



BUSINESS HOTEL BAROMETER

Observatory carried out by CDS & MKG Consulting

JUNE 2025



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Monthly performance (June 2024 vs June 2025)

Among the main European cities for business travel, Paris, Zurich, Barcelona, Geneva and Lisbon led the way in June 2025 with occupancy rates at or above 85%. As well as topping the rankings, Paris recorded the biggest increase in occupancy compared with June 2024 (+10.6 points), reaching 89.7% occupancy for the month. The strong performance for Paris is partly explained by the organisation of the 55th Paris Air Show, which took place from 16 to 22 June 2025, as well as a sustained recovery in business and events activity compared with the previous year in a pre-Olympic period. This year, the Paris Air Show welcomed more than 300,000 visitors, exceeding attendance at the 2023 event. Other destinations saw occupancy levels drop by around 2 points on average, with the exception of Geneva which remains stable (-0.1 points compared with June 2024). Overall, occupancy rates across the major European cities are stable in June 2025 compared to the same period last year. However, Dusseldorf and Frankfurt lag significantly behind, down -15.4 points and -10.8 points respectively. On the German market, it should be noted that performances in 2024 were strongly boosted by Euro 2024, which may partly explain the difference observed between 2023 and 2024.

Athens, Istanbul, Paris and Rome stand out with the highest average prices among the main business travel destinations. The average price is over €300 for these 4 cities, ranging from €340.80 for Rome to €385.10 for Istanbul. Istanbul is experiencing a dynamic growth in price, with a +28.7% increase in its average price compared with June 2024. The city hosted 3 major trade fairs in June: Comestics & Home Care Ingredients, Food & Nutritional Ingredients and Eurasia Rail, all of which take place every two years. Among the other destinations with strong pricing growth, Paris came second (+14.8%), followed by Milan (+6%), Prague (5.3%) and Geneva (3.9%). As with occupancy rates, German cities remain the hardest hit, with average prices down by between -36.9% for Dusseldorf and -0.8% for Hanover.

Performance by category

Among 3-star hotels, Paris (€213.70) and Barcelona (€201.60) recorded the highest average prices (including breakfast) in June 2025. Paris also posted the largest price increase in this segment, up 13.9% year-on-year. Other destinations' average prices ranged between €100 and €200, with Istanbul (+18.2%), Prague (+10.1%) and Barcelona (+5%) showing particularly strong growth compared with June 2024. In the high-end segment, 8 destinations have an average price above €200, including two exceeding €300: Istanbul (€377.80) and Paris (€336.90) for 4-star hotels. For 5-star establishments, average prices are much higher overall, ranging from €217.30 in Frankfurt to €910 in Paris in June 2025. Other cities such as Istanbul and London stand out with an average price of over €500 in this segment. Istanbul remains the destination with the highest average price increases in this category among the major European business travel cities: +20% for 4-star hotels and +39.1% for 5-star hotels.



JUNE 2025 – All Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
268,8	255,1	-5,1%	Amsterdam	80,4%	81,6%	1,3
395,4	371,4	-6,1%	Athens	86,4%	81,0%	-5,5
299,3	295,1	-1,4%	Barcelona	88,6%	86,4%	-2,2
197,4	169,0	-14,4%	Berlin	79,1%	82,9%	3,8
195,4	195,1	-0,1%	Brussels	77,4%	80,7%	3,3
162,1	150,5	-7,2%	Budapest	80,3%	76,8%	-3,5
194,5	151,9	-21,9%	Cologne	79,5%	72,0%	-7,4
192,2	121,2	-36,9%	Düsseldorf	80,6%	65,2%	-15,4
181,8	148,5	-18,3%	Frankfurt	76,7%	65,9%	-10,8
233,5	242,5	3,9%	Geneva	86,1%	86,0%	-0,1
117,8	116,9	-0,8%	Hanover	72,4%	69,5%	-2,9
299,2	385,1	28,7%	Istanbul	70,2%	65,4%	-4,8
201,3	199,4	-0,9%	Lisboa	87,4%	85,0%	-2,4
312,3	296,7	-5,0%	London	86,5%	87,3%	0,8
217,7	207,8	-4,6%	Madrid	83,2%	79,3%	-3,9
256,7	272,1	6,0%	Milano	80,6%	83,0%	2,4
194,0	180,3	-7,1%	Munich	79,7%	73,4%	-6,3
303,3	348,3	14,8%	Paris	79,2%	89,7%	10,6
144,7	152,3	5,3%	Prague	78,6%	84,1%	5,5
332,3	340,8	2,6%	Roma	84,5%	83,9%	-0,7
173,0	170,9	-1,2%	Vienna	82,9%	79,5%	-3,4
234,6	230,4	-1,8%	Zurich	91,3%	89,0%	-2,3



JUNE 2025

ADR (Breakfast included) BY CATEGORY

EUROPEAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1
Amsterdam	190,9	174,4	-8,7%	259,3	248,9	-4,0%	456,0	425,0	-6,8%
Athens	n/a	n/a	n/a	227,7	212,4	-6,7%	460,3	440,8	-4,2%
Barcelona	192,1	201,6	5,0%	280,6	284,7	1,5%	495,8	457,9	-7,6%
Berlin	166,8	141,5	-15,2%	199,9	167,0	-16,5%	421,4	391,0	-7,2%
Brussels	159,5	158,9	-0,4%	216,0	213,5	-1,1%	288,3	284,2	-1,4%
Budapest	n/a	n/a	n/a	139,0	132,3	-4,9%	n/a	n/a	n/a
Cologne	167,5	147,0	-12,3%	215,8	160,7	-25,5%	n/a	n/a	n/a
Düsseldorf	178,0	110,9	-37,7%	200,3	124,7	-37,7%	n/a	n/a	n/a
Frankfurt	160,2	130,7	-18,4%	186,8	147,9	-20,8%	243,0	217,3	-10,6%
Hanover	109,0	105,3	-3,3%	123,5	125,8	1,8%	n/a	n/a	n/a
Istanbul	148,5	175,5	18,2%	314,9	377,8	20,0%	423,5	589,0	39,1%
Lisboa	141,1	139,4	-1,2%	172,6	169,3	-2,0%	n/a	n/a	n/a
London	194,3	185,7	-4,5%	308,4	298,2	-3,3%	554,5	504,0	-9,1%
Madrid	186,5	173,4	-7,0%	227,2	217,9	-4,1%	401,7	402,4	0,2%
Munich	159,2	152,1	-4,4%	201,0	180,4	-10,2%	n/a	n/a	n/a
Paris	187,7	213,7	13,9%	293,6	336,9	14,7%	784,5	910,0	16,0%
Prague	105,3	115,9	10,1%	145,9	157,8	8,1%	n/a	n/a	n/a
Vienna	133,4	130,7	-2,0%	177,8	172,9	-2,8%	334,0	349,6	4,7%

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



YEAR TO DATE - JUNE 2025

All Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
238,9	235,4	-1,4%	Amsterdam	72,7%	74,4%	1,7
282,1	281,7	-0,1%	Athens	65,5%	63,3%	-2,3
251,7	253,1	0,5%	Barcelona	77,8%	78,3%	0,5
158,5	151,8	-4,2%	Berlin	71,5%	73,7%	2,2
181,0	180,1	-0,4%	Brussels	69,6%	72,7%	3,1
137,4	137,5	0,1%	Budapest	64,9%	67,3%	2,4
155,7	150,5	-3,3%	Cologne	71,1%	68,6%	-2,6
152,4	124,7	-18,2%	Düsseldorf	64,5%	63,8%	-0,7
159,0	154,0	-3,1%	Frankfurt	61,6%	62,1%	0,4
227,2	218,8	-3,7%	Geneva	70,7%	71,1%	0,4
128,5	132,9	3,4%	Hanover	60,7%	62,3%	1,6
256,6	325,4	26,8%	Istanbul	68,3%	64,8%	-3,4
172,8	175,0	1,3%	Lisboa	76,1%	77,6%	1,6
255,3	247,2	-3,2%	London	78,8%	79,6%	0,9
196,9	205,0	4,1%	Madrid	75,8%	75,5%	-0,3
231,6	236,7	2,2%	Milano	75,5%	77,0%	1,5
153,1	173,0	13,0%	Munich	65,1%	68,2%	3,1
257,1	269,8	4,9%	Paris	75,2%	79,8%	4,6
127,6	130,9	2,5%	Prague	68,4%	70,8%	2,4
282,1	289,4	2,6%	Roma	72,2%	72,2%	0,0
151,0	159,4	5,6%	Vienna	68,9%	70,0%	1,1
194,5	198,1	1,8%	Zurich	72,1%	74,0%	1,9



YEAR TO DATE - JUNE 2025

ADR (Breakfast included) BY CATEGORY

EUROPEAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1
Amsterdam	173,3	165,3	-4,6%	231,1	230,3	-0,4%	392,4	383,2	-2,4%
Athens	n/a	n/a	n/a	169,8	168,8	-0,6%	327,7	333,9	1,9%
Barcelona	167,6	173,0	3,2%	241,8	240,9	-0,4%	407,5	400,8	-1,6%
Berlin	136,5	132,3	-3,0%	158,7	150,2	-5,4%	313,1	313,2	0,0%
Brussels	150,3	147,5	-1,8%	197,9	196,6	-0,7%	263,0	261,4	-0,6%
Budapest	n/a	n/a	n/a	120,0	121,2	1,0%	n/a	n/a	n/a
Cologne	142,5	144,8	1,6%	167,8	157,6	-6,1%	n/a	n/a	n/a
Düsseldorf	141,6	110,7	-21,8%	156,6	128,8	-17,8%	n/a	n/a	n/a
Frankfurt	142,7	134,0	-6,1%	159,5	155,2	-2,7%	229,6	216,2	-5,8%
Hanover	114,4	118,6	3,7%	140,4	145,2	3,4%	n/a	n/a	n/a
Istanbul	130,7	156,4	19,6%	265,1	322,0	21,5%	371,2	493,4	32,9%
Lisboa	122,1	123,3	1,0%	152,5	152,1	-0,3%	n/a	n/a	n/a
London	162,1	155,8	-3,9%	255,9	247,7	-3,2%	459,0	430,3	-6,3%
Madrid	157,9	165,2	4,6%	201,5	212,5	5,5%	396,7	399,9	0,8%
Munich	129,2	145,2	12,4%	151,7	171,4	13,0%	n/a	n/a	n/a
Paris	163,8	168,3	2,8%	255,3	266,6	4,4%	629,9	685,1	8,8%
Prague	92,1	95,1	3,2%	132,5	135,8	2,5%	n/a	n/a	n/a
Vienna	119,9	125,9	5,0%	152,7	161,7	5,9%	295,5	319,3	8,1%

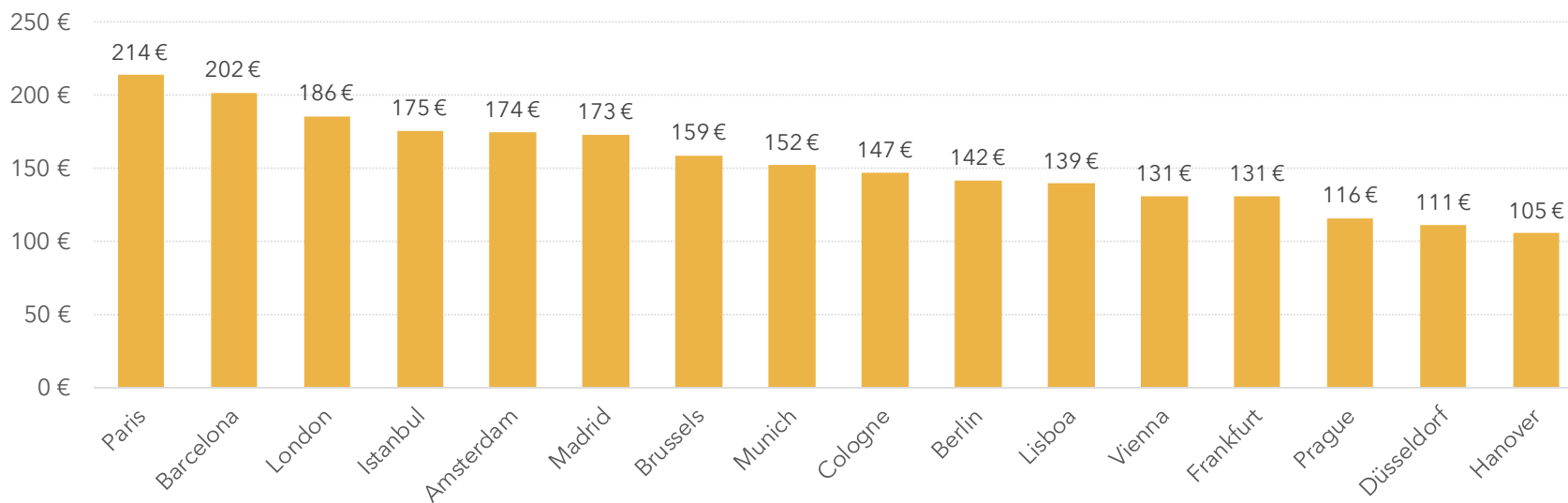
Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

