

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

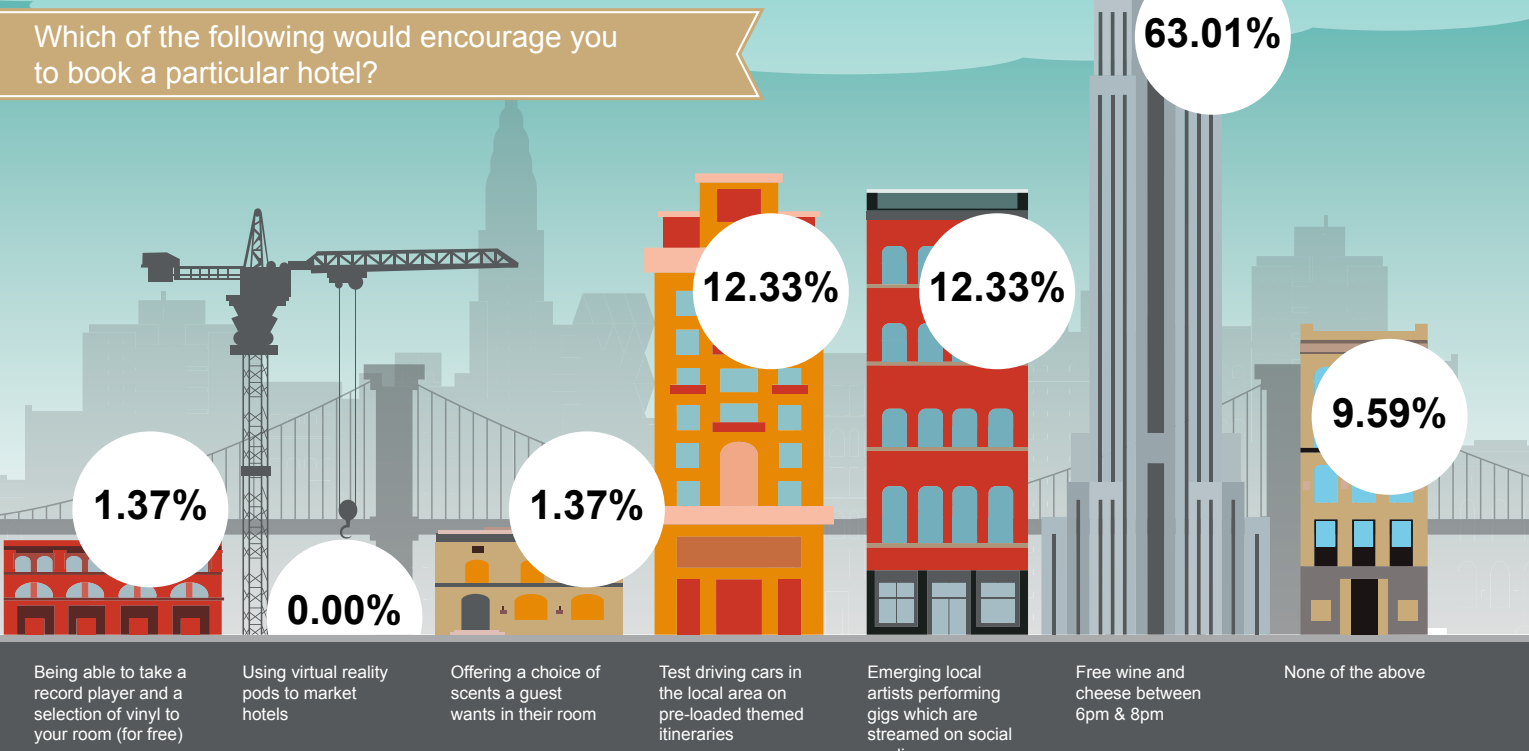
We would also like to thank our hotel panellists from CBRE, SACO, Santander and Choice Hotels for their in-depth insight into the hotel market.

