

MEDIA RELEASE

New Study into Airport Hotels in Australia & New Zealand Released

Accor Group Ranked No. 1 Operator

Leading airport, investor and travel retail advisory firm, The Mercurius Group (Mercurius), has released the inaugural 2021-22 edition of the Airport Hotels Study (AHS).

The AHS focuses on Australia and New Zealand, covering all 27 airports in the region with annual passenger volumes exceeding 0.5 million.

The AHS is the first comprehensive study of all hotels within a 5km radius of an airport in Australia and New Zealand ever conducted.

The key features of the AHS include:

- a comprehensive catalogue of all airport hotels in the market;
- analysis of airport hotels (number of hotels, number of hotel rooms, average number of rooms and number of hotels and rooms per million passengers) by category (as defined by Mercurius) including terminal adjacent, on-airport walkable, off-airport walkable, on campus non-walkable and catchment (off-airport non-walkable and within 5km);
- analysis of airport hotels (number of hotels, number of hotel rooms, average number of rooms and number of hotels and rooms per million passengers) by market positioning (as defined by Mercurius) including premium, mid-scale, apartment, economy and budget;
- a catalogue of airport hotels by hotel operator; and
- benchmarks of airport hotels in terms of financial performance, including key indicators such as:
 - Average Daily Room Rate (ADRR),
 - Occupancy;
 - Revenue per Available Room (REVPAR); and
 - Profitability.

The AHS is intended to help all airports and hotel operators assess the feasibility and viability of airport hotels.

Commenting on the publication of the AHS, The Mercurius Group's Managing Director Ivo Favotto said: "The proliferation of airport hotels across Australia and New Zealand over recent years has been nothing short of phenomenal. The airport catchment market has always been strong, but other categories such as terminal adjacent and on-airport walkable hotels have recorded material growth"

"The AHS helps to explain this phenomena with an-depth analysis of airport hotels on a per million passenger basis, and by comparing the performance of airport hotels with downtown and other hotels across a range of key performance indicators." Favotto said.

The AHS adds to TMG's growing portfolio of industry studies including:

- The Airport Commercial Revenues Study;
- The Airport Car Parking Study; and
- The Airport F&B Study(AU+NZ).

Further studies on other critical airport commercial revenue streams are planned for release over the coming months.

Ends. 3 February 2022.

For further comment and to purchase a copy of the AHS, please contact:

Mr Ivo Favotto
Managing Director
The Mercurius Group
ifavotto@themercuriusgroup.com
Tel: +61 423 564 057