

Hotel investors across Europe have 'wall of money' and confidence in the sector's ability to recover

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On 15th September attendees at a webinar hosted by HVS, **AlixPartners**, **Bird & Bird** and **EP Magazine** heard a distinguished panel of experts debate the impact of the global pandemic on hotel values across Europe and whether it had, in fact, created an investment opportunity.

An initial presentation by Russell Kett highlighted the promising improvement of hotel performance in July compared with April of this year, a copy of which can be downloaded [here](#).

This was followed by a discussion between a panel of investment, legal and brokerage experts on hotel values and the current mood for investment, with speakers including Bettina Graef from **Aareal Bank**, Lionel Benjamin of **AGO Hotels**, Karen Friebe at **Bird & Bird**, Safi Zakaria at **Crosstree Real Estate Partners**, Charles Human from **HVS Hodges Ward Elliott** and Neil Kirk of **L&R Hotels**, chaired by **AlixPartners'** managing director Graeme Smith.

Summary

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About Russell Kett



Russell Kett is Chairman of the London office of HVS, which he joined in 1995. He has 45 years' specialist hotel consultancy, investment and real estate experience, focused on providing valuation, feasibility, shared ownership, property, brokerage, investment, asset management, strategy and related consultancy services, advising hotel companies, banks, developers and investors on all aspects of their hospitality industry related interests, throughout the EMEA region. Russell is a frequent writer, moderator and speaker on the international hotel industry, especially topics relating to hotel valuation, investment, marketing and finance. For more information, contact: [\[email protected\]](#)

