Post-Covid re-opening in **Luxury Hotels**

A focus on **Venice, Florence, Rome, Milan**

July 9th,2020

***TH*RENDS®**
Tourism & Hospitality Analytics

Summary

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44%

of all luxury properties in **Venice, Florence, Rome and Milan** are **closed** as of today

58%

of all luxury properties **in Milan are closed as of today**

29%

of closed hotels in luxury will **re-open not earlier than September 1st**

This short focus provides a picture of the status **«open/closed»** of all luxury hotels in Venice, Florence, Rome and Milan, updated as of July 9th 2020.

Based on web research and database analysis we found that **44% of all luxury property are still closed**.

This figure gets close to **60% in Milan.**

As of today, **29% of all closed luxury properties will open later than September 1st.**

We record there is no significant difference of view between branded and independent hotels.

The major reason for managers and brands to decide to postpone opening properties is clearly the very relevant role that international demand plays for such segment in such destinations: **89% of all bed-nights spent in the luxury tier in Florence are generated by foreign tourists. 85% in Venice.**

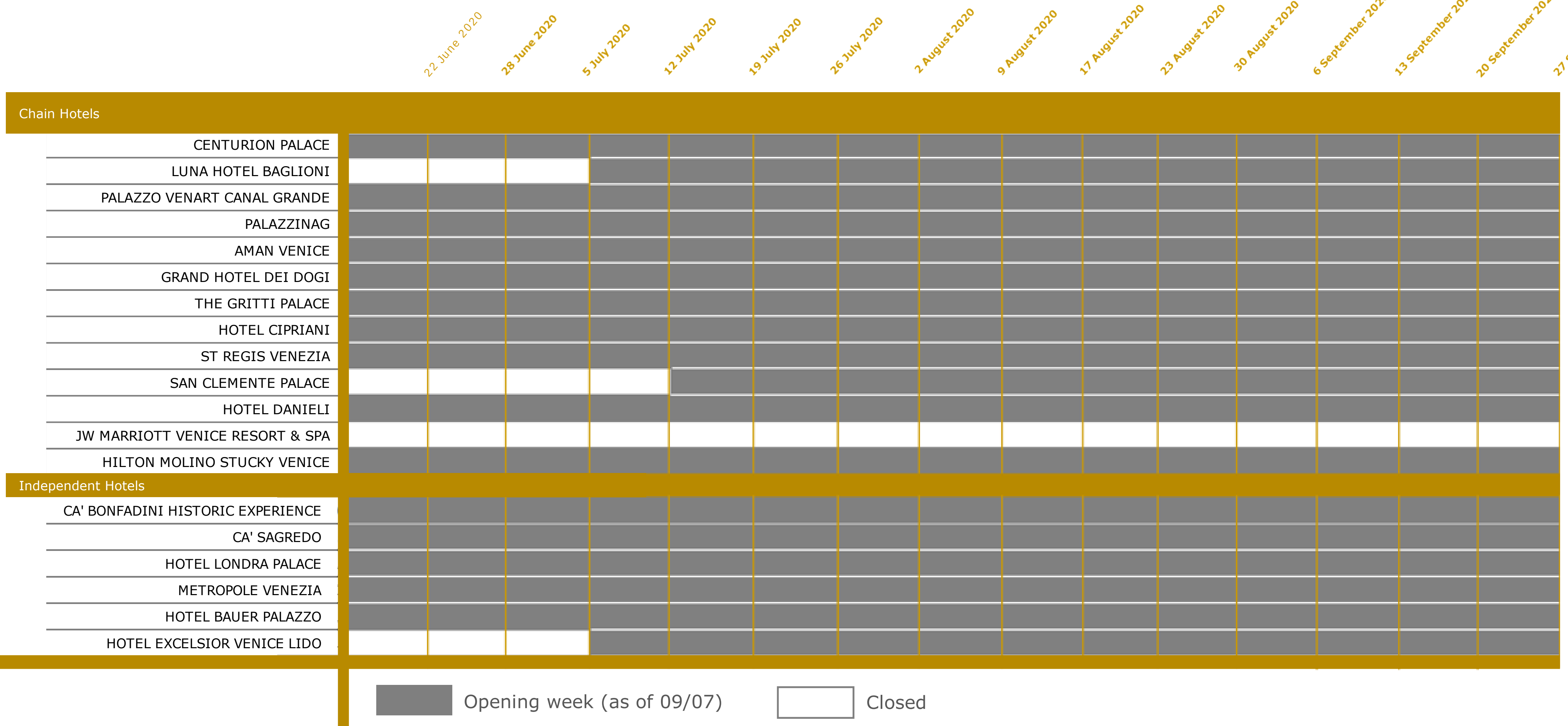
The unclear situation about long-haul travel restrictions, the inability to plan for USA, Russia, Canada, UK travellers and the generally uncertain situation of flights scheduling is **hardly beating the luxury segment for the 4 Italian capitals of art & business tourism.**

