

Seville - Market Snapshot

October 2022



Seville: One of the trendiest destinations in Spain

€50m

Hotel Investment (Volume 2021, +53% vs 2019)

20%

Tourism Contribution to GDP (2022)

5.9m

Overnight Stays (Volume 2019)

+6.5%

Overnight Stays 2019 (vs 2018)

64%

International Demand 2019

2.1 days

Average Stay 2019

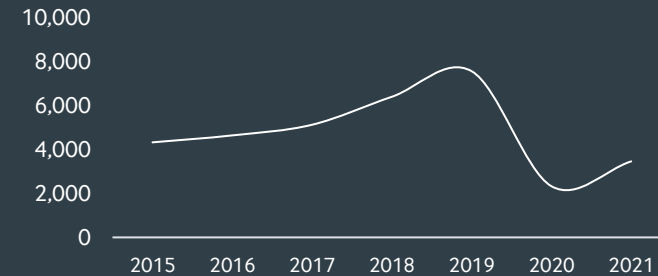


Seville is the capital of Andalusia and a **top cultural destination in Spain**. With a population of 684,234 inhabitants, it is the fourth most populated city in the country, after Madrid, Barcelona and Valencia.

Tourism activity in Seville represents 20% of the city's GDP in 2022.

Seville has **excellent accessibility** by train (high-speed train AVE), car and plane, with the airport of Seville, ranked as the 10th airport in Spain by the number of passengers (2019). At YTD August 2022, the airport is operating at 85% of its 2019's capacity, flying to more than **65 destinations**.

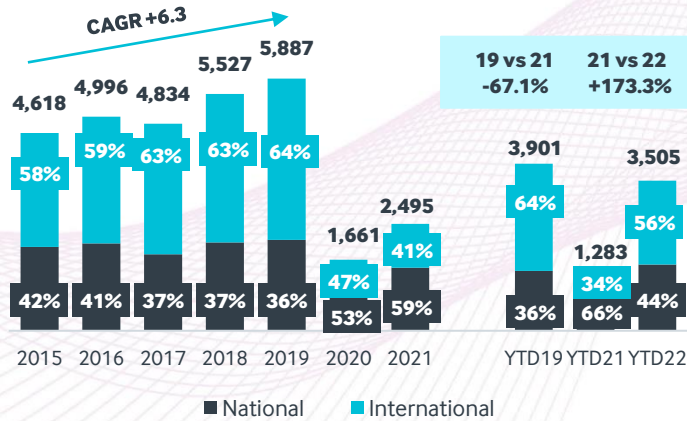
Passengers at Seville Airport ('000)



Seville has an **extensive cultural offer**. The city's old town is the largest in Spain, and the sixth in Europe. Moreover, the city gathers internationally-known attractions including "La Giralda", the Cathedral of Seville, Real Alcazar and Archivo de Indias, all declared as **UNESCO World Heritage Sites**.

International demand drives overall tourism growth

Overnight Stays ('000)



