



MAGNUSON  
HOTELS

# Thomas Magnuson

Co-founder & CEO - Magnuson Hotels



**TTI Summer Forum | Thursday 16<sup>th</sup> June 2022**



**The Butterly Family**  
Sandy Lodge Hotel, Newquay



# Changes that are recorded

UK hotel industry 2010-2022			
	2010	2022	2026
Global & branded chains	22%	50%	78%
UK independent owners	78%	50%	22%

# Changes that are unrecorded

Airbnb UK growth in # rooms			
	216	2022	2026
Equivalent market share of total UK room supply	190,000	642,500	835,250
	27%	88%	114%

# Combined changes to the UK independent hotel owner

UK hotel industry 2010-2022			
	2010	2022	2026
Global & branded chains	22%	50%	78%
UK independent owners	78%	50%	22%

  

Airbnb UK growth in # rooms			
	2016	2022	2026
Equivalent market share of total UK room supply	190,000	642,000	835,250
	27%	88%	114%



## **Designation as UK protected hotels**

**Thank you.**

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