



BUSINESS HOTEL BAROMETER

Observatory carried out by CDS Groupe
& MKG Consulting

JULY 2024



SUMMARY

03 ANALYSIS OF THE MONTH

04 EUROPEAN CITIES FOR BUSINESS TRAVEL

08 EUROPEAN CITIES FOR BUSINESS TRAVEL

– 3* Hotels

12 EUROPEAN CITIES FOR BUSINESS TRAVEL

– 4* Hotels

16 EUROPEAN CITIES FOR BUSINESS TRAVEL

– 5* Hotels

20 FRENCH CITIES FOR BUSINESS TRAVEL

24 FRENCH CITIES FOR BUSINESS TRAVEL –

2* Hotels

28 FRENCH CITIES FOR BUSINESS TRAVEL –

3* Hotels

32 FRENCH CITIES FOR BUSINESS TRAVEL –

36 GERMAN CITIES FOR BUSINESS TRAVEL

40 GERMAN CITIES FOR BUSINESS TRAVEL –

3* Hotels

44 GERMAN CITIES FOR BUSINESS TRAVEL –

4* Hotels

48 GERMAN CITIES FOR BUSINESS TRAVEL –

5* Hotels

52 ITALIAN CITIES FOR BUSINESS TRAVEL

56 ITALIAN CITIES FOR BUSINESS TRAVEL –

3* Hotels

60 ITALIAN CITIES FOR BUSINESS TRAVEL –

4* Hotels

64 ITALIAN CITIES FOR BUSINESS TRAVEL –

5* Hotels

Monthly performance (July 2023 compared with July 2024)

Less favorable for business travel, July shows a mixed performance record for European cities involved in business travel. Paris, which previously held a leading position, lost 10 occupancy points compared to the same period in 2023. Meanwhile, average daily rates have increased by 20%, representing the highest growth in the panel. The hosting of the Olympic and Paralympic Games in the capital led to, among other things, traffic restrictions that were anticipated by professionals. They opted for accommodations outside Paris or chose to delay their trips.

Istanbul, which had previously shown strong performance growth, lost 5 occupancy points, as does Geneva. However, these three cities still exceed a 70% occupancy rate. The same goes for Athens, which lost 3 occupancy points compared to 2023 but maintains an excellent occupancy rate of 85%, just like Barcelona, which remains stable at 85%, achieving the highest occupancy rates in the panel, right behind London, where hotels were 89% full in July 2024.

Prague shows a 6-point increase in occupancy, reaching 82%, and Frankfurt rebounds with a 10-point increase, achieving a 65% occupancy rate combined with an 11% increase in average daily rates.

Year-to-date performance

Year-to-date, performance remains stable over the first seven months of the year. Cumulative occupancy rates range from 61% in Hanover and Frankfurt to 80% in London, reflecting the dynamism of the European business travel markets.

Three destinations show double-digit growth in average daily rates: Istanbul, Madrid, and Athens. Conversely, rates are slightly down in Geneva, Amsterdam, and London.

Performance by category

In 3-star hotels, occupancy in Paris drops by 12 points, while average daily rates rise by 20%. Consumers' price sensitivity for this mid-range offer has therefore impacted the occupancy of Parisian establishments. In Hanover and Istanbul, occupancy decreases by 8 points, but rates remain stable.

Brussels stands out in the 3- and 4-star categories with strong occupancy growth (+7 and +8 points) combined with increases in average daily rates (+1% and +9%).

The upscale hotel segment sees increases in average daily rates, except in Frankfurt (-7%), Vienna (-1%), and London (0%).

Airport zones Performance

In this holiday departure month, average daily rates in airport areas show an increase of up to +28% and +44% for the two Paris airports. However, occupancy rates slightly declined by 1 point at Paris Roissy and Paris Orly; they also dropped by 3 points at London Heathrow. For the 5 other markets in the panel, the trend is upward.

JULY 2024 – All Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
246	256	4%	Amsterdam	80%	83%	3
319	336	5%	Athens	88%	85%	-3
248	260	5%	Barcelona	85%	85%	0
149	170	14%	Berlin	79%	77%	-2
170	183	7%	Brussels	71%	78%	7
157	166	6%	Budapest	76%	77%	1
127	128	1%	Cologne	62%	64%	2
111	128	16%	Düsseldorf	56%	62%	5
128	143	11%	Frankfurt	55%	65%	10
280	231	-17%	Geneva	77%	72%	-5
107	112	5%	Hanover	62%	60%	-2
289	279	-3%	Istanbul	78%	73%	-5
180	183	2%	Lisboa	83%	84%	1
304	302	-1%	London	87%	89%	2
162	191	18%	Madrid	67%	69%	2
214	228	7%	Milano	81%	83%	2
145	167	16%	Munich	83%	82%	0
279	335	20%	Paris	82%	71%	-10
116	125	8%	Prague	76%	82%	6
302	306	1%	Roma	81%	82%	1
153	147	-4%	Vienna	77%	78%	2
204	224	10%	Zurich	79%	81%	3

ADR expressed in euros VAT incl
Source: MKG_Consulting

JULY 2024

ADR (Breakfast included) BY CATEGORY

EUROPEAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Amsterdam	170	174	2%	233	242	4%	437	456	4%
Athens	n/a	n/a	n/a	183	194	6%	379	400	5%
Barcelona	162	170	5%	220	232	6%	425	442	4%
Berlin	131	139	6%	148	167	13%	283	379	34%
Brussels	147	148	1%	182	199	9%	252	279	11%
Budapest	n/a	n/a	n/a	142	146	3%	n/a	n/a	n/a
Cologne	117	119	1%	133	135	2%	n/a	n/a	n/a
Düsseldorf	101	111	10%	113	133	18%	n/a	n/a	n/a
Frankfurt	107	127	19%	123	138	12%	238	221	-7%
Hanover	101	101	0%	110	120	9%	n/a	n/a	n/a
Istanbul	164	164	0%	285	285	0%	420	387	-8%
Lisboa	128	127	-1%	163	162	0%	n/a	n/a	n/a
London	186	184	-1%	298	294	-1%	561	558	0%
Madrid	121	143	18%	159	194	22%	343	374	9%
Munich	112	136	21%	149	170	15%	n/a	n/a	n/a
Paris	169	192	14%	273	317	16%	714	949	33%
Prague	87	88	1%	118	130	10%	n/a	n/a	n/a
Vienna	117	112	-4%	153	145	-6%	307	303	-1%

ADR expressed in euros VAT incl
Source: MKG_Consulting

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

YEAR-TO-DATE – JULY 2024

All Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
241	240	0%	Amsterdam	73%	74%	0
260	286	10%	Athens	67%	68%	1
232	252	9%	Barcelona	76%	79%	2
154	163	5%	Berlin	72%	72%	0
177	183	3%	Brussels	70%	71%	1
145	152	5%	Budapest	65%	66%	1
147	153	4%	Cologne	67%	70%	3
149	152	2%	Düsseldorf	63%	63%	1
152	160	5%	Frankfurt	56%	61%	5
271	250	-8%	Geneva	65%	67%	2
131	127	-3%	Hanover	61%	61%	-1
218	252	15%	Istanbul	66%	69%	4
166	172	4%	Lisboa	78%	77%	-1
273	269	-2%	London	78%	80%	2
173	196	14%	Madrid	70%	74%	4
222	229	3%	Milano	75%	76%	1
148	154	4%	Munich	66%	67%	1
271	270	0%	Paris	79%	75%	-4
118	128	9%	Prague	67%	71%	4
254	262	3%	Roma	74%	74%	0
150	152	2%	Vienna	68%	70%	2
191	197	3%	Zurich	71%	73%	2

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included) BY CATEGORY

EUROPEAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Amsterdam	171	173	2%	231	228	-1%	409	403	-1%
Athens	n/a	n/a	n/a	156	172	10%	300	329	10%
Barcelona	156	168	8%	215	239	11%	382	413	8%
Berlin	128	137	7%	157	163	4%	310	327	5%
Brussels	153	152	-1%	194	199	3%	263	266	1%
Budapest	n/a	n/a	n/a	128	132	3%	n/a	n/a	n/a
Cologne	134	139	4%	159	164	3%	n/a	n/a	n/a
Düsseldorf	138	137	-1%	154	158	3%	n/a	n/a	n/a
Frankfurt	126	142	12%	151	157	4%	250	236	-6%
Hanover	119	113	-5%	142	138	-3%	n/a	n/a	n/a
Istanbul	122	149	22%	219	255	16%	322	352	9%
Lisboa	119	124	4%	148	153	4%	n/a	n/a	n/a
London	175	171	-2%	268	265	-1%	471	469	0%
Madrid	137	159	16%	173	199	15%	336	374	11%
Munich	121	130	7%	150	153	2%	n/a	n/a	n/a
Paris	171	166	-3%	272	270	-1%	689	682	-1%
Prague	84	91	9%	124	133	8%	n/a	n/a	n/a
Vienna	116	119	3%	150	150	0%	301	305	1%

ADR expressed in euros VAT incl
Source: MKG_Consulting

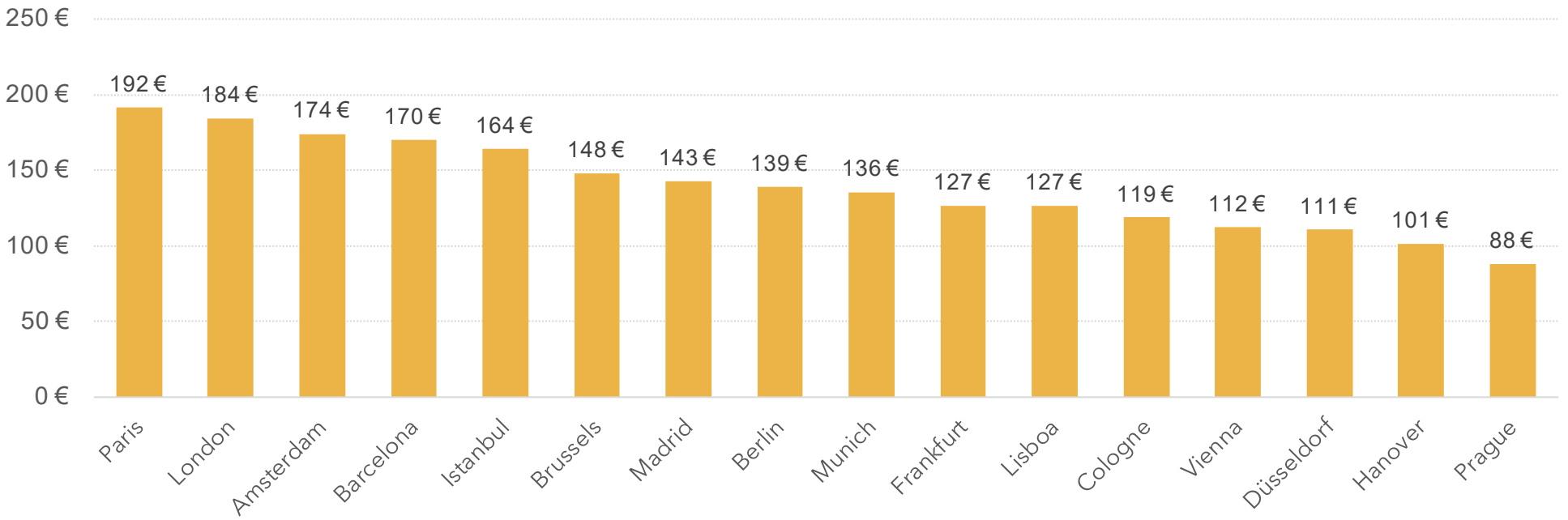
Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

JULY 2024

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



JULY 2024 – 3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
170	174	2%	Amsterdam	88%	91%	4
162	170	5%	Barcelona	91%	91%	0
131	139	6%	Berlin	80%	76%	-5
147	148	1%	Brussels	76%	83%	7
117	119	1%	Cologne	59%	63%	4
101	111	10%	Düsseldorf	54%	70%	16
107	127	19%	Frankfurt	59%	64%	5
101	101	0%	Hanover	68%	59%	-8
164	164	0%	Istanbul	79%	71%	-8
128	127	-1%	Lisboa	85%	87%	2
186	184	-1%	London	91%	89%	-2
121	143	18%	Madrid	78%	82%	4
112	136	21%	Munich	85%	83%	-2
169	192	14%	Paris	85%	72%	-12
87	88	1%	Prague	81%	85%	4
117	112	-4%	Vienna	81%	81%	1

