

hospitality *INSIDE*

WORLD OF HOSPITALITY INFORMATION.

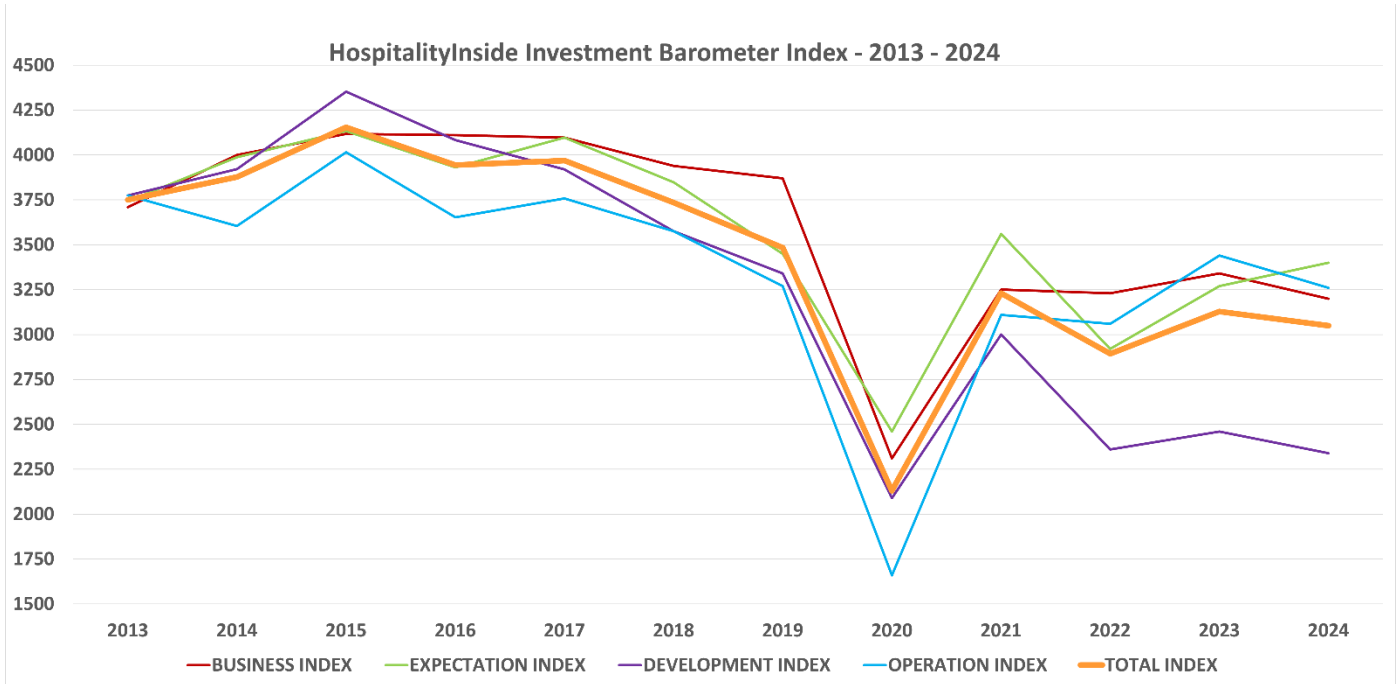


supported by



Evaluation

The survey was conducted between 24 September and 24 October 2024.



Overview:

The bright spot in the 2024 survey is the business expectations for the next six months for the respondents' own company, while the assessment of the current market situation is cautious. The indices relating to the industry as a whole also fell slightly. The Development Index once again brought up the rear. Consultants and hoteliers were the strongest groups among the participants. 81% of participants are active in the DACH region.

Business Index:

The current market situation of their own company is good or very good for 44% of respondents, 29% are not satisfied. The index drops from 3340 to 3200 points and is back at the level of 2022.

Expectation Index:

Expectations for their own business in the next six months are better, for 51% of respondents good or very good, 15% of responses consider them poor. The index improved from 3270 to 3400 points.

Development Index:

A lack of projects, high interest rates and rents as well as buyer/seller expectations that cannot be offset are hampering new projects. In the DACH region, the framework conditions in Germany are a particular burden on development. The mood is poor or very poor for 68% of those surveyed. Only 17% rated the mood as good or very good. Following a slight recovery last year, the Development Index fell again by 5% year-on-year from 2460 to 2340 points.

Operations Index:

While the Operations Index reached the level of the pre-corona years last year at 3340 points, it has now fallen again by 2.4% to 3260 points. The industry has been able to push through significantly higher prices on the market but is reaching its first pain thresholds. The joy of travelling is undimmed, business trips and mega events are filling the beds. 55% consider the mood to be good or very good. In view of the difficult political, social and economic conditions, the question arises as to how stable this development is. As many as 19% consider the mood to be poor or very poor.

Total Index:

After an increase of 8.1% last year, the total index falls, dropping 2.5% from 3,128 to 3,050 points.

CONCLUSIONS:

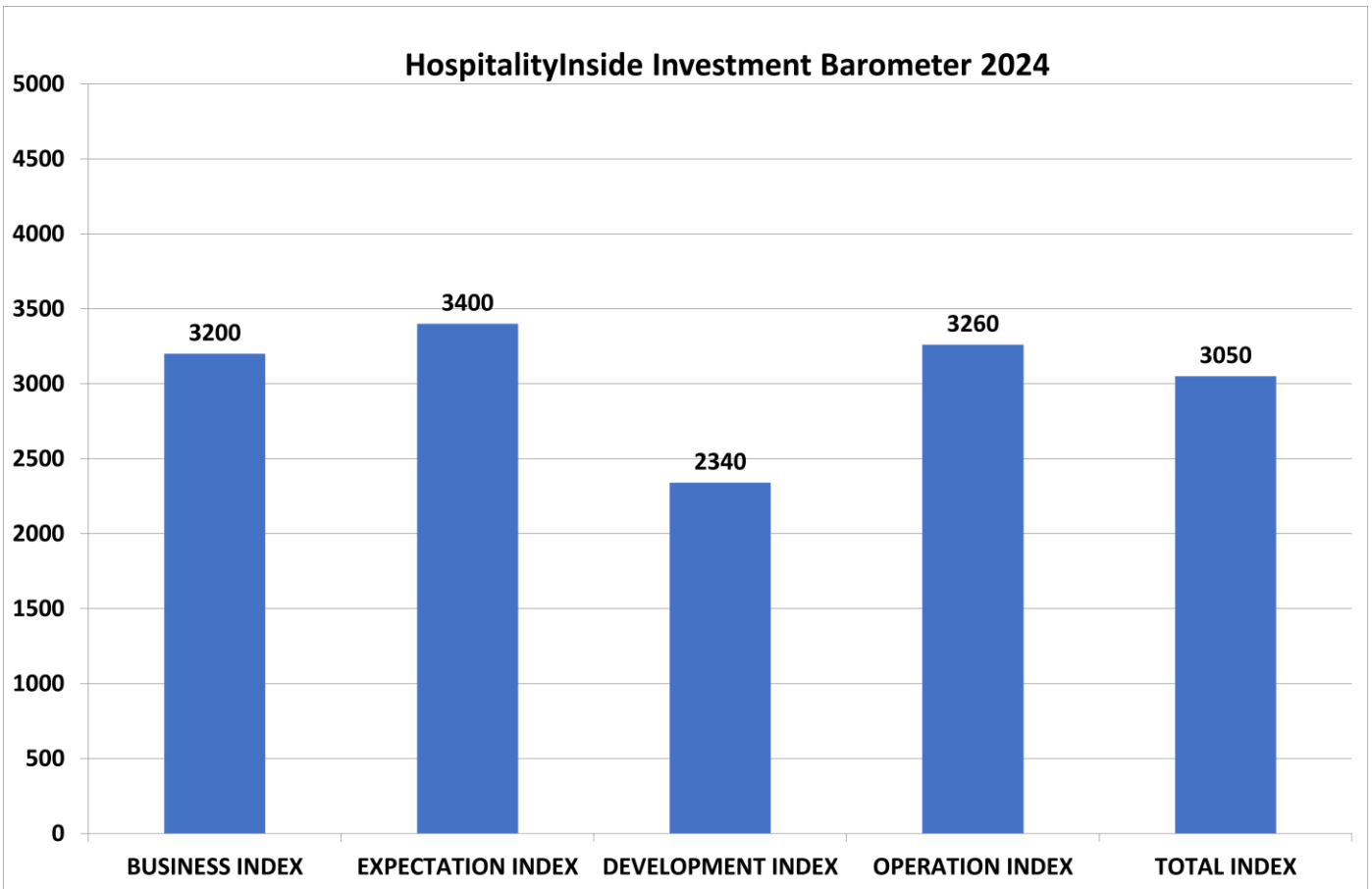
The current situation is rated worse than in the previous year, both for the company itself and regarding the mood in the industry. Nevertheless, business expectations for the next six months for their own company have improved again compared to the previous year. The difficult conditions in Germany in particular are likely to have characterised the survey. 81% of participants came from the DACH region. There is still a lack of clear framework conditions, guidelines and commitments that companies can rely on. The situation therefore remains difficult, but there are obviously opportunities and areas for action that will allow companies to make progress in the coming months.

