



BUSINESS HOTEL BAROMETER

Observatory carried out by CDS & MKG Consulting

AUGUST 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 (August 2025 compared to August 2024)

Naturally, August is highly driven by leisure demand, with elevated occupancy rates across several markets—six destinations exceed 82% occupancy: Lisbon (86.6%), Amsterdam (85.6%), London (85.2%), Barcelona (82.4%), Zurich (82.4%) and Prague (80.9%).

The strongest occupancy gains are visible in Amsterdam (+7.3 ppts), Prague (+6.6 ppts), Brussels (+6.3 ppts), Geneva (+5.8 ppts), Milan (+4.8 ppts) and Budapest (+4.7 ppts). On the downside, Munich posts the sharpest drop (−6.6 ppts to 71.2%, due to Adele's residency—10 concerts in 2024), followed by Hanover (−3.5 ppts), Berlin (−2.7 ppts), Vienna (−2.6 ppts, Taylor Swift concerts planned in August 2024, canceled at the last minute) and Düsseldorf (−2.4 ppts).

On the ADR side, the contrast is stark: some destinations record large declines in a context of post-event normalization in 2024: Paris (−33.3%, post-Olympics), Munich (−31.6%, post-Adele), Vienna (−17.1%, post-Taylor Swift), Hanover (−8.0%), Berlin (−7.4%) and Milan (−7.4%). Other notable increases: Madrid (+18.4%, thanks to the ESC Congress 2025 at the end of the month), Istanbul (+16.7%), Budapest (+8.2%), Zurich (+5.4%) and Cologne (+3.2%, gamescom at the end of August).

The January–August YTD confirms similar trends. There is an occupancy catch-up in most cities: Paris (+5.3 ppts to 79.7%), Prague (+2.4 ppts), Amsterdam (+2.2 ppts), Zurich (+2.1 ppts) and Brussels (+2.7 ppts). At the same time, rates normalized or edged down: Paris (−4.0%), Amsterdam (−3.3%), Barcelona (−0.8%), London (−2.8%), Berlin (−6.5%). Istanbul stands out with a price surge over the period (+18.9%) but a slight occupancy decline (−3.3 ppts). Vienna remains almost flat in occupancy (−0.1 ppt) with a slight ADR increase of 1.5%; Zurich improves on both KPIs (ADR +2.2%, OCC +2.1 ppts).

Performance by category

Economy – 3* segment. The trend is largely downward on ADR: Paris (−34.6%), Munich (−33.9%), Vienna (−20.2%), Berlin (−8.4%), Brussels (−8.4%), Lisbon (−5.3%), London (−4.1%). A few exceptions: Istanbul (+18.1%), Madrid (+15.0%), Cologne (+9.1%), Prague (+3.0%). On occupancy, Prague jumps (+12.1 ppts to 78.7%); Amsterdam and Brussels also improve, while Munich (−7.1 ppts), Istanbul (−5.5 ppts) and Hanover (−5.6 ppts) decline.

Midscale – 4* segment. A generalized rate decrease across most markets: Paris (−34.4%), Munich (−31.0%), Vienna (−15.7%), Berlin (−7.0%), Brussels (−4.4%), Barcelona (−1.4%), London (−0.9%). The rare increases concern Madrid (+22.1%), Istanbul (+13.9%), Budapest (+1.9%) and Cologne (+1.5%). Occupancy rises strongly in Amsterdam (+8.2 ppts), Brussels (+7.6 ppts), Budapest (+6.2 ppts), Paris (+3.7 ppts) and Prague (+3.3 ppts); notable declines in Munich (−4.4 ppts) and Berlin (−2.4 ppts).

Upscale segment. Available data indicate an uptick in Istanbul (+16.0%), while several European markets further trim rates given summer demand that is more leisure-oriented and price-sensitive.



AUGUST 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
225,0	222,6	-1,1%	Amsterdam	78,3%	85,6%	7,3
308,4	305,8	-0,9%	Athens	73,6%	76,9%	3,3
242,8	235,3	-3,1%	Barcelona	82,7%	82,4%	-0,2
134,8	124,8	-7,4%	Berlin	76,3%	73,6%	-2,7
152,8	146,0	-4,5%	Brussels	64,6%	70,9%	6,3
127,2	137,6	8,2%	Budapest	79,3%	83,9%	4,7
160,9	166,1	3,2%	Cologne	72,1%	71,9%	-0,2
106,4	107,7	1,2%	Düsseldorf	59,5%	57,1%	-2,4
118,6	115,4	-2,7%	Frankfurt	51,2%	51,3%	0,0
199,3	192,9	-3,2%	Geneva	71,3%	77,1%	5,8
112,5	103,5	-8,0%	Hanover	68,4%	64,9%	-3,5
287,8	335,7	16,7%	Istanbul	72,9%	71,2%	-1,7
175,3	172,6	-1,6%	Lisboa	86,4%	86,6%	0,2
260,4	255,1	-2,0%	London	85,0%	85,2%	0,2
142,7	169,0	18,4%	Madrid	56,6%	58,9%	2,3
201,2	186,3	-7,4%	Milano	65,2%	70,0%	4,8
186,7	127,8	-31,6%	Munich	77,8%	71,2%	-6,6
337,3	225,1	-33,3%	Paris	71,7%	74,8%	3,1
125,6	117,5	-6,5%	Prague	74,3%	80,9%	6,6
251,8	255,3	1,4%	Roma	67,8%	68,9%	1,1
167,4	138,8	-17,1%	Vienna	77,8%	75,2%	-2,6
188,4	198,5	5,4%	Zurich	80,3%	82,4%	2,2



AUGUST 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	157,6	154,6	-1,9%	213,6	210,6	-1,4%	393,0	386,0	-1,8%
Athens	n/a	n/a	n/a	176,8	173,5	-1,8%	362,9	361,3	-0,4%
Barcelona	163,4	156,3	-4,3%	227,8	224,7	-1,4%	383,1	356,0	-7,1%
Berlin	120,6	110,5	-8,4%	133,8	124,4	-7,0%	267,1	250,1	-6,4%
Brussels	128,7	117,9	-8,4%	165,6	158,3	-4,4%	224,8	220,7	-1,8%
Budapest	n/a	n/a	n/a	119,0	129,3	8,6%	n/a	n/a	n/a
Cologne	145,4	158,6	9,1%	176,3	179,8	1,9%	n/a	n/a	n/a
Düsseldorf	97,6	97,5	-0,1%	108,3	109,9	1,5%	n/a	n/a	n/a
Frankfurt	98,3	95,6	-2,8%	115,6	110,6	-4,3%	190,6	185,8	-2,5%
Hanover	102,4	97,8	-4,5%	121,4	109,8	-9,6%	n/a	n/a	n/a
Istanbul	147,8	174,5	18,1%	310,8	354,0	13,9%	404,1	468,7	16,0%
Lisboa	123,0	116,4	-5,3%	160,6	156,5	-2,6%	n/a	n/a	n/a
London	156,9	150,5	-4,1%	253,7	251,3	-0,9%	470,4	448,2	-4,7%
Madrid	106,5	122,5	15,0%	146,7	179,1	22,1%	313,9	346,0	10,2%
Munich	160,8	106,3	-33,9%	184,7	127,4	-31,0%	n/a	n/a	n/a
Paris	197,7	129,3	-34,6%	329,5	216,1	-34,4%	894,1	621,8	-30,5%
Prague	93,3	96,1	3,0%	130,2	116,7	-10,4%	n/a	n/a	n/a
Vienna	131,7	105,1	-20,2%	168,1	141,8	-15,7%	340,6	300,2	-11,9%

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



YEAR TO DATE - AUGUST 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
239,9	231,9	-3,3%	Amsterdam	74,7%	76,9%	2,2
295,2	293,7	-0,5%	Athens	69,0%	67,2%	-1,8
252,3	250,2	-0,8%	Barcelona	79,7%	79,9%	0,2
156,7	146,5	-6,5%	Berlin	72,9%	74,9%	2,0
179,0	175,7	-1,8%	Brussels	70,0%	72,7%	2,7
129,8	129,6	-0,1%	Budapest	68,9%	70,7%	1,8
153,8	149,6	-2,7%	Cologne	69,7%	68,6%	-1,1
143,1	120,9	-15,5%	Düsseldorf	63,7%	62,7%	-0,9
154,2	147,5	-4,3%	Frankfurt	60,4%	60,5%	0,1
219,9	216,4	-1,6%	Geneva	71,4%	73,5%	2,0
124,0	126,1	1,7%	Hanover	61,8%	62,5%	0,7
259,8	308,7	18,9%	Istanbul	69,6%	66,3%	-3,3
174,8	175,4	0,3%	Lisboa	78,3%	79,8%	1,5
262,6	255,1	-2,8%	London	81,0%	81,7%	0,8
190,3	199,5	4,8%	Madrid	73,0%	72,7%	-0,4
230,7	230,4	-0,1%	Milano	75,3%	77,0%	1,8
160,6	162,4	1,1%	Munich	69,0%	70,5%	1,6
275,3	264,4	-4,0%	Paris	74,4%	79,7%	5,3
129,3	130,0	0,5%	Prague	71,8%	74,2%	2,4
266,3	278,9	4,7%	Roma	72,8%	72,5%	-0,2
152,3	154,7	1,5%	Vienna	71,4%	71,3%	-0,1
198,8	203,2	2,2%	Zurich	74,6%	76,6%	2,1



YEAR TO DATE - AUGUST 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	171,3	161,4	-5,8%	231,1	224,4	-2,9%	401,6	385,6	-4,0%
Athens	n/a	n/a	n/a	174,6	171,5	-1,8%	343,8	348,6	1,4%
Barcelona	167,3	169,6	1,4%	240,6	239,0	-0,7%	411,2	396,3	-3,6%
Berlin	134,9	128,5	-4,7%	156,5	145,0	-7,4%	336,1	309,8	-7,8%
Brussels	146,4	142,4	-2,7%	196,4	191,7	-2,4%	260,9	254,7	-2,4%
Budapest	n/a	n/a	n/a	122,1	121,6	-0,4%	n/a	n/a	n/a
Cologne	141,3	143,8	1,7%	166,4	158,3	-4,9%	n/a	n/a	n/a
Düsseldorf	132,2	107,6	-18,6%	147,8	125,1	-15,3%	n/a	n/a	n/a
Frankfurt	137,0	128,1	-6,5%	155,1	147,6	-4,8%	221,9	210,4	-5,2%
Hanover	110,8	114,0	2,9%	134,8	137,1	1,6%	n/a	n/a	n/a
Istanbul	135,2	161,6	19,5%	278,8	333,4	19,6%	368,8	436,1	18,2%
Lisboa	122,9	122,6	-0,2%	154,1	153,2	-0,6%	n/a	n/a	n/a
London	164,9	158,6	-3,8%	260,9	253,6	-2,8%	477,1	451,0	-5,5%
Madrid	150,1	157,1	4,7%	195,1	206,1	5,7%	386,7	396,5	2,5%
Munich	134,8	136,5	1,2%	159,4	161,7	1,4%	n/a	n/a	n/a
Paris	171,4	162,3	-5,4%	270,3	259,2	-4,1%	698,4	683,0	-2,2%
Prague	93,8	95,8	2,1%	132,9	133,5	0,4%	n/a	n/a	n/a
Vienna	120,6	121,6	0,8%	154,7	157,4	1,7%	300,2	312,8	4,2%

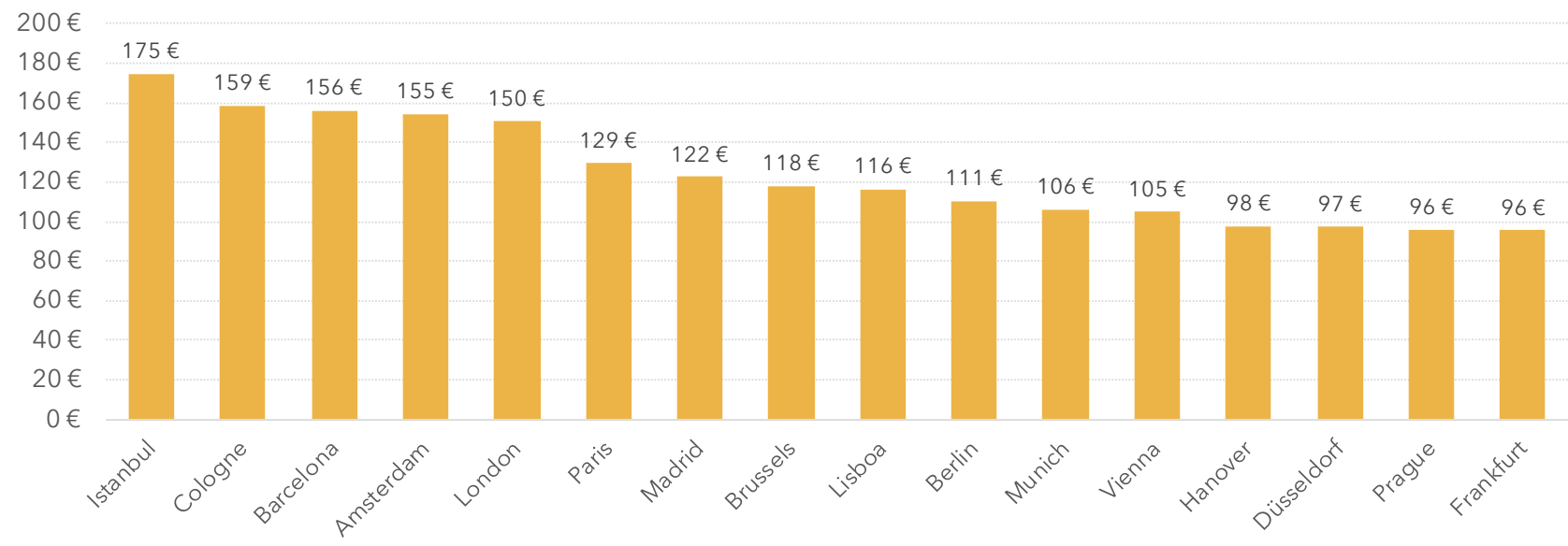
Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

