Czechia Hotel & Chains 2026

June 2026

Table of Contents

Welcome

2025 was a remarkably successful year for hotel transactions in the Czech Republic, as Prague established itself as CEE's most active hotel investment market. This is the right moment to take stock of where the market stands.

The Czechia Hotel & Chains Report 2026 is Horwath HTL's first dedicated publication on the Czech hotel market. Our aim is straightforward: to provide investors, developers, operators and owners with a clear, data-driven picture of the market, its scale, its structure, its performance, and its trajectory.

What the data shows is a market in good health. Demand is at record levels, and rates have grown meaningfully. The branded hotel sector, while still relatively underpenetrated compared to Western Europe, is growing, and the appetite from international brands is there.

We are excited to be active in this market and committed to supporting its continued development. We hope this report is a useful contribution to that effort.

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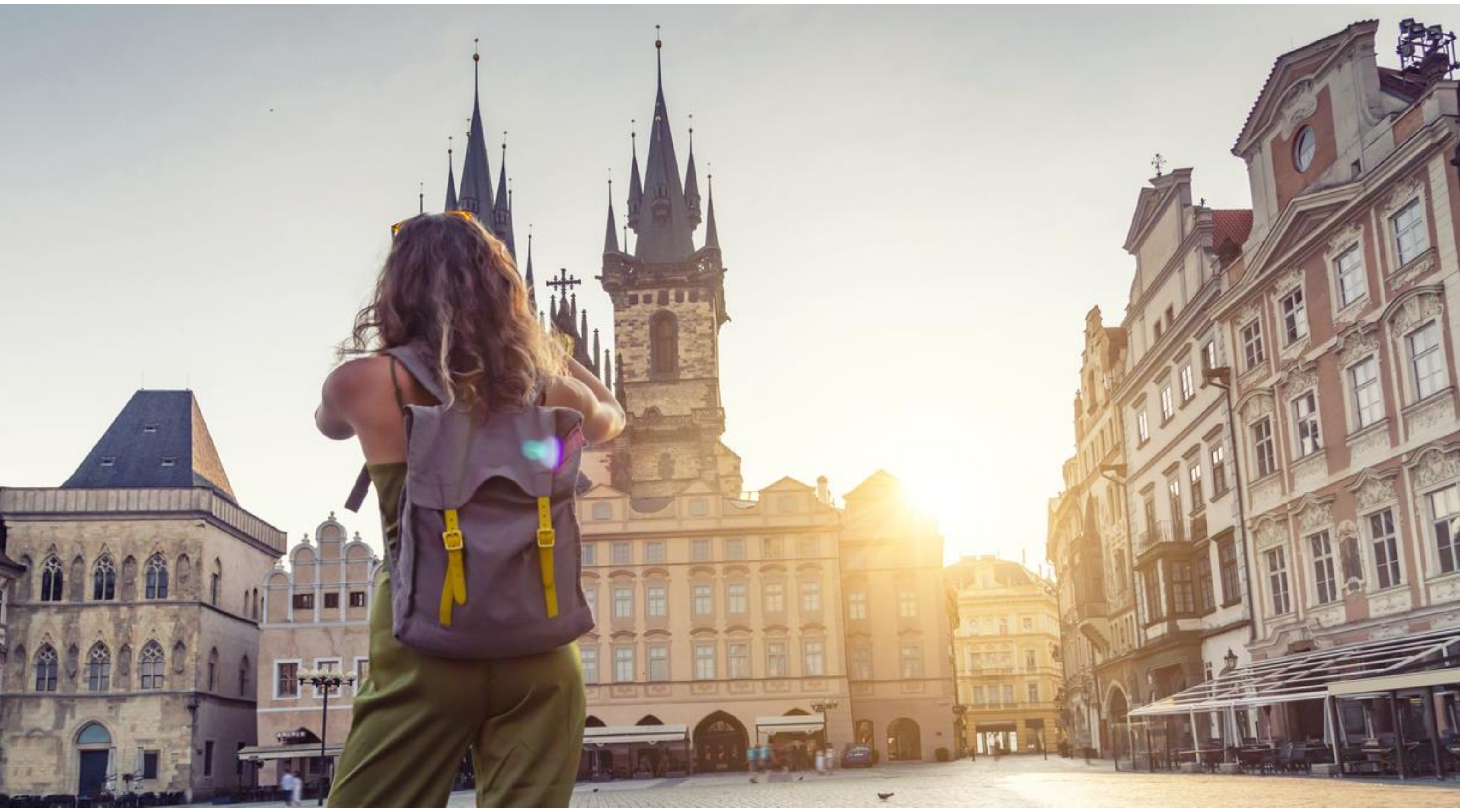
Introduction

Tourism in Czechia has regained strong momentum in recent years, confirming its status as a stable and important pillar of the economy. The year 2025 delivered very strong results: almost 23.6 million guests came to accommodation facilities across the country, spending more than 59 million nights here. Of these, 10.9 million were international visitors, and their number continues to rise.

Czechia's tourism sector now stands on solid foundations. Tourism accounts for roughly 2.5% of GDP and generates more than CZK 200 billion a year. It also provides jobs for more than 230,000 people.

One of the main reasons people choose Czechia is its combination of accessibility, diversity and safety. Our country has long been one of the safest destinations in the world, visitors feel at ease here and can truly enjoy a stress-free stay. Alongside iconic places such as Prague, Czechia is increasingly attracting visitors to its regions. People are discovering spa towns, mountains, wine regions and smaller historic towns. A major advantage is that, within a relatively small area, visitors can enjoy several different experiences in just a few days — visiting a historical site, taking a trip into the countryside, enjoying fine dining and relaxing.

Gastronomy in particular has undergone a significant shift in recent years. The first-ever Michelin Guide for Czechia, published at the end of last year, confirmed that Czech cuisine has plenty to offer even by international standards. Restaurants across the country demonstrate that tradition and a modern approach come together here, and that nowadays guests can enjoy outstanding culinary experiences beyond the main tourist routes, not only in major cities. Spa tourism also remains one of our strengths. It has a long tradition in Czechia and is one of our greatest competitive advantages. Congress and incentive tourism are also growing in importance, as is interest in luxury and experience-based travel.



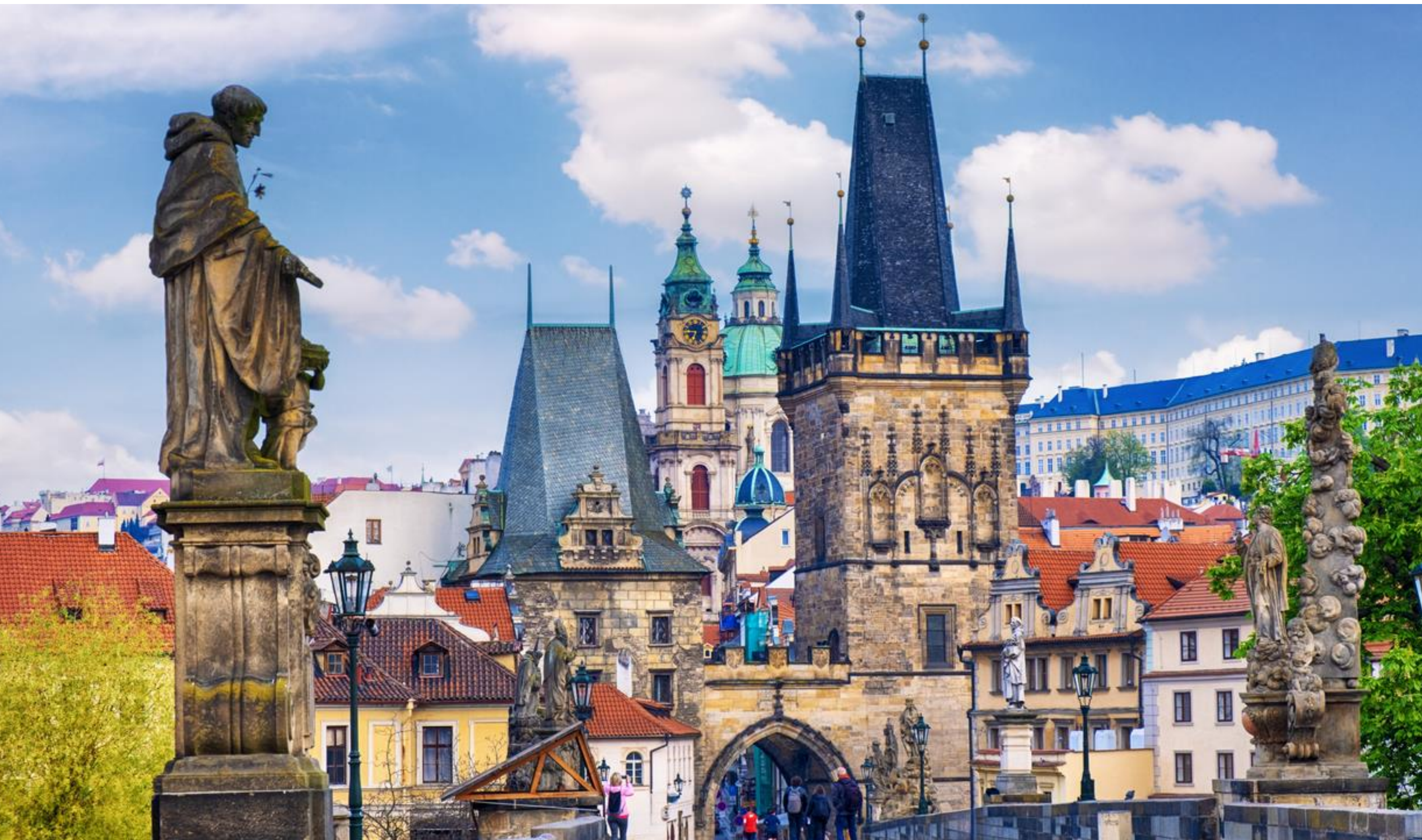
The hotel market itself is changing too. We live in an interconnected world, where trends and information spread instantly across continents, and tourism naturally responds to this. These days, people don't just travel to see the sights. They are looking for a complete experience: high-quality services, interesting events, modern infrastructure, ease of access and new types of accommodation. The hotel sector must be able to respond flexibly to these changes. Our ambition is therefore to move Czechia towards higher quality and greater added value. We want to attract visitors who stay longer, spend more and are interested in discovering lesser-known regions too. This also creates new opportunities for investors and for hotel development outside the main centres.

