



# BUSINESS HOTEL BAROMETER

Observatory carried out by CDS Groupe  
& MKG Consulting

AUGUST 2024



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### Monthly Performance (August 2024 compared to August 2023)

In August 2024, Parisian hoteliers fully capitalised on the wave of the Olympic and Paralympic Games. The average daily rates show a significant increase of 54%, reaching €345 (breakfast included) across all segments. However, occupancy rates have dropped by 2 points during the period. Munich was less in the international spotlight but displayed performances far ahead of its European neighbours with ADRs increasing by 40% alongside an occupancy rate that rose by 8 points to 77%. Concerts by Adele and Taylor Swift drew large crowds. Barcelona, Lisbon, London, continued to show occupancy rates above 80% like in August 2023. Prague and Zurich have joined this group this year, outperforming in terms of occupancy. 14 out of 22 cities in the panel showed stable or increased occupancy. Budapest showed the steepest drop in average daily rates (-35%) and lost 2 occupancy points.

### Year to date performance

Since the start of the year, the cumulative performance has been predominantly positive. In the first eight months of the year, only Düsseldorf (-1 point) and Paris (-3 points) saw a decrease in occupancy. The absolute values remain very positive as all destinations exceed 60% occupancy.

### Performance by category

In the 3-star category, Amsterdam, Lisbon, and Düsseldorf showed the most significant decreases in average daily rates. For Lisbon and Amsterdam, this helped to improve occupancy while it dropped by 4 points in Düsseldorf compared to August 2023. Paris displayed the highest average daily rates in the panel, with hoteliers benefiting from the 2024 Olympics. However, the occupancy rate fell by 5 points in this segment. A 10-point drop in occupancy in Istanbul was partially offset by a 9% increase in average daily rates. In the 3-star category, the best occupancy rates were in Barcelona, Lisbon, and Prague, which were nearing full capacity. Less spectacular occupancy for the most successful destinations in 4-star hotels, with Lisbon and London leading this time. The 5-star hotels were also well filled in London. The Olympic effect played its part in Paris with a 2-point increase in OR.

### Performance of airport zones

There was a slight drop in occupancy in the Amsterdam-Schiphol and London-Heathrow areas, while the Brussels market remained stable. For other destinations, occupation increased during this holiday departure month.

# AUGUST 2024 – All Hotels

## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
247	225	-9%	Amsterdam	76%	78%	2
297	308	4%	Athens	75%	74%	-2
229	241	5%	Barcelona	83%	83%	0
134	135	1%	Berlin	73%	75%	2
152	153	1%	Brussels	66%	65%	0
182	119	-35%	Budapest	79%	77%	-2
154	161	5%	Cologne	73%	72%	-1
118	109	-7%	Düsseldorf	66%	57%	-9
119	120	1%	Frankfurt	46%	51%	4
259	231	-11%	Geneva	70%	68%	-2
108	113	5%	Hanover	62%	69%	7
266	269	1%	Istanbul	78%	73%	-5
180	175	-2%	Lisboa	83%	86%	3
251	260	4%	London	83%	85%	3
133	143	7%	Madrid	53%	56%	3
185	201	9%	Milano	64%	62%	-1
132	185	40%	Munich	69%	77%	8
224	345	54%	Paris	74%	72%	-2
115	121	5%	Prague	79%	82%	3
245	251	2%	Roma	65%	68%	3
143	169	19%	Vienna	75%	78%	3
192	195	1%	Zurich	78%	82%	4

# AUGUST 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	176	158	-11%	237	214	-10%	419	393	-6%
Athens	n/a	n/a	n/a	163	177	8%	351	363	4%
Barcelona	155	163	5%	212	224	5%	380	399	5%
Berlin	121	121	0%	132	134	2%	265	253	-5%
Brussels	132	131	0%	165	166	1%	228	225	-1%
Budapest	n/a	n/a	n/a	184	115	-38%	n/a	n/a	n/a
Cologne	136	144	6%	166	175	6%	n/a	n/a	n/a
Düsseldorf	107	98	-9%	121	112	-7%	n/a	n/a	n/a
Frankfurt	102	101	-1%	114	113	-1%	217	198	-9%
Hanover	98	101	3%	115	122	6%	n/a	n/a	n/a
Istanbul	154	167	9%	264	288	9%	385	347	-10%
Lisboa	136	123	-10%	170	161	-5%	n/a	n/a	n/a
London	154	160	4%	247	252	2%	473	478	1%
Madrid	100	107	7%	132	146	11%	290	303	5%
Munich	105	159	52%	129	183	42%	n/a	n/a	n/a
Paris	132	204	54%	223	335	51%	594	913	54%
Prague	87	88	1%	117	125	7%	n/a	n/a	n/a
Vienna	107	132	24%	144	165	14%	290	349	21%

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 – AUGUST 2024

## All Hotels

### EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
243	239	-2%	Amsterdam	74%	75%	1
264	288	9%	Athens	68%	68%	0
232	251	8%	Barcelona	77%	79%	2
151	159	6%	Berlin	72%	72%	0
175	180	3%	Brussels	69%	70%	1
142	148	4%	Budapest	67%	68%	1
149	154	4%	Cologne	68%	70%	2
145	147	2%	Düsseldorf	63%	63%	-1
147	154	5%	Frankfurt	55%	60%	5
270	248	-8%	Geneva	66%	67%	2
128	124	-3%	Hanover	61%	62%	0
221	255	15%	Istanbul	67%	70%	3
167	172	3%	Lisboa	78%	78%	0
274	270	-2%	London	78%	80%	2
168	190	13%	Madrid	68%	72%	4
223	232	4%	Milano	74%	75%	1
147	159	8%	Munich	66%	68%	2
270	280	4%	Paris	78%	75%	-3
117	127	9%	Prague	69%	72%	3
248	256	3%	Roma	73%	74%	0
148	155	5%	Vienna	69%	71%	2
191	197	3%	Zurich	72%	74%	3

ADR expressed in euros VAT incl  
Source: MKG\_Consulting



# YEAR-TO-DATE- AUGUST 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	171	0%	234	228	-2%	410	402	-2%
Athens	n/a	n/a	n/a	157	173	10%	305	331	9%
Barcelona	156	167	7%	215	237	11%	381	411	8%
Berlin	127	135	6%	153	160	4%	305	318	4%
Brussels	153	152	-1%	191	195	2%	259	261	1%
Budapest	n/a	n/a	n/a	125	130	4%	n/a	n/a	n/a
Cologne	134	140	4%	160	166	4%	n/a	n/a	n/a
Düsseldorf	133	132	-1%	149	153	2%	n/a	n/a	n/a
Frankfurt	124	138	11%	147	153	4%	241	227	-6%
Hanover	116	111	-4%	139	135	-2%	n/a	n/a	n/a
Istanbul	124	151	22%	223	261	17%	324	351	8%
Lisboa	121	124	2%	151	154	2%	n/a	n/a	n/a
London	173	170	-2%	268	264	-1%	529	519	-2%
Madrid	133	153	16%	169	193	14%	331	366	11%
Munich	119	134	13%	148	159	7%	n/a	n/a	n/a
Paris	166	171	3%	272	277	2%	673	707	5%
Prague	83	91	9%	122	132	8%	n/a	n/a	n/a
Vienna	114	121	6%	148	153	3%	299	310	4%

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

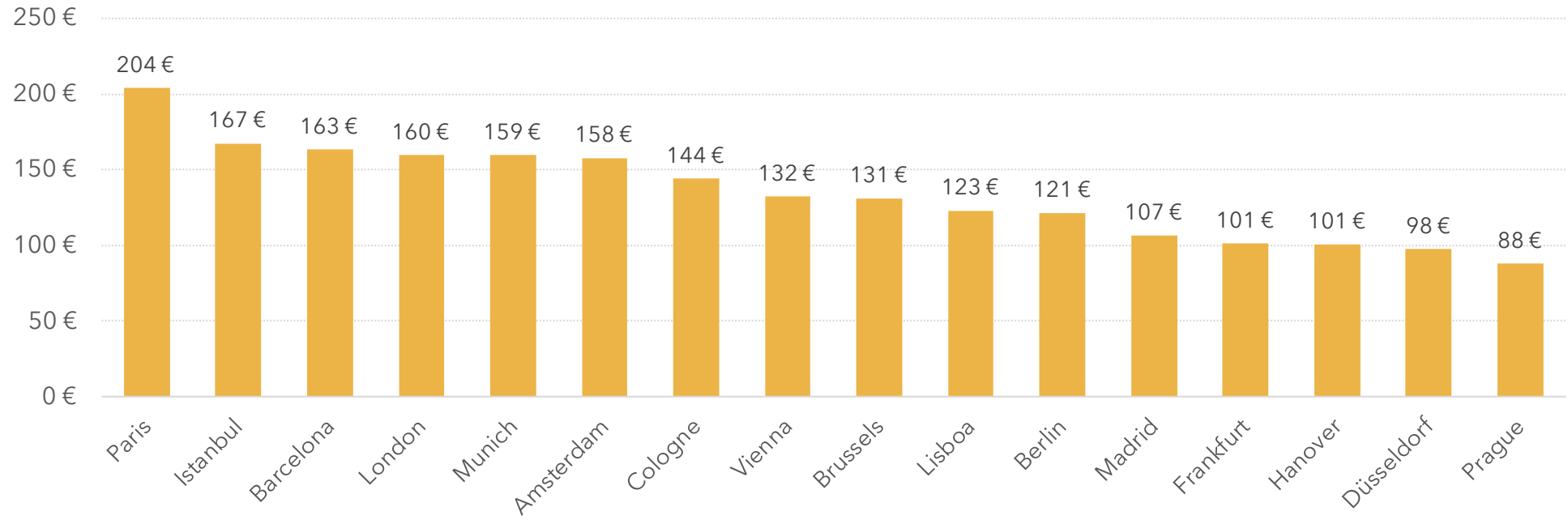
Note : the panel of participants classified 2\* is not large enough to be able to disseminate statistics

# AUGUST 2024

## ADR (Breakfast included)

### 3\* Hotels

#### EUROPEAN CITIES FOR BUSINESS TRAVEL





# AUGUST 2024 – 3\* Hotels

## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
176	158	-11%	Amsterdam	86%	88%	2
155	163	5%	Barcelona	91%	92%	1
121	121	0%	Berlin	75%	75%	0
132	131	0%	Brussels	73%	73%	-1
136	144	6%	Cologne	74%	70%	-4
107	98	-9%	Düsseldorf	68%	64%	-4
102	101	-1%	Frankfurt	49%	46%	-3
98	101	3%	Hanover	71%	75%	4
154	167	9%	Istanbul	80%	70%	-10
136	123	-10%	Lisboa	87%	91%	4
154	160	4%	London	88%	86%	-2
100	107	7%	Madrid	68%	74%	6
105	159	52%	Munich	66%	75%	9
132	204	54%	Paris	81%	76%	-5
87	88	1%	Prague	85%	89%	3
107	132	24%	Vienna	78%	78%	0

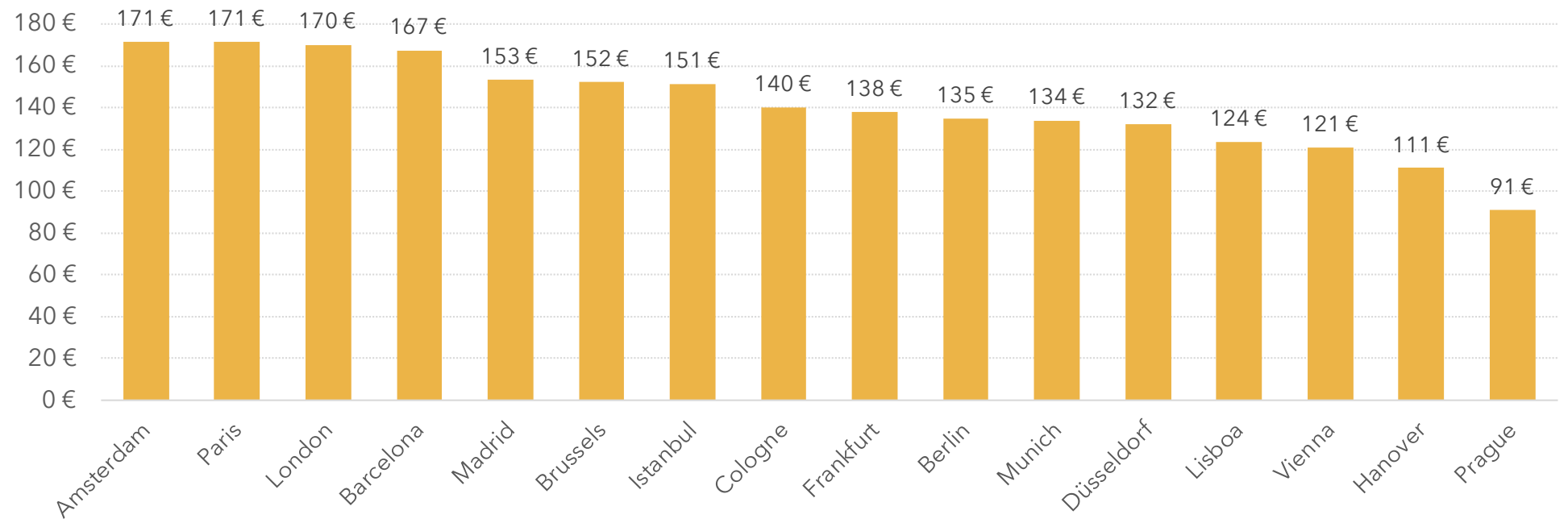
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- AUGUST 2024

