


A young girl with blonde hair in a white dress and a young boy with short blonde hair in a white shirt and black vest are looking at each other in a garden. The girl is on the left, and the boy is on the right. They are both looking towards each other with a slight smile. The background is filled with large green leaves and a stone wall.

Eine neue Liebe?

11 may 2022
wilhelm k. weber,
partner | shs swiss hospitality solutions

HSMA day

swiss
hospitality
solutions 

Disclaimer:

Brand / Kette muss man **differenziert** ansehen



Nischenplayer (Segment oder Geografie)
...besetzt ein Thema dominant



Globaler Generalist
...hat auch Resorts / Resort Brands im Portfolio,
Ist aber vor allem auf Biz Hotellerie ausgerichtet

„Eine neue Liebe ist wie ein neues
Leben

Nananananana

Was einmal war ist vorbei
und vergessen
und zählt nicht mehr“

Jürgen Marcus, 1972



Historischer Kontext:

Es gibt zwei Epochen “BC” und “AD”

(Before Corona und After the Disaster)



BC:

Asset Manager

- sehr o
- "Ho
- Ertr

Ertr

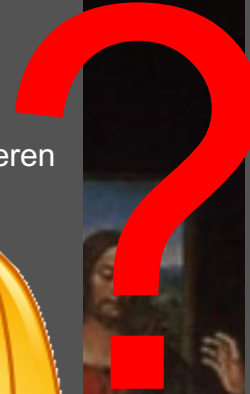
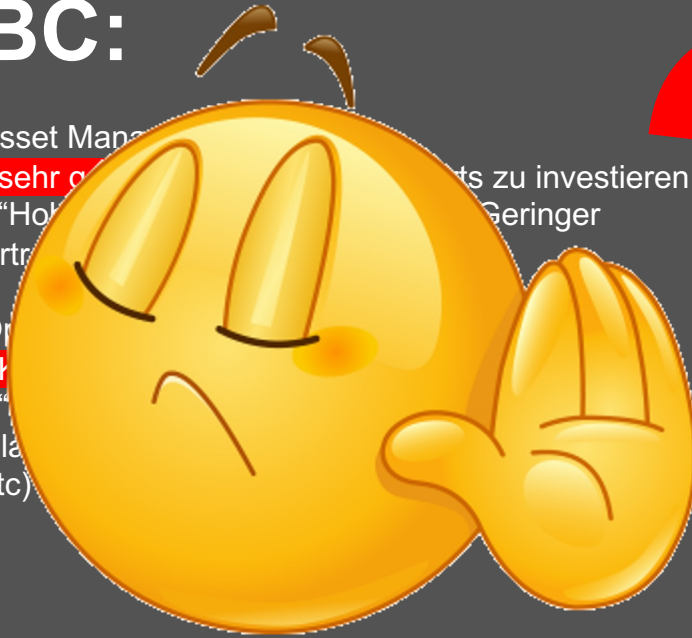
Op

- K

- "a

Cl

etc)



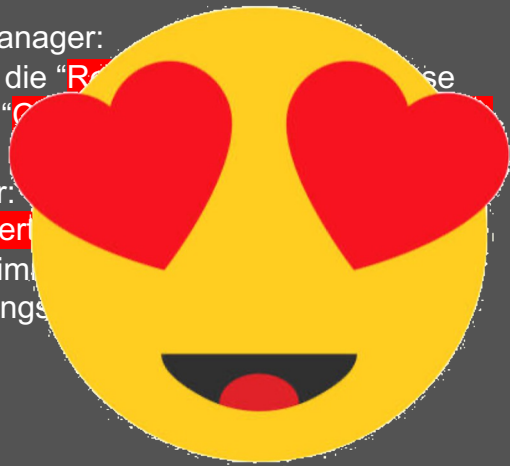
AD:

Asset Manager:

- Lieben die "R
- Sehen "C

Operator:

