



MARCH 2022

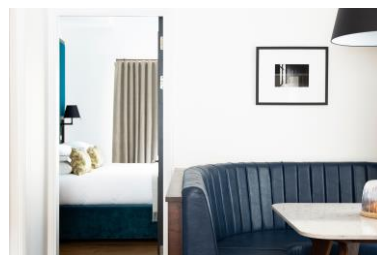
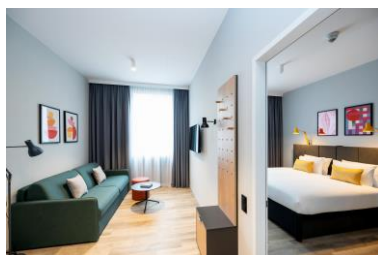
THE SERVICED APARTMENT SECTOR IN EUROPE

NAVIGATING THE

HEADWINDS

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Year in Review

Finally! The pandemic seems to be behind us and, as we enter the endemic stage, we all dare to return to 'normal' life and travels. However, the last two years have accelerated some fundamental and long-term changes in consumer behaviour that are driven by two main aspects: the awareness and desire to drive sustainability and the development and use of technology. How will this impact the sector in the short and long term? Our Sentiment Survey invited 90 lenders, investors, and operators to share their views on the challenges and strategic focus points in 2022 and beyond.

In the real estate industry, co-living is the buzz word. But what does it stand for? In the strictest sense it is defined as a residential community living model that accommodates three or more unrelated people. In other words, co-living is a type of intentional community that provides shared housing for people with similar values or intentions; this group of people being students, professionals, or the elderly.

Of these groups, the serviced apartment sector is targeting the professional traveller with its new concept creations. Many new serviced apartment brands are carrying the term co-living and increasingly focus on building a residential community for the short to medium term by providing ample space for residents to interact and co-work.

Whereas so far we have seen self-contained units with their own kitchen(ette), living room and bedroom(s), we are now also seeing the emergence of concepts providing a shared living and kitchen space amongst a number of *en suite* bedrooms. Think student flat share

but for the corporate world, with a target audience reaching from graduates to colleagues during work projects. An increase in remote working also means that boundaries between leisure and business are becoming increasingly blurred, which is one of the main reasons why the serviced apartment sector continues to do so well: its products are versatile enough to cater for many different purposes. The new breed of brands tends to put connection at its forefront. Access to the local neighbourhood as well as like-minded guests provide an opportunity to feel part of a tribe, despite being away from home.

ZOKU COPENHAGEN, LIVING KITCHEN



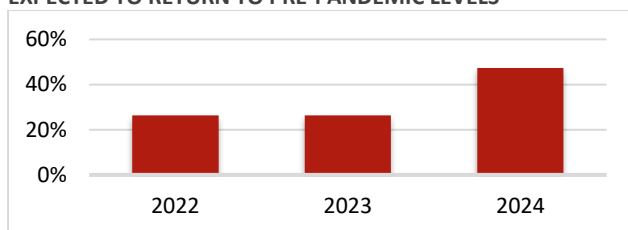
Welcome to the 9th edition of the annual HVS Serviced Apartment report! We are excited to continue sharing our insights and experience from this growing sector. What started off as an InFocus piece in 2008 became an annual publication in 2013. We thank all the operators, lenders and investors in the sector that continue contributing so we can provide first-hand, first-class research. Please do be in contact with us for next year's edition if you are an active player in the sector.

Operators' Sentiment

Despite a substantial pipeline of openings in 2021, operators are still in 'expansion mode': Growth is the number one goal for 2022 amongst our surveyed operators (see the European projects that have been announced so far in our new supply tables in Charts 8 and 9). The way to grow portfolios differs amongst players, with management agreements in first place, closely followed by leases.

At the same time as growing their portfolios, operators are also busy stabilising performance and operations after two years of challenging trading conditions. 26% of participants expect to reach pre-pandemic cash flows this year and another 26% by next year. The remainder forecast cash flows to be back to 2019 levels by 2024 (see Chart 1).

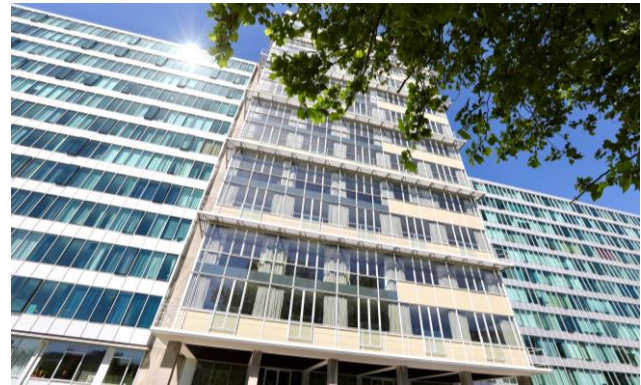
CHART 1. YEAR THAT NET OPERATING CASH FLOWS ARE EXPECTED TO RETURN TO PRE-PANDEMIC LEVELS



