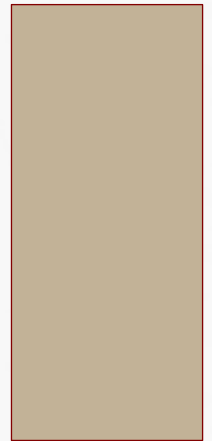
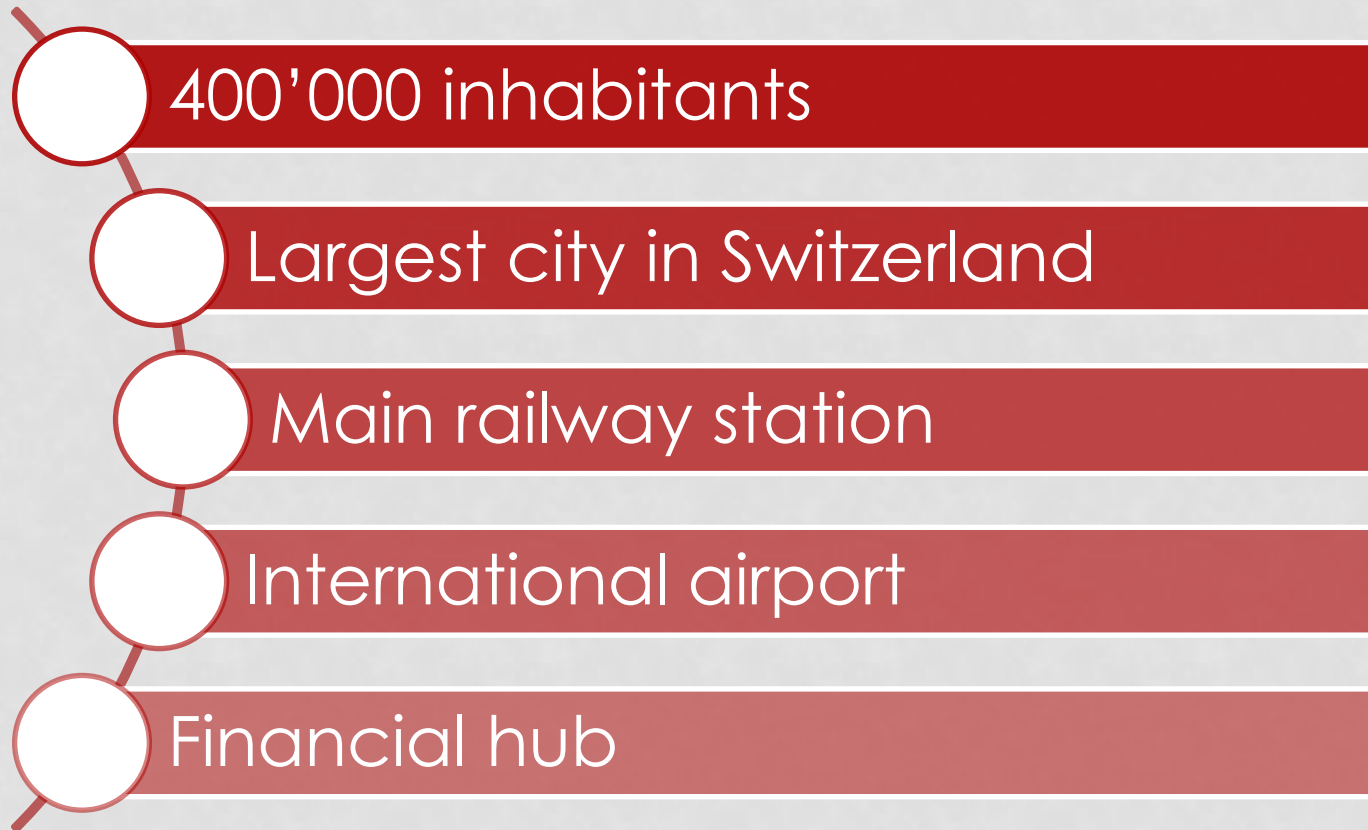


