



BUSINESS HOTEL BAROMETER

Observatory carried out by CDS Groupe
& MKG Consulting

JANUARY 2024



SUMMARY

03 ANALYSIS OF THE MONTH

04 EUROPEAN CITIES FOR BUSINESS TRAVEL

08 EUROPEAN CITIES FOR BUSINESS TRAVEL – 3*
Hotels

12 EUROPEAN CITIES FOR BUSINESS TRAVEL – 4*
Hotels

16 EUROPEAN CITIES FOR BUSINESS TRAVEL – 5*
Hotels

20 FRENCH CITIES FOR BUSINESS TRAVEL

24 FRENCH CITIES FOR BUSINESS TRAVEL – 2* Hotels

28 FRENCH CITIES FOR BUSINESS TRAVEL – 3* Hotels

32 FRENCH CITIES FOR BUSINESS TRAVEL – 4* Hotels

36 GERMAN CITIES FOR BUSINESS TRAVEL

40 GERMAN CITIES FOR BUSINESS TRAVEL – 3* Hotels

44 GERMAN CITIES FOR BUSINESS TRAVEL – 4* Hotels

48 GERMAN CITIES FOR BUSINESS TRAVEL – 5* Hotels

52 ITALIAN CITIES FOR BUSINESS TRAVEL

56 ITALIAN CITIES FOR BUSINESS TRAVEL – 3* Hotels

60 ITALIAN CITIES FOR BUSINESS TRAVEL – 4* Hotels

64 ITALIAN CITIES FOR BUSINESS TRAVEL – 5* Hotels

68 MAIN EUROPEAN AIRPORTS

72 METHODOLOGY

In 2024, the main European cities for business travel mostly outperformed January 2023. London continues to shine, with a 69% occupancy rate (+7.9 points), followed by Paris, where occupancy is down (-2.1 points) to 67%. Istanbul is one of the destinations to reach 60% occupancy (63%), albeit with a loss of 2.3 OR points.

In Germany, Cologne recorded both the best increase in occupancy rate (+16.3 points) and the third best OR (63%). The fourth best performance was also achieved by a German city, Frankfurt. Berlin and Munich posted more modest performances, while Düsseldorf gained three occupancy points compared to 2023 to reach 60% occupancy. In terms of average daily rates, hoteliers are slowing down their pricing power, except in Frankfurt, Cologne, Istanbul and Barcelona. While the majority of ADRs are still on the rise, Amsterdam, Berlin, Paris and especially Vienna are stabilising prices to ensure better occupancy.

January is in fact a month of lower activity for business tourism destinations, except for those benefiting from a favourable calendar of events or hosting the headquarters of major companies.

Performance by category:

Except for Hanover, Cologne, Vienna, Prague and Munich, 3-star hotels all recorded occupancy levels above 50%. Once again, Paris, Istanbul and London had the highest occupancy rates in the 3-star category.

In the upmarket (4-star) category, average daily rates including breakfast ranged from 106 euros (in Prague) to 235 euros (in Paris).

In the 5-star category, Vienna, Madrid and Istanbul lost ground, while the Frankfurt establishments saw their occupancy levels rise by 17.8 points.

All airport zones outperformed in January 2024 compared with January 2023, with the notable exception of Paris Orly, which lost 1.7 occupancy points.

JANUARY 2024 – All Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
176	175	-0,6%	Amsterdam	52%	54%	2,3
189	208	9,9%	Athens	37%	40%	3,0
161	182	12,7%	Barcelona	49%	56%	6,7
127	127	-0,2%	Berlin	49%	51%	2,1
155	160	2,8%	Brussels	53%	54%	0,9
128	128	0,5%	Budapest	46%	45%	-1,3
124	153	22,8%	Cologne	47%	63%	16,3
142	144	1,0%	Düsseldorf	57%	60%	3,3
145	184	27,1%	Frankfurt	46%	60%	14,0
123	123	0,3%	Hanovre	45%	52%	6,7
182	212	16,1%	Istanbul	65%	63%	-2,3
131	136	3,5%	Lisboa	54%	53%	-0,9
217	220	1,3%	London	61%	69%	7,9
157	169	7,7%	Madrid	57%	62%	4,8
124	124	0,5%	Munich	45%	50%	4,4
232	231	-0,3%	Paris	69%	67%	-2,1
96	103	7,2%	Prague	46%	49%	2,8
142	136	-3,6%	Vienna	48%	50%	2,3

ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included) BY CATEGORY

EUROPEAN CITIES FOR BUSINESS TRAVEL

Economy			Cities	Upscale					
3*				4*			5*		
2024	chge (%) 2023			2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
126	122	-2,9%	Amsterdam	175	172	-1,4%	297	296	-0,3%
n/a	n/a	n/a	Athens	112	120	7,4%	223	242	8,5%
104	121	16,4%	Barcelona	152	181	19,3%	272	289	6,0%
110	112	1,5%	Berlin	126	126	-0,1%	281	249	-11,4%
133	130	-2,4%	Brussels	170	174	2,3%	239	240	0,7%
n/a	n/a	n/a	Budapest	113	111	-2,2%	n/a	n/a	n/a
109	146	34,2%	Cologne	137	164	19,9%	n/a	n/a	n/a
125	127	1,4%	Düsseldorf	149	150	0,4%	n/a	n/a	n/a
118	159	34,8%	Frankfurt	143	191	33,0%	244	255	4,5%
111	109	-2,1%	Hanovre	134	136	1,8%	n/a	n/a	n/a
111	129	16,8%	Istanbul	185	230	24,0%	255	280	10,1%
89	92	3,3%	Lisboa	118	121	2,8%	n/a	n/a	n/a
134	138	2,6%	London	210	220	4,4%	421	395	-6,3%
121	131	8,6%	Madrid	157	175	11,1%	308	326	5,8%
102	106	4,3%	Munich	120	123	2,3%	n/a	n/a	n/a
144	144	-0,1%	Paris	237	235	-0,6%	573	553	-3,4%
67	70	4,9%	Prague	97	106	8,8%	n/a	n/a	n/a
103	105	2,1%	Vienna	127	130	2,3%	318	286	-10,1%

ADR expressed in euros VAT incl
Source: MKG_destination

Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

YEAR-TO-DATE – JANUARY 2024

All Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
176	175	-0,6%	Amsterdam	52%	54%	2,3
189	208	9,9%	Athens	37%	40%	3,0
161	182	12,7%	Barcelona	49%	56%	6,7
127	127	-0,2%	Berlin	49%	51%	2,1
155	160	2,8%	Brussels	53%	54%	0,9
128	128	0,5%	Budapest	46%	45%	-1,3
124	153	22,8%	Cologne	47%	63%	16,3
142	144	1,0%	Düsseldorf	57%	60%	3,3
145	184	27,1%	Frankfurt	46%	60%	14,0
123	123	0,3%	Hanovre	45%	52%	6,7
182	212	16,1%	Istanbul	65%	63%	-2,3
131	136	3,5%	Lisboa	54%	53%	-0,9
217	220	1,3%	London	61%	69%	7,9
157	169	7,7%	Madrid	57%	62%	4,8
124	124	0,5%	Munich	45%	50%	4,4
232	231	-0,3%	Paris	69%	67%	-2,1
96	103	7,2%	Prague	46%	49%	2,8
142	136	-3,6%	Vienna	48%	50%	2,3

ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included) BY CATEGORY

EUROPEAN CITIES FOR BUSINESS TRAVEL

Economy			Cities	Upscale					
3*				4*			5*		
2024	chge (%) 2023			2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
126	122	-2,9%	Amsterdam	175	172	-1,4%	297	296	-0,3%
n/a	n/a	n/a	Athens	112	120	7,4%	223	242	8,5%
104	121	16,4%	Barcelona	152	181	19,3%	272	289	6,0%
110	112	1,5%	Berlin	126	126	-0,1%	281	249	-11,4%
133	130	-2,4%	Brussels	170	174	2,3%	239	240	0,7%
n/a	n/a	n/a	Budapest	113	111	-2,2%	n/a	n/a	n/a
109	146	34,2%	Cologne	137	164	19,9%	n/a	n/a	n/a
125	127	1,4%	Düsseldorf	149	150	0,4%	n/a	n/a	n/a
118	159	34,8%	Frankfurt	143	191	33,0%	244	255	4,5%
111	109	-2,1%	Hanovre	134	136	1,8%	n/a	n/a	n/a
111	129	16,8%	Istanbul	185	230	24,0%	255	280	10,1%
89	92	3,3%	Lisboa	118	121	2,8%	n/a	n/a	n/a
134	138	2,6%	London	210	220	4,4%	421	395	-6,3%
121	131	8,6%	Madrid	157	175	11,1%	308	326	5,8%
102	106	4,3%	Munich	120	123	2,3%	n/a	n/a	n/a
144	144	-0,1%	Paris	237	235	-0,6%	573	553	-3,4%
67	70	4,9%	Prague	97	106	8,8%	n/a	n/a	n/a
103	105	2,1%	Vienna	127	130	2,3%	318	286	-10,1%

ADR expressed in euros VAT incl
Source: MKG_destination

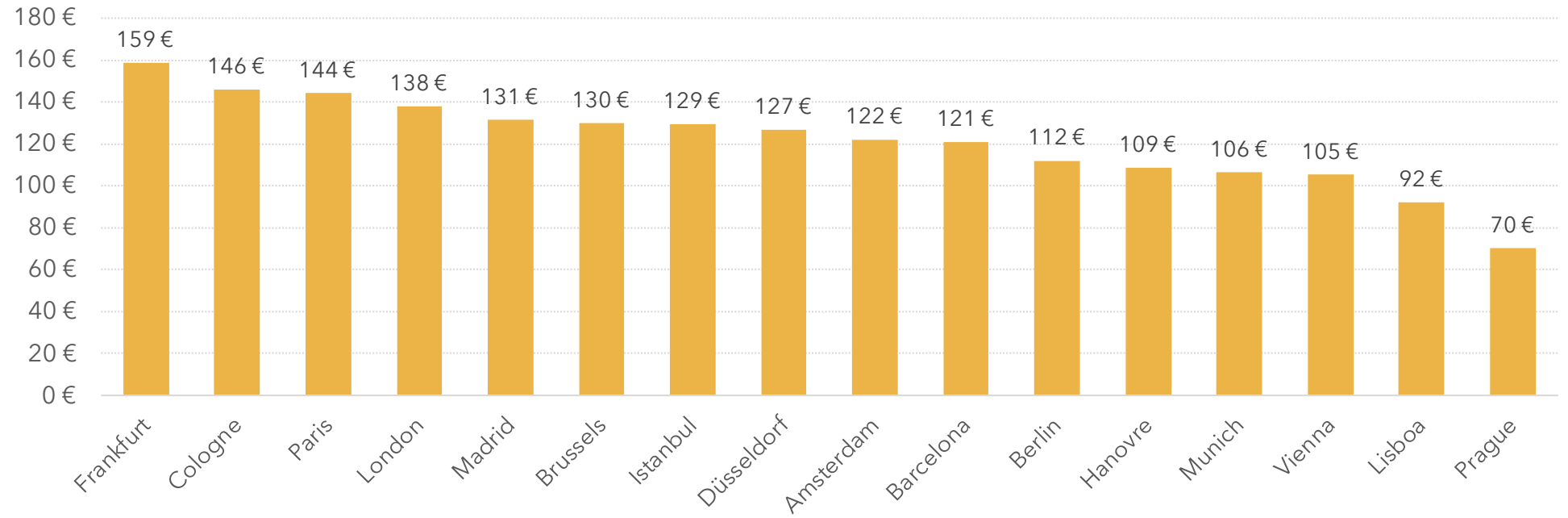
Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

JANUARY 2024

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
126	122	-2,9%	Amsterdam	60%	60%	-0,6
104	121	16,4%	Barcelona	55%	64%	8,7
110	112	1,5%	Berlin	51%	51%	0,5
133	130	-2,4%	Brussels	62%	65%	3,4
109	146	34,2%	Cologne	43%	67%	24,2
125	127	1,4%	Düsseldorf	53%	63%	9,5
118	159	34,8%	Frankfurt	45%	59%	13,8
111	109	-2,1%	Hanovre	41%	44%	2,2
111	129	16,8%	Istanbul	69%	64%	-4,8
89	92	3,3%	Lisboa	63%	60%	-3,2
134	138	2,6%	London	68%	72%	3,8
121	131	8,6%	Madrid	66%	72%	5,7
102	106	4,3%	Munich	46%	49%	3,0
144	144	-0,1%	Paris	74%	72%	-1,9
67	70	4,9%	Prague	47%	49%	2,5
103	105	2,1%	Vienna	43%	48%	4,9

