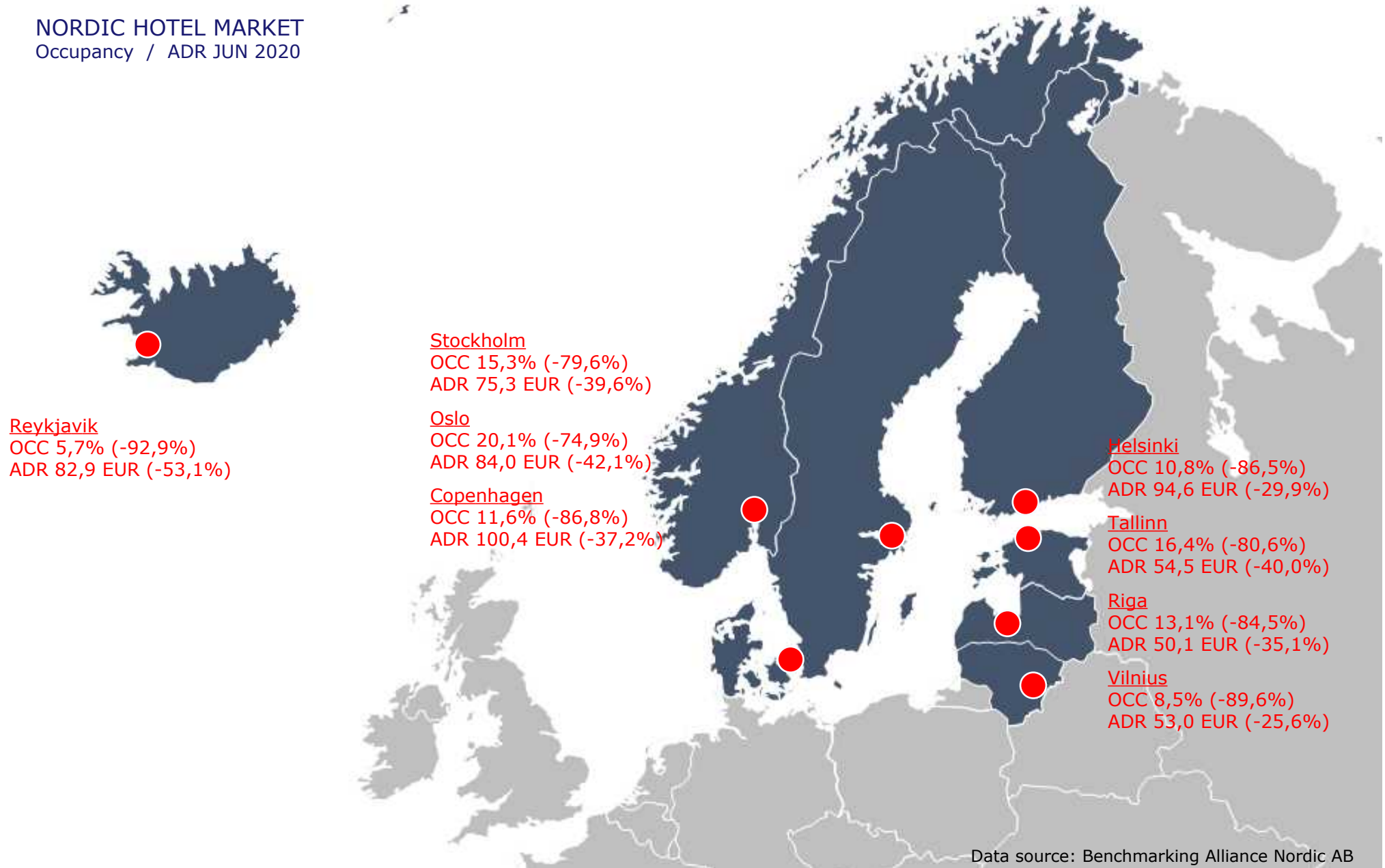


NORDIC HOTEL MARKET
Occupancy / ADR JUN 2020



Data source: Benchmarking Alliance Nordic AB

TALLINN HOTEL MARKET

Occupancy / ADR JUN 2020



STANDARD CLASS HOTELS	OCC: 18,3% / ADR: 40,2EUR
COMFORT CLASS HOTELS	OCC: 10,7% / ADR: 56,7EUR
FIRST CLASS HOTELS	OCC: 19,8% / ADR: 59,9EUR
LUXURY CLASS HOTELS	OCC: 8,9% / ADR: 118 EUR

Data source: Benchmarking Alliance Nordic AB

SERVICE - BASED DEMAND

STANDARD HOTEL MODEL

Traditional guestroom with
22m² "rectangle" with a 4m²
"cube" in the left or right
corner

SERVICE - BASED DEMAND

STANDARD HOTEL MODEL

The improvement of digital marketing

The increase in transportation capability

Traditional guestroom with
22m² "rectangle" with a 4m²
"cube" in the left or right
corner

SERVICE - BASED DEMAND

STANDARD HOTEL MODEL

NON - STANDARD AIRBNB MODEL

The improvement of digital marketing

The increase in transportation capability



Traditional guestroom with 22m² "rectangle" with a 4m² "cube" in the left or right corner

Non-traditional guestroom with different size, design, architecture, furniture, etc.

SERVICE - BASED DEMAND

STANDARD HOTEL MODEL

NON - STANDARD AIRBNB MODEL

The improvement of digital marketing

The increase in transportation capability

Traditional guestroom with 22m² "rectangle" with a 4m² "cube" in the left or right corner

Non-traditional guestroom with different size, design, architecture, furniture, etc.

EFFECTIVITY

ORIGINALITY

EXPERIENCE - BASED DEMAND

SERVICE - BASED DEMAND

STANDARD HOTEL MODEL

NON - STANDARD AIRBNB MODEL

The improvement of digital marketing
 The increase in transportation capability

Traditional guestroom with 22m² "rectangle" with a 4m² "cube" in the left or right corner

Non-traditional guestroom with different size, design, architecture, furniture, etc.

RELIABILITY

EFFECTIVITY

ORIGINALITY

FUNCTIONALITY

EXPERIENCE - BASED DEMAND

SERVICE - BASED DEMAND

STANDARD HOTEL MODEL

NON - STANDARD AIRBNB MODEL

The improvement of digital marketing

The increase in transportation capability

Traditional guestroom with 22m² "rectangle" with a 4m² "cube" in the left or right corner

Non-traditional guestroom with different size, design, architecture, furniture, etc.

RELIABILITY

EFFECTIVITY

ORIGINALITY

FUNCTIONALITY

New guestroom characterized by visual diversity, multifunctionality, service originality and ultimate reliability.

EXPERIENCE - BASED DEMAND