Modern marketing plays a major role in this respect. Our new global "Feel free" campaign presents Czechia as a place where everyone can tailor their stay to suit themselves, whether they're looking to relax, enjoy new experiences or find inspiration. It works with emotion, authenticity and the unique atmosphere that visitors experience in Czechia.

Looking ahead, we want to continue building on quality, sustainability and the smart use of data. We want to gain an even better understanding of who comes here, what they are looking for and how they travel around Czechia. This will allow us to manage tourism in a way that brings the greatest possible positive impact, for visitors, businesses and local residents alike.

Czechia has everything it needs to remain an attractive destination in the years to come. It offers a safe environment, a diverse range of experiences and an ever-higher quality of services. And it is this combination that makes it a place people are happy to return to, and where investors also see potential.

František Reismüller
CEO, Czech Tourism



Economic Overview

With a population of 10.9 million and a GDP of approximately EUR 358 billion in 2025, the Czech Republic is the most advanced economy in Central and Eastern Europe by GDP per capita on a purchasing power parity basis, broadly comparable to Spain and Portugal. The country is a member of the EU and the OECD, though it retains its own currency, the Czech koruna (CZK).

Macroeconomic Snapshot

Indicator	2022	2023	2024	2025E
Nominal GDP (USD bn)	293 (EUR 287)	310 (EUR 287)	335 (EUR 319)	383 (EUR 358)
Real GDP growth (% YoY)	3.5%	0.1%	1.1%	2.5%
GDP per capita, nominal (USD)	27,200 (EUR 26,700)	28,800 (EUR 26,700)	31,400 (EUR 29,800)	35,678 (EUR 32,800)
GDP per capita, PPP (USD)	44,800 (EUR 44,000)	46,200 (EUR 42,800)	48,000 (EUR 45,500)	~51,000 (EUR 46,900)
Inflation rate (CPI, % avg)	15.1%	10.7%	2.4%	2.5%
Unemployment rate (%)	2.4%	2.6%	2.6%	~2.7%

Sources: IMF World Economic Outlook April 2026; European Commission Autumn 2025 Forecast; Czech Statistical Office (CZSO); Czech National Bank (CNB) Winter 2026 Forecast. E= estimate. ECB annual average EUR/USD exchange rates.

Key Economic Themes in 2025

Growth and consumption: GDP grew 2.5% in 2025, the strongest performance in three years and among the highest in the EU, driven principally by private consumption, which benefited from sustained real wage growth. Nominal wages rose about 7% in 2025, while headline inflation moderated to 2.5%, supporting a recovery in real purchasing power.

Inflation and monetary policy: Inflation returned to near-target levels in 2025, down from the 15.1% peak of 2022 at the height of the energy crisis. The Czech National Bank (CNB) gradually eased its policy rate through the year, ending 2025 at approximately 3.25%. The CNB's Winter 2026 forecast projects growth of around 3% in 2026 and 2027, with inflation remaining below 2% and the koruna stable.

Labour market: The unemployment rate remained among the lowest in the EU at approximately 2.7%. Similar to other CEE countries, skill shortages, particularly in manufacturing, construction, and hospitality persist, and the country increasingly relies on foreign labour.

Export dependency: The Czech Republic is heavily export-oriented, with Germany accounting for approximately 30% of goods exports. Headwinds from sluggish German industrial output and the threat of US tariffs on European automotive goods present risks to the export outlook in 2026.

In conclusion, the Czech Republic enters 2026 from a position of macroeconomic strength. Consumer confidence has recovered, real incomes are growing, and the country is attracting record levels of hotel investment. The principal risks remain external: trade policy uncertainty, German economic weakness, and the trajectory of global energy prices, impacting construction, hotel operations and travel.

Tourism Destination Czechia

Top destinations

The country's tourism product spans four distinct segments: city tourism, MICE, spa and wellness, and mountain and nature tourism.

Prague is the dominant hospitality market and one of Europe's premier city-break destinations. The capital recorded the highest number of visitors and overnight stays in the country, welcoming over 8.3 million total arrivals in 2025, accounting for approximately 35% of national arrivals. The city's UNESCO-listed historic centre, vibrant cultural life, and strong value-for-money relative to Western European capitals attract a broad international visitor mix. Germany, Slovakia, Poland, the USA and the UK are the leading inbound source markets.

Prague is equally significant as a MICE destination: the ICCA 2024 rankings placed Prague fifth globally and fourth in Europe by number of international association meetings held. Over 5,100 events took place in the city in 2024, attracting more than 804,000 delegates. The Prague Congress Centre is the anchor venue, with medical sciences, technology and finance the dominant congress themes. Across Czechia, 12,000 conferences were held in 2024 with 1.2 million guests, of which 67% took place in four-star hotels.

Karlovy Vary (Carlsbad), together with **Mariánské Lázně** and **Františkovy Lázně**, forms the West Bohemian spa triangle, Czechia's premier wellness tourism region. Mariánské Lázně is officially classified as a climatic spa in the Czech Republic, known for its clean air, low atmospheric pressure, and beneficial mountain climate. Guests in this region record the longest average stay (4.78 days in 2025), well above the national average of 3.5 days, reflecting the multi-night nature of spa and health tourism. The D6 motorway connecting Prague to Karlovy Vary is scheduled for completion in 2028. In parallel, plans are underway to extend and widen the runway to better accommodate larger aircrafts. The region draws high-spending visitors from Germany, Russia, the Middle East, and increasingly Israel and Gulf states. The Grandhotel Pupp is the region's flagship property and the broader supply consists of grand thermal spa hotels dating from the Habsburg era, many modernised with contemporary wellness facilities. All three spa towns hold UNESCO World Heritage status as part of the "Great Spa Towns of Europe" inscription (2021).

South Moravia, centred on **Brno**, Czechia's second-largest city, is an emerging destination combining MICE activity (the region hosted approximately 2,213 events in 2024) with wine tourism along the Moravian wine routes, cycling and cultural heritage. South Moravia follows Prague as the second most visited region nationally.

The **Krkonoše** (Giant Mountains) and **Šumava** (Bohemian Forest) are Czechia's principal mountain and nature destinations, attracting domestic and German-speaking visitors for skiing in winter and cycling and hiking in the summer. The historic town of **Český Krumlov**, a UNESCO World Heritage Site, and the castles and châteaux of Central Bohemia complete the leisure offer and are increasingly promoted by CzechTourism as part of multi-day itineraries designed to distribute visitors beyond the capital.

Tourism Demand

The Czech Republic recorded its strongest year of tourism in 2025, welcoming nearly 23.6 million guests who generated 59.1 million overnight stays, both figures exceeding the pre-pandemic record year of 2019. This reflects an improvement of international connectivity, a broadening of source markets, and the lasting appeal of Prague as a city-break destination.

Tourism Demand Summary, 2021 to 2025

Indicator	2021	2022	2023	2024	2025
Total tourists (million)	11.4	19.4	22.0	22.8	23.6
of which domestic (million)	8.8	12.1	12.4	12.3	12.6
of which international (million)	2.6	7.3	9.6	10.5	10.9
Total overnight stays (million)	31.9	50.7	55.8	57.2	59.1
of which domestic (million)	25.4	32.5	32.5	31.8	32.4
of which international (million)	6.5	18.1	23.4	25.5	26.7
Avg. length of stay (nights)	3.80	3.60	3.54	3.51	3.51
Domestic share of guests (%)	77%	63%	56%	54%	54%

Sources: CzechTourism / Institut turismu Power BI Dashboard, Czech Statistical Office (CZSO).

Total guest arrivals grew at a compound annual growth rate of approximately 20% from 2021 to 2025. Since 2023, the first year the country surpassed 2019 levels, growth has stabilised at 3–4% per annum. Overnight stays reached 59.1 million in 2025, exceeding 2024 by 3.3% and the 2019 benchmark by approximately 2.1 million nights. The average length of stay was 3.51 nights in 2024 and 2025.

Domestic guests remain the majority of all arrivals, accounting for 54% in 2025, though this share has declined progressively from a pandemic-era high of 77% in 2021 as international travel recovered. Domestic arrivals reached approximately 12.6 million in 2025, broadly stable against the prior year (+2.4%). Following a rediscovery of domestic holidays during the pandemic, domestic overnight stays have plateaued at approximately 32–33 million per year since 2022, suggesting a mature domestic market. Going forward, growth will be increasingly international in character.

International arrivals surpassed 10 million for the first time in 2024 and reached 10.9 million in 2025 (3.8% year-on-year increase) generating an estimated 26.7 million overnight stays (+4.7% YoY). International guests consistently stay longer than domestic visitors, averaging over 2.4 nights per trip.

Germany remains the single largest inbound source market, contributing 2.32 million arrivals in 2025, followed by Poland (0.92 million, notably entering the top three ahead of Slovakia) and Slovakia (0.92 million). The USA, United Kingdom, and Italy complete the top six. Growth from long-haul and emerging markets has stood out with Israel, UAE, Japan, South Korea, and Canada all recording strong increases in 2025.

Top 10 International Source Markets by Arrivals in 2025

Rank	Country	Arrivals 2025	Overnight Stays 2025
1	Germany	2,315,009	6,389,627
2	Poland	919,443	1,832,310
3	Slovakia	915,449	1,829,778
4	United States	581,664	1,532,017
5	United Kingdom	560,370	1,502,330
6	Italy	426,307	1,134,453
7	Ukraine	367,253	804,875
8	Austria	358,635	678,089
9	France	283,502	742,376
10	Spain	278,160	787,892

Source: CzechTourism / Institut turismu Power BI Dashboard, 2025 (Incoming filter).

