



JONES LANG  
LASALLE HOTELS®

*Real value in a changing world*

# Hotel Investment *Market* Update

38th General Meeting EHMA – St. Petersburg April 28<sup>th</sup> – March 1<sup>st</sup>

Christoph Härle  
April 29<sup>th</sup> 2011

# Welcome

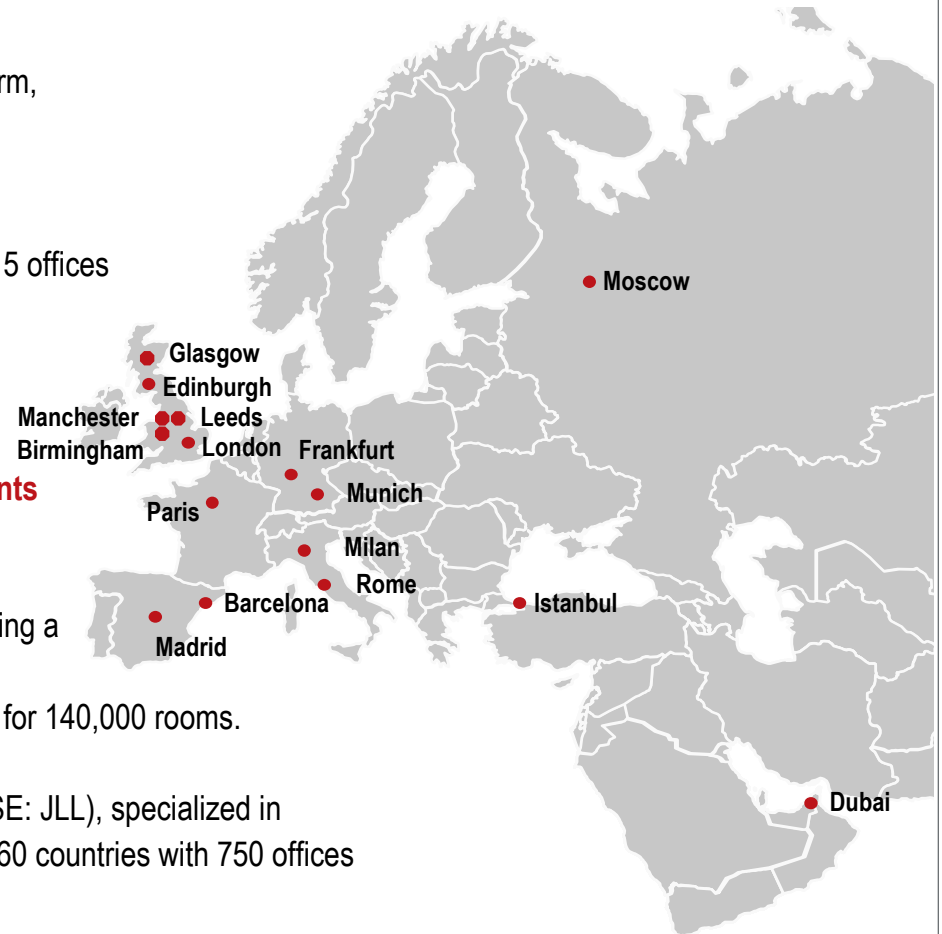
## Agenda

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# Jones Lang LaSalle Hotels

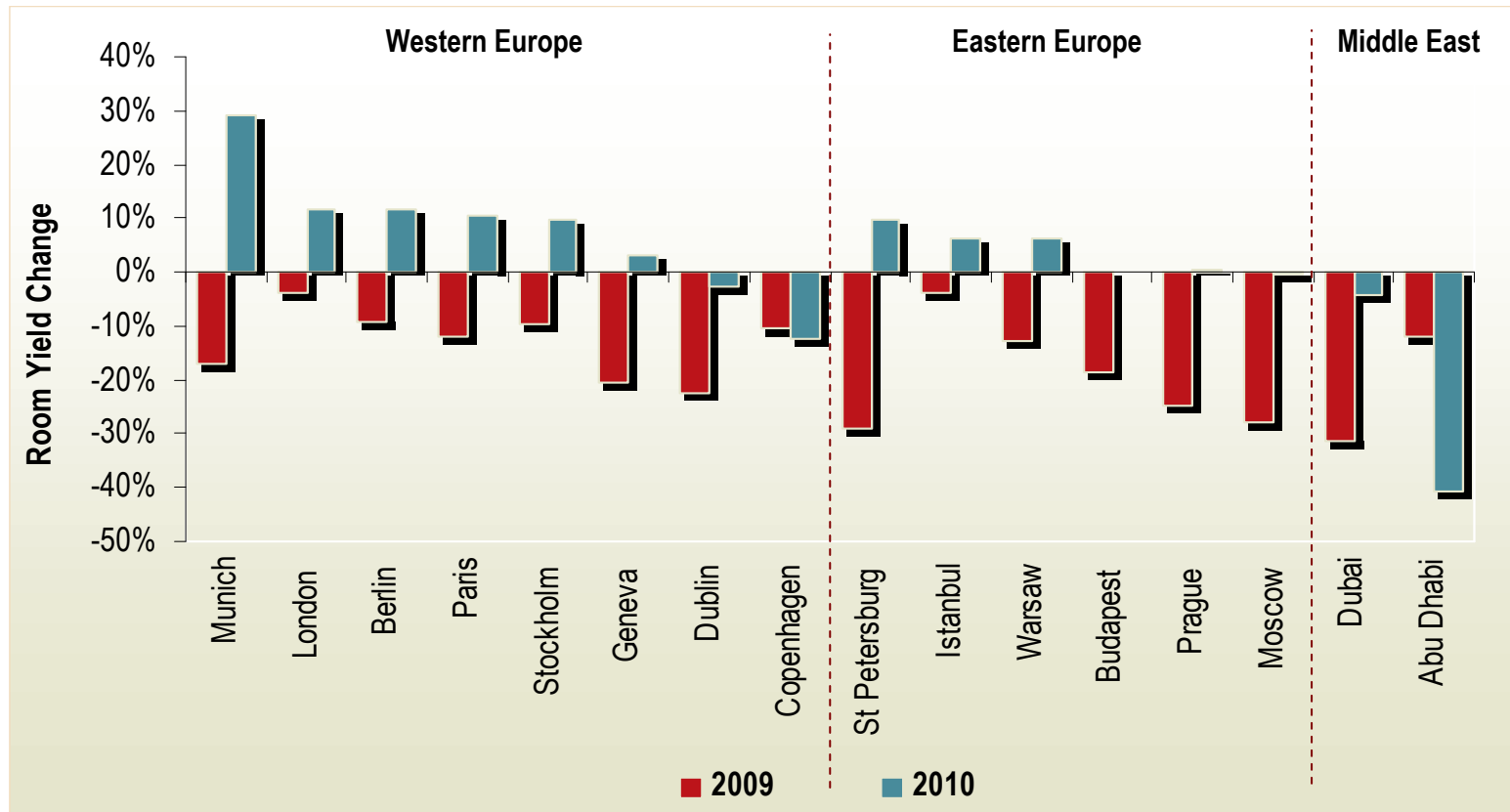
## At a Glance

- The first and leading global integrated hotel investment services firm, specialising in branded 3- to 5-star hotel assets
- Global team with over 210 hotel specialists in 37 offices in 19
- EMEA team comprises about 90 hotel specialists operating from 15 offices in 9 countries
- Global Track Record 2010
  - Sale, purchase and financing advice on over **US\$ 4.1 billion**
  - Advisory and valuation services on more than **1,000 assignments**
- EMEA Track Record 2010
  - Sale and purchase advice on **17 hotel transactions**; representing a combined value of **US\$ 1.2 billion** and over 3,000 hotel rooms
  - Advisory and valuation services provided on **400 assignments** for 140,000 rooms.
- Access to resources of parent company Jones Lang LaSalle (NYSE: JLL), specialized in real estate services and investment management, represented in 60 countries with 750 offices