The special questions relate to the development of transactions: A majority believe that transactions will increase in 2024 compared to 2023, with 43% of respondents expecting a slight increase and a fifth even expecting a significant or even very significant increase. Just under a third expect the level to remain the same, while only just over 4% are pessimistic. The comments also point out that developments in Germany and the UK in 2024 were characterised by several large transactions.

Half of those surveyed believe that transactions will increase slightly in 2025 compared to 2024, with almost a third expecting a significant or even very significant increase. The number of pessimists drops to just under 2%.

Germany, the UK and Italy are expected to see the strongest increases in transactions in 2025 compared to 2023. However, Spain is also recognised as having potential in the comments.

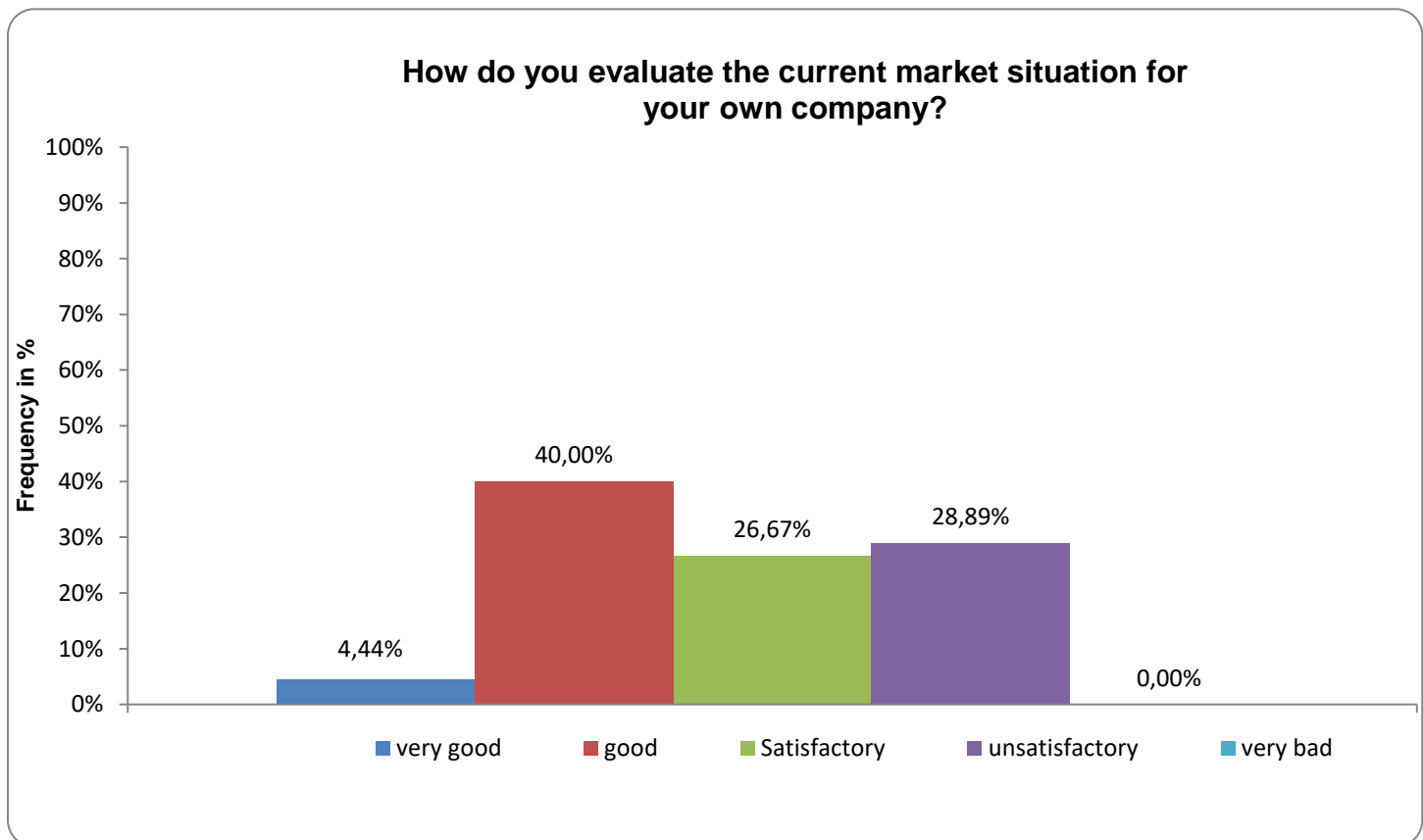
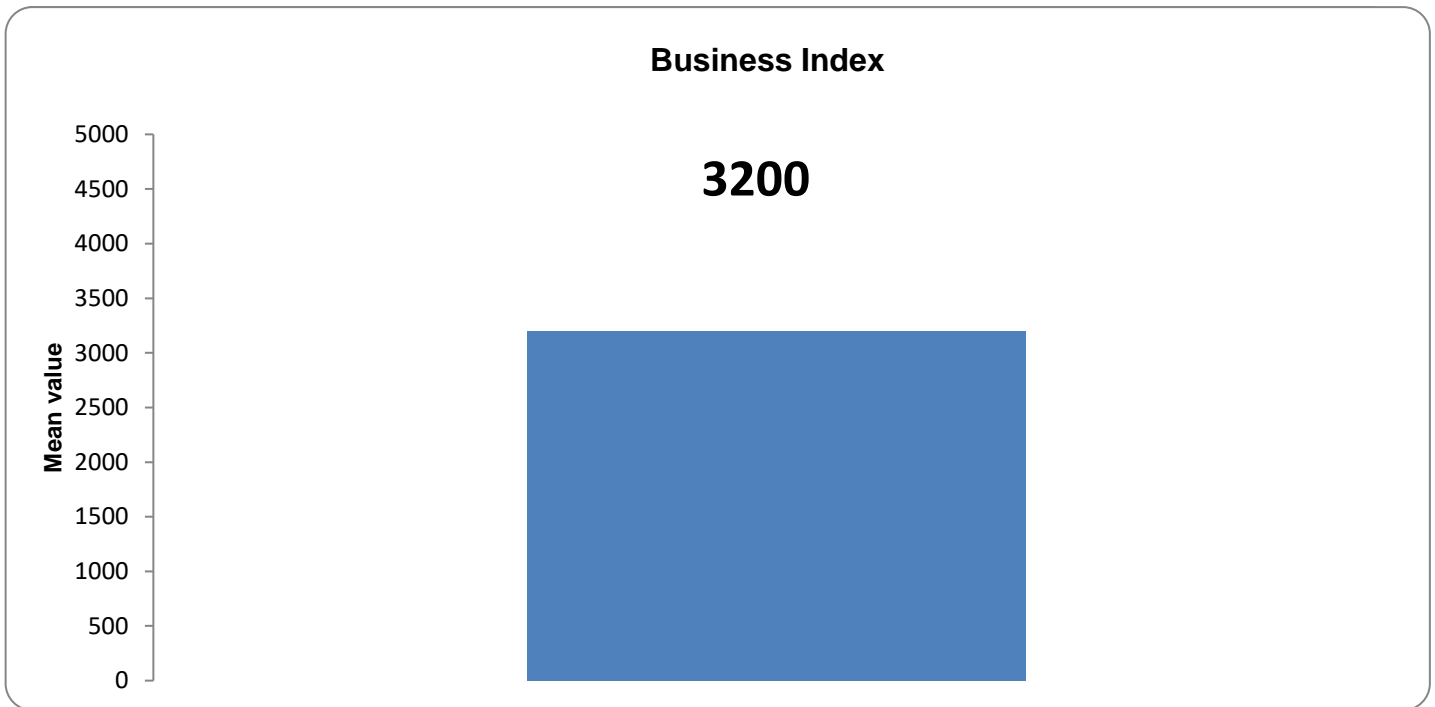
Overall results 2024



