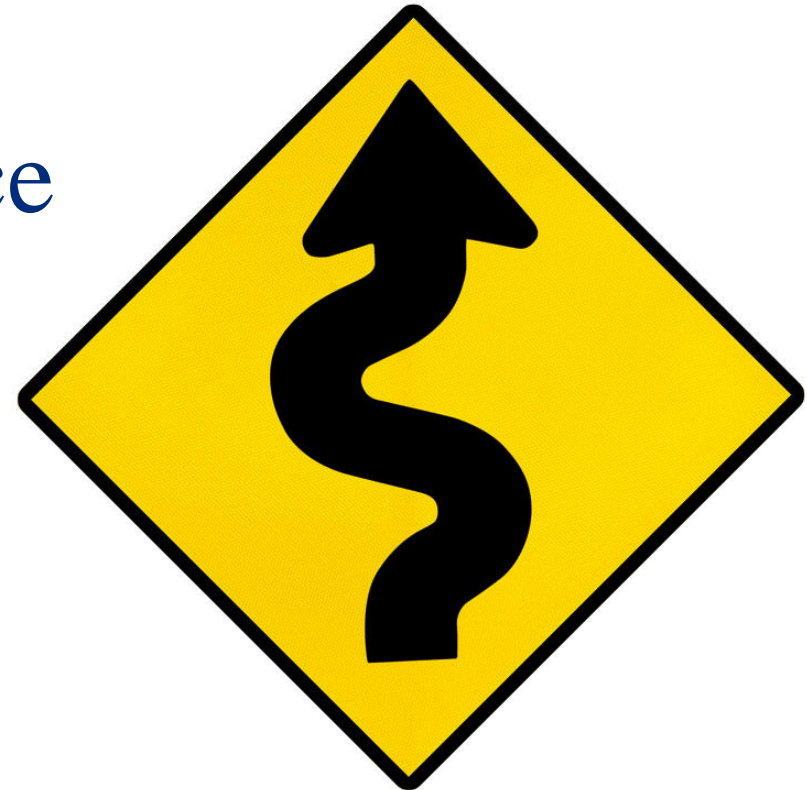


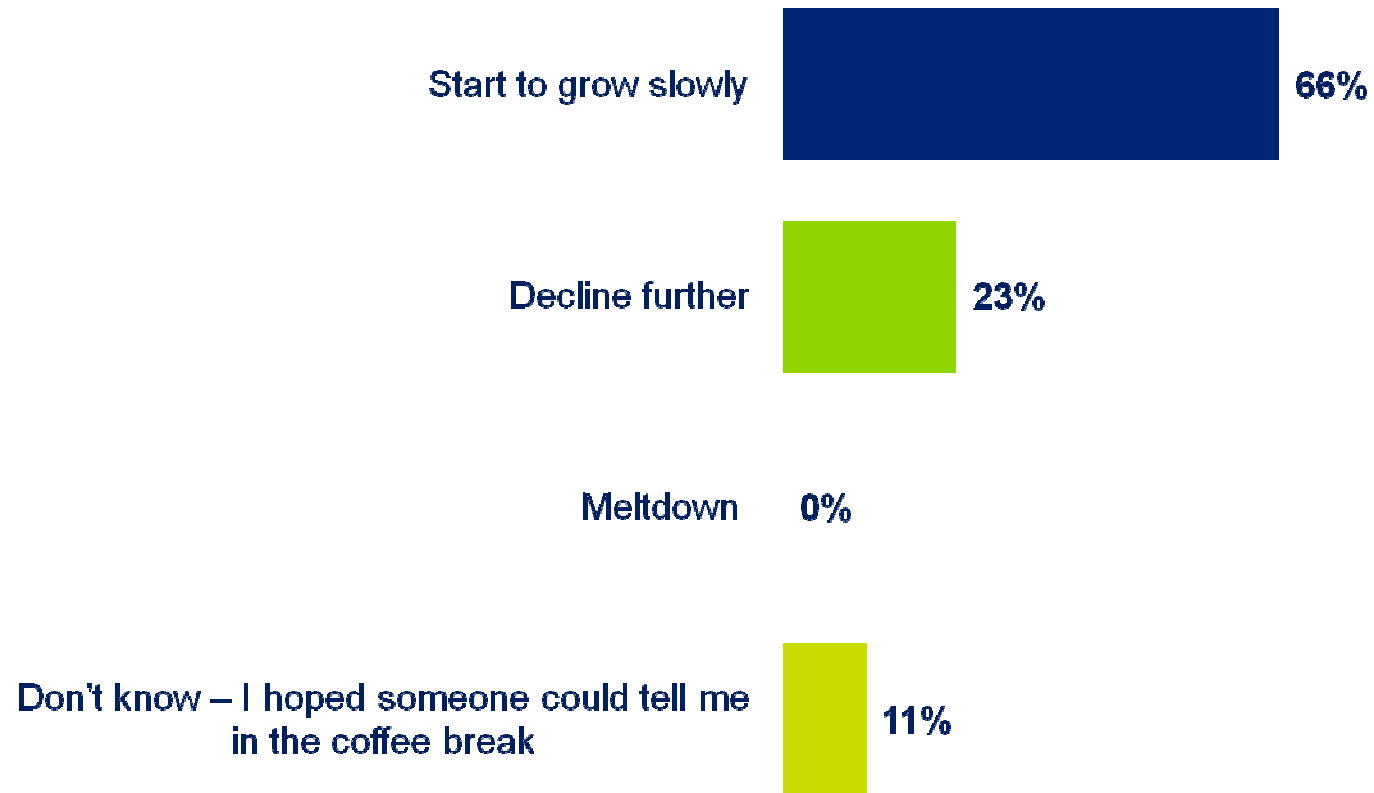
Deloitte.

