

Transaction Summary

February 2026



Hotel investment activity measured just over €1.6bn last year

Investment activity within the Irish hotel sector soared to just over €1.6 billion in 2025. This marked a significant increase on the near-record level of €1 billion which transacted in 2024.

However, the vast majority of activity last year stemmed from one transaction; the €1.17 billion sale of the Dalata Hotel Group to the Scandinavian Consortium of Pandox AB and Eiendomsspar AS, which completed in November. Excluding this transaction, total volumes reached €457 million*, aligning more closely to 2021 and 2022 transaction volumes. This equates to a split of approximately €312 million in Dublin and €145 million outside the capital.

The highest single value asset transaction in 2025 was the reported €86 million sale of the Ruby Molly Hotel in Dublin 7, which was purchased by Deka Immobilien. On a regional basis, the highest price achieved was the €32 million sale of the Kilkenny Ormonde Hotel**. The property was purchased by TMR Hotel Collection.

In terms of price per key, the highest achieved was €385,000 per key at the Fleet Hotel, Dublin 2. Broadly speaking, Dublin assets continue to command a higher price per key than regional assets. The highest price per key regionally was €271,000 at Kilkenny Ormonde Hotel.

There were a total of 12,750 tourist accommodation bedplaces under construction nationwide at the close of Q3 2025. This marked an increase from the 11,550 bedplaces which were under construction as of Q1 2025. The majority (71%) of bedplaces under construction were located in Dublin, predominantly in hotels. Outside the capital, there were 3,750 bedplaces under construction. A significant proportion of this activity was located at the Center Parcs Longford Forest expansion, with construction of an additional 1,400 bedplaces underway. Three counties, namely Cork, Offaly and Roscommon had no tourist accommodation bedplaces under construction at the close of Q3 2025. A further nine counties had relatively low activity levels, with fewer than 40 tourist accommodation bedplaces under construction.

Cost pressures remain visible in the hospitality industry. There were 129 insolvencies recorded in the sector last year. Positively, this marked a 12% reduction in the year. 70% of insolvencies in the hospitality sector were in restaurants and cafés. The Budget 2026 VAT reduction to 9% in the sector is due to come into effect in July 2026. The reduced rate will apply to food and catering services, with the accommodation VAT rate remaining unchanged. However, cost pressures will remain a pain point in the sector, particularly with the increased minimum wage rate and the pension auto enrolment scheme which came into effect as of January 2026.

