



BUSINESS HOTEL BAROMETER

Observatory carried out by CDS Groupe
& MKG Consulting

OCTOBER 2024



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Monthly performance (OCTOBER 2023 compared with OCTOBER 2024)

In October 2024, the positive trend in travel cities continued. Lisbon, Paris and London stood out with occupancy rates of over 85%, reflecting remarkable performances. In terms of growth, Geneva (+6 points), Hanover (+5 points), as well as Frankfurt, Istanbul, and Rome (+4 points) show the best increases. Conversely, Cologne and Düsseldorf saw their occupancy rates fall by 4 and 2 points respectively, despite average price drops of -28% and -19%, due to the poor economic climate in Germany. Budapest, with -1 and 0 points respectively, and London (+1 point), managed to stabilize their average prices. Finally, although Zurich's occupancy rate decreased, it remained strong at 75%.

Year to date performance

On a year-to-date basis, Cologne, Frankfurt and Madrid recorded the highest increases in occupancy rates. London hoteliers saw the highest occupancy rates, with an average OR of 72% between January and October 2024, followed by Paris (68%), Madrid, and Istanbul (66%).

Performance by category

In October 2024, Paris (€174) and Barcelona (€168) recorded the highest ADR for 3-star establishments (including breakfast), followed by London (€166), Amsterdam and Madrid (€160). Hoteliers in Prague continued to benefit from the city's popularity, with average prices increasing by +10% and +6%, respectively. Conversely, Düsseldorf saw a sharp decline of -30%. Cities like Madrid, Frankfurt, and Lisbon experienced a slight stagnation or slight drop in average prices (0% and -1%). Hanover stood out with an impressive 54% increase in average prices in the 3-star hotel category, driven by the EuroBLECH industrial show. Istanbul, meanwhile, recorded a 24% increase in average daily rate in the 3-star hotel category.

Of the 16 European urban destinations included in the panel, half have an ADR of €150 or more (including breakfast) for 3-star hotels.

In the upscale category, 6 destinations record average prices of over €200 for 4-star hotels.

For 5-star establishments, the ADR exceeds €350 in 6 out of the 11 destinations analyzed. On the other hand, Athens, Berlin, Brussels, Frankfurt and Vienna remain below this threshold.

Faced with mixed performance, hoteliers in Düsseldorf and Berlin have reduced their rates to better align with the financial capacities of companies in the current economic landscape in Germany.

Performance of airport zones

In October, hoteliers in the Frankfurt airport area saw their occupancy rate rise by 10 points to 72%. Munich Franz Josef Strauss airport followed with a 7-point increase, taking its occupancy rate to 80%, while Brussels Airport (+3 points) and Paris-Orly (+2 points) also performed well. The continued growth in international air traffic has supported hotel performance across many destinations, although London Heathrow and Paris-Roissy experienced a slight decline of 2 percentage points each.

OCTOBER 2024 – All Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
252	235	-7%	Amsterdam	79%	80%	1
257	284	10%	Athens	82%	81%	0
261	249	-4%	Barcelona	86%	84%	-1
161	153	-5%	Berlin	78%	81%	3
199	182	-8%	Brussels	79%	78%	-1
135	151	12%	Budapest	76%	78%	2
176	127	-28%	Cologne	75%	71%	-4
161	130	-19%	Düsseldorf	67%	66%	-2
145	145	0%	Frankfurt	63%	67%	4
229	193	-16%	Geneva	64%	70%	6
107	141	32%	Hanover	59%	65%	5
224	298	33%	Istanbul	76%	80%	4
192	200	4%	Lisboa	88%	90%	2
269	266	-1%	London	85%	86%	1
233	248	7%	Madrid	81%	84%	3
244	272	11%	Milano	84%	85%	1
158	188	19%	Munich	78%	79%	2
314	283	-10%	Paris	83%	86%	3
132	133	1%	Prague	81%	83%	1
300	309	3%	Roma	83%	86%	4
157	164	4%	Vienna	77%	79%	2
186	197	6%	Zurich	82%	75%	-6

ADR (Breakfast included) BY CATEGORY

EUROPEAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Amsterdam	179	152	-15%	245	229	-7%	419	412	-2%
Athens	n/a	n/a	n/a	178	183	3%	296	335	13%
Barcelona	180	167	-7%	248	232	-6%	413	417	1%
Berlin	135	117	-13%	165	154	-7%	279	327	17%
Brussels	161	142	-12%	220	195	-11%	283	271	-4%
Budapest	n/a	n/a	n/a	116	130	13%	n/a	n/a	n/a
Cologne	127	122	-4%	213	129	-39%	n/a	n/a	n/a
Düsseldorf	146	102	-30%	167	138	-17%	n/a	n/a	n/a
Frankfurt	125	125	0%	145	144	0%	246	227	-8%
Hanover	81	125	54%	120	161	35%	n/a	n/a	n/a
Istanbul	137	171	24%	229	273	19%	310	445	44%
Lisboa	139	138	-1%	166	172	3%	n/a	n/a	n/a
London	172	167	-3%	270	260	-4%	447	468	4%
Madrid	198	198	0%	235	245	4%	425	470	11%
Munich	131	158	20%	178	186	5%	n/a	n/a	n/a
Paris	202	186	-8%	315	289	-8%	719	608	-15%
Prague	97	103	6%	134	131	-2%	n/a	n/a	n/a
Vienna	118	129	10%	154	161	4%	321	321	0%

ADR expressed in euros VAT incl
Source: MKG_Consulting

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

YEAR-TO-DATE – OCTOBER 2024

All Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
240	236	-2%	Amsterdam	75%	76%	1
264	287	9%	Athens	72%	72%	0
232	251	8%	Barcelona	79%	80%	2
150	160	7%	Berlin	74%	74%	1
177	177	0%	Brussels	71%	72%	0
142	149	5%	Budapest	69%	70%	2
148	147	-1%	Cologne	69%	71%	1
142	141	-1%	Düsseldorf	64%	64%	0
142	151	6%	Frankfurt	57%	63%	5
253	233	-8%	Geneva	66%	68%	3
125	127	1%	Hanover	63%	64%	1
215	255	19%	Istanbul	69%	72%	3
168	175	4%	Lisboa	81%	80%	0
267	261	-2%	London	80%	81%	2
174	196	12%	Madrid	71%	74%	4
231	238	3%	Milano	76%	76%	0
152	159	5%	Munich	69%	71%	2
272	275	1%	Paris	79%	77%	-2
120	130	8%	Prague	71%	74%	3
258	262	1%	Roma	75%	76%	1
147	154	4%	Vienna	71%	73%	2
180	189	5%	Zurich	74%	76%	1

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024

ADR (Breakfast included) BY CATEGORY

EUROPEAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Amsterdam	162	160	-1%	235	229	-2%	413	407	-2%
Athens	n/a	n/a	n/a	163	178	9%	302	329	9%
Barcelona	157	168	7%	218	240	10%	379	410	8%
Berlin	121	131	8%	154	162	5%	305	323	6%
Brussels	151	145	-4%	195	193	-1%	246	243	-1%
Budapest	n/a	n/a	n/a	124	130	5%	n/a	n/a	n/a
Cologne	121	124	2%	166	162	-2%	n/a	n/a	n/a
Düsseldorf	131	126	-4%	146	146	0%	n/a	n/a	n/a
Frankfurt	119	136	14%	145	151	4%	239	225	-6%
Hanover	105	107	1%	138	140	2%	n/a	n/a	n/a
Istanbul	119	145	22%	225	261	16%	309	357	15%
Lisboa	114	119	4%	153	158	3%	n/a	n/a	n/a
London	170	166	-3%	260	255	-2%	512	497	-3%
Madrid	141	160	13%	174	198	13%	343	379	11%
Munich	122	134	9%	159	164	3%	n/a	n/a	n/a
Paris	173	174	0%	273	278	2%	658	639	-3%
Prague	84	93	11%	126	133	6%	n/a	n/a	n/a
Vienna	110	117	7%	148	152	3%	307	315	2%

ADR expressed in euros VAT incl
Source: MKG_Consulting

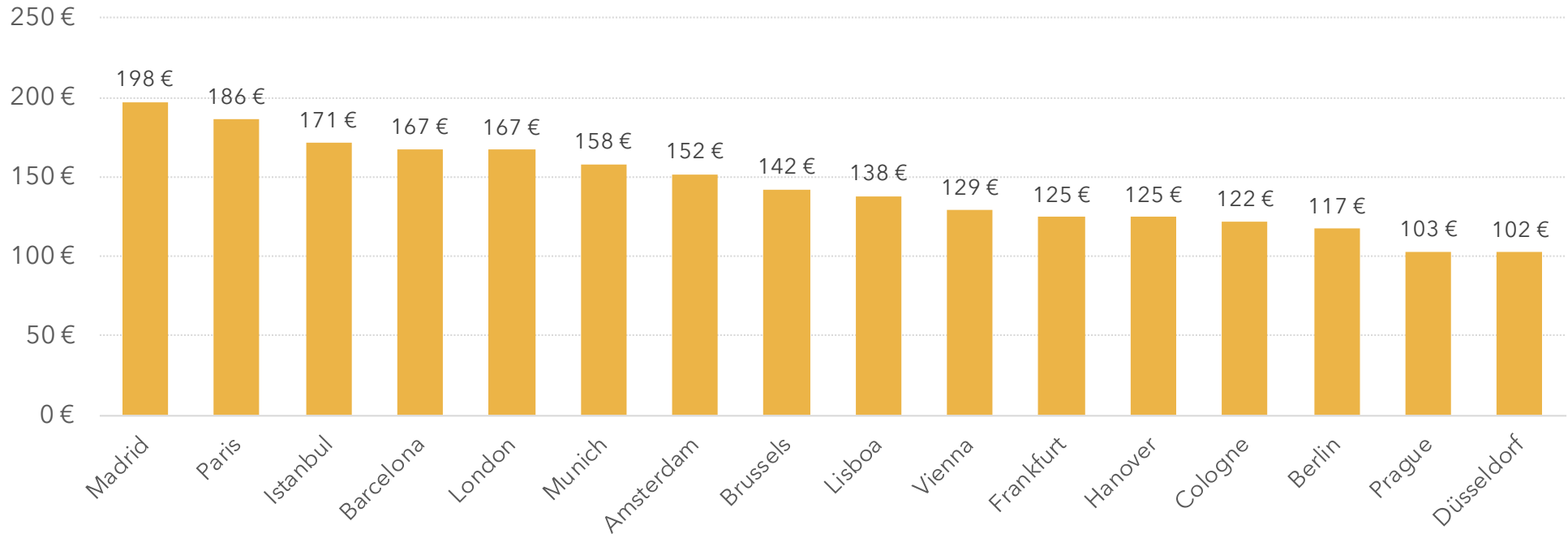
Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

OCTOBER 2024

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



OCTOBER 2024 – 3* Hotels

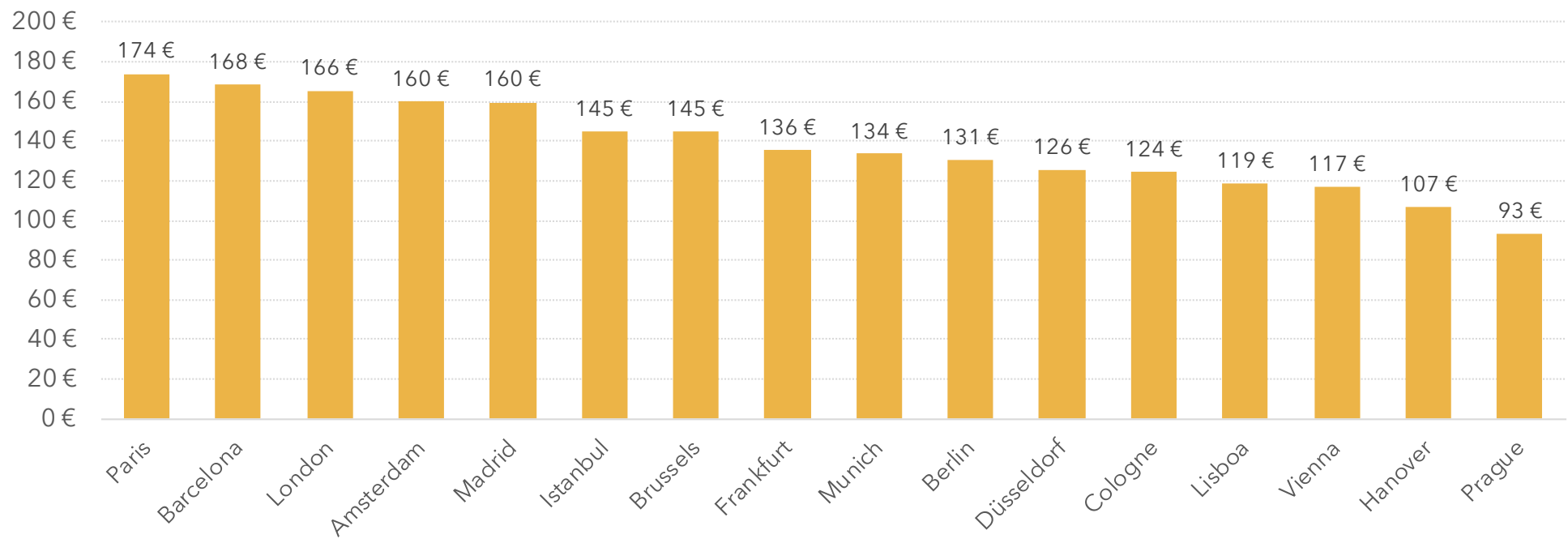
EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
179	152	-15%	Amsterdam	87%	87%	0
180	167	-7%	Barcelona	91%	91%	0
135	117	-13%	Berlin	78%	79%	0
161	142	-12%	Brussels	82%	82%	0
127	122	-4%	Cologne	77%	73%	-4
146	102	-30%	Düsseldorf	72%	71%	0
125	125	0%	Frankfurt	63%	64%	1
81	125	54%	Hanover	65%	69%	4
137	171	24%	Istanbul	79%	80%	1
139	138	-1%	Lisboa	89%	93%	4
172	167	-3%	London	88%	87%	-1
198	198	0%	Madrid	89%	90%	2
131	158	20%	Munich	78%	79%	1
202	186	-8%	Paris	85%	88%	3
97	103	6%	Prague	82%	82%	0
118	129	10%	Vienna	80%	82%	2

