

IDEA

Hospitality Investment Forum

REFOCUS

(SEE)
A NEW
FUTURE

26-27 SEPTEMBER 2022 | GRAND HYATT ATHENS, GREECE

EVENT BROCHURE

#IDEA | [IDEA-FORUM.COM](https://www.idea-forum.com)

WHAT IS IDEEA?

Investment and Development in Eastern European Assets

The Adria Hotel Forum (AHF) was founded in 2013 and quickly became the premier hospitality investment forum focused on the Adriatic and Balkan regions. As time progressed, the Central and Eastern Europe (CEE) region, which was seen as a relatively unstable investment region, began experiencing a rising shift of hotel real estate investments, potentially due to higher returns and attractive yields compared to other parts of western Europe.

Focusing on the opportunities and exciting developments in the wider CEE region, we created the IDEEA Hospitality Investment Forum as an evolution of the Adria Hotel Forum, adding a focus on markets such as Bulgaria, Romania, and Greece. We are excited to debut IDEEA as we gather Europe's hospitality investment community for two days on 26-27 September 2022 at the Grand Hyatt Athens, Greece.

At IDEEA 2022, discussions will focus on opportunities, trends, and developments in the Southeast Europe (SEE) region, with leading hospitality and investment stakeholders sharing their inputs and experience on how the industry can refocus to see a new future for the region.

WHY SOUTHEAST EUROPE?

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1

In the next 3 years, 277 hotels with **63,680** rooms are on the cards across Central and Eastern Europe.

2

EUR1.4bn transacted in 2019 alone, hotel investment volumes in the CEE-6 had reached record levels and was nearly **twice the 5-year average** from 2015 to 2019.

3

In 2020, **18 hotels** comprising 2,072 rooms were sold, with prices averaging €179,000 per room.

4

Oxford Economics forecasts the CEE-6 countries to **reach pre-COVID levels by 2023**, beginning with Poland & Romania, which are expected to return to 2019 levels already by 2022.

5

Before the pandemic, the CEE-6 markets had been some of the fastest growing in Europe, recording **annual growth rates of 2.8% to as high as 11.3%**, far above the European average of 0.9% (2015-2019 CAGR). There is no reason why this should not continue after the pandemic is contained, especially considering that domestic and short-haul travel to the CEE-6 capitals ranged up to 95% in Sofia (2019).

6

In Greece, the overall brand penetration rate at hotels in 2016 was 6% compared to **10% in 2021**, while penetration rate of hotel rooms was 21% in 2016 compared to **32% in 2021**.

7

Between 2015 and 2019, foreign arrivals in Albania grew by 12% CAGR. In 2019, hotel nights increased by 10% in one year, driven both by a robust domestic demand (10.4%) & international arrivals (8.5%). Albania offers over 350 km of untouched beaches and bays along the Adriatic and Ionian seas. Albania is establishing itself as the next hotel hotspot on the Mediterranean Sea. Investors and hotel chains are chasing opportunities to enter key cities and S&B destinations and benefit from first-mover advantages.

8

In Romania, hotel market is not as dependent on international tourism as in other CEE countries, approximately **80 percent of tourist arrivals are domestic**.

9

There is no other hotel investment conference focusing on the region.

FEATURED SPEAKERS

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View all confirmed speakers on ideea-forum.com



MARIA ASHTON
Vice President
Head of Luxury Development
Accor Northern Europe



DIRK BAKKER
Head of EMEA Hotels
Colliers



STEFAN BREG
Managing Director - Consulting
& Kingdom of Saudi Arabia
KEANE



MICHAEL COLLINI
VP Development, Central,
Eastern & Southern Europe
Hilton



MAX CERGNEUX
Chief Development Officer
Louvre Hotels Group



GERALD HANNA
Investment Director
Revetas Capital



JOAN HOEY
Director, Europe
The Economist Intelligence Unit



NICOLAS HORKY
Partner
Advanced Hotel Fund



FREDERIC LE FICHOUX
International Partner
Head of Hotel Transactions
Continental Europe
Cushman & Wakefield



