



BUSINESS HOTEL BAROMETER

Observatory carried out by CDS & MKG Consulting

JULY 2025



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** MAIN EUROPEAN AIRPORTS
-  **24** FRENCH CITIES FOR BUSINESS TRAVEL
-  **28** FRENCH CITIES FOR BUSINESS TRAVEL – 2* Hotels
-  **32** FRENCH CITIES FOR BUSINESS TRAVEL – 3* Hotels
-  **36** FRENCH CITIES FOR BUSINESS TRAVEL – 4* Hotels

-  **40** GERMAN CITIES FOR BUSINESS TRAVEL
-  **44** GERMAN CITIES FOR BUSINESS TRAVEL – 3* Hotels
-  **48** GERMAN CITIES FOR BUSINESS TRAVEL – 4* Hotels
-  **52** GERMAN CITIES FOR BUSINESS TRAVEL – 5* Hotels
-  **56** ITALIAN CITIES FOR BUSINESS TRAVEL
-  **60** ITALIAN CITIES FOR BUSINESS TRAVEL – 3* Hotels
-  **64** ITALIAN CITIES FOR BUSINESS TRAVEL – 4* Hotels
-  **68** ITALIAN CITIES FOR BUSINESS TRAVEL – 5* Hotels
- 72** METHODOLOGY



Monthly performance (July 2025 compared to July 2024)

In July 2025, several major European destinations posted solid occupancy rates despite a global context marked by price declines. Three cities exceeded the symbolic 85% occupancy rate: Lisbon (86.4%), London (89.6%) and Barcelona (85.6%). Geneva also saw strong growth, gaining 6 points to reach 83.4%, as did Cologne (+4.9 points), both driven by sustained tourist and event attendance. In Berlin, the occupancy rate jumped by +4.8 points (82.5%), boosted by several mega-events such as the CSD Pride Parade (more than 500,000 participants), Rave the Planet (300,000 participants) and Berlin Fashion Week. Conversely, some cities experienced a sharp decline: Istanbul (-6.6 points), Frankfurt (-5.6 points), Vienna (-5.6 points) and Budapest (-4.9 points). In Paris, the occupancy rate climbed to 83.1% (+12.6 points), reflecting a strong rebound compared to July 2024. Last year, hoteliers were hit hard by the negative effects of the 2024 Paris Olympic Games: soaring prices, an anxious atmosphere linked to restrictions, a drop in business customers and the disaffection of 'traditional' tourists, who had largely avoided the capital. The recovery in 2025 illustrates a return to normal with international and leisure customers back in the city. In terms of prices, the general trend is downward, with several capital cities recording significant declines in average prices, such as Berlin (-17.3%), Budapest (-15.1%), Munich (-15.0%) and Amsterdam (-14.4%). In contrast, some destinations managed to maintain their pricing momentum: Istanbul (+29.1%), Geneva (+13.0%), Rome (+1.4%) and Vienna (+1.6%).

Performance by category

In July 2025, price trends varied across segments. In the economy segment, most destinations recorded a decline in average prices, with the notable exceptions of Prague and Vienna, which saw slight increases. The mid-range segment confirmed a general decline, with only Istanbul bucking the trend and posting growth. Finally, in the high-end segment, increases were also concentrated in Istanbul, where the average price jumped by 39% for this category, and in Vienna, while all other markets declined. Istanbul also posted an increase in average prices across all segments, a deliberate strategy to offset the overall decline in its occupancy rate and limit the impact on RevPAR. In terms of pricing, Paris is still suffering from the post-Olympic Games effects across all segments: a period during which hoteliers adopted a particularly aggressive pricing policy, making the comparison with 2025 unfavourable.



JULY 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
257,4	220,5	-14,4%	Amsterdam	83,0%	82,5%	-0,5
342,6	337,2	-1,6%	Athens	84,4%	80,2%	-4,2
264,9	252,0	-4,9%	Barcelona	85,3%	85,6%	0,3
167,3	138,4	-17,3%	Berlin	77,7%	82,5%	4,8
183,7	169,4	-7,7%	Brussels	77,4%	75,3%	-2,1
153,9	130,6	-15,1%	Budapest	78,3%	73,4%	-4,9
128,2	122,5	-4,5%	Cologne	63,6%	68,5%	4,9
125,1	111,0	-11,3%	Düsseldorf	63,6%	62,5%	-1,1
140,6	125,5	-10,7%	Frankfurt	66,1%	60,6%	-5,6
200,9	226,9	13,0%	Geneva	77,0%	83,4%	6,4
110,4	106,9	-3,2%	Hanover	61,2%	61,6%	0,4
293,2	378,6	29,1%	Istanbul	72,3%	65,8%	-6,6
186,1	180,6	-3,0%	Lisboa	84,2%	86,4%	2,2
302,4	299,6	-0,9%	London	88,3%	89,6%	1,4
179,1	173,7	-3,0%	Madrid	71,2%	70,3%	-0,9
238,7	223,5	-6,4%	Milano	83,5%	81,8%	-1,7
168,1	142,9	-15,0%	Munich	83,3%	81,6%	-1,7
325,8	267,5	-17,9%	Paris	70,4%	83,1%	12,6
128,0	118,9	-7,1%	Prague	73,5%	76,0%	2,4
296,5	300,8	1,4%	Roma	81,7%	78,2%	-3,6
145,6	147,9	1,6%	Vienna	78,2%	72,6%	-5,6
218,3	217,3	-0,5%	Zurich	80,8%	83,9%	3,1



JULY 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	174,1	147,8	-15,1%	247,2	206,9	-16,3%	453,7	394,0	-13,2%
Athens	n/a	n/a	n/a	194,5	182,9	-6,0%	399,8	402,8	0,8%
Barcelona	169,9	164,4	-3,3%	242,2	236,9	-2,2%	422,9	386,4	-8,6%
Berlin	138,3	123,2	-10,9%	169,0	136,3	-19,3%	384,8	273,1	-29,0%
Brussels	147,7	137,2	-7,1%	200,2	183,5	-8,4%	279,2	245,6	-12,0%
Budapest	n/a	n/a	n/a	135,5	110,5	-18,4%	n/a	n/a	n/a
Cologne	118,1	117,9	-0,2%	135,9	127,3	-6,3%	n/a	n/a	n/a
Düsseldorf	110,9	97,2	-12,3%	129,7	114,7	-11,6%	n/a	n/a	n/a
Frankfurt	124,1	108,8	-12,3%	138,8	120,0	-13,6%	211,7	200,4	-5,4%
Hanover	103,6	99,7	-3,8%	117,0	113,0	-3,4%	n/a	n/a	n/a
Istanbul	147,3	178,5	21,2%	307,6	358,8	16,7%	422,9	588,7	39,2%
Lisboa	126,7	124,2	-2,0%	161,9	159,0	-1,8%	n/a	n/a	n/a
London	184,0	181,5	-1,4%	295,5	293,7	-0,6%	553,5	529,8	-4,3%
Madrid	142,8	137,9	-3,5%	188,2	182,5	-3,0%	348,0	344,5	-1,0%
Munich	136,7	119,4	-12,7%	171,2	142,6	-16,7%	n/a	n/a	n/a
Paris	190,2	156,7	-17,6%	308,1	257,2	-16,5%	940,5	729,9	-22,4%
Prague	93,1	96,3	3,5%	132,7	118,6	-10,6%	n/a	n/a	n/a
Vienna	112,0	113,5	1,3%	148,5	146,1	-1,7%	296,4	319,8	7,9%

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



YEAR TO DATE - JULY 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
242,1	233,1	-3,7%	Amsterdam	74,2%	75,6%	1,4
293,1	291,6	-0,5%	Athens	68,3%	65,7%	-2,6
253,7	252,6	-0,5%	Barcelona	79,2%	79,5%	0,4
159,7	149,6	-6,4%	Berlin	72,4%	75,1%	2,7
182,4	179,4	-1,7%	Brussels	71,0%	73,2%	2,2
140,5	137,1	-2,4%	Budapest	66,8%	68,3%	1,5
152,0	146,7	-3,5%	Cologne	70,0%	68,5%	-1,5
148,9	122,9	-17,5%	Düsseldorf	64,1%	63,7%	-0,4
156,8	150,3	-4,1%	Frankfurt	62,1%	62,0%	-0,2
223,1	220,2	-1,3%	Geneva	71,6%	72,9%	1,3
125,8	129,3	2,8%	Hanover	60,8%	62,2%	1,4
262,7	333,8	27,1%	Istanbul	68,9%	65,0%	-3,9
174,9	175,8	0,5%	Lisboa	77,2%	78,9%	1,7
263,1	255,7	-2,8%	London	80,2%	81,1%	0,9
188,3	196,3	4,3%	Madrid	76,0%	75,1%	-0,9
232,0	234,1	0,9%	Milano	76,8%	77,7%	0,9
155,8	167,6	7,5%	Munich	67,7%	70,4%	2,7
266,9	269,7	1,0%	Paris	74,7%	80,4%	5,7
129,3	131,1	1,4%	Prague	70,4%	72,3%	1,9
268,9	282,4	5,0%	Roma	73,7%	73,1%	-0,6
149,9	157,3	4,9%	Vienna	70,4%	70,5%	0,1
199,5	202,5	1,5%	Zurich	73,6%	75,5%	1,9



YEAR TO DATE - JULY 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	173,5	162,5	-6,3%	233,7	226,7	-3,0%	402,9	384,9	-4,5%
Athens	n/a	n/a	n/a	174,2	171,2	-1,7%	340,8	346,4	1,6%
Barcelona	168,0	171,7	2,2%	241,9	240,3	-0,6%	413,1	400,7	-3,0%
Berlin	136,9	130,9	-4,4%	160,1	147,8	-7,7%	342,2	318,0	-7,1%
Brussels	151,0	146,8	-2,8%	200,2	195,7	-2,2%	265,7	259,0	-2,5%
Budapest	n/a	n/a	n/a	122,5	120,3	-1,8%	n/a	n/a	n/a
Cologne	139,5	141,5	1,4%	163,4	153,4	-6,1%	n/a	n/a	n/a
Düsseldorf	136,9	108,9	-20,5%	153,3	127,0	-17,2%	n/a	n/a	n/a
Frankfurt	140,7	131,0	-6,9%	157,2	150,6	-4,2%	226,6	213,7	-5,7%
Hanover	112,6	116,2	3,3%	136,8	140,8	2,9%	n/a	n/a	n/a
Istanbul	133,3	159,7	19,8%	272,7	329,2	20,7%	379,4	507,6	33,8%
Lisboa	122,8	123,5	0,5%	154,2	153,2	-0,6%	n/a	n/a	n/a
London	165,7	159,7	-3,6%	262,4	255,0	-2,8%	477,0	449,3	-5,8%
Madrid	155,7	161,5	3,7%	197,5	207,0	4,8%	357,0	370,2	3,7%
Munich	130,6	140,8	7,8%	155,1	166,7	7,5%	n/a	n/a	n/a
Paris	167,1	166,4	-0,4%	262,9	265,5	1,0%	674,7	693,3	2,8%
Prague	94,4	96,7	2,4%	131,7	134,2	1,9%	n/a	n/a	n/a
Vienna	118,8	124,2	4,5%	151,7	159,2	4,9%	295,2	316,6	7,2%

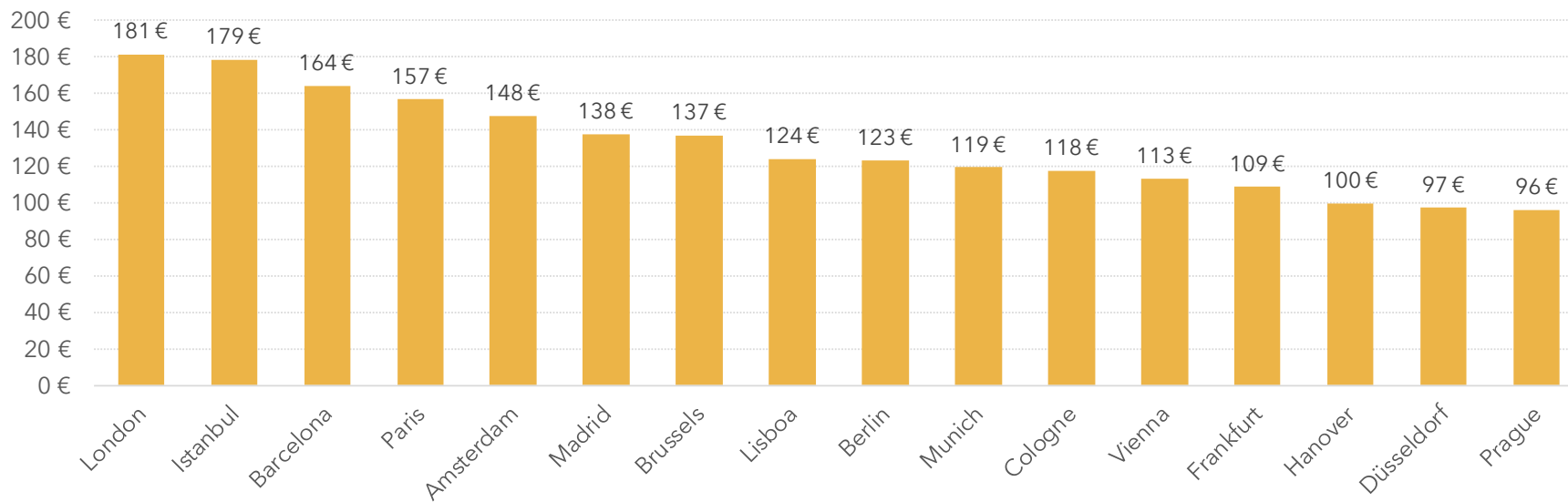
Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

