



Special Market Reports

Ausgabe 31 - ZENTRALAFRIKA

Februar 2015

Die Prognose für Zentralafrikas Hotels sieht vielversprechend aus

Mit rund 106 Millionen Einwohnern hat Zentralafrika einen Anteil von circa 10% an der Gesamtpopulation Afrikas

Zentralafrika ist nach wie vor eine Region mit heikler politischer Situation – zur Tagesordnung gehören dabei zahlreiche aktive und sich auftürmende Konflikte die teils grenzüberschreitende Auswirkungen mit sich ziehen: gewalttätige Ausschreitungen in der Republik Zentralafrika seit 2013; andauernde Konflikte mit der Demokratischen Republik Kongo (DRK) vorwiegend im Osten des Landes sowie die bestehende Nachkriegsdynamik im Tschad. Infolge von noch unvorhersehbaren politischen Machtverhältnissen ist die zukünftige Lage der Region zudem ungewiss.

Nichtsdestotrotz ist die Region aufgrund ihrer reichen Ressourcen, wie unter anderem Öl, Gas und Erz, eine der wohlhabendsten des Kontinents. Der Großteil der zentralafrikanischen Länder ist auf ihre Rohstoffe und deren Export angewiesen. Gabun, die Republik Kongo und Äquatorialguinea wurden 2013 zu den zehn größten Ölproduzenten Afrikas gezählt, zudem sind auch Kamerun, Tschad, und die DRK wichtige Ölexporteure.

Auf der anderen Seite ist der russische Markt eine wichtige Triebkraft in der Tourismusindustrie. Die Ankunftsahlen von russischen Touristen übertrafen im Jahr 2013 die 600.000-Marke. Insgesamt entspricht diese Zahl rund 20% der Gesamtankünfte Zentralafrikas, wodurch Russland laut Nationaler Tourismusstrategie 2011-2015 als zweitwichtigster Einreisemarkt definiert wurde.

Bruttoinlandsprodukt, konstante Preise– Veränderungen in %

Country	2011	2012	2013	2014	2015
Cameroon	4.1	4.6	5.5	5.1	5.2
Central African Republic	3.3	4.1	-36	1	5.3
DRC	6.9	7.2	8.5	8.6	8.5
Chad	0.1	8.9	3.9	9.6	6.7
Republic of Congo	3.4	3.8	3.3	6	7.5
Equatorial Guinea	5	3.2	-4.8	-2.5	-7.9
Gabon	6.9	5.5	5.6	5.1	5.4
São Tomé and Príncipe	4.9	4	4	5	5.5

BIP, derzeitige Preise in Mrd. US-Dollar

Country	2013	2014
DRC	29.9	32.7
Cameroon	29.3	32.2
Gabon	19.3	20.7
Equatorial Guinea	15.6	15.4
Chad	13.4	15.8
Republic of Congo	13.5	14.1
Central African Republic	1.5	1.7
São Tomé and Príncipe	0.3	0.4

Quelle: IMF, World Economic Outlook, October 2014

Die makroökonomischen Daten auf regionaler Ebene bleiben weiterhin günstig. Aus den aktuellsten Zahlen der Vereinten Nationen zur „Situation der Weltwirtschaft und Perspektiven für 2014“ geht hervor, dass das Wachstum 2014 rund 5% betragen soll.

Die Hauptmerkmale der zentralafrikanischen Wirtschaft sind die folgenden:

Die drei wichtigsten Bruttoinlandsprodukte werden von den Ölexporten Gabuns und den großen Binnenmärkten Kameruns und der DRK gestützt und führen so zu einer verbesserten makroökonomischen Basis.

Die Republik Kongo und Äquatorialguinea konnten ein Wachstum des Bruttoinlandsprodukts verzeichnen, welcher durch einen Rückgang des Ölpreises 2013 entstand.

- São Tomé & Príncipe bleibt weiterhin ein auf Landwirtschaft basierendes isoliertes Wirtschaftssystem, das ungemeines Potential im Tourismus aufweist.
- Tschad und die Zentralafrikanische Republik leiden nach wie vor unter schweren nationalen und regional-politischen Spannungen.
- São Tomé & Príncipe bleibt weiterhin ein auf Landwirtschaft basierendes isoliertes Wirtschaftssystem, das ungemeines Potential im Tourismus aufweist.
- Tschad und die Zentralafrikanische Republik leiden nach wie vor unter schweren nationalen und regional-politischen Spannungen.