The four sisters of LUXURY HOSPITALITY: Venice, Florence, Rome & Milan – June 9th 2020

The luxury segment	International demand vs total[1]	Luxury Hotels vs total supply in destination[1]	Number of Branded rooms[2]	Branded rooms vs total rooms[3]
 VENICE	85%	4.8%	1,657	70%
 FLORENCE	89%	4.9%	929	81%
 ROME	84%	3.7%	3,885	71%
 MILAN	83%	5.0%	2,183	71%

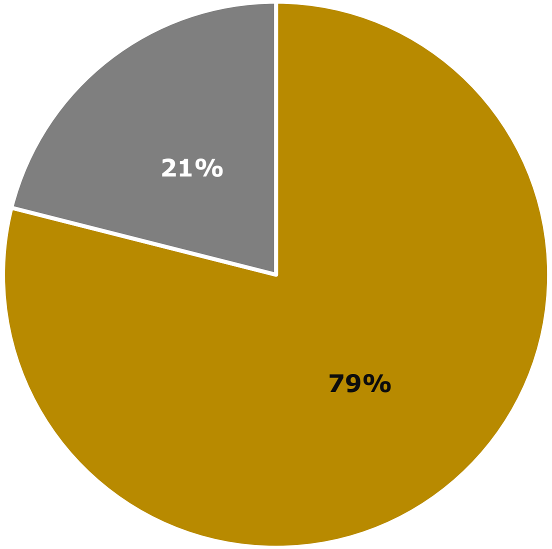
Notes:
1. Based on 2018 and 2019 data, depending on the destination
2. Branded rooms in luxury considered for this report: excluding hotels with less then 10 rooms .
3. Branded supply 2020, overall supply 2018. Branded hotels are here considered if sized over 10 rooms