JULY 2025

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





JULY 2025 – 3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

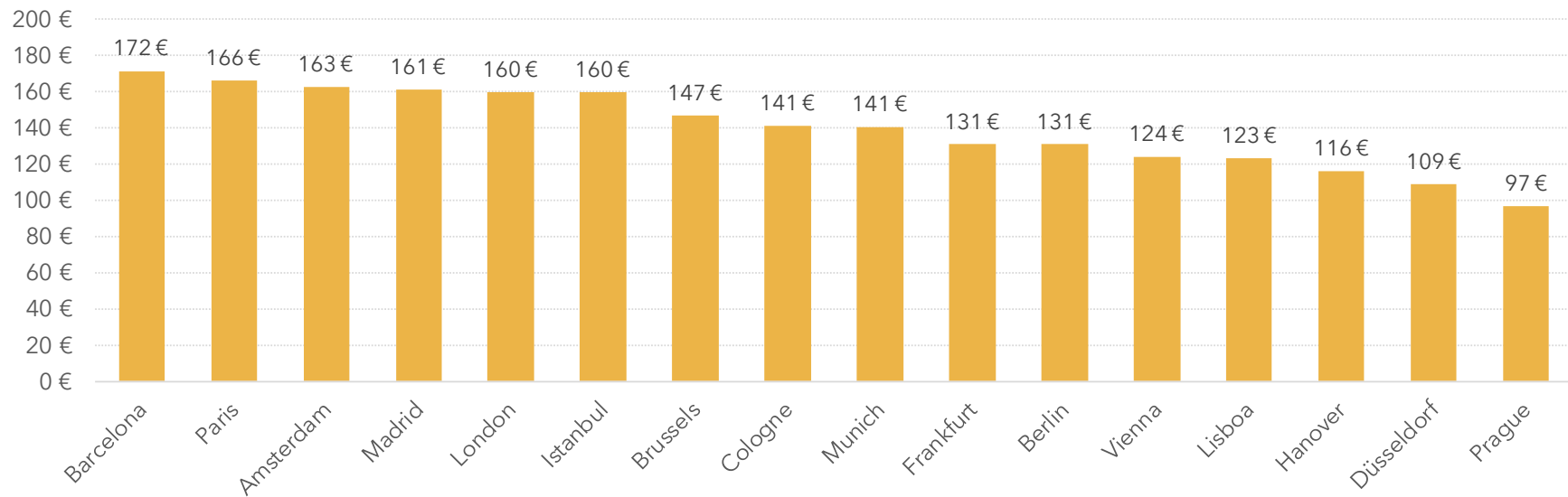
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
174,1	147,8	-15,1%	Amsterdam	91,0%	89,1%	-1,9
169,9	164,4	-3,3%	Barcelona	91,3%	90,2%	-1,1
138,3	123,2	-10,9%	Berlin	75,5%	81,6%	6,1
147,7	137,2	-7,1%	Brussels	80,9%	79,4%	-1,5
118,1	117,9	-0,2%	Cologne	65,3%	66,2%	1,0
110,9	97,2	-12,3%	Düsseldorf	69,8%	63,3%	-6,5
124,1	108,8	-12,3%	Frankfurt	63,4%	54,4%	-9,0
103,6	99,7	-3,8%	Hanover	60,0%	65,4%	5,4
147,3	178,5	21,2%	Istanbul	71,6%	64,9%	-6,7
126,7	124,2	-2,0%	Lisboa	86,6%	87,1%	0,5
184,0	181,5	-1,4%	London	89,0%	91,1%	2,1
142,8	137,9	-3,5%	Madrid	81,9%	76,2%	-5,8
136,7	119,4	-12,7%	Munich	83,7%	82,1%	-1,6
190,2	156,7	-17,6%	Paris	72,3%	84,1%	11,8
93,1	96,3	3,5%	Prague	64,1%	72,6%	8,6
112,0	113,5	1,3%	Vienna	79,9%	71,8%	-8,0

YEAR TO DATE - JULY 2025

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 2025

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

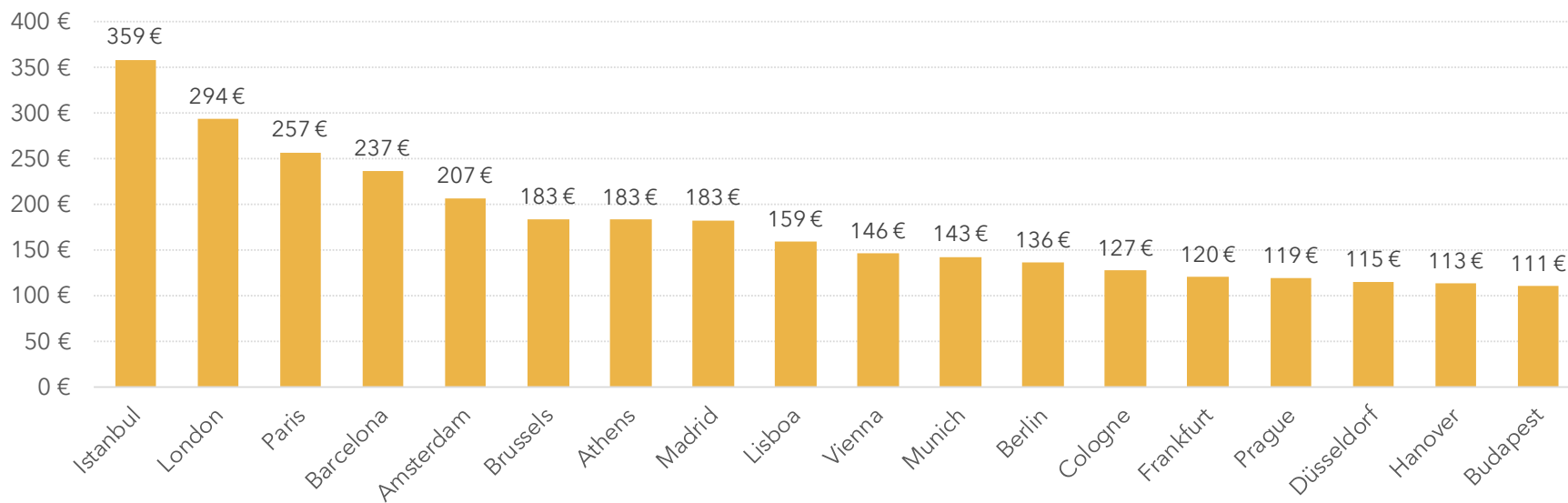
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
173,5	162,5	-6,3%	Amsterdam	80,4%	81,4%	1,0
168,0	171,7	2,2%	Barcelona	84,9%	85,1%	0,1
136,9	130,9	-4,4%	Berlin	72,8%	74,1%	1,3
151,0	146,8	-2,8%	Brussels	77,1%	78,1%	1,0
139,5	141,5	1,4%	Cologne	72,3%	68,4%	-3,9
136,9	108,9	-20,5%	Düsseldorf	67,3%	67,7%	0,3
140,7	131,0	-6,9%	Frankfurt	60,0%	58,5%	-1,6
112,6	116,2	3,3%	Hanover	60,6%	65,6%	5,0
133,3	159,7	19,8%	Istanbul	67,8%	64,4%	-3,4
122,8	123,5	0,5%	Lisboa	82,3%	83,4%	1,1
165,7	159,7	-3,6%	London	83,0%	83,7%	0,7
155,7	161,5	3,7%	Madrid	83,1%	81,8%	-1,3
130,6	140,8	7,8%	Munich	67,4%	70,0%	2,6
167,1	166,4	-0,4%	Paris	77,5%	83,2%	5,6
94,4	96,7	2,4%	Prague	73,3%	75,0%	1,6
118,8	124,2	4,5%	Vienna	71,4%	71,2%	-0,3

JULY 2025

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





JULY 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
247,2	206,9	-16,3%	Amsterdam	81%	80%	-1,5
194,5	182,9	-6,0%	Athens	85%	89%	3,4
242,2	236,9	-2,2%	Barcelona	86%	86%	0,0
169,0	136,3	-19,3%	Berlin	81%	86%	4,6
200,2	183,5	-8,4%	Brussels	75%	73%	-1,6
135,5	110,5	-18,4%	Budapest	77%	70%	-6,8
135,9	127,3	-6,3%	Cologne	63%	72%	8,4
129,7	114,7	-11,6%	Düsseldorf	64%	66%	2,1
138,8	120,0	-13,6%	Frankfurt	66%	61%	-4,7
117,0	113,0	-3,4%	Hanover	59%	59%	0,8
307,6	358,8	16,7%	Istanbul	70%	66%	-4,4
161,9	159,0	-1,8%	Lisboa	85%	88%	3,6
295,5	293,7	-0,6%	London	90%	90%	0,2
188,2	182,5	-3,0%	Madrid	67%	67%	0,8
171,2	142,6	-16,7%	Munich	83%	83%	-0,3
308,1	257,2	-16,5%	Paris	70%	83%	13,0
132,7	118,6	-10,6%	Prague	79%	78%	-1,7
148,5	146,1	-1,7%	Vienna	79%	78%	-1,6

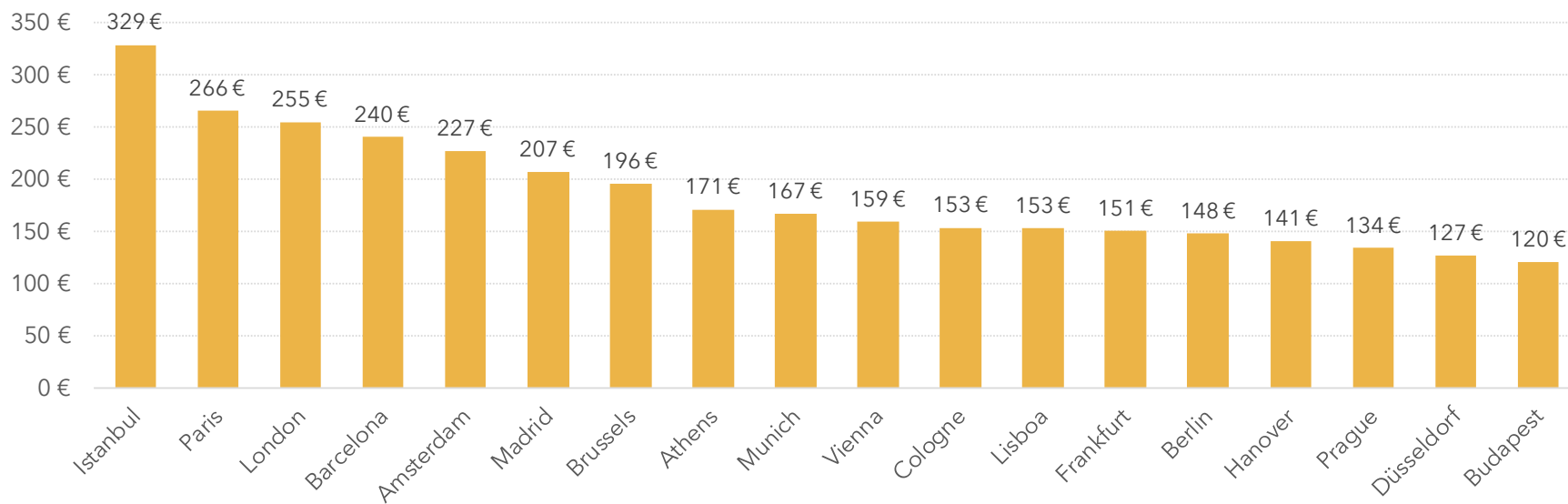


YEAR TO DATE - JULY 2025

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 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
233,7	226,7	-3,0%	Amsterdam	73,7%	74,2%	0,5
174,2	171,2	-1,7%	Athens	71,1%	74,5%	3,4
241,9	240,3	-0,6%	Barcelona	77,8%	77,6%	-0,2
160,1	147,8	-7,7%	Berlin	74,1%	78,2%	4,1
200,2	195,7	-2,2%	Brussels	68,5%	70,6%	2,1
122,5	120,3	-1,8%	Budapest	65,1%	66,3%	1,2
163,4	153,4	-6,1%	Cologne	70,0%	70,5%	0,5
153,3	127,0	-17,2%	Düsseldorf	64,9%	64,9%	0,0
157,2	150,6	-4,2%	Frankfurt	62,3%	62,2%	-0,1
136,8	140,8	2,9%	Hanover	58,8%	59,8%	0,9
272,7	329,2	20,7%	Istanbul	69,8%	65,5%	-4,3
154,2	153,2	-0,6%	Lisboa	76,6%	77,6%	1,1
262,4	255,0	-2,8%	London	80,9%	81,9%	1,0
197,5	207,0	4,8%	Madrid	73,8%	73,0%	-0,8
155,1	166,7	7,5%	Munich	68,9%	72,3%	3,5
262,9	265,5	1,0%	Paris	74,9%	80,3%	5,4
131,7	134,2	1,9%	Prague	68,1%	70,0%	1,9
151,7	159,2	4,9%	Vienna	71,2%	71,8%	0,6

JULY 2025

ADR (Breakfast included)