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024
ADR (Breakfast included)
3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – OCTOBER 2024

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
162	160	-1%	Amsterdam	83%	83%	0
157	168	7%	Barcelona	85%	87%	2
121	131	8%	Berlin	77%	75%	-2
151	145	-4%	Brussels	77%	79%	2
121	124	2%	Cologne	72%	73%	1
131	126	-4%	Düsseldorf	64%	69%	5
119	136	14%	Frankfurt	61%	60%	0
105	107	1%	Hanover	67%	65%	-3
119	145	22%	Istanbul	73%	71%	-2
114	119	4%	Lisboa	84%	84%	1
170	166	-3%	London	84%	85%	1
141	160	13%	Madrid	79%	83%	4
122	134	9%	Munich	70%	70%	0
173	174	0%	Paris	83%	79%	-4
84	93	11%	Prague	78%	77%	-1
110	117	7%	Vienna	73%	74%	1

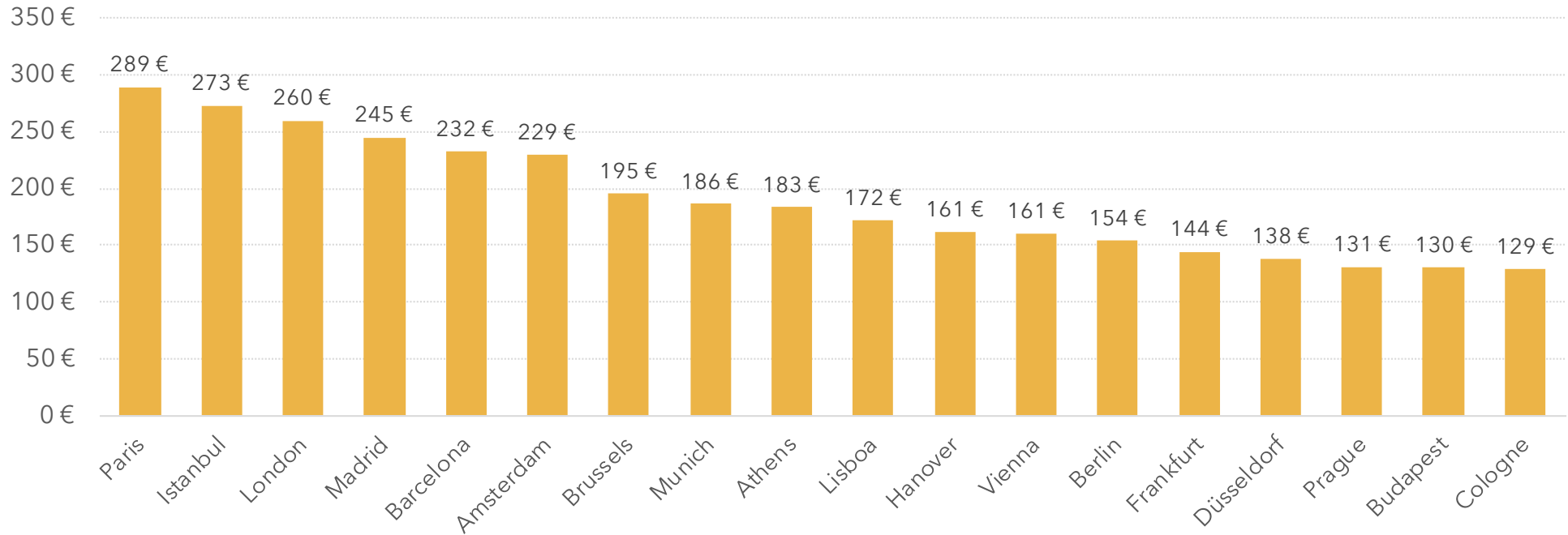
ADR expressed in euros VAT incl
Source: MKG_Consulting

OCTOBER 2024

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



OCTOBER 2024 – 4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
245	229	-7%	Amsterdam	77%	79%	1
178	183	3%	Athens	81%	85%	4
248	232	-6%	Barcelona	83%	82%	-1
165	154	-7%	Berlin	80%	85%	6
220	195	-11%	Brussels	75%	76%	0
116	130	13%	Budapest	73%	76%	3
213	129	-39%	Cologne	74%	72%	-3
167	138	-17%	Düsseldorf	67%	65%	-2
145	144	0%	Frankfurt	65%	66%	1
120	161	35%	Hanover	55%	60%	5
229	273	19%	Istanbul	75%	78%	3
166	172	3%	Lisboa	90%	87%	-3
270	260	-4%	London	85%	86%	1
235	245	4%	Madrid	80%	82%	2
178	186	5%	Munich	77%	79%	2
315	289	-8%	Paris	84%	86%	2
134	131	-2%	Prague	81%	82%	1
154	161	4%	Vienna	77%	79%	2

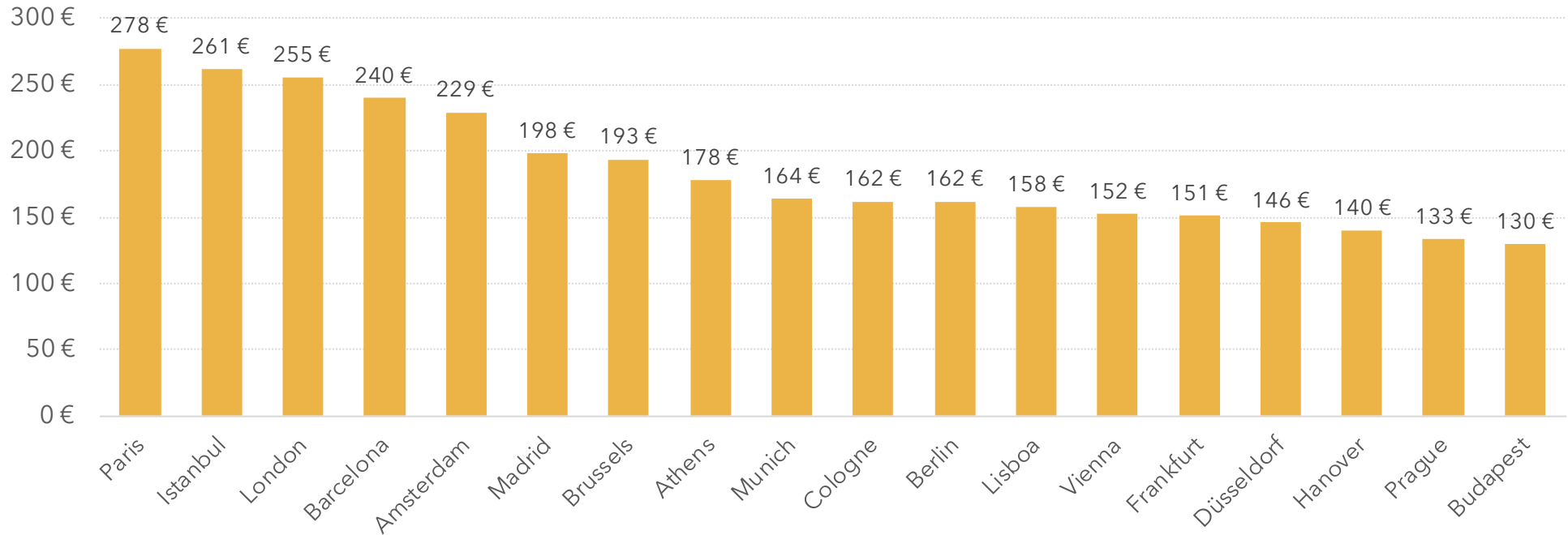
ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – OCTOBER 2024

4* Hotels

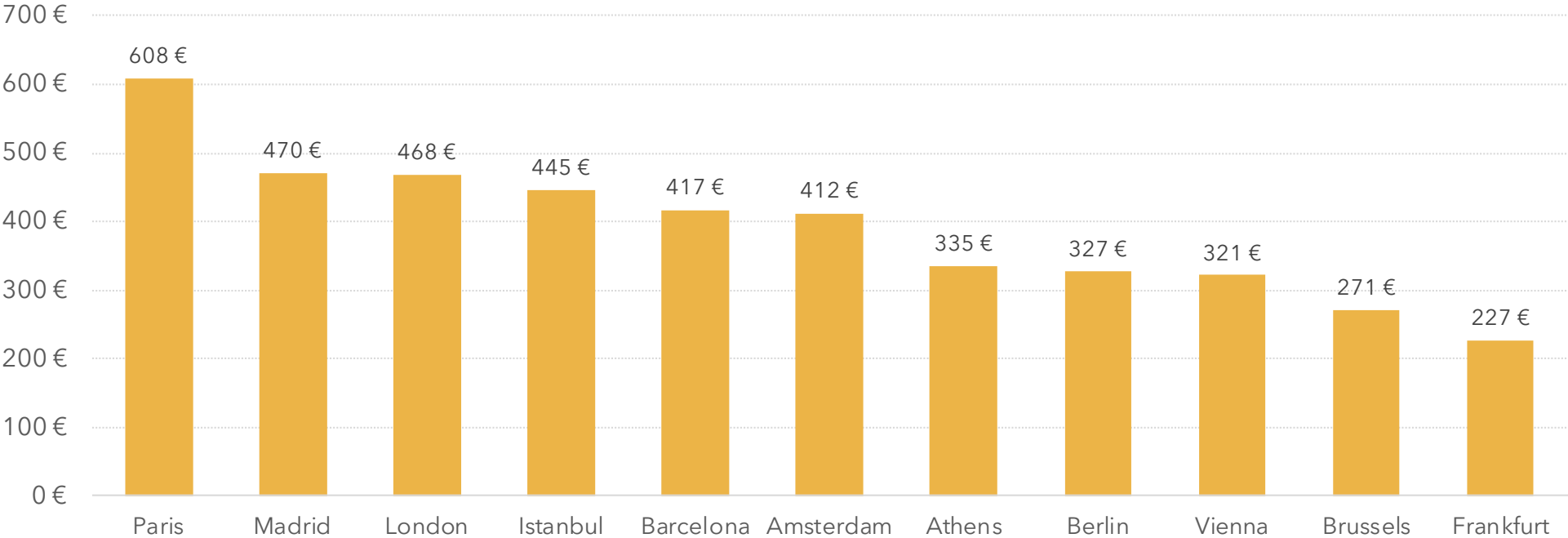
EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
235	229	-2%	Amsterdam	74%	75%	1
163	178	9%	Athens	74%	75%	1
218	240	10%	Barcelona	77%	78%	1
154	162	5%	Berlin	74%	77%	2
195	193	-1%	Brussels	67%	69%	2
124	130	5%	Budapest	67%	69%	2
166	162	-2%	Cologne	69%	71%	2
146	146	0%	Düsseldorf	66%	64%	-2
145	151	4%	Frankfurt	59%	62%	4
138	140	2%	Hanover	60%	61%	1
225	261	16%	Istanbul	67%	72%	5
153	158	3%	Lisboa	82%	80%	-2
260	255	-2%	London	80%	82%	2
174	198	13%	Madrid	69%	72%	3
159	164	3%	Munich	68%	71%	3
273	278	2%	Paris	80%	77%	-3
126	133	6%	Prague	69%	73%	4
148	152	3%	Vienna	72%	74%	2

ADR expressed in euros VAT incl
Source: MKG_Consulting

OCTOBER 2024
ADR (Breakfast included)
5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