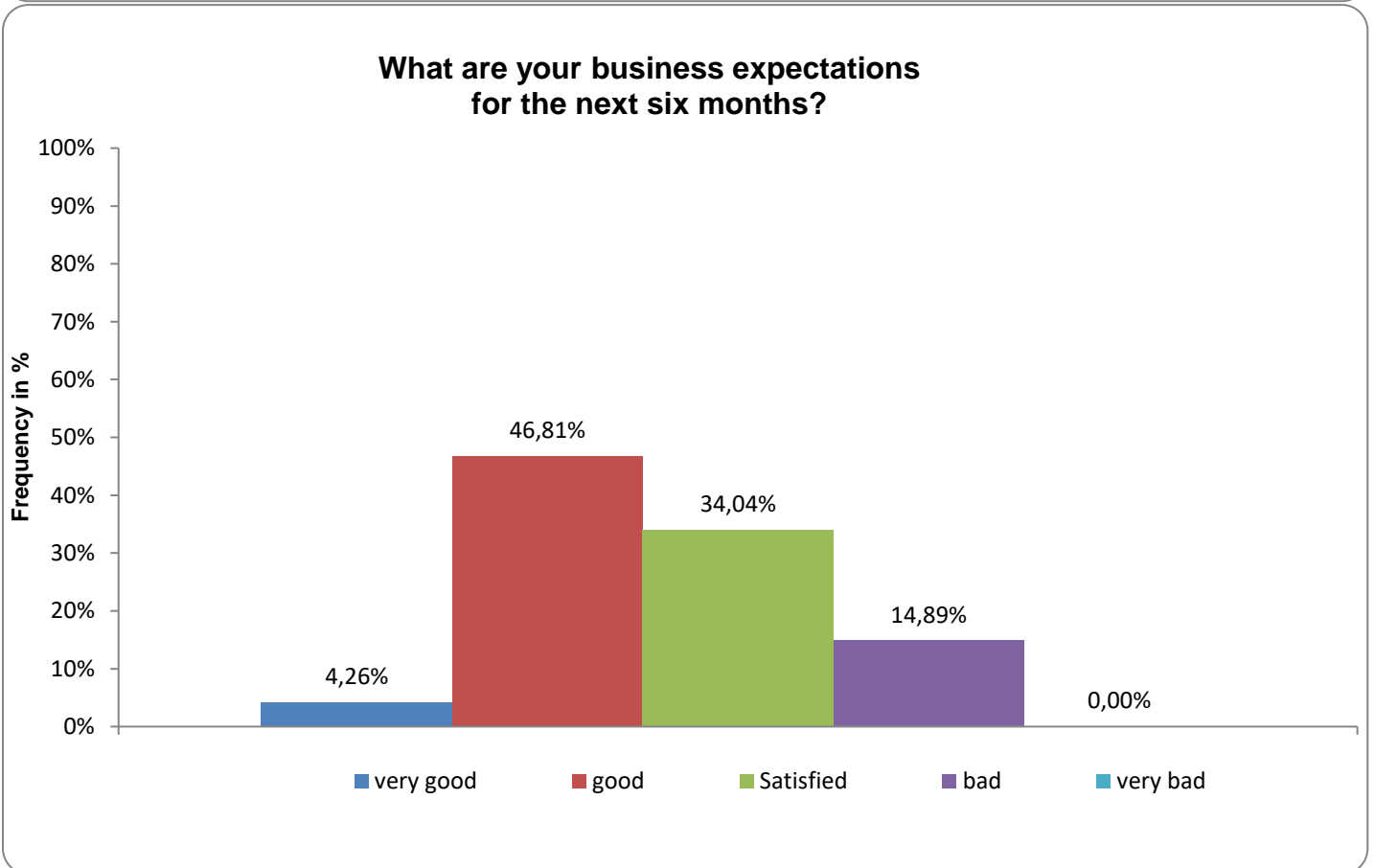
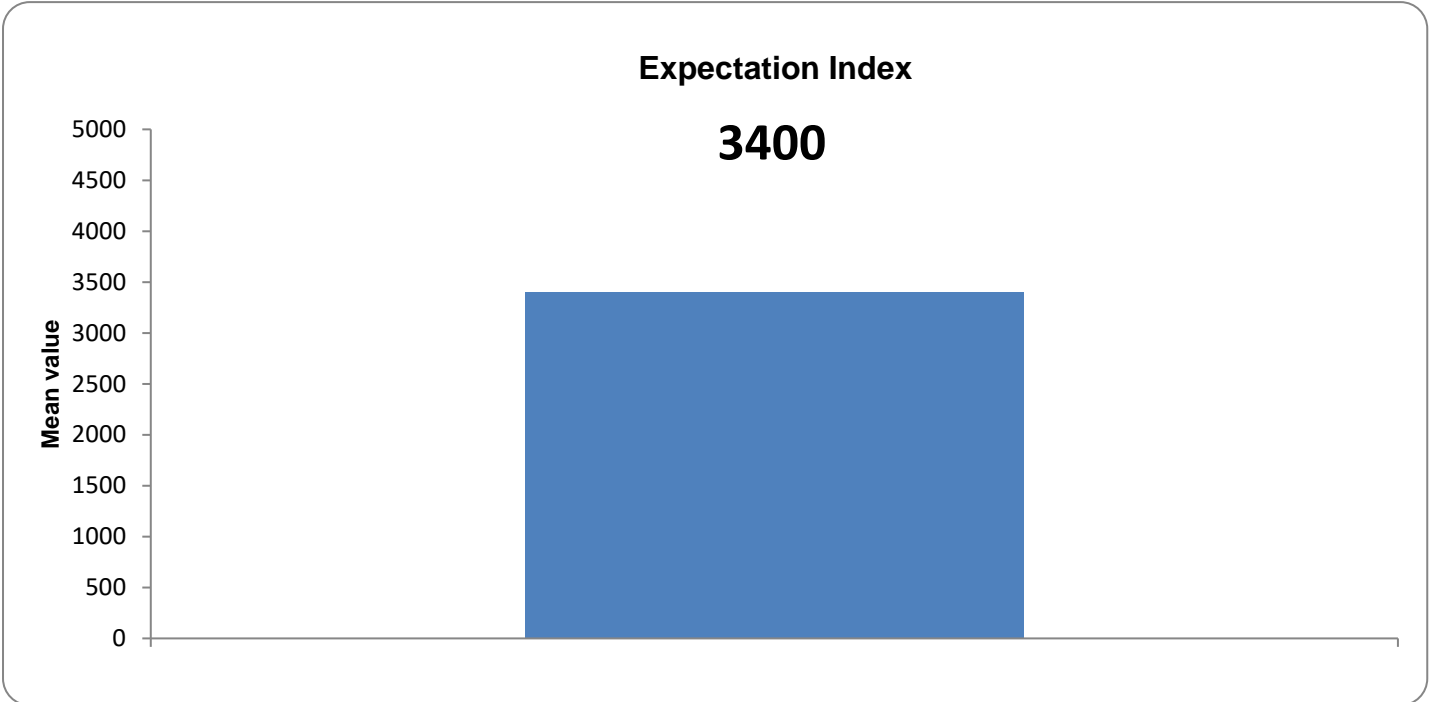
Index Questions	Index	2024
How do you assess the current market situation for your own company?	BUSINESS INDEX	3200
What are your business expectations for the next six months?	EXPECTATION INDEX	3400
How do you currently assess the mood in the hotel industry with regard to hotel development and projects?	DEVELOPMENT INDEX	2340
How do you currently assess the mood in the hotel industry in terms of hotel sales development?	OPERATION INDEX	3260
Total Index	TOTAL INDEX	3050

