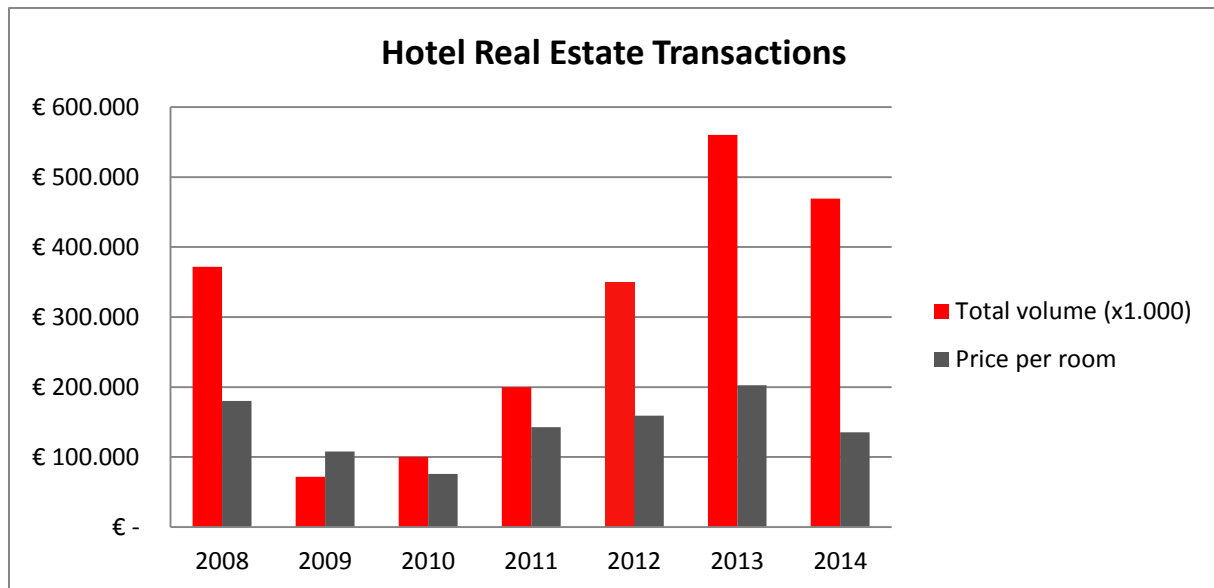


## 2014: decrease average transaction price per hotelroom.

### Hotel real estate transactions 2014

In 2014 there was almost € 470 million worth of hotel real estate sold in the Netherlands, following research done by Invast Hotels.

The average transaction price per room in the Netherlands was € 135.565,- in 2014, which means a decrease of almost 33% compared to 2013. Relatively a small number of transactions were realized in Amsterdam. The hotel real estate transactions between 2008-2014 are shown in the picture below:



Source: Invast Hotels

Amsterdam is the most vibrant city in the Netherlands in the field of transaction volume. In 2013 the total transaction volume in Amsterdam was 75% compared to 60% in 2014. In 2013, more larger hotel transactions have taken place in Amsterdam, therefor the total transaction volume in 2014 is probably lower than 2013.

Larger transaction in 2014 were as follows:

- Radisson Blu Hotel Amsterdam****	252 rooms	€ 85,1 million
- NH Amsterdam Centre****	232 rooms	€ 47,9 million
- Holiday Inn Express Sloterdijk ***	254 rooms	€ 23,0 million
- Kurhaus Scheveningen*****	253 rooms	€ 30,5 million

### The rest of the Netherlands excluding Amsterdam

The total transaction volume outside Amsterdam was in total around € 162,7 million in 2014. The average transaction price per room was € 91.958,- excluding Amsterdam. This is an decrease compared to 2013.

The average transaction price per star segment in the rest of the Netherlands is as follows:

<b>Nederland excluding Amsterdam</b>	<b>Price per room 2014</b>	<b>Price per room 2013</b>
<i>NL average</i>	€ 91.958	€ 105.575
1 star	€ 44.872	€ 43.111
2 stars	€ 46.729	€ 32.615
3 stars	€ 49.036	€ 93.136
4 stars	€ 81.376	€ 108.132
5 stars	€ 160.797	€ -

**Source: Invast Hotels**

The transaction price in the 3 star segment is very low. There were sales because of bankruptcy, sales of hotels which needed a total renovation and sales of hotels with an other function.

### **Amsterdam**

If there is a separation between Amsterdam and the rest of the Netherlands, the average transaction price per star segment is as follows:

<b>Amsterdam</b>	<b>Average price per room 2014</b>	<b>Average price per room 2013</b>	<b>Average price per room 2012</b>	<b>Average price per room 2011</b>
Amsterdam 1 star	€ 121.196	€ 124.531	-	-
Amsterdam 2 stars	-	€ 100.000	-	€ 104.346
Amsterdam 3 stars	€ 102.767	€ 186.289	€ 147.591	€ 116.000
Amsterdam 4 stars	€ 209.528	€ 343.474	€ 253.869	€ 240.518
Amsterdam 5 stars	-	€ 307.908	€ 261.869	-
<b>Amsterdam average</b>	<b>€ 169.876</b>	<b>€ 289.295</b>	<b>€ 230.967</b>	<b>€ 202.105</b>

**Source: Invast Hotels**

Amsterdam is and always will be different from the rest of the Netherlands.

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[www.invasthotels.com](http://www.invasthotels.com)

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