FFE MARKET DEMAND INDEX Q1-2022

EUROPE

WOOD COUTURE

TOPHOTELPROJECTS

INTRODUCTION

The FFE Market Demand Index is a publication aimed at providing an information on the market potential for Loose FFE for the hospitality industry of the territory in consideration. The report has been consciously put together jointly by Wood Couture, the world most experience and innovative Manufacturer of Loose FFE with a proven track record of global projects and TOPHOTELPROJECTS the world leading provider of qualified content on ongoing hotel construction projects, industry news and design trends.

The report is aimed at Hotel Operators, Developers, Investors, Brands, Architects, Designers and Suppliers of the Hotel industry Eco System.

METHODOLOGY

All projects' data displayed within the report is extracted from the TOPHOTELPROJECTS construction database for the period of the report. The construction pipeline data is divided into two hotel tiers, First Class and Luxury which correspond to the 4- and 5-star hotels in each location. To estimate the number of Loose FFE items for each hotel in the pipeline sample, each tier has been subdivided with an assumed type of hotel, hotel size and configuration from which the cost data is derived. The accuracy of the data is up to the date of extraction as it is constantly evolving and been updated.

		EUROPE	APAC	NORTH AMERICA	CENTRAL AMERICA & CARRIBEAN	SOUTH AMERICA	MIDDLE EAST	AFRICA	
Urban	Hotel Size	200 Keys							Business
	Room average size	27 - 32 sqm	30 - 36 sqm	30 - 36 sqm	30 - 36 sqm	30 - 36 sqm	30 - 36 sqm	30 - 36 sqm	
	TGFA/Key	60 - 70 sqm	75 - 110 sqm	75 - 110 sqm	75 - 110 sqm	75 - 110 sqm	75 - 110 sqm	75 - 110 sqm	
Resort	Hotel Size	150-200 Keys							
	Room average size	32 - 38 sqm + balcony	36 - 42 sqm + balcony	36 - 42 sqm + balcony	36 - 42 sqm + balcony	36 - 42 sqm + balcony	36 - 42 sqm + balcony	36 - 42 sqm + balcony	
	TGFA/Key	75 - 110 sqm	82 - 120 sqm	82 - 120 sqm	82 - 120 sqm	82 - 120 sqm	82 - 120 sqm	82 - 120 sqm	
Urban	Hotel Size	200 Keys							Lifestyle
	Room average size	22 - 26 sqm	26 - 32 sqm	26 - 32 sqm	26 - 32 sqm	26 - 32 sqm	26 - 32 sqm	26 - 32 sqm	
	TGFA/Key	45 - 56 sqm	50 -70 sqm	50 -70 sqm	50 -70 sqm	50 -70 sqm	50 -70 sqm	50 -70 sqm	
Resort	Hotel Size	150-200 Keys							
	Room average size	30 sqm	32 - 36 sqm + balcony	32 - 36 sqm + balcony	32 - 36 sqm + balcony	32 - 36 sqm + balcony	32 - 36 sqm + balcony	32 - 36 sqm + balcony	
	TGFA/Key	45 - 50 sqm	55 - 70 sqm	55 - 70 sqm	55 - 70 sqm	55 - 70 sqm	55 - 70 sqm	55 - 70 sqm	

TGFA: Total Gross Floor Area SQM: Square Meter *Source: *Wood Couture Research & Development Team*

The Loose FFE market demand potential is displayed in US Dollar amount. Loose FFE categories considered are:

- Loose Furniture
- Decorative Lighting
- Window Treatment
- Decorative Accessories
- Artwork
- Rugs (Where Applicable)

* HOTEL SAMPLE SIZE FIRST CLASS (4*)

