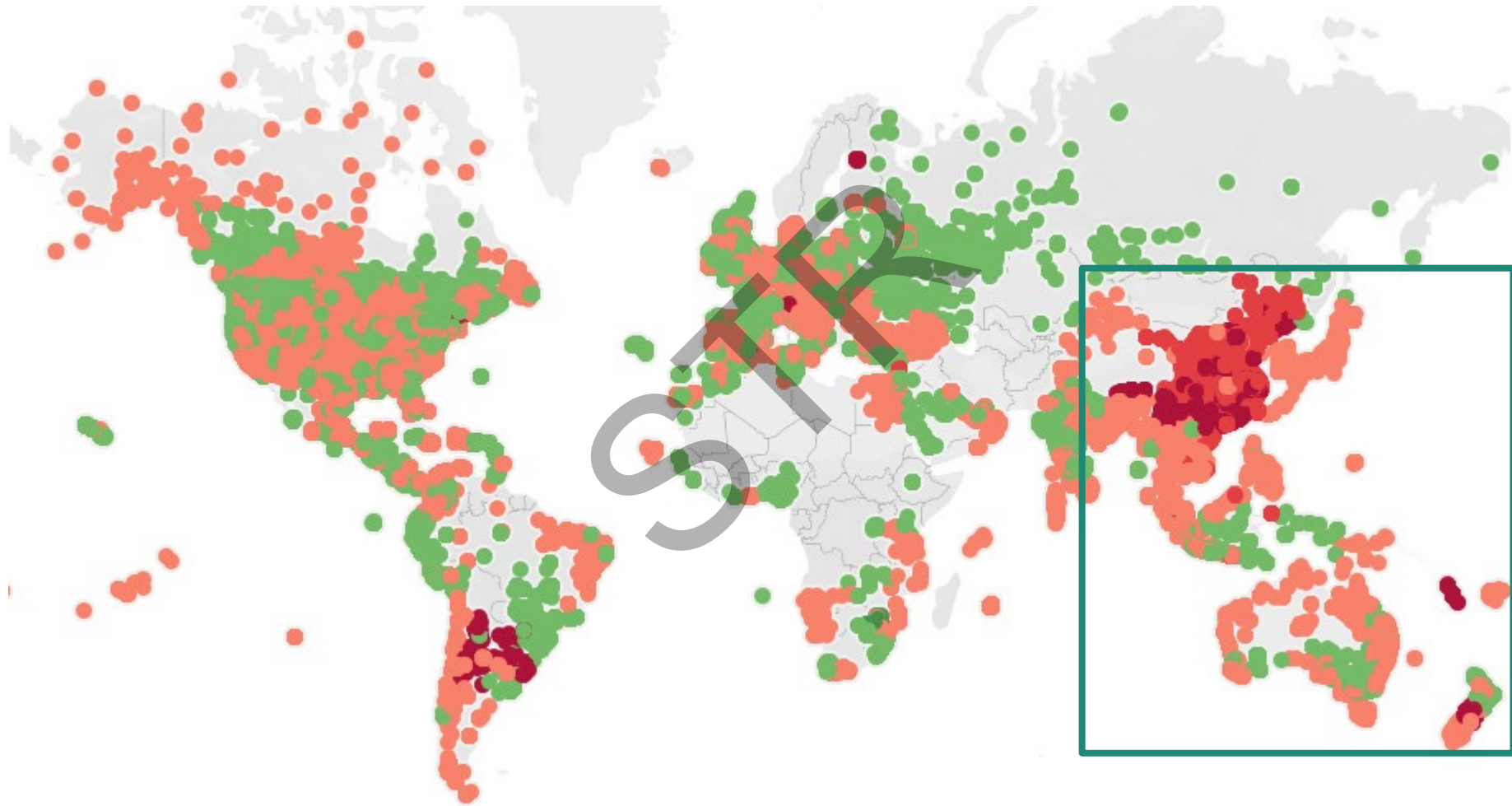
Weekly Covid-19 Global Impact 16 February

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census
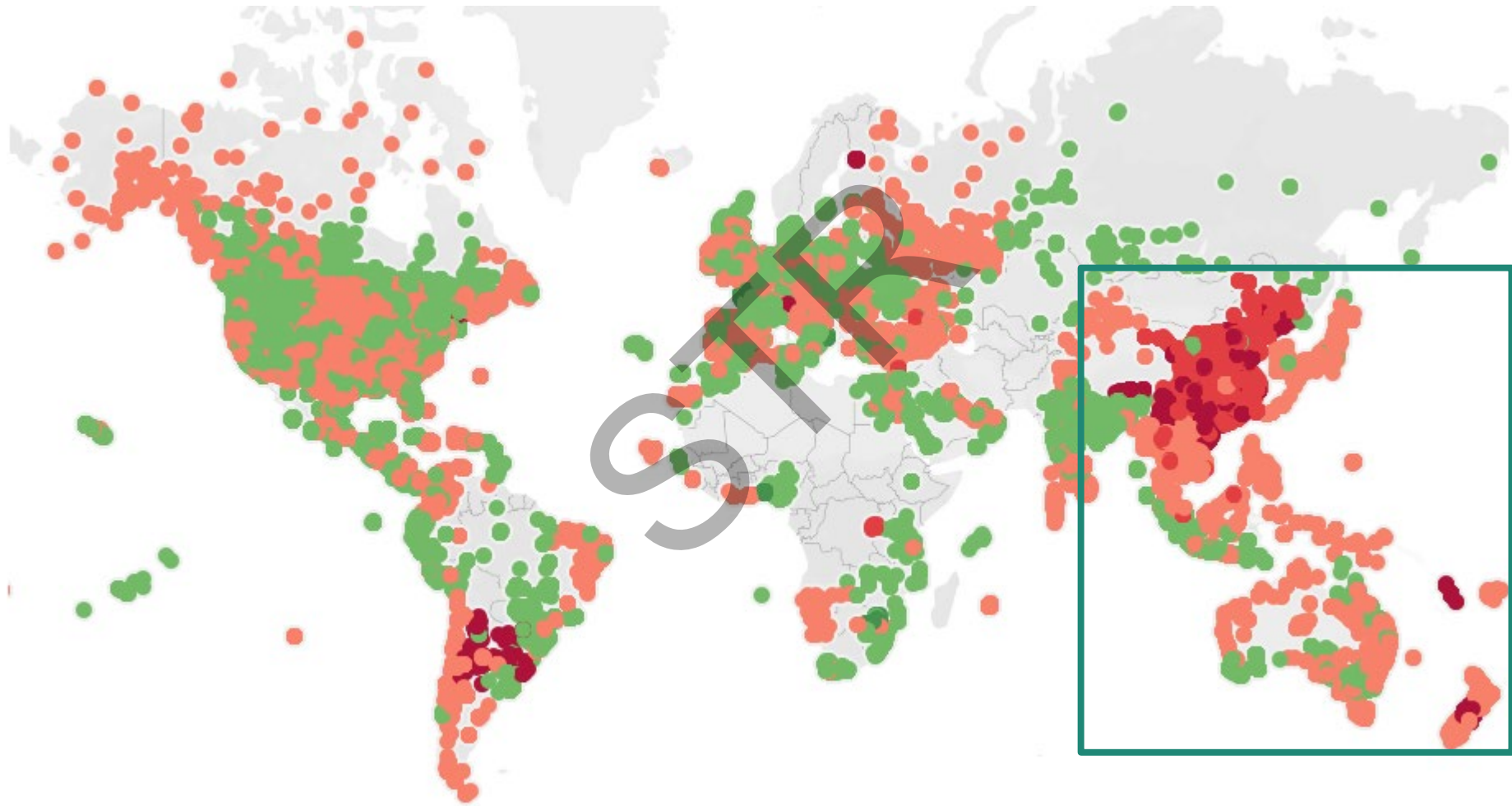
Weekly Covid-19 Global Impact 23 February

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census
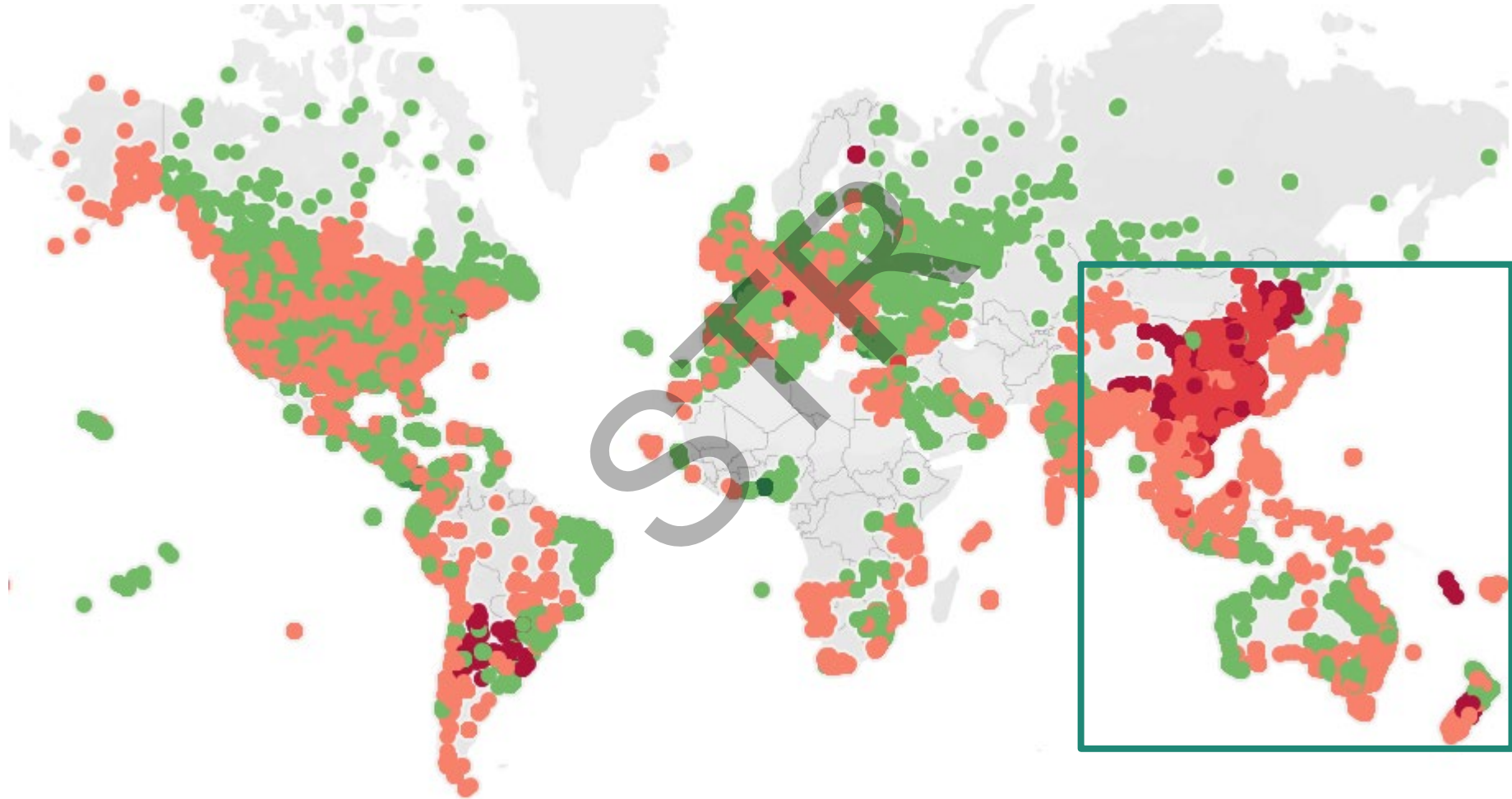
Weekly Covid-19 Global Impact 01 March

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census
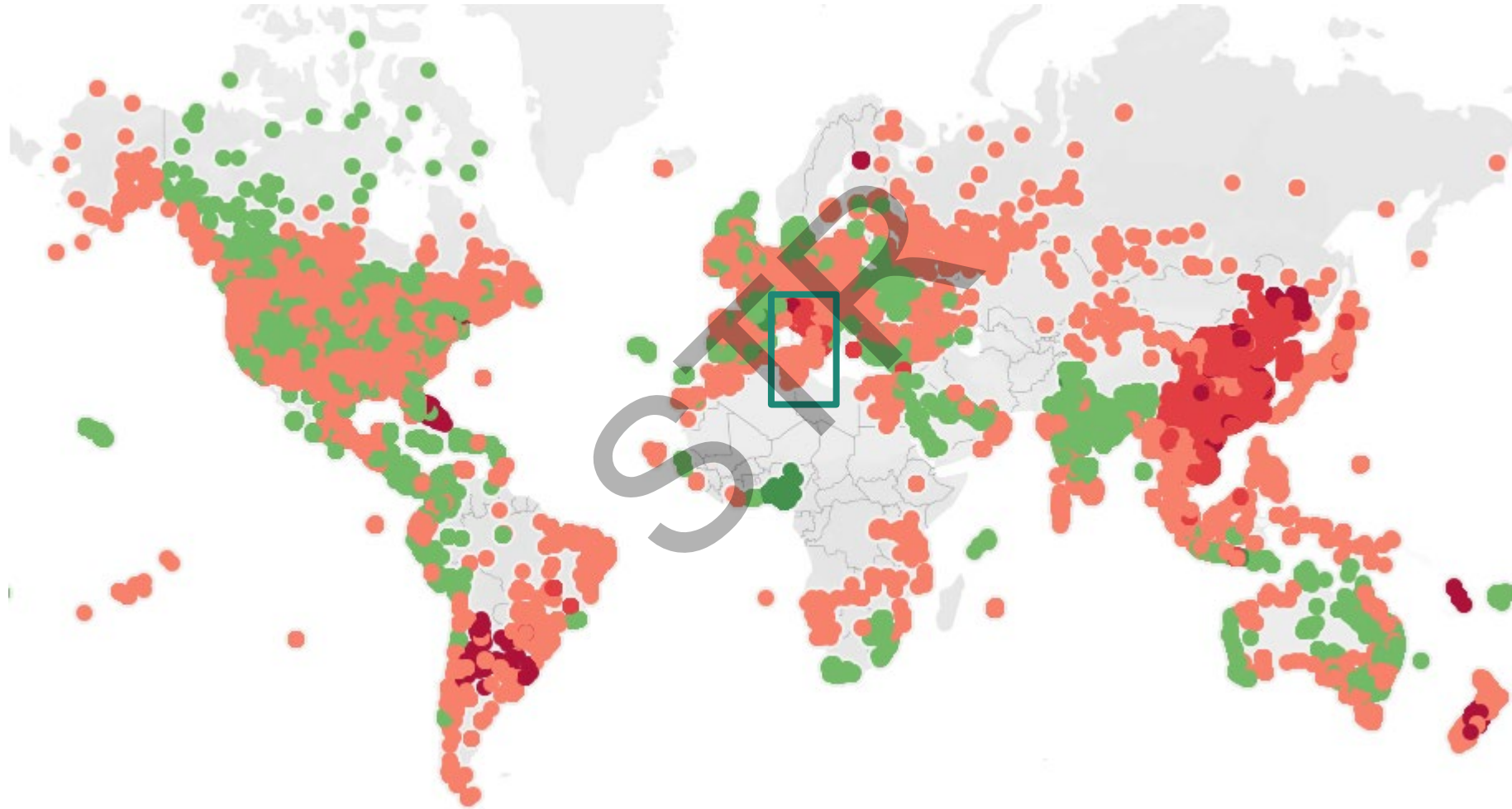
Weekly Covid-19 Global Impact 08 March

