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# EMEA Trend Report – Accommodation & Aviation

## Q2-2021

Author:

**Juan Antonio Iglesias**
General Manager EMEA
FCM Consulting

**Rachel Newns**
Accommodation Program Manager EMEA
FCM Consulting

# About the Report

*This FCM Consulting quarterly report uses global data sourced from FCM corporate bookings for travel during April to June 2021 (Q2-2021), Cirium aviation data as at 12 July 2021, STR Hotel Market Review June 2021 and Vaccine data sourced through Our World In Data as at 15 July 2021.*

*The average room rates (ARR) quoted for accommodation is the average booked rates. Variations in rates booked are a reflection of border restrictions, supply and demand, corporate booking lead times and subtle variations in exchange rates.  Unless otherwise stated US$ is used.*

Q2

# EMEA Accommodation & Aviation

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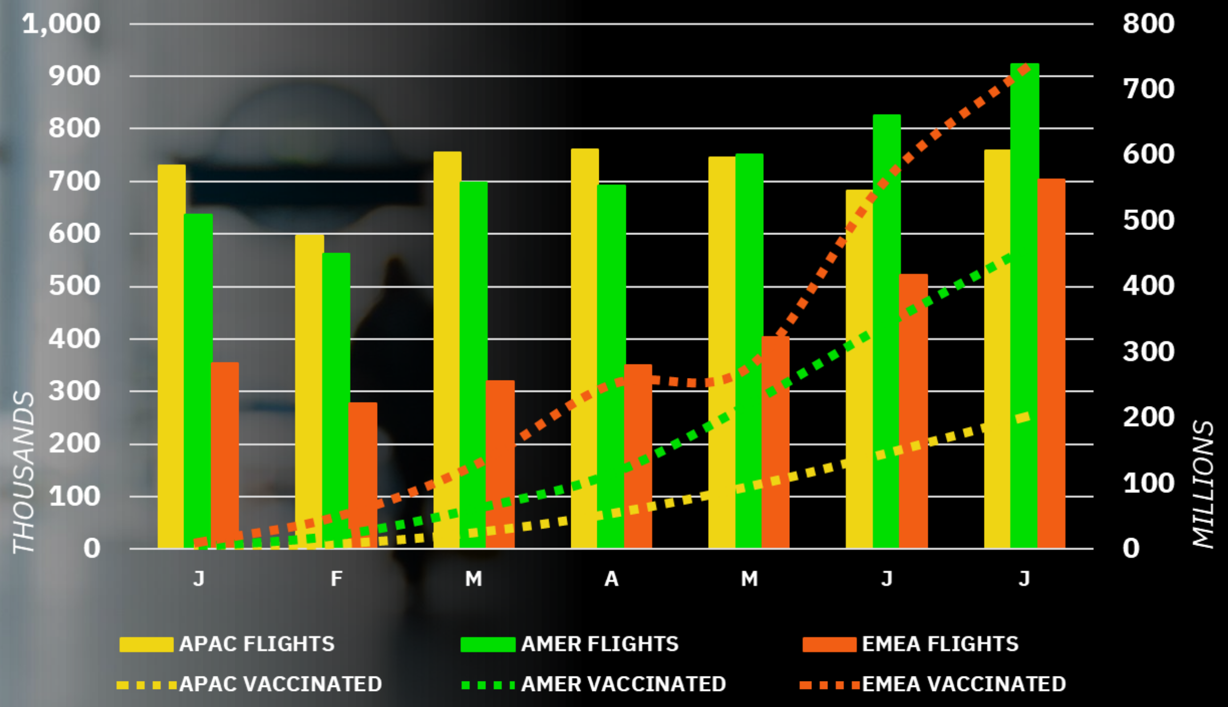
# 13.7% of global population are *Vaccinated*

*2021 RECOVERY*
*FLIGHTS OFFERED & FULLY VACCINATED*




*FCM Consulting Analytics* as at 15 July 2021.
Source Data: Cirium Air Flights. Fully Vaccinated population : https://ourworldindata.org/

# EMEA - Accommodation Q2 2021

## RECOVERY

Q2-2021 saw the beginnings of recovery and steady growth in hotel occupancy levels and demand across EMEA.

The **UK** leads Europe with occupancy reaching 65% at the end of May 2021, just two weeks after the opening of hotels to leisure travellers. This is up from a low of just 10% occupancy in January 2021, as reported by STR.