The key themes covered were:

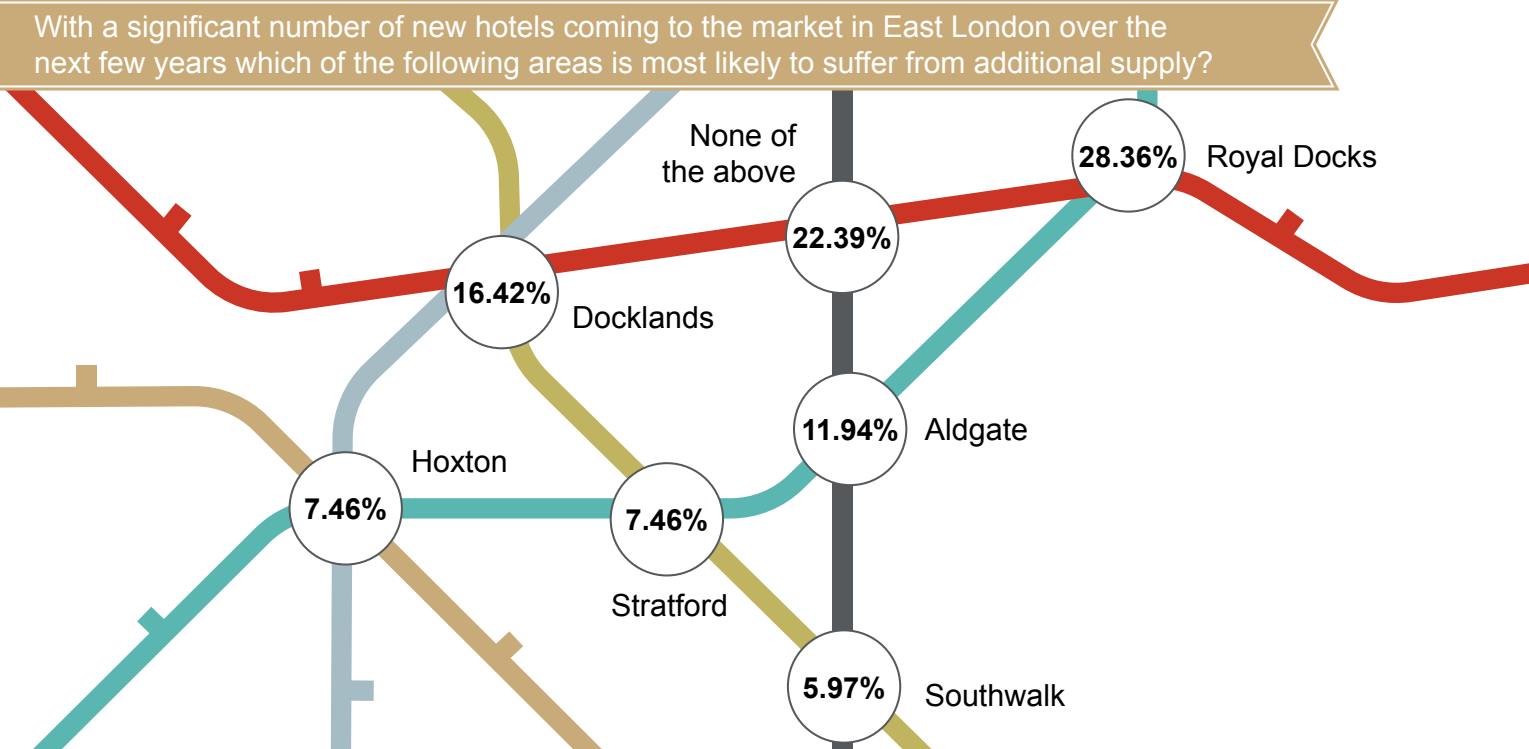
- ▶ What's in store for the sector for 2018?
- ▶ The increasing popularity of 'alternatives' in the sector
- ▶ Inwards investment into the sector
- ▶ The growth of 'soft brands' throughout Europe
- ▶ Staying relevant – the experiential hotel guest