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census
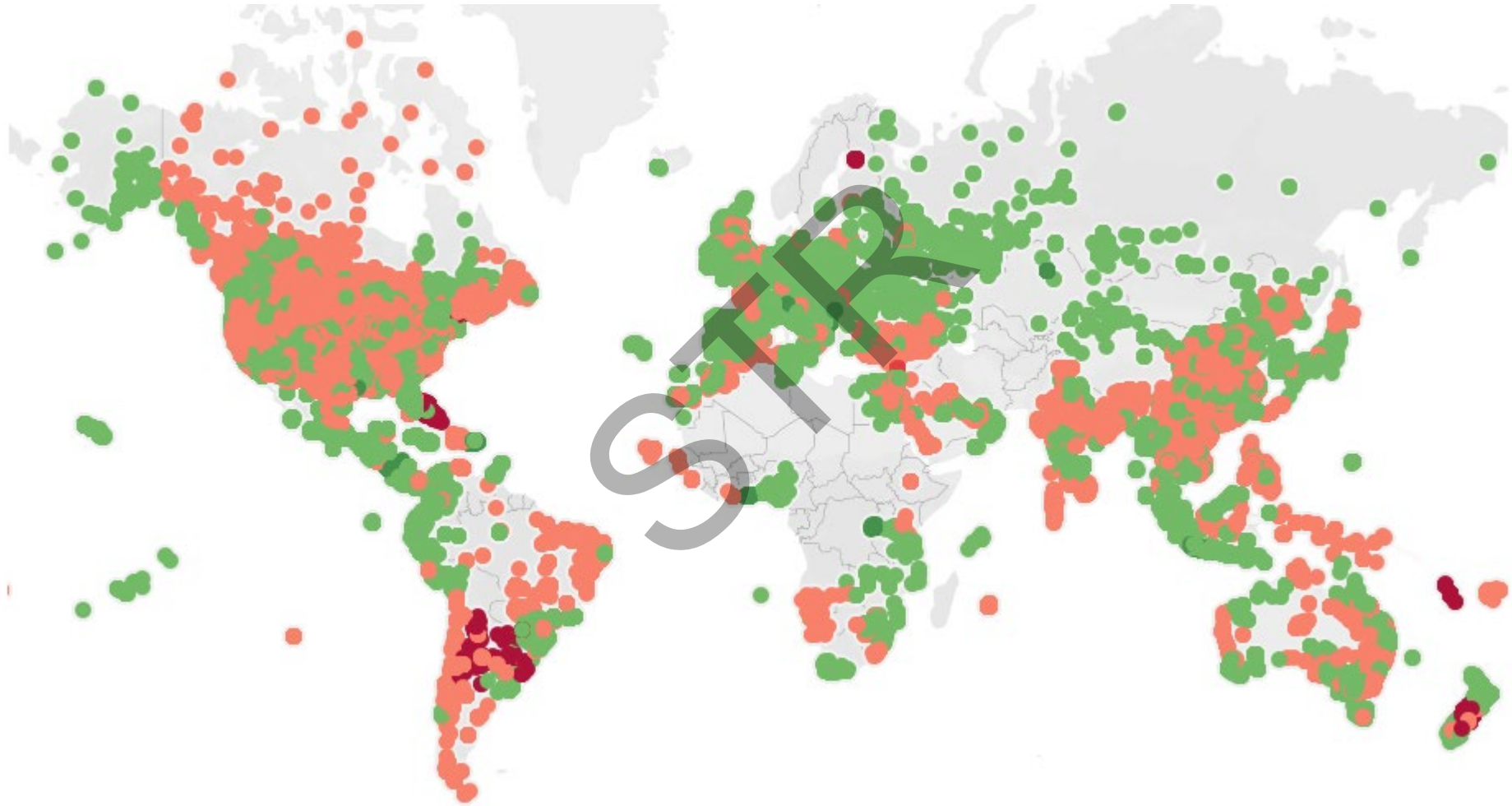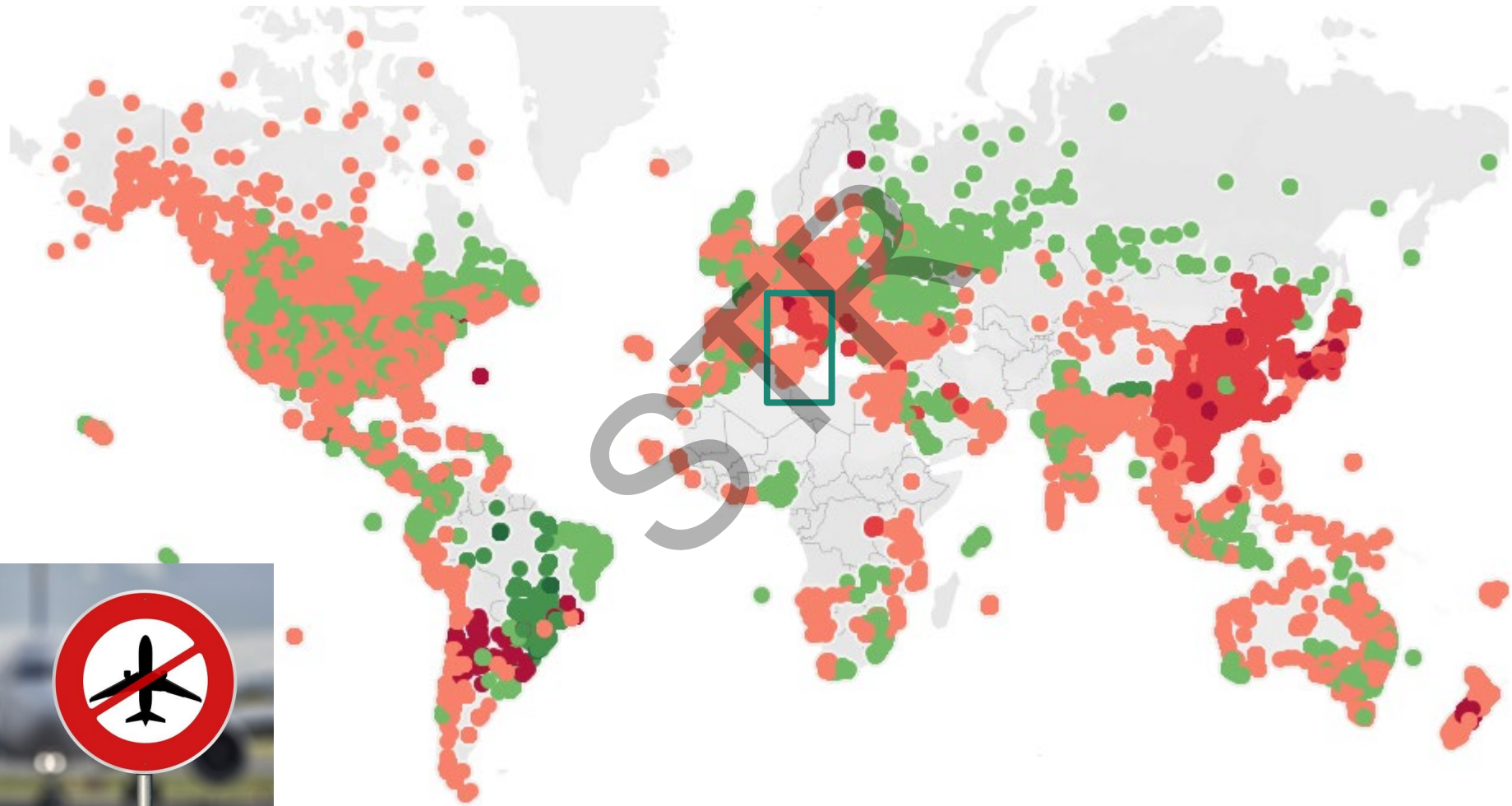
Weekly Covid-19 Global Impact 15 March

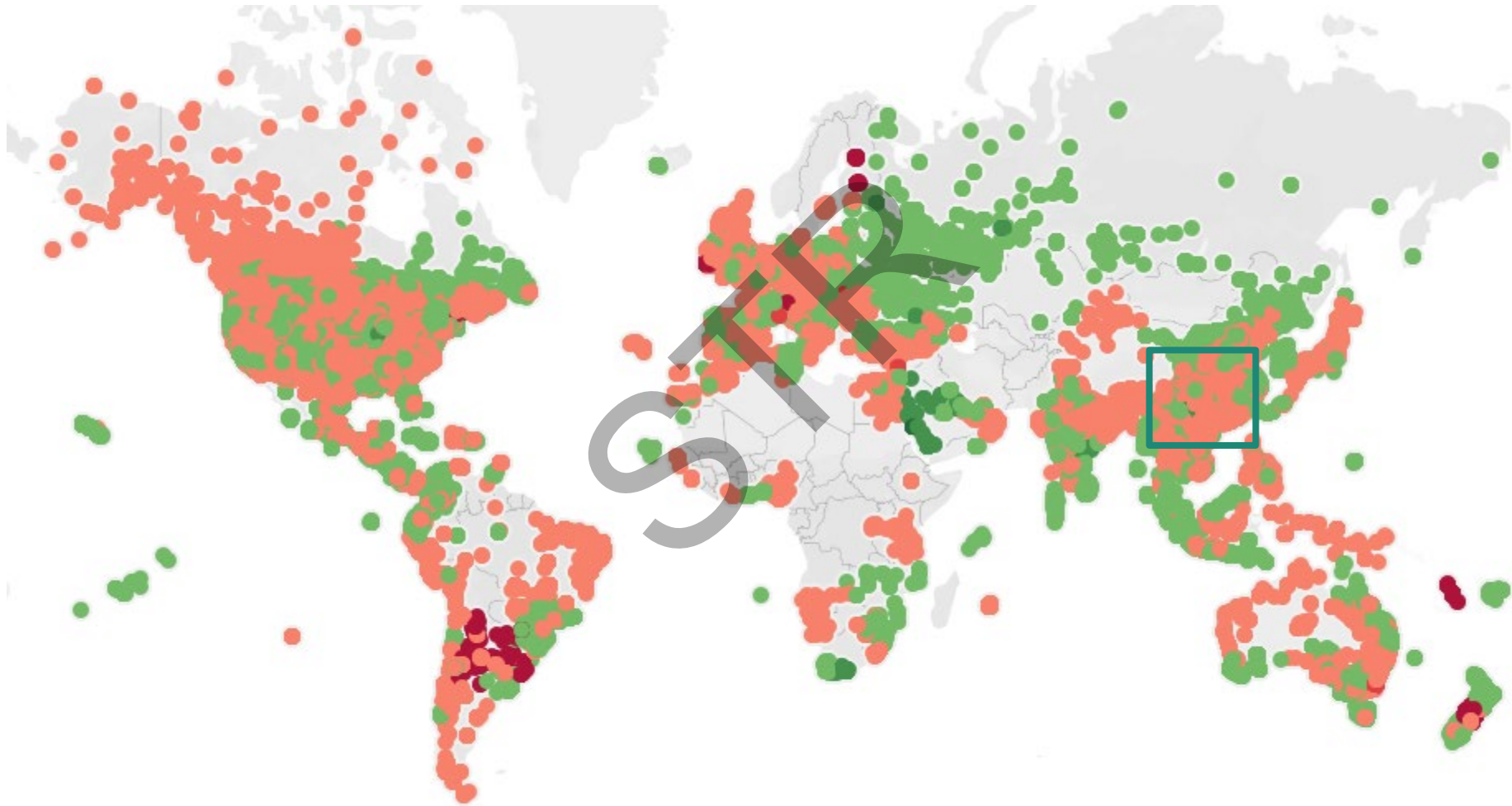Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census
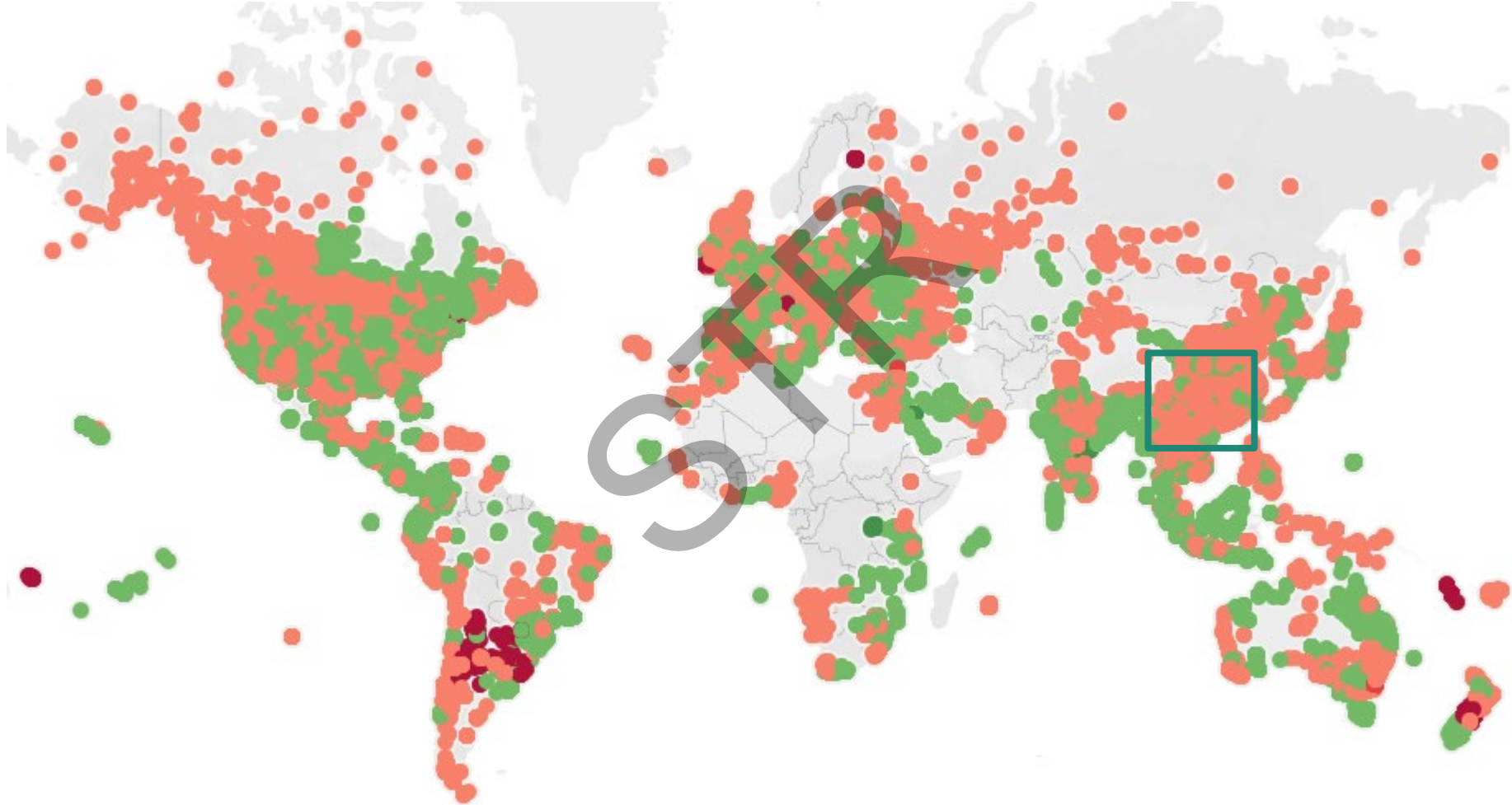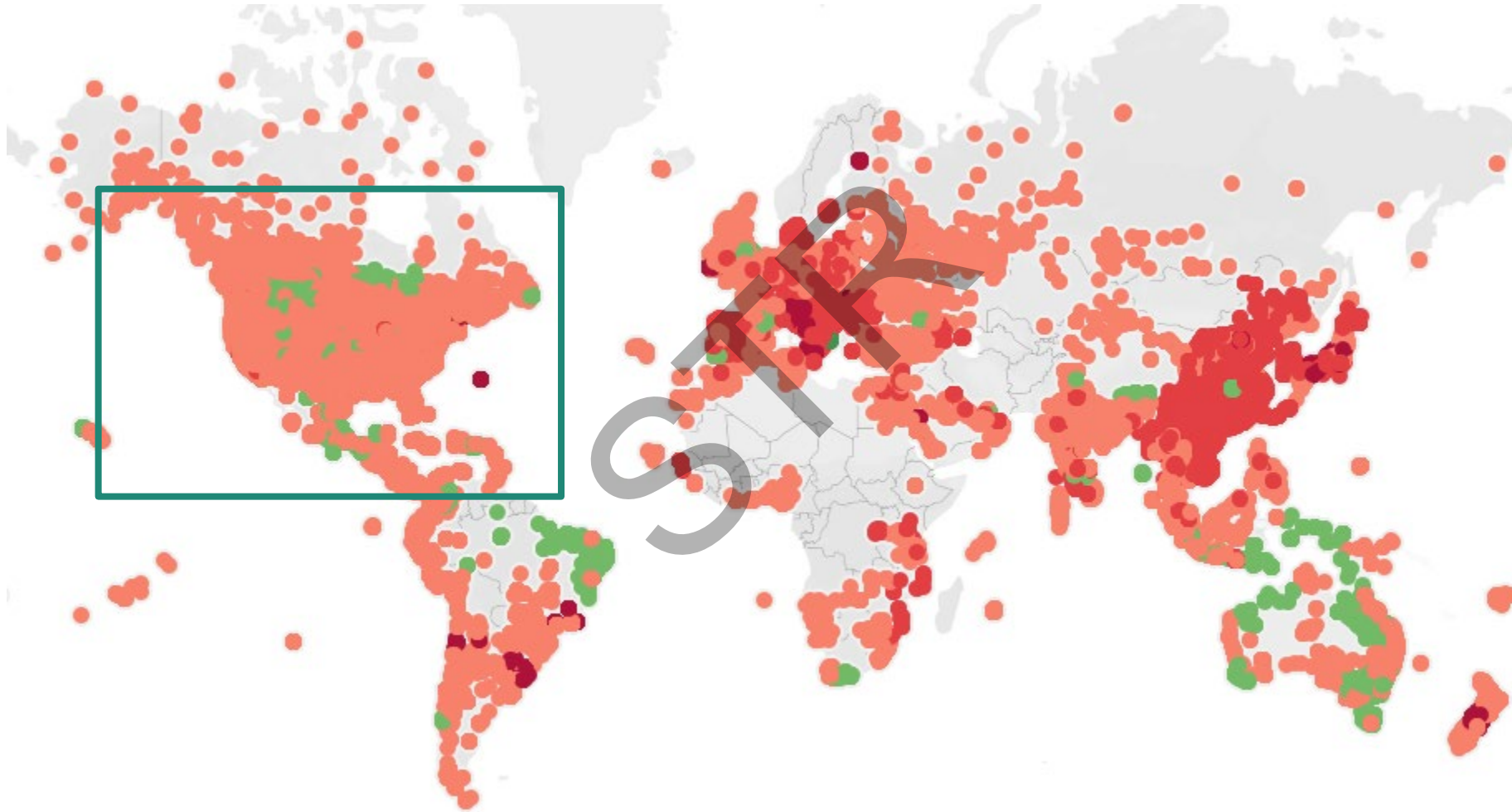
Weekly Covid-19 Global Impact 22 March

