

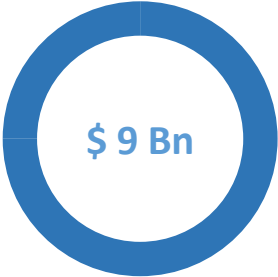
# The Case for Hotels



**Presented by:**  
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*PKF hotelexperts*



# Confidence: transaction volumes 2018



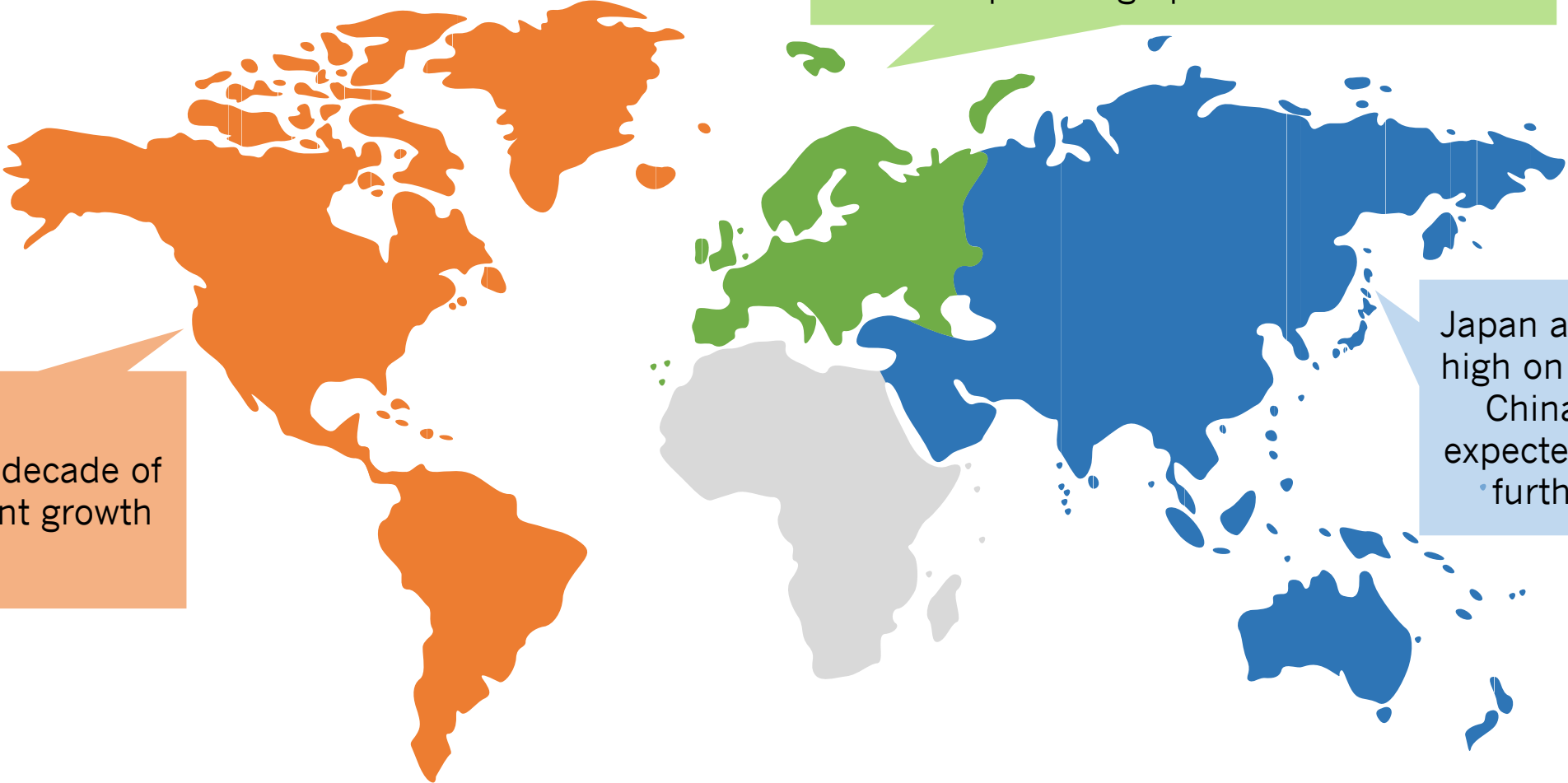
# Investor confidence around the world



Germany & Spain with consistent growth;  
UK despite Brexit concerns, hotel sector  
posts high performance