JUNE 2025

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

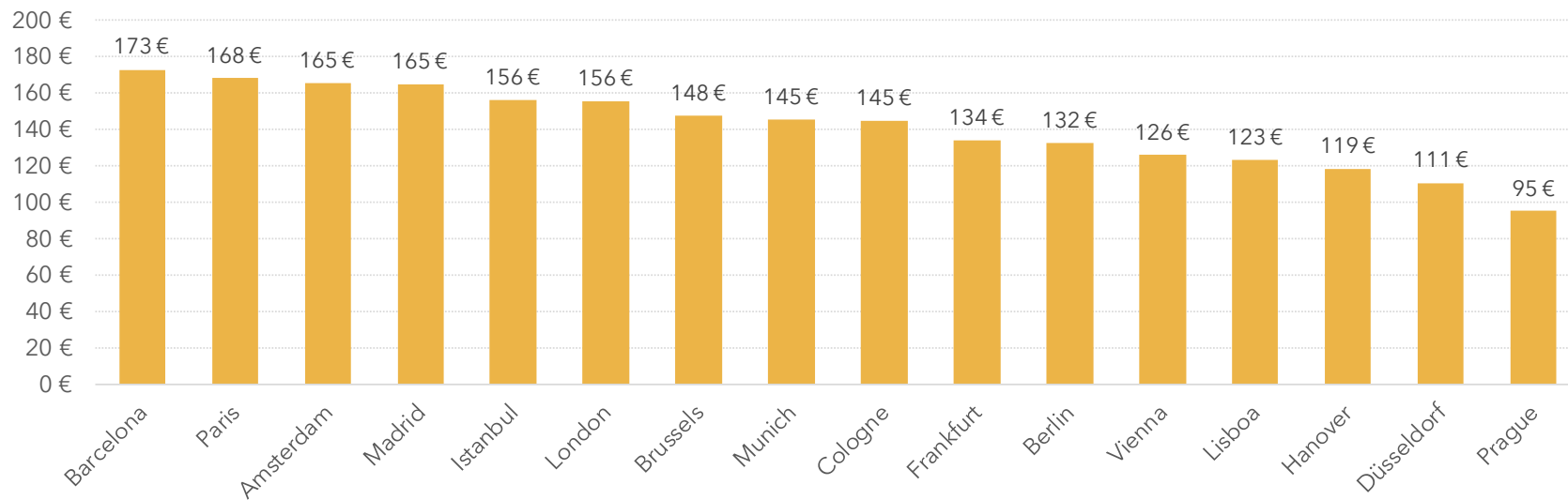
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
190,9	174,4	-8,7%	Amsterdam	86,8%	87,1%	0,3
192,1	201,6	5,0%	Barcelona	93,6%	90,3%	-3,4
166,8	141,5	-15,2%	Berlin	77,5%	82,0%	4,6
159,5	158,9	-0,4%	Brussels	80,3%	83,7%	3,4
167,5	147,0	-12,3%	Cologne	83,8%	72,7%	-11,2
178,0	110,9	-37,7%	Düsseldorf	86,5%	68,3%	-18,2
160,2	130,7	-18,4%	Frankfurt	76,5%	60,7%	-15,9
109,0	105,3	-3,3%	Hanover	70,3%	73,2%	2,9
148,5	175,5	18,2%	Istanbul	66,5%	61,9%	-4,6
141,1	139,4	-1,2%	Lisboa	90,2%	88,3%	-1,9
194,3	185,7	-4,5%	London	87,5%	90,0%	2,5
186,5	173,4	-7,0%	Madrid	88,7%	85,5%	-3,2
159,2	152,1	-4,4%	Munich	81,1%	71,9%	-9,2
187,7	213,7	13,9%	Paris	79,8%	90,8%	11,0
105,3	115,9	10,1%	Prague	79,5%	86,3%	6,8
133,4	130,7	-2,0%	Vienna	83,6%	78,0%	-5,6

YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

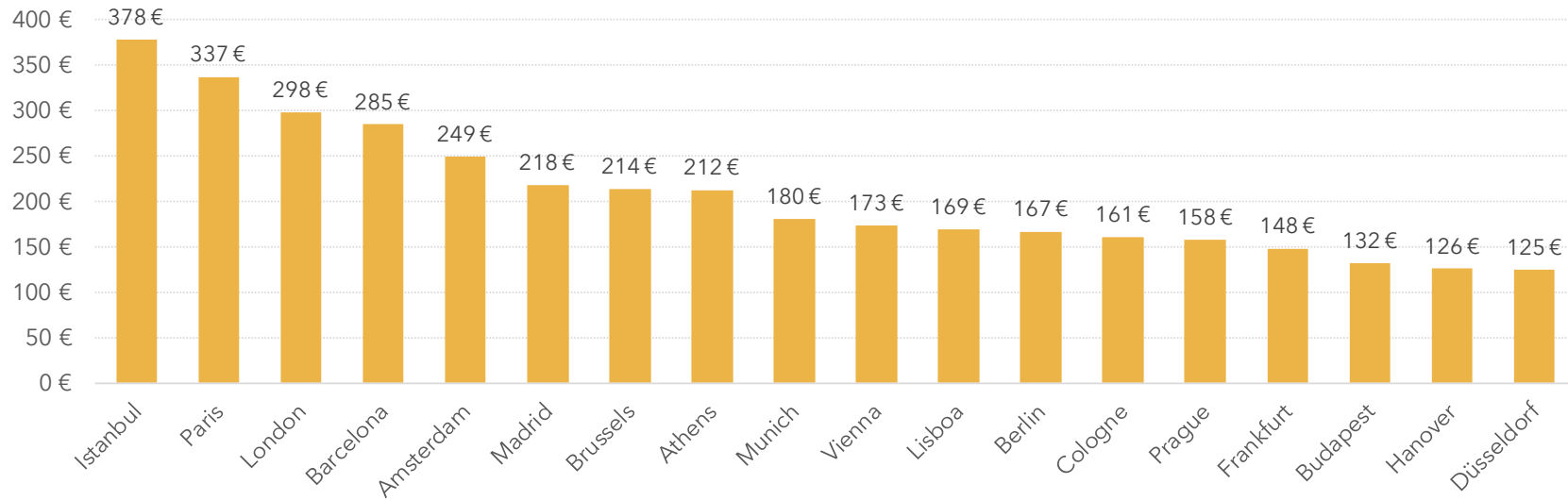
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
173,3	165,3	-4,6%	Amsterdam	78,6%	80,0%	1,4
167,6	173,0	3,2%	Barcelona	83,9%	84,2%	0,3
136,5	132,3	-3,0%	Berlin	72,2%	72,7%	0,5
150,3	147,5	-1,8%	Brussels	74,8%	77,8%	3,0
142,5	144,8	1,6%	Cologne	73,9%	68,8%	-5,1
141,6	110,7	-21,8%	Düsseldorf	66,9%	68,4%	1,5
142,7	134,0	-6,1%	Frankfurt	59,3%	58,9%	-0,4
114,4	118,6	3,7%	Hanover	60,8%	65,6%	4,8
130,7	156,4	19,6%	Istanbul	67,1%	64,3%	-2,8
122,1	123,3	1,0%	Lisboa	81,6%	82,8%	1,2
162,1	155,8	-3,9%	London	82,0%	82,5%	0,5
157,9	165,2	4,6%	Madrid	83,3%	82,8%	-0,6
129,2	145,2	12,4%	Munich	64,6%	67,9%	3,3
163,8	168,3	2,8%	Paris	78,4%	83,0%	4,6
92,1	95,1	3,2%	Prague	70,5%	72,3%	1,8
119,9	125,9	5,0%	Vienna	69,8%	70,9%	1,1

JUNE 2025

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

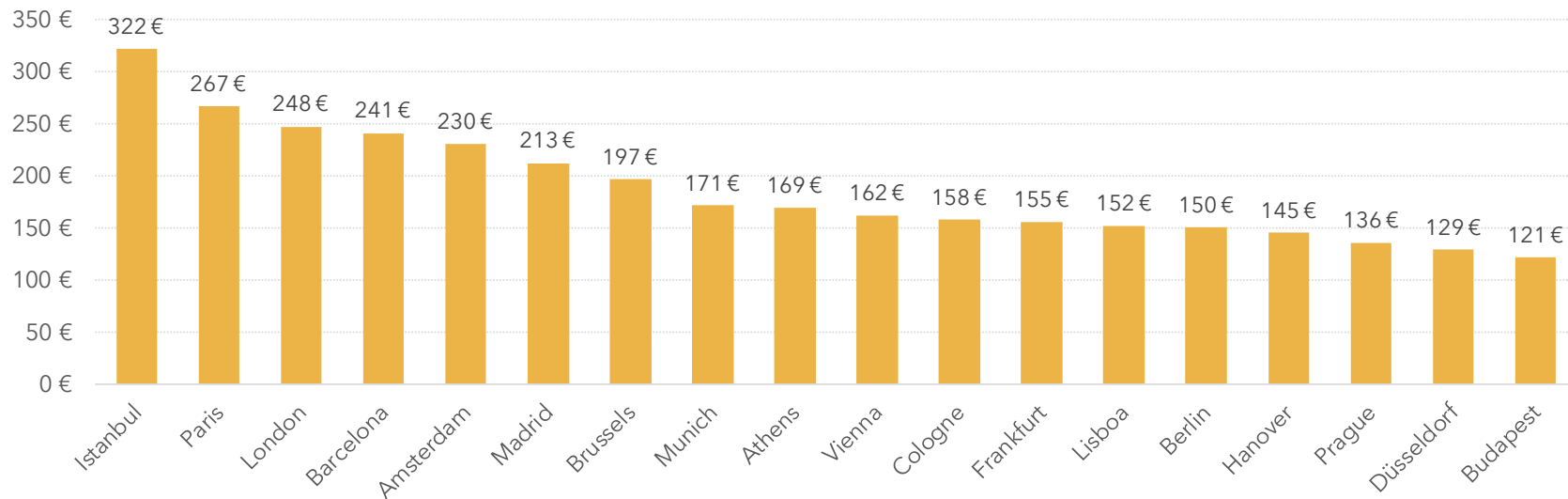
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
259,3	248,9	-4,0%	Amsterdam	80%	80%	0,3
227,7	212,4	-6,7%	Athens	89%	92%	3,0
280,6	284,7	1,5%	Barcelona	87%	84%	-2,8
199,9	167,0	-16,5%	Berlin	82%	85%	2,9
216,0	213,5	-1,1%	Brussels	75%	79%	3,9
139,0	132,3	-4,9%	Budapest	78%	75%	-3,5
215,8	160,7	-25,5%	Cologne	79%	73%	-6,0
200,3	124,7	-37,7%	Düsseldorf	81%	67%	-14,1
186,8	147,9	-20,8%	Frankfurt	77%	67%	-9,4
123,5	125,8	1,8%	Hanover	72%	68%	-3,9
314,9	377,8	20,0%	Istanbul	70%	67%	-2,8
172,6	169,3	-2,0%	Lisboa	85%	83%	-2,0
308,4	298,2	-3,3%	London	87%	88%	0,8
227,2	217,9	-4,1%	Madrid	81%	77%	-3,7
201,0	180,4	-10,2%	Munich	79%	77%	-2,1
293,6	336,9	14,7%	Paris	80%	90%	10,0
145,9	157,8	8,1%	Prague	77%	83%	6,3
177,8	172,9	-2,8%	Vienna	84%	83%	-1,4

YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
231,1	230,3	-0,4%	Amsterdam	72,5%	73,3%	0,8
169,8	168,8	-0,6%	Athens	68,6%	72,1%	3,5
241,8	240,9	-0,4%	Barcelona	76,2%	76,0%	-0,2
158,7	150,2	-5,4%	Berlin	72,8%	76,9%	4,0
197,9	196,6	-0,7%	Brussels	67,4%	69,9%	2,4
120,0	121,2	1,0%	Budapest	63,3%	65,5%	2,2
167,8	157,6	-6,1%	Cologne	71,0%	70,3%	-0,6
156,6	128,8	-17,8%	Düsseldorf	65,5%	64,5%	-1,0
159,5	155,2	-2,7%	Frankfurt	62,1%	62,3%	0,2
140,4	145,2	3,4%	Hanover	58,7%	59,8%	1,1
265,1	322,0	21,5%	Istanbul	69,7%	65,5%	-4,2
152,5	152,1	-0,3%	Lisboa	75,1%	75,8%	0,7
255,9	247,7	-3,2%	London	79,5%	80,4%	0,9
201,5	212,5	5,5%	Madrid	74,4%	73,6%	-0,7
151,7	171,4	13,0%	Munich	66,5%	70,6%	4,1
255,3	266,6	4,4%	Paris	75,4%	79,7%	4,4
132,5	135,8	2,5%	Prague	66,2%	68,9%	2,7
152,7	161,7	5,9%	Vienna	69,9%	70,9%	1,0

JUNE 2025

ADR (Breakfast included)

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

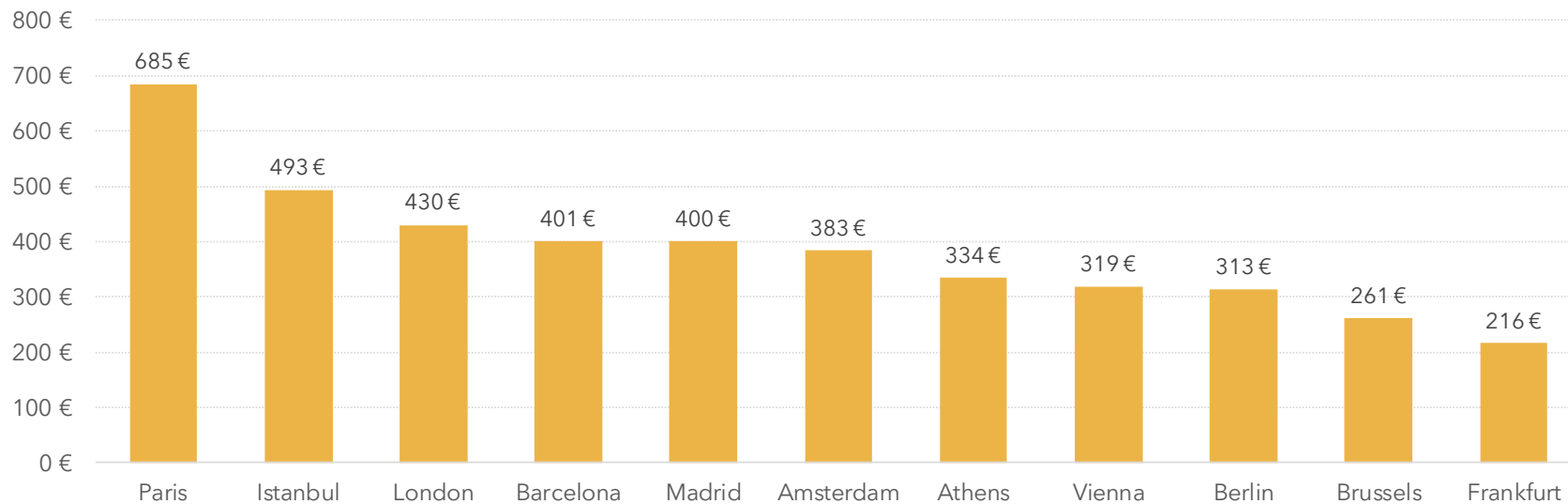
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
456,0	425,0	-6,8%	Amsterdam	71,6%	77,1%	5,6
460,3	440,8	-4,2%	Athens	85,7%	77,5%	-8,3
495,8	457,9	-7,6%	Barcelona	84,8%	85,0%	0,2
421,4	391,0	-7,2%	Berlin	69,0%	75,5%	6,4
288,3	284,2	-1,4%	Brussels	64,3%	70,2%	5,9
243,0	217,3	-10,6%	Frankfurt	87,6%	82,3%	-5,3
423,5	589,0	39,1%	Istanbul	74,1%	66,8%	-7,2
554,5	504,0	-9,1%	London	85,8%	84,4%	-1,4
401,7	402,4	0,2%	Madrid	76,3%	68,1%	-8,2
784,5	910,0	16,0%	Paris	74,2%	85,9%	11,6
334,0	349,6	4,7%	Vienna	81,3%	73,7%	-7,6

YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
392,4	383,2	-2,4%	Amsterdam	64,2%	68,9%	4,6
327,7	333,9	1,9%	Athens	64,6%	60,4%	-4,2
407,5	400,8	-1,6%	Barcelona	72,2%	74,3%	2,1
313,1	313,2	0,0%	Berlin	60,2%	59,7%	-0,6
263,0	261,4	-0,6%	Brussels	59,7%	62,8%	3,1
229,6	216,2	-5,8%	Frankfurt	69,2%	79,4%	10,2
371,2	493,4	32,9%	Istanbul	68,4%	64,6%	-3,7
459,0	430,3	-6,3%	London	71,1%	72,9%	1,8
396,7	399,9	0,8%	Madrid	64,5%	66,4%	1,9
629,9	685,1	8,8%	Paris	67,2%	72,2%	5,0
295,5	319,3	8,1%	Vienna	69,1%	69,1%	0,0

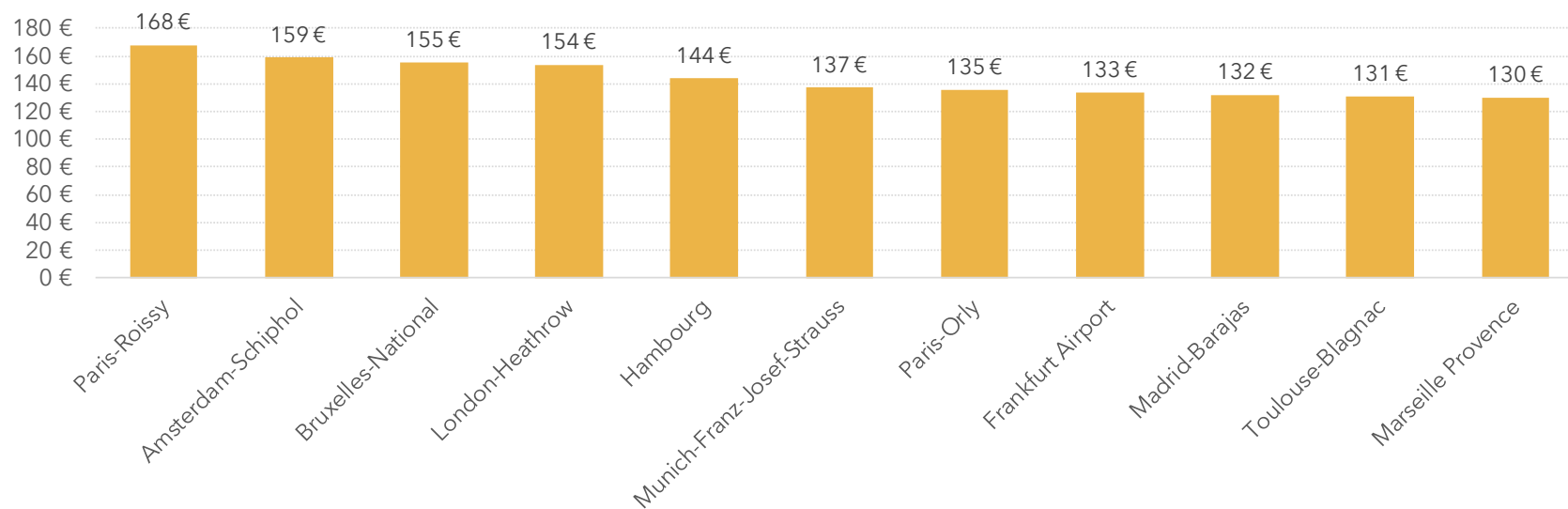


JUNE 2025

ADR (Breakfast included)

All Hotels

MAIN EUROPEAN AIRPORTS





JUNE 2025 – All Hotels

MAIN EUROPEAN AIRPORTS

ADR (Breakfast included)			Airport	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
156,7	158,7	1,3%	Amsterdam-Schiphol	88,9%	88,6%	-0,3
163,3	155,1	-5,1%	Bruxelles-National	80,6%	78,5%	-2,1
155,4	133,4	-14,1%	Frankfurt Airport	78,4%	70,2%	-8,2
152,9	143,7	-6,0%	Hambourg	86,7%	87,3%	0,6
161,3	153,7	-4,7%	London-Heathrow	92,0%	90,6%	-1,4
150,7	132,2	-12,3%	Madrid-Barajas	86,4%	81,7%	-4,8
128,2	130,4	1,7%	Marseille Provence	86,3%	86,5%	0,2
148,3	137,2	-7,5%	Munich-Franz-Josef- Strauss	77,0%	73,7%	-3,2
148,1	135,4	-8,6%	Paris-Orly	80,4%	87,3%	6,9
168,7	168,1	-0,4%	Paris-Roissy	84,5%	88,2%	3,7
126,6	131,0	3,5%	Toulouse-Blagnac	72,9%	67,6%	-5,3

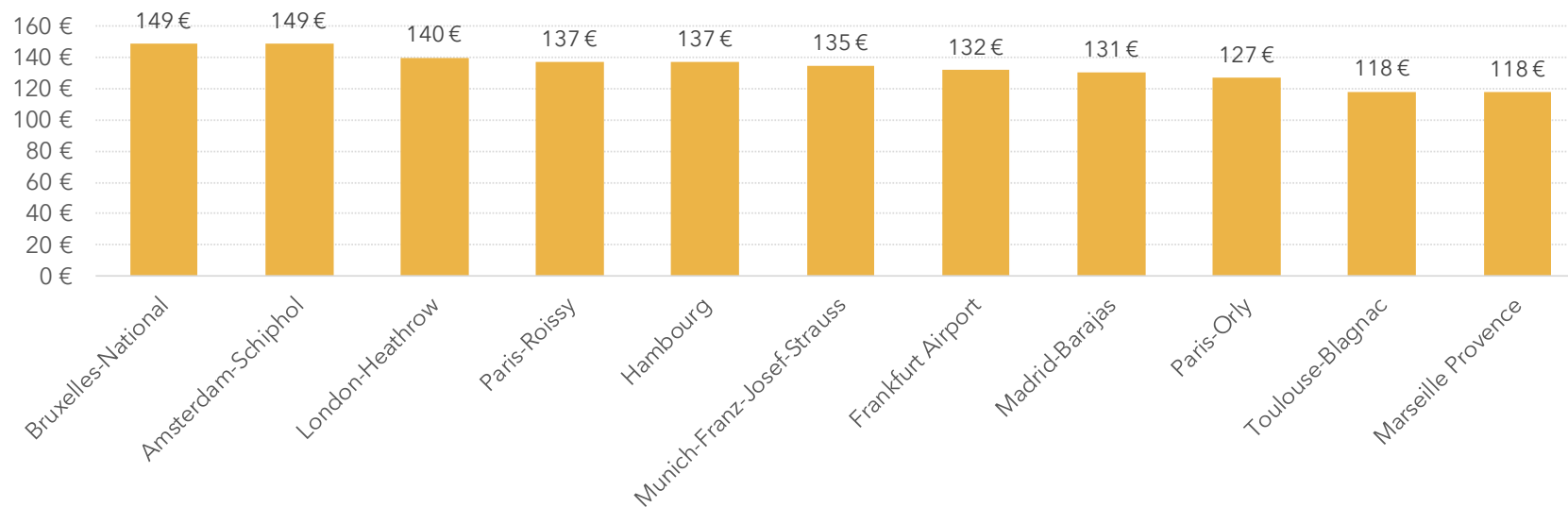


YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

All Hotels

MAIN EUROPEAN AIRPORTS





YEAR TO DATE - JUNE 2025

All Hotels

MAIN EUROPEAN AIRPORTS

ADR (Breakfast included)			Airport	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
147,8	148,8	0,7%	Amsterdam-Schiphol	77,5%	75,5%	-2,0
153,5	148,9	-3,0%	Bruxelles-National	67,4%	68,6%	1,1
136,8	132,0	-3,5%	Frankfurt Airport	61,8%	65,4%	3,6
137,6	137,1	-0,4%	Hambourg	77,8%	80,5%	2,7
138,8	140,0	0,8%	London-Heathrow	81,8%	79,3%	-2,6
128,2	130,7	1,9%	Madrid-Barajas	78,5%	75,9%	-2,7
119,2	118,2	-0,9%	Marseille Provence	66,6%	68,5%	1,9
124,9	135,1	8,2%	Munich-Franz-Josef- Strauss	65,7%	65,0%	-0,7
137,3	127,1	-7,5%	Paris-Orly	70,8%	73,1%	2,3
140,6	137,1	-2,5%	Paris-Roissy	72,8%	72,8%	0,1
121,5	118,3	-2,7%	Toulouse-Blagnac	58,3%	54,6%	-3,7



JUNE 2025 – All Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
156,7	159,4	1,7%	Biarritz	70,6%	78,6%	8,0
179,7	180,9	0,7%	Bordeaux	81,1%	81,1%	0,0
599,5	667,1	11,3%	Cannes	81,6%	84,2%	2,6
100,8	101,5	0,7%	Clermont-Ferrand	71,0%	69,3%	-1,7
122,8	123,3	0,5%	Dijon	74,2%	79,2%	5,0
147,2	158,6	7,8%	Lille	73,7%	78,4%	4,7
191,1	181,0	-5,3%	Lyon	86,8%	83,9%	-2,8
169,3	174,8	3,2%	Marseille	81,7%	81,9%	0,1
126,1	124,7	-1,1%	Montpellier	75,0%	76,3%	1,2
127,0	126,6	-0,4%	Nantes	77,9%	78,1%	0,2
277,4	316,4	14,0%	Nice	90,1%	90,6%	0,5
303,6	348,6	14,8%	Paris	79,2%	89,7%	10,6
95,0	95,4	0,4%	Poitiers	62,8%	62,3%	-0,5
124,7	124,2	-0,3%	Rennes	71,3%	72,9%	1,6
118,4	111,5	-5,9%	Rouen	71,2%	73,4%	2,2
125,3	135,9	8,4%	Strasbourg	71,6%	76,6%	5,0
131,7	137,0	4,0%	Toulouse	77,3%	72,7%	-4,6
109,7	112,4	2,5%	Tours	78,4%	80,7%	2,3

JUNE 2025

ADR (Breakfast included) BY CATEGORY

FRENCH CITIES FOR BUSINESS TRAVEL

Cities	Economy						Upscale		
	2*			3*			4*		
	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1
Biarritz	87,7	90,4	3,1%	112,2	115,6	3,0%	197,3	198,0	0,4%
Bordeaux	99,8	98,7	-1,1%	138,1	133,0	-3,7%	195,3	188,9	-3,3%
Cannes	n/a	n/a	n/a	149,0	160,4	7,6%	334,6	358,2	7,1%
Clermont-Ferrand	70,2	73,2	4,3%	94,9	92,3	-2,7%	143,3	147,9	3,2%
Dijon	84,0	83,4	-0,7%	112,7	111,0	-1,5%	155,1	155,6	0,3%
Lille	100,5	108,8	8,3%	124,6	135,7	9,0%	180,0	190,4	5,8%
Lyon	125,9	116,3	-7,6%	151,4	144,9	-4,3%	206,6	194,3	-6,0%
Marseille	101,2	105,8	4,6%	127,9	130,3	1,8%	207,2	213,1	2,9%
Montpellier	79,0	79,3	0,4%	115,9	114,5	-1,2%	160,4	157,0	-2,1%
Nantes	91,6	93,8	2,4%	121,6	120,1	-1,2%	170,3	171,5	0,7%
Nice	119,2	143,8	20,6%	167,6	194,6	16,1%	290,2	325,3	12,1%
Paris	115,7	132,3	14,4%	187,7	213,7	13,9%	293,6	336,9	14,7%
Poitiers	70,2	71,9	2,4%	95,4	95,0	-0,4%	136,0	135,1	-0,7%
Rennes	85,8	87,7	2,2%	116,8	114,7	-1,8%	159,4	162,9	2,2%
Rouen	75,0	70,3	-6,2%	99,6	95,2	-4,4%	160,8	150,8	-6,2%
Strasbourg	80,7	86,3	7,0%	105,1	113,9	8,4%	144,2	158,2	9,7%
Toulouse	80,2	87,1	8,6%	117,8	121,5	3,1%	158,8	166,3	4,7%
Tours	79,3	79,3	-0,1%	102,6	105,0	2,3%	156,5	159,4	1,8%