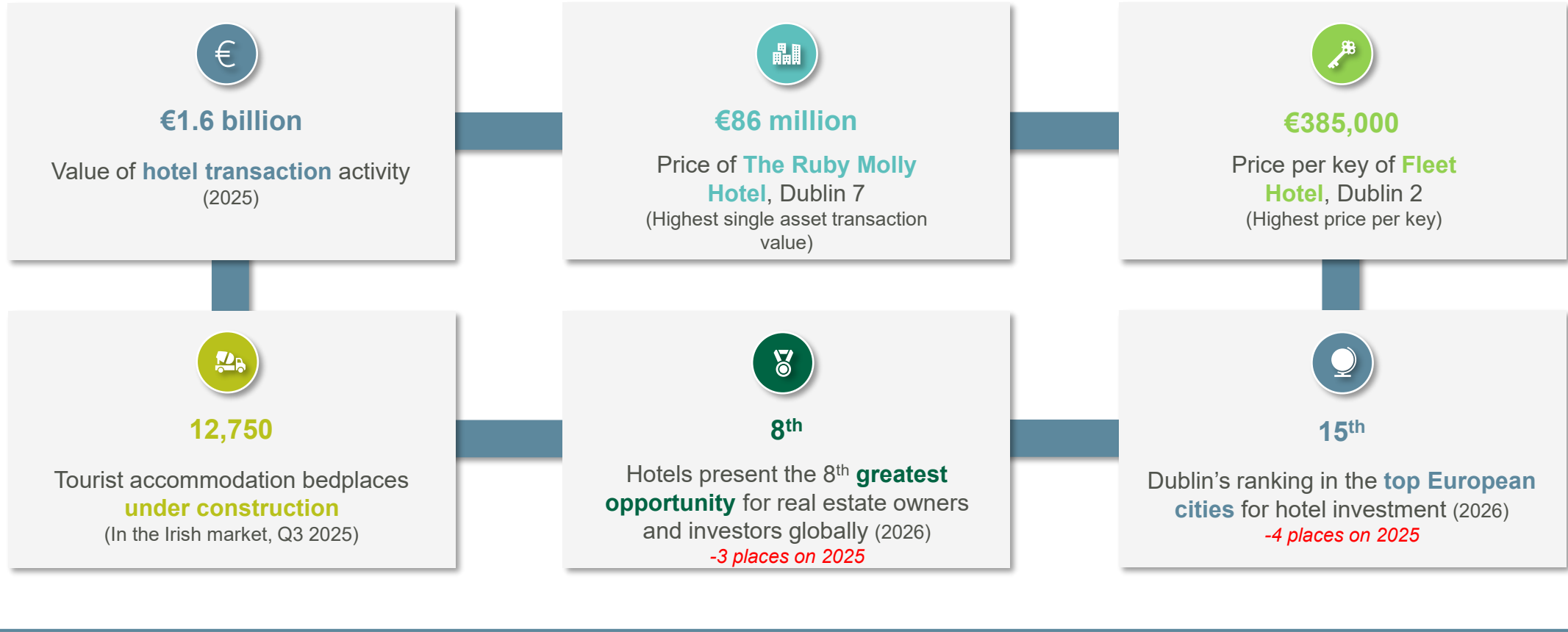
Investor sentiment remains strong and while the absence of exceptional big-ticket sales in 2026 may see the total value of transactions in Ireland fall, activity is expected to be robust. That said, investment sentiment towards the hotel sector globally compared to other asset classes has cooled in the past year, according to Deloitte's *Global Commercial Real Estate Outlook 2026*. Last year, real estate owners and investors believed hotels were the 5th most attractive asset class. This year, this has slipped three places to 8th position. In Europe alone, hotels slipped four places to the 7th most attractive asset class. This likely reflects the improved sentiment towards other asset classes rather than a more negative view of hospitality.

In terms of the top European cities for hotel investment, Dublin slipped four places to 15th most attractive. Positively, 84% of investors are optimistic of the long term (5+ years) future of the UK and European hotel market, according to Deloitte's *European Hotel Industry and Investment Survey 2025*. This marks an increase of 12 percentage points in the year.