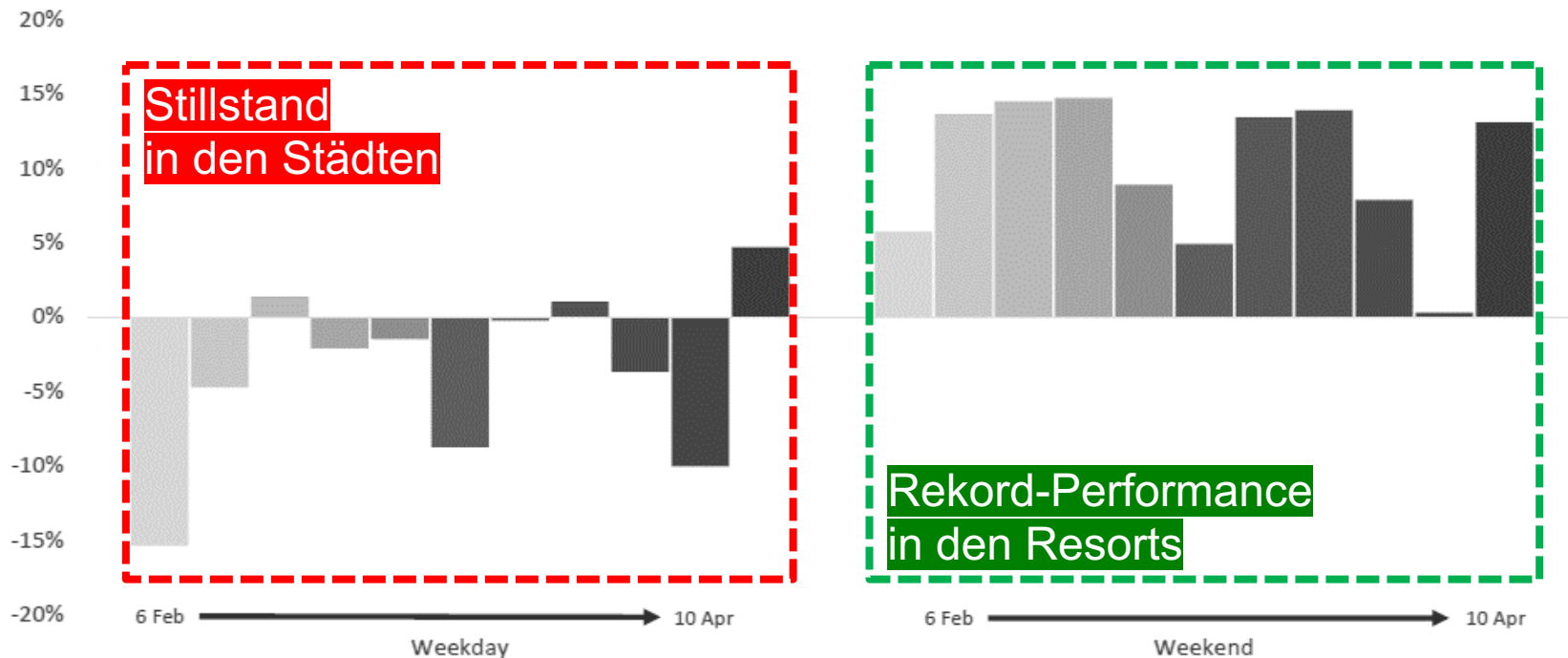
- Pachtver
- HMAs im
- Gestaltungs



Woher kommt der
Sinneswandel ?

