

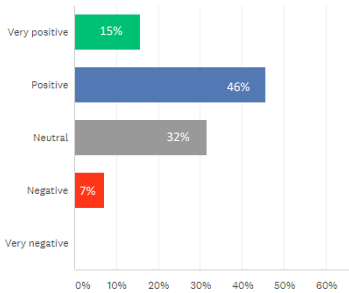


# Outlook



Positive outlook for 2020 across the Med Sea, despite some concerns in Greece

What's your outlook for 2020?



The overall **sentiment** in the market is **optimistic for 2020**. More than half (**61%**) of the boutique hotel owners in the Med region have a **positive** or **very positive outlook** for the year while about one in three (**32%**) of them are **neutral**.

75% of the hoteliers having a pessimistic outlook for this year are based in **Greece**.

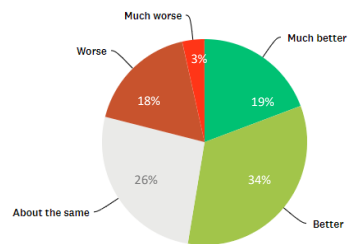
# Bookings



2020 started with a strong booking trend

When it comes to the actual bookings, **53%** of the Boutique Hoteliers have observed **better** or **much better** level of rooms nights already booked, while one in four (**26%**) are on par with last year.

**21%** of the hoteliers are reporting **lower levels** than last year with the majority of them operating in **Greece, Lebanon** and **Croatia**.



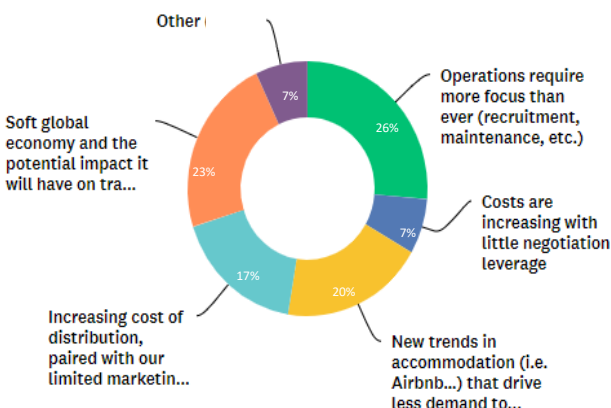
How does the level of room nights already booked in the past 3 months compare to the same period last year

# Concerns



Increased concerns about COVID-19

What's your top business concern for this year?



When Boutique Hoteliers are asked about their **top business concern** for 2020, the range of responses is quite wide.

While **Operations** (26%) and **soft global economy** (23%) took the first two spots, one out of every five responders are concerned the **new trends in accommodation** (i.e. AirBnB) driving demand down.

Last but not least, **COVID-19** seems to be occupying everyone's mind lately as hoteliers are concerned with a potential impact on the hospitality field.

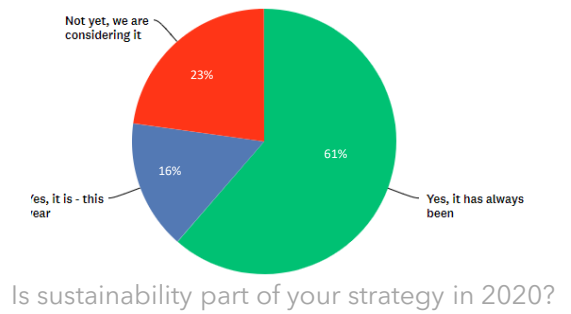


## Sustainability



Sustainability is consistently a top priority for Boutique hoteliers

Almost **61%** of the Boutique Hotels responded that **sustainability** has always been part of their strategy, while another **16%** are starting to consider it **this year**. Going forward, we will prompt the hoteliers to better understand what they do and how they **communicate** it – as we have early indications that the great initiatives done by Boutique Hotels never actually reach the end traveler.

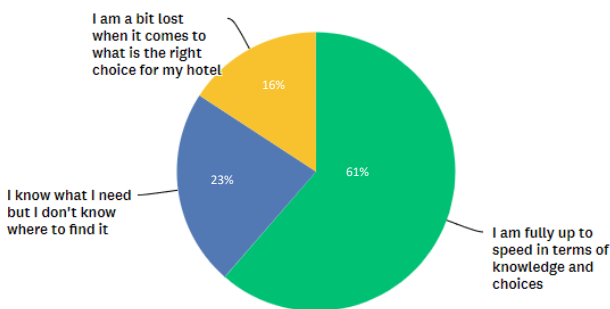


## Technology



Boutique hotels are confident about use of technology

How do you feel in regards to hospitality technology?



When it comes to technology, the **majority** of hoteliers feel that they are **fully up to speed** with regards to products and options.

Approximately **40%** need more support with identifying the most appropriate technology or selecting the right product – out of which **25%** are based in **Croatia** and **35%** based in **Greece**.

## Investment



Hoteliers are planning to further invest to enhance their properties in 2020

**70%** of the hoteliers are eager to make investments in order to boost their properties in 2020. Most of them have budgeted investment up to 1million USD.

Only 5% of the hoteliers are not planning any additional investment in the coming months. These hotels are mainly based in Greece, Cyprus and Malta

What's the level of investment planned for 2020 to help boot our property?