Regional Demand, total (domestic + international)

Prague dominates the national accommodation landscape, but a number of regional destinations are growing faster than the capital in both arrivals and overnight stays. The tables below show total, domestic and international demand by region over a five-year period.

Region	Arrivals 2021	Overnights 2021	Arrivals 2025	Overnights 2025	Arrivals Δ	Overnights Δ
Prague	2,354,720	5,257,254	8,276,026	8,993,211	+251.5%	+71.1%
South Moravia	1,331,887	3,067,220	2,251,656	4,377,441	+69.1%	+42.7%
South Bohemia	1,119,451	3,363,836	1,803,775	4,634,309	+61.1%	+37.8%
Hradec Králové	939,280	3,001,614	1,581,518	4,641,925	+68.4%	+54.6%
Karlovy Vary	710,460	2,832,146	1,436,877	5,435,214	+102.2%	+91.9%
Liberec	722,461	2,201,657	1,235,090	3,476,273	+71.2%	+58.0%
Central Bohemia	781,785	2,028,714	1,386,608	3,165,017	+77.3%	+56.0%
Moravian-Silesian	645,902	1,922,160	1,070,034	2,805,514	+65.7%	+46.0%
Zlín Region	555,228	1,735,017	847,138	2,298,993	+52.6%	+32.5%
Pilsen Region	554,582	1,534,671	909,482	2,218,896	+64.0%	+44.5%
Olomouc	469,007	1,652,105	816,111	2,304,866	+74.0%	+39.5%
Vysočina	450,699	1,203,935	703,455	1,620,582	+56.1%	+34.6%
Ústí nad Labem	396,878	1,128,510	660,406	1,699,249	+66.4%	+50.6%
Pardubice	351,261	995,403	562,181	1,430,510	+60.0%	+43.7%
TOTAL	**11,383,601**	**31,924,242**	**23,540,357**	**59,102,000**	**+106.6%**	**+85.2%**

Source: CzechTourism / Institut turismu Power BI Dashboard (all source markets, all regions), 2021 and 2025.

Regional Demand, Domestic

Region	Arrivals 2021	Overnights 2021	Arrivals 2025	Overnights 2025	Arrivals Δ	Overnights Δ
South Moravia	1,110,711	2,629,482	1,472,555	3,045,624	+32.6%	+15.8%
South Bohemia	1,008,296	3,106,668	1,238,560	3,548,601	+22.8%	+14.2%
Prague	943,464	1,828,818	1,575,080	2,632,458	+66.9%	+44.0%
Hradec Králové	853,556	2,761,870	1,225,137	3,624,615	+43.5%	+31.2%
Central Bohemia	702,904	1,823,714	1,100,628	2,531,201	+56.6%	+38.8%
Liberec	658,401	2,023,466	1,012,179	2,880,605	+53.7%	+42.4%
Moravian-Silesian	573,576	1,724,200	847,430	2,329,488	+47.8%	+35.1%
Karlovy Vary	519,846	2,067,266	657,377	2,373,940	+26.5%	+14.8%
Zlín Region	511,962	1,634,847	722,809	2,041,378	+41.2%	+24.9%
Pilsen Region	443,417	1,261,845	599,273	1,560,588	+35.2%	+23.7%
Olomouc	423,383	1,543,429	662,497	1,961,372	+56.5%	+27.1%
Vysočina	417,552	1,121,400	615,407	1,431,148	+47.4%	+27.6%
Ústí nad Labem	323,703	937,953	432,028	1,156,688	+33.5%	+23.3%
Pardubice	323,172	911,969	479,133	1,243,835	+48.3%	+36.5%
TOTAL	**8,813,943**	**25,376,927**	**12,640,093**	**32,361,541**	**+43.4%**	**+27.5%**

Source: CzechTourism / Institut turismu Power BI Dashboard (Domestic filter), 2021 and 2025.

Domestic tourism growth leaders by region

Comparing 2021 figures with 2025, total arrivals are growing faster than overnights, suggesting people are taking shorter trips.

- Prague has experienced the highest growth in arrivals and overnights, as urban tourism was more heavily impacted during COVID.
- Central Bohemia (+56.6%), Olomouc (+56.5%), and Liberec (+53.7%), regions adjacent to Prague or ones with nature appeal have also shown strong growth.
- Regions such as South Moravia, South Bohemia and Karlovy Vary grew the slowest, as they already had a stronger base. Average length of stay in all regions was higher during COVID (3.88 in 2021 vs. 3.56 in 2025), as locals vacationed domestically.
- Average length of stay amongst domestic tourists is highest in Karlovy Vary (4.61 days in 2025) and lowest in Prague (2.67 days).
- Other regions with high length of stay are Olomouc (3.96), Hradec Králové (3.96), South Bohemia (3.87), Liberec (3.85) and Zlín (3.82).

Regional Demand, International

Region	Arrivals 2021	Overnights 2021	Arrivals 2025	Overnights 2025	Arrivals Δ	Overnights Δ
Prague	1,411,256	3,428,436	6,700,946	16,360,753	+374.9%	+377.2%
Karlovy Vary	190,614	764,880	779,500	3,061,274	+308.9%	+300.2%
South Moravia	221,176	437,738	779,101	1,331,817	+252.3%	+204.2%
South Bohemia	111,155	257,168	565,215	1,085,708	+408.5%	+322.2%
Hradec Králové	85,724	239,744	356,381	1,017,310	+315.8%	+324.4%
Pilsen Region	111,165	272,826	310,209	658,308	+179.1%	+141.3%
Central Bohemia	78,881	205,000	285,980	633,816	+262.5%	+209.2%
Liberec	64,060	178,191	222,911	595,668	+247.9%	+234.3%
Ústí nad Labem	73,175	190,557	228,378	542,561	+212.1%	+184.7%
Moravian-Silesian	72,326	197,960	222,604	476,026	+207.8%	+140.5%
Olomouc	45,624	108,676	153,614	343,494	+236.7%	+216.1%
Zlín Region	43,266	100,170	124,329	257,615	+187.4%	+157.2%
Vysočina	33,147	82,535	88,048	189,434	+165.6%	+129.5%
Pardubice	28,089	83,434	83,048	186,675	+195.7%	+123.7%
TOTAL	**2,569,658**	**6,547,315**	**10,900,264**	**26,740,459**	**+324.2%**	**+308.4%**

Source: CzechTourism / Institut turismu Power BI Dashboard (Incoming filter), 2021 and 2025.

International tourism growth leaders by region

The strongest growth in international overnight stays between 2021 and 2025 was recorded in South Bohemia (+322%), Hradec Králové (+324%), Liberec (+234%), and Karlovy Vary (+300%).

These regions, starting from a lower base, have benefited from improved domestic infrastructure, growing short-break demand from German and Austrian source markets, and, in the case of Karlovy Vary, long-haul interest, as well as European war regions.

Prague, while still by far the largest receiver of international visitors, grew at a comparatively lower rate (+377% in arrivals but from a far higher base) given its already dominant position.

The top 5 regions with the highest length of stay among international tourists in 2025 were Karlovy Vary (4.93), Hradec Králové (3.85), Liberec (3.67), Prague (3.44) and Ústí nad Labem (3.38). The lowest was South Moravia, at 2.71 days.

Average length of stay of international tourists, Czechia 2025

Country (Top 20)	Average length of stay
Russia	5.63
Saudi Arabia	5.52
Kazakhstan	5.07
Israel	4.65
Malta	4.28
Cyprus	4.04
Netherlands	3.97
Denmark	3.93
UAE	3.90
Germany	3.89
Other African Countries	3.85
Greece	3.84
Spain	3.77
Finland	3.73
Czechia	3.73
Portugal	3.72
Italy	3.69
Ireland	3.68
Serbia & Montenegro	3.64
Canada	3.63

Country (Bottom 20)	Average length of stay
Mexico	3.43
Romania	3.42
Other American Countries	3.38
New Zealand	3.37
Liechtenstein	3.20
Croatia	3.17
Estonia	3.17
Oceania	3.10
Hungary	3.09
Latvia	3.09
Poland	3.06
Slovenia	3.03
Slovakia	3.02
Japan	3.00
Austria	2.94
Thailand	2.74
Lithuania	2.67
Rep. of Korea	2.61
Taiwan	2.60
PR of China	2.59

Hotel Supply Czech Republic

The Czech Republic's accommodation sector encompasses 10,012 active establishments as of 2025, with a total of 217,701 rooms. This figure has remained broadly stable over the past three years following an expansion during 2019-2021. The sector is dominated numerically by pensions (small guesthouses), which account for approximately 42% of all establishments, reflecting the importance of domestic leisure tourism to regional destinations. The branded hotel segment is concentrated primarily at the mid and upper segments.

Accommodation Establishments by Type (2018-2025)

Type	2018	2019	2020	2021	2022	2023	2024	2025	Δ
Hotel ★★★★★	62	65	68	69	71	75	77	77	+24.2%
Hotel ★★★★	693	705	819	809	837	842	850	857	+23.7%
Hotel ★★★	1,466	1,442	1,586	1,589	1,587	1,528	1,502	1,475	+0.6%
Hotel ★★	199	194	219	211	207	194	184	179	-10.1%
Hotel ★	124	115	113	112	112	100	93	89	-28.2%
Hotel garni (B&B)	109	105	159	159	162	155	155	156	+43.1%
Pension	3,624	3,610	4,527	4,736	4,555	4,373	4,255	4,210	+16.2%
Hostel	658	651	751	754	733	695	692	650	-1.2%
TOTAL	**6,935**	**6,887**	**8,242**	**8,428**	**8,264**	**7,962**	**7,808**	**7,683**	**—**

Source: Czech Statistical Office (ČSÚ), Capacity of Collective Accommodation Establishments, 2018–2025. Note: Campsites and holiday dwellings excluded.