## ADR (Breakfast included)

### 3\* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
171	171	0%	Amsterdam	82%	82%	-1
156	167	7%	Barcelona	83%	86%	3
127	135	6%	Berlin	76%	73%	-3
153	152	-1%	Brussels	75%	78%	3
134	140	4%	Cologne	70%	72%	2
133	132	-1%	Düsseldorf	62%	67%	5
124	138	11%	Frankfurt	59%	58%	-2
116	111	-4%	Hanover	66%	62%	-3
124	151	22%	Istanbul	71%	68%	-3
121	124	2%	Lisboa	82%	82%	0
173	170	-2%	London	83%	84%	1
133	153	16%	Madrid	77%	82%	5
119	134	13%	Munich	67%	68%	1
166	171	3%	Paris	83%	78%	-5
83	91	9%	Prague	75%	75%	0
114	121	6%	Vienna	71%	72%	2

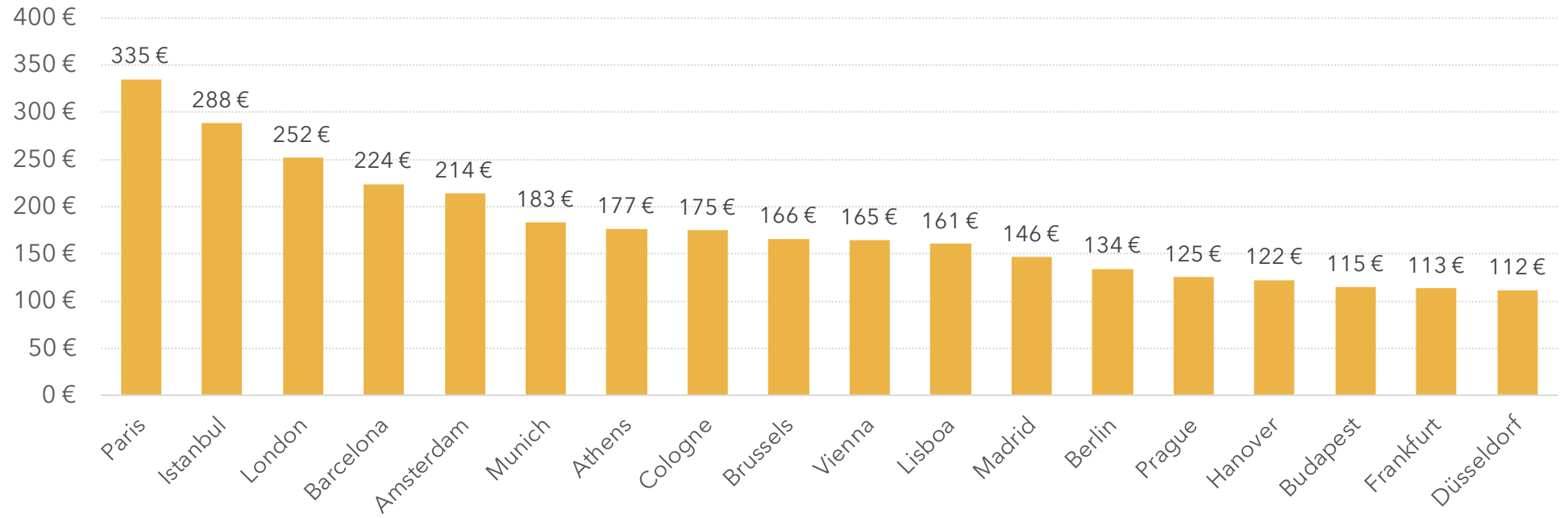
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# AUGUST 2024

## ADR (Breakfast included)

### 4\* Hotels

#### EUROPEAN CITIES FOR BUSINESS TRAVEL



# AUGUST 2024 – 4\* Hotels

## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
237	214	-10%	Amsterdam	74%	76%	2
163	177	8%	Athens	77%	76%	-1
212	224	5%	Barcelona	81%	79%	-2
132	134	2%	Berlin	75%	78%	3
165	166	1%	Brussels	59%	60%	1
184	115	-38%	Budapest	78%	75%	-3
166	175	6%	Cologne	73%	74%	1
121	112	-7%	Düsseldorf	68%	56%	-11
114	113	-1%	Frankfurt	47%	49%	2
115	122	6%	Hanover	56%	63%	8
264	288	9%	Istanbul	74%	69%	-5
170	161	-5%	Lisboa	87%	88%	1
247	252	2%	London	83%	86%	3
132	146	11%	Madrid	50%	51%	1
129	183	42%	Munich	70%	78%	8
223	335	51%	Paris	73%	72%	-1
117	125	7%	Prague	76%	79%	3
144	165	14%	Vienna	75%	79%	4

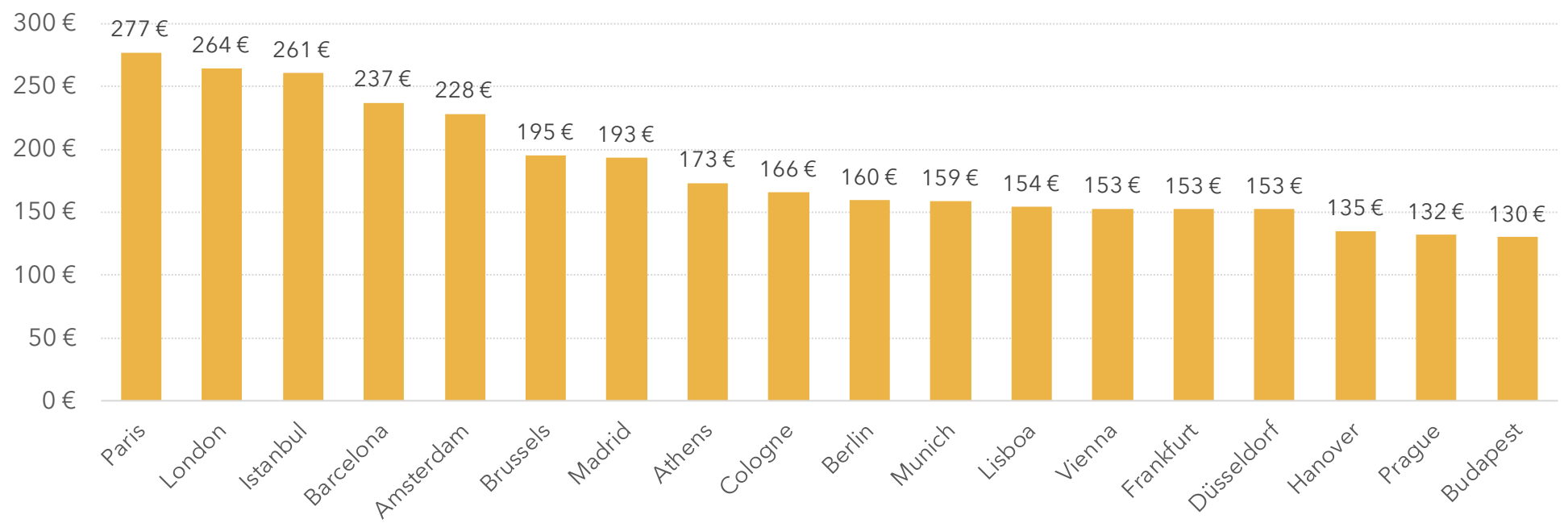
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- AUGUST 2024

## ADR (Breakfast included)

### 4\* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE – AUGUST 2024

## 4\* Hotels

### EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
234	228	-2%	Amsterdam	73%	74%	1
157	173	10%	Athens	71%	71%	0
215	237	11%	Barcelona	76%	77%	1
153	160	4%	Berlin	73%	74%	2
191	195	2%	Brussels	65%	67%	3
125	130	4%	Budapest	66%	66%	0
160	166	4%	Cologne	67%	70%	2
149	153	2%	Düsseldorf	65%	63%	-3
147	153	4%	Frankfurt	56%	60%	3
139	135	-2%	Hanover	58%	59%	1
223	261	17%	Istanbul	65%	70%	6
151	154	2%	Lisboa	80%	78%	-2
268	264	-1%	London	79%	81%	2
169	193	14%	Madrid	67%	71%	4
148	159	7%	Munich	66%	69%	3
272	277	2%	Paris	78%	75%	-3
122	132	8%	Prague	66%	71%	5
148	153	3%	Vienna	70%	72%	3

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

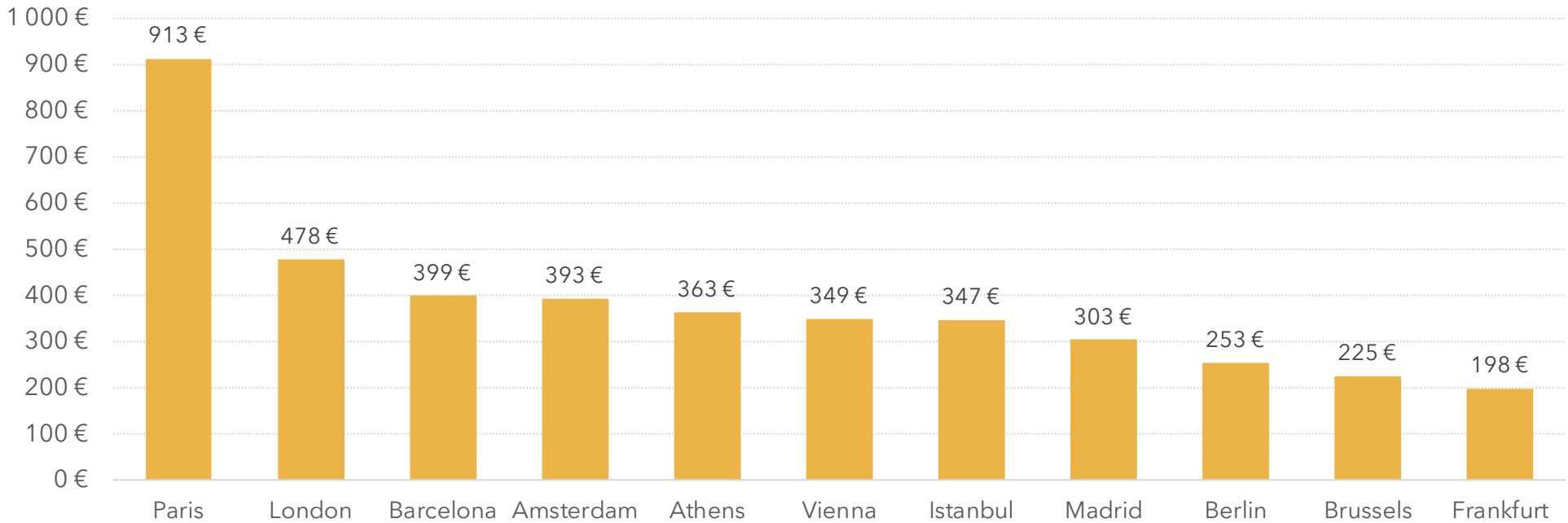


# AUGUST 2024

## ADR (Breakfast included)

### 5\* Hotels

#### EUROPEAN CITIES FOR BUSINESS TRAVEL



# AUGUST 2024 – 5\* Hotels

## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
419	393	-6%	Amsterdam	69%	71%	2
351	363	4%	Athens	75%	73%	-2
380	399	5%	Barcelona	76%	77%	2
265	253	-5%	Berlin	46%	54%	8
228	225	-1%	Brussels	52%	56%	4
217	198	-9%	Frankfurt	40%	69%	29
385	347	-10%	Istanbul	79%	77%	-2
473	478	1%	London	74%	82%	8
290	303	5%	Madrid	43%	43%	1
594	913	54%	Paris	65%	66%	2
290	349	21%	Vienna	66%	69%	3