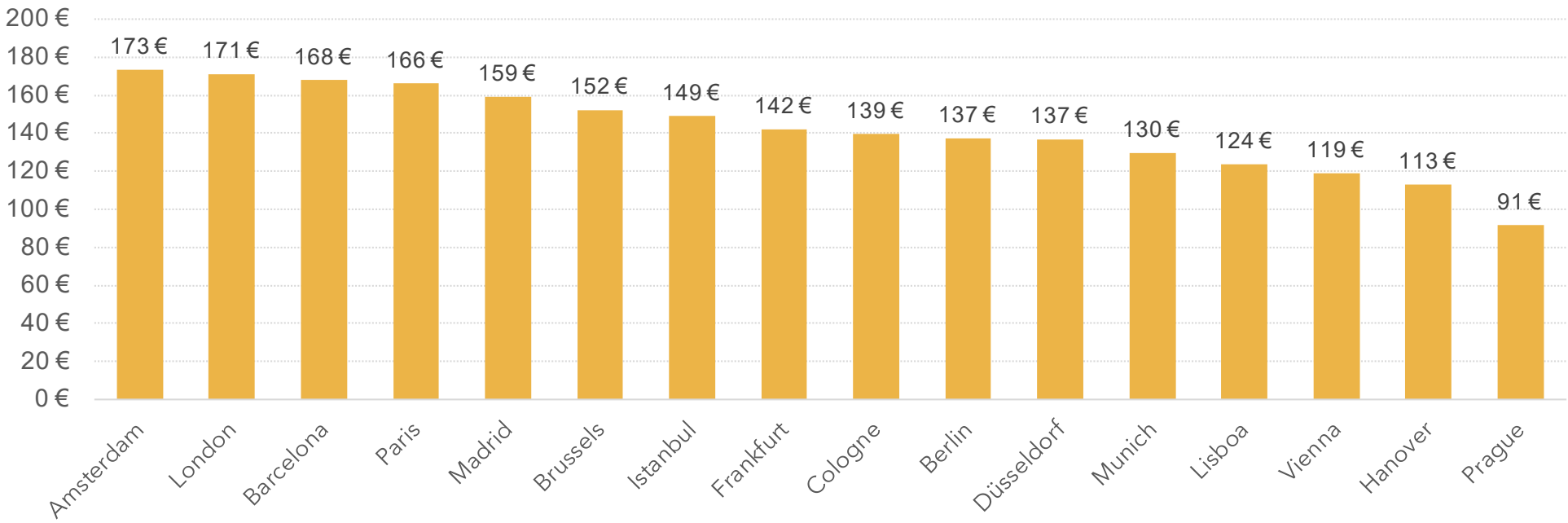
ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JULY 2024

3* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
171	173	2%	Amsterdam	82%	81%	-1
156	168	8%	Barcelona	82%	85%	3
128	137	7%	Berlin	76%	73%	-3
153	152	-1%	Brussels	76%	79%	3
134	139	4%	Cologne	69%	72%	3
138	137	-1%	Düsseldorf	61%	67%	7
126	142	12%	Frankfurt	61%	60%	-1
119	113	-5%	Hanover	65%	61%	-4
122	149	22%	Istanbul	69%	68%	-2
119	124	4%	Lisboa	81%	81%	0
175	171	-2%	London	82%	84%	1
137	159	16%	Madrid	78%	83%	5
121	130	7%	Munich	67%	67%	0
171	166	-3%	Paris	83%	78%	-5
84	91	9%	Prague	73%	73%	-1
116	119	3%	Vienna	70%	72%	2

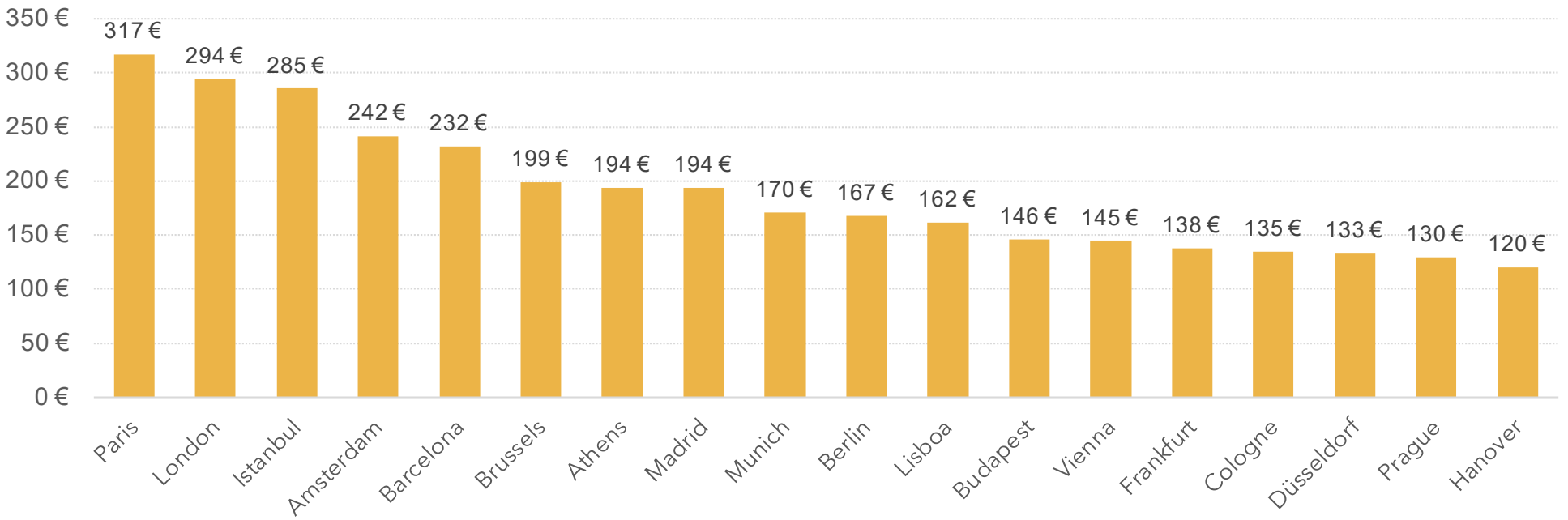
ADR expressed in euros VAT incl
Source: MKG_Consulting

JULY 2024

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



JULY 2024 – 4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
233	242	4%	Amsterdam	79%	81%	2
183	194	6%	Athens	88%	86%	-2
220	232	6%	Barcelona	83%	82%	0
148	167	13%	Berlin	82%	81%	-1
182	199	9%	Brussels	66%	75%	8
142	146	3%	Budapest	75%	76%	1
133	135	2%	Cologne	64%	65%	0
113	133	18%	Düsseldorf	59%	61%	3
123	138	12%	Frankfurt	55%	64%	9
110	120	9%	Hanover	59%	57%	-1
285	285	0%	Istanbul	73%	71%	-2
163	162	0%	Lisboa	86%	85%	-1
298	294	-1%	London	87%	90%	3
159	194	22%	Madrid	65%	64%	-1
149	170	15%	Munich	81%	82%	1
273	317	16%	Paris	82%	72%	-10
118	130	10%	Prague	73%	81%	8
153	145	-6%	Vienna	76%	79%	3

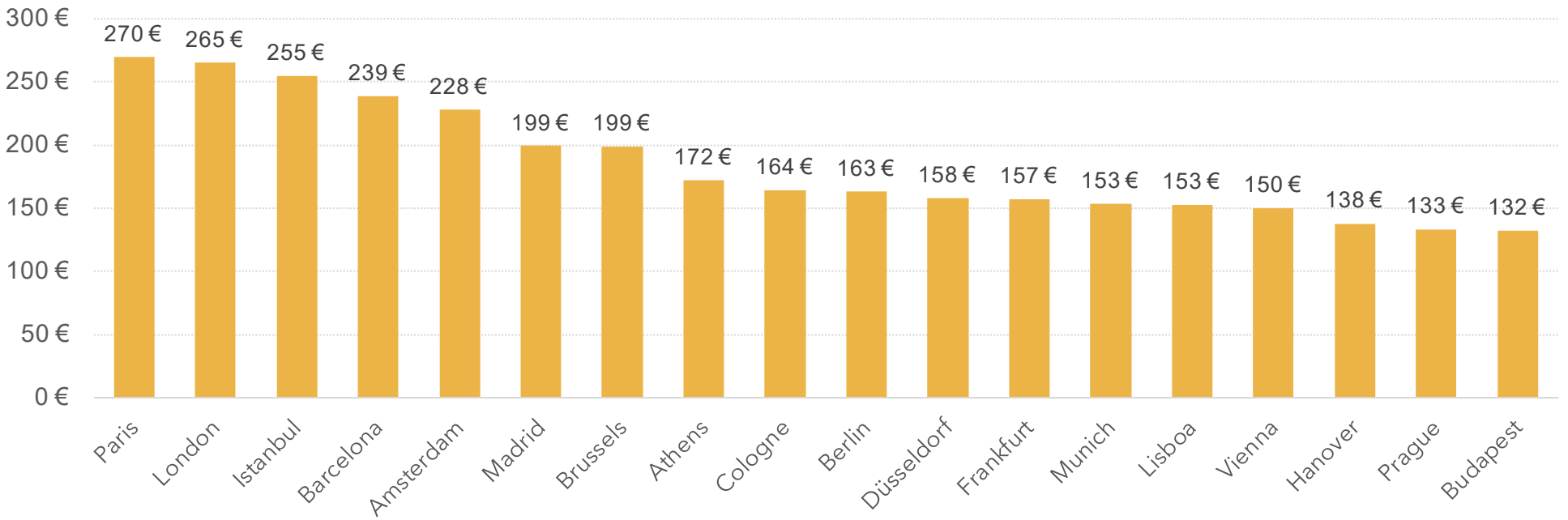
ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JULY 2024

4* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
231	228	-1%	Amsterdam	72%	73%	0
156	172	10%	Athens	70%	70%	0
215	239	11%	Barcelona	75%	76%	1
157	163	4%	Berlin	72%	74%	1
194	199	3%	Brussels	66%	69%	3
128	132	3%	Budapest	64%	65%	1
159	164	3%	Cologne	67%	69%	3
154	158	3%	Düsseldorf	65%	64%	-1
151	157	4%	Frankfurt	57%	61%	4
142	138	-3%	Hanover	58%	58%	0
219	255	16%	Istanbul	63%	70%	7
148	153	4%	Lisboa	79%	76%	-3
268	265	-1%	London	78%	80%	2
173	199	15%	Madrid	69%	73%	4
150	153	2%	Munich	65%	68%	3
272	270	-1%	Paris	79%	75%	-4
124	133	8%	Prague	64%	69%	5
150	150	0%	Vienna	69%	71%	2

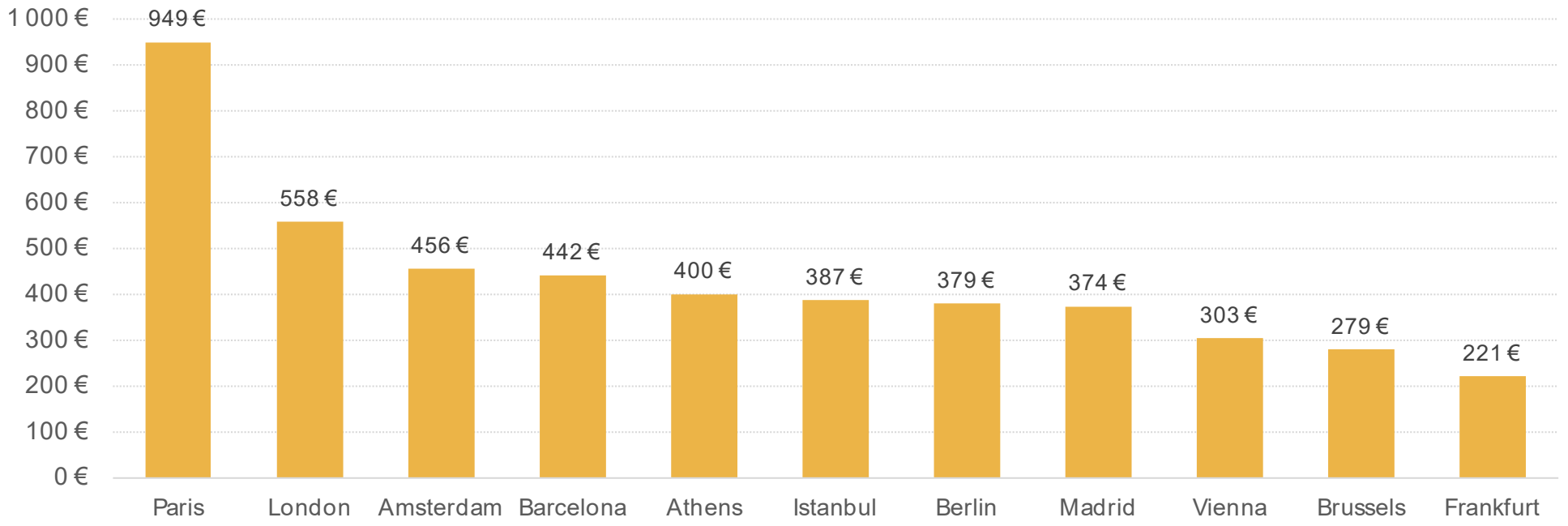
ADR expressed in euros VAT incl
Source: MKG_Consulting

