

Trends in Short Term Accommodation



ABRA Accommodation Affiliates



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Relocation Trends

TWO MAJOR TRENDS:

- Companies need to save €€€
- Increasing need for companies to relocate people and source talent on global scale

Relocation Trends

- Number of people working outside home country due to rise by 50% by 2020. *
- more short term assignments, international commuters, etc.
 - 2003-2006 around 75% of respondent companies used short term assignments
 - in last 2 years short term assignments are up from 84% to 92% **

* source: PricewaterhouseCoopers

** source: KPMG

Relocation Trends

- Cost cutting in balance sheets will always be of interest to companies
 - Very likely that short term assignments will remain popular
 - Fewer long-term and 'entire-family' relocations:
 - more single expats on assignment
 - in 2010 an all-time low of 79% of married expats were joined by spouse on assignment. *
 - less than half of these brought along children. *
- Rise in request for serviced apartments and short term accommodation

Accommodation Trends

- Expats seek a functional, comfortable “home away from home”
- Who? Global executives need a serviced apartment for:
 - Temporary Project Assignments
 - Relocations
 - Government & Diplomatic Segment
 - Weekend family guests
 - Summer leisure guests

Accommodation Trends

- Brussels remains an attractive city for business and leisure travellers with easy access by rail and air
- Lead times continue to shorten
- Growing interest in short term furnished and serviced accommodation
- We see opportunity in 2012, contrary to the current sovereign debt crisis with projects and consultancy

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