OCTOBER 2024 – 5* Hotels

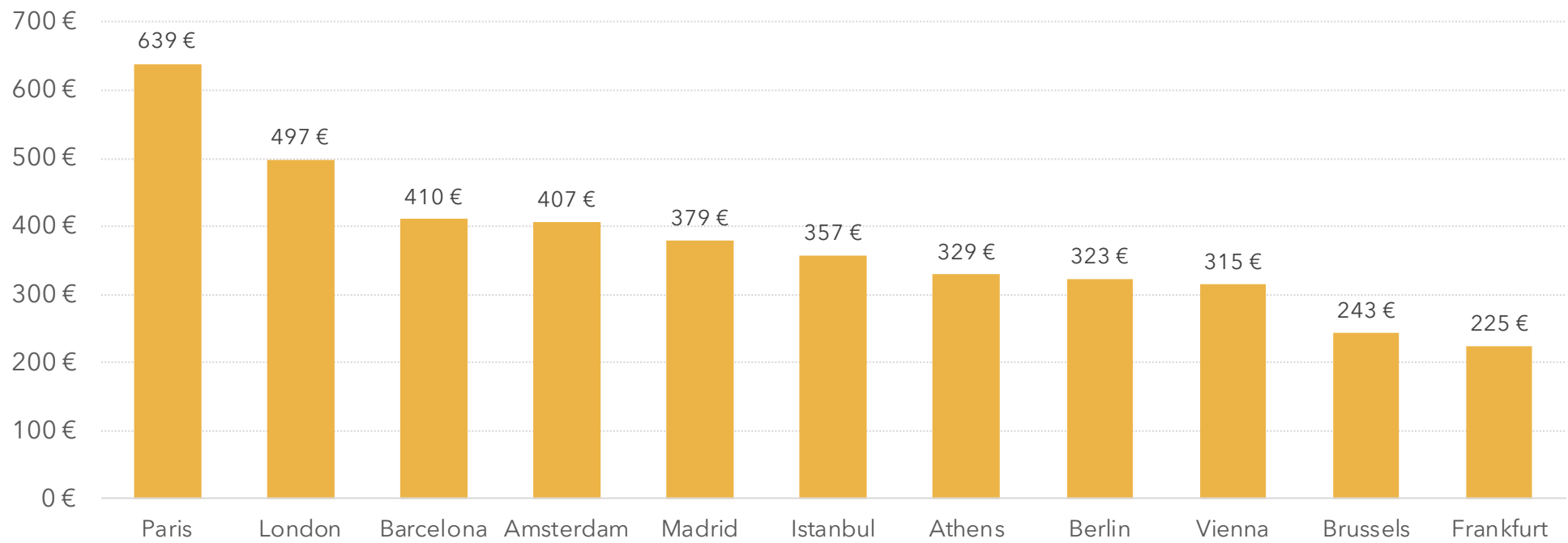
EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
419	412	-2%	Amsterdam	71%	72%	0
296	335	13%	Athens	82%	80%	-2
413	417	1%	Barcelona	82%	78%	-4
279	327	17%	Berlin	64%	65%	1
283	271	-4%	Brussels	75%	71%	-3
246	227	-8%	Frankfurt	53%	82%	29
310	445	44%	Istanbul	73%	81%	8
447	468	4%	London	81%	81%	1
425	470	11%	Madrid	70%	81%	12
719	608	-15%	Paris	75%	79%	3
321	321	0%	Vienna	72%	73%	1

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024
ADR (Breakfast included)
5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – OCTOBER 2024

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
413	407	-2%	Amsterdam	66%	67%	2
302	329	9%	Athens	71%	71%	0
379	410	8%	Barcelona	74%	76%	1
305	323	6%	Berlin	54%	59%	5
246	243	-1%	Brussels	62%	63%	0
239	225	-6%	Frankfurt	50%	74%	24
309	357	15%	Istanbul	68%	73%	5
512	497	-3%	London	72%	73%	1
343	379	11%	Madrid	60%	63%	3
658	639	-3%	Paris	69%	69%	1
307	315	2%	Vienna	68%	71%	4

ADR expressed in euros VAT incl
Source: MKG_Consulting

OCTOBER 2024 – All Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
131	133	1%	Biarritz	67%	62%	-5
160	140	-12%	Bordeaux	78%	79%	1
413	382	-7%	Cannes	57%	54%	-3
112	110	-2%	Clermont-Ferrand	67%	70%	3
106	114	7%	Dijon	68%	68%	0
152	133	-13%	Lille	80%	76%	-4
191	161	-15%	Lyon	81%	83%	2
179	156	-13%	Marseille	77%	76%	-1
111	101	-9%	Montpellier	68%	72%	4
134	109	-19%	Nantes	75%	69%	-6
188	193	3%	Nice	78%	79%	1
90	96	7%	Poitiers	64%	68%	4
127	117	-8%	Rennes	73%	66%	-7
100	109	9%	Rouen	69%	64%	-5
127	126	-1%	Strasbourg	73%	74%	1
127	122	-4%	Toulouse	72%	69%	-2
97	99	3%	Tours	65%	65%	0

ADR expressed in euros VAT incl
Source: MKG_Consulting

ADR (Breakfast included) BY CATEGORY

FRENCH CITIES FOR BUSINESS TRAVEL

Cities	Economy						Upscale		
	2*			3*			4*		
	2023	2024	0	2023	2024	0	2023	2024	0
Biarritz	77	76	-1%	95	105	12%	173	171	-1%
Bordeaux	91	90	-1%	124	103	-17%	170	173	2%
Cannes	n/a	n/a	n/a	140	131	-6%	286	260	-9%
Clermont-Ferrand	86	78	-8%	101	102	0%	159	157	-1%
Dijon	70	82	17%	105	108	3%	134	139	4%
Lille	109	91	-17%	130	114	-12%	181	154	-15%
Lyon	98	102	3%	155	131	-15%	207	168	-19%
Marseille	83	94	13%	133	115	-13%	231	193	-16%
Montpellier	75	51	-31%	103	93	-10%	137	131	-5%
Nantes	99	89	-9%	130	110	-16%	180	133	-26%
Nice	88	93	6%	112	113	1%	205	209	2%
Poitiers	68	72	6%	90	94	5%	136	141	4%
Rennes	79	74	-6%	124	110	-11%	171	155	-10%
Rouen	68	68	0%	84	90	7%	127	145	14%
Strasbourg	84	84	0%	103	104	2%	150	146	-2%
Toulouse	66	76	16%	117	110	-6%	160	152	-5%
Tours	73	64	-13%	98	99	1%	123	139	13%

ADR expressed in euros VAT incl
Source: MKG_Consulting

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

YEAR-TO-DATE – OCTOBER 2024

All Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
145	146	1%	Biarritz	66%	66%	-1
152	146	-5%	Bordeaux	71%	72%	1
510	539	6%	Cannes	64%	65%	0
99	100	1%	Clermont-Ferrand	64%	63%	-1
107	110	3%	Dijon	67%	67%	0
133	137	3%	Lille	68%	69%	1
163	158	-3%	Lyon	76%	76%	0
154	153	0%	Marseille	73%	69%	-4
107	104	-3%	Montpellier	68%	69%	1
119	112	-6%	Nantes	69%	66%	-3
220	229	4%	Nice	75%	78%	3
94	95	2%	Poitiers	61%	62%	0
111	114	3%	Rennes	64%	62%	-2
108	108	0%	Rouen	69%	65%	-4
121	121	0%	Strasbourg	66%	67%	0
121	121	0%	Toulouse	64%	63%	-1
100	101	0%	Tours	64%	64%	0

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024

ADR (Breakfast included) BY CATEGORY

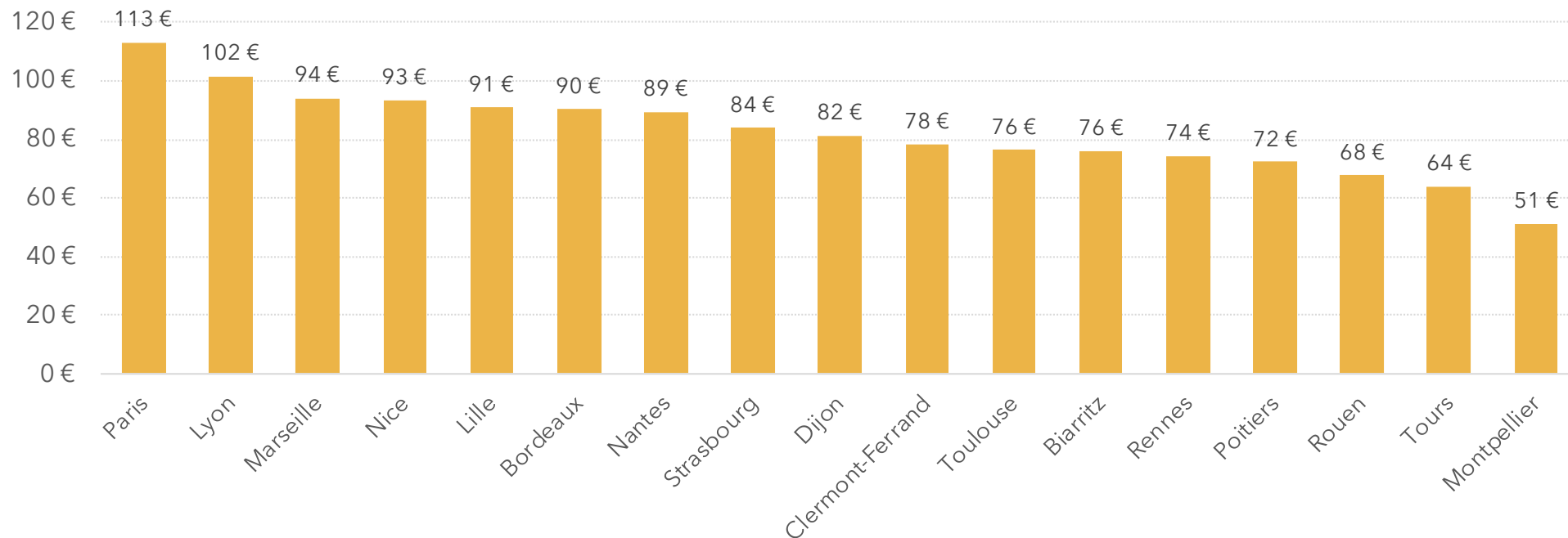
FRENCH CITIES FOR BUSINESS TRAVEL

Cities	Economy						Upscale		
	2*			3*			4*		
	2023	2024	0	2023	2024	0	2023	2024	0
Biarritz	85	90	6%	113	115	1%	194	194	0%
Bordeaux	89	87	-3%	112	106	-5%	164	159	-3%
Cannes	n/a	n/a	n/a	118	122	3%	299	301	1%
Clermont-Ferrand	71	73	2%	90	90	0%	143	142	0%
Dijon	72	75	5%	104	106	2%	143	144	1%
Lille	90	92	3%	115	117	2%	159	163	2%
Lyon	92	91	-1%	n/a	n/a	n/a	178	171	-4%
Marseille	82	84	2%	115	113	-1%	193	189	-2%
Montpellier	68	65	-4%	105	101	-3%	133	131	-2%
Nantes	85	86	2%	110	109	-1%	167	147	-12%
Nice	101	106	5%	131	133	2%	239	244	2%
Poitiers	70	72	2%	91	92	1%	137	138	1%
Rennes	77	78	2%	109	111	2%	145	148	2%
Rouen	72	70	-3%	96	93	-3%	134	137	3%
Strasbourg	79	80	1%	97	100	3%	145	140	-4%
Toulouse	72	72	0%	108	107	-1%	153	152	-1%
Tours	72	72	-1%	95	97	2%	141	139	-1%

ADR expressed in euros VAT incl
Source: MKG_Consulting

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

OCTOBER 2024
ADR (Breakfast included)
2* Hotels
FRENCH CITIES FOR BUSINESS TRAVEL



OCTOBER 2024 – 2* Hotels

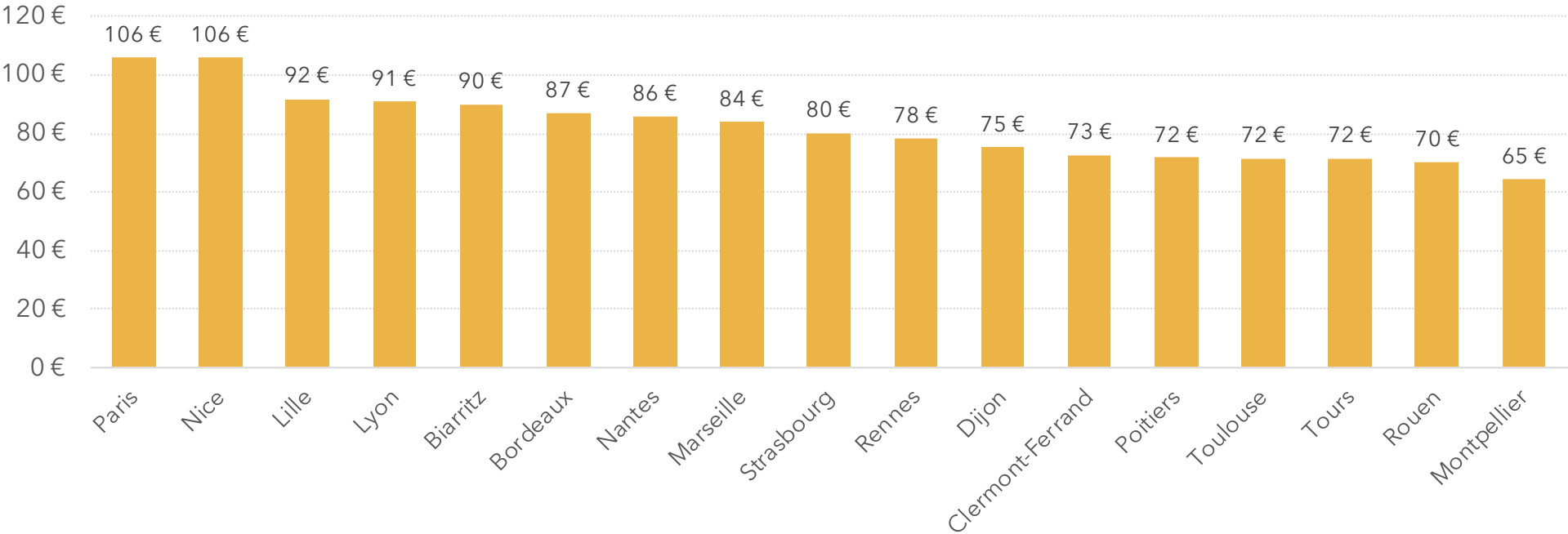
FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
77	76	-1%	Biarritz	70%	70%	0
91	90	-1%	Bordeaux	84%	84%	1
86	78	-8%	Clermont-Ferrand	68%	72%	4
70	82	17%	Dijon	72%	71%	-1
109	91	-17%	Lille	80%	79%	-1
98	102	3%	Lyon	82%	89%	6
83	94	13%	Marseille	78%	78%	0
75	51	-31%	Montpellier	72%	77%	4
99	89	-9%	Nantes	74%	66%	-7
88	93	6%	Nice	84%	83%	-1
68	72	6%	Poitiers	65%	66%	2
79	74	-6%	Rennes	75%	63%	-11
68	68	0%	Rouen	63%	54%	-9
84	84	0%	Strasbourg	64%	69%	5
66	76	16%	Toulouse	76%	76%	0
73	64	-13%	Tours	65%	65%	0