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





JULY 2025 – 5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

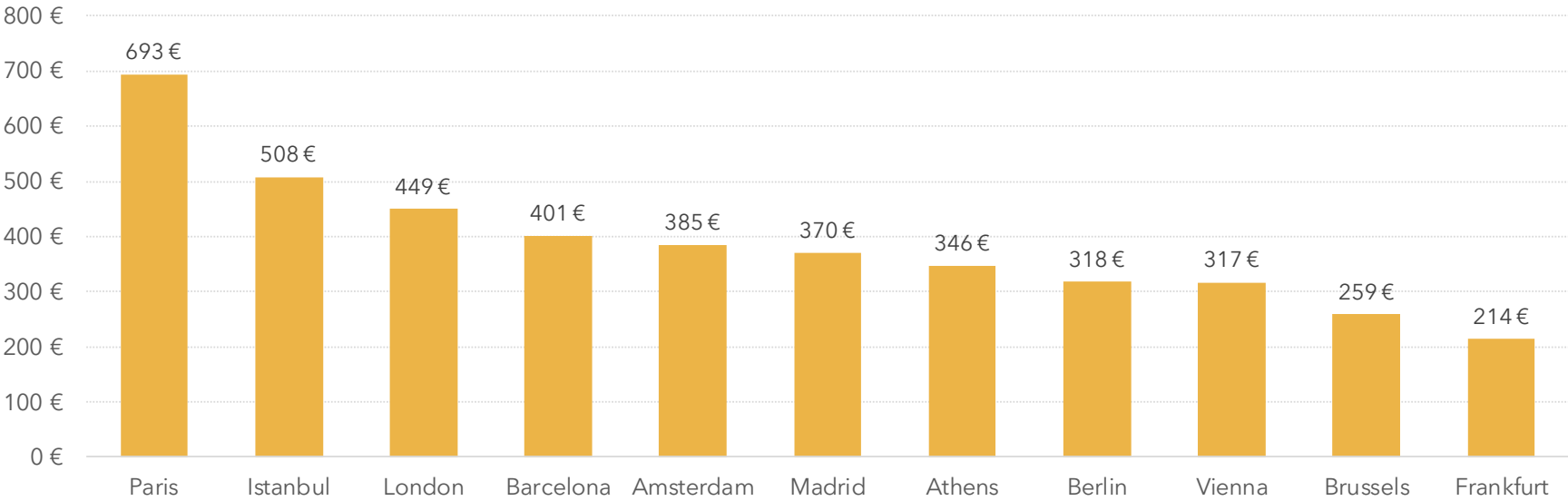
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
453,7	394,0	-13,2%	Amsterdam	75,7%	80,5%	4,7
399,8	402,8	0,8%	Athens	84,1%	77,5%	-6,6
422,9	386,4	-8,6%	Barcelona	79,3%	81,4%	2,1
384,8	273,1	-29,0%	Berlin	65,5%	68,2%	2,8
279,2	245,6	-12,0%	Brussels	70,4%	67,1%	-3,3
211,7	200,4	-5,4%	Frankfurt	83,4%	85,4%	2,0
422,9	588,7	39,2%	Istanbul	73,7%	66,2%	-7,5
553,5	529,8	-4,3%	London	81,7%	85,9%	4,2
348,0	344,5	-1,0%	Madrid	71,3%	63,1%	-8,1
940,5	729,9	-22,4%	Paris	65,2%	79,7%	14,5
296,4	319,8	7,9%	Vienna	69,4%	63,0%	-6,4

YEAR TO DATE - JULY 2025

ADR (Breakfast included)

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 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
402,9	384,9	-4,5%	Amsterdam	65,9%	70,5%	4,6
340,8	346,4	1,6%	Athens	67,4%	62,9%	-4,5
413,1	400,7	-3,0%	Barcelona	73,8%	75,6%	1,8
342,2	318,0	-7,1%	Berlin	59,8%	61,6%	1,8
265,7	259,0	-2,5%	Brussels	61,2%	63,4%	2,2
226,6	213,7	-5,7%	Frankfurt	71,3%	80,3%	9,0
379,4	507,6	33,8%	Istanbul	69,2%	64,9%	-4,3
477,0	449,3	-5,8%	London	73,2%	74,8%	1,7
357,0	370,2	3,7%	Madrid	67,5%	66,7%	-0,8
674,7	693,3	2,8%	Paris	66,8%	73,3%	6,4
295,2	316,6	7,2%	Vienna	70,0%	68,6%	-1,4

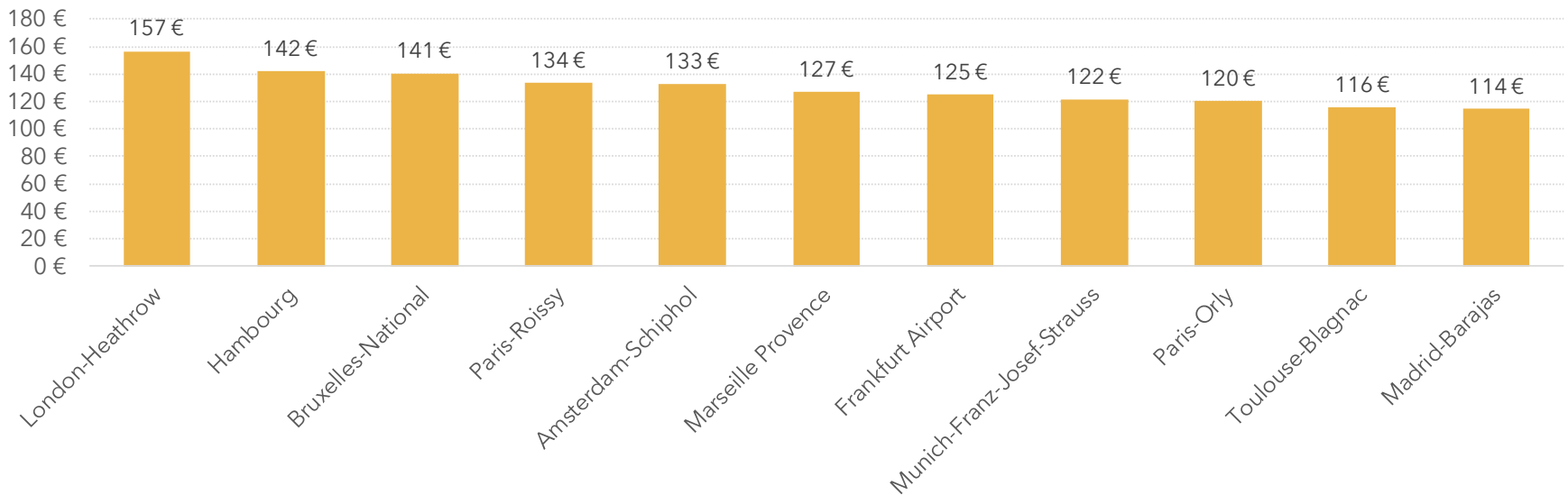


JULY 2025

ADR (Breakfast included)

All Hotels

MAIN EUROPEAN AIRPORTS





JULY 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
144,2	132,9	-7,8%	Amsterdam-Schiphol	88,1%	83,2%	-4,9
145,5	140,6	-3,4%	Bruxelles-National	81,3%	73,5%	-7,8
131,4	125,2	-4,7%	Frankfurt Airport	71,8%	69,5%	-2,3
143,8	141,8	-1,4%	Hambourg	89,0%	88,0%	-1,0
162,9	156,7	-3,8%	London-Heathrow	92,8%	91,2%	-1,6
118,4	114,5	-3,3%	Madrid-Barajas	78,3%	74,2%	-4,1
130,9	127,1	-2,9%	Marseille Provence	79,3%	79,0%	-0,3
135,0	121,7	-9,8%	Munich-Franz-Josef- Strauss	84,3%	85,8%	1,5
171,3	120,2	-29,8%	Paris-Orly	70,8%	79,9%	9,1
194,4	133,5	-31,3%	Paris-Roissy	86,6%	80,3%	-6,3
113,2	115,8	2,4%	Toulouse-Blagnac	52,8%	56,7%	3,9

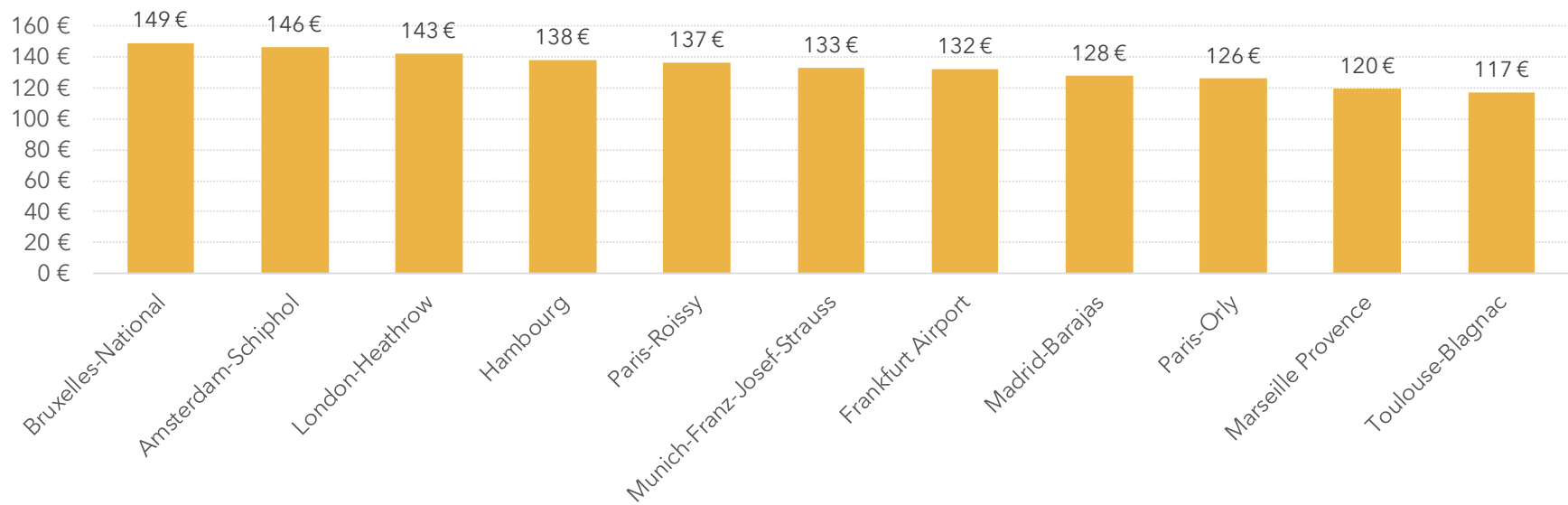


YEAR TO DATE - JULY 2025

ADR (Breakfast included)

All Hotels

MAIN EUROPEAN AIRPORTS





YEAR TO DATE - JULY 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
147,4	146,5	-0,6%	Amsterdam-Schiphol	79,1%	76,6%	-2,4
154,3	149,4	-3,2%	Bruxelles-National	69,2%	69,6%	0,4
138,1	132,2	-4,3%	Frankfurt Airport	63,5%	66,4%	2,9
138,6	138,1	-0,4%	Hambourg	79,8%	81,7%	1,9
143,5	142,6	-0,6%	London-Heathrow	83,1%	81,2%	-1,9
126,1	127,9	1,4%	Madrid-Barajas	79,9%	76,4%	-3,5
121,2	119,6	-1,3%	Marseille Provence	68,5%	70,1%	1,6
126,7	133,1	5,1%	Munich-Franz-Josef- Strauss	68,8%	68,0%	-0,8
142,3	126,0	-11,4%	Paris-Orly	70,8%	74,1%	3,3
149,4	136,6	-8,6%	Paris-Roissy	74,9%	74,1%	-0,8
120,4	117,3	-2,6%	Toulouse-Blagnac	57,5%	54,9%	-2,6



JULY 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
205,9	208,8	1,4%	Biarritz	77,8%	81,4%	3,6
149,7	144,0	-3,8%	Bordeaux	72,3%	73,3%	1,0
606,6	685,2	12,9%	Cannes	85,5%	86,3%	0,8
105,0	104,0	-1,0%	Clermont-Ferrand	70,1%	72,3%	2,2
125,7	122,7	-2,4%	Dijon	77,1%	77,5%	0,4
149,1	132,6	-11,0%	Lille	67,0%	68,6%	1,6
154,6	148,2	-4,1%	Lyon	76,4%	76,2%	-0,2
174,0	154,4	-11,3%	Marseille	76,0%	77,2%	1,2
117,2	118,4	1,0%	Montpellier	70,7%	72,6%	1,8
127,2	100,8	-20,8%	Nantes	64,7%	63,6%	-1,1
317,0	307,6	-3,0%	Nice	87,2%	91,1%	3,9
326,0	267,7	-17,9%	Paris	70,4%	83,1%	12,6
104,5	103,6	-0,9%	Poitiers	68,8%	77,4%	8,6
105,1	106,7	1,5%	Rennes	58,0%	59,2%	1,1
111,4	113,5	1,9%	Rouen	69,5%	72,7%	3,3
119,9	123,6	3,1%	Strasbourg	68,1%	70,2%	2,2
118,2	121,3	2,6%	Toulouse	62,0%	62,0%	0,0
102,2	102,8	0,6%	Tours	69,7%	73,1%	3,4

JULY 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	126,7	130,5	2,9%	144,2	147,7	2,5%	239,8	244,9	2,2%
Bordeaux	88,2	84,4	-4,3%	115,5	108,4	-6,2%	160,9	150,1	-6,7%
Cannes	n/a	n/a	n/a	133,5	144,7	8,3%	325,2	361,9	11,3%
Clermont-Ferrand	80,4	81,3	1,2%	96,4	94,1	-2,4%	147,6	147,0	-0,4%
Dijon	86,9	85,3	-1,9%	116,9	109,1	-6,7%	159,3	157,7	-1,0%
Lille	101,0	86,6	-14,3%	122,1	109,6	-10,3%	175,5	160,2	-8,7%
Lyon	96,4	95,1	-1,3%	117,1	111,0	-5,1%	167,4	157,2	-6,1%
Marseille	97,5	94,8	-2,8%	122,8	113,2	-7,8%	216,0	182,7	-15,4%
Montpellier	79,9	82,8	3,6%	106,3	109,3	2,8%	150,0	145,9	-2,7%
Nantes	84,9	82,3	-3,1%	104,8	95,4	-9,0%	192,7	128,0	-33,6%
Nice	140,0	131,9	-5,8%	189,9	170,3	-10,3%	331,8	323,6	-2,5%
Paris	126,1	98,6	-21,8%	190,2	156,7	-17,6%	308,1	257,2	-16,5%
Poitiers	77,6	81,8	5,4%	107,2	103,2	-3,8%	146,4	147,7	0,9%
Rennes	76,0	77,7	2,2%	95,7	93,4	-2,4%	131,4	137,2	4,4%
Rouen	72,0	73,2	1,6%	92,3	95,6	3,5%	151,6	152,3	0,5%
Strasbourg	77,1	80,7	4,6%	101,8	102,7	0,9%	139,7	143,2	2,5%
Toulouse	77,7	94,6	21,7%	103,0	105,1	2,0%	141,3	143,8	1,8%
Tours	77,4	78,7	1,7%	96,6	96,2	-0,4%	145,6	142,5	-2,1%