Source: HVS Research

Despite a positive outlook for 2022, operators are particularly sensitive to staffing challenges (whether this is in operations or head office functions), increasing operational costs related to energy prices, food prices, payroll. This is a challenge for the whole hospitality industry in Europe; however, serviced apartments are less exposed to these risks than the traditional hotel sector as the requirement for labour is significantly lower. Profit margins will therefore continue to outstrip those of comparable hotels on a like-for-like basis and investors and lenders continue to be attracted to the segment.

CITYDEN BOLO DISTRICT, AMSTERDAM



Uncertainty about future travel restrictions regarding COVID and the recovery pattern of MICE and corporate demand for serviced apartments is also perceived to impact the outlook for 2022. The war in Ukraine on top of uncertainty around COVID adds an additional layer of complexity when forecasting the shape of demand recovery in Europe.

More than half of operators expect operating cash flows to have recovered to pre-pandemic level within the next two years. However, the current situation in Ukraine and the pressure on oil and gas prices might prolong the cash flow recovery

Lastly, finding the right deals when competing with residential, office and hotel asset classes might hinder some of the ambitious growth path set out by the Serviced Apartment operators.

Operators are not only looking to grow in all the major European markets, but also to diversify their brand offering. More than half of the operators interviewed are introducing new brands to the market or diversifying into co-living, co-working spaces. Many of those efforts are about digitalisation/better use of technology and improving Environmental, Social and Governance (ESG) credentials.

(article continues on page 6)

New Brands and Concepts

Below, we present some of the new brands that have recently launched in the Serviced Apartment sector.



About the Brand.

MY Locanda is the new Cheval Collection urban lifestyle brand. Design-led apartments with communal areas, where guests can feel part of the local community. It appeals to the individual traveller with a youthful mindset.

Properties.

No properties open yet. The first will be MY Locanda Glasgow (168 units), expected in 2024.

About the Brand.

New edyn brand, emerged in response to the change in work-life balance. Apartments blend design with future-facing technology, integrating the concept of flexible living to enable life in all modes.

Properties.

Various properties are open in the UK. First opening in mainland Europe will be Cove Centrum, The Hague (121 units) in 2022.



About the Brand.

Members get access to a designer flat as well as to an active community and a variety of shared facilities and amenities. Apartments are designed for temporary use and can generally be booked for a maximum of six months.

Properties.

No open properties yet. The first will open in spring 2022 in Stücki Park, Basel.

About the Brand.

Julius Meinl, an Austrian manufacturer and retailer of coffee and gourmet groceries, is entering the serviced apartment sector. The Julius will offer accommodation and a connection with the local community.

Properties.

No open properties yet. The first opening will be The Julius Prague (168 units).

About the Brand.

The brand's objective is to build and operate a collection of short-term luxury rental properties with high-end amenities in gateway cities across Europe.

Properties.

Two properties currently in operation: Ayala 63 (16 units) and Palacio Tirso de Molina (17 units), both located in Madrid, Spain.



About the Brand.

Aptel says it maximises the use of technology to offer a smooth stay. Guests are provided with a unique access code to their apartment through a touchscreen device.

Properties.

The first aparthotel, Aptel East (33 units), opened in London in 2021.



About the Brand.

Beyond's purpose is to provide accommodation solutions and services to guests in a manner that is carbon neutral and offers healthier spaces for guests and staff alike.

Properties.

There is one property currently in operation in London (8 units). The first aparthotel (88 units) is expected to open in York in 2026.



About the Brand.

Offers fully furnished apartments to rent for four to 52 weeks, easy to book as a hotel room, at a comparable price to a traditional lease. Benefits include quick and secure booking, intuitive check-in, various services and an active community.

Properties.

Properties currently operating in Zürich and Lugano. Looking to expand around Europe.



About the Brand.

Balance Out Living, a new co-living platform, will offer spacious studio apartments, combined with shared spaces, amenities and lifestyle services, for a period of 12 months.

Properties.

No properties open yet. The first will be a 213-unit property located in London, close to Battersea Park.



About the Brand.

YAYS has reintroduced the brand. YAYS is a place for those who seek a sense of belonging. Apartments offer the convenience of hotel-like services and access to authentic local experiences.

Properties.

16 properties currently operating in Benelux and France, with an interest to expand to other European markets.

THE ARC COLLECTION, PALACIO TIRSO DE MOLINA



YAYS APARTMENT



SMARTMENTS MANNHEIM, SELF CHECK IN



Increased flexibility of spaces to conform with the needs of today, technology as a driver of change, and improved ESG standards are common features found in many of the above-mentioned new brands.