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



YEAR TO DATE - JUNE 2025

All Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
132,6	133,3	0,5%	Biarritz	56,8%	59,0%	2,2
151,4	149,0	-1,6%	Bordeaux	67,4%	65,8%	-1,6
453,7	483,0	6,5%	Cannes	55,6%	56,4%	0,7
96,0	98,1	2,1%	Clermont-Ferrand	59,2%	59,1%	-0,2
111,0	112,7	1,6%	Dijon	62,7%	62,4%	-0,4
136,5	138,0	1,1%	Lille	68,6%	69,5%	0,9
158,9	162,3	2,1%	Lyon	74,7%	75,4%	0,7
143,7	145,6	1,3%	Marseille	67,8%	68,6%	0,8
110,4	110,7	0,3%	Montpellier	63,9%	64,2%	0,3
115,9	111,4	-3,9%	Nantes	66,0%	64,6%	-1,4
201,8	212,7	5,4%	Nice	71,7%	72,8%	1,1
257,3	270,0	4,9%	Paris	75,2%	79,8%	4,6
93,8	93,8	0,0%	Poitiers	57,1%	58,9%	1,8
119,4	118,7	-0,5%	Rennes	63,2%	62,9%	-0,3
107,0	105,2	-1,6%	Rouen	58,6%	58,3%	-0,3
120,9	124,6	3,0%	Strasbourg	62,2%	63,1%	0,9
121,3	120,3	-0,8%	Toulouse	62,2%	60,4%	-1,8
99,5	99,2	-0,3%	Tours	61,1%	60,5%	-0,6



YEAR TO DATE - JUNE 2025

ADR (Breakfast included) BY CATEGORY

FRENCH CITIES FOR BUSINESS TRAVEL

Cities	Economy						Upscale		
	2*			3*			4*		
	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1
Biarritz	80,1	80,1	0,0%	100,7	102,3	1,6%	171,4	171,2	-0,1%
Bordeaux	87,2	85,5	-2,0%	116,9	113,4	-3,0%	164,6	159,1	-3,4%
Cannes	n/a	n/a	n/a	133,9	131,5	-1,8%	292,0	297,8	2,0%
Clermont-Ferrand	67,7	70,0	3,4%	89,7	91,9	2,4%	137,2	140,0	2,0%
Dijon	75,8	77,3	2,0%	103,4	103,8	0,4%	139,8	138,9	-0,6%
Lille	91,2	91,7	0,5%	115,7	116,7	0,9%	163,3	165,9	1,6%
Lyon	102,6	105,3	2,6%	125,2	128,6	2,8%	173,5	173,9	0,3%
Marseille	87,9	89,5	1,8%	107,5	107,7	0,1%	176,1	178,5	1,3%
Montpellier	73,4	74,8	2,0%	102,5	104,4	1,9%	139,1	137,5	-1,1%
Nantes	87,4	87,8	0,5%	111,9	108,3	-3,2%	156,0	147,6	-5,4%
Nice	96,7	102,8	6,3%	120,2	129,3	7,6%	220,1	229,0	4,0%
Paris	103,1	108,3	5,1%	163,8	168,3	2,8%	255,3	266,6	4,4%
Poitiers	68,1	72,1	5,9%	94,7	93,9	-0,8%	132,8	130,8	-1,5%
Rennes	83,4	84,7	1,6%	112,1	109,3	-2,4%	154,4	153,5	-0,6%
Rouen	69,7	66,6	-4,4%	91,0	88,8	-2,4%	146,7	142,8	-2,7%
Strasbourg	80,2	80,2	-0,1%	101,4	103,9	2,4%	140,7	146,4	4,0%
Toulouse	75,4	76,7	1,7%	107,0	106,2	-0,7%	149,8	148,7	-0,7%
Tours	73,4	72,1	-1,8%	96,6	95,7	-0,9%	139,3	138,9	-0,3%

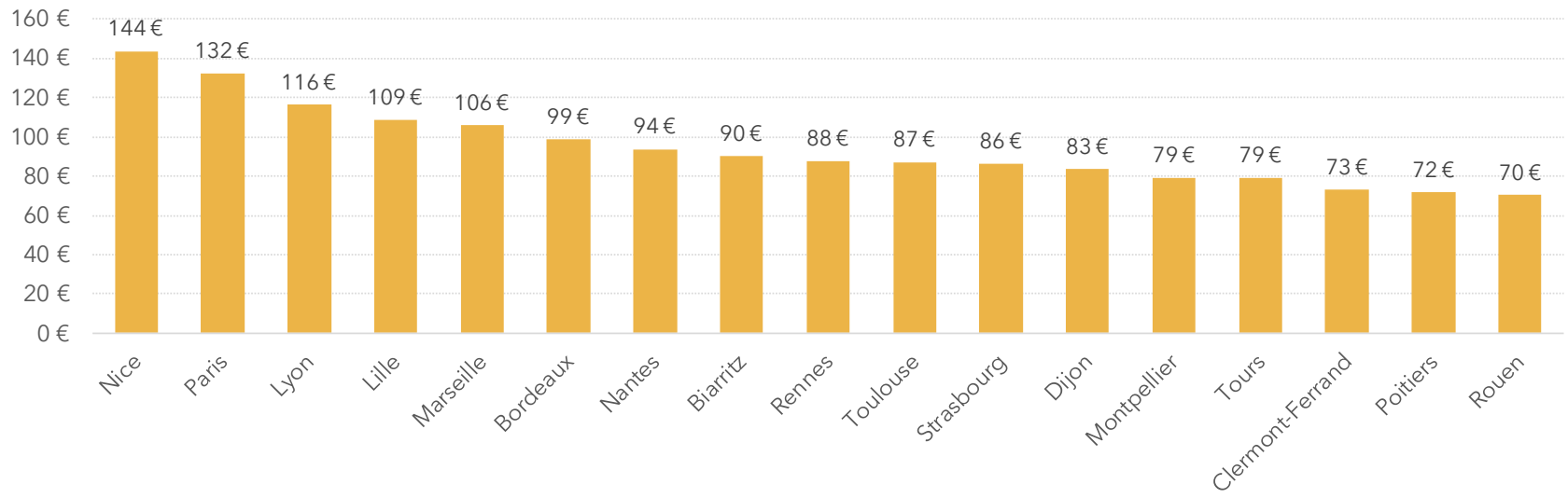
Note : the panel of participants classified 5* is not large enough to be able to disseminate statistics



JUNE 2025

ADR (Breakfast included) 2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
87,7	90,4	3,1%	Biarritz	73,9%	79,5%	5,5
99,8	98,7	-1,1%	Bordeaux	90,4%	87,7%	-2,6
70,2	73,2	4,3%	Clermont-Ferrand	71,7%	70,3%	-1,4
84,0	83,4	-0,7%	Dijon	75,8%	82,6%	6,8
100,5	108,8	8,3%	Lille	73,7%	76,9%	3,2
125,9	116,3	-7,6%	Lyon	92,7%	90,4%	-2,3
101,2	105,8	4,6%	Marseille	80,5%	80,4%	-0,1
79,0	79,3	0,4%	Montpellier	83,0%	81,4%	-1,6
91,6	93,8	2,4%	Nantes	76,5%	77,8%	1,3
119,2	143,8	20,6%	Nice	91,7%	92,8%	1,1
115,7	132,3	14,4%	Paris	77,0%	87,9%	10,9
70,2	71,9	2,4%	Poitiers	61,5%	59,1%	-2,4
85,8	87,7	2,2%	Rennes	69,4%	71,2%	1,8
75,0	70,3	-6,2%	Rouen	67,5%	63,7%	-3,8
80,7	86,3	7,0%	Strasbourg	63,3%	69,3%	6,0
80,2	87,1	8,6%	Toulouse	78,1%	68,9%	-9,2
79,3	79,3	-0,1%	Tours	79,2%	81,9%	2,7

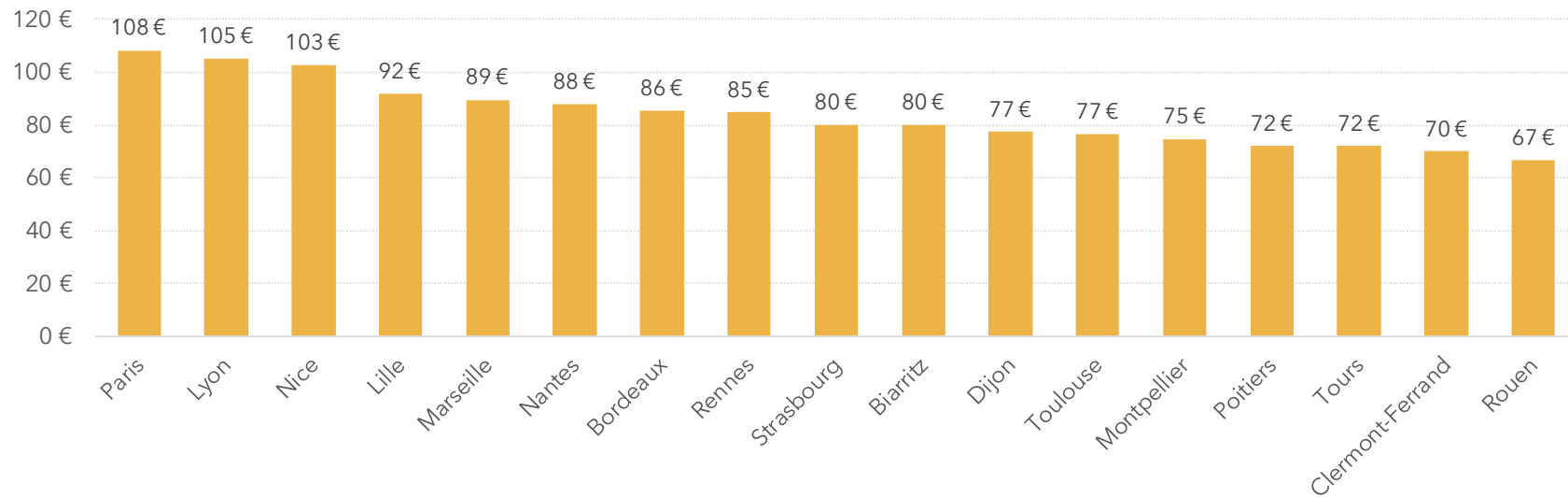


YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
80,1	80,1	0,0%	Biarritz	60,5%	62,3%	1,9
87,2	85,5	-2,0%	Bordeaux	77,1%	72,8%	-4,3
67,7	70,0	3,4%	Clermont-Ferrand	60,5%	61,6%	1,1
75,8	77,3	2,0%	Dijon	65,6%	66,6%	1,0
91,2	91,7	0,5%	Lille	67,4%	69,6%	2,3
102,6	105,3	2,6%	Lyon	83,9%	81,8%	-2,1
87,9	89,5	1,8%	Marseille	68,1%	69,2%	1,1
73,4	74,8	2,0%	Montpellier	69,9%	73,9%	4,1
87,4	87,8	0,5%	Nantes	63,8%	63,2%	-0,6
96,7	102,8	6,3%	Nice	72,6%	74,3%	1,7
103,1	108,3	5,1%	Paris	74,4%	78,8%	4,3
68,1	72,1	5,9%	Poitiers	57,0%	55,2%	-1,8
83,4	84,7	1,6%	Rennes	63,9%	60,3%	-3,6
69,7	66,6	-4,4%	Rouen	56,3%	52,5%	-3,8
80,2	80,2	-0,1%	Strasbourg	55,2%	57,7%	2,5
75,4	76,7	1,7%	Toulouse	62,1%	61,3%	-0,8
73,4	72,1	-1,8%	Tours	63,0%	62,7%	-0,3

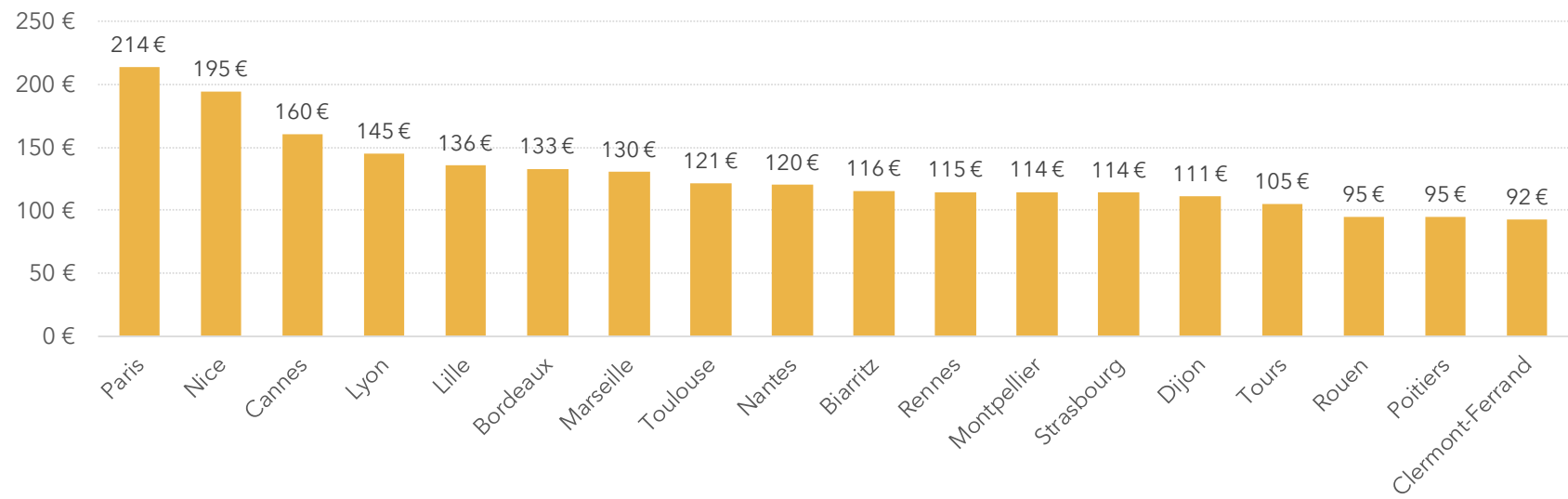


JUNE 2025

ADR (Breakfast included)