AUGUST 2025

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





AUGUST 2025 – 3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

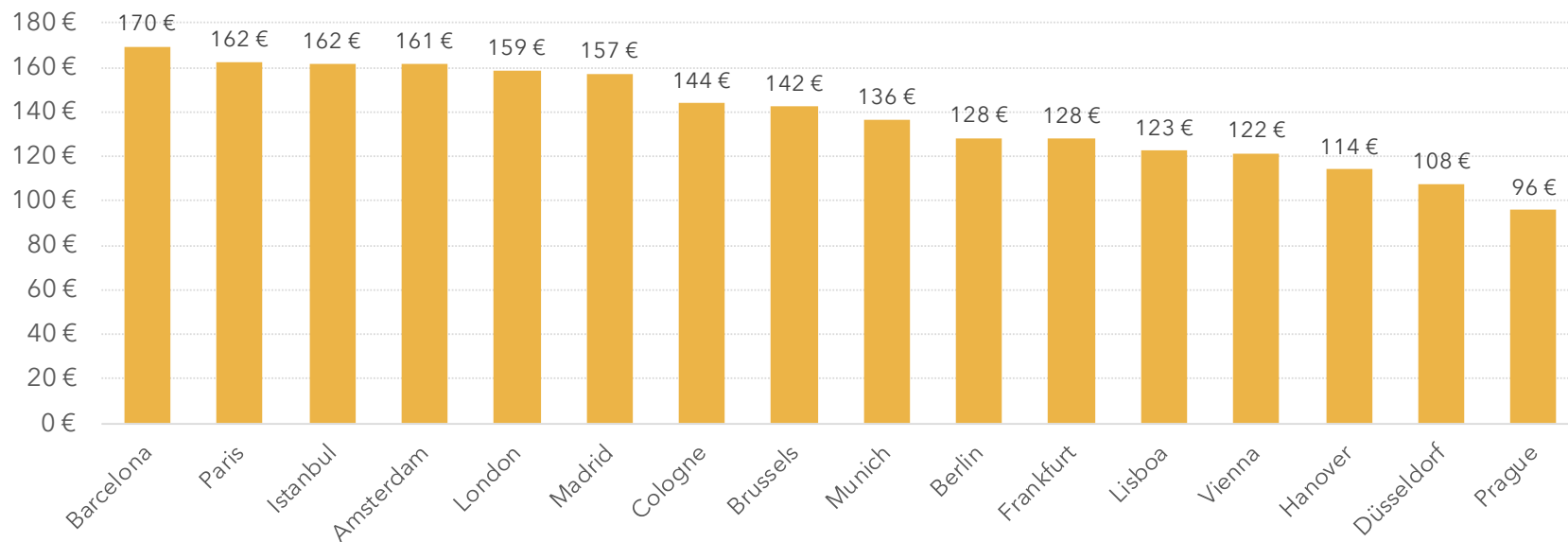
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
157,6	154,6	-1,9%	Amsterdam	88,1%	92,7%	4,6
163,4	156,3	-4,3%	Barcelona	92,4%	87,5%	-4,9
120,6	110,5	-8,4%	Berlin	74,1%	70,5%	-3,6
128,7	117,9	-8,4%	Brussels	68,4%	76,0%	7,6
145,4	158,6	9,1%	Cologne	71,9%	70,9%	-1,0
97,6	97,5	-0,1%	Düsseldorf	64,0%	58,2%	-5,8
98,3	95,6	-2,8%	Frankfurt	44,9%	43,7%	-1,2
102,4	97,8	-4,5%	Hanover	77,0%	71,4%	-5,6
147,8	174,5	18,1%	Istanbul	70,0%	64,5%	-5,5
123,0	116,4	-5,3%	Lisboa	90,7%	89,1%	-1,6
156,9	150,5	-4,1%	London	86,6%	87,0%	0,5
106,5	122,5	15,0%	Madrid	73,9%	70,1%	-3,8
160,8	106,3	-33,9%	Munich	75,5%	68,4%	-7,1
197,7	129,3	-34,6%	Paris	75,1%	77,0%	1,8
93,3	96,1	3,0%	Prague	66,7%	78,7%	12,1
131,7	105,1	-20,2%	Vienna	76,9%	76,1%	-0,7

YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - AUGUST 2025

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

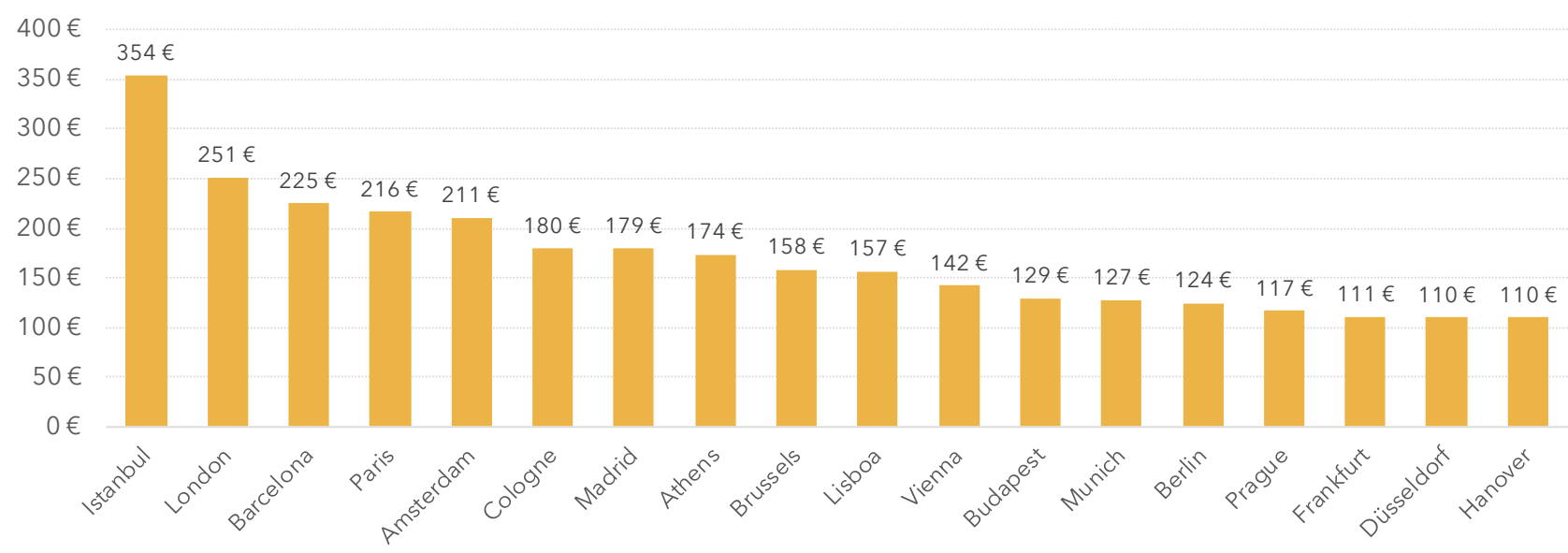
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
171,3	161,4	-5,8%	Amsterdam	81,4%	82,8%	1,4
167,3	169,6	1,4%	Barcelona	85,9%	85,4%	-0,5
134,9	128,5	-4,7%	Berlin	73,0%	73,6%	0,6
146,4	142,4	-2,7%	Brussels	75,2%	77,3%	2,1
141,3	143,8	1,7%	Cologne	72,9%	69,6%	-3,3
132,2	107,6	-18,6%	Düsseldorf	66,9%	66,5%	-0,4
137,0	128,1	-6,5%	Frankfurt	57,6%	56,6%	-1,1
110,8	114,0	2,9%	Hanover	62,4%	66,3%	3,8
135,2	161,6	19,5%	Istanbul	68,1%	64,4%	-3,7
122,9	122,6	-0,2%	Lisboa	83,4%	84,1%	0,7
164,9	158,6	-3,8%	London	83,4%	84,1%	0,7
150,1	157,1	4,7%	Madrid	82,0%	80,3%	-1,7
134,8	136,5	1,2%	Munich	68,4%	69,8%	1,3
171,4	162,3	-5,4%	Paris	77,4%	82,5%	5,1
93,8	95,8	2,1%	Prague	75,3%	76,5%	1,1
120,6	121,6	0,8%	Vienna	72,3%	72,0%	-0,3

AUGUST 2025

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





AUGUST 2025 – 4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

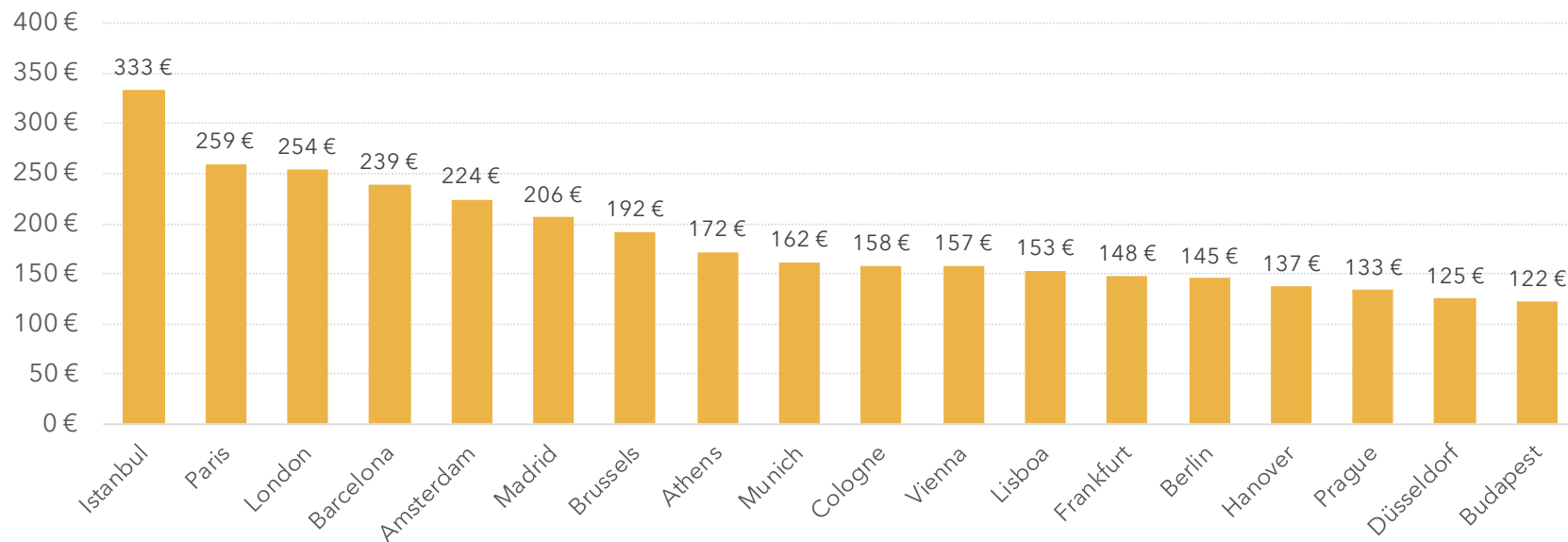
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
213,6	210,6	-1,4%	Amsterdam	76%	84%	8,2
176,8	173,5	-1,8%	Athens	76%	82%	6,4
227,8	224,7	-1,4%	Barcelona	83%	82%	-0,5
133,8	124,4	-7,0%	Berlin	79%	77%	-2,4
165,6	158,3	-4,4%	Brussels	60%	68%	7,6
119,0	129,3	8,6%	Budapest	77%	83%	6,2
176,3	179,8	1,9%	Cologne	74%	73%	-1,4
108,3	109,9	1,5%	Düsseldorf	60%	59%	-0,3
115,6	110,6	-4,3%	Frankfurt	50%	52%	2,0
121,4	109,8	-9,6%	Hanover	62%	60%	-2,5
310,8	354,0	13,9%	Istanbul	71%	73%	1,7
160,6	156,5	-2,6%	Lisboa	88%	90%	1,6
253,7	251,3	-0,9%	London	87%	86%	-0,5
146,7	179,1	22,1%	Madrid	51%	54%	3,4
184,7	127,4	-31,0%	Munich	80%	75%	-4,4
329,5	216,1	-34,4%	Paris	71%	74%	3,7
130,2	116,7	-10,4%	Prague	79%	82%	3,3
168,1	141,8	-15,7%	Vienna	79%	78%	-0,9

YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - AUGUST 2025

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

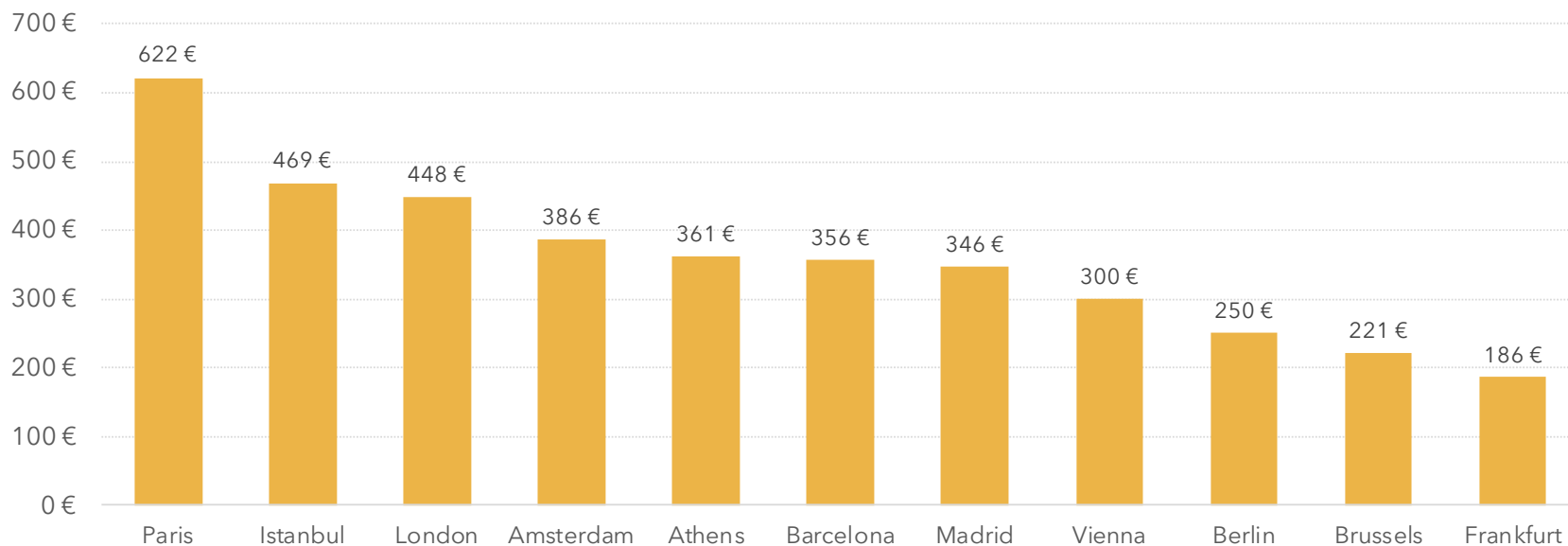
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
231,1	224,4	-2,9%	Amsterdam	73,9%	75,5%	1,5
174,6	171,5	-1,8%	Athens	71,7%	75,5%	3,8
240,6	239,0	-0,7%	Barcelona	78,2%	77,9%	-0,2
156,5	145,0	-7,4%	Berlin	74,8%	78,0%	3,2
196,4	191,7	-2,4%	Brussels	67,4%	70,2%	2,7
122,1	121,6	-0,4%	Budapest	66,6%	68,3%	1,7
166,4	158,3	-4,9%	Cologne	69,3%	69,8%	0,5
147,8	125,1	-15,3%	Düsseldorf	64,6%	64,1%	-0,5
155,1	147,6	-4,8%	Frankfurt	60,3%	60,7%	0,3
134,8	137,1	1,6%	Hanover	59,4%	59,8%	0,3
278,8	333,4	19,6%	Istanbul	70,1%	66,6%	-3,5
154,1	153,2	-0,6%	Lisboa	77,8%	79,0%	1,3
260,9	253,6	-2,8%	London	81,7%	82,5%	0,8
195,1	206,1	5,7%	Madrid	70,7%	70,4%	-0,2
159,4	161,7	1,4%	Munich	70,2%	72,7%	2,5
270,3	259,2	-4,1%	Paris	74,6%	79,7%	5,2
132,9	133,5	0,4%	Prague	69,1%	72,1%	3,1
154,7	157,4	1,7%	Vienna	72,2%	72,9%	0,8