Increased flexibility of spaces, technology/digitalisation, and ESG standards amongst the drivers of innovation in the sector

Numa, a tech-focused serviced apartment operator, operates without any staff on site. Guests check in digitally and, should they need any assistance during their stay, a guest experience team can be reached via phone, WhatsApp or Facebook 24/7. There is a fully digital operation in the background with a PMS seamlessly integrated into all other back-office systems. This ensures a very efficient operation and high profit margins.

Most of the newly announced apartment brands are tapping into the co-living element by creating a sense of community through events and local networking opportunities as well as offering ample shared public spaces in their apartment buildings comprising leisure facilities such as gyms and pools, screening rooms/ping pong/pool tables, and coworking areas. Each unit, however, is self-contained with an *en suite* bedroom and kitchen(ette)/living space, and hence these apartment units are competing with the traditional residential

rental sector by offering flexible accommodation from 1+month to a year. Commonly, bookings are easily made via apps or online with none of the hassle of signing a lease for a minimum of 6-12 months, setting up utility accounts or other legal and administrative paperwork. Examples of new brands embracing this concept include **Ariv**, **City Pop**, and **Balance Out Living**.

In addition to new brands in the apartment rental sector, many of the traditional aparthotel brands are now introducing co-living spin-offs. Adagio has built its first **Co-living by Adagio** within the aparthotel Adagio Paris Bercy Village. The Ascott group is launching its **lyf** co-living brand with the 139-unit lyf Gambetta Paris. These spin-offs are staying true to the strict co-living definition and share a kitchen/dining/living room amongst various *en suite* bedrooms.

However, the blurry definition of the co-living sector provides challenges from a planning perspective. Dublin and Liverpool City Council have already limited the emergence of properties by either introducing a moratorium on co-living developments or insisting on adhering to residential planning policies in terms of minimum standard spaces and length or rental (minimum of six months in the case of Liverpool). Other cities with tight residential rental markets might follow suit.

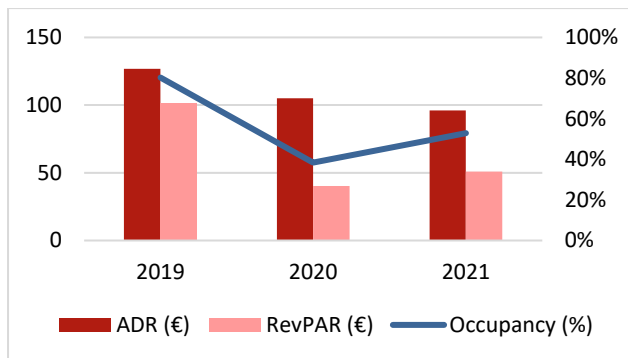
ZOKU AMSTERDAM, CO-WORKING



Performance Update

The following chart presents an overview of the recent occupancy and average rate performance in Europe, as provided by the main Serviced Apartment operators in the market.

CHART 2. EUROPE PERFORMANCE DATA (€)



Source: HVS Research

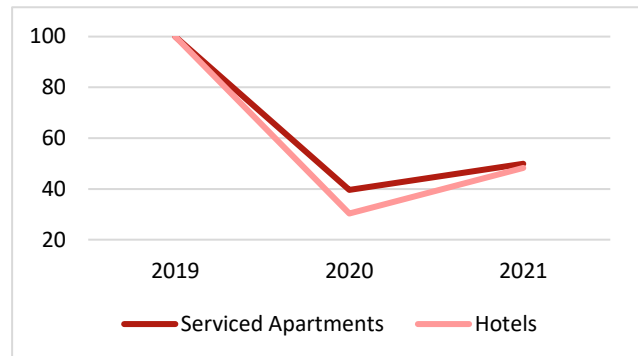
After years of continued expansion of the serviced apartment sector, the COVID-19 pandemic resulted in an inevitable performance decline in 2020. A depressed start to 2021 was followed by increased visitation numbers from the summer onwards, marking the start of the recovery.

Our performance analysis of around 8,700 serviced apartment rooms across Europe reveals a 60% decline in RevPAR in 2020 compared to 2019, as both occupancy and average rates dropped, followed by an annual increase in RevPAR of more than 25% in 2021, driven by improved occupancy levels. While the 2021 full-year performance was still below 2019 levels, serviced apartment properties experienced levels above 2019 at certain peak times throughout the year.

Serviced apartments have proven their resilience as they weathered the storm better than other hospitality products, showing a less pronounced decline in 2020 compared to the overall hotel industry. We have seen similar recovery levels in 2021, with serviced apartments continuing to show a better top- and

bottom-line performance than the average European hotel in 2021.