Venice, Chain and Independent Hotels

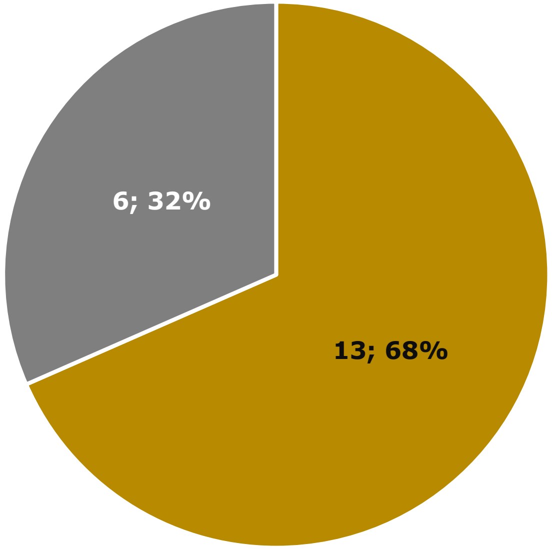


Venice

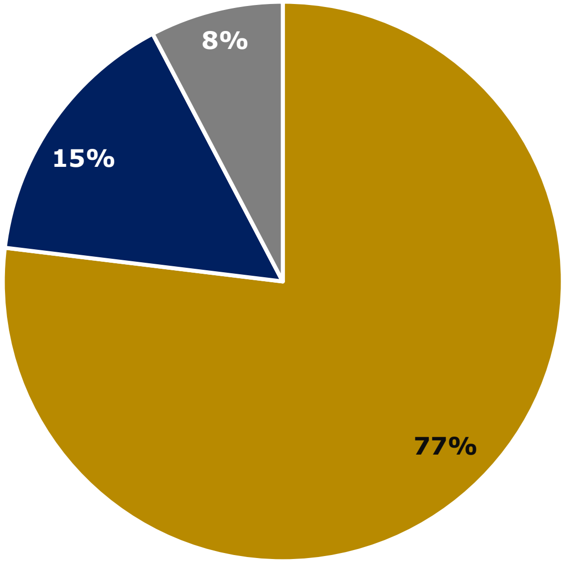
Overall Post-Covid Operating Status (As of 09/07)



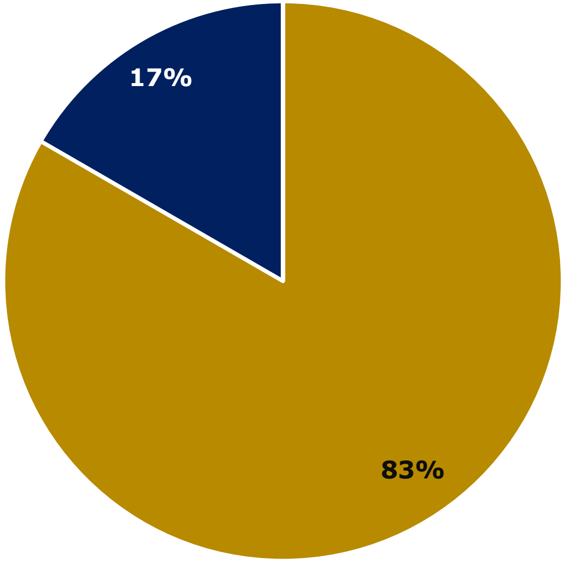
Chain Hotels Distribution in Luxury



Chain Hotels Re-opening Period



Independent Hotels Re-opening Period



Florence, Chain and Independent Hotels

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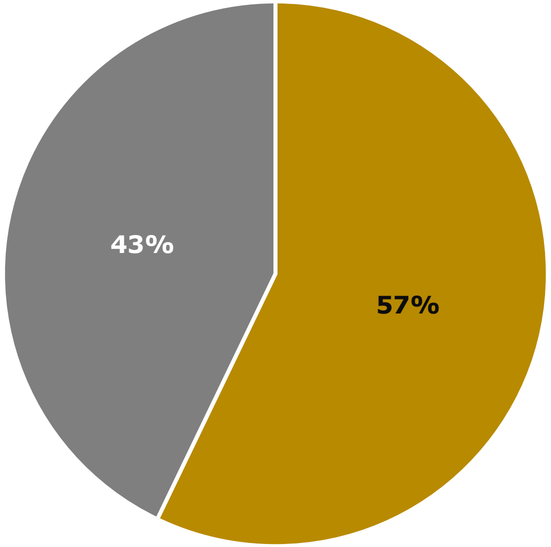
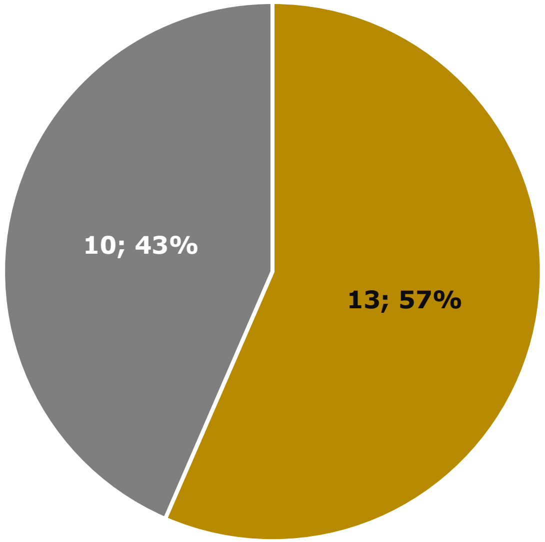
Florence