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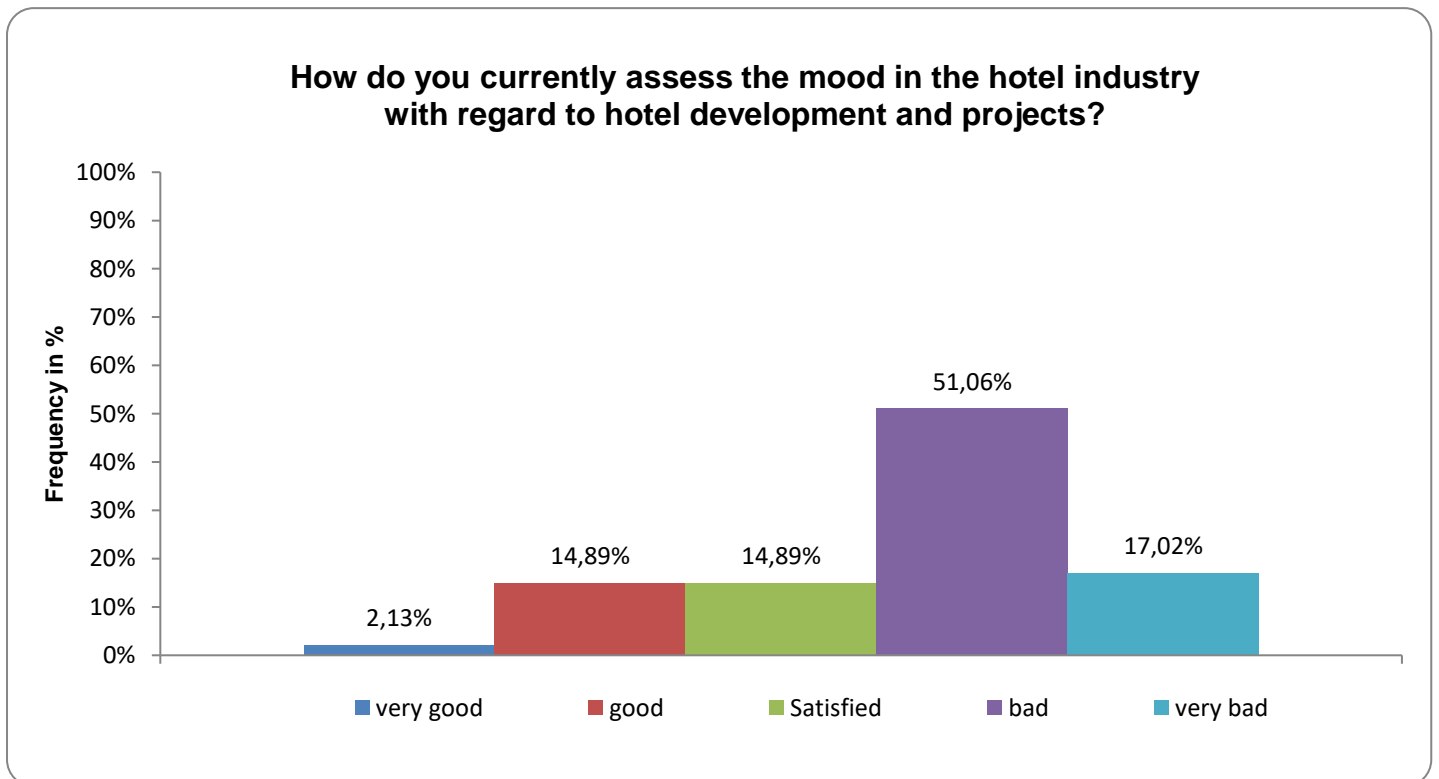
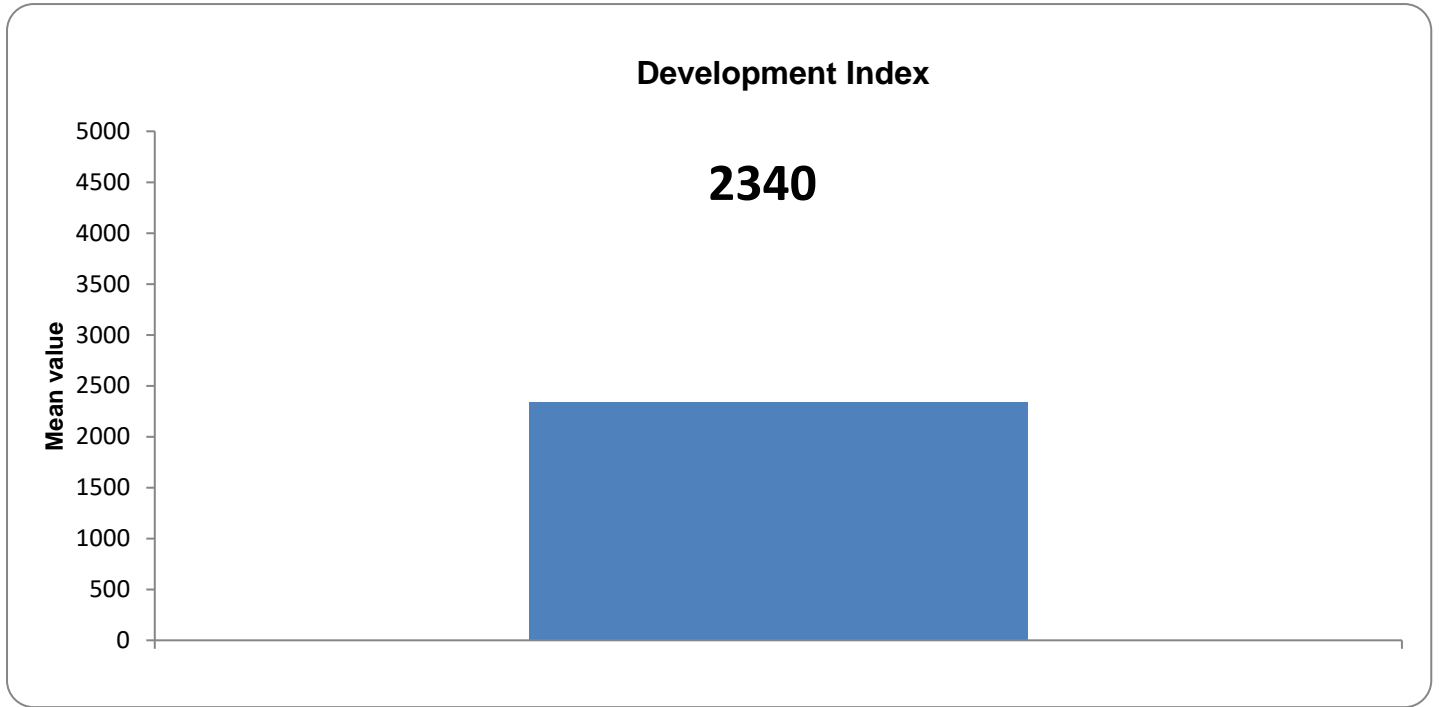
How do you evaluate the current market situation for your own company? (Business Index)