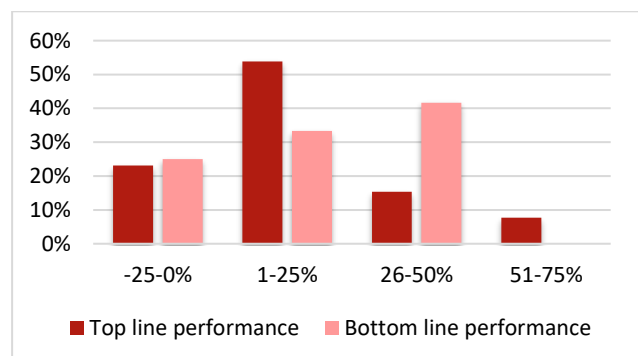
CHART 3. REVPAR PERFORMANCE – SERVICED APARTMENTS VS HOTELS – 2019 INDEXED (€)



Source: HVS Research

The above serviced apartment results are broadly in line with our survey responses from operators: 77% of participants stated that top-line performance across the portfolio improved in 2021 compared to 2020, with the majority mentioning annual improvements of up to 25%. Similarly, around 75% of respondents reported better bottom-line results. There was broad consensus amongst our operators' survey responses that leisure segment drove recovery in 2021, with corporate demand expected to return in 2022.

CHART 4. 2021 CHANGE IN EUROPEAN SERVICED APARTMENT PERFORMANCE COMPARED TO 2020 (SURVEY RESULTS)



Source: HVS Research

European Branded Pipeline

Generally, this report only considers branded developments that have been either confirmed by the operators or announced publicly as at February 2022. Given the recent Russian invasion of Ukraine, and the resulting announcement of various brands stopping their developments in Russia, we have excluded any projects in either country.

With more than 13,400 branded serviced apartment units expected to open in Europe in the coming four years, the sector continues to show a very active pipeline

2021 was a record year for serviced apartment openings. Adagio alone opened eight new properties in Europe (across the UK, France, Germany and Switzerland). With more than 13,400 branded serviced apartment units expected to open in Europe in the coming four years, the sector continues to show a very active pipeline. 35% (around 4,700) of the units are due to open in 2022, followed by 32% in 2023, 23% in 2024 and another 10% in 2025. The sizes of the planned projects vary from 32 to 369 units, with an average of 138 units.

The UK and Germany lead the way, accounting each for 25% of units in the total pipeline. With around 47% of the units in the country's pipeline, London continues to be the top location for the development of serviced apartments in the UK, followed by the cities of Cambridge (18%) and Manchester (7%). London is also the city with the largest pipeline overall, accounting for around 12% of the European pipeline. In Germany, Frankfurt and Munich reflect 21% of the country's development pipeline each, followed by Hamburg (14%) and Stuttgart (9%).

CHART 5. NEW BRANDED SUPPLY BY COUNTRY¹ (UNITS)

Country	2022	2023	2024	2025	Total
UK	991	912	559	953	3,415
Germany	1,228	940	1,040	162	3,370
France	592	911	139	0	1,642
Portugal	0	369	175	135	679
Ireland	545	0	0	0	545
Belgium	192	70	160	75	497
Other	1,105	1,143	1,016	0	3,264
Total	4,653	4,345	3,089	1,325	13,412

¹ Non exhaustive

Source: HVS Research

Stacycity has the largest pipeline, with a unit development pipeline split approximately 60%/40% between its brands **Wilde** (around 1,700 units) and **Stacycity** (around 1,000 units). More than half of the units in the pipeline will be located in the UK, and the rest distributed between Ireland, France, Portugal and Germany. **Adagio** comes next, with more than 20 projects and 2,600 units. Germany (880 units) and the UK (630 units) concentrate the highest share of the brand's future supply. The **Edyn** group continues the European expansion of the **Locke** brand, as well as the introduction of its newest brand, **Cove** (a slightly more simplistic approach but staying true to the traditional aparthotel theme). This is followed by **Residence Inn by Marriott** (1,200) and the **Ascott** brands (700).

ADAGIO GLASGOW CUSTOM HOUSE (OPENING 2022)



A more detailed list of planned new supply can be found in Charts 8 and 9 at the end of this report.

CHART 6. NEW BRANDED SUPPLY BY BRAND² (UNITS)

Group	Brands Included	2022	2023	2024	2025	Total
Staycity	Staycity, Wilde	1,123	353	450	769	2,695
Adagio	Adagio, Adagio Access	675	984	791	184	2,634
Edyn	Locke, Cove	762	727	236	0	1,725
Marriott	Residence Inn	306	482	334	77	1,199
Ascott	Citadines, lyf, Le Clef	0	528	139	0	667
Other	Various ¹	1,787	1,271	1,139	295	4,492
Total		4,653	4,345	3,089	1,325	13,412

¹ Adina, Ariv, Brera, Cheval Residences, City ID, Hyatt House, Hyde Living, MY Locanda, Novotel Living, Pullman Living, room2, Roomzzz, SMARTments, Stay Kooook, Staybridge Suites, The Julius, YAYS, Zoku.