METHODOLOGY

		EUROPE	APAC	NORTH AMERICA	CENTRAL AMERICA & CARRIBEAN	SOUTH AMERICA	MIDDLE EAST	AFRICA	
Urban	Hotel Size	100-150 Keys							Ultraluxury
	Room average size	50 sqm +	60 sqm +	60 sqm +	60 sqm +	60 sqm +	60 sqm +	60 sqm +	
	TGFA/Key	100 - 120 sqm	130 - 150 sqm	130 - 150 sqm	130 - 150 sqm	130 - 150 sqm	130 - 150 sqm	130 - 150 sqm	
Resort	Hotel Size	150-180 Keys							
	Room average size	55sqm + balcony	72sqm + balcony Villas 90 sqm	72sqm + balcony Villas 90 sqm	72sqm + balcony Villas 90 sqm	72sqm + balcony Villas 90 sqm	72sqm + balcony Villas 90 sqm	72sqm + balcony Villas 90 sqm	
	TGFA/Key	150 - 170 sqm	170 - 210 sqm	170 - 210 sqm	170 - 210 sqm	170 - 210 sqm	170 - 210 sqm	170 - 210 sqm	
Urban	Hotel Size	150-200 Keys							Luxury
	Room average size	30 sqm	40 sqm +	40 sqm +	40 sqm +	40 sqm +	40 sqm +	40 sqm +	
	TGFA/Key	100 - 120 sqm	100 - 140 sqm	100 - 140 sqm	100 - 140 sqm	100 - 140 sqm	100 - 140 sqm	100 - 140 sqm	
Resort	Hotel Size	200-250 Keys							
	Room average size	40 sqm+balcony	45 sqm+balcony	45 sqm+balcony	45 sqm+balcony	45 sqm+balcony	45 sqm+balcony	45 sqm+balcony	
	TGFA/Key	110 - 130 sqm	120 - 160 sqm	120 - 160 sqm	120 - 160 sqm	120 - 160 sqm	120 - 160 sqm	120 - 160 sqm	
Urban	Hotel Size	200-300 Keys							Business
	Room average size	36 sqm	40 sqm and +	40 sqm and +	40 sqm and +	40 sqm and +	40 sqm and +	40 sqm and +	
	TGFA/Key	90 - 110 sqm	90 - 110 sqm	90 - 110 sqm	90 - 110 sqm	90 - 110 sqm	90 - 110 sqm	90 - 110 sqm	
Resort	Hotel Size	200-250 Keys							
	Room average size	35 - 40 sqm + balcony	45 sqm + balcony	45 sqm + balcony	45 sqm + balcony	45 sqm + balcony	45 sqm + balcony	45 sqm + balcony	
	TGFA/Key	110 - 150 sqm	120 - 165 sqm	120 - 165 sqm	120 - 165 sqm	120 - 165 sqm	120 - 165 sqm	120 - 165 sqm	

HOTEL SAMPLE SIZE
LUXURY(5*)

TGFA: Total Gross Floor Area SQM: Square Meter

*Source: *Wood Couture Research & Development Team*

FFE COST/KEY BENCHMARK

EUROPE	APAC key hubs: Hong Kong, Taiwan Australia, Singapore, South Korea, Maldives, Japan	APAC other: China, Thailand, Indonesia, Philippines, Vietnam, India	NORTH AMERICA (Canada & USA)	CENTRAL AMERICA (Caribbean & Mexico)	SOUTH AMERICA	MIDDLE EAST	AFRICA	
LUXURY HOTELS 5* FFE COST/KEY BENCHMARK								
$ 45,200 - 67,800	$ 32,400 - 56,300	$ 27,000 - 41,300	$ 57,000 - 58, 310	$ 40,120 - 56, 060	$ 62,000 - 68,000	$ 51,000 - 59,000	$ 68,000 - 78,200	Ultra Luxury
$ 56,000 - 67,800	$ 32,400 - 56,300	$ 20,000 - 27,500	$ 29,300 - 31, 060	$ 26,700 - 29,330	$ 53,000 - 58,000	$ 42,000 - 49,000	$ 47,000 - 54,050	Luxury
$ 39,560 - 56,000	$ 21,600 - 33,800	$ 18,000 - 24,800	$ 23,625 - 44, 000	$ 24,300 - 26,300	$ 44,000 - 50,000	$ 35,000 - 41,000	$ 45,000 - 51,750	Business
FIRST CLASS HOTELS 4* FFE COST/KEY BENCHMARK								
$ 15,000 - 20,000	$ 16,200 - 25,400	$ 13,500- 18,600	$ 23,190 - 23,730	$ 19,550 - 20,600	$ 23,000 - 27,000	$ 24,225 - 32,725	$ 24,000 - 27,600	Business
$ 13,700 - 15,500	$ 11,400- 17,700	$ 9,500 - 13,000	$ 16,135 - 16,265	$ 15,415 - 16,815	$ 10,800 - 11,800	$ 14,400 - 18,000	$ 11,000 - 12,650	Lifestyle

*Source: *Wood Couture Research & Development Team*

All loose FFE Costs are assumed for complete custom-made material (Non-Branded) and on an Ex-Factory basis from Asian manufacturing facilities. Production prices for European or American manufacturing facilities are subject to cost differentiations.