Air access

The number of air passengers in Central Africa is significantly lower than in the other regions in Africa, according to ENAC and international airports data. Only Libreville and Brazzaville airports recorded more than 1 million passengers in 2013.

While continental connections grow faster than intercontinental connections, routes between West and East Africa remain an issue due to ill-adapted hubs and carriers. Yet, the sector has been improving over the last years through different projects:

- **Development of national and regional carriers:** Cameroon and Congo launched their own air company in 2011, improving connections to West Africa with Asky Airlines.
- **Major airport infrastructure projects** are under development in Kinshasa and N'Djamena and achieved in Brazzaville.

Tourism

Tourism has long been neglected by governments in favor of more lucrative sectors, and investment in infrastructures has thus been marginal. As a consequence, the region remains far behind the rest of Africa regarding tourism development and suffers from various negative factors:

- security, safety and sanitary issues;
- poor access factors and high air fares;
- barriers to entry (visa policy); and
- poor image.

Whereas the region shows significant potential for tourism growth, especially in terms of eco-tourism (Congo River, Gabonese forests, Mount Cameroon), foreign visitors remain most entirely business-oriented.

Governments are increasingly conscious that tourism could help build a better image for their countries.

São Tomé & Príncipe is the only country to have positioned itself as a leisure destination, while Gabon and Cameroon are setting up national strategies for tourism development.

Hotel development & trends

Hotel supply in Central Africa remains limited when compared to other regions of Africa. The development of hotels has emerged for a large part to match general demand from governments and international firms, of which most are oil-related. Hence, most hotels are to be found in capital cities.

Hotels also are in secondary cities near oil-production spots (Libreville/Port-Gentil, Yaounde/Douala, Brazzaville/Pointe-Noire). For brands, dual location in the capital city and near to production spots stands as an opportunity to develop sister hotels and benefit from economies of scale.

Hence, satisfying supply in line with global quality standards is estimated to amount to some 6,000 to 7,000 rooms, among which should be some 3,100 branded rooms, according to data from Horwath HTL. As a sign of their longstanding presence in the market, most existing properties show a need of refurbishment.

Demand is dominated by global business guests from oil and mining companies and from governmental bodies and non-governmental organizations. Over the few last years, the number of business arrivals has increased steadily. In addition, the increase in long-stay demand is underlining the potential for aparthotels.

Central Africa remains an immature hotel market dominated by independent economic and mid-range units. Most properties are far below expected global standards. Branded hotel supply has historically been limited and mostly dominated by Accor, Hilton Worldwide Holdings and Starwood Hotels & Resorts Worldwide, especially in coastal countries.

Supported by the economic growth and the improvement of the business climate over recent years, refurbishment programs have been engaged in existing hotels, and more diversified global brands plan to enter the market. However, important delays due to security and financial constraints often affect project completion.

Moreover, as a consequence of rapid urban development, residential and mixed-used projects are multiplying in the capitals. These major urban projects will have a significant impact on urban dynamics and support the development of the hotel market.

Among the most significant recent hotel openings: Laico (Bangui), management takeover of the Fleuve Congo Hotel by Kempinski (Kinshasa), Hilton (Malabo), Park Inn and Onomo (Libreville).

According to Horwath HTL, some 2,900 rooms are in the pipeline:

- Some of the “major brands” are extending their presence in Africa, with hotels mainly positioned in the 4-star segment (Marriott International, Rezidor Hotel Group, InterContinental Hotels Group).
- Regional chains (Azalai, Onomo, Mangalis), still at an early stage of their development, have identified the opportunity to arrive in these markets—more specifically in the mid-range segment.

The projects pipeline witnesses these additions, according to Horwath HTL: Hilton (N'Djamena, Douala), Mangalis (N'Djamena, Kinshasa, Brazzaville, Douala), Marriott (Douala, Libreville), Kempinski (Oyala) and Accor (Kinshasa).

Conclusion

The outlook for hotel investment in Central Africa is positive. The region offers significant perspective for the hotel sector, deriving mainly from global business travel, whereas tourism and leisure remain limited.