JULY 2024

ADR (Breakfast included)

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



JULY 2024 – 5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
437	456	4%	Amsterdam	71%	76%	4
379	400	5%	Athens	87%	84%	-3
425	442	4%	Barcelona	82%	83%	2
283	379	34%	Berlin	55%	60%	5
252	279	11%	Brussels	71%	70%	-1
238	221	-7%	Frankfurt	50%	76%	26
420	387	-8%	Istanbul	81%	75%	-6
561	558	0%	London	82%	85%	3
343	374	9%	Madrid	58%	65%	7
714	949	33%	Paris	75%	66%	-9
307	303	-1%	Vienna	66%	68%	2

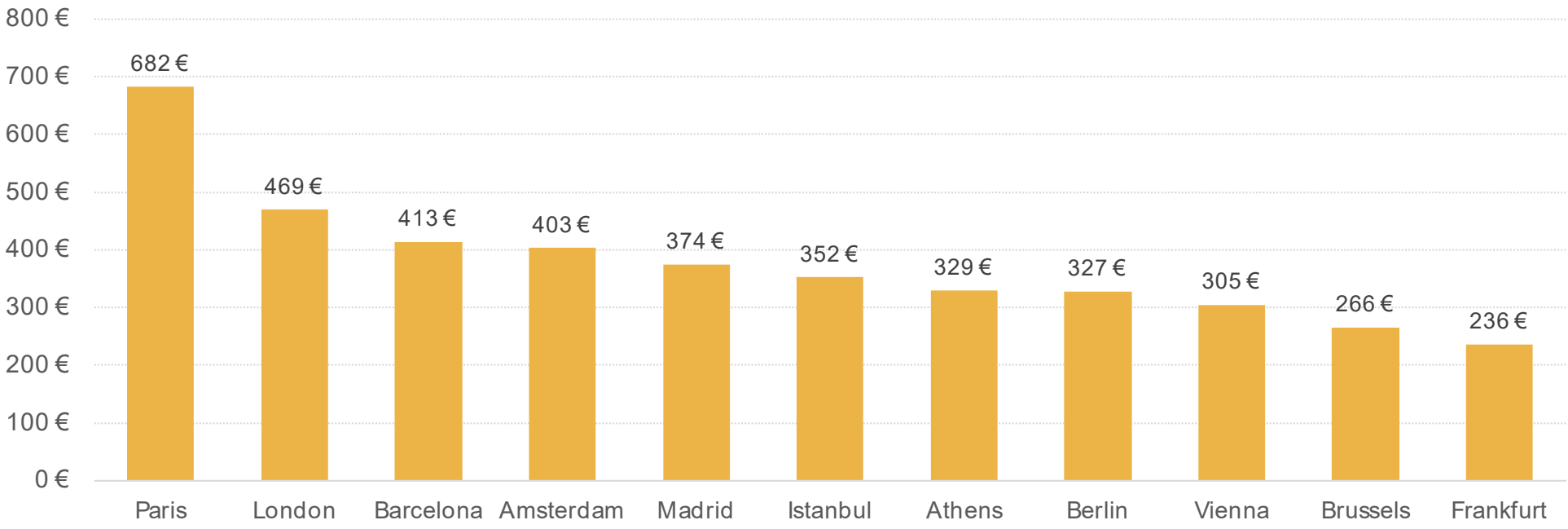
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JULY 2024

5* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
409	403	-1%	Amsterdam	64%	66%	2
300	329	10%	Athens	66%	67%	1
382	413	8%	Barcelona	72%	74%	2
310	327	5%	Berlin	52%	56%	4
263	266	1%	Brussels	60%	61%	1
250	236	-6%	Frankfurt	50%	67%	17
322	352	9%	Istanbul	65%	70%	5
471	469	0%	London	73%	74%	0
336	374	11%	Madrid	61%	62%	1
689	682	-1%	Paris	67%	67%	0
301	305	1%	Vienna	65%	68%	4

*ADR expressed in euros VAT incl
Source: MKG_Consulting*

JULY 2024 – All Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
191	185	-3%	Biarritz	81%	78%	-3
158	151	-4%	Bordeaux	76%	73%	-3
708	802	13%	Cannes	79%	86%	6
110	105	-4%	Clermont-Ferrand	75%	70%	-5
115	122	6%	Dijon	74%	76%	2
115	149	30%	Lille	56%	67%	11
152	156	3%	Lyon	74%	76%	2
162	179	10%	Marseille	74%	79%	5
121	117	-3%	Montpellier	69%	72%	3
106	111	5%	Nantes	63%	64%	0
286	322	12%	Nice	89%	89%	0
102	102	1%	Poitiers	65%	66%	1
105	106	1%	Rennes	61%	58%	-2
110	112	2%	Rouen	74%	71%	-3
116	120	3%	Strasbourg	67%	69%	2
113	117	4%	Toulouse	58%	62%	4
104	102	-2%	Tours	72%	69%	-3

ADR expressed in euros VAT incl
Source: MKG_Consulting

JULY 2024

ADR (Breakfast included) BY CATEGORY

FRENCH CITIES FOR BUSINESS TRAVEL

Cities	Economy						Upscale		
	2*			3*			4*		
	2023	2024	0	2023	2024	0	2023	2024	0
Biarritz	127	127	0%	147	143	-2%	246	239	-3%
Bordeaux	95	88	-7%	121	115	-5%	169	165	-3%
Cannes	n/a	n/a	n/a	131	134	2%	341	340	0%
Clermont-Ferrand	83	80	-3%	101	96	-5%	158	148	-7%
Dijon	86	91	5%	108	116	8%	153	169	11%
Lille	75	101	35%	97	122	26%	135	175	30%
Lyon	91	93	3%	115	119	3%	163	165	1%
Marseille	96	98	1%	116	121	5%	201	226	13%
Montpellier	87	80	-8%	112	106	-5%	150	152	2%
Nantes	84	87	3%	95	104	9%	142	146	3%
Nice	129	150	16%	161	187	16%	319	351	10%
Poitiers	77	78	0%	100	101	1%	146	146	0%
Rennes	74	75	1%	98	98	0%	133	131	-1%
Rouen	71	72	2%	89	91	2%	148	151	2%
Strasbourg	80	77	-4%	97	103	7%	137	139	1%
Toulouse	74	76	2%	99	102	3%	138	142	3%
Tours	80	78	-2%	97	96	-1%	149	146	-2%

ADR expressed in euros VAT incl
Source: MKG_Consulting

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

YEAR-TO-DATE – JULY 2024

All Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
135	135	0%	Biarritz	61%	61%	0
148	148	0%	Bordeaux	67%	69%	1
519	554	7%	Cannes	60%	60%	0
97	98	2%	Clermont-Ferrand	61%	61%	-1
106	110	3%	Dijon	65%	65%	0
131	138	6%	Lille	66%	68%	2
157	157	0%	Lyon	75%	74%	-1
146	152	4%	Marseille	70%	69%	-1
108	106	-2%	Montpellier	65%	66%	1
112	115	3%	Nantes	68%	66%	-2
214	223	5%	Nice	70%	74%	3
93	93	1%	Poitiers	60%	59%	-1
110	116	5%	Rennes	63%	62%	0
112	110	-2%	Rouen	66%	62%	-4
119	121	1%	Strasbourg	63%	64%	1
119	121	2%	Toulouse	63%	63%	0
100	101	1%	Tours	62%	63%	1

ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included) BY CATEGORY

FRENCH CITIES FOR BUSINESS TRAVEL

Cities	Economy						Upscale		
	2*			3*			4*		
	2023	2024	0	2023	2024	0	2023	2024	0
Biarritz	86	89	2%	105	105	1%	180	182	1%
Bordeaux	85	85	1%	116	118	1%	161	160	0%
Cannes	n/a	n/a	n/a	100	101	1%	308	311	1%
Clermont-Ferrand	68	70	3%	90	92	2%	139	139	0%
Dijon	76	79	4%	103	105	2%	142	144	1%
Lille	87	92	6%	111	117	5%	155	164	6%
Lyon	95	98	3%	n/a	n/a	n/a	170	170	0%
Marseille	85	89	5%	106	109	3%	184	189	3%
Montpellier	76	74	-2%	105	103	-2%	137	133	-3%
Nantes	83	87	5%	108	111	3%	151	155	2%
Nice	94	102	8%	125	129	3%	239	249	4%
Poitiers	70	70	0%	90	90	0%	135	135	0%
Rennes	78	82	5%	106	111	5%	141	147	4%
Rouen	73	70	-4%	97	92	-5%	146	147	1%
Strasbourg	78	80	2%	98	101	3%	145	141	-3%
Toulouse	75	76	2%	105	107	2%	149	151	1%
Tours	74	75	1%	95	96	2%	140	140	1%

ADR expressed in euros VAT incl
Source: MKG_Consulting

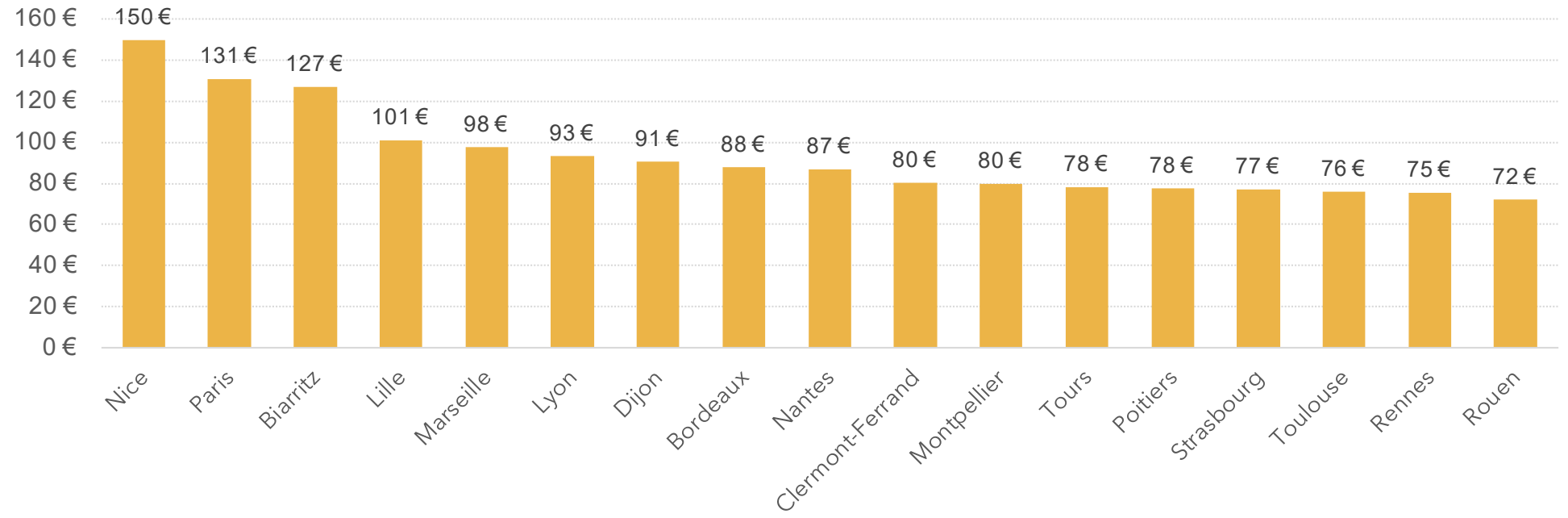
Note : the panel of participants classified 5* is not large enough to be able to disseminate statistics

JULY 2024

ADR (Breakfast included)

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



JULY 2024 – 2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
127	127	0%	Biarritz	84%	79%	-6
95	88	-7%	Bordeaux	82%	80%	-3
83	80	-3%	Clermont-Ferrand	80%	74%	-6
86	91	5%	Dijon	74%	82%	8
75	101	35%	Lille	58%	62%	4
91	93	3%	Lyon	79%	84%	5
96	98	1%	Marseille	81%	76%	-5
87	80	-8%	Montpellier	74%	80%	5
84	87	3%	Nantes	62%	60%	-1
129	150	16%	Nice	92%	92%	0
77	78	0%	Poitiers	69%	68%	-1
74	75	1%	Rennes	61%	60%	-1
71	72	2%	Rouen	69%	64%	-5
80	77	-4%	Strasbourg	62%	65%	3
74	76	2%	Toulouse	60%	62%	2
80	78	-2%	Tours	74%	74%	0

