



# Restart Webinar #3

SIKERES ÚJRAINDÍTÁS A NEMZETKÖZI PIACON



+



# Kühtreiber Ádám, CRME



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by **bonomi**

2010-2013

**Continental Hotel Budapest**

(Director of Revenue Management)

2013-2015

**Austria Trend Hotels**

(Head of Revenue Management)

2015-2018

**InterContinental Wien**

(Director of Revenue Management)

2018-

**Infor Hospitality**

# Agenda



01

**STATUS QUO  
A VILÁGBAN**

**Statisztikák a nagyvilágból**

2019 - 2020

02

**STATUS QUO  
EURÓPÁBAN**

**Statisztikák Európából**

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**DISRUPTORS**

**Hogyan alakul át a piac**

Airbnb, Booking.com stb.

04

**MENEKÜLÉS A  
TECHNOLÓGIÁBA**

**Nemzetközi best practice**

Használjuk ki a digitális ipari forradalmat



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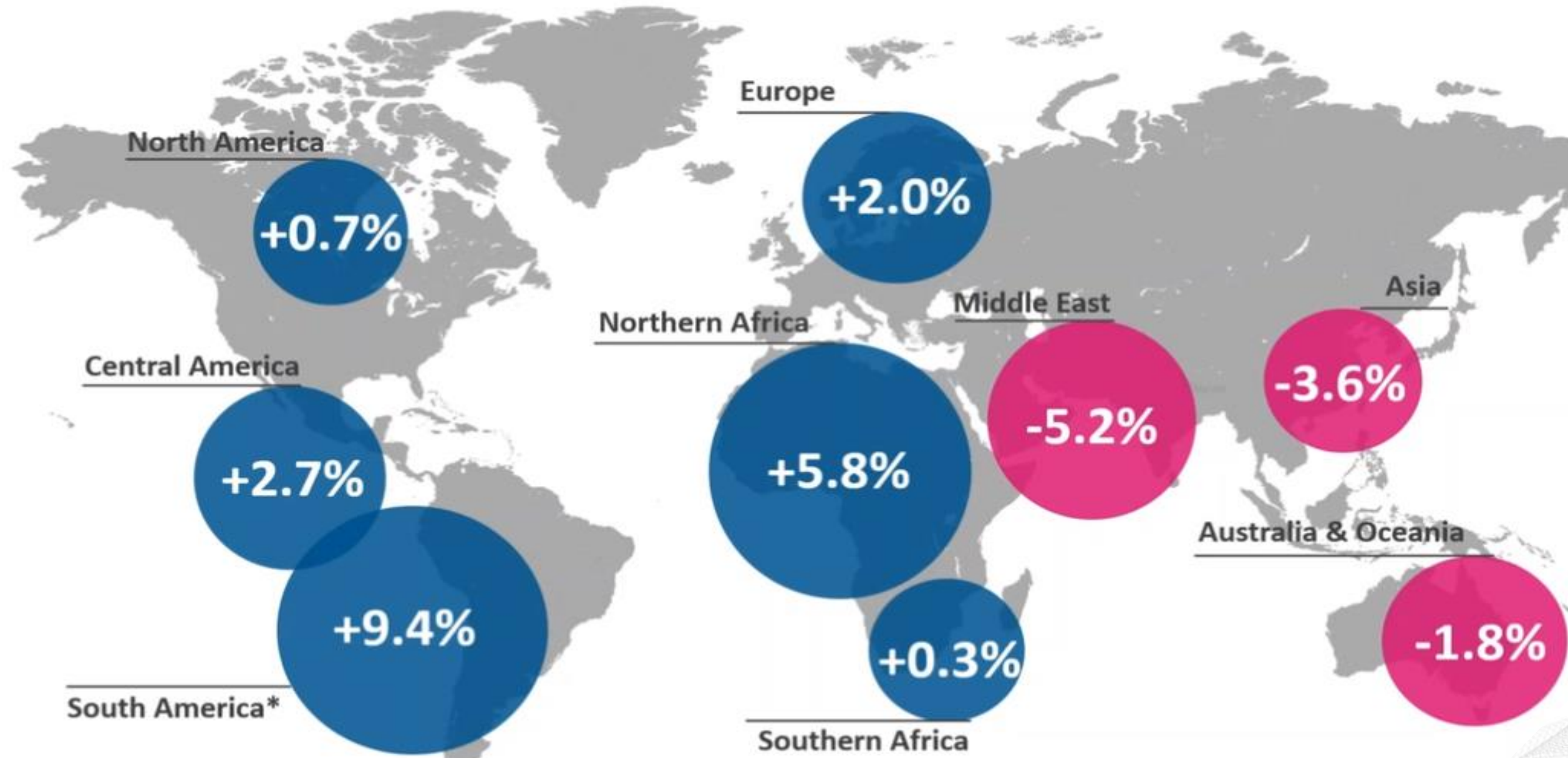
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# Global RevPAR % Change