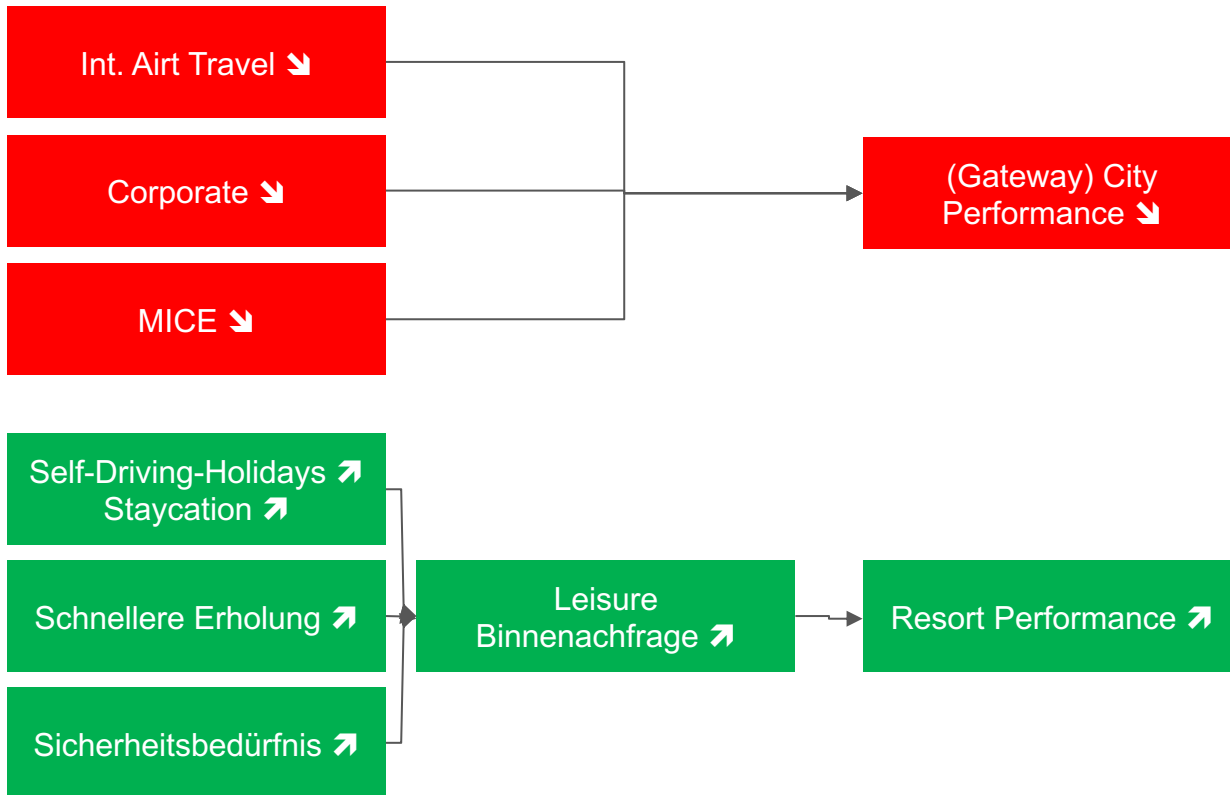
Ein Blick auf die ADR Entwicklung 2022 vs 2019

(Europe, nominal ADR% change to 2019, weeks ending 5 Feb-17 April, source STR 2022)



Was sind die Gründe?