Advance bookings for September 2021 and beyond are only -5% down on same period in 2019, as confidence is growing.

Q1-2021 85% of bookings were made within 7 days of arrival, compared to only 20% in Q2-2021.

## RATE GROWTH

As forecast rates have shown signs of recovery in Q2-2021, up +6-8% across the region overall compared to Q1-2021.

FCM global corporate data shows most capital cities are still significantly down in ARR vs 2019; **London** -34%, **Berlin** -31% and **Johannesburg** -34%. However, regional cities and key leisure destinations have had strong demand reporting rate increases above 2019 levels; **Dubai** +45% ,and **Cornwall** UK +50%.

Rates are forecast to continue to grow for the remainder of the year in line with the increase in demand from both leisure and business travellers.

## TECHNOLOGY

COVID-19 has accelerated the need for hotels to embrace technology to improve the guest experience. In 2021, **41%** of hotels globally plan to invest in new technology to elevate existing services, as reported by Amadeus April 2021.

Technology changes and new hotel apps, will uplift guest experiences and allow for further personalisation of stays through services such as contactless check-in, mobile room keys and in-room service ordering via an app.

The removal of many in-room amenities and paperwork to an ‘on-demand’ option has also helped hotels to reduce waste and meet sustainability goals.

# EUROPE Accommodation Q2-2021

## Corporate Rates

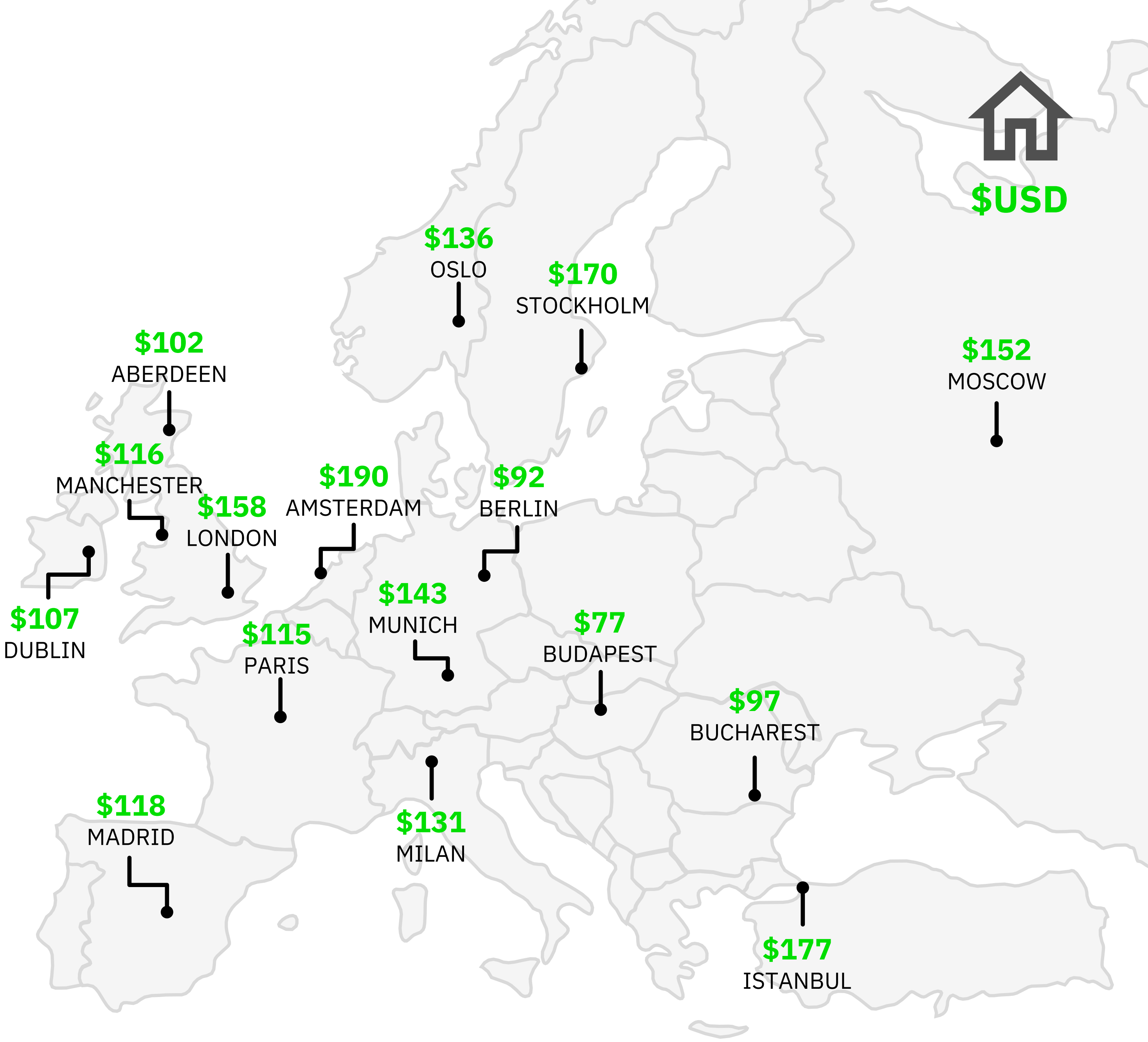
Average Rate Paid % Var.