Overall Post-Covid Operating Status (As of 09/07)

- Open Hotels
- Closed Hotels



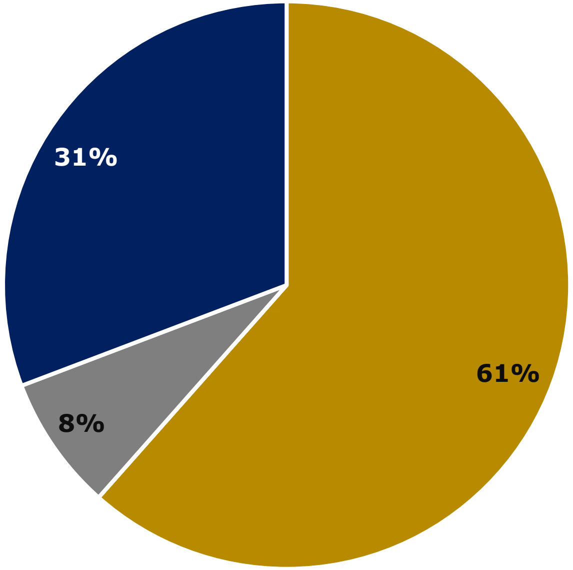


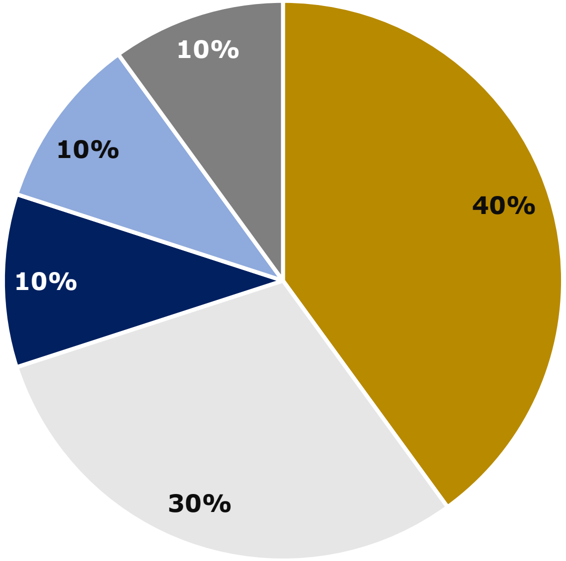
Chain Hotels Distribution in Luxury

- Chain Hotels
- Independent Hotels

Chain Hotels Re-opening Period

- Open
- Opening after 1 Aug
- Opening after 1 Sep





Independent Hotels Re-opening Period

- Open
- Opening after 10 Jul
- Opening after 1 Aug
- Opening after 1 Sep
- Unkown