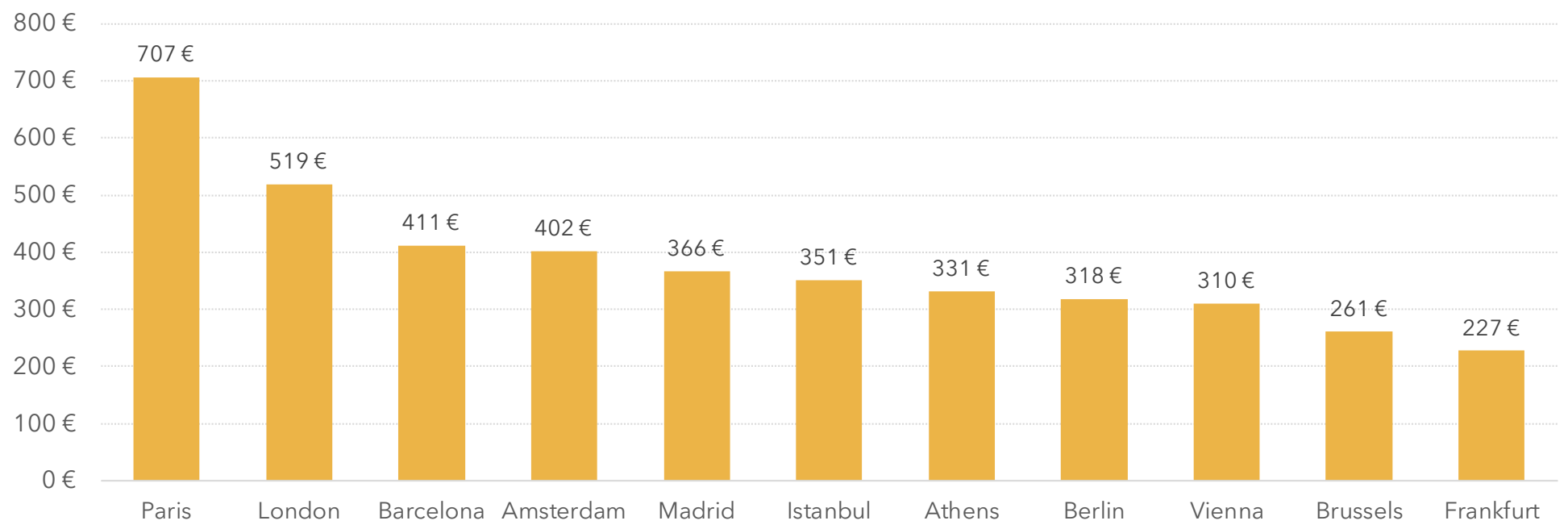
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- AUGUST 2024

## ADR (Breakfast included)

### 5\* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE- AUGUST 2024

## 5\* Hotels

### EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
410	402	-2%	Amsterdam	65%	66%	2
305	331	9%	Athens	67%	68%	0
381	411	8%	Barcelona	73%	74%	2
305	318	4%	Berlin	51%	56%	5
259	261	1%	Brussels	59%	61%	1
241	227	-6%	Frankfurt	47%	67%	20
324	351	8%	Istanbul	67%	71%	4
529	519	-2%	London	71%	72%	1
331	366	11%	Madrid	58%	60%	1
673	707	5%	Paris	67%	67%	0
299	310	4%	Vienna	65%	69%	4

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# AUGUST 2024 – All Hotels

## FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
211	211	0%	Biarritz	90%	93%	2
143	142	-1%	Bordeaux	79%	76%	-2
692	731	6%	Cannes	81%	89%	8
104	105	1%	Clermont-Ferrand	72%	72%	0
116	119	2%	Dijon	68%	70%	2
109	152	40%	Lille	56%	65%	9
146	159	9%	Lyon	68%	69%	1
153	171	12%	Marseille	81%	83%	2
127	121	-5%	Montpellier	76%	79%	3
100	101	1%	Nantes	61%	59%	-3
277	295	6%	Nice	90%	91%	0
104	107	2%	Poitiers	71%	82%	11
102	102	0%	Rennes	59%	49%	-10
108	114	6%	Rouen	71%	74%	3
110	107	-3%	Strasbourg	69%	69%	0
110	107	-3%	Toulouse	56%	53%	-3
100	100	0%	Tours	70%	68%	-2

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# AUGUST 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	140	143	2%	158	163	3%	280	272	-3%
Bordeaux	92	85	-7%	110	108	-2%	154	156	1%
Cannes	n/a	n/a	n/a	163	168	3%	350	362	3%
Clermont-Ferrand	80	83	4%	96	95	-1%	151	147	-3%
Dijon	86	90	5%	109	111	2%	148	148	0%
Lille	71	103	46%	90	128	42%	131	180	38%
Lyon	79	83	4%	97	102	5%	144	152	6%
Marseille	97	105	9%	113	122	8%	194	217	12%
Montpellier	91	84	-7%	116	107	-8%	156	153	-2%
Nantes	82	81	-2%	90	95	5%	140	139	-1%
Nice	130	146	12%	164	173	6%	306	323	5%
Poitiers	81	84	4%	103	105	2%	151	152	1%
Rennes	75	75	0%	93	88	-5%	131	129	-2%
Rouen	71	73	3%	86	90	4%	146	155	6%
Strasbourg	79	72	-8%	89	91	2%	126	124	-1%
Toulouse	74	73	0%	92	91	-1%	137	130	-5%
Tours	81	79	-2%	96	96	0%	137	136	-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

# YEAR-TO-DATE – AUGUST 2024

## All Hotels

### FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
150	150	0%	Biarritz	64%	65%	0
147	146	-1%	Bordeaux	69%	70%	1
525	555	6%	Cannes	63%	64%	1
98	99	1%	Clermont-Ferrand	63%	62%	-1
108	111	3%	Dijon	66%	66%	0
128	140	9%	Lille	65%	68%	3
154	155	1%	Lyon	74%	74%	-1
149	157	5%	Marseille	72%	67%	-5
112	109	-2%	Montpellier	67%	68%	1
109	113	3%	Nantes	67%	65%	-3
224	234	5%	Nice	73%	76%	3
94	95	1%	Poitiers	61%	61%	0
109	114	4%	Rennes	62%	61%	-1
114	113	-1%	Rouen	67%	64%	-4
120	119	0%	Strasbourg	65%	65%	0
118	120	2%	Toulouse	62%	62%	0
98	99	1%	Tours	62%	63%	1

ADR expressed in euros VAT incl  
Source: MKG\_Consulting



# YEAR-TO-DATE – AUGUST 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	97	100	2%	113	115	1%	197	197	0%
Bordeaux	86	85	0%	115	117	1%	160	158	-1%
Cannes	n/a	n/a	n/a	119	122	3%	310	313	1%
Clermont-Ferrand	70	72	3%	93	92	-1%	141	140	-1%
Dijon	77	81	4%	104	106	2%	143	144	0%
Lille	85	94	10%	109	118	8%	152	166	9%
Lyon	93	96	3%	n/a	n/a	n/a	168	169	0%
Marseille	86	91	6%	109	113	4%	186	194	4%
Montpellier	78	76	-3%	107	104	-3%	139	136	-2%
Nantes	83	87	4%	106	110	4%	152	155	2%
Nice	99	107	8%	132	135	3%	250	261	4%
Poitiers	72	72	1%	91	92	1%	137	138	1%
Rennes	78	82	5%	104	108	4%	141	144	2%
Rouen	73	71	-3%	100	97	-3%	146	149	2%
Strasbourg	78	79	1%	97	99	3%	146	139	-5%
Toulouse	75	77	3%	104	105	1%	148	149	1%
Tours	75	75	0%	95	96	2%	136	136	0%

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

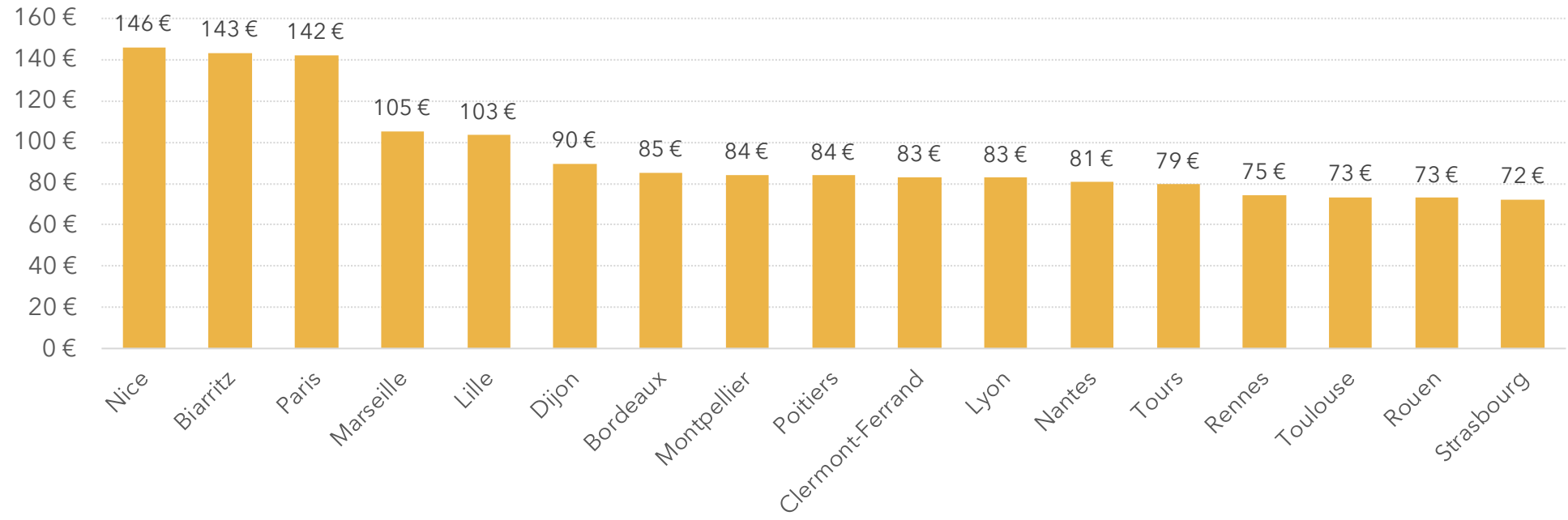
Note : the panel of participants classified 5\* is not large enough to be able to disseminate statistics

# AUGUST 2024

## ADR (Breakfast included)

### 2\* Hotels

#### FRENCH CITIES FOR BUSINESS TRAVEL



# AUGUST 2024 – 2\* Hotels

## FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
140	143	2%	Biarritz	92%	96%	4
92	85	-7%	Bordeaux	88%	85%	-2
80	83	4%	Clermont-Ferrand	80%	78%	-2
86	90	5%	Dijon	67%	66%	-1
71	103	46%	Lille	61%	68%	7
79	83	4%	Lyon	78%	79%	1
97	105	9%	Marseille	87%	80%	-7
91	84	-7%	Montpellier	86%	88%	1
82	81	-2%	Nantes	58%	57%	-1
130	146	12%	Nice	94%	95%	0
81	84	4%	Poitiers	74%	81%	7
75	75	0%	Rennes	60%	47%	-13
71	73	3%	Rouen	62%	67%	5
79	72	-8%	Strasbourg	63%	69%	6
74	73	0%	Toulouse	59%	58%	-1
81	79	-2%	Tours	73%	71%	-2

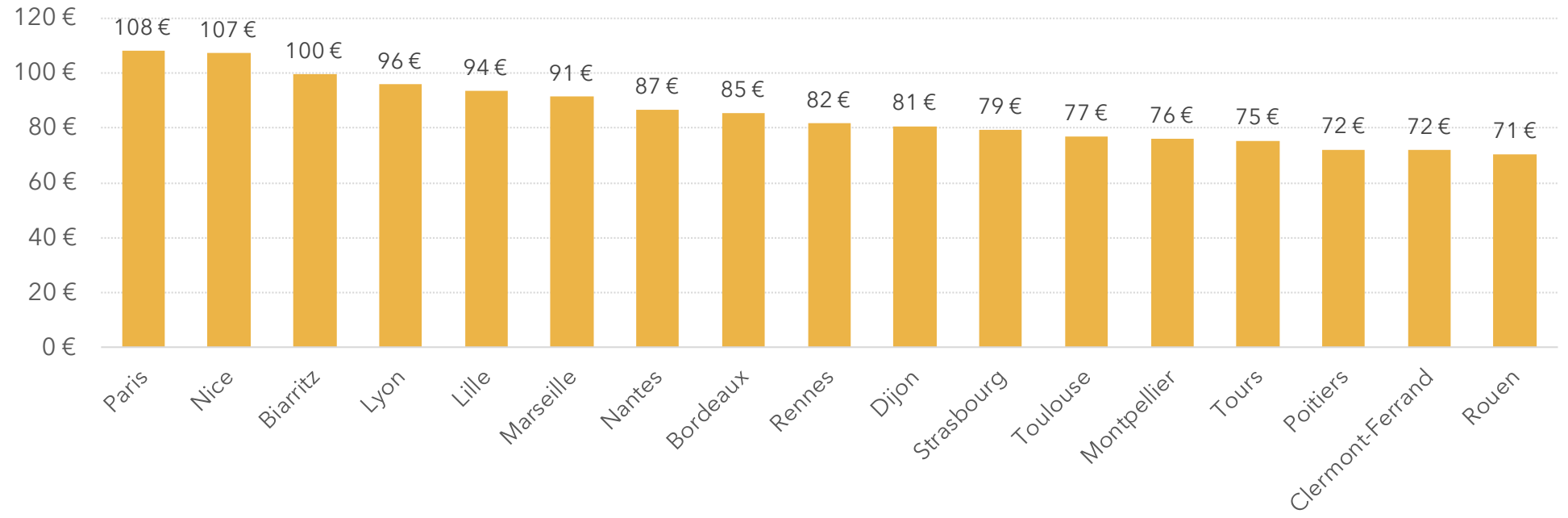
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- AUGUST 2024