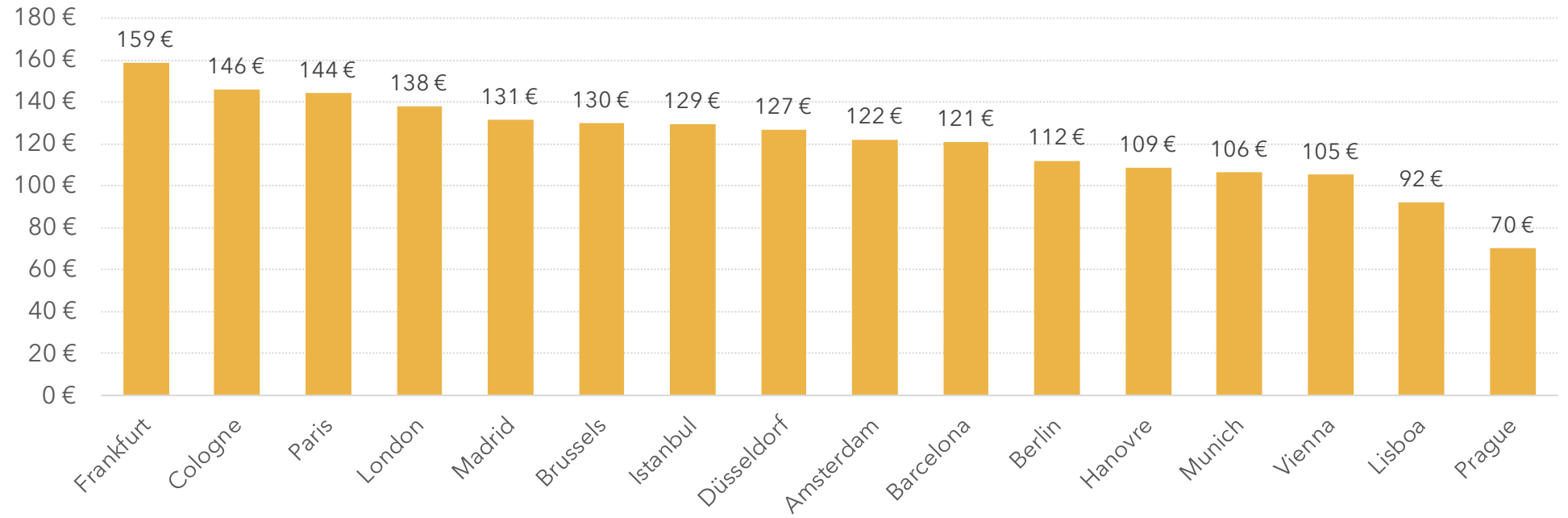
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JANUARY 2024

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
126	122	-2,9%	Amsterdam	60%	60%	-0,6
104	121	16,4%	Barcelona	55%	64%	8,7
110	112	1,5%	Berlin	51%	51%	0,5
133	130	-2,4%	Brussels	62%	65%	3,4
109	146	34,2%	Cologne	43%	67%	24,2
125	127	1,4%	Düsseldorf	53%	63%	9,5
118	159	34,8%	Frankfurt	45%	59%	13,8
111	109	-2,1%	Hanovre	41%	44%	2,2
111	129	16,8%	Istanbul	69%	64%	-4,8
89	92	3,3%	Lisboa	63%	60%	-3,2
134	138	2,6%	London	68%	72%	3,8
121	131	8,6%	Madrid	66%	72%	5,7
102	106	4,3%	Munich	46%	49%	3,0
144	144	-0,1%	Paris	74%	72%	-1,9
67	70	4,9%	Prague	47%	49%	2,5
103	105	2,1%	Vienna	43%	48%	4,9

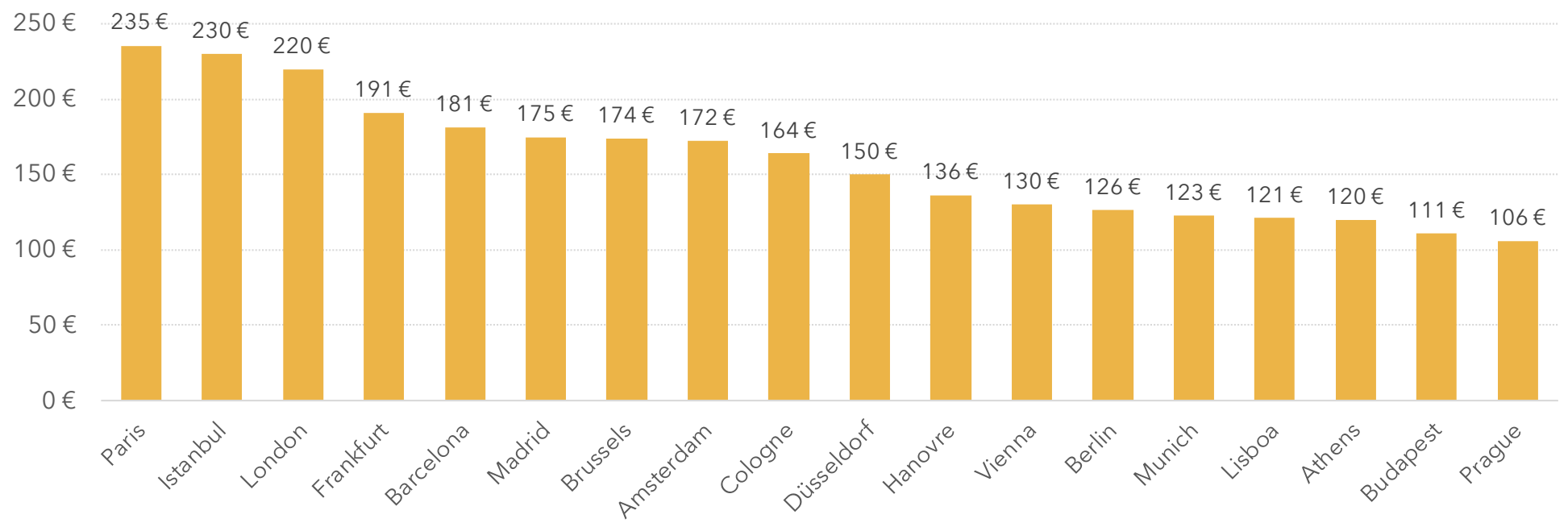
ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
175	172	-1,4%	Amsterdam	49%	53%	3,8
112	120	7,4%	Athens	41%	40%	-0,8
152	181	19,3%	Barcelona	48%	53%	4,4
126	126	-0,1%	Berlin	51%	53%	1,9
170	174	2,3%	Brussels	49%	52%	2,9
113	111	-2,2%	Budapest	45%	41%	-3,9
137	164	19,9%	Cologne	50%	62%	12,1
149	150	0,4%	Düsseldorf	59%	61%	1,9
143	191	33,0%	Frankfurt	47%	60%	12,1
134	136	1,8%	Hanovre	45%	56%	10,8
185	230	24,0%	Istanbul	61%	61%	0,3
118	121	2,8%	Lisboa	49%	49%	0,9
210	220	4,4%	London	60%	71%	10,9
157	175	11,1%	Madrid	55%	61%	6,0
120	123	2,3%	Munich	46%	52%	6,2
237	235	-0,6%	Paris	69%	66%	-2,9
97	106	8,8%	Prague	45%	47%	2,5
127	130	2,3%	Vienna	52%	53%	0,8

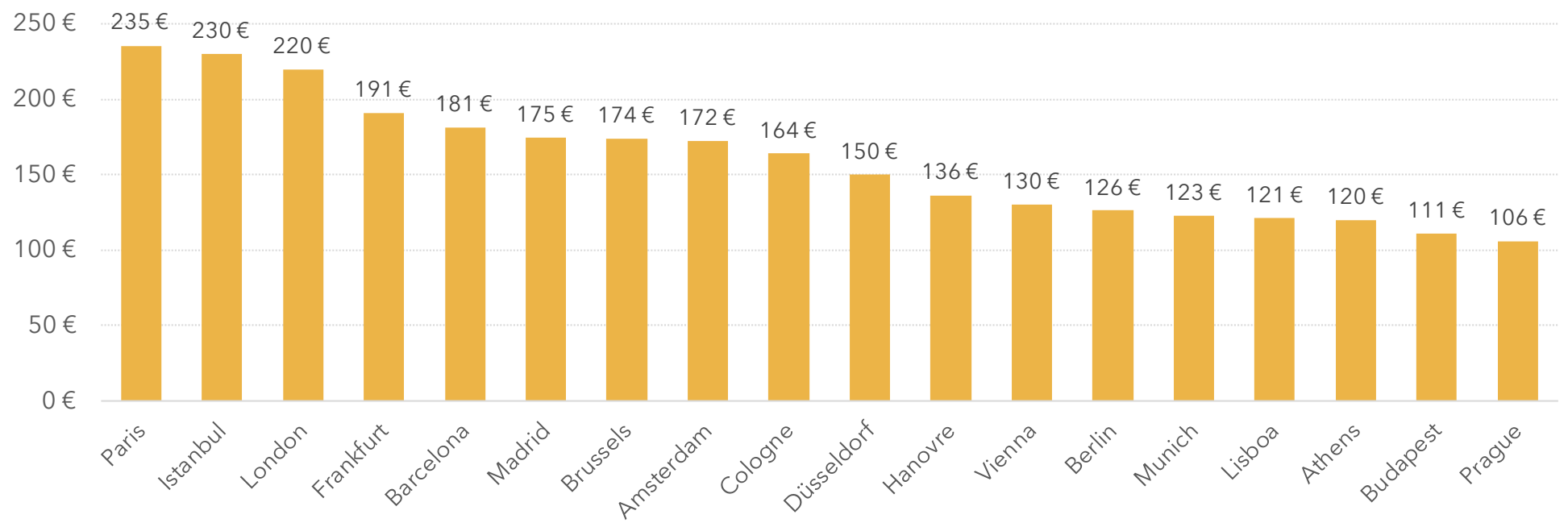
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JANUARY 2024

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
175	172	-1,4%	Amsterdam	49%	53%	3,8
112	120	7,4%	Athens	41%	40%	-0,8
152	181	19,3%	Barcelona	48%	53%	4,4
126	126	-0,1%	Berlin	51%	53%	1,9
170	174	2,3%	Brussels	49%	52%	2,9
113	111	-2,2%	Budapest	45%	41%	-3,9
137	164	19,9%	Cologne	50%	62%	12,1
149	150	0,4%	Düsseldorf	59%	61%	1,9
143	191	33,0%	Frankfurt	47%	60%	12,1
134	136	1,8%	Hanovre	45%	56%	10,8
185	230	24,0%	Istanbul	61%	61%	0,3
118	121	2,8%	Lisboa	49%	49%	0,9
210	220	4,4%	London	60%	71%	10,9
157	175	11,1%	Madrid	55%	61%	6,0
120	123	2,3%	Munich	46%	52%	6,2
237	235	-0,6%	Paris	69%	66%	-2,9
97	106	8,8%	Prague	45%	47%	2,5
127	130	2,3%	Vienna	52%	53%	0,8

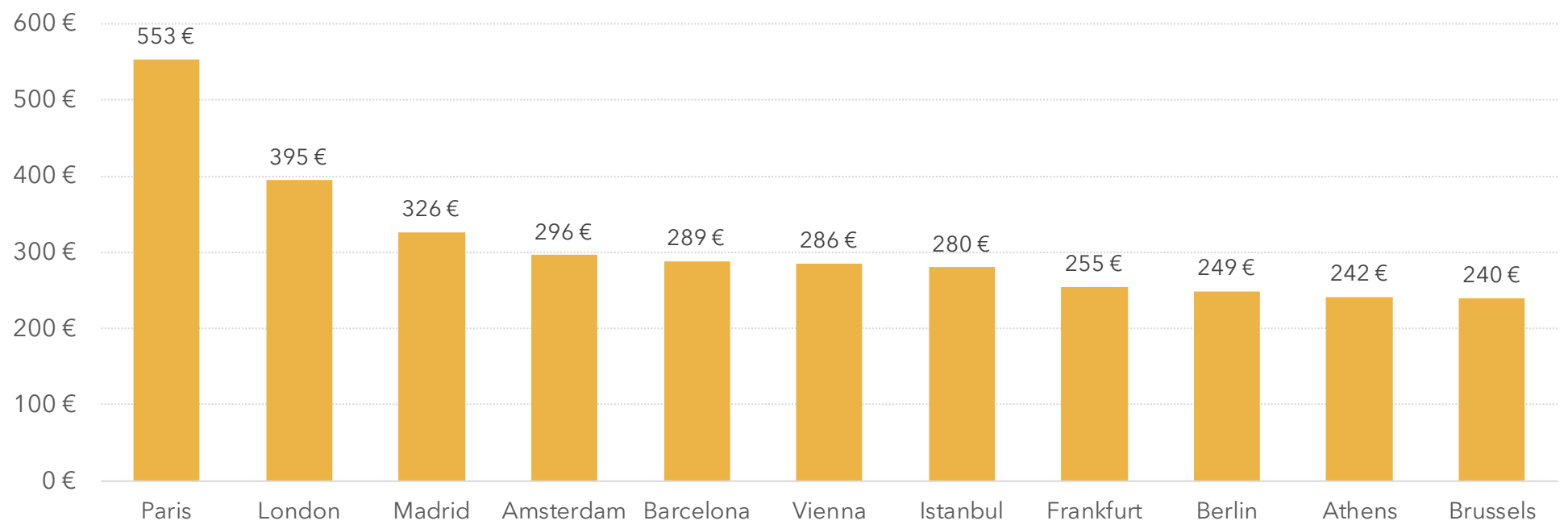
ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included)