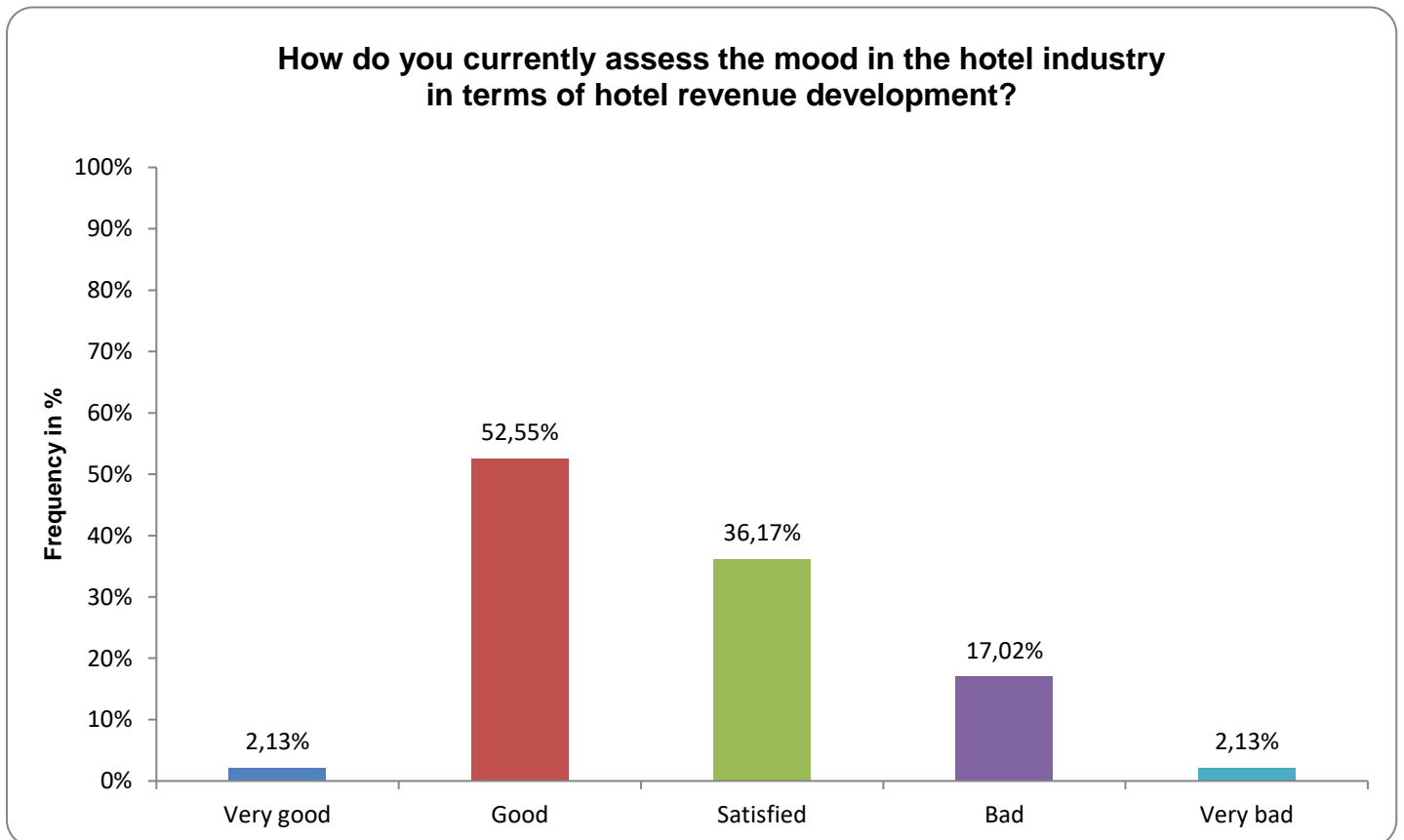
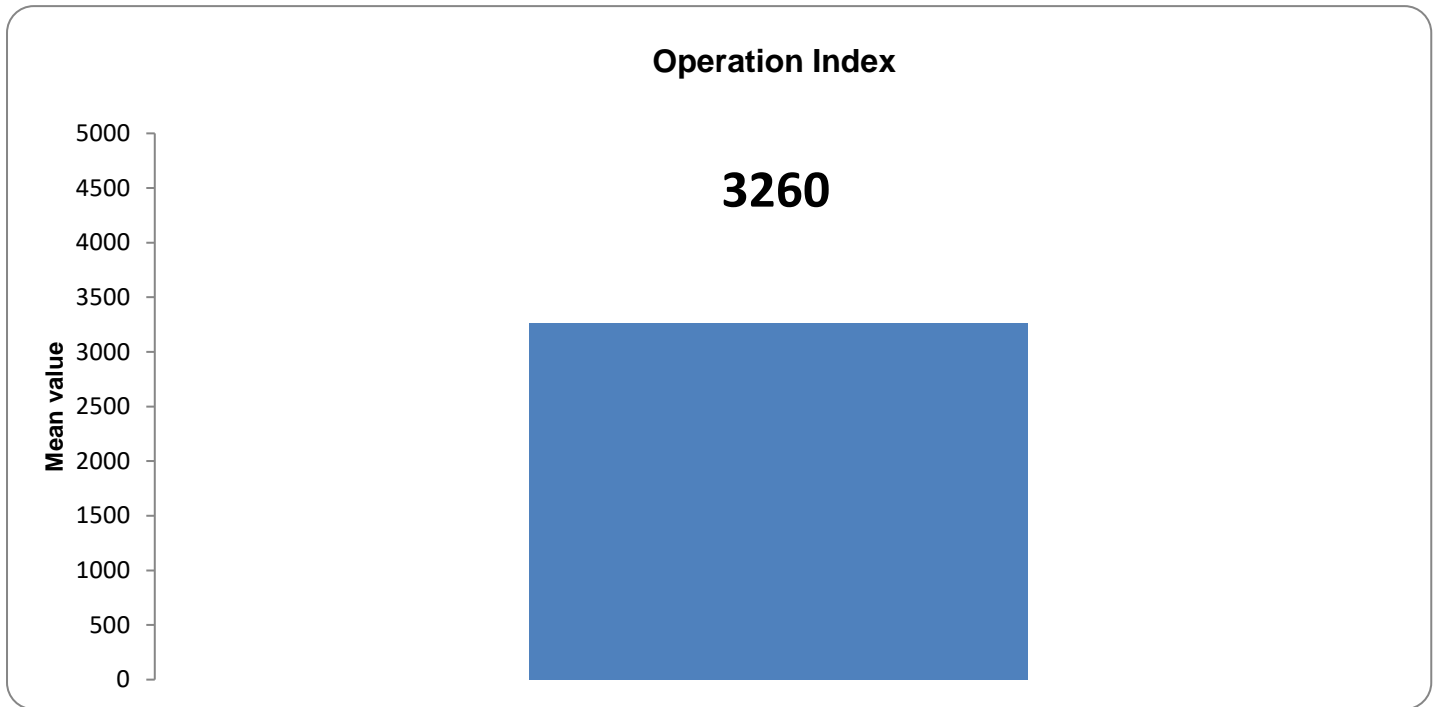
What are your business expectations for the next six months?
(Expectation Index)



