



# BUSINESS HOTEL BAROMETER

Observatory carried out by CDS Groupe  
& MKG Consulting

JUNE 2024



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### Monthly performance (JUNE 2023 compared with JUNE 2024)

The good health of travel cities was confirmed in JUNE 2024. In terms of occupancy rates, London, followed by Barcelona and Paris, posted the best performances, with occupancy levels above 70%. In terms of growth, Istanbul (+12 points), Vienna and Madrid (+7 points) posted the best increases.

At the other end of the scale, despite average daily rates falling by 22% and 23% respectively, Düsseldorf and Frankfurt lost 2 and 4 points in occupancy. Paris (-2 points), Budapest and Lisbon (-1 point) maintained their average daily rates. It should be noted that although the occupancy rate in Paris fell slightly, it still reached 70%.

### Year to date performance

On a year-to-date basis, Cologne, Frankfurt and Madrid posted the best increases in occupancy rates. London hoteliers fill the most, with an average OR of 72% between January and JUNE 2024, followed by their colleagues in Paris (68%), Madrid and Istanbul (66%).

### Performance by category

Barcelona (€156) and London (€150) have the highest average daily rates (including breakfast), followed by Paris (€140 excluding VAT) and Brussels (€139) for 3-star establishments. While hoteliers in Madrid (+12%), Barcelona (+6%) and Brussels (+1%) continue to increase their prices, surfing on the wave of major events in the destination, Paris and London are slowing down on average daily rates (-2%). Istanbul stands out once again, with ADRs up 30% for 3-star properties.

Of the 16 European urban destinations on the panel, 8 have average daily rates of 130 euros or more (including breakfast) for the 3-star category.

At the top end of the market, 5 destinations have average daily rate of over €190 for 4-star properties. For 5-star establishments, average daily rates exceed €300 for 6 out of 11 destinations. Frankfurt, Athens, Brussels, Vienna, and Istanbul do not reach €300.

Faced with a lacklustre performance, hoteliers in Frankfurt and Düsseldorf have begun a cycle of price reductions, more in line with the resources currently available to companies in the German economy.

### Performance of airport zones

Hoteliers in the Madrid Barajas and London Heathrow zones posted a 9-point increase in occupancy rate in JUNE, taking them above the 70% OR mark (75% and 74% respectively). Brussels Airport saw its occupancy rate rise by 6 points to 59%, followed by Munich Franz Josef Strauss and Amsterdam Schiphol (+5 points). International air traffic remains buoyant, with a positive impact on occupancy in virtually all destinations except for Paris Orly.

# JUNE 2024 – All Hotels

## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
270	265	-2%	Amsterdam	81%	80%	-1
331	395	20%	Athens	91%	86%	-5
270	299	11%	Barcelona	85%	89%	3
180	199	10%	Berlin	84%	78%	-5
197	197	0%	Brussels	79%	78%	-1
156	171	9%	Budapest	76%	80%	4
151	192	28%	Cologne	75%	80%	5
157	197	26%	Düsseldorf	69%	79%	11
162	180	11%	Frankfurt	68%	77%	9
275	263	-4%	Geneva	82%	85%	3
115	119	4%	Hanover	70%	73%	3
289	286	-1%	Istanbul	73%	72%	-1
188	197	5%	Lisboa	87%	87%	1
302	308	2%	London	85%	87%	2
189	231	22%	Madrid	81%	82%	1
270	249	-8%	Milano	83%	80%	-3
173	193	11%	Munich	78%	80%	1
362	313	-14%	Paris	92%	79%	-13
134	141	5%	Prague	79%	80%	0
338	334	-1%	Roma	86%	85%	-1
166	176	6%	Vienna	83%	83%	0
214	235	10%	Zurich	89%	91%	3

# JUNE 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	194	191	-2%	259	254	-2%	471	457	-3%
Athens	n/a	n/a	n/a	188	228	21%	385	460	19%
Barcelona	177	192	8%	250	283	13%	447	496	11%
Berlin	151	167	11%	178	199	12%	363	393	8%
Brussels	171	165	-3%	214	215	0%	288	288	0%
Budapest	n/a	n/a	n/a	136	148	9%	n/a	n/a	n/a
Cologne	131	164	25%	165	214	29%	n/a	n/a	n/a
Düsseldorf	144	178	24%	163	205	26%	n/a	n/a	n/a
Frankfurt	126	162	29%	171	179	5%	262	251	-4%
Hanover	103	110	7%	125	125	0%	n/a	n/a	n/a
Istanbul	148	166	12%	284	291	2%	444	387	-13%
Lisboa	133	141	6%	164	173	5%	n/a	n/a	n/a
London	191	196	3%	298	299	0%	543	553	2%
Madrid	149	186	25%	188	232	23%	383	435	14%
Munich	143	159	11%	177	198	12%	n/a	n/a	n/a
Paris	218	187	-14%	347	304	-12%	919	778	-15%
Prague	95	101	7%	141	144	2%	n/a	n/a	n/a
Vienna	120	135	13%	171	175	2%	332	345	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