Tourism Profile

Travel purpose (2022):
73.9% Leisure

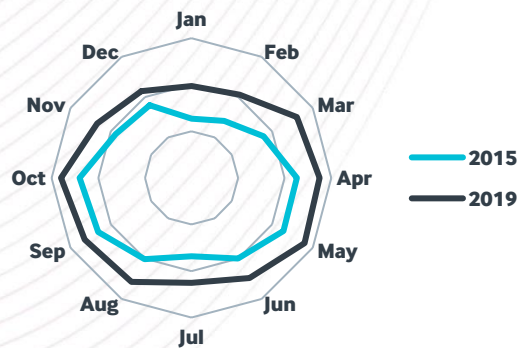
Type of travel (2019):
60 - 65% Plane

Traveller type (2019):
35 - 40% Couples

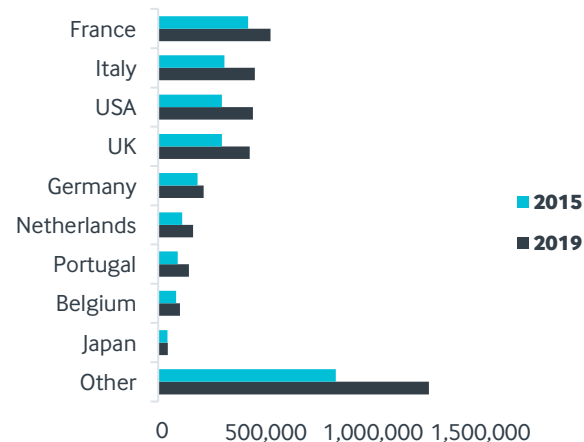
Seville is the **most visited city in Andalusia and the fourth in Spain**, after Barcelona, Madrid and Palma de Mallorca. Due to the high number of cultural sites, the city is oriented towards the **leisure segment** (73.9% in 2022).

Seville recorded **5.9m overnight stays in 2019**, achieving a historical maximum (+6.3% CAGR 2015 – 2019). At YTD August 2022, the city is positively **recovering from the pandemic**, but still registering demand levels 10% below YTD August 2019 due to strong restrictions during the first quarter of 2022.

Seasonality



Top International Nationalities

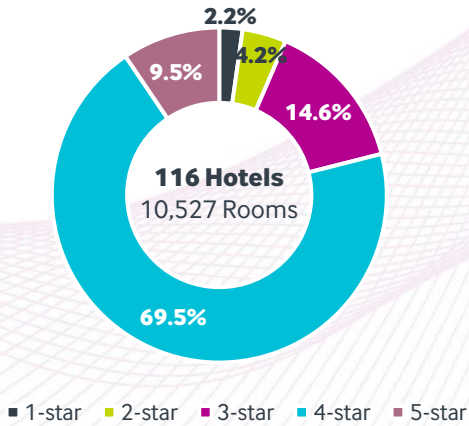


Demand is balanced towards the **international segment**, representing 64% of overnight stays in 2019. Within the international segment, 11% of overnight stays are from French visitors, followed by Italian with 10%.

Seville is **not subjected to high seasonality**. The city's demand is stable throughout the year, with peaks of demand driven by popular cultural events like Semana Santa and Feria de Sevilla.