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
112,2	115,6	3,0%	Biarritz	71,9%	78,7%	6,8
138,1	133,0	-3,7%	Bordeaux	84,0%	81,4%	-2,6
149,0	160,4	7,6%	Cannes	90,0%	92,2%	2,2
94,9	92,3	-2,7%	Clermont-Ferrand	70,2%	68,3%	-1,9
112,7	111,0	-1,5%	Dijon	78,6%	79,9%	1,3
124,6	135,7	9,0%	Lille	77,4%	79,9%	2,5
151,4	144,9	-4,3%	Lyon	86,4%	82,9%	-3,5
127,9	130,3	1,8%	Marseille	84,0%	83,3%	-0,6
115,9	114,5	-1,2%	Montpellier	77,1%	76,1%	-0,9
121,6	120,1	-1,2%	Nantes	80,6%	77,5%	-3,1
167,6	194,6	16,1%	Nice	92,2%	92,9%	0,7
187,7	213,7	13,9%	Paris	79,8%	90,8%	11,0
95,4	95,0	-0,4%	Poitiers	62,6%	62,7%	0,1
116,8	114,7	-1,8%	Rennes	73,4%	75,4%	2,0
99,6	95,2	-4,4%	Rouen	64,1%	72,9%	8,8
105,1	113,9	8,4%	Strasbourg	74,0%	79,9%	5,9
117,8	121,5	3,1%	Toulouse	76,0%	73,8%	-2,2
102,6	105,0	2,3%	Tours	78,5%	80,8%	2,3

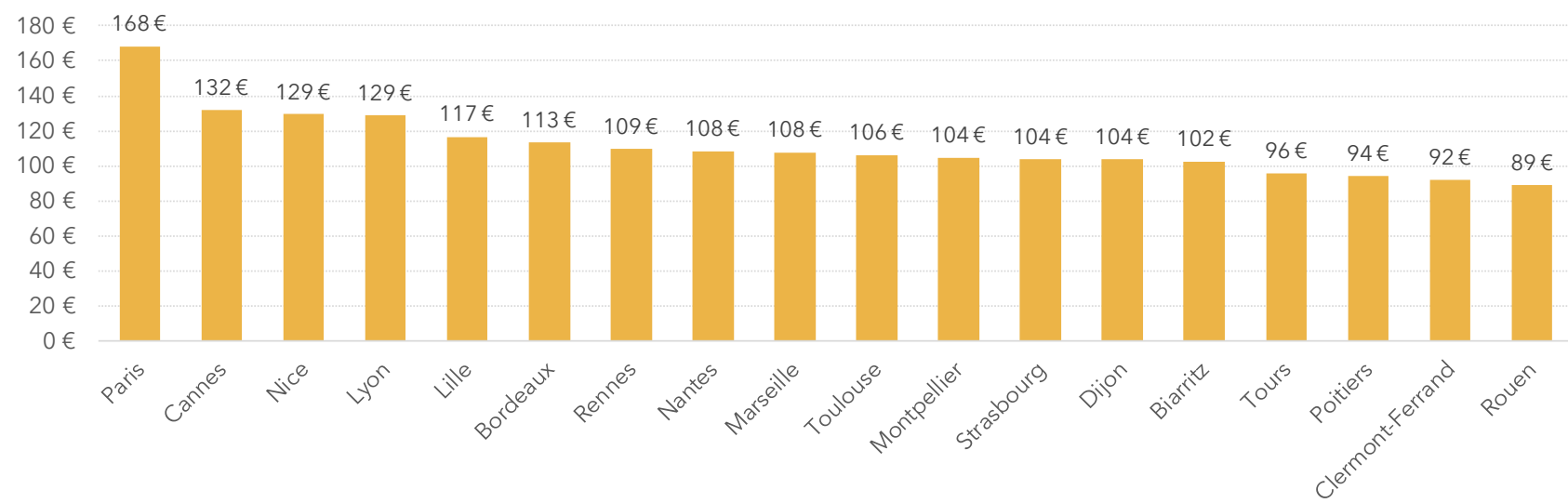


YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
100,7	102,3	1,6%	Biarritz	55,5%	56,7%	1,2
116,9	113,4	-3,0%	Bordeaux	70,3%	67,9%	-2,5
133,9	131,5	-1,8%	Cannes	64,5%	65,5%	1,0
89,7	91,9	2,4%	Clermont-Ferrand	59,6%	58,8%	-0,9
103,4	103,8	0,4%	Dijon	64,4%	61,6%	-2,8
115,7	116,7	0,9%	Lille	70,4%	70,2%	-0,3
125,2	128,6	2,8%	Lyon	72,2%	73,4%	1,1
107,5	107,7	0,1%	Marseille	71,2%	70,3%	-0,9
102,5	104,4	1,9%	Montpellier	63,3%	61,0%	-2,3
111,9	108,3	-3,2%	Nantes	67,6%	64,6%	-3,0
120,2	129,3	7,6%	Nice	76,7%	76,7%	0,0
163,8	168,3	2,8%	Paris	78,4%	83,0%	4,6
94,7	93,9	-0,8%	Poitiers	56,7%	57,9%	1,1
112,1	109,3	-2,4%	Rennes	64,1%	64,6%	0,6
91,0	88,8	-2,4%	Rouen	53,6%	55,7%	2,1
101,4	103,9	2,4%	Strasbourg	64,4%	64,3%	-0,1
107,0	106,2	-0,7%	Toulouse	62,3%	62,8%	0,4
96,6	95,7	-0,9%	Tours	60,3%	59,2%	-1,1

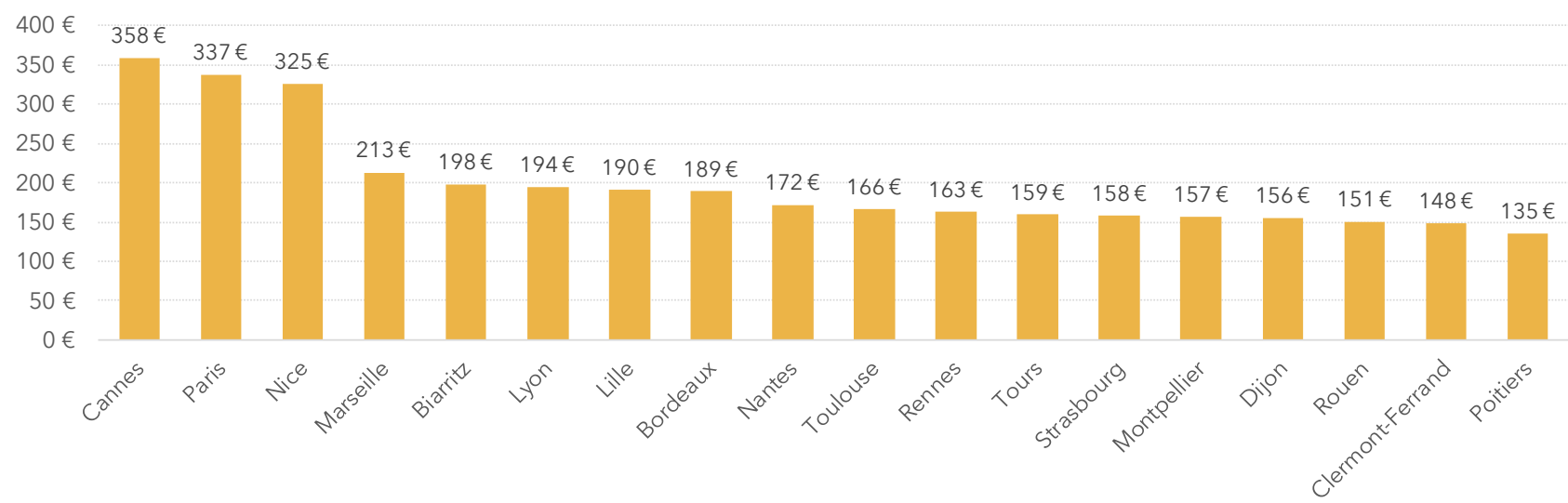


JUNE 2025

ADR (Breakfast included)

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
197,3	198,0	0,4%	Biarritz	72,8%	82,4%	9,5
195,3	188,9	-3,3%	Bordeaux	78,4%	79,7%	1,2
334,6	358,2	7,1%	Cannes	78,8%	84,5%	5,7
143,3	147,9	3,2%	Clermont-Ferrand	74,1%	71,2%	-2,9
155,1	155,6	0,3%	Dijon	70,2%	80,1%	9,9
180,0	190,4	5,8%	Lille	72,5%	79,1%	6,6
206,6	194,3	-6,0%	Lyon	87,0%	84,8%	-2,2
207,2	213,1	2,9%	Marseille	81,1%	82,5%	1,4
160,4	157,0	-2,1%	Montpellier	70,2%	74,5%	4,3
170,3	171,5	0,7%	Nantes	77,5%	79,8%	2,3
290,2	325,3	12,1%	Nice	89,0%	89,7%	0,7
293,6	336,9	14,7%	Paris	80,4%	90,4%	10,0
136,0	135,1	-0,7%	Poitiers	66,6%	68,7%	2,1
159,4	162,9	2,2%	Rennes	71,1%	70,7%	-0,4
160,8	150,8	-6,2%	Rouen	79,2%	80,0%	0,9
144,2	158,2	9,7%	Strasbourg	78,5%	81,6%	3,1
158,8	166,3	4,7%	Toulouse	77,9%	73,5%	-4,4
156,5	159,4	1,8%	Tours	79,2%	82,7%	3,5

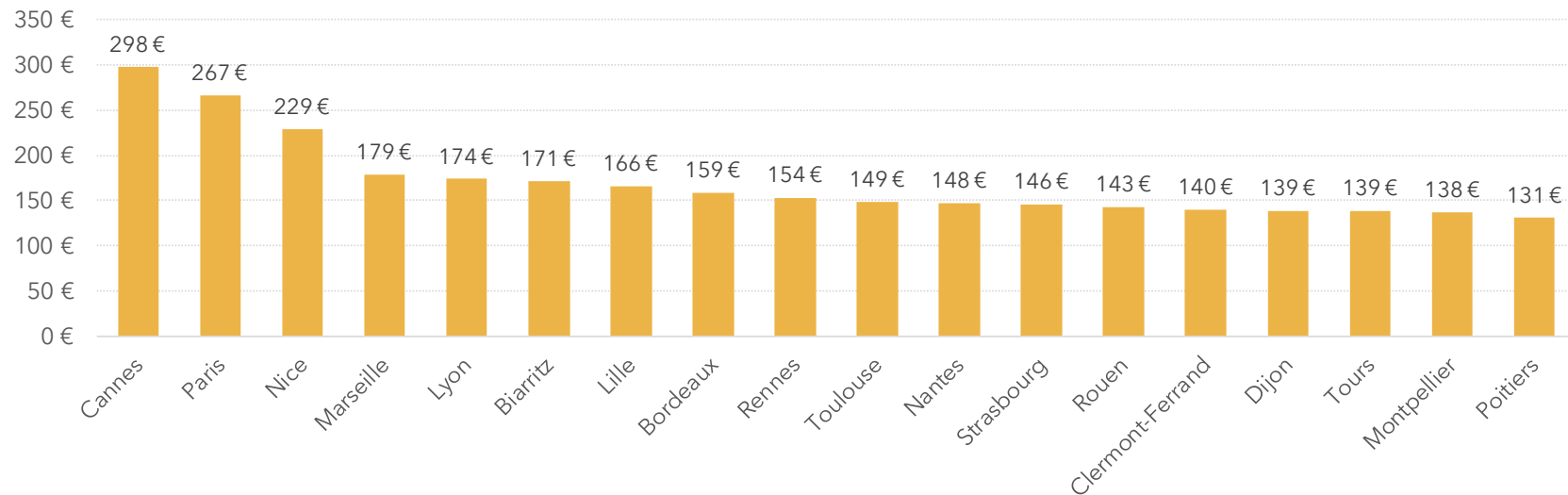


YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
171,4	171,2	-0,1%	Biarritz	61,4%	63,8%	2,4
164,6	159,1	-3,4%	Bordeaux	65,4%	64,6%	-0,8
292,0	297,8	2,0%	Cannes	54,2%	54,4%	0,1
137,2	140,0	2,0%	Clermont-Ferrand	59,8%	59,2%	-0,6
139,8	138,9	-0,6%	Dijon	62,2%	65,7%	3,5
163,3	165,9	1,6%	Lille	70,4%	70,9%	0,5
173,5	173,9	0,3%	Lyon	76,1%	77,2%	1,1
176,1	178,5	1,3%	Marseille	65,2%	69,0%	3,9
139,1	137,5	-1,1%	Montpellier	61,7%	63,0%	1,3
156,0	147,6	-5,4%	Nantes	65,9%	64,9%	-1,0
220,1	229,0	4,0%	Nice	69,3%	71,1%	1,8
255,3	266,6	4,4%	Paris	75,4%	79,7%	4,4
132,8	130,8	-1,5%	Poitiers	59,5%	64,4%	4,9
154,4	153,5	-0,6%	Rennes	61,7%	62,1%	0,4
146,7	142,8	-2,7%	Rouen	63,6%	64,3%	0,7
140,7	146,4	4,0%	Strasbourg	68,1%	68,8%	0,7
149,8	148,7	-0,7%	Toulouse	60,8%	58,1%	-2,8
139,3	138,9	-0,3%	Tours	64,9%	65,5%	0,7



JUNE 2025 – All Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
197,4	169,0	-14,4%	Berlin	79,1%	82,9%	3,8
194,5	151,9	-21,9%	Cologne	79,5%	72,0%	-7,4
192,2	121,2	-36,9%	Düsseldorf	80,6%	65,2%	-15,4
181,8	148,5	-18,3%	Frankfurt	76,7%	65,9%	-10,8
164,6	158,8	-3,5%	Hamburg	83,9%	83,1%	-0,8
117,8	116,9	-0,8%	Hanover	72,4%	69,5%	-2,9
194,0	180,3	-7,1%	Munich	79,7%	73,4%	-6,3
166,0	131,6	-20,7%	Stuttgart	75,0%	62,2%	-12,9