## ADR (Breakfast included)

### 2\* Hotels

FRENCH CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE – AUGUST 2024

## 2\* Hotels

### FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
97	100	2%	Biarritz	70%	72%	2
86	85	0%	Bordeaux	80%	79%	-1
70	72	3%	Clermont-Ferrand	66%	64%	-1
77	81	4%	Dijon	65%	68%	3
85	94	10%	Lille	62%	65%	3
93	96	3%	Lyon	83%	82%	-1
86	91	6%	Marseille	79%	70%	-8
78	76	-3%	Montpellier	72%	73%	2
83	87	4%	Nantes	67%	62%	-5
99	107	8%	Nice	75%	78%	3
72	72	1%	Poitiers	61%	61%	0
78	82	5%	Rennes	64%	61%	-3
73	71	-3%	Rouen	63%	58%	-4
78	79	1%	Strasbourg	60%	58%	-2
75	77	3%	Toulouse	65%	61%	-3
75	75	0%	Tours	66%	65%	-1

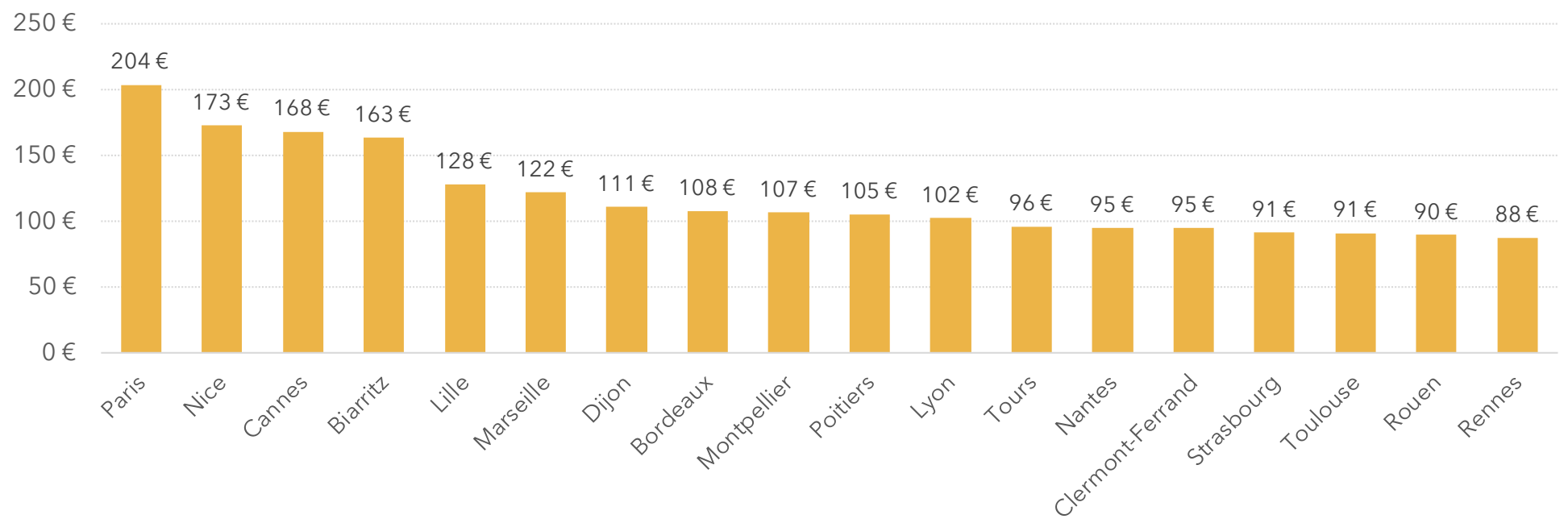
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# AUGUST 2024

## ADR (Breakfast included)

### 3\* Hotels

#### FRENCH CITIES FOR BUSINESS TRAVEL



# AUGUST 2024 – 3\* Hotels

## FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
158	163	3%	Biarritz	92%	95%	3
110	108	-2%	Bordeaux	80%	77%	-3
163	168	3%	Cannes	92%	93%	1
96	95	-1%	Clermont-Ferrand	66%	64%	-2
109	111	2%	Dijon	67%	68%	1
90	128	42%	Lille	54%	65%	11
97	102	5%	Lyon	65%	64%	-1
113	122	8%	Marseille	85%	87%	3
116	107	-8%	Montpellier	75%	80%	6
90	95	5%	Nantes	63%	61%	-2
164	173	6%	Nice	95%	90%	-5
103	105	2%	Poitiers	67%	79%	12
93	88	-5%	Rennes	56%	45%	-11
86	90	4%	Rouen	68%	69%	1
89	91	2%	Strasbourg	77%	75%	-3
92	91	-1%	Toulouse	54%	52%	-2
96	96	0%	Tours	67%	68%	1

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

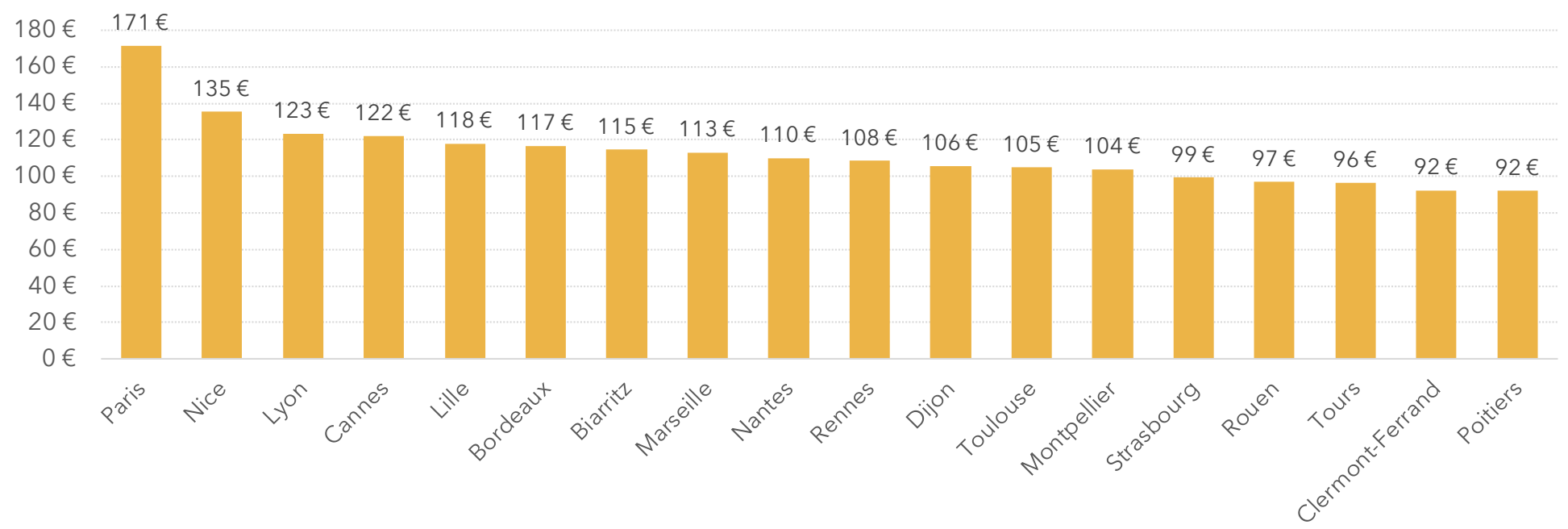


# YEAR-TO-DATE- AUGUST 2024

## ADR (Breakfast included)

### 3\* Hotels

#### FRENCH CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
113	115	1%	Biarritz	65%	65%	1
115	117	1%	Bordeaux	68%	70%	3
119	122	3%	Cannes	75%	76%	0
93	92	-1%	Clermont-Ferrand	63%	60%	-3
104	106	2%	Dijon	66%	66%	0
109	118	8%	Lille	66%	69%	4
122	123	1%	Lille	73%	71%	-2
109	113	4%	Marseille	74%	62%	-12
107	104	-3%	Montpellier	66%	66%	0
106	110	4%	Nantes	69%	67%	-2
132	135	3%	Nice	79%	80%	0
91	92	1%	Poitiers	60%	60%	0
104	108	4%	Rennes	63%	62%	-1
100	97	-3%	Rouen	64%	58%	-5
97	99	3%	Strasbourg	72%	68%	-4
104	105	1%	Toulouse	62%	61%	-1
95	96	2%	Tours	60%	62%	3

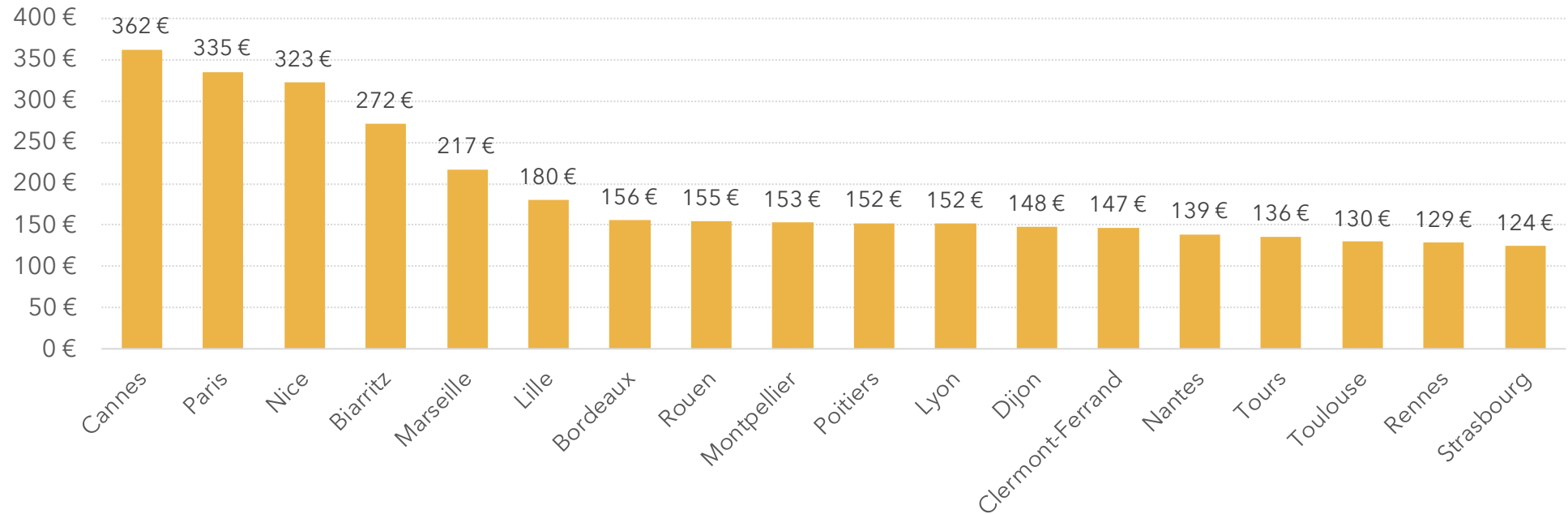
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# AUGUST 2024

## ADR (Breakfast included)

### 4\* Hotels

#### FRENCH CITIES FOR BUSINESS TRAVEL



# AUGUST 2024 – 4\* Hotels

## FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
280	272	-3%	Biarritz	91%	93%	1
154	156	1%	Bordeaux	76%	74%	-1
350	362	3%	Cannes	78%	90%	12
151	147	-3%	Clermont-Ferrand	67%	74%	7
148	148	0%	Dijon	72%	79%	7
131	180	38%	Lille	60%	67%	7
144	152	6%	Lyon	72%	72%	0
194	217	12%	Marseille	78%	81%	3
156	153	-2%	Montpellier	73%	74%	0
140	139	-1%	Nantes	63%	60%	-4
306	323	5%	Nice	89%	91%	2
151	152	1%	Poitiers	71%	86%	15
131	129	-2%	Rennes	61%	57%	-4
146	155	6%	Rouen	78%	80%	3
126	124	-1%	Strasbourg	69%	69%	0
137	130	-5%	Toulouse	55%	51%	-3
137	136	-1%	Tours	74%	71%	-3