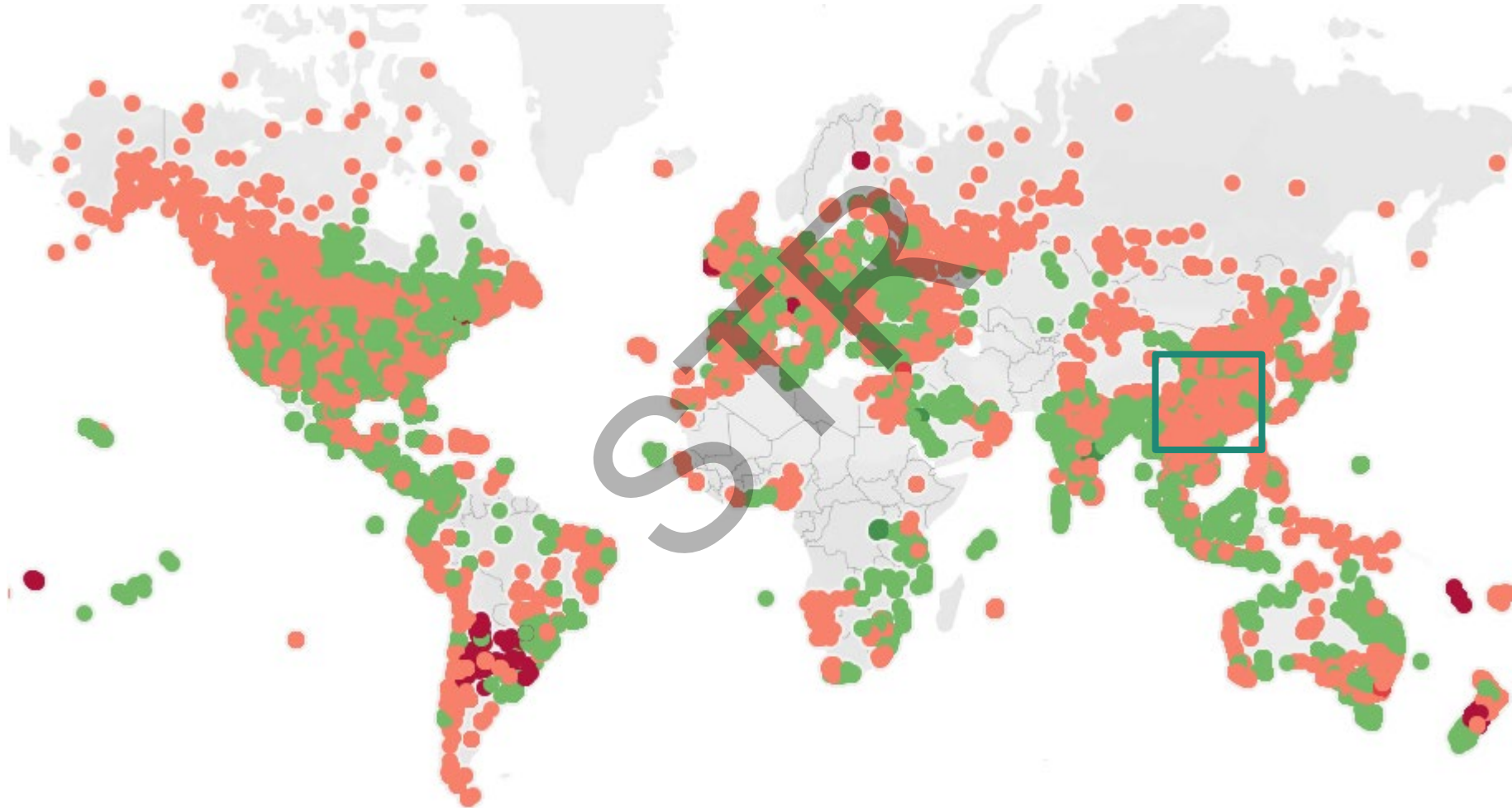Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census

Weekly Covid-19 Global Impact 29 March

Occupancy Rolling7 Days % Change, Submarket level data overlaying WW Census
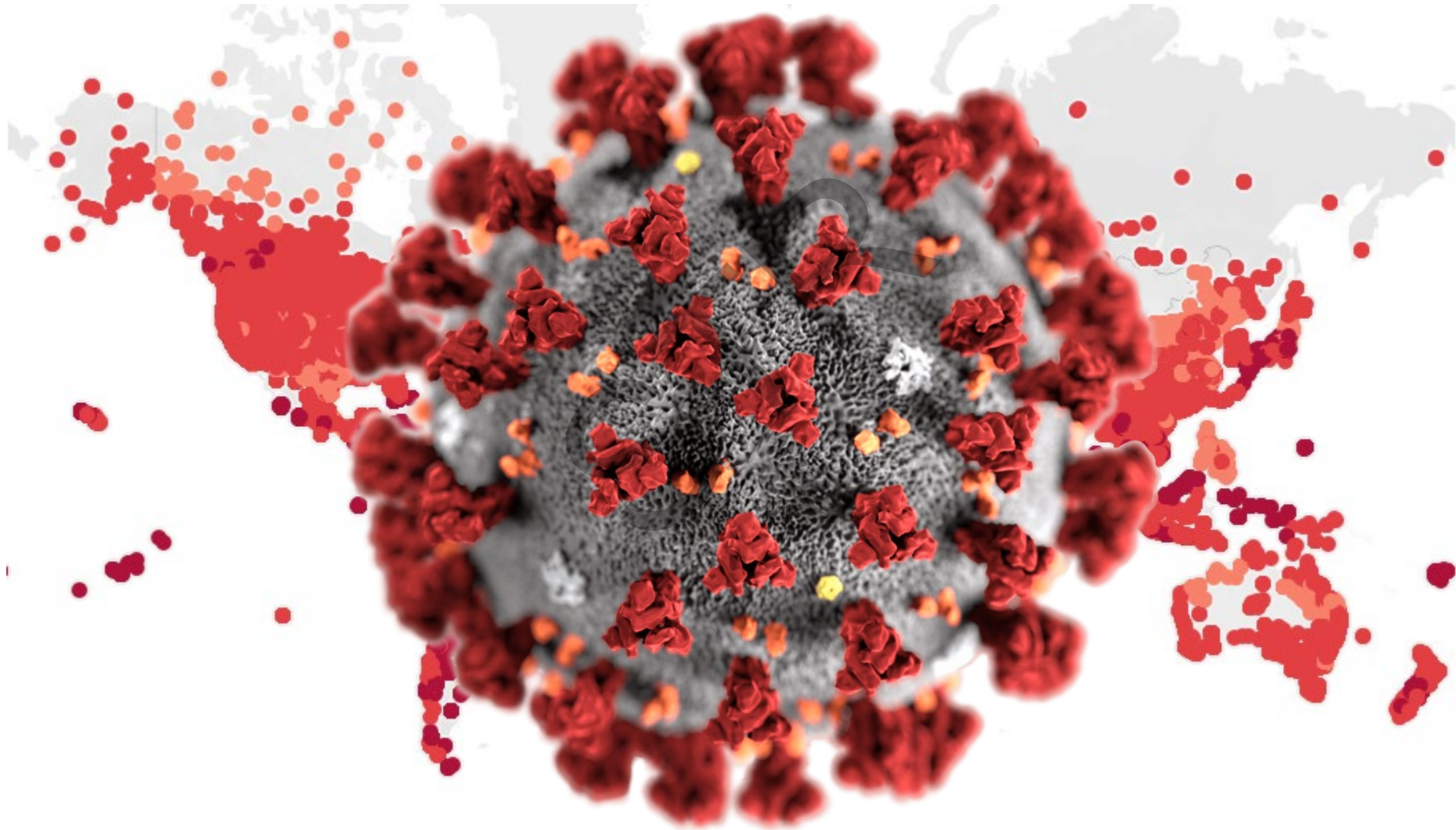
Europe

RevPAR severely down in the last 28 days

RevPAR % Change, Local Currency, R28 from 29th March 2020
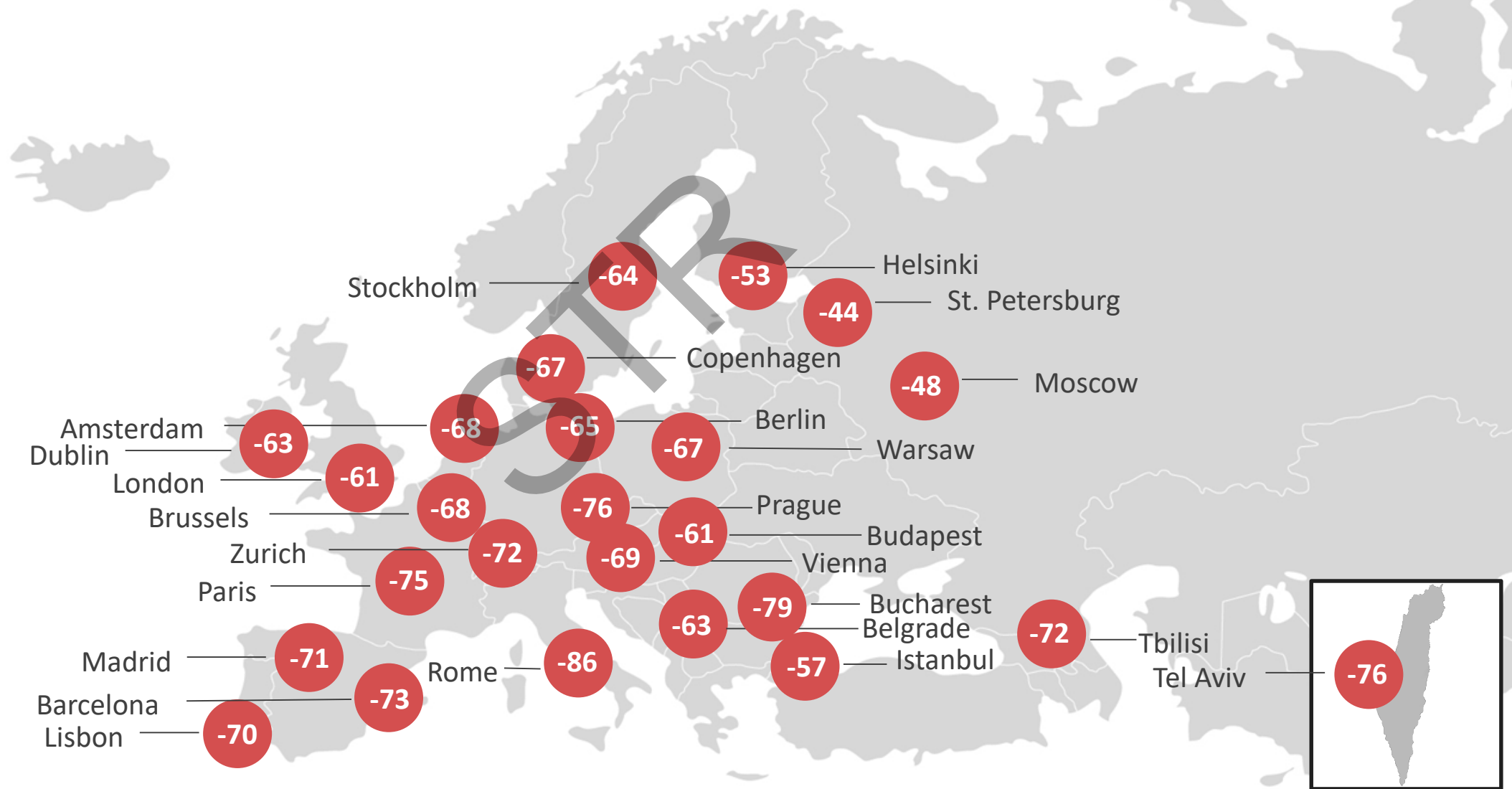
str

Stockholm **-64**

Helsinki **-53**

St. Petersburg **-44**

Copenhagen **-67**

Moscow **-48**

Amsterdam **-63**
Dublin

Berlin **-65**

Warsaw **-67**

-68

London **-61**

Brussels **-68**

Prague **-76**

Budapest **-61**

Zurich **-72**

Vienna **-69**

Paris **-75**

Bucharest **-79**
Belgrade **-63**

Tbilisi **-72**

Madrid **-71**

Rome **-86**

Istanbul **-57**

Barcelona **-73**

Tel Aviv **-76**

Lisbon **-70**

Italy, Spain, Germany, France, UK & Poland Occupancy Performance

Weekly Occupancy 5 January – 29 March 2020

Italy, Spain, Germany, France, UK & Poland Occupancy Performance

Weekly Occupancy 5 January – 29 March 2020

Declines have accelerated in the last two weeks

Occupancy % change vs prior year, Weeks commencing 24ᵗʰ Feb to 23ᵗʰ March 2020

str

■ Week of the 24th of Feb   ■ Week of the 2nd of March   ■ Week of the 9th of March   ■ Week of the 16th of March   ■ Week of the 23rd March
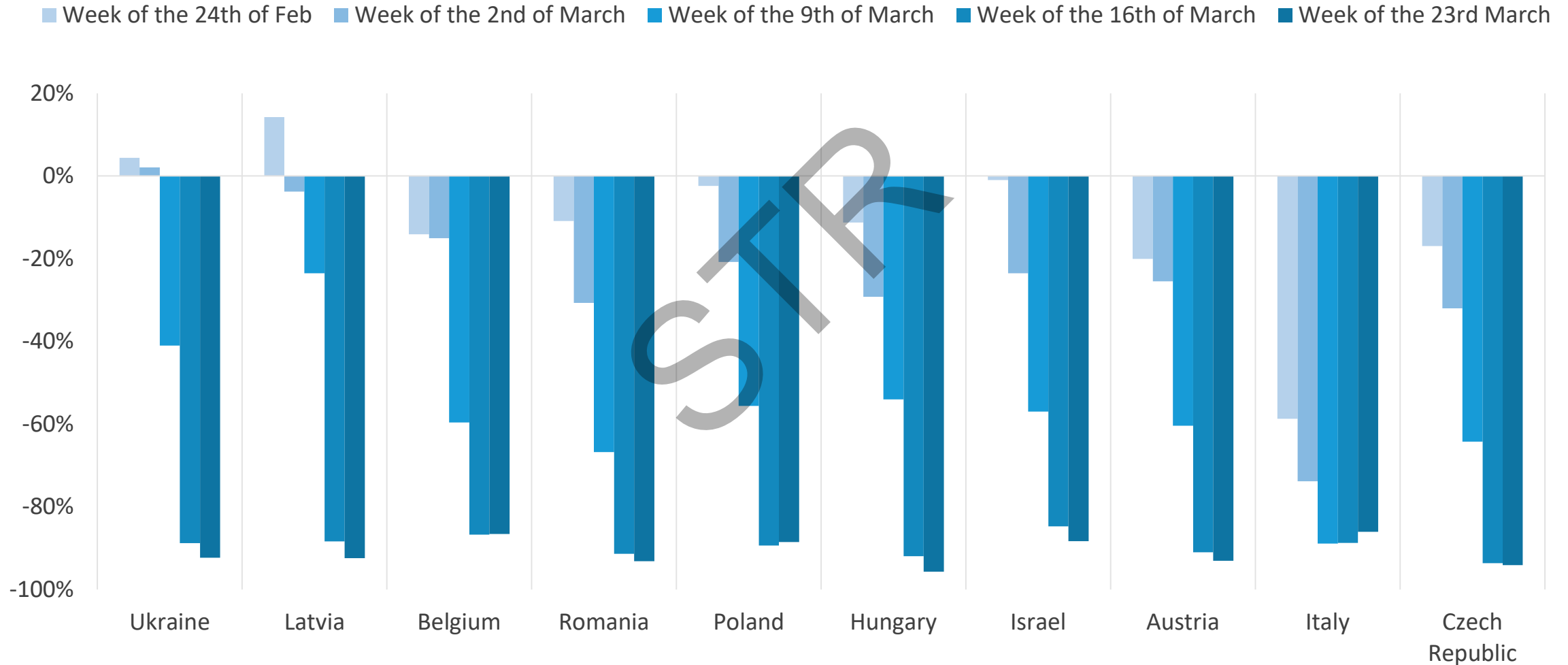
Forward occupancy has unsurprisingly collapsed

Forward occupancy for the next 14 days, as at the 23rd of March 2020

Legend: ■ YTD Average ■ W/c 02/03/2020 ■ W/c 09/03/2020 ■ W/c 16/03/2020 ■ W/c 23/03/2020