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024
ADR (Breakfast included)
2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
85	90	6%	Biarritz	73%	73%	1
89	87	-3%	Bordeaux	81%	80%	-1
71	73	2%	Clermont-Ferrand	66%	65%	-1
72	75	5%	Dijon	67%	69%	2
90	92	3%	Lille	66%	67%	2
92	91	-1%	Lyon	83%	83%	0
82	84	2%	Marseille	79%	72%	-7
68	65	-4%	Montpellier	73%	74%	2
85	86	2%	Nantes	69%	64%	-5
101	106	5%	Nice	78%	80%	3
70	72	2%	Poitiers	61%	61%	0
77	78	2%	Rennes	66%	62%	-4
72	70	-3%	Rouen	63%	58%	-5
79	80	1%	Strasbourg	61%	59%	-2
72	72	0%	Toulouse	67%	65%	-2
72	72	-1%	Tours	67%	66%	-1

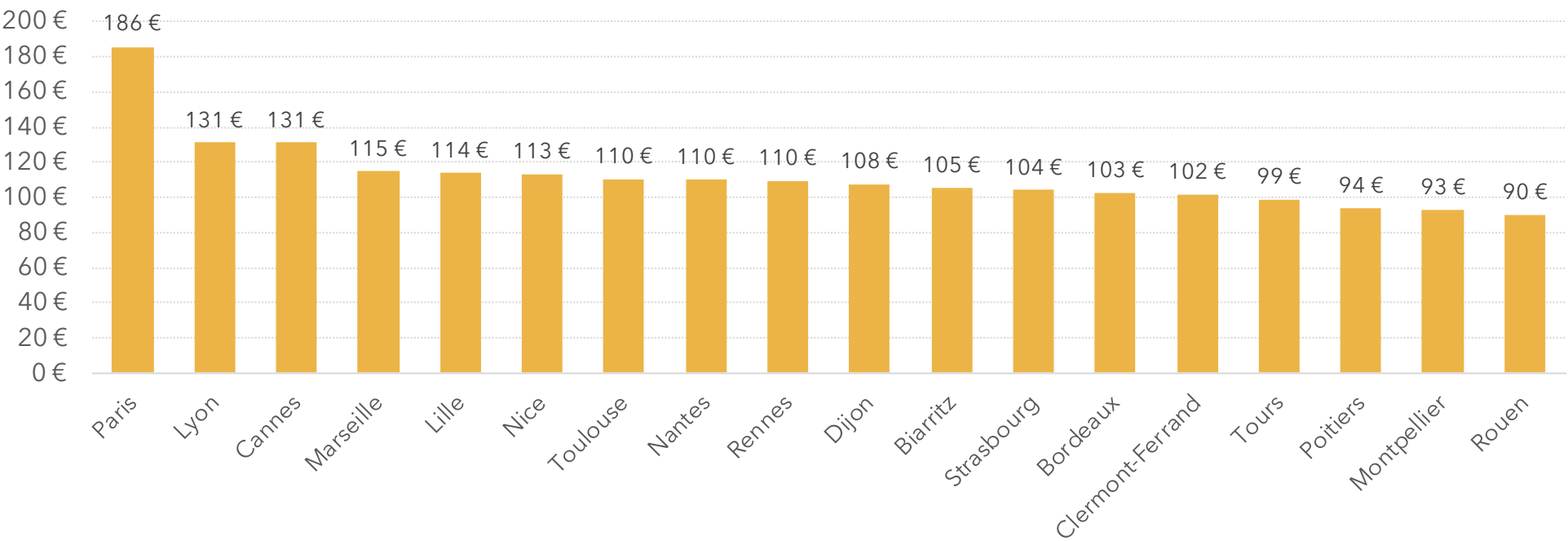
ADR expressed in euros VAT incl
Source: MKG_Consulting

OCTOBER 2024

ADR (Breakfast included)

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



OCTOBER 2024 – 3* Hotels

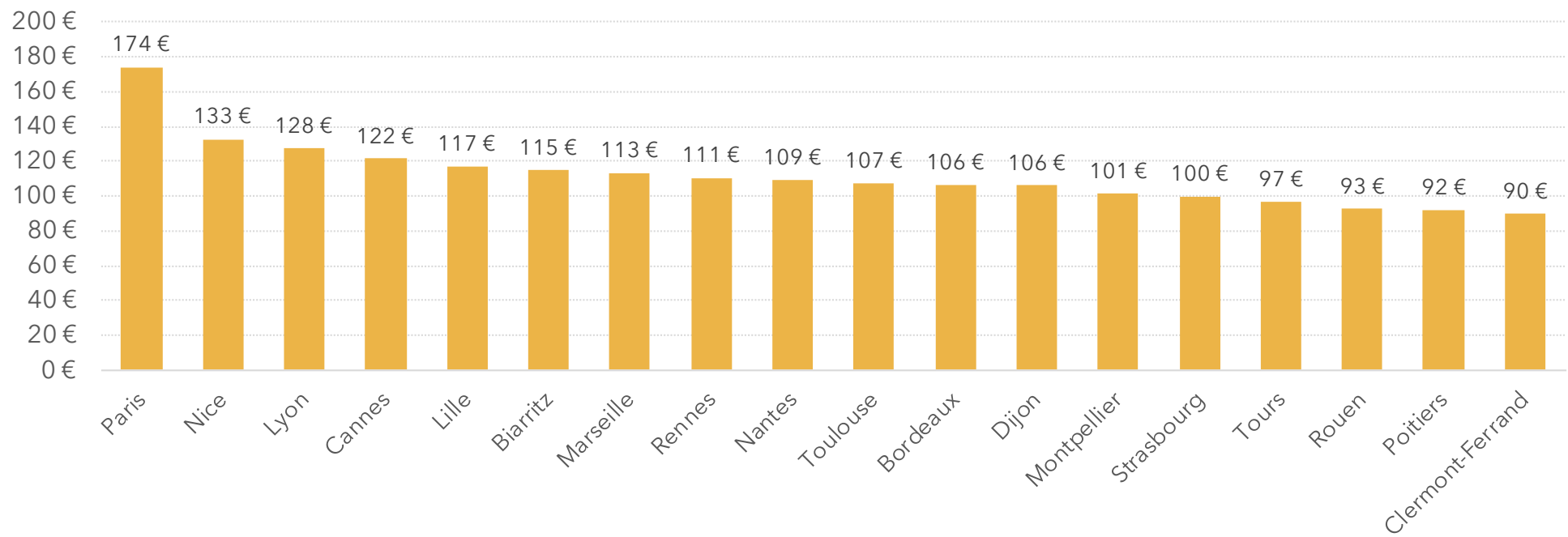
FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
95	105	12%	Biarritz	66%	64%	-2
124	103	-17%	Bordeaux	79%	80%	0
140	131	-6%	Cannes	66%	66%	0
101	102	0%	Clermont-Ferrand	65%	70%	5
105	108	3%	Dijon	67%	69%	1
130	114	-12%	Lille	80%	79%	-1
155	131	-15%	Lyon	81%	83%	2
133	115	-13%	Marseille	78%	80%	2
103	93	-10%	Montpellier	70%	74%	4
130	110	-16%	Nantes	75%	70%	-5
112	113	1%	Nice	84%	85%	1
90	94	5%	Poitiers	62%	67%	4
124	110	-11%	Rennes	73%	65%	-8
84	90	7%	Rouen	65%	61%	-5
103	104	2%	Strasbourg	78%	75%	-3
117	110	-6%	Toulouse	69%	70%	0
98	99	1%	Tours	62%	64%	2

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024
ADR (Breakfast included)
3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
113	115	1%	Biarritz	66%	66%	0
112	106	-5%	Bordeaux	69%	71%	2
118	122	3%	Cannes	76%	76%	0
90	90	0%	Clermont-Ferrand	63%	62%	-2
104	106	2%	Dijon	68%	68%	0
115	117	2%	Lille	68%	71%	3
131	128	-3%	Lille	75%	73%	-2
115	113	-1%	Marseille	75%	65%	-10
105	101	-3%	Montpellier	68%	68%	0
110	109	-1%	Nantes	71%	68%	-2
131	133	2%	Nice	81%	81%	0
91	92	1%	Poitiers	60%	60%	0
109	111	2%	Rennes	65%	63%	-2
96	93	-3%	Rouen	65%	60%	-5
97	100	3%	Strasbourg	72%	68%	-4
108	107	-1%	Toulouse	64%	63%	-1
95	97	2%	Tours	61%	63%	2

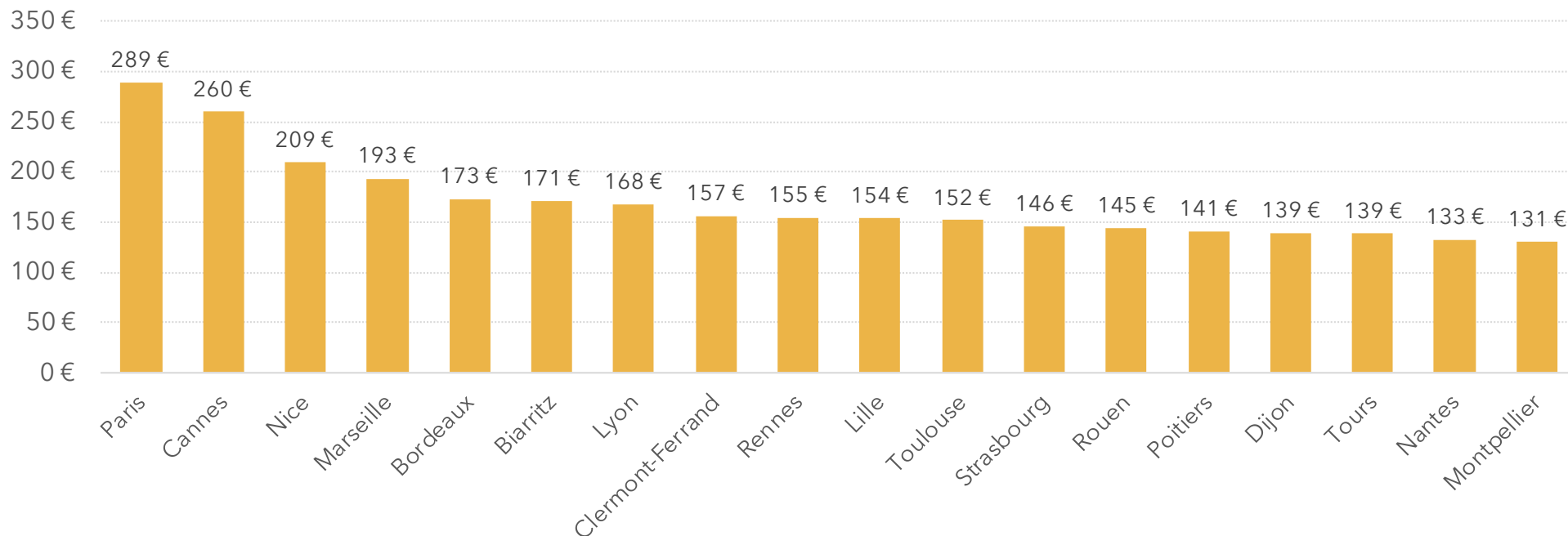
ADR expressed in euros VAT incl
Source: MKG Consulting

OCTOBER 2024

ADR (Breakfast included)