USD, Europe in EUR, Constant Currency, Total 2019

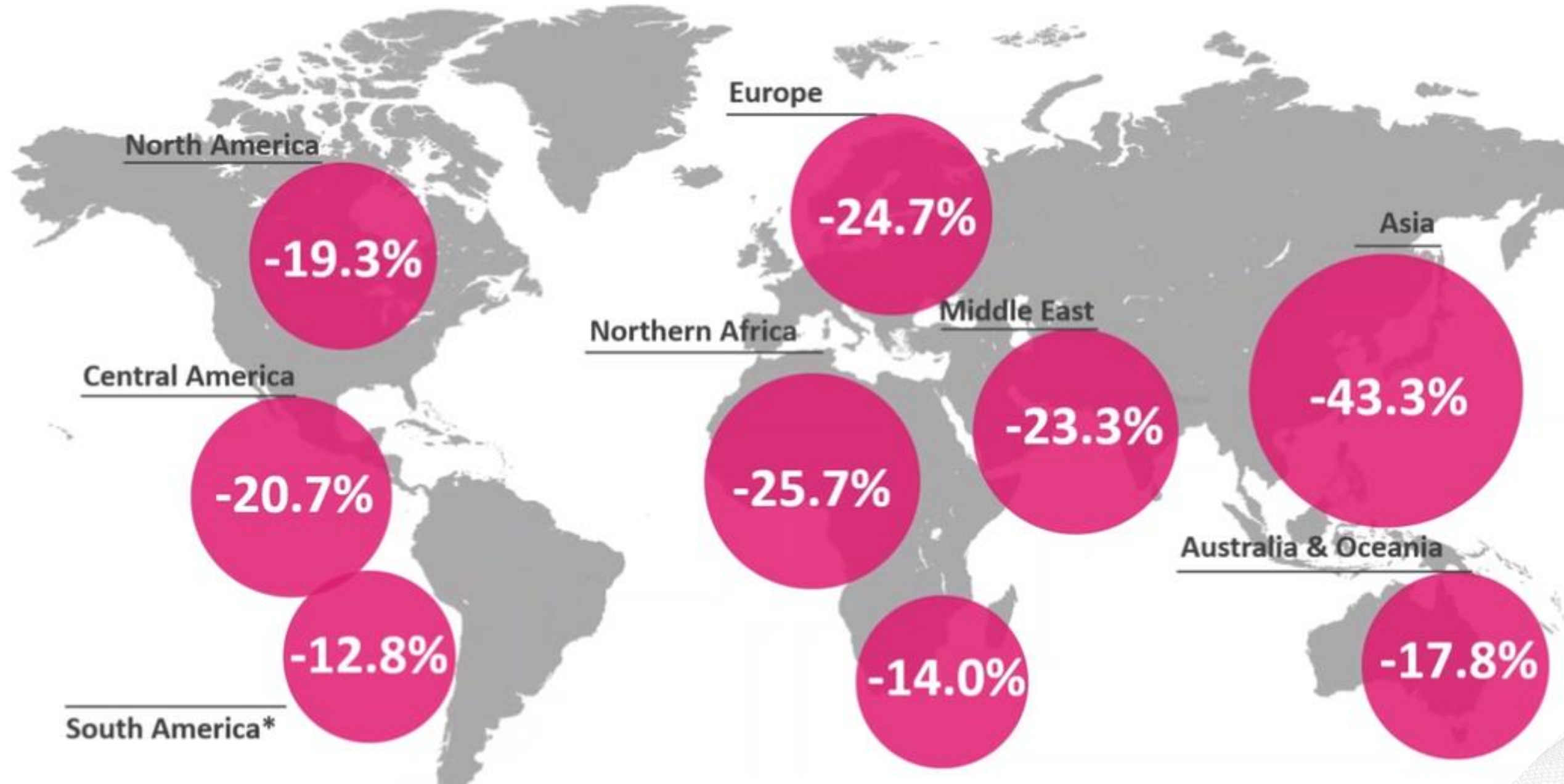


# Global RevPAR % Change

USD, Europe in EUR, Constant Currency, March 2020 YTD



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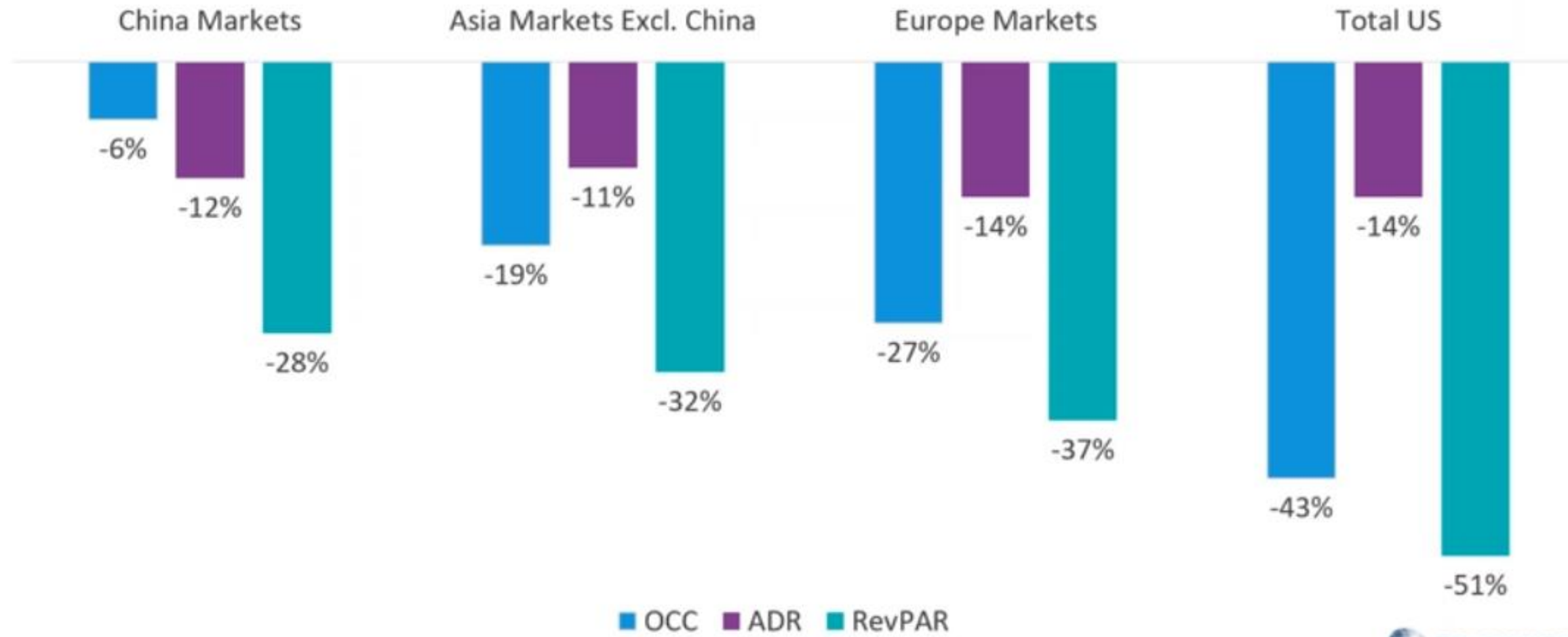


# 2020 RevPAR % Chg forecast by region

March 2020 Forecast release



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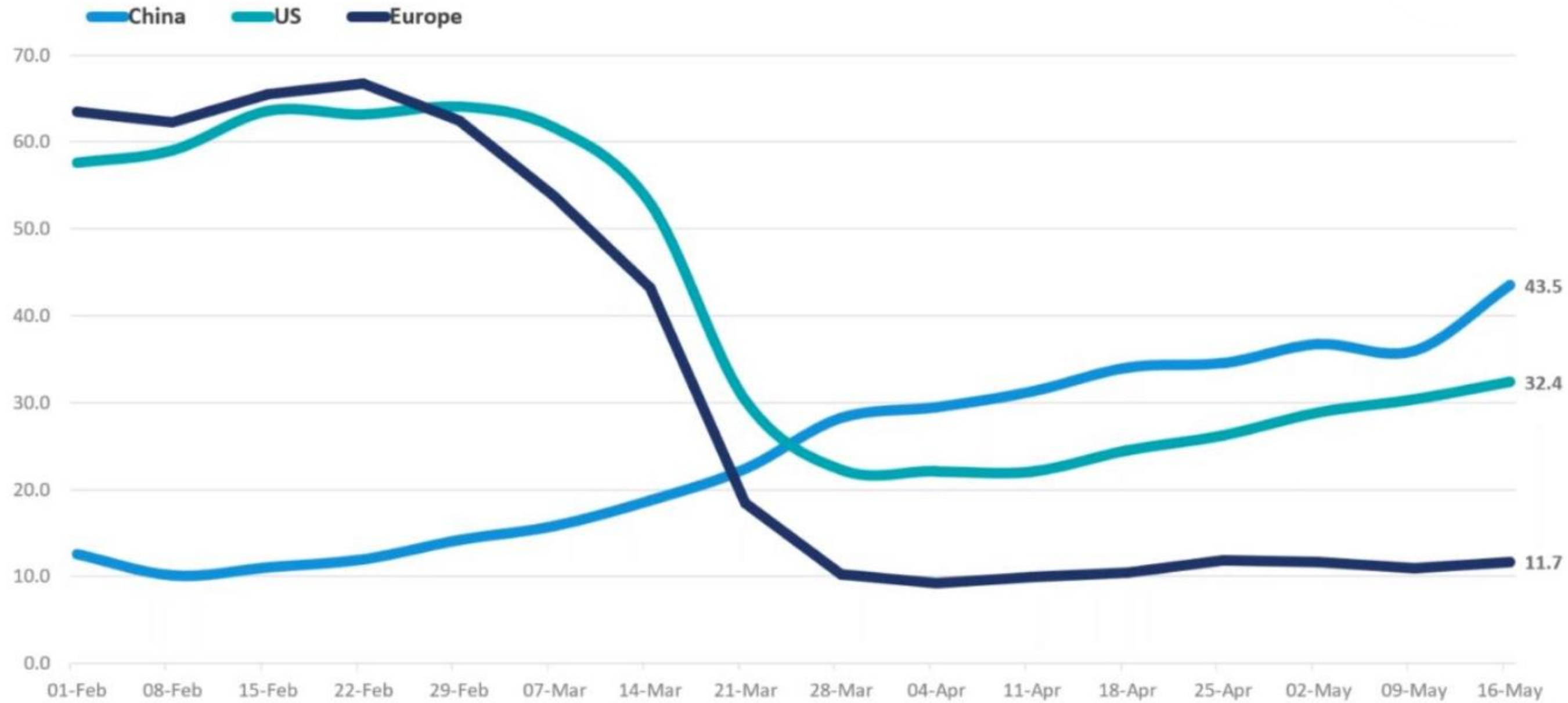
 TOURISM ECONOMICS