Rooms by Accommodation Type, Czech Republic (2018–2025)

Type	2018	2019	2020	2021	2022	2023	2024	2025	Δ
Hotel ★★★★★	7,192	7,449	7,932	7,976	8,389	8,415	8,590	9,092	+26.4%
Hotel ★★★★	40,974	41,675	46,050	45,371	47,985	46,964	47,954	48,163	+17.5%
Hotel ★★★	47,024	46,339	50,246	49,611	50,110	47,561	45,858	44,940	-4.4%
Hotel ★★	4,598	4,285	5,393	5,488	6,009	5,395	4,910	4,382	-4.7%
Hotel ★	2,468	2,268	2,283	2,303	2,143	1,904	1,812	1,757	-28.8%
Hotel garni (B&B)	3,036	2,920	3,609	3,541	3,460	3,303	3,212	3,796	+25.0%
Pension	36,158	36,174	46,261	47,179	46,020	43,978	42,433	42,437	+17.4%
Hostel	10,078	10,095	11,874	11,713	11,541	10,575	10,622	10,149	+0.7%
TOTAL	**151,528**	**150,205**	**173,648**	**172,182**	**175,657**	**168,095**	**164,391**	**164,676**	—

Source: Czech Statistical Office (ČSÚ), Capacity of Collective Accommodation Establishments, 2018–2025. Note: Campsites and holiday dwellings excluded.

Several trends emerge from the supply data.

- Five-star hotel supply has grown consistently, rising from 62 properties in 2018 to 77 in 2025 (+24%), with room count increasing from 7,192 to 9,092 (+26%). This reflects significant investment in the Luxury segment, particularly in Prague, where the W Hotel, Andaz, and Fairmont Golden Prague all opened or reopened in recent years.
- Three-star and lower-rated hotels are in structural decline, three-star establishments have been fairly flat between 2018 and 2025 while rooms declined 4.4%, as owners either upgrade to compete or exit the market.
- Hotel garni (B&B) properties have grown meaningfully (+43% in establishments, +25% in rooms), reflecting the expansion of serviced apartment-style products.
- Fourth, pensions remain by far the most common accommodation type, with over 4,200 establishments in 2025, though their room count is broadly flat, suggesting a mature but stable micro-accommodation sector serving domestic leisure guests.

Accommodation Supply by Region, Czech Republic (2025, Total Establishments)

Region	Total Establishments (2025)	Region	Total Establishments (2025)
Prague	831	Hradec Králové	1,096
Central Bohemia	802	Pardubice	365
South Bohemia	1,241	Vysočina	455
Pilsen	543	South Moravia	995
Karlovy Vary	603	Olomouc	521
Ústí nad Labem	494	Zlín region	510
Liberec	920	Moravian-Silesian	636
TOTAL	**10,012**		

Source: Czech Statistical Office (ČSÚ), Capacity of Collective Accommodation Establishments, 2025.

- South Bohemia (1,241), Hradec Králové (1,096), and South Moravia (995) are the largest regional accommodation markets by establishment count, reflecting the importance of rural leisure and mountain tourism supply.
- Prague (831 establishments) ranks fifth by establishment count, but dominates by branded room count and rates, owing to its much larger average property size and higher-quality product mix.

Hotel Pipeline Czech Republic

Across Europe, the majority of pipeline projects are in the Upscale segment and above. The same is true for the Czech Republic. Recent chain openings were concentrated in Prague, such as the former InterContinental Prague, which underwent extensive renovations and opened as the Fairmont Golden Prague Hotel (320 keys, Luxury), Sir Prague Hotel (76 keys, Upper Midscale), W Hotel (161 keys, Luxury) and The Cloud One (382 keys, Upper Midscale).

Other notable openings are the Swissôtel Mariánské Lázně (130 keys, Upper Upscale, 2025) in the Karlovy Vary region and CPI Hotels Clarion Congress Hotel Brno, the largest conference hotel in South Moravia (201 keys, Upper Midscale, 2026). The majority of new hotels in other regions are predominantly unbranded and smaller in size.

The Czech hotel development pipeline is modest in volume but significant in quality. Despite longer permitting processes, development activity continues, driven by strong market fundamentals and sustained investor confidence in Prague as a long-term hospitality destination. Prague in particular is attracting serious capital. Developers and investors are being rewarded, the demand and market are there, and the long-term fundamentals are strong. Those who commit early are well-positioned.

On the economics of new development, Václav Vochoska, Managing Director of Cimex a.s., pointed to the hotel-plus-residential model as an increasingly attractive structure:

> ***"The combination of hotel plus residential or branded residences offers better overall returns and provides a revenue contribution that makes the hotel component more financeable. It is a model that is gaining traction in Prague and one we expect to see more of as the market matures."***

Confirmed Pipeline Projects

Hotel	Brand	Chain Group	Scale	Rooms	Opening	City
InterContinental Prague	InterContinental	IHG	Luxury	137	2029	Prague
Origin Hotel Prague		IQ Hospitality Group	Luxury	81	2026	Prague
Hard Rock Hotel	Hard Rock Hotels	Hard Rock Hotels	Upper Upscale	523	On hold	Prague
Hotel U Sixtů			Luxury	90-100	On hold	Prague
Sofitel Legend The Mozart Prague (Rebranding)	Sofitel Legend	Accor	Luxury	70	2027	Prague
Mövenpick Čeladná	Mövenpick	Accor	Upscale	60	2026	Čeladná (Moravian-Silesian)
Hotel EPIQ		EuroAgentur Hotels & Travel		119	2027	Pardubice

Source: Horwath HTL proprietary research; brand announcements.

The most significant confirmed project is the InterContinental Prague (137 rooms, IHG, planned 2029), which would mark IHG's return to the Prague luxury market. The pipeline also includes the Origin Hotel Prague (81 rooms, IQ Hospitality Group, 2026), a domestic lifestyle product.

Outside the capital, local Eldunar Group is developing a Mövenpick hotel in Čeladná, home to one of the largest golf resorts in the country. The hotel will have 60 rooms and apartments. For local chains, upgrading their existing facilities is a main focus, with several local brands planning renovations, in addition to new resorts and hotels, such as under the OREA Hotels & Resorts or Ensana brands.

Nature destinations, such as in eastern or northeastern Czechia present opportunities for development as they are currently underserved with the right product. Looking at the broader market, focus in regional destinations will be on adding value to the existing supply, with limited new inventory entering the market due to development barriers.

Hotel Transactions and Investors

Buyers initially focused on distressed assets and anticipated steep discounts, while sellers held their ground. As a result, the gap between bids and asking prices has tightened, an indication that confidence in the market has rebounded. The Czech hotel transaction market reached a milestone in 2025, with a record number of rooms and volume being transacted.

Prague accounted for the majority of transactions. The headline deals in 2025 were the Hilton Prague Atrium, the largest hotel in the country and one of Europe's leading conference venues, Four Seasons Prague (EUR 119 million), and Vienna House by Wyndham Diplomat Prague. The landmark Hilton transaction marked the largest ever single asset deal in CEE and was the fifth largest in Europe, demonstrating PPF Real Estate's strategy to invest into high-quality assets where long-term, sustainable value is created through active management. 2026 already saw notable transactions, such as the 290-key Vienna House by Wyndham Andel's and the former Luxury Collection Augustine Hotel. Prague is an attractive city for hotel investment that has become more liquid, anticipates higher yearly returns, and has significant potential for capital growth.

Select transactions in 2025 and 2026

Hotel	Class	Keys	Year	Price	Seller	Buyer
Hilton Prague Atrium	Upper Upscale	791	2025	EUR ~250M	Irish Bank Resolution Corp. (IRL)	PPF Group (CZ)
Four Seasons Prague	Luxury	157	2025	EUR 119M	Northwood Hospitality (USA)	PPF Group (and M. Strnad / T. Otruba) (CZ)
Vienna House by Wyndham Diplomat	Upscale	400	2025	—	Rabbit Holdings (THA)	PPF Group / T. Otruba (CZ)
PULSE8 (formerly Pentahotel Prague)	Upper Midscale	227	2025	—	Aroundtown (DEU)	JAN Hotels (CZ)
Mama Shelter Prague	Upper Midscale	238	2025	Part of EUR 400M portfolio	Fidera Vecta Ltd (GBR)	Cedar Capital / Ares Management (USA)
Ibis Praha Old Town	Midscale	287	2025	—	Amundi Immobilier (FR)	Patria Investiční Společnost (CZ)
Ramada Prague City Center	Midscale	98	2025		CPI Property Group (LU)	—
B&B Hotel Prague City	Economy	160	2026	EUR 11M	Praemia REIM (FR)	Amundi Czech Republic (CZ)
OREA Hotel Andel's Prague (formerly Vienna House by Wyndham Andel's)	Upscale	290	2026	—	Wiener Städtische (AUT)	Cimex (CZ)
Kempinski Augustine Hotel Prague (formerly Luxury Collection)	Luxury	101	2026	—	Gledeninvest (RU)	Kempinski Hotels (CH)

Sources: CoStar Group; STR, Inc., Horwath HTL research. Prices disclosed where publicly reported.

Top Owners

Owner	Total Hotels	Total Rooms
CPI Property Group	15	2,795
Cimex	17	2,524
PPF Group	4	1,648
CPI Property Group, Best Hotel Properties (JV)	8	1,556
JAN Hotels	6	1,154
OREL RE s.r.o	5	821
Danubius Hotels	7	815

Source: Horwath HTL proprietary research.

The table above shows a selection of hotel owners in the country. The top two owners together control over 30 properties and over 5,000 rooms, equivalent to 18% of all branded rooms in the country.