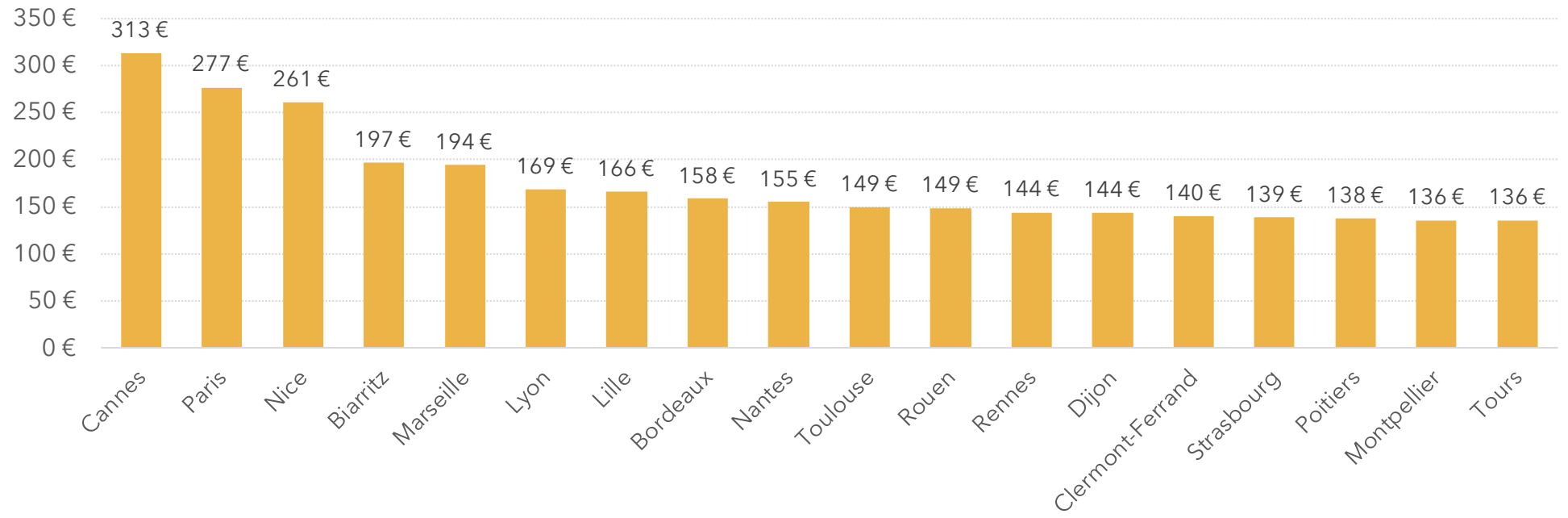
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- AUGUST 2024

## ADR (Breakfast included)

### 4\* Hotels

#### FRENCH CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE – AUGUST 2024

## 4\* Hotels

### FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
197	197	0%	Biarritz	65%	66%	0
160	158	-1%	Bordeaux	67%	68%	1
310	313	1%	Cannes	62%	64%	1
141	140	-1%	Clermont-Ferrand	61%	64%	3
143	144	0%	Dijon	65%	66%	1
152	166	9%	Lille	68%	71%	3
168	169	0%	Lyon	75%	75%	0
186	194	4%	Marseille	68%	70%	2
139	136	-2%	Montpellier	64%	66%	2
152	155	2%	Nantes	67%	65%	-2
250	261	4%	Nice	70%	74%	4
137	138	1%	Poitiers	63%	64%	2
141	144	2%	Rennes	59%	60%	1
146	149	2%	Rouen	71%	68%	-3
146	139	-5%	Strasbourg	63%	69%	5
148	149	1%	Toulouse	59%	61%	2
136	136	0%	Tours	65%	64%	-1

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# AUGUST 2024 – All Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
134	135	1%	Berlin	73%	75%	2
154	161	5%	Cologne	73%	72%	-1
118	109	-7%	Düsseldorf	66%	57%	-9
119	120	1%	Frankfurt	46%	51%	4
140	141	1%	Hamburg	83%	82%	-1
108	113	5%	Hanover	62%	69%	7
132	185	40%	Munich	69%	77%	8
110	106	-4%	Stuttgart	50%	56%	6

ADR expressed in euros VAT incl  
Source: MKG\_Consulting



# AUGUST 2024

## ADR (Breakfast included) BY CATEGORY

### GERMAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Berlin	121	121	0%	132	134	2%	265	253	-5%
Cologne	136	144	6%	166	175	6%	n/a	n/a	n/a
Düsseldorf	107	98	-9%	121	112	-7%	n/a	n/a	n/a
Frankfurt	102	101	-1%	114	113	-1%	217	198	-9%
Hamburg	124	124	1%	145	146	1%	n/a	n/a	n/a
Hanover	98	101	3%	115	122	6%	n/a	n/a	n/a
Munich	105	159	52%	129	183	42%	n/a	n/a	n/a
Stuttgart	107	102	-4%	116	113	-2%	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- AUGUST 2024

## All Hotels

### GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
151	159	6%	Berlin	72%	72%	0
149	154	4%	Cologne	68%	70%	2
145	147	2%	Düsseldorf	63%	63%	-1
147	154	5%	Frankfurt	55%	60%	5
145	151	4%	Hamburg	77%	77%	0
128	124	-3%	Hanover	61%	62%	0
147	159	8%	Munich	66%	68%	2
128	137	8%	Stuttgart	58%	64%	5

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- AUGUST 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	127	135	6%	153	160	4%	305	318	4%
Cologne	134	140	4%	160	166	4%	n/a	n/a	n/a
Düsseldorf	133	132	-1%	149	153	2%	n/a	n/a	n/a
Frankfurt	124	138	11%	147	153	4%	241	227	-6%
Hamburg	125	133	6%	152	155	2%	n/a	n/a	n/a
Hanover	116	111	-4%	139	135	-2%	n/a	n/a	n/a
Munich	119	134	13%	148	159	7%	n/a	n/a	n/a
Stuttgart	121	129	7%	146	157	8%	n/a	n/a	n/a

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

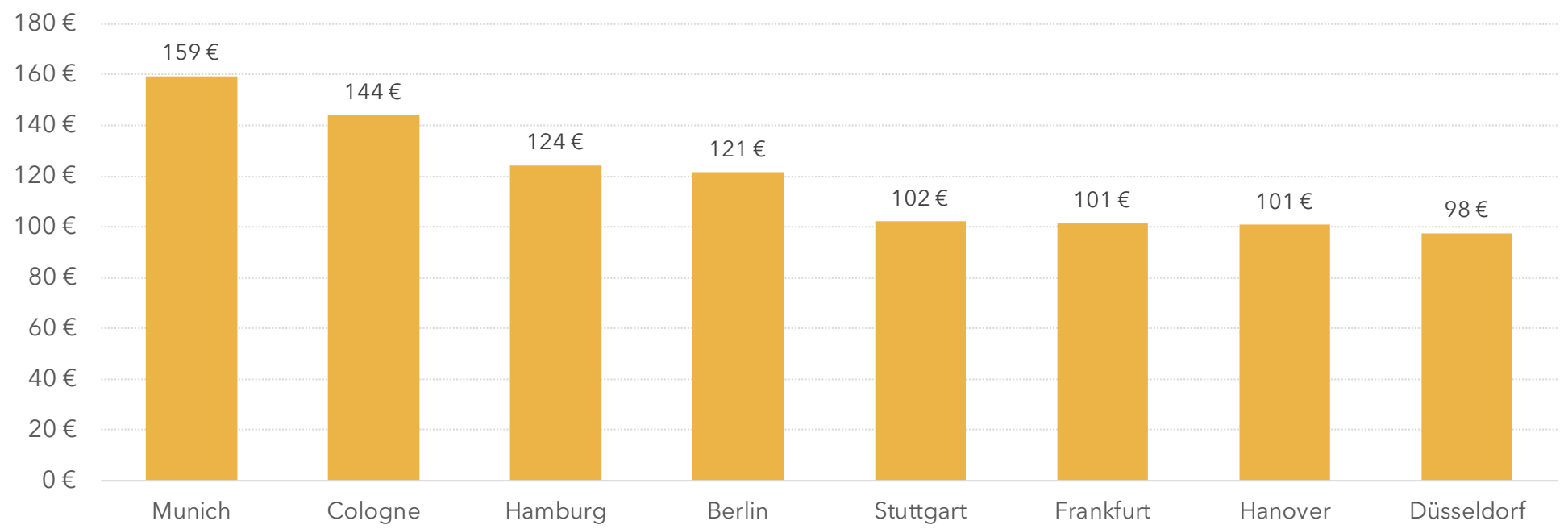
Note : the panel of participants classified 2\* is not large enough to be able to disseminate statistics

# AUGUST 2024

## ADR (Breakfast included)

### 3\* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



# AUGUST 2024 – 3\* Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
121	121	0%	Berlin	75%	75%	0
136	144	6%	Cologne	74%	70%	-4
107	98	-9%	Düsseldorf	68%	64%	-4
102	101	-1%	Frankfurt	49%	46%	-3
124	124	1%	Hamburg	87%	82%	-5
98	101	3%	Hanover	71%	75%	4
105	159	52%	Munich	66%	75%	9
107	102	-4%	Stuttgart	49%	53%	4

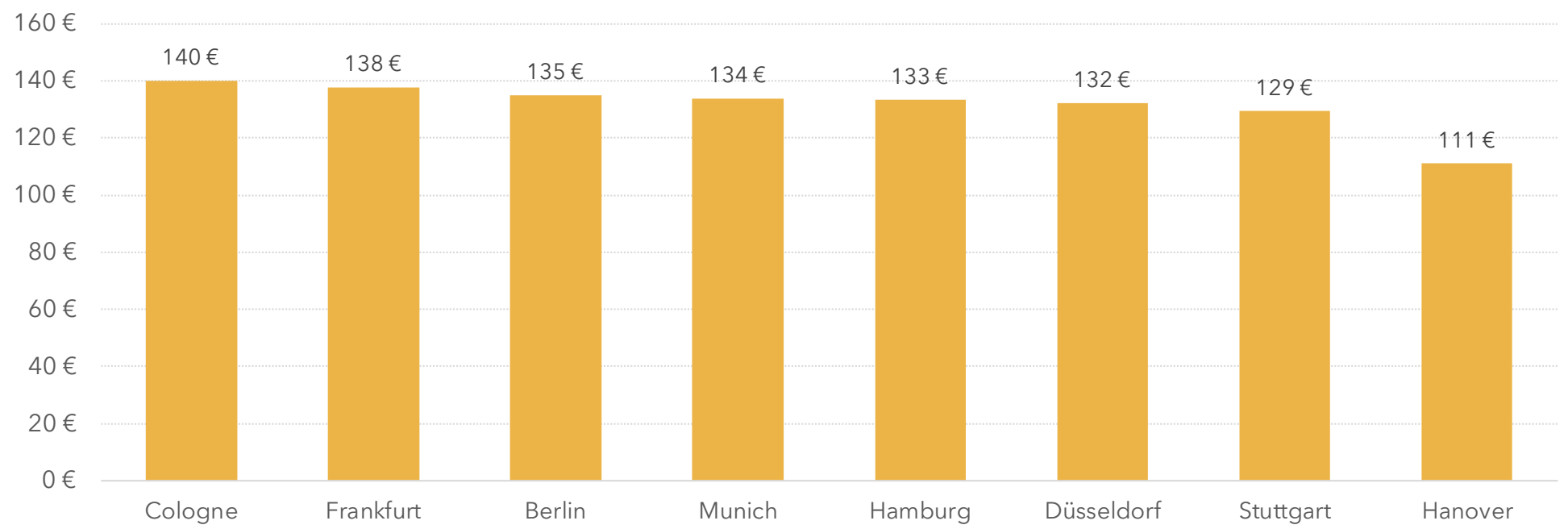
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – AUGUST 2024

## ADR (Breakfast included)

### 3\* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE- AUGUST 2024

## 3\* Hotels

### GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
127	135	6%	Berlin	76%	73%	-3
134	140	4%	Cologne	70%	72%	2
133	132	-1%	Düsseldorf	62%	67%	5
124	138	11%	Frankfurt	59%	58%	-2
125	133	6%	Hamburg	81%	78%	-3
116	111	-4%	Hanover	66%	62%	-3
119	134	13%	Munich	67%	68%	1
121	129	7%	Stuttgart	59%	63%	4