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



YEAR TO DATE - JULY 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
148,0	148,9	0,6%	Biarritz	60,0%	62,5%	2,5
149,9	148,0	-1,2%	Bordeaux	68,2%	66,9%	-1,3
486,1	525,0	8,0%	Cannes	59,8%	60,7%	0,9
97,5	99,1	1,6%	Clermont-Ferrand	60,8%	61,0%	0,2
114,5	115,1	0,5%	Dijon	64,9%	64,7%	-0,1
138,3	137,2	-0,8%	Lille	68,4%	69,4%	1,0
158,3	160,1	1,2%	Lyon	75,0%	75,5%	0,6
148,1	145,9	-1,5%	Marseille	68,9%	69,6%	0,7
112,0	112,0	0,0%	Montpellier	65,1%	65,5%	0,3
117,4	109,9	-6,4%	Nantes	65,7%	64,4%	-1,2
221,8	229,5	3,5%	Nice	74,3%	75,6%	1,4
267,2	269,9	1,0%	Paris	74,7%	80,4%	5,7
95,5	95,4	0,0%	Poitiers	58,8%	61,5%	2,7
117,4	117,1	-0,3%	Rennes	62,4%	62,4%	-0,1
107,7	106,5	-1,2%	Rouen	60,1%	60,4%	0,3
120,8	124,3	2,9%	Strasbourg	63,2%	64,3%	1,1
120,5	120,1	-0,3%	Toulouse	62,2%	60,7%	-1,5
99,8	99,8	0,0%	Tours	62,2%	62,3%	0,0

YEAR TO DATE - JULY 2025

ADR (Breakfast included) BY CATEGORY

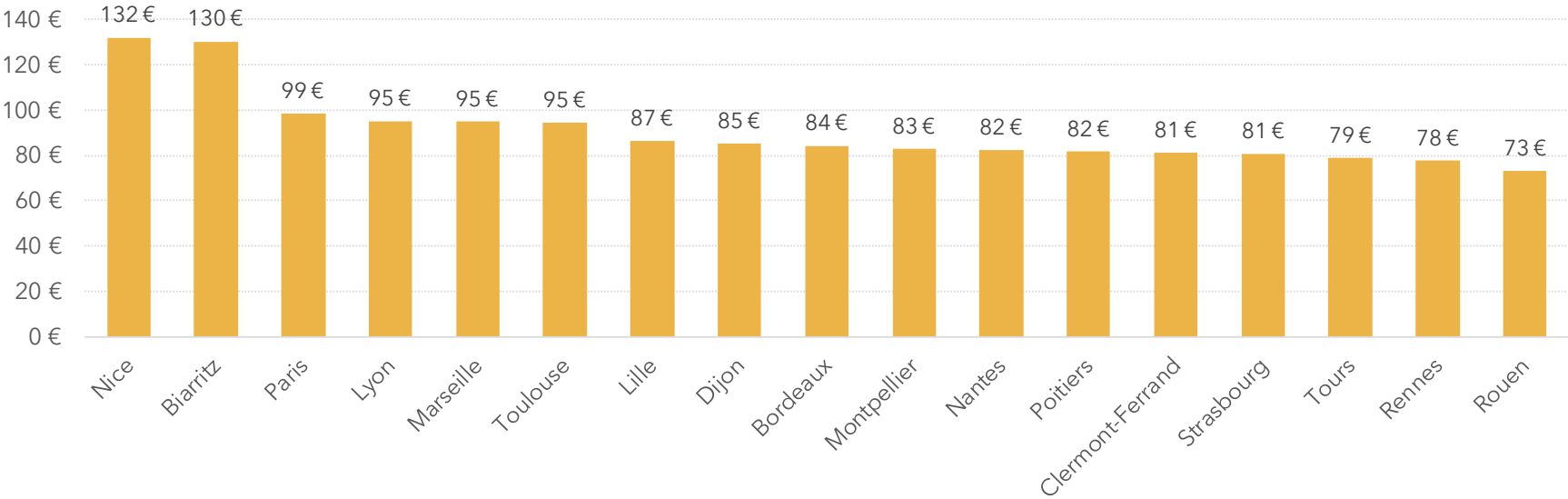
FRENCH CITIES FOR BUSINESS TRAVEL

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	88,6	89,9	1,4%	108,6	110,5	1,7%	186,4	187,1	0,4%
Bordeaux	87,4	85,3	-2,3%	116,7	112,6	-3,5%	164,1	158,0	-3,7%
Cannes	n/a	n/a	n/a	132,6	137,3	3,5%	299,0	315,4	5,5%
Clermont-Ferrand	69,9	72,1	3,1%	90,8	92,2	1,6%	139,0	141,2	1,6%
Dijon	77,8	78,7	1,1%	105,6	104,7	-0,9%	145,6	143,3	-1,6%
Lille	92,6	91,0	-1,7%	116,6	115,7	-0,8%	165,1	165,0	-0,1%
Lyon	101,7	103,8	2,1%	124,1	126,2	1,7%	172,6	171,3	-0,7%
Marseille	89,4	90,4	1,0%	110,0	108,5	-1,3%	179,3	174,8	-2,5%
Montpellier	74,4	76,1	2,2%	103,7	105,6	1,8%	141,1	139,3	-1,3%
Nantes	87,3	87,1	-0,3%	110,9	106,5	-4,0%	161,5	144,6	-10,5%
Nice	106,4	108,4	1,9%	131,4	136,5	3,9%	241,0	247,1	2,5%
Paris	106,8	107,1	0,3%	167,1	166,4	-0,4%	262,9	265,5	1,0%
Poitiers	69,7	74,0	6,1%	96,7	95,4	-1,3%	135,1	133,7	-1,0%
Rennes	82,4	83,8	1,8%	110,1	107,3	-2,5%	151,1	151,2	0,0%
Rouen	70,1	67,8	-3,3%	91,2	89,9	-1,4%	147,4	144,2	-2,2%
Strasbourg	79,7	80,2	0,7%	101,2	103,1	1,9%	140,6	145,9	3,8%
Toulouse	76,6	80,3	4,8%	106,1	106,0	-0,1%	148,6	147,5	-0,7%
Tours	74,2	73,1	-1,5%	96,6	95,8	-0,8%	140,3	139,5	-0,6%

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



JULY 2025
ADR (Breakfast included)
2* Hotels
FRENCH CITIES FOR BUSINESS TRAVEL





JULY 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
126,7	130,5	2,9%	Biarritz	78,6%	87,0%	8,4
88,2	84,4	-4,3%	Bordeaux	81,8%	81,3%	-0,6
80,4	81,3	1,2%	Clermont-Ferrand	73,9%	78,0%	4,1
86,9	85,3	-1,9%	Dijon	80,2%	76,6%	-3,5
101,0	86,6	-14,3%	Lille	61,9%	68,9%	7,0
96,4	95,1	-1,3%	Lyon	84,0%	82,3%	-1,7
97,5	94,8	-2,8%	Marseille	76,2%	79,2%	3,0
79,9	82,8	3,6%	Montpellier	79,6%	79,1%	-0,5
84,9	82,3	-3,1%	Nantes	63,9%	63,3%	-0,6
140,0	131,9	-5,8%	Nice	87,6%	89,9%	2,3
126,1	98,6	-21,8%	Paris	72,2%	81,3%	9,1
77,6	81,8	5,4%	Poitiers	68,0%	77,5%	9,5
76,0	77,7	2,2%	Rennes	57,9%	52,2%	-5,7
72,0	73,2	1,6%	Rouen	64,1%	63,7%	-0,3
77,1	80,7	4,6%	Strasbourg	65,3%	65,9%	0,6
77,7	94,6	21,7%	Toulouse	62,3%	60,3%	-2,1
77,4	78,7	1,7%	Tours	74,8%	72,6%	-2,1

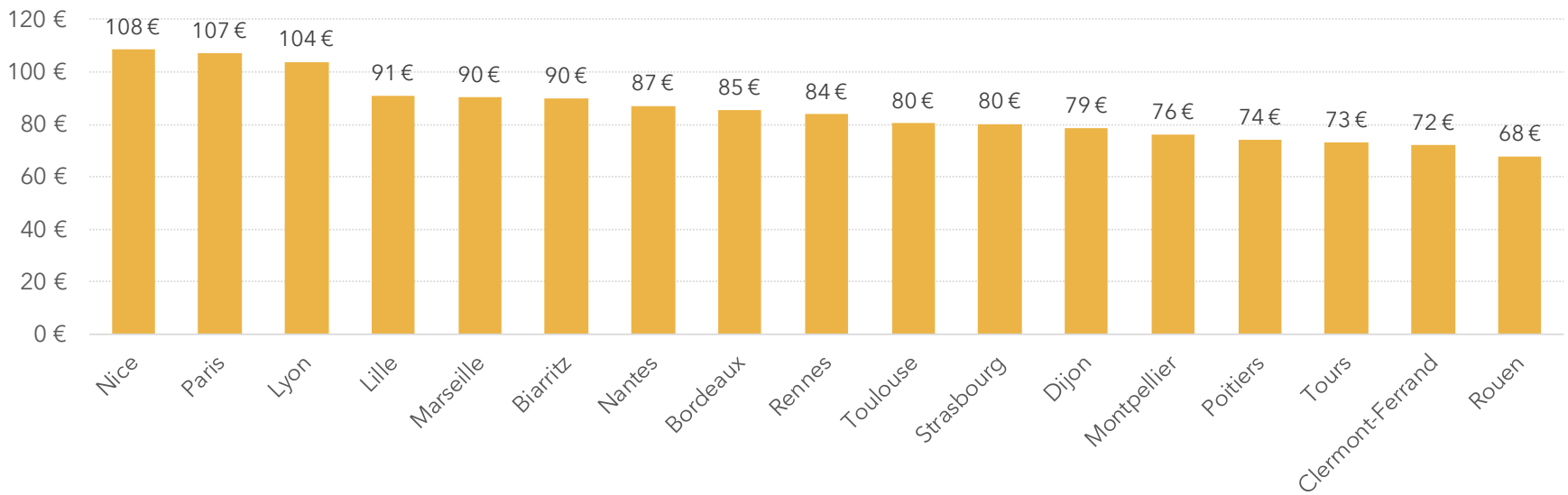


YEAR TO DATE - JULY 2025

ADR (Breakfast included)

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 2025

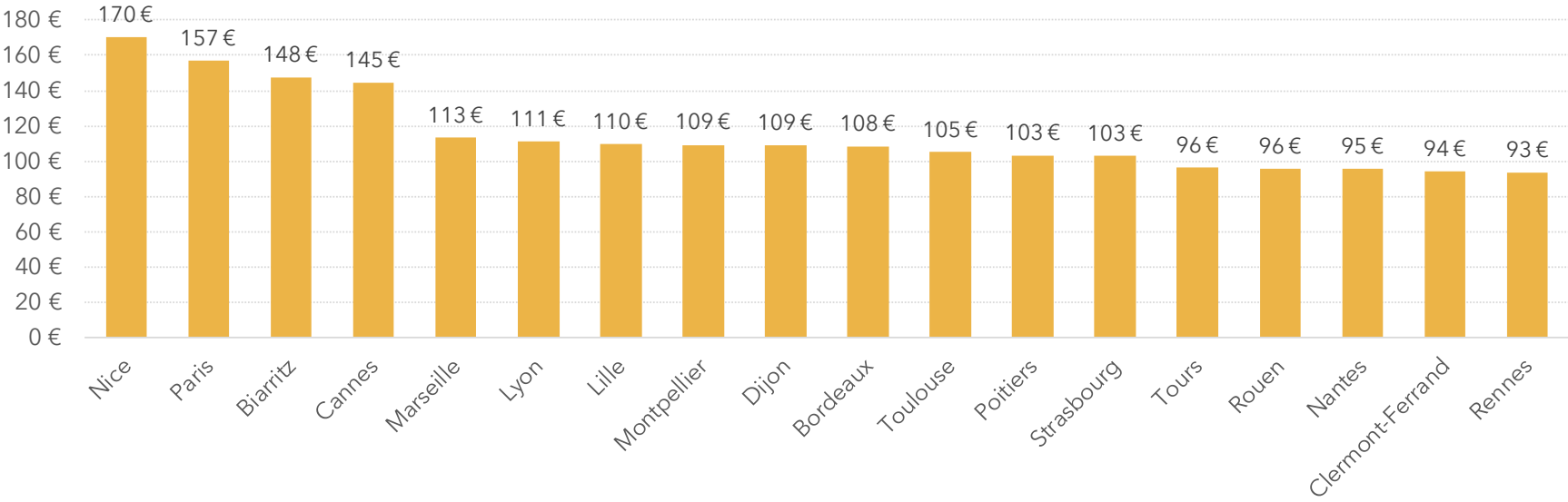
2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
88,6	89,9	1,4%	Biarritz	63,1%	66,0%	2,9
87,4	85,3	-2,3%	Bordeaux	77,8%	74,1%	-3,7
69,9	72,1	3,1%	Clermont-Ferrand	62,4%	64,0%	1,6
77,8	78,7	1,1%	Dijon	67,8%	68,1%	0,3
92,6	91,0	-1,7%	Lille	66,6%	69,5%	3,0
101,7	103,8	2,1%	Lyon	83,9%	81,9%	-2,0
89,4	90,4	1,0%	Marseille	69,3%	70,7%	1,4
74,4	76,1	2,2%	Montpellier	71,3%	74,7%	3,4
87,3	87,1	-0,3%	Nantes	63,3%	63,2%	-0,1
106,4	108,4	1,9%	Nice	75,7%	77,0%	1,3
106,8	107,1	0,3%	Paris	74,1%	79,2%	5,0
69,7	74,0	6,1%	Poitiers	58,6%	58,4%	-0,1
82,4	83,8	1,8%	Rennes	63,0%	59,1%	-3,9
70,1	67,8	-3,3%	Rouen	57,4%	54,2%	-3,2
79,7	80,2	0,7%	Strasbourg	56,7%	58,9%	2,2
76,6	80,3	4,8%	Toulouse	62,4%	61,4%	-1,0
74,2	73,1	-1,5%	Tours	64,6%	64,1%	-0,5