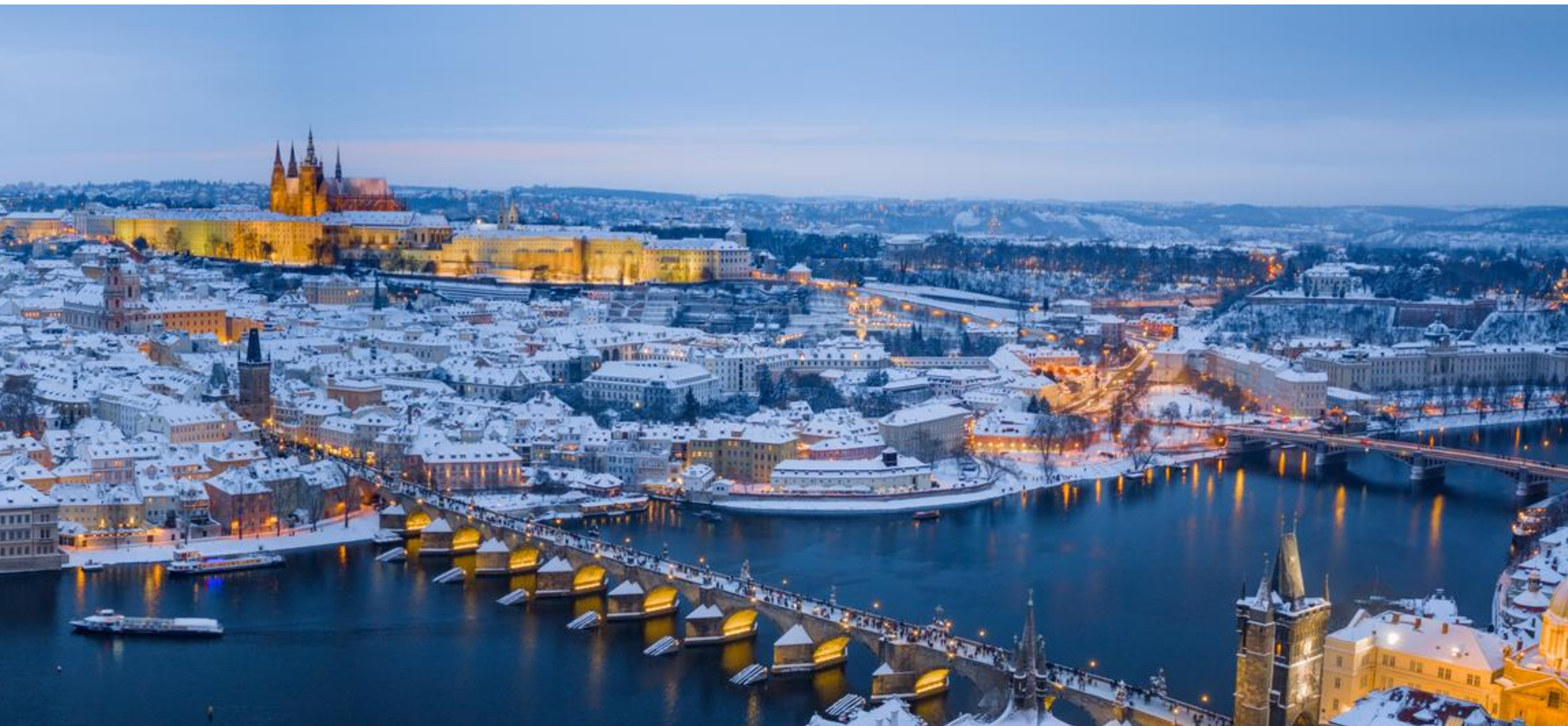
PPF Group, following its 2025 acquisition of the Hilton Prague Atrium (791 rooms) and Four Seasons Prague (157 rooms), has become the dominant owner of premium keys in the country: 4 properties but 1,648 rooms, all in the upper segments.

Investor appetite has been primarily dominated by Czech private equity and ultra-high-net-worth individuals, with some institutional capital, aside from local hotel groups and developers.

Confidence in Prague's hotel market, combined with limited supply-side risks, stable performance indicators, and a sound economic and political environment, continues to reinforce its appeal.

Hospitality is an attractive asset class, particularly given its resilience and quick recovery from the pandemic. Compared to major international gateway cities, Prague is not yet a primary target for sovereign wealth funds buying trophy assets, unless there is a specific angle on a super-trophy asset. This is a market run by Czech (family) capital and UHNWIs, as opposed to pension funds or REITs.

While several international investors own hotel portfolios, such as CP Holdings (UK), active across all of CEE through Ensana and Danubius Hotels, or Best Hotel Properties from Slovakia (in a joint venture with CPI Property Group), many international investors own a relatively limited number of properties.



Chain & Brand Hotels

As of 2025/2026, Horwath HTL has identified 261 chain-affiliated or branded hotels operating 30,551 rooms across the Czech Republic, a chain penetration of approximately 14.4% of total hotel room supply.

The market splits almost evenly between domestic and international: 171 domestic-flag properties (15,541 rooms) versus 90 internationally flagged properties (15,100 rooms). Domestic chains dominate numerically and concentrate heavily outside Prague, while international brands cluster in the capital's upper segments. With 62 brands across the market, 10 domestic, 52 international, the Czech branded landscape is relatively fragmented. No single group accounts for more than 11% of total branded rooms.

There is a strong focus on Czech operators and owner-operated assets, particularly outside Prague. In regional mountain or spa destinations, a domestic or regional operator may bring more value, given the domestic guest profile and the operators' understanding of the local market. In Prague, international operators can deliver strong value through their global distribution systems and loyalty programmes, which are a major source of demand for upper upscale and luxury properties.

Key Statistics

Metric	Value
Total branded / chain-affiliated hotels	261
Total branded rooms	30,551
Average rooms per branded hotel	117.1
Total country hotel stock (2025)	10,012
Total country room stock (2025)	217,701
Average rooms per hotel (all types)	21.7
Total brands represented	62
of which domestic brands	10
of which international brands	52
Total domestic chain hotels	171
Total international chain hotels	90
Total domestic chain rooms	15,451
Total international chain rooms	15,100
Chain penetration (branded rooms / total hotel+garni rooms)	14.0%

Source: Horwath HTL proprietary research, Czech Republic 2025/2026 (horwathhtl.com).
Includes chain-affiliated hotels with no brand affiliation.

Chain Group Rankings by Size

EuroAgentur Hotels & Travel leads by property count (27 hotels) but ranks lower by rooms, reflecting its portfolio of smaller city hotels. By room count, CZECH INN HOTELS (2,725 rooms, 19 hotels) and OREA Hotels & Resorts (2,633 rooms, 19 hotels) lead the domestic rankings.

Among international groups, Choice Hotels is the largest by rooms (2,334 rooms across 13 properties). Accor follows with 2,123 rooms across 12 properties, spanning Ibis, Mercure, Novotel, Fairmont and MGallery, the broadest brand portfolio of any international group in the country.

Overall Chain Groups Top 30 (by number of properties, followed by rooms)

Rank	Chain Group	Total Hotels	Total Rooms
1	EuroAgentur Hotels & Travel	27	1,571
2	CZECH INN HOTELS	19	2,725
3	Orea Hotels & Resorts	19	2,633
4	AVE Hotels	15	523
5	AXXOS Hotels & Resorts, s.r.o.	14	1,030
6	IQ Hospitality Group	14	737
7	Choice Hotels	13	2,334
8	Accor	12	2,123
9	Old Town Hotels	11	860
10	Pytloun Hotels	11	473
11	BOHO CO	8	237
12	Marriott International	7	1,668
13	Ensana Hotels	7	815
14	JAN Hotels	6	1,154
15	Wyndham	6	984
16	Your Prague Hotels	6	448
17	Revelton Hotels & Apartments	6	136
18	Le Hotels Group	5	1,215
19	Aureli Hotels	5	471
20	NUMA	5	136
21	Minor Hotels	3	426
22	Barcelo Hotel Group	3	417
23	Mamaison	3	284
24	Eurostars Hotels	3	255
25	Tatry Mountain Resorts	3	96
26	Hilton Worldwide	2	1,094
27	Motel One Hotels	2	523
28	InterContinental Hotels Group	2	329
29	Hyatt Hotels & Resorts	2	314
30	Falkensteiner Hotels & Residences	2	270

Top 15 Domestic and International Chain Groups

Domestic Chain Groups	Hotels	Rooms
EuroAgentur Hotels & Travel	26	1,171
Orea Hotels & Resorts	19	2,633
CZECH INN HOTELS	17	2,235
AVE Hotels	15	523
AXXOS Hotels & Resorts, s.r.o.	14	1,030
IQ Hospitality Group	14	737
Old Town Hotels	11	860
Pytloun Hotels	11	473
BOHO CO	8	237
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JAN Hotels	6	1,154
Your Prague Hotels	6	448
Revelton Hotels & Apartments	6	136
Le Hotels Group	5	1,215
Aureli Hotels	5	471

International Chain Groups	Hotels	Rooms
Choice Hotels	13	2,334
Accor	12	2,123
Wyndham	6	984
NUMA	5	136
Marriott International	4	1,072
Marriott International	3	596
Minor Hotels	3	426
Barcelo Hotel Group	3	417
Eurostars Hotels	3	255
Tatry Mountain Resorts	3	96
Hilton Worldwide	2	1,094
Motel One Hotels	2	523
CZECH INN HOTELS	2	490
IHG	2	329
Hyatt Hotels & Resorts	2	314

Source: Horwath HTL proprietary research (horwathhtl.com).

Brand Rankings

Most large domestic chains operate unbranded or under soft local affiliations, such as Czech Leading Hotels (Czech Inn Hotels). Orea Hotels & Resorts is the only domestic group of scale to trade exclusively under its own brand, and as such has extensive brand recognition.

Internationally, Clarion Hotel, owned and operated mostly by CPI Hotel Group or their JV with Best Hotel Properties, leads with 9 properties and 1,616 rooms, ahead of Ibis (5 properties, 912 rooms). The Clarion flag's dominance reflects CPI Hotel Group's strategy of deploying a recognisable mid-market congress brand across Czech regional cities. Most major international chain groups and brands are present in the Czech market, but representation remains thin, with the exception of a select few, most do not count more than one property in the country.