² Non exhaustive.

Source: HVS Research

Investment and Lending Appetite in the Sector

In our survey, investors and lenders alike noted that 2022 will still be marked by some uncertainty about the speed and shape of recovery in the sector, particularly the corporate segment and international long-haul travel. Growing inflation of construction costs and operating costs as well as interest rate rises are other topics to watch as the industry embarks on the path to recovery. However, there is a strong desire to increase exposure to the sector with the majority of participants outlining growth as one of their primary objectives for this year.

a case-by-case basis. It seems that margins are likely to remain the same, but overall interest rate payments will rise due to underlying increases in base rates. The majority of loans will be a mix of refinancing of existing assets, acquisitions and renovations/extensions. New development financing is not a priority amongst our survey participants and seems to be more difficult to come by. From an investors' perspective, developments definitely form part of the expansion strategy, so funding will most likely come from alternative sources.

Risk perception of serviced apartments among surveyed investors has declined in the last two years

LEXHAM GARDENS BY CHEVAL COLLECTION



Lenders reduced loan-to-value ratios and increased interest rates for serviced apartments during the pandemic. This is expected to continue through 2022; lending will be selective with terms to be discussed on

Unanimously, the risk perception of serviced apartments amongst our surveyed investors has decreased throughout the last two years, which is a big testament to the adaptability of the product and its customer base in turbulent times. As can be seen in our performance analysis, the serviced apartment sector's performance has been well above that of the traditional hotel sector during the depths of the pandemic. All of the interviewed parties are actively seeking investment opportunities in the sector and are of the opinion that the transaction market has already gained momentum, with more to come in 2022.

ESG has become a key topic for all lenders and has been named a crucial decision driver in their pursuit of becoming carbon neutral. It can even result in higher LTV ratios in some cases if the assets are constructed and operated in a sustainable, green way, or for some investments to be rejected if developers are not compliant. It is a topic that has gained a lot of traction during the pandemic and is now being pushed by government agendas and consumer choices.

Investors' and lenders' growth ambitions are equally distributed amongst Western European countries and

the UK, impacted by the availability of opportunities and overall strategic focus of each player.

There is no unified view between lenders and investors when it comes to the serviced apartment business model of the future: a wide mix of opinions ranging from more turnover leases and management agreements to shorter leases, more owner-operated units, and no changes to the business model at all. Only time will tell which models remain dominant in the long run!

Transactions Activity

Investment continues to flow into the serviced apartment sector; however, the relative fragmentation prevents a quick scaling up for investors. The fastest way to gain exposure in the sector seems to be investing in platforms or via shares in existing players. We expect an increase in consolidation in the sector in the coming years. In December 2021, the American investment manager **Fortress Investment Group LLC** acquired a majority stake in the Dublin-based **PREM Group** through an off-market acquisition. Fortress and the PREM Group's management team will implement a joint business plan to grow the company through the acquisition of freehold hotel and serviced apartment properties in target cities across Europe. The expansion of Premier Suites, PREM Group's serviced apartments brand which currently operates 15 properties, into target cities across Europe is said to be one of the top priorities for the group going forward.

In 2022, **NUMA Group** (previously known as COSI Group), a European hotel operator and technology developer, has raised an additional US\$45 million in growth capital in a new funding round to further expand its business. The company currently operates more than 2,500 serviced apartment units in European cities, including Berlin, Barcelona, Florence, Frankfurt and Vienna. Additionally, the

San Francisco-based hospitality company **Sonder** officially debuted on the public markets after cutting ties with special purpose acquisition company Gores Metropoulos II. Additionally, **Bob W**, a tech-driven serviced apartment provider, secured €10 million in seed funding in 2021.

Serviced apartment asset transactions in Europe over the last 18 months included a mix of portfolio- and single-asset transactions. Chart 7 presents details of the recent, single-asset, serviced-apartment transactions that were available in the public domain. Similar to what we saw in our previous publication, portfolio deals remain limited to small portfolios, the most popular being two-asset portfolios combining a serviced apartment asset and a hotel.

WILDE APARTHOTELS BY STAYCITY, LONDON ALDGATE



For instance, Italian fund manager **Quinta Capital Sgr** acquired the 45-room Radisson Residences Savoia Palace and the 132-room Grand Hotel Savoia, a Radisson Collection Hotel, in Cortina d'Ampezzo, from Bain Capital for a reported €70 million. The properties, located in Cortina (Italy), across the street from each other, benefited from an investment of €10 million in renovation works prior to the sale.