JUNE 2025

ADR (Breakfast included) BY CATEGORY

GERMAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1
Berlin	166,8	141,5	-15,2%	199,9	167,0	-16,5%	421,4	391,0	-7,2%
Cologne	167,5	147,0	-12,3%	215,8	160,7	-25,5%	n/a	n/a	n/a
Düsseldorf	178,0	110,9	-37,7%	200,3	124,7	-37,7%	n/a	n/a	n/a
Frankfurt	160,2	130,7	-18,4%	186,8	147,9	-20,8%	243,0	217,3	-10,6%
Hamburg	140,6	141,6	0,6%	174,2	165,2	-5,1%	n/a	n/a	n/a
Hanover	109,0	105,3	-3,3%	123,5	125,8	1,8%	n/a	n/a	n/a
Munich	159,2	152,1	-4,4%	201,0	180,4	-10,2%	n/a	n/a	n/a
Stuttgart	159,3	130,3	-18,2%	184,6	142,0	-23,1%	n/a	n/a	n/a

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



YEAR TO DATE - JUNE 2025

All Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
158,5	151,8	-4,2%	Berlin	71,5%	73,7%	2,2
155,7	150,5	-3,3%	Cologne	71,1%	68,6%	-2,6
152,4	124,7	-18,2%	Düsseldorf	64,5%	63,8%	-0,7
159,0	154,0	-3,1%	Frankfurt	61,6%	62,1%	0,4
151,0	149,6	-0,9%	Hamburg	75,4%	75,4%	0,1
128,5	132,9	3,4%	Hanover	60,7%	62,3%	1,6
153,1	173,0	13,0%	Munich	65,1%	68,2%	3,1
144,0	131,5	-8,7%	Stuttgart	63,9%	63,1%	-0,8



YEAR TO DATE - JUNE 2025

ADR (Breakfast included) BY CATEGORY

GERMAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1
Berlin	136,5	132,3	-3,0%	158,7	150,2	-5,4%	313,1	313,2	0,0%
Cologne	142,5	144,8	1,6%	167,8	157,6	-6,1%	n/a	n/a	n/a
Düsseldorf	141,6	110,7	-21,8%	156,6	128,8	-17,8%	n/a	n/a	n/a
Frankfurt	142,7	134,0	-6,1%	159,5	155,2	-2,7%	229,6	216,2	-5,8%
Hamburg	132,4	134,1	1,3%	156,8	154,1	-1,8%	n/a	n/a	n/a
Hanover	114,4	118,6	3,7%	140,4	145,2	3,4%	n/a	n/a	n/a
Munich	129,2	145,2	12,4%	151,7	171,4	13,0%	n/a	n/a	n/a
Stuttgart	135,1	126,9	-6,0%	170,3	149,1	-12,5%	n/a	n/a	n/a

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

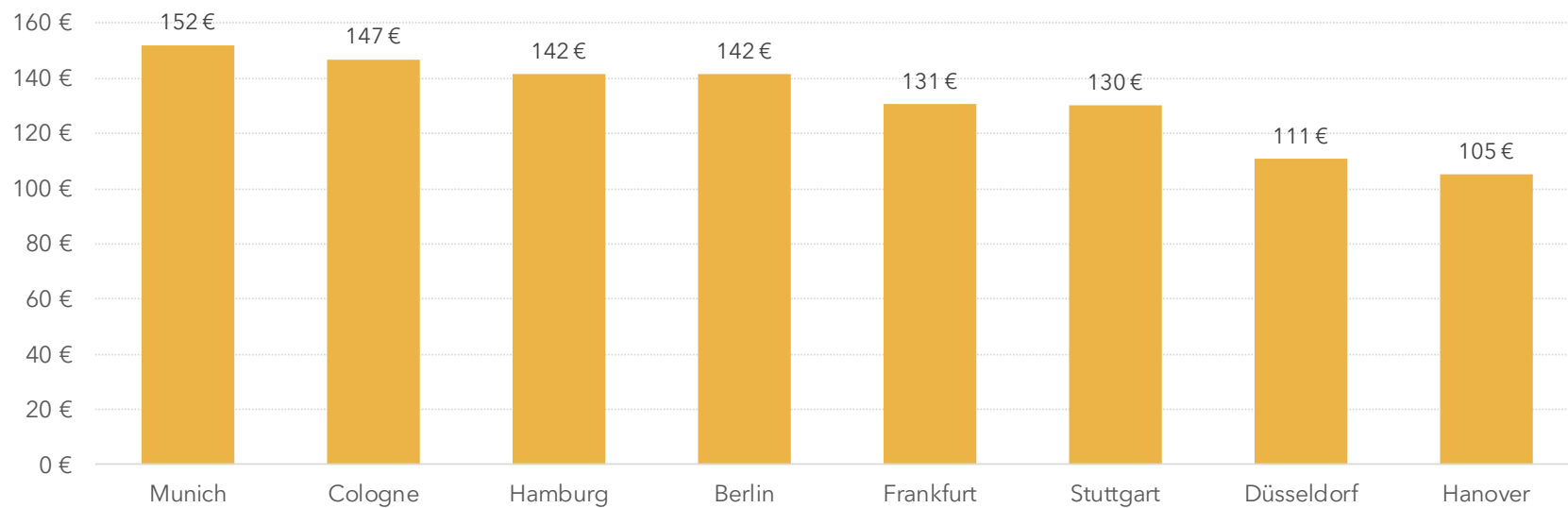


JUNE 2025

ADR (Breakfast included)

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
166,8	141,5	-15,2%	Berlin	77,5%	82,0%	4,6
167,5	147,0	-12,3%	Cologne	83,8%	72,7%	-11,2
178,0	110,9	-37,7%	Düsseldorf	86,5%	68,3%	-18,2
160,2	130,7	-18,4%	Frankfurt	76,5%	60,7%	-15,9
140,6	141,6	0,6%	Hamburg	86,8%	83,7%	-3,1
109,0	105,3	-3,3%	Hanover	70,3%	73,2%	2,9
159,2	152,1	-4,4%	Munich	81,1%	71,9%	-9,2
159,3	130,3	-18,2%	Stuttgart	75,9%	60,6%	-15,3

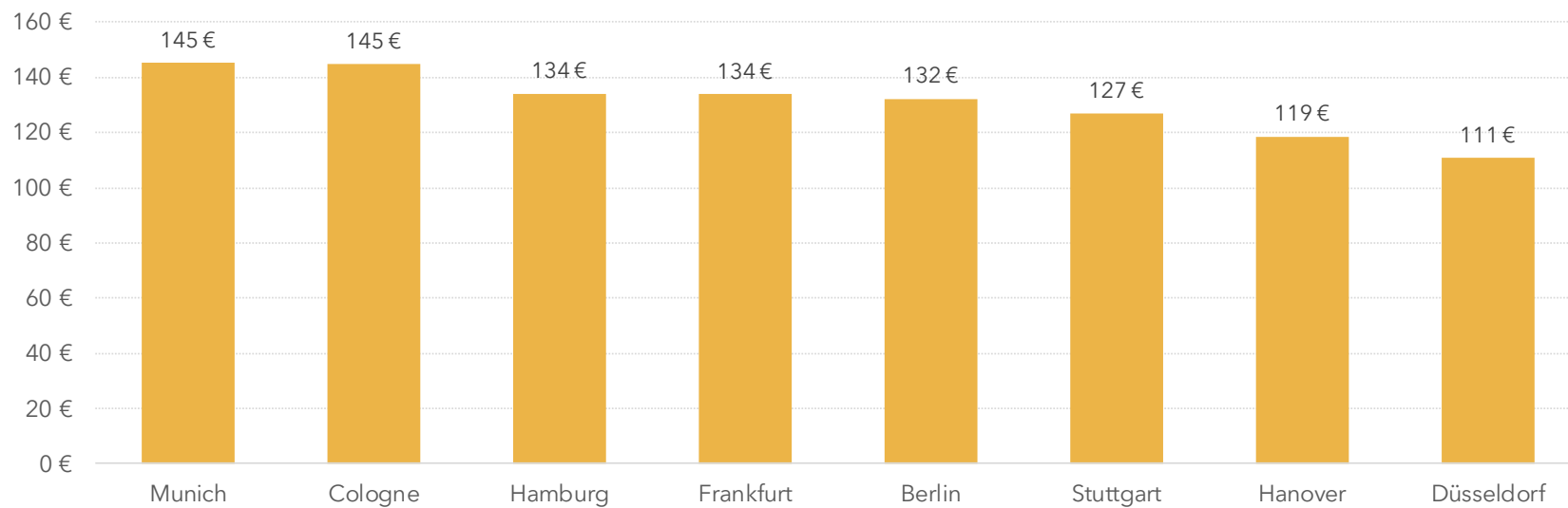


YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
136,5	132,3	-3,0%	Berlin	72,2%	72,7%	0,5
142,5	144,8	1,6%	Cologne	73,9%	68,8%	-5,1
141,6	110,7	-21,8%	Düsseldorf	66,9%	68,4%	1,5
142,7	134,0	-6,1%	Frankfurt	59,3%	58,9%	-0,4
132,4	134,1	1,3%	Hamburg	75,6%	77,5%	1,9
114,4	118,6	3,7%	Hanover	60,8%	65,6%	4,8
129,2	145,2	12,4%	Munich	64,6%	67,9%	3,3
135,1	126,9	-6,0%	Stuttgart	63,1%	60,8%	-2,3

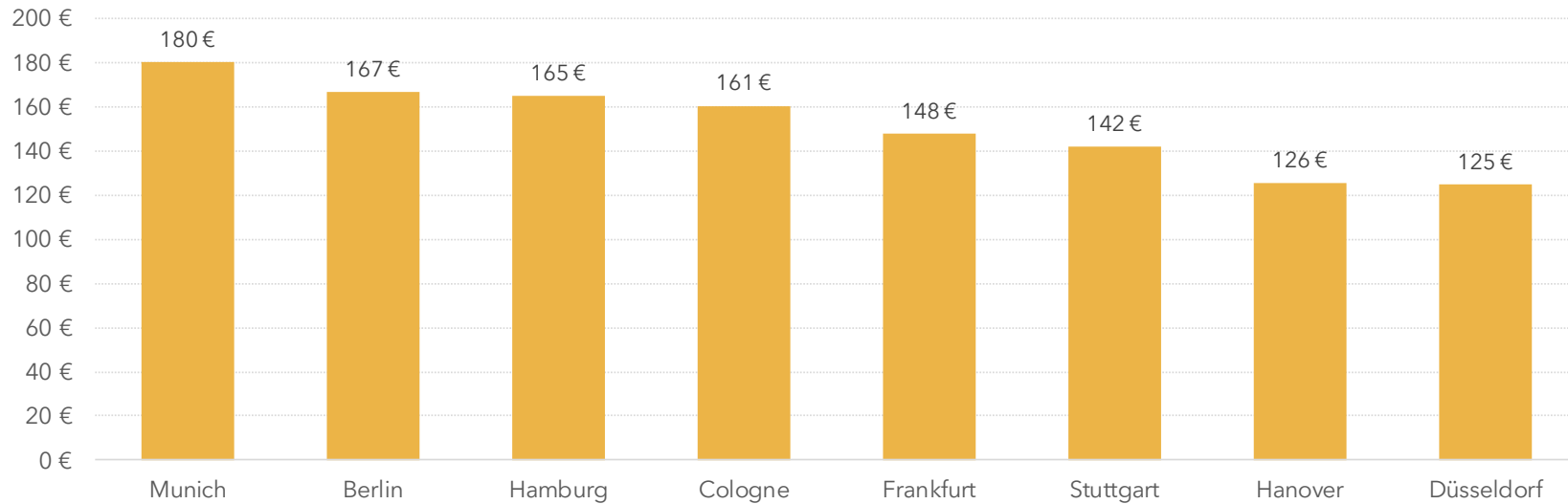


JUNE 2025

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
199,9	167,0	-16,5%	Berlin	81,9%	84,8%	2,9
215,8	160,7	-25,5%	Cologne	79,0%	73,0%	-6,0
200,3	124,7	-37,7%	Düsseldorf	80,6%	66,5%	-14,1
186,8	147,9	-20,8%	Frankfurt	76,5%	67,1%	-9,4
174,2	165,2	-5,1%	Hamburg	82,9%	84,2%	1,3
123,5	125,8	1,8%	Hanover	72,1%	68,2%	-3,9
201,0	180,4	-10,2%	Munich	79,2%	77,1%	-2,1
184,6	142,0	-23,1%	Stuttgart	75,7%	64,1%	-11,6