# China & US Occupancy On The Upswing. No Growth In Europe.

Absolute Occ %, Select Areas



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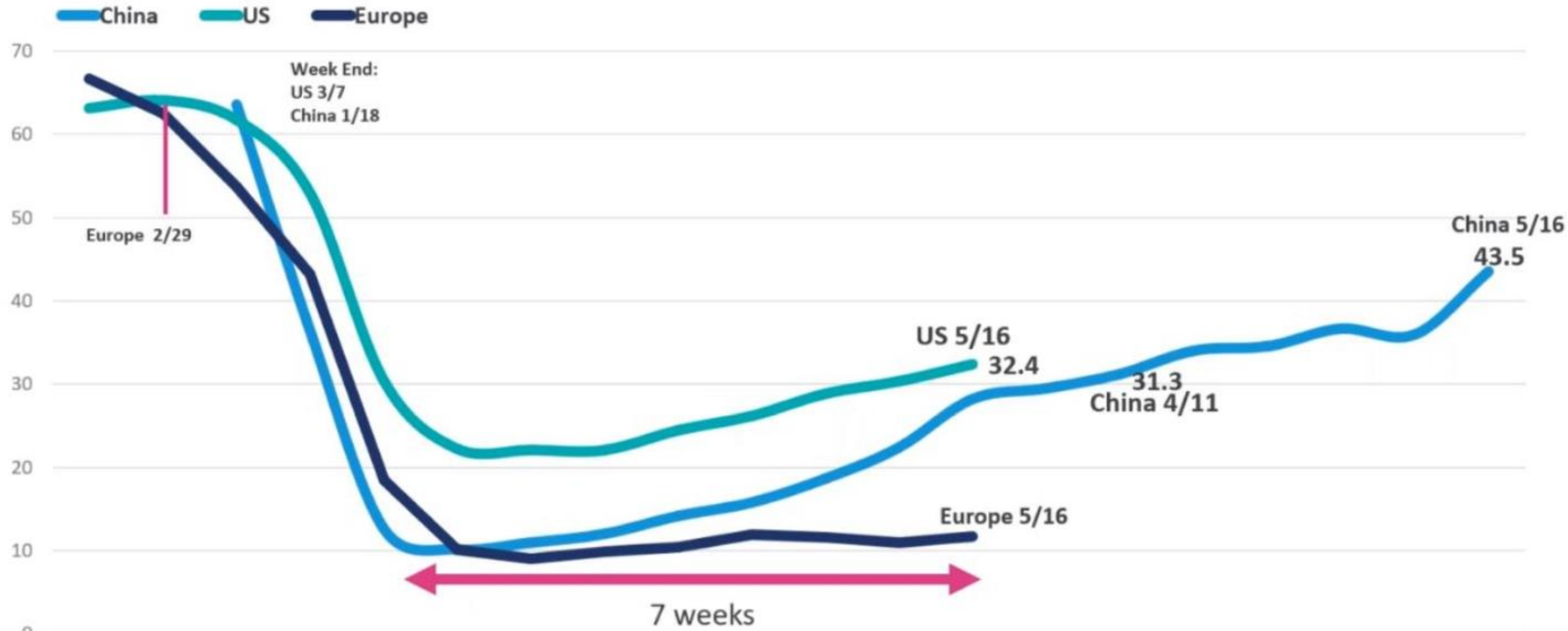


# 7 weeks into recovery - US tracking better... Europe lagging severely

Absolute Occ %, Select Countries, Aligned by level of OCC



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# When Are Chinese People Planning to Resume Traveling?

Timing of return to leisure travel and destinations among Chinese respondents (2020)

## Timing of travel



## Destinations



1,682 Chinese respondents surveyed April 13-18, 2020

\* or Russia

Source: McKinsey & Company





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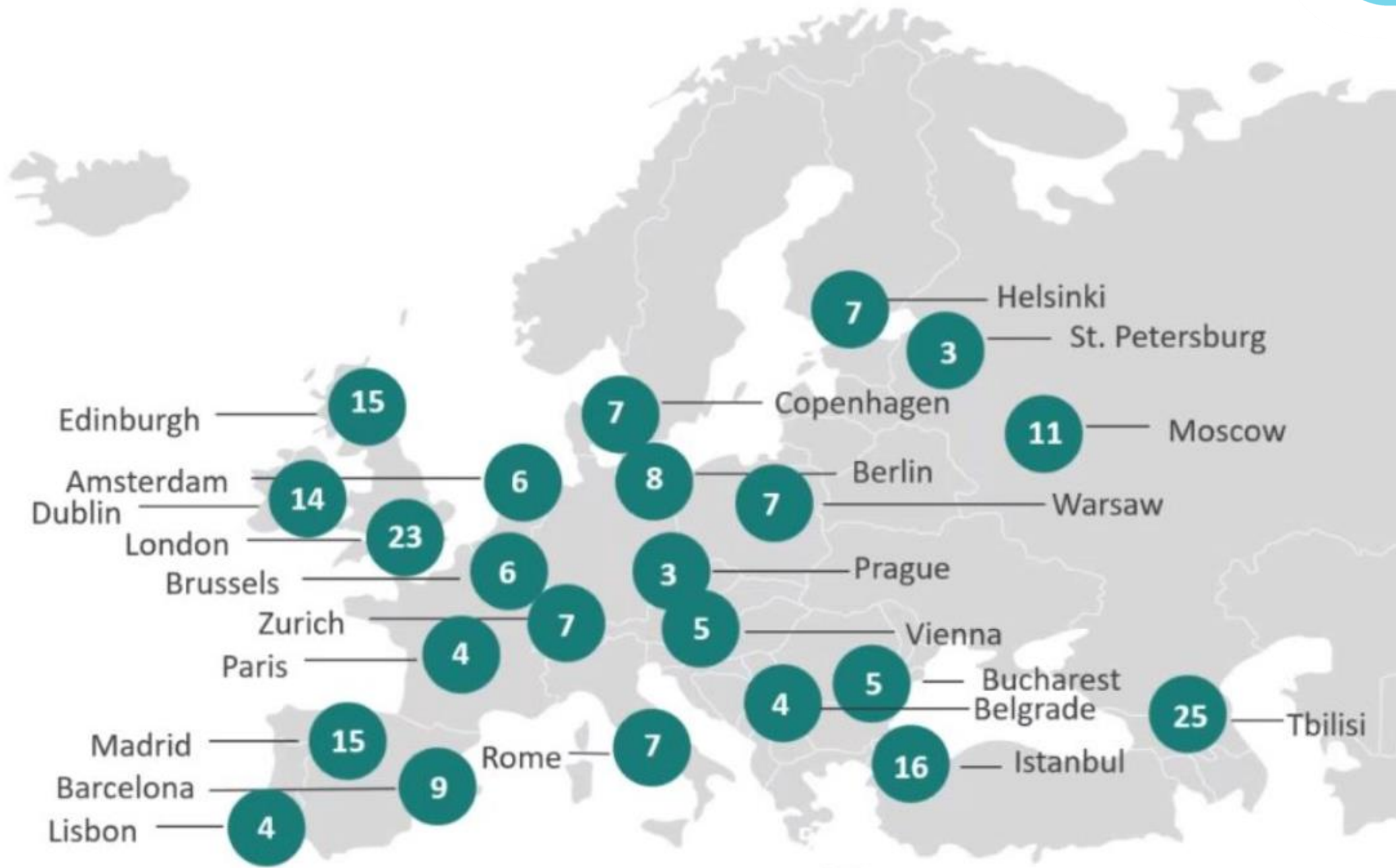