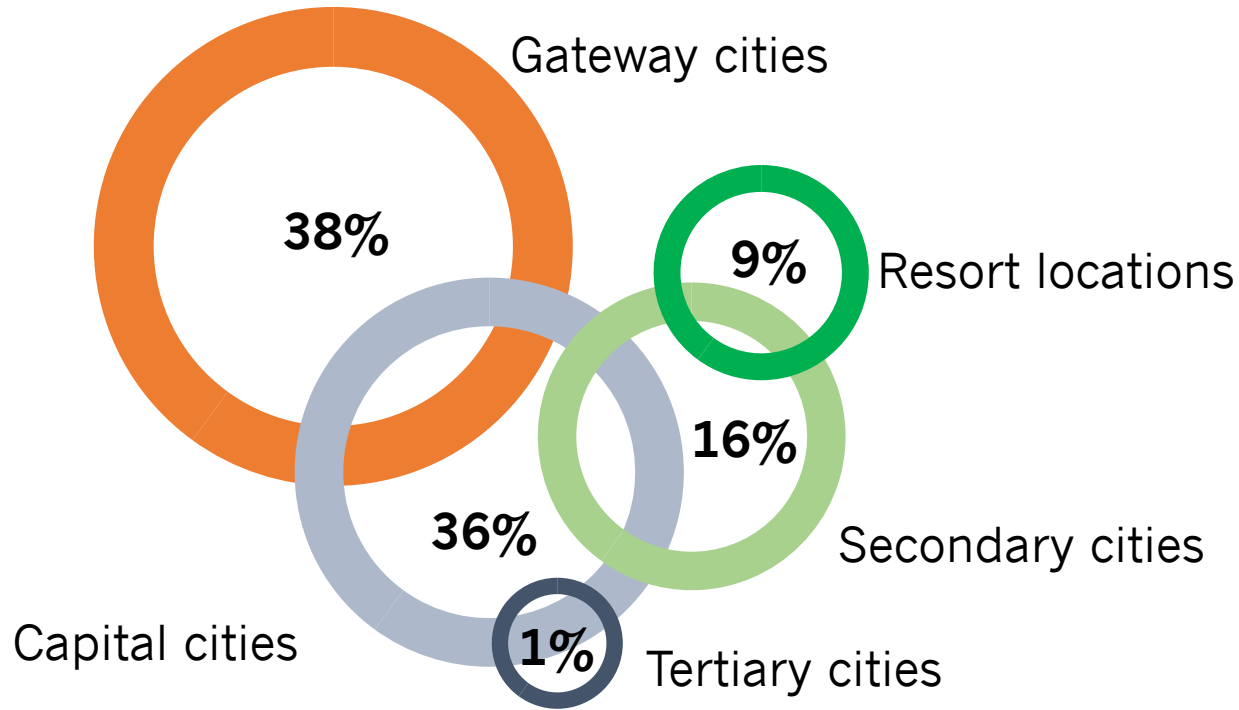
Japan and Singapore  
high on investor lists;  
China and India  
expected to generate  
further interest

Nearly a decade of  
consistent growth



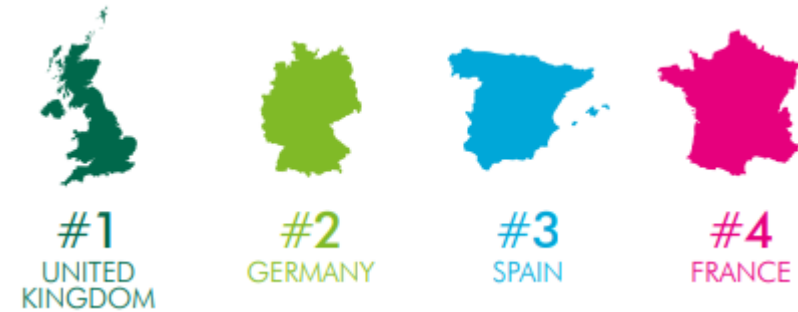
# Variety and flexibility: Investors...