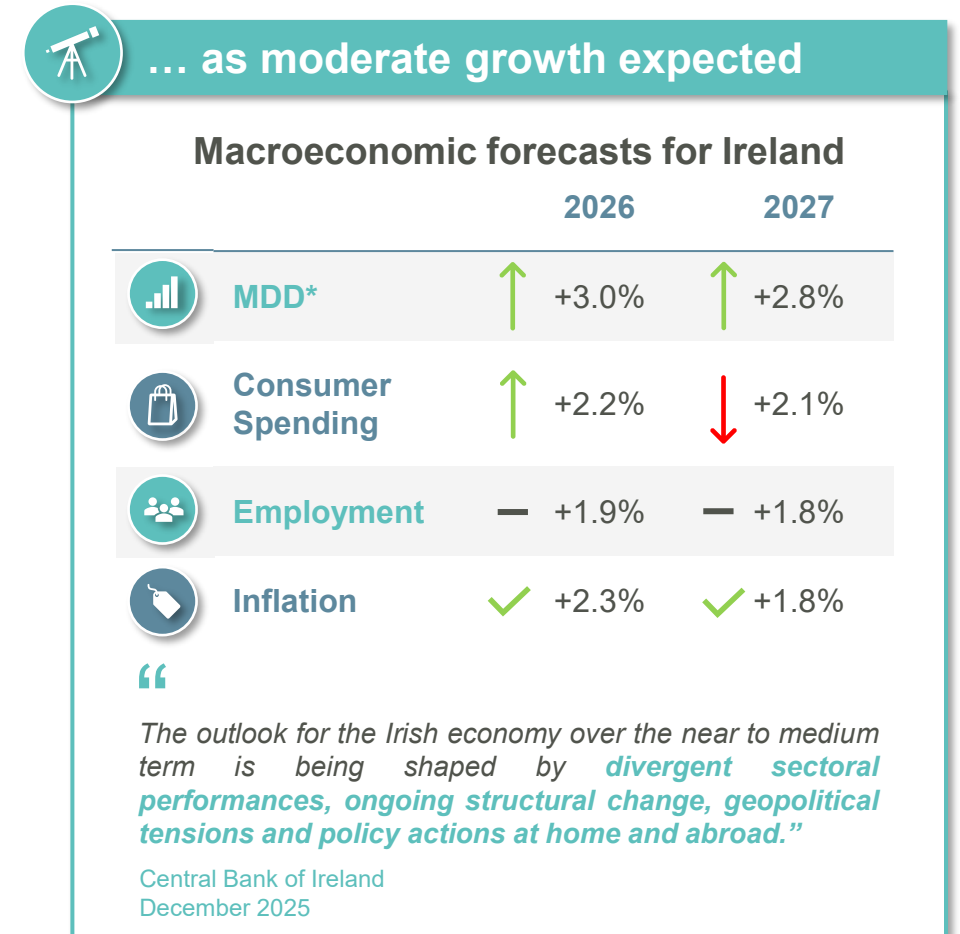
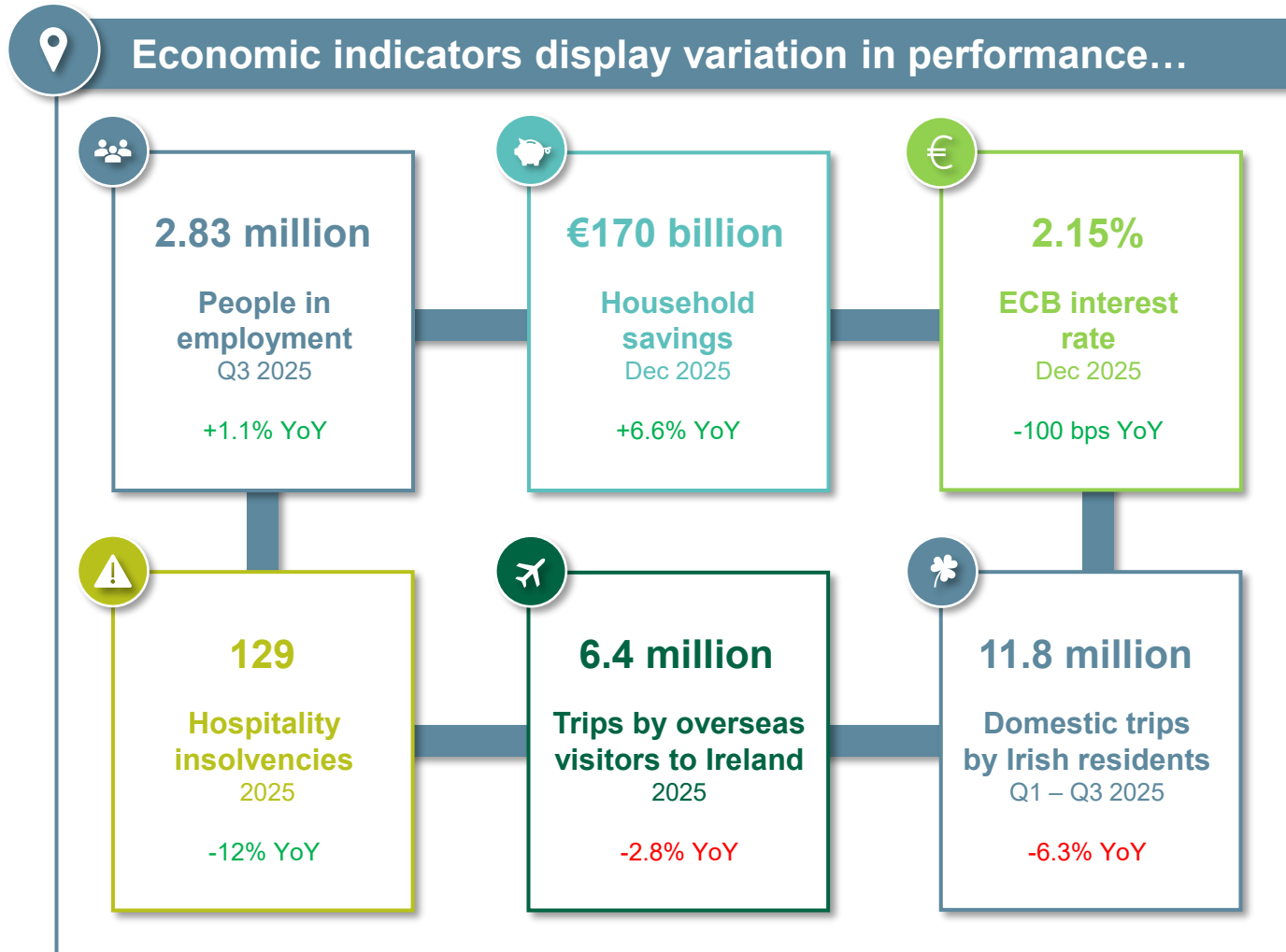
* Total volume excludes the sale of Citywest Hotel for €148.2 million to the Irish government