**Q2-2021** vs Q1-2021 ↑ 6.3%

Q2-2019 ↓ 16.9%

Q2-2021 vs Q2-2019

| | |
|---|---|
| **LONDON** | ↓ 33.6% |
| **STOCKHOLM** | ↓ 27.4% |
| **BERLIN** | ↓ 30.5% |
| **PARIS** | ↑ 4.8% |
| **MADRID** | ↓ 37.7% |
| **MOSCOW** | ↓ 20.6% |

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# MEA Accommodation Q2-2021

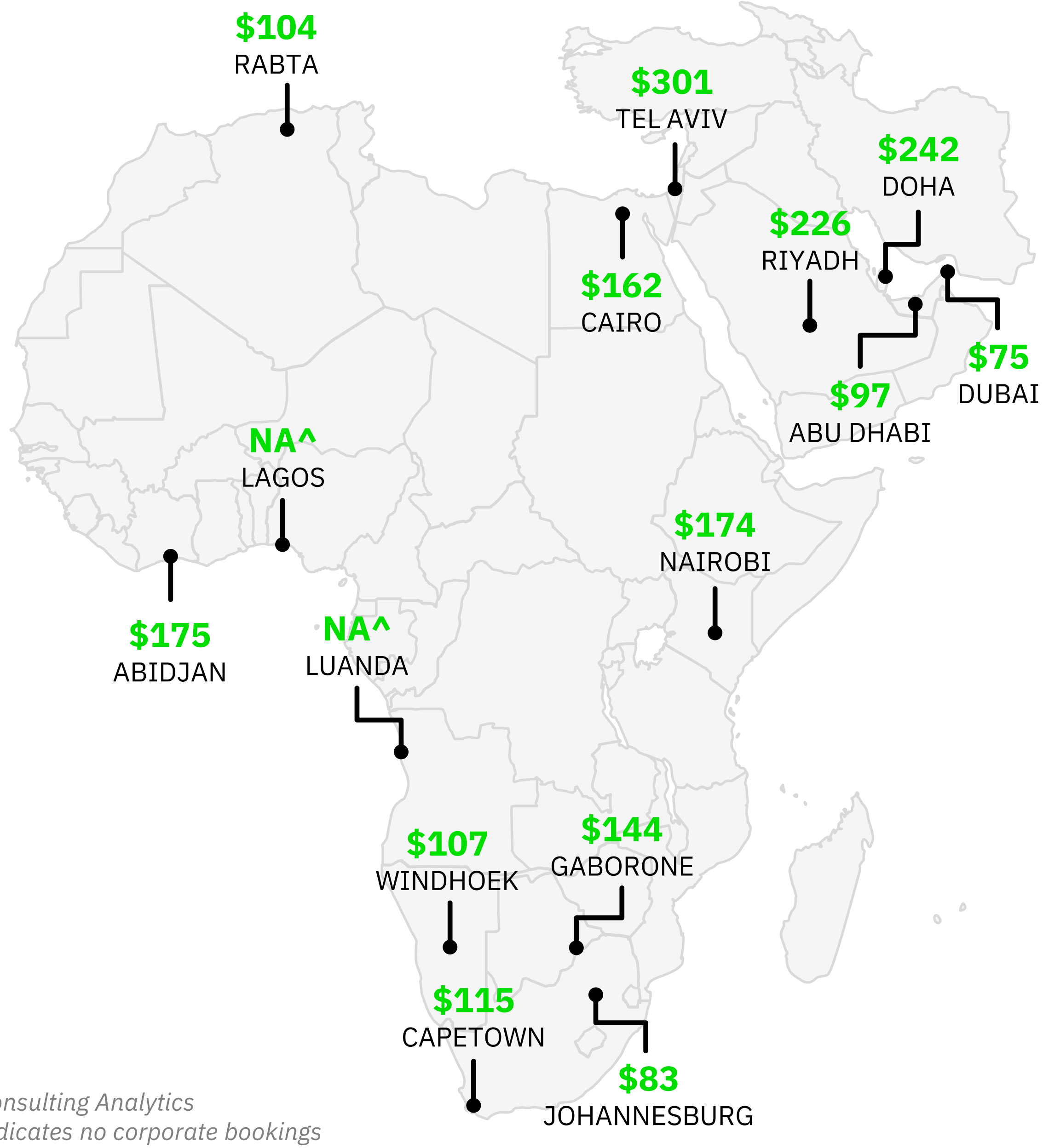
## Corporate Rates
Average Rate Paid % Var.