...do not only focus on capital and gateway cities

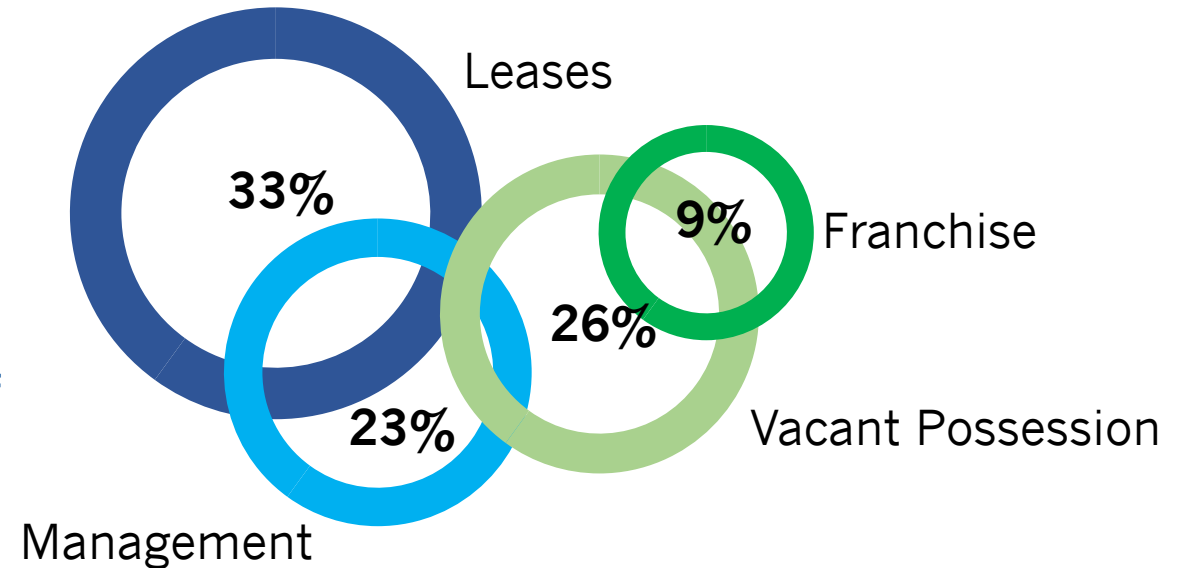


...indicate **greater transparency** and **closer alignment** of operators and investors as drivers for hotel investment.

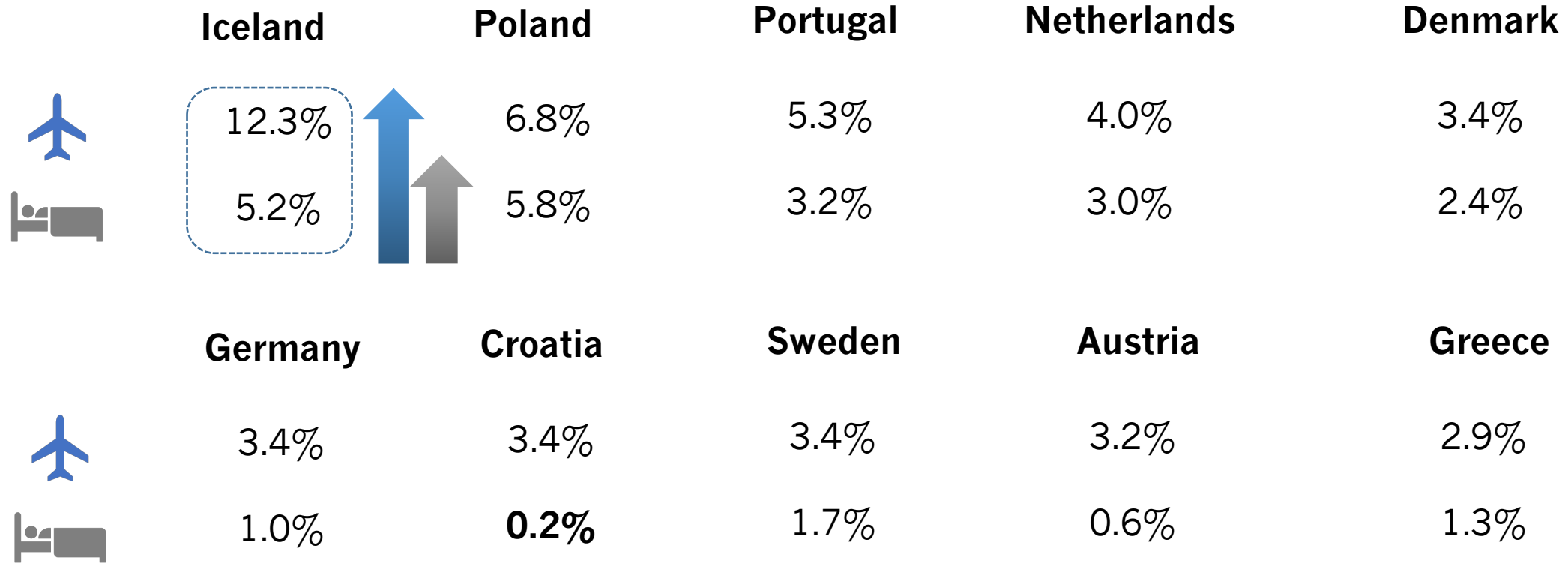
...foresee core markets driving investment