City	YTD Average	W/c 02/03/2020	W/c 09/03/2020	W/c 16/03/2020	W/c 23/03/2020
Amsterdam	63%	59%	52%	30%	16%
Brussels	54%	51%	36%	16%	6%
Dubai	63%	46%	36%	26%	16%
Dublin	63%	67%	62%	28%	13%
Edinburgh	56%	61%	57%	42%	20%
London	63%	58%	48%	30%	14%
Zurich	52%	43%	35%	18%	6%
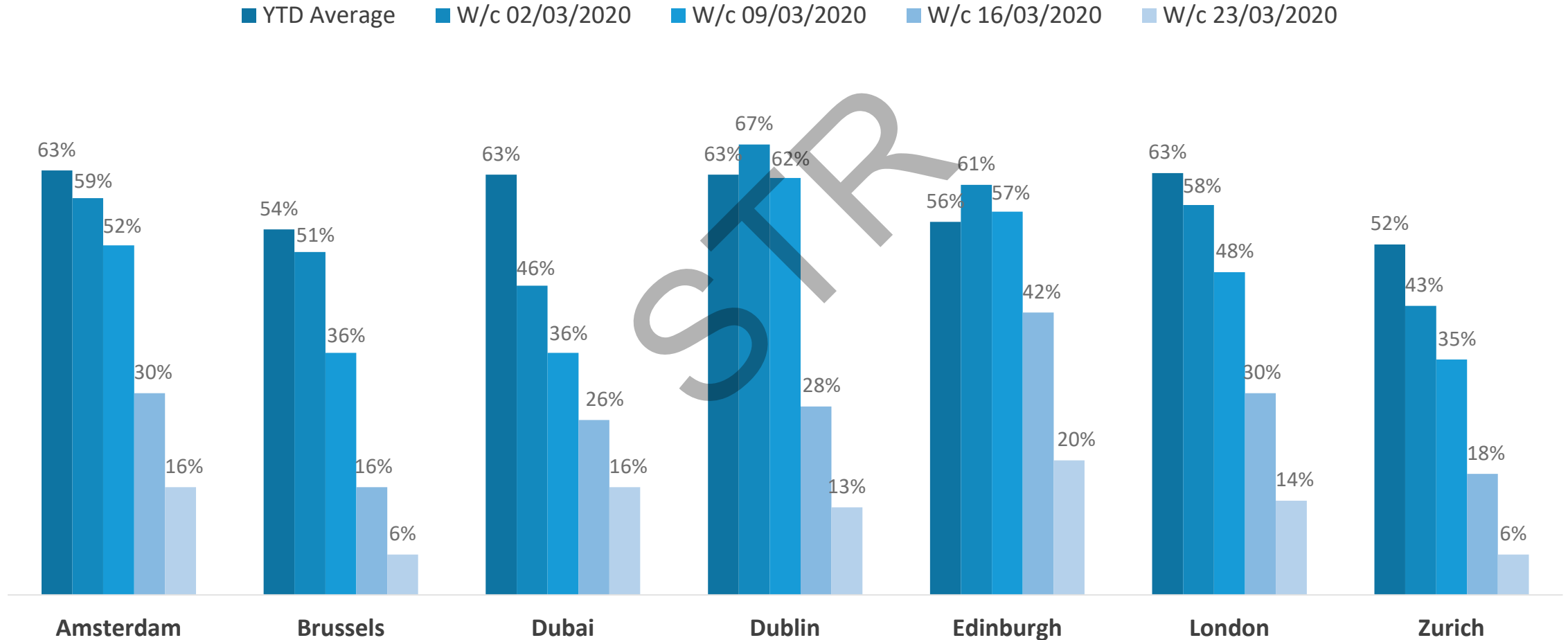
With cancellations coming through stronger than ever

Pick up for the next 14 days, As at the 23rd of March 2020

STR

Legend: ■ YTD Average ■ W/c 02/03/2020 ■ W/c 09/03/2020 ■ W/c 16/03/2020 ■ W/c 23/03/2020

Amsterdam: 8%, 3%, -6%, -23%, -20%

Brussels: 9%, 3%, -14%, -24%, -13%

Dubai: 11%, 4%, -3%, -7%, -12%

Dublin: 8%, 0%, -5%, -32%, -25%

Edinburgh: 9%, 7%, 2%, -11%, -22%

London: 11%, 6%, -3%, -15%, -14%

Zurich: 9%, 0%, -5%, -16%, -15%
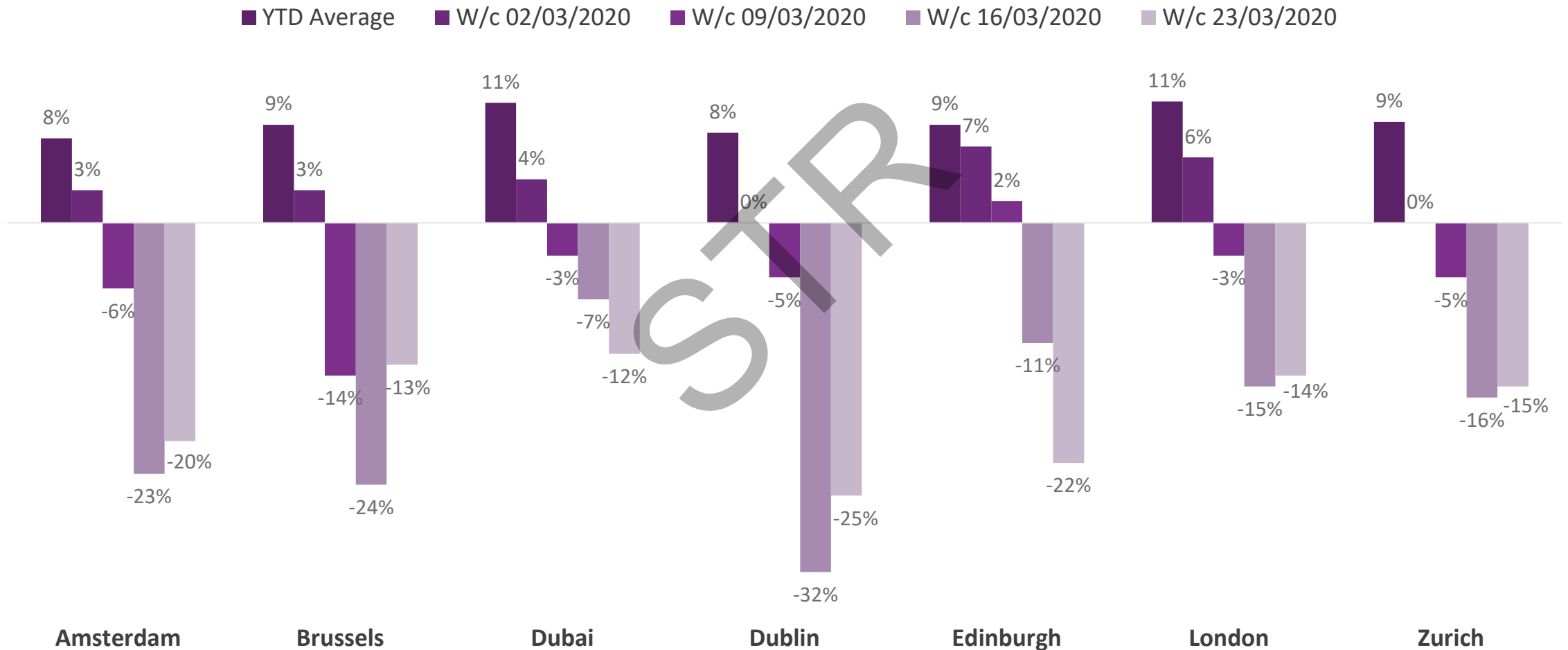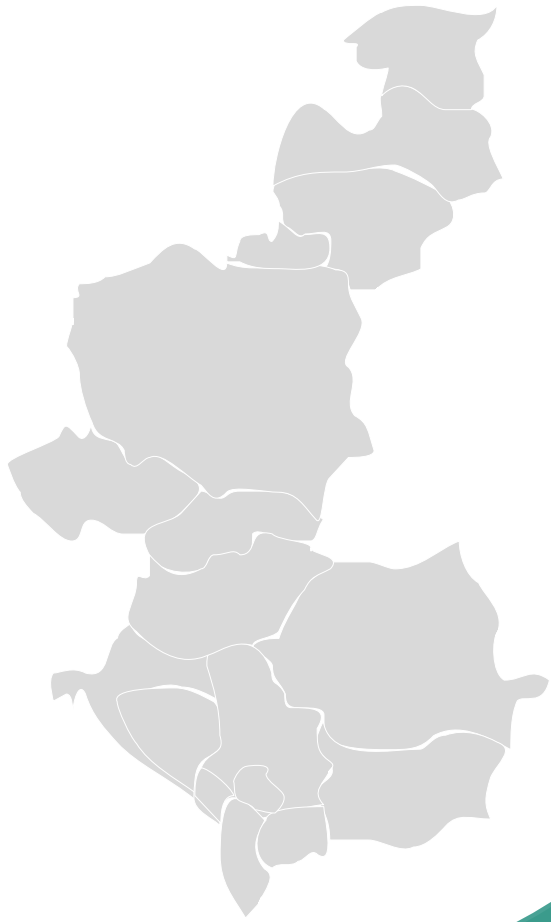
CEE

Occupancy drops drastically in the days prior to CEE lockdown

Occupancy and confirmed cases, CEE, 23 February – 29 March 2020
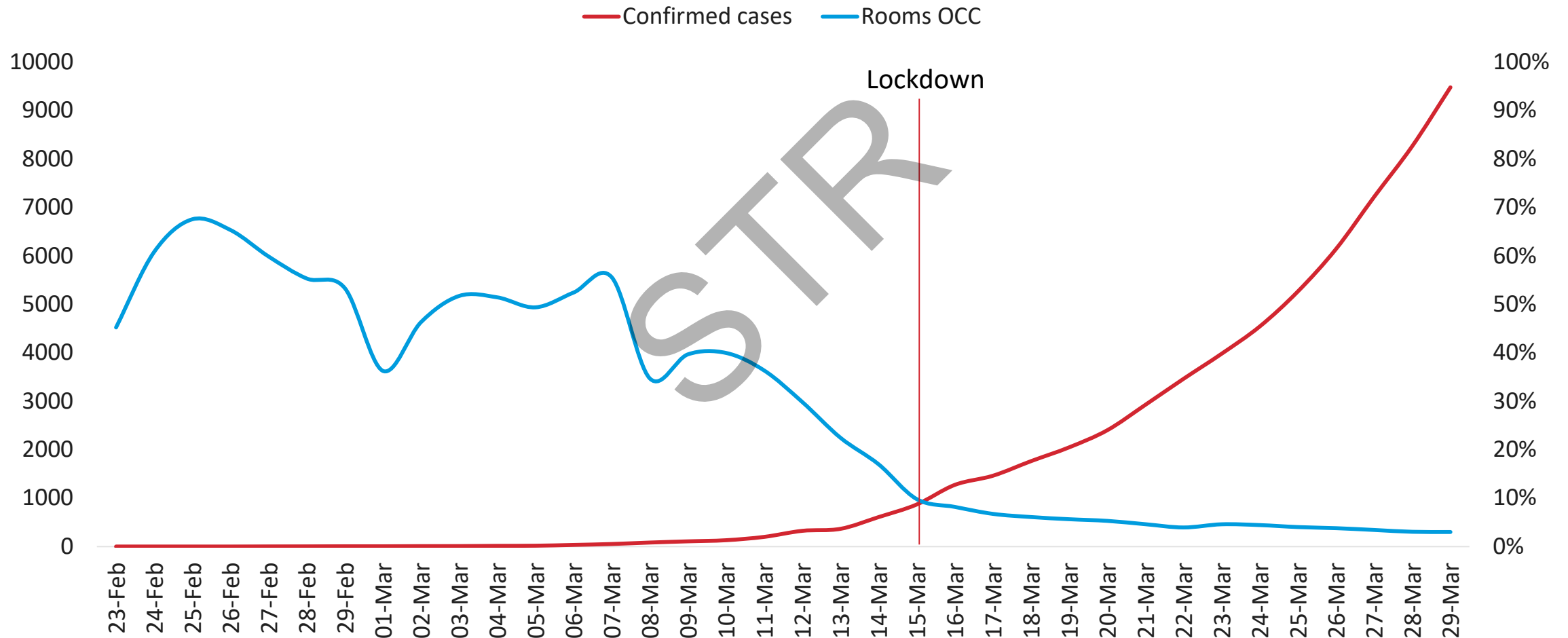
CEE- Corona Impact Hits in February

Occupancy % by class, February 1 – March 29 2020

STR

— Luxury — Upper Upscale — Upscale — Upper Midscale — Midscale & Economy
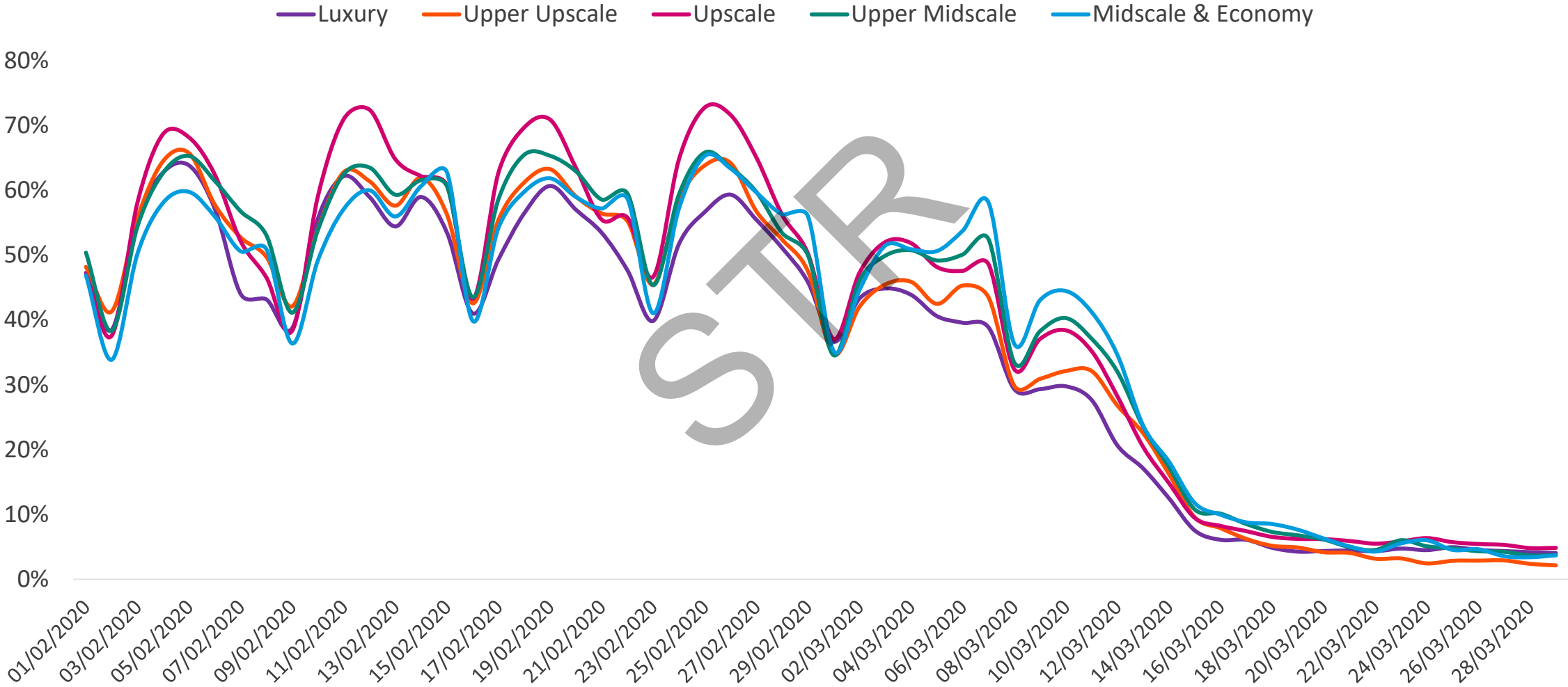
CEE - RevPAR % keeps declining as more cases are confirmed

RevPAR % change vs 2019 & COVID-19 cases, CEE, EUR, March 2020
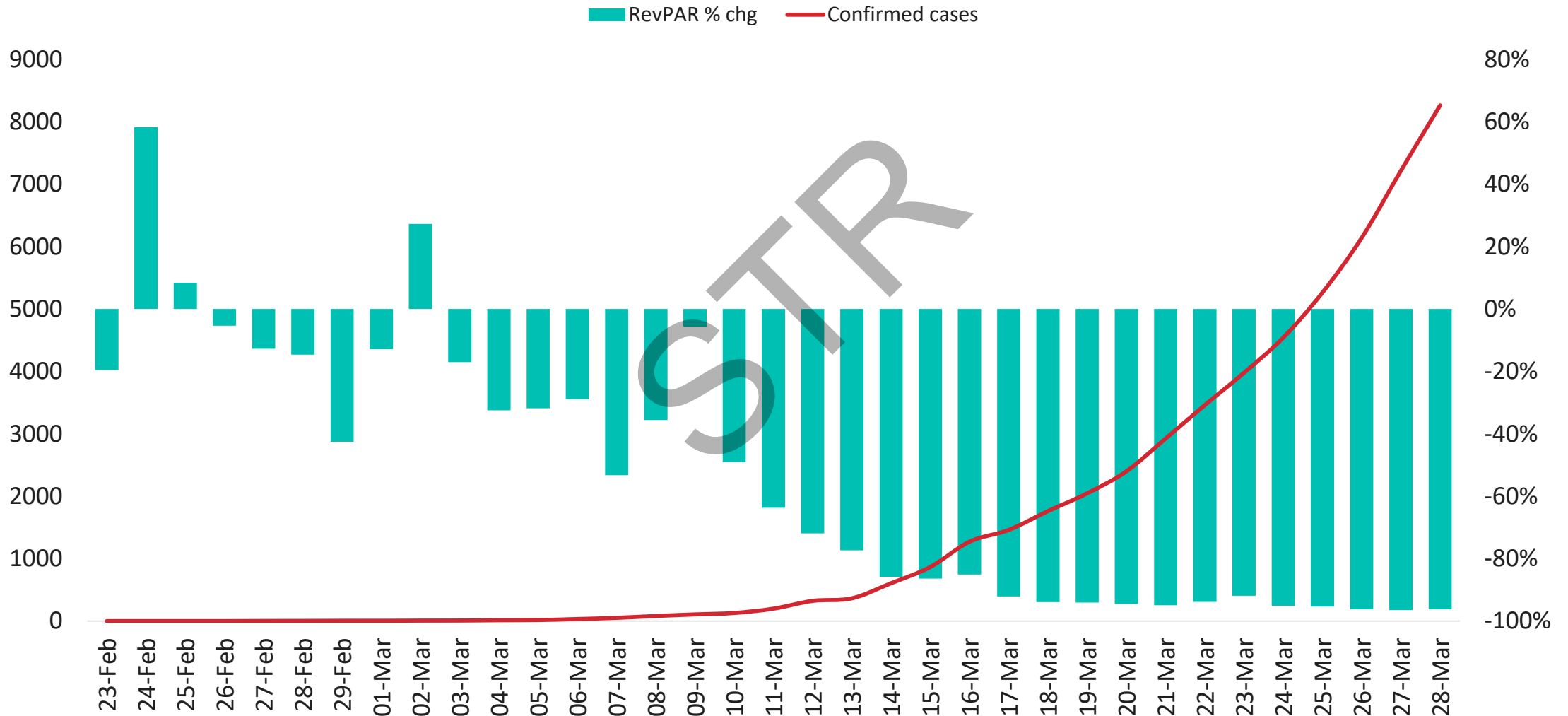
■ RevPAR % chg — Confirmed cases