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
297	296	-0,3%	Amsterdam	46%	49%	3,7
223	242	8,5%	Athens	36%	40%	4,1
272	289	6,0%	Barcelona	44%	51%	6,7
281	249	-11,4%	Berlin	29%	38%	8,3
239	240	0,7%	Brussels	39%	42%	3,2
244	255	4,5%	Frankfurt	44%	62%	17,8
255	280	10,1%	Istanbul	65%	63%	-2,8
421	395	-6,3%	London	54%	60%	6,1
308	326	5,8%	Madrid	50%	46%	-4,1
573	553	-3,4%	Paris	58%	59%	1,0
318	286	-10,1%	Vienna	57%	52%	-5,2

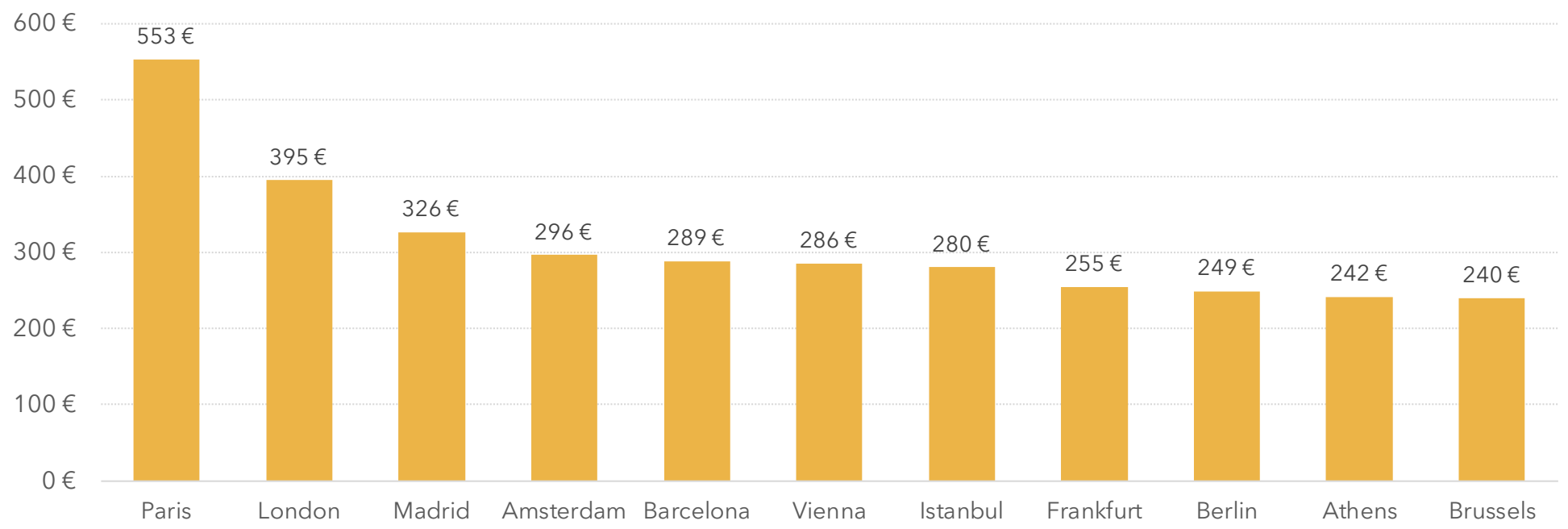
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JANUARY 2024

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
297	296	-0,3%	Amsterdam	46%	49%	3,7
223	242	8,5%	Athens	36%	40%	4,1
272	289	6,0%	Barcelona	44%	51%	6,7
281	249	-11,4%	Berlin	29%	38%	8,3
239	240	0,7%	Brussels	39%	42%	3,2
244	255	4,5%	Frankfurt	44%	62%	17,8
255	280	10,1%	Istanbul	65%	63%	-2,8
421	395	-6,3%	London	54%	60%	6,1
308	326	5,8%	Madrid	50%	46%	-4,1
573	553	-3,4%	Paris	58%	59%	1,0
318	286	-10,1%	Vienna	57%	52%	-5,2

ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024 – All Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
109	110	1,0%	Biarritz	41%	41%	-0,5
122	124	1,5%	Bordeaux	52%	55%	3,0
216	214	-1,1%	Cannes	34%	29%	-5,0
91	93	2,3%	Clermont-Ferrand	51%	47%	-4,0
98	99	0,7%	Dijon	50%	51%	0,4
128	134	4,5%	Lille	59%	61%	1,7
175	146	-16,9%	Lyon	74%	63%	-10,6
126	121	-3,8%	Marseille	57%	55%	-2,2
100	100	0,4%	Montpellier	56%	53%	-2,9
108	113	4,0%	Nantes	58%	58%	-0,6
123	128	3,7%	Nice	42%	44%	2,1
86	87	1,7%	Poitiers	42%	45%	3,4
112	118	5,1%	Rennes	56%	57%	1,2
99	101	2,2%	Rouen	53%	50%	-2,6
112	116	4,0%	Strasbourg	48%	47%	-0,3
91	94	3,6%	Tours	44%	46%	2,4

ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included) BY CATEGORY

FRENCH CITIES FOR BUSINESS TRAVEL

Economy						Cities	Upscale		
2*			3*				4*		
2024	chge (%) 2023	2023	2024	chge (%) 2023	2023		2024	chge (%) 2023	
66	69	4,2%	87	85	-1,5%	Biarritz	141	148	4,8%
70	73	4,6%	100	101	1,3%	Bordeaux	141	141	0,1%
n/a	n/a	n/a	81	79	-2,3%	Cannes	186	170	-8,6%
62	64	3,9%	85	87	1,9%	Clermont-Ferrand	133	134	0,9%
66	70	5,8%	95	97	1,9%	Dijon	129	128	-0,8%
81	84	3,7%	108	113	4,6%	Lille	153	160	4,4%
105	89	-15,4%	143	115	-19,7%	Lyon	191	156	-18,4%
74	75	1,4%	94	89	-5,3%	Marseille	163	154	-6,0%
68	72	5,7%	97	98	0,8%	Montpellier	127	122	-4,0%
78	85	8,5%	107	110	3,6%	Nantes	147	149	1,4%
69	68	-1,4%	81	79	-1,3%	Nice	137	143	4,5%
61	64	4,5%	84	84	0,1%	Poitiers	119	127	6,3%
78	83	5,8%	110	114	3,3%	Rennes	148	156	5,1%
64	66	3,8%	87	88	0,4%	Rouen	132	137	3,9%
72	76	5,2%	91	95	5,2%	Strasbourg	134	132	-1,3%
68	69	1,2%	90	92	2,8%	Tours	125	126	1,3%

ADR expressed in euros VAT incl
Source: MKG_destination

Note : the panel of participants classified 5* is not large enough to be able to disseminate statistics

YEAR-TO-DATE – JANUARY 2024

All Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
109	110	1,0%	Biarritz	41%	41%	-0,5
122	124	1,5%	Bordeaux	52%	55%	3,0
216	214	-1,1%	Cannes	34%	29%	-5,0
91	93	2,3%	Clermont-Ferrand	51%	47%	-4,0
98	99	0,7%	Dijon	50%	51%	0,4
128	134	4,5%	Lille	59%	61%	1,7
175	146	-16,9%	Lyon	74%	63%	-10,6
126	121	-3,8%	Marseille	57%	55%	-2,2
100	100	0,4%	Montpellier	56%	53%	-2,9
108	113	4,0%	Nantes	58%	58%	-0,6
123	128	3,7%	Nice	42%	44%	2,1
86	87	1,7%	Poitiers	42%	45%	3,4
112	118	5,1%	Rennes	56%	57%	1,2
99	101	2,2%	Rouen	53%	50%	-2,6
112	116	4,0%	Strasbourg	48%	47%	-0,3
91	94	3,6%	Tours	44%	46%	2,4

ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included) BY CATEGORY

FRENCH CITIES FOR BUSINESS TRAVEL

Economy						Cities	Upscale		
2*			3*				4*		
2024	chge (%) 2023	2023	2024	chge (%) 2023	2023		2024	chge (%) 2023	
66	69	4,2%	87	85	-1,5%	Biarritz	141	148	4,8%
70	73	4,6%	100	101	1,3%	Bordeaux	141	141	0,1%
n/a	n/a	n/a	81	79	-2,3%	Cannes	186	170	-8,6%
62	64	3,9%	85	87	1,9%	Clermont-Ferrand	133	134	0,9%
66	70	5,8%	95	97	1,9%	Dijon	129	128	-0,8%
81	84	3,7%	108	113	4,6%	Lille	153	160	4,4%
105	89	-15,4%	n/a	n/a	n/a	Lyon	191	156	-18,4%
74	75	1,4%	94	89	-5,3%	Marseille	163	154	-6,0%
68	72	5,7%	97	98	0,8%	Montpellier	127	122	-4,0%
78	85	8,5%	107	110	3,6%	Nantes	147	149	1,4%
69	68	-1,4%	81	79	-1,3%	Nice	137	143	4,5%
61	64	4,5%	84	84	0,1%	Poitiers	119	127	6,3%
78	83	5,8%	110	114	3,3%	Rennes	148	156	5,1%
64	66	3,8%	87	88	0,4%	Rouen	132	137	3,9%
72	76	5,2%	91	95	5,2%	Strasbourg	134	132	-1,3%
68	69	1,2%	90	92	2,8%	Tours	125	126	1,3%

ADR expressed in euros VAT incl
Source: MKG_destination

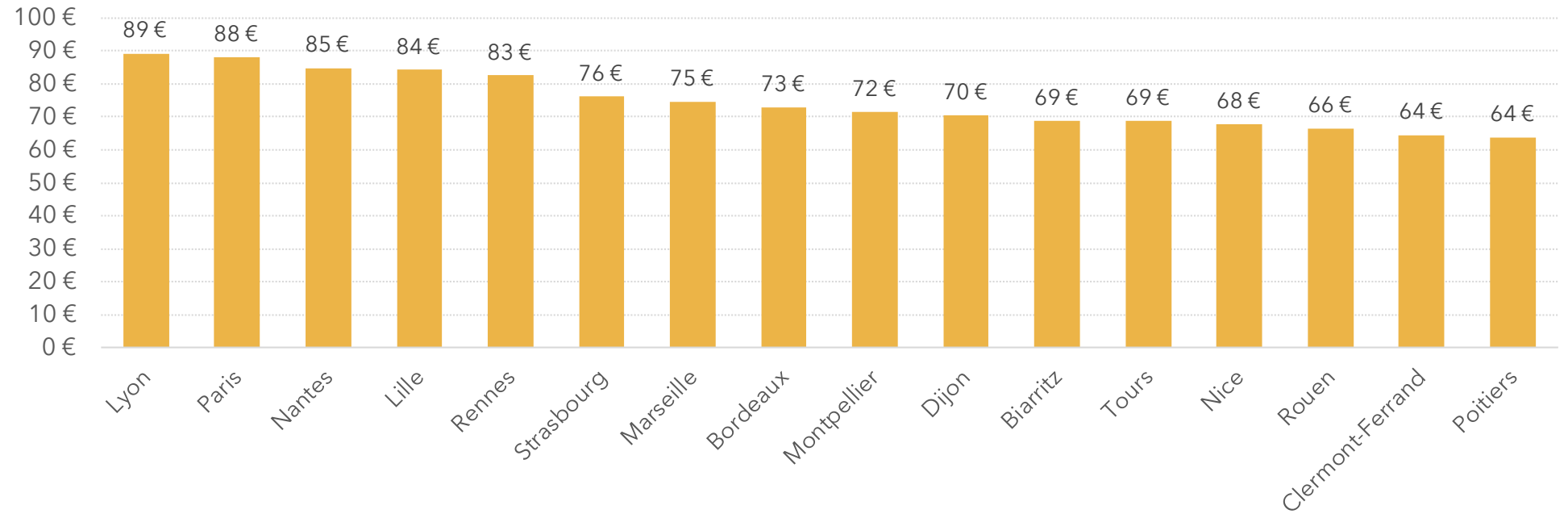
Note : the panel of participants classified 5* is not large enough to be able to disseminate statistics

JANUARY 2024

ADR (Breakfast included)

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
66	69	4,2%	Biarritz	43%	43%	0,7
70	73	4,6%	Bordeaux	64%	60%	-4,0
62	64	3,9%	Clermont-Ferrand	50%	47%	-3,0
66	70	5,8%	Dijon	54%	53%	-1,1
81	84	3,7%	Lille	53%	59%	6,0
105	89	-15,4%	Lyon	81%	69%	-12,1
74	75	1,4%	Marseille	63%	58%	-5,4
68	72	5,7%	Montpellier	65%	59%	-6,1
78	85	8,5%	Nantes	65%	58%	-6,7
69	68	-1,4%	Nice	38%	41%	3,7
61	64	4,5%	Poitiers	36%	42%	6,3
78	83	5,8%	Rennes	60%	59%	-0,6
64	66	3,8%	Rouen	53%	47%	-5,9
72	76	5,2%	Strasbourg	46%	39%	-7,3
68	69	1,2%	Tours	50%	48%	-1,3