Rome, Chain Hotels

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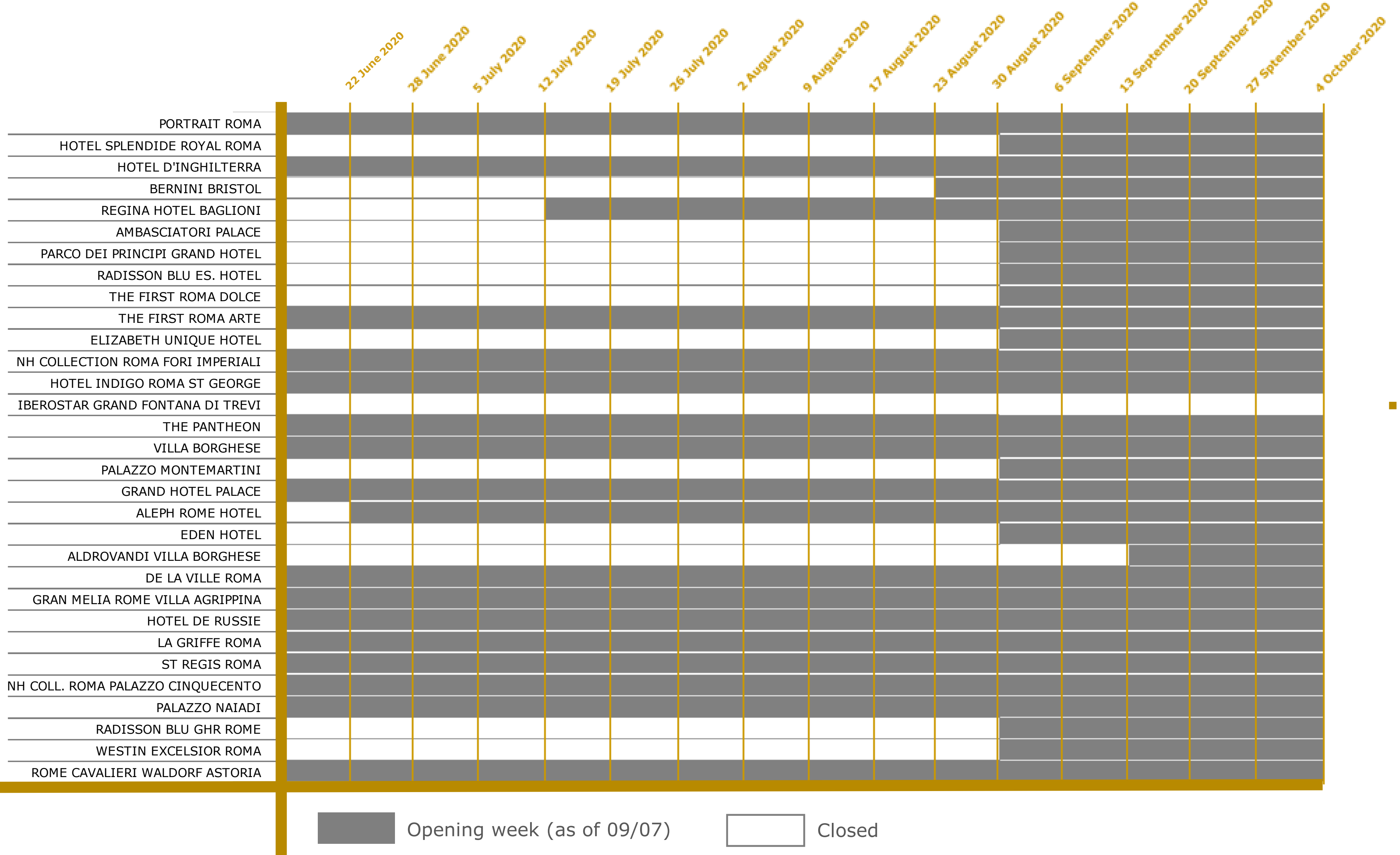
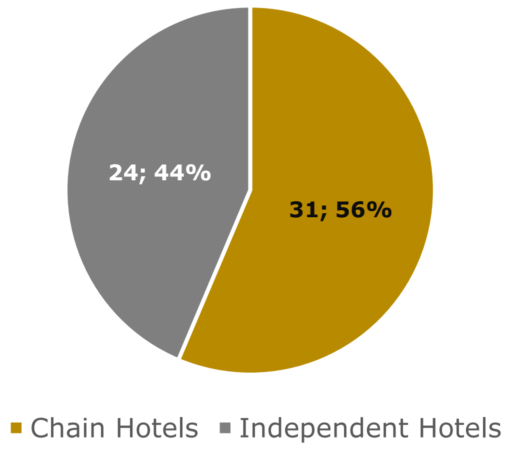
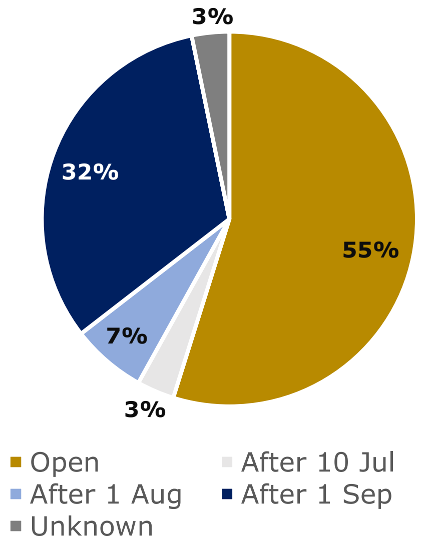