**Q2-2021** vs
- Q1-2021 ↑ 8.2%
- Q2-2019 ↓ 7.4%

### Q2-2021 vs Q2-2019

| | |
|---|---|
| **JOHANNESBURG** | ↓ 34.2% |
| **WINDHOEK** | ↓ 7.1% |
| **GABORONE** | ↓ 9.4% |
| **DUBAI** | ↓ 0.7% |
| **RIYADH** | ↑ 67.3% |
| **TEL AVIV** | ↓ 5.9% |

$USD




*FCM Consulting Analytics*
*^NA indicates no corporate bookings*

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# EMEA - Aviation Q2-2021

## CAPACITY GROWTH

In Q2-2021 the EMEA region continued to open up air travel, growing frequency and city pair volumes with an additional +53M seats in destination on Q1-2021 volumes.

Government regulations remain fluid with sudden changes to lockdowns and travel corridors as fully vaccinated travellers grow week-to-week.

Airports continue to reopen and close terminals through Europe, most notable at Frankfurt Airport Terminal 2

The European Digital COVID pass went live on 01 July 2021, and discussions continue with the integration of the UK's NHS digital app.

## INCREASING DEMAND

ACI (Airports Council International) predicts EMEA to remain aviation's worst-affected region by loss of air passenger revenue, with expected volumes of more than -$37.5B down in 2021 vs 2019.

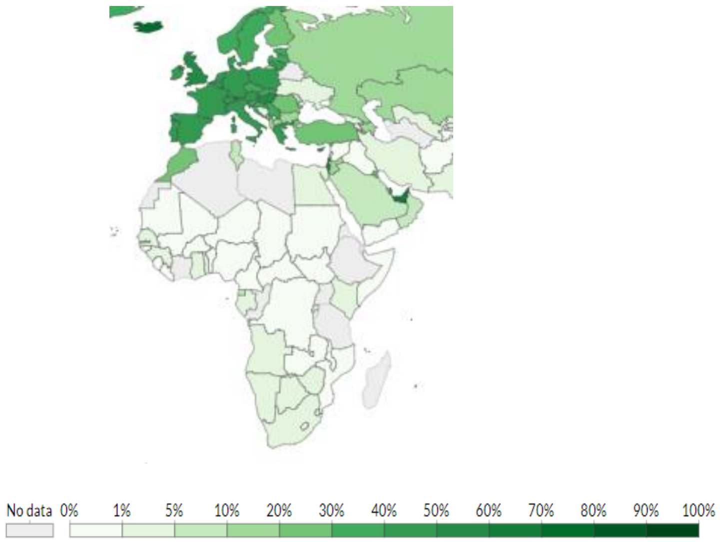
The Middle East is likely to see the biggest reduction in flights, down almost -59% on 2019, against -58% in Europe.

FCM EMEA data shows a +93% increase in corporate travellers from the previous Q1-2021 period, with the majority of uplift attributed to European growth.

Average ticket prices for Q2-2021 have increased +32% vs Q1-2021

## TRAVEL CORRIDORS

Share of population fully vaccinated, as reported by Our World In Data. Clear signs of markets who will open for two-way travel across the region.