Following a six-month pause on investment during the coronavirus pandemic, German institutional investor **Union Investment** acquired the Turm am Mailänder Platz hotel development from Austrian developer STRABAG Real Estate for €137 million in April 2021. The forward sale includes two properties located in Stuttgart (Germany): a 169-room Adina Aparthotel and a 260-room Premier Inn hotel.

Also in Stuttgart, Luxembourg-based investment manager **Corestate Capital** acquired the Vision One

office campus, a new construction project in the Stuttgart metropolitan region, for around €160 million. The seller and project developer of the property is a wholly owned subsidiary of Bülow AG. The mixed-use development includes three office buildings and one aparthotel: the 125-room Adagio Access Stuttgart Airport Messe, which opened in 2021.

Singapore-based REIT **The Ascott Limited** acquired two properties through the Ascott Serviced Residence Global Fund, Ascott's private equity fund with Qatar Investment Authority. The acquisition included the 139-room lyf Gambetta Paris and the 364-room Somerset Metropolitan West Hanoi at the combined price for the two assets of €131.5 million. The two properties were acquired on a turnkey basis and are expected to open in 2024. Following the completion of renovation works at the Paris property, the hotel will relaunch as Ascott's first co-living property in Europe under the lyf brand.

Conclusion

The sector presents itself as ever so buoyant post pandemic with all market participants (from lenders to investors and operators) in growth mode.

'The opportunity for extended stay in Europe is immense. While we see widespread distribution within the sector in North America, the market remains comparatively immature closer to home. The opportunity has only improved as a consequence of the pandemic, and we expect to grow meaningfully in the sector in Europe over the near to mid-term.' – Timothy Walton, Regional Vice President – Western Europe, Hotel Development Marriott

A noticeably less pronounced decrease in performance during the pandemic has changed awareness and placed the industry firmly on investors' maps. Recovery is expected to continue through the next few years and, albeit some travel trends in the post-COVID era might change the landscape, the serviced apartment market is well placed to capture different demand sources.

'Although the Hospitality Industry in general will face the prospect of continued reduced corporate travel, the serviced apartment sector will revert to its core business: the extended

corporate stay. Global mobility will see a speedy recovery in a very buoyant employment market.'

– Guus Bakker, CEO EMEA Frasers Hospitality

'An increase in remote working trends plays into the hands of our sector with guests mixing business and leisure and staying for extended periods thanks to the freedom offered by an aparthotel.' – Alexandra van Pelt, UK, Ireland & Nordics Development Manager – Aparthotels Adagio

However, it is not all smooth sailing. Challenges remain for the foreseeable future and have mainly to do with increasing operating costs (energy, food costs and payroll); still, owing to the business model and product offering, all of those seem less pronounced than in the traditional hotel sector.

'Despite mounting inflation in operating and construction costs, and labour shortages post-COVID-19, we strongly believe that the serviced apartments model will continue to evolve and expand across Europe, as our product becomes a prevalent choice for corporate and leisure customers alike.' – Javier Pons, Co-founder The Arc Collection

A further reality is that COVID-19 has been a great accelerator of climate action; sustainability and green initiatives are at the forefront of everyone's mind. However, there must be greater transparency about progress and performance and stronger accountability to ensure commitments are met. Investors and lenders want to see serviced apartment operators putting more hard environmental targets in place.

'Soon there will be no long-term mortgage lending into the Serviced Apartment sector if investors do not respect ESG requirements sufficiently. Investors now start to understand that we all need to contribute our share in order to meet the European green deal goals. Nothing will happen if we just wait and see. Lenders are certainly taking actions now.' – Piet Kok, Head of Valuation Berlin Hyp

The continuous blurring between the traditional residential rental sector and new serviced apartment brands introducing co-living alternatives with a focus on short-term serviced living provides exciting opportunities for the future.

'Well-designed serviced apartments' social spaces are an opportunity to facilitate human connection, foster creativity and keep individuals and teams engaged, aligned and productive in the era of hybrid work.' – Hans Meyer, Co-Founder Zoku

Overall, despite ongoing challenges in 2022 HVS is very optimistic and foresees a positive outlook for the European serviced apartment industry in 2022. We expect top-line recovery to continue, technology-improved operations to create efficiencies offsetting some cost increases and inflationary growth, and a further buoyant and diverse product offering to enter the market.