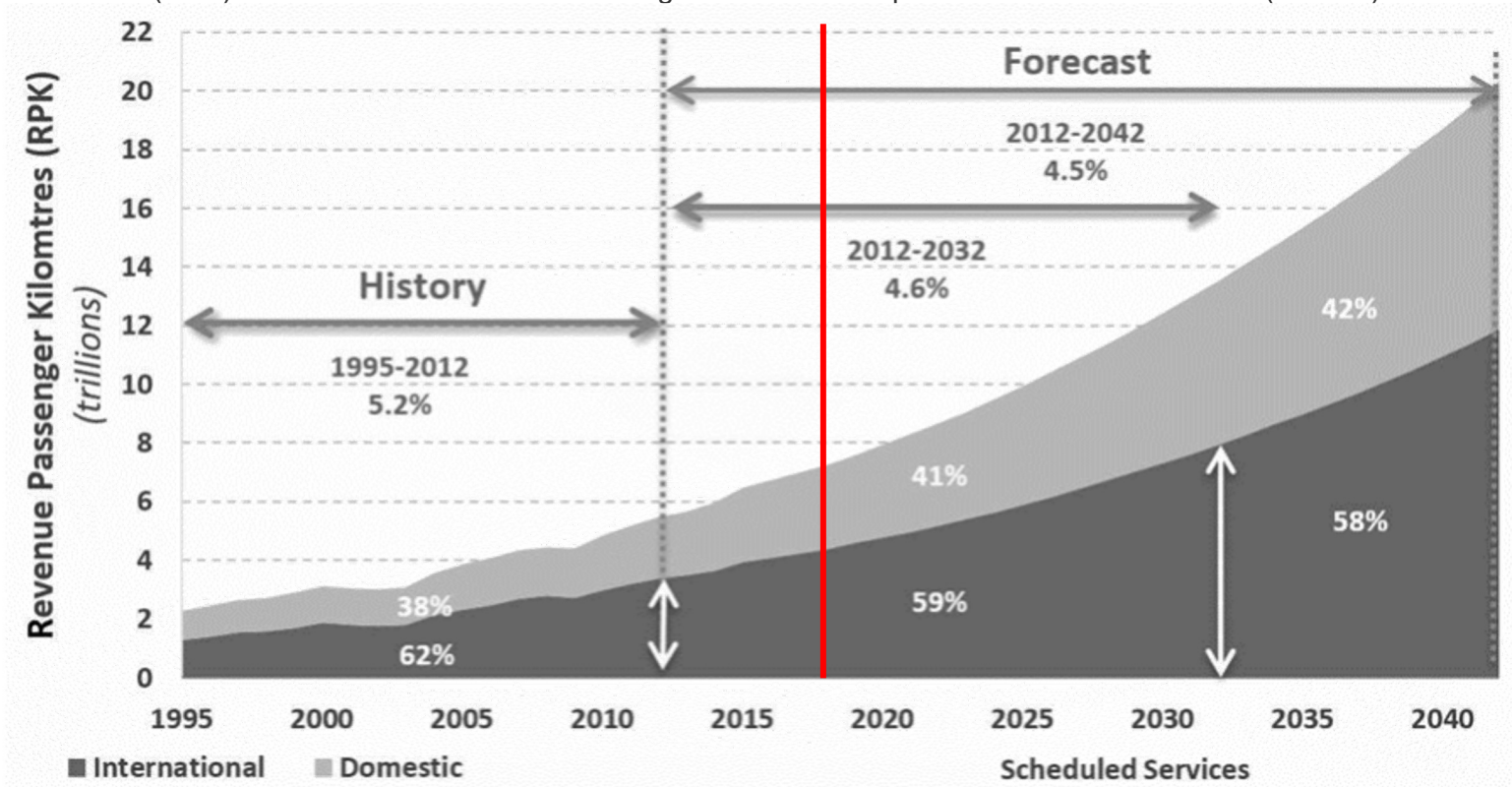
Cause and Effect Hospitality Performance City / Resort AGS