# April occupancy generally incredibly bad

Occupancy of open hotels for April 2020



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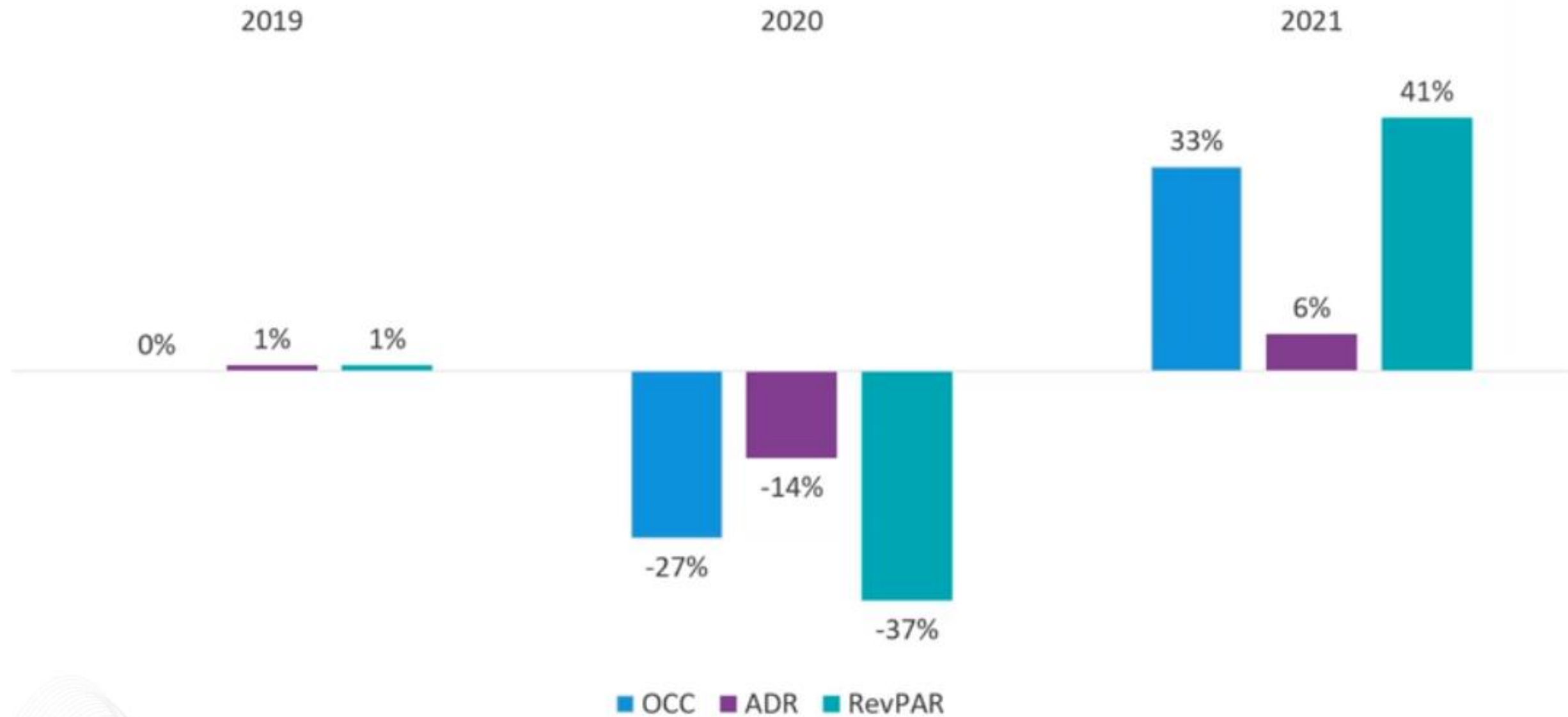


# Europe RevPAR forecast to see recovery in 2021

March 2020 Forecast release



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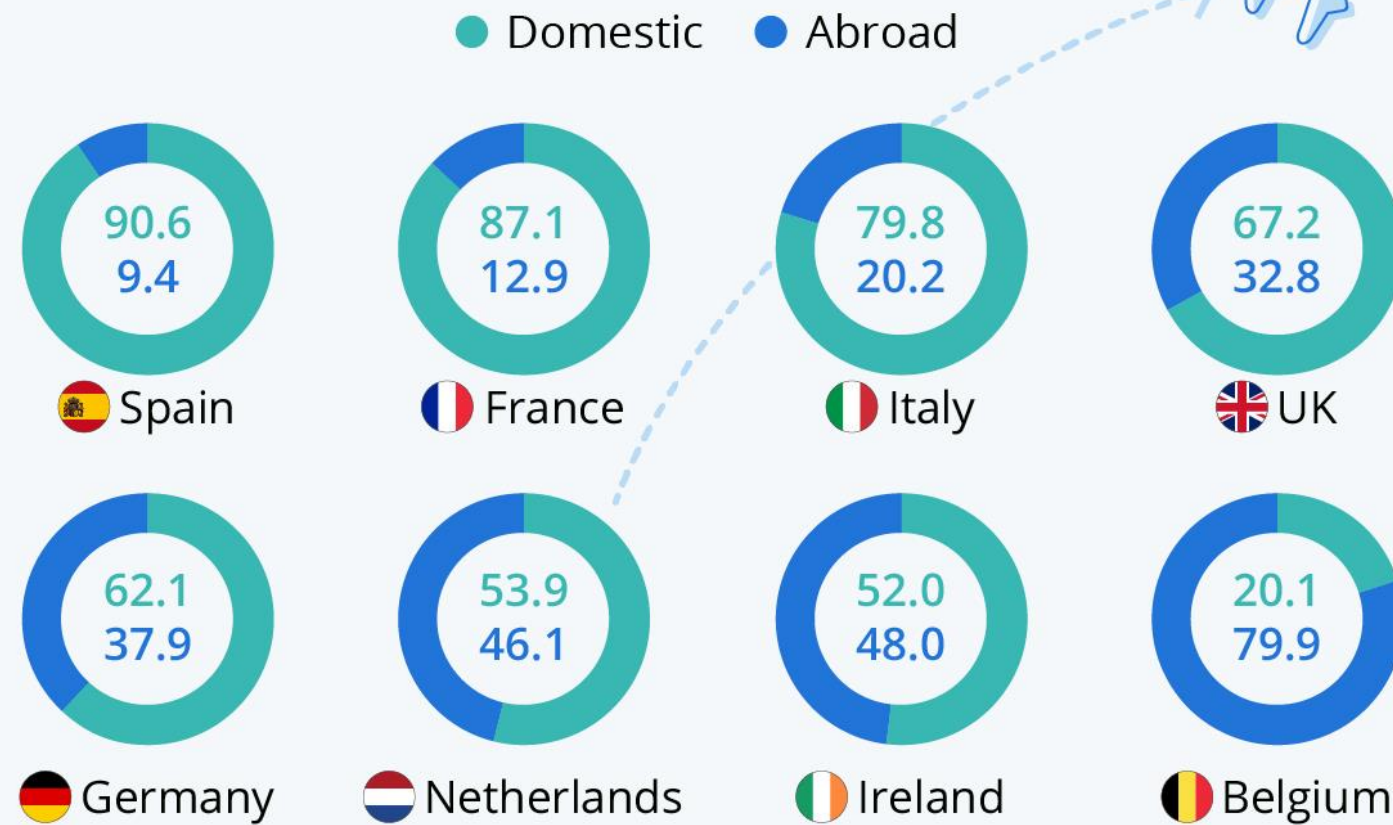






# COVID-19 Travel: Many Europeans Holiday At Home

% of trips that are domestic or abroad in selected EU countries



Source: Eurostat







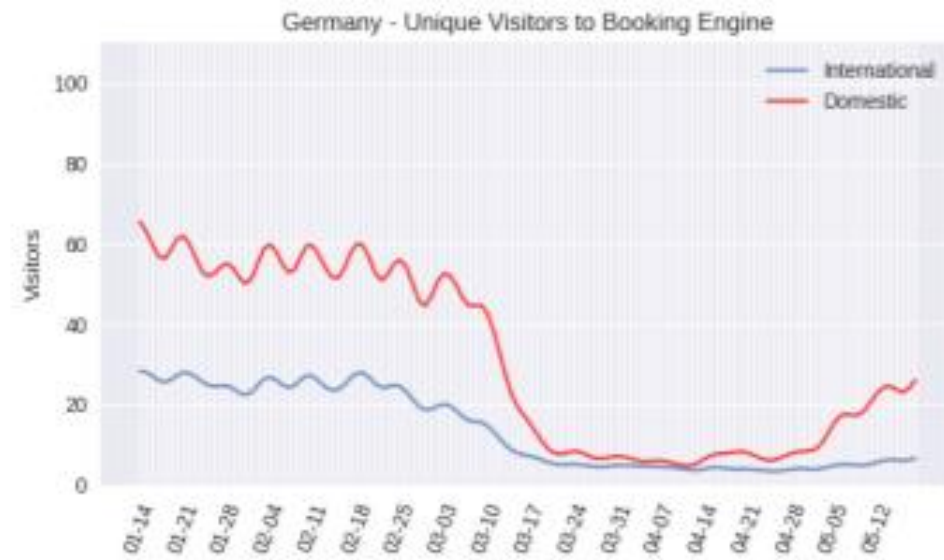
# “Belföldi” turizmus a DACH-régióban

	<b>POZITÍV</b>
<b>Biztonság</b>	85-90% bizalom a saját országban, maximum 1 határátkelés
<b>Ár-érték arány</b>	Saját pénznem, stabil €
<b>Választék</b>	Ausztria-Németország (Svájc) belföldi kereslete képes fedezni kb. 60%-t a tavalyi foglaltságnak
<b>Utazás módja</b>	Saját autó (80%)
<b>Egyéb</b>	Kampányok, Digitalizáció