21st European Hotel
Investment Conference
The road ahead

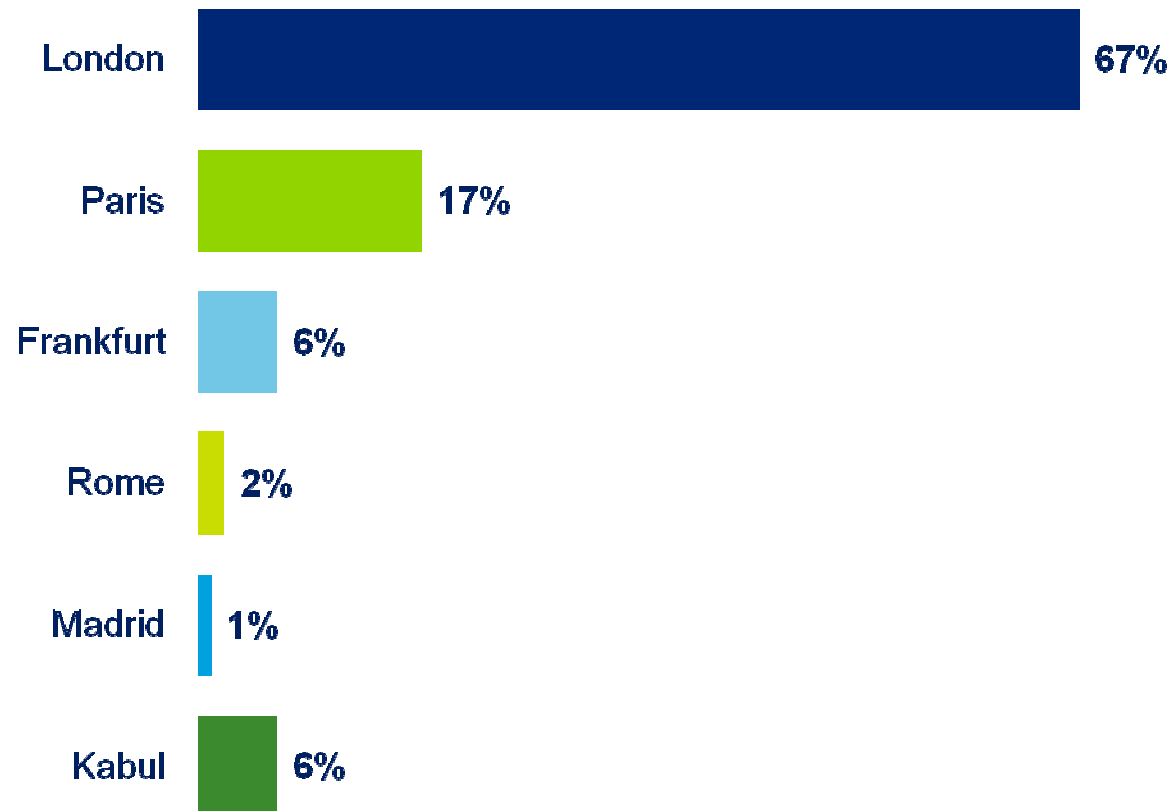
TNS Delegate & Consumer Results



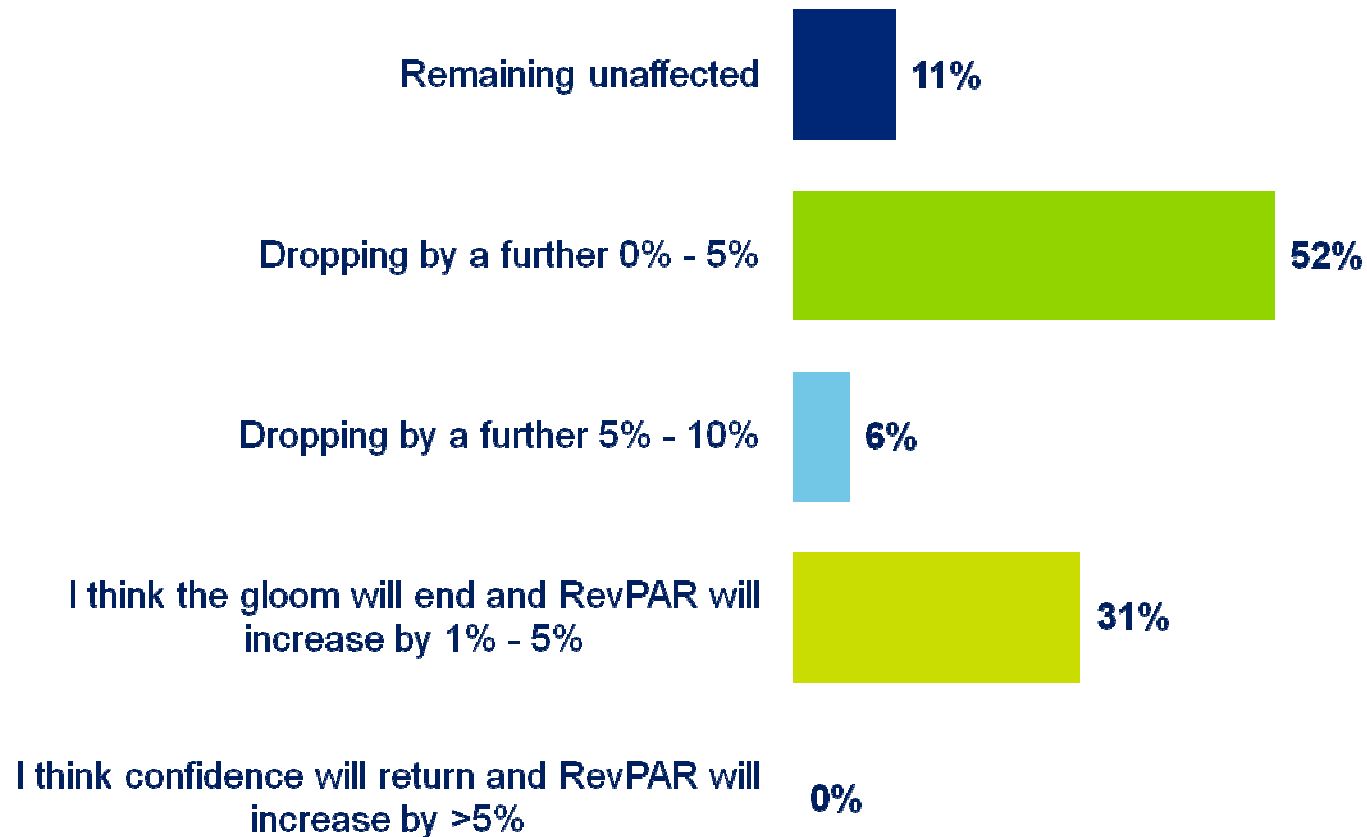
What do you expect to happen to UK hotel trading performance in 2010?



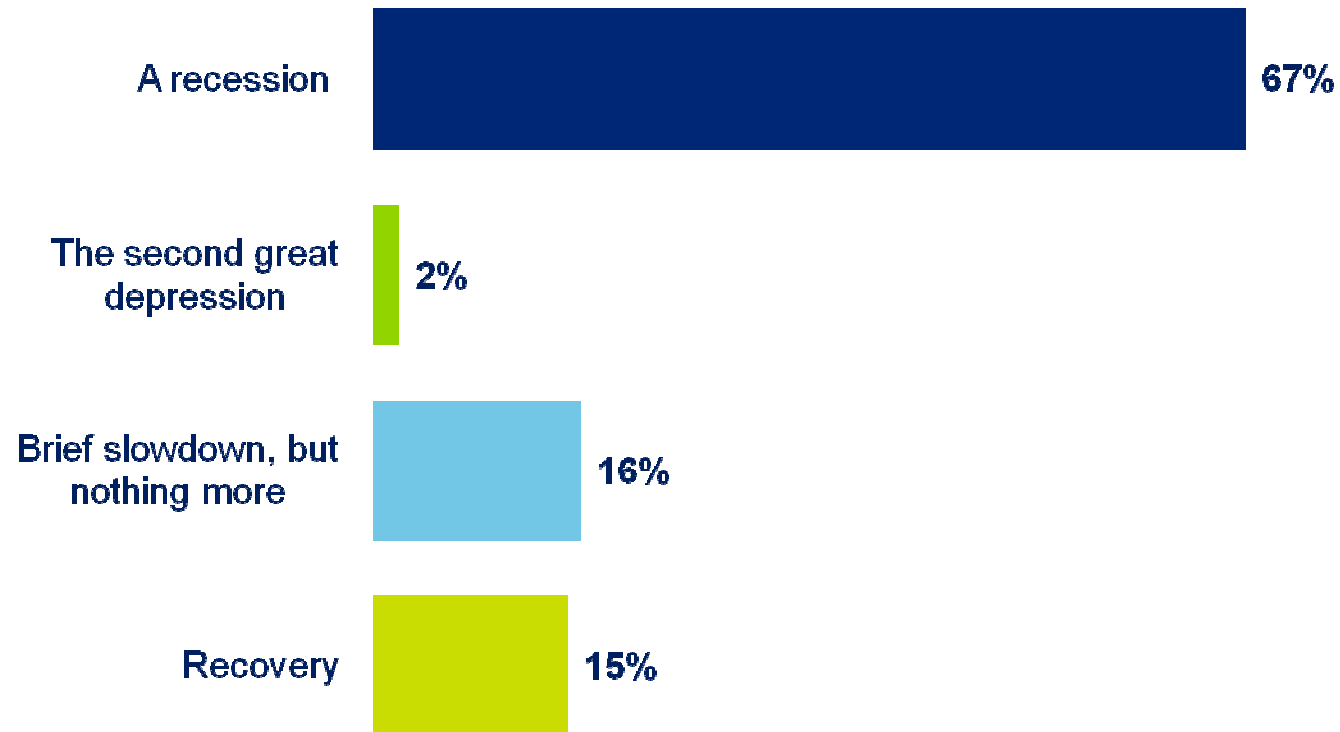
Which city do you think will be the first to show the signs of RevPAR recovery in 2010?



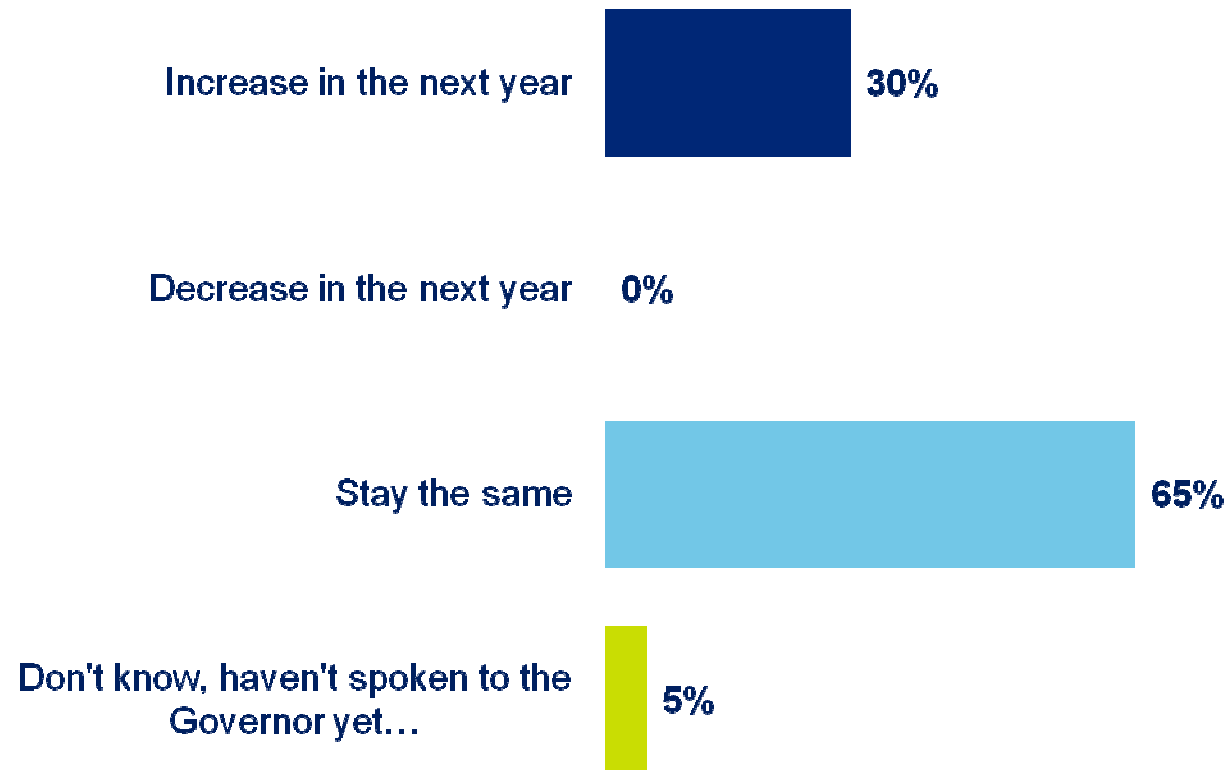
Weakened consumer and business confidence will impact demand and result in RevPAR across Europe:



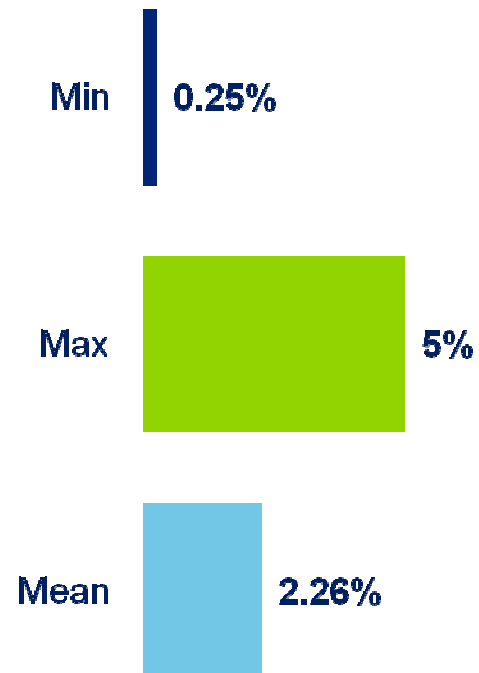
Europe will not become submerged despite the melting Arctic icecap.
However, the 12 month outlook for the economy in the country that I live
can best be summed up as:



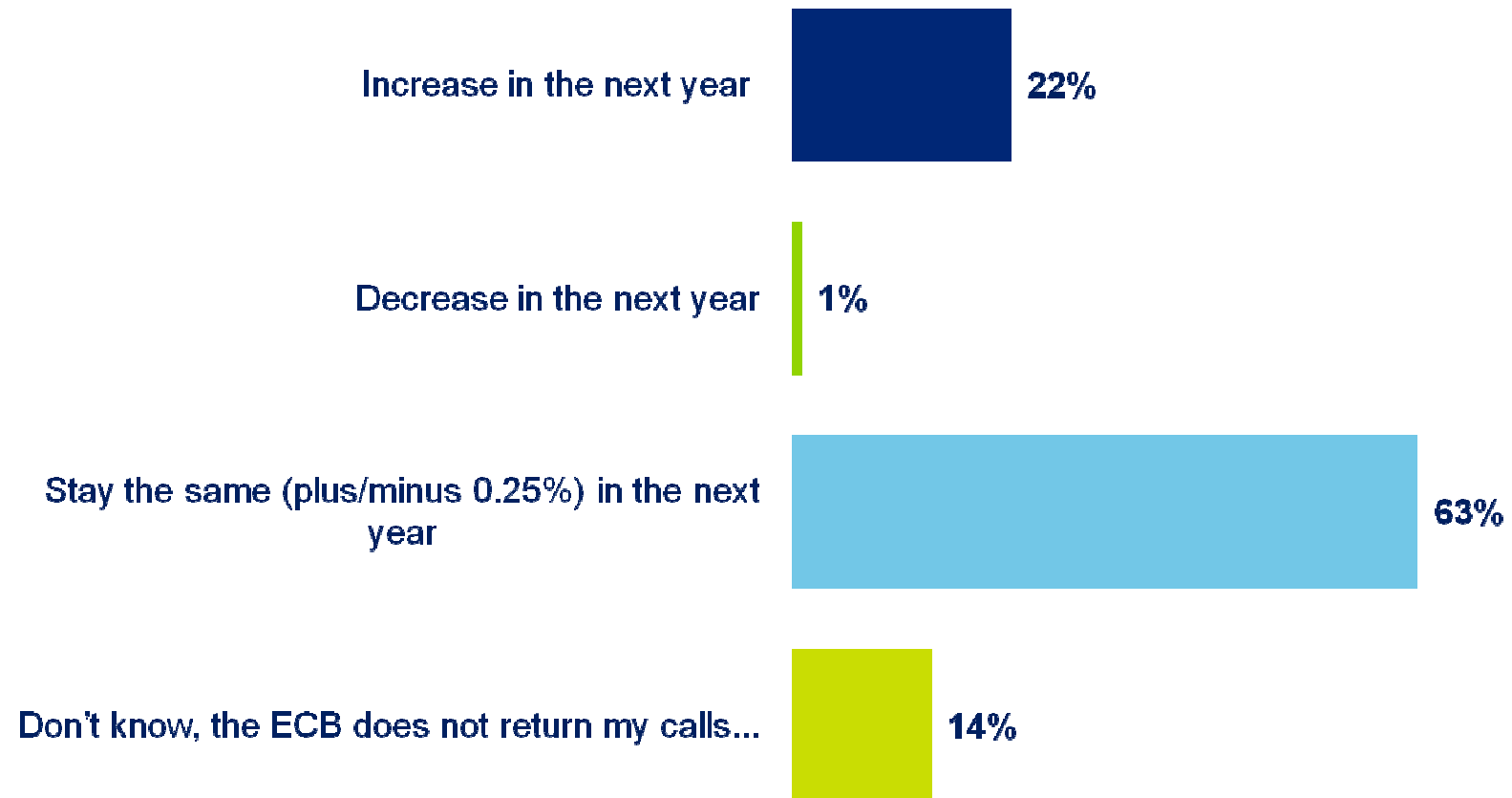
Are UK interest rates likely to...



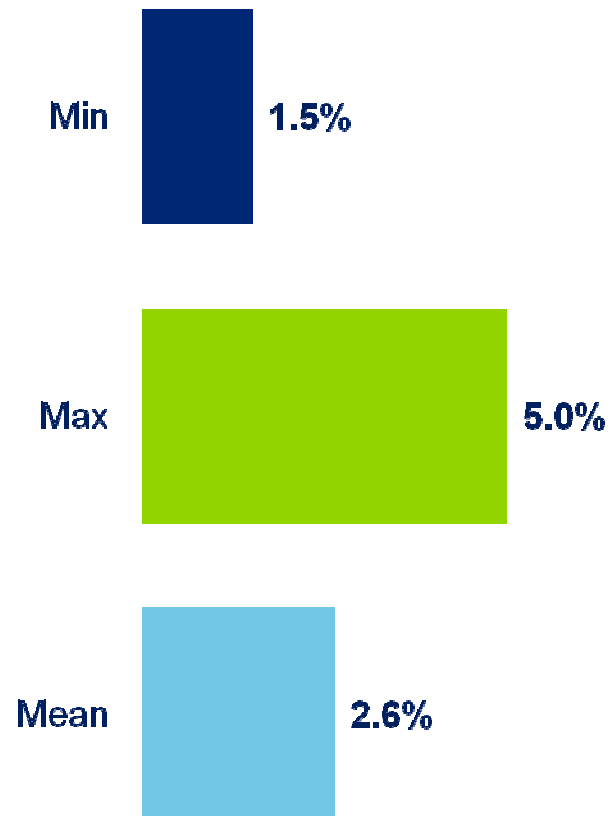
To what level do you think they will rise?