** Price is reflective of Kilkenny Ormonde Hotel and Ormonde Street Car Park

Key metrics display an acceleration in total hotel investment activity



The Irish economy displayed notable resilience in 2025






- ↑ Forecast has been revised upwards
- ↓ Forecast has been revised downwards
- Forecast remains unchanged
- ✓ Forecast aligns with ECB inflation target of 2%

Source: CSO, Central Bank of Ireland, ECB, Deloitte
* MDD – Modified Domestic Demand



Global growth expected to slow...

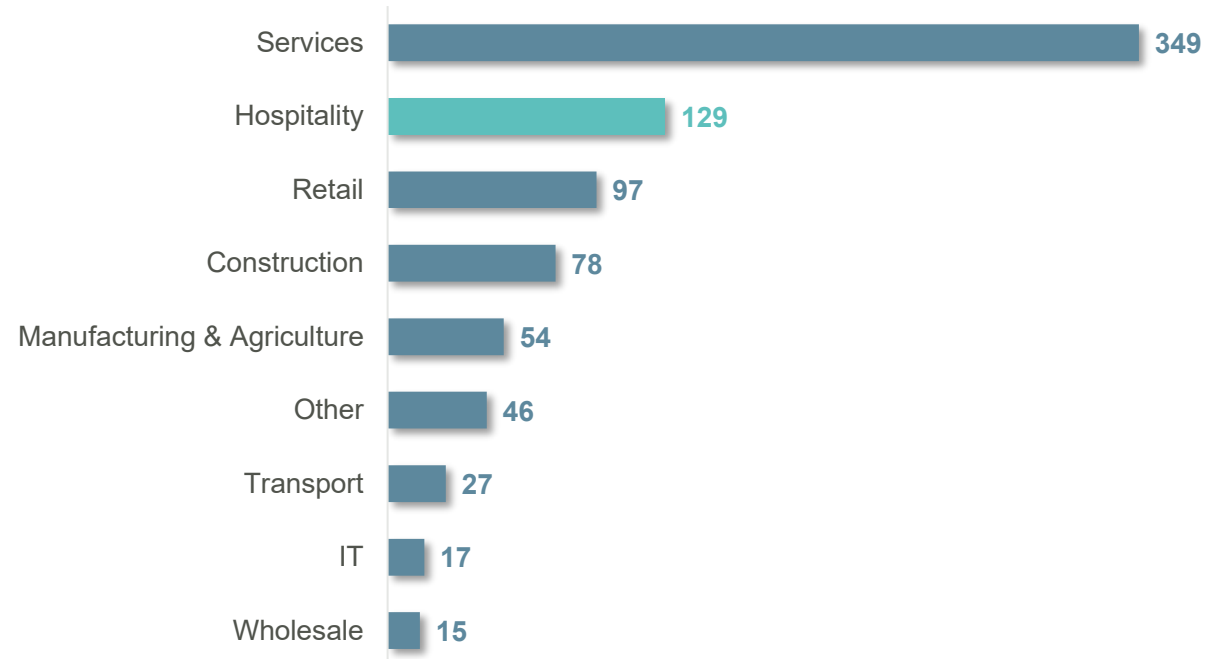
Global macroeconomic forecasts

		GDP
	2026	+1.3%
UK	2027	+1.5%
	2026	+1.3%
Euro Area	2027	+1.4%
	2026	+2.4%
US	2027	+2.0%