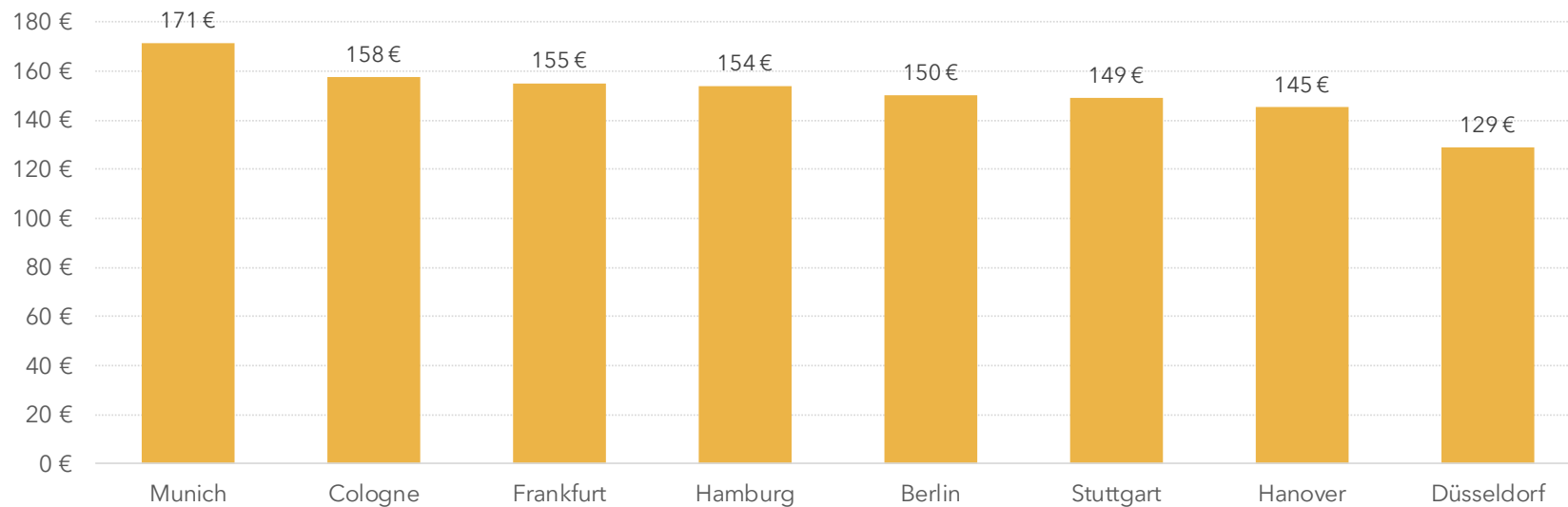


YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
158,7	150,2	-5,4%	Berlin	72,8%	76,9%	4,0
167,8	157,6	-6,1%	Cologne	71,0%	70,3%	-0,6
156,6	128,8	-17,8%	Düsseldorf	65,5%	64,5%	-1,0
159,5	155,2	-2,7%	Frankfurt	62,1%	62,3%	0,2
156,8	154,1	-1,8%	Hamburg	75,8%	77,1%	1,3
140,4	145,2	3,4%	Hanover	58,7%	59,8%	1,1
151,7	171,4	13,0%	Munich	66,5%	70,6%	4,1
170,3	149,1	-12,5%	Stuttgart	65,9%	66,3%	0,4



JUNE 2025

ADR (Breakfast included)

5* Hotels

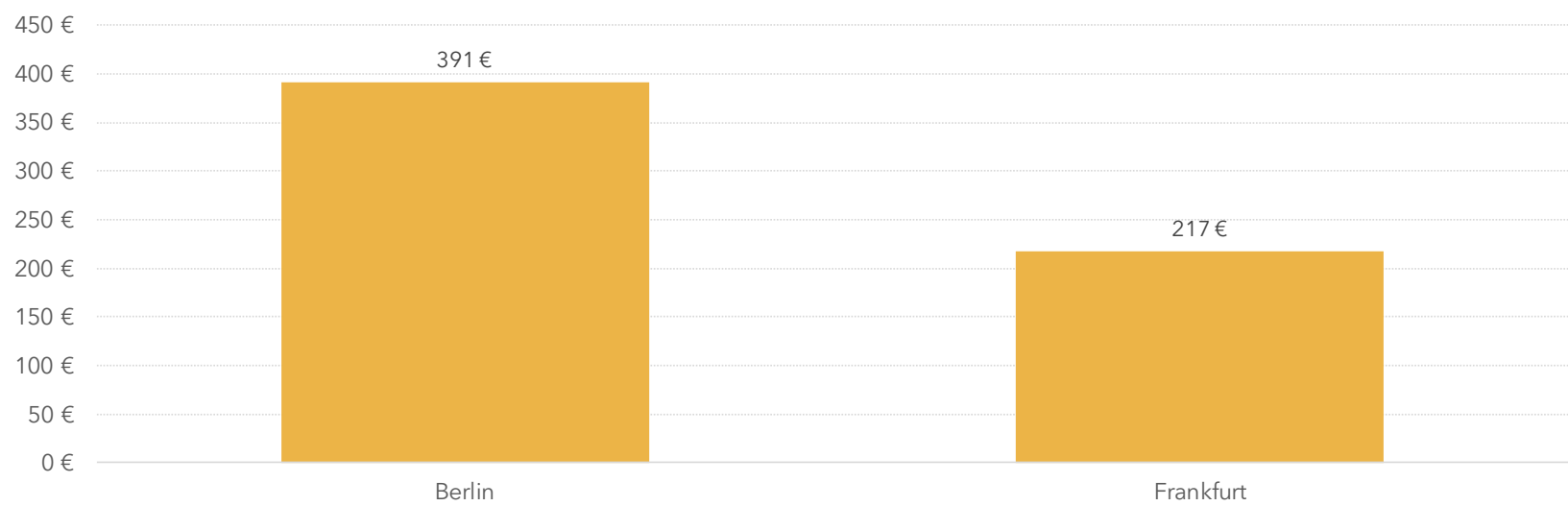
GERMAN CITIES FOR BUSINESS TRAVEL

CDS
by S4BT.

Goelett
by S4BT.

CRC
by S4BT.

siap
by S4BT.





JUNE 2025 – 5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
421,4	391,0	-7,2%	Berlin	69,0%	75,5%	6,4
243,0	217,3	-10,6%	Frankfurt	87,6%	82,3%	-5,3

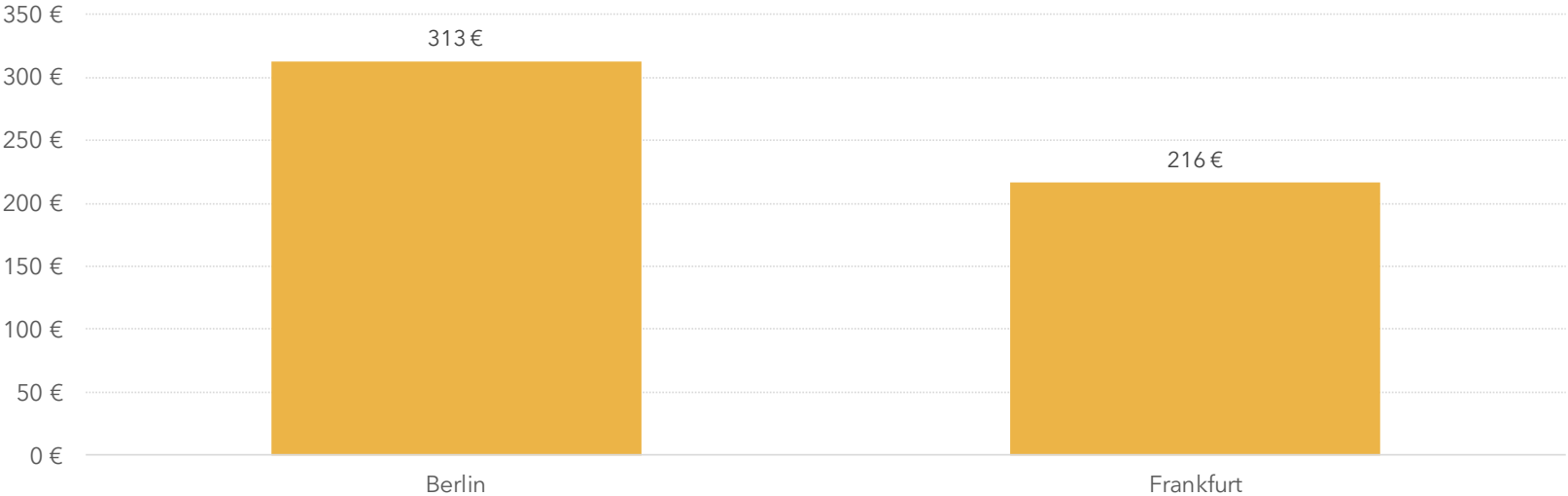


YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
313,1	313,2	0,0%	Berlin	60,2%	59,7%	-0,6
229,6	216,2	-5,8%	Frankfurt	69,2%	79,4%	10,2





JUNE 2025 – All Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
436,9	435,5	-0,3%	Florence	79,6%	80,4%	0,8
158,3	178,9	13,0%	Genova	76,3%	86,0%	9,6
256,4	271,8	6,0%	Milan	80,6%	83,0%	2,4
332,3	340,8	2,6%	Rome	84,5%	83,9%	-0,7
155,5	161,9	4,1%	Turin	67,9%	72,2%	4,3
367,2	339,3	-7,6%	Venice	75,1%	73,2%	-1,9



JUNE 2025

ADR (Breakfast included) BY CATEGORY

ITALIAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1
Florence	n/a	n/a	n/a	304,9	293,0	-3,9%	984,8	947,9	-3,7%
Genova	n/a	n/a	n/a	149,5	171,0	14,4%	n/a	n/a	n/a
Milan	155,1	163,2	5,2%	236,9	253,8	7,1%	499,1	533,1	6,8%
Rome	123,7	127,5	3,0%	215,7	218,8	1,4%	747,1	782,3	4,7%
Turin	n/a	n/a	n/a	164,5	171,2	4,1%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	249,6	236,8	-5,1%	n/a	n/a	n/a

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



YEAR TO DATE - JUNE 2025

All Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
264,3	273,7	3,5%	Florence	71,9%	72,6%	0,7
135,6	141,1	4,0%	Genova	69,4%	71,5%	2,1
231,4	236,5	2,2%	Milan	75,5%	77,0%	1,5
282,1	289,4	2,6%	Rome	72,2%	72,2%	0,0
152,8	157,1	2,8%	Turin	70,6%	70,0%	-0,6
290,0	281,2	-3,0%	Venice	64,4%	63,4%	-1,0



YEAR TO DATE - JUNE 2025

ADR (Breakfast included) BY CATEGORY

ITALIAN CITIES FOR BUSINESS TRAVEL



Cities	Economy			Upscale					
	3*			4*			5*		
	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1	N-1	2025	chge (%) N-1
Florence	n/a	n/a	n/a	197,2	203,5	3,2%	719,8	745,2	3,5%
Genova	n/a	n/a	n/a	127,7	131,5	3,0%	n/a	n/a	n/a
Milan	137,1	143,9	4,9%	221,4	225,7	1,9%	420,7	426,7	1,4%
Rome	108,9	112,8	3,6%	219,8	215,9	-1,8%	596,7	630,5	5,7%
Turin	n/a	n/a	n/a	160,9	166,4	3,4%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	211,0	206,7	-2,1%	n/a	n/a	n/a

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

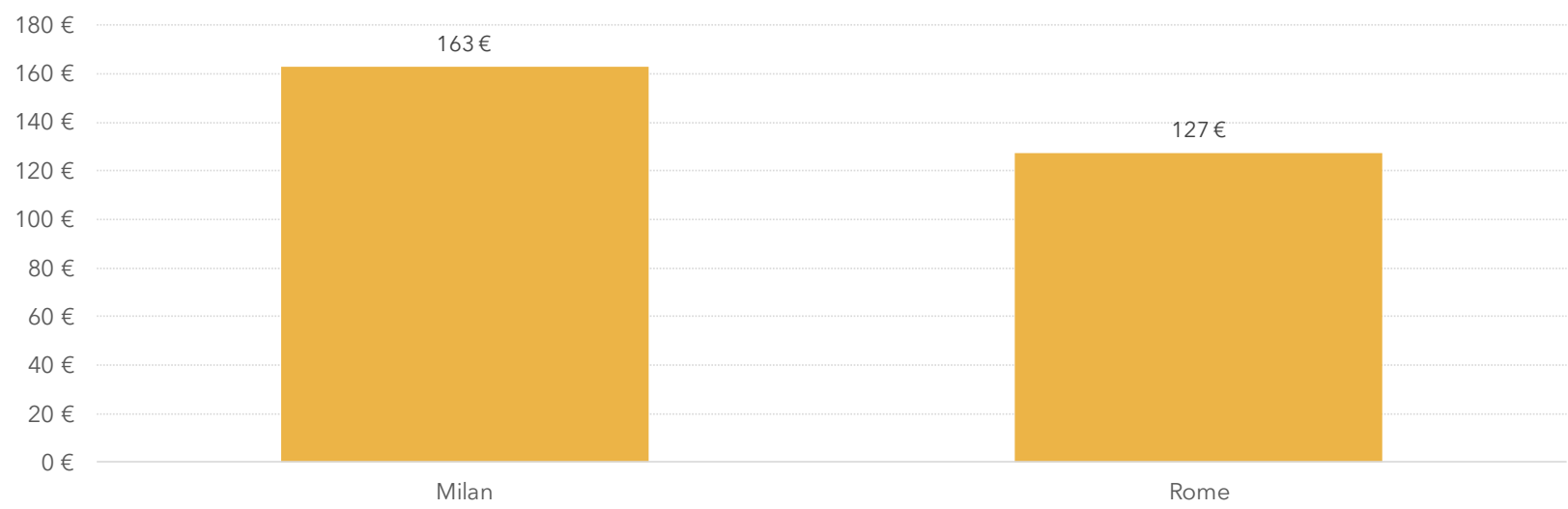


JUNE 2025

ADR (Breakfast included)

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
155,1	163,2	5,2%	Milan	89,3%	91,5%	2,2
123,7	127,5	3,0%	Rome	88,8%	88,3%	-0,5