OPPORTUNITIES IN THE ZURICH HOTEL MARKET

LAURA WALTER, MARCH 2018



BACKGROUND ON ZURICH



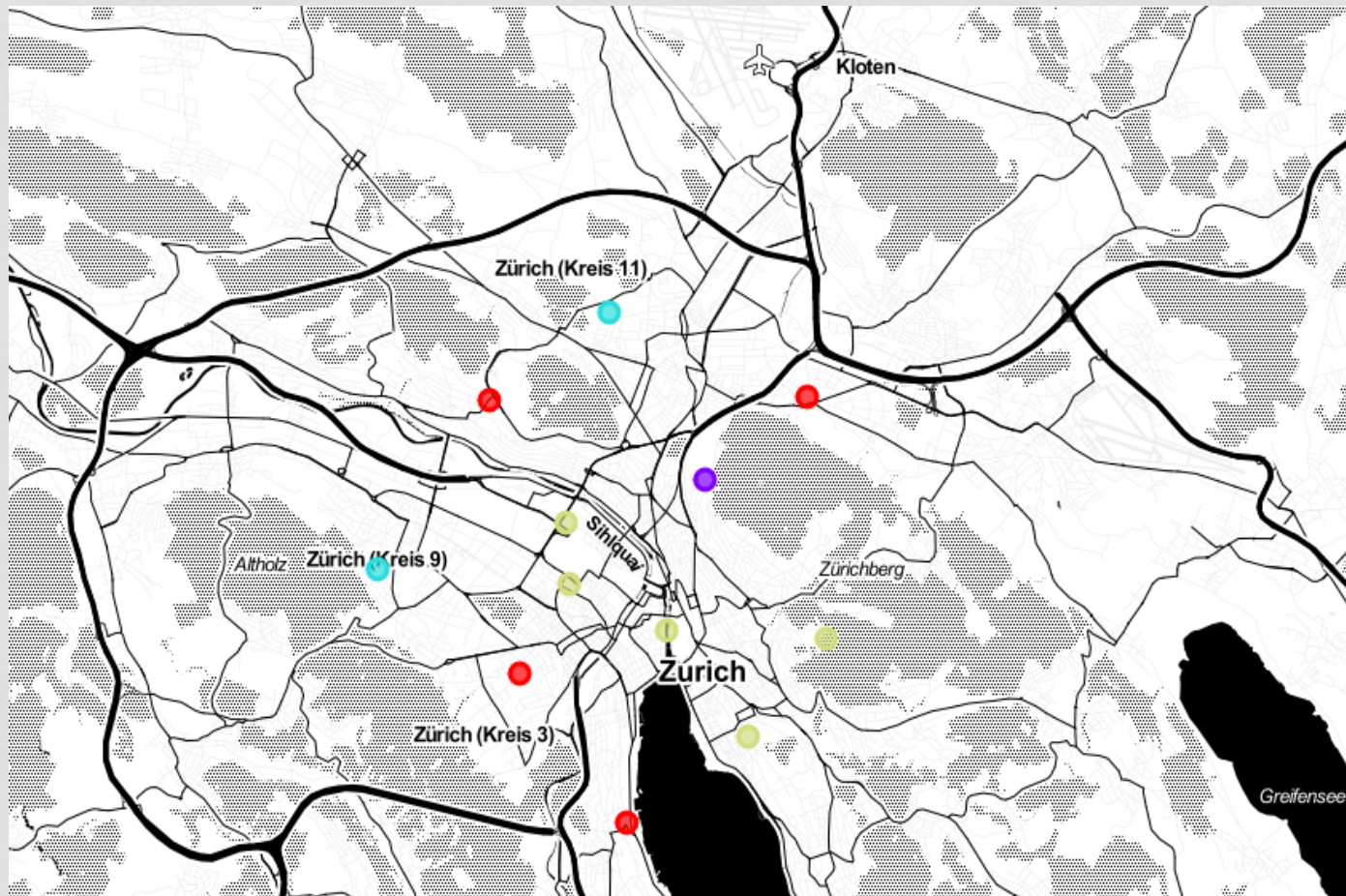
BUSINESS PROBLEM

- Assessment of current hotel market in Zurich
- Pipeline analysis of signed hotel deals to enter the Zurich hotel market within the next few years
- Analysis of opportunities for potential new hotel developments
- Neighborhood analysis to find the best location for a new hotel based on most common venues, proximity to city center and hotels in the area

DATA

- Tourism statistics to give a general overview over the hotel industry in Zurich from https://www.stv-fst.ch/sites/default/files/2018-07/stiz_en.pdf
- Neighborhoods in Zurich from <https://flatfox.ch/de/staedte-schweiz/zuerich/quartiere-zuerich/>
- Foursquare API to find common venues, cluster neighborhoods and find existing hotels within Zurich
- Hotel pipeline data from [https://www.hvs.com/StaticContent/LondonInFocusZurich/HV S-Zurich-Snapshot\(1\).pdf](https://www.hvs.com/StaticContent/LondonInFocusZurich/HV S-Zurich-Snapshot(1).pdf) and <https://www.nzz.ch/finanzen/neues-liebkind-der-investoren-wie-nachhaltig-ist-der-hotel-boom-in-zuerich-ld.142190>