€ ... as hospitality insolvencies fell by 12% last year

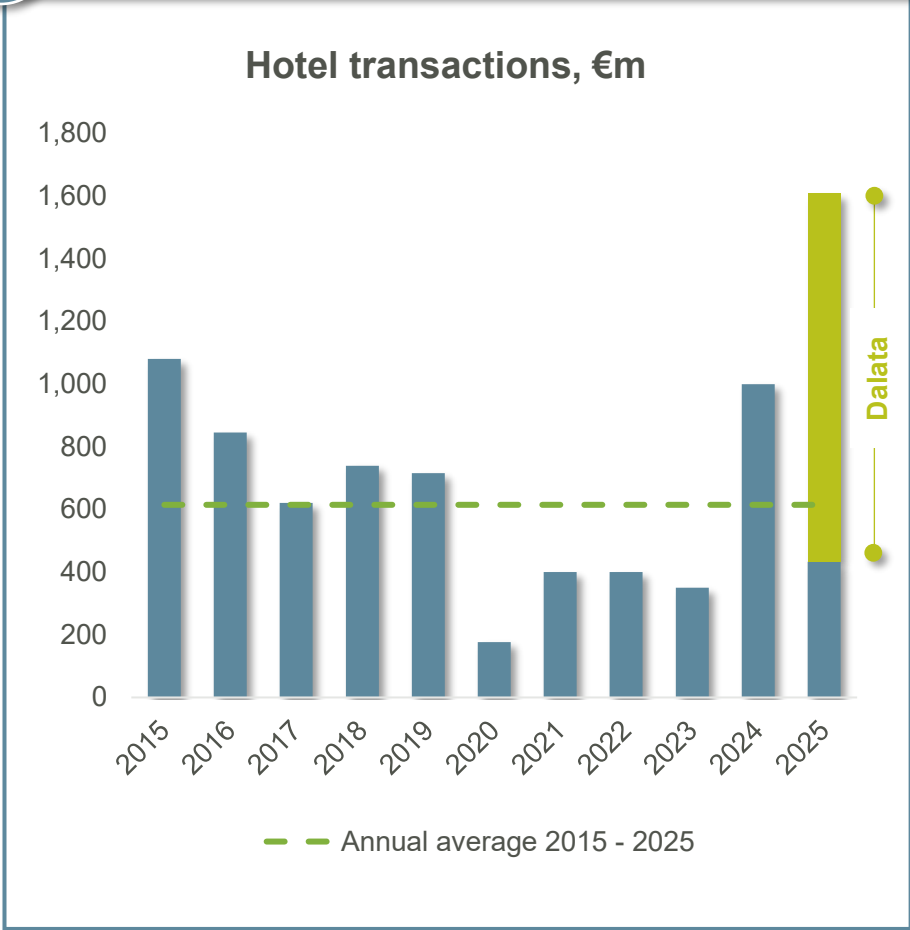
Insolvencies by sector in Ireland

No. of insolvencies, 2025



Last year was a stellar year for hotel investment activity

Activity soared last year...



... buoyed by the Dalata Hotel Group sale

Top hotel transactions 2025

Asset	County	Price*	Vendor	Purchaser	Rooms	€ / Key
Dalata Hotel Group	Various	€1.17 billion	Dalata	Pandox AB	12,219	N/A
Ruby Molly Hotel	Dublin	€86 million	ESR Europe	Deka Immobilien	272	€316,000
Radisson Blu, Airport	Dublin	€83 million	Emerald Investment	Dalata	229	€362,000
Grand Hotel Malahide	Dublin	€55 million	Ryan Family	FBD Hotels & Resorts	202	€272,000
Fleet Hotel	Dublin	€40 million	Windward Management	TMR Hotel Collection	104	€385,000

* Reported sales price.

Hotel investment activity took place nationwide



Regional investment activity included...

