

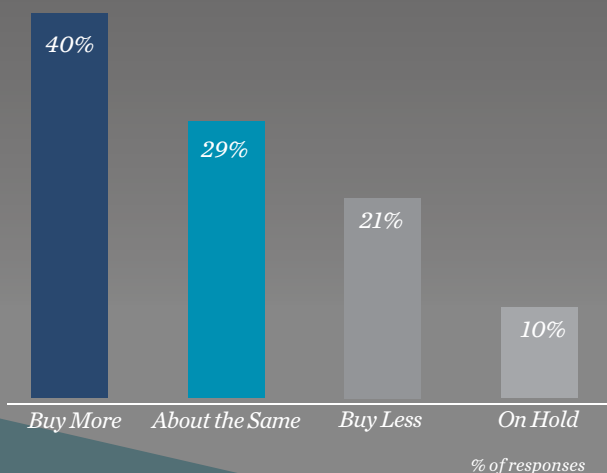
HOTEL INVESTOR BEAT

Sentiment of institutional hotel investors - Europe

H1 2021

“Most investors intend to buy more hotel real estate”

Q: How has your acquisition strategy for hotels changed due to COVID-19?



“Majority of investors seek only modest discounts”

Q: What is the minimum pricing discount relative to 2019 levels that you require to consider a new acquisition opportunity?



AS A RESULT OF COVID-19:



70%

of investors consider Resorts more attractive for investment



60%

of investors consider Serviced Apartments more attractive for investment

[CLICK FOR DETAIL](#)



50%

of investors consider Economy hotels more attractive for investment



33%

of investors consider Midscale & Upper-Midscale hotels more attractive for investment

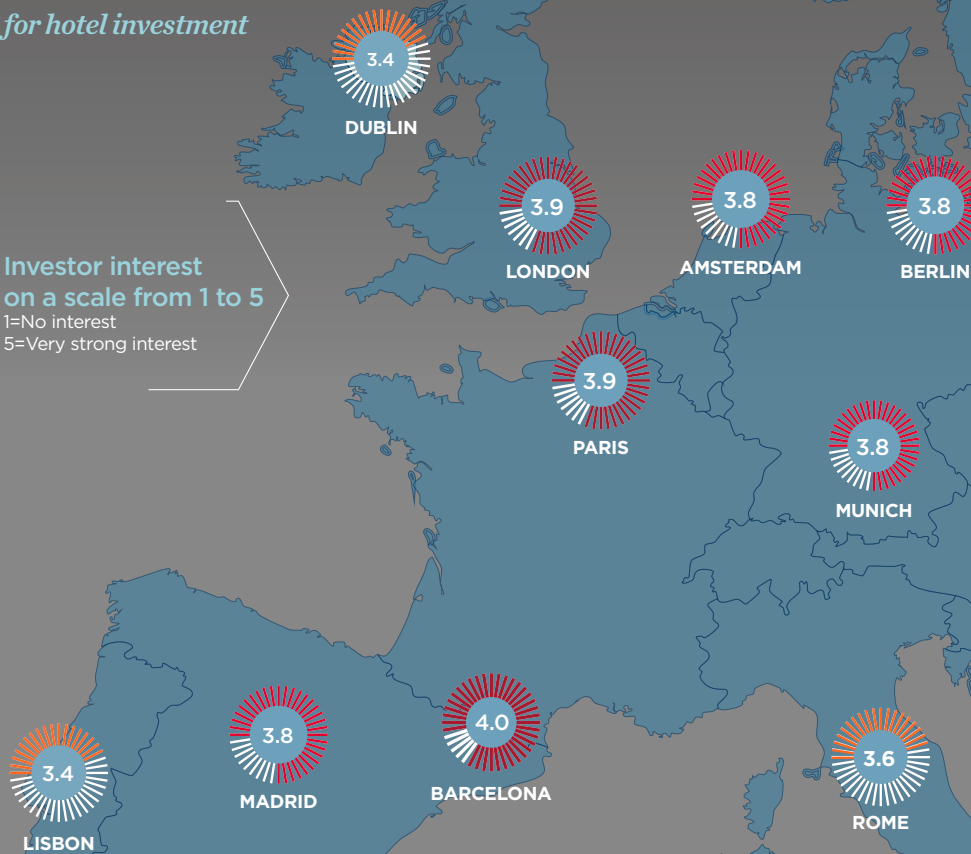
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HOTEL INVESTOR BEAT

H1 2021

Top-10 most attractive cities for hotel investment

Investor interest
on a scale from 1 to 5
1=No interest
5=Very strong interest



RECOVERY OUTLOOK

85% of investors expect leisure markets to recover by 2023

77% of investors expect regional cities to recover between 2023 and 2024

[CLICK FOR DETAIL](#)

“UK & Ireland, Germany and Iberian Peninsula are the most attractive markets for investment”

Top-5 most attractive countries/regions for hotel investment

*The placement of the market names on the map represents the approximate locations of these markets
The survey was completed by over 50 respondents, including senior representatives of major private equity firms, funds, REITs and other institutional investors active in the European hotel real estate market

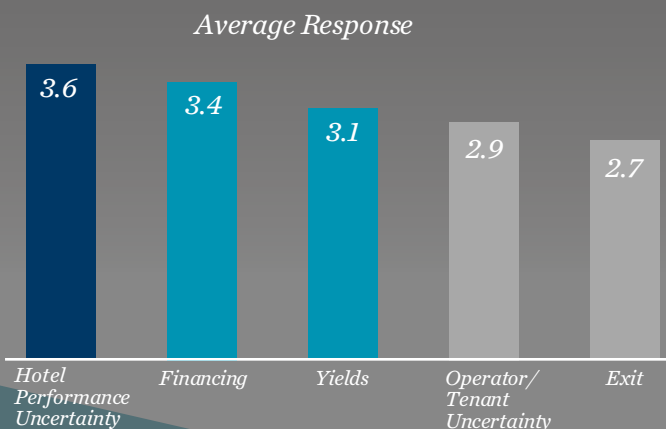
HOTEL INVESTOR BEAT

Key underwriting considerations for
hotel investors - Europe

H1 2021

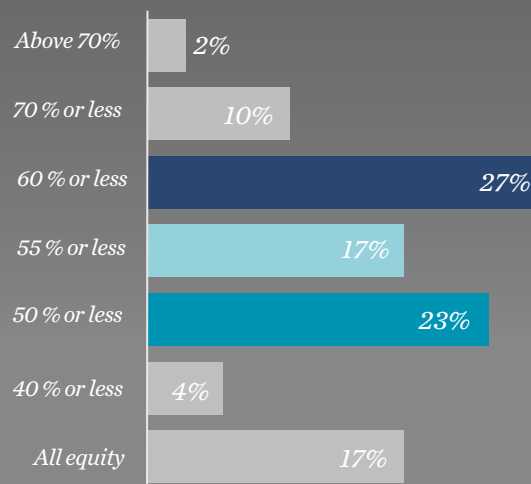
“Hotel performance remains as the top uncertainty for investors”

Q: What is the biggest uncertainty you are currently facing in underwriting new deals? (rate 1-5, 1 = least challenging, 5 = most challenging)



“Investors apply moderate LTV levels in underwriting new deals”

Q: What is the maximum LTV level at which you are currently underwriting new deals?



“ESG is a significant consideration for hotel investors”

Q: How important are the following ESG considerations in your acquisition process?

77%

of investors consider property-related ESG considerations as important or critical



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