'The traditional hotel model has had its day; it is no longer relevant – today's guests want freedom of choice, personality and purpose. We are super excited to play a role in this sector which is continuing on a strong path in 2022.' – Ben Russell, Acquisition & Investment Director City ID

Addendum 1. Single Asset Transactions

CHART 7. RECENT SINGLE ASSET TRANSACTIONS ACROSS EUROPE (€)

Date	Property	Location	Nr. Units	Price (€)	Price per Unit (€)	Buyer	Seller
Feb-22	Hoom Home & Hotell	Jarfalla	153	20,500,000	134,000	ADR Fastigheter	Genova Property Group
Jan-22	Joyn Aparthotel	Frankfurt	100	Undisclosed	Undisclosed	W5 Group	Across (EL7) Sarl
Jan-22	Residence Lamartine	Nice	20	Undisclosed	Undisclosed	Anaxago, Osmose Partners	Undisclosed
Dec-21	Adagio Aparthotel Edinburgh	Edinburgh	146	47,600,000	326,000	Pandox	MAS Real Estate
Oct-21	Escala Hotel & Suits	Budapest	50	Undisclosed	Undisclosed	Julius Meinl Group	Daylon Hungary Kft
Aug-21	C Granada 76	Malaga	20	7,000,000	350,000	All Iron RE	Renta Noblejas
Aug-21	Overkikaren 19	Stockholm	32	6,400,000	200,000	Undisclosed	Gothemhammar AB
Jul-21	Residence St. Andrew's Palace	Warsaw	24	6,400,000	267,000.00	Oaza City Sp. z o.o.	Dantex Sp. z o.o.
Jul-21	Wilde Aldgate Aparthotel	London	156	61,200,000	392,000	Unilmmo: Deutschland	Regal Homes
May-21	Novotel Suites Den Haag City Centre ¹	The Hague	118	25,000,000	212,000.00	Edyn Group	AccorInvest
Apr-21	Citadines City Grenoble Centre	Grenoble	108	10,000,000	93,000.00	Extendam	Ascott Residence Trust
Apr-21	Akka 10	Stockholm	182	29,300,000	161,000.00	Studentbostader	Estea Fastigheter AB
Mar-21	Noli Studios Herttoniemi	Helsinki	265	Undisclosed	Undisclosed	NREP	JM AB
Mar-21	Ramada Bucharest Majestic ²	Bucharest	111	Undisclosed	Undisclosed	Vision Apartments	Undisclosed
Jan-21	room2 Southampton	Southampton	71	10,800,000	152,000	Aberdeen Standard Invest	Lamington Group
Jan-21	Chester Residence	Edinburgh	23	11,100,000	483,000.00	Undisclosed	Undisclosed
Dec-20	Nemea apt-hotel	Levallois-Perret	42	14,200,000	338,000	SCPI Aream Hotels, Aream	Nemea Group
Nov-20	Hoom Home & Hotell	Sollentuna	70	10,700,000	153,000.00	KTI Holding AB	Genova Property Group
Nov-20	AquaLuz Suite Hotel	Lagos	163	20,700,000	127,000	Sofinac	Sonae Capital
Jul-20	future City Pop Milan	Milan	99	Undisclosed	Undisclosed	Artisa Group	Unipol Gruppo

¹ To become the Cove – Centrum, the first opening of the new brand from Edyn Group in mainland Europe.

² To become Vision Apartments Bucharest.

Source: HVS Research

Addendum 2. European Branded Pipeline

CHART 8. BRANDED NEW SUPPLY PIPELINE ACROSS EUROPE – 2022-25 OPENINGS

Opening Date	Brand	Country	City	Units
2022	Adagio	Malta	Malta	71
2022	Adagio	United Kingdom	Glasgow	162
2022	Adagio Access	Belgium	Gent	98
2022	Adagio Access	Germany	Hamburg	148
2022	Adagio Access	Germany	Kiel	90
2022	Adagio Access	Italy	Roma	106
2022	Adina	Germany	Dusseldorf	201
2022	Adina	Germany	Stuttgart	169
2022	ariv	Switzerland	Basel	150
2022	Cove	Netherlands	Amsterdam	105
2022	Cove	Netherlands	The Hague	121
2022	Hyatt House	United Kingdom	London	127
2022	Locke	Germany	Munich	360
2022	Locke	Germany	Berlin	176
2022	Novotel Living	Estonia	Tallinn	124
2022	Pullman Living	Bulgaria	Gorni Okal	140
2022	Residence Inn	France	Roissy en France	106
2022	Residence Inn	France	Strasbourg	80
2022	Residence Inn	Netherlands	The Hague	120
2022	room2	United Kingdom	Belfast	175
2022	room2	United Kingdom	London	90
2022	Roomzzz	United Kingdom	Edinburgh	75
2022	Stay Kooook	Germany	Nuremberg	84
2022	Staybridge Suites	France	Cannes	81
2022	Staycity	France	Paris	216
2022	Staycity	Ireland	Dublin	202
2022	Staycity	Ireland	Dublin	343
2022	The Julius	Czech Republic	Prague	168
2022	Wilde	United Kingdom	London	106
2022	Wilde	United Kingdom	Manchester	256
2022	Yays	Belgium	Antwerp	94
2022	Zoku	France	Paris	109
2023	Adagio	Belgium	Antwerp	70
2023	Adagio	France	Boulogne-Billancourt	101
2023	Adagio	France	Toulouse	114
2023	Adagio	Germany	Heidelberg	162
2023	Adagio	Romania	Bucharest	123
2023	Adagio	United Kingdom	London	147
2023	Adagio	United Kingdom	Cambridge	141
2023	Adagio Access	France	Saint-Martin-de-Crau	51
2023	Adagio Access	France	Rouen	75
2023	Adina	Switzerland	Geneva	140
2023	Brera	Germany	Boeblingen	67
2023	Cheval Residences	Germany	Frankfurt	181
2023	Citadines	Austria	Vienna	223
2023	Citadines	France	Roanne	65