JULY 2025
ADR (Breakfast included)
3* Hotels
FRENCH CITIES FOR BUSINESS TRAVEL





JULY 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
144,2	147,7	2,5%	Biarritz	79,0%	82,0%	2,9
115,5	108,4	-6,2%	Bordeaux	75,5%	74,2%	-1,2
133,5	144,7	8,3%	Cannes	94,0%	90,4%	-3,6
96,4	94,1	-2,4%	Clermont-Ferrand	64,4%	68,0%	3,7
116,9	109,1	-6,7%	Dijon	75,7%	75,3%	-0,3
122,1	109,6	-10,3%	Lille	67,4%	66,7%	-0,7
117,1	111,0	-5,1%	Lyon	72,1%	72,4%	0,3
122,8	113,2	-7,8%	Marseille	79,7%	74,6%	-5,1
106,3	109,3	2,8%	Montpellier	73,6%	69,8%	-3,8
104,8	95,4	-9,0%	Nantes	66,1%	65,5%	-0,7
189,9	170,3	-10,3%	Nice	90,8%	92,0%	1,3
190,2	156,7	-17,6%	Paris	72,3%	84,1%	11,8
107,2	103,2	-3,8%	Poitiers	66,6%	75,4%	8,8
95,7	93,4	-2,4%	Rennes	56,1%	60,4%	4,3
92,3	95,6	3,5%	Rouen	62,9%	71,7%	8,8
101,8	102,7	0,9%	Strasbourg	70,8%	71,1%	0,4
103,0	105,1	2,0%	Toulouse	61,8%	61,6%	-0,2
96,6	96,2	-0,4%	Tours	68,2%	73,9%	5,7

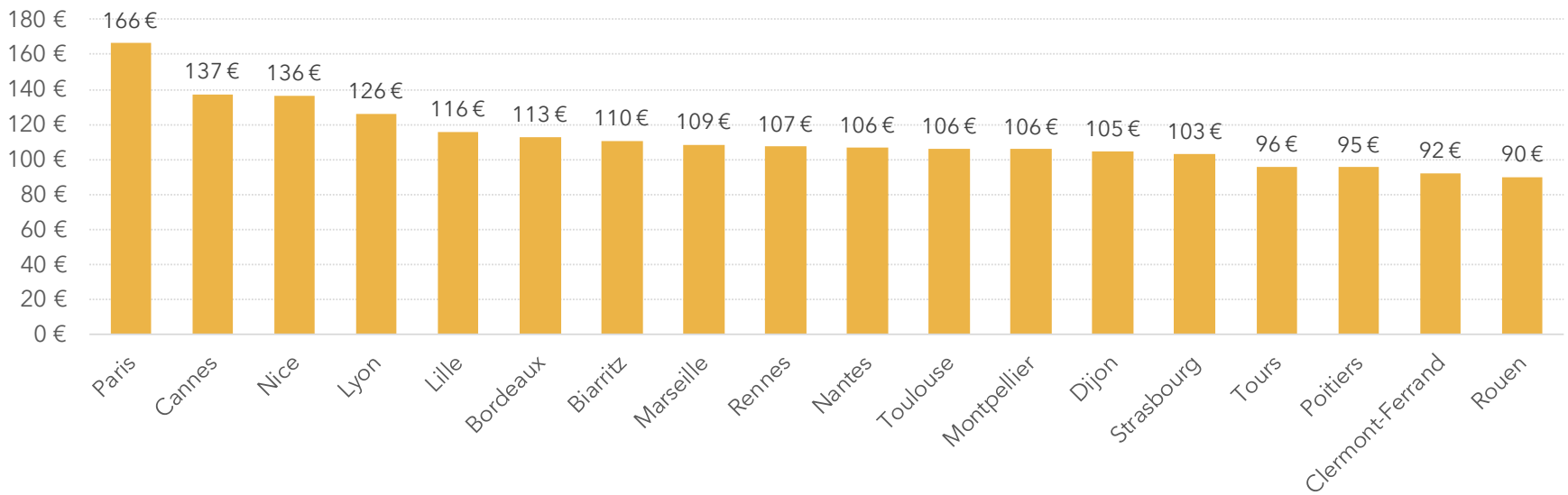


YEAR TO DATE - JULY 2025

ADR (Breakfast included)

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 2025

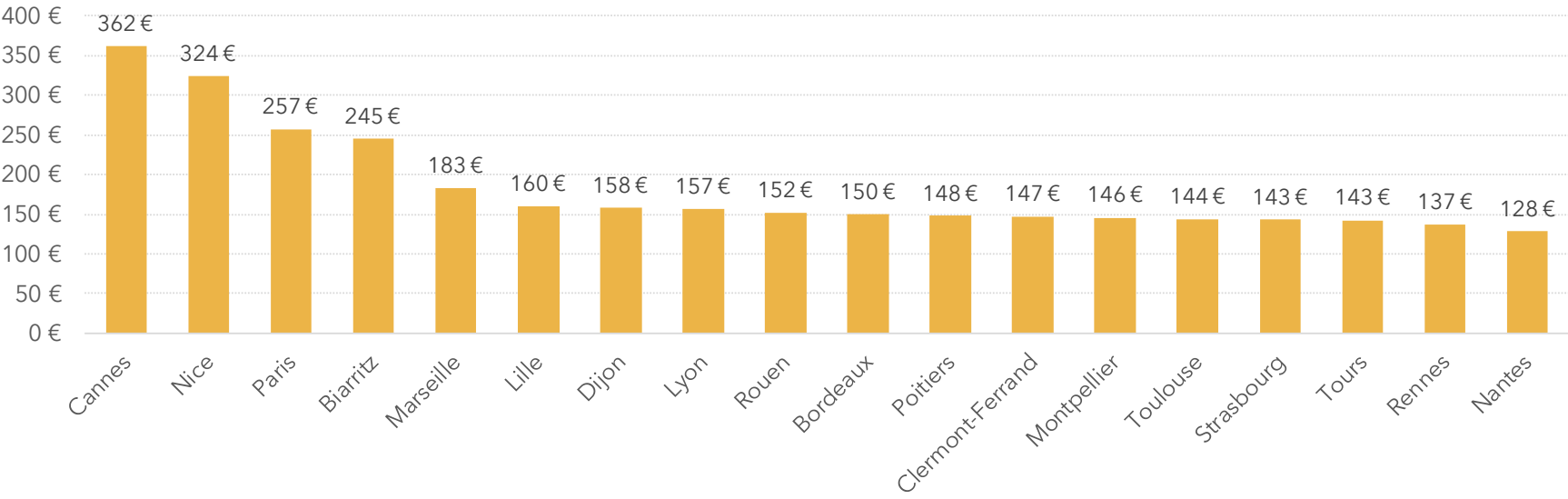
3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
108,6	110,5	1,7%	Biarritz	59,2%	61,1%	1,8
116,7	112,6	-3,5%	Bordeaux	71,1%	68,8%	-2,3
132,6	137,3	3,5%	Cannes	67,3%	68,0%	0,7
90,8	92,2	1,6%	Clermont-Ferrand	60,3%	60,1%	-0,2
105,6	104,7	-0,9%	Dijon	66,0%	63,6%	-2,4
116,6	115,7	-0,8%	Lille	70,0%	69,6%	-0,4
124,1	126,2	1,7%	Lyon	72,3%	73,3%	1,0
110,0	108,5	-1,3%	Marseille	72,5%	70,9%	-1,5
103,7	105,6	1,8%	Montpellier	64,5%	62,0%	-2,5
110,9	106,5	-4,0%	Nantes	67,3%	64,6%	-2,7
131,4	136,5	3,9%	Nice	78,7%	79,0%	0,3
167,1	166,4	-0,4%	Paris	77,5%	83,2%	5,6
96,7	95,4	-1,3%	Poitiers	58,0%	60,1%	2,1
110,1	107,3	-2,5%	Rennes	62,8%	64,1%	1,2
91,2	89,9	-1,4%	Rouen	54,6%	58,1%	3,5
101,2	103,1	1,9%	Strasbourg	66,1%	65,9%	-0,2
106,1	106,0	-0,1%	Toulouse	62,2%	62,6%	0,4
96,6	95,8	-0,8%	Tours	61,4%	61,4%	-0,1



JULY 2025
ADR (Breakfast included)
4* Hotels
FRENCH CITIES FOR BUSINESS TRAVEL





JULY 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
239,8	244,9	2,2%	Biarritz	79,9%	82,6%	2,8
160,9	150,1	-6,7%	Bordeaux	70,3%	72,6%	2,4
325,2	361,9	11,3%	Cannes	83,9%	83,8%	-0,1
147,6	147,0	-0,4%	Clermont-Ferrand	71,6%	71,8%	0,2
159,3	157,7	-1,0%	Dijon	80,3%	84,6%	4,2
175,5	160,2	-8,7%	Lille	71,9%	73,8%	1,9
167,4	157,2	-6,1%	Lyon	79,2%	78,7%	-0,6
216,0	182,7	-15,4%	Marseille	72,8%	78,2%	5,4
150,0	145,9	-2,7%	Montpellier	63,6%	71,8%	8,2
192,7	128,0	-33,6%	Nantes	66,7%	63,7%	-3,0
331,8	323,6	-2,5%	Nice	87,1%	91,5%	4,5
308,1	257,2	-16,5%	Paris	70,4%	83,4%	13,0
146,4	147,7	0,9%	Poitiers	70,8%	77,5%	6,7
131,4	137,2	4,4%	Rennes	60,6%	60,7%	0,2
151,6	152,3	0,5%	Rouen	76,8%	79,5%	2,7
139,7	143,2	2,5%	Strasbourg	72,1%	75,2%	3,1
141,3	143,8	1,8%	Toulouse	60,6%	62,5%	1,9
145,6	142,5	-2,1%	Tours	69,2%	75,6%	6,4

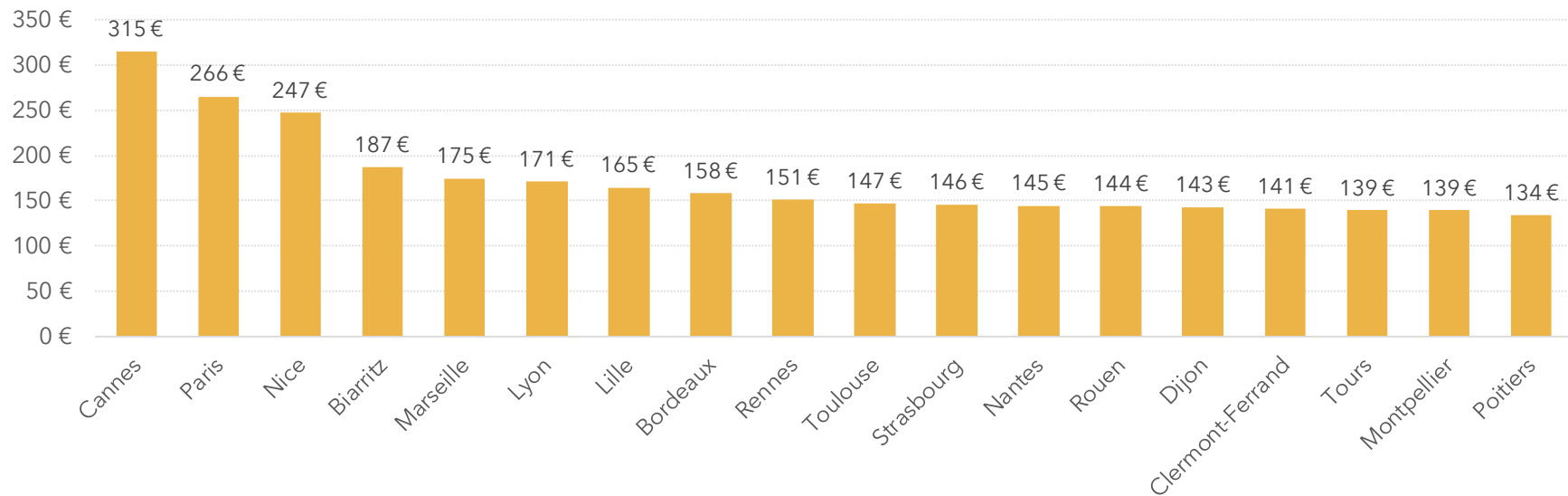


YEAR TO DATE - JULY 2025

ADR (Breakfast included)

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 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
186,4	187,1	0,4%	Biarritz	63,7%	66,3%	2,5
164,1	158,0	-3,7%	Bordeaux	66,1%	65,7%	-0,4
299,0	315,4	5,5%	Cannes	58,8%	59,4%	0,6
139,0	141,2	1,6%	Clermont-Ferrand	61,6%	61,1%	-0,5
145,6	143,3	-1,6%	Dijon	65,0%	68,9%	3,9
165,1	165,0	-0,1%	Lille	70,7%	71,3%	0,7
172,6	171,3	-0,7%	Lyon	76,6%	77,4%	0,8
179,3	174,8	-2,5%	Marseille	66,2%	69,6%	3,5
141,1	139,3	-1,3%	Montpellier	62,9%	64,5%	1,7
161,5	144,6	-10,5%	Nantes	66,0%	64,7%	-1,3
241,0	247,1	2,5%	Nice	72,1%	74,2%	2,1
262,9	265,5	1,0%	Paris	74,9%	80,3%	5,4
135,1	133,7	-1,0%	Poitiers	61,2%	66,3%	5,2
151,1	151,2	0,0%	Rennes	61,5%	61,9%	0,4
147,4	144,2	-2,2%	Rouen	65,7%	66,5%	0,7
140,6	145,9	3,8%	Strasbourg	68,7%	69,8%	1,1
148,6	147,5	-0,7%	Toulouse	60,8%	58,7%	-2,1
140,3	139,5	-0,6%	Tours	65,5%	67,0%	1,5



JULY 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
167,3	138,4	-17,3%	Berlin	77,7%	82,5%	4,8
128,2	122,5	-4,5%	Cologne	63,6%	68,5%	4,9
125,1	111,0	-11,3%	Düsseldorf	63,6%	62,5%	-1,1
140,6	125,5	-10,7%	Frankfurt	66,1%	60,6%	-5,6
150,7	146,6	-2,7%	Hamburg	83,8%	84,4%	0,6
110,4	106,9	-3,2%	Hanover	61,2%	61,6%	0,4
168,1	142,9	-15,0%	Munich	83,3%	81,6%	-1,7
128,6	121,3	-5,7%	Stuttgart	73,6%	71,4%	-2,1