## YEAR-TO-DATE – JUNE 2024

## All Hotels

## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
238	235	-1%	Amsterdam	73%	72%	0
246	276	12%	Athens	64%	65%	1
229	251	9%	Barcelona	75%	77%	3
155	161	4%	Berlin	70%	71%	1
177	182	3%	Brussels	70%	70%	0
140	146	4%	Budapest	62%	64%	2
150	156	4%	Cologne	68%	71%	3
154	156	1%	Düsseldorf	64%	64%	0
154	161	5%	Frankfurt	56%	60%	4
270	254	-6%	Geneva	63%	67%	4
135	129	-4%	Hanover	61%	61%	0
203	247	21%	Istanbul	63%	69%	5
163	170	4%	Lisboa	77%	76%	-1
265	261	-2%	London	77%	78%	1
175	197	13%	Madrid	71%	75%	4
224	229	2%	Milano	74%	75%	1
149	152	2%	Munich	63%	65%	2
272	261	-4%	Paris	78%	75%	-3
119	129	9%	Prague	66%	69%	3
247	257	4%	Roma	72%	72%	0
150	154	3%	Vienna	66%	69%	2
188	192	2%	Zurich	69%	72%	2

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- JUNE 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	1%	231	226	-2%	404	392	-3%
Athens	n/a	n/a	n/a	151	167	11%	284	317	12%
Barcelona	155	168	8%	214	240	12%	373	407	9%
Berlin	128	136	7%	158	162	3%	315	317	1%
Brussels	153	152	-1%	195	199	2%	265	263	-1%
Budapest	n/a	n/a	n/a	124	127	3%	n/a	n/a	n/a
Cologne	136	143	5%	163	169	3%	n/a	n/a	n/a
Düsseldorf	143	142	-1%	160	162	1%	n/a	n/a	n/a
Frankfurt	129	144	12%	156	161	3%	246	234	-5%
Hanover	122	115	-6%	147	141	-4%	n/a	n/a	n/a
Istanbul	114	146	29%	204	248	21%	300	345	15%
Lisboa	117	123	5%	145	151	5%	n/a	n/a	n/a
London	171	168	-2%	261	259	-1%	453	451	0%
Madrid	139	162	16%	176	200	14%	336	376	12%
Munich	123	128	5%	150	150	0%	n/a	n/a	n/a
Paris	171	162	-5%	273	263	-4%	676	628	-7%
Prague	83	92	11%	125	134	7%	n/a	n/a	n/a
Vienna	116	120	4%	150	152	1%	302	305	1%

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

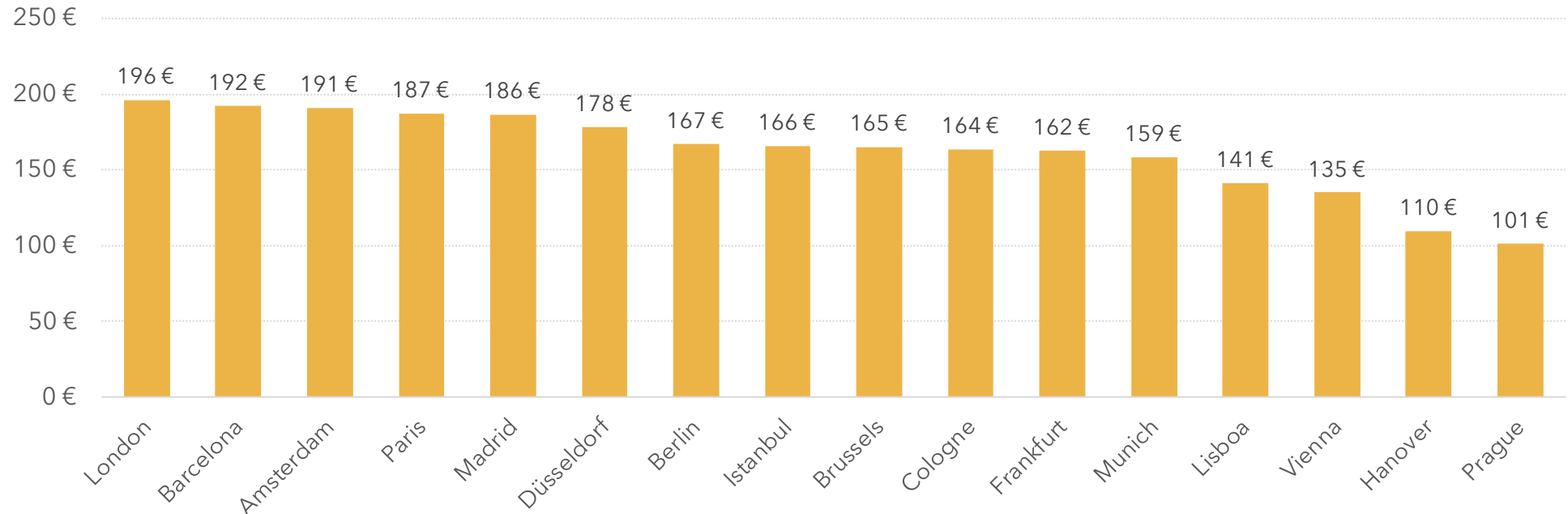
Note : the panel of participants classified 2\* is not large enough to be able to disseminate statistics