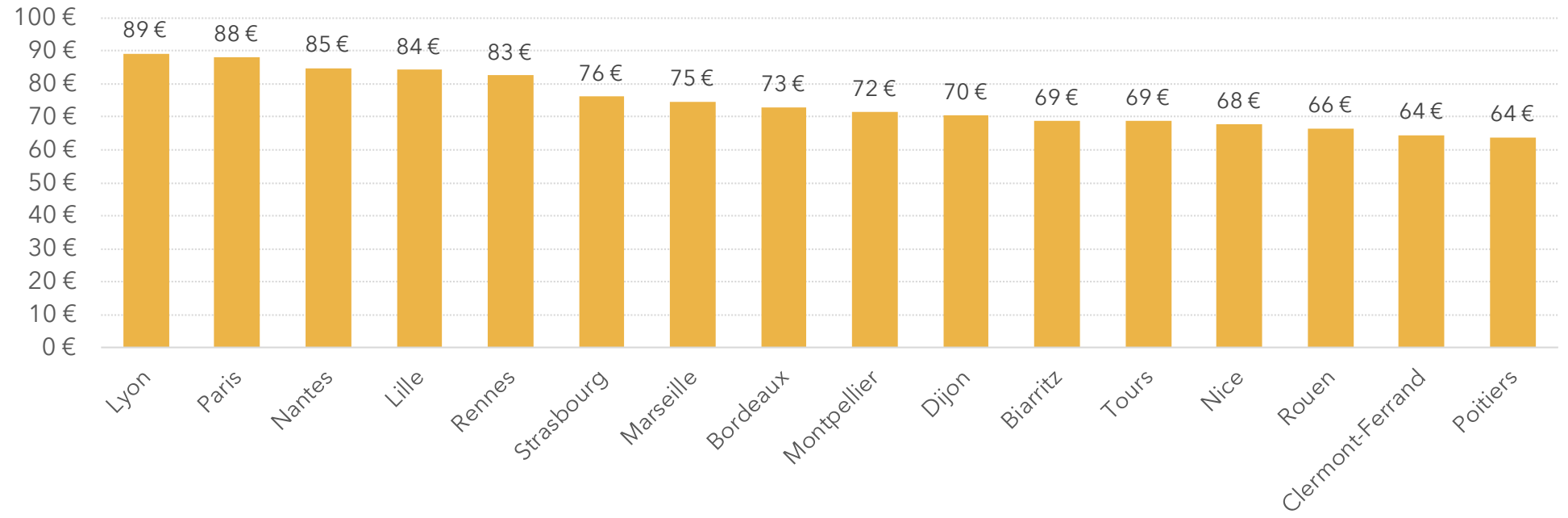
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JANUARY 2024

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
66	69	4,2%	Biarritz	43%	43%	0,7
70	73	4,6%	Bordeaux	64%	60%	-4,0
62	64	3,9%	Clermont-Ferrand	50%	47%	-3,0
66	70	5,8%	Dijon	54%	53%	-1,1
81	84	3,7%	Lille	53%	59%	6,0
105	89	-15,4%	Lyon	81%	69%	-12,1
74	75	1,4%	Marseille	63%	58%	-5,4
68	72	5,7%	Montpellier	65%	59%	-6,1
78	85	8,5%	Nantes	65%	58%	-6,7
69	68	-1,4%	Nice	38%	41%	3,7
61	64	4,5%	Poitiers	36%	42%	6,3
78	83	5,8%	Rennes	60%	59%	-0,6
64	66	3,8%	Rouen	53%	47%	-5,9
72	76	5,2%	Strasbourg	46%	39%	-7,3
68	69	1,2%	Tours	50%	48%	-1,3

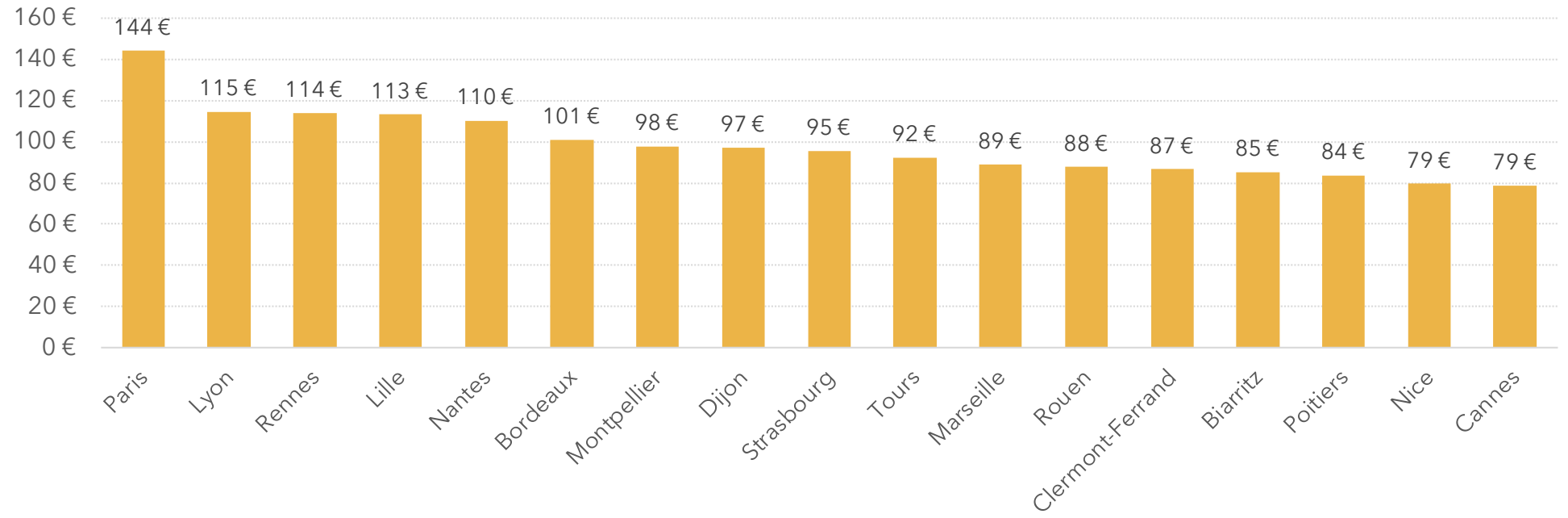
ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included)

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
87	85	-1,5%	Biarritz	40%	42%	1,8
100	101	1,3%	Bordeaux	51%	56%	5,3
81	79	-2,3%	Cannes	47%	47%	-0,3
85	87	1,9%	Clermont-Ferrand	55%	48%	-6,7
95	97	1,9%	Dijon	50%	52%	1,9
108	113	4,6%	Lille	61%	61%	0,4
143	115	-19,7%	Lyon	74%	60%	-14,0
94	89	-5,3%	Marseille	57%	54%	-2,4
97	98	0,8%	Montpellier	53%	49%	-4,3
107	110	3,6%	Nantes	57%	60%	3,4
81	79	-1,3%	Nice	50%	53%	2,5
84	84	0,1%	Poitiers	45%	47%	2,8
110	114	3,3%	Rennes	56%	57%	1,3
87	88	0,4%	Rouen	48%	48%	-0,6
91	95	5,2%	Strasbourg	53%	49%	-3,4
90	92	2,8%	Tours	41%	46%	5,1

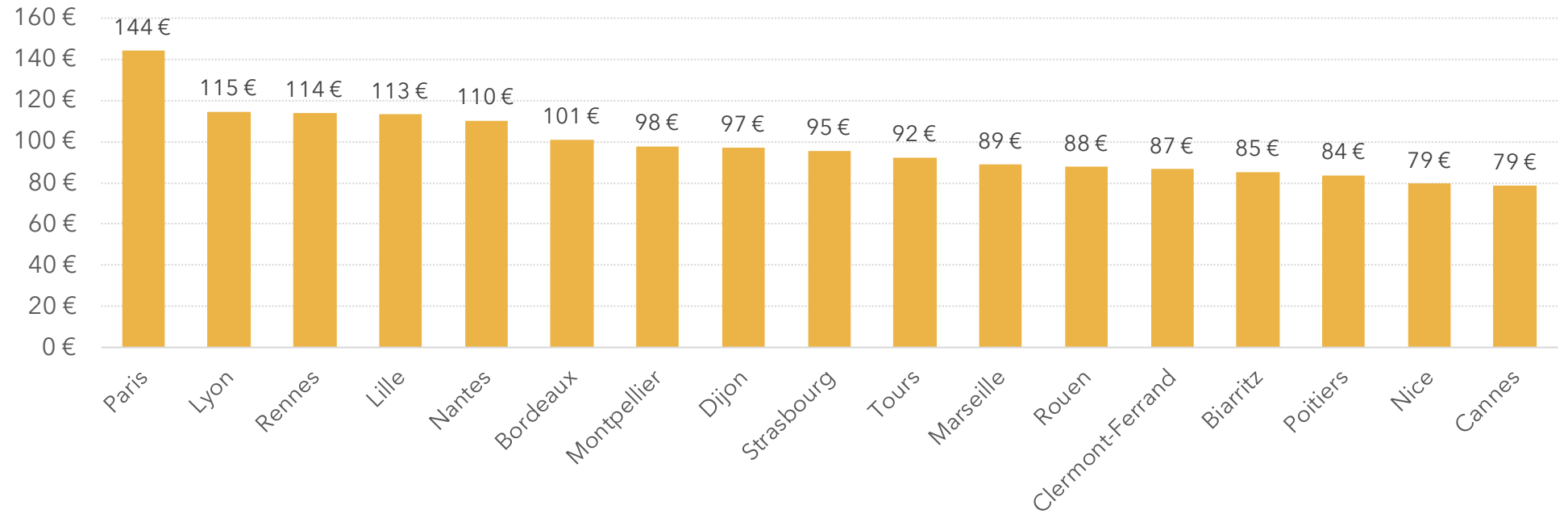
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JANUARY 2024

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
87	85	-1,5%	Biarritz	40%	42%	1,8
100	101	1,3%	Bordeaux	51%	56%	5,3
81	79	-2,3%	Cannes	47%	47%	-0,3
85	87	1,9%	Clermont-Ferrand	55%	48%	-6,7
95	97	1,9%	Dijon	50%	52%	1,9
108	113	4,6%	Lille	61%	61%	0,4
143	115	-19,7%	Lille	74%	60%	-14,0
94	89	-5,3%	Marseille	57%	54%	-2,4
97	98	0,8%	Montpellier	53%	49%	-4,3
107	110	3,6%	Nantes	57%	60%	3,4
81	79	-1,3%	Nice	50%	53%	2,5
84	84	0,1%	Poitiers	45%	47%	2,8
110	114	3,3%	Rennes	56%	57%	1,3
87	88	0,4%	Rouen	48%	48%	-0,6
91	95	5,2%	Strasbourg	53%	49%	-3,4
90	92	2,8%	Tours	41%	46%	5,1

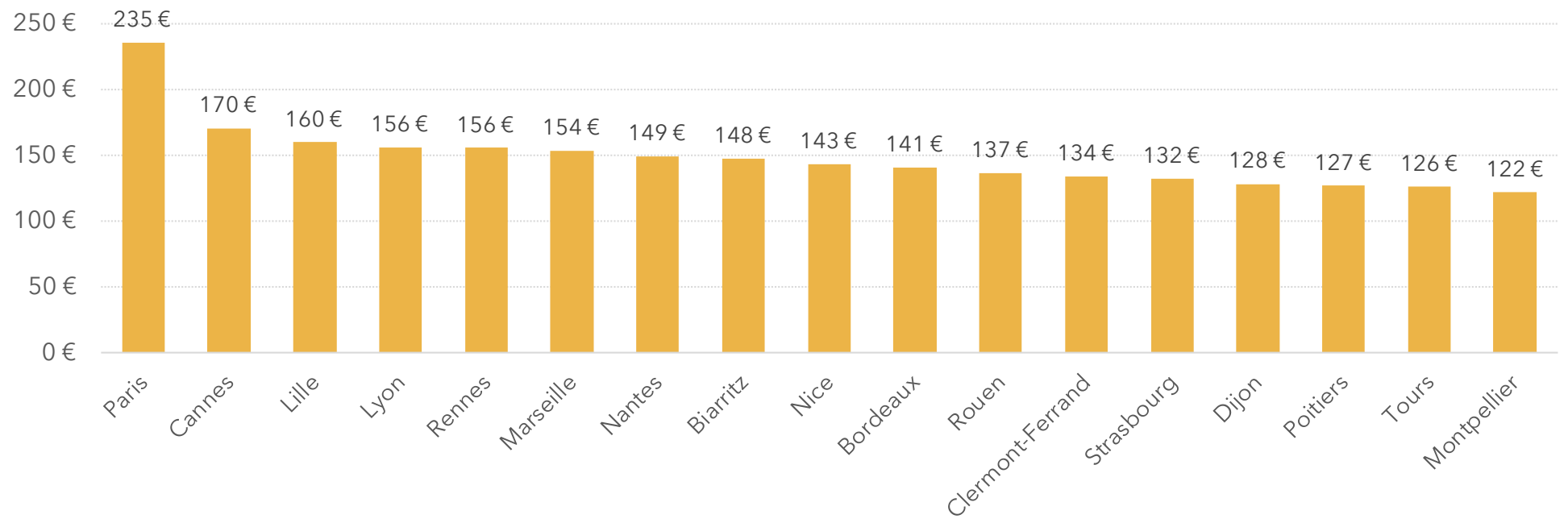
ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included)