Total Passenger Traffic: history and forecast

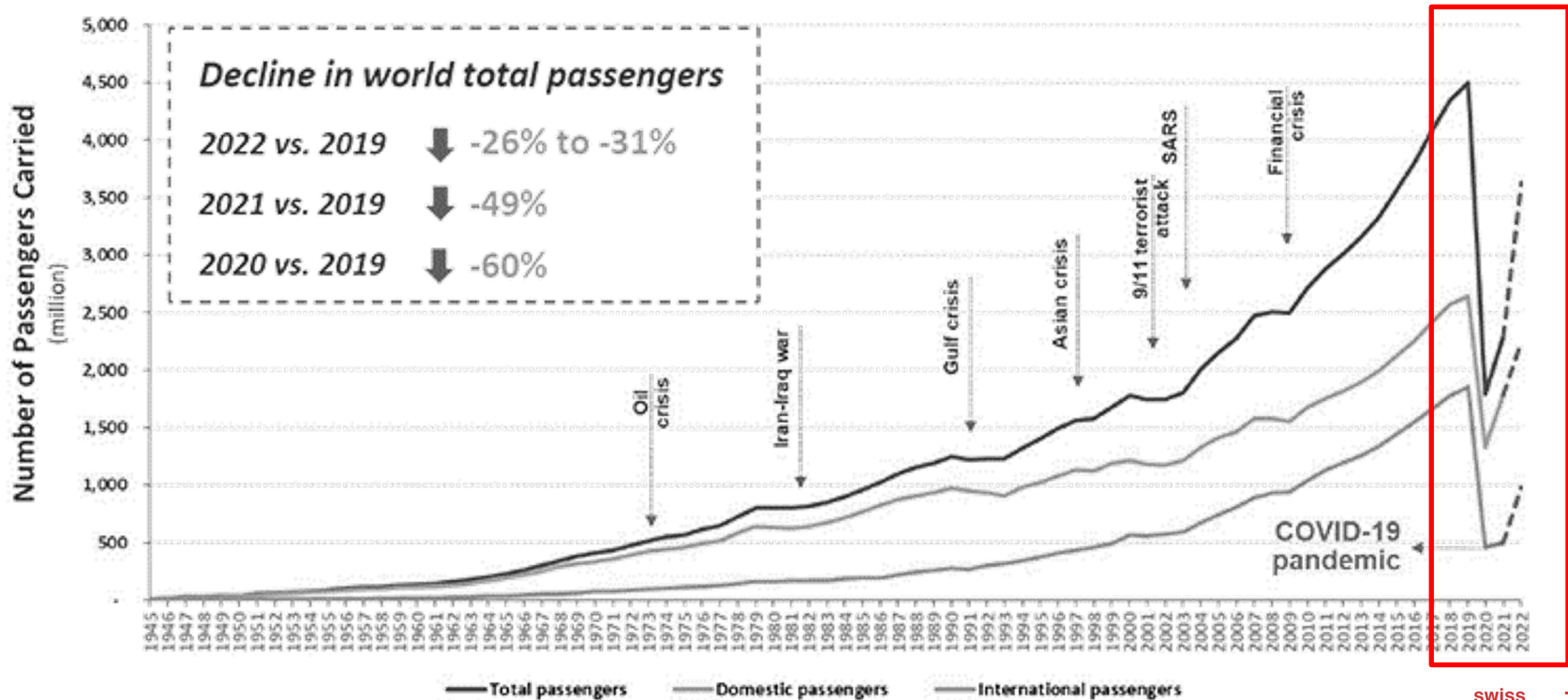
Quelle: Aviation Benefits, 2017,

Airports Council International (ACI), the Civil Air Navigation Services Organisation (CANSO), the International Air Transport Association (IATA) and the International Coordinating Council of Aerospace Industries Associations (ICCAIA).