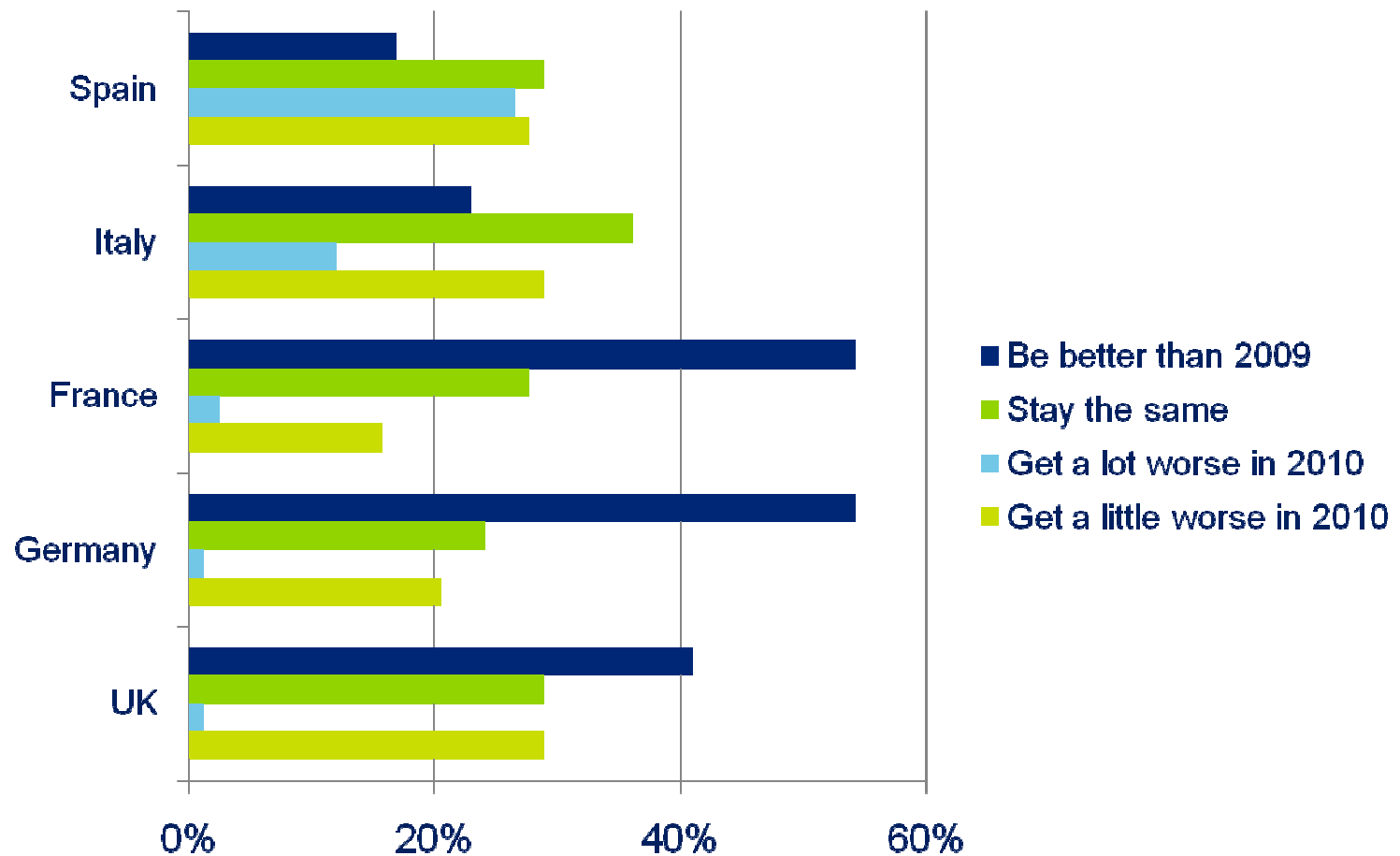
Are European interest rates likely to.....



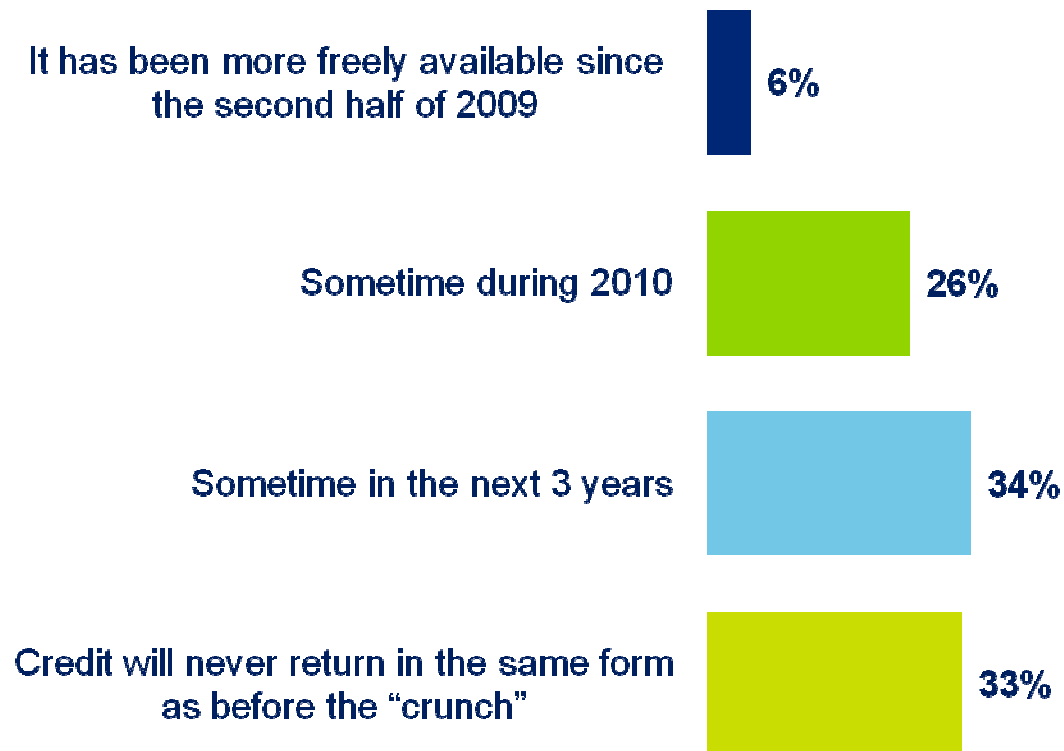
To what level do you think they will rise?



Are the top 5 European economies likely to...

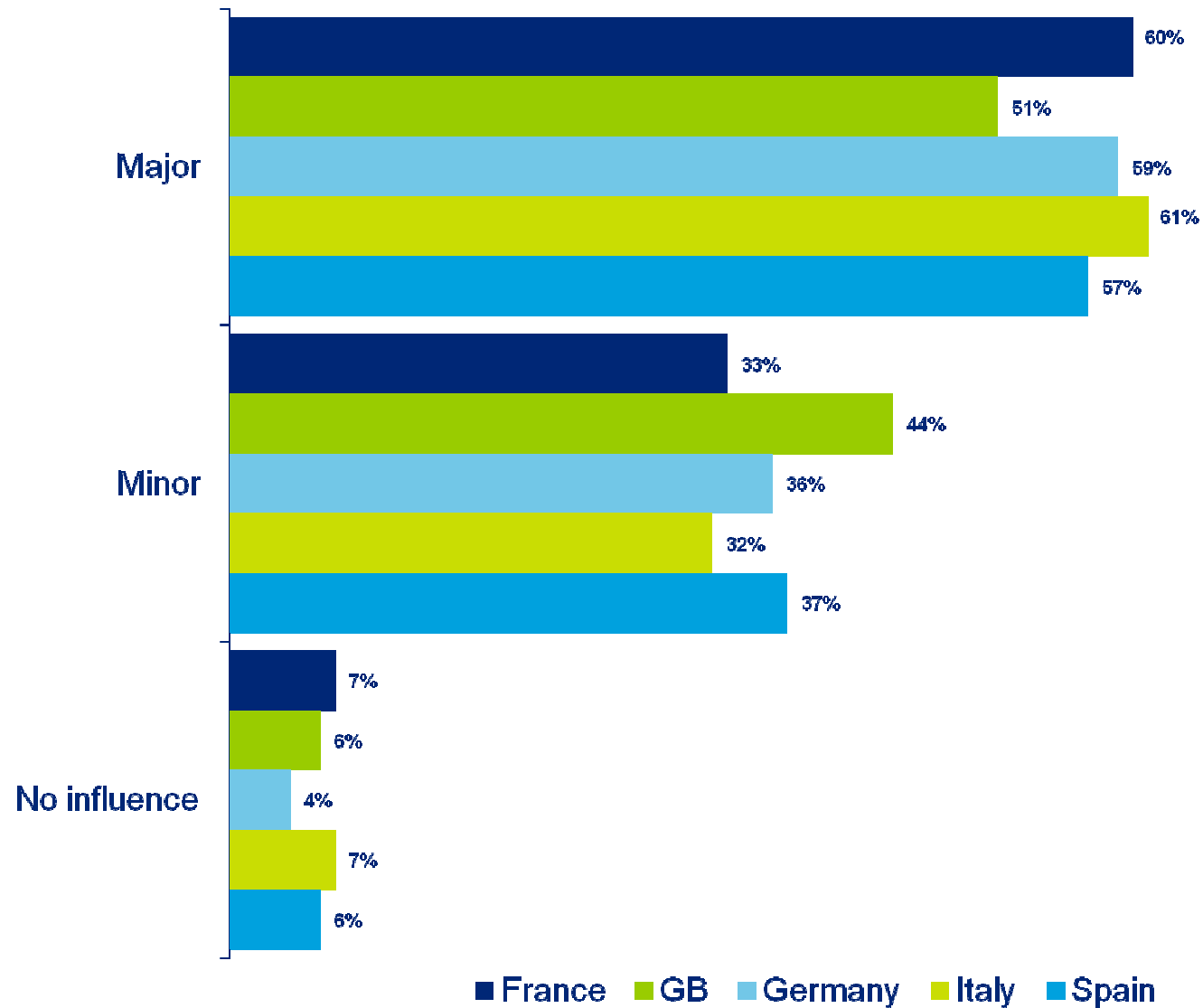


Credit will be more freely available to those who actually need to borrow money rather than just those who do not...



