

+++ Ongoing hospitalityInside survey +++ Ongoing hospitalityInside survey +++

11TH INVESTMENT BAROMETER
BY HOSPITALITYINSIDE AND UNION INVESTMENT

A boom that makes nervous

1.4 billion people travelled last year, more than ever before. Tourism is booming. This generates joy and a desire to expand among hotel chains, but also intensifies competition and makes investors nervous. What is your opinion? Take part in our survey, any time online or live at the „World of Hospitality“ stand at Expo Real Munich. Have a coffee with us!



The hospitalityInside INVESTMENT BAROMETER Autumn 2019 has started again in cooperation with our partner, the Hamburg investment house Union Investment Real Estate. Both of us want to know from you, dear readers and hotel experts, how you assess the current market development. In addition to the four standard questions on expectations, there are these two special questions on room growth and trends.

THE QUESTIONS:

1. *New room capacities are entering the market. What are the main reasons for the growing supply?*

- Investment pressure from the capital market
- Positive growth forecasts
- Strategic location decisions
- Desire for more scalability
- Declining attractiveness of other asset classes

2. *From which industry trends do you expect new or more stable revenues?*

- Mixed use complexes consisting of several components (e.g. retail, residential, hotels)
- Hotel complexes with dual brands
- Hotels with Co-Working/Co-Living components
- Hotels with F&B and "Neighbourhood"-Story
- Digitally networked buildings
- Sustainable buildings/concepts

HOW TO PARTICIPATE?

»» Online now!

hospitalityInside.com has already invited its subscribers and registered newsletter readers to participate in this survey; they have received a link. Otherwise the way leads over the homepage www.hospitality-Inside.com, on which the banner "Investment Barometer" directly leads to the suitable article and inquiry left.

»» Live at the Expo Real!

Expo Real visitors can participate in the survey at the joint stand "World of Hospitality" in Hall A2/Stand 140, where you find the online terminal at the HospitalityInside table. Or you can surf in our online magazine or chat with us – over a cup of coffee!

END OF THE SURVEY?

The online survey ends on **Monday, 21 October 2019**.

THE RESULTS?

hospitalityInside.com publishes the results of the survey on its website www.hospitalityInside.com. If you want the complete results, leave your e-mail contact at the end of the online survey; anonymity is guaranteed here.

For further questions, please contact the editorial team at editor@hospitalityInside.com.

REGISTER & BENEFIT:

Register for the free Friday newsletter from hospitalityInside.com. This will let you know which topics are brandnew, you receive information on trade fair activities, events, the HITT Think Tank and, of course, the surveys.

... And this was YOUR OPINION in the last years (extract):

AUTUMN 2018: In the spoiled development departments the "very good" expectations decrease from 22% to 12% and the "good" expectations decrease from 56% to 39%. With regard to the declining transaction volumes, 33% expect the trend to continue equally strong, 42% expect it to strengthen.

AUTUMN 2017: Despite demand pressure on the German hotel market, C locations will not become the new B locations. 34% of those surveyed indicated that A locations were packed with hotel chains right up to the rafters. Only 15% – and thus some way behind – saw a shift from B locations to C locations.

AUTUMN 2016: With regard to the question as to current willingness to take risk, the participating hotel investment experts were divided into two roughly equal camps. 51 percent stated they pursued as strategy of „same return, higher risk“; by contrast 49 percent indicated that there were happy with „lower returns for the same risk“.

AUTUMN 2015: The hotel construction boom will continue. 48.5% describe the sentiment in hotel development as "very good".