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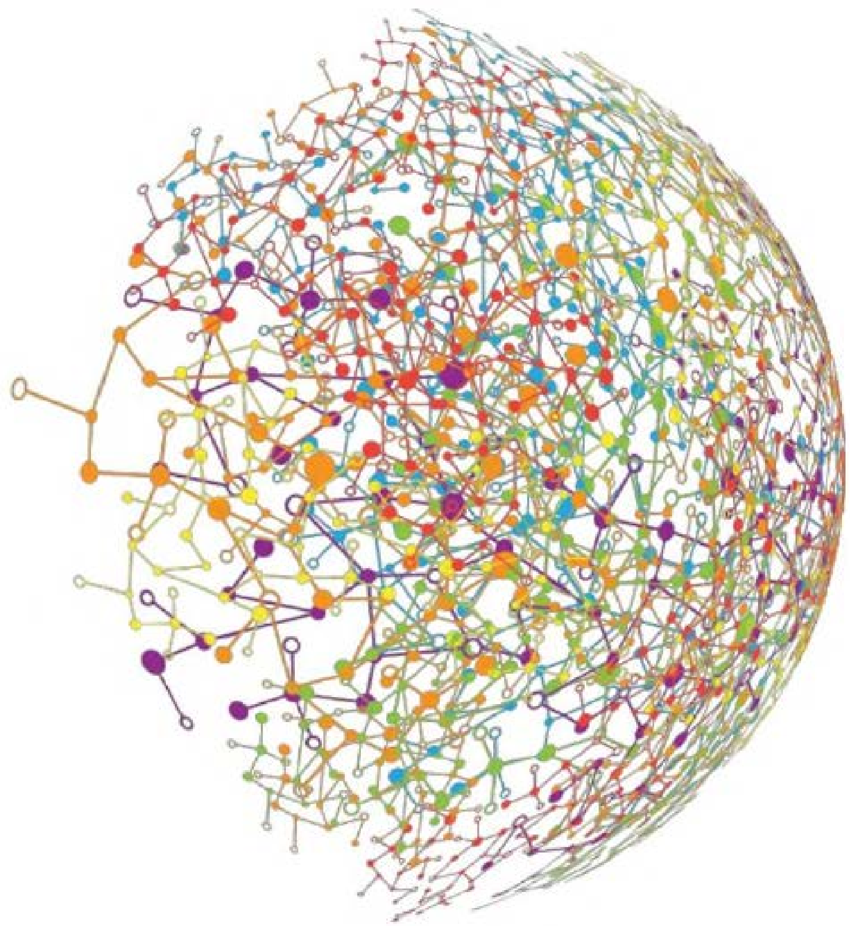