Source Data : Our World In Data : Hannah Ritchie, Esteban Ortiz-Ospina, Diana Beltekian, Edouard Mathieu, Joe Hasell, Bobbie Macdonald, Charlie Giattino, Cameron Appel, Lucas Rodés-Guirao and Max Roser (2020) - "Coronavirus Pandemic (COVID-19)". *Published online at OurWorldInData.org.* Retrieved from: 'https://ourworldindata.org/coronavirus'

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# EMEA Aviation
# Q2-2021

## EUROPE

Seats offered where Europe is the destination

**Q1-2019** 277.7M
**Q1-2021** 85.9M
**Q2-2021** 135.8M

**Q3-2021**
**300M**
+121% on Q2-2021

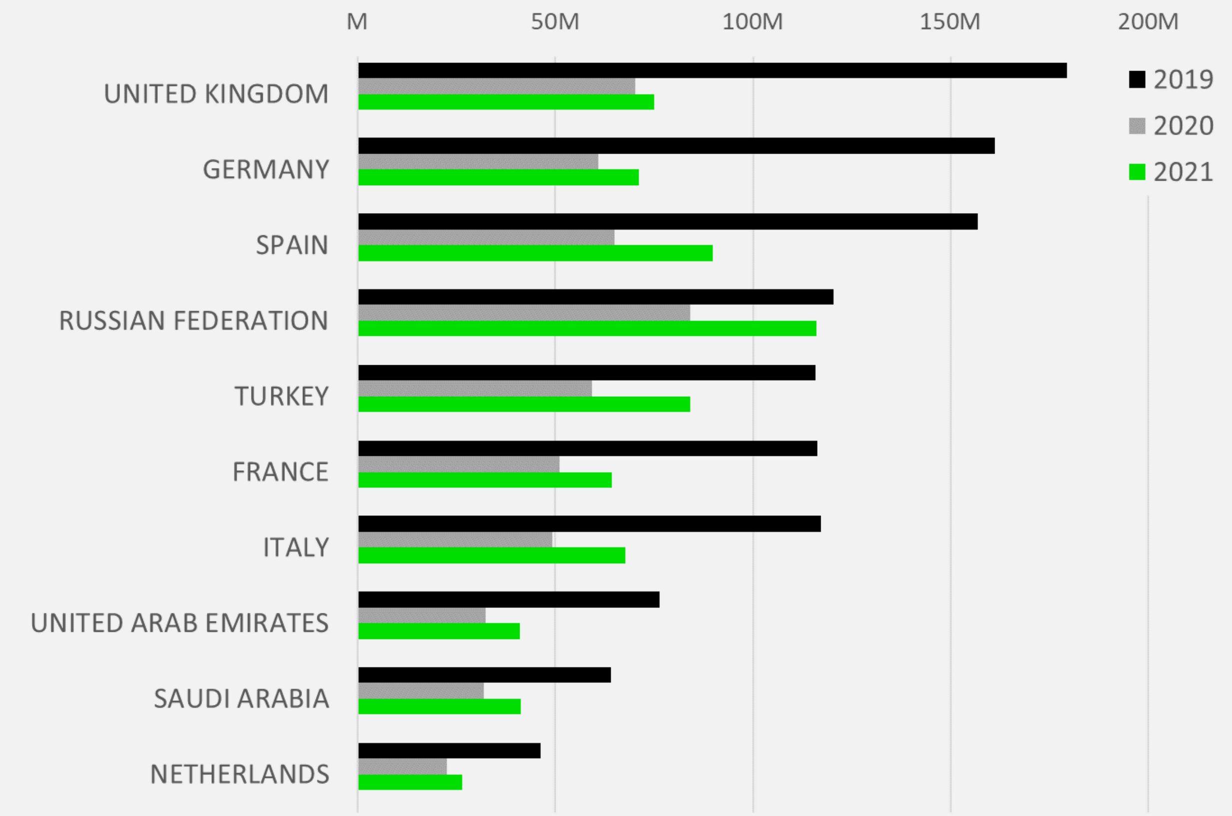
## MIDDLE EAST & AFRICA

Seats offered where MEA is the destination

**Q1-2019** 81.6M
**Q1-2021** 48.1M
**Q2-2021** 51.3M

**Q3 2021**
**70M**
+36% on Q2-2021

Top Destination Travel in Region by Seats Offered




*FCM Consulting Analytics*
*^ Source Data – Cirium as at 12 July 2021. Long range aviation forecasts subject to change*

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# EMEA Aviation Q2-2021

## CITY PAIRS LONG RANGE VIEW

Seats & Flights offered

314.2K (+34.7%) additional flights offered across the region in Q2-2021 compared to Q1-2021.