A bleak picture across Central & Eastern Europe

Occupancy change %, R28 from 29th March 2020

-68 —— Tallinn

-55 —— Riga

Vilnius —— -54

Warsaw —— -67

Prague —— -75

-73 —— Bratislava

-70 —— Budapest

Ljubljana —— -66

Belgrade —— -64

-74 —— Bucharest

-73 —— Sofia

A bleak picture across Central & Eastern Europe

Occupancy change %, week commencing 29 March

-96 —— Tallinn

-93 —— Riga

Warsaw —— -88

Prague —— -95

-96 —— Budapest

Belgrade —— -93

-93 —— Bucharest

-94 —— Sofia
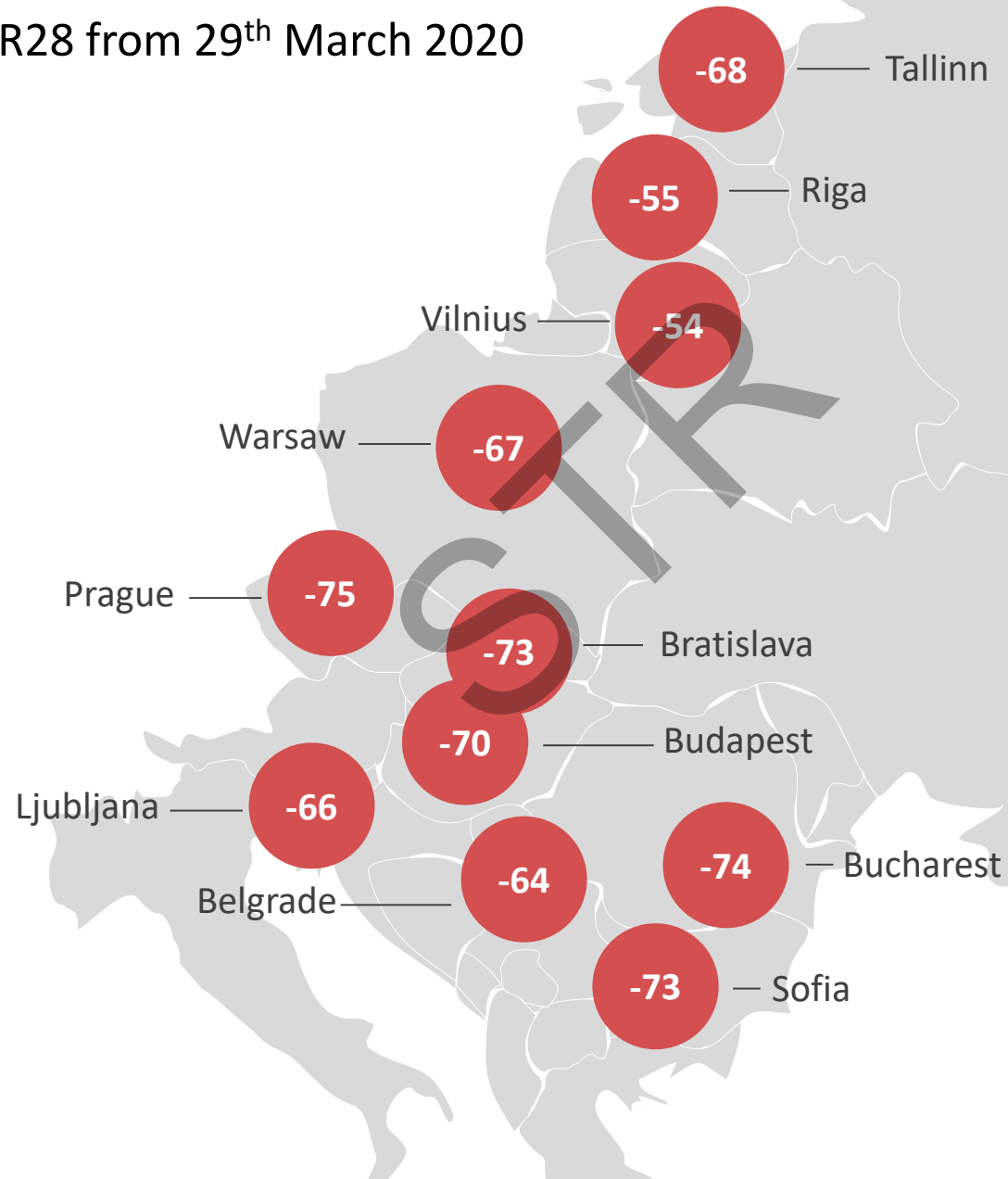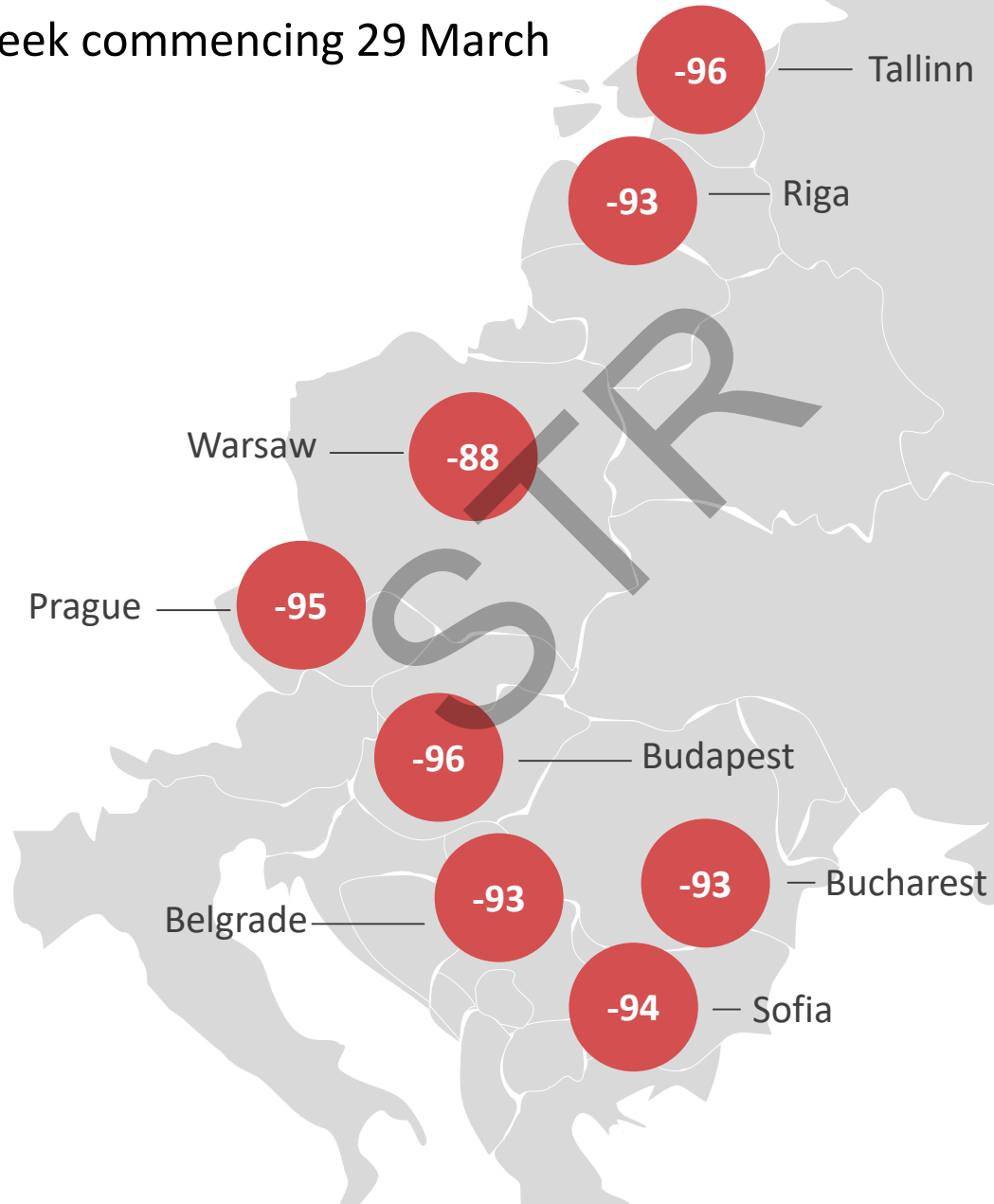
CEE Capitals - Corona Impact Hits on March 1st

Occupancy % change, January 1st – March 29th 2020
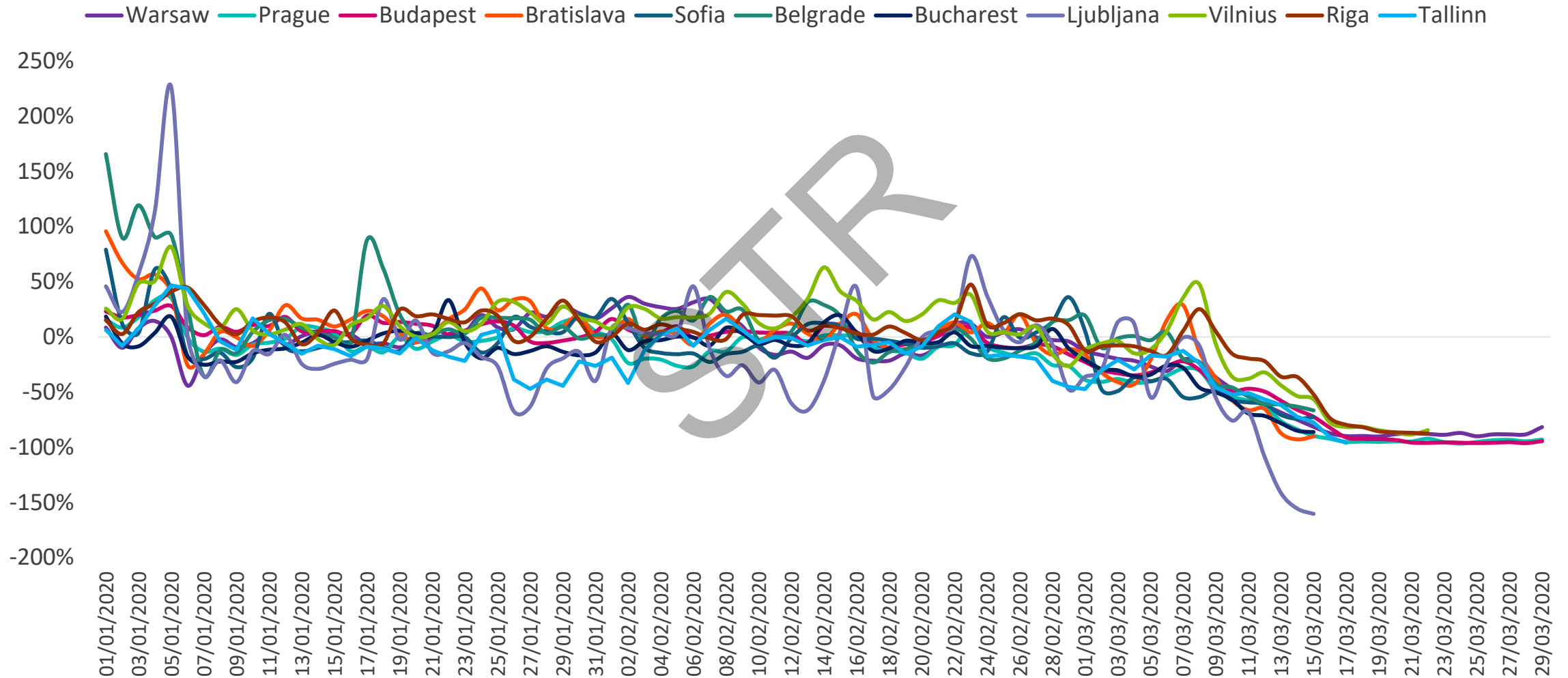
CEE Capitals – ADR Maintains Some Stability Up To Mid-March

ADR % change, January 1st – March 29th 2020

STR

Legend: Warsaw — Prague — Budapest — Bratislava — Sofia — Belgrade — Bucharest — Ljubljana — Vilnius — Riga — Tallinn
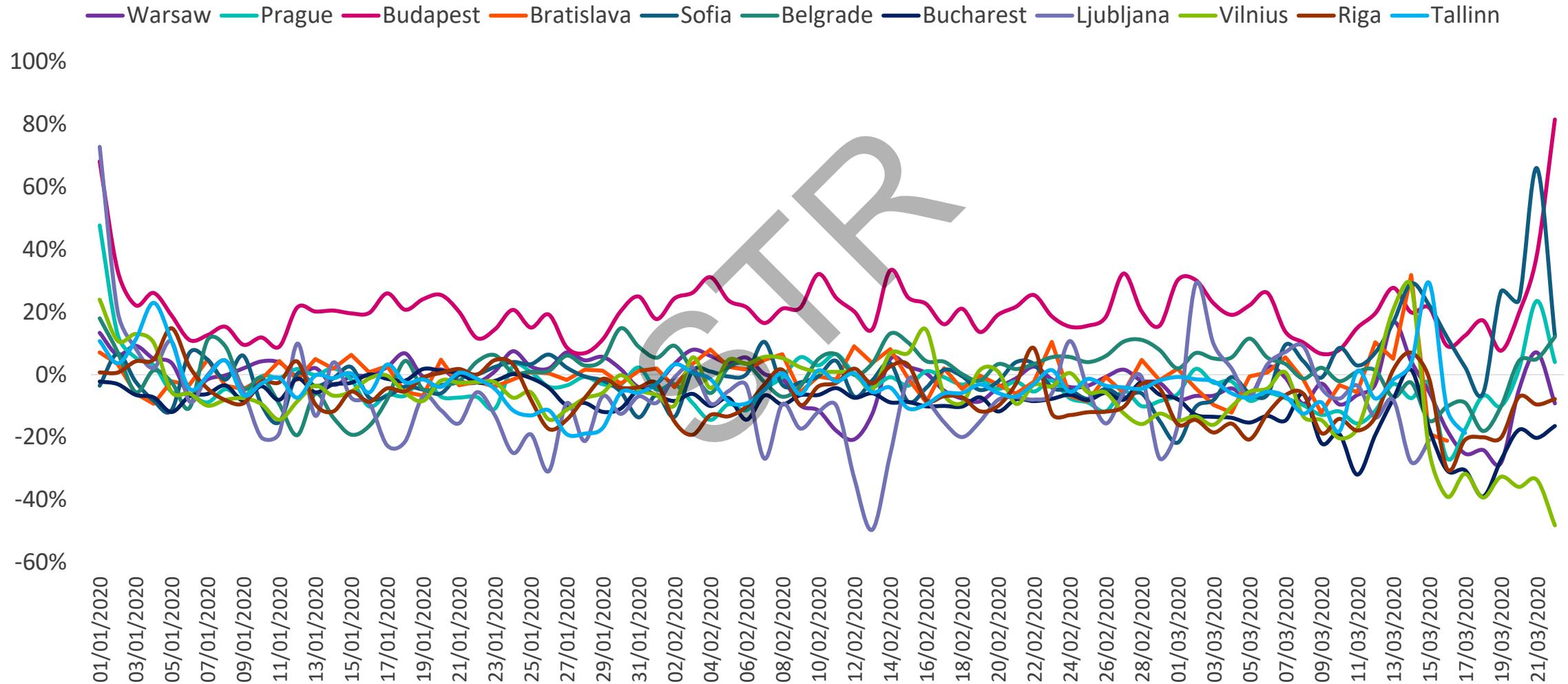
Poland