# EMEA Hotel Performance

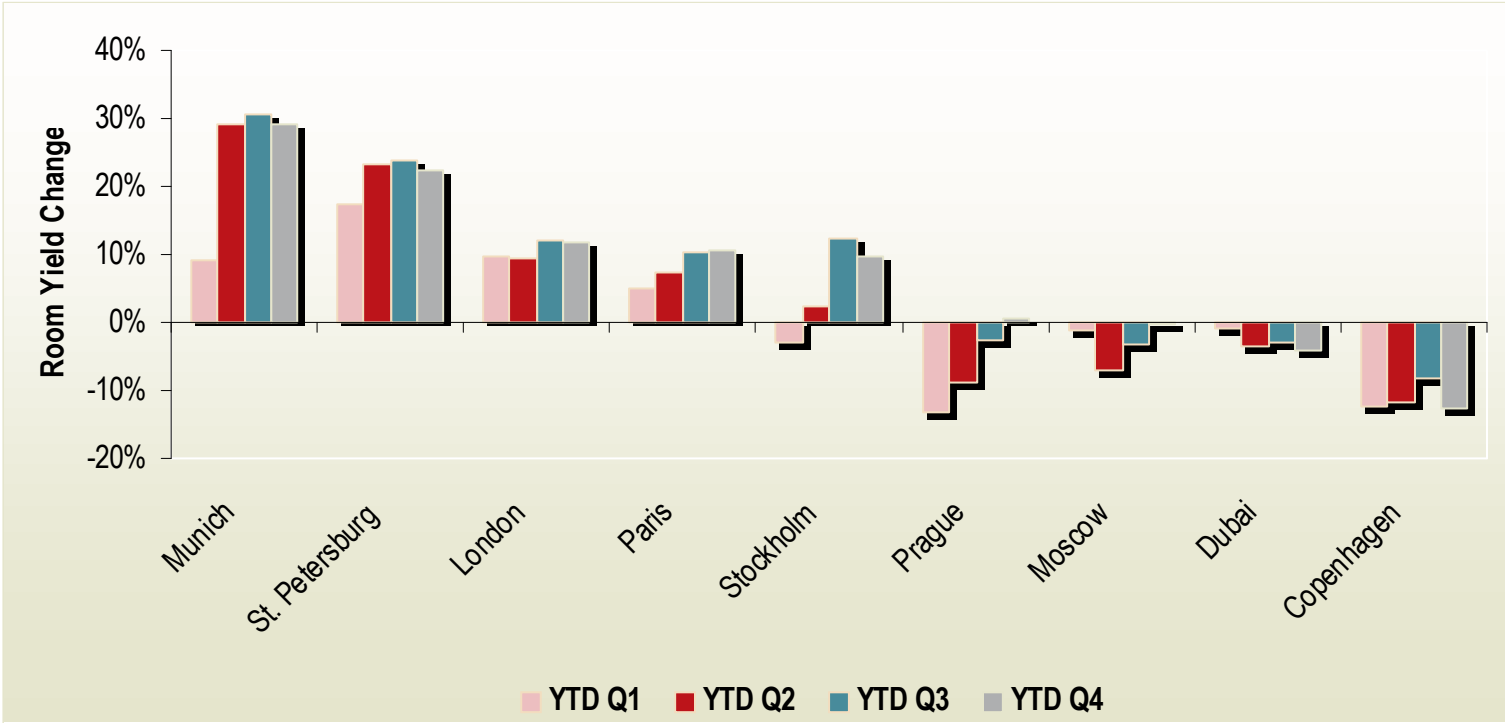
## Room Yield Change in 2009 and 2010



Sources: STR Global, Jones Lang LaSalle Hotels

# EMEA Hotel Performance

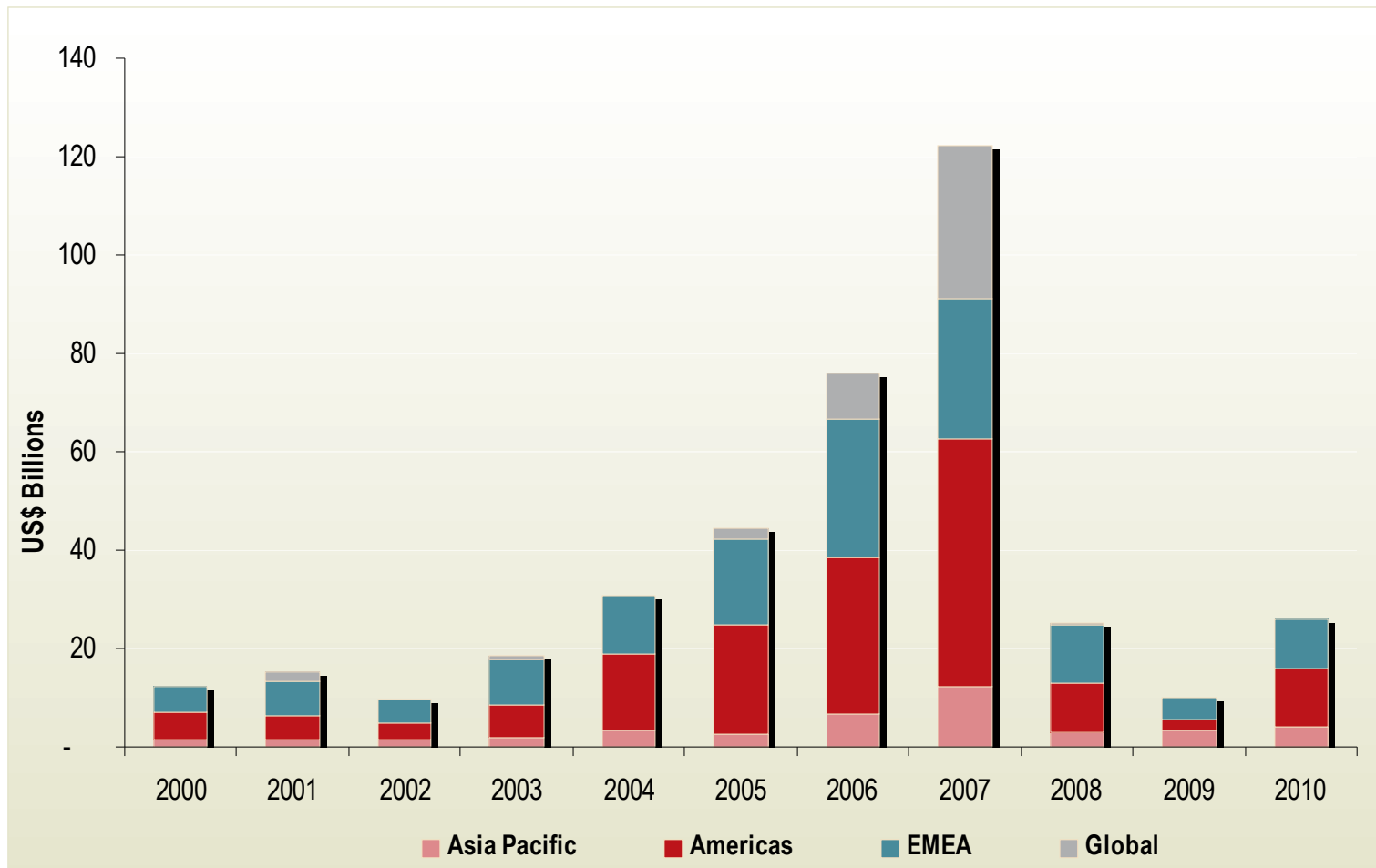