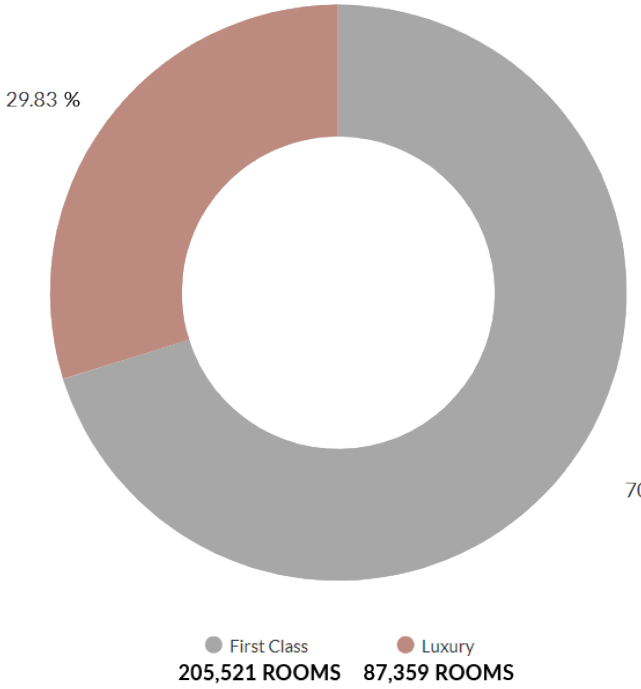
Costs do not include Professional Fees, Contingency, Operating Supplies + Equipment, Attic Stock, Freight or Installation/Distribution Taxes, Overhead and Profit, etc.

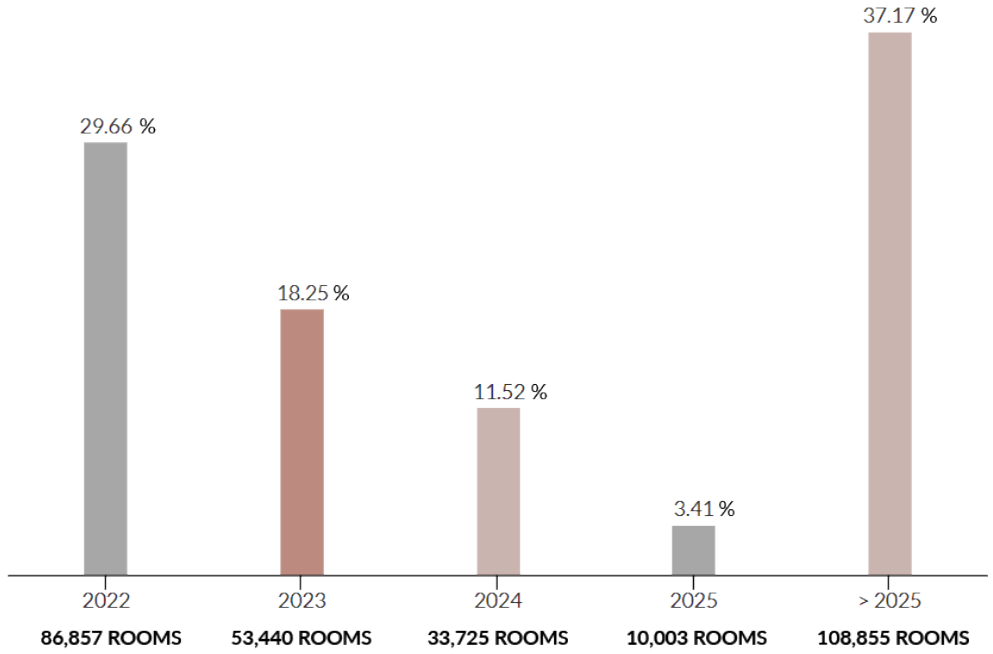
The freight and tax vary greatly by location and should be adjusted.