AUGUST 2025

ADR (Breakfast included)

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





AUGUST 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
393,0	386,0	-1,8%	Amsterdam	70,6%	79,7%	9,1
362,9	361,3	-0,4%	Athens	72,9%	75,2%	2,3
383,1	356,0	-7,1%	Barcelona	72,6%	77,4%	4,9
267,1	250,1	-6,4%	Berlin	60,1%	58,0%	-2,1
224,8	220,7	-1,8%	Brussels	55,6%	54,1%	-1,6
190,6	185,8	-2,5%	Frankfurt	73,4%	75,7%	2,3
404,1	468,7	16,0%	Istanbul	76,9%	75,6%	-1,3
470,4	448,2	-4,7%	London	79,0%	80,8%	1,8
313,9	346,0	10,2%	Madrid	49,1%	51,7%	2,6
894,1	621,8	-30,5%	Paris	67,1%	70,2%	3,1
340,6	300,2	-11,9%	Vienna	71,8%	61,7%	-10,1



YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - AUGUST 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
401,6	385,6	-4,0%	Amsterdam	66,5%	71,6%	5,2
343,8	348,6	1,4%	Athens	68,1%	64,5%	-3,7
411,2	396,3	-3,6%	Barcelona	74,3%	76,2%	1,9
336,1	309,8	-7,8%	Berlin	59,7%	61,1%	1,4
260,9	254,7	-2,4%	Brussels	60,5%	62,2%	1,7
221,9	210,4	-5,2%	Frankfurt	71,5%	79,7%	8,1
368,8	436,1	18,2%	Istanbul	70,6%	67,6%	-3,0
477,1	451,0	-5,5%	London	74,3%	75,6%	1,3
386,7	396,5	2,5%	Madrid	63,3%	64,2%	0,9
698,4	683,0	-2,2%	Paris	67,0%	72,8%	5,9
300,2	312,8	4,2%	Vienna	70,8%	68,2%	-2,6

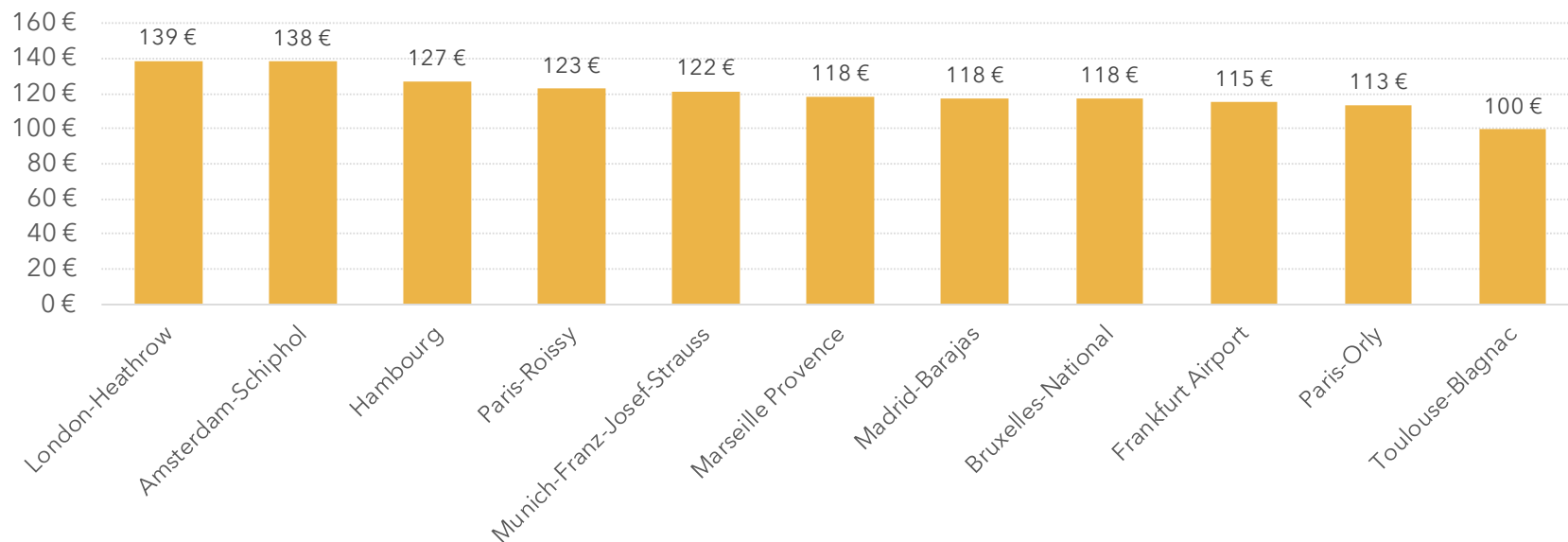


AUGUST 2025

ADR (Breakfast included)

All Hotels

MAIN EUROPEAN AIRPORTS





AUGUST 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
138,0	138,3	0,2%	Amsterdam-Schiphol	78,4%	82,7%	4,3
124,4	117,5	-5,5%	Bruxelles-National	63,7%	57,1%	-6,6
116,9	115,2	-1,5%	Frankfurt Airport	58,9%	59,8%	0,9
137,4	127,2	-7,4%	Hambourg	86,3%	82,9%	-3,4
146,0	138,8	-4,9%	London-Heathrow	89,0%	85,9%	-3,0
100,7	117,7	16,9%	Madrid-Barajas	67,3%	67,7%	0,4
126,4	118,4	-6,3%	Marseille Provence	67,8%	67,6%	-0,2
129,4	121,6	-6,1%	Munich-Franz-Josef- Strauss	80,4%	74,9%	-5,5
170,8	113,5	-33,5%	Paris-Orly	69,1%	65,0%	-4,1
201,7	122,7	-39,1%	Paris-Roissy	76,9%	67,8%	-9,1
101,7	99,9	-1,7%	Toulouse-Blagnac	42,6%	44,2%	1,6



YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

All Hotels

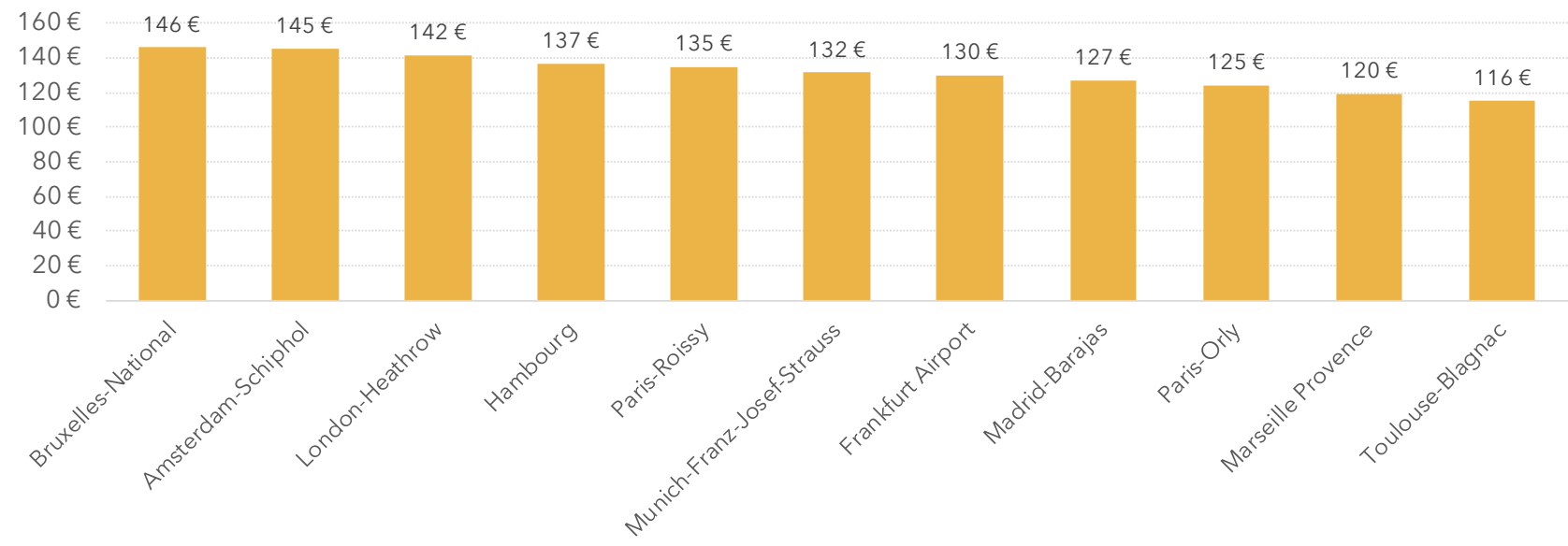
MAIN EUROPEAN AIRPORTS

CDS
by S4BT.

Goelett
by S4BT.

CRC
by S4BT.

siap
by S4BT.





YEAR TO DATE - AUGUST 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
146,2	145,4	-0,6%	Amsterdam-Schiphol	79,0%	77,4%	-1,6
151,0	146,2	-3,2%	Bruxelles-National	68,5%	68,0%	-0,5
135,6	130,3	-4,0%	Frankfurt Airport	62,9%	65,6%	2,7
138,9	136,9	-1,5%	Hambourg	80,9%	82,2%	1,4
143,4	141,8	-1,1%	London-Heathrow	84,5%	81,9%	-2,6
124,0	127,3	2,7%	Madrid-Barajas	76,8%	74,2%	-2,6
121,4	119,5	-1,5%	Marseille Provence	68,5%	69,8%	1,3
127,4	131,6	3,4%	Munich-Franz-Josef- Strauss	70,4%	68,8%	-1,6
145,8	124,6	-14,6%	Paris-Orly	70,6%	73,0%	2,4
156,4	135,0	-13,7%	Paris-Roissy	75,5%	73,5%	-2,0
118,6	115,5	-2,6%	Toulouse-Blagnac	55,6%	53,6%	-2,0



AUGUST 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
233,0	242,5	4,1%	Biarritz	92,2%	90,9%	-1,3
144,4	140,0	-3,0%	Bordeaux	75,5%	79,9%	4,4
633,0	691,1	9,2%	Cannes	89,7%	87,0%	-2,7
105,7	106,1	0,4%	Clermont-Ferrand	71,4%	72,2%	0,8
121,6	119,6	-1,7%	Dijon	69,1%	73,3%	4,1
152,1	106,4	-30,1%	Lille	64,5%	59,8%	-4,8
156,1	131,2	-16,0%	Lyon	69,3%	66,8%	-2,6
169,1	152,6	-9,7%	Marseille	78,8%	85,0%	6,2
119,7	123,4	3,1%	Montpellier	79,3%	80,5%	1,2
102,4	99,9	-2,4%	Nantes	60,9%	59,4%	-1,5
288,9	295,6	2,3%	Nice	89,5%	92,4%	2,9
337,6	225,3	-33,3%	Paris	71,7%	74,8%	3,1
110,7	109,6	-0,9%	Poitiers	84,4%	82,6%	-1,7
103,3	101,3	-1,9%	Rennes	53,7%	59,0%	5,3
113,7	113,1	-0,5%	Rouen	72,0%	71,7%	-0,3
108,0	110,1	2,0%	Strasbourg	67,3%	69,0%	1,8
108,1	111,8	3,5%	Toulouse	54,4%	54,3%	-0,1
103,6	101,0	-2,5%	Tours	69,2%	69,4%	0,1

AUGUST 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	141,0	146,2	3,7%	160,0	165,3	3,4%	281,5	308,8	9,7%
Bordeaux	86,6	84,3	-2,7%	107,7	102,0	-5,2%	156,6	151,2	-3,4%
Cannes	n/a	n/a	n/a	146,8	146,6	-0,1%	349,9	378,2	8,1%
Clermont-Ferrand	83,0	82,7	-0,3%	94,8	94,4	-0,5%	147,1	151,3	2,8%
Dijon	85,1	86,5	1,7%	110,4	104,5	-5,3%	152,1	152,2	0,0%
Lille	103,4	70,5	-31,8%	128,0	85,5	-33,2%	180,3	128,1	-28,9%
Lyon	87,4	83,2	-4,9%	101,8	92,5	-9,2%	154,1	139,5	-9,5%
Marseille	105,4	98,8	-6,3%	123,1	113,4	-7,9%	209,8	184,6	-12,0%
Montpellier	83,7	86,8	3,7%	106,9	114,0	6,6%	151,6	150,8	-0,6%
Nantes	79,2	79,6	0,5%	95,5	86,3	-9,7%	133,8	136,2	1,7%
Nice	134,4	139,6	3,9%	176,2	173,1	-1,8%	302,2	309,3	2,4%
Paris	134,6	85,3	-36,6%	197,7	129,3	-34,6%	329,5	216,1	-34,4%
Poitiers	84,0	88,1	4,9%	112,4	108,5	-3,5%	152,4	151,3	-0,7%
Rennes	74,5	74,6	0,1%	91,1	88,4	-3,0%	128,5	128,0	-0,4%
Rouen	72,7	68,9	-5,2%	91,7	89,4	-2,5%	156,0	156,0	0,0%
Strasbourg	72,3	77,8	7,5%	93,5	94,1	0,7%	125,2	124,5	-0,5%
Toulouse	73,9	72,3	-2,1%	92,8	91,2	-1,7%	129,9	144,7	11,4%
Tours	80,4	79,3	-1,4%	96,0	93,1	-3,0%	144,4	140,9	-2,4%