COVID-19 hospitality sentiment survey

Key findings

15 May 2020

Introduction

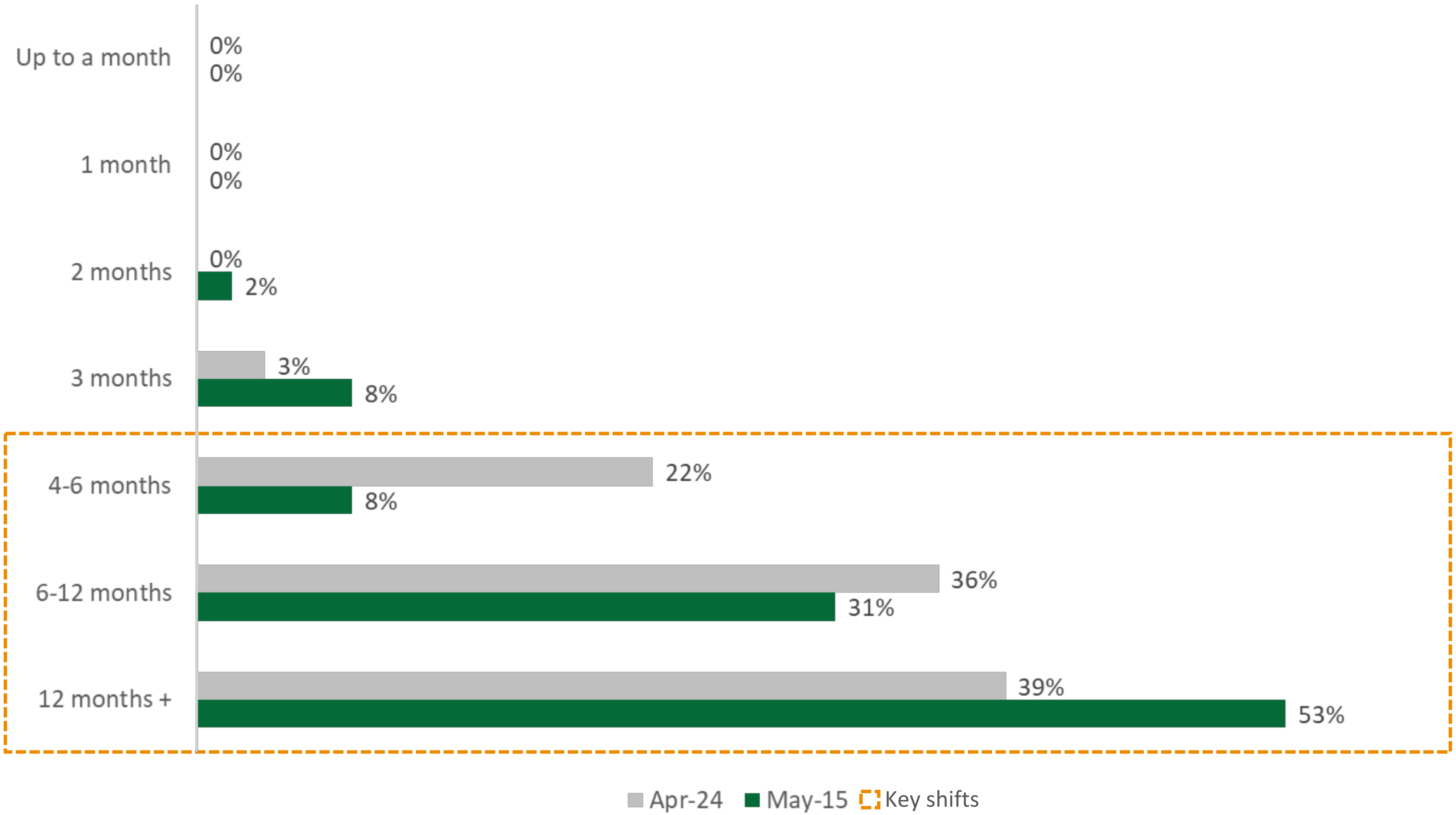
To help identify the business impact of COVID-19 in the hospitality industry, Deloitte is conducting a periodic survey of sentiment from senior figures in international hospitality

- These are the key findings from the Deloitte Hotel Sentiment Survey, conducted between March and May 2020, as part of the annual European Hotel Industry Conference. The findings are based on the responses of 119 senior figures in international hospitality
- The findings in this document represent the sixth survey conducted during the week of May 11, 2020
- Stay tuned for our next set of COVID-19 hospitality sentiment survey findings and please contact: EHIC@deloitte.co.uk to sign up