5-star hotels increasing their room supply by 40% in the coming years

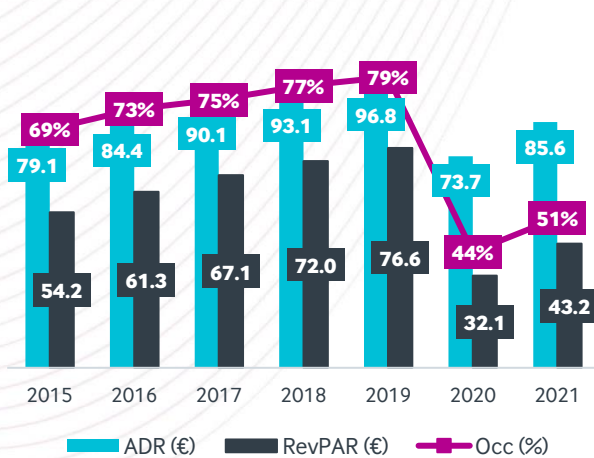
Supply by Category



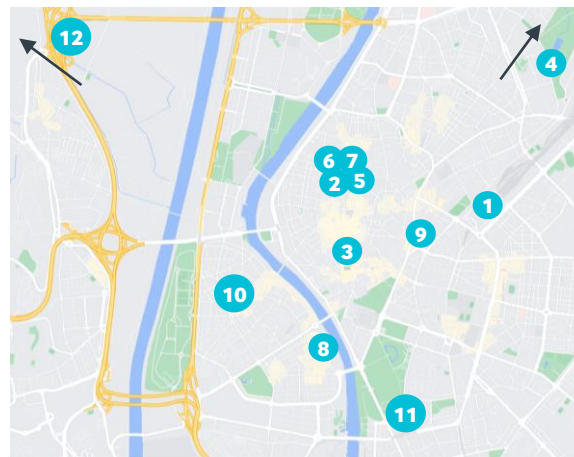
Main Hotel Groups

Hotel Groups	Hotels	Rooms	% Rooms
Hotusa	7	1,005	9.5%
Meliá Hotels International	3	982	9.3%
Silken Hotels	1	623	5.9%
Accor Hotels	4	574	5.5%
Marriott International	5	515	4.9%
NH Hotel Group	2	514	4.9%
Hoteles Center	2	419	4.0%
Barceló Hotel Group	2	392	3.7%
Hotelatelier	5	297	2.8%
Catalonia Hotels & Resorts	3	286	2.7%
IMG Hoteles	3	255	2.4%
Hoteles Hesperia	1	244	2.3%
Intergroup Hotels	4	218	2.1%
Hoteles M.A.	1	200	1.9%
Total	43	6,524	62%

KPIs



Pipeline



Seville registers **116 hotels and 10,527 rooms**. **4-star** hotels represent 70% of the total room supply with **Hotusa** and **Meliá Hotels International** as the main players.

We have identified **12 confirmed hotel projects** in the pipeline, representing a 9% increase of the city's room supply.

The **5-star category**, with eight hotel projects in the pipeline, will **increase by 40%** in the coming years. One of the most relevant projects is the **Mandarin Oriental Hotel** (already present in Barcelona and Madrid), which will position the city as a first-class luxury urban destination.

In 2019, hotels in Seville reached an occupancy rate of 79%.

Occupancy maintained an **upward trend** since 2015, reaching an all-time high in 2019. ADR reached €96.8 in 2019 (+4% vs 2018).

We believe that the **ADR and RevPAR growth trend will continue to increase** due to the increase in the luxury hotel supply in the city.

Pipeline

Name	Rooms	Cat.	Group
1 Only You Hotel Sevilla	241	4-star	Palladium
2 Sercotel Plaza del Duque	100	4-star	Sercotel Hotel Group
3 Alma Sevilla	27	5-star	Alma Hoteles
4 HIEX Sevilla Airport	120	3-star	IHG
5 Hotel Don Ramón	27	5-star	Kaizen Hoteles
6 Hotel Teatro Trajano	28	5-star	Independent
7 Hotel Plaza de la Gavidia	105	5-star	Independent
8 Mandarin Oriental Sevilla	200	5-star	Mandarin Oriental
9 Convento de San Agustín	20	5-star	Independent
10 Cavalta Boutique	12	5-star	CBS AM
11 Hotel Av. De la Palmera	105	4-star	Independent
12 Finca La Caprichosa	N/A	5-star	N/A

International brands are increasing their footprint in Seville







Since 2016, both national and international hotel groups have shown **great interest in acquiring** new properties in Seville. The city already had the presence of internationally-known groups like **Hilton, Meliá Hotels International** and **NH Hoteles**.

We observed that from 2016 to 2022, many hotel groups **increased their presence**. **Marriott International** added a Tribute Portfolio, an AC Hotel, and an Autograph Collection. **Accor** added Ibis Styles to their existing supply of Novotel, Ibis and Ibis Budget (airport hotel) in the city. Soon **IHG** will enter the market with a Holiday Inn Express at Sevilla's airport.

Furthermore, other companies like **Radisson Hotel Group, Hesperia** and **One Shot Hotels** recently entered the Andalusian capital with their first property.

Mandarin Oriental will enter Seville and reshape the tourism scene in the coming years. Other luxury companies like **Alma Hoteles** and **Kaizen Hoteles** will also enter with 5-star properties.

-  Existing before 2016
-  New opening between 2016 - 2022
-  Supply increase Between 2016 - 2022
-  Pipeline

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