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



YEAR TO DATE - AUGUST 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
162,4	162,9	0,3%	Biarritz	64,1%	66,0%	1,9
151,0	148,3	-1,8%	Bordeaux	69,0%	68,6%	-0,4
512,5	554,9	8,3%	Cannes	63,7%	64,0%	0,3
98,6	100,1	1,5%	Clermont-Ferrand	62,2%	62,4%	0,2
115,7	115,7	0,0%	Dijon	65,6%	66,0%	0,4
140,0	133,8	-4,4%	Lille	67,9%	68,2%	0,3
164,4	157,1	-4,4%	Lyon	74,3%	74,6%	0,2
151,2	146,9	-2,9%	Marseille	70,2%	71,6%	1,4
112,8	113,4	0,5%	Montpellier	67,1%	67,4%	0,3
115,6	108,9	-5,8%	Nantes	64,8%	64,0%	-0,8
232,3	239,6	3,1%	Nice	76,4%	77,8%	1,5
275,5	264,6	-3,9%	Paris	74,4%	79,7%	5,3
97,9	97,7	-0,2%	Poitiers	62,0%	64,0%	2,0
116,3	115,6	-0,6%	Rennes	61,2%	62,0%	0,8
108,3	106,5	-1,7%	Rouen	61,7%	61,8%	0,2
119,0	122,4	2,8%	Strasbourg	63,8%	65,0%	1,2
120,3	120,0	-0,2%	Toulouse	61,3%	59,7%	-1,6
101,1	100,6	-0,4%	Tours	63,6%	63,4%	-0,2



YEAR TO DATE - AUGUST 2025

ADR (Breakfast included) BY CATEGORY

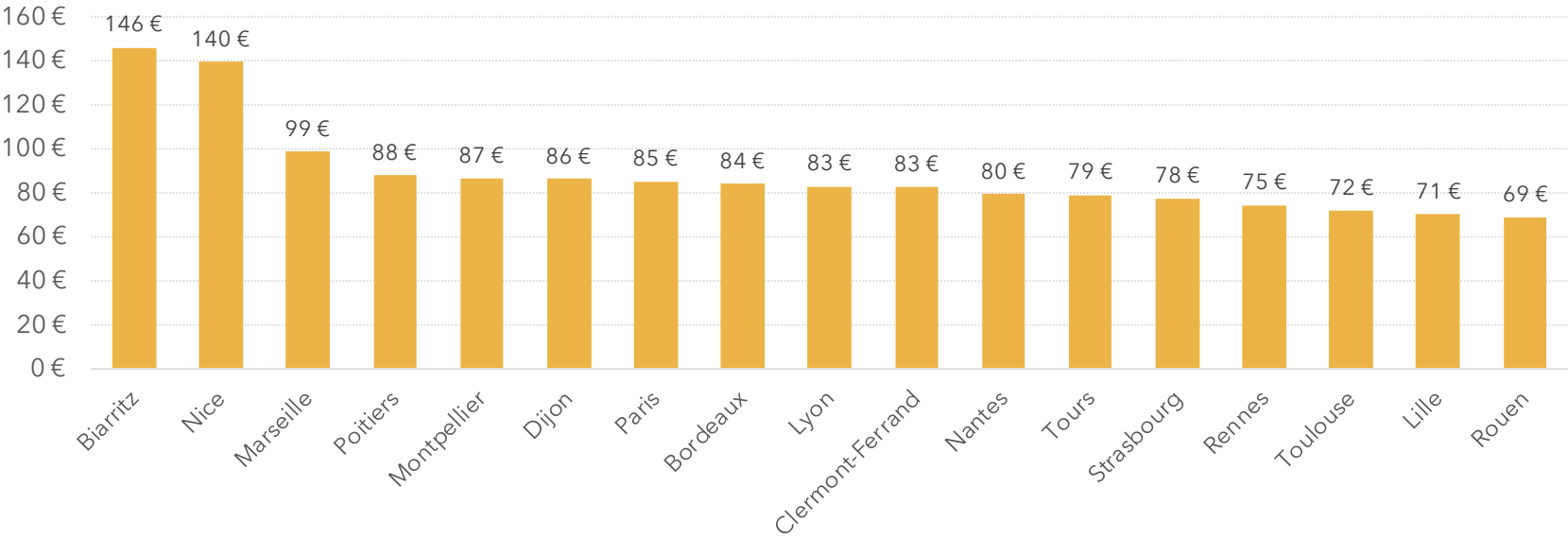
FRENCH CITIES FOR BUSINESS TRAVEL

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	98,1	99,7	1,6%	118,2	121,1	2,5%	201,7	201,4	-0,1%
Bordeaux	87,3	85,2	-2,4%	115,5	111,0	-3,8%	163,0	157,0	-3,7%
Cannes	n/a	n/a	n/a	136,9	138,7	1,3%	308,0	327,2	6,2%
Clermont-Ferrand	71,9	73,7	2,5%	91,3	92,5	1,3%	140,2	142,6	1,8%
Dijon	78,7	79,7	1,2%	106,7	104,8	-1,8%	146,3	144,1	-1,5%
Lille	94,0	88,6	-5,7%	118,0	112,4	-4,7%	166,9	160,6	-3,8%
Lyon	100,0	101,4	1,4%	139,6	123,1	-11,8%	170,0	167,9	-1,3%
Marseille	91,7	91,6	-0,1%	112,0	109,2	-2,4%	183,8	176,3	-4,1%
Montpellier	75,8	77,6	2,4%	103,7	106,6	2,8%	142,8	141,3	-1,1%
Nantes	86,5	87,1	0,6%	109,1	104,2	-4,4%	158,2	143,6	-9,3%
Nice	112,4	113,4	0,9%	137,9	142,0	3,0%	251,9	257,8	2,3%
Paris	109,8	103,8	-5,5%	171,4	162,3	-5,4%	270,3	259,2	-4,1%
Poitiers	72,1	76,3	5,8%	99,2	97,4	-1,8%	138,0	136,5	-1,1%
Rennes	81,6	82,8	1,5%	108,8	105,8	-2,8%	148,4	148,1	-0,2%
Rouen	70,5	67,9	-3,6%	91,1	89,1	-2,2%	148,5	144,7	-2,5%
Strasbourg	78,6	79,9	1,7%	99,9	101,8	1,9%	138,6	142,9	3,1%
Toulouse	78,1	81,0	3,7%	106,7	105,7	-0,9%	146,4	147,1	0,5%
Tours	75,0	74,0	-1,2%	96,5	95,4	-1,1%	140,9	139,7	-0,8%

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



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





AUGUST 2025 – 2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

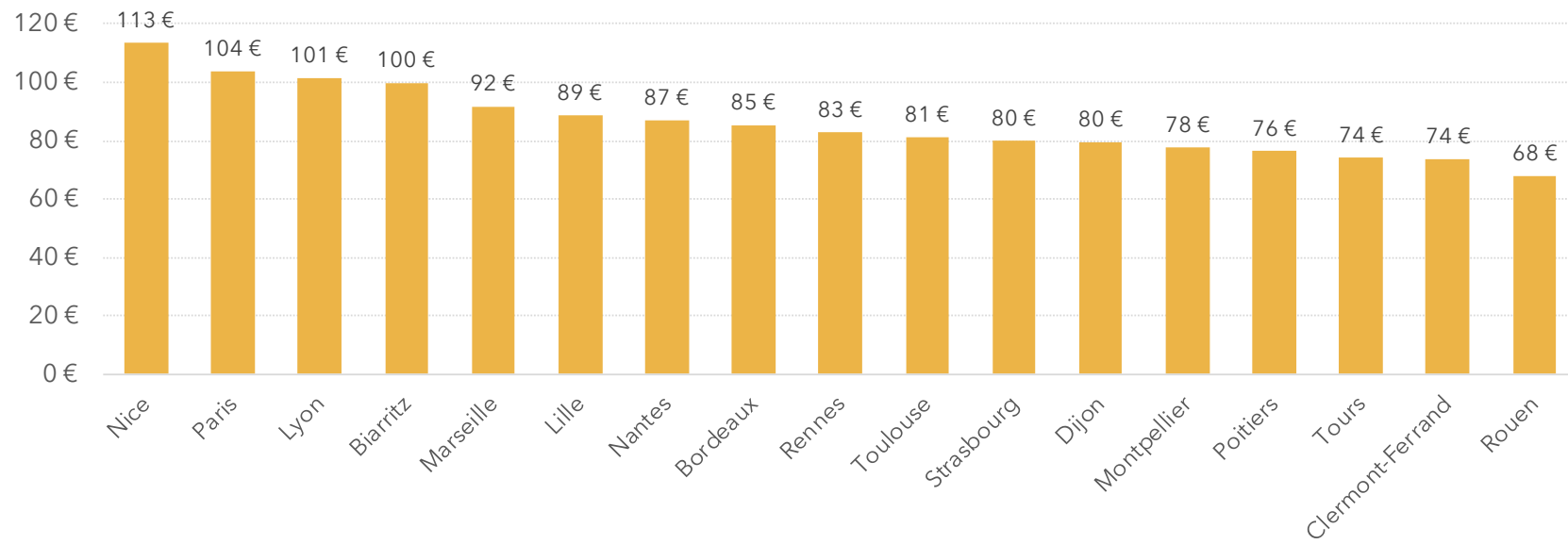
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
141,0	146,2	3,7%	Biarritz	95,5%	94,5%	-1,0
86,6	84,3	-2,7%	Bordeaux	86,0%	89,1%	3,1
83,0	82,7	-0,3%	Clermont-Ferrand	78,1%	82,8%	4,7
85,1	86,5	1,7%	Dijon	62,9%	68,6%	5,8
103,4	70,5	-31,8%	Lille	68,1%	62,2%	-5,9
87,4	83,2	-4,9%	Lyon	76,6%	74,8%	-1,8
105,4	98,8	-6,3%	Marseille	80,1%	86,7%	6,6
83,7	86,8	3,7%	Montpellier	86,5%	87,4%	0,9
79,2	79,6	0,5%	Nantes	61,8%	59,5%	-2,3
134,4	139,6	3,9%	Nice	93,7%	94,5%	0,8
134,6	85,3	-36,6%	Paris	70,6%	73,8%	3,2
84,0	88,1	4,9%	Poitiers	81,3%	80,0%	-1,3
74,5	74,6	0,1%	Rennes	47,2%	51,2%	3,9
72,7	68,9	-5,2%	Rouen	66,2%	64,2%	-2,0
72,3	77,8	7,5%	Strasbourg	68,6%	64,1%	-4,5
73,9	72,3	-2,1%	Toulouse	57,0%	55,4%	-1,5
80,4	79,3	-1,4%	Tours	70,9%	69,4%	-1,5

YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - AUGUST 2025

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

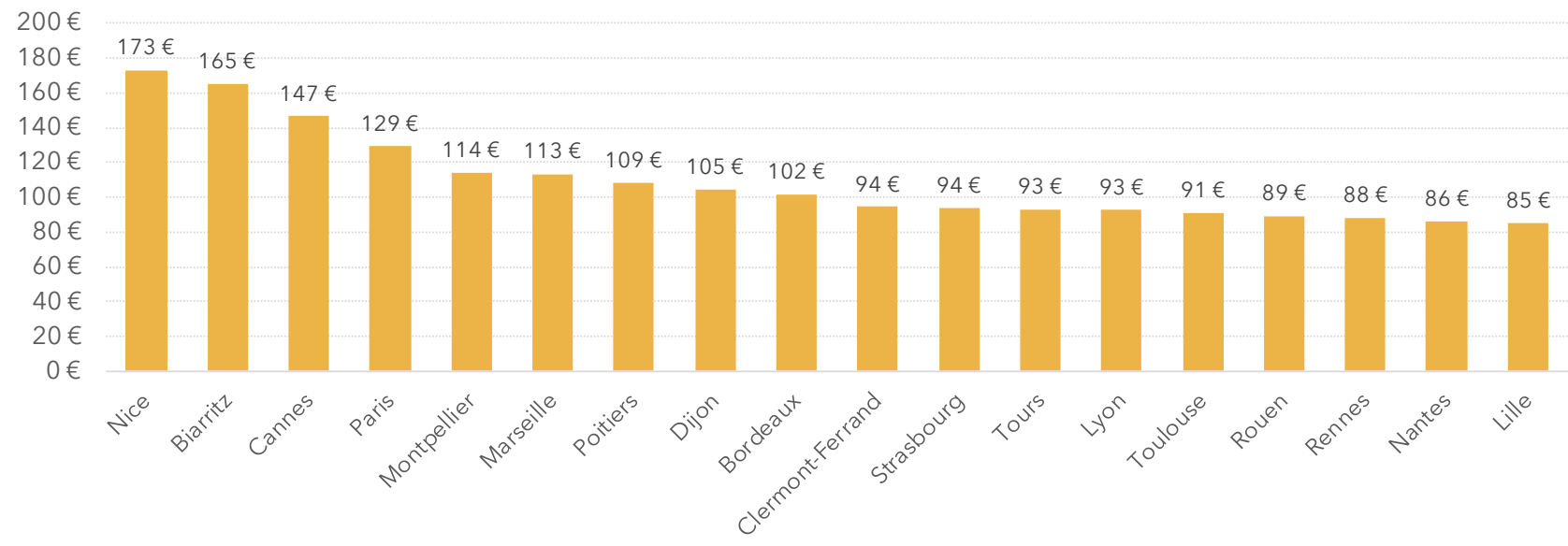
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
98,1	99,7	1,6%	Biarritz	67,3%	69,6%	2,4
87,3	85,2	-2,4%	Bordeaux	78,8%	76,0%	-2,8
71,9	73,7	2,5%	Clermont-Ferrand	64,5%	66,3%	1,8
78,7	79,7	1,2%	Dijon	67,1%	68,1%	1,0
94,0	88,6	-5,7%	Lille	66,8%	68,6%	1,8
100,0	101,4	1,4%	Lyon	83,0%	81,0%	-2,0
91,7	91,6	-0,1%	Marseille	70,7%	72,7%	2,0
75,8	77,6	2,4%	Montpellier	73,2%	76,3%	3,1
86,5	87,1	0,6%	Nantes	62,5%	62,1%	-0,3
112,4	113,4	0,9%	Nice	78,2%	79,2%	1,0
109,8	103,8	-5,5%	Paris	73,5%	78,2%	4,7
72,1	76,3	5,8%	Poitiers	61,5%	61,2%	-0,3
81,6	82,8	1,5%	Rennes	61,0%	58,1%	-2,9
70,5	67,9	-3,6%	Rouen	58,5%	55,4%	-3,1
78,6	79,9	1,7%	Strasbourg	58,2%	59,6%	1,3
78,1	81,0	3,7%	Toulouse	61,7%	60,0%	-1,7
75,0	74,0	-1,2%	Tours	65,5%	64,7%	-0,7

AUGUST 2025

ADR (Breakfast included)