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



OCTOBER 2024 – 4* Hotels

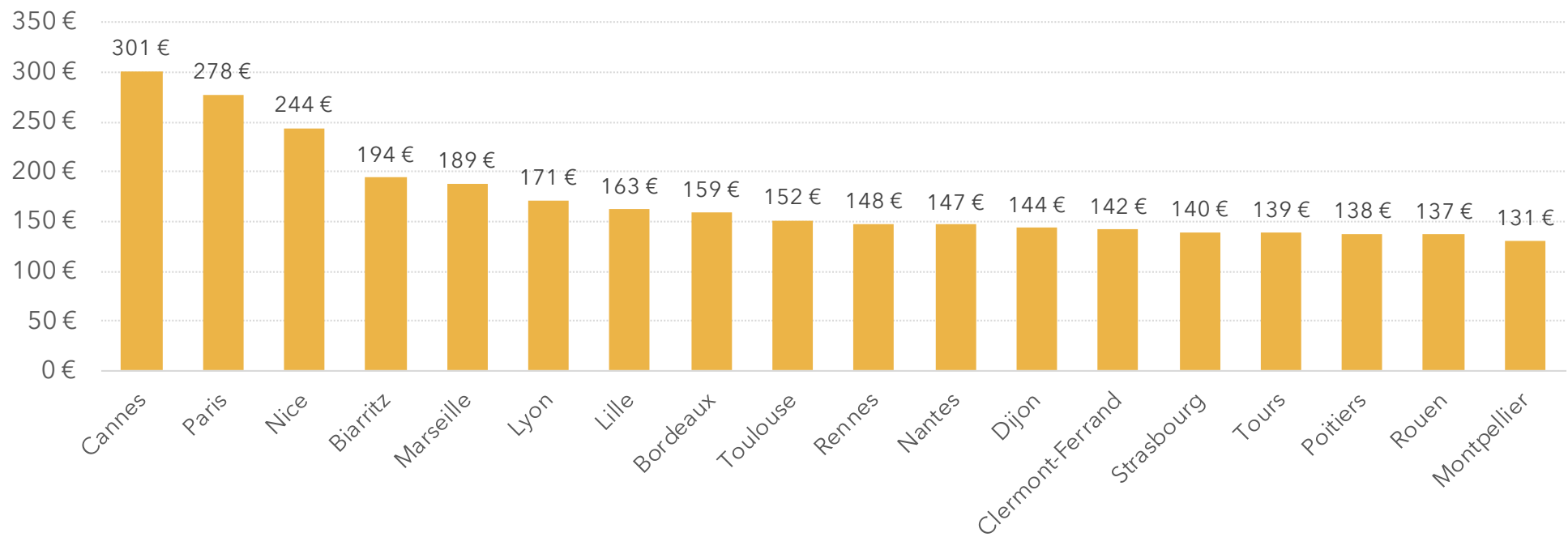
FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
173	171	-1%	Biarritz	72%	58%	-14
170	173	2%	Bordeaux	74%	77%	2
286	260	-9%	Cannes	55%	55%	0
159	157	-1%	Clermont-Ferrand	67%	71%	3
134	139	4%	Dijon	70%	71%	1
181	154	-15%	Lille	84%	74%	-10
207	168	-19%	Lyon	83%	83%	1
231	193	-16%	Marseille	76%	73%	-3
137	131	-5%	Montpellier	64%	68%	4
180	133	-26%	Nantes	75%	71%	-4
205	209	2%	Nice	75%	76%	1
136	141	4%	Poitiers	62%	73%	11
171	155	-10%	Rennes	72%	70%	-2
127	145	14%	Rouen	75%	72%	-3
150	146	-2%	Strasbourg	77%	79%	2
160	152	-5%	Toulouse	72%	66%	-6
123	139	13%	Tours	72%	71%	-1

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024
ADR (Breakfast included)
4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – OCTOBER 2024

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
194	194	0%	Biarritz	68%	66%	-2
164	159	-3%	Bordeaux	68%	70%	2
299	301	1%	Cannes	65%	66%	0
143	142	0%	Clermont-Ferrand	62%	64%	2
143	144	1%	Dijon	67%	67%	0
159	163	2%	Lille	71%	71%	0
178	171	-4%	Lyon	77%	77%	0
193	189	-2%	Marseille	70%	71%	1
133	131	-2%	Montpellier	65%	66%	1
167	147	-12%	Nantes	69%	67%	-3
239	244	2%	Nice	73%	76%	3
137	138	1%	Poitiers	63%	65%	3
145	148	2%	Rennes	61%	62%	1
134	137	3%	Rouen	72%	69%	-3
145	140	-4%	Strasbourg	66%	71%	5
153	152	-1%	Toulouse	62%	62%	0
141	139	-1%	Tours	69%	68%	-1

ADR expressed in euros VAT incl
Source: MKG_Consulting

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
161	153	-5%	Berlin	78%	81%	3
176	127	-28%	Cologne	75%	71%	-4
161	130	-19%	Düsseldorf	67%	66%	-2
145	145	0%	Frankfurt	63%	67%	4
154	143	-7%	Hamburg	82%	82%	0
107	141	32%	Hanover	59%	65%	5
158	188	19%	Munich	78%	79%	2
128	144	13%	Stuttgart	70%	76%	6

ADR expressed in euros VAT incl
Source: MKG_Consulting

OCTOBER 2024

ADR (Breakfast included) BY CATEGORY

GERMAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Berlin	135	117	-13%	165	154	-7%	279	327	17%
Cologne	127	122	-4%	213	129	-39%	n/a	n/a	n/a
Düsseldorf	146	102	-30%	167	138	-17%	n/a	n/a	n/a
Frankfurt	125	125	0%	145	144	0%	246	227	-8%
Hamburg	125	109	-13%	168	156	-8%	n/a	n/a	n/a
Hanover	81	125	54%	120	161	35%	n/a	n/a	n/a
Munich	131	158	20%	178	186	5%	n/a	n/a	n/a
Stuttgart	116	139	20%	145	160	10%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG Consulting

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

YEAR-TO-DATE – OCTOBER 2024

All Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
150	160	7%	Berlin	74%	74%	1
148	147	-1%	Cologne	69%	71%	1
142	141	-1%	Düsseldorf	64%	64%	0
142	151	6%	Frankfurt	57%	63%	5
144	151	4%	Hamburg	78%	78%	0
125	127	1%	Hanover	63%	64%	1
152	159	5%	Munich	69%	71%	2
124	136	9%	Stuttgart	63%	68%	5

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024

ADR (Breakfast included) BY CATEGORY

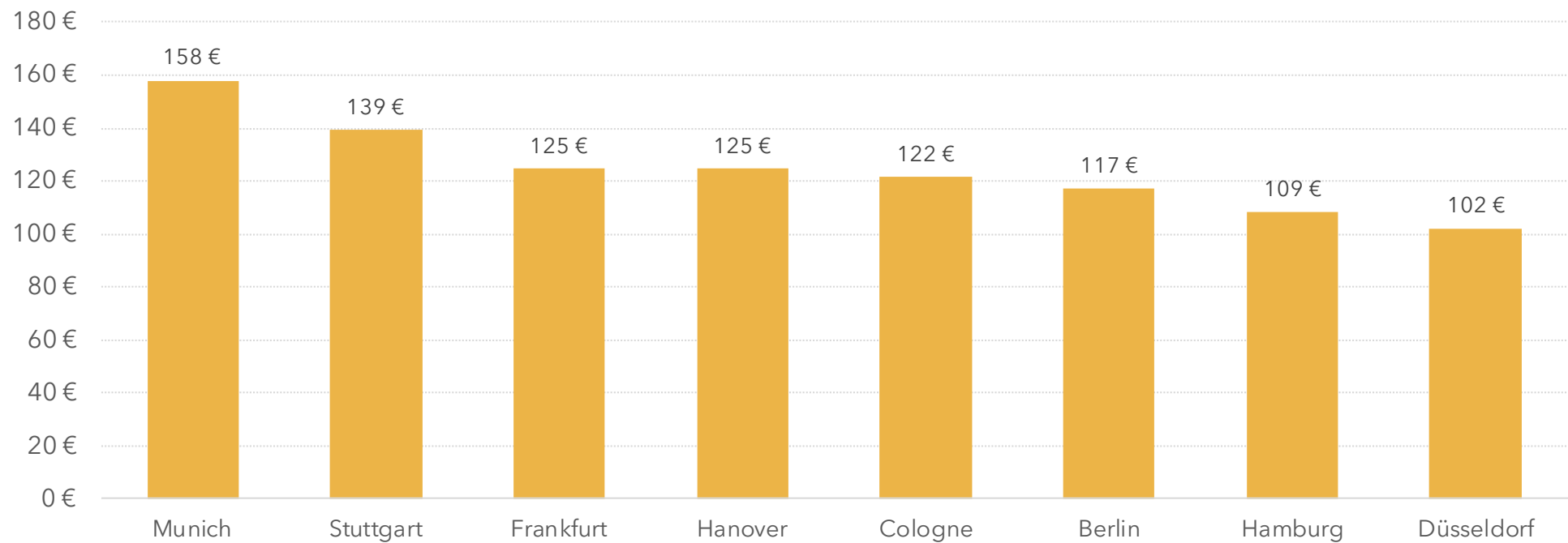
GERMAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Berlin	121	131	8%	154	162	5%	305	323	6%
Cologne	121	124	2%	166	162	-2%	n/a	n/a	n/a
Düsseldorf	131	126	-4%	146	146	0%	n/a	n/a	n/a
Frankfurt	119	136	14%	145	151	4%	239	225	-6%
Hamburg	118	126	7%	154	159	3%	n/a	n/a	n/a
Hanover	105	107	1%	138	140	2%	n/a	n/a	n/a
Munich	122	134	9%	159	164	3%	n/a	n/a	n/a
Stuttgart	113	125	11%	149	160	8%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG Consulting

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

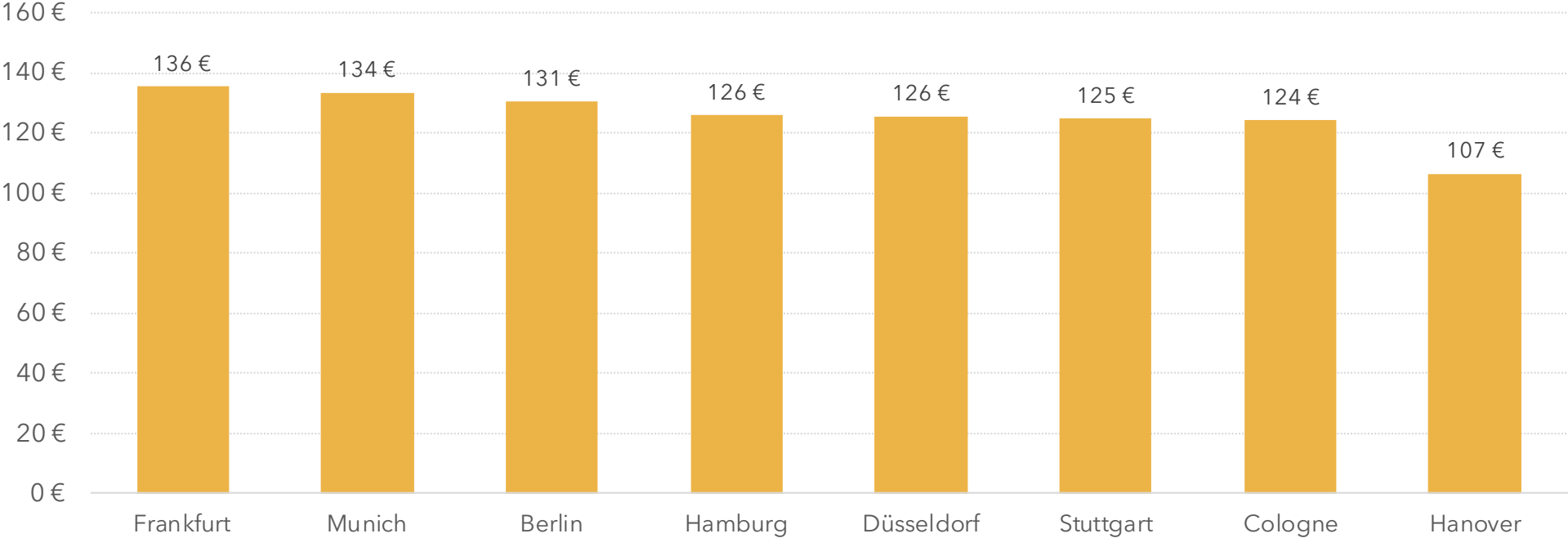
OCTOBER 2024
ADR (Breakfast included)
3* Hotels
GERMAN CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
135	117	-13%	Berlin	78%	79%	0
127	122	-4%	Cologne	77%	73%	-4
146	102	-30%	Düsseldorf	72%	71%	0
125	125	0%	Frankfurt	63%	64%	1
125	109	-13%	Hamburg	86%	84%	-2
81	125	54%	Hanover	65%	69%	4
131	158	20%	Munich	78%	79%	1
116	139	20%	Stuttgart	69%	75%	6

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024
ADR (Breakfast included)
3* Hotels
GERMAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – OCTOBER 2024

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
121	131	8%	Berlin	77%	75%	-2
121	124	2%	Cologne	72%	73%	1
131	126	-4%	Düsseldorf	64%	69%	5
119	136	14%	Frankfurt	61%	60%	0
118	126	7%	Hamburg	82%	79%	-3
105	107	1%	Hanover	67%	65%	-3
122	134	9%	Munich	70%	70%	0
113	125	11%	Stuttgart	65%	68%	3

