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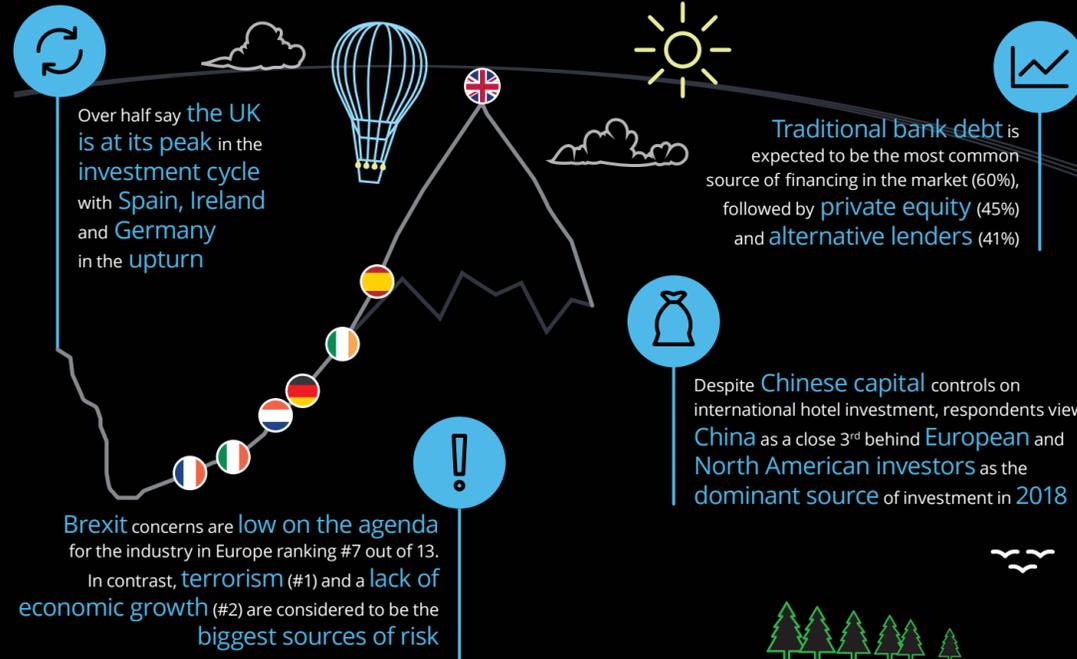
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These are the key findings from the 2017 Deloitte European Hotel Investment Survey, conducted as part of the annual European Hotel Investment Conference.

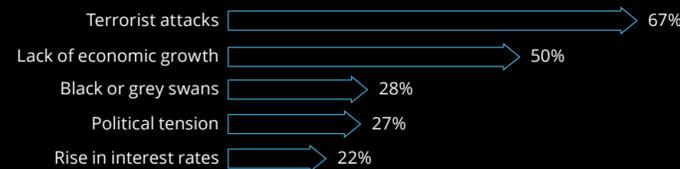
The survey represents the views of a sample of senior hospitality figures, including owners, operators, lenders, developers and investors.



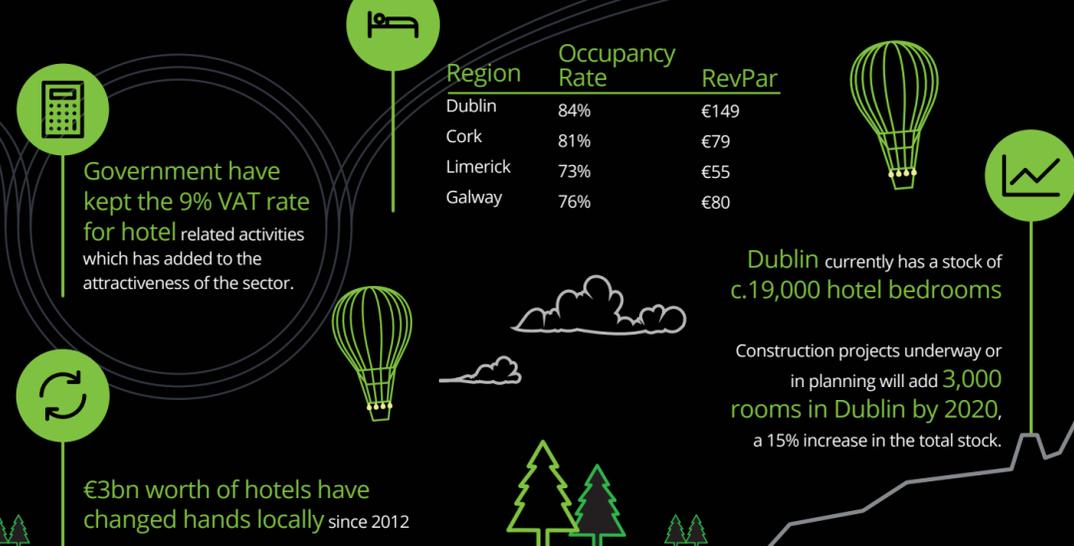
Focus on Europe



Risks to the European hotel industry in the next 5 years



Spotlight on Ireland



There were €500m worth of transactions in the sector in 2017.

It was a relatively quiet year for hotel sales, given the €850m recorded in 2016 and the €1bn seen in 2015.

Major industry trends