Across the region the highest increase Q-on-Q comes from Europe, with a +51.2% increase (298K) flights, with increases lead from **Russia** +67K, **Ireland** +40K, **Spain** +30K and **Germany** +30K, additional flights for Q2-2021.

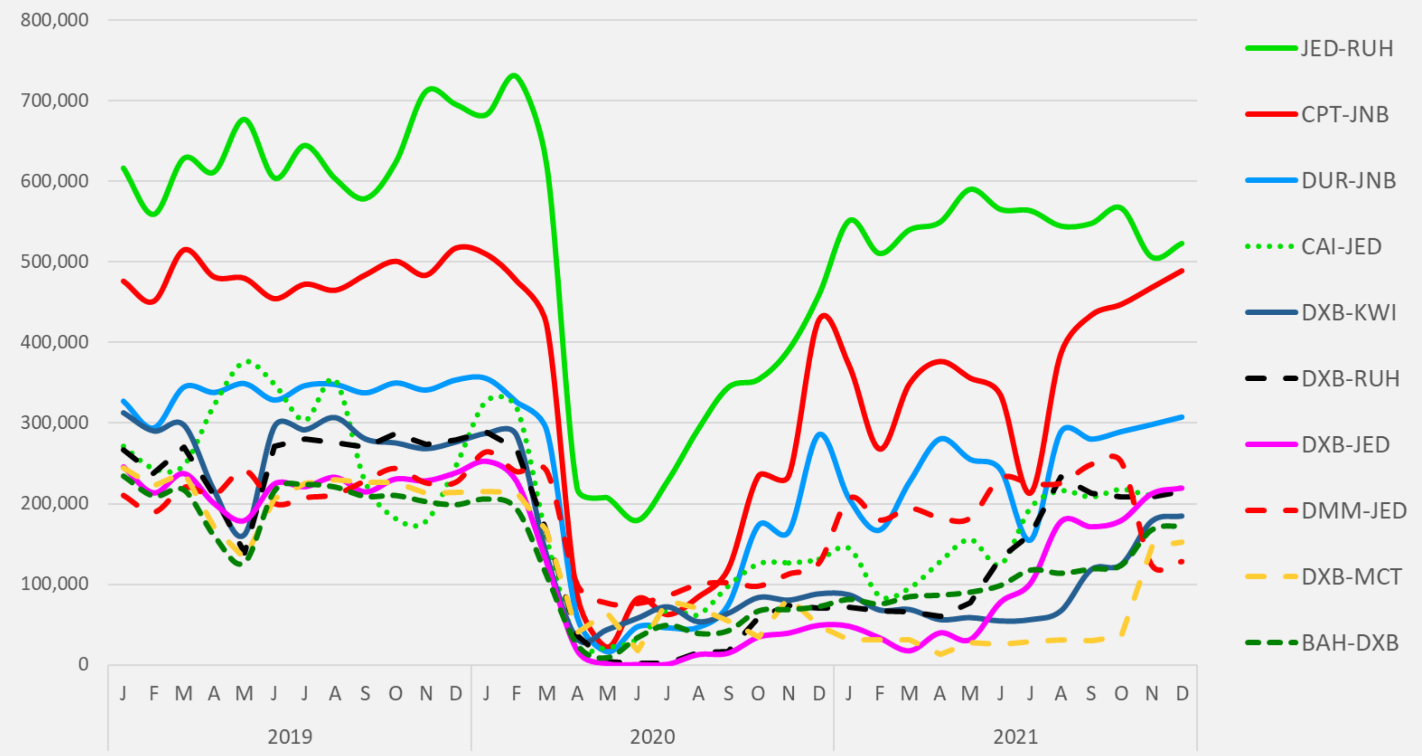
Increases across the **Middle East** were +6.9% (10.4K) flights, with the top locations leading increases being; **Saudi Arabia** +5K, and **Iraq** +2.5K.

The **Africa** region saw the lowest growth in the quarter with +3.4% (5.8K) additional flights for Q2-2021 compared to Q1-2021, with the largest increases being; **South Africa** +3.5K, **Morocco** +2.8K and **Ethiopia** +2.3K

**+1.05M**

ADDITIONAL FLIGHTS IN Q3-2021

Top City Pairs in Region by Seats Offered




*FCM Consulting Analytics*

*^ Source Data – Cirium as at 12 July 2021. Long range aviation forecasts subject to change*

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