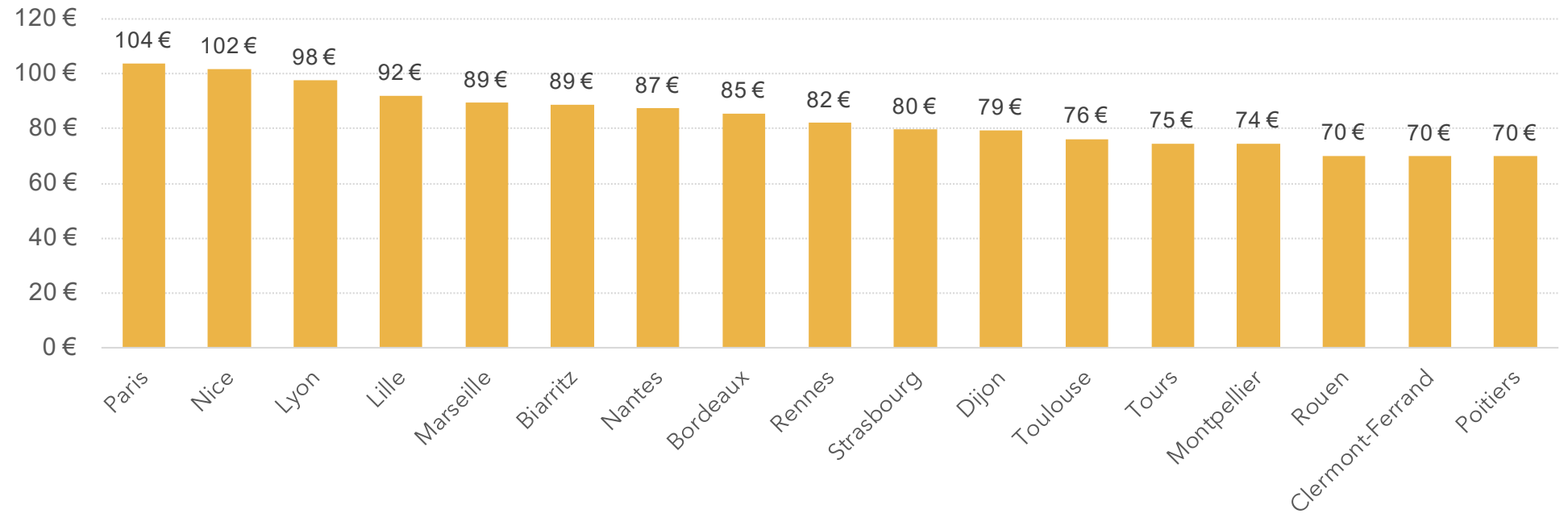
ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JULY 2024

2* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
86	89	2%	Biarritz	67%	68%	0
85	85	1%	Bordeaux	78%	78%	-1
68	70	3%	Clermont-Ferrand	63%	62%	-1
76	79	4%	Dijon	65%	68%	3
87	92	6%	Lille	63%	65%	2
95	98	3%	Lyon	83%	82%	-1
85	89	5%	Marseille	76%	69%	-7
76	74	-2%	Montpellier	69%	71%	2
83	87	5%	Nantes	69%	63%	-5
94	102	8%	Nice	72%	76%	4
70	70	0%	Poitiers	59%	58%	-1
78	82	5%	Rennes	66%	64%	-2
73	70	-4%	Rouen	63%	57%	-6
78	80	2%	Strasbourg	59%	57%	-2
75	76	2%	Toulouse	64%	62%	-2
74	75	1%	Tours	65%	64%	0

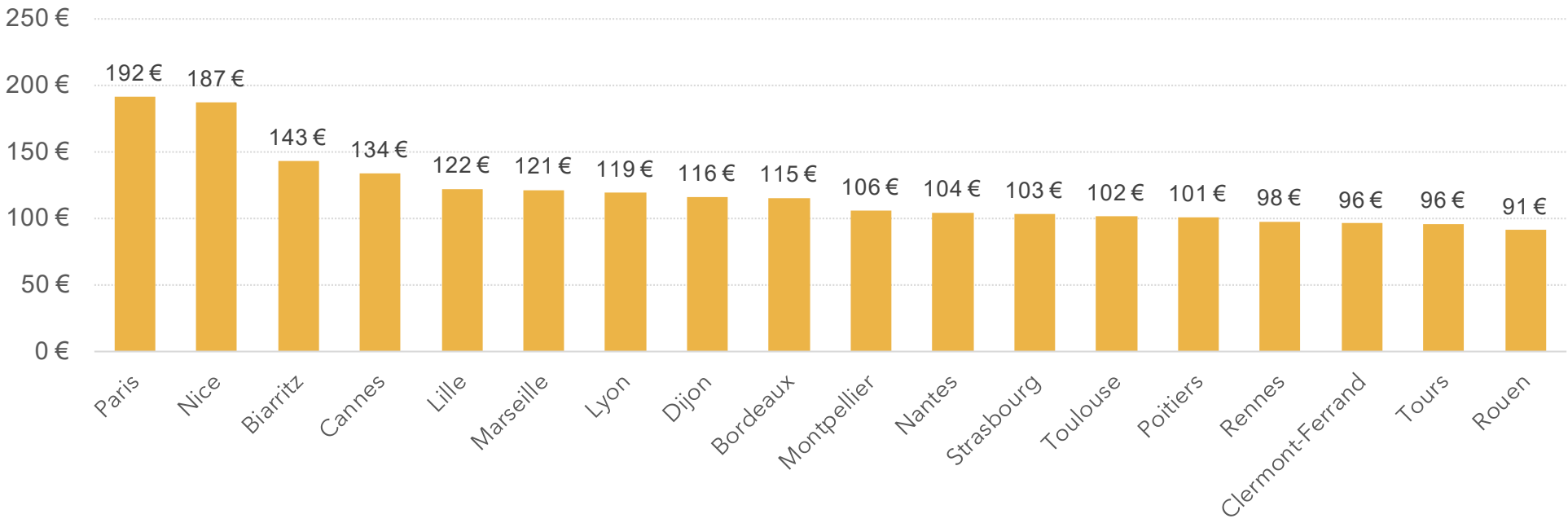
ADR expressed in euros VAT incl
Source: MKG_Consulting

JULY 2024

ADR (Breakfast included)

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



JULY 2024 – 3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
147	143	-2%	Biarritz	82%	80%	-3
121	115	-5%	Bordeaux	75%	75%	0
131	134	2%	Cannes	93%	94%	1
101	96	-5%	Clermont-Ferrand	72%	64%	-8
108	116	8%	Dijon	74%	76%	2
97	122	26%	Lille	53%	67%	14
115	119	3%	Lyon	73%	72%	-1
116	121	5%	Marseille	74%	79%	5
112	106	-5%	Montpellier	67%	73%	6
95	104	9%	Nantes	63%	66%	2
161	187	16%	Nice	93%	90%	-3
100	101	1%	Poitiers	58%	60%	2
98	98	0%	Rennes	60%	56%	-4
89	91	2%	Rouen	71%	66%	-5
97	103	7%	Strasbourg	74%	70%	-4
99	102	3%	Toulouse	57%	61%	4
97	96	-1%	Tours	69%	69%	0

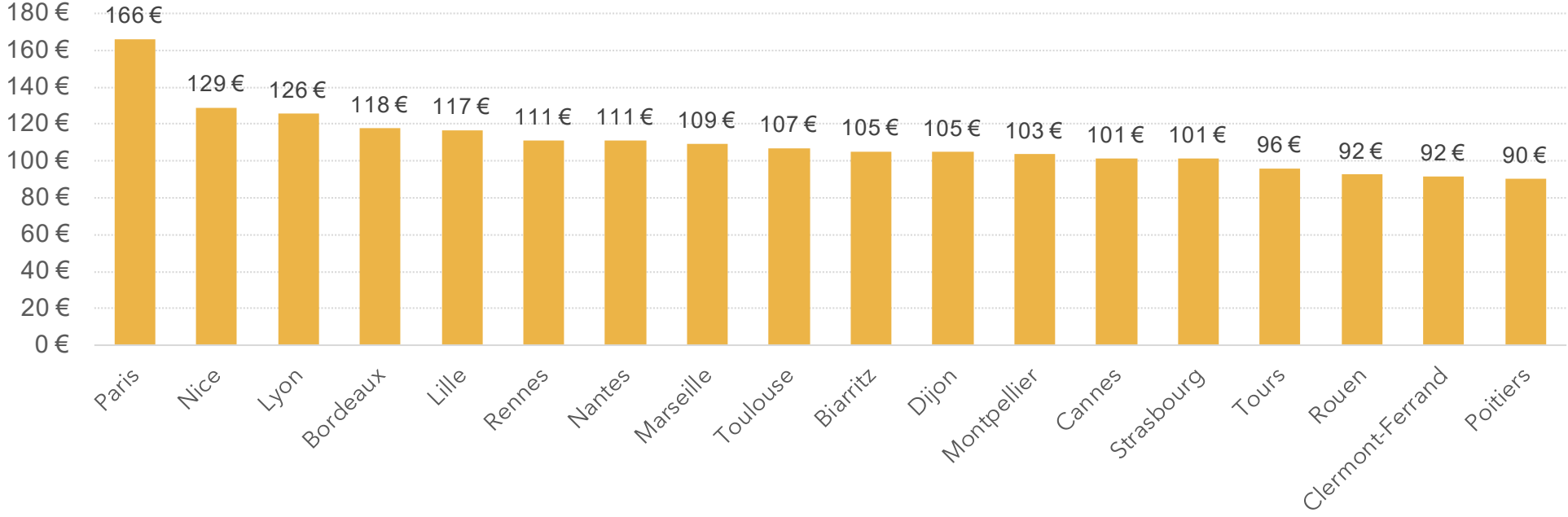
ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

3* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
105	105	1%	Biarritz	61%	61%	0
116	118	1%	Bordeaux	67%	70%	3
100	101	1%	Cannes	71%	71%	0
90	92	2%	Clermont-Ferrand	63%	59%	-3
103	105	2%	Dijon	66%	66%	0
111	117	5%	Lille	67%	70%	3
125	126	1%	Lille	75%	72%	-3
106	109	3%	Marseille	72%	71%	0
105	103	-2%	Montpellier	65%	65%	0
108	111	3%	Nantes	68%	67%	-1
125	129	3%	Nice	77%	78%	1
90	90	0%	Poitiers	59%	57%	-2
106	111	5%	Rennes	63%	63%	-1
97	92	-5%	Rouen	61%	59%	-2
98	101	3%	Strasbourg	70%	66%	-4
105	107	2%	Toulouse	63%	62%	-1
95	96	2%	Tours	59%	62%	3

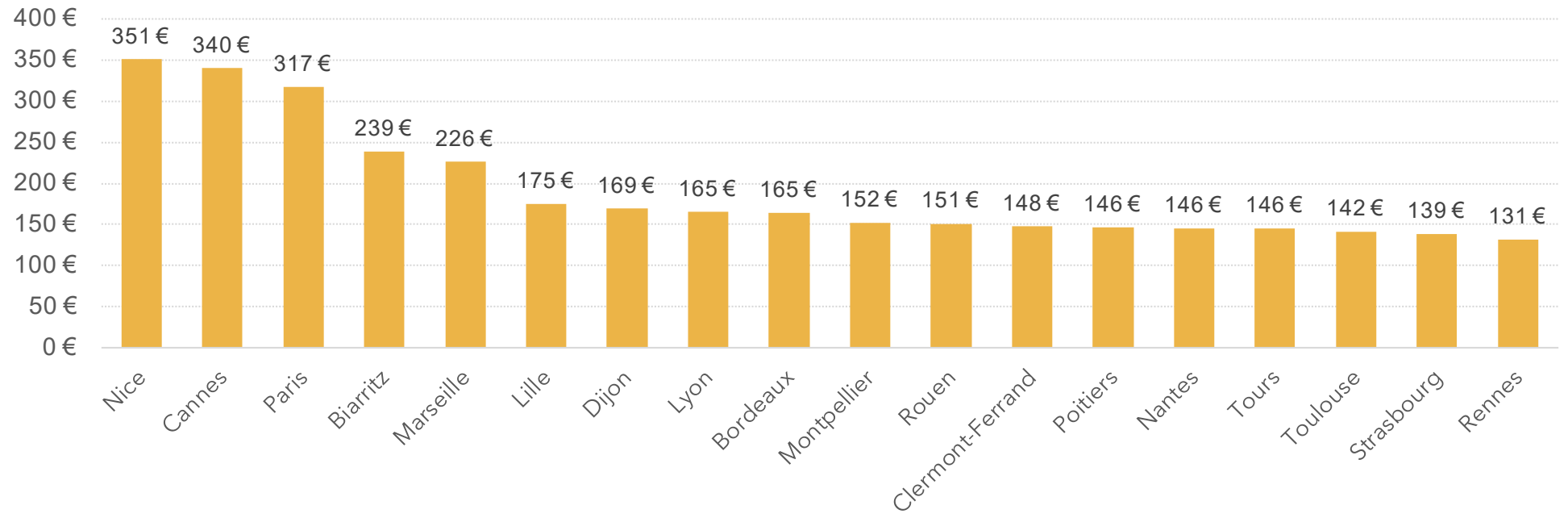
ADR expressed in euros VAT incl
Source: MKG_Consulting