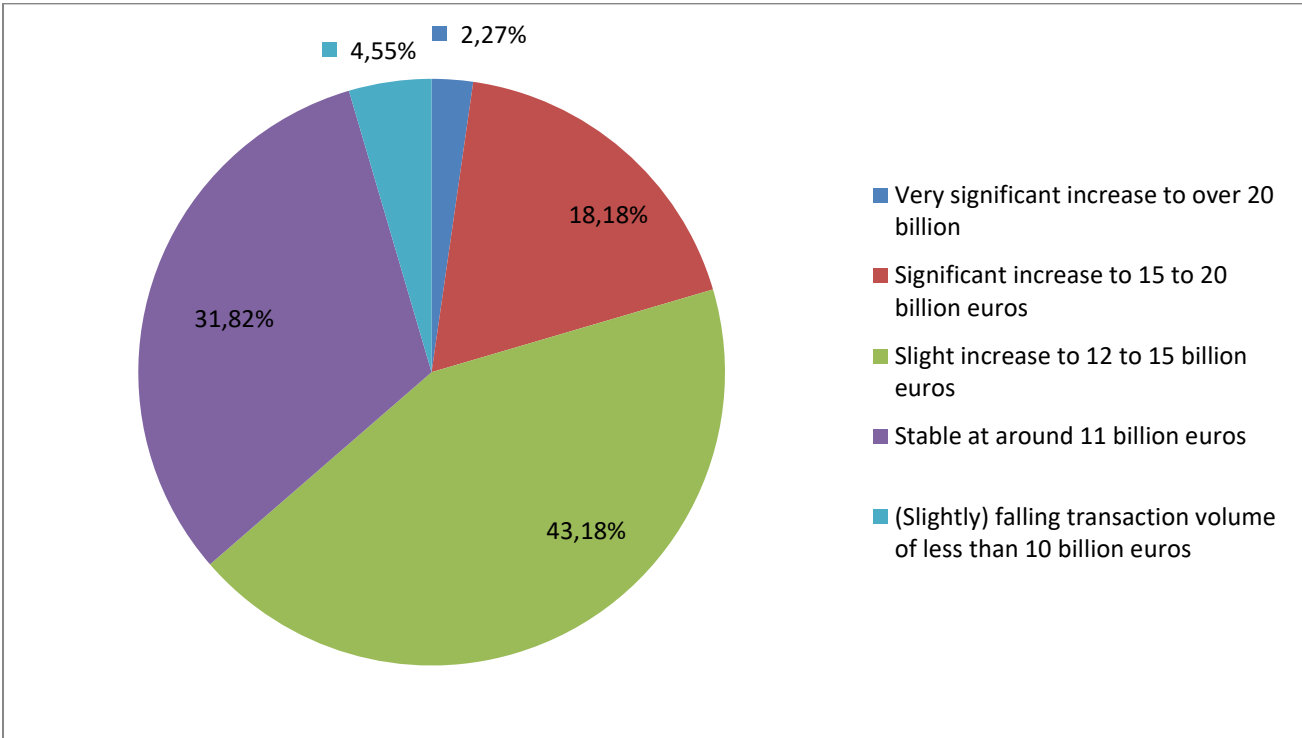
How do you currently assess the mood in the hotel industry with regard to hotel development and projects? (Development Index)



How do you currently assess the mood in the hotel industry in terms of hotel sales development? (Operation Index)

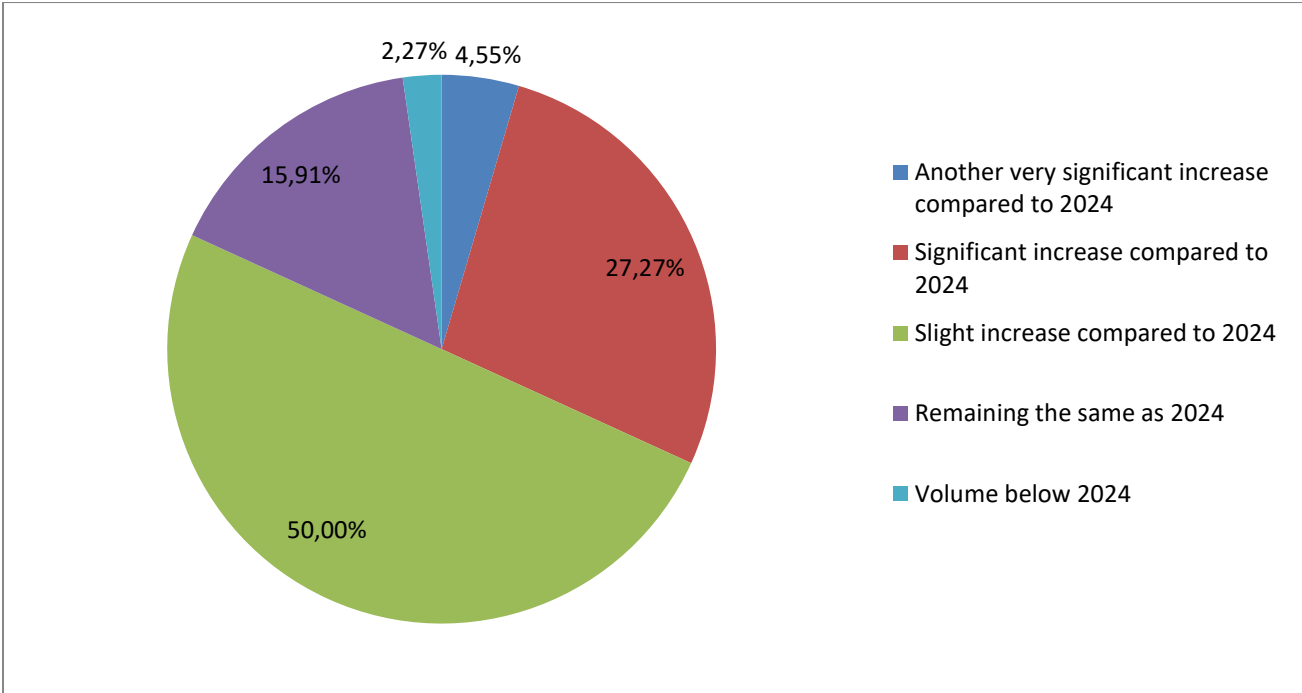


According to HVS, the hotel transaction volume in Europe in 2023 was around 10.7 billion euros. How do you think transactions will change in 2024?