Top 10 domestic brands by rooms

Rank	Brand	Hotels	Rooms
1	EA Hotels (EuroAgentur Hotels & Travel)	26	1,171
2	OREA Hotels & Resorts	19	2,633
3	Czech Inn / Leading Hotels	17	2,235
4	AVE Hotels	15	523
5	AXXOS Hotels & Resorts	14	1,030
6	Pytloun Hotels	11	473
7	BOHO CO	8	237
8	Ensana Hotels	7	815
9	Revelton Studios	6	136
10	Mamaison	3	284

International Brands (all)

International Brands	Hotels	Rooms
Clarion Hotel	9	1,616
Ibis	5	912
Numa Stays	5	136
Courtyard by Marriott	4	791
NH Collection	3	426
Occidental Hotels & Resorts	3	417
Hilton	2	1,094
Vienna House by Wyndham	2	544
Quality Hotel	2	385
Comfort Inn	2	333
Holiday Inn	2	329
Falkensteiner Hotels & Residences	2	270
Ramada Worldwide	2	154
Best Western Hotels & Resorts	2	141
Marriott Hotels	1	416
Great Hotels of the World	1	412
Ramada	1	400
The Cloud One	1	382
A&O Hostels	1	350
Fairmont	1	320
NH Hotels	1	309
Tribute Portfolio	1	300
Mama Shelter	1	238
Almanac	1	204
Trademark Collection by Wyndham	1	200
DREAM Hostel	1	178

International Brands	Hotels	Rooms
Andaz	1	176
MGallery Collection	1	169
Zleep Hotels	1	166
W Hotels	1	161
B&B Hotels	1	160
Radisson Blu	1	160
Four Seasons Hotel	1	157
Novotel	1	146
Motel One	1	141
Mercure Hotels	1	139
Lindner Hotels & Resorts	1	138
Swissôtel	1	130
Eurostars	1	125
Plus Hostels	1	119
Kempinski	1	101
Mandarin Oriental	1	99
Leonardo Hotels	1	91
INNSIDE by Melia	1	90
Registry Collection Hotels	1	86
Exe Hotels	1	80
The Leading Hotels of the World	1	78
Sir Hotels	1	76
SLH	1	57
Aurea Hotels	1	50
LimeHome	1	49
Buddha-Bar Hotel	1	38

Ranking by Scale

The scale distribution reveals a structurally bifurcated market. The upper segments (Luxury, Upper Upscale, and Upscale) are overwhelmingly international in character, while domestic operators dominate in Upper Midscale and below. Of the 12 Luxury properties in the country, 11 carry international flags; of the 12 Upper Upscale properties, 11 are international. In contrast, domestic operators account for 19 of 44 Upper Midscale properties (43%) and 25 of 41 Upscale properties (61%). The 95 unspecified properties, chain-affiliated but without an STR-classified brand, are predominantly domestic (nearly 90%) and account for 8,069 rooms.

Scale	Hotels	Rooms	Domestic			International		
			Hotel	Rooms	Rooms per hotel	Hotels	Rooms	Rooms per hotel
Unspecified	95	8,069	88	6,710	76.3	7	1,359	194.1
Upper Midscale	44	6,697	19	2,361	124.3	25	4,336	173.4
Upscale	41	4,110	25	1,973	78.9	16	2,137	133.6
Luxury	12	1,789	1	130	130.0	11	1,659	150.8
Upper Upscale	12	2,749	1	28	28.0	11	2,721	247.4
Midscale	11	1,370	1	19	19.0	10	1,351	135.1
Economy	3	676	0	0	0.0	3	676	225.3

Source: Horwath HTL proprietary research (horwathhtl.com). Excludes chain-affiliated hotels with no brand.

Luxury

All Luxury properties in the Czech Republic are in Prague. AXXOS Hotels & Resorts is the sole domestic luxury brand, operating The President Prague (130 rooms).

The international segment has expanded materially in recent years with the addition of Fairmont Golden Prague (320 rooms), W Prague (161 rooms, Marriott), and Andaz Prague (176 rooms, Hyatt), alongside longstanding names such as Four Seasons (157 rooms), Mandarin Oriental (99 rooms) and Kempinski (101 rooms, formerly Luxury Collection).

Average property size is 149 rooms overall, with the international average (151 rooms) broadly consistent.

Domestic Brand	Hotel	Rooms
AXXOS Hotels & Resorts	1	130

International Brands	Hotels	Rooms
Fairmont	1	320
Almanac	1	204
Andaz	1	176
MGallery Collection	1	169
W Hotels	1	161
Four Seasons Hotel	1	157
Falkensteiner Hotels & Residences	1	108
Kempinski	1	101
Mandarin Oriental	1	99
Registry Collection Hotels	1	86
The Leading Hotels of the World	1	78

Source: Horwath HTL proprietary research (horwathhtl.com).

On the luxury trajectory, it can be said that recent additions such as the Fairmont or W Hotel are votes of confidence in Prague's ability to command premium rates. The market has the product, the demand and the trajectory to push ADR meaningfully higher. Realising that potential requires the right product positioning, a better mix of high-value guests, and sustained yield management discipline.

Upper Upscale

Upper Upscale is almost exclusively an international segment in Prague, with Hilton (1,094 rooms across two properties), Marriott Hotels (416 rooms), and NH Collection (426 rooms across three properties) dominating. The only domestic Upper Upscale brand is AXXOS Hotels & Resorts with The Dominican Prague (28 rooms).

Domestic Brand	Hotels	Rooms
AXXOS Hotels & Resorts	1	28

International Brand	Hotels	Rooms
NH Collection	3	426
Hilton	2	1,094
Marriott Hotels	1	416
Tribute Portfolio	1	300
Radisson Blu	1	160
Lindner Hotels & Resorts	1	138
Swissôtel	1	130
SLH	1	57

Upscale

The Upscale segment is the most balanced between domestic and international operators: 25 domestic properties (1,973 rooms) versus 16 international (2,137 rooms). Ensana Hotels is the standout domestic brand with 7 properties and 815 rooms, all serving the wellness tourism segment in Karlovy Vary. Courtyard by Marriott leads internationally (4 properties, 791 rooms), followed by Vienna House by Wyndham (1 property, 400 rooms). The international average room size (134) is meaningfully above the domestic average (79), reflecting the larger-format corporate hotels versus the typically smaller leisure properties that dominate the domestic Upscale count.

Domestic Brand	Hotels	Rooms
Ensana Hotels	7	815
EA Hotels	5	279
Revelton Studios	5	118
Pytloun Hotels	4	187
Mamaison	3	284
OREA Hotels & Resorts	1	290

International Brand	Hotels	Rooms
Numa Stays	5	136
Courtyard by Marriott	4	791
Vienna House by Wyndham	1	400
NH Hotels	1	309
Novotel	1	146
Eurostars	1	125
Leonardo Hotels	1	91
INNSIDE by Melia	1	90
LimeHome	1	49

Source: Horwath HTL proprietary research (horwathhtl.com).

Upper Midscale

Upper Midscale is the largest segment by rooms (6,697 across 44 properties) and the one where domestic operators carry the most weight. OREA Hotels & Resorts alone accounts for 18 properties and 2,343 rooms in this tier, operating across Prague, Brno, Mariánské Lázně, and mountain resort destinations. Internationally, Clarion Hotel dominates with 9 properties and 1,616 rooms, located primarily in Czech regional cities Brno, Ostrava, Liberec, Ústí nad Labem, and České Budějovice, as well as Prague.

Domestic Brand	Hotels	Rooms
OREA Hotels & Resorts	18	2,343
Revelton Studios	1	18

International Brand	Hotels	Rooms
Clarion Hotel	9	1,616
Occidental Hotels & Resorts	3	417
Quality Hotel	2	385
Comfort Inn	2	333
Holiday Inn	2	329
The Cloud One	1	382
Mama Shelter	1	238
Trademark Collection by Wyndham	1	200
Motel One	1	141
Mercure Hotels	1	139
Exe Hotels	1	80
Sir Hotels	1	76

Source: Horwath HTL proprietary research (horwathhtl.com).

Midscale

The segment is in practice much larger than these figures suggest, as the bulk of Czech three-star and pension supply sits in the unspecified category, chain-affiliated but unclassified by STR.

Domestic Brand	Hotels	Rooms
AXXOS Hotels & Resorts	1	19

International Brand	Hotels	Rooms
Ibis	5	912
Ramada Worldwide	2	154
Best Western Hotels & Resorts	2	141
Vienna House by Wyndham	1	144

Source: Horwath HTL proprietary research (horwathhtl.com).

Economy

The Economy branded segment is small (3 properties, 676 rooms) and exclusively international. A&O Hostels (350 rooms), Zleep Hotels (166 rooms), and B&B Hotels (160 rooms) are the only branded Economy operators. No domestic chains operate in this segment at scale.

International Brands	Hotels	Rooms
A&O Hostels	1	350
Zleep Hotels	1	166
B&B Hotels	1	160

Source: Horwath HTL proprietary research (horwathhtl.com). No domestic branded Economy properties identified.

Ranking by Destination

Prague concentrates 133 branded hotels and 16,687 rooms, representing 64% of all branded hotels and 70% of all branded rooms in the country. Karlovy Vary is a distant second with 33 properties (2,521 rooms), driven almost entirely by AXXOS spa hotels. By room count, South Moravia (Brno, the second largest city) follows with 8 properties and 1,401 rooms, anchored by OREA, Choice Hotels and Marriott.

Ranking by Destination (Region)

Rank	Region	Branded Hotels	Branded Rooms
1	Prague	133	16,687
2	Karlovy Vary	33	2,521
3	Liberec	10	599
4	South Moravia	8	1,401
5	Pilsen	8	766
6	Moravia-Silesia	5	665
7	Olomouc	5	414
8	South Bohemia	3	281
9	Hradec Králové	3	252
10	Vysočina	3	212
11	Ústí nad Labem	1	83
12	Pardubice	1	45

Source: Horwath HTL proprietary research (horwathhtl.com).

The relative scarcity of branded supply outside Prague and the spa towns reflects both development constraints and the dominant position of domestic independent operators in regional hospitality. International brand expansion in the regions is selective as the economics do not yet support a major wave of international branding in secondary Czech cities, with some exceptions in the Upper Midscale segment where the international brand and MICE facilities can deliver meaningful RevPAR uplifts.