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
141	148	4,8%	Biarritz	45%	44%	-1,2
141	141	0,1%	Bordeaux	50%	55%	5,3
186	170	-8,6%	Cannes	34%	31%	-3,6
133	134	0,9%	Clermont-Ferrand	50%	49%	-1,3
129	128	-0,8%	Dijon	49%	50%	1,3
153	160	4,4%	Lille	60%	64%	4,1
191	156	-18,4%	Lyon	74%	67%	-7,4
163	154	-6,0%	Marseille	54%	54%	0,0
127	122	-4,0%	Montpellier	53%	53%	0,8
147	149	1,4%	Nantes	57%	54%	-2,3
137	143	4,5%	Nice	38%	42%	3,4
119	127	6,3%	Poitiers	48%	47%	-0,8
148	156	5,1%	Rennes	51%	55%	3,6
132	137	3,9%	Rouen	52%	50%	-1,8
134	132	-1,3%	Strasbourg	47%	53%	5,9
125	126	1,3%	Tours	46%	51%	5,1

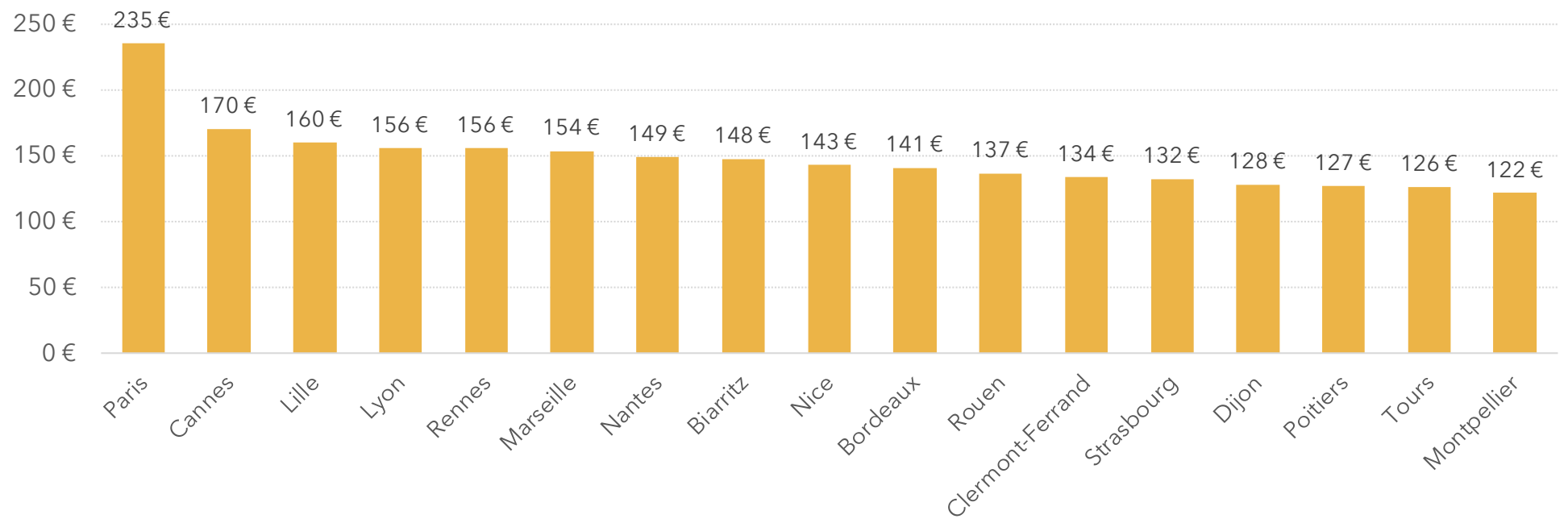
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
141	148	4,8%	Biarritz	45%	44%	-1,2
141	141	0,1%	Bordeaux	50%	55%	5,3
186	170	-8,6%	Cannes	34%	31%	-3,6
133	134	0,9%	Clermont-Ferrand	50%	49%	-1,3
129	128	-0,8%	Dijon	49%	50%	1,3
153	160	4,4%	Lille	60%	64%	4,1
191	156	-18,4%	Lyon	74%	67%	-7,4
163	154	-6,0%	Marseille	54%	54%	0,0
127	122	-4,0%	Montpellier	53%	53%	0,8
147	149	1,4%	Nantes	57%	54%	-2,3
137	143	4,5%	Nice	38%	42%	3,4
119	127	6,3%	Poitiers	48%	47%	-0,8
148	156	5,1%	Rennes	51%	55%	3,6
132	137	3,9%	Rouen	52%	50%	-1,8
134	132	-1,3%	Strasbourg	47%	53%	5,9
125	126	1,3%	Tours	46%	51%	5,1

ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024 – All Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
127	127	-0,2%	Berlin	49%	51%	2,1
124	153	22,8%	Cologne	47%	63%	16,3
142	144	1,0%	Düsseldorf	57%	60%	3,3
145	184	27,1%	Frankfurt	46%	60%	14,0
122	129	5,9%	Hamburg	54%	58%	3,8
123	123	0,3%	Hanovre	45%	52%	6,7
124	124	0,5%	Munich	45%	50%	4,4
119	122	2,3%	Stuttgart	43%	50%	6,6

ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included) BY CATEGORY

GERMAN CITIES FOR BUSINESS TRAVEL

Economy			Cities	Upscale					
3*				4*			5*		
2024	chge (%) 2023			2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
110	112	1,5%	Berlin	126	126	-0,1%	281	249	-11,4%
109	146	34,2%	Cologne	137	164	19,9%	n/a	n/a	n/a
125	127	1,4%	Düsseldorf	149	150	0,4%	n/a	n/a	n/a
118	159	34,8%	Frankfurt	143	191	33,0%	244	255	4,5%
108	116	7,3%	Hamburg	123	131	6,4%	n/a	n/a	n/a
111	109	-2,1%	Hanovre	134	136	1,8%	n/a	n/a	n/a
102	106	4,3%	Munich	120	123	2,3%	n/a	n/a	n/a
113	115	2,0%	Stuttgart	140	142	0,9%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG_destination

Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

YEAR-TO-DATE – JANUARY 2024

All Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
127	127	-0,2%	Berlin	49%	51%	2,1
124	153	22,8%	Cologne	47%	63%	16,3
142	144	1,0%	Düsseldorf	57%	60%	3,3
145	184	27,1%	Frankfurt	46%	60%	14,0
122	129	5,9%	Hamburg	54%	58%	3,8
123	123	0,3%	Hanovre	45%	52%	6,7
124	124	0,5%	Munich	45%	50%	4,4
119	122	2,3%	Stuttgart	43%	50%	6,6

ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included) BY CATEGORY

GERMAN CITIES FOR BUSINESS TRAVEL

Economy			Cities	Upscale					
3*				4*			5*		
2024	chge (%) 2023			2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
110	112	1,5%	Berlin	126	126	-0,1%	281	249	-11,4%
109	146	34,2%	Cologne	137	164	19,9%	n/a	n/a	n/a
125	127	1,4%	Düsseldorf	149	150	0,4%	n/a	n/a	n/a
118	159	34,8%	Frankfurt	143	191	33,0%	244	255	4,5%
108	116	7,3%	Hamburg	123	131	6,4%	n/a	n/a	n/a
111	109	-2,1%	Hanovre	134	136	1,8%	n/a	n/a	n/a
102	106	4,3%	Munich	120	123	2,3%	n/a	n/a	n/a
113	115	2,0%	Stuttgart	140	142	0,9%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG_destination

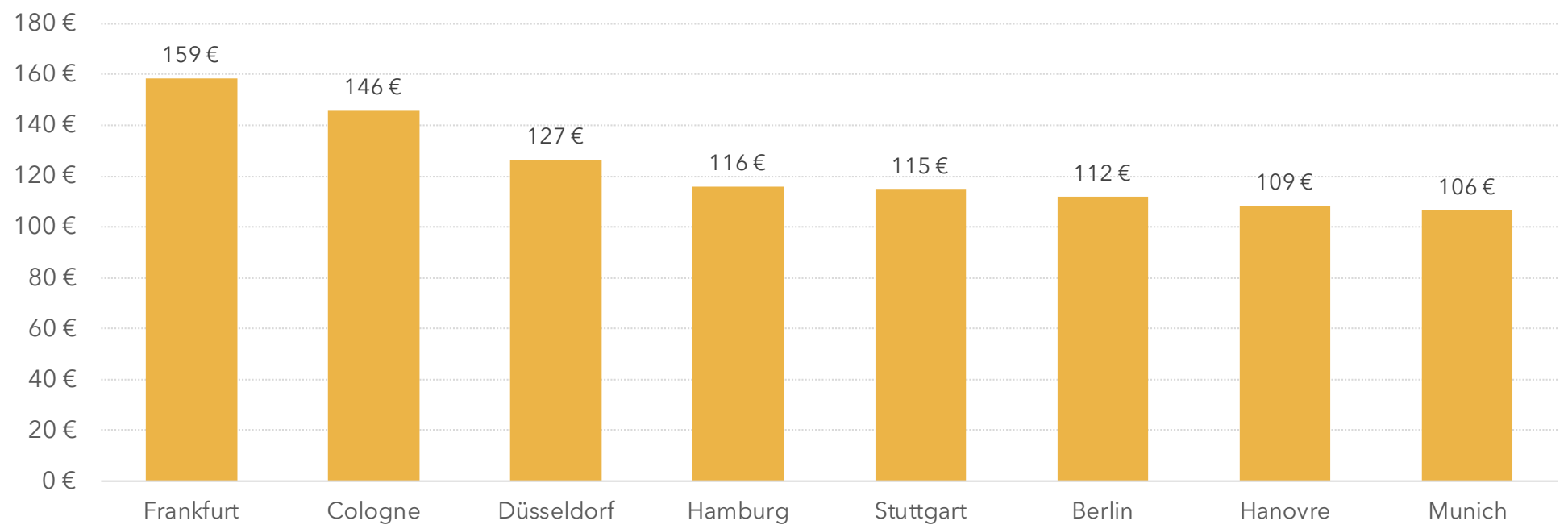
Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

JANUARY 2024

ADR (Breakfast included)

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
110	112	1,5%	Berlin	51%	51%	0,5
109	146	34,2%	Cologne	43%	67%	24,2
125	127	1,4%	Düsseldorf	53%	63%	9,5
118	159	34,8%	Frankfurt	45%	59%	13,8
108	116	7,3%	Hamburg	56%	58%	1,2
111	109	-2,1%	Hanovre	41%	44%	2,2
102	106	4,3%	Munich	46%	49%	3,0
113	115	2,0%	Stuttgart	44%	48%	3,6

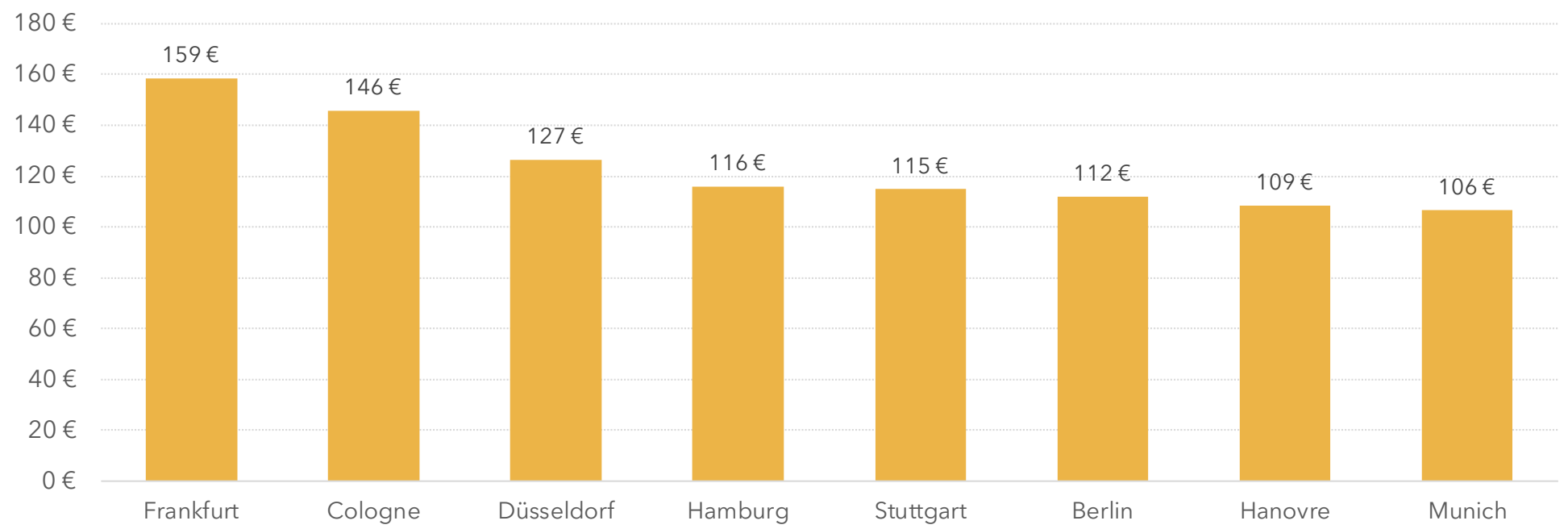
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
110	112	1,5%	Berlin	51%	51%	0,5
109	146	34,2%	Cologne	43%	67%	24,2
125	127	1,4%	Düsseldorf	53%	63%	9,5
118	159	34,8%	Frankfurt	45%	59%	13,8
108	116	7,3%	Hamburg	56%	58%	1,2
111	109	-2,1%	Hanovre	41%	44%	2,2
102	106	4,3%	Munich	46%	49%	3,0
113	115	2,0%	Stuttgart	44%	48%	3,6