EUROPEAN MARKET

HOTEL CONSTRUCTION - PROJECT PIPELINE

292,880
ROOMS





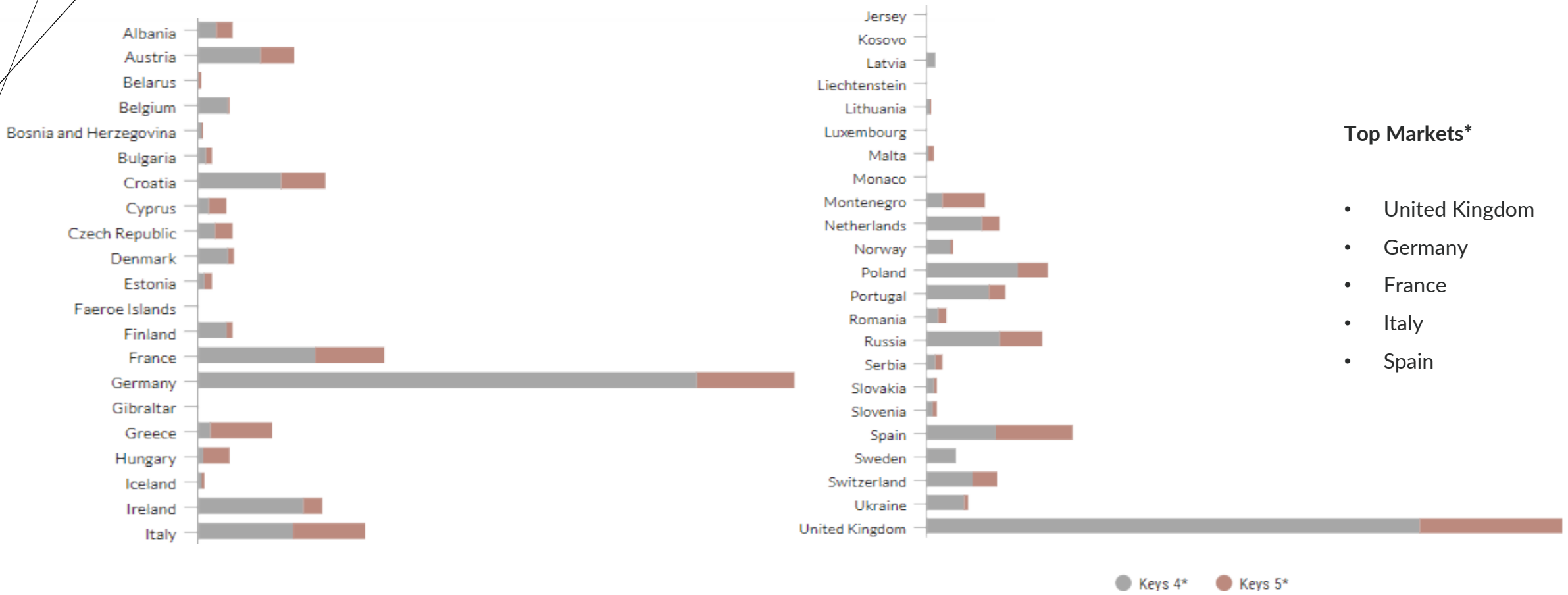
YEAR OF OPENING

WOOD COUTURE

*Source: *TOPHOTELPROJECTS Quarterly Report 2022 Q2 – data on captured market*

TOPHOTELPROJECTS

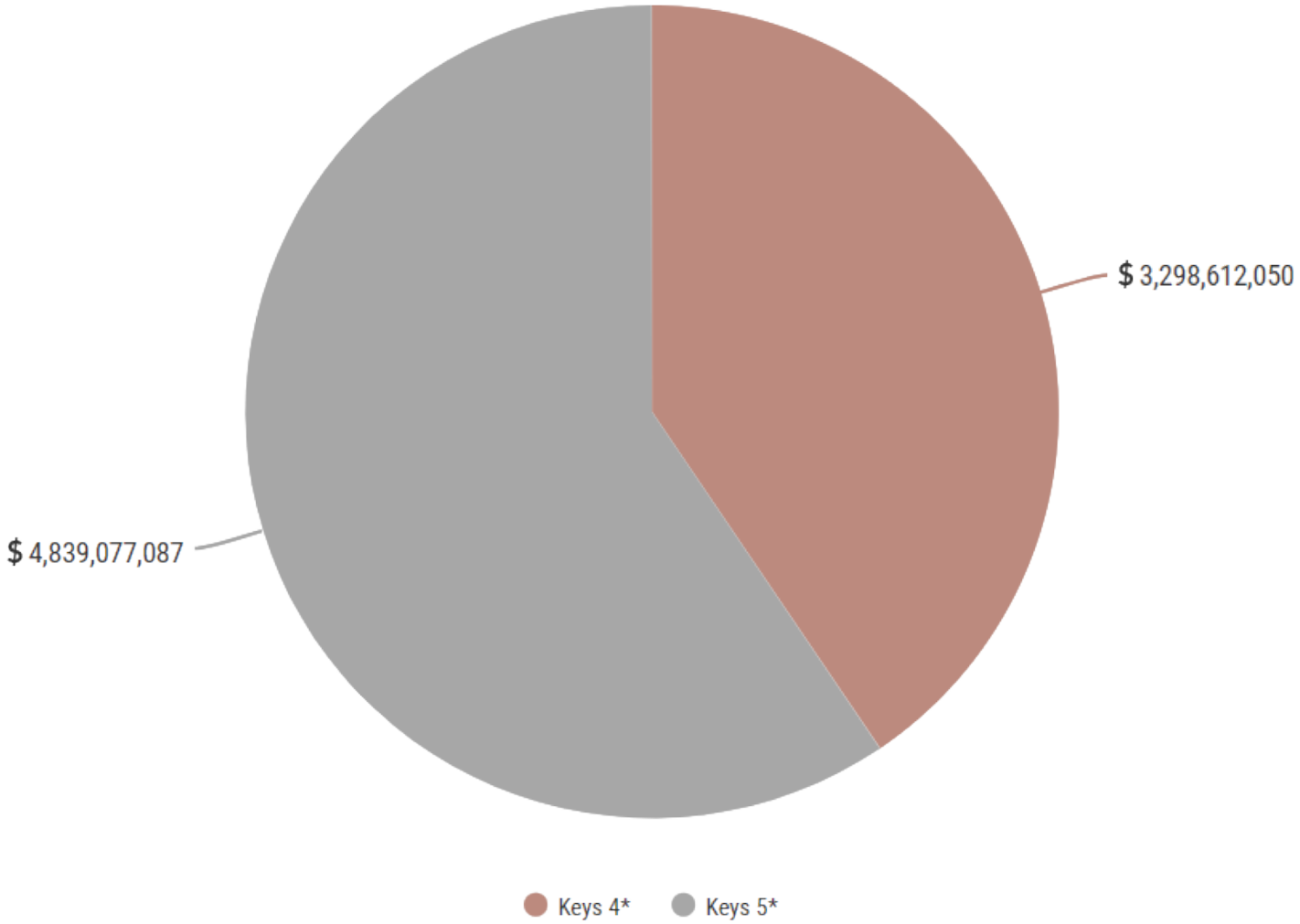
PIPELINE SHARE



Top Markets*

- United Kingdom
- Germany
- France
- Italy
- Spain

*Source: *TOPHOTELPROJECTS Quarterly Report 2022 Q2 – data on captured market*



FFE MARKET DEMAND

Total FFE Market Demand Estimated at

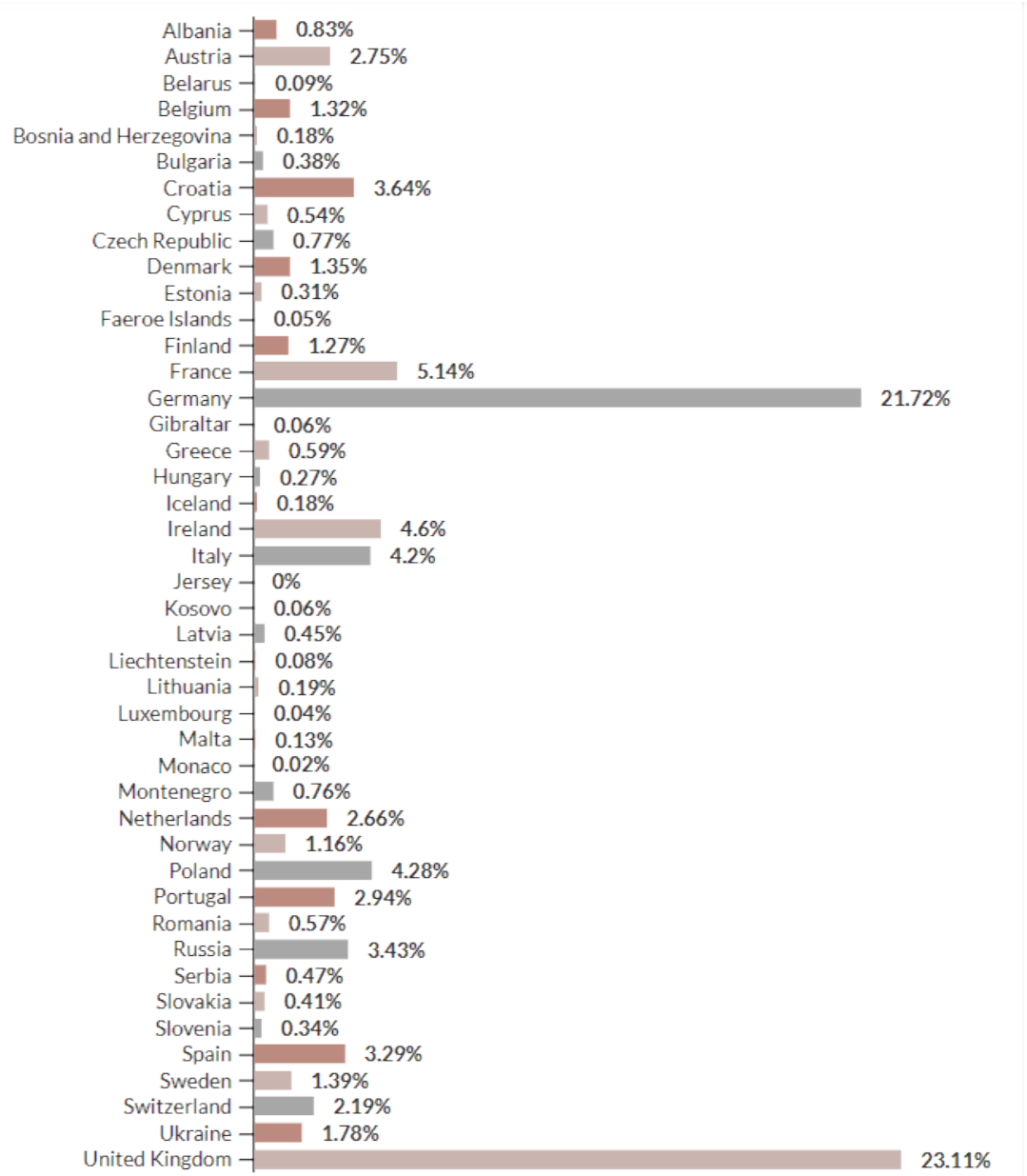
$ 8,137,689,137

or

$27,785.06/Key

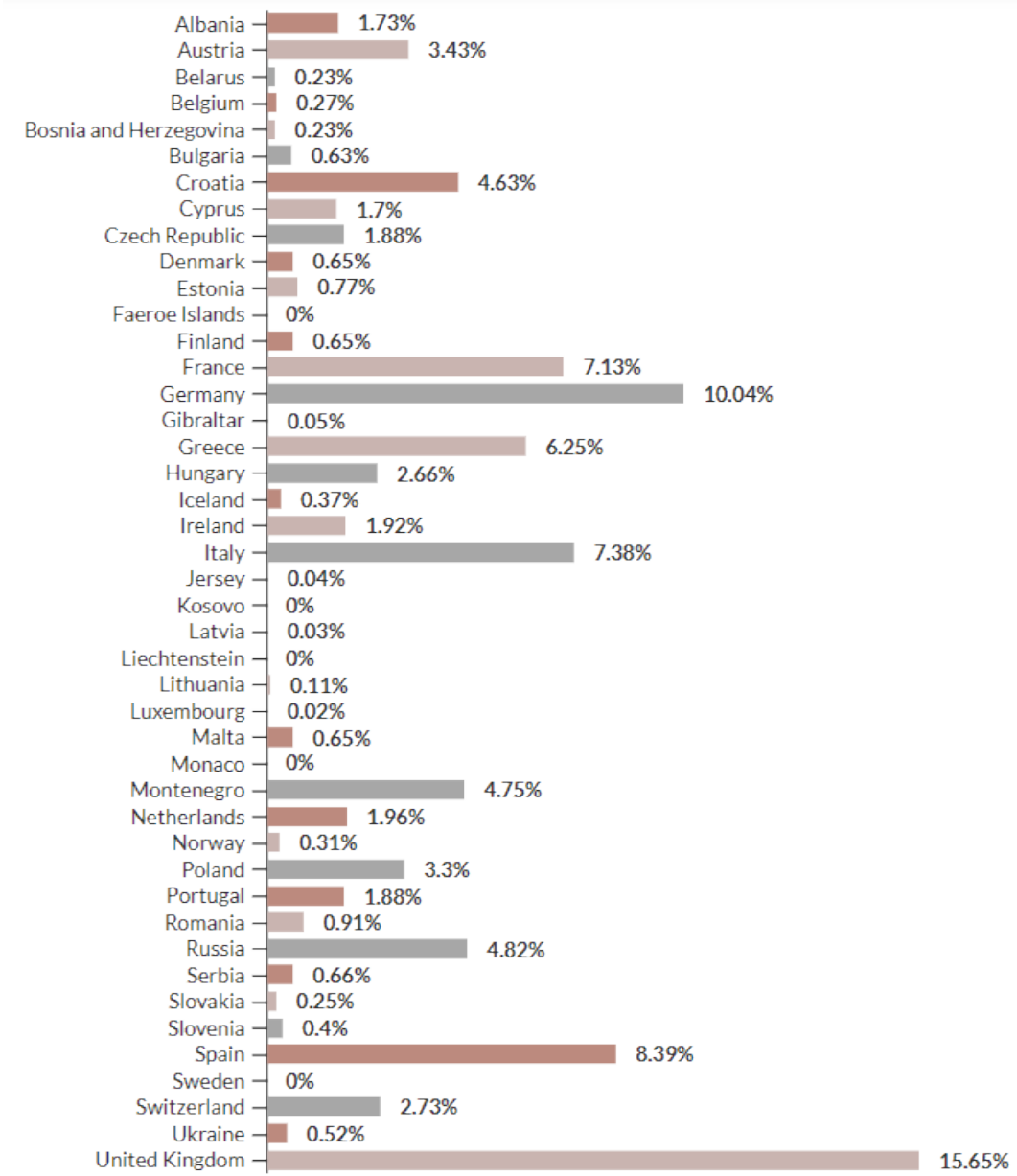
*Source: *Wood Couture Research & Development Team*

FIRST-CLASS FF&E DEMAND SHARE



*Source: *TOPHOTELPROJECTS Quarterly Report 2022 Q2 – data on captured market*

LUXURY FF&E DEMAND SHARE