Top regional hotel transactions 2025

Asset	County	Price*	Vendor	Purchaser	Rooms	€ / Key
Kilkenny Ormonde Hotel**	Kilkenny	€32 million	Jerry O'Reilly	TMR Hotel Collection	118	€271,000
Pillo Hotel	Meath	€24 million	Inktech Vision Limited	McDermott Group	156	€154,000
Clayton Whites Hotel	Wexford	€21 million	Dalata	Neville Hotels	160	€131,000
Absolute Hotel	Limerick	€18 million	Private	Talbot Hotel Group	99	€182,000
Brooklodge & Macreddin Village	Wicklow	€17.5 million	Doyle Brothers	Ray Byrne and Sheila O'Riordan	86	€203,000
Hotel Kilmore	Cavan	€11 million	Mealiff Family	O'Callaghan Family	74	€149,000

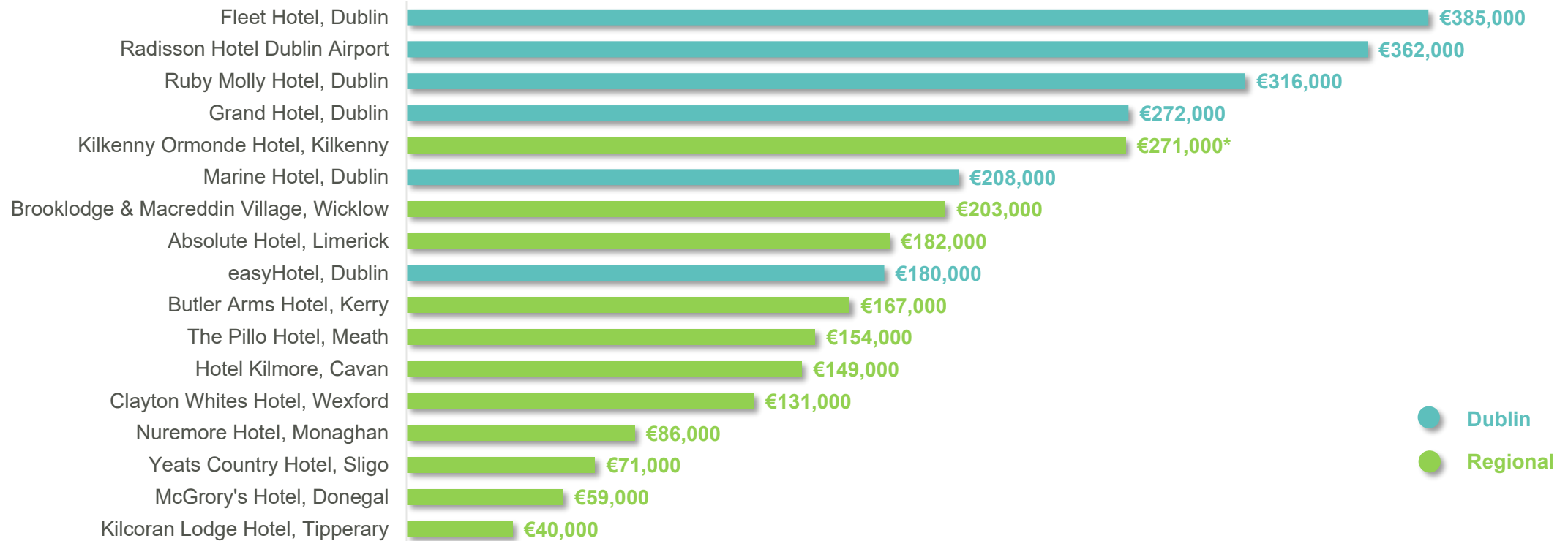
* Reported sales price.

** Price is reflective of Kilkenny Ormonde Hotel and Ormonde Street Car Park

Hotel transactions this year on a price per key basis

€ Dublin commands a significantly higher price per key than regional locations

Hotel transactions in 2025: Price per bedroom key



* Price is reflective of Kilkenny Ormonde Hotel and Ormonde Street Car Park

Source: JLL, Savills, RCA, Media

A variety of assets have recently launched to the market

Hotels recently launched to the market include...