DIMITRIS MANIKIS
President EMEA
Wyndham Hotels & Resorts



ELIE MILKY
Vice President Development
Radisson Hotel Group



DAVID NATH
Head of Hospitality CEE & SEE
Cushman & Wakefield



LUIS PICAS ASMARATS
Senior Director of Investments
Hotel Investment Partners (HIP)



ANDREA ROTHER
Development Director
Central & Eastern Europe
Choice Hotels



AGAPI SBOKOU
Co-owner and CEO
Phāea Resorts



KRISTINA TOPALOVIC
Head of Hospitality Advisory
Horwath HTL Croatia



ALEXANDROS VASSILIKOS
President
Hellenic Chamber of Hotels (HCH)



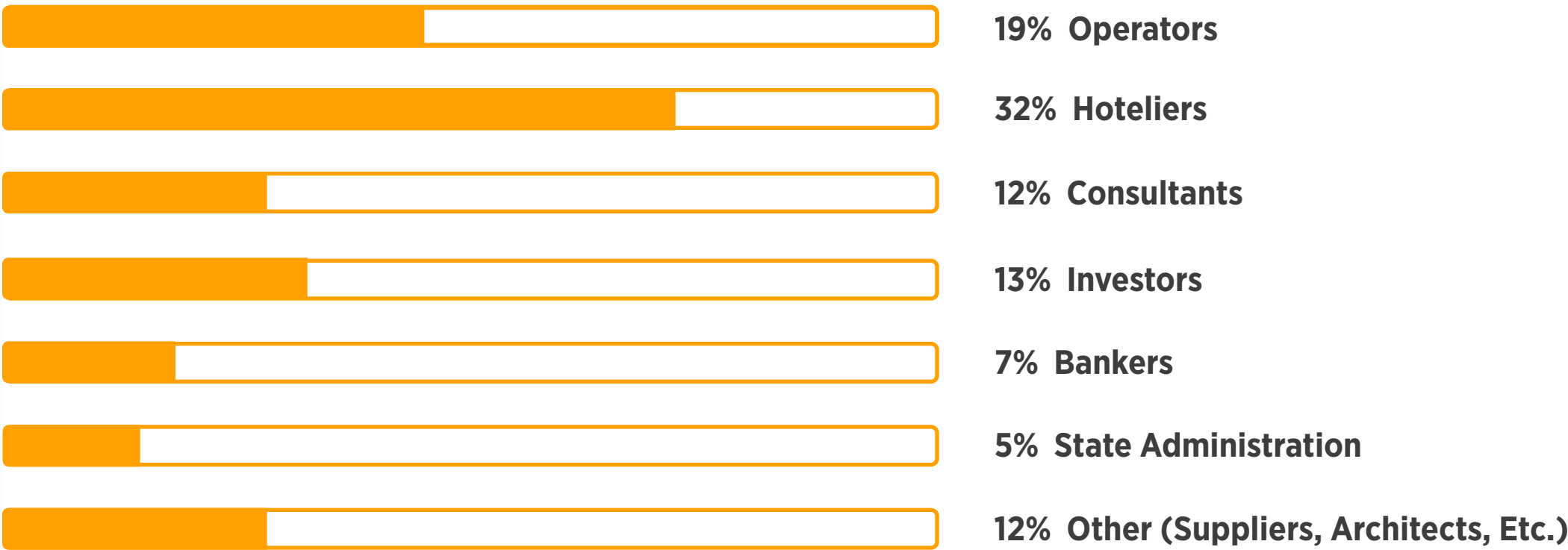
HYLKO VERSTEEG
Head of Development
Southern Europe
IHG Hotels & Resorts

