

European Hotel Investment

What's in store?

Overseas investors from North America, China and the Middle East are the drivers of European hotel investment in 2015

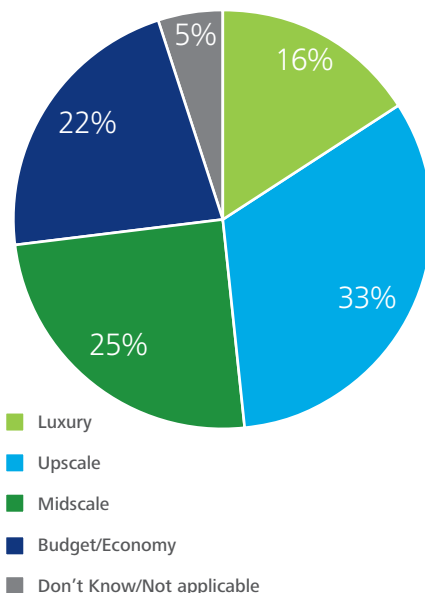
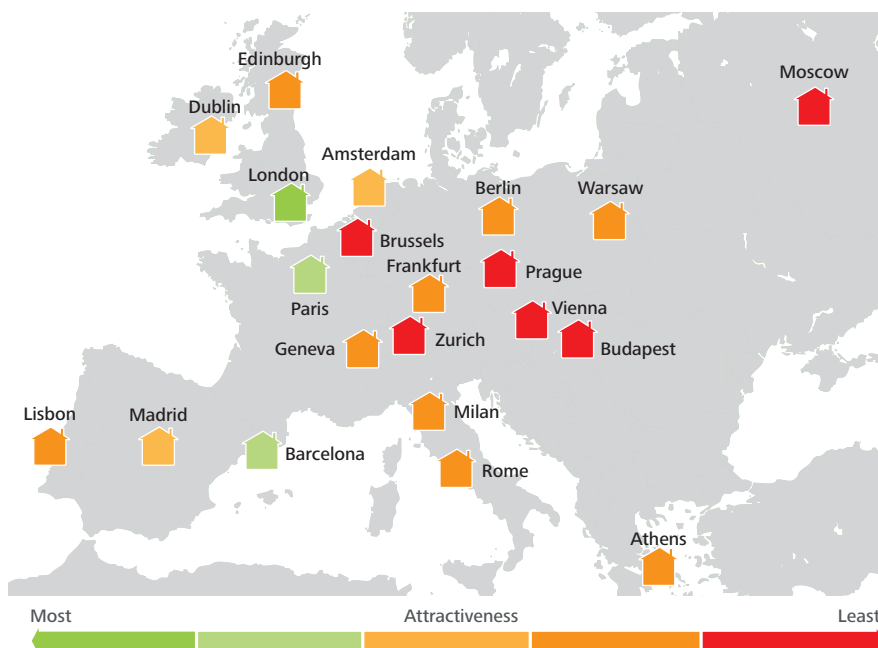


Private equity and traditional bank debt

are expected to be the most common sources of financing in 2015

London remains the most attractive investment destination in Europe

The upscale segment is seen as the most attractive for investment



Investment in Europe is likely to be driven by a quest for high-quality assets



Continued acquisition appetite from private equity



Investment in key gateways exceeding regions



Investment in 'trophy assets' dominated by overseas HNWI's

The survey, conducted by Deloitte, sampled over 120 senior hospitality figures including owners, operators, lenders, developers and investors. Respondents answered a series of questions on the European hotel investment market to ascertain the views of key trends and how these will shape the industry in 2015.