Economic growth of the region has been robust and is supported by its growing population and strong demand for commodities. Over the few last years, most of the governments have taken measures to improve the business environment and to diversify economies.

Further growth will rely on the capability of individual countries to improve their infrastructure and to address the challenge of cheaper oil exports.

WRITTEN BY:



BEATRICE MONTAGNIER
Director

Horwath HTL Senegal

email: bmontagnier@horwathhtl.com

Beatrice Montagnier worked as a consultant in the tourism & leisure consulting industry for 5 years before joining Horwath HTL in 2006. She specialized in market and programming studies and hotel strategies, especially for urban or resort projects. Based in Dakar, she is in charge of Horwath HTL Office in Senegal. Her international experience includes the Maghreb region, the Mediterranean region and Sub-Saharan Africa.

HORWATH HTL SENEGAL

Point E, BP 45235

Dakar, Senegal

T +221 77 288 77 77

www.horwathhtl.com



ASIA PACIFIC

AUCKLAND, NEW ZEALAND
auckland@horwathhtl.com

BANGKOK, THAILAND
ischweder@horwathhtl.com

BEIJING, CHINA
beijing@horwathhtl.com

HONG KONG, SAR
hongkong@horwathhtl.com

JAKARTA, INDONESIA
jakarta@horwathhtl.com

KUALA LUMPUR, MALAYSIA
kl@horwathhtl.com

MUMBAI, INDIA
vthacker@horwathhtl.com

SHANGHAI, CHINA
shanghai@horwathhtl.com

SINGAPORE, SINGAPORE
singapore@horwathhtl.com

SYDNEY, AUSTRALIA
jsmith@horwathhtl.com.au

TOKYO, JAPAN
tokyo@horwathhtl.com

AFRICA

CAPE TOWN, SOUTH AFRICA
capetown@horwathhtl.com

DAKAR, SENEGAL
bmontagnier@horwathhtl.com

EUROPE

AMSTERDAM, NETHERLANDS
amsterdam@horwathhtl.com

ANDORRA LA VELLA, ANDORRA
vmarti@horwathhtl.com

BARCELONA, SPAIN
vmarti@horwathhtl.com

BUDAPEST, HUNGARY
mgomola@horwathhtl.com

DUBLIN, IRELAND
ireland@horwathhtl.com

FRANKFURT, GERMANY
frankfurt@horwathhtl.com

ISTANBUL, TURKEY
merdogdu@horwathhtl.com

LISBON, PORTUGAL
vmarti@horwathhtl.com

LIMASSOL, CYPRUS
cmichaelides@horwathhtl.com

LONDON, UK
ehenberg@horwathhtl.com

MADRID, SPAIN
vmarti@horwathhtl.com

MOSCOW, RUSSIA
mohare@horwathhtl.com

OSLO, NORWAY
oslo@horwathhtl.com

PARIS, FRANCE
pdoizelet@horwathhtl.com

ROME, ITALY
zbacic@horwathhtl.com

SALZBURG, AUSTRIA
austria@horwathhtl.com

WARSAW, POLAND
jmitulski@horwathhtl.com

ZAGREB, CROATIA
scizmar@horwathhtl.com

ZUG, SWITZERLAND
hwehrle@horwathhtl.com

LATIN AMERICA

BUENOS AIRES, ARGENTINA
cspinelli@horwathhtl.com

SÃO PAULO, BRAZIL
mcarrizo@horwathhtl.com

MEXICO CITY, MEXICO
mjgutierrez@horwathhtl.com

DOMINICAN REPUBLIC
speralta@horwathhtl.com

SANTIAGO, CHILE
cspinelli@horwathhtl.com

BOGOTA, COLOMBIA
mjgutierrez@horwathhtl.com

NORTH AMERICA

ATLANTA, USA
pbreslin@horwathhtl.com

CHICAGO, USA
tmandigo@horwathhtl.com

DENVER, USA
jmontgomery@horwathhtl.com

MONTREAL, CANADA
pgaudet@horwathhtl.com

NEW YORK, USA
pbreslin@horwathhtl.com

TORONTO, CANADA
pgaudet@horwathhtl.com