Survey responses

Length of the disruption to the hospitality sector

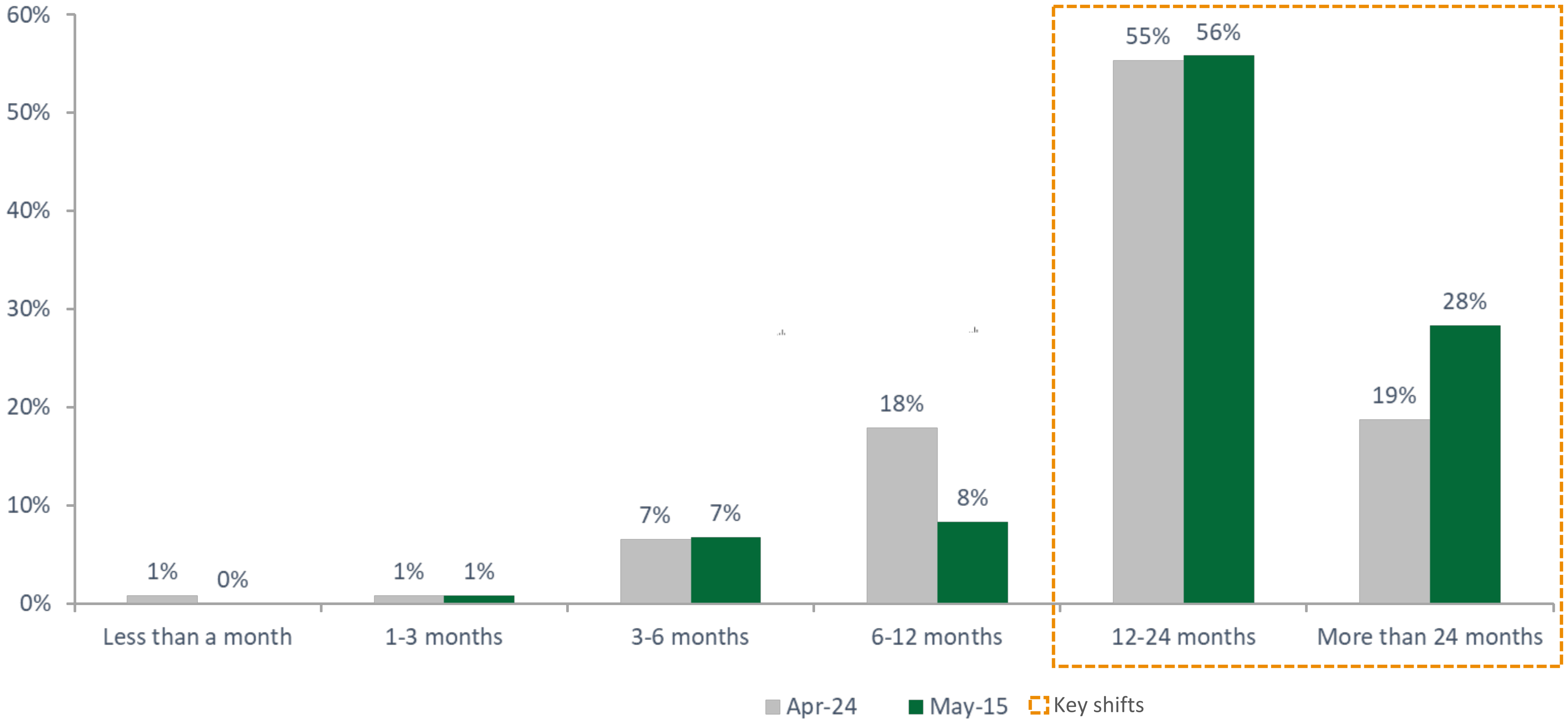
92% of respondents expect the disruption to last 4 months or more vs. 97% three weeks ago. Respondent sentiment has continued to shift more negatively towards longer term disruption of 12 months+ (53% vs. 39% three weeks ago)



Q1: How long do you expect material disruption to the hospitality sector to last?