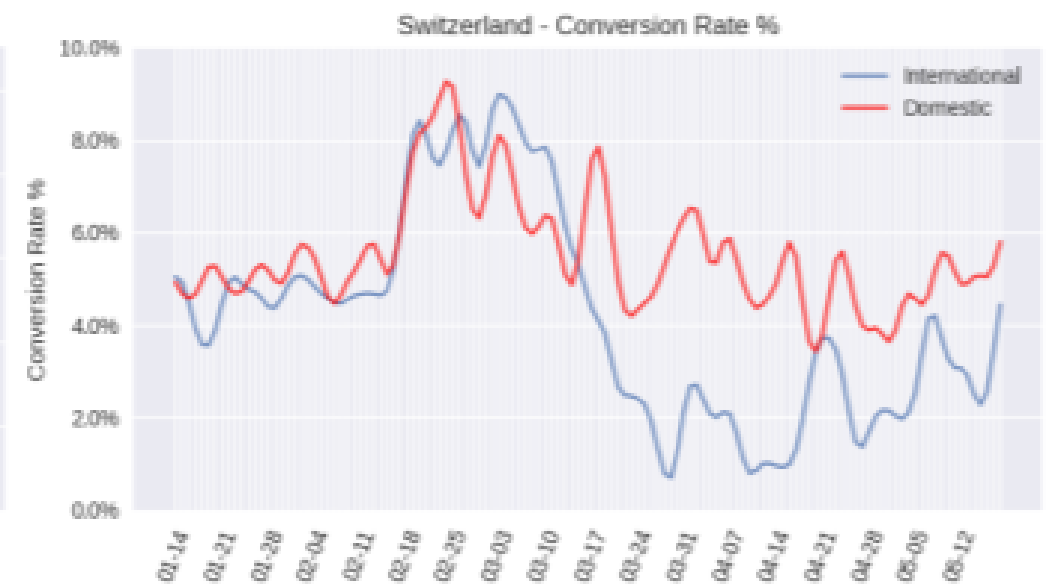
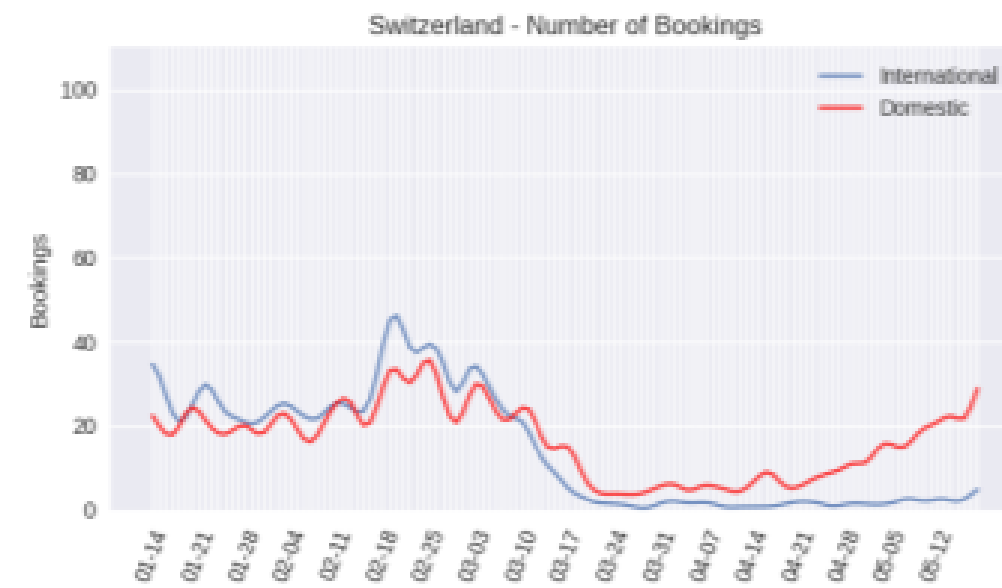
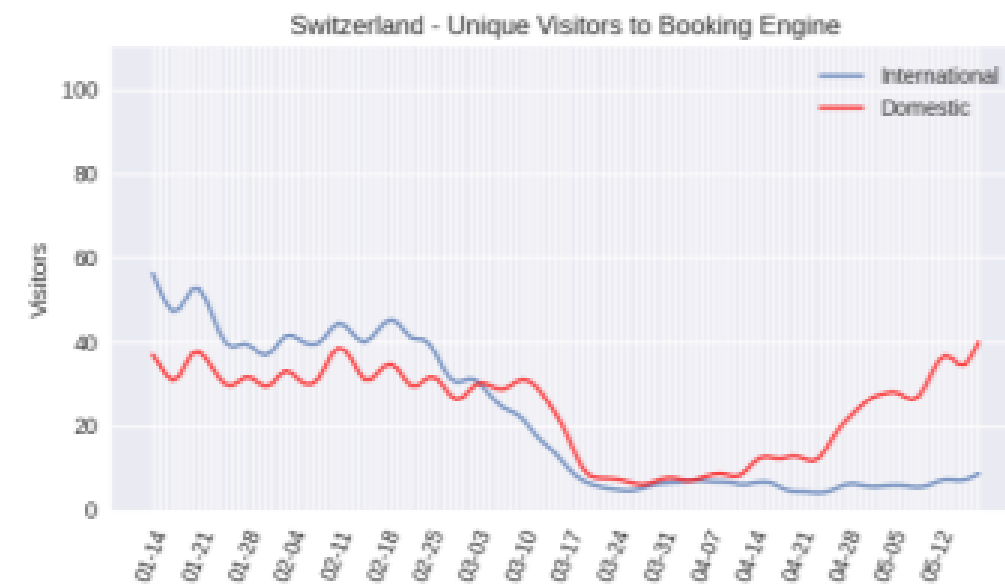
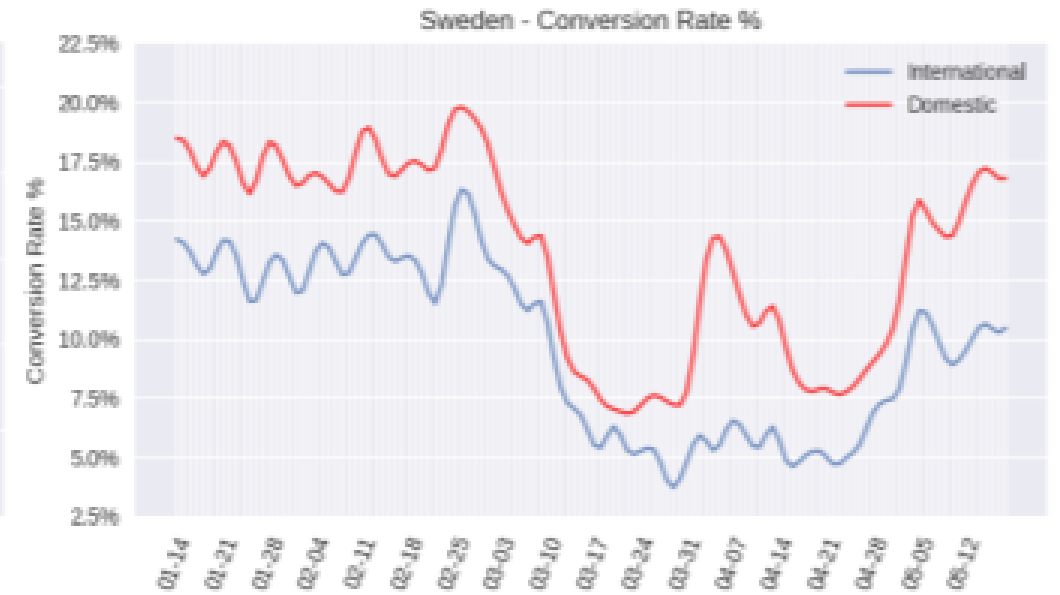
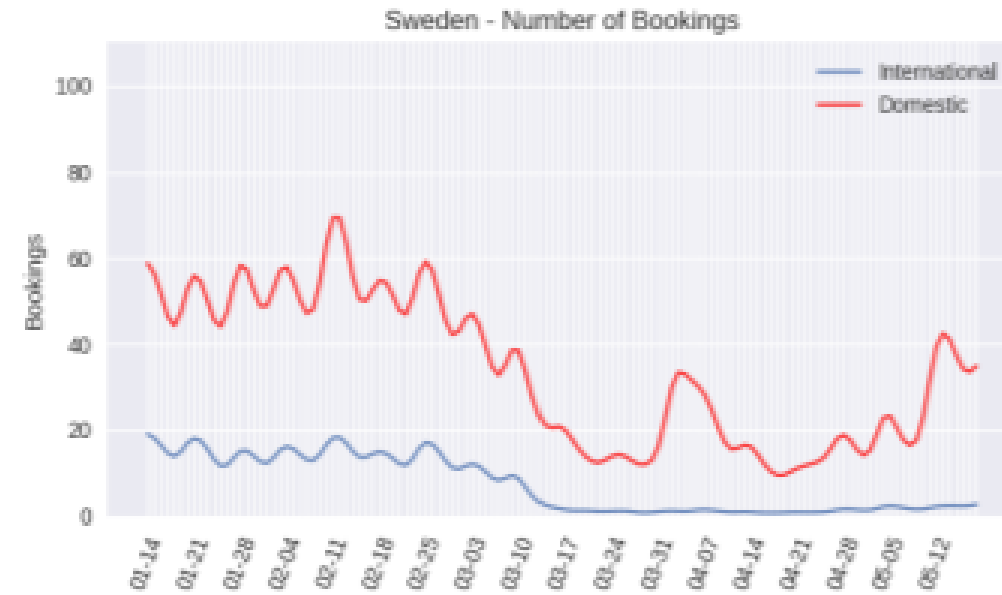
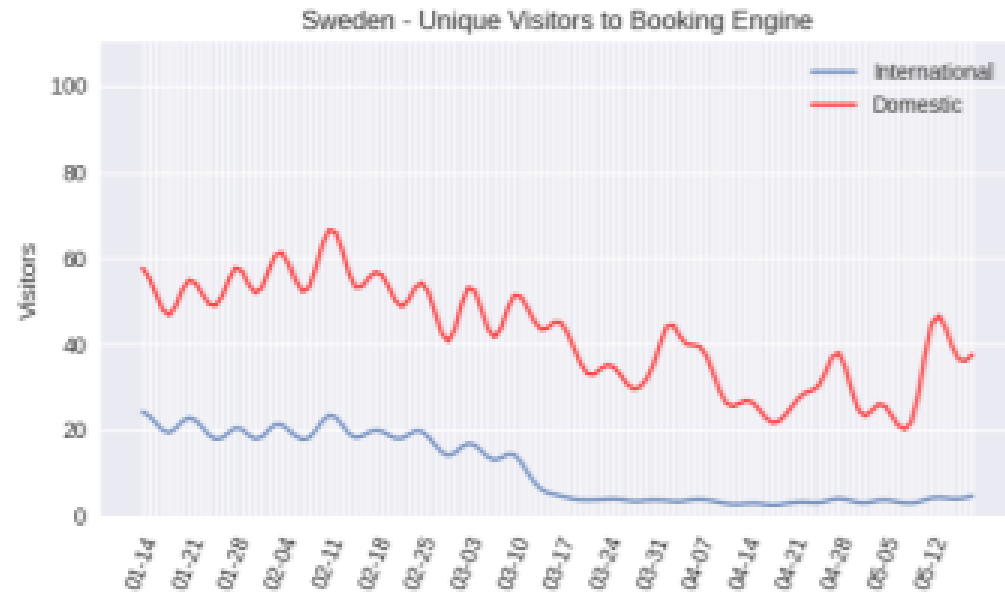
<https://orf.at/stories/3165668/>