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





AUGUST 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
160,0	165,3	3,4%	Biarritz	94,2%	92,1%	-2,1
107,7	102,0	-5,2%	Bordeaux	76,6%	83,6%	7,0
146,8	146,6	-0,1%	Cannes	90,8%	90,6%	-0,2
94,8	94,4	-0,5%	Clermont-Ferrand	64,4%	65,5%	1,1
110,4	104,5	-5,3%	Dijon	67,4%	70,9%	3,5
128,0	85,5	-33,2%	Lille	65,0%	58,0%	-7,1
101,8	92,5	-9,2%	Lyon	63,8%	61,0%	-2,8
123,1	113,4	-7,9%	Marseille	87,3%	85,7%	-1,6
106,9	114,0	6,6%	Montpellier	84,1%	80,0%	-4,1
95,5	86,3	-9,7%	Nantes	61,9%	58,8%	-3,1
176,2	173,1	-1,8%	Nice	90,1%	94,2%	4,1
197,7	129,3	-34,6%	Paris	75,1%	77,0%	1,8
112,4	108,5	-3,5%	Poitiers	83,8%	81,3%	-2,5
91,1	88,4	-3,0%	Rennes	55,3%	58,2%	2,9
91,7	89,4	-2,5%	Rouen	69,3%	68,3%	-1,0
93,5	94,1	0,7%	Strasbourg	72,6%	69,3%	-3,3
92,8	91,2	-1,7%	Toulouse	53,6%	56,2%	2,6
96,0	93,1	-3,0%	Tours	67,5%	69,3%	1,9

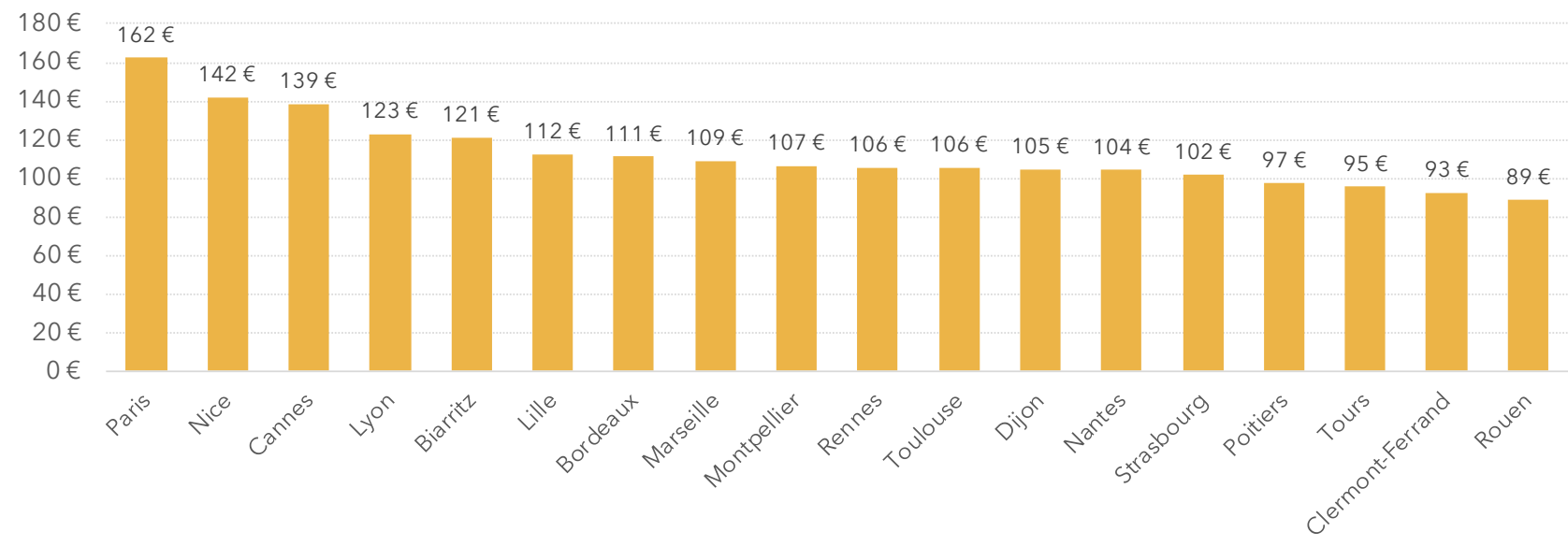


YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - AUGUST 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
118,2	121,1	2,5%	Biarritz	63,1%	64,7%	1,6
115,5	111,0	-3,8%	Bordeaux	71,8%	70,7%	-1,1
136,9	138,7	1,3%	Cannes	70,6%	70,6%	0,0
91,3	92,5	1,3%	Clermont-Ferrand	60,9%	60,8%	0,0
106,7	104,8	-1,8%	Dijon	66,6%	65,0%	-1,6
118,0	112,4	-4,7%	Lille	69,4%	68,1%	-1,2
139,6	123,1	-11,8%	Lyon	71,6%	72,1%	0,5
112,0	109,2	-2,4%	Marseille	74,4%	72,8%	-1,5
103,7	106,6	2,8%	Montpellier	66,7%	64,2%	-2,4
109,1	104,2	-4,4%	Nantes	66,3%	64,2%	-2,2
137,9	142,0	3,0%	Nice	80,1%	81,0%	0,9
171,4	162,3	-5,4%	Paris	77,4%	82,5%	5,1
99,2	97,4	-1,8%	Poitiers	61,3%	62,4%	1,2
108,8	105,8	-2,8%	Rennes	61,6%	63,5%	2,0
91,1	89,1	-2,2%	Rouen	56,1%	59,3%	3,2
99,9	101,8	1,9%	Strasbourg	67,1%	66,5%	-0,6
106,7	105,7	-0,9%	Toulouse	61,5%	61,5%	0,0
96,5	95,4	-1,1%	Tours	62,2%	62,4%	0,2

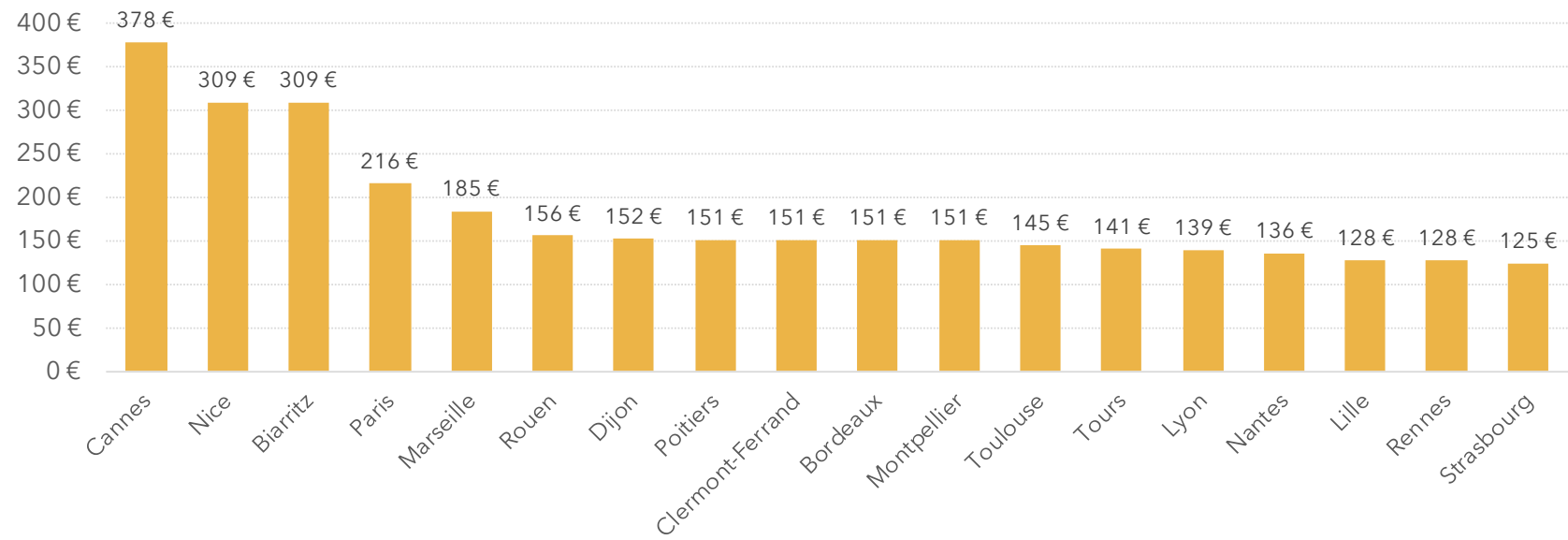


AUGUST 2025

ADR (Breakfast included)

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





AUGUST 2025 – 4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

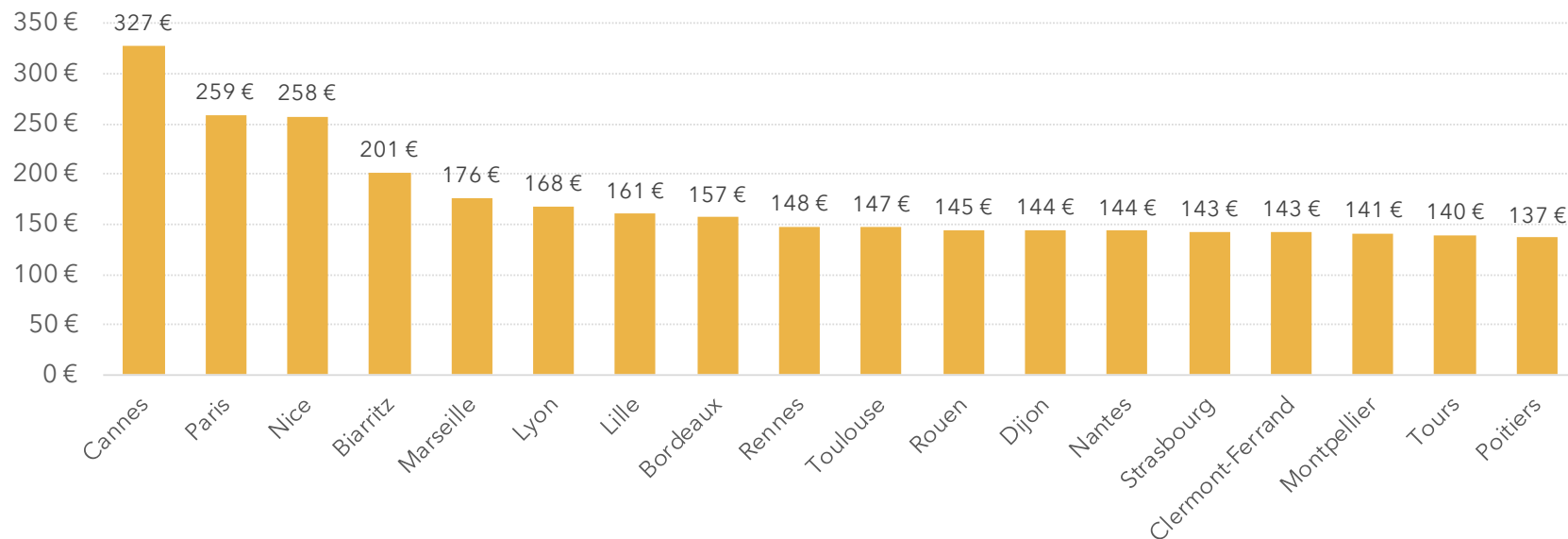
ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
281,5	308,8	9,7%	Biarritz	92,0%	90,8%	-1,2
156,6	151,2	-3,4%	Bordeaux	74,3%	77,2%	2,9
349,9	378,2	8,1%	Cannes	89,4%	87,5%	-1,9
147,1	151,3	2,8%	Clermont-Ferrand	73,4%	71,0%	-2,3
152,1	152,2	0,0%	Dijon	77,9%	81,4%	3,6
180,3	128,1	-28,9%	Lille	67,0%	65,8%	-1,2
154,1	139,5	-9,5%	Lyon	73,0%	69,7%	-3,3
209,8	184,6	-12,0%	Marseille	72,0%	84,6%	12,5
151,6	150,8	-0,6%	Montpellier	71,9%	77,8%	5,9
133,8	136,2	1,7%	Nantes	61,3%	61,8%	0,6
302,2	309,3	2,4%	Nice	90,1%	91,9%	1,7
329,5	216,1	-34,4%	Paris	70,6%	74,3%	3,7
152,4	151,3	-0,7%	Poitiers	85,9%	86,3%	0,3
128,5	128,0	-0,4%	Rennes	56,9%	63,7%	6,8
156,0	156,0	0,0%	Rouen	78,0%	79,7%	1,7
125,2	124,5	-0,5%	Strasbourg	69,0%	76,2%	7,2
129,9	144,7	11,4%	Toulouse	52,7%	51,6%	-1,1
144,4	140,9	-2,4%	Tours	73,7%	72,1%	-1,6

YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - AUGUST 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
201,7	201,4	-0,1%	Biarritz	67,6%	69,2%	1,5
163,0	157,0	-3,7%	Bordeaux	66,8%	67,2%	0,3
308,0	327,2	6,2%	Cannes	62,8%	62,7%	-0,1
140,2	142,6	1,8%	Clermont-Ferrand	63,1%	62,3%	-0,7
146,3	144,1	-1,5%	Dijon	66,8%	70,5%	3,7
166,9	160,6	-3,8%	Lille	70,2%	70,6%	0,4
170,0	167,9	-1,3%	Lyon	76,0%	76,4%	0,5
183,8	176,3	-4,1%	Marseille	67,0%	71,6%	4,6
142,8	141,3	-1,1%	Montpellier	64,7%	66,3%	1,6
158,2	143,6	-9,3%	Nantes	65,4%	65,2%	-0,2
251,9	257,8	2,3%	Nice	74,4%	76,4%	2,0
270,3	259,2	-4,1%	Paris	74,6%	79,7%	5,2
138,0	136,5	-1,1%	Poitiers	64,3%	68,9%	4,6
148,4	148,1	-0,2%	Rennes	60,9%	62,1%	1,2
148,5	144,7	-2,5%	Rouen	67,6%	68,0%	0,4
138,6	142,9	3,1%	Strasbourg	68,8%	70,6%	1,9
146,4	147,1	0,5%	Toulouse	59,7%	57,8%	-1,9
140,9	139,7	-0,8%	Tours	66,6%	67,7%	1,1



AUGUST 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
134,8	124,8	-7,4%	Berlin	76,3%	73,6%	-2,7
160,9	166,1	3,2%	Cologne	72,1%	71,9%	-0,2
106,4	107,7	1,2%	Düsseldorf	59,5%	57,1%	-2,4
118,6	115,4	-2,7%	Frankfurt	51,2%	51,3%	0,0
140,1	136,4	-2,6%	Hamburg	82,2%	81,0%	-1,2
112,5	103,5	-8,0%	Hanover	68,4%	64,9%	-3,5
186,7	127,8	-31,6%	Munich	77,8%	71,2%	-6,6
107,2	104,2	-2,8%	Stuttgart	55,2%	53,2%	-2,0