Occupancy drops drastically in the days prior to Poland lockdown

Occupancy and confirmed cases, Poland, 23 February – 29 March 2020

Confirmed cases   Rooms OCC

Lockdown
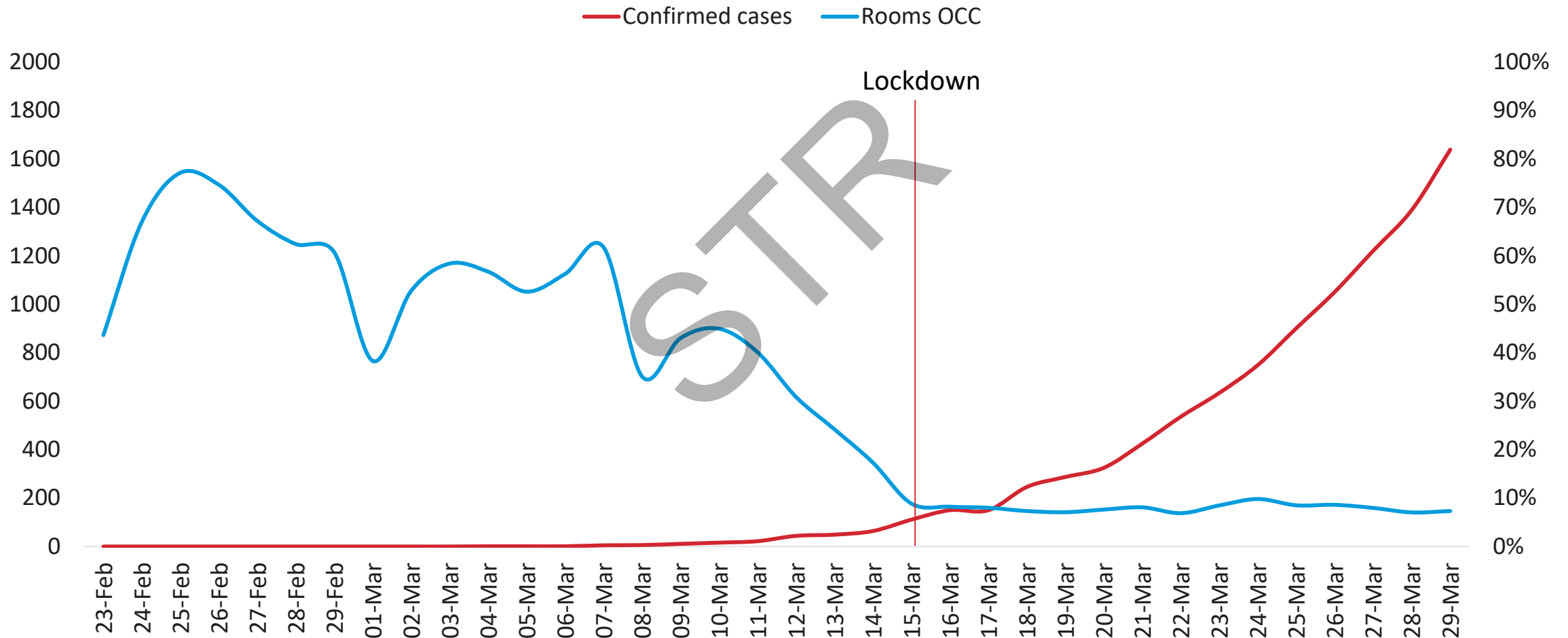
Poland - Corona Impact Hits in February
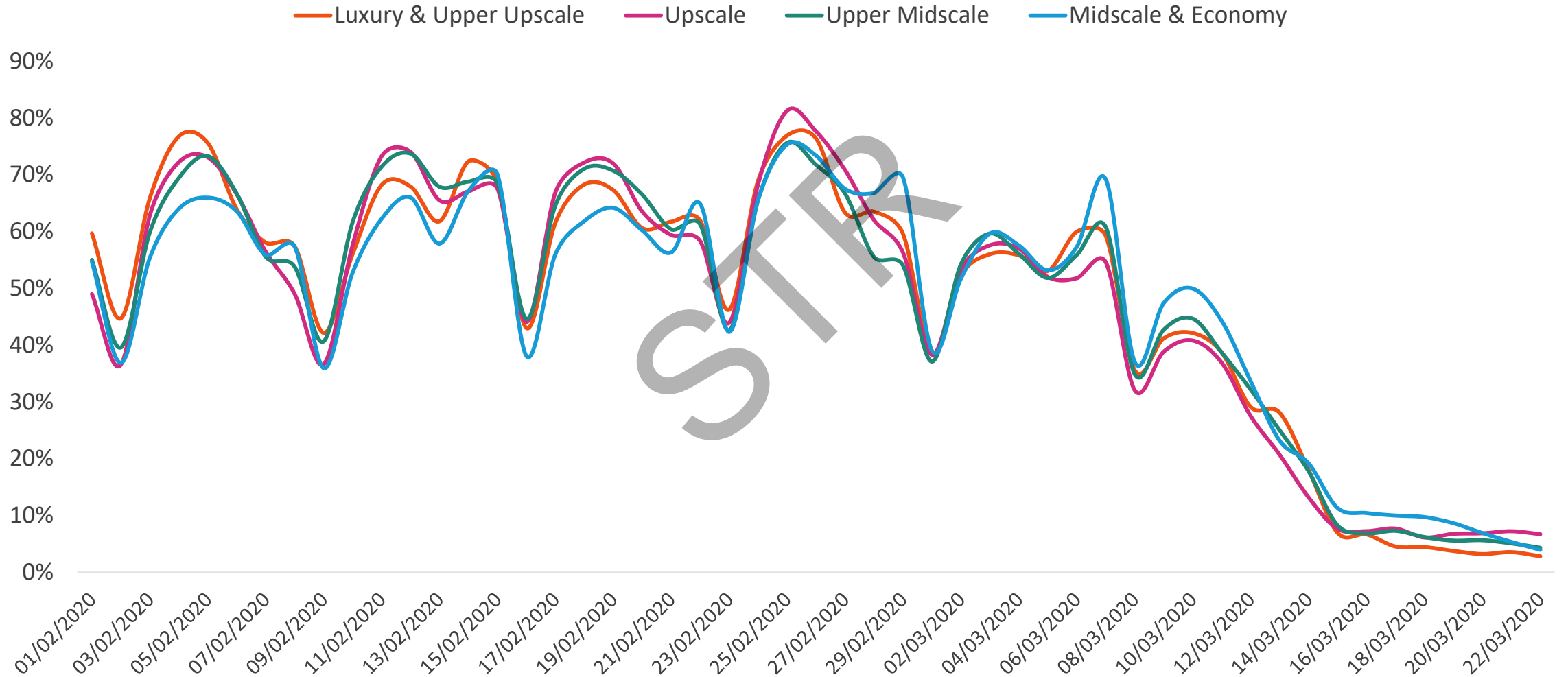
Occupancy % by class, February 1 – March 29 2020

Luxury & Upper Upscale — Upscale — Upper Midscale — Midscale & Economy

Source: STR. 2020 © CoStar Realty Information, Inc.

Convid-19 impact on markets in Poland

Occupancy change %, R28 from 29ᵗʰ March 2020

-64 Trojmiasto

-66 Warszawa

-66 Poznan

-71 Lublin

Lodz -73

-64 Wroclaw

Katowice -65

-70 Krakow

Convid-19 impact on markets in Poland

Occupancy change %, week commencing 29 March 2020

-91 Trojmiasto

-88 Warszawa

-91 Poznan

-75 Wroclaw

-97 Krakow

STR
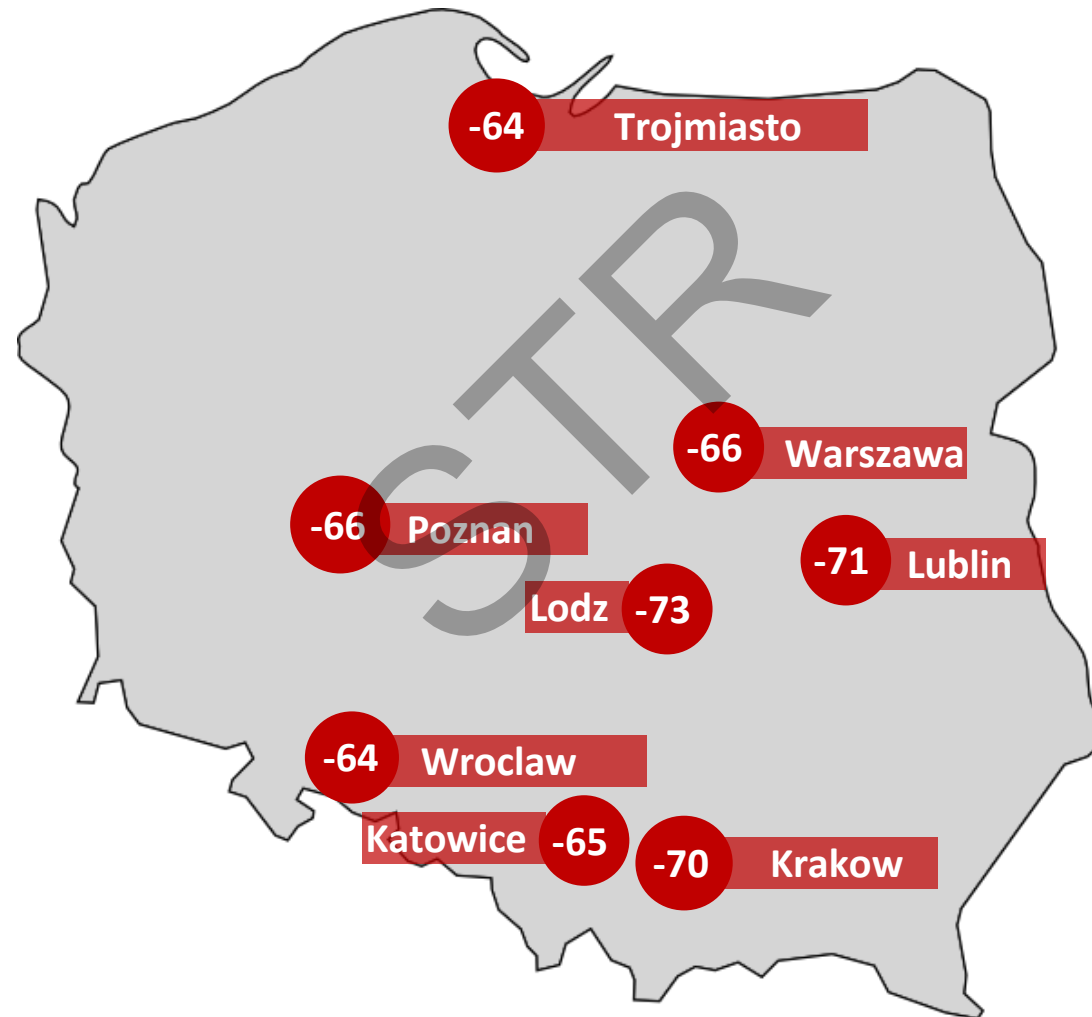
Polish markets: Top performers occupancy down 20-80%

Occupancy % change, February 17 to March 29 2020

Legend: Warsaw, Tricity, Krakow, Wroclaw, Poznan, Lodz, Katowice, Lublin

Right-side labels (top to bottom): Wroclaw, Poznan, Warsaw, Tricity, Lublin, Katowice, Lodz, Krakow
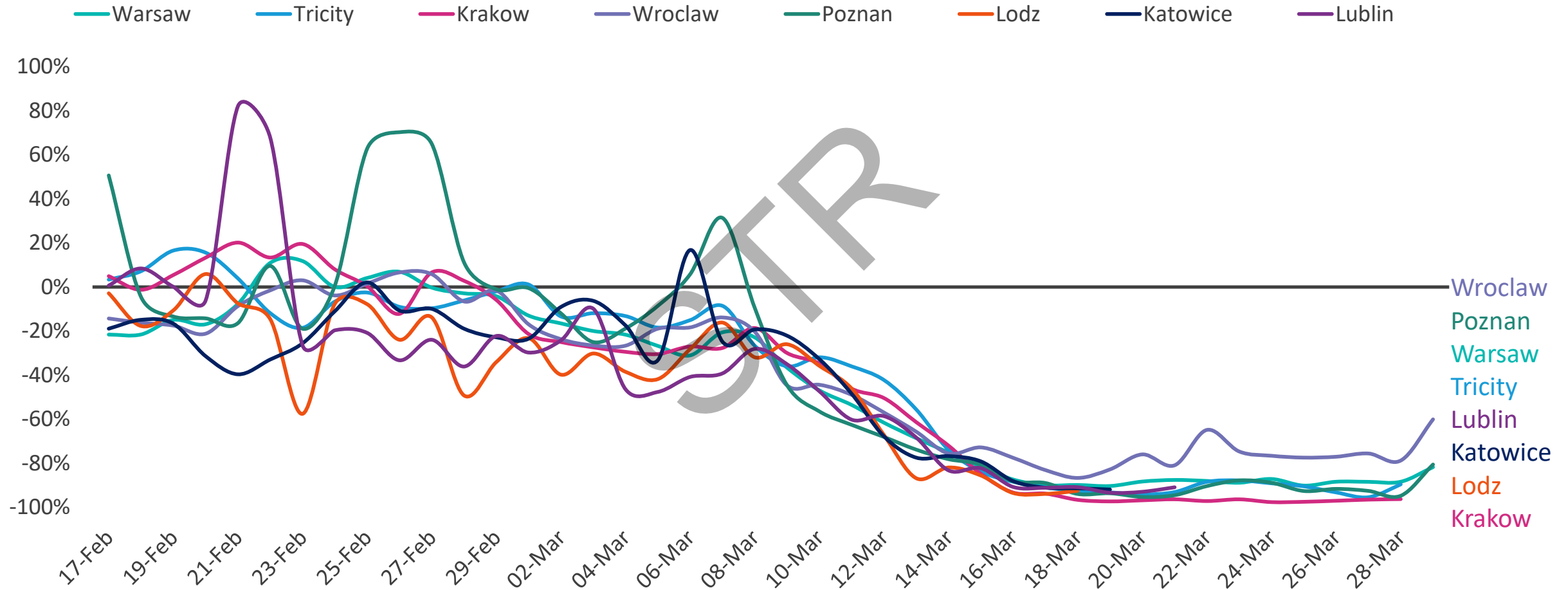
Polish markets: Top performers ADR still mostly positive

ADR % change, Local Currency, February 17 to March 29 2020

Source: STR. 2020 © CoStar Realty Information, Inc.
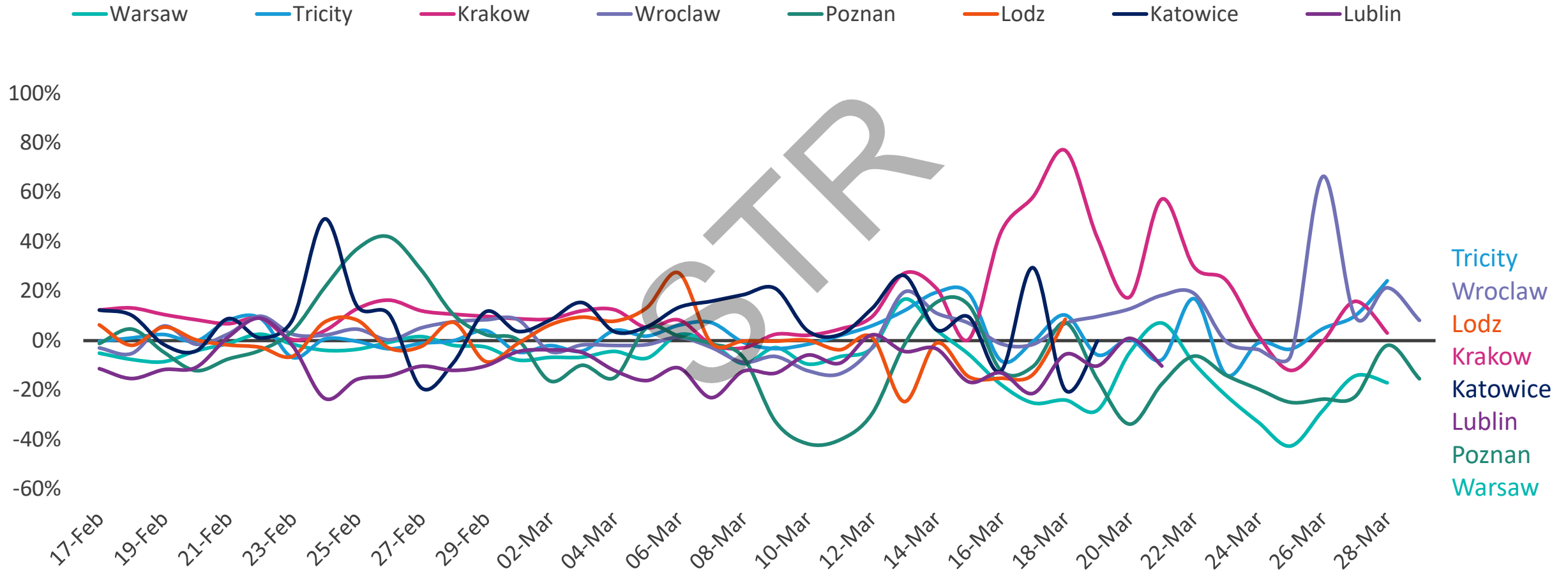
ForwardSTAR

Forward looking. Forward planning. Forward thinking.

Insights

Forward STAR compares your hotel's demand build up against your local market and competitors.