Growth potential in Karlovy Vary international

"*There is potential for more international brands to enter Marienbad, the arrival of Swissôtel brought a level of international attention the destination had not seen before.*" noted by Frank Halmos, CEO of Ensana. Talks are underway to expand Karlovy Vary airport, and road improvements could cut travel time, also from Prague airport to the region, in half within five years - the fundamentals for further development are there. Furthermore, "*there is potential to increase occupancy by five percentage points or more in Mariánské Lázně, and to grow ADR across all properties. The destination had a high season beyond six months historically, it is currently much less. April through October is achievable. Summer is neither peak nor low season, which is an opportunity if focusing on broadening the segmentation: families, couples, MICE. India is also on our radar as a new source market, which already provides a tremendous number of travellers to other European destinations.*" The national health insurance provider currently subsidises treatments at wellness facilities in the region and whilst the outlook is still stable, hotels will have to increasingly look towards international guests as subsidies for medical and wellness programs are expected decrease in the longterm.

Ranking by Destination & Scale

The destination-by-scale matrix shows where branded supply is concentrated by segment across the country's regions. Prague accounts for all 14 Luxury and 11 of 15 Upper Upscale branded properties in the Czech Republic. Karlovy Vary is the only regional destination with meaningful Upscale representation (11 properties, 901 rooms) - the Ensana wellness hotels cluster, whose Czech operations are exclusively in the Karlovy Vary region, followed by Liberec with 5 hotels. Upper Midscale is the most geographically distributed segment, present across 9 of 13 tracked regions.

Ranking by destination & scale, total hotels

Region	Economy	Midscale	Upper Midscale	Upscale	Upper Upscale	Luxury	Grand Total
Central Bohemia							
Hradec Králové	1	1	1	1	1		**5**
Karlovy Vary			5	11	1		**17**
Liberec			2	5			**7**
Moravia-Silesia		2	3	1			**6**
Olomouc			3		1		**4**
Pardubice				1			**1**
Pilsen		2	2	1			**5**
Prague	4	10	21	21	11	14	**81**
South Bohemia		1	3	1	1		**6**
South Moravia		1	6	2			**9**
Ústí nad Labem			1				**1**
Vysočina			1	1			**2**
Grand Total	**5**	**17**	**48**	**45**	**15**	**14**	**144**

Source: Horwath HTL proprietary research (horwathhtl.com). Only hotels included in STR/CoStar data were considered for this ranking.

Ranking by destination & scale, total rooms

Region	Economy	Midscale	Upper Midscale	Upscale	Upper Upscale	Luxury	Grand Total
Central Bohemia							
Hradec Králové	43	162	162	80	68		515
Karlovy Vary			420	901	130		1,451
Liberec			282	230			512
Moravia-Silesia		172	493	36			701
Olomouc			269		137		406
Pardubice				45			45
Pilsen		274	195	195			664
Prague	1,330	1,138	3,712	2,602	2,617	1,940	13,339
South Bohemia		75	294	39	71		479
South Moravia		78	1,057	251			1,386
Ústí nad Labem			83				83
Vysočina			133	72			205
Grand Total	**1,373**	**1,899**	**7,100**	**4,451**	**3,023**	**1,940**	**19,786**

Source: Horwath HTL proprietary research (horwathhtl.com). Only hotels included in STR/CoStar data were considered for this ranking.

Prague Hotel Market Performance

Prague is Central Europe's dominant leisure and short-break destination, attracting a large number of international tourists. The market's key structural characteristic is an almost stagnant supply pipeline, where new room additions make up only a tiny share of the existing inventory, protecting current operators from the risk of market dilution.

Prague's hotel market continues to perform ahead of the broader Czech Republic benchmark, with overall T12 occupancy reaching 77.7% and ADR of €147 as of March 2026, both representing meaningful improvements on 2024 levels and surpassing pre-pandemic 2019 ADR by approximately 29%.

The following analysis draws on Horwath HTL's MarketCompass Lodging Report for Prague (Data through March 2026), which covers the trailing 12-month, 3-month and single-month performance of all six STR chain-scale classes across the Prague market.

The Prague market has fully recovered from the pandemic and, on a rate basis, substantially exceeded pre-pandemic levels.

- T12 ADR of €147 as of March 2026 is approximately 29% above the 2019 pre-pandemic level of €114, driven by new Luxury and Upper Upscale supply, strong international leisure demand, and a MICE calendar back at 2019 volumes.
- Every segment trades at a premium to 2019 ADR, ranging from +6% for Economy to +39% for Midscale, with Luxury close behind at +37%, the joint strongest rate recoveries of any segment.
- Demand outpaced supply during the recovery, operators used that window to push rates, and rising operating costs gave them a reason not to discount.
- Occupancy of 77.7% across all classes is 1.3 pp below 2019 levels (79.0%), though meaningfully ahead of 2024 (72.9%), a clear sign of sustained momentum rather than a one-year spike.
- Combined with the 29% rate premium, this has pushed RevPAR 27% above the 2019 benchmark.

The recovery has been uneven across segments. **Upper Upscale and Economy** have outperformed on occupancy, trading above 2019 levels (+3.2 pp and +12.2 pp respectively).

Luxury occupancy remains 7.0 pp below 2019, a consequence of the 18% increase in Luxury room supply between 2022 and 2025, which brought Fairmont, W Prague and Andaz to market alongside the established Four Seasons and Mandarin Oriental. The new entrants have attracted incremental high-spending demand rather than cannibalising existing supply.

The **Upper Upscale** segment demonstrates consistent demand and revenue growth, supported by its strong meetings and events infrastructure and branded hotels. The Hilton Atrium, offering 4,700 sqm of meeting space, ranks among Europe's premier conference venues.

The **Upscale** segment is rated the best performing class overall, with high growth (RevPAR +10.3% year-on-year).

Upper Midscale is one of two risky-rated segments, despite recovering occupancy of 79.4%, ADR slipped 0.8% year-on-year, constrained by a high concentration of large independent hotels that limit branded pricing power.

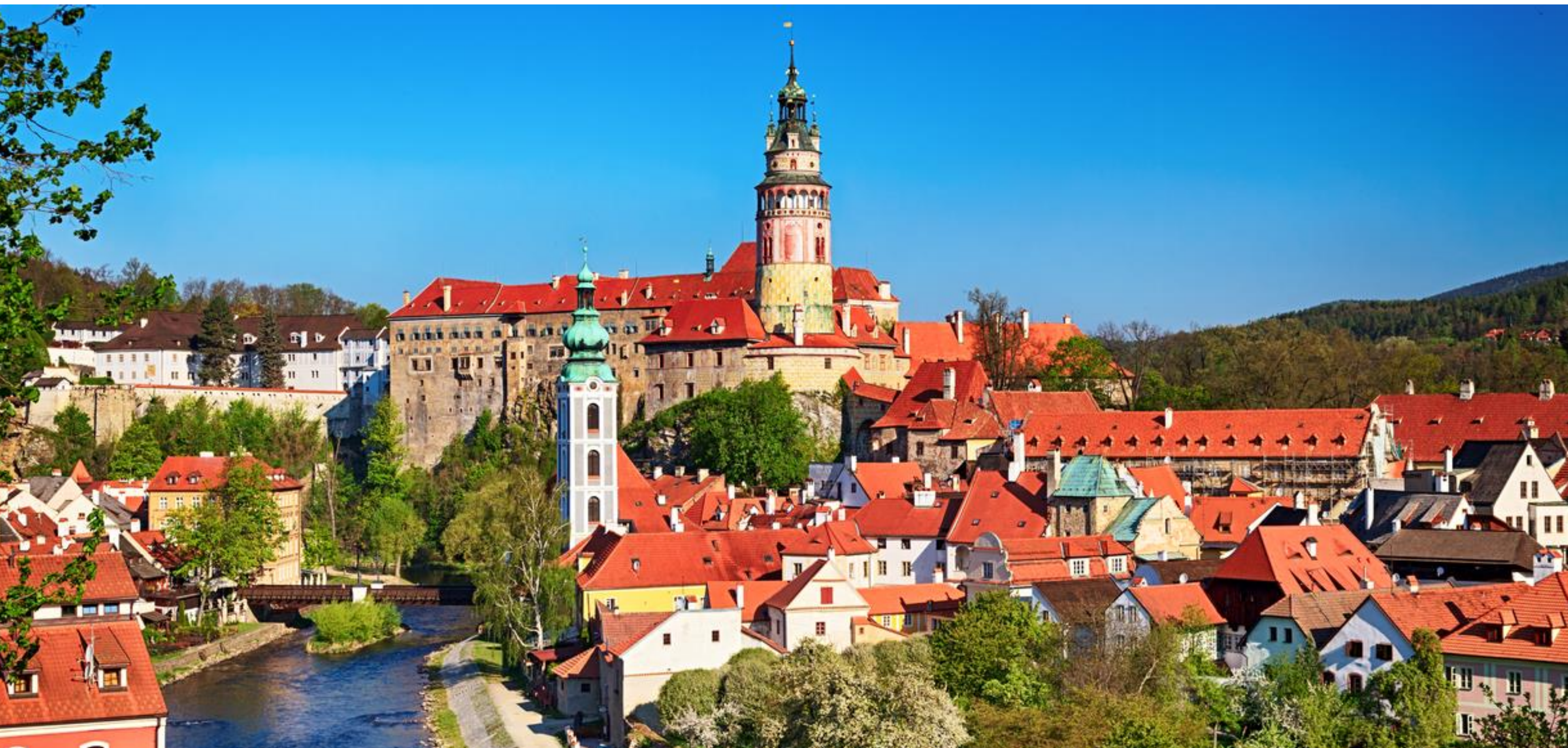
Luxury and Upscale remain most below 2019 occupancy levels, reflecting a longer recovery curve for corporate and group segments most disrupted by the pandemic.

Economy, with a high number of independent hotels, is the other risky segment, despite high occupancy. At 84.5%, Economy records the highest occupancy of any segment, yet ADR of €67 is only 6% above 2019 levels, the weakest rate recovery in the market. Low ADR against rising operating costs is a problem, with no meaningful corporate, MICE or ancillary revenue to fall back on, there is pressure on operational efficiency.

For Prague, the priority is getting the ADR/occupancy balance right, moving away from high-volume, low-rate and toward a better-quality revenue mix. The focus is on attracting higher-spending tourists rather than mass tourism or cheap city breaks.