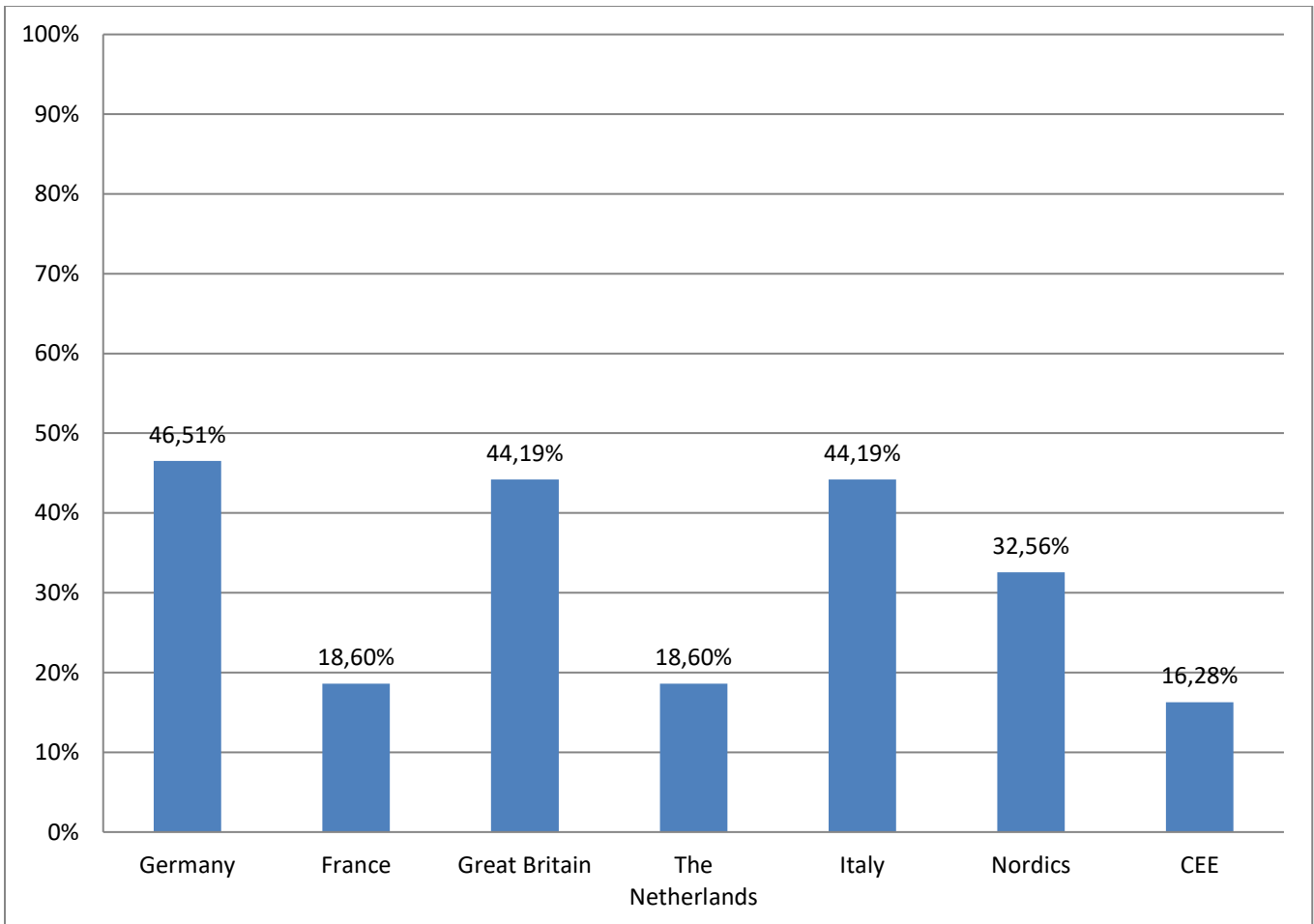
The special questions relate to the development of transactions: A majority believe that transactions will increase in 2024 compared to 2023, with 43% of respondents expecting a slight increase and a fifth even expecting a significant or even very significant increase. Just under a third expect the level to remain the same, while only just over 4% are pessimistic. The comments also point out that developments in Germany and the UK in 2024 were characterised by a number of large transactions.

How do you think transactions will change in Europe in 2025?



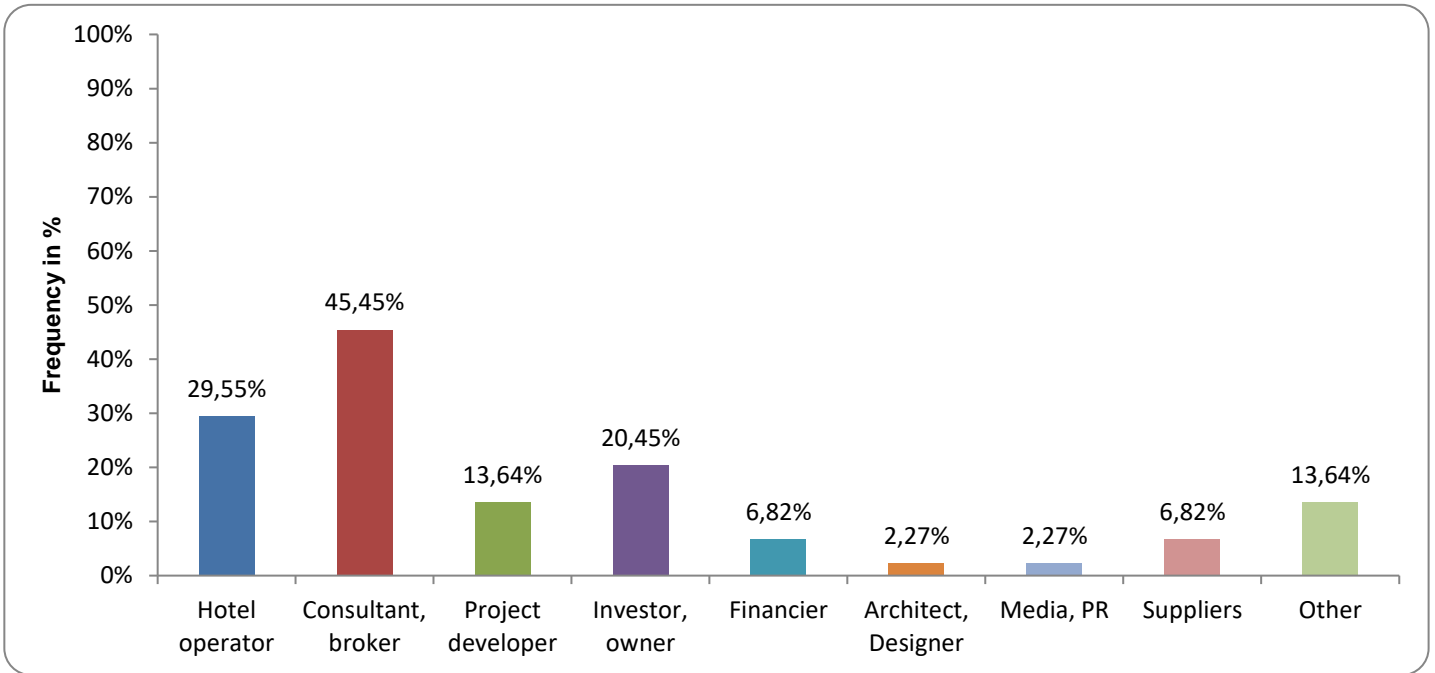
Half of those surveyed believe that transactions will increase slightly in 2025 compared to 2024, with almost a third expecting a significant or even very significant increase. The number of pessimists drops to just under 2%.

In which European countries do you expect the most significant increase in transactions in 2025 compared to 2023?