## Cumulative Growth 2010



Sources: STR Global, Jones Lang LaSalle Hotels

# Global Investment Volumes

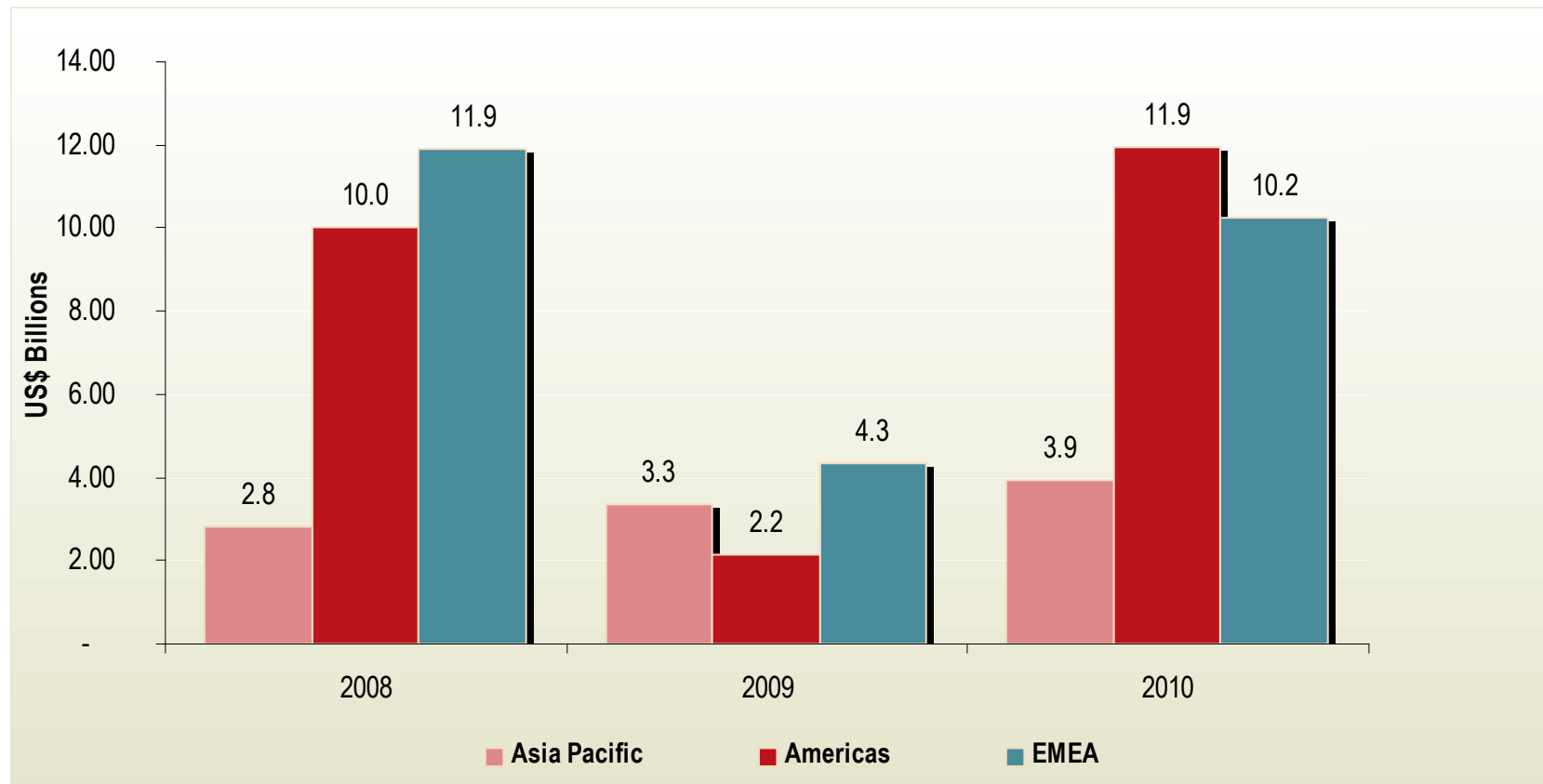
2000 - 2010



Source: Jones Lang LaSalle Hotels

# Regional Investment Volumes

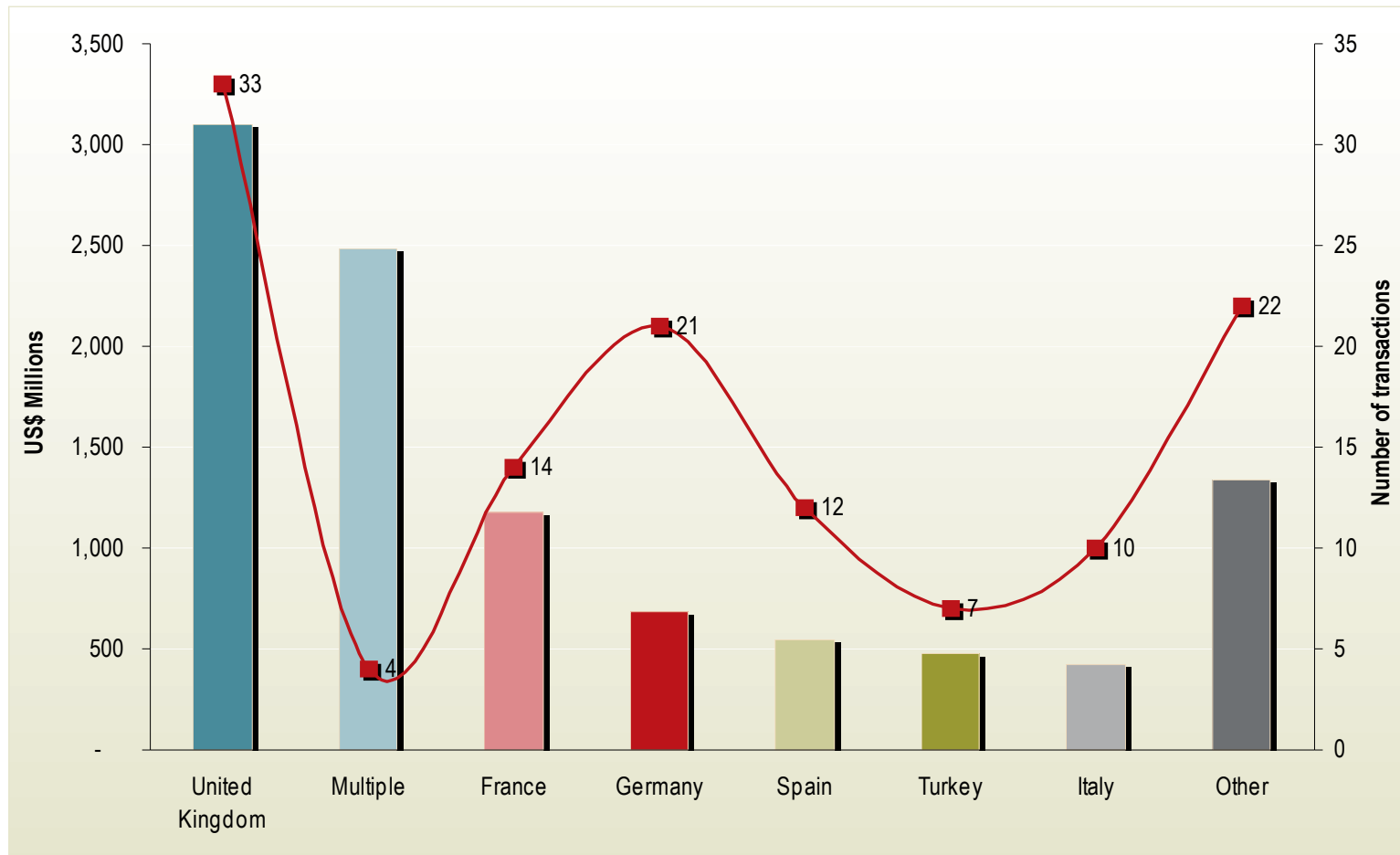