Hotel industry's recovery speed

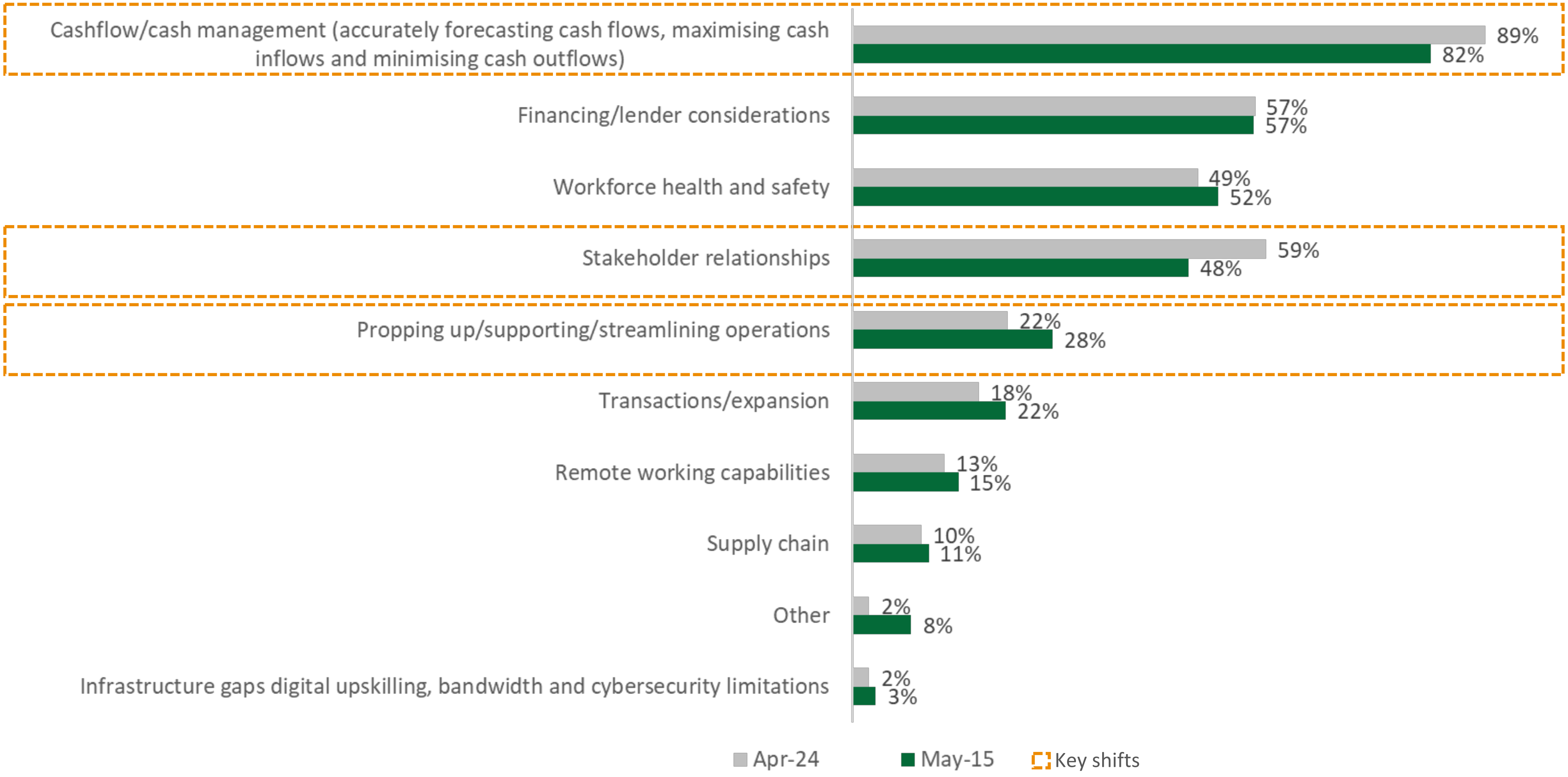
Sentiment is also continuing to shift towards a significantly longer recovery period. Once the outbreak is contained, more than half (56%) of respondents believe the industry will take another 12-24 months to recover (vs. 55% three weeks ago) and 28% believe it will take more than 24 months (vs. 19% three weeks ago)



Q2: Once the outbreak is contained, how long do you estimate it will take for the industry to get back to business as usual?