Chain Hotels Distribution in Luxury



Chain Hotels Re-opening Period



Rome, Independent Hotels

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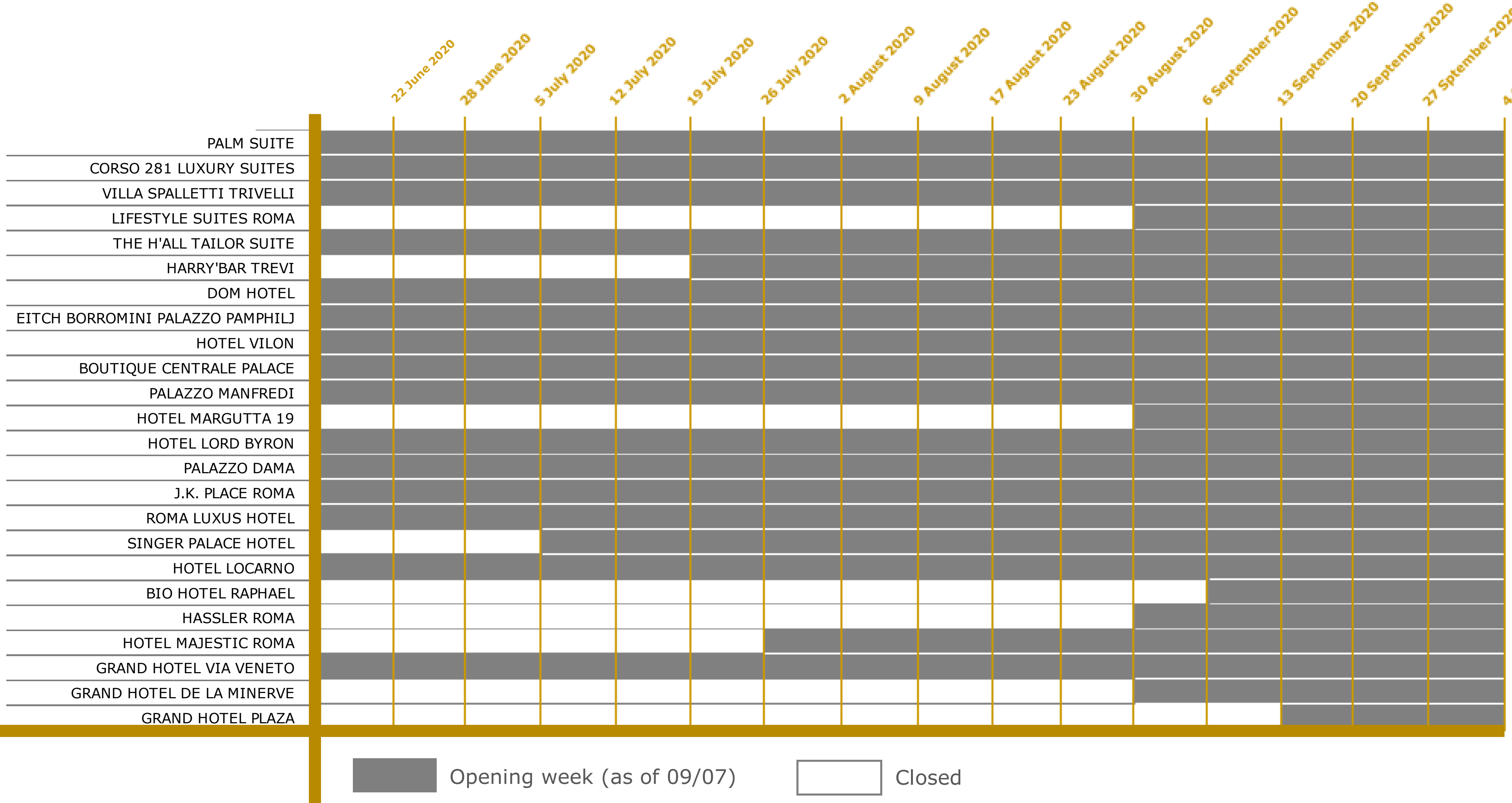
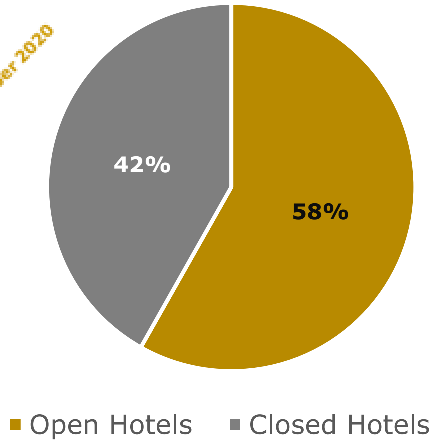
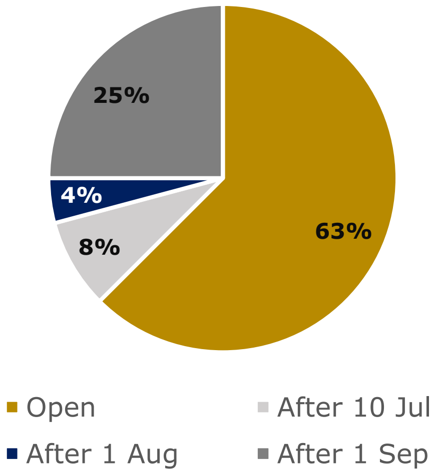