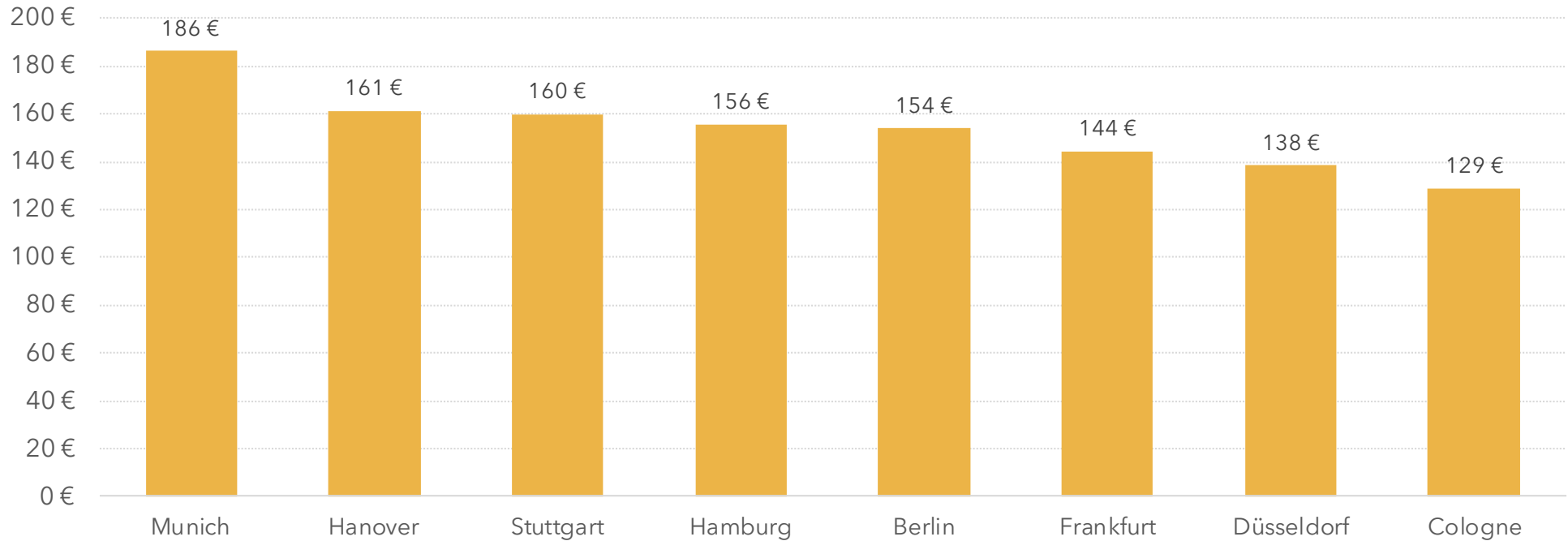
ADR expressed in euros VAT incl
Source: MKG_Consulting

OCTOBER 2024

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



OCTOBER 2024 – 4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
165	154	-7%	Berlin	80%	85%	6
213	129	-39%	Cologne	74%	72%	-3
167	138	-17%	Düsseldorf	67%	65%	-2
145	144	0%	Frankfurt	65%	66%	1
168	156	-8%	Hamburg	79%	82%	2
120	161	35%	Hanover	55%	60%	5
178	186	5%	Munich	77%	79%	2
145	160	10%	Stuttgart	72%	76%	4

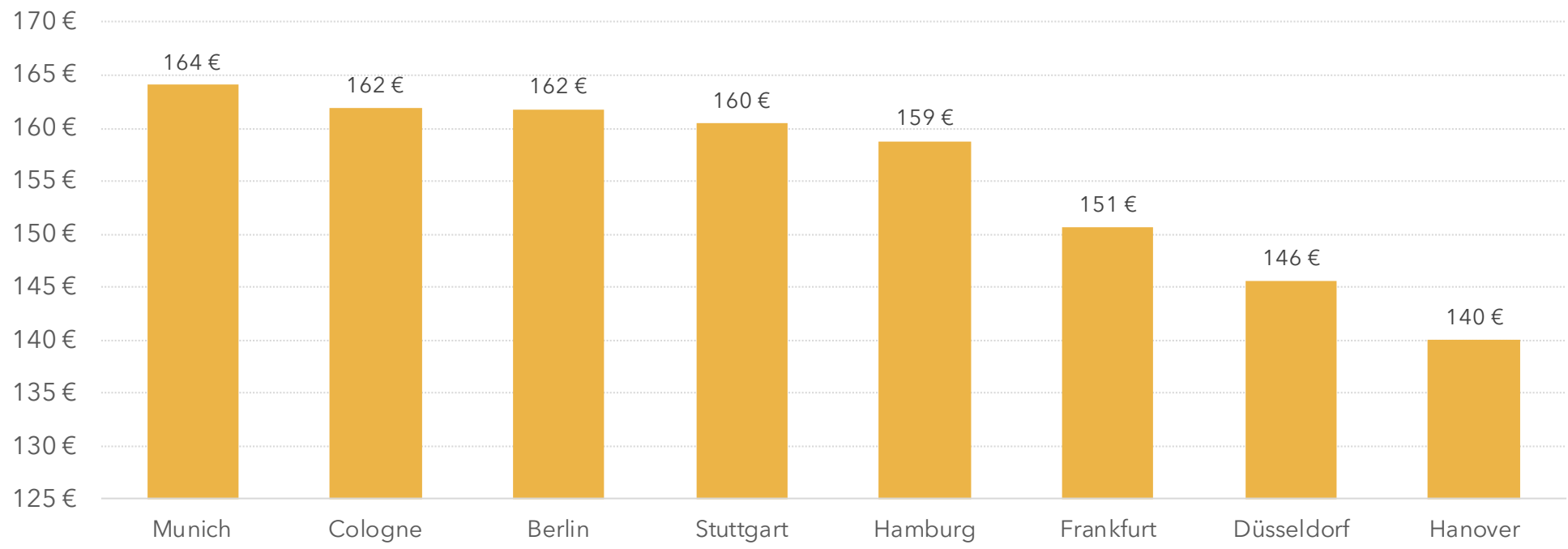
ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – OCTOBER 2024

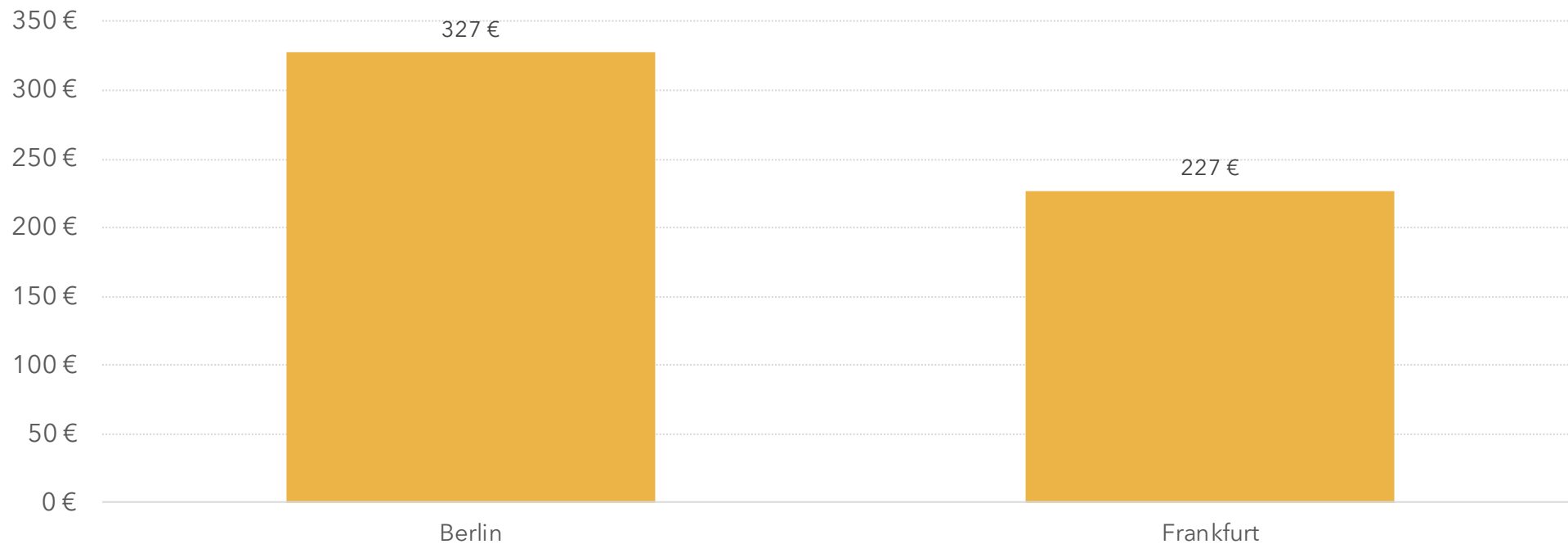
4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
154	162	5%	Berlin	74%	77%	2
166	162	-2%	Cologne	69%	71%	2
146	146	0%	Düsseldorf	66%	64%	-2
145	151	4%	Frankfurt	59%	62%	4
154	159	3%	Hamburg	77%	79%	1
138	140	2%	Hanover	60%	61%	1
159	164	3%	Munich	68%	71%	3
149	160	8%	Stuttgart	61%	69%	8

ADR expressed in euros VAT incl
Source: MKG_Consulting

OCTOBER 2024
ADR (Breakfast included)
5* Hotels
GERMAN CITIES FOR BUSINESS TRAVEL



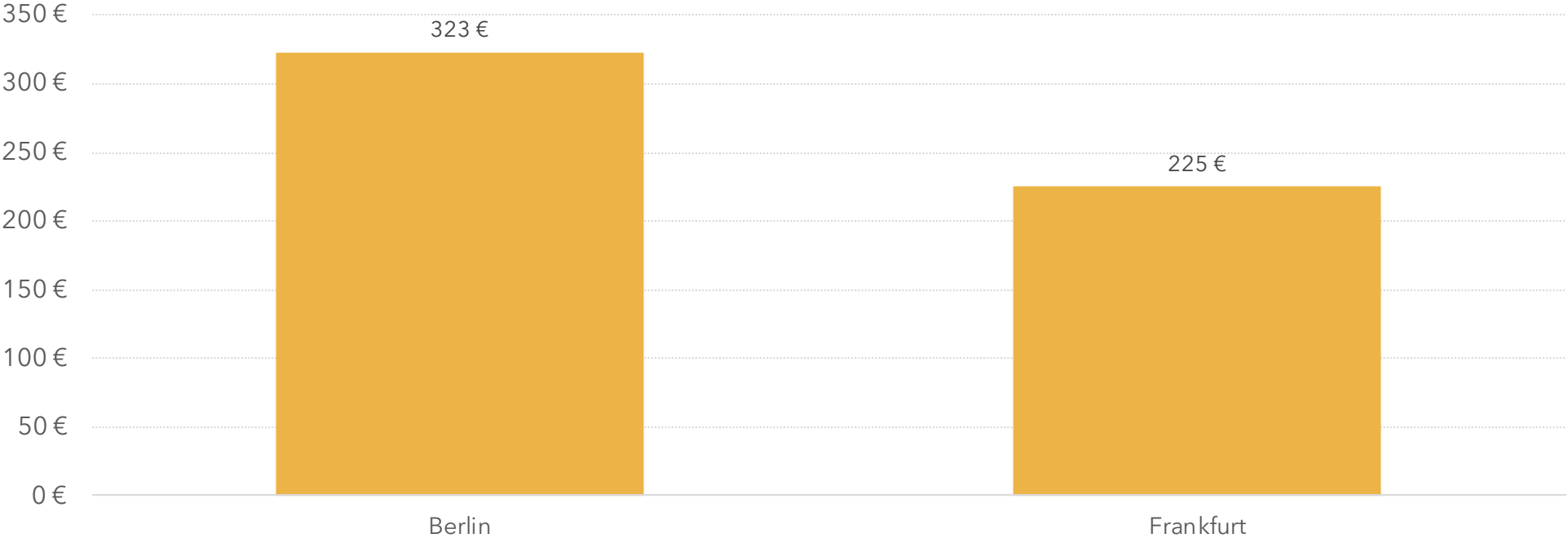
OCTOBER 2024 – 5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
279	327	17%	Berlin	64%	65%	1
246	227	-8%	Frankfurt	53%	82%	29

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024
ADR (Breakfast included)
5* Hotels
GERMAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – OCTOBER 2024

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
305	323	6%	Berlin	54%	59%	5
239	225	-6%	Frankfurt	50%	74%	24

ADR expressed in euros VAT incl
Source: MKG_Consulting

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
381	382	0%	Florence	85%	83%	-1
161	138	-15%	Genova	70%	74%	4
243	271	11%	Milan	84%	85%	1
300	309	3%	Rome	83%	86%	4
148	170	15%	Turin	81%	79%	-2
261	320	23%	Venice	77%	80%	3