- Compare your **Business On the Books** to the market and your competitive set
- Compare your hotel's **pick-up** to the market and competitive set
- Are you getting your **fair share** of the demand in the market
- Are you capitalising on that **demand**
- **Complimentary** Market Data
- Paid **Competitive Set** subscriptions available
- Combine with your **historic STAR** performance for further insights

The Output, Accurate & Actionable

Daily detail with Weekly and Monthly Frequency

Your hotel

Your competitive set

Your local market

Forward STAR
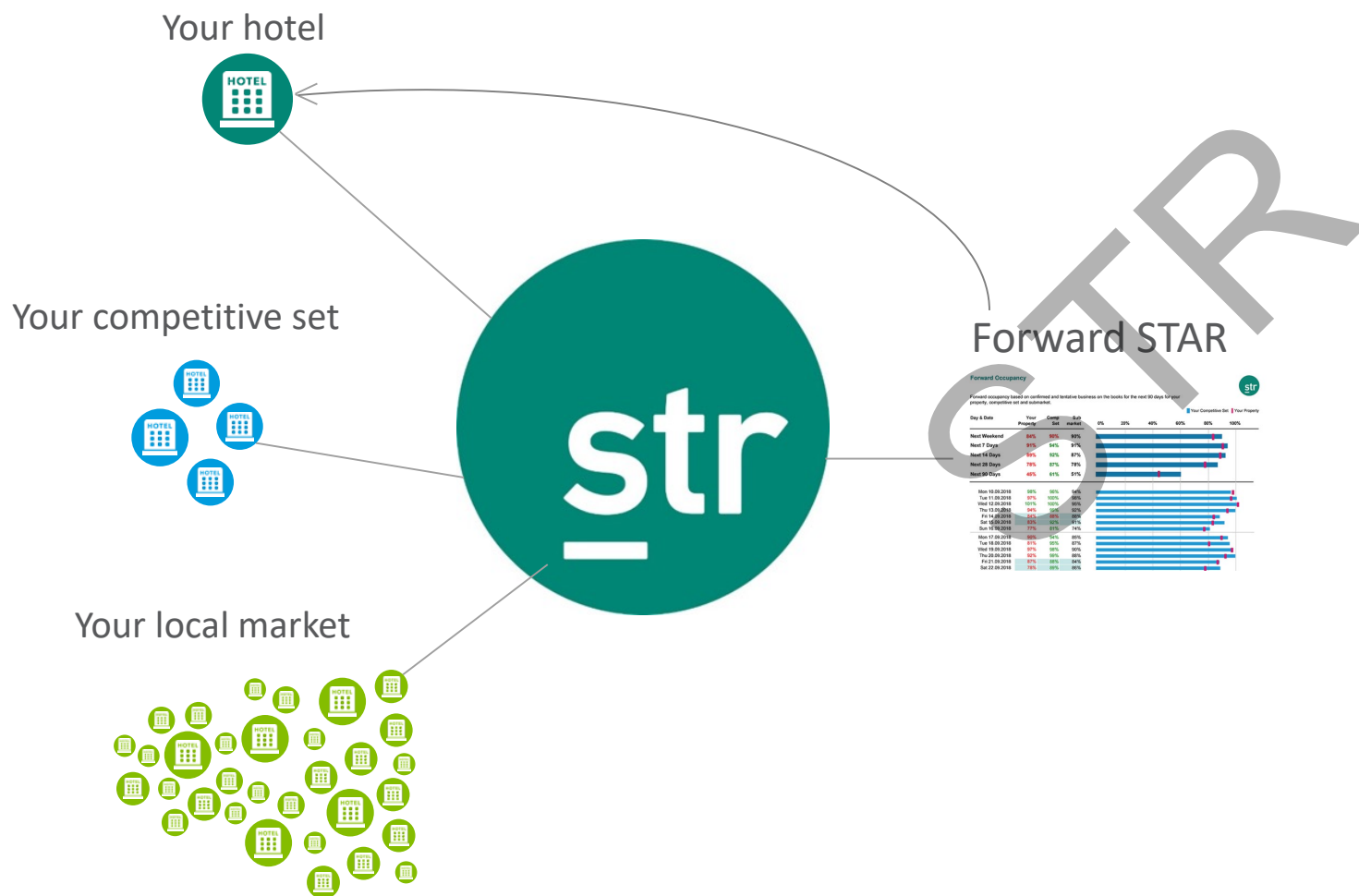
Weekly Report (PDF):
- Every Wednesday
- 90 days

Monthly Report (PDF):
- First week of every month
- 365 days
- Events calendar listing

Report Content
- Daily detail versus Market/Submarket (Free)
- Compset available (Paid subscription)
- Complements STAR's historical performance data

Collecting the Data, Simple & Seamless

Report scheduler - set it and forget it

Rooms Available **➕** Rooms Booked

Rooms Booked (Deducted from inventory)

Transient Rooms Booked

Groups Rooms Booked
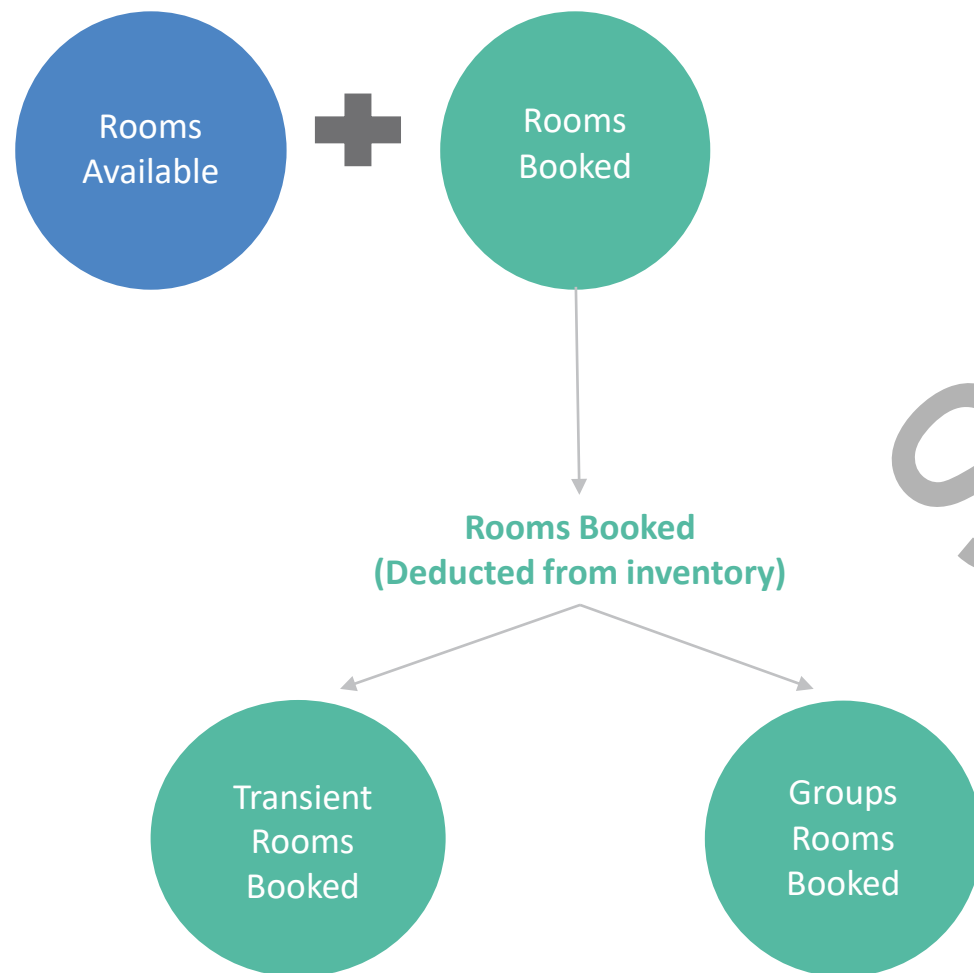
- 5 minute one-time set up of the Report Scheduler
- Automate the delivery of your future demand data
  - For the next 365 days
  - Daily
  - Before 10am

What is Forward STAR – how it works

Real, reliable and accurate forward booking data to make better decisions

Forward Occupancy for Sample Hotel and Chelsea/Earls Court/ Kensington

Forward occupancy for the next 90 days as at 01.04.2019.

Day & Date	Your Property	(Sub) Market
Next Weekend	85%	80%
Next 7 Days	81%	78%
Next 14 Days	78%	73%
Next 28 Days	70%	69%
Next 90 Days	52%	52%
Mon 01.04.2019	72%	77%
Tue 02.04.2019	84%	82%
Wed 03.04.2019	82%	81%
Thu 04.04.2019	77%	74%
Fri 05.04.2019	80%	76%
Sat 06.04.2019	89%	84%
Sun 07.04.2019	82%	70%
Mon 08.04.2019	82%	71%
Tue 09.04.2019	79%	70%
Wed 10.04.2019	80%	70%
Thu 11.04.2019	73%	68%
Fri 12.04.2019	75%	70%
Sat 13.04.2019	71%	71%
Sun 14.04.2019	62%	63%
Mon 15.04.2019	56%	66%
Tue 16.04.2019	53%	65%
Wed 17.04.2019	51%	66%
Thu 18.04.2019	54%	69%
Fri 19.04.2019	72%	72%
Sat 20.04.2019	73%	75%
Sun 21.04.2019	57%	64%

Legend: ■ (Sub)Market ▮ Your Property

Pickup - Snapshot

Quickly compare how the hotel is gaining share vs. market and use to assess the effectiveness of your sales, channel and pricing strategies. This hotel has outperformed for the next 7 days but is trending behind thereafter

Pickup from Last Week for your hotel

Analysis of the uptake in bookings from the previous week expressed as a percentage for the next 83 days for your property and submarket.
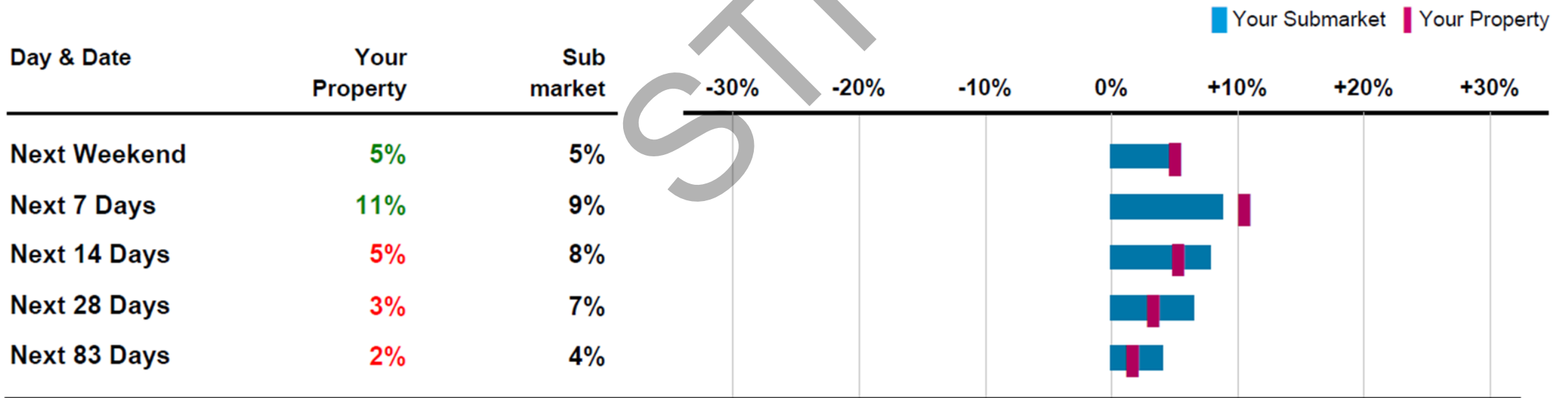
Day & Date	Your Property	Sub market
Next Weekend	5%	5%
Next 7 Days	11%	9%
Next 14 Days	5%	8%
Next 28 Days	3%	7%
Next 83 Days	2%	4%

