



BHN Releases Hotel Investment Survey Results

/EINPresswire.com/ Costa Mesa, California, USA – Burba Hotel Network (BHN) recently released the results of its surveys of the European, Asian, and US hotel investment communities. The results suggested that the long ‘winter’ of frozen investment activity may be starting to thaw, and perhaps there are some better days ahead for Europe and the United States.

When the European hotel investment community was surveyed about the outlook for RevPAR growth in Europe, 68% of respondents expected RevPAR growth in Europe in 2013, a healthy improvement from last year when only 54% believed this to be the case. However, ‘flat’ and ‘negative’ RevPAR growth is not good for hotel owners, as their operating costs continue to increase. In Europe, a large number of respondents, 29%, still expect a flat year in 2013. BHN President, Jim Burba, said “While the direction of change is positive, there are still challenges in many markets within Europe, especially outside of the major gateway and capital city markets.”

Similar RevPAR surveys were conducted in Asia and the US at the same time this year. These surveys showed significant cooling in India and China and that the ‘negative’ growth expectations reported in these two countries are actually greater than what is expected in Europe. “When the ‘flat and negative’ scores are combined in all three locations (Europe, China, and India) they all land at 30% or more, the one difference of course is that Europe is improving while China and India are slipping,” Burba said.

However, 98% of US survey respondents indicated positive RevPAR growth expectations in the country in 2013. A full 56% expect growth to be greater than 5%. The near zero growth in new supply the past few years, coupled with the slow but steadily improving economy have pushed expectations to be relatively optimistic in the US for the coming year.

For more information about BHN and its hotel and tourism investment conferences and surveys, visit www.Burba.com.

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About BHN

BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. With more than two decades of experience, more than 100 events completed to-date, and nearly 80,000 international delegates, BHN conferences have become

“must attend” events for industry leaders who come together to network, conduct business and to learn about the latest trends.

BHN events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; the ALIS Summer Update; the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP UPDATE in Singapore; the Hotel Investment Forum India (HIFI) in Gurgaon Delhi N.C.R.; the Hotel Opportunities Latin America (HOLA) conference in Miami; and the Hotel Investment Conference Europe (Hot.E) in London.

The BHN website at www.Burba.com is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.

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