JULY 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	138,3	123,2	-10,9%	169,0	136,3	-19,3%	384,8	273,1	-29,0%
Cologne	118,1	117,9	-0,2%	135,9	127,3	-6,3%	n/a	n/a	n/a
Düsseldorf	110,9	97,2	-12,3%	129,7	114,7	-11,6%	n/a	n/a	n/a
Frankfurt	124,1	108,8	-12,3%	138,8	120,0	-13,6%	211,7	200,4	-5,4%
Hamburg	132,1	132,7	0,4%	157,4	149,2	-5,2%	n/a	n/a	n/a
Hanover	103,6	99,7	-3,8%	117,0	113,0	-3,4%	n/a	n/a	n/a
Munich	136,7	119,4	-12,7%	171,2	142,6	-16,7%	n/a	n/a	n/a
Stuttgart	120,8	118,5	-1,9%	143,0	131,7	-7,9%	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 - JULY 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
159,7	149,6	-6,4%	Berlin	72,4%	75,1%	2,7
152,0	146,7	-3,5%	Cologne	70,0%	68,5%	-1,5
148,9	122,9	-17,5%	Düsseldorf	64,1%	63,7%	-0,4
156,8	150,3	-4,1%	Frankfurt	62,1%	62,0%	-0,2
150,9	149,2	-1,2%	Hamburg	76,6%	76,7%	0,1
125,8	129,3	2,8%	Hanover	60,8%	62,2%	1,4
155,8	167,6	7,5%	Munich	67,7%	70,4%	2,7
141,0	129,4	-8,2%	Stuttgart	65,3%	64,2%	-1,1



YEAR TO DATE - JULY 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	136,9	130,9	-4,4%	160,1	147,8	-7,7%	342,2	318,0	-7,1%
Cologne	139,5	141,5	1,4%	163,4	153,4	-6,1%	n/a	n/a	n/a
Düsseldorf	136,9	108,9	-20,5%	153,3	127,0	-17,2%	n/a	n/a	n/a
Frankfurt	140,7	131,0	-6,9%	157,2	150,6	-4,2%	226,6	213,7	-5,7%
Hamburg	132,3	133,9	1,2%	156,8	153,3	-2,2%	n/a	n/a	n/a
Hanover	112,6	116,2	3,3%	136,8	140,8	2,9%	n/a	n/a	n/a
Munich	130,6	140,8	7,8%	155,1	166,7	7,5%	n/a	n/a	n/a
Stuttgart	132,7	125,5	-5,4%	164,4	145,4	-11,6%	n/a	n/a	n/a

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

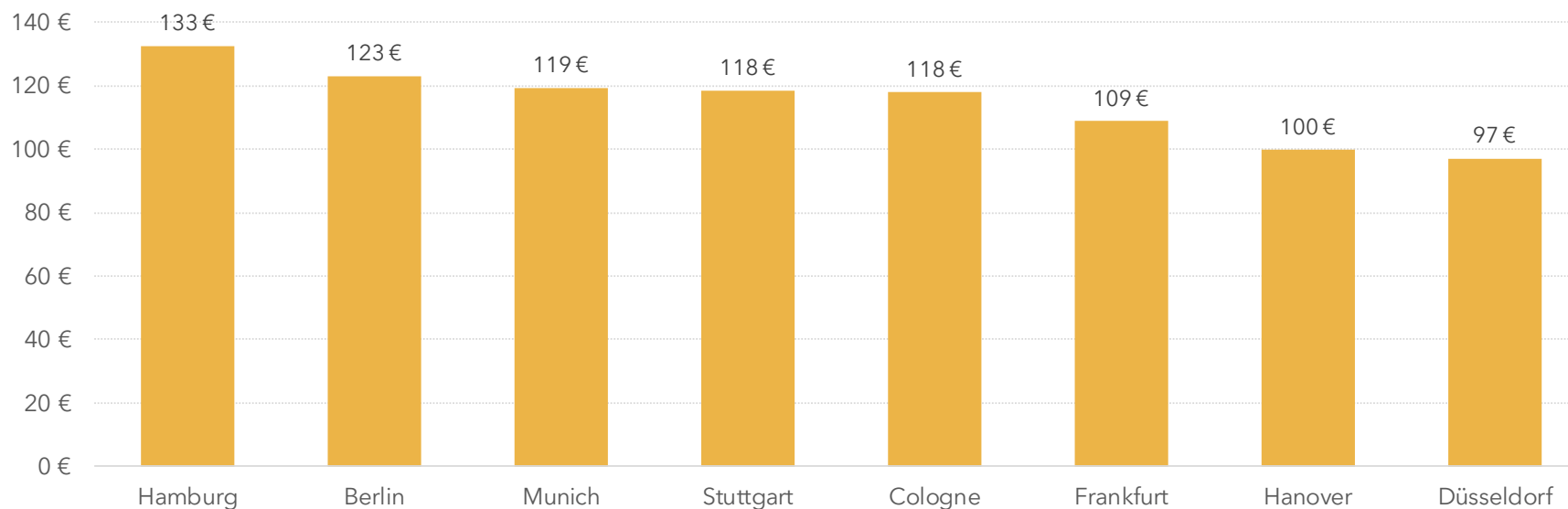


JULY 2025

ADR (Breakfast included)

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





JULY 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
138,3	123,2	-10,9%	Berlin	75,5%	81,6%	6,1
118,1	117,9	-0,2%	Cologne	65,3%	66,2%	1,0
110,9	97,2	-12,3%	Düsseldorf	69,8%	63,3%	-6,5
124,1	108,8	-12,3%	Frankfurt	63,4%	54,4%	-9,0
132,1	132,7	0,4%	Hamburg	83,7%	83,3%	-0,4
103,6	99,7	-3,8%	Hanover	60,0%	65,4%	5,4
136,7	119,4	-12,7%	Munich	83,7%	82,1%	-1,6
120,8	118,5	-1,9%	Stuttgart	72,3%	70,4%	-1,9

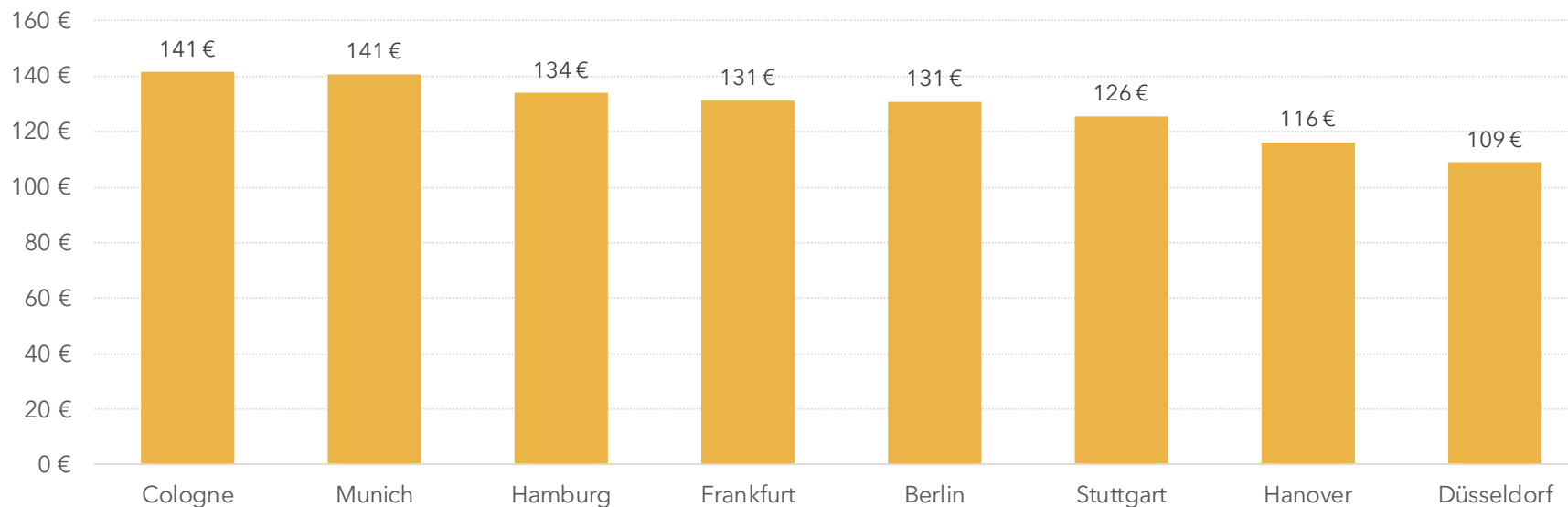


YEAR TO DATE - JULY 2025

ADR (Breakfast included)

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 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
136,9	130,9	-4,4%	Berlin	72,8%	74,1%	1,3
139,5	141,5	1,4%	Cologne	72,3%	68,4%	-3,9
136,9	108,9	-20,5%	Düsseldorf	67,3%	67,7%	0,3
140,7	131,0	-6,9%	Frankfurt	60,0%	58,5%	-1,6
132,3	133,9	1,2%	Hamburg	76,8%	78,3%	1,5
112,6	116,2	3,3%	Hanover	60,6%	65,6%	5,0
130,6	140,8	7,8%	Munich	67,4%	70,0%	2,6
132,7	125,5	-5,4%	Stuttgart	64,5%	62,2%	-2,2

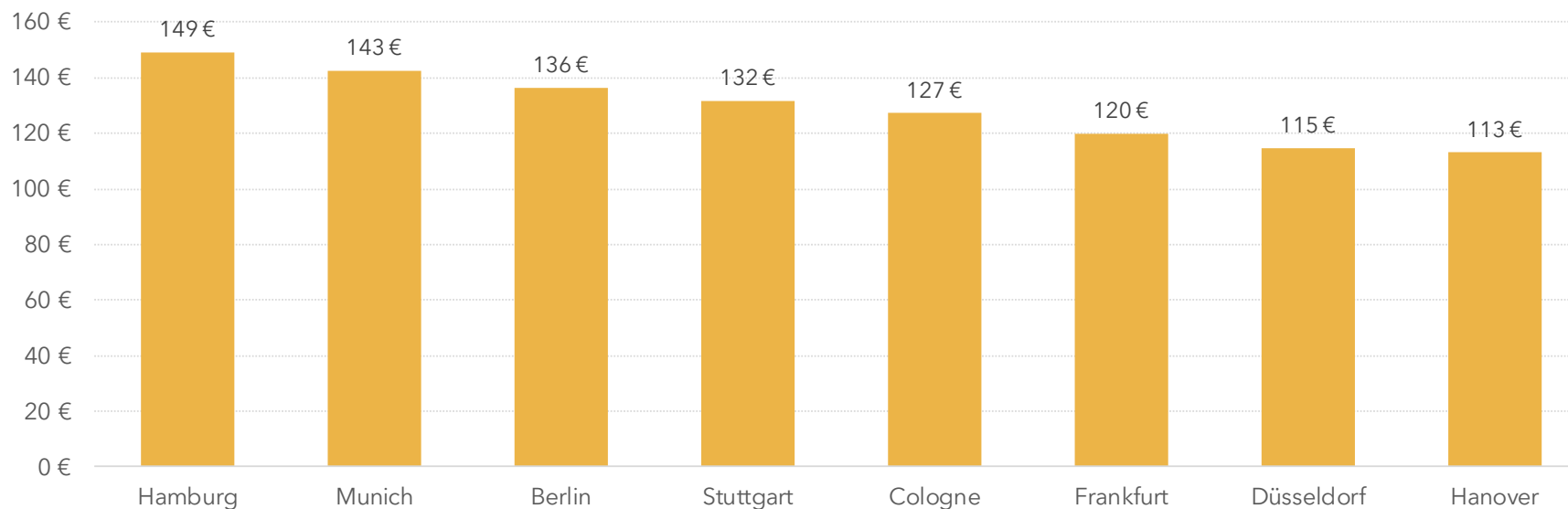


JULY 2025

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





JULY 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
169,0	136,3	-19,3%	Berlin	81,3%	85,9%	4,6
135,9	127,3	-6,3%	Cologne	63,5%	71,9%	8,4
129,7	114,7	-11,6%	Düsseldorf	64,1%	66,2%	2,1
138,8	120,0	-13,6%	Frankfurt	65,6%	60,9%	-4,7
157,4	149,2	-5,2%	Hamburg	84,0%	86,9%	2,8
117,0	113,0	-3,4%	Hanover	58,7%	59,5%	0,8
171,2	142,6	-16,7%	Munich	83,2%	82,9%	-0,3
143,0	131,7	-7,9%	Stuttgart	76,9%	71,6%	-5,3