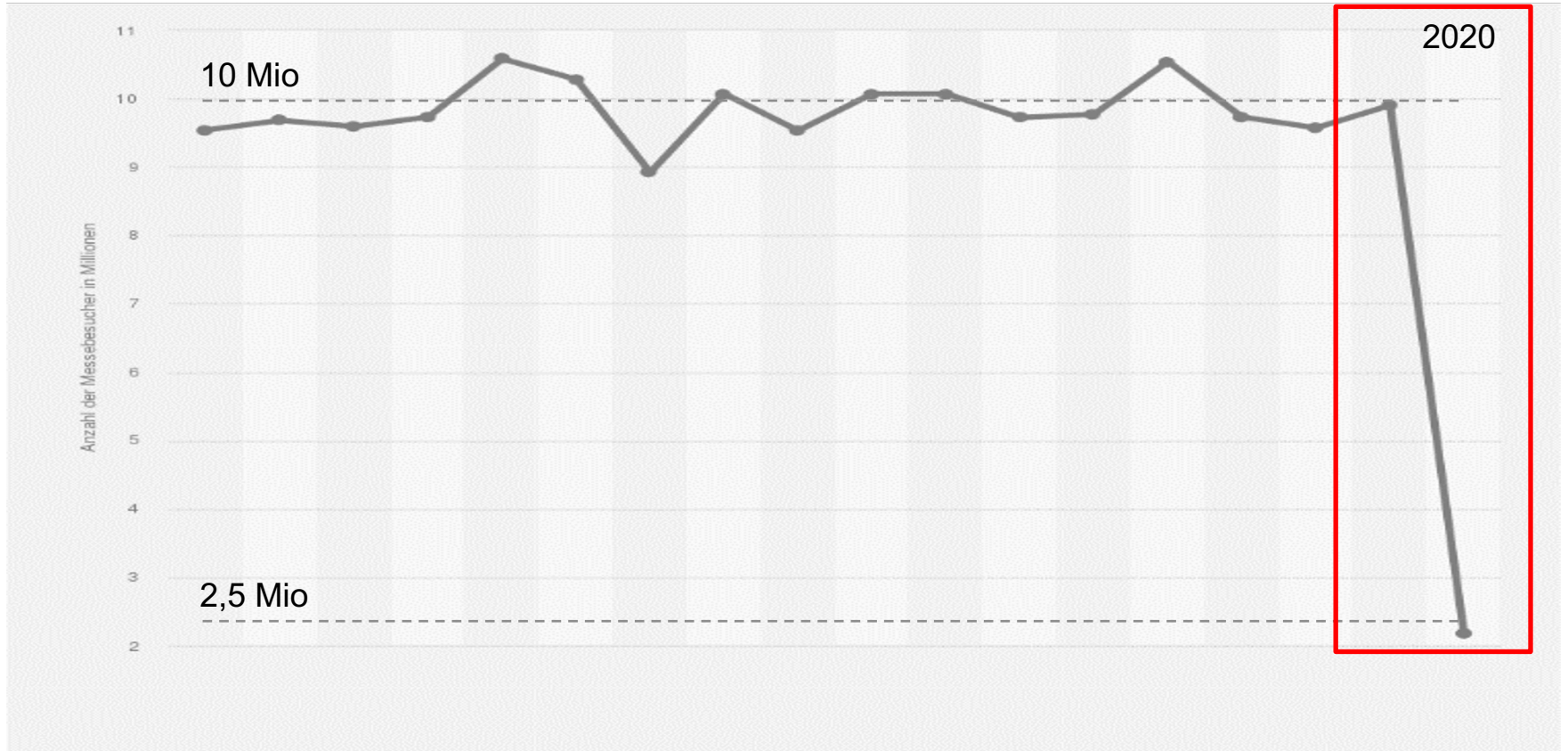
Airline - World Passenger Traffic Evolution 2045-22

Quelle: ICAO (International Civil Aviation Organization, UN 2022)