AUGUST 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	120,6	110,5	-8,4%	133,8	124,4	-7,0%	267,1	250,1	-6,4%
Cologne	145,4	158,6	9,1%	176,3	179,8	1,9%	n/a	n/a	n/a
Düsseldorf	97,6	97,5	-0,1%	108,3	109,9	1,5%	n/a	n/a	n/a
Frankfurt	98,3	95,6	-2,8%	115,6	110,6	-4,3%	190,6	185,8	-2,5%
Hamburg	124,3	123,9	-0,3%	145,0	138,2	-4,7%	n/a	n/a	n/a
Hanover	102,4	97,8	-4,5%	121,4	109,8	-9,6%	n/a	n/a	n/a
Munich	160,8	106,3	-33,9%	184,7	127,4	-31,0%	n/a	n/a	n/a
Stuttgart	102,0	99,9	-2,1%	121,9	119,7	-1,8%	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 - AUGUST 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
156,7	146,5	-6,5%	Berlin	72,9%	74,9%	2,0
153,8	149,6	-2,7%	Cologne	69,7%	68,6%	-1,1
143,1	120,9	-15,5%	Düsseldorf	63,7%	62,7%	-0,9
154,2	147,5	-4,3%	Frankfurt	60,4%	60,5%	0,1
149,1	147,2	-1,2%	Hamburg	77,4%	77,3%	0,0
124,0	126,1	1,7%	Hanover	61,8%	62,5%	0,7
160,6	162,4	1,1%	Munich	69,0%	70,5%	1,6
137,0	126,4	-7,7%	Stuttgart	64,3%	62,8%	-1,4



YEAR TO DATE - AUGUST 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	134,9	128,5	-4,7%	156,5	145,0	-7,4%	336,1	309,8	-7,8%
Cologne	141,3	143,8	1,7%	166,4	158,3	-4,9%	n/a	n/a	n/a
Düsseldorf	132,2	107,6	-18,6%	147,8	125,1	-15,3%	n/a	n/a	n/a
Frankfurt	137,0	128,1	-6,5%	155,1	147,6	-4,8%	221,9	210,4	-5,2%
Hamburg	131,2	132,6	1,1%	154,6	151,0	-2,4%	n/a	n/a	n/a
Hanover	110,8	114,0	2,9%	134,8	137,1	1,6%	n/a	n/a	n/a
Munich	134,8	136,5	1,2%	159,4	161,7	1,4%	n/a	n/a	n/a
Stuttgart	129,4	122,9	-5,1%	158,7	141,6	-10,8%	n/a	n/a	n/a

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

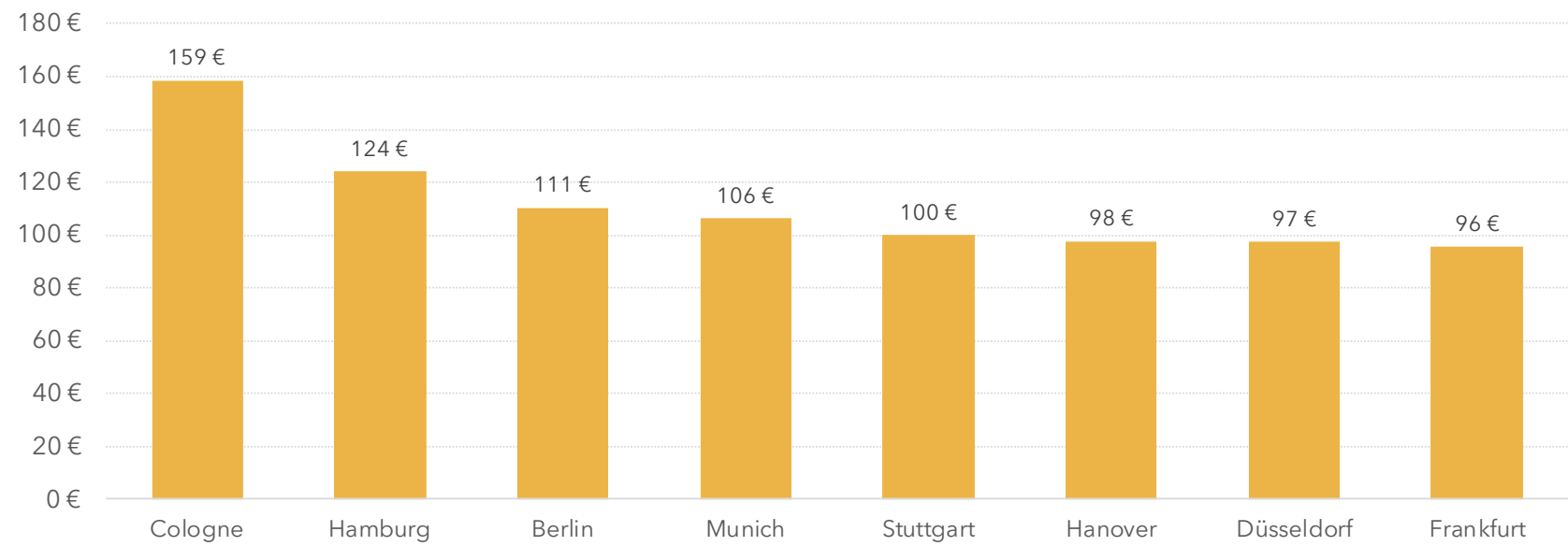


AUGUST 2025

ADR (Breakfast included)

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





AUGUST 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
120,6	110,5	-8,4%	Berlin	74,1%	70,5%	-3,6
145,4	158,6	9,1%	Cologne	71,9%	70,9%	-1,0
97,6	97,5	-0,1%	Düsseldorf	64,0%	58,2%	-5,8
98,3	95,6	-2,8%	Frankfurt	44,9%	43,7%	-1,2
124,3	123,9	-0,3%	Hamburg	81,9%	80,9%	-1,0
102,4	97,8	-4,5%	Hanover	77,0%	71,4%	-5,6
160,8	106,3	-33,9%	Munich	75,5%	68,4%	-7,1
102,0	99,9	-2,1%	Stuttgart	53,4%	48,8%	-4,6

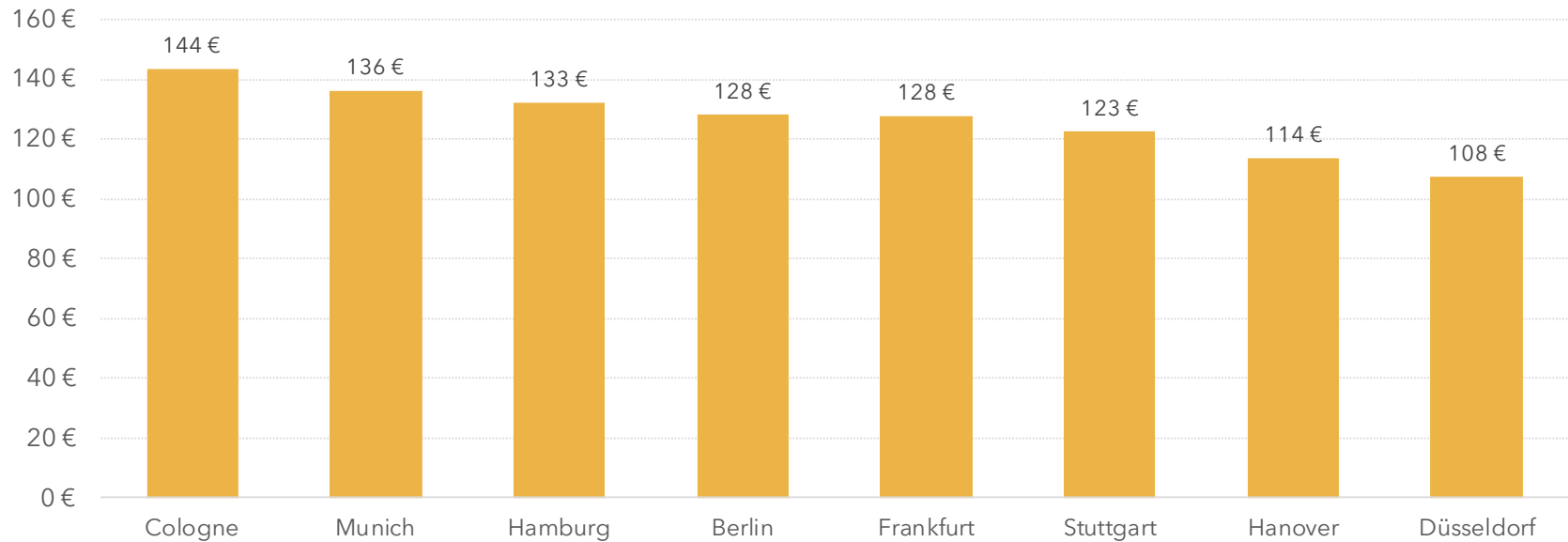


YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - AUGUST 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
134,9	128,5	-4,7%	Berlin	73,0%	73,6%	0,6
141,3	143,8	1,7%	Cologne	72,9%	69,6%	-3,3
132,2	107,6	-18,6%	Düsseldorf	66,9%	66,5%	-0,4
137,0	128,1	-6,5%	Frankfurt	57,6%	56,6%	-1,1
131,2	132,6	1,1%	Hamburg	77,5%	78,7%	1,2
110,8	114,0	2,9%	Hanover	62,4%	66,3%	3,8
134,8	136,5	1,2%	Munich	68,4%	69,8%	1,3
129,4	122,9	-5,1%	Stuttgart	63,1%	60,5%	-2,5

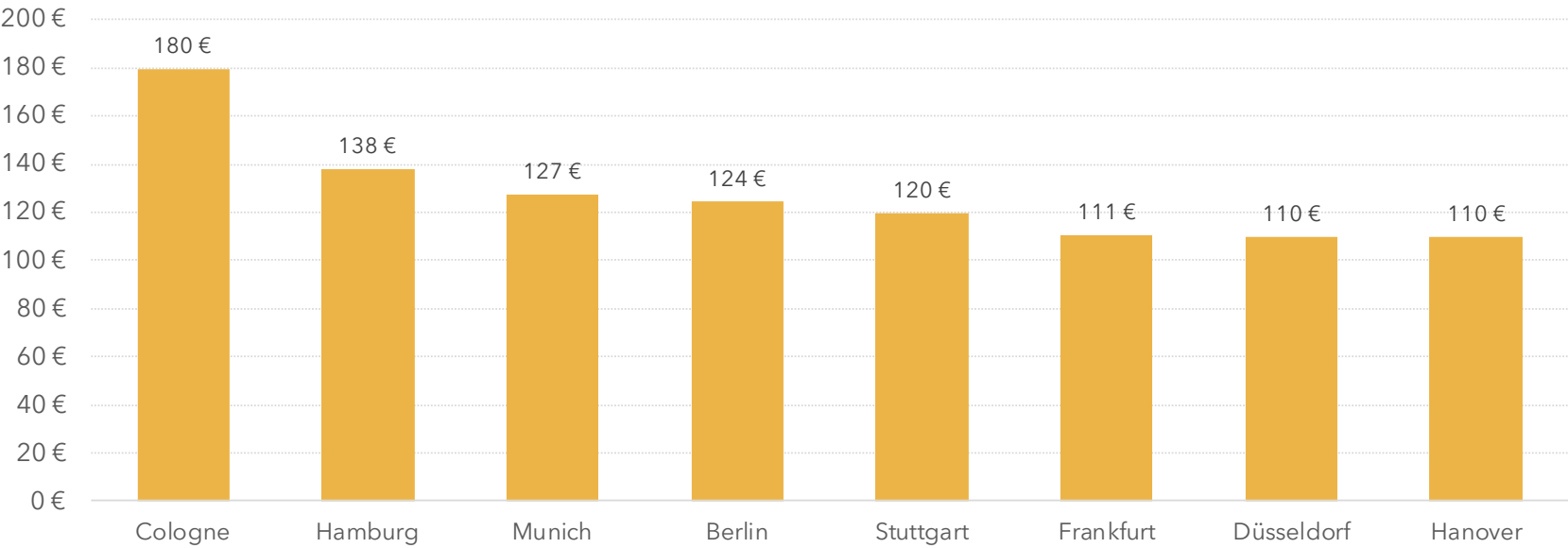


AUGUST 2025

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





AUGUST 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
133,8	124,4	-7,0%	Berlin	79,0%	76,6%	-2,4
176,3	179,8	1,9%	Cologne	73,9%	72,5%	-1,4
108,3	109,9	1,5%	Düsseldorf	59,5%	59,3%	-0,3
115,6	110,6	-4,3%	Frankfurt	50,4%	52,4%	2,0
145,0	138,2	-4,7%	Hamburg	83,4%	82,9%	-0,5
121,4	109,8	-9,6%	Hanover	62,1%	59,6%	-2,5
184,7	127,4	-31,0%	Munich	79,5%	75,1%	-4,4
121,9	119,7	-1,8%	Stuttgart	52,1%	55,4%	3,3



YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

4* Hotels

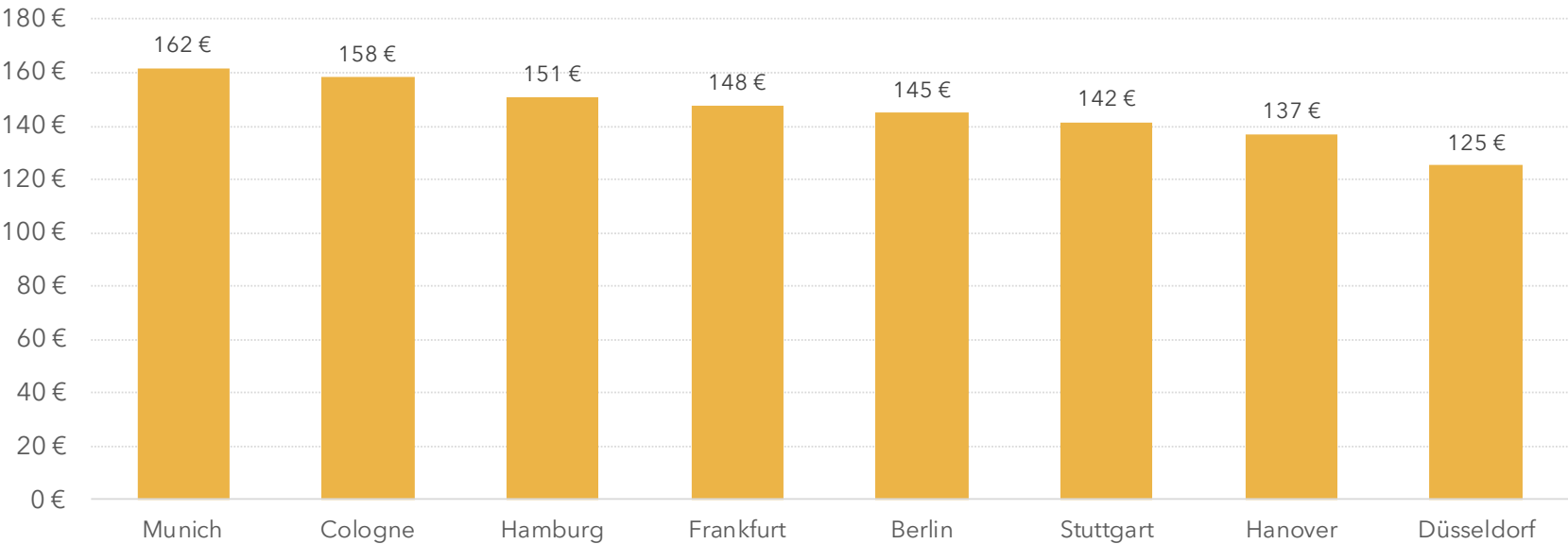
GERMAN CITIES FOR BUSINESS TRAVEL

CDS
by S4BT

Goelett
by S4BT

CRC
by S4BT

siap
by S4BT





YEAR TO DATE - AUGUST 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
156,5	145,0	-7,4%	Berlin	74,8%	78,0%	3,2
166,4	158,3	-4,9%	Cologne	69,3%	69,8%	0,5
147,8	125,1	-15,3%	Düsseldorf	64,6%	64,1%	-0,5
155,1	147,6	-4,8%	Frankfurt	60,3%	60,7%	0,3
154,6	151,0	-2,4%	Hamburg	77,9%	79,1%	1,2
134,8	137,1	1,6%	Hanover	59,4%	59,8%	0,3
159,4	161,7	1,4%	Munich	70,2%	72,7%	2,5
158,7	141,6	-10,8%	Stuttgart	66,6%	65,5%	-1,2