ADR expressed in euros VAT incl
Source: MKG_Consulting

ADR (Breakfast included) BY CATEGORY

ITALIAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Florence	n/a	n/a	n/a	262	274	5%	819	824	1%
Genoa	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Milan	144	172	20%	227	250	10%	426	477	12%
Rome	90	116	29%	207	212	2%	688	670	-3%
Turin	n/a	n/a	n/a	154	185	20%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	182	236	30%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG_Consulting

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

YEAR-TO-DATE – OCTOBER 2024

All Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
312	322	3%	Florence	81%	76%	-4
147	146	-1%	Genova	70%	72%	2
231	237	3%	Milan	76%	76%	0
258	262	1%	Rome	75%	76%	1
138	146	6%	Turin	71%	70%	-1
248	285	15%	Venice	68%	69%	1

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024

ADR (Breakfast included) BY CATEGORY

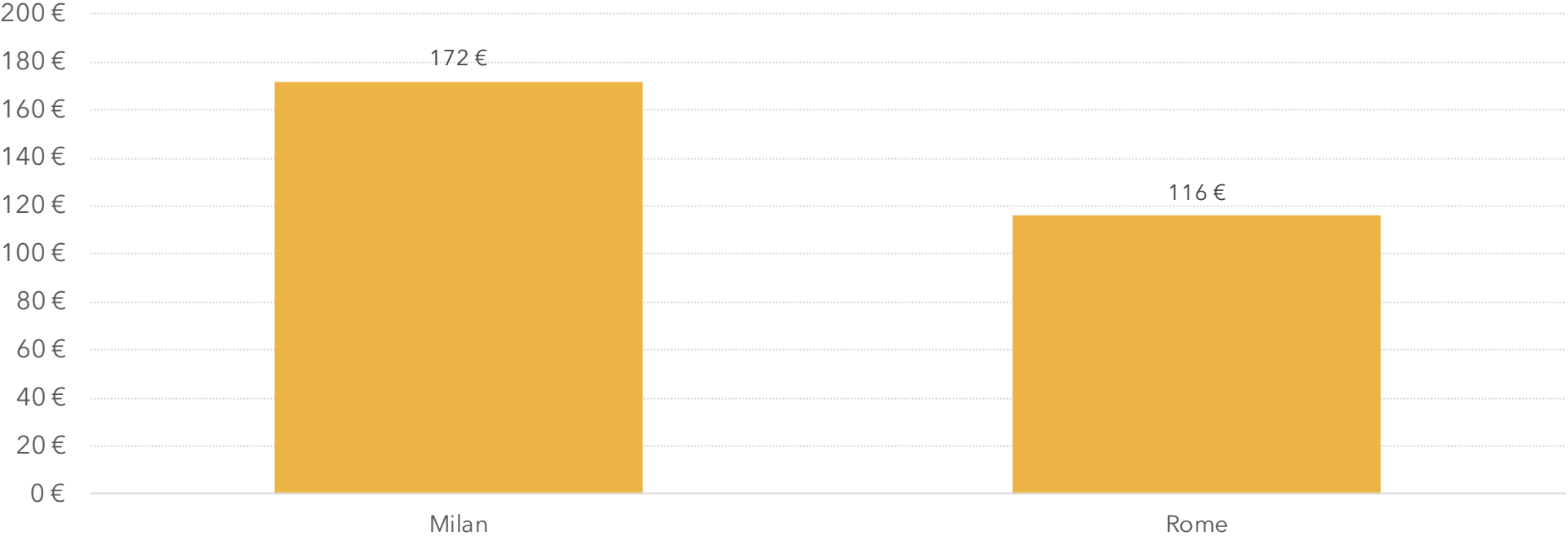
ITALIAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Florence	n/a	n/a	n/a	213	230	8%	674	725	7%
Genoa	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Milan	135	137	2%	216	220	2%	416	435	5%
Rome	94	101	8%	185	190	3%	606	592	-2%
Turin	n/a	n/a	n/a	144	154	7%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	180	201	12%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG_Consulting

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

OCTOBER 2024
ADR (Breakfast included)
3* Hotels
ITALIAN CITIES FOR BUSINESS TRAVEL



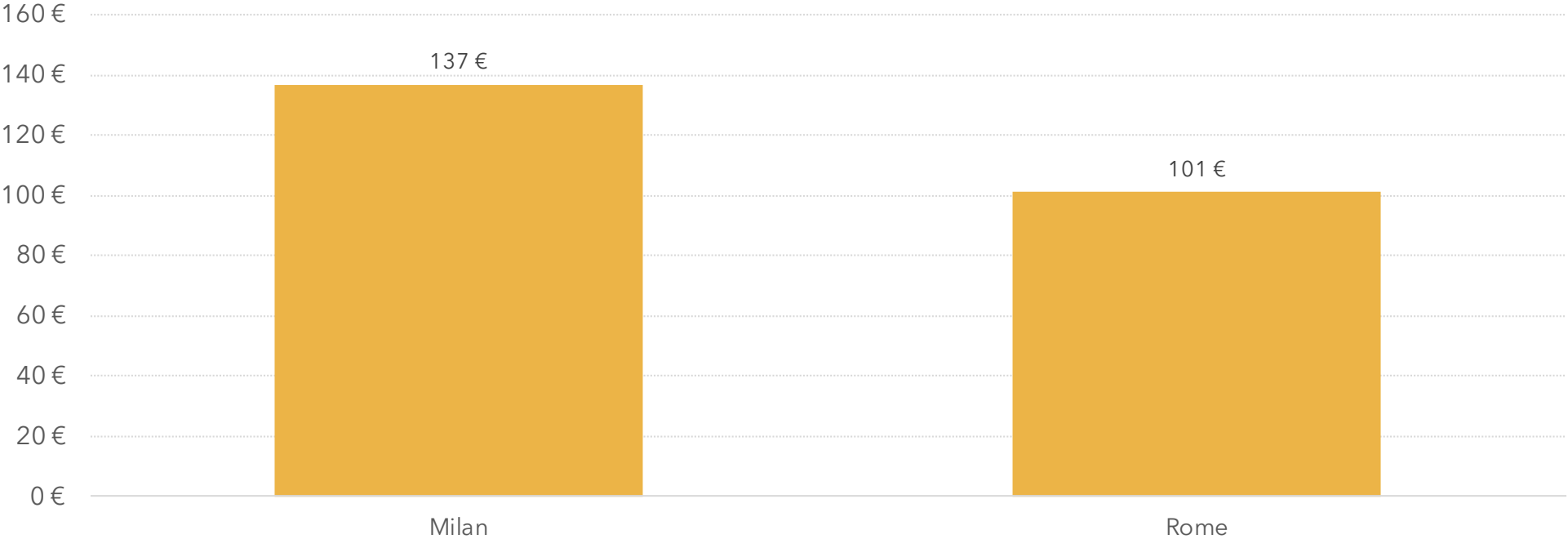
OCTOBER 2024 – 3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
144	172	20%	Milan	91%	93%	2
90	116	29%	Rome	89%	92%	3

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024
ADR (Breakfast included)
3* Hotels
ITALIAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – OCTOBER 2024

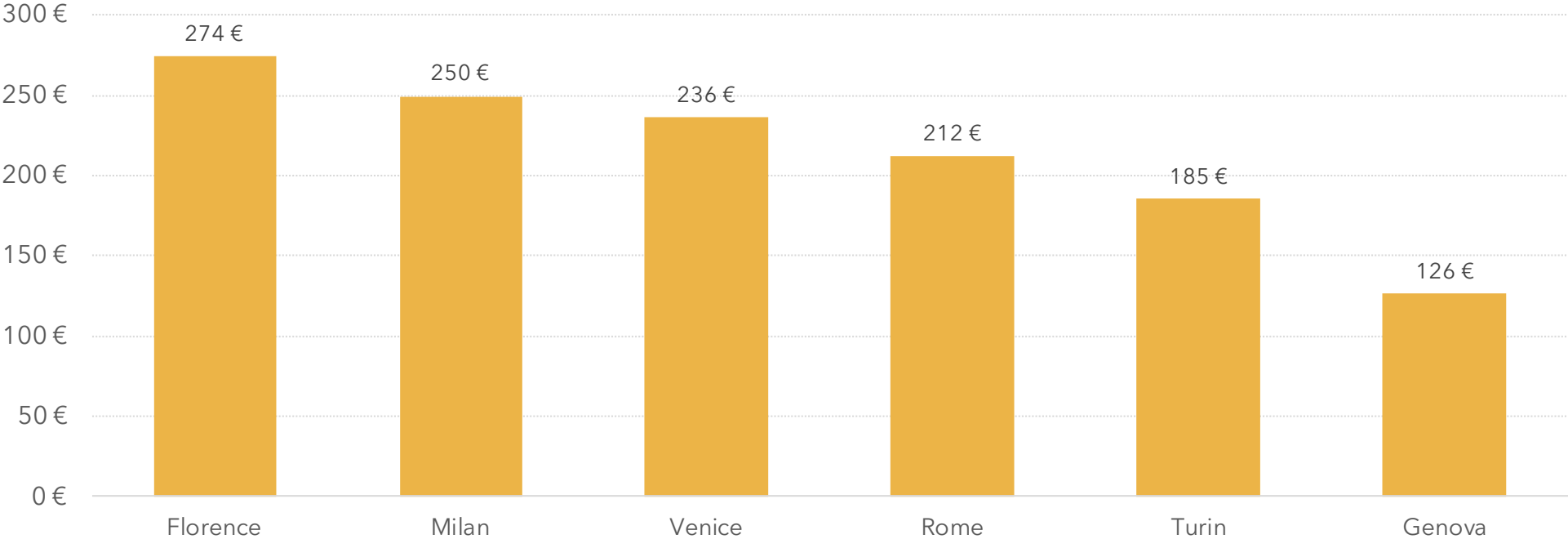
3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
135	137	2%	Milan	85%	85%	0
94	101	8%	Rome	84%	84%	0

ADR expressed in euros VAT incl
Source: MKG_Consulting

OCTOBER 2024
ADR (Breakfast included)
4* Hotels
ITALIAN CITIES FOR BUSINESS TRAVEL

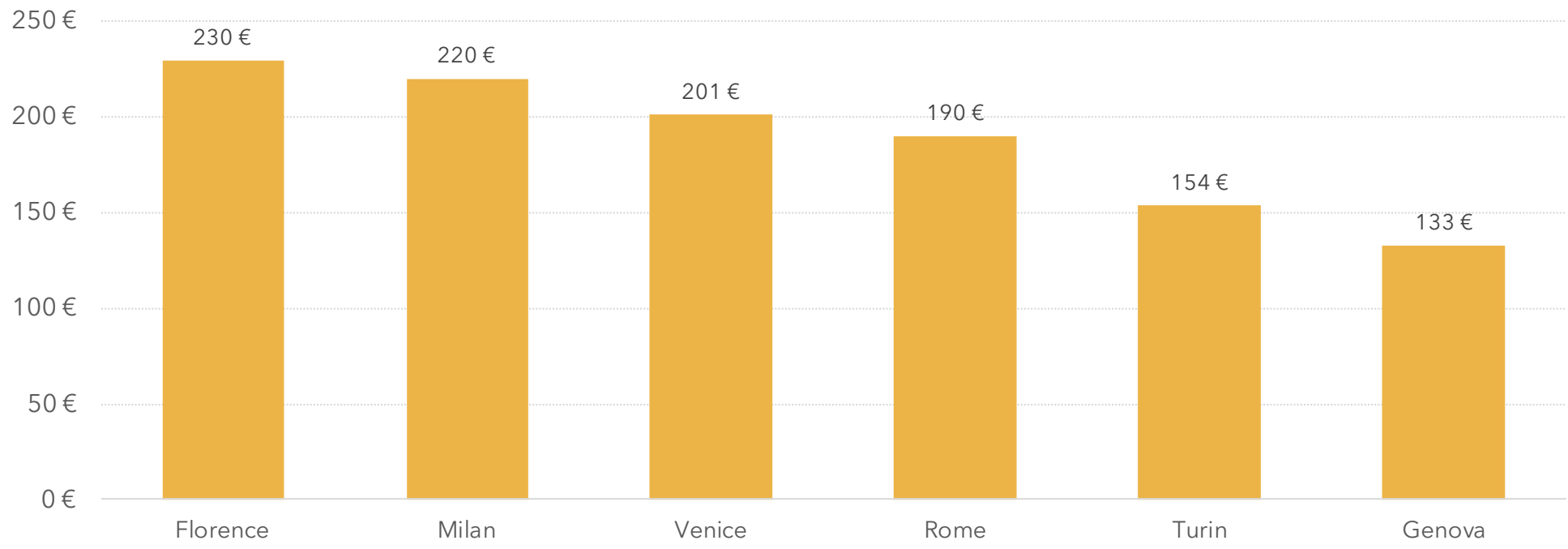


ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
262	274	5%	Florence	85%	84%	-1
151	126	-17%	Genova	69%	73%	4
227	250	10%	Milan	83%	83%	0
207	212	2%	Rome	85%	87%	2
154	185	20%	Turin	82%	79%	-2
182	236	30%	Venice	74%	78%	4

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024
ADR (Breakfast included)
4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – OCTOBER 2024

