

# Positive Developments in Reato Group's First Hotels and First Operations Lund - Occupancy, Pricing, and Financials

**Reato Group AB announces that the Group continues to develop positively.**

## First Hotels occupancy

During the month of December, occupancy indicates an increase of 2 percent compared to the same period last year. The trend for December shows that occupancy has increased significantly compared to previous periods, with an increase of 14 percent and 114 percent compared to the same periods in 2021 and 2020, respectively.

During the month of January, occupancy indicates a decrease of 4 percent, due to seasonal variations. At the same time, the comparative figures show an increase of 37 percent and 99 percent compared to 2022 and 2021, respectively.

To measure occupancy, the company uses the alternative key figure OCC (Occupancy).

Development Occupancy (OCC)	OCC compared to the same month in 2022	OCC compared to the same month in 2021	OCC compared to the same month in 2020
December 2023	+2%	+14%	+114%
Development Occupancy (OCC)	OCC compared to the same month in 2023	OCC compared to the same month in 2022	OCC compared to the same month in 2021
January 2024	-4%	+37%	+99%

## First Operations Lund Occupancy

During the month of December, occupancy indicates an increase of 83 percent compared to the same period last year. A significant reason for this increase is investments in leisure travel and activities during the Christmas holidays, the hotel was open for Christmas for the first time.

Compared with the same period in previous years, there has been an increase of 171 percent and 308 percent compared to 2021 and 2020, respectively.

During the month of January, occupancy indicates an increase of 56 percent compared to the same period last year and an impressive 278 percent and 255 percent increase compared to previous years 2022 and 2021.

To measure occupancy, the alternative key figure uses OCC (Occupancy).

Development Occupancy (OCC)	OCC compared to the same month in 2022	OCC compared to the same month in 2021	OCC compared to the same month in 2020
December 2023	+83%	+171%	+308%
Development Occupancy (OCC)	OCC compared to the same month in 2023	OCC compared to the same month in 2022	OCC compared to the same month in 2021
January 2024	+56%	+278%	+255%

### First Hotels average price

We are pleased to announce that average prices at First Hotels continue to rise, partly due to high demand and partly due to inflation in the industry. The average price, measured by the alternative key figure ADR (Average Daily Rate), which hotel guests pay for their rooms, now exceeds the pre-pandemic level. During the period December, we noted an average increase of 3 percent compared with the same period last year. At the same time, we see an impressive increase of 19 percent in average price in December compared to the same period in 2021 and an impressive increase of 53 percent compared to the same period in 2020.

There has been a positive price trend for the First Hotels Group compared to previous years.

During the month of January, the trend continues with a 2 percent increase compared to the same period last year, and a 27 and 57 percent increase respectively compared to 2022 and 2021.

The company measures the average price using the alternative key figure ADR, which stands for Average Daily Rate, which refers to the average price that a hotel guest pays per night per room.

Development average price (ADR)	ADR compared to same month in 2022	ADR compared to same month in 2021	ADR compared to same month in 2020
December 2023	+3%	+19%	+53%

Development average price (ADR)	ADR compared to same month in 2023	ADR compared to same month in 2022	ADR compared to same month in 2021
January 2024	+2%	+27%	+57%

### First Operations Lund average price

We are observing a similar positive effect on average prices for our hotel operations. The average price, measured by the alternative key figure ADR (Average Daily Rate), which our hotel guests pay for their rooms, has now exceeded the pre-pandemic level. During the period December, we see a decrease of 2 percent compared to the same period last year, which is a result of higher occupancy and a changed business mix. A result of the work to increase occupancy on fair share (Fair Market Share is an indication of how a hotel's overall performance compares to its immediate competitors).

The month of January indicates continued efforts to develop a new business mix and increase occupancy (OCC), with a decrease in the average price of 2 percent and a comparable trend to the same period last year.

Development average price (ADR)	ADR compared to same month in 2022	ADR compared to same month in 2021	ADR compared to same month in 2020
December 2023	-2%	-3%	+13%
Development average price (ADR)	ADR compared to same month in 2023	ADR compared to same month in 2022	ADR compared to same month in 2021
January 2024	-2%	+1%	+5%

The company measures the average price using the alternative key figure ADR, which stands for Average Daily Rate, which refers to the average price that a hotel guest pays per night per room.

### First Hotels RevPAR

**RevPAR (revenue per available room)** is a key metric in the hotel industry and an important metric for First Hotels. The summary below shows that the development of average revenue per available room (RevPAR) that the hotel receives has increased by an average of 5 percent during the period December because of the above key ratios.

The trend towards the pandemic years of 2021 and 2020 also looks very positive.

In January, hotel revenue declined by 1% due to lower occupancy. Compared to the same period in the previous two years, revenue increased by 74% in 2022 and by 213% in 2021.

Development Revenue Per Available Room (RevPAR)	RevPAR compared to same month in 2022	RevPAR compared to same month in 2021	RevPAR compared to same month in 2020
December 2023	+5%	+36%	+228%
Development Revenue Per Available Room (RevPAR)	RevPAR compared to same month in 2023	RevPAR compared to same month in 2022	RevPAR compared to same month in 2021
January 2024	-1%	+74%	+213%

#### First Operations Lund RevPAR

During December, the hotel's average revenue per available room (RevPAR) increased by 80%. This increase was partly because the hotel was open during Christmas and partly because the hotel invested in a new business mix. In January, this work continues with alternative business mixes and ventures, which resulted in an increase of 53% compared to the same period last year.

The trend compared to previous years also looks very positive.

Development Revenue Per Available Room (RevPAR)	RevPAR compared to same month in 2022	RevPAR compared to same month in 2021	RevPAR compared to same month in 2020
December 2023	+80%	+163%	+360%
Development Revenue Per Available Room (RevPAR)	RevPAR compared to same month in 2023	RevPAR compared to same month in 2022	RevPAR compared to same month in 2021
January 2024	+53%	+282%	+273%

**Total net sales:** For December 2023, revenue increased to SEK 3,456,763, which is an increase of 116 percent compared to the same month last year. During the month of January, the company reported a turnover of SEK 3,184,684, which is an increase of 59 percent compared to the same period last year.

The trend compared to previous years also looks very positive.

Development in net sales	Revenue compared to the same month in 2022	Revenue compared to the same month in 2021	Revenue compared to the same month in 2020
December 2023	+116%	+161	+240%
Development in net sales	Revenue compared to the same month in 2023	Revenue compared to the same month in 2022	Revenue compared to the same month in 2021
January 2024	+59%	+319%	+277%

We look forward to continuing to offer pleasant hotel experiences for our guests and to continuing to develop our business in a successful way.

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**About Reato Group**

Reato Group AB (publ) is an independent company listed on Nasdaq First North in Sweden (Ticker: REATO), providing franchise rights and marketing services to hotels affiliated with the 'First Hotels' chain. There are 57 First Hotels in total, with 32 located in Sweden, 5 in Norway, and 20 in Denmark. The company's headquarters is situated in Stockholm. Mangold Fondkommission, phone +46 8 503 01 550, serves as the Company's Certified Adviser. For more information, please visit [www.reatogroup.com](http://www.reatogroup.com).

*This information is information that Reato Group is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-02-19 08:30 CET.*

**Attachments**

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