The global environment entering 2026 brings certain challenges. Rising energy prices, elevated transport costs and broader macroeconomic uncertainty are dampening consumer confidence across Europe, a headwind for leisure demand and city-break volumes in particular. Disruption to major Middle Eastern aviation hubs in early 2026 has added a layer of connectivity risk for long-haul source markets that have been among Prague's strongest growth drivers in recent years.

Against that backdrop, the supply-side story is encouraging. Confirmed new openings in the upper segments, led by the InterContinental Prague (137 rooms, 2029), will add internationally recognised product at the upper end of the market, reinforcing Prague's positioning as a destination for high-spending travellers rather than budget city breaks. The outlook will depend on how quickly macro headwinds ease.



Market Overview Prague: Key Performance Indicators for All Classes

The table below sets out the headline trailing 12-month Key Performance Indicators (KPIs) for the Prague hotel market across all chain-scale classes as of March 2026, with year-on-year change versus the same period one year earlier. Occupancy of 77.7% is 2.9 percentage points above T12 March 2025, ADR of €147.34 is 4.4% higher, and RevPAR of €114.50 is up 8.4%, with rate growth doing the heavier lifting on the revenue side. These figures, together with the per-class breakdown in section 6.2 and the pre-pandemic comparison in section 6.3, frame the rest of the Prague analysis.

KPI	T12 Value (All Classes, Mar-2026)	YoY Change vs Mar-2025
Occupancy	**77.7%**	**+2.9 pp**
ADR	**€147.34**	**+4.4%**
RevPAR	**€114.50**	**+8.4%**

Source: Horwath HTL MarketCompass, Prague, Data Through March 2026. CoStar Group / STR. Currency: EUR (€).

Performance by Class, T12 to March 2026

The table below summarises T12 KPIs by chain-scale class as of March 2026, with year-on-year changes versus the prior year period and the Horwath HTL Market Performance Index (MPI) rating for each segment.

Prague Hotel Market: T12 Performance by Class (March 2026)

Class	Occ %	Occ YoY	ADR	ADR YoY	RevPAR	RevPAR YoY	MPI Rating
Luxury	71.2%	-0.2 pp	€268	+0.4%	€191	+0.2%	Above Average
Upper Upscale	83.3%	+4.4 pp	€172	+1.4%	€143	+7.1%	Above Average
Upscale	76.4%	+4.8 pp	€122	+3.4%	€93	+10.3%	Above Average
Upper Midscale	79.4%	+4.6 pp	€103	-0.8%	€82	+5.4%	Risky
Midscale	77.5%	+2.0 pp	€93	+2.9%	€72	+5.5%	Above Average
Economy	84.5%	+7.4 pp	€67	+2.1%	€56	+11.9%	Risky
All Classes	**77.7%**	**+2.9 pp**	**€147**	**+4.4%**	**€115**	**+8.4%**	**n/a**

Source: Horwath HTL MarketCompass, Prague, Data Through March 2026. CoStar Group / STR. MPI = Market Performance Index. YoY = year-on-year change vs T12 March 2025. pp = percentage points. Currency: EUR (€).

Performance vs Pre-Pandemic (T12 March 2026 vs T12 March 2019)

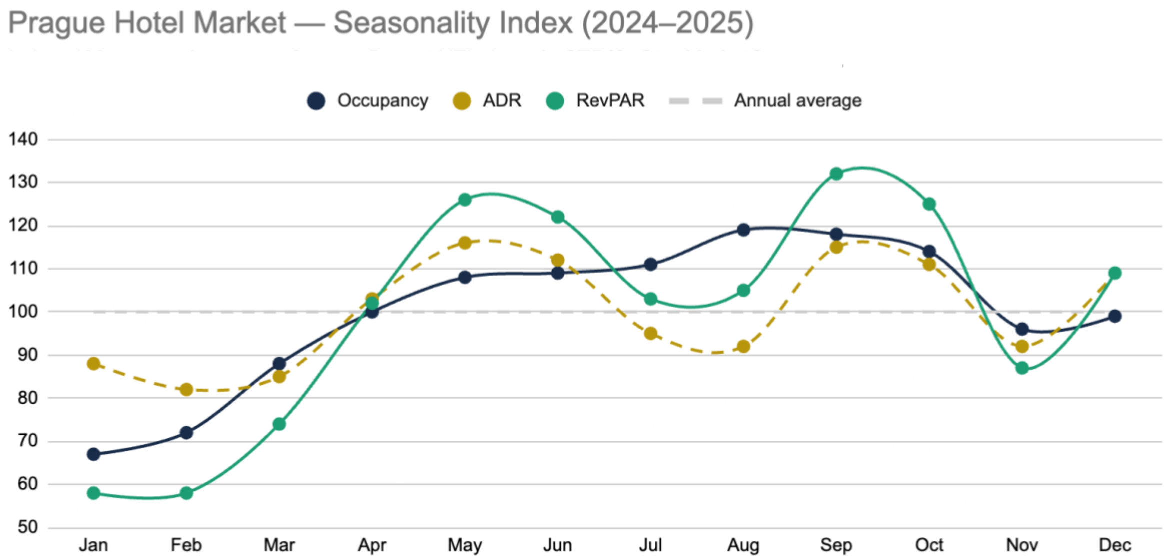
Prague Hotel Market: T12 March 2026 vs Pre-Pandemic T12 March 2019

Class	Occ 2026	vs 2019 (pp)	ADR 2026	vs 2019 (%)	RevPAR 2026	vs 2019 (%)
Luxury	71.2%	-7.0 pp	€268	+37%	€191	+25%
Upper Upscale	83.3%	+3.2 pp	€172	+21%	€143	+25%
Upscale	76.4%	-2.8 pp	€122	+29%	€93	+25%
Upper Midscale	79.4%	-1.4 pp	€103	+22%	€82	+20%
Midscale	77.5%	-1.9 pp	€93	+39%	€72	+36%
Economy	84.5%	+12.2 pp	€67	+6%	€56	+24%
All Classes	**77.7%**	**-1.3 pp**	**€147**	**+29%**	**€115**	**+27%**

Source: Horwath HTL MarketCompass, Prague, Data Through March 2026. CoStar Group / STR. 2019 baseline T12 ADR (All Classes) of €114, T12 RevPAR of €90, T12 Occupancy of 79.0%.

Seasonality, Prague

The following chart shows monthly seasonality indices for Prague, where 100 represents the annual average for each metric. The data is based on 2024-2025 single-month figures from STR/CoStar MarketCompass.



Source: Horwath HTL MarketCompass / CoStar Group / STR.

Occupancy peaks strongly in summer, with August recording the highest index (119) and September close behind (118). May to October broadly outperforms the annual average. January and February are the weakest months (indices of 67 and 72), reflecting the post-Christmas dip common to most European city markets.

ADR follows a different rhythm. The highest rates are achieved in May (116) and June (112), when there is both leisure and corporate demand. July and August, despite being the highest-volume months, see ADR moderate to 95 and 92, as the market absorbs more price-sensitive summer leisure demand.

RevPAR peaks in September (132) and May (126), combining strong occupancy with solid rate. January and February are the weakest months (both at 58), making the first quarter the most structurally challenging period for hotel profitability.

Hotels by Class & Submarket (STR), Prague

Prague's STR-tracked, chain-scale-classified supply totals 34,907 rooms across 381 properties (of a broader market inventory of 37,727 rooms / 536 properties).

It is distributed unevenly across three submarkets. The historic core (Hradčany / Malá Strana / Staré Město) hosts the highest concentration of luxury and upscale hotels, while Prague Surrounding accounts for the largest share of upper midscale and economy supply.

Submarket	Luxury	Upper Upscale	Upscale	Upper Midscale	Midscale	Economy	Total Rooms
Hradčany / Malá Strana / Staré Město	3,043	2,671	2,977	3,354	869	362	**13,276**
Nové Město / Smíchov / Vinohrady	50	652	1,983	1,679	1,793	191	**6,348**
Prague Surrounding	566	1,152	1,409	5,251	4,649	2,256	**15,283**
TOTAL	**3,659**	**4,475**	**6,369**	**10,284**	**7,311**	**2,809**	**34,907**

Source: Horwath HTL MarketCompass, Prague, Data Through March 2026 (SUBMARKETS sheet). CoStar Group / STR.

Methodology, Data Sources and Terms

The data underpinning this report was collected between January and May 2026 through a combination of primary and secondary research.

Hotel supply and chain data was compiled by Horwath HTL through direct verification against official brand websites, operator communications, and STR/CoStar MarketCompass hotel inventory data. Each property was individually verified for brand affiliation, chain group, scale classification, room count and location. Rankings by scale are based on STR/CoStar data and only hotels included in their data set were considered for the scale ranking analysis.

Performance data (occupancy, ADR, RevPAR) is sourced from the Horwath HTL MarketCompass Lodging Report for Prague, February 2026, drawing on STR/CoStar's hotel performance database.

Tourism and macroeconomic data is sourced from CzechTourism, the Institut turismu Power BI dashboard, the Czech Statistical Office, the IMF World Economic Outlook (April 2026), the European Commission Autumn 2025 Economic Forecast, and the Czech National Bank.

Transaction and investment data was researched directly by Horwath HTL from publicly available sources and deal disclosures, as well as STR/CoStar data.

Qualitative insight is drawn from interviews conducted with several industry experts and hotel owners and operators active in the Czech market in early 2026, and from Horwath HTL's ongoing advisory work in the region.

Market Performance Index

The Market Performance Index (MPI) is a composite measure designed to capture the relative health and momentum of a hotel market or submarket. It draws on a wide range of performance indicators (including short-, medium-, and long-term changes in supply, demand, occupancy, ADR, RevPAR, and revenue), along with other proprietary factors. The MPI benchmarks a market's performance against a broader backdrop, such as its country, region, or an aggregate peer group (e.g., GCC, Middle East, or global averages). This comparison provides context for whether a market is performing at a top-tier, above-average, average, below-average, or higher-risk level. The index offers an intuitive way to assess market vitality and positioning, adding texture and clarity to performance trends across all hotel classes and the overall market.

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