

Thank you to those who were able to attend our Annual London Hotel Sector Outlook seminar for 2018.

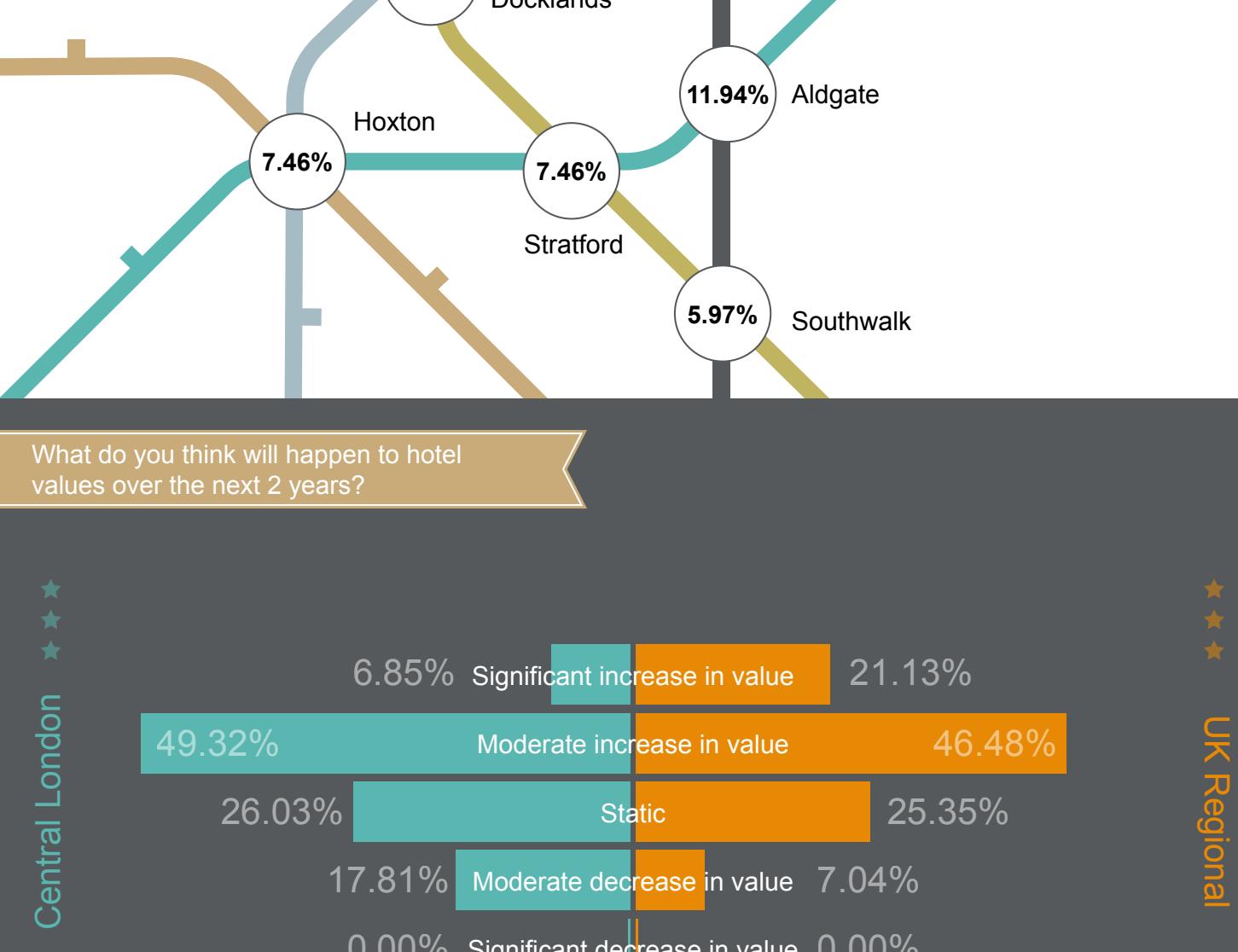
We would also like to thank our hotel panellists from CBRE, SACO, Santander and Choice Hotels for their in-depth insight into the hotel market.

The key themes covered were:

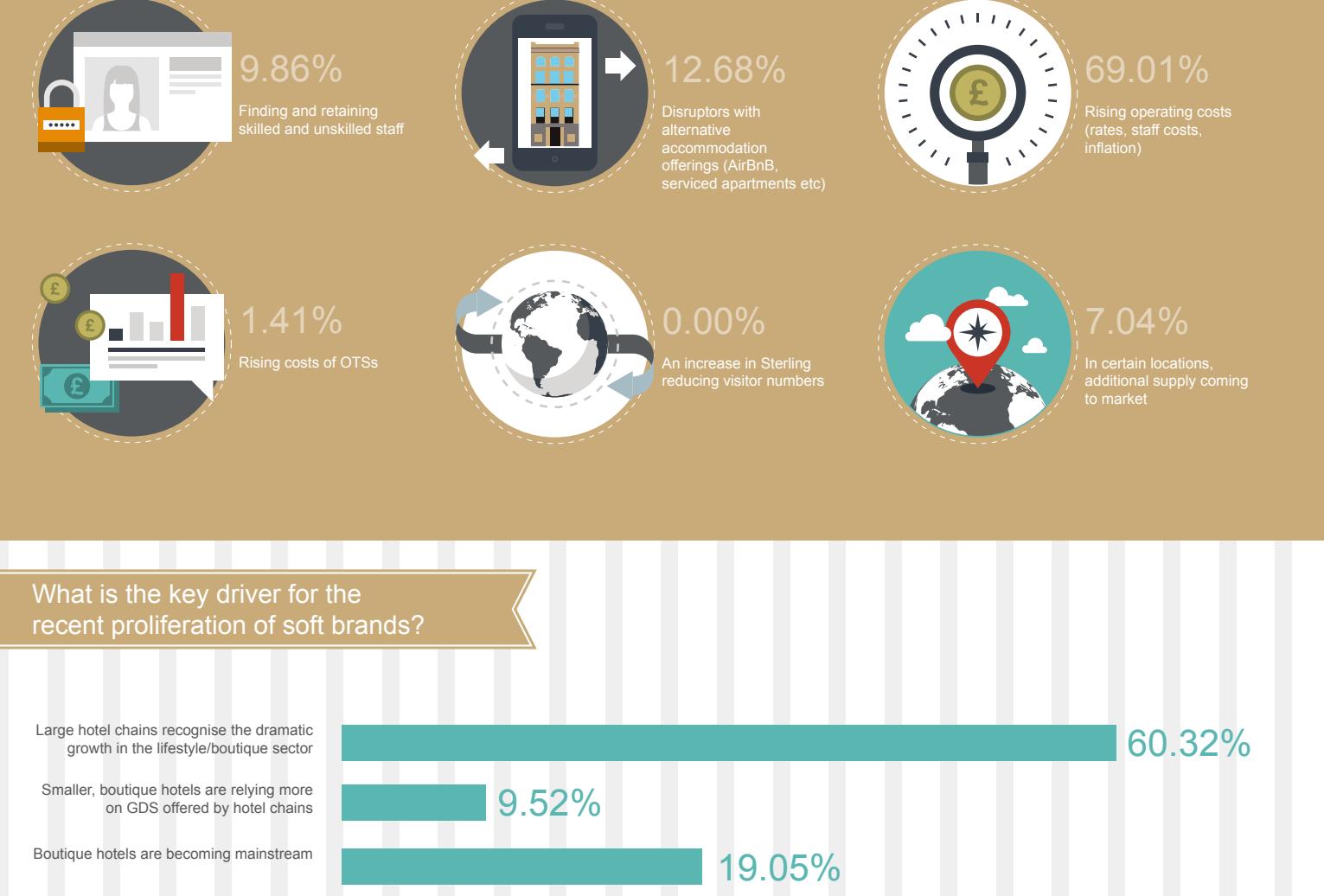
- What's in store for the sector for 2018?
- The increasing popularity of 'alternatives' in the sector
- Inwards investment into the sector
- The growth of 'soft brands' throughout Europe
- Staying relevant – the experiential hotel guest

LONDON Hotel Sector Outlook 2018

Which of the following would encourage you to book a particular hotel?



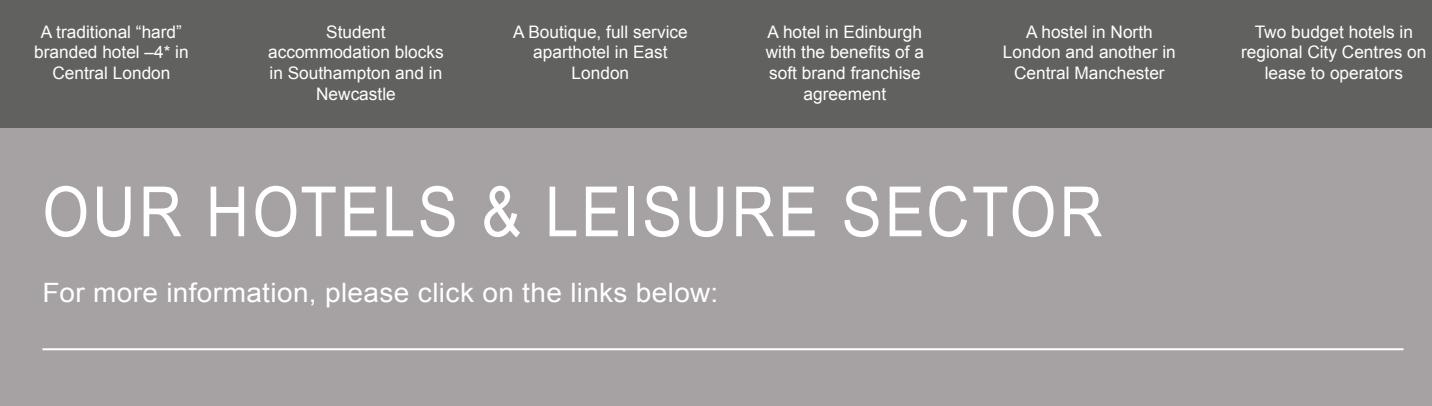
With a significant number of new hotels coming to the market in East London over the next few years which of the following areas is most likely to suffer from additional supply?



What do you think will happen to hotel values over the next 2 years?



What will be the biggest challenge for hotel operators in 2018?



What is the key driver for the recent proliferation of soft brands?



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