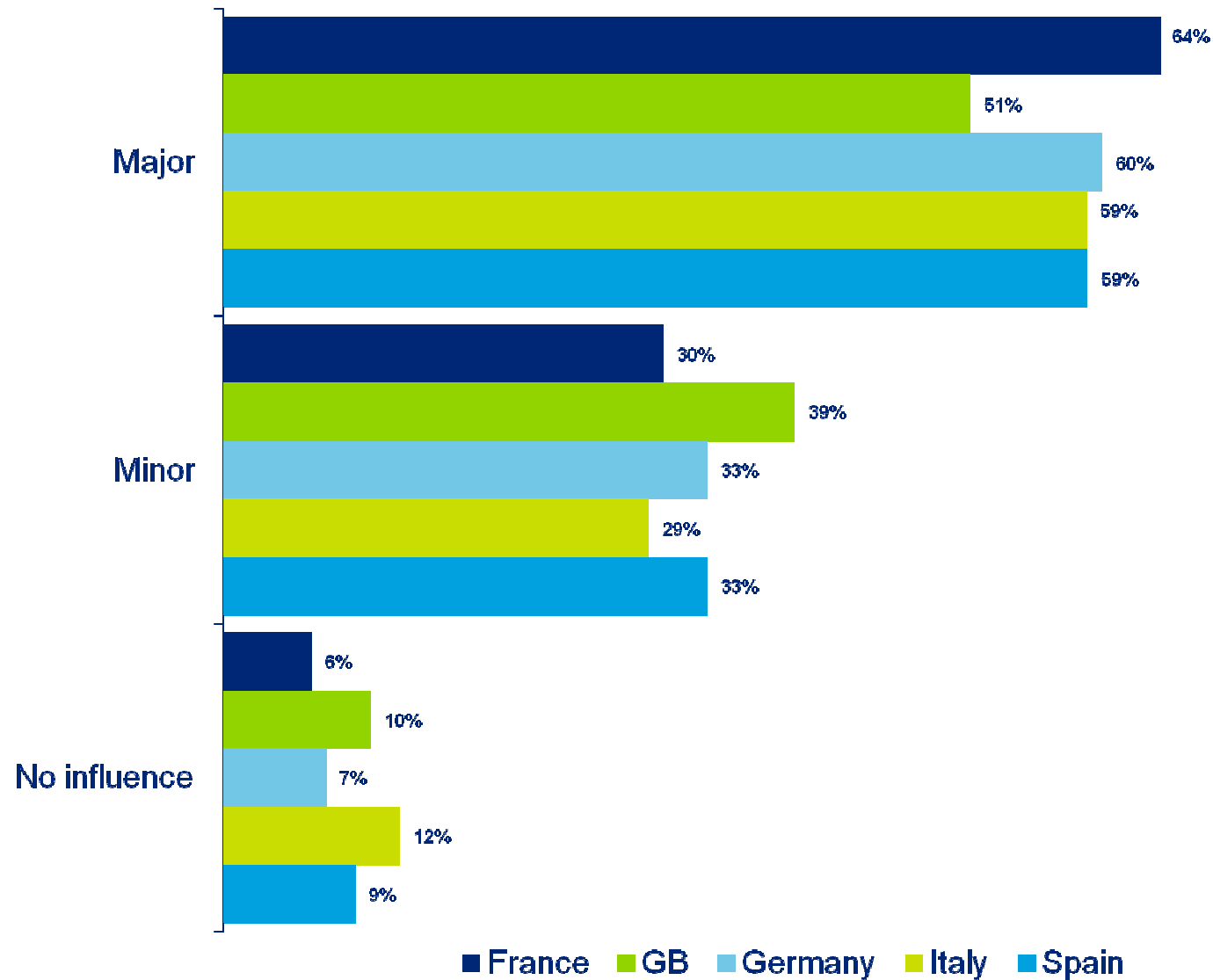
Level of influence of these reviews on choice of hotel

Base: those who read user generated reviews which are good



Level of influence of these reviews on choice of hotel

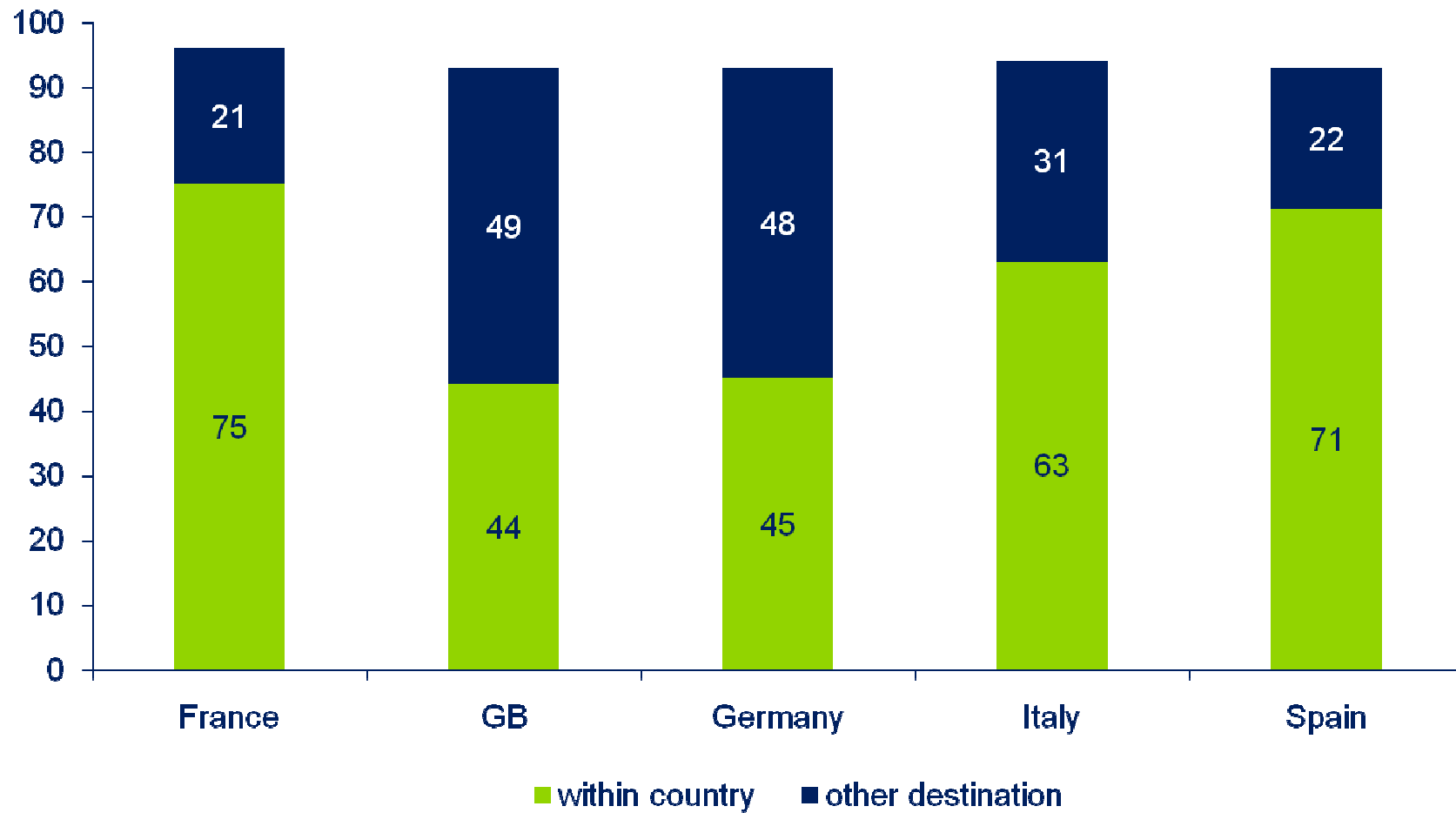
Base: those who read user generated reviews which are bad