Legend: ■ Your Submarket   ▮ Your Property

What is Forward STAR – how it works

Real, reliable and accurate forward booking data to make better decisions

Forward occupancy for the next 12 months as at 01.04.2019

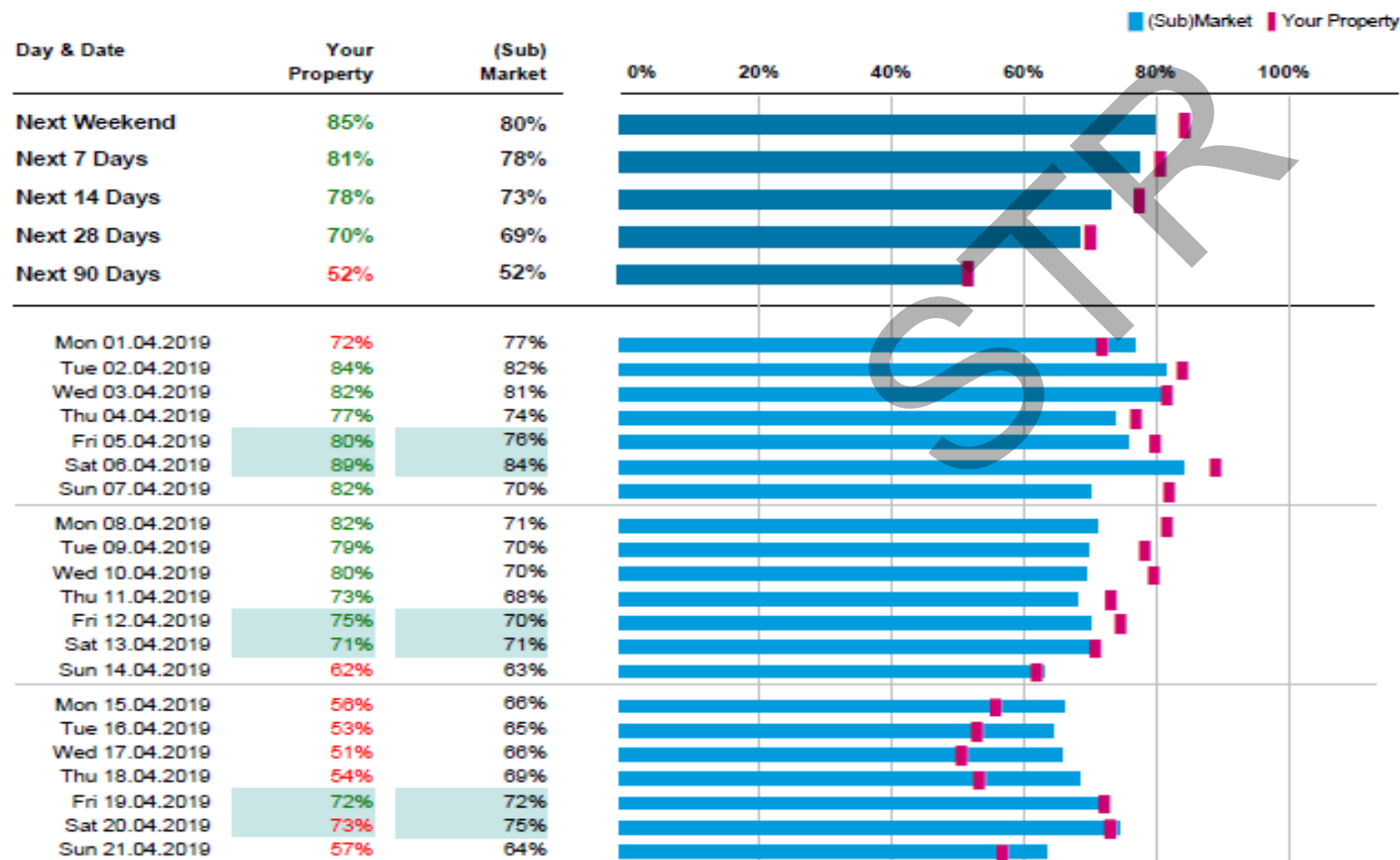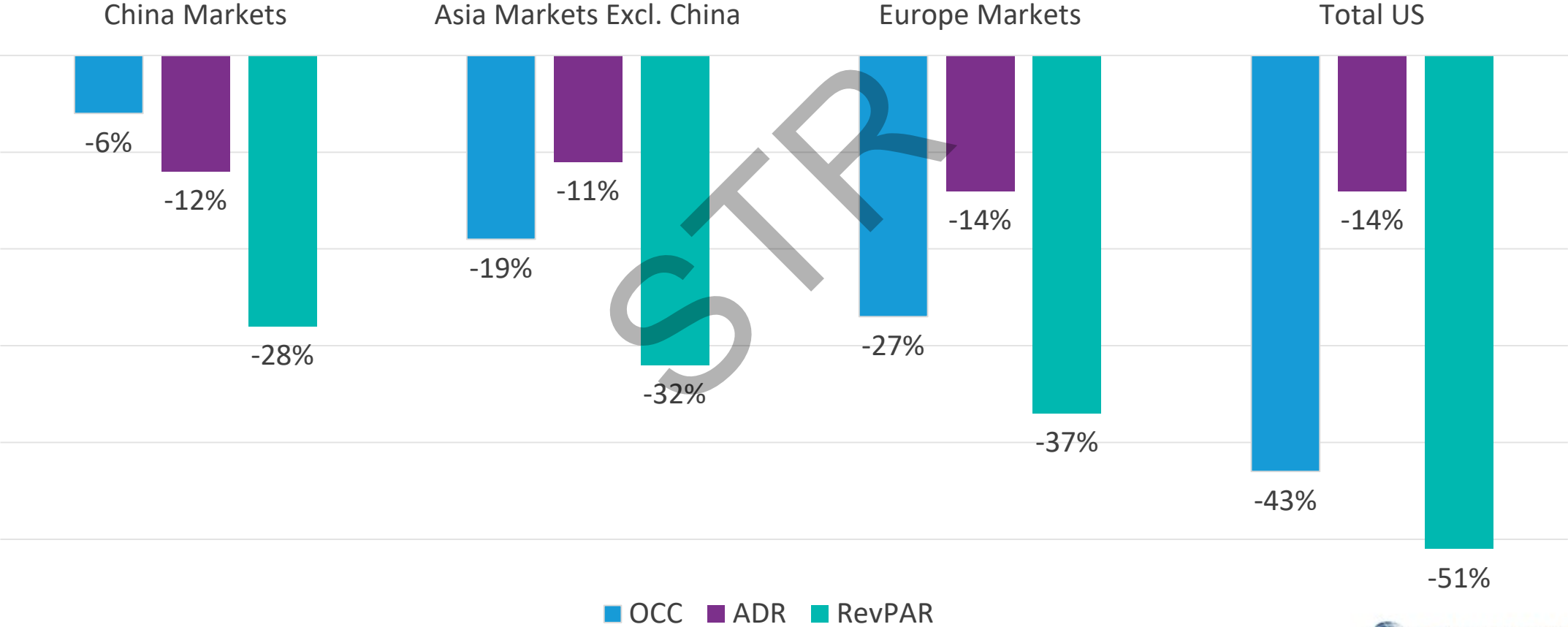| Day	Your Hotel Apr 19	(Sub) Market Apr 19	May 19		Jun 19		Jul 19		Aug 19		Sep 19		Oct 19		Nov 19		Dec 19		Jan 20		Feb 20		Mar 20		Day
1	72%	77%	52%	52%	53%	50%	38%	42%	34%	28%	20%	21%	13%	16%	9%	10%	8%	10%	9%	11%	8%	3%	12%	4%	1
2	84%	82%	47%	53%	34%	38%	38%	39%	47%	30%	25%	18%	12%	12%	8%	11%	8%	9%	9%	8%	8%	3%	12%	4%	2
3	82%	81%	54%	58%	34%	37%	49%	37%	43%	30%	22%	18%	17%	14%	8%	9%	9%	8%	14%	7%	8%	3%	12%	2%	3
4	77%	74%	54%	57%	29%	36%	49%	41%	42%	29%	22%	19%	17%	16%	23%	13%	12%	8%	14%	6%	8%	1%	12%	3%	4
5	80%	76%	48%	46%	35%	41%	47%	43%	42%	28%	24%	21%	13%	16%	20%	12%	10%	10%	14%	6%	8%	2%	12%	5%	5
6	89%	84%	43%	40%	30%	37%	44%	39%	34%	27%	45%	31%	11%	16%	12%	11%	9%	11%	14%	5%	8%	3%	12%	6%	6
7	82%	70%	40%	42%	31%	40%	35%	36%	28%	24%	36%	29%	44%	19%	13%	12%	28%	13%	14%	4%	8%	4%	12%	7%	7
8	82%	71%	37%	46%	36%	43%	24%	33%	35%	26%	33%	25%	38%	16%	18%	17%	27%	15%	13%	4%	8%	4%	12%	5%	8
9	79%	70%	38%	52%	34%	43%	23%	33%	46%	29%	32%	24%	24%	16%	13%	13%	9%	12%	13%	6%	8%	3%	12%	5%	9
10	80%	70%	50%	52%	40%	40%	27%	32%	59%	30%	27%	23%	27%	17%	12%	14%	27%	14%	13%	5%	8%	3%	12%	5%	10
11	73%	68%	48%	50%	33%	40%	22%	30%	43%	27%	17%	19%	29%	17%	11%	12%	26%	13%	13%	4%	8%	2%	12%	4%	11
12	75%	70%	39%	42%	55%	44%	37%	35%	40%	28%	14%	18%	33%	19%	11%	10%	8%	9%	13%	5%	8%	2%	15%	4%	12
13	71%	71%	43%	42%	31%	41%	38%	38%	39%	25%	24%	20%	27%	15%	11%	10%	8%	13%	13%	6%	8%	2%	15%	5%	13
14	62%	63%	52%	44%	40%	41%	42%	40%	26%	26%	26%	22%	18%	12%	11%	8%	8%	15%	8%	4%	8%	3%	34%	7%	14
15	56%	66%	59%	44%	43%	42%	42%	32%	27%	25%	18%	20%	15%	10%	11%	10%	8%	9%	8%	4%	8%	3%	34%	8%	15
16	53%	65%	44%	49%	44%	42%	30%	26%	25%	25%	27%	22%	18%	10%	14%	11%	8%	8%	8%	5%	8%	3%	32%	6%	16
17	51%	66%	40%	46%	49%	40%	26%	27%	29%	26%	41%	23%	17%	10%	11%	12%	8%	7%	8%	4%	8%	4%	32%	5%	17
18	54%	69%	40%	47%	40%	40%	43%	29%	28%	28%	20%	19%	17%	13%	10%	11%	8%	5%	8%	5%	8%	3%	14%	3%	18
19	72%	72%	32%	40%	42%	40%	26%	31%	28%	26%	23%	21%	20%	16%	10%	9%	8%	5%	8%	4%	8%	2%	12%	4%	19
20	73%	75%	50%	48%	39%	40%	33%	29%	22%	23%	37%	23%	23%	15%	13%	8%	8%	6%	8%	5%	8%	3%	12%	4%	20
21	57%	64%	50%	51%	37%	43%	32%	28%	24%	23%	34%	23%	24%	15%	20%	8%	8%	6%	8%	4%	8%	3%	12%	4%	21
22	48%	55%	50%	54%	39%	43%	35%	28%	25%	23%	27%	21%	22%	12%	13%	9%	8%	8%	8%	4%	8%	3%	12%	4%	22
23	49%	52%	57%	57%	34%	38%	32%	26%	50%	27%	31%	21%	23%	11%	18%	11%	8%	7%	8%	3%	8%	4%	12%	3%	23
24	51%	54%	53%	57%	48%	39%	40%	27%	31%	27%	30%	21%	14%	11%	13%	13%	9%	7%	8%	4%	8%	5%	12%	2%	24
25	61%	60%	40%	52%	56%	39%	36%	30%	25%	23%	32%	22%	18%	12%	9%	9%	9%	6%	8%	5%	12%	2%	12%	3%	25
26	85%	69%	37%	44%	63%	41%	34%	32%	23%	20%	20%	21%	20%	14%	9%	8%	9%	7%	8%	4%	12%	3%	12%	3%	26
27	89%	73%	45%	38%	51%	44%	35%	28%	21%	18%	29%	20%	15%	14%	12%	7%	10%	9%	8%	3%	12%	3%	12%	4%	27
28	82%	60%	39%	38%	49%	45%	49%	33%	24%	20%	31%	20%	12%	14%	13%	8%	10%	11%	8%	3%	12%	4%	12%	4%	28
29	60%	52%	45%	45%	36%	45%	51%	32%	20%	21%	20%	18%	11%	12%	10%	11%	10%	13%	8%	2%	12%	4%	12%	4%	29
30	50%	50%	51%	50%	33%	45%	43%	26%	23%	21%	10%	17%	10%	10%	8%	11%	9%	13%	8%	2%			12%	3%	30
31			55%	52%			35%	26%	23%	21%			8%	9%			9%	13%	8%	4%			0%	0%	31
Avg	69%	68%	46%	48%	41%	41%	37%	32%	32%	25%	27%	21%	20%	14%	13%	11%	11%	10%	10%	5%	9%	3%	15%	4%	Avg

Forecast Highlights

2020 Forecast by region

Average RevPAR % change across Forecast Markets*, March 2020 Forecast

str

| China Markets | Asia Markets Excl. China | Europe Markets | Total US |

China Markets:
- OCC: -6%
- ADR: -12%
- RevPAR: -28%

Asia Markets Excl. China:
- OCC: -19%
- ADR: -11%
- RevPAR: -32%

Europe Markets:
- OCC: -27%
- ADR: -14%
- RevPAR: -37%

Total US:
- OCC: -43%
- ADR: -14%
- RevPAR: -51%

Legend: ■ OCC ■ ADR ■ RevPAR

TOURISM ECONOMICS

Notes: * Average forecast for: Amsterdam, Athens, Barcelona, Belfast, Berlin, Birmingham, Brussels, Budapest, Cologne, Dublin, Dusseldorf, Edinburgh, Frankfurt, Gatwick, Glasgow, Hamburg, Heathrow, Leeds, London, Madrid, Manchester, Milan, Moscow, Munich, Paris, Prague, Rome, Stuttgart, Vienna, Warsaw, Zurich

Europe RevPAR forecast to see recovery in 2021

Average Hotel RevPAR % change across European Forecast Markets*, March 2020 Forecast

str

2019 2020 2021

0% 1% 1%

33%

6%

41%

-27%

-14%

-37%
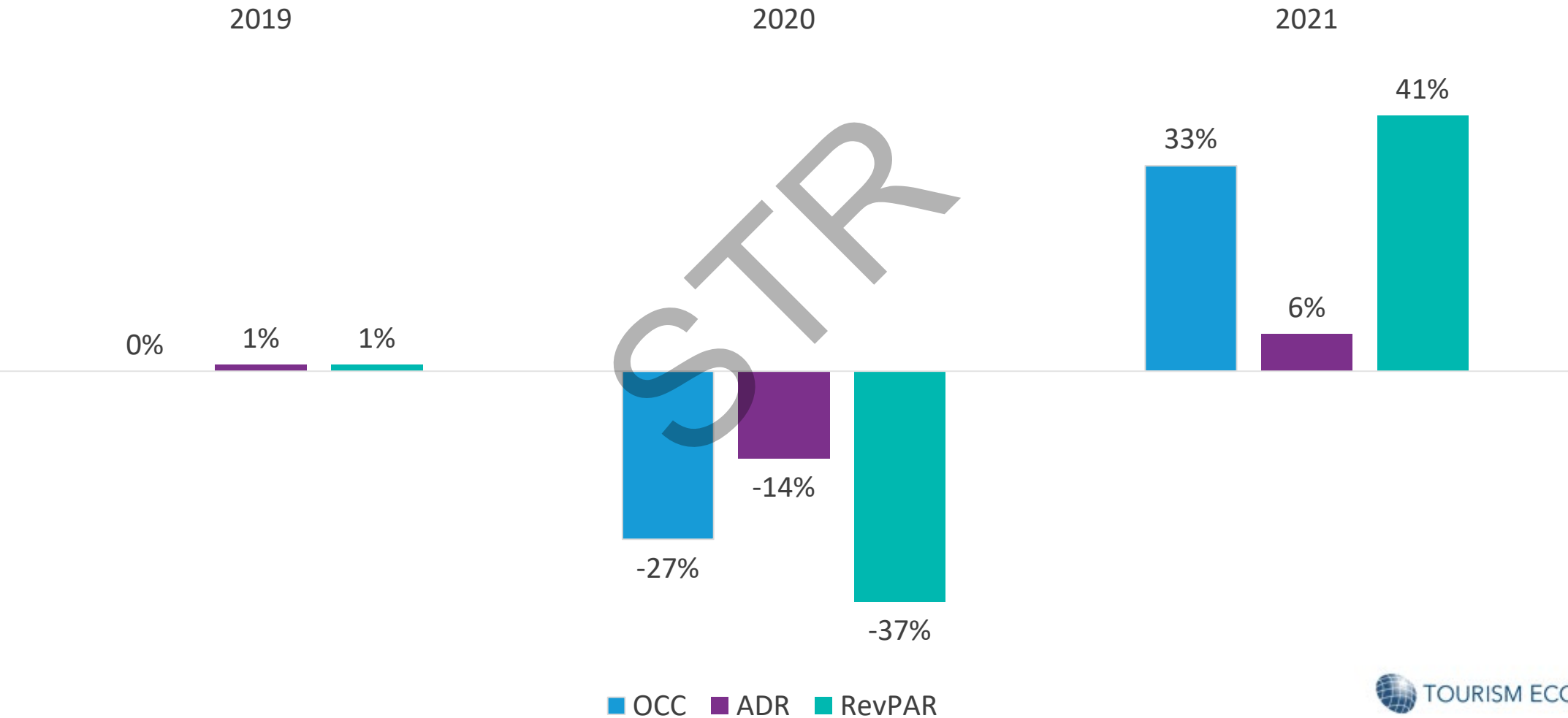
■ OCC   ■ ADR   ■ RevPAR

TOURISM ECONOMICS

Notes: * Average forecast for: Amsterdam, Athens, Barcelona, Belfast, Berlin, Birmingham, Brussels, Budapest, Cologne, Dublin, Dusseldorf, Edinburgh, Frankfurt, Gatwick, Glasgow, Hamburg, Heathrow, Leeds, London, Madrid, Manchester, Milan, Moscow, Munich, Paris, Prague, Rome, Stuttgart, Vienna, Warsaw, Zurich

Return to 2019 levels expected in 2022

Average Hotel RevPAR, Indexed to 2019 for European Forecast Markets*, March 2020 Forecast

Legend: OCC, ADR, RevPAR

Notes: * Average forecast for: Amsterdam, Athens, Barcelona, Belfast, Berlin, Birmingham, Brussels, Budapest, Cologne, Dublin, Dusseldorf, Edinburgh, Frankfurt, Gatwick, Glasgow, Hamburg, Heathrow, Leeds, London, Madrid, Manchester, Milan, Moscow, Munich, Paris, Prague, Rome, Stuttgart, Vienna, Warsaw, Zurich
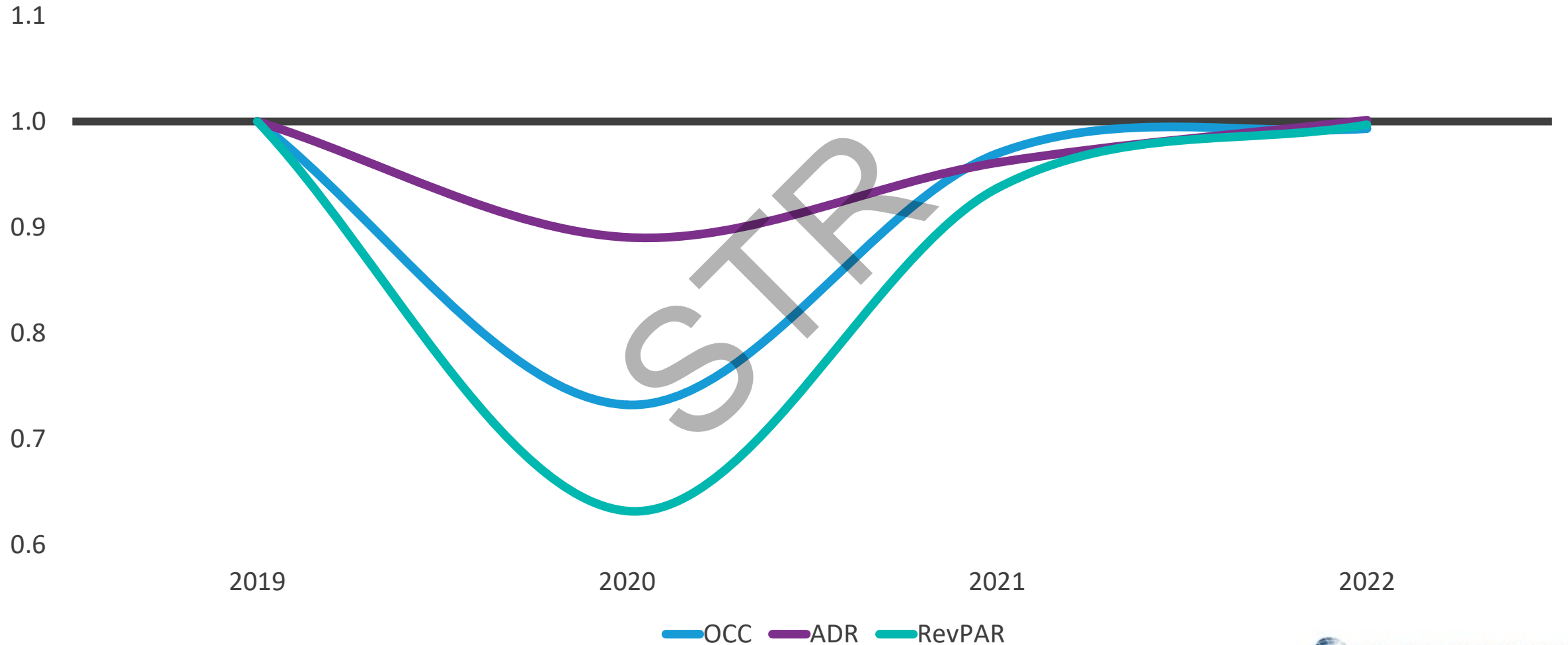
European markets in most affected buckets, risk for Dubai

2020 RevPAR % Chg, March 2020 Forecast

Below -50%	Negative 40-50%	Negative 30-40%	Negative 20-30%
Barcelona	Milan	Athens	Singapore
	Hong Kong	Moscow	Tokyo
	Rome	Zurich	Regional UK
	Dublin	Abu Dhabi	Auckland
	Amsterdam	Frankfurt	Bangkok
	Madrid	**Budapest**	Hangzhou
	Prague	Berlin	Beijing
	Vienna	Sydney	Chengdu
	Brussels	Paris Lux UUC	Jakarta
	Munich	**Warsaw**	
		London	
		Edinburgh	
		Heathrow	
		Shanghai	
		Mumbai	
		Dubai	

Expo 2020 Dubai postponement not taken into consideration

TOURISM ECONOMICS

str

Conclusions

1.   Coronavirus is having a devastating impact on our industry

- Hotels are having no choice but to close
- Some may be re-purposed for the humanitarian effort
- How long they stay closed for depends on how long the virus persists

2.   Forecast scenarios have worsened significantly

- Most economists now expecting a global recession
- Length and depth again dependant on virus… and government intervention
- The big question is will this have a long term impact on travel behaviour

3.   What can you do now

- Don't panic – we will bounce back
- Look after each other
- Remember this is about lives, not numbers

Questions

Source: 2020 STR, LLC / STR Global, Ltd. trading as "STR". © CoStar Realty Information, Inc.
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.