CLUSTERED NEIGHBORHOODS



Cluster 1 (red):
residential

Cluster 2
(purple):
university

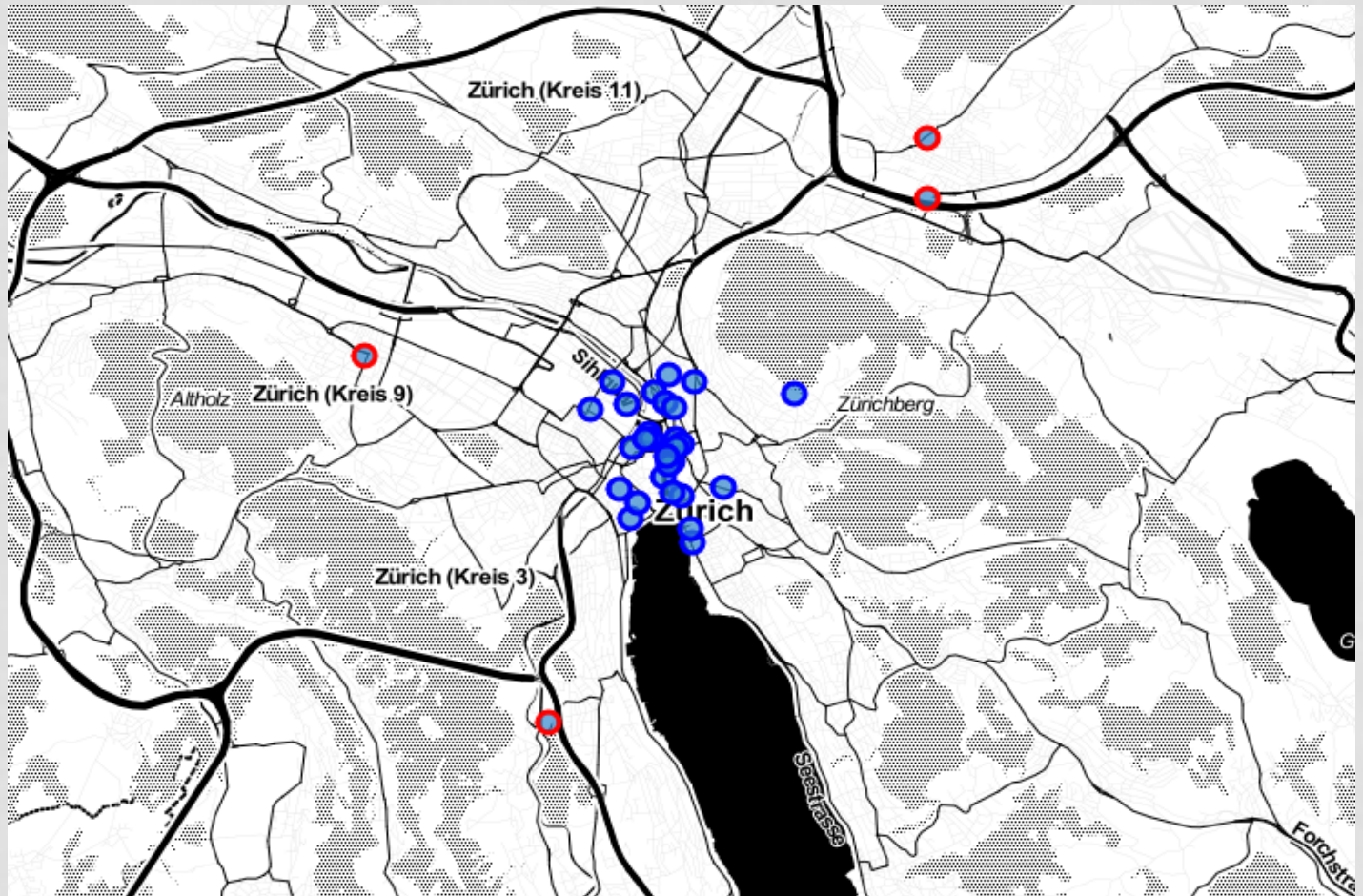
Cluster 3 (blue):
suburb

Cluster 4 (green):
old town

HOTEL MARKET

A total of 29 existing hotels were found in a radius of 6km from the city center (blue markers).

4 hotels in the pipeline were found (red markers).



OPPORTUNITIES

- Secondary locations outside of the city center
 - Less supply and competition from existing hotels
 - Cheaper property prices
 - Restaurants and bars hinting to lively neighborhoods
- Further analysis and proper feasibility studies to be conducted for final location decision