2008 - 2010



Source: Jones Lang LaSalle Hotels

# EMEA Investment Volumes

2010

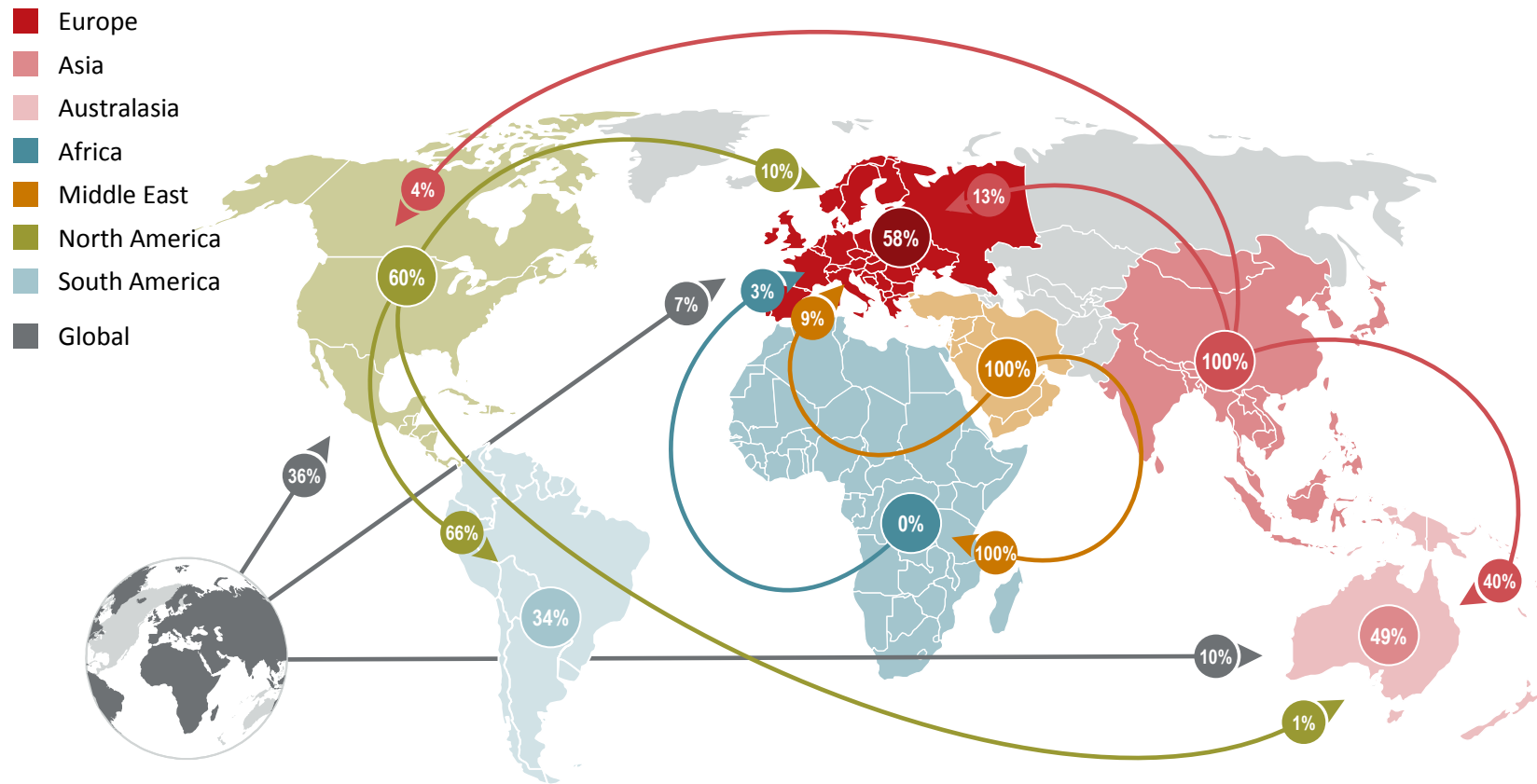


Source: Jones Lang LaSalle Hotels



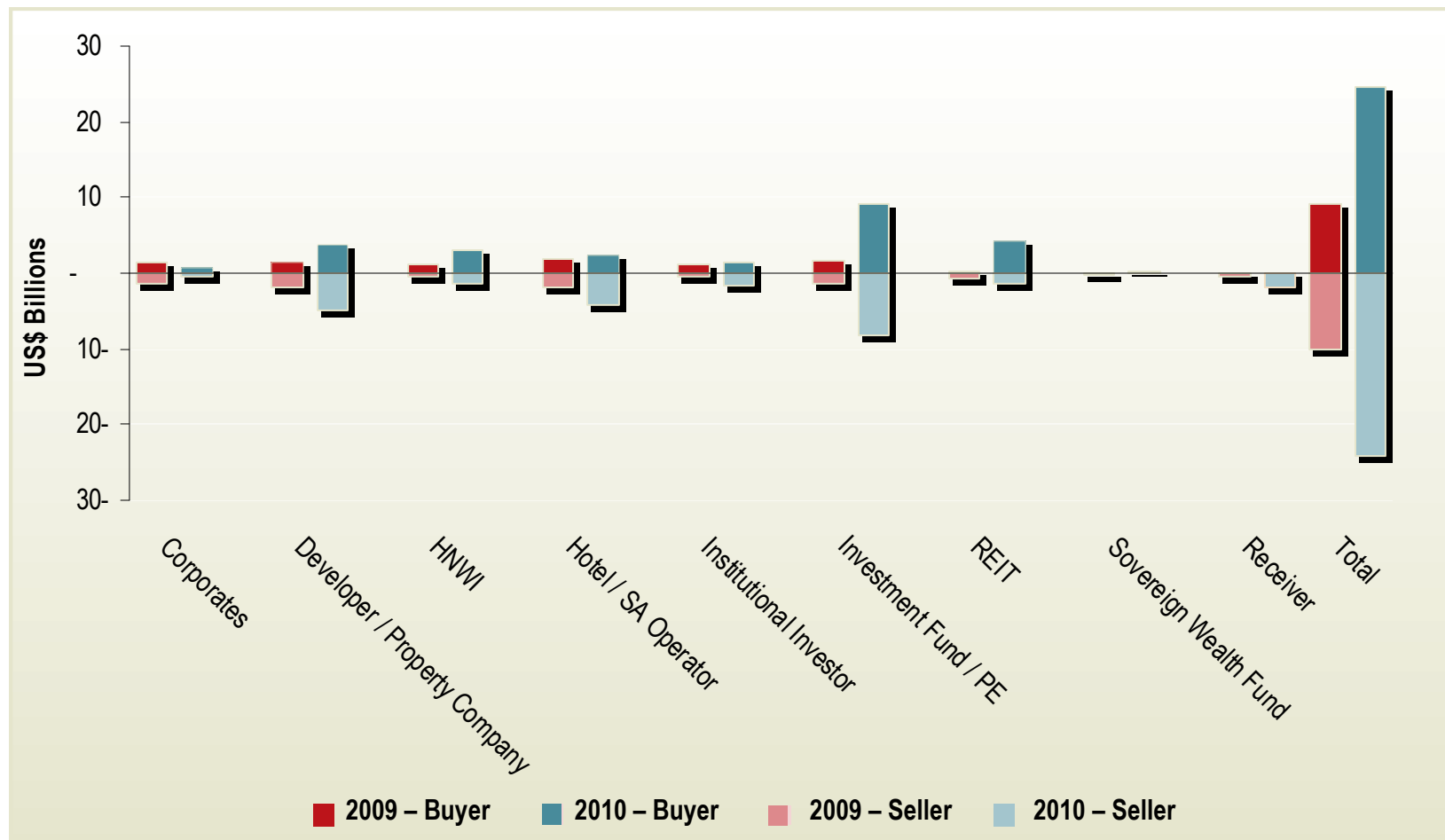