JULY 2024

ADR (Breakfast included)

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



JULY 2024 – 4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
246	239	-3%	Biarritz	82%	81%	-1
169	165	-3%	Bordeaux	74%	69%	-4
341	340	0%	Cannes	81%	88%	7
158	148	-7%	Clermont-Ferrand	73%	72%	-1
153	169	11%	Dijon	76%	74%	-2
135	175	30%	Lille	61%	72%	11
163	165	1%	Lyon	77%	79%	2
201	226	13%	Marseille	70%	80%	10
150	152	2%	Montpellier	69%	67%	-1
142	146	3%	Nantes	65%	67%	1
319	351	10%	Nice	87%	88%	2
146	146	0%	Poitiers	70%	71%	1
133	131	-1%	Rennes	60%	61%	0
148	151	2%	Rouen	78%	78%	0
137	139	1%	Strasbourg	66%	72%	6
138	142	3%	Toulouse	55%	62%	6
149	146	-2%	Tours	77%	69%	-8

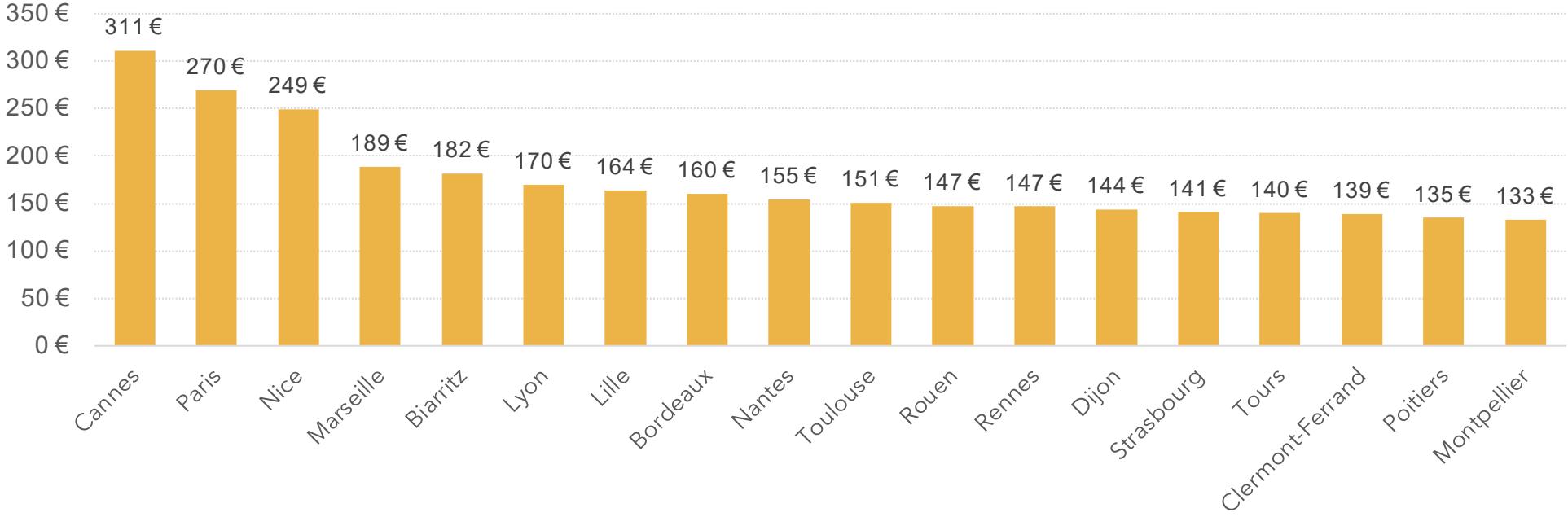
ADR expressed in euros VAT incl
Source: MKG_Consulting

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

4* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
180	182	1%	Biarritz	61%	62%	0
161	160	0%	Bordeaux	64%	66%	2
308	311	1%	Cannes	61%	61%	1
139	139	0%	Clermont-Ferrand	60%	62%	2
142	144	1%	Dijon	64%	64%	0
155	164	6%	Lille	69%	71%	2
170	170	0%	Lyon	75%	76%	1
184	189	3%	Marseille	66%	68%	2
137	133	-3%	Montpellier	63%	64%	1
151	155	2%	Nantes	67%	66%	-1
239	249	4%	Nice	68%	72%	4
135	135	0%	Poitiers	62%	61%	0
141	147	4%	Rennes	58%	61%	2
146	147	1%	Rouen	69%	66%	-4
145	141	-3%	Strasbourg	63%	69%	6
149	151	1%	Toulouse	60%	62%	2
140	140	1%	Tours	66%	66%	0

ADR expressed in euros VAT incl
Source: MKG_Consulting

JULY 2024 – All Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
149	170	14%	Berlin	79%	77%	-2
127	128	1%	Cologne	62%	64%	2
111	128	16%	Düsseldorf	56%	62%	5
128	143	11%	Frankfurt	55%	65%	10
144	151	5%	Hamburg	82%	84%	2
107	112	5%	Hanover	62%	60%	-2
145	167	16%	Munich	83%	82%	0
115	126	9%	Stuttgart	70%	72%	3

*ADR expressed in euros VAT incl
Source: MKG_Consulting*

JULY 2024

ADR (Breakfast included) BY CATEGORY

GERMAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Berlin	131	139	6%	148	167	13%	283	379	34%
Cologne	117	119	1%	133	135	2%	n/a	n/a	n/a
Düsseldorf	101	111	10%	113	133	18%	n/a	n/a	n/a
Frankfurt	107	127	19%	123	138	12%	238	221	-7%
Hamburg	127	132	4%	148	157	6%	n/a	n/a	n/a
Hanover	101	101	0%	110	120	9%	n/a	n/a	n/a
Munich	112	136	21%	149	170	15%	n/a	n/a	n/a
Stuttgart	113	121	8%	123	135	10%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG_Consulting

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

YEAR-TO-DATE – JULY 2024

All Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
154	163	5%	Berlin	72%	72%	0
147	153	4%	Cologne	67%	70%	3
149	152	2%	Düsseldorf	63%	63%	1
152	160	5%	Frankfurt	56%	61%	5
146	152	4%	Hamburg	76%	76%	1
131	127	-3%	Hanover	61%	61%	-1
148	154	4%	Munich	66%	67%	1
129	141	9%	Stuttgart	60%	65%	5

*ADR expressed in euros VAT incl
Source: MKG_Consulting*

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included) BY CATEGORY

GERMAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Berlin	128	137	7%	157	163	4%	310	327	5%
Cologne	134	139	4%	159	164	3%	n/a	n/a	n/a
Düsseldorf	138	137	-1%	154	158	3%	n/a	n/a	n/a
Frankfurt	126	142	12%	151	157	4%	250	236	-6%
Hamburg	126	134	7%	153	157	2%	n/a	n/a	n/a
Hanover	119	113	-5%	142	138	-3%	n/a	n/a	n/a
Munich	121	130	7%	150	153	2%	n/a	n/a	n/a
Stuttgart	123	133	8%	150	163	9%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG_Consulting

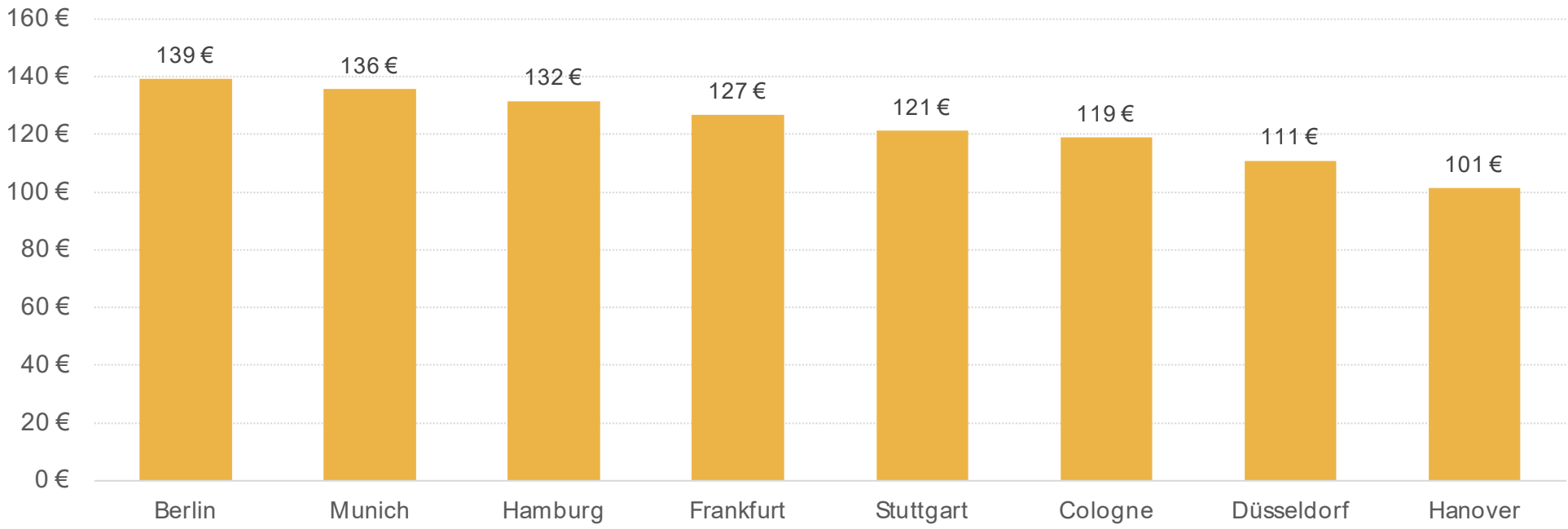
Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

JULY 2024

ADR (Breakfast included)

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



JULY 2024 – 3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
131	139	6%	Berlin	80%	76%	-5
117	119	1%	Cologne	59%	63%	4
101	111	10%	Düsseldorf	54%	70%	16
107	127	19%	Frankfurt	59%	64%	5
127	132	4%	Hamburg	85%	84%	-2
101	101	0%	Hanover	68%	59%	-8
112	136	21%	Munich	85%	83%	-2
113	121	8%	Stuttgart	70%	71%	1

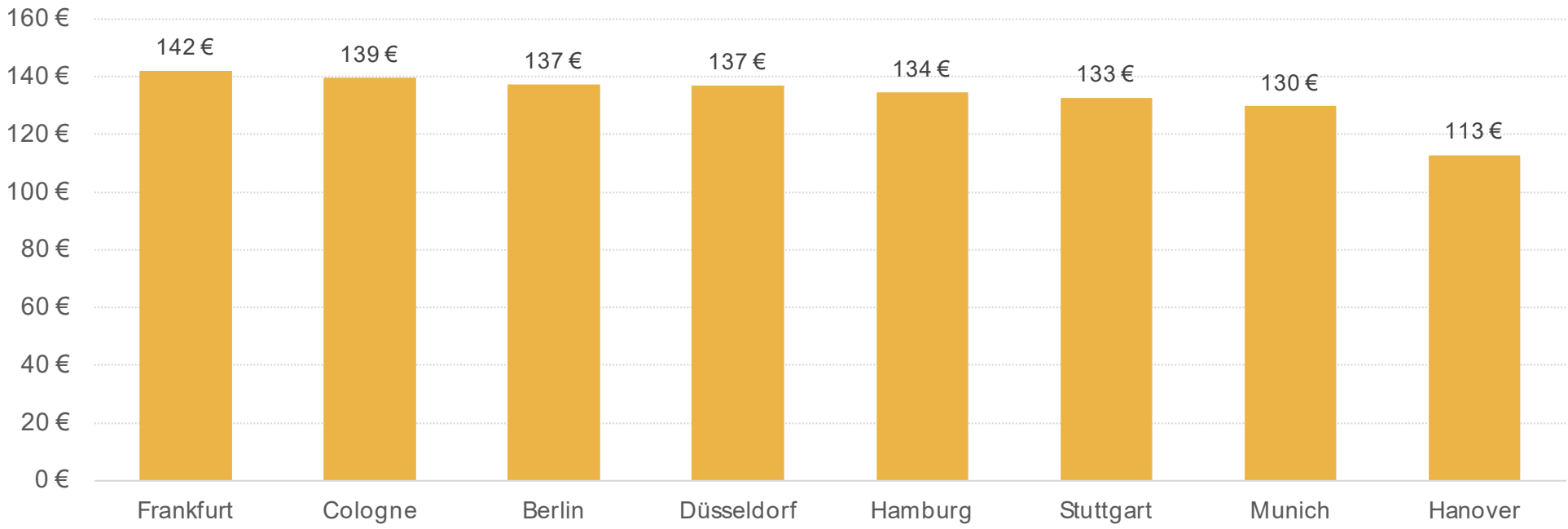
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JULY 2024

3* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
128	137	7%	Berlin	76%	73%	-3
134	139	4%	Cologne	69%	72%	3
138	137	-1%	Düsseldorf	61%	67%	7
126	142	12%	Frankfurt	61%	60%	-1
126	134	7%	Hamburg	80%	77%	-3
119	113	-5%	Hanover	65%	61%	-4
121	130	7%	Munich	67%	67%	0
123	133	8%	Stuttgart	60%	64%	4

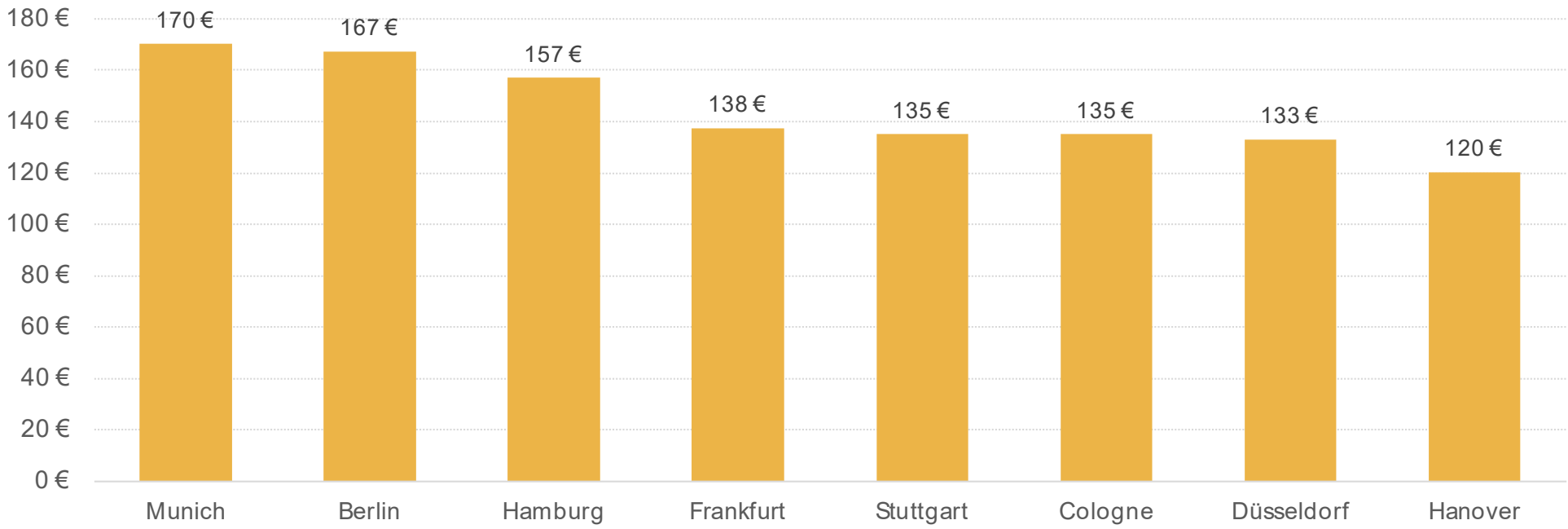
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

JULY 2024

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



JULY 2024 – 4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
148	167	13%	Berlin	82%	81%	-1
133	135	2%	Cologne	64%	65%	0
113	133	18%	Düsseldorf	59%	61%	3
123	138	12%	Frankfurt	55%	64%	9
148	157	6%	Hamburg	81%	84%	3
110	120	9%	Hanover	59%	57%	-1
149	170	15%	Munich	81%	82%	1
123	135	10%	Stuttgart	68%	74%	6

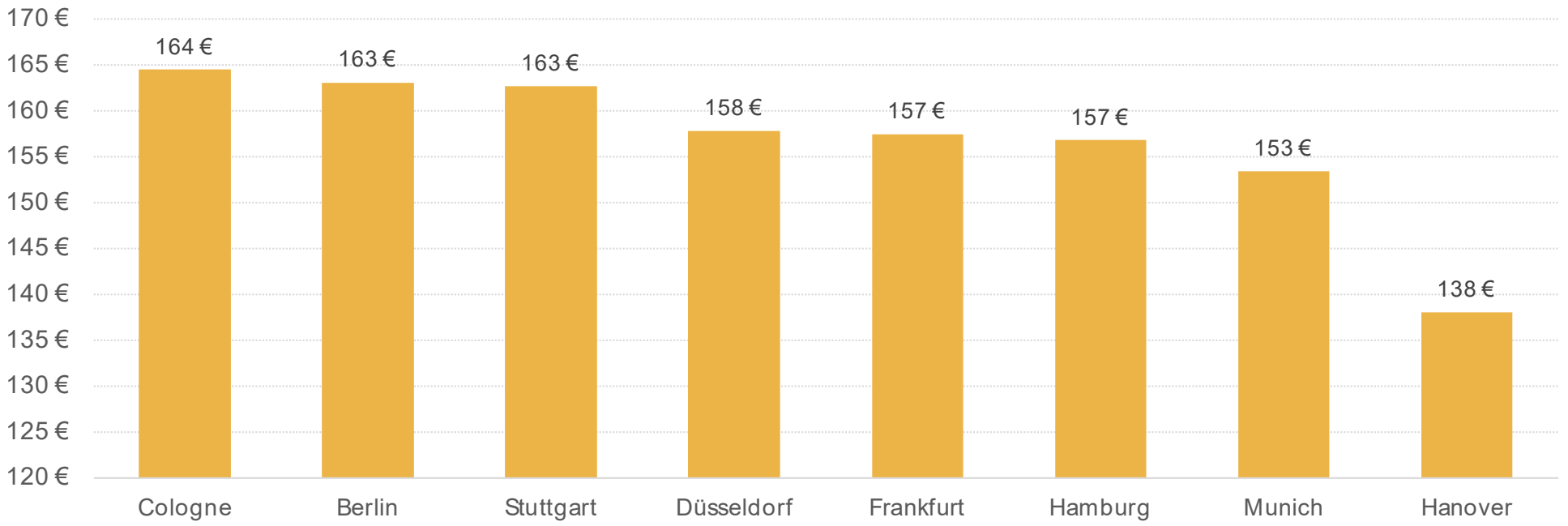
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JULY 2024

4* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
157	163	4%	Berlin	72%	74%	1
159	164	3%	Cologne	67%	69%	3
154	158	3%	Düsseldorf	65%	64%	-1
151	157	4%	Frankfurt	57%	61%	4
153	157	2%	Hamburg	76%	77%	1
142	138	-3%	Hanover	58%	58%	0
150	153	2%	Munich	65%	68%	3
150	163	9%	Stuttgart	58%	65%	7

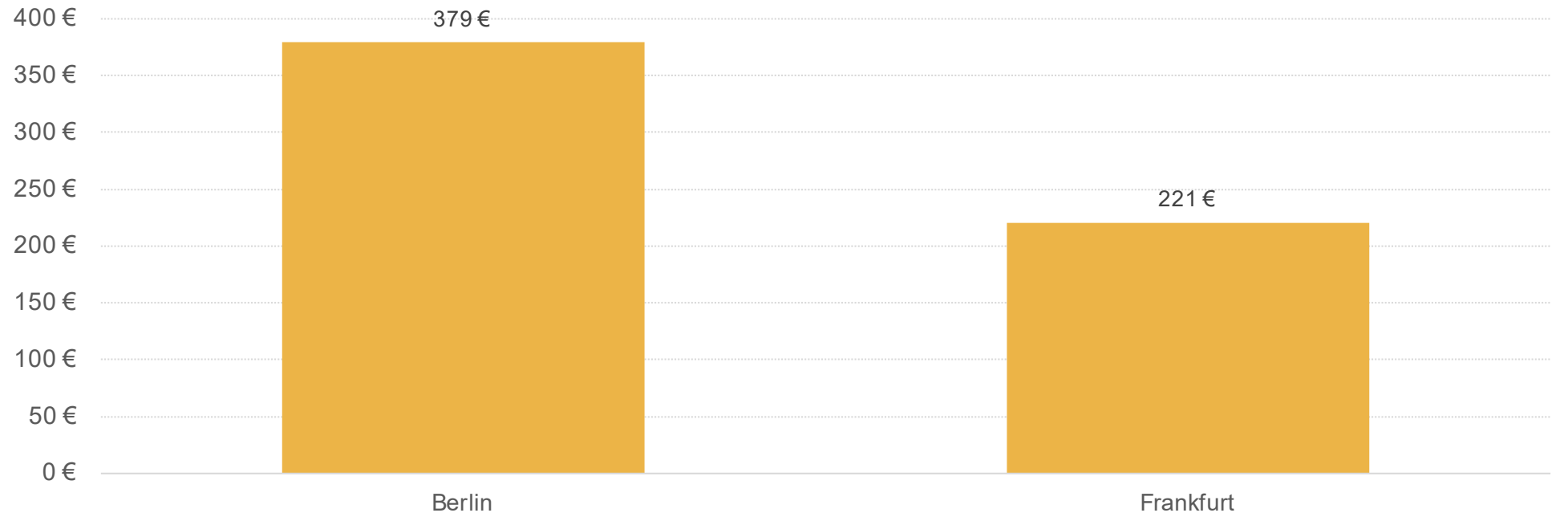
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

JULY 2024

ADR (Breakfast included)

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



JULY 2024 – 5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
283	379	34%	Berlin	55%	60%	5
238	221	-7%	Frankfurt	50%	76%	26

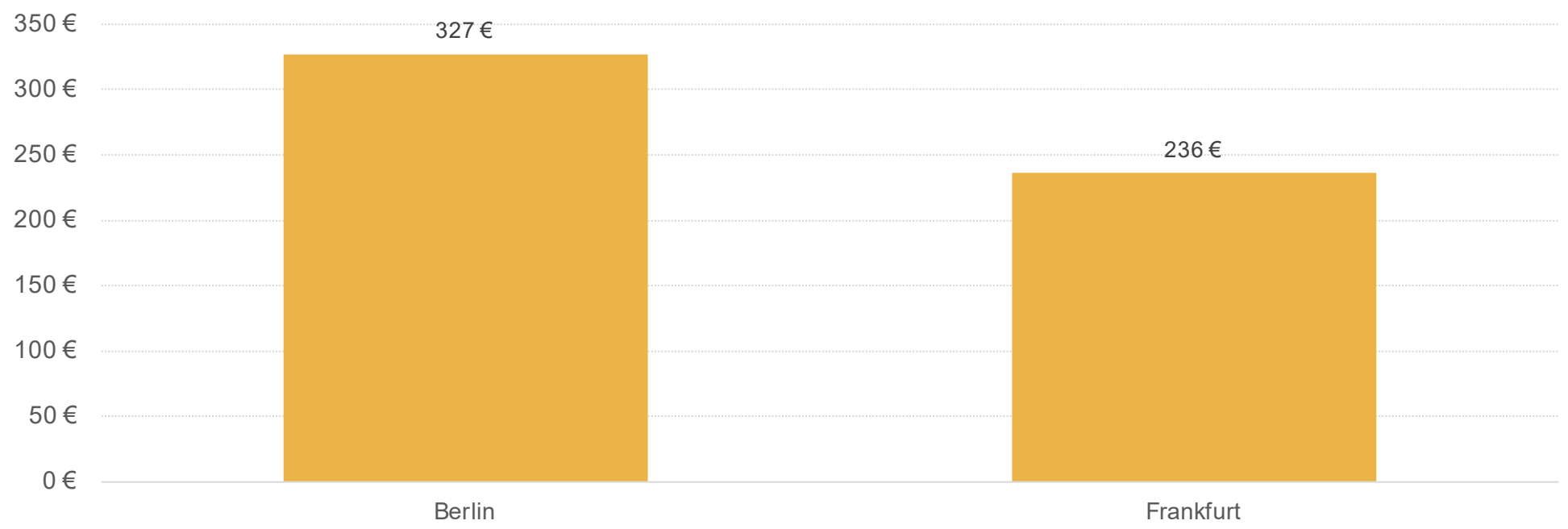
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JULY 2024

5* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
310	327	5%	Berlin	52%	56%	4
250	236	-6%	Frankfurt	50%	67%	17

*ADR expressed in euros VAT incl
Source: MKG_Consulting*

JULY 2024 – All Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
333	349	5%	Florence	82%	79%	-3
171	161	-5%	Genoa	81%	82%	1
213	228	7%	Milan	81%	83%	2
302	306	1%	Rome	81%	82%	1
128	134	4%	Turin	64%	70%	5
238	287	20%	Venice	79%	73%	-6