WHO ATTENDED

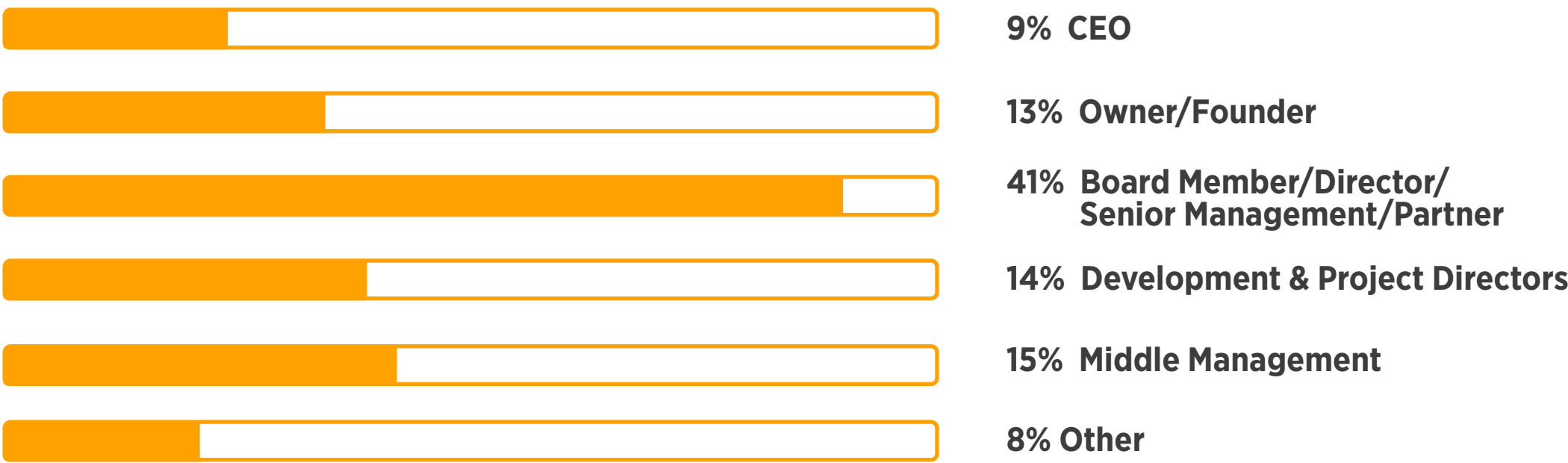
Adria Hotel Forum 2020

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BY INDUSTRY:



JOB FUNCTION:



→ View a selection of companies who attended AHF 2020

Since 2013, Adria Hotel Forum has gathered



NETWORKING

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Coupled with market knowledge, the opportunity to network during small group discussions and social gatherings with the right people is one of the most important ingredients in concluding successful deals. The conference will be a high-level event and will bring together 300+ key players in the hospitality industry: developers, investors, hotel operators, owners, as well as representatives of the banking and legal sectors.



Networking Breaks

Schedule 1:1 meetings with your peers during networking breaks or continue the discussions with speakers off-stage on insights shared.



Evening Reception

Enjoy white wines and canapes at the evening reception, an excellent opportunity to unwind and relax while bonding with peers in an exciting location with good music.

Sponsors' Exhibition

Meet key hospitality players from international to local organisations invested in the development and opportunities in the region.



On-the-move Networking

Participate in the IDEEA Charity Walk & Run to energise your day, connecting with like-minded attendees and raising money for a good cause.





This was probably one of the best and most productive conferences I have attended recently. It was the right size, and the calibre of the attendees was great.

Strategic Advisor
Rosewood Hotel Group



The quality of attendees, the quality of the panellists and the quality overall was superb. We can highly recommend this event.

Vice President Business Development
Radisson Hotel Group



It's a great way for us to get to know people here on the ground, meet the people who have local expertise and that's a great way for us to source deals. Especially, as Principal Real Estate Europe is keen to invest here in the region and it's great opportunity for us to meet operators, people who actually know the market and will allow us to invest here in the region.

Transactions Manager Hotel & Leisure Division
Principal Real Estate Europe



It was a great event where I got the chance to meet industry peers as well as investors whom we can have future business opportunities with

Development Analyst, Southeast Europe
Accor



It was an outstanding event. An opportunity to network with key players in the industry.

Director
Schulze Global Investments

PLATINUM SPONSOR



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EXHIBITORS



GET IN TOUCH WITH US

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FOR SPONSORSHIP INQUIRIES

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