Destination of main holiday in 2009

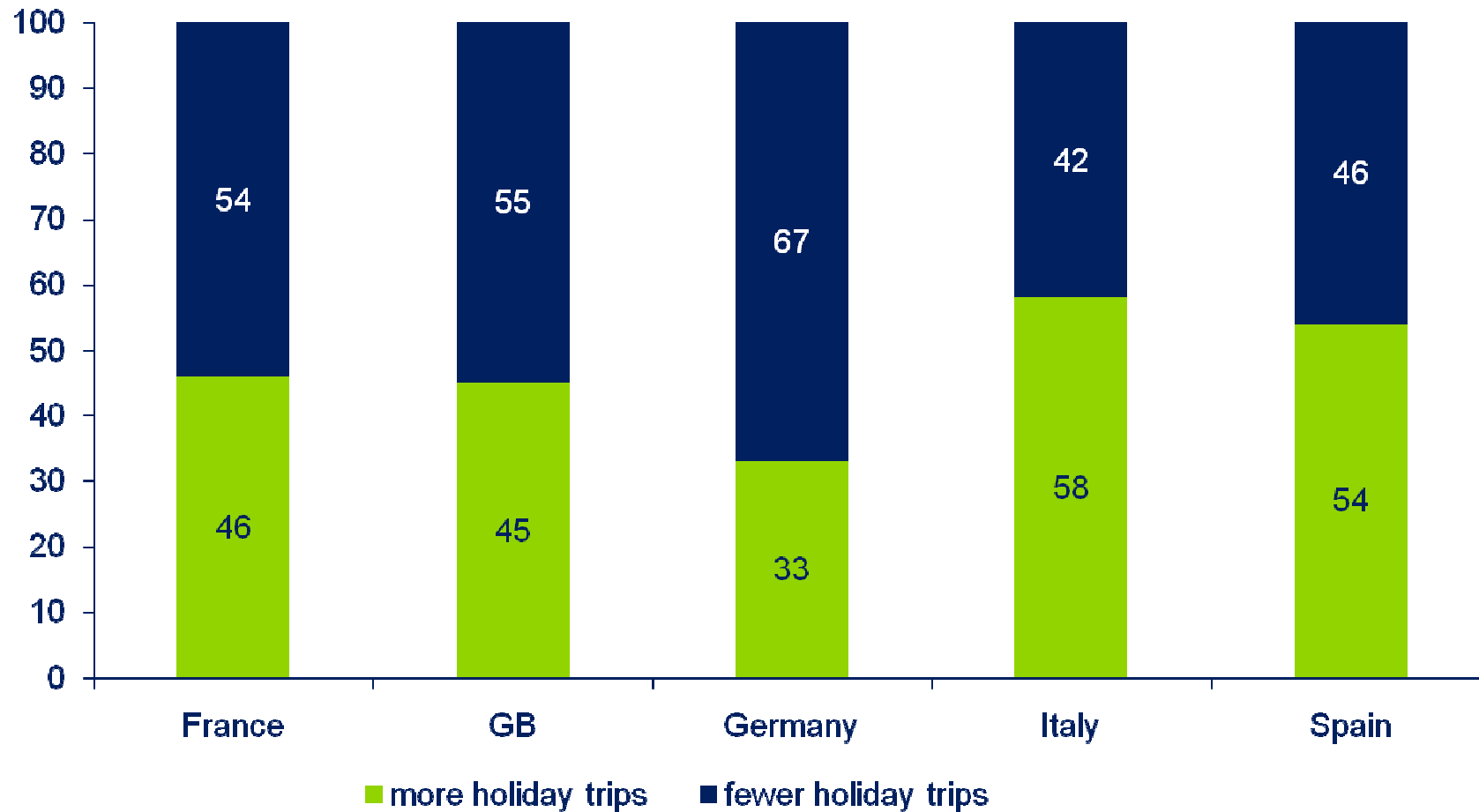
Base: those taking a holiday away from home

+7% increase in domestic holidays in GB cf to 2008 – different trend to other markets