Overall Post-Covid Operating Status (As of 09/07)



Independent Hotels Re-opening Period



Milan, Chain and Independent Hotels

Milan

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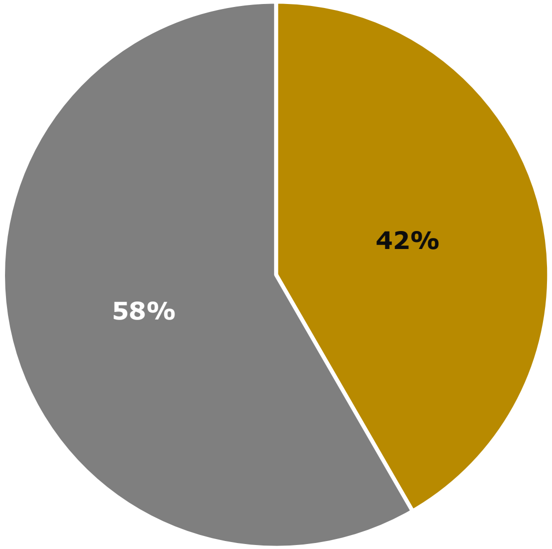
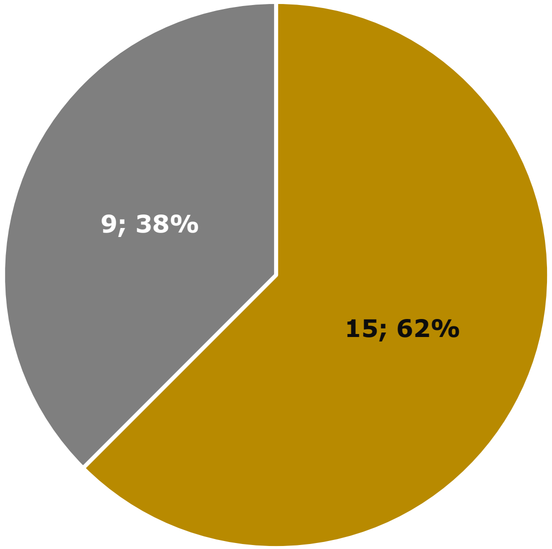
Overall Post-Covid Operating Status (As of 09/07)