<https://www.tip-online.at/news/44309/so-plant-oesterreich-den-sommerurlaub>

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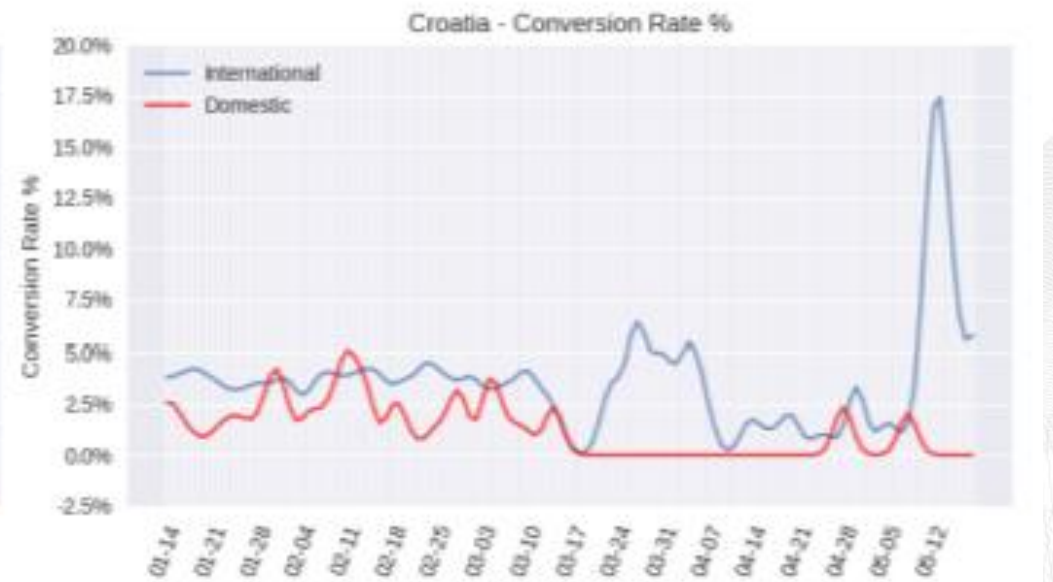