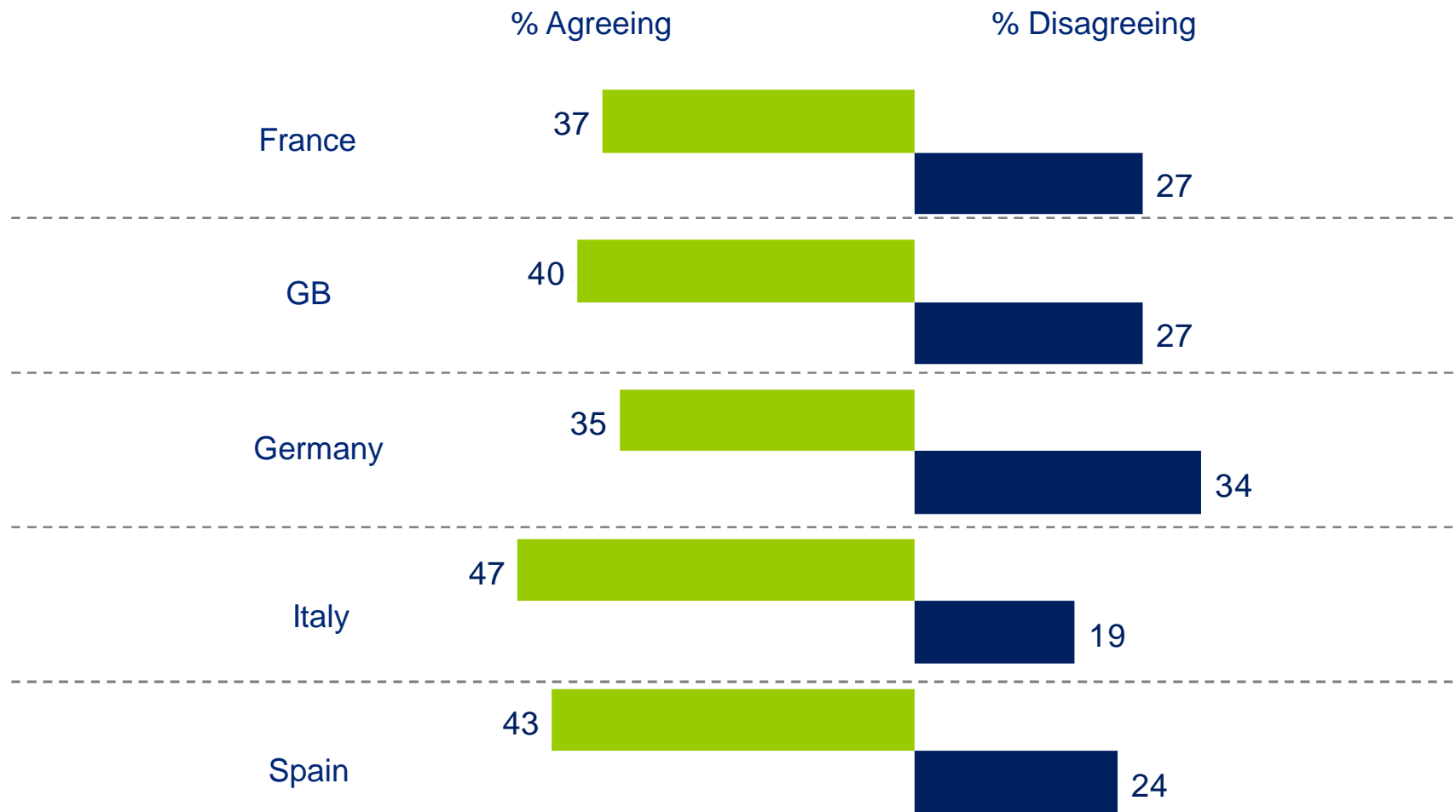


Intentions for 2010 compared to 2009 – Holiday trips

Base: those taking a holiday trip away from home in 2009

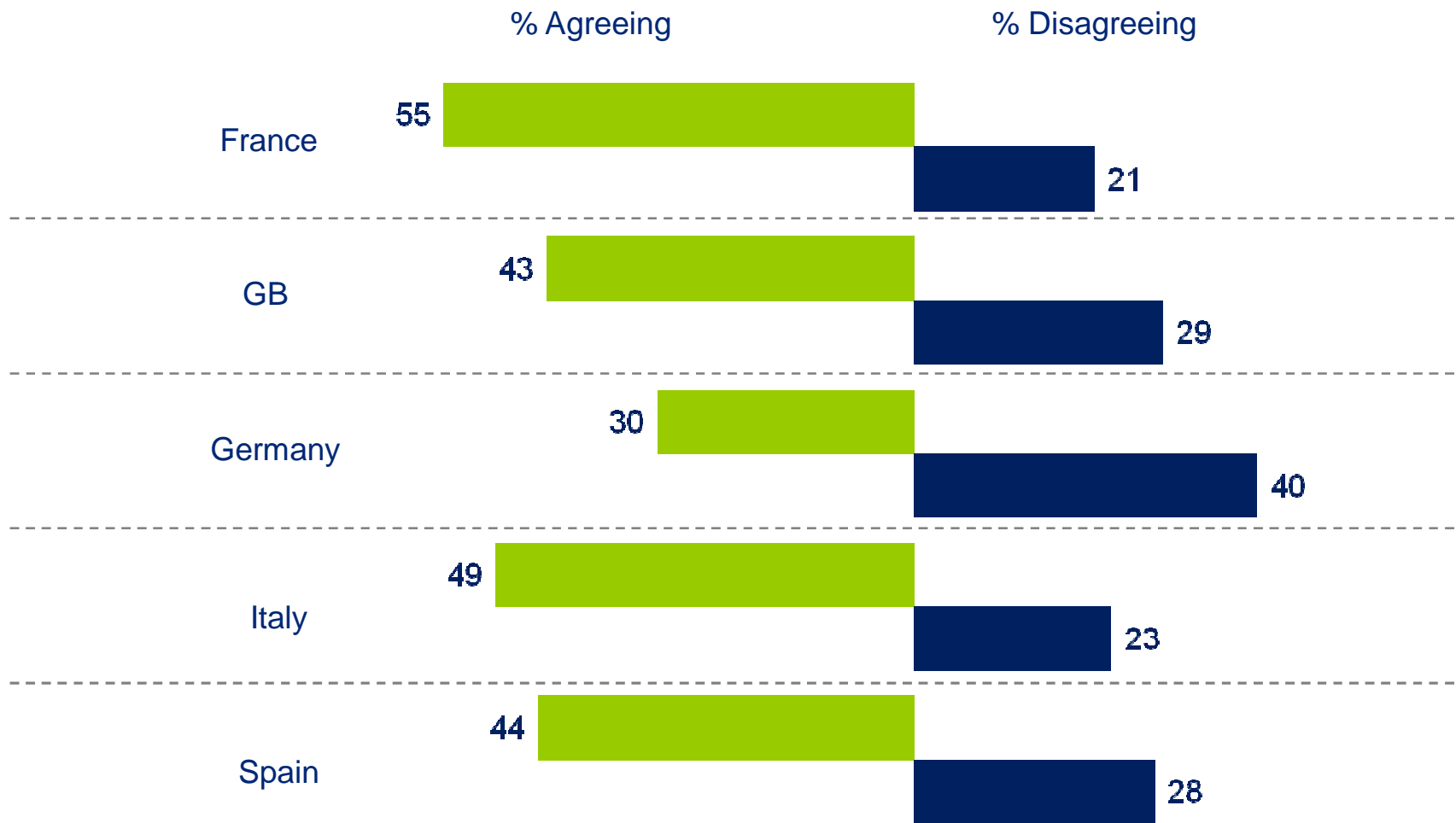


I am now more likely to downgrade to quality of hotels that I stay in – from 5 to 4 star or from 4 to 3 star



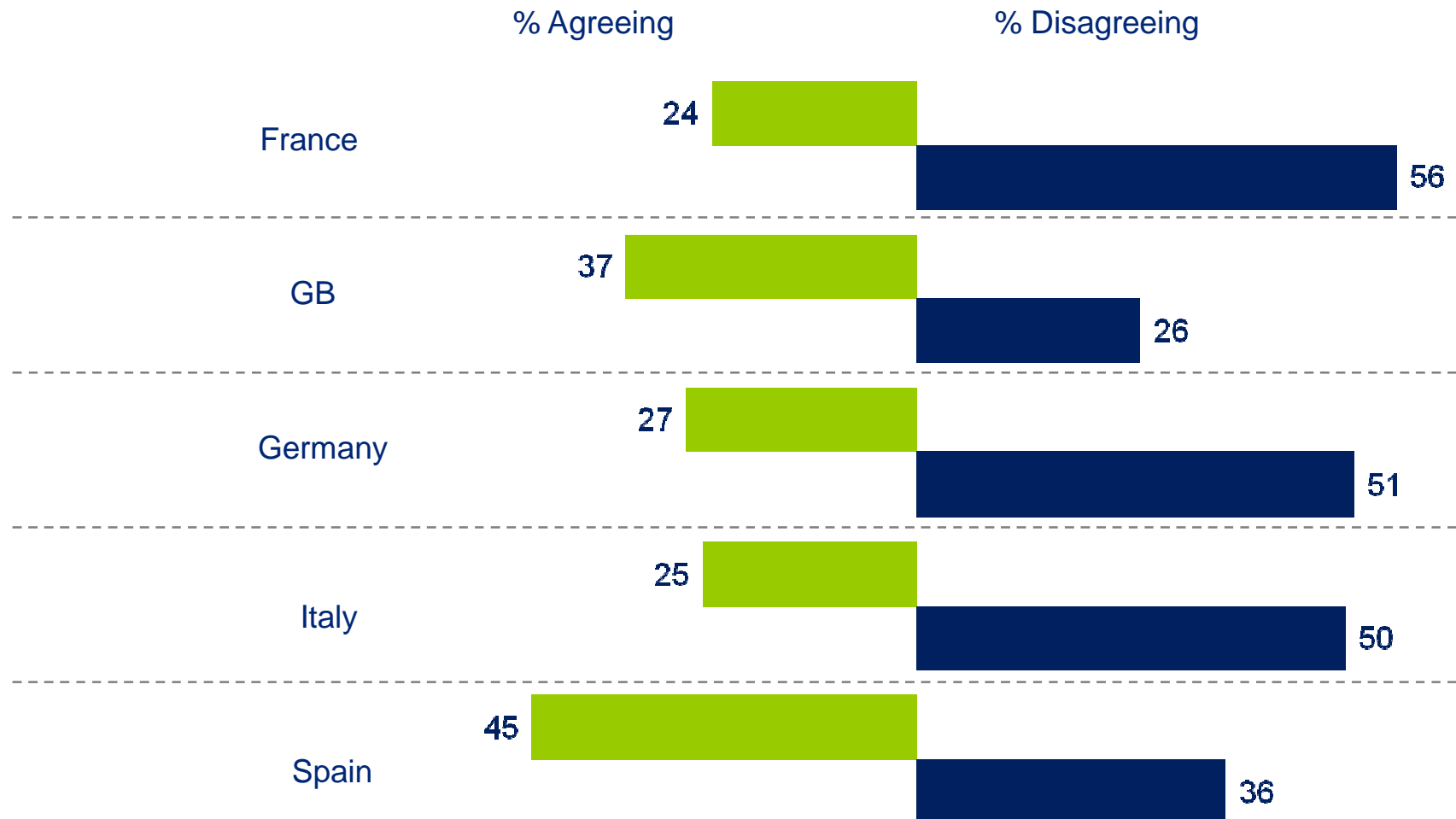
Base: All adults who stayed in hotel in the last 12 months

I am now more likely to select an all-inclusive deal for my holiday as a way of managing my budget



Base: All adults who stayed in hotel in the last 12 months

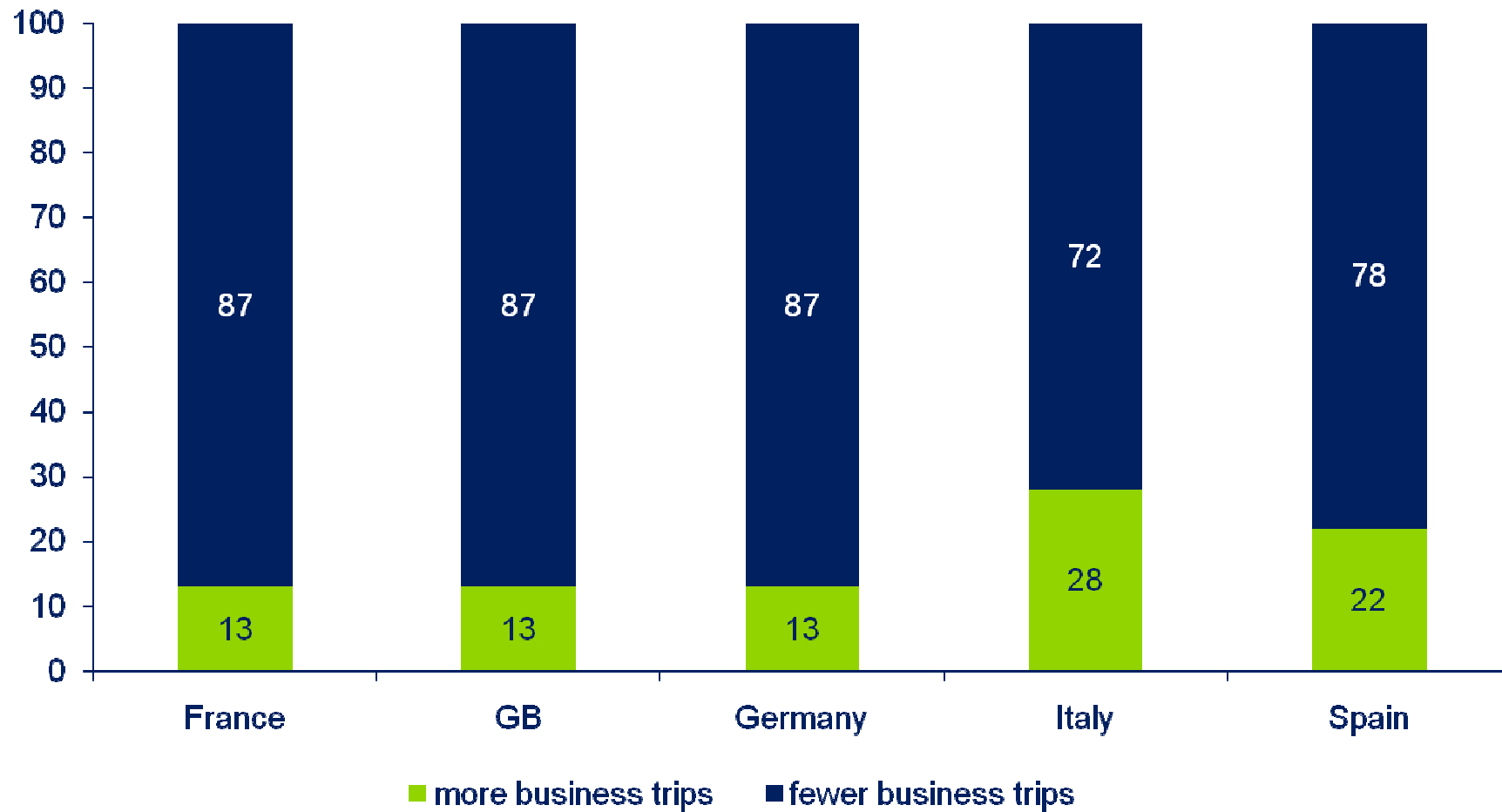
In the last 12 months, I have taken advantage of one of the discounted offers which have been promoted by a number of major hotel brands