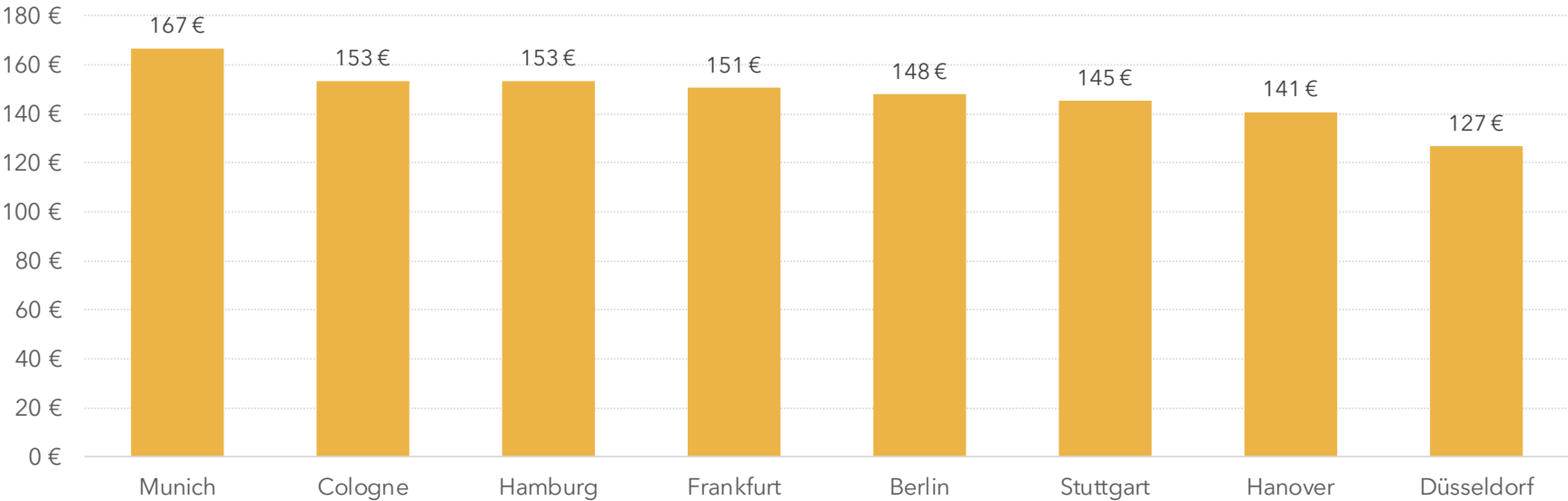


YEAR TO DATE - JULY 2025

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 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
160,1	147,8	-7,7%	Berlin	74,1%	78,2%	4,1
163,4	153,4	-6,1%	Cologne	70,0%	70,5%	0,5
153,3	127,0	-17,2%	Düsseldorf	64,9%	64,9%	0,0
157,2	150,6	-4,2%	Frankfurt	62,3%	62,2%	-0,1
156,8	153,3	-2,2%	Hamburg	77,0%	78,4%	1,4
136,8	140,8	2,9%	Hanover	58,8%	59,8%	0,9
155,1	166,7	7,5%	Munich	68,9%	72,3%	3,5
164,4	145,4	-11,6%	Stuttgart	67,6%	66,9%	-0,7

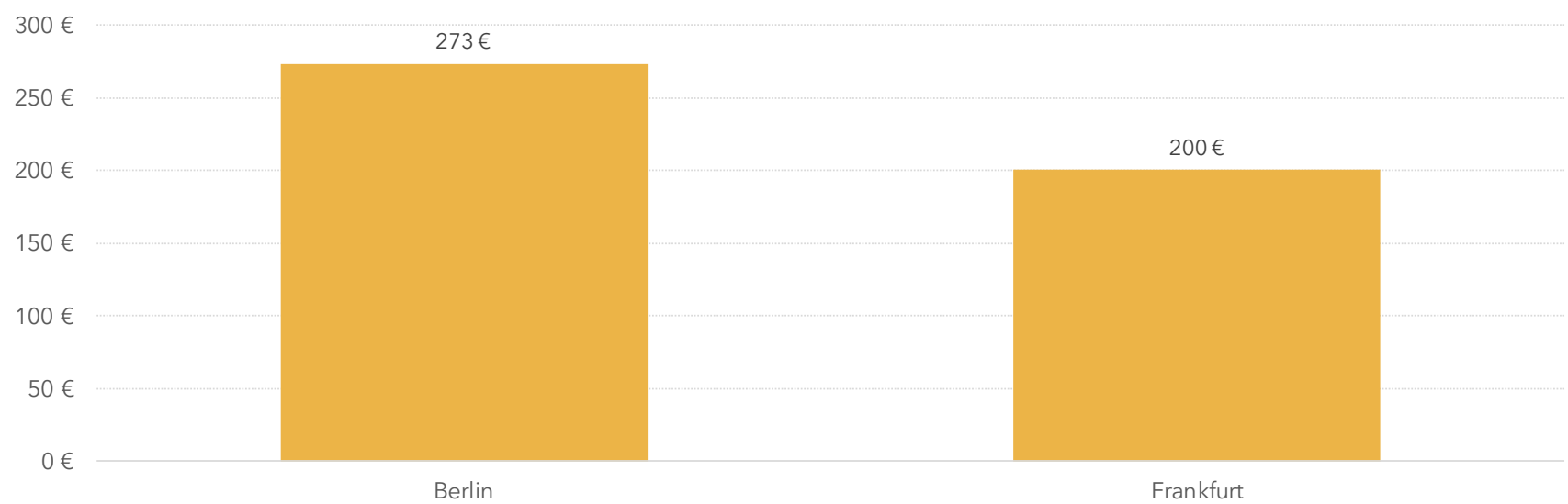


JULY 2025

ADR (Breakfast included)

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





JULY 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
384,8	273,1	-29,0%	Berlin	65,5%	68,2%	2,8
211,7	200,4	-5,4%	Frankfurt	83,4%	85,4%	2,0

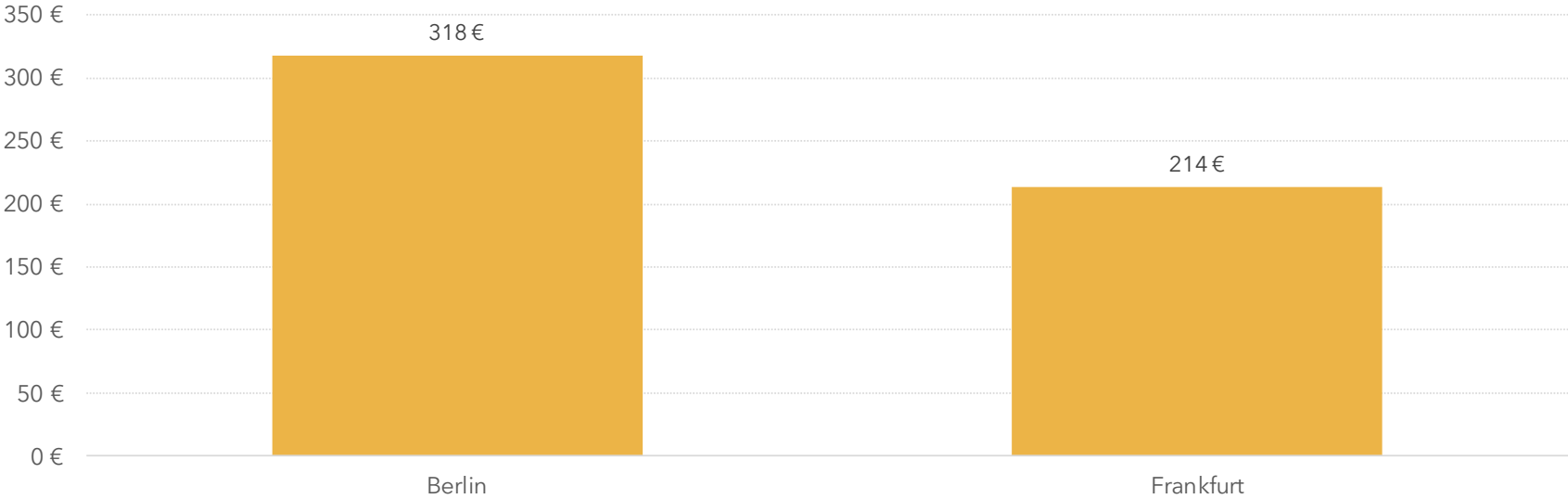


YEAR TO DATE - JULY 2025

ADR (Breakfast included)

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 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
342,2	318,0	-7,1%	Berlin	59,8%	61,6%	1,8
226,6	213,7	-5,7%	Frankfurt	71,3%	80,3%	9,0











JULY 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
338,0	285,2	-15,6%	Florence	81,8%	79,5%	-2,3
159,5	161,5	1,3%	Genova	82,8%	82,8%	0,0
238,5	223,3	-6,4%	Milan	83,5%	81,8%	-1,7
296,5	300,8	1,4%	Rome	81,7%	78,2%	-3,6
133,7	141,2	5,6%	Turin	70,6%	73,8%	3,2
300,5	258,8	-13,9%	Venice	74,2%	72,2%	-1,9



JULY 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	230,0	209,1	-9,1%	895,9	757,8	-15,4%
Genova	n/a	n/a	n/a	151,1	152,9	1,2%	n/a	n/a	n/a
Milan	139,4	131,0	-6,0%	218,8	209,3	-4,3%	438,2	398,2	-9,1%
Rome	110,2	110,1	-0,1%	189,5	193,7	2,3%	700,0	707,5	1,1%
Turin	n/a	n/a	n/a	138,9	146,9	5,8%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	219,7	200,0	-9,0%	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 - JULY 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
305,0	299,0	-1,9%	Florence	76,8%	75,1%	-1,7
138,3	143,1	3,5%	Genova	72,7%	74,8%	2,2
231,7	233,8	0,9%	Milan	76,8%	77,7%	0,9
268,9	282,4	5,0%	Rome	73,7%	73,1%	-0,6
149,2	154,4	3,4%	Turin	70,7%	70,5%	-0,2
291,7	277,5	-4,9%	Venice	65,8%	64,7%	-1,1



YEAR TO DATE - JULY 2025

ADR (Breakfast included) BY CATEGORY

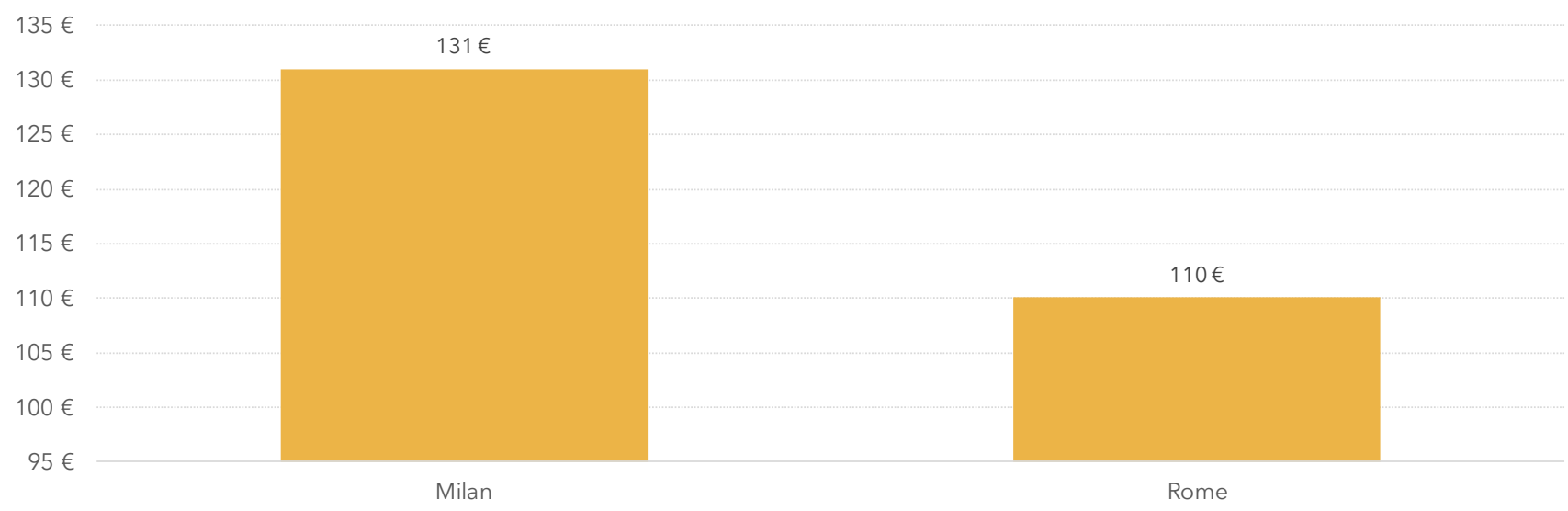
ITALIAN CITIES FOR BUSINESS TRAVEL

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	230,7	227,5	-1,4%	747,7	747,1	-0,1%
Genova	n/a	n/a	n/a	129,0	132,6	2,8%	n/a	n/a	n/a
Milan	137,2	142,1	3,6%	220,2	222,0	0,8%	423,7	421,9	-0,4%
Rome	109,1	112,4	3,1%	188,4	196,4	4,2%	614,5	643,2	4,7%
Turin	n/a	n/a	n/a	157,5	163,5	3,8%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	212,5	205,6	-3,2%	n/a	n/a	n/a

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



JULY 2025
ADR (Breakfast included)
3* Hotels
ITALIAN CITIES FOR BUSINESS TRAVEL





JULY 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
139,4	131,0	-6,0%	Milan	88,6%	90,0%	1,4
110,2	110,1	-0,1%	Rome	85,7%	83,1%	-2,7



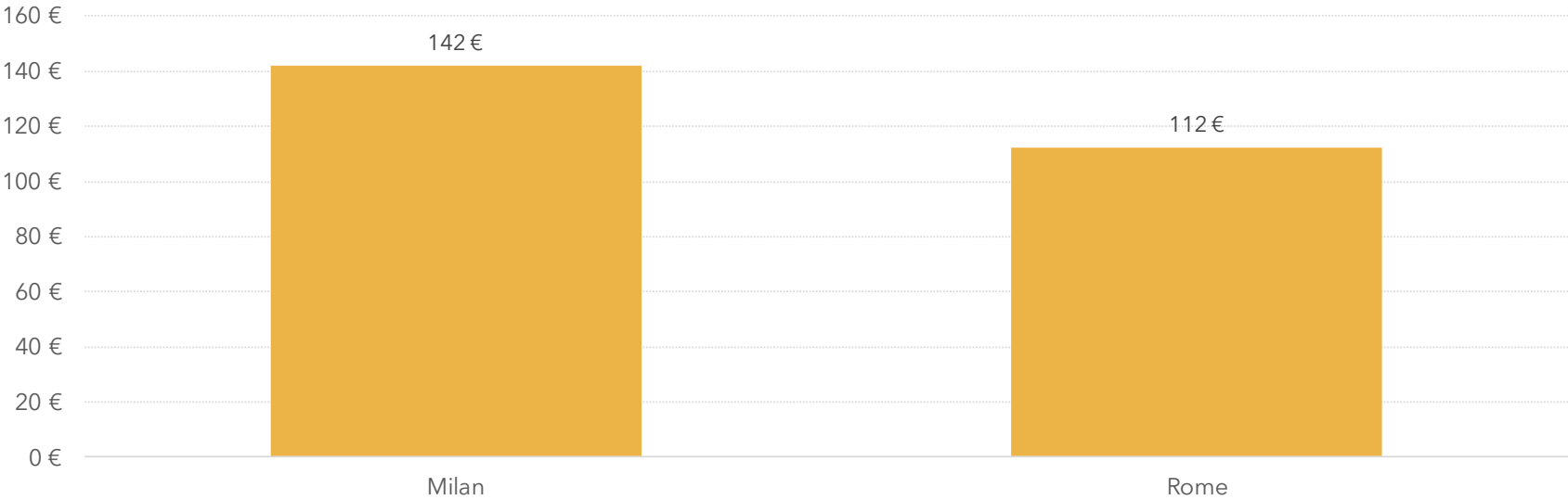


YEAR TO DATE - JULY 2025

ADR (Breakfast included)

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 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
137,2	142,1	3,6%	Milan	84,9%	85,6%	0,7
109,1	112,4	3,1%	Rome	82,1%	79,1%	-3,0





JULY 2025

ADR (Breakfast included)

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



CDS
by S4BT.