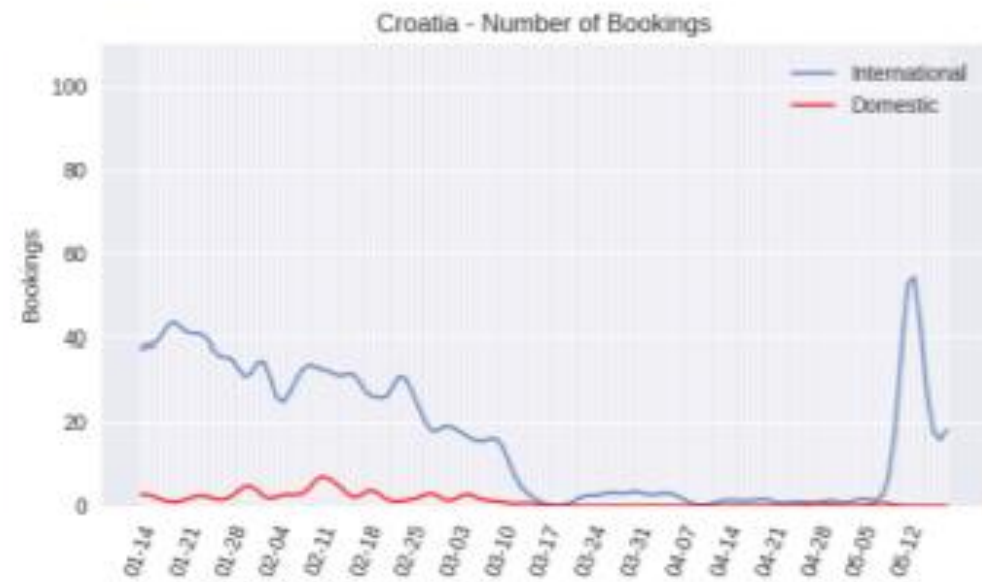
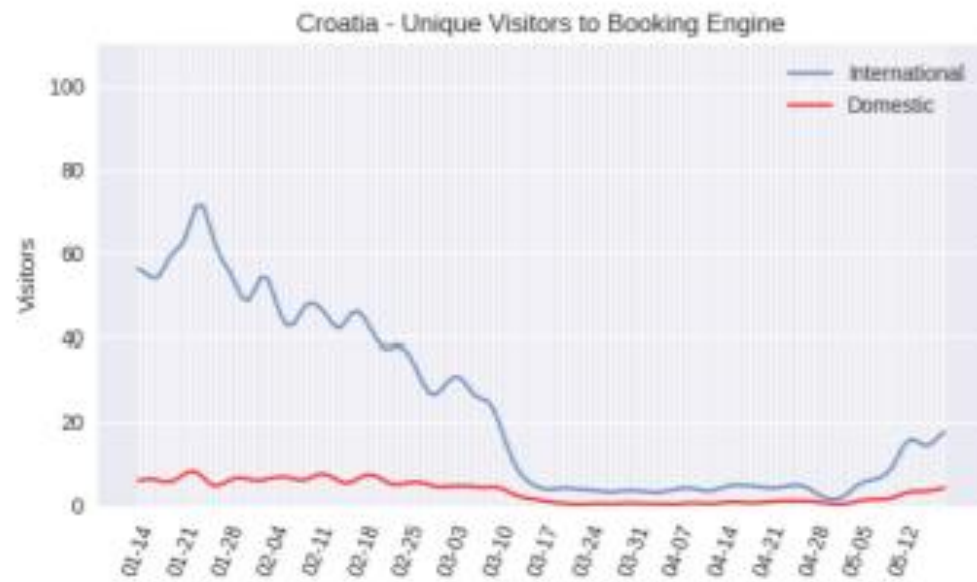
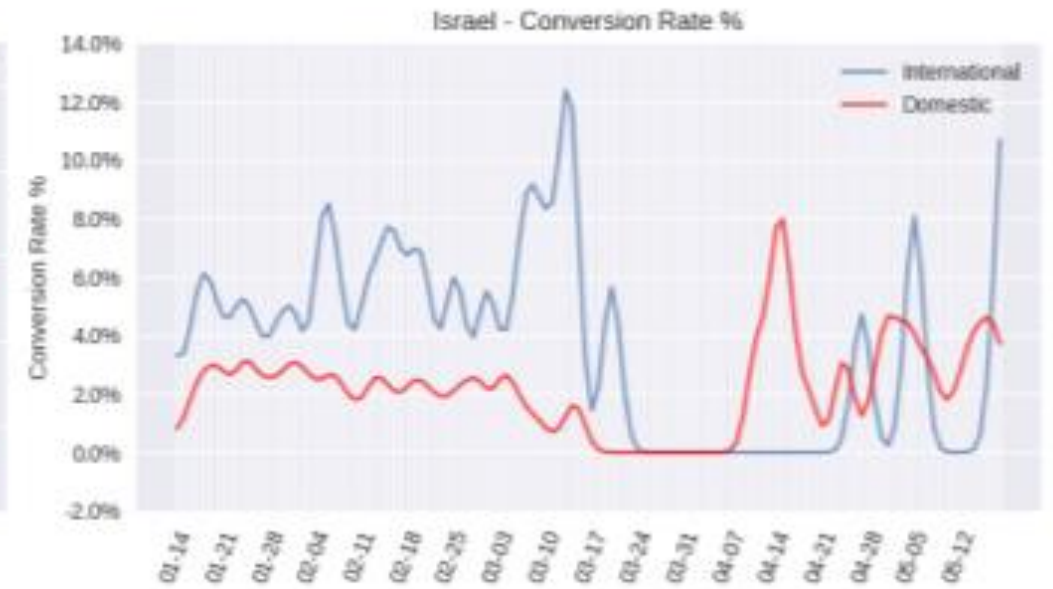
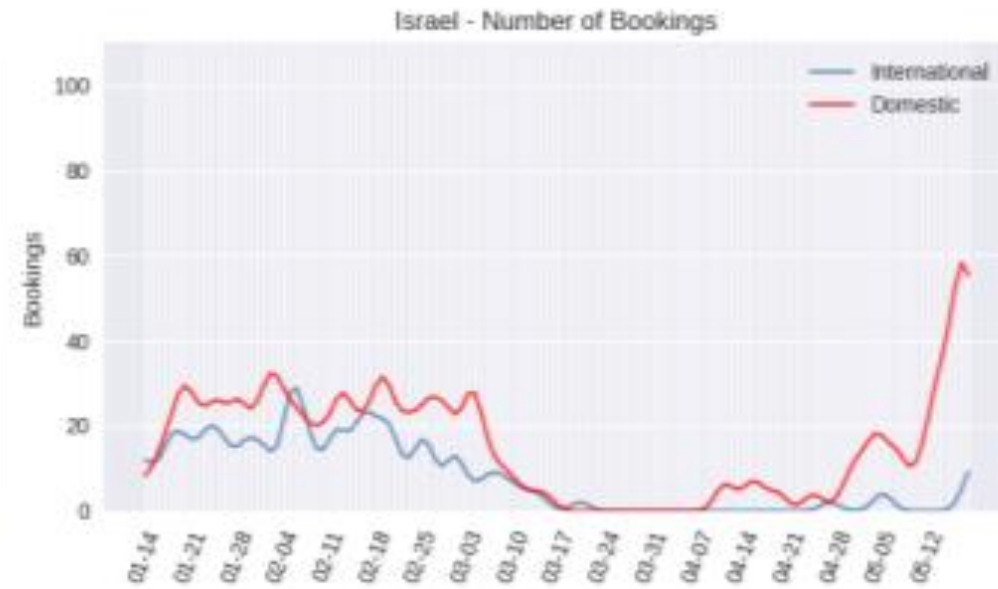
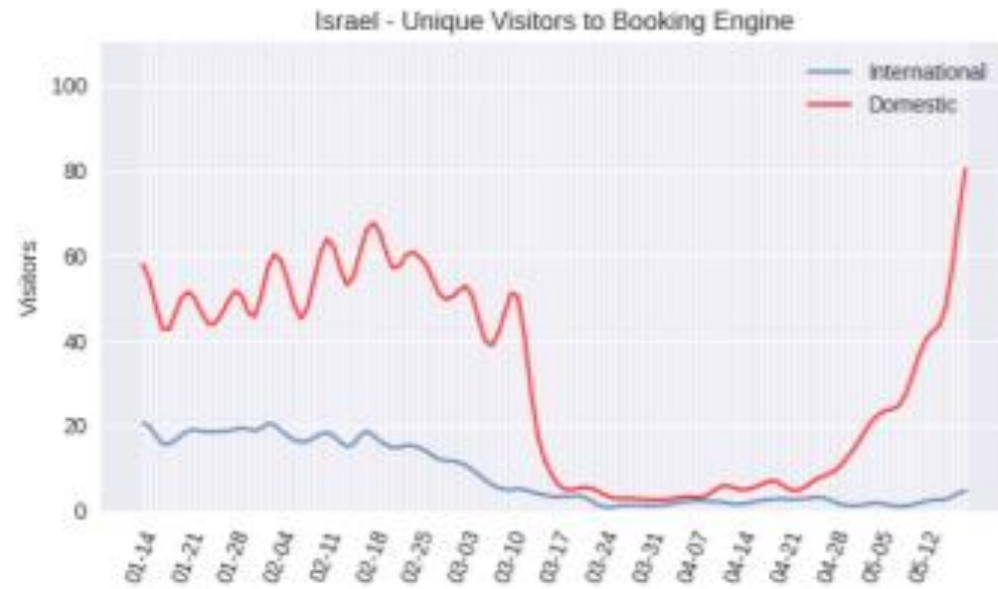