*ADR expressed in euros VAT incl
Source: MKG_Consulting*

JULY 2024

ADR (Breakfast included) BY CATEGORY

ITALIAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Florence	n/a	n/a	n/a	255	253	-1%	679	799	18%
Genoa	n/a	n/a	n/a	162	153	-6%	n/a	n/a	n/a
Milan	133	137	3%	183	194	6%	396	442	12%
Rome	103	110	7%	185	186	1%	711	700	-2%
Turin	n/a	n/a	n/a	133	140	5%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	175	190	8%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG_Consulting

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

YEAR-TO-DATE – JULY 2024

All Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
306	316	3%	Florence	79%	73%	-5
137	138	1%	Genoa	71%	72%	1
222	228	3%	Milan	75%	76%	1
254	262	3%	Rome	74%	74%	0
142	150	6%	Turin	70%	70%	0
248	278	12%	Venice	63%	65%	2

*ADR expressed in euros VAT incl
Source: MKG_Consulting*

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included) BY CATEGORY

ITALIAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Florence	n/a	n/a	n/a	228	247	8%	636	707	11%
Genoa	n/a	n/a	n/a	125	127	1%	n/a	n/a	n/a
Milan	137	138	1%	201	205	2%	401	423	6%
Rome	105	116	11%	175	183	5%	591	583	-1%
Turin	n/a	n/a	n/a	149	159	7%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	171	183	7%	n/a	n/a	n/a

ADR expressed in euros VAT incl
Source: MKG_Consulting

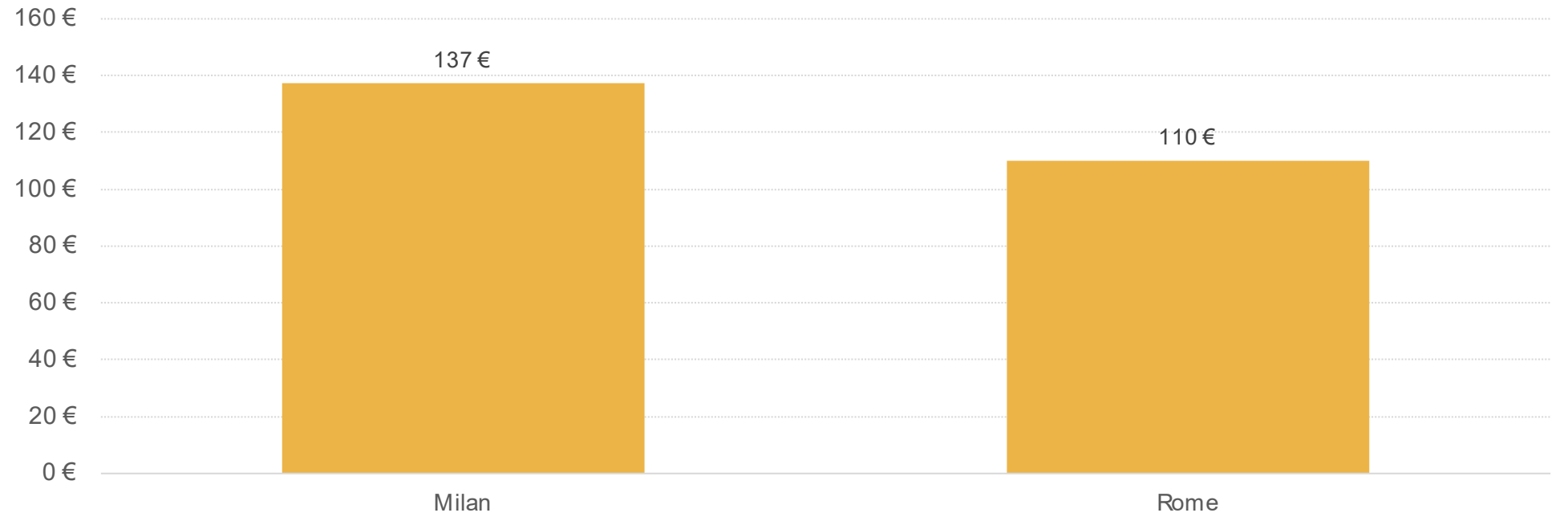
Note : the panel of participants classified 2* is not large enough to be able to disseminate statistics

JULY 2024

ADR (Breakfast included)

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



JULY 2024 – 3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
133	137	3%	Milan	86%	88%	1
103	110	7%	Rome	87%	86%	-1

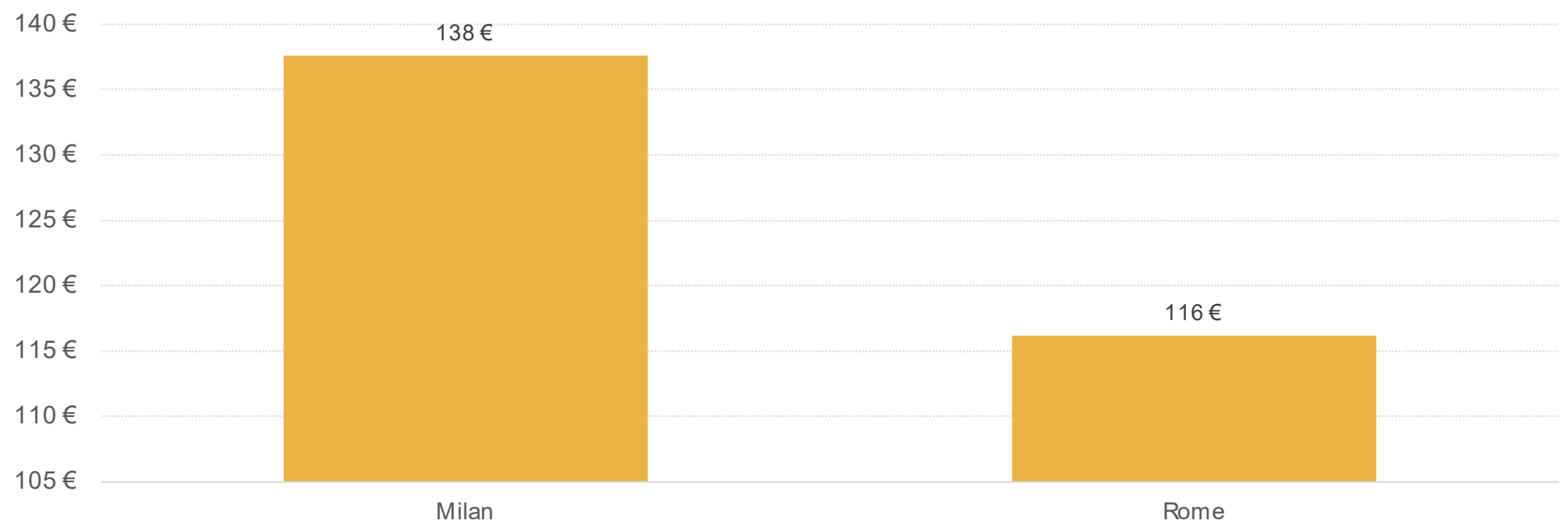
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JULY 2024

3* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
137	138	1%	Milan	85%	85%	1
105	116	11%	Rome	84%	84%	-1

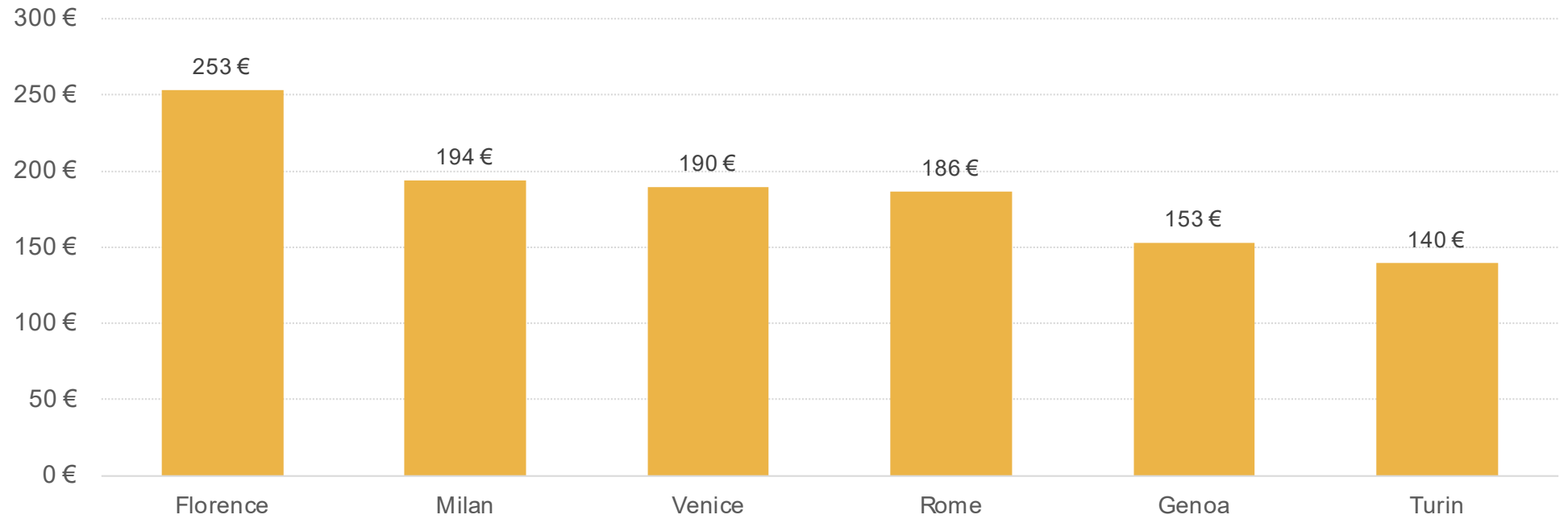
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

JULY 2024

ADR (Breakfast included)

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



JULY 2024 – 4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
255	253	-1%	Florence	82%	81%	-1
162	153	-6%	Genoa	78%	79%	1
183	194	6%	Milan	80%	83%	3
185	186	1%	Rome	83%	82%	0
133	140	5%	Turin	65%	69%	4
175	190	8%	Venice	78%	71%	-6

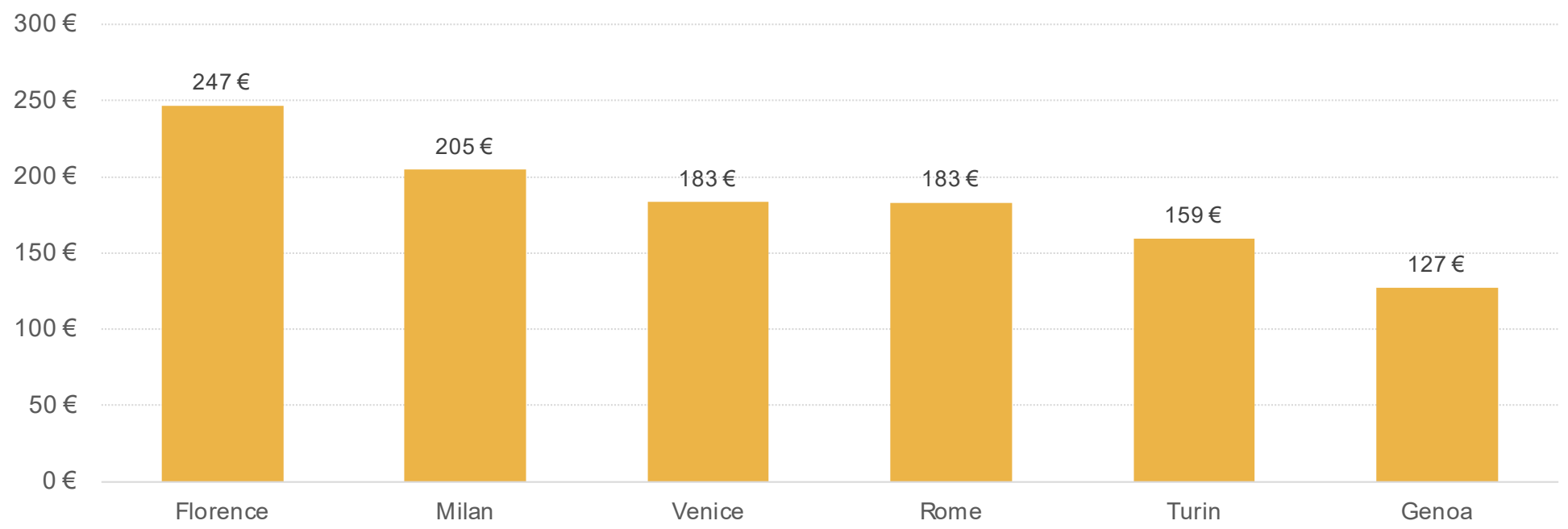
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JULY 2024

4* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
228	247	8%	Florence	81%	78%	-3
125	127	1%	Genoa	67%	68%	1
201	205	2%	Milan	74%	75%	1
175	183	5%	Rome	75%	74%	-1
149	159	7%	Turin	70%	69%	-1
171	183	7%	Venice	62%	63%	1