- Open Hotels
- Closed Hotels



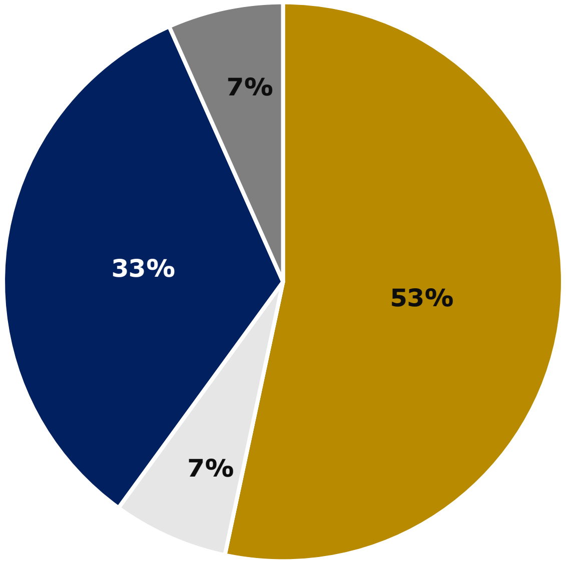
Chain Hotels Distribution in Luxury

- Chain Hotels
- Independent Hotels



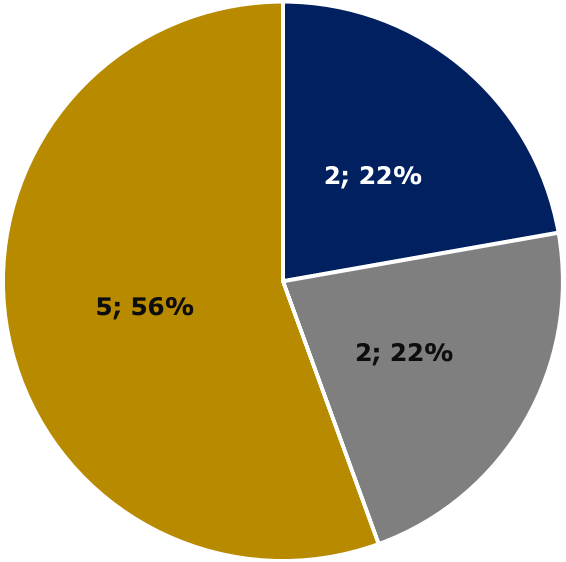
Chain Hotels Re-opening Period

- Open
- Opening after 1 Aug
- Opening after 1 Sep
- Opening after 30 Sep



Independent Hotels Re-opening Period

- Open
- Opening after 1 Aug
- Opening after 1 Sep



Source & Methodology

Data on hotels' status (open / closed)

We have surfed the web, using the hotel booking engine of each hotel and double-checked with Booking.com and Google Hotels, to infer on the hotel status, for each property included in the analysis. Hotels which declared no availability for an entire week were recorded as "closed" for the relative period.

We have not reported on hotels (independent or branded) whose size is lower than 10 rooms, to obtain a more reliable picture of the phenomenon.

Official supply and demand data

All data on the supply and demand for hotels are ISTAT data or were retrieved on the respective tourism data platform for each destination. Figures may be based on 2018 or 2019 depending on the last available data.

Brands data

Data on brands and hotel chains were obtained through the use of own proprietary database. Information were last updated on March 2020 or later.

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Alessandro Casolla, Market research

Click to download
THRENDS' report «On the end of social distancing for tourism in Italy», dated May 12th, 2020.

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