LONDON Hotel Sector Outlook 2018

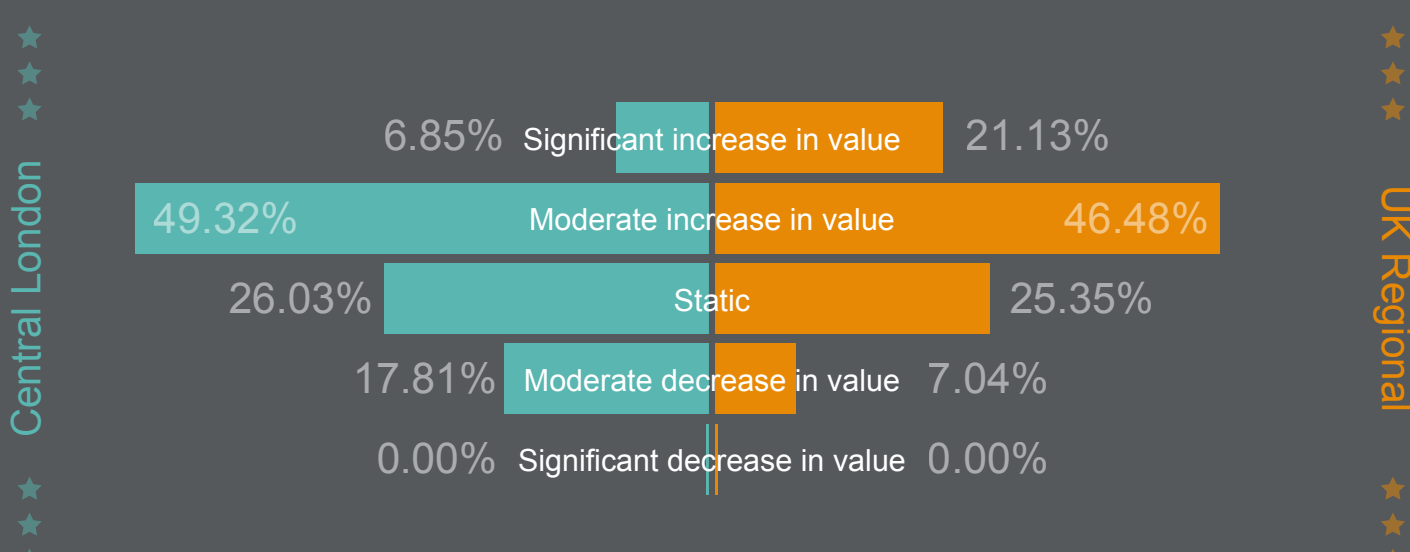
Which of the following would encourage you to book a particular hotel?



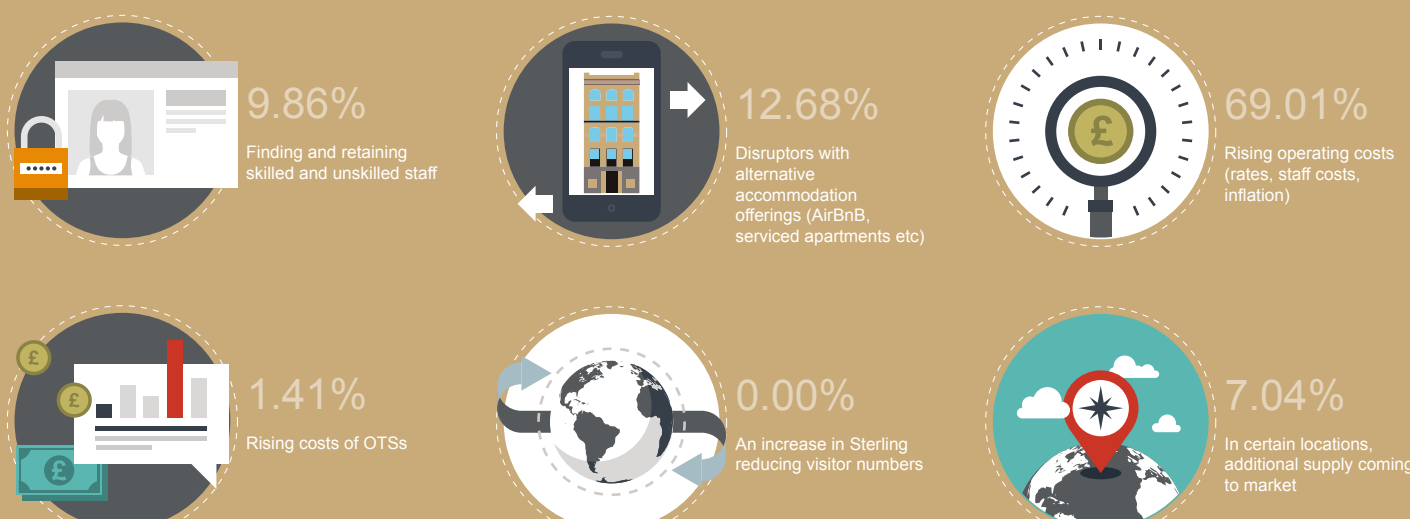
With a significant number of new hotels coming to the market in East London over the next few years which of the following areas is most likely to suffer from additional supply?