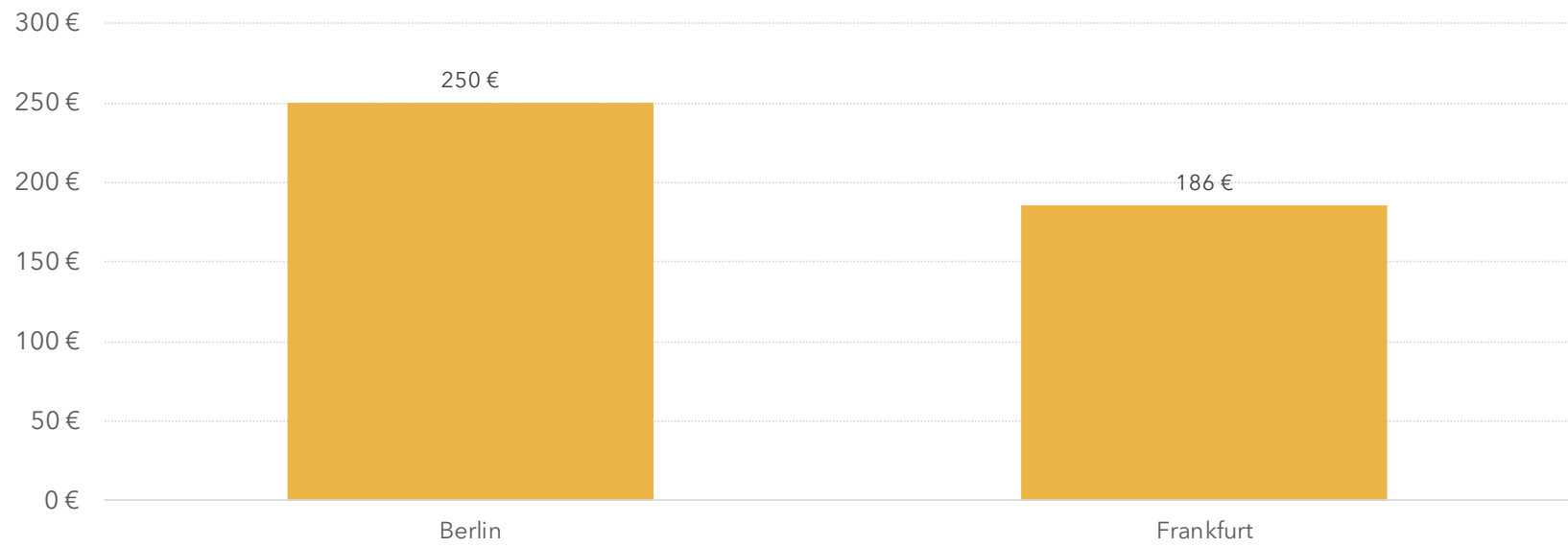


AUGUST 2025

ADR (Breakfast included)

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





AUGUST 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
267,1	250,1	-6,4%	Berlin	60,1%	58,0%	-2,1
190,6	185,8	-2,5%	Frankfurt	73,4%	75,7%	2,3

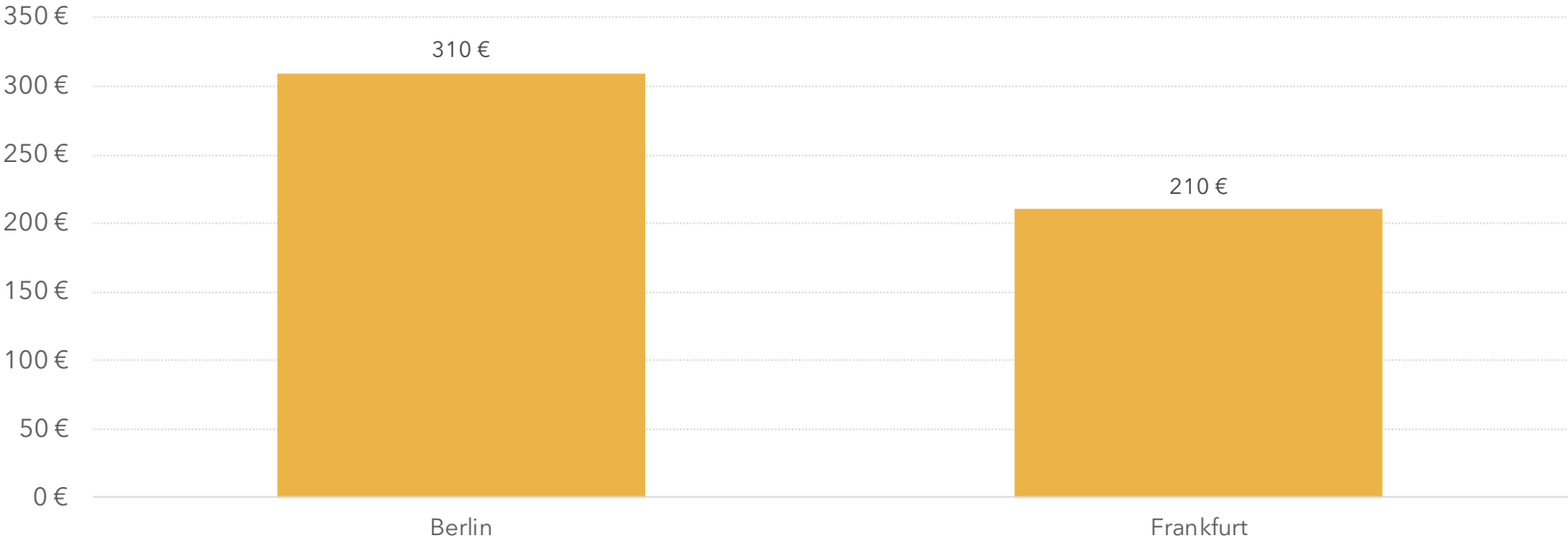


YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



YEAR TO DATE - AUGUST 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
336,1	309,8	-7,8%	Berlin	59,7%	61,1%	1,4
221,9	210,4	-5,2%	Frankfurt	71,5%	79,7%	8,1





AUGUST 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
244,2	235,7	-3,5%	Florence	73,5%	74,3%	0,8
157,8	159,4	1,0%	Genova	79,8%	77,2%	-2,7
201,0	186,1	-7,4%	Milan	65,2%	70,0%	4,8
251,8	255,3	1,4%	Rome	67,8%	68,9%	1,1
116,0	124,4	7,3%	Turin	50,3%	63,8%	13,5
259,8	258,5	-0,5%	Venice	70,2%	69,9%	-0,3



AUGUST 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	187,8	175,8	-6,4%	596,6	597,7	0,2%
Genova	n/a	n/a	n/a	150,4	150,6	0,1%	n/a	n/a	n/a
Milan	115,5	107,8	-6,7%	186,9	176,0	-5,8%	370,4	352,3	-4,9%
Rome	94,2	92,1	-2,2%	162,7	170,1	4,5%	586,4	561,8	-4,2%
Turin	n/a	n/a	n/a	119,7	127,6	6,6%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	200,6	196,0	-2,3%	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 - AUGUST 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
294,1	289,0	-1,8%	Florence	76,2%	75,1%	-1,1
140,9	145,0	2,9%	Genova	72,6%	73,5%	0,9
230,5	230,2	-0,1%	Milan	75,3%	77,0%	1,8
266,3	278,9	4,7%	Rome	72,8%	72,5%	-0,2
146,9	151,3	3,0%	Turin	68,0%	70,1%	2,0
287,4	274,9	-4,4%	Venice	66,4%	65,4%	-1,0



YEAR TO DATE - AUGUST 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	227,3	225,2	-0,9%	729,1	727,4	-0,2%
Genova	n/a	n/a	n/a	132,5	135,4	2,1%	n/a	n/a	n/a
Milan	136,5	139,2	2,0%	216,9	217,7	0,4%	417,3	413,8	-0,9%
Rome	107,3	110,0	2,4%	183,3	192,2	4,9%	611,1	632,7	3,5%
Turin	n/a	n/a	n/a	154,1	158,9	3,1%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	210,9	204,3	-3,1%	n/a	n/a	n/a

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

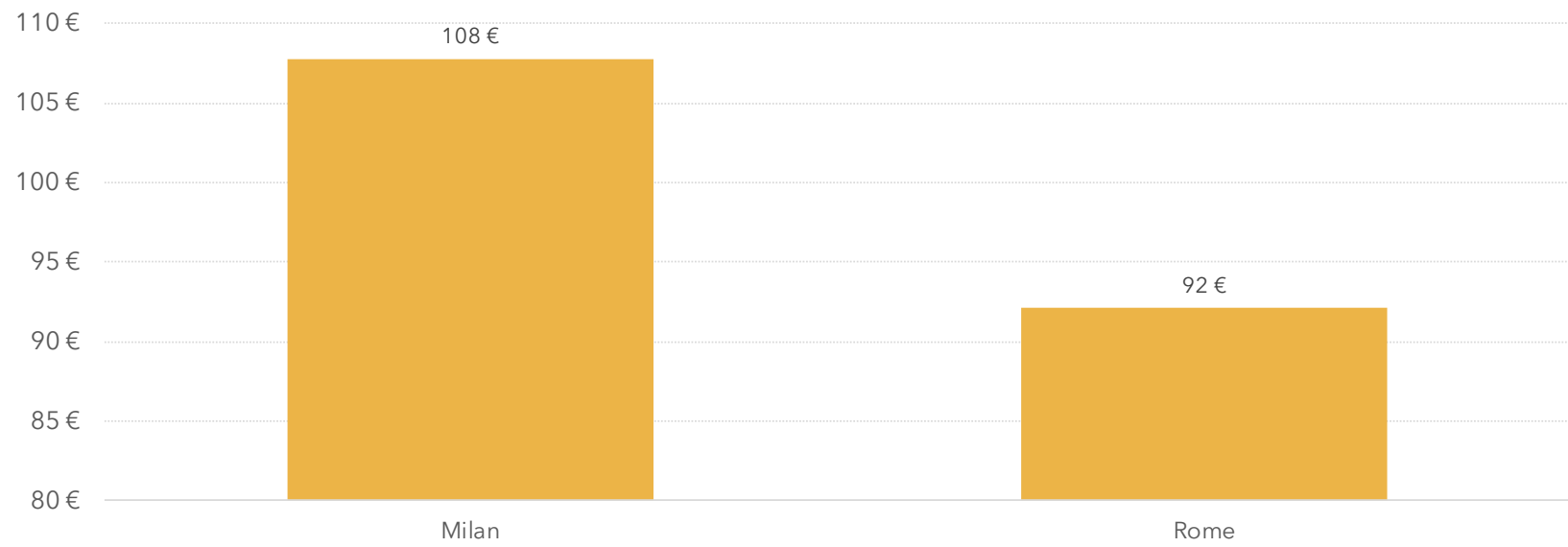


AUGUST 2025

ADR (Breakfast included)

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





AUGUST 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
115,5	107,8	-6,7%	Milan	78,3%	88,3%	10,0
94,2	92,1	-2,2%	Rome	74,4%	74,9%	0,4

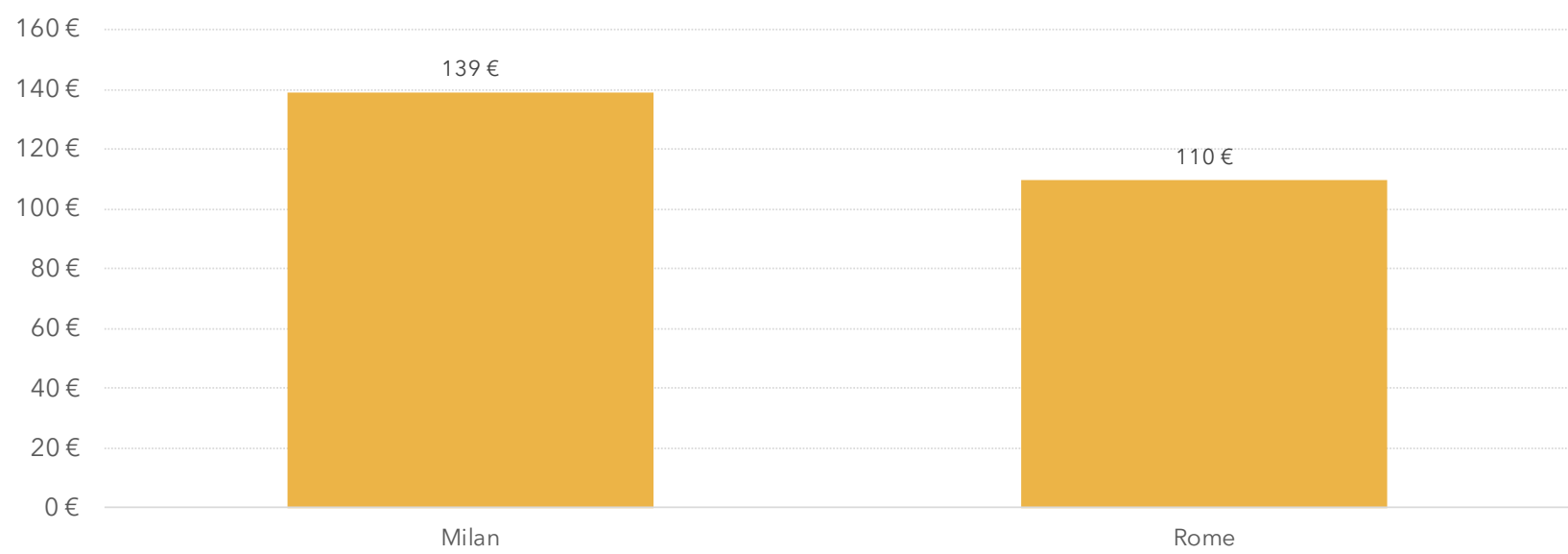


YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - AUGUST 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
136,5	139,2	2,0%	Milan	85,0%	87,0%	2,0
107,3	110,0	2,4%	Rome	81,2%	78,6%	-2,6