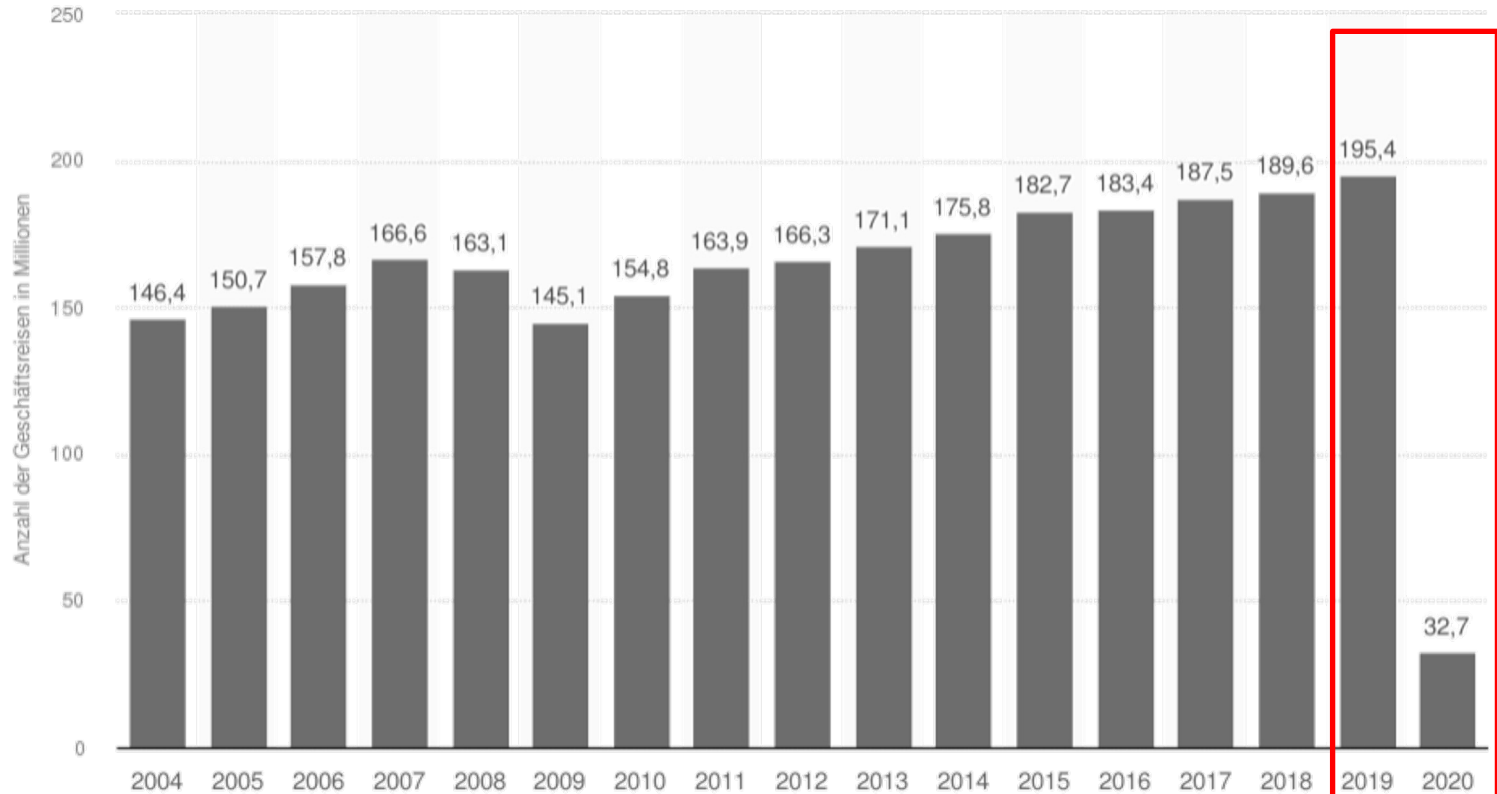
MICE - Anzahl Besucher überregionaler Messen in DE 2003 – 2020


(in Millionen, Quelle: statista, Deutsche Messestandorte)



Corporate – Anzahl Geschäftsreisen von DE Unternehmen 2004-2020

(in Millionen, Quelle: VDR 2022)