# Cross Regional Investment

2010



# Global Buyers and Sellers

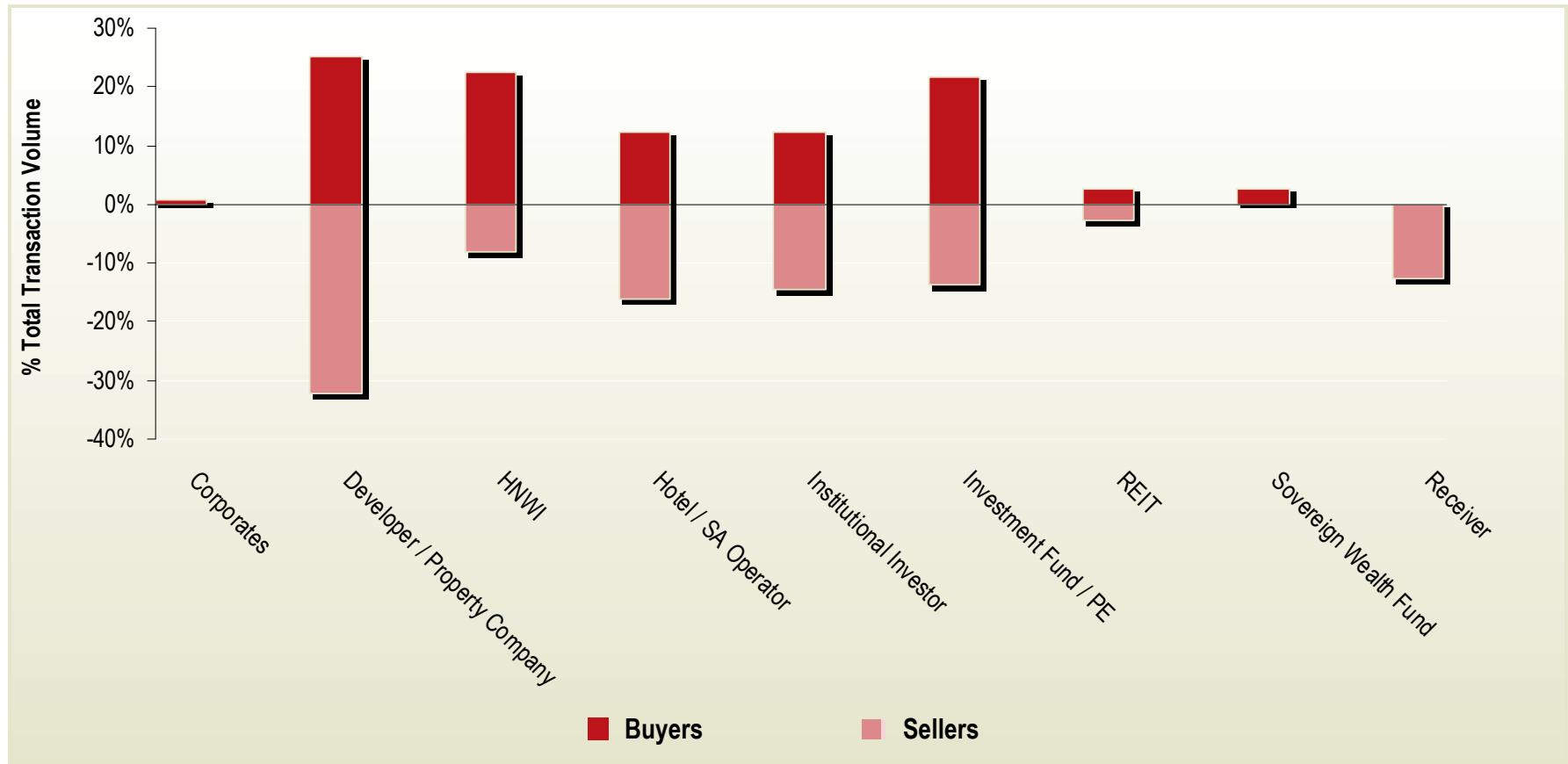
2009 against 2010



Source: Jones Lang LaSalle Hotels

# EMEA Buyers and Sellers

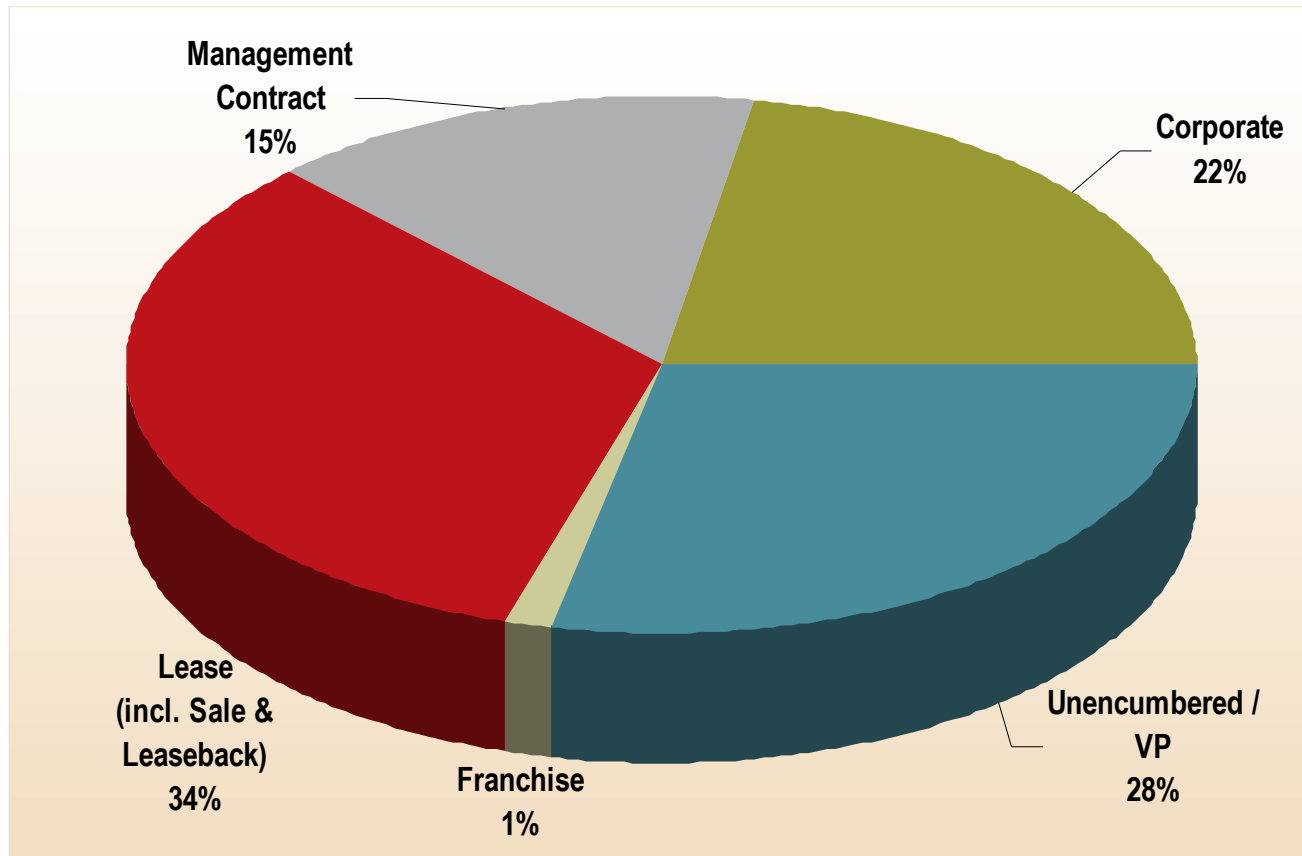
