

# Outlook for the European hotel market

## Sailing into 2017

Key: ■ Europe ■ Ireland



Despite being under pressure from the sharing economy, **investment in hotels** (60%) is expected to **dominate** hospitality asset class activity in the next **10 years** with **serviced apartments** following (17%)



64% think the **peak** of the current **investment cycle** will occur within the next **18 months**



**Irish tourism industry** is now worth over **€8 billion** annually



**China and North America** are expected to be the **most active investors** across both the **UK and Europe**



**International investors and funds** will be the **most active buyers** of hotel assets in Dublin in 2017

**Geopolitical instability** and a **lack of economic growth** remain **key risks** in 2017