*Source: *TOPHOTELPROJECTS Quarterly Report 2022 Q2 – data on captured market*

THE AUTHORS

WOOD COUTURE is the 21st century supplier with a mission of manufacturing and delivering quality at the right price! The brand was born in 2017 from the restructuring of a two-generation family business carrying 26 years of experience in custom made furniture for hospitality and high-end residential sector from Italy to Miami to the Middle East.

The organization encompasses a true passion for quality captured in their total quality management system to produce custom furniture, joinery, decorative accessories, and contemporary art for hospitality projects. Going beyond manufacturing, the team is driven by innovation, technology, and a deep experience in project dynamics.

The Wood Couture leadership team takes a 360-degree approach to all projects and their stakeholders: Interior Designers, ensuring integrity of design; Hotel Operators, upholding hotel industry brand standards, & Investors & Owners, protecting investments and project timetables.

TOPHOTELPROJECTS is the heart of a global community of suppliers and decision makers which initiates and supports the communication relating to building design, furnishing and operation of hotels.

We are a German research firm covering global hotel constructions, that over a decade branches out into hospitality events, media and hotel design. No other company comes close in supporting the hotel industry by efficiently combining different business areas into one integrated solution. We took the complex, ever-evolving global hospitality industry and introduced it to our German sense of efficiency and sheer hard work.

Our research team of some 25 experienced professionals spends 1,800 hours a month researching hotel projects around the world. Our database has been 10 years in the making, during which we gathered information on over 24,000 hotel projects and 120, 000 related companies.

TOPHOTELPROJECTS today represents an exhaustive, ever-growing network of professionals from all major sectors of the hospitality industry: owners, developers, investors, brands, operators, architects, designers and suppliers.

WOOD COUTURE

+971 50 30 45775

fs@woodcouture.com

www.woodcouture.com

TOPHOTELPROJECTS

+49 4261 4140 0

info@tophotelprojects.com

www.tophotelprojects.com

www.tophotelconstruction.com

CONTACT US

THANK YOU

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