MARKETBEAT
NETHERLANDS
HOSPITALITY Q4 2025

CUSHMAN & WAKEFIELD

MARKET FUNDAMENTALS

	YOY Chg	Outlook
€630M Investment Volume	▼	▲
2.2% YoY RevPAR Growth	▲	▼
0.6% YoY Supply Growth	▲	▲

Source: CBS, STR

ECONOMIC INDICATORS

	YOY Chg	Outlook
1.6% GDP Growth	▲	▼
2.9% Inflation (HICP)	▼	▼

Source: ING, CPB, CBS

INVESTMENT MARKET: QUIET YEAR-END, PRICING CLARITY MAKES FOR POSITIVE OUTLOOK

Total hotel investment volume closed around €630 million at year end. Activity in Q4 was minimal, with just one hotel transaction, and was weaker than expected, despite earlier guidance for a quiet quarter. The primary driver was caution: market participants stayed engaged, but most preferred to wait for clearer pricing.

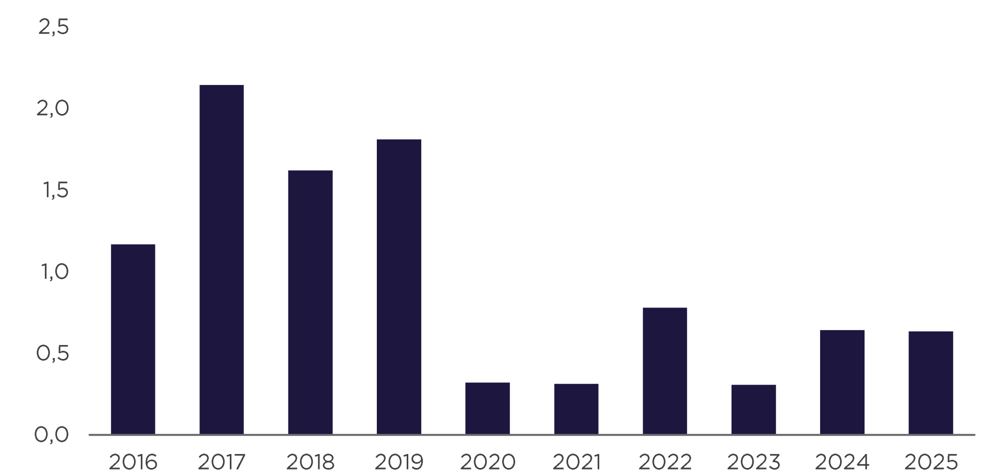
The pricing gap narrowed during the quarter as bids moved up, yet not enough to unlock broader deal flow. Sellers held back, seeing momentum on buyer pricing and opting to await future convergence. That dynamic is expected to result in selective yield compression for quality assets. Sale processes have been deferred to, or are expected to start in, the new year rather than being withdrawn, maintaining market interest as price discovery continues.

OCCUPIER MARKET: PERFORMANCE GROWTH AHEAD OF VAT-DRIVEN PRICE ADJUSTMENTS

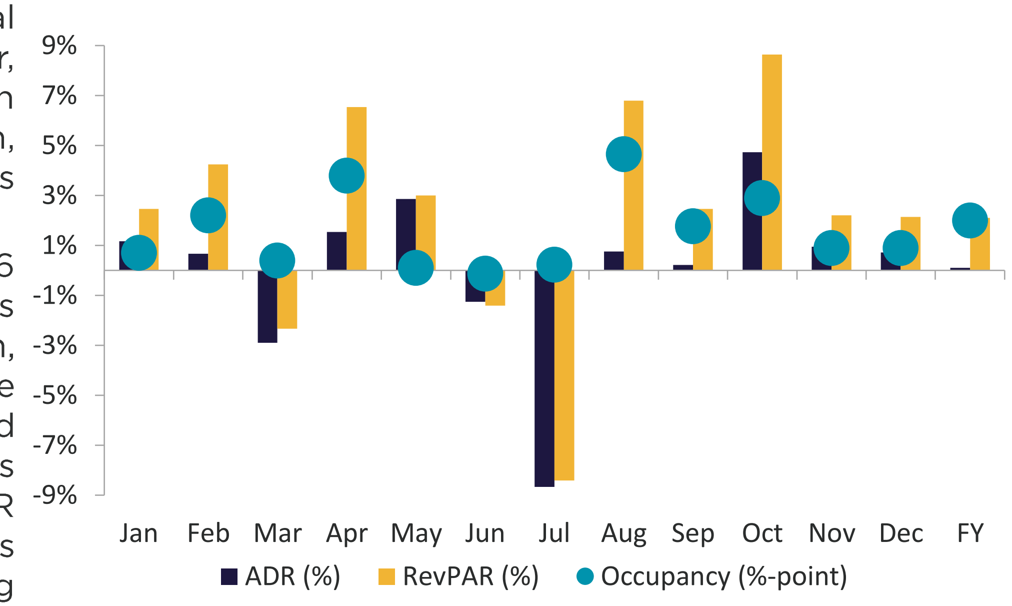
Hotel operating performance remained volatile in the final quarter of 2025, but ending the year with overall growth. On a national level, RevPAR increased by approximately 2.2% year-on-year, underpinned by both occupancy and average daily rates growth in the final months of the year. This pattern indicates sustained underlying demand across Dutch hotel markets, albeit within an increasingly price sensitive environment. Performance in Amsterdam continued to lag the national average. RevPAR in the capital rose by approximately 0.8% year-on-year, supported by higher occupancy levels, but declining room rates weighed on overall growth. This reflects ongoing pressure on pricing power in Amsterdam, particularly in the leisure segment, against a backdrop of strong regional markets that once again compensated for the capital's more subdued performance.

Looking ahead, the VAT increase on overnight stays from 1 January 2026 introduces a clear short-term headwind. Bookings made in 2025 for 2026 arrivals are subject to a 21% VAT rate, and where this increase has not been priced in, operators face immediate margin pressure, requiring rate adjustments to restore profitability. The near-term expectation is that the higher tax burden will be shared between operators and guests, although the ability to pass on costs varies significantly by segment and competitive position. As a result, RevPAR performance in 2026 is expected to weaken by 3%–5%, with border regions particularly exposed due to stronger price competition from neighbouring countries. Hotels primarily serving business travellers, who can reclaim VAT, are expected to be less affected.

HOTEL INVESTMENT VOLUME (IN € B.)



HOTEL PERFORMANCE NETHERLANDS (% CHG)



Source: STR, 2025. Edited by Cushman & Wakefield

Better never settles