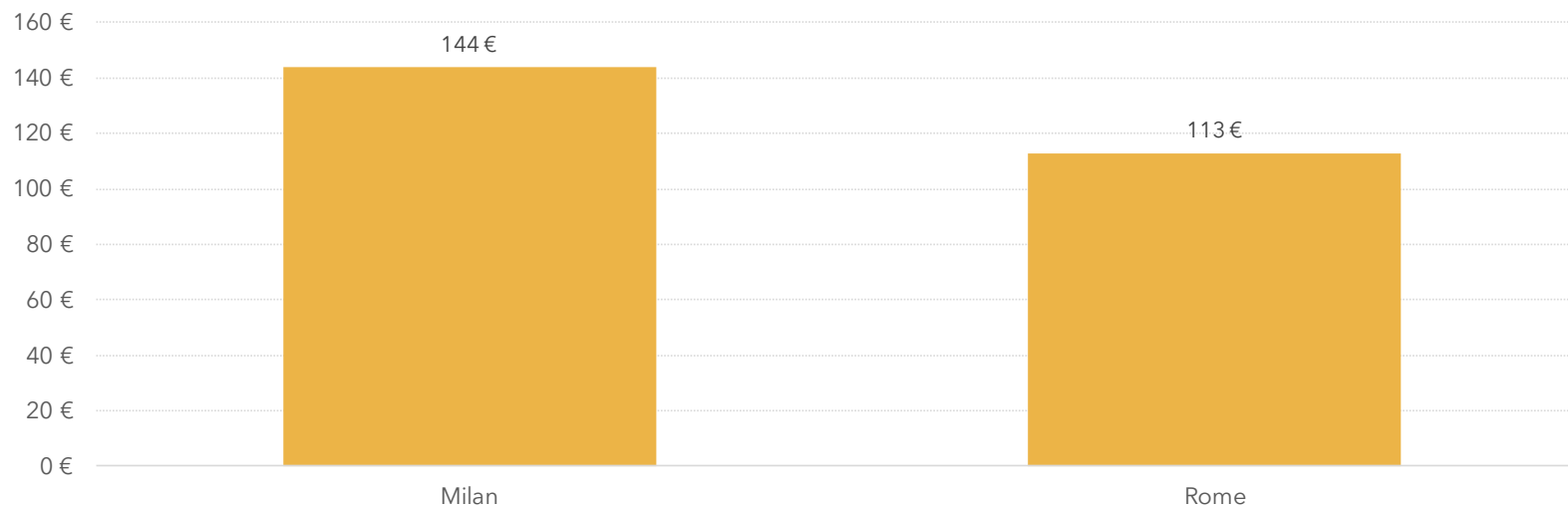


YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
137,1	143,9	4,9%	Milan	84,4%	84,9%	0,4
108,9	112,8	3,6%	Rome	81,5%	78,4%	-3,1



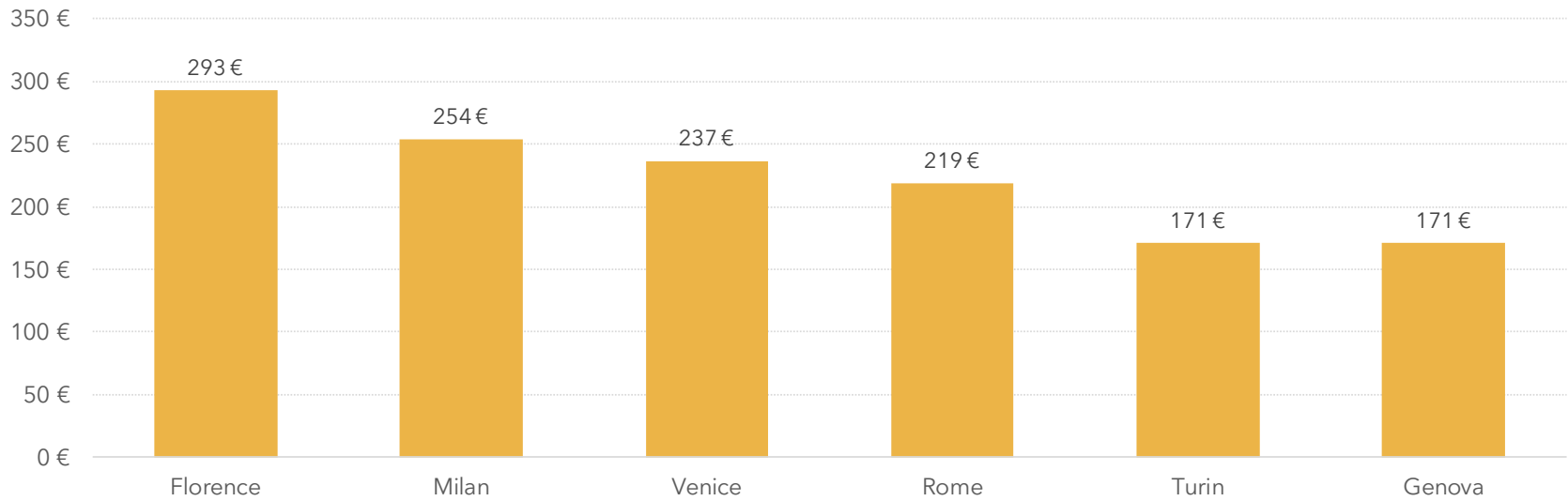


JUNE 2025

ADR (Breakfast included)

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
304,9	293,0	-3,9%	Florence	85,3%	83,0%	-2,3
149,5	171,0	14,4%	Genova	73,5%	85,0%	11,5
236,9	253,8	7,1%	Milan	79,3%	82,7%	3,4
215,7	218,8	1,4%	Rome	84,4%	84,2%	-0,2
164,5	171,2	4,1%	Turin	68,2%	72,8%	4,6
249,6	236,8	-5,1%	Venice	73,7%	70,6%	-3,1

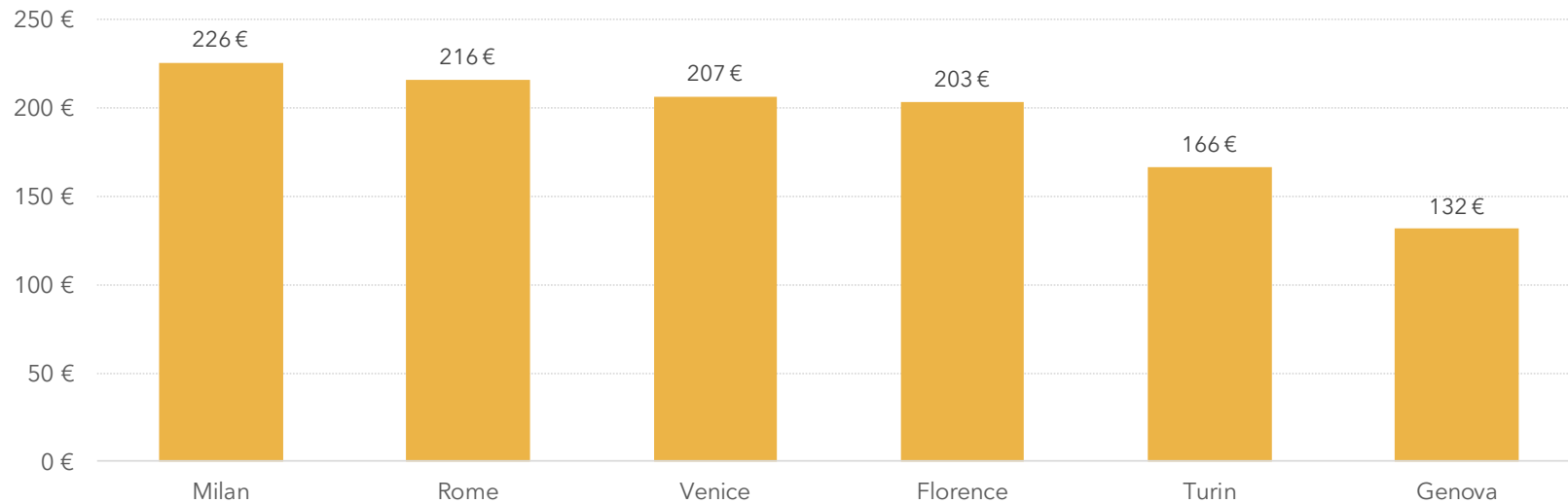


YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
197,2	203,5	3,2%	Florence	70,9%	72,0%	1,1
127,7	131,5	3,0%	Genova	66,6%	69,3%	2,7
221,4	225,7	1,9%	Milan	74,6%	76,7%	2,2
219,8	215,9	-1,8%	Rome	73,5%	73,1%	-0,4
160,9	166,4	3,4%	Turin	70,6%	69,9%	-0,7
211,0	206,7	-2,1%	Venice	63,0%	61,0%	-2,0

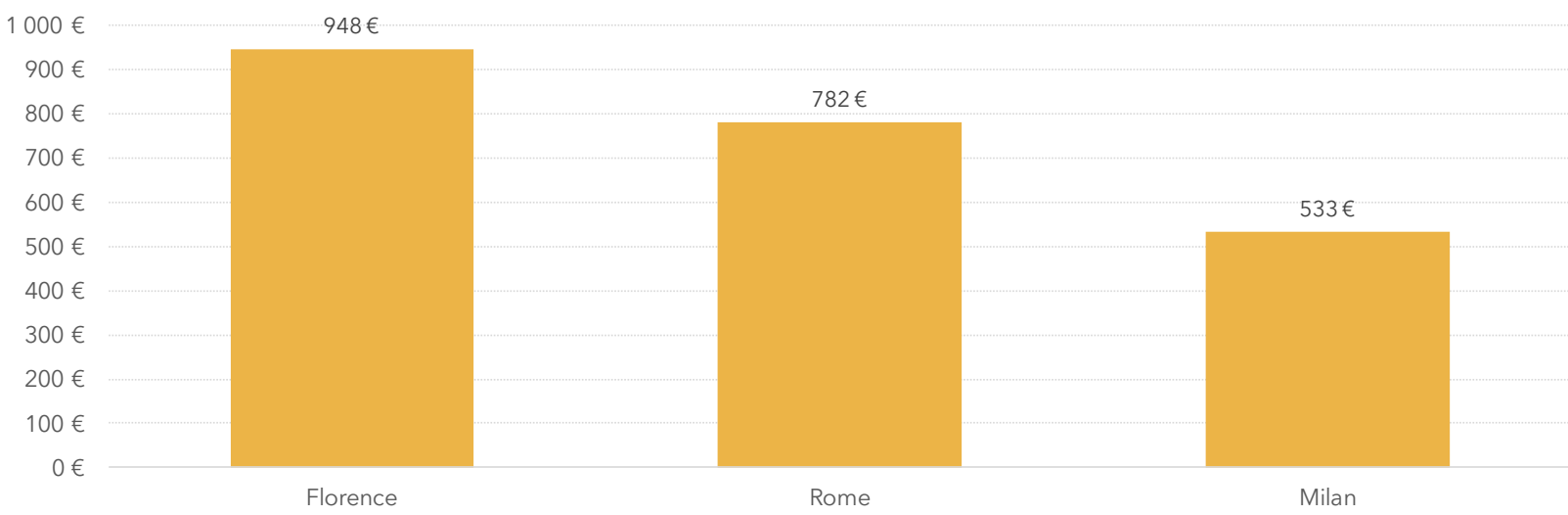


JUNE 2025

ADR (Breakfast included)

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





JUNE 2025 – 5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
984,8	947,9	-3,7%	Florence	64,4%	70,5%	6,1
499,1	533,1	6,8%	Milan	75,3%	73,6%	-1,6
747,1	782,3	4,7%	Rome	83,2%	81,1%	-2,1

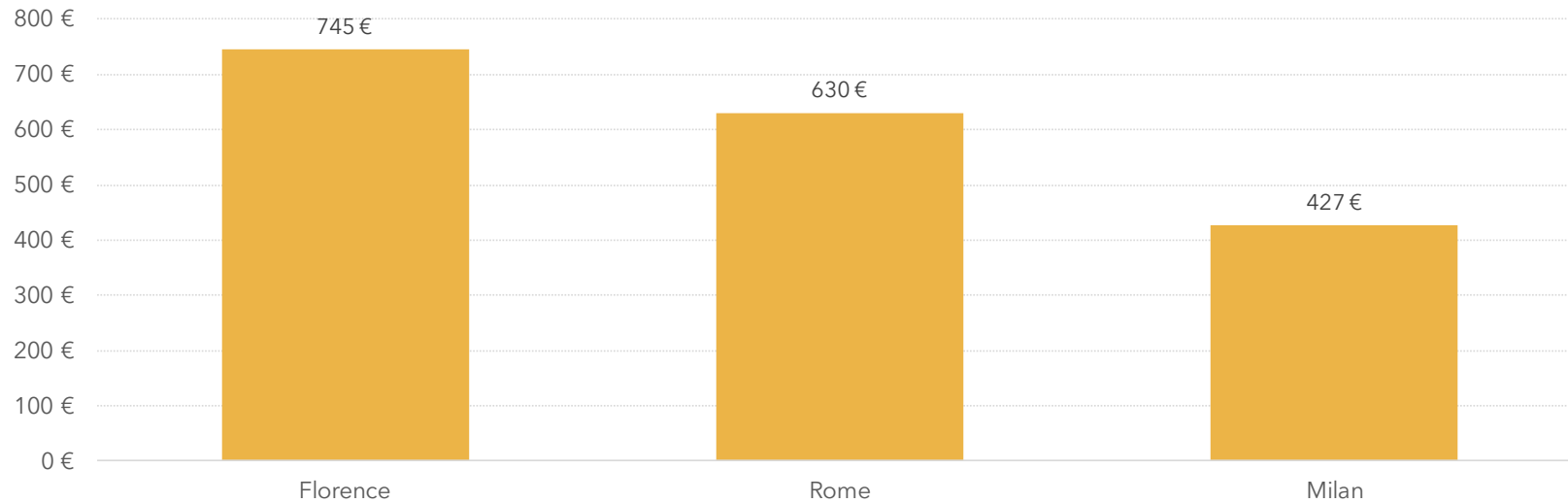


YEAR TO DATE - JUNE 2025

ADR (Breakfast included)

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JUNE 2025

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
719,8	745,2	3,5%	Florence	66,6%	67,2%	0,6
420,7	426,7	1,4%	Milan	68,5%	68,3%	-0,3
596,7	630,5	5,7%	Rome	64,4%	66,5%	2,1



On The Books booking rates for the next 3 months as of

26/07/2025

Villes	Août 2025
SAINT RAPHAEL	67%
NICE	66%
LOURDES	60%
PARIS	59%
LA ROCHELLE	58%
AGDE	54%
BORDEAUX	54%
ANTIBES	54%
CANNES	53%
STRASBOURG	52%

Villes	Septembre 2025
LOURDES	78%
NICE	57%
AIX EN PROVENCE	53%
COURBEVOIE	52%
SAINT RAPHAEL	51%
STRASBOURG	51%
PARIS	49%
BORDEAUX	46%
CANNES	44%
MONTPELLIER	44%

Villes	Octobre 2025
LOURDES	67%
COURBEVOIE	44%
STRASBOURG	41%
RENNES	38%
AIX EN PROVENCE	36%
NICE	34%
PARIS	30%
LYON	30%
ROISSY EN FRANCE	30%
CANNES	29%

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.



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