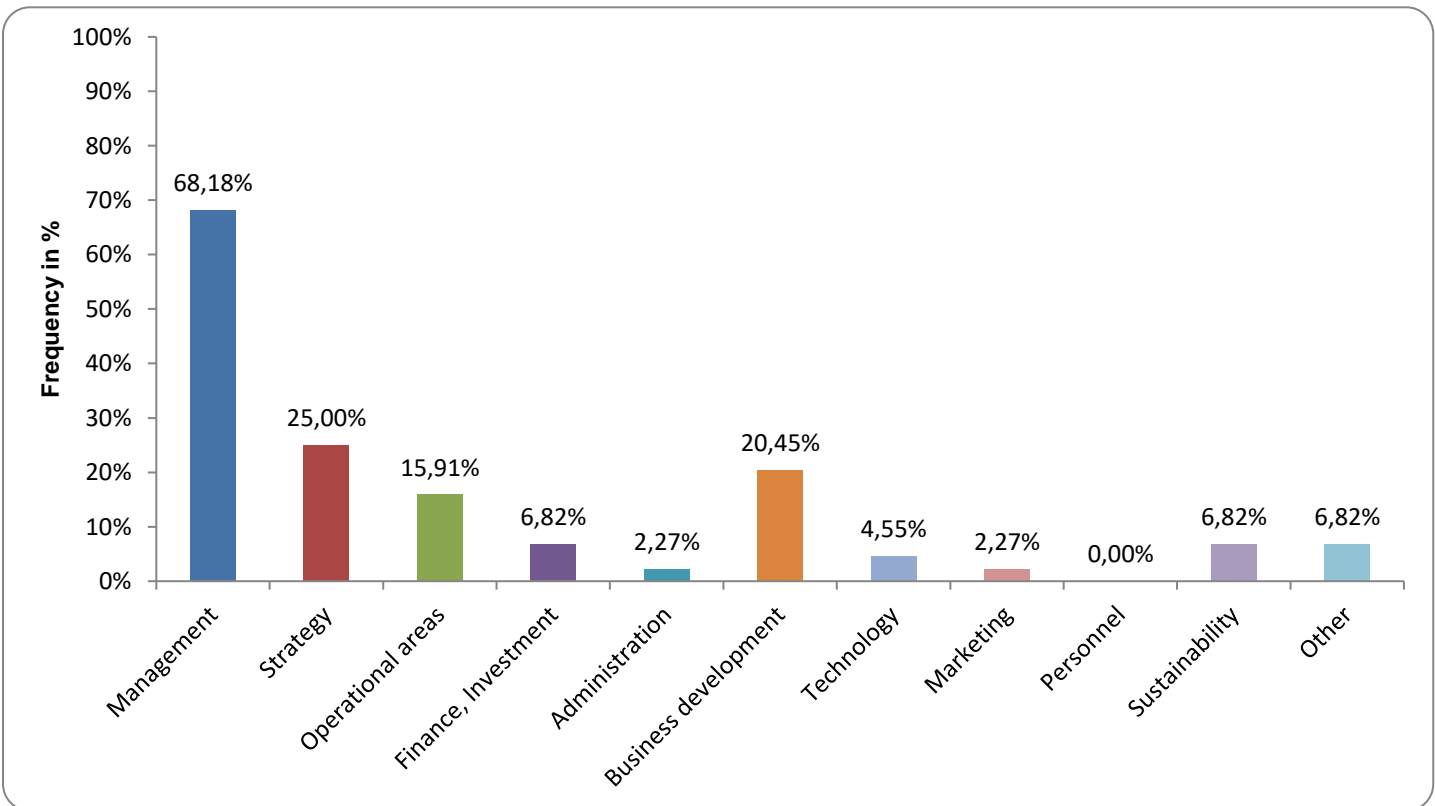


Germany, the UK and Italy are expected to see the strongest increases in transactions in 2025 compared to 2023. However, Spain is also recognised as having potential in commentaries.

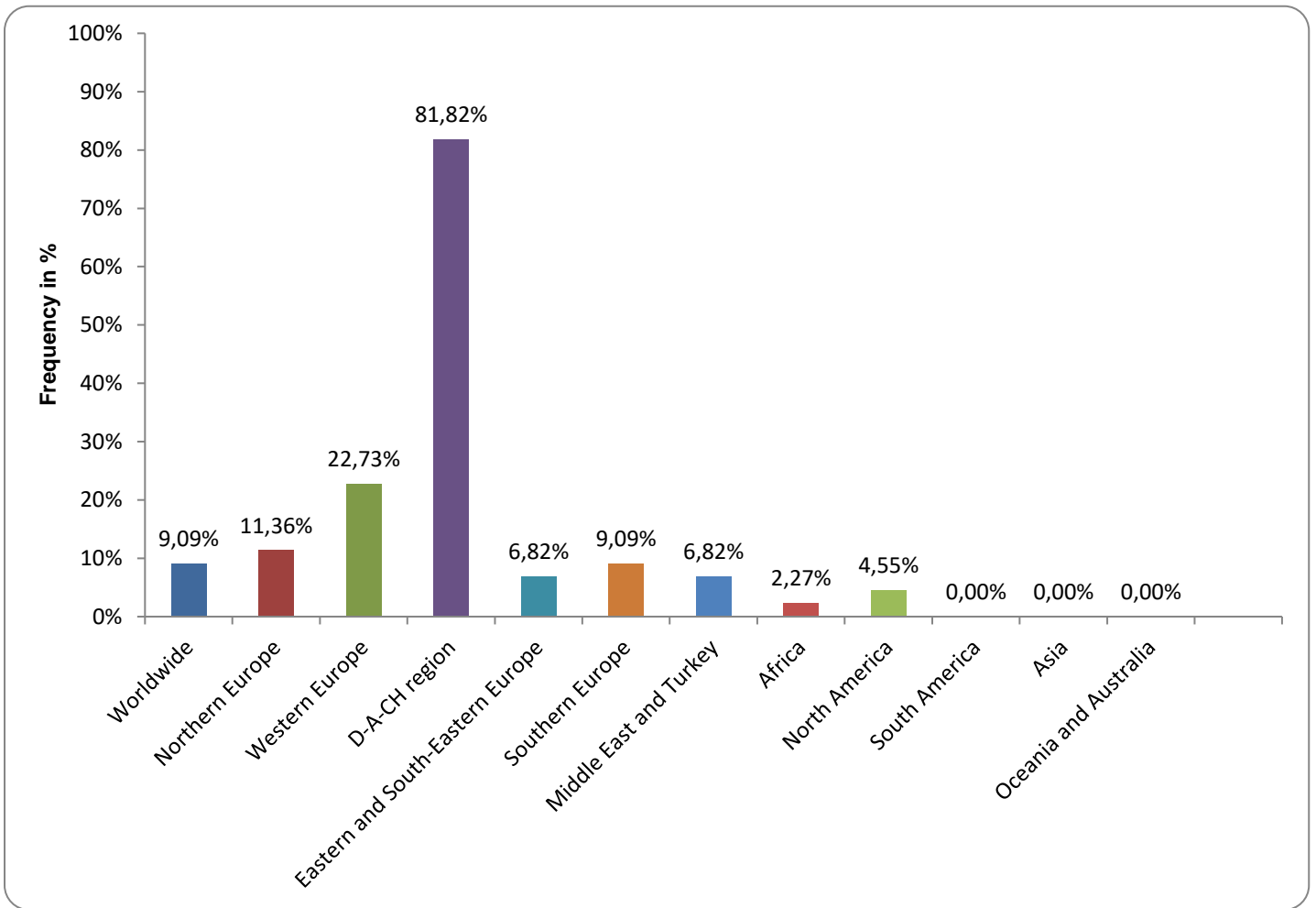
Which industry does your company belong to?



For which area in your company are you primarily responsible?



In which regions do you mainly operate?



Next survey in autumn 2025

We would like to thank you, also on behalf of Union Investment, for supporting this project. this project!

As a market participant, you help to gain an up-to-date picture of the mood in the industry.

Therefore, please also recommend participation to your valued colleagues and business partners. You will receive all information on the next survey in good time if you are a subscriber to hospitalityInside magazine or have registered for the free Friday newsletter.

If you have any questions, please contact office@hospitalityInside.com.

Yours,

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