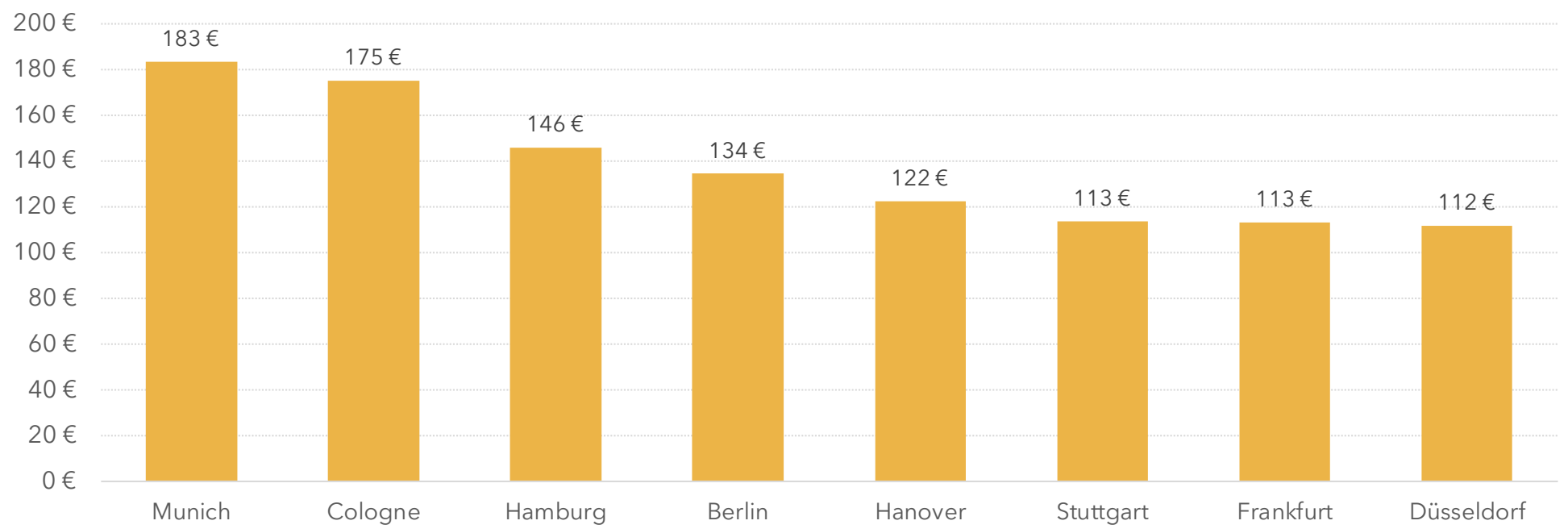
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# AUGUST 2024

## ADR (Breakfast included)

### 4\* Hotels

#### GERMAN CITIES FOR BUSINESS TRAVEL





# AUGUST 2024 – 4\* Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
132	134	2%	Berlin	75%	78%	3
166	175	6%	Cologne	73%	74%	1
121	112	-7%	Düsseldorf	68%	56%	-11
114	113	-1%	Frankfurt	47%	49%	2
145	146	1%	Hamburg	80%	83%	2
115	122	6%	Hanover	56%	63%	8
129	183	42%	Munich	70%	78%	8
116	113	-2%	Stuttgart	52%	57%	4

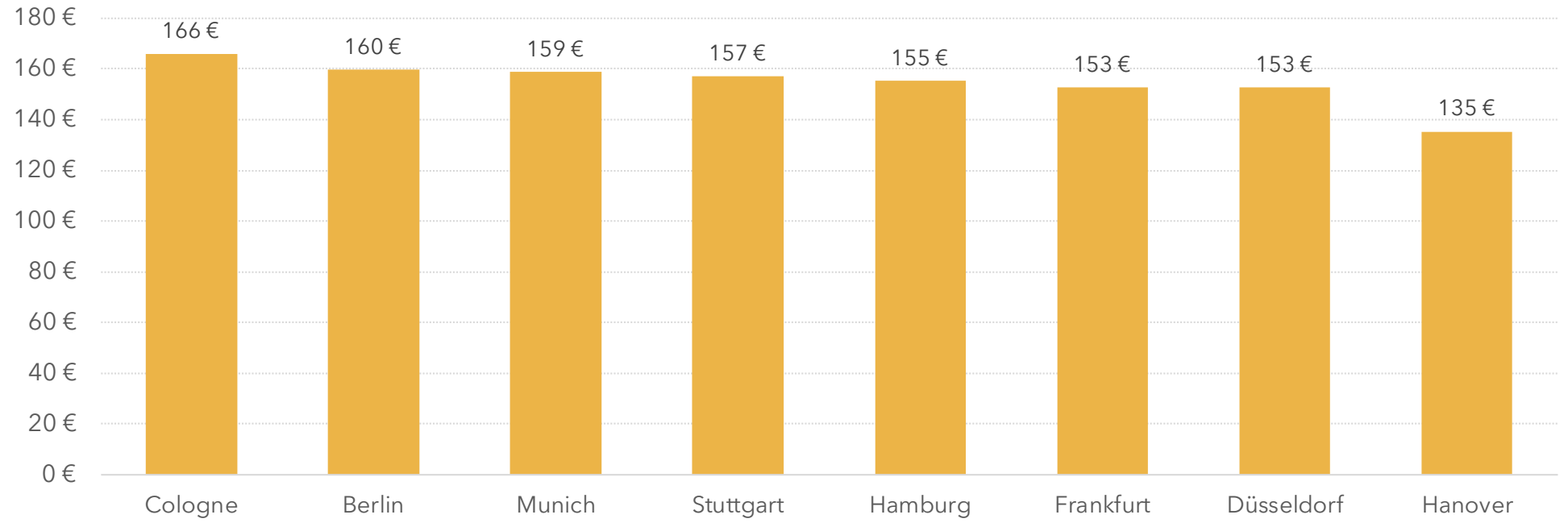
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – AUGUST 2024

## ADR (Breakfast included)

### 4\* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE- AUGUST 2024

## 4\* Hotels

### GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
153	160	4%	Berlin	73%	74%	2
160	166	4%	Cologne	67%	70%	2
149	153	2%	Düsseldorf	65%	63%	-3
147	153	4%	Frankfurt	56%	60%	3
152	155	2%	Hamburg	76%	77%	1
139	135	-2%	Hanover	58%	59%	1
148	159	7%	Munich	66%	69%	3
146	157	8%	Stuttgart	57%	64%	7

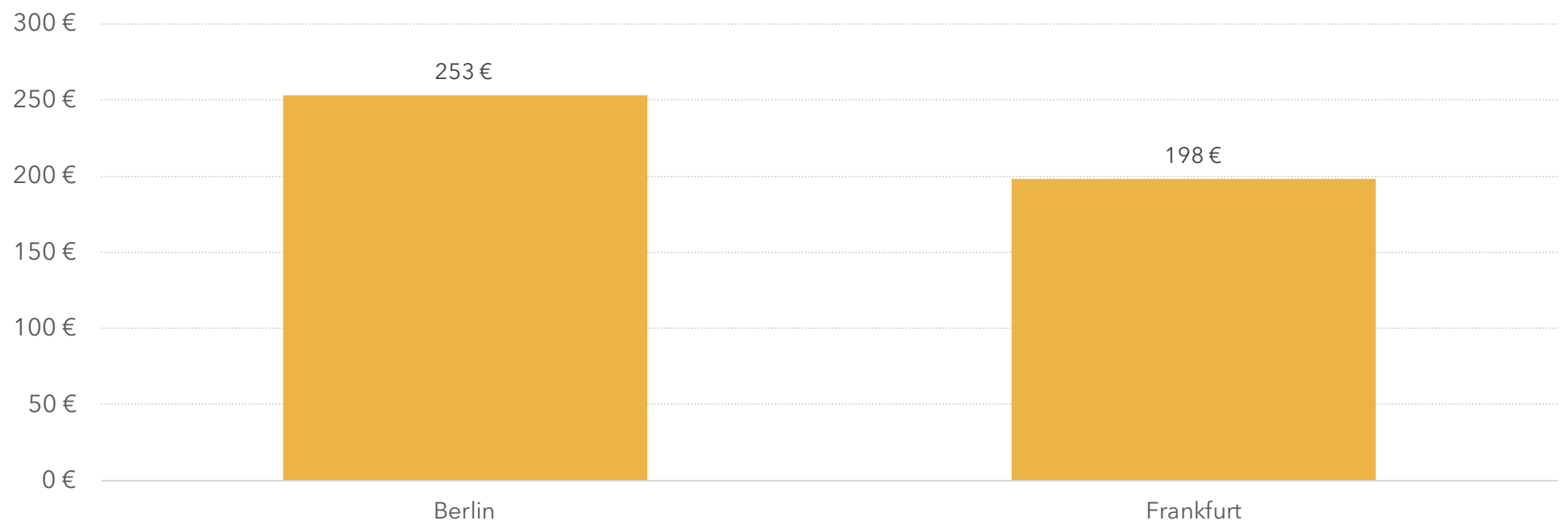
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# AUGUST 2024

## ADR (Breakfast included)

### 5\* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



# AUGUST 2024 – 5\* Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
265	253	-5%	Berlin	46%	54%	8
217	198	-9%	Frankfurt	40%	69%	29

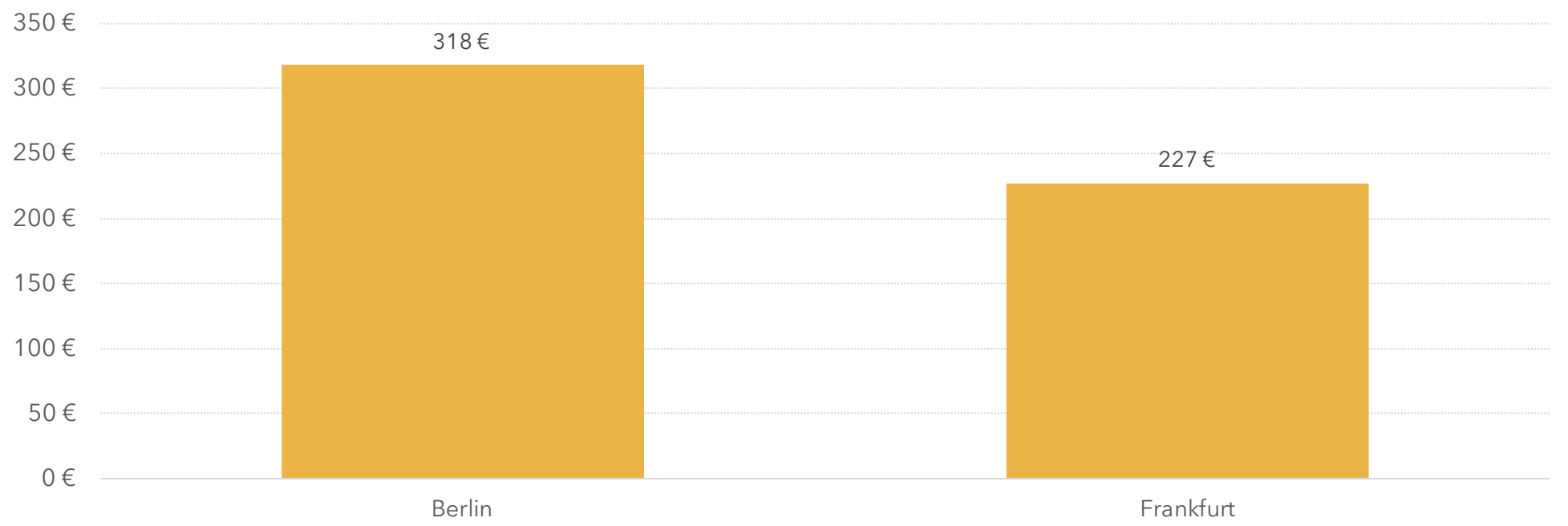
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# YEAR-TO-DATE – AUGUST 2024

## ADR (Breakfast included)

### 5\* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE – AUGUST 2024

## 5\* Hotels

### GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
305	318	4%	Berlin	51%	56%	5
241	227	-6%	Frankfurt	47%	67%	20

*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# AUGUST 2024 – All Hotels

## ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
269	265	-2%	Florence	79%	71%	-8
162	158	-3%	Genoa	78%	80%	2
184	201	9%	Milan	64%	62%	-1
245	251	2%	Rome	65%	68%	3
118	116	-1%	Turin	56%	50%	-6
234	260	11%	Venice	75%	70%	-5

ADR expressed in euros VAT incl  
Source: MKG\_Consulting



# AUGUST 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	198	197	0%	554	570	3%
Genoa	n/a	n/a	n/a	153	150	-2%	n/a	n/a	n/a
Milan	112	116	4%	168	183	9%	336	381	13%
Rome	88	94	7%	168	164	-3%	554	586	6%
Turin	n/a	n/a	n/a	121	120	-1%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	187	201	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

