

## Press release

### Hospitality Industry Dialogue at EXPO REAL The hotel asset class is changing

August 28, 2025

- **Confidence is growing: Hotel transactions picking up**
- **New M&A wave: Financial investors and operators acquiring operators**
- **Hotel industry in a balancing act between records and margins**

From October 6 to 8, 2025, EXPO REAL will once again offer a platform for an intensive and serious dialogue between operators and investors in the hotel segment. While transaction volumes on the investment market are noticeably increasing, they have not yet returned to the pre-pandemic level. The current earnings problems of hotel operators are also fueling market consolidation. The recent ongoing wave of takeovers of operating companies will change the hotel landscape.

#### In dialogue: market shakeout and resilience

“This year, the Hospitality Industry Dialogue (HID) will live up to its name more than ever by inviting renowned stakeholders and market players to engage in dialogue on the HID stage,” says Claudia Boymanns, Exhibition Director of EXPO REAL. As in previous years, the hotel conference in 2025 will offer the ideal setting for a high-quality and up-to-date exchange. Boymanns explains: “The dominant topics this year include the market shakeout and margin pressure, changes in hotel investment, the leisure boom at individual destinations, and the resilience of the industry in the face of growing climate risks.”

The continuing upturn in the investment climate in the hotel industry is likely to be reflected positively at EXPO REAL. Despite all the challenges, the growth trend on the hotel and investment market persists. Supply and demand is gaining a certain momentum, with institutional investors returning and private

Sabine Wagner  
PR Manager  
Phone +49 89 949-20802  
Fax +49 89 949 97-20802  
sabine.wagner@  
messe-muenchen.de

Messe München GmbH  
Am Messesee 2  
81829 Munich  
Germany  
messe-muenchen.de



investors such as family offices reliably supporting the hotel asset class in the long term.

The pressure on operators remains, particularly with regard to the high personnel, energy and other operating costs. According to experts, the use of new technologies and digitized back-office processes has picked up considerable speed. This is due, on the one hand, to the shortage of employees and, on the other, to the increasing acceptance of automated processes by consumers.

### **Sustainability and climate driving investments**

Sustainability also continues to be the agenda for investors and operators, likewise underpinned by demand from guests. The Hospitality Industry Dialogue 2025 is not just about regulatory requirements but specifically about resilience and bankability: What does climate risk mean for the ROI of the next hotel project?

“The hospitality industry has enriched EXPO REAL for many years, also because investors have accepted it as an alternative to other asset classes,” says Claudia Boymanns, summing up, and puts it in a nutshell: “Furthermore, it is considered crisis proof.”

The Hospitality Industry Dialogue 2025 will be held as part of EXPO REAL on Monday, October 6, in the Planning & Partnerships Forum in Hall A1.

### **More information about EXPO REAL can be found online at:**

<https://exporeal.net/en/>

### **About EXPO REAL**

EXPO REAL is Europe's largest trade fair for real estate and investments. It acts as a central platform for international market players to exchange ideas and do business. The trade fair covers all segments of the real estate industry, including office, retail, hotel, logistics and housing, and highlights the entire life cycle of real estate properties: from project development, financing and marketing, to operation. The integrated conference program with top-class speakers from politics and business provides targeted impetus for strategy, innovation and transformation in the industry. Special focus will be on future topics such as sustainability and digitalization. EXPO REAL is a platform for informed market analyses and concrete business deals. The next EXPO REAL will be held in Munich from October 6 to 8, 2025.

### **Messe München**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its 1,300 employees in the group and the affiliated companies, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam,

Hong Kong, Thailand, and the U.S. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad. This makes Messe München an important economic driver, triggering purchasing power effects in the billions.