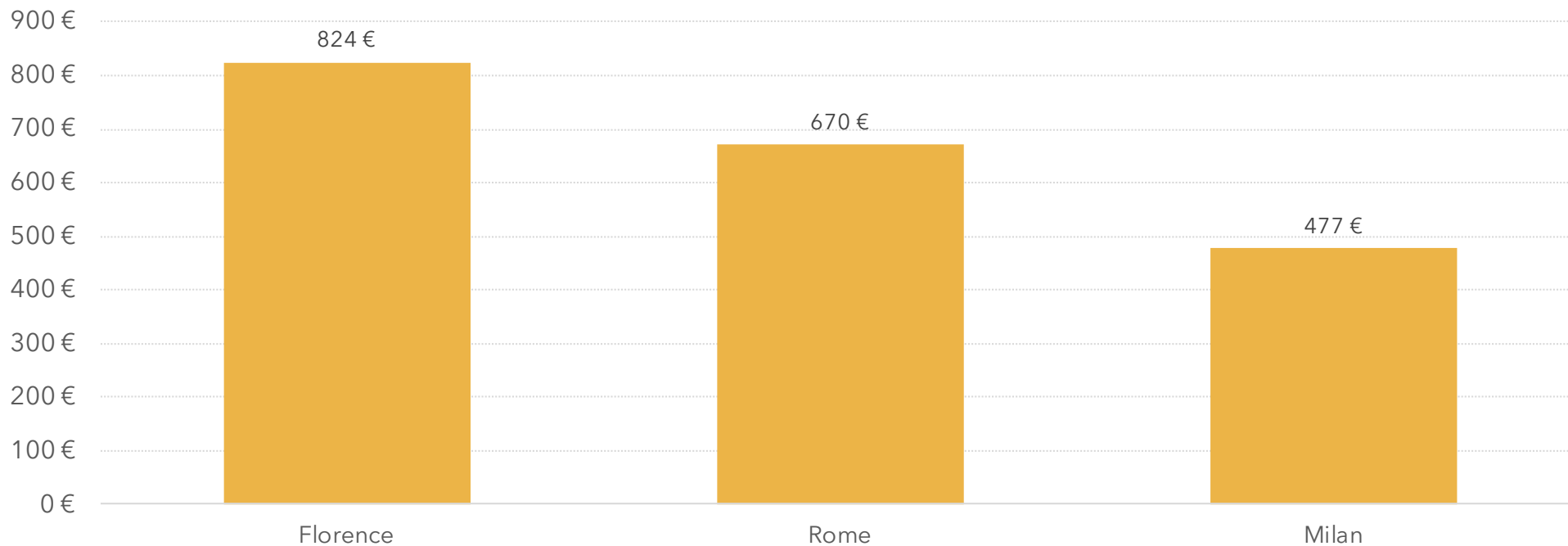
4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
213	230	8%	Florence	83%	80%	-3
134	133	-1%	Genova	69%	71%	2
216	220	2%	Milan	75%	75%	0
185	190	3%	Rome	76%	77%	1
144	154	7%	Turin	71%	70%	-1
180	201	12%	Venice	68%	68%	0

ADR expressed in euros VAT incl
Source: MKG_Consulting

OCTOBER 2024
ADR (Breakfast included)
5* Hotels
ITALIAN CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
819	824	1%	Florence	82%	76%	-5
426	477	12%	Milan	82%	82%	0
688	670	-3%	Rome	73%	82%	9

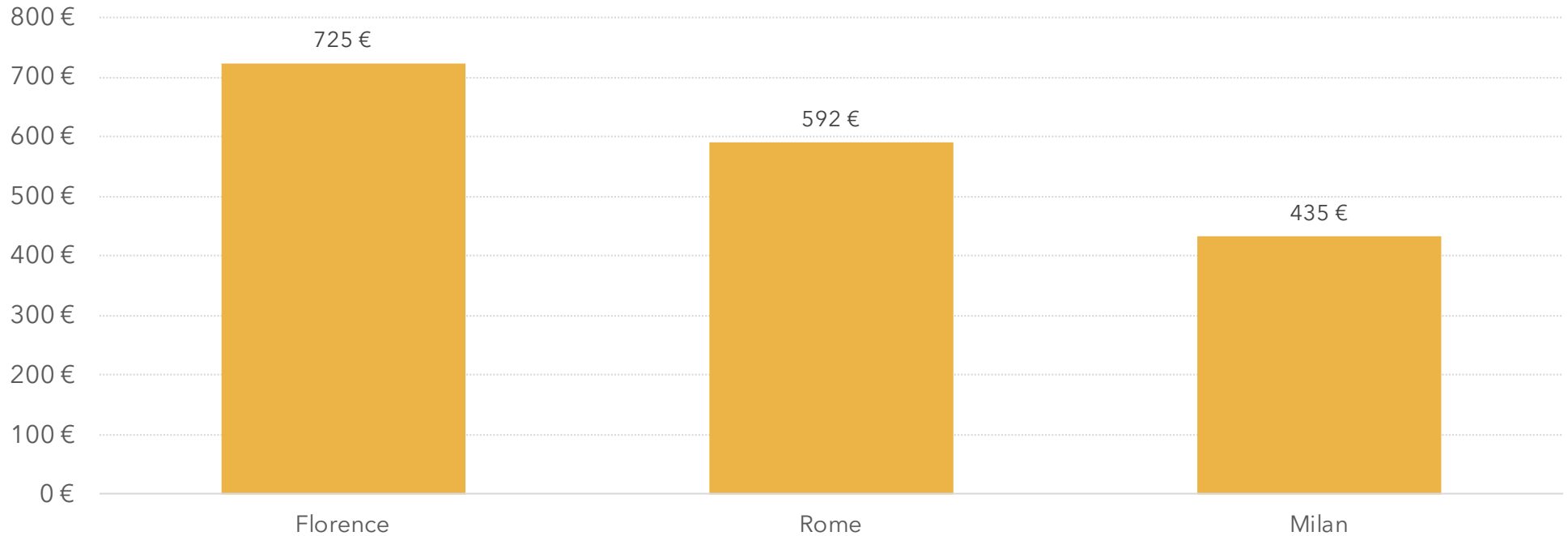
ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024

ADR (Breakfast included)

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – OCTOBER 2024

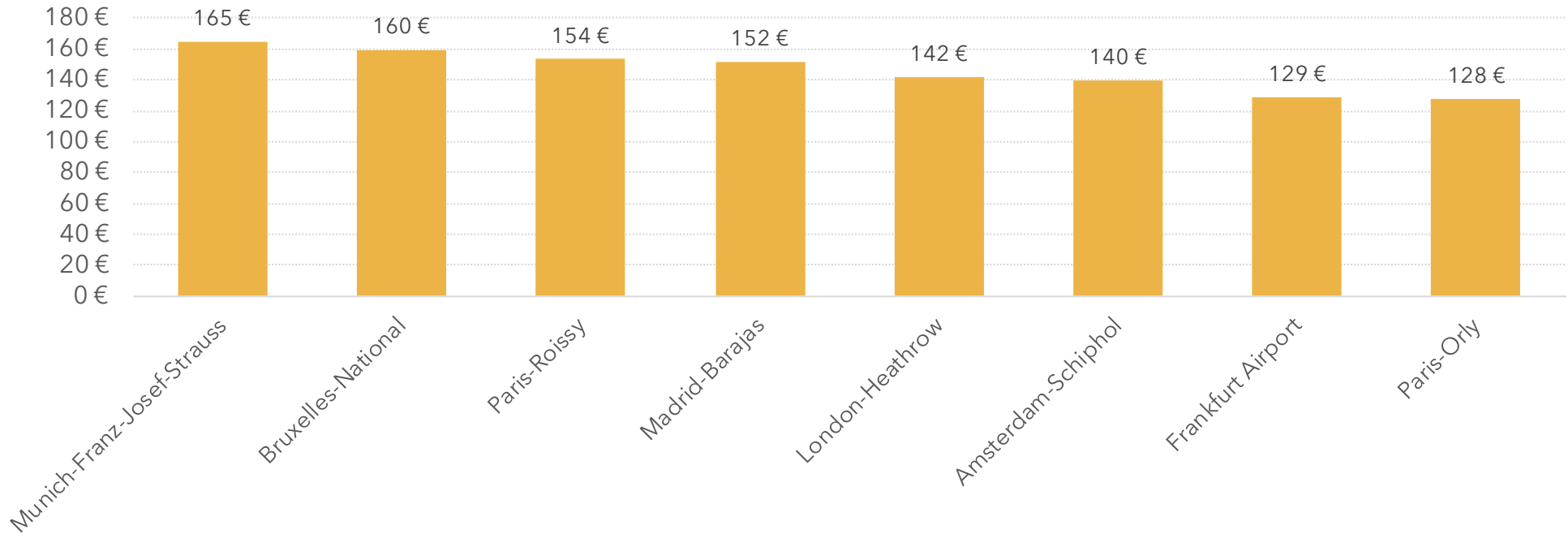
5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
674	725	7%	Florence	74%	63%	-11
416	435	5%	Milan	71%	71%	0
606	592	-2%	Rome	69%	72%	2

ADR expressed in euros VAT incl
Source: MKG_Consulting

OCTOBER 2024
ADR (Breakfast included)
All Hotels
MAIN EUROPEAN AIRPORTS



OCTOBER 2024 – All Hotels

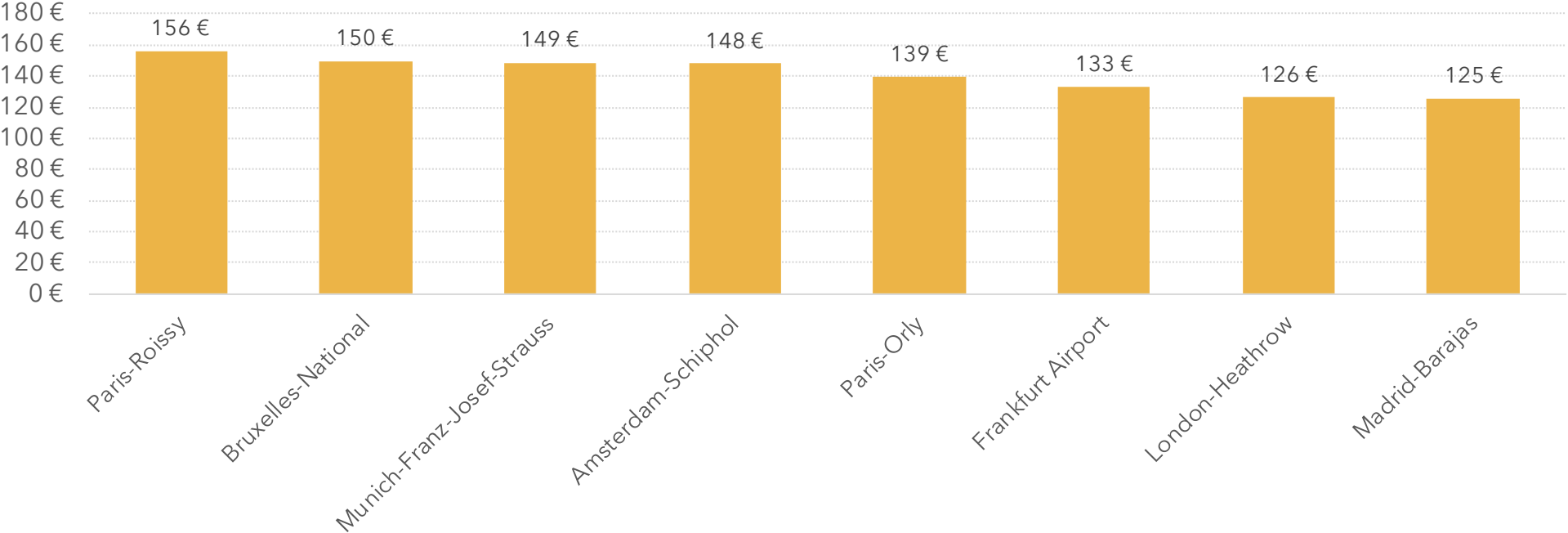
MAIN EUROPEAN AIRPORTS



ADR (Breakfast included)			Airport	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
150	140	-7%	Amsterdam-Schiphol	86%	86%	0
168	160	-5%	Bruxelles-National	76%	79%	3
126	129	2%	Frankfurt Airport	62%	72%	10
112	142	27%	London-Heathrow	89%	86%	-2
149	152	2%	Madrid-Barajas	86%	87%	1
152	165	9%	Munich-Franz-Josef- Strauss	72%	80%	7
146	128	-12%	Paris-Orly	76%	77%	2
144	154	7%	Paris-Roissy	83%	80%	-2

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – OCTOBER 2024
ADR (Breakfast included)
All Hotels
MAIN EUROPEAN AIRPORTS





ADR (Breakfast included)			Airport	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
148	148	0%	Amsterdam-Schiphol	78%	81%	2
151	150	-1%	Bruxelles-National	68%	71%	2
125	133	7%	Frankfurt Airport	56%	65%	10
123	126	3%	London-Heathrow	82%	85%	3
113	125	11%	Madrid-Barajas	74%	78%	4
143	149	4%	Munich-Franz-Josef- Strauss	68%	74%	5
129	139	8%	Paris-Orly	72%	73%	1
135	156	16%	Paris-Roissy	77%	77%	0

ADR expressed in euros VAT incl
Source: MKG_Consulting

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.

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