# YEAR-TO-DATE- AUGUST 2024

## All Hotels

### ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
301	311	3%	Florence	79%	74%	-5
141	141	0%	Genoa	71%	73%	2
223	232	4%	Milan	74%	75%	1
248	256	3%	Rome	73%	74%	0
140	147	5%	Turin	69%	68%	0
255	287	13%	Venice	66%	66%	1

*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# YEAR-TO-DATE- AUGUST 2024

## ADR (Breakfast included) BY CATEGORY

### ITALIAN CITIES FOR BUSINESS TRAVEL

Cities	Economy			Upscale					
	3*			4*			5*		
	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023	2023	2024	chge (%) 2023
Florence	n/a	n/a	n/a	213	228	7%	638	698	10%
Genoa	n/a	n/a	n/a	131	133	1%	n/a	n/a	n/a
Milan	134	135	1%	210	217	3%	393	419	6%
Rome	104	114	10%	176	185	5%	584	580	-1%
Turin	n/a	n/a	n/a	146	155	6%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	193	211	9%	n/a	n/a	n/a

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

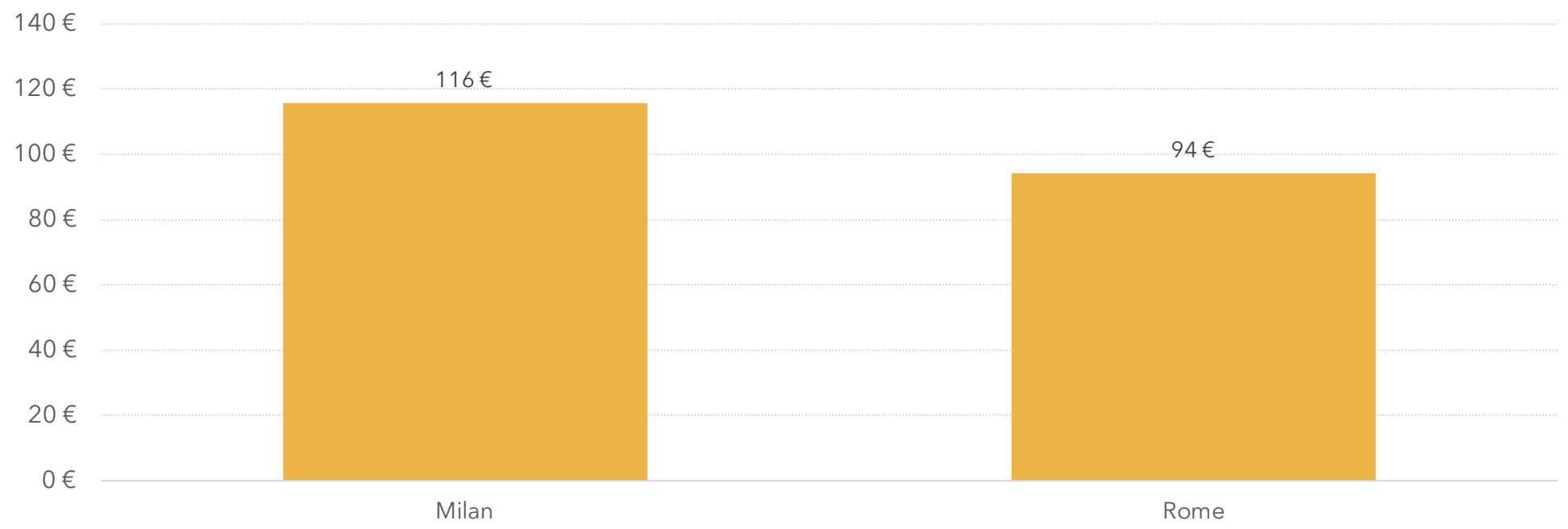
Note : the panel of participants classified 2\* is not large enough to be able to disseminate statistics

# AUGUST 2024

## ADR (Breakfast included)

### 3\* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



# AUGUST 2024 – 3\* Hotels

## ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
112	116	4%	Milan	71%	72%	1
88	94	7%	Rome	76%	74%	-2

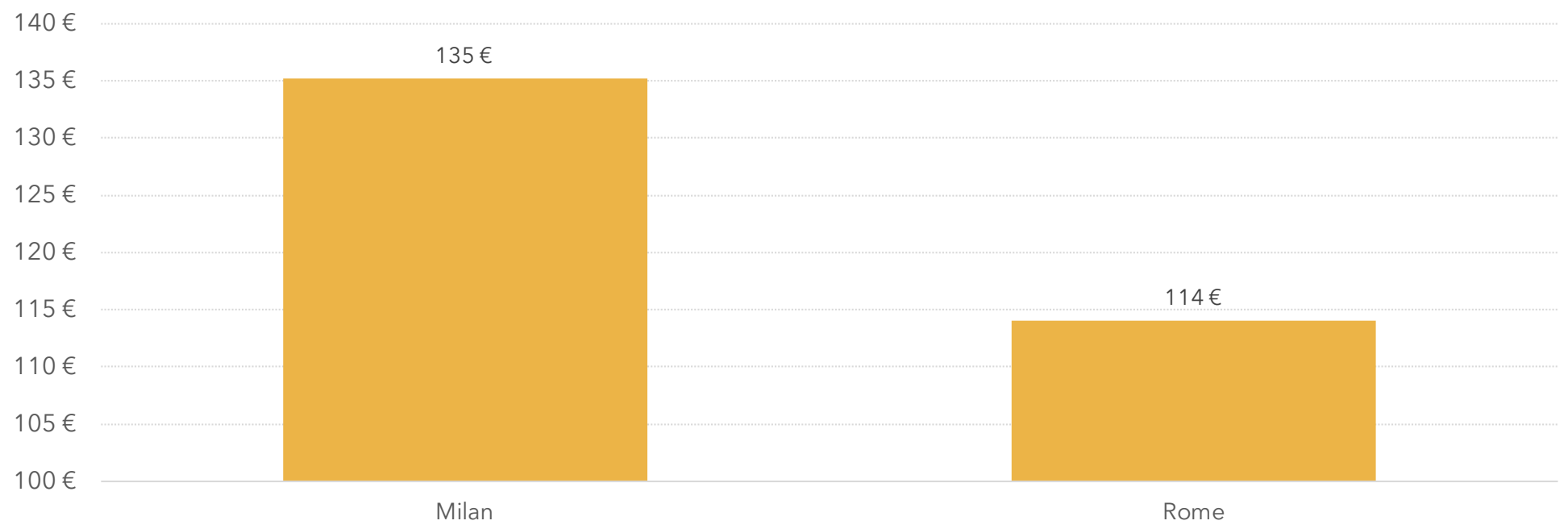
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# YEAR-TO-DATE – AUGUST 2024

## ADR (Breakfast included)

### 3\* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE- AUGUST 2024

## 3\* Hotels

### ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
134	135	1%	Milan	83%	84%	1
104	114	10%	Rome	83%	83%	0

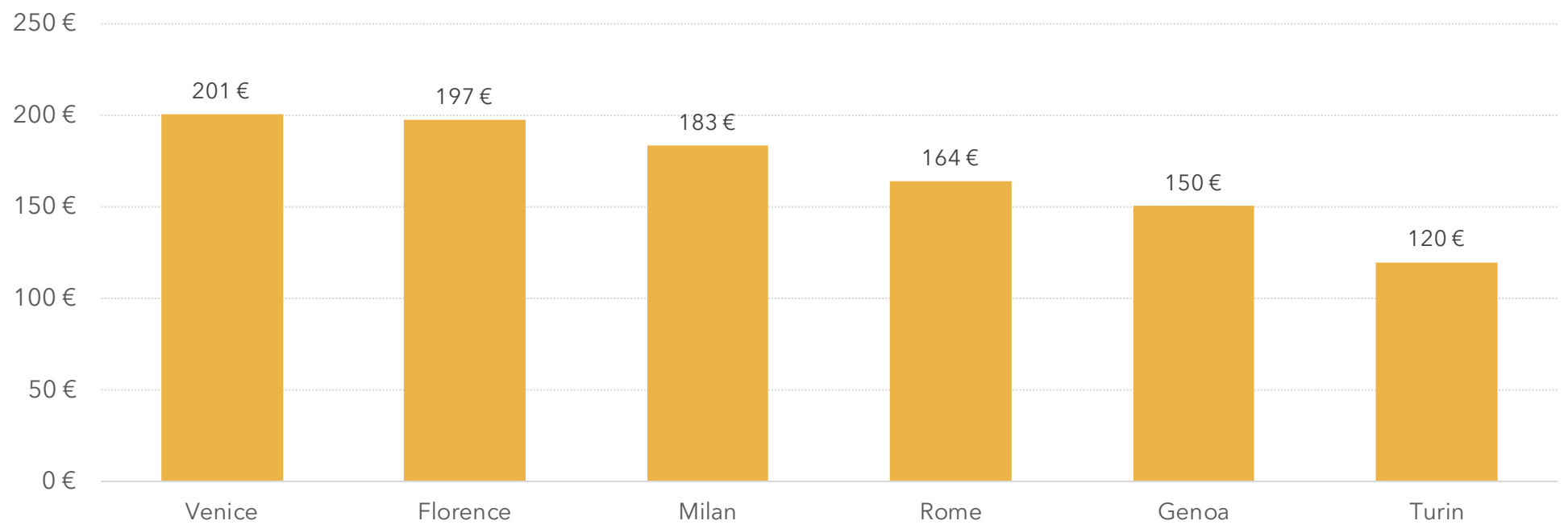
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# AUGUST 2024

## ADR (Breakfast included)

### 4\* Hotels

#### ITALIAN CITIES FOR BUSINESS TRAVEL





# AUGUST 2024 – 4\* Hotels

## ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
198	197	0%	Florence	80%	73%	-7
153	150	-2%	Genoa	76%	79%	4
168	183	9%	Milan	62%	61%	-1
168	164	-3%	Rome	64%	68%	4
121	120	-1%	Turin	57%	50%	-7
187	201	7%	Venice	73%	68%	-5

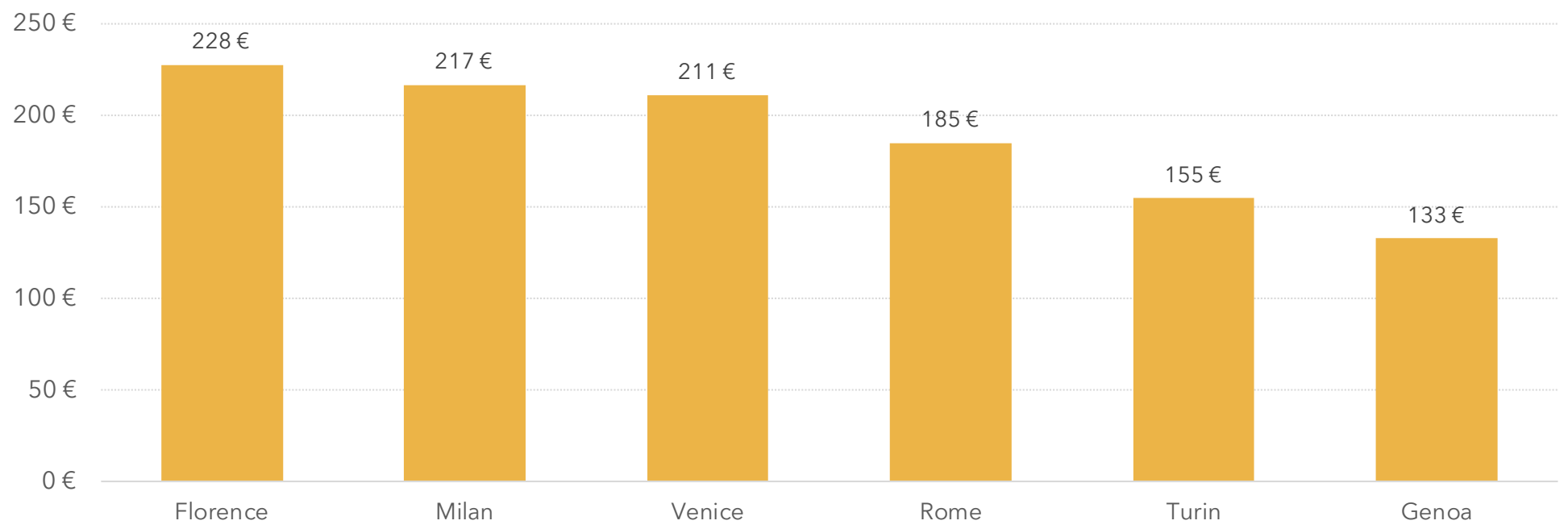
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# YEAR-TO-DATE – AUGUST 2024

## ADR (Breakfast included)

### 4\* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE- AUGUST 2024

## 4\* Hotels

### ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
213	228	7%	Florence	82%	78%	-4
131	133	1%	Genoa	68%	70%	2
210	217	3%	Milan	73%	74%	1
176	185	5%	Rome	74%	74%	0
146	155	6%	Turin	69%	68%	-1
193	211	9%	Venice	65%	65%	0