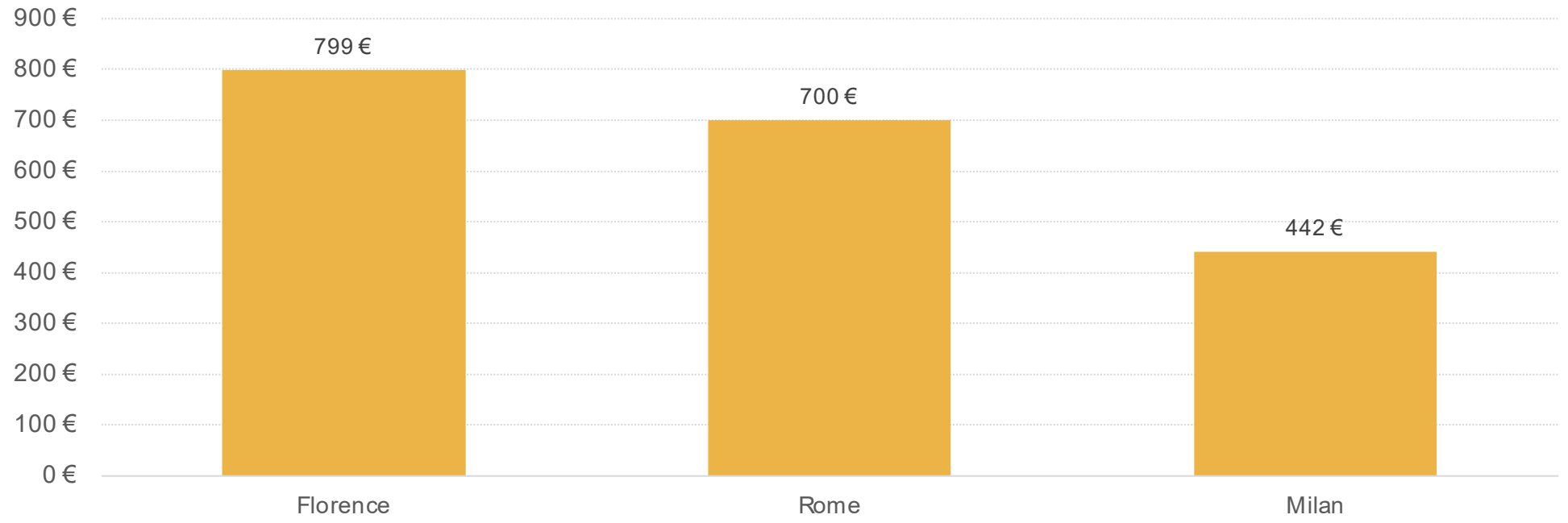
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

JULY 2024

ADR (Breakfast included)

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



JULY 2024 – 5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
679	799	18%	Florence	80%	69%	-11
396	442	12%	Milan	81%	80%	-1
711	700	-2%	Rome	75%	78%	3

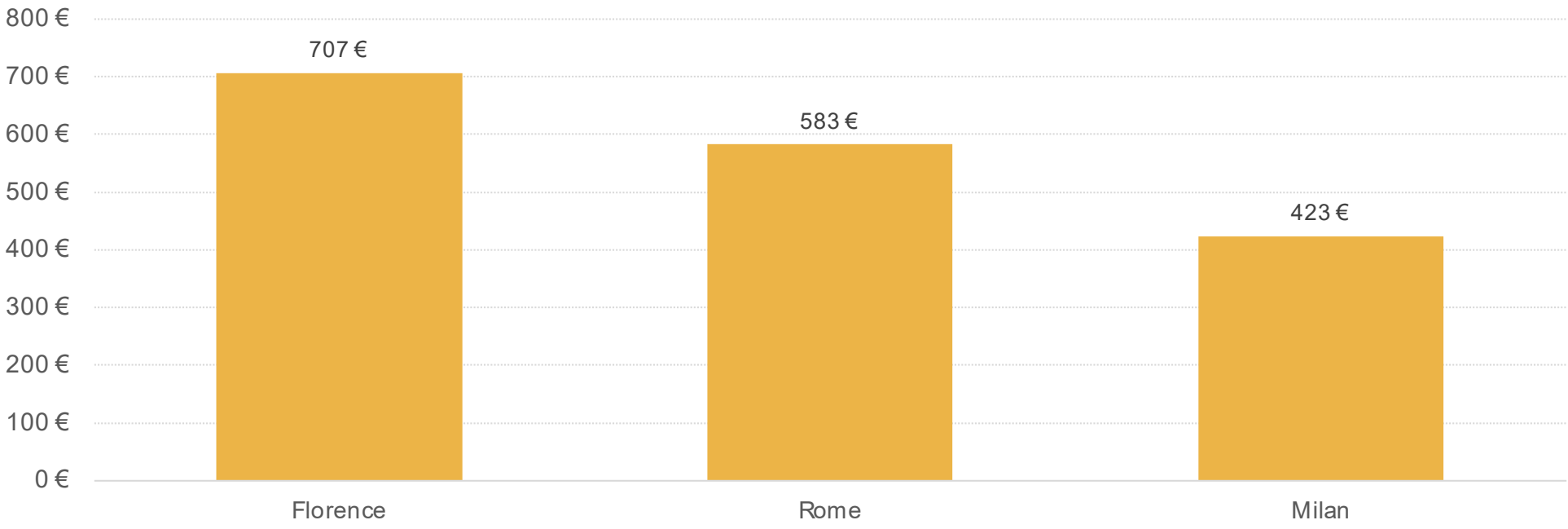
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



YEAR-TO-DATE – JULY 2024

5* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
636	707	11%	Florence	72%	58%	-15
401	423	6%	Milan	69%	69%	0
591	583	-1%	Rome	66%	69%	3

*ADR expressed in euros VAT incl
Source: MKG_Consulting*

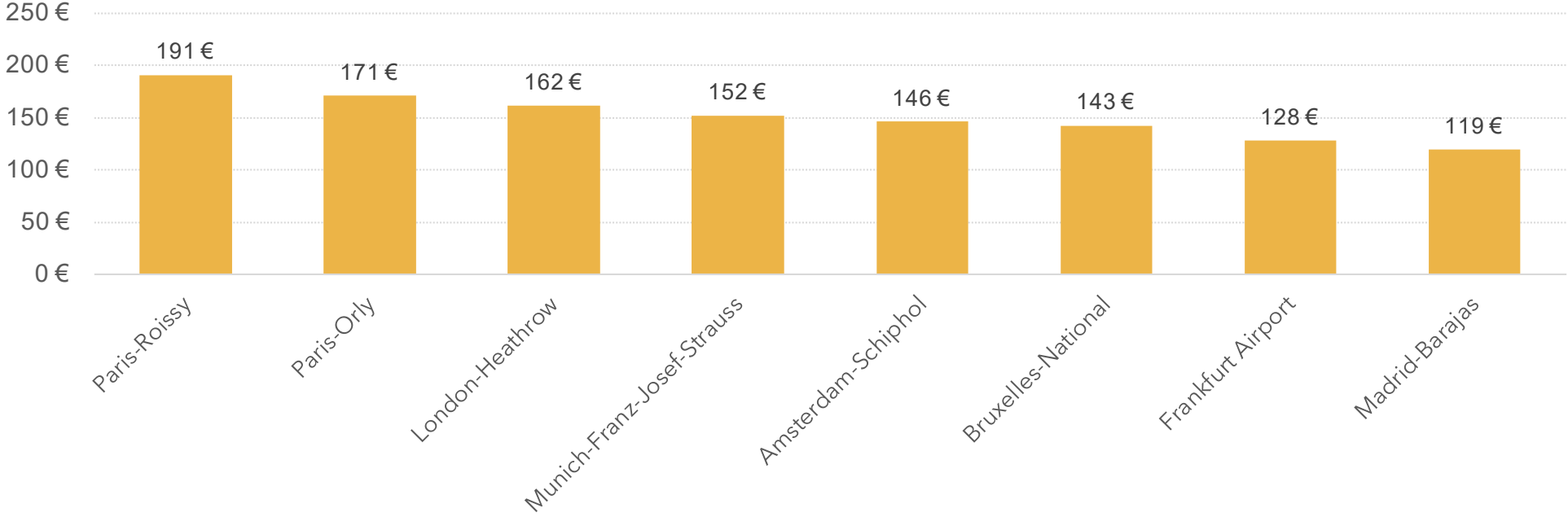


JULY 2024

ADR (Breakfast included)

All Hotels

MAIN EUROPEAN AIRPORTS





JULY 2024 – All Hotels

MAIN EUROPEAN AIRPORTS

ADR (Breakfast included)			Airport	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
142	146	3%	Amsterdam-Schiphol	86%	88%	2
140	143	2%	Bruxelles-National	75%	81%	6
118	128	9%	Frankfurt Airport	57%	72%	15
157	162	3%	London-Heathrow	96%	93%	-3
107	119	12%	Madrid-Barajas	72%	76%	4
135	152	13%	Munich-Franz-Josef- Strauss	82%	85%	3
134	171	28%	Paris-Orly	72%	71%	-1
133	191	44%	Paris-Roissy	85%	85%	-1

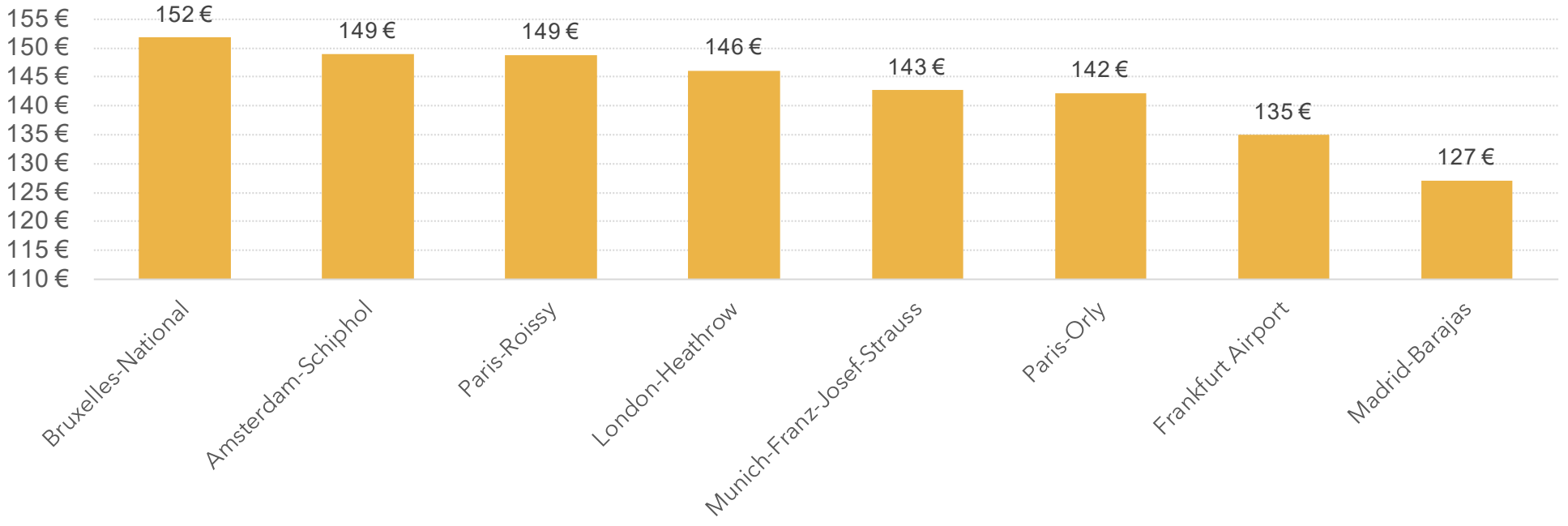
*ADR expressed in euros VAT incl
Source: MKG_Consulting*

YEAR-TO-DATE – JULY 2024

ADR (Breakfast included)

All Hotels

MAIN EUROPEAN AIRPORTS





YEAR-TO-DATE – JULY 2024

All Hotels

MAIN EUROPEAN AIRPORTS

ADR (Breakfast included)			Airport	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
147	149	1%	Amsterdam-Schiphol	76%	79%	4
151	152	1%	Bruxelles-National	66%	69%	3
127	135	6%	Frankfurt Airport	55%	63%	8
139	146	5%	London-Heathrow	81%	83%	2
112	127	13%	Madrid-Barajas	73%	78%	5
139	143	3%	Munich-Franz-Josef-Strauss	67%	70%	4
135	142	5%	Paris-Orly	70%	70%	1
134	149	11%	Paris-Roissy	75%	74%	-1

*ADR expressed in euros VAT incl
Source: MKG_Consulting*

GLOSSARY

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

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

Available rooms : Capacity x number of days of opening

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

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

CONVENTIONS

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

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