Base: All adults who stayed in hotel in the last 12 months

Intentions for 2010 compared to 2009 – Business trips

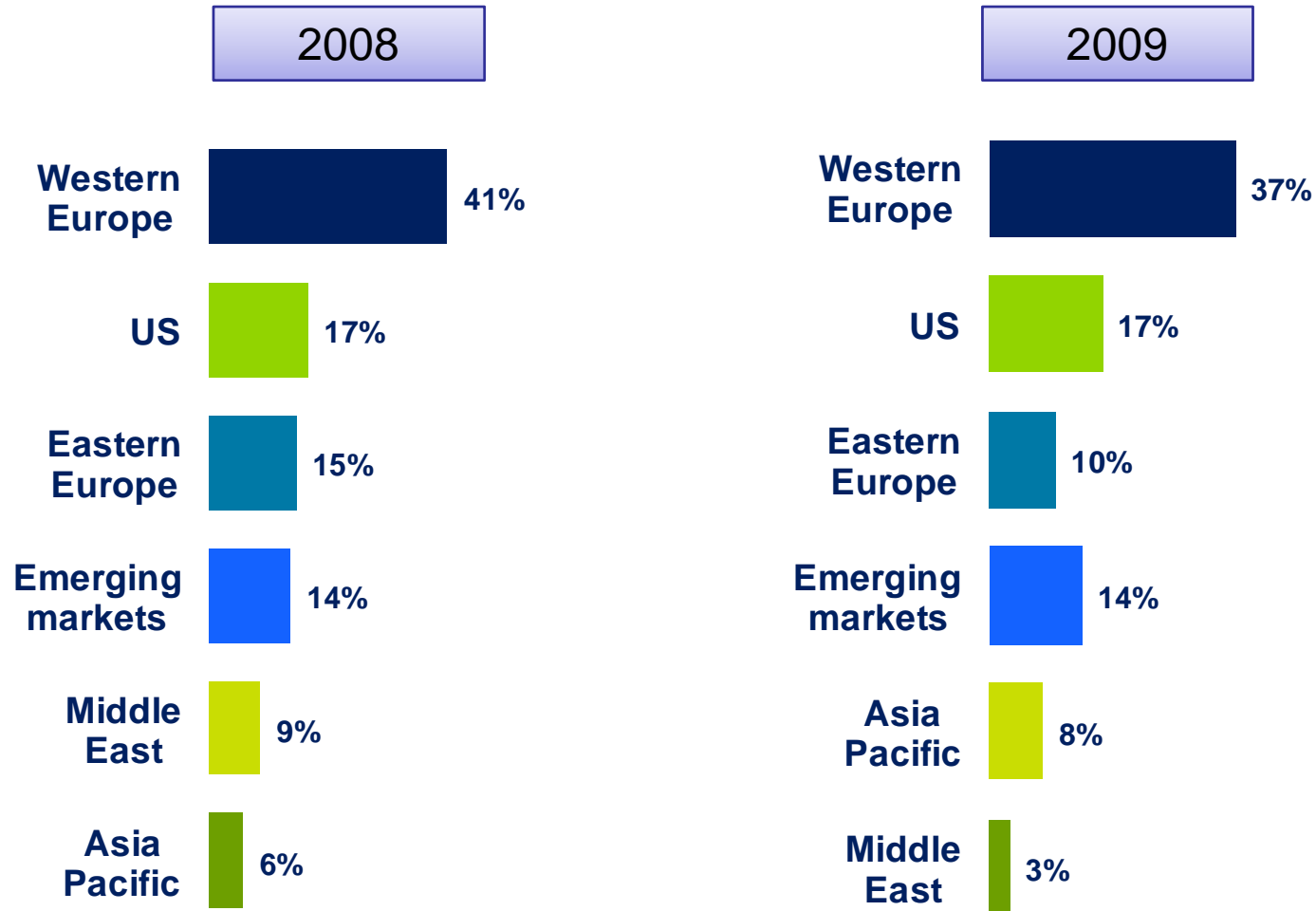
Base: those who had taken a business trip in the last 12 months



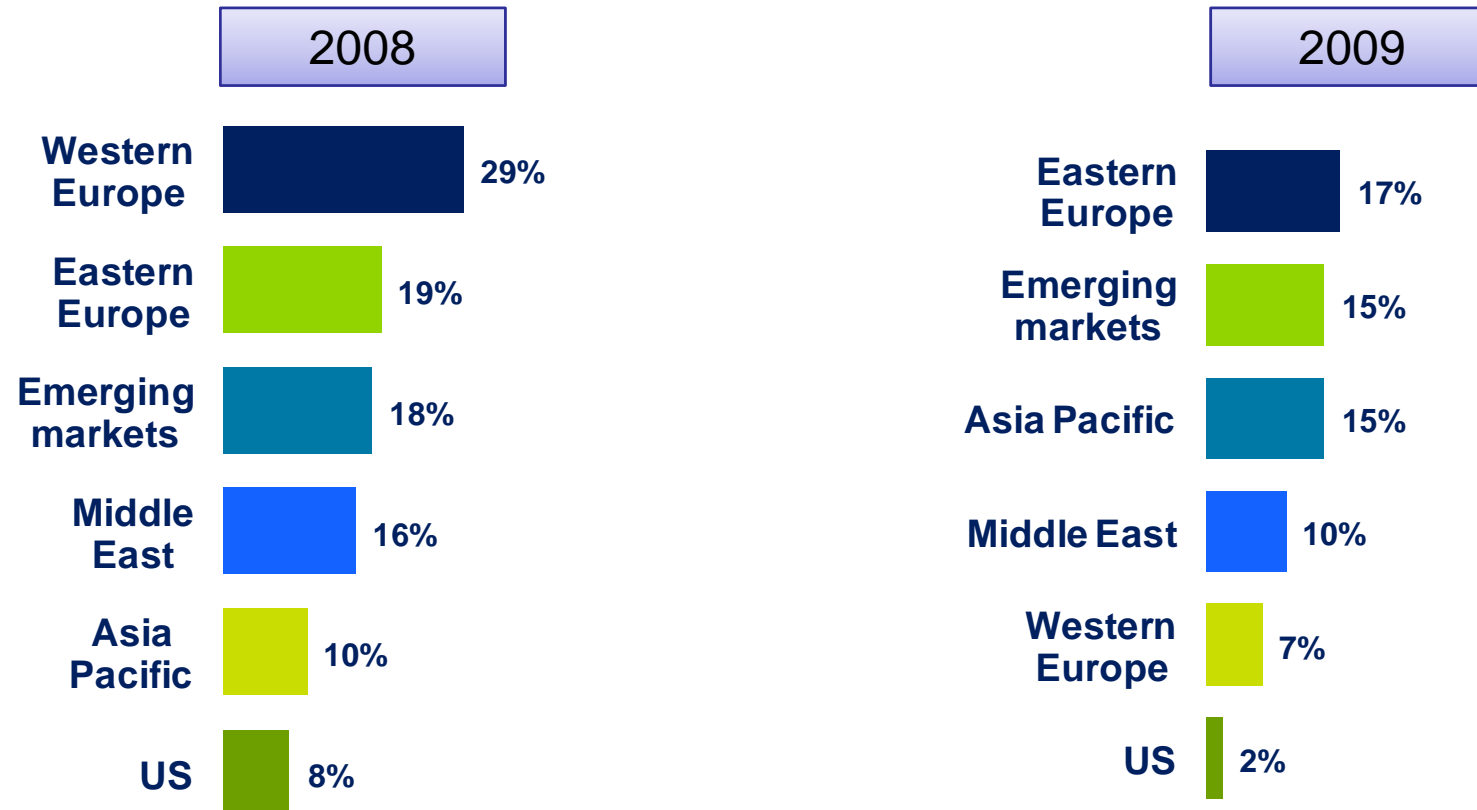
What is the most significant cost saving plan hoteliers have been undertaking?



Where would you want to invest? Choose your top 2 regions



Where would you want to Develop? Choose your top 2 regions





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