

HOSPITALITY TRENDS REPORT | Q1/2025

1 2025 GLOBAL HOTEL INVESTMENT EXPECTED TO ACCELERATE



15-20% Growth greater than 2024

94%

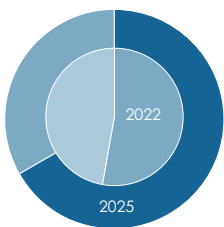
Driven by:

- Impending loan maturities
- Deferred capital expenditures
- Private equity fund-life expirations
- Moderating RevPAR in some markets

Hotel investors who expect to **increase or maintain investments in 2025**

Source: JLL's 2025 Global Hotel Investment Outlook

2 LIFESTYLE HOTELS EMERGING AS "THIRD PLACE"



66%

U.S. and U.K. travelers who actively **combine business trips with personal leisure time**

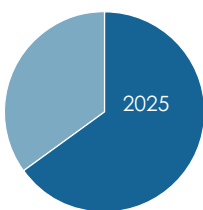


Up from **53%** in 2022

Driving expansion into branded residences and alternative accommodations

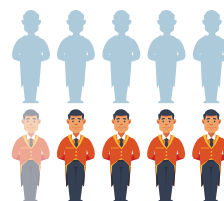
Source: Crowne Plaza by IHG second whitepaper, *Leading the Charge in Blended Travel*

3 HOTEL STAFFING SHORTAGES PERSIST



65%

hotels that continue to report shortages in 2025



6-7

average open positions per property

7 IN 10 hotels have job openings they are unable to fill despite active searches



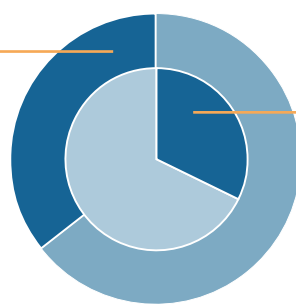
Source: Hotel Dive - Dive Brief Report

4 LARGE MEETINGS ARE BACK ON THE CALENDAR

36%

of all bookings in the U.S.

Meetings with **100 to 250 attendees**



31%

Events with over **500 attendees**

40%

Meeting planners who expect **bookings to increase throughout 2025**



65%

Planners anticipating **higher event attendance than 2024**



Source: Crowne Plaza by IHG second whitepaper, *Leading the Charge in Blended Travel*

5 EXPERTS PREDICT A STABLE HOTEL INDUSTRY IN 2025



2%

expected annual increase in Average Daily Rate (ADR) to

\$162

4%

projected increase in guest spending at U.S. hotels in 2025

\$777 B



2.6%

expected annual increase in RevPAR to

\$103



Source: AHLA 2025 State Of The Industry Report

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