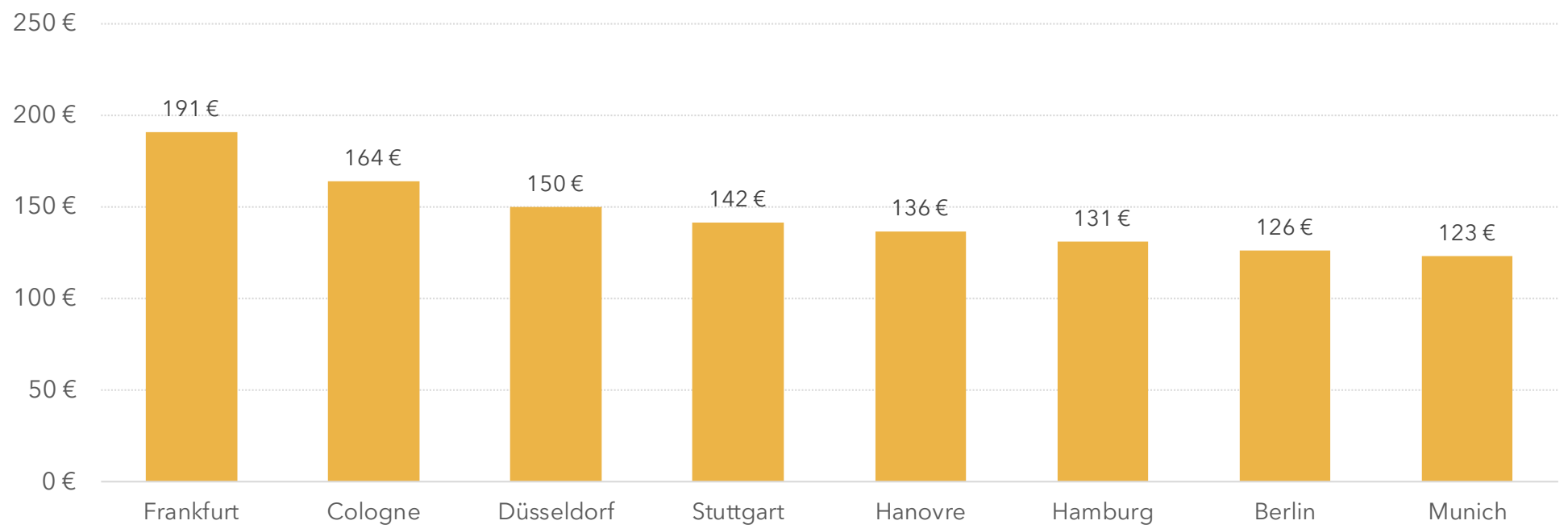
ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
126	126	-0,1%	Berlin	51%	53%	1,9
137	164	19,9%	Cologne	50%	62%	12,1
149	150	0,4%	Düsseldorf	59%	61%	1,9
143	191	33,0%	Frankfurt	47%	60%	12,1
123	131	6,4%	Hamburg	56%	59%	3,0
134	136	1,8%	Hanovre	45%	56%	10,8
120	123	2,3%	Munich	46%	52%	6,2
140	142	0,9%	Stuttgart	41%	53%	11,8

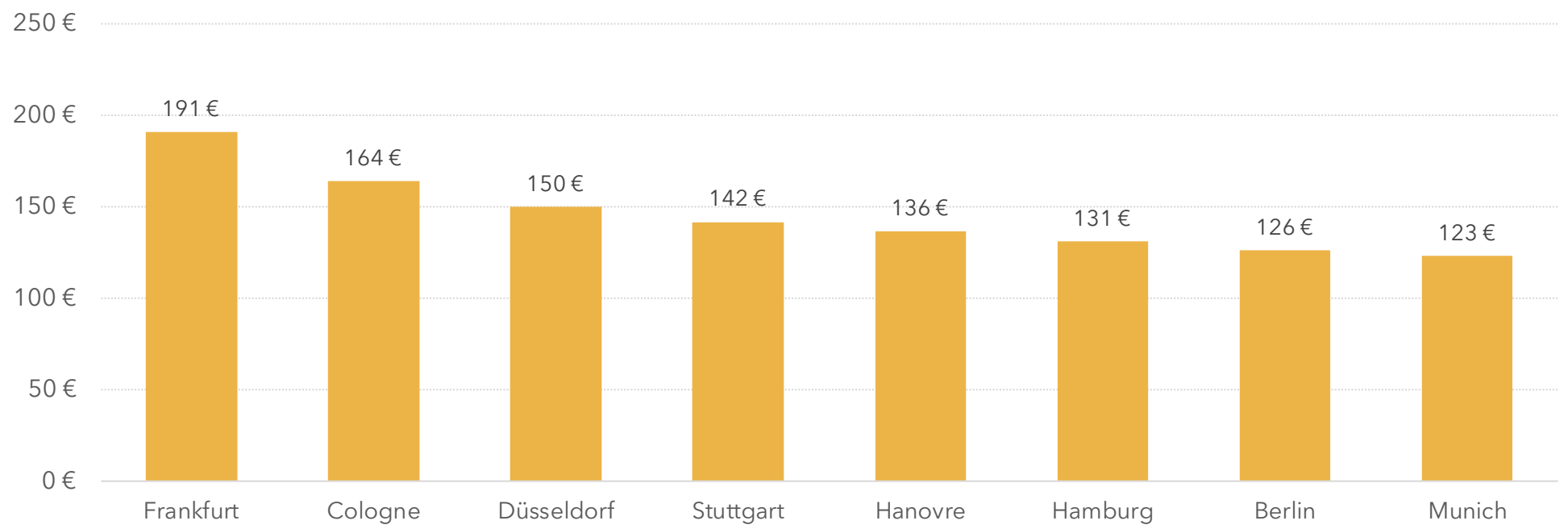
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
126	126	-0,1%	Berlin	51%	53%	1,9
137	164	19,9%	Cologne	50%	62%	12,1
149	150	0,4%	Düsseldorf	59%	61%	1,9
143	191	33,0%	Frankfurt	47%	60%	12,1
123	131	6,4%	Hamburg	56%	59%	3,0
134	136	1,8%	Hanovre	45%	56%	10,8
120	123	2,3%	Munich	46%	52%	6,2
140	142	0,9%	Stuttgart	41%	53%	11,8

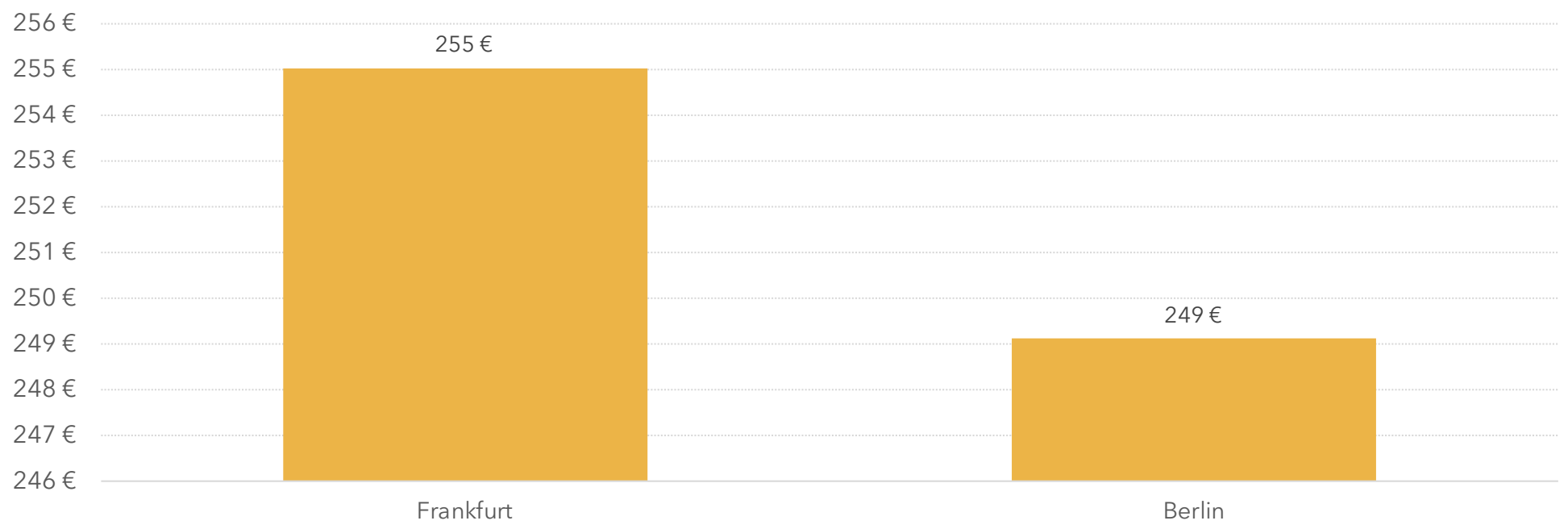
ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included)

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
281	249	-11,4%	Berlin	29%	38%	8,3
244	255	4,5%	Frankfurt	44%	62%	17,8

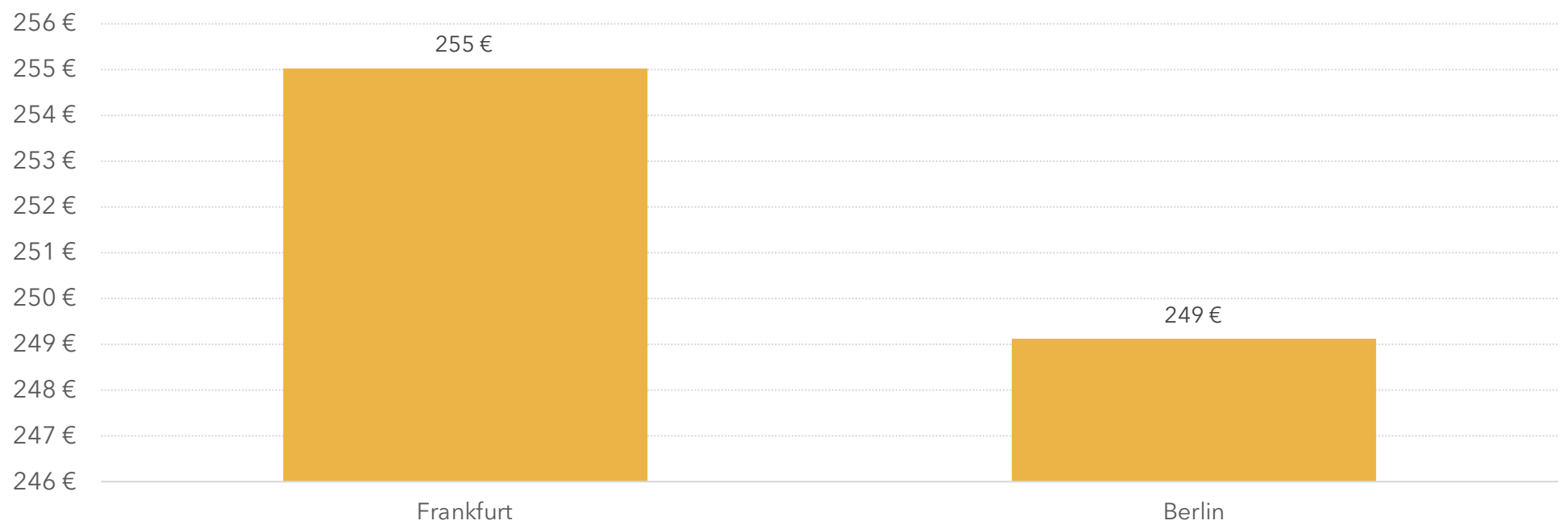
*ADR expressed in euros VAT incl
Source: MKG_destination*

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JANUARY 2024

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
281	249	-11,4%	Berlin	29%	38%	8,3
244	255	4,5%	Frankfurt	44%	62%	17,8

*ADR expressed in euros VAT incl
Source: MKG_destination*

JANUARY 2024 – All Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
196	226	14,9%	Florence	60%	59%	-1,0
106	110	4,3%	Genoa	57%	56%	-0,9
175	183	4,3%	Milan	62%	65%	3,5
167	188	12,7%	Rome	50%	51%	1,0
124	134	8,0%	Turin	58%	58%	0,1
185	179	-3,3%	Venice	38%	42%	3,7

*ADR expressed in euros VAT incl
Source: MKG_destination*

JANUARY 2024

ADR (Breakfast included) BY CATEGORY

ITALIAN CITIES FOR BUSINESS TRAVEL

Economy			Cities	Upscale					
3*				4*			5*		
	2024	chge (%) 2023		2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
n/a	n/a	n/a	Florence	148	171	15,4%	415	481	16,1%
n/a	n/a	n/a	Genoa	98	104	6,4%	n/a	n/a	n/a
103	100	-2,7%	Milan	165	176	6,8%	319	327	2,6%
81	90	11,4%	Rome	133	138	3,7%	382	453	18,5%
n/a	n/a	n/a	Turin	129	141	9,4%	n/a	n/a	n/a
n/a	n/a	n/a	Venice	135	138	2,7%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG_destination

Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

YEAR-TO-DATE – JANUARY 2024

All Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
196	226	14,9%	Florence	60%	59%	-1,0
106	110	4,3%	Genoa	57%	56%	-0,9
175	183	4,3%	Milan	62%	65%	3,5
167	188	12,7%	Rome	50%	51%	1,0
124	134	8,0%	Turin	58%	58%	0,1
185	179	-3,3%	Venice	38%	42%	3,7

*ADR expressed in euros VAT incl
Source: MKG_destination*

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included) BY CATEGORY

ITALIAN CITIES FOR BUSINESS TRAVEL

Economy			Cities	Upscale					
3*				4*			5*		
	2024	chge (%) 2023		2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
n/a	n/a	n/a	Florence	148	171	15,4%	415	481	16,1%
n/a	n/a	n/a	Genoa	98	104	6,4%	n/a	n/a	n/a
103	100	-2,7%	Milan	165	176	6,8%	319	327	2,6%
81	90	11,4%	Rome	133	138	3,7%	382	453	18,5%
n/a	n/a	n/a	Turin	129	141	9,4%	n/a	n/a	n/a
n/a	n/a	n/a	Venice	135	138	2,7%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG_destination

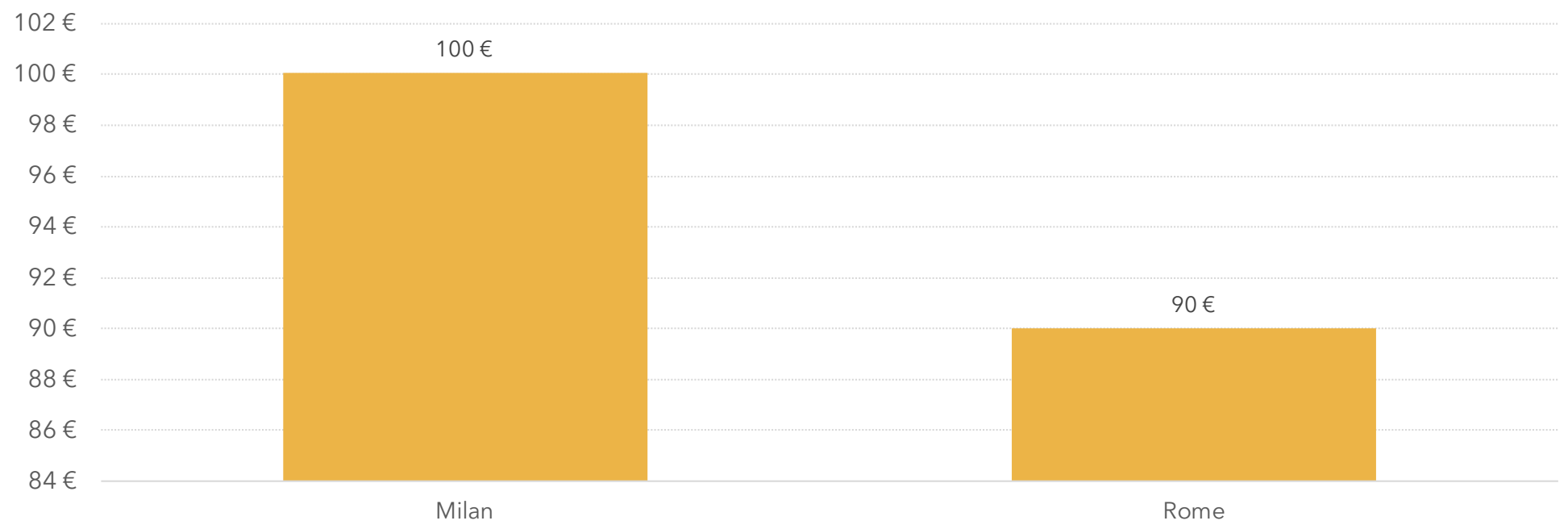
Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

JANUARY 2024

ADR (Breakfast included)

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
103	100	-2,7%	Milan	72%	78%	5,3
81	90	11,4%	Rome	70%	69%	-1,3

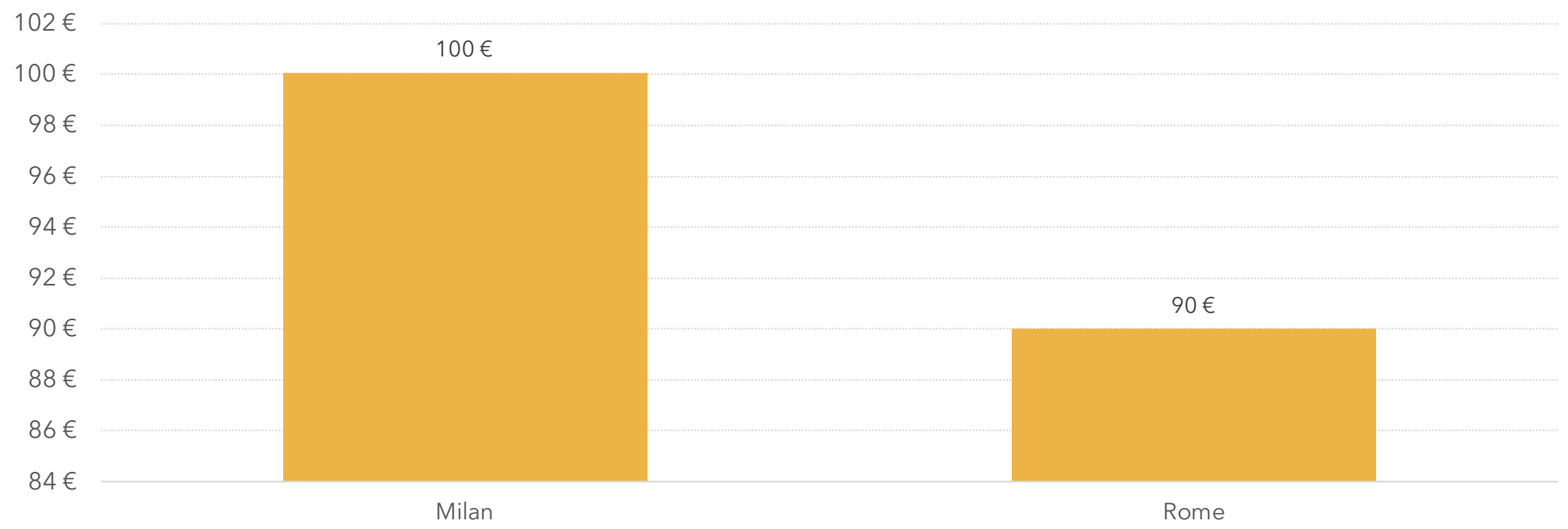
*ADR expressed in euros VAT incl
Source: MKG_destination*

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JANUARY 2024

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
103	100	-2,7%	Milan	72%	78%	5,3
81	90	11,4%	Rome	70%	69%	-1,3

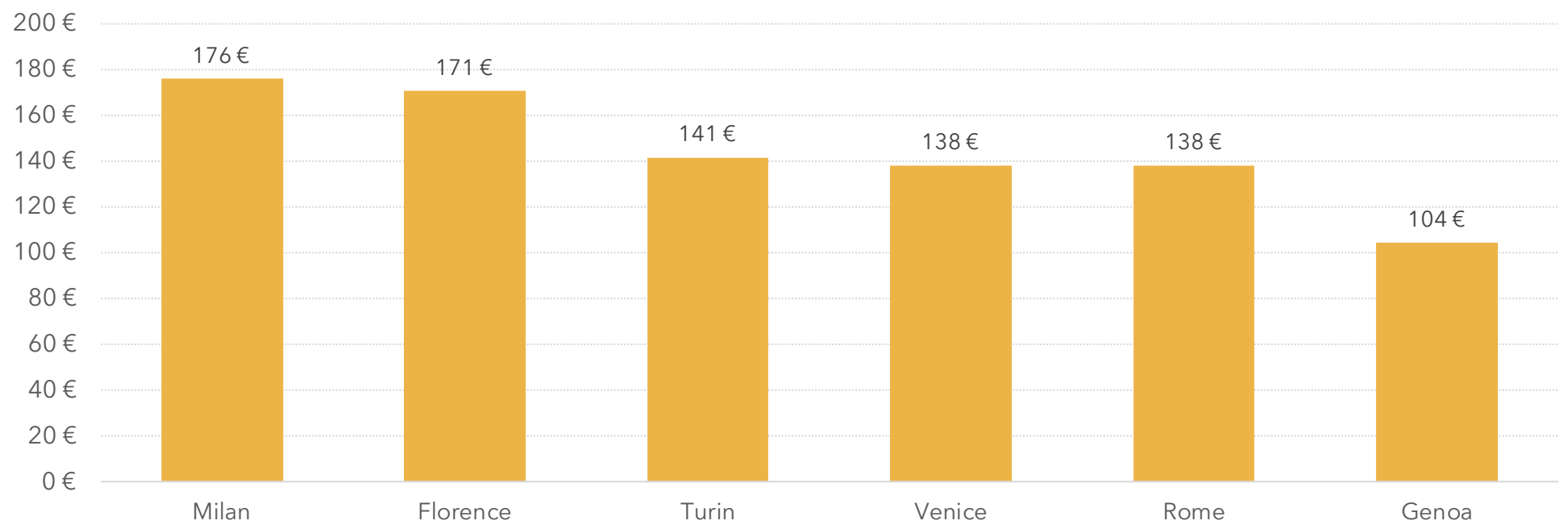
*ADR expressed in euros VAT incl
Source: MKG_destination*

JANUARY 2024

ADR (Breakfast included)

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
148	171	15,4%	Florence	63%	62%	-1,4
98	104	6,4%	Genoa	52%	52%	-0,5
165	176	6,8%	Milan	60%	63%	3,0
133	138	3,7%	Rome	51%	51%	-0,1
129	141	9,4%	Turin	57%	56%	-0,9
135	138	2,7%	Venice	38%	40%	1,3

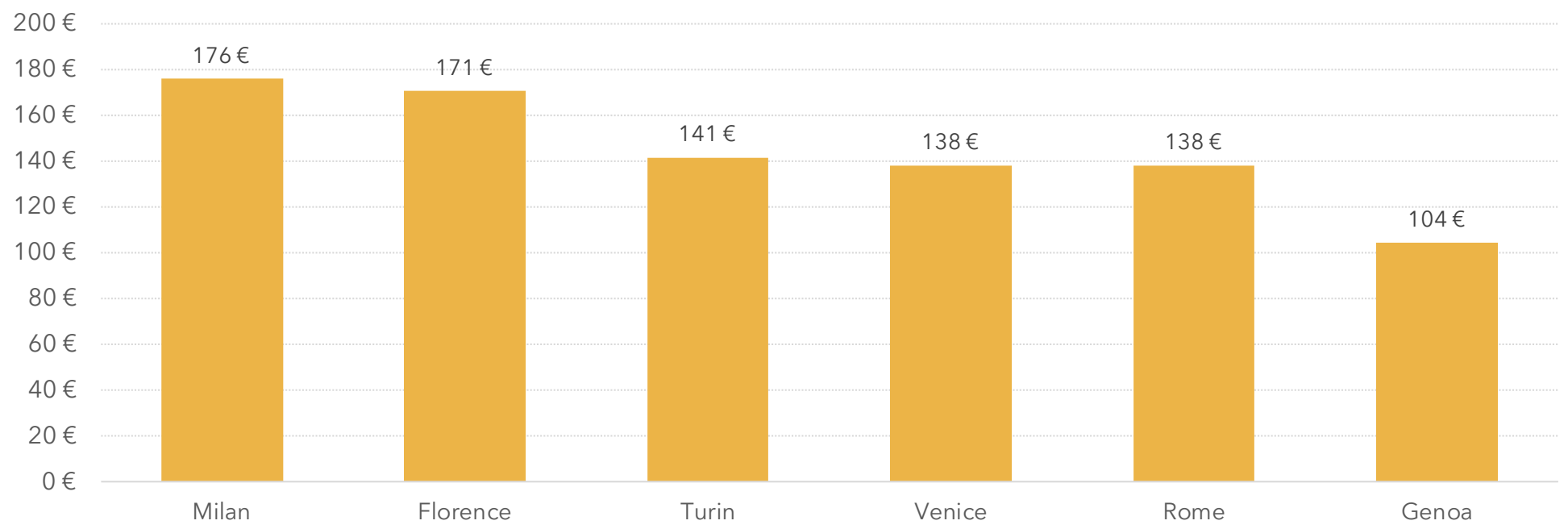
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JANUARY 2024

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
148	171	15,4%	Florence	63%	62%	-1,4
98	104	6,4%	Genoa	52%	52%	-0,5
165	176	6,8%	Milan	60%	63%	3,0
133	138	3,7%	Rome	51%	51%	-0,1
129	141	9,4%	Turin	57%	56%	-0,9
135	138	2,7%	Venice	38%	40%	1,3

