



Global Hotel Investment Landscape

With the re-emergence of global travel following 18 months of restrictions, the hotel owner and investment landscape is buoyant and in prime position to capitalise on the recovery. The shake-up of the market has created an opportunity for diverse investment across the hotel industry but with multiple considerations, it is more important than ever for owners and investors to be agile and collaborate with trusted partners to ensure long-term success.

Key Considerations for Owners & Investors

- Which destinations to invest in
- Whether to invest in a franchise, brand or an independent property
- Type of property - resort, city, new build, historic
- How to market, distribute, and operate their properties

Opportunities

Whether it is an investment in a new property, with asset valuations and future profit calculations, or the refurbishment of an existing hotel, with a reassessment of the future traveller with new spaces and operations to suit, it is crucial that this process is led by a commercially-minded leadership team to deliver significant ROI.

The global hospitality business is hugely competitive and ever-changing. More than any other industry, people are the key to your success and the senior leadership team could make or break your investment.

HPG Advisory Services are proud to have delivered some of the industry's most talented leaders into key appointments. If you're looking to build, strengthen or diversify a role, a team or your entire business, please contact us today.

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- **Germany is out-performing Europe in post-covid recovery, mostly due to domestic travel accounting for 82% of total overnight stays** (Savills' European Hotel Trends Outlook 2020)
- **Global and European 5-star hotels are growing at a much faster rate than 4-star properties when looking at revenue and transactions** (Hotel Benchmark - July 2021)
- **Experiential luxury is here to stay** (Global Wealth and Lifestyle Report 2021)
- **Covid-19 has raised consumer commitment to, and awareness of, buying ethically and sustainably, with many of these changes in behaviour likely to endure long after the pandemic.** (Global Wealth and Lifestyle Report 2021)