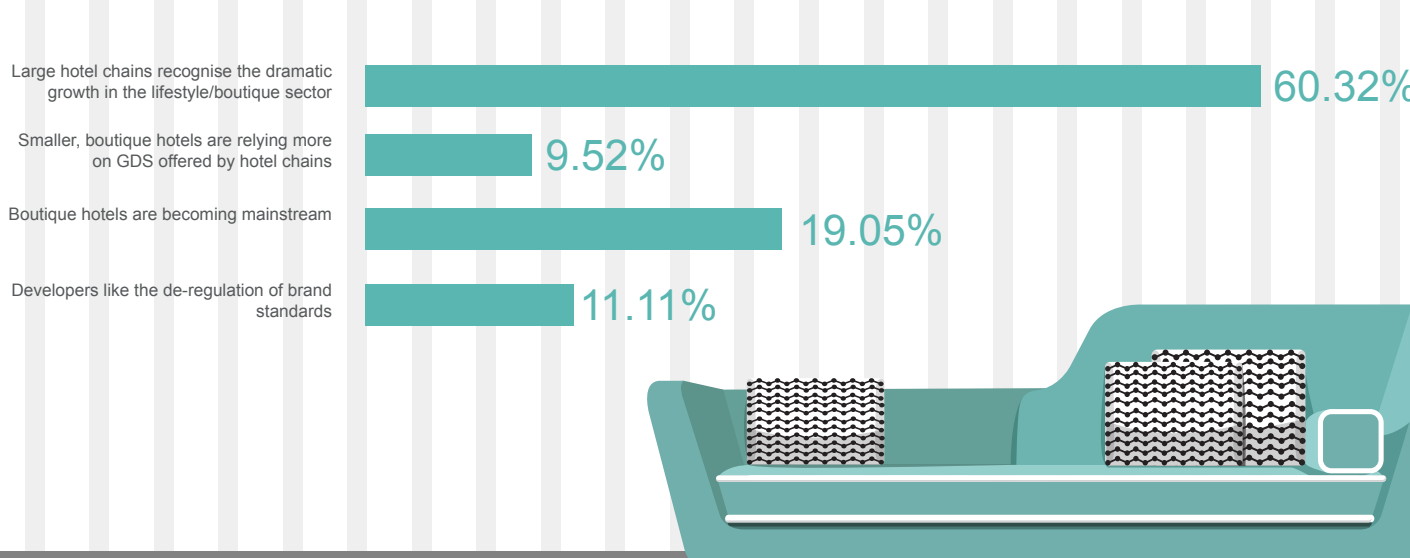
What do you think will happen to hotel values over the next 2 years?



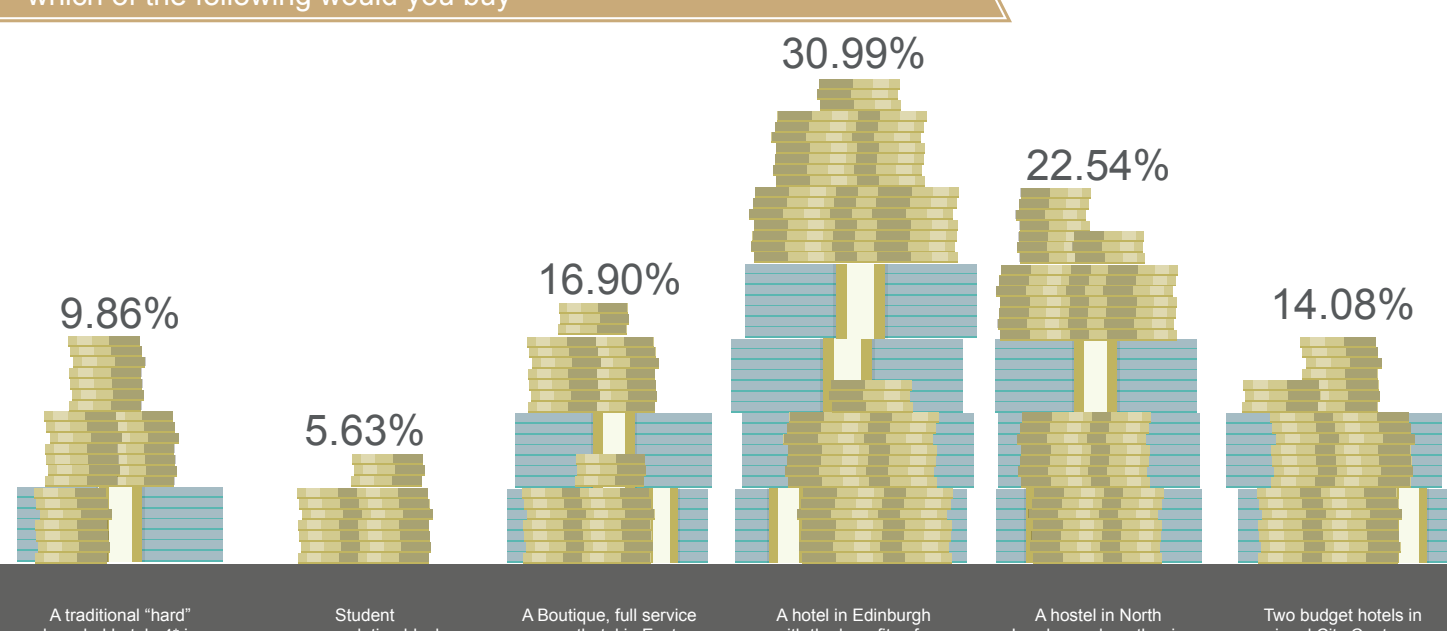
What will be the biggest challenge for hotel operators in 2018?