AUGUST 2025

ADR (Breakfast included)

4* Hotels

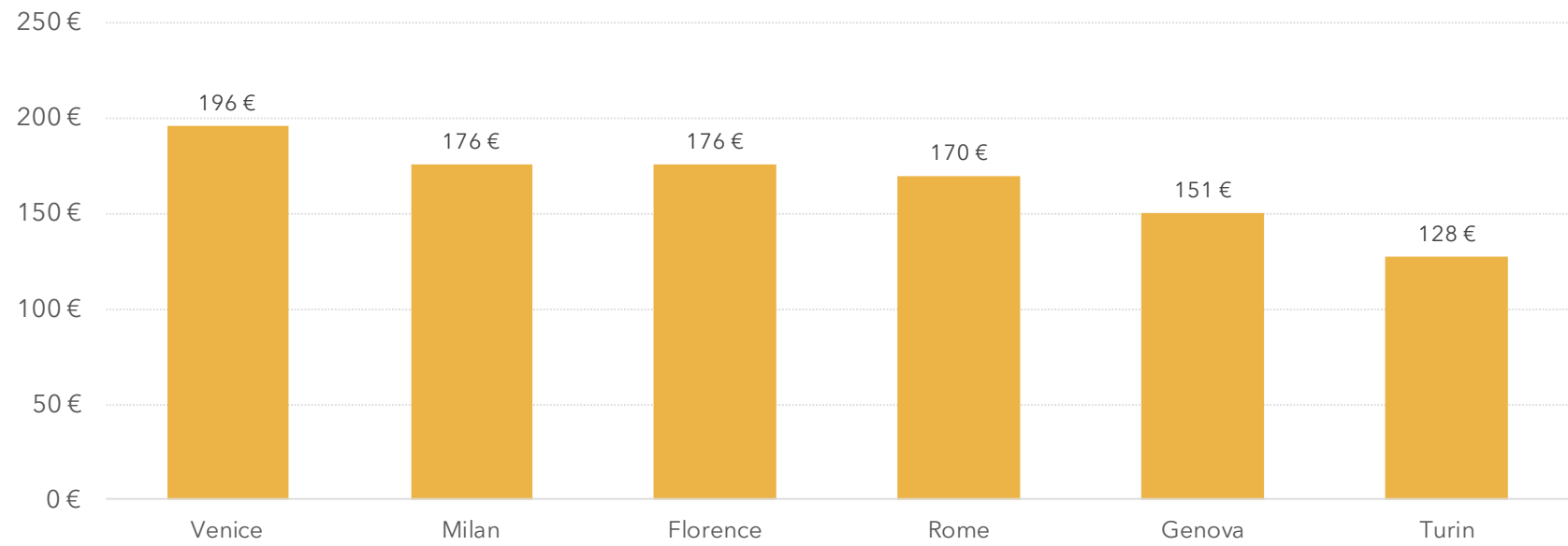
ITALIAN CITIES FOR BUSINESS TRAVEL

CDS
by S4BT.

Goelett
by S4BT.

CRC
by S4BT.

siap
by S4BT.





AUGUST 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
187,8	175,8	-6,4%	Florence	74,2%	75,8%	1,6
150,4	150,6	0,1%	Genova	79,5%	75,7%	-3,8
186,9	176,0	-5,8%	Milan	62,0%	69,1%	7,1
162,7	170,1	4,5%	Rome	68,6%	68,4%	-0,2
119,7	127,6	6,6%	Turin	50,2%	65,4%	15,1
200,6	196,0	-2,3%	Venice	68,2%	66,9%	-1,3

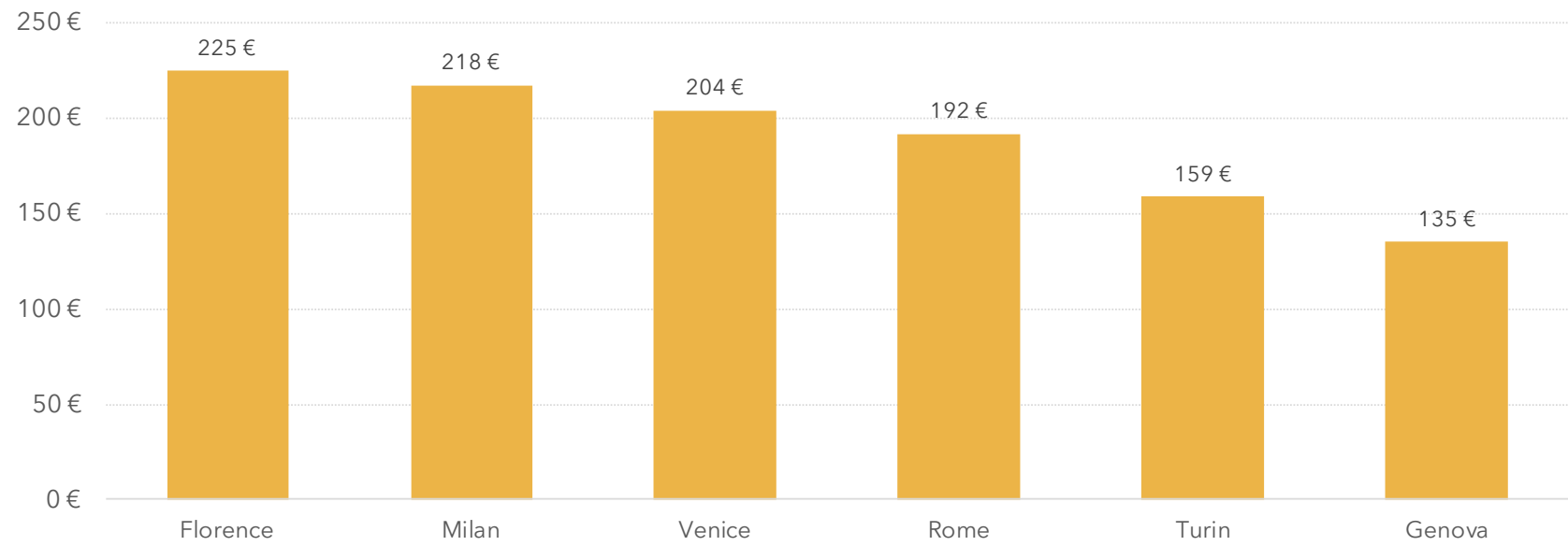


YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - AUGUST 2025

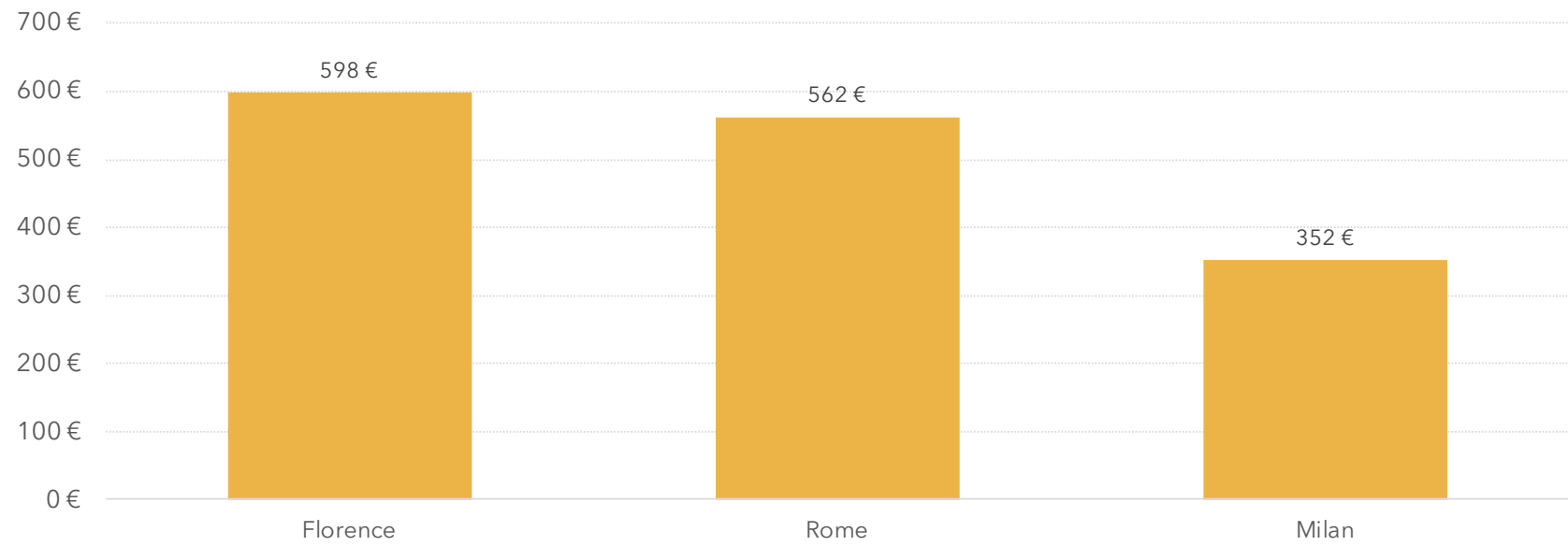
4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
N-1	2025	chge (%) N-1		N-1	2025	chge (pt) N-1
227,3	225,2	-0,9%	Florence	77,5%	76,1%	-1,4
132,5	135,4	2,1%	Genova	70,2%	71,5%	1,3
216,9	217,7	0,4%	Milan	74,0%	76,9%	2,9
183,3	192,2	4,9%	Rome	74,0%	73,2%	-0,8
154,1	158,9	3,1%	Turin	68,0%	70,4%	2,4
210,9	204,3	-3,1%	Venice	64,9%	62,9%	-2,1



AUGUST 2025
ADR (Breakfast included)
5* Hotels
ITALIAN CITIES FOR BUSINESS TRAVEL





AUGUST 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
596,6	597,7	0,2%	Florence	65,0%	65,0%	0,0
370,4	352,3	-4,9%	Milan	64,4%	55,4%	-9,0
586,4	561,8	-4,2%	Rome	62,6%	67,3%	4,7

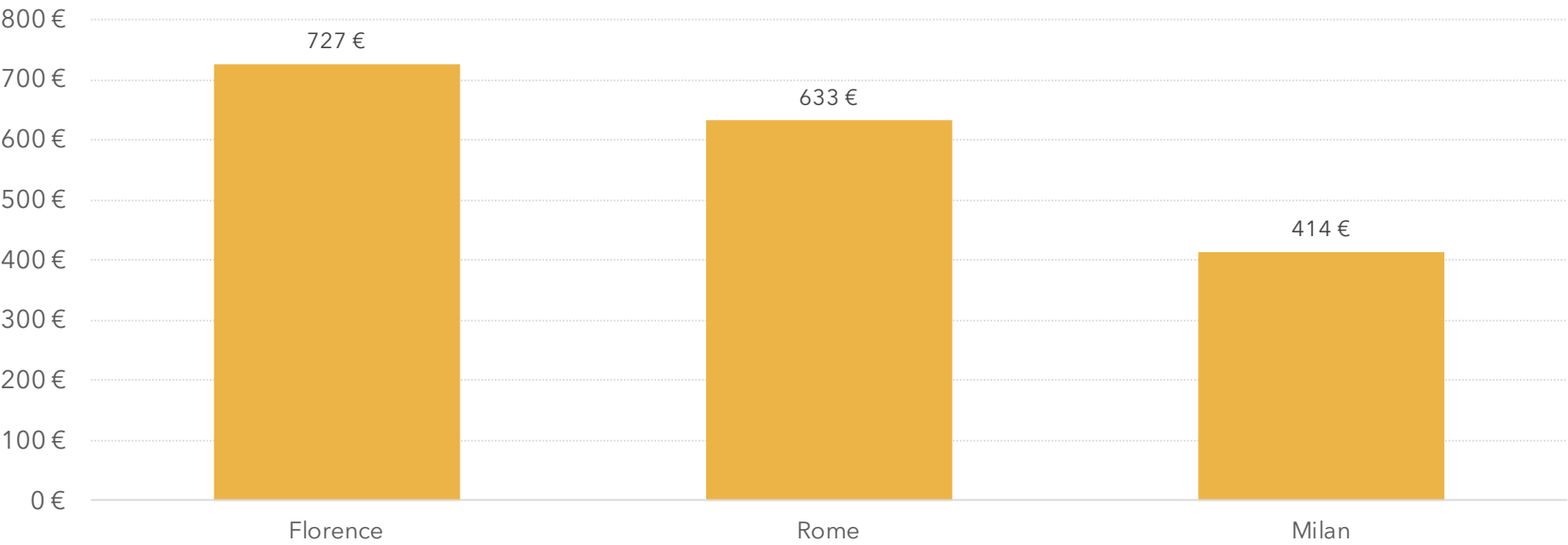


YEAR TO DATE - AUGUST 2025

ADR (Breakfast included)

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL





YEAR TO DATE - AUGUST 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
729,1	727,4	-0,2%	Florence	67,3%	66,4%	-0,8
417,3	413,8	-0,9%	Milan	69,6%	66,8%	-2,9
611,1	632,7	3,5%	Rome	66,0%	67,7%	1,7



On The Books booking rates for the next 3 months as of 18/09/2025

Villes	Octobre 2025
LOURDES	65%
PARIS	61%
NICE	60%
RENNES	59%
COURBEVOIE	57%
STRASBOURG	56%
AIX EN PROVENCE	54%
LYON	48%
BORDEAUX	48%
ANTIBES	47%

Villes	Novembre 2025
STRASBOURG	42%
RENNES	37%
COURBEVOIE	36%
PARIS	30%
ANTIBES	29%
LYON	29%
NICE	29%
ROISSY EN FRANCE	27%
BORDEAUX	26%
MARSEILLE	25%

Villes	Décembre 2025
STRASBOURG	50%
RENNES	31%
COURBEVOIE	30%
PARIS	23%
ANTIBES	23%
NANTES	21%
NICE	20%
LYON	20%
ROISSY EN FRANCE	17%
CANNES	16%

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

