

Hotels in Russia - September 2018

Report Price: £295.00 | \$398.34 | €331.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The pipeline of branded hotels under development in Russia is growing, with AccorHotels and Hilton leading the way. In May 2018, Tophotel.news, an online hospitality news portal, cited a total of 108 projects, which will bring 21,820 new hotel rooms to Russia over the period 2018, 2019, 2020 and beyond.”

– **Jessica Kelly, Senior Tourism Analyst**

This report looks at the following areas:

- What has been the recent trend in the performance of Russian hotels?
- How has Russian hotel capacity evolved in recent years?
- Which are the main Russian hotel groups and what is the nature of their hotel portfolios?
- How extensive is the presence of foreign hotel chains in Russia?
- What are some of the major hotel development projects in Russia currently?
- What are the trends in terms of distribution channels for Russian hotels?
- How will the current economic, geopolitical and regulatory environment impact the Russian hotel sector?

This report provides an overview and outlook for the Russian hotel sector, which has been buffeted by geopolitical headwinds and a recessionary economy in recent years. Now that the economy seems to have turned the corner, the outlook for the Russian hotel market has improved. Also, the 2018 Football World Cup seems to have burnished the image of Russia as a tourist destination and has highlighted some secondary cities, which have received upgraded hotel capacity as a result of the event. Finally, after a decade of severe underperformance against the European averages, hotel values appear to be bottoming out in the country's two major cities, Moscow and St Petersburg.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Hotels in Russia - September 2018

Report Price: £295.00 | \$398.34 | €331.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Data Sources

Overview

Outlook for spending on travel and tourism

Figure 1: Spending on travel & tourism in Russia, 2017 & 2028

Tourist arrivals

Figure 2: Tourist arrivals* in Russia, 2007-22

Domestic/international breakdown

Figure 3: Domestic versus international tourist arrivals* in Russia, 2013-17

2017 a record year for arrivals

Leading destinations in 2017

Package tours on the rise

Accommodation capacity

Figure 4: Accommodation establishments* in Russia, 2007-22

Segmentation of accommodation

Figure 5: Graded hotels vs non-graded hotels & other establishments, 2008-17

Recent Performance

World Cup impact

Visa exemption for ticketholders

Harsh booking conditions and price gouging

Moscow Hotel Market

Performance rebounding

Figure 6: Hotel room occupancy in Moscow, (in % of available rooms), 2011-17

Tourism demand on the rise

Branded hotel capacity

Leading chains in Moscow

Figure 7: Internationally branded hotels in Moscow, 2018

Moscow chain pipeline

Figure 8: Branded hotels under development in Moscow, 2018

St Petersburg Hotel Market

Hotel performance

Figure 9: ADR in hotels in St Petersburg, by grade, in 2017

Internationally branded hotel capacity in St Petersburg

Figure 10: Internationally branded hotels in St Petersburg, 2018

New hotels

Hotel transactions

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Hotels in Russia - September 2018

Report Price: £295.00 | \$398.34 | €331.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Branded hotels under development in St Petersburg

Figure 11: Branded hotels under development in St Petersburg, 2018

International Hotel Chains

Figure 12: International hotel chain presence in Russia, 2018 & 2020

AccorHotels

Figure 13: AccorHotels' Russian portfolio by brand, 2018

Hotels by brand and location

Figure 14: Accor's hotel portfolio & pipeline by brand & location, 2018

Belmond

Best Western

Figure 15: Best Western's Russian portfolio, 2018

Capella Hotel Group

Corinthia Hotels

Domina Hotels

Four Seasons

Hilton Hotels

Figure 16: Hilton's Russian hotel portfolio & pipeline, 2018

Hilton Saint Petersburg ExpoForum

Hilton has signed several recent deals

Expansion strategy

InterContinental Hotels Group (IHG)

Figure 17: IHG's Russian hotel portfolio & pipeline, 2018

Interstate Hotels & Resorts

Figure 18: Interstate Hotels & Resorts' managed hotel portfolio in Russia, 2018

Jumeirah Group

Kempinski

Lotte Hotels & Resorts

Louvre Hotels Group

Mamaison Hotels & Residences

Marriott International

A Bvlgari for Moscow

Figure 19: Marriott's Russian hotel portfolio & pipeline, 2018

Radisson Hotels

Figure 20: Radisson Hotels in Russia, by brand & city, 2018

A Radisson Blu for Rostov-on-Don

Pipeline

Rixos Hotels

Rocco Forte Hotels

Sokos Hotels

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Hotels in Russia - September 2018

Report Price: £295.00 | \$398.34 | €331.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Vienna House

Wyndham Hotel Group

Figure 21: Wyndham's Russian hotel portfolio & pipeline, 2018

Russian Hotel Chains

Figure 22: Russian hotels group presence in Russia & abroad, 2018

GOST Hotel Management

AMAKS Hotels & Resorts

Azimut Hotels

Figure 23: AZIMUT's Russian hotel portfolio, 2018

Cronwell Hotels & Resorts

Figure 24: Cronwell's hotel portfolio, 2018

Pipeline

Heliopark Hotels & Resorts

Heliopark's new hotel

Soyuz Marins Group

Cosmos Group

Figure 25: Nine hotels acquired by Sistema Hotel Management from Regional Hotel Network, November 2016

Figure 26: Cosmos Group's Russian hotel portfolio, 2018

Alliance Hotel Management

Korston Hotels

Industry Insight: Interview with Tatiana Veller, head of Hotels & Hospitality Group, JLL, Russia & CIS

What Next?

Growing pipeline of major chains

Can the World Cup boost future tourism?

Hotel values bottoming out

Figure 27: Trend in hotel values* in Moscow & St Petersburg, 2008-17

A rebounding economy to support hotel values

Figure 28: Percentage change in hotel values in € & RUB, 2008-17,

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com