Asset Name	County	Price*	No. Rooms	Price per Key**
Premier Inn Clery's Dublin	Dublin	€67 million	229	€293,000
Green Isle Hotel	Dublin	€40 million	273	€147,000
Premier Inn Dublin Airport	Dublin	€33 million	213	€155,000
International Hotel	Kerry	€18 - €20 million	98	€194,000**



Premier Inn Clery's Dublin



Green Isle Hotel



International Hotel



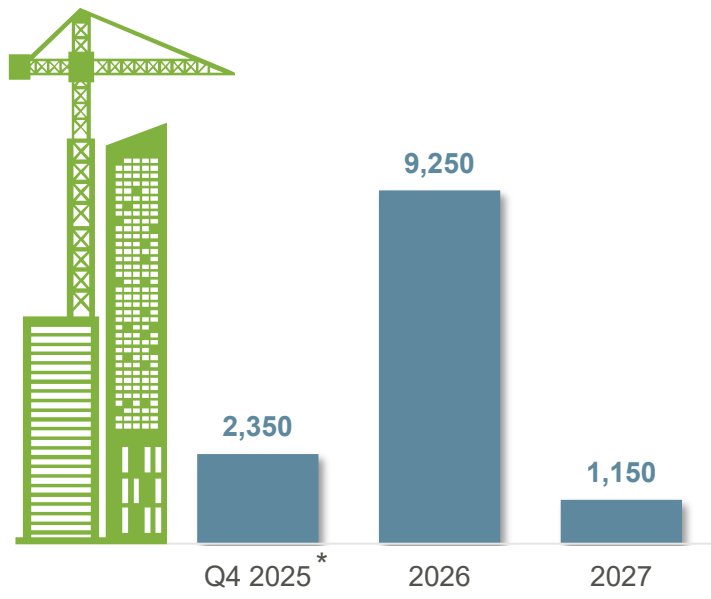
Premier Inn Dublin Airport

* Reported asking price. ** Price per key if asking price were achieved *** Based on Midpoint of asking price (€19m)
Source: CBRE, JLL, RCA, Media.

A total of 12,750 tourist accommodation bedplaces under construction

Bedplaces in the pipeline...

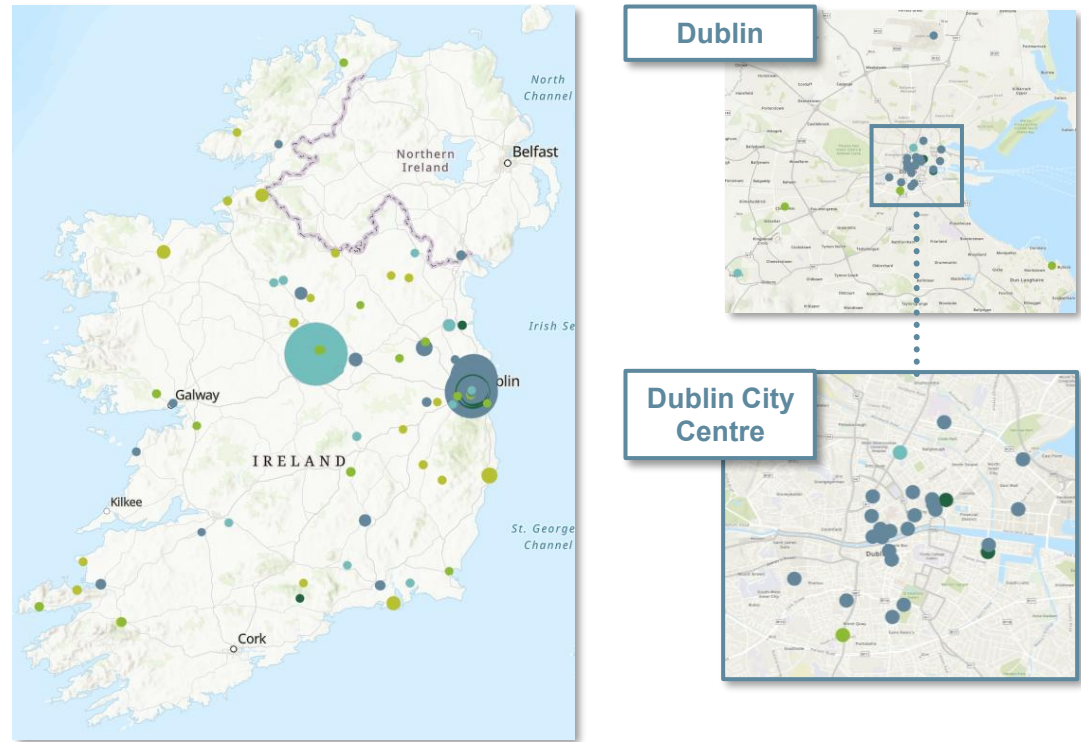
Bedplaces under construction, Q3 2025
Year of expected completion