Please note that these lists are not exhaustive.

Source: HVS Research

CHART 9. BRANDED NEW SUPPLY PIPELINE ACROSS EUROPE – 2022-25 OPENINGS (CONTINUED)

Opening Date	Brand	Country	City	Units
2023	Citadines	France	Toulouse	85
2023	Hyatt House	Germany	Frankfurt	180
2023	Le Clef	France	Golfe-Juan	90
2023	Le Clef	France	Groison	65
2023	Locke	Portugal	Lisbon	369
2023	Locke	United Kingdom	London	278
2023	Locke	Switzerland	Zurich	80
2023	Novotel Living	Georgia	Batumi	101
2023	Novotel Living	Romania	Bucharest	150
2023	Residence Inn	Austria	Vienna	44
2023	Residence Inn	Denmark	Copenhagen	81
2023	Residence Inn	Italy	Milano	101
2023	Residence Inn	Poland	Warsaw	100
2023	Residence Inn	United Kingdom	Birmingham	156
2023	room2	United Kingdom	Liverpool	190
2023	SMARTments	Germany	Frankfurt	128
2023	Stay KooooK	Germany	Leipzig	134
2023	Staycity	France	Paris	265
2023	Wilde	Germany	Munich	88
2024	Adagio	Georgia	Tbilisi	66
2024	Adagio	Germany	Stuttgart	120
2024	Adagio Access	Belgium	Brussels	160
2024	Adagio Access	Germany	Mannheim	130
2024	Adagio Access	Germany	Augsburg	138
2024	Adagio Access	Germany	Frankfurt	88
2024	Adagio Access	Italy	Torino	89
2024	Adina	Austria	Vienna	102
2024	City ID	United Kingdom	London	116
2024	Hyde Living	Germany	Munich	230
2024	Locke	Denmark	Copenhagen	236
2024	lyf	France	Paris	139
2024	MY Locanda	United Kingdom	Glasgow	168
2024	Residence Inn	Finland	Helsinki	124
2024	Residence Inn	Hungary	Budapest	110
2024	Residence Inn	Switzerland	Geneva	100
2024	SMARTments	Germany	Frankfurt	142
2024	SMARTments	Germany	Hamburg	160
2024	Stay KooooK	Germany	Munich	32
2024	Stay KooooK	Switzerland	Geneva	84
2024	Staybridge Suites	Spain	Malaga	105
2024	Wilde	Portugal	Porto	80
2024	Wilde	Portugal	Lisbon	95
2024	Wilde	United Kingdom	London	275
2025	Adagio Access	United Kingdom	London	184
2025	Novotel Living	Belgium	Brussels	75
2025	Residence Inn	Germany	Hamburg	77
2025	Stay KooooK	Germany	Hamburg	85
2025	Staybridge Suites	Portugal	Carcavelos	135
2025	Wilde	United Kingdom	London	279
2025	Wilde	United Kingdom	Cambridge	263
2025	Wilde	United Kingdom	Cambridge	227

Please note that these lists are not exhaustive.

Source: HVS Research



About HVS

HVS, the world's leading consulting and services organisation focused on the hotel, mixed-use, shared ownership, gaming, and leisure industries, was founded in 1980. The company performs 4,500+ assignments each year for hotel and real estate owners, operators and developers worldwide. HVS principals are regarded as the leading experts in their respective regions of the globe. Through a network of 50+ offices and more than 300 professionals, HVS provides an unparalleled range of complementary services for the hospitality industry. [HVS.COM](https://www.hvs.com)

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As we were about to publish this article, the unfolding of the Russian invasion of Ukraine causes enormous suffering. The UN says the speed of exodus from Ukraine could trigger the biggest refugee crisis of this century. The serviced apartment industry is organising short-term accommodation for Ukrainian refugees in Europe under [everybedhelps.com](https://www.everybedhelps.com). If you are an operator and can help, please sign up!

About the Authors



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