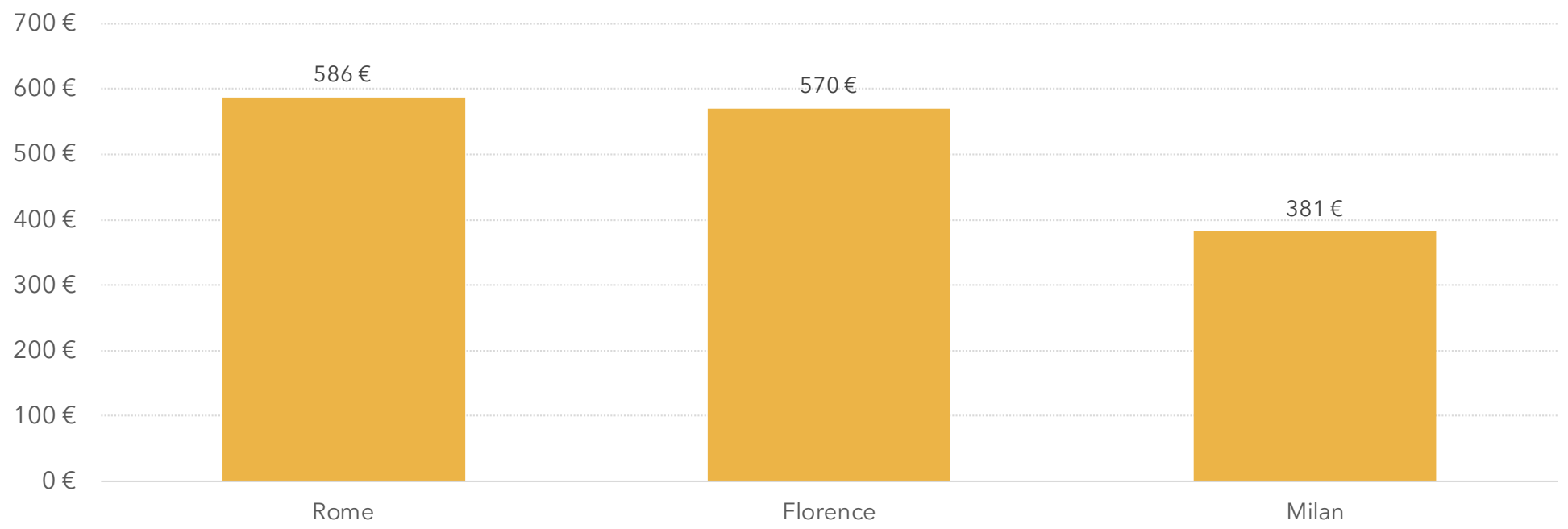
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# AUGUST 2024

## ADR (Breakfast included)

### 5\* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



# AUGUST 2024 – 5\* Hotels

## ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
554	570	3%	Florence	74%	62%	-12
336	381	13%	Milan	63%	59%	-3
554	586	6%	Rome	61%	63%	2

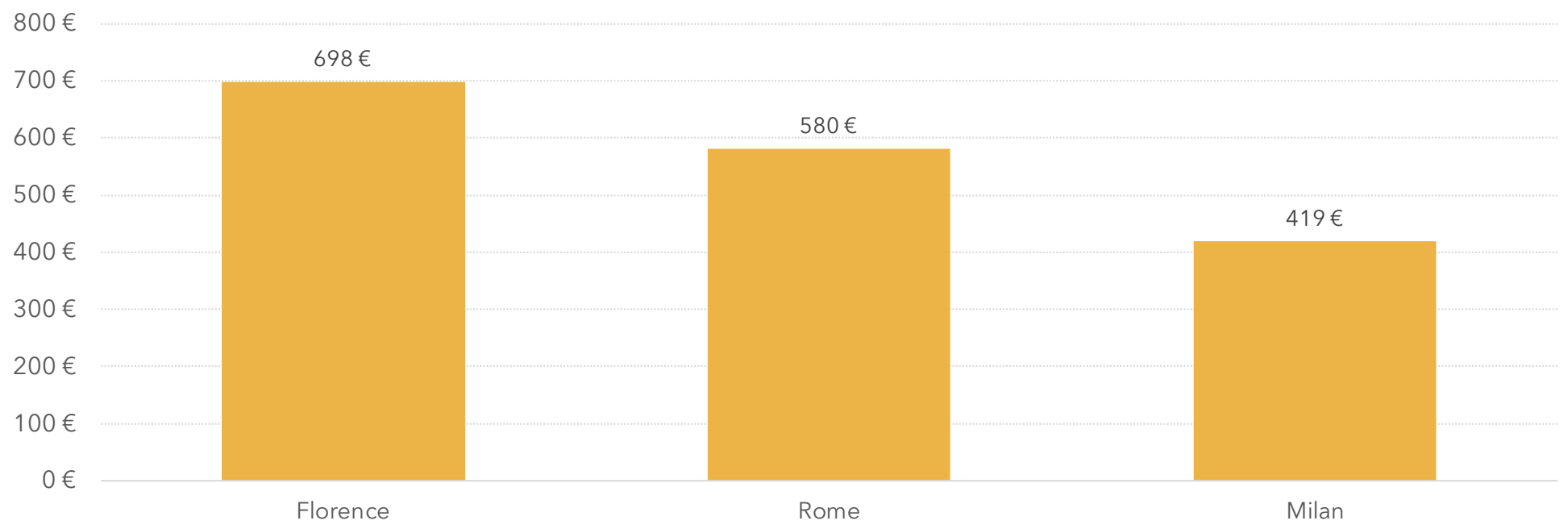
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# YEAR-TO-DATE – AUGUST 2024

## ADR (Breakfast included)

### 5\* Hotels

#### ITALIAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE – AUGUST 2024

## 5\* Hotels

### ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
638	698	10%	Florence	71%	60%	-12
393	419	6%	Milan	68%	68%	0
584	580	-1%	Rome	67%	68%	2

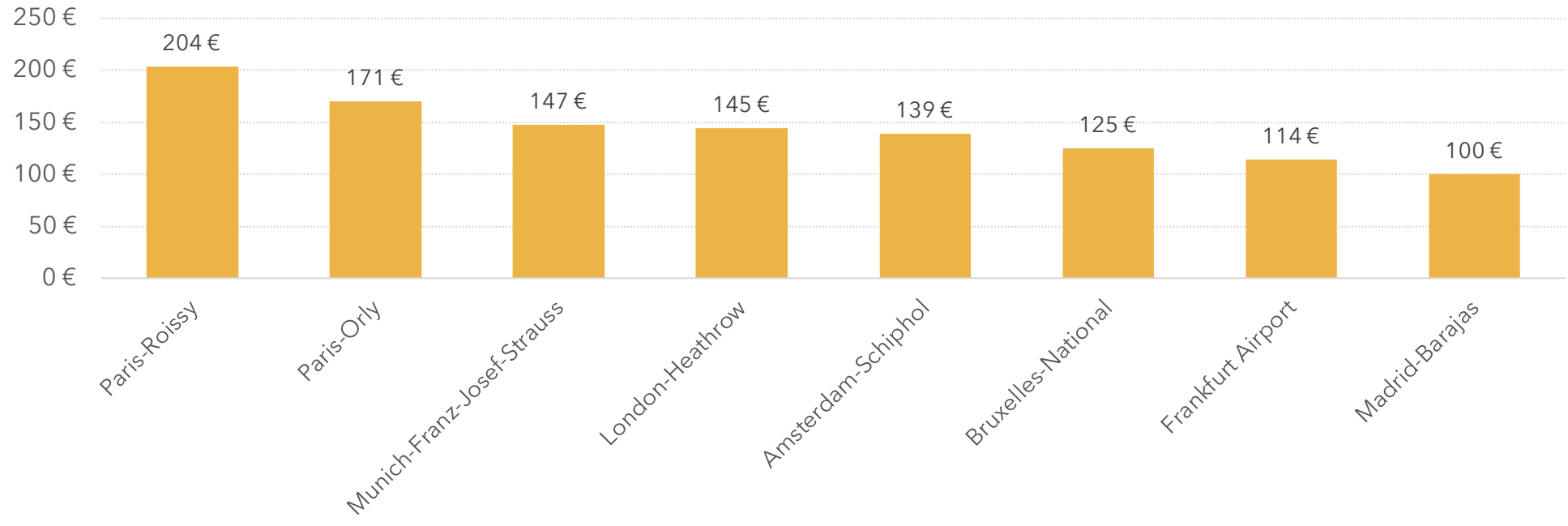
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# AUGUST 2024

## ADR (Breakfast included)

### All Hotels

#### MAIN EUROPEAN AIRPORTS





# AUGUST 2024 – All Hotels

## MAIN EUROPEAN AIRPORTS



ADR (Breakfast included)			Airport	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
149	139	-6%	Amsterdam-Schiphol	83%	79%	-4
126	125	-1%	Bruxelles-National	64%	64%	0
110	114	4%	Frankfurt Airport	47%	59%	12
142	145	2%	London-Heathrow	90%	88%	-2
96	100	5%	Madrid-Barajas	62%	67%	5
130	147	13%	Munich-Franz-Josef- Strauss	72%	82%	10
125	171	36%	Paris-Orly	61%	69%	8
118	204	73%	Paris-Roissy	75%	79%	4

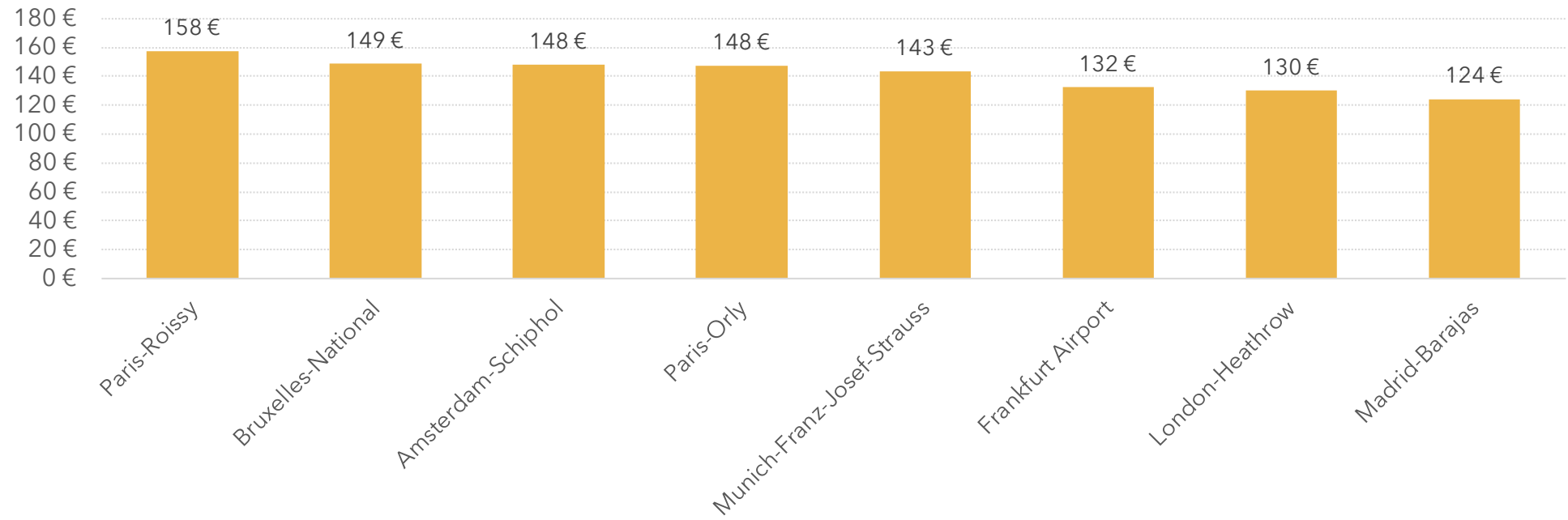
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – AUGUST 2024

## ADR (Breakfast included)

### All Hotels

#### MAIN EUROPEAN AIRPORTS





ADR (Breakfast included)			Airport	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
147	148	0%	Amsterdam-Schiphol	77%	79%	3
148	149	0%	Bruxelles-National	66%	69%	3
125	132	6%	Frankfurt Airport	54%	63%	9
126	130	4%	London-Heathrow	81%	83%	2
110	124	12%	Madrid-Barajas	72%	76%	5
138	143	4%	Munich-Franz-Josef- Strauss	67%	72%	5
135	148	10%	Paris-Orly	71%	72%	1
133	158	19%	Paris-Roissy	75%	75%	0

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# GLOSSARY

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

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

**Available rooms** : Capacity x number of days of opening

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

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

# CONVENTIONS

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

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