Current key priorities

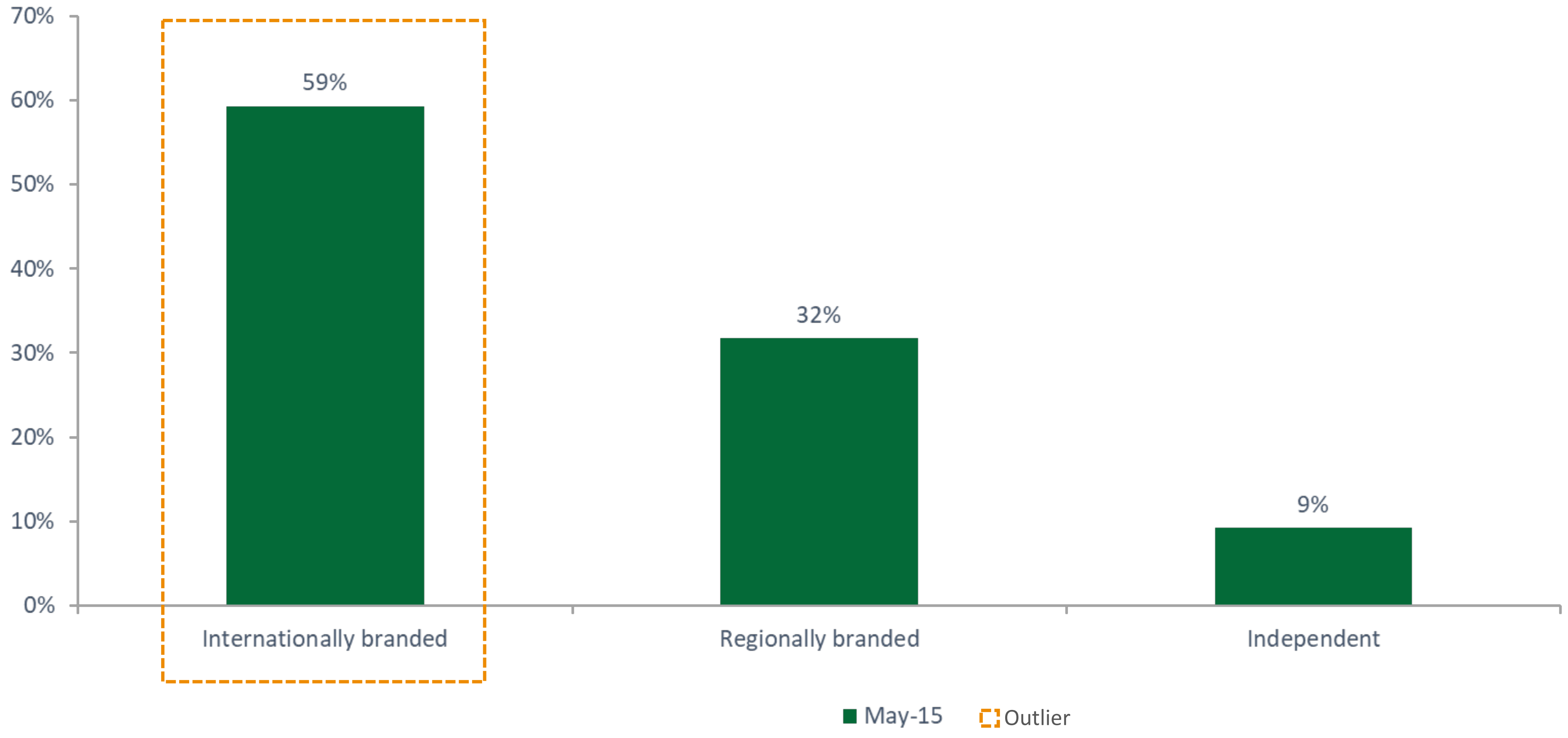
Respondents continue to prioritise cash management as a number one priority over the next 4 weeks, however, its importance has declined over the past three weeks (82% vs. 89%). More attention this week has been also given to Propping up / supporting and streamlining operations (28% vs. 22% three weeks ago)



Q3: What are your key priorities over the next 4 weeks? (choose at least 3)