# További trendek





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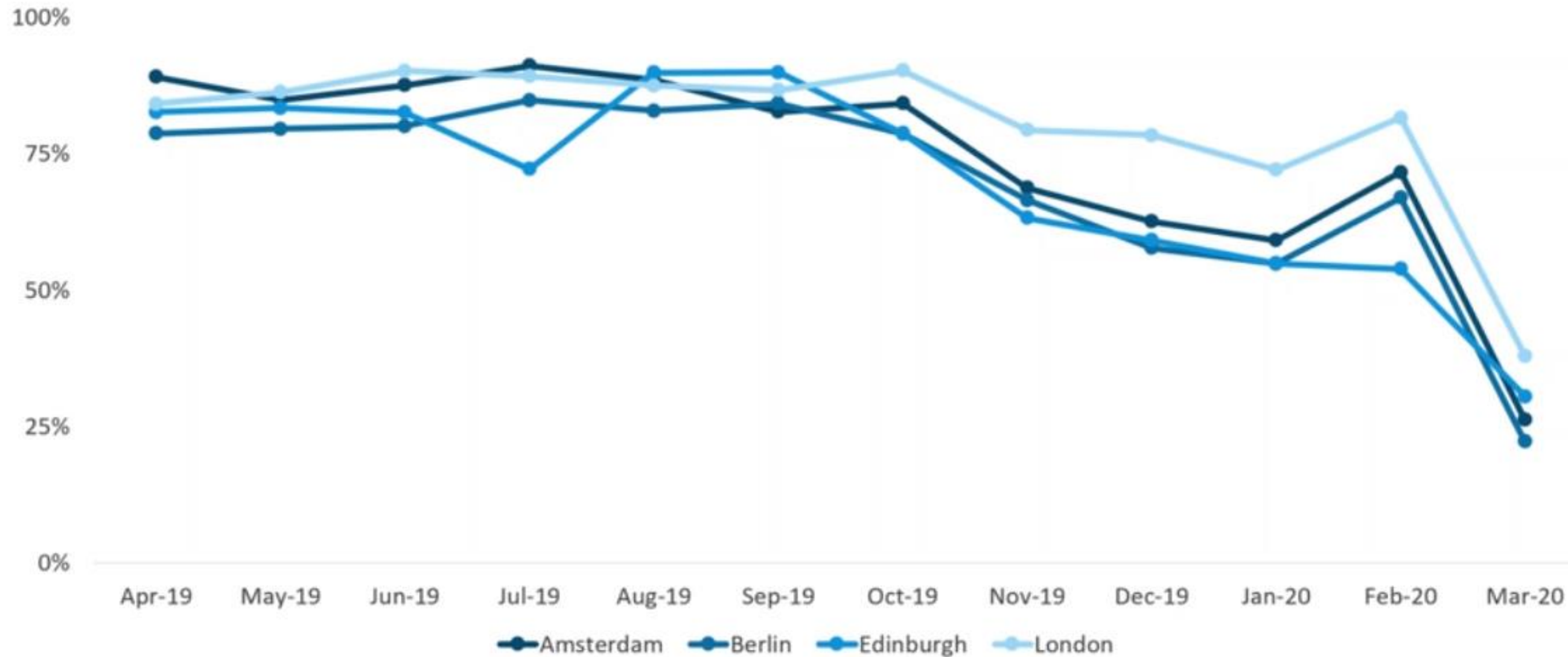
Használjuk ki a digitális ipari forradalmat

# Hostels not immune to COVID-19 impact

European Hostels, Monthly Occupancy, April 2019 – March 2020



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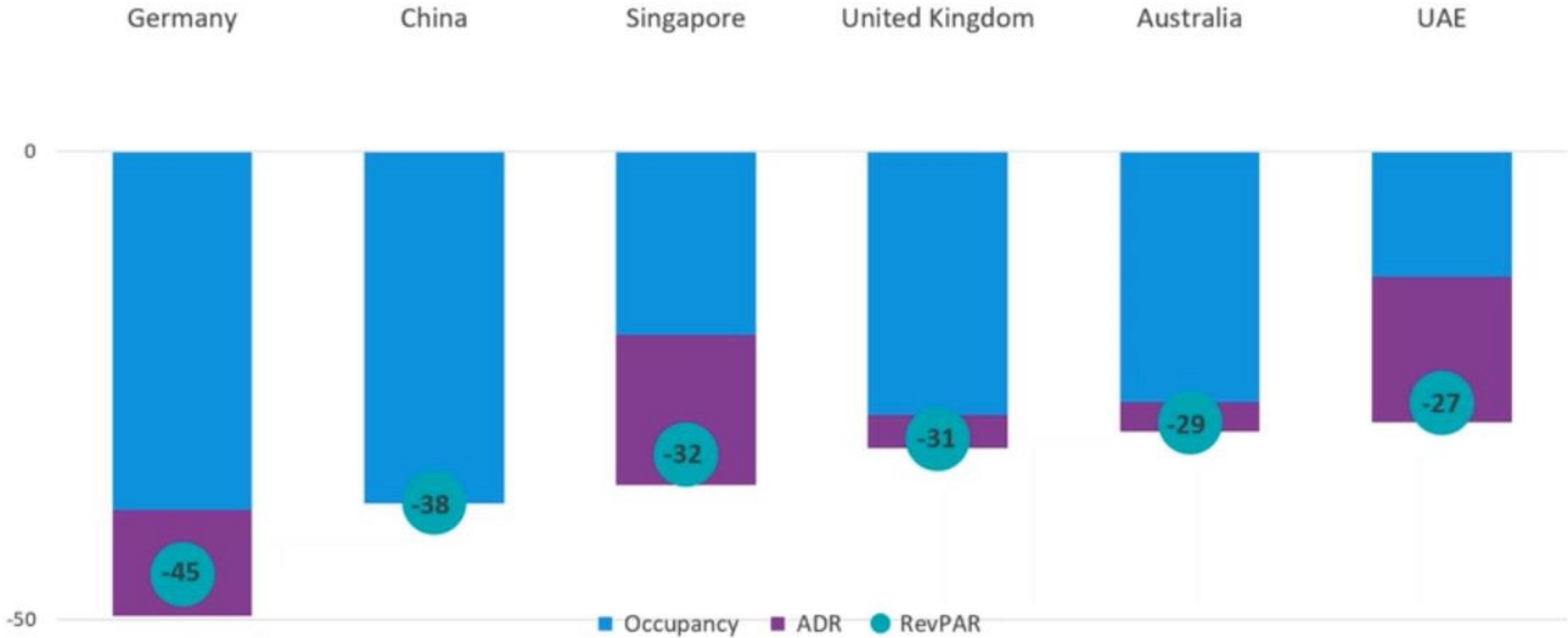


# Serviced apartment performance negative anywhere in the world

Occupancy, ADR & RevPAR % Change, April 2020 YTD, Local Currency



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# Uber lays off 3,000 more employees in latest round of COVID-19-inspired cuts

**Citing revenue declines, Airbnb cuts 1,900 jobs, or around 25% of its global workforce**

Pandemic flattens the sharing economy

**Bird, the buzzy electric scooter company, laid off 30% of its staff via a Zoom call on March 27. The call lasted only around 2 minutes.**

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# Technológiai elvárások a szállodákban

*„Contactless everything“*



- Online C/I, C/O vagy self-check/in



- Digitális concierge, vendégmappa – „bring your own device“



- Kézpénzmentes fizetés



- Papírmentes HK, Vendéginformációk, stb.



# Menekülés a technológiába

## Coronavirus: Survival of the Fittest for Hotels

Who led the digital transformation of your company?

A) CEO

B) CTO

C) COVID-19

**Why the #1 PMS, the #1 RMS & the #1 Revenue Intelligence provider (based on HotelTechReport 2019) had to lay-off 30% of their workforce?**

**Booking Holdings to announce lay-offs after securing \$4bn loan**

Cuts come as travel site's bookings fall 85 per cent year-on-year



20,000+

HOTEL, ÉTTEREM, &  
CASINO HASZNÁL INFOR  
SOFTWARE-T

500,000+

SZOBA INFOR  
SOFTWARE-EL MŰKÖDIK







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[www.infor.com/hospitality/](http://www.infor.com/hospitality/)



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## Kézikönyvek:



<https://www.oehv.at/themen-recht/corona/smart-restart/>



<https://www.dehoga-corona.de/wiedereroeffnung/verordnungen-der-bundeslaender/>

## Dashboardok:

<https://info.thehotelsnetwork.com/en/guide/report-covid19>

<https://www.d-edge.com/hospitality-recovery-tracker/>

<https://str.com/data-insights-blog/coronavirus-hotel-industry-data-news>

<https://www.statista.com/topics/6224/covid-19-impact-on-the-tourism-industry/>



# Köszönöm a figyelmet