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



If you had £40m to spend in the hospitality industry in 2018, which of the following would you buy?

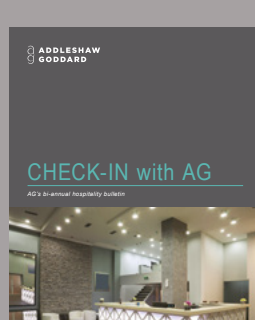


OUR HOTELS & LEISURE SECTOR

For more information, please click on the links below:

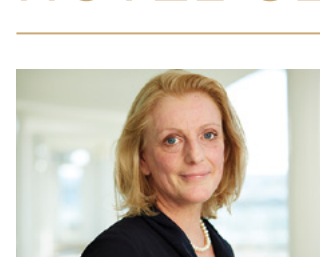


Our full service hotels and leisure practice



Our bi-annual hospitality bulletin

HOTEL SECTOR PRINCIPAL CONTACTS:



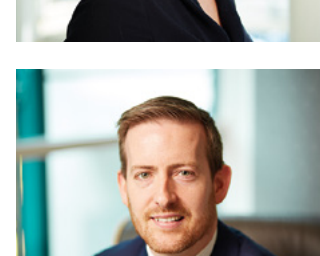
LUCY STURROCK
Partner, Real Estate

+44 (0) 113 209 2208
lucy.sturrock@addleshawgoddard.com



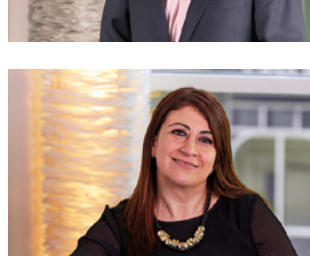
JAMES SALFORD
Partner, Real Estate Finance

+44 (0) 20 7160 3490
james.salford@addleshawgoddard.com



LUKE BAINES
Partner, Construction

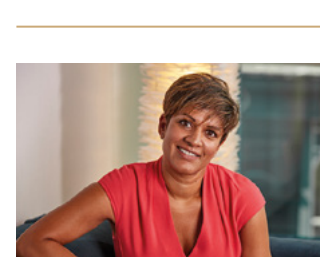
+44 (0) 20 7160 3504
luke.baines@addleshawgoddard.com



NADIA MILLIGAN
Managing Assoc, Real Estate

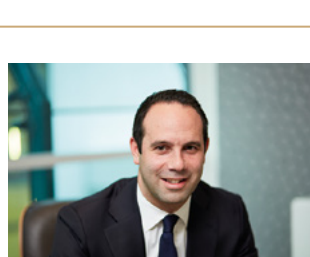
+44 (0) 20 7160 3491
nadia.milligan@addleshawgoddard.com

REAL ESTATE SECTOR CONTACTS:



LEONA AHMED
Head of Real Estate Sector

+44 (0) 20 7160 3460
leona.ahmed@addleshawgoddard.com



LEE SHELDON
Head of Real Estate Sector

+44 (0) 20 7160 3247
lee.sheldon@addleshawgoddard.com