Change between 2009 and 2010



Source: Jones Lang LaSalle Hotels

# EMEA Transaction Types

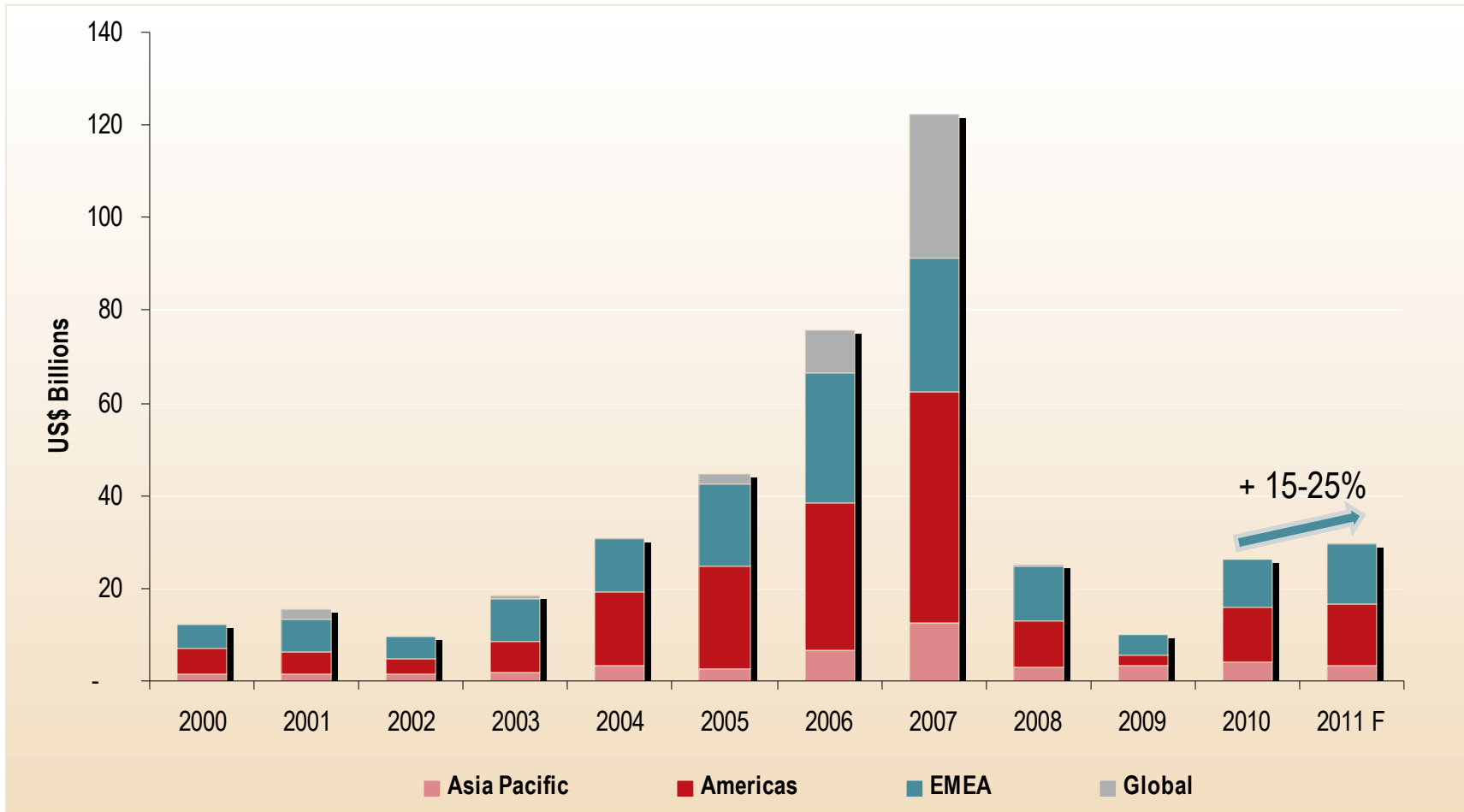
2010



Source: Jones Lang LaSalle Hotels

# Hotel Investment Outlook

2000 - 2011F



Source: Jones Lang LaSalle Hotels

# Key Themes for 2011

- Banks still expected to drive hotel sales
- Cross-border activity expected to pick up
- Low leverage buyers likely to prevail
- Debt markets are slowly easing
- Second-tier assets to win more favour
- Continued focus on income producing assets
- Trophy Assets in key cities in high demand



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# Thank you!

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