Branding considerations

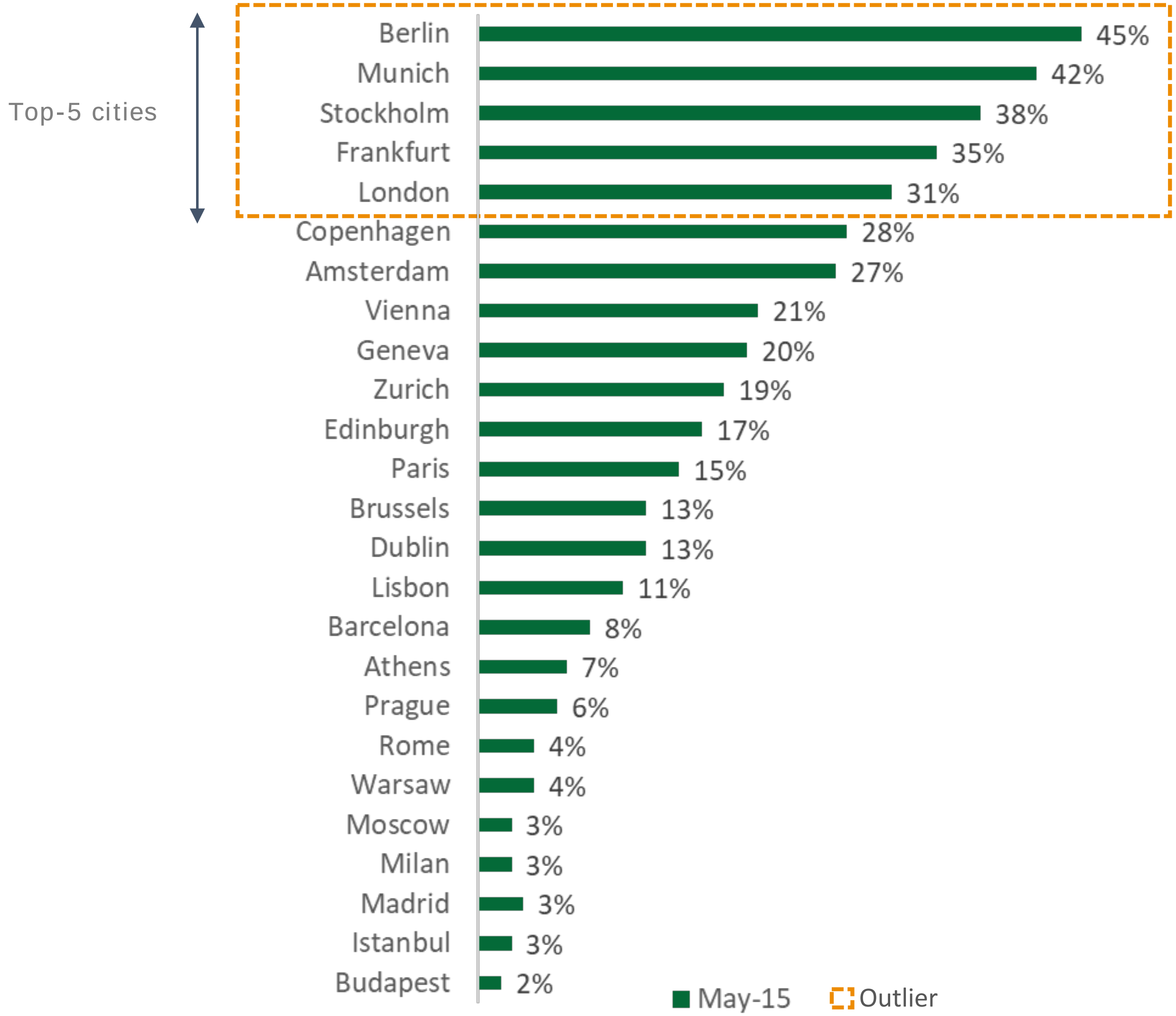
More than half (59%) of respondents believe that internationally branded hotels will be the fastest to recover with independent hotels (9%) expected to see the slowest recovery



Q4: Which hotel segment do you expect to recover from COVID-19 first?

European cities recovery

German gateway cities Berlin, Munich and Frankfurt alongside London are perceived to be in the Top-5 fastest cities to recover. Italian and Spanish cities are believed to be amongst the slowest to recover



Q5: Which cities do you anticipate will recover from COVID-19 most rapidly?

Contacts

Please reach out if you have any questions

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