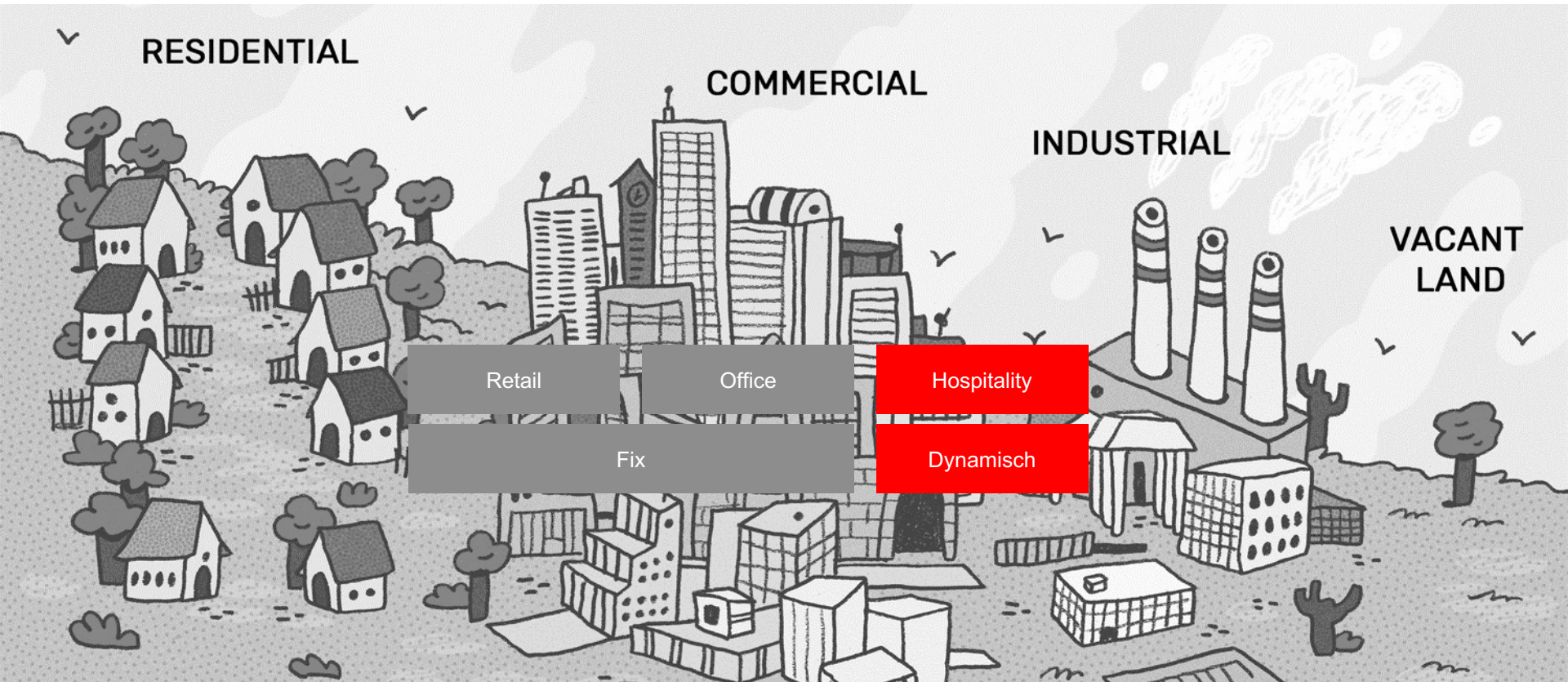


A black and white photograph of three men in suits sitting side-by-side. The man on the left is looking towards the center, the man in the middle is looking towards the right, and the man on the right has his arms crossed and is looking towards the center. The background is a plain, dark wall.

Warum lieben
Asset Manager **Hotels**?

Weil sie **Dynamik** ins Portfolio bringen

RE Property Types



Inflation

Steigende Kosten
(für ALLES)





Keine Panik

.....aber
die

ADR muss hoch

Hallo Deutschland: Die **ADR** muss **HOCH**

(Quelle: STR, ADR Indexed, März 2022 vs 2019)





Stunde der **Wahrheit**

Pacht oder HMA?

Merci

Contact:

Wilhelm K. Weber

w.weber@swisshospitalityolutions.ch

Bildrechte:

[www. Unsplash.com](http://www.Unsplash.com)