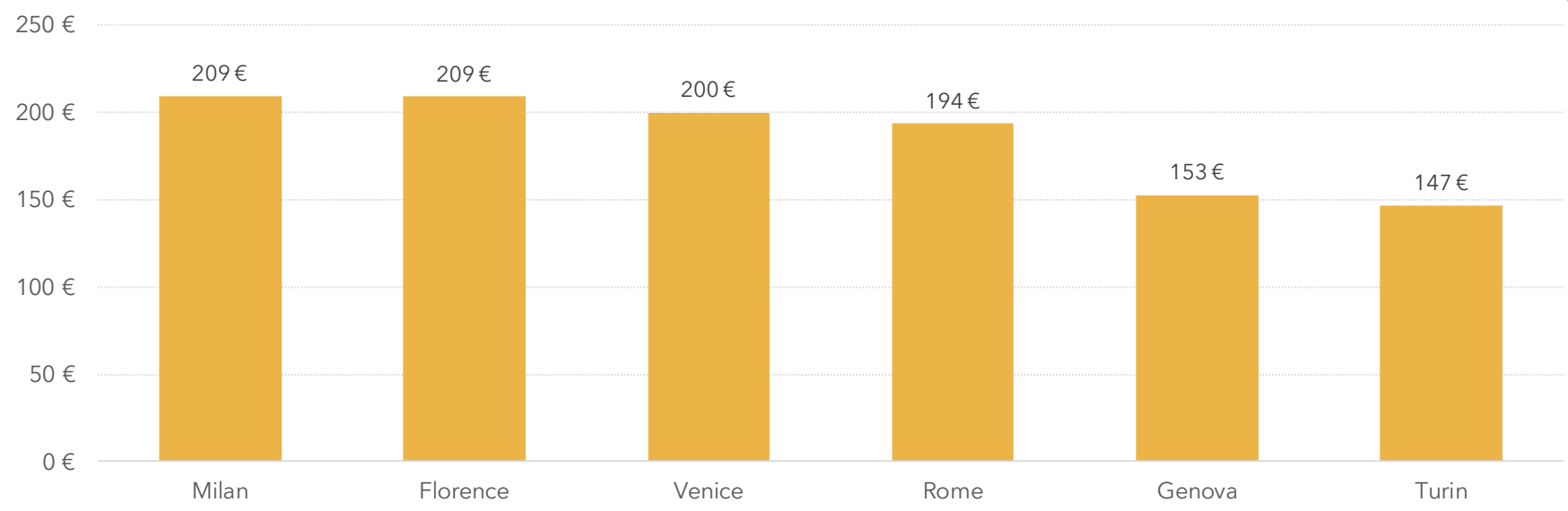
Goelett
by S4BT.



CRC
by S4BT.



siap
by S4BT.





JULY 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
230,0	209,1	-9,1%	Florence	83,7%	83,3%	-0,4
151,1	152,9	1,2%	Genova	80,7%	81,5%	0,7
218,8	209,3	-4,3%	Milan	82,6%	82,7%	0,0
189,5	193,7	2,3%	Rome	82,3%	78,5%	-3,8
138,9	146,9	5,8%	Turin	70,4%	75,0%	4,6
219,7	200,0	-9,0%	Venice	73,1%	69,8%	-3,3



YEAR TO DATE - JULY 2025

ADR (Breakfast included)

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



CDS
by S4BT.



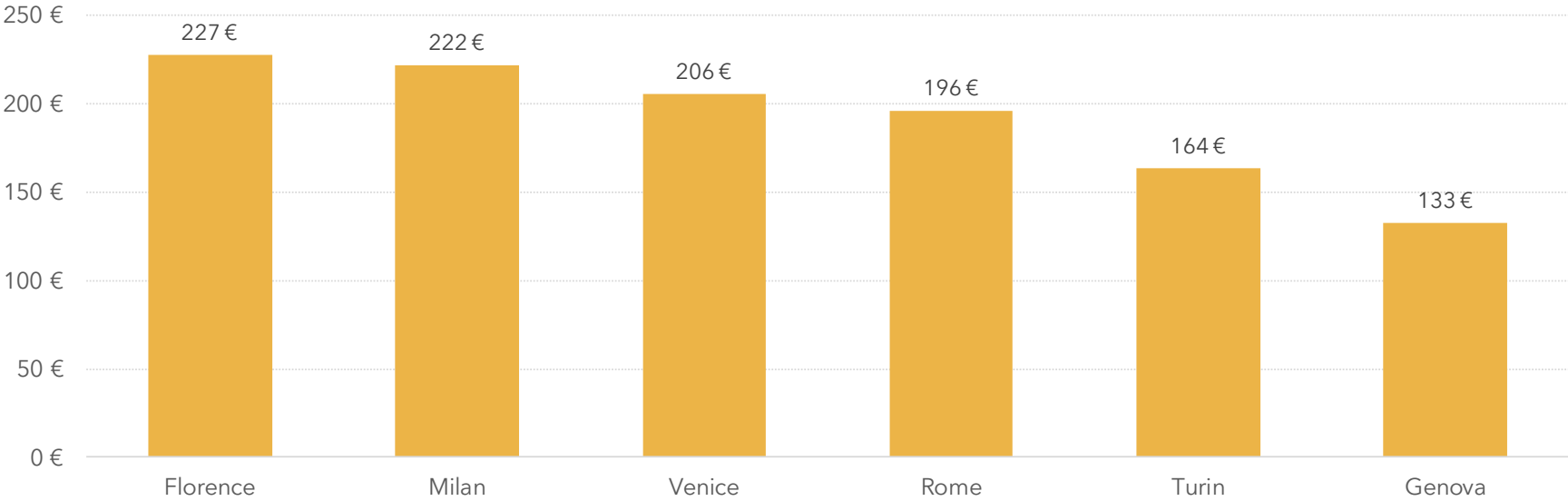
Goelett
by S4BT.



CRC
by S4BT.



siap
by S4BT.





YEAR TO DATE - JULY 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
230,7	227,5	-1,4%	Florence	78,3%	76,0%	-2,4
129,0	132,6	2,8%	Genova	69,9%	73,1%	3,2
220,2	222,0	0,8%	Milan	75,9%	77,6%	1,7
188,4	196,4	4,2%	Rome	75,0%	74,0%	-1,0
157,5	163,5	3,8%	Turin	70,6%	70,6%	0,0
212,5	205,6	-3,2%	Venice	64,4%	62,3%	-2,2

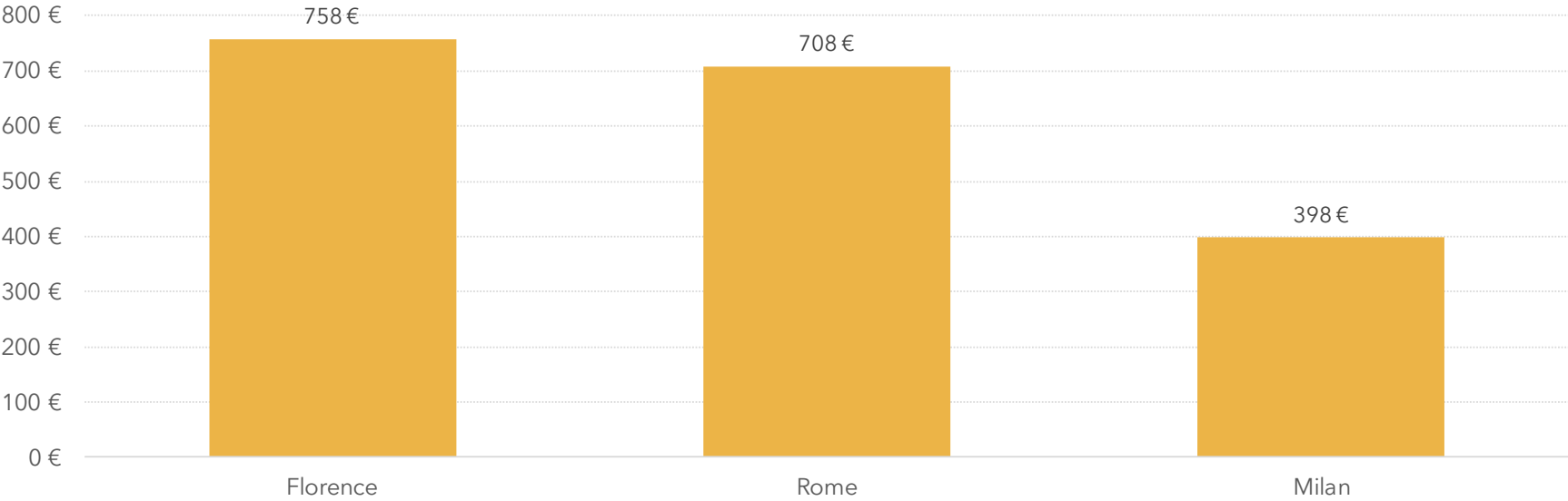


JULY 2025

ADR (Breakfast included)

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





JULY 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
895,9	757,8	-15,4%	Florence	73,4%	63,6%	-9,8
438,2	398,2	-9,1%	Milan	81,2%	70,4%	-10,8
700,0	707,5	1,1%	Rome	78,5%	75,0%	-3,5

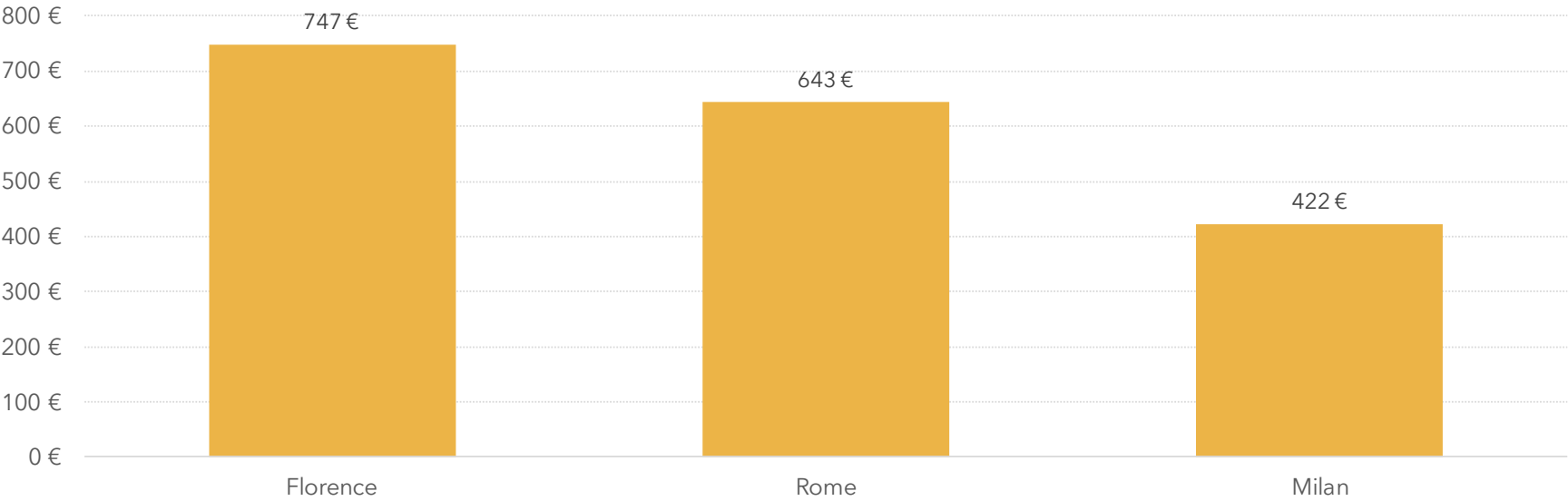


YEAR TO DATE - JULY 2025

ADR (Breakfast included)

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - JULY 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
747,7	747,1	-0,1%	Florence	67,6%	66,7%	-0,9
423,7	421,9	-0,4%	Milan	70,4%	68,6%	-1,8
614,5	643,2	4,7%	Rome	66,4%	67,8%	1,3





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

19/08/2025

Villes	Septembre 2025
LOURDES	75%
NICE	70%
PARIS	65%
SAINT RAPHAEL	63%
AIX EN PROVENCE	61%
ANTIBES	59%
CANNES	58%
COURBEVOIE	56%
RENNES	56%
STRASBOURG	55%

Villes	Octobre 2025
LOURDES	66%
RENNES	46%
COURBEVOIE	45%
STRASBOURG	44%
NICE	43%
PARIS	40%
BORDEAUX	36%
AIX EN PROVENCE	35%
LYON	35%
CANNES	34%

Villes	Novembre 2025
STRASBOURG	35%
COURBEVOIE	33%
RENNES	30%
ANTIBES	29%
LYON	24%
NANTES	21%
MONTPELLIER	21%
PARIS	20%
NICE	20%
ROISSY EN FRANCE	20%

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.



CONTACT BAROMETER

Rebecca Xerri
CDS

Global Chief Marketing Officer
barometre@cdsgroupe.com

CONTACT PRESSE

Emmanuelle Tulliez
Hospitality On

Content Executive
webeditors@hospitality-on.com



CDS

www.cdsgroupe.com



MKG CONSULTING

www.mkg-consulting.com