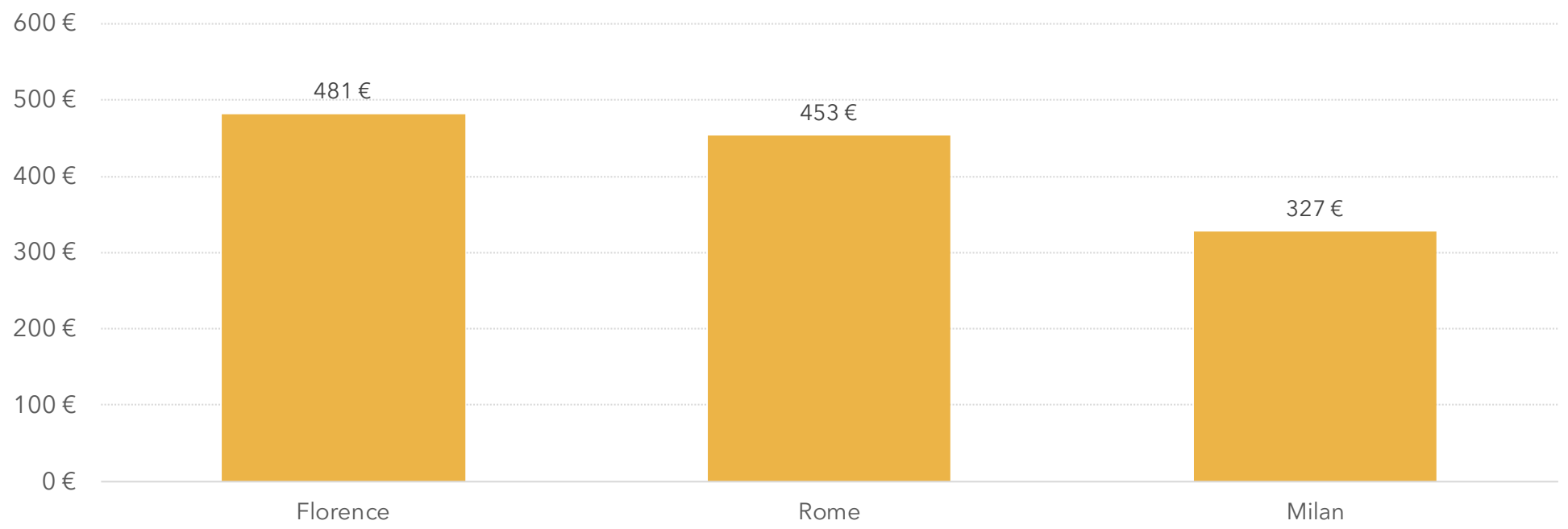
ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included)

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



JANUARY 2024 – 5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
415	481	16,1%	Florence	51%	49%	-1,6
319	327	2,6%	Milan	56%	59%	3,2
382	453	18,5%	Rome	37%	43%	5,7

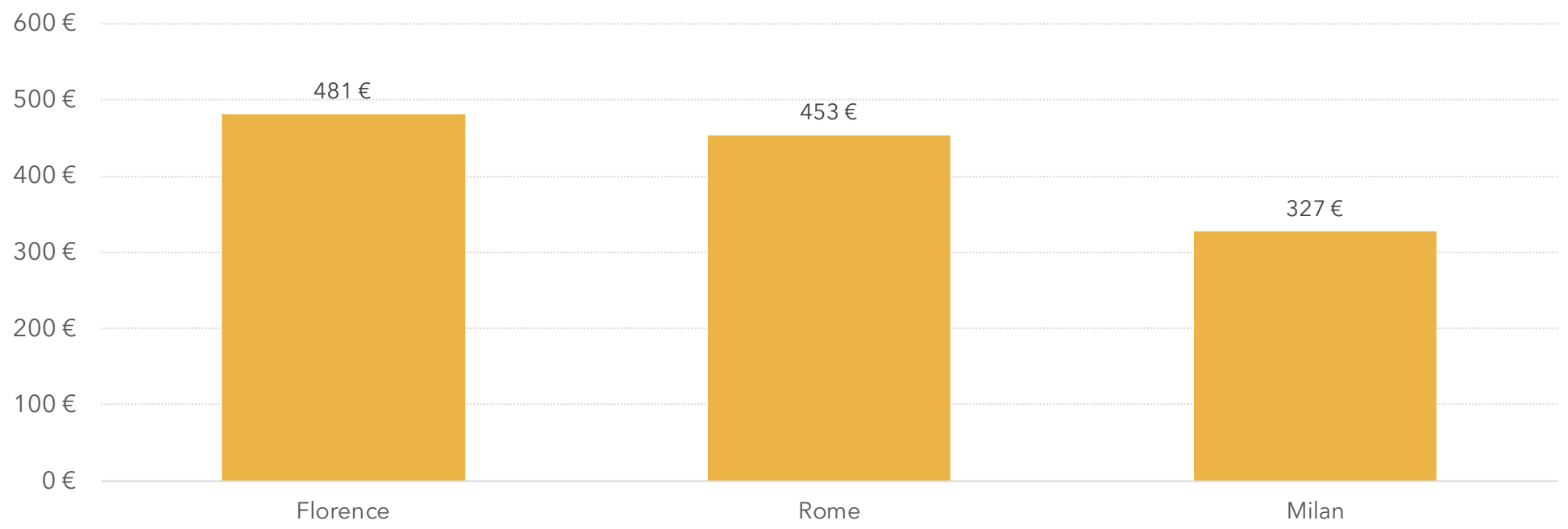
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JANUARY 2024

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
415	481	16,1%	Florence	51%	49%	-1,6
319	327	2,6%	Milan	56%	59%	3,2
382	453	18,5%	Rome	37%	43%	5,7

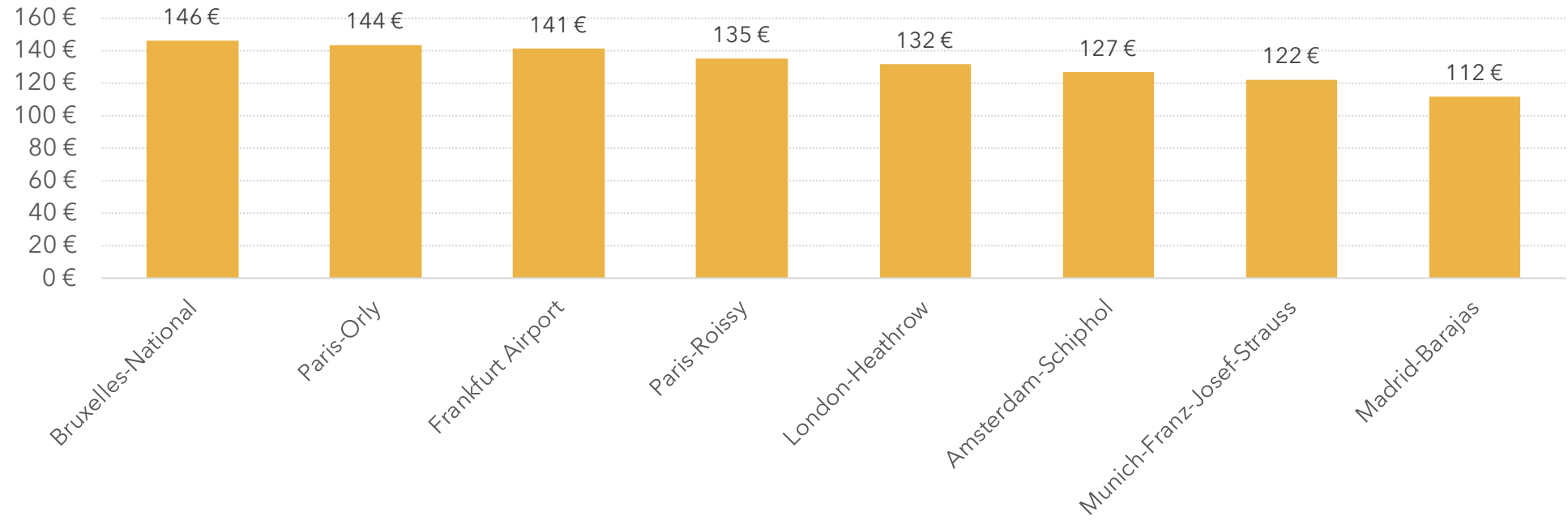
ADR expressed in euros VAT incl
Source: MKG_destination

JANUARY 2024

ADR (Breakfast included)

All Hotels

MAIN EUROPEAN AIRPORTS



JANUARY 2024 – All Hotels

MAIN EUROPEAN AIRPORTS



ADR (Breakfast included)			Airport	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
125	127	1,3%	Amsterdam-Schiphol	47%	63%	16,1
149	146	-2,1%	Bruxelles-National	43%	51%	7,8
124	141	14,2%	Frankfurt Airport	45%	62%	16,8
125	132	5,1%	London-Heathrow	66%	71%	4,8
103	112	8,9%	Madrid-Barajas	57%	63%	6,4
120	122	2,3%	Munich-Franz-Josef- Strauss	49%	60%	11,4
129	144	11,4%	Paris-Orly	68%	66%	-1,7
132	135	2,2%	Paris-Roissy	65%	68%	3,0

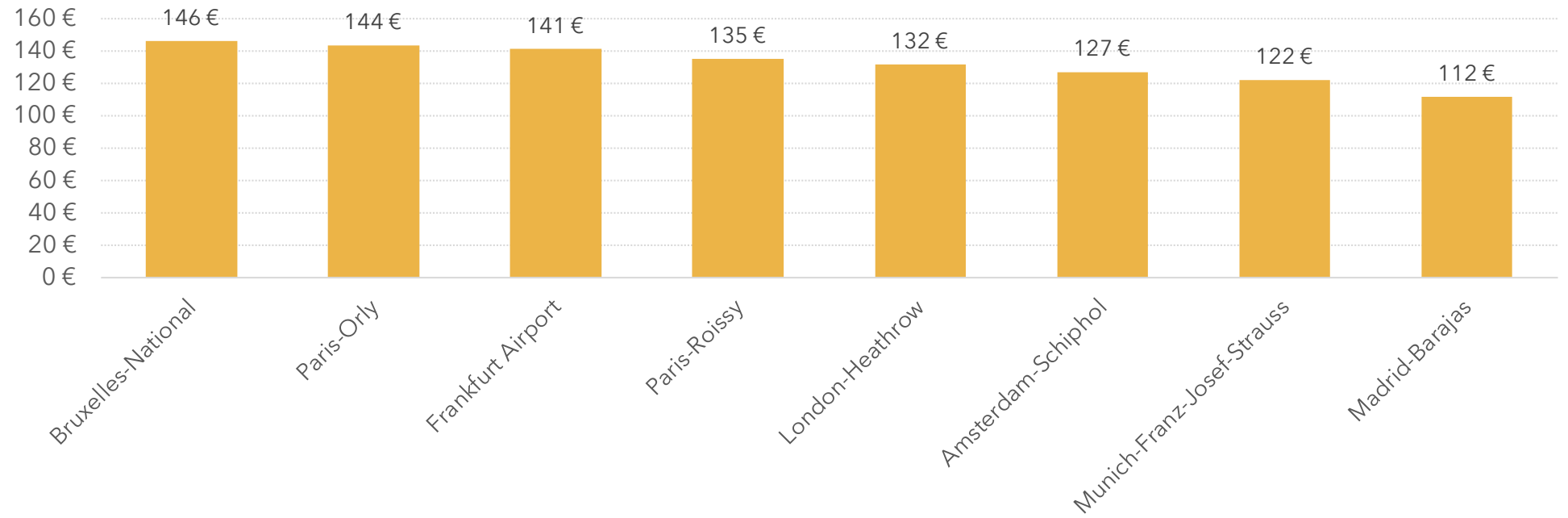
ADR expressed in euros VAT incl
Source: MKG_destination

YEAR-TO-DATE – JANUARY 2024

ADR (Breakfast included)

All Hotels

MAIN EUROPEAN AIRPORTS



YEAR-TO-DATE – JANUARY 2024

All Hotels

MAIN EUROPEAN AIRPORTS



ADR (Breakfast included)			Airport	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
125	127	1,3%	Amsterdam-Schiphol	47%	63%	16,1
149	146	-2,1%	Bruxelles-National	43%	51%	7,8
124	141	14,2%	Frankfurt Airport	45%	62%	16,8
125	132	5,1%	London-Heathrow	66%	71%	4,8
103	112	8,9%	Madrid-Barajas	57%	63%	6,4
120	122	2,3%	Munich-Franz-Josef- Strauss	49%	60%	11,4
129	144	11,4%	Paris-Orly	68%	66%	-1,7
132	135	2,2%	Paris-Roissy	65%	68%	3,0

ADR expressed in euros VAT incl
Source: MKG_destination

GLOSSARY

Occupancy rate : Number of sold rooms divided by number of available rooms

Average daily rate : Room revenue divided by number of sold rooms (Breakfast included)

Available rooms : Capacity x number of days of opening

Sold rooms : Capacity x number of days of opening x occupancy rate

Room revenue : Room revenue from the sale of guest rooms (excluding other types of revenue such as food and beverage, etc)

CONVENTIONS

In this review business results by city are presented on a like-for-like basis. Due to the restrictions of some of these samples (the supply itself is restricted) the slightest movement in supply (openings or closings) is likely to generate differences which strongly impact upon results.

Confidential document - This study and these data cannot be communicated to any third party without the express and prior agreement of MKG Consulting and CDS Groupe.

CONTACT BAROMETER

Rebecca Xerri
CDS Groupe

Global Chief Marketing Officer
barometre@cdsgroupe.com

CONTACT PRESS

Emmanuelle Tulliez
Hospitality On

Content Executive
webeditors@hospitality-on.com



CDS GROUPE
www.cdsgroupe.com



MKG CONSULTING
www.mkg-consulting.com