...prefer lease and management agreements, indicating a shift towards flexibility



# Demand consistently outpacing supply... **PKF**



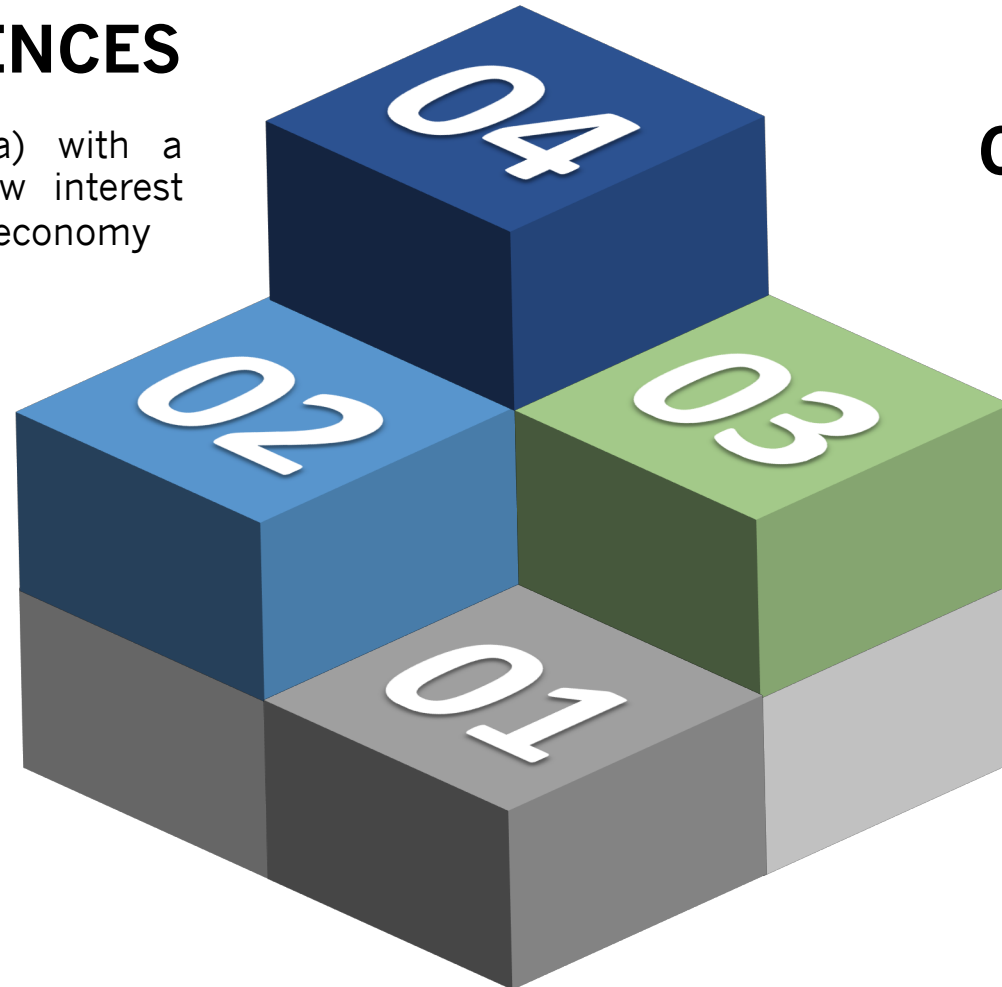
...across key destinations in Europe. **Croatia, Greece, Ireland, Iceland, Italy** and **Portugal** all display potential for higher RevPAR in the near future due to relatively low international brand penetration, a high overnights-to-bed ratio and moderate to high liquidity.

## 04 MACRO INFLUENCES

Outbound markets (China, India) with a preference for hotel projects; low interest rates; further regulation of shared economy

## 02 DIVERSIFICATION

Yield compression in office sector, viable alternative to office, retail and residential sectors; hotels as part of mixed-used developments in gateway cities



## CEE CAPITAL CITIES 03

Emergence of CEE Markets  
Significant performance of relatively uncharted cities like Bucharest, Sofia or Warsaw where tourism demand is consistently outpacing supply

## HIGH YIELDS 01

Strong sector with robust growth projection

Evolution of the hotel sector is *exponential*; focused on providing customized products for niche guest markets, targeting uncharted destinations and constantly reinventing innovative brands for new generation of guests...











by HILTON™

PKF



# Enduring popularity of the brand “HOTEL”



# Thank you!

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