* Expected to complete in Q4 2025

... dominated by Dublin hotels and Center Parcs Longford

Bedplaces under construction by master category



- Hotel
- Holiday Let
- Outdoor
- Serviced Accom.
- Hostel

Map points adjusted by number of bedplaces, with a larger circle reflecting a higher no. of bedplaces under construction at the close of Q3 2025



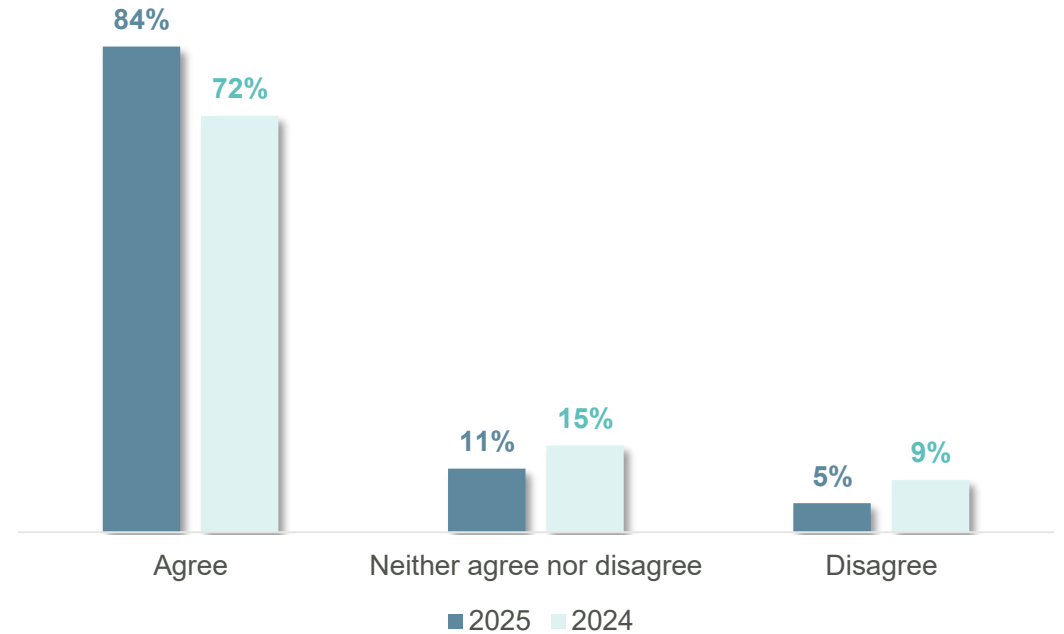
Dublin falls in city preference ranking...

Top 5 European cities for hotel investment



... as the overall European outlook is positive

Agree or disagree: You are optimistic about the long-term future (5+ years) of the UK and European hotel market?








Globally, investor interest in hotels has fallen in the past year

Which asset classes do you believe will present the **greatest opportunity** for real estate owners and investors over the next 12 to 18 months?



In Europe,
Hotels rank 7th
2026 survey
-4 places from 2025 survey

Opportunities...

-  Lower interest rates to hold
-  Increased travel demand from “Rest of the World”
-  AI improving efficiencies
-  Increased consumer demand for unique experiences
-  ESG strategy

... and risks

-  Profitability concerns – rising operational costs
-  Heightened geopolitical tensions – economic impact
-  Over tourism and negative sentiment towards tourism
-  Currency effects to persist – weakness of the US Dollar
-  Weaker consumer sentiment as cost pressures remain on households
-  Labour / workforce challenges