# JUNE 2024

## ADR (Breakfast included)

### 3\* Hotels

#### EUROPEAN CITIES FOR BUSINESS TRAVEL





# JUNE 2024 – 3\* Hotels

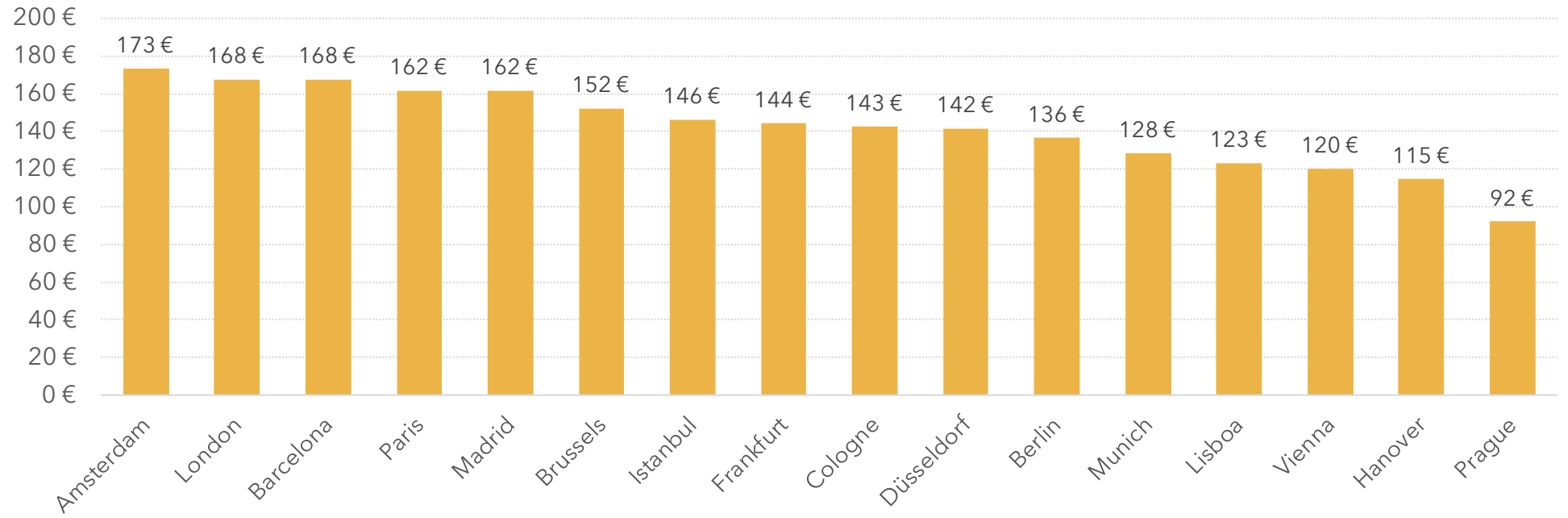
## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
194	191	-2%	Amsterdam	90%	87%	-3
177	192	8%	Barcelona	90%	94%	3
151	167	11%	Berlin	86%	78%	-9
171	165	-3%	Brussels	84%	83%	-1
131	164	25%	Cologne	80%	85%	5
144	178	24%	Düsseldorf	71%	87%	16
126	162	29%	Frankfurt	77%	77%	0
103	110	7%	Hanover	77%	71%	-7
148	166	12%	Istanbul	78%	67%	-11
133	141	6%	Lisboa	88%	90%	3
191	196	3%	London	90%	87%	-3
149	186	25%	Madrid	86%	89%	3
143	159	11%	Munich	81%	80%	0
218	187	-14%	Paris	93%	79%	-14
95	101	7%	Prague	84%	79%	-5
120	135	13%	Vienna	86%	85%	-1

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- JUNE 2024 ADR (Breakfast included) 3\* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



## YEAR-TO-DATE – JUNE 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	1%	Amsterdam	81%	79%	-2
155	168	8%	Barcelona	81%	84%	3
128	136	7%	Berlin	75%	73%	-2
153	152	-1%	Brussels	76%	78%	2
136	143	5%	Cologne	71%	74%	3
143	142	-1%	Düsseldorf	62%	67%	5
129	144	12%	Frankfurt	61%	59%	-2
122	115	-6%	Hanover	64%	61%	-4
114	146	29%	Istanbul	68%	67%	-1
117	123	5%	Lisboa	81%	80%	-1
171	168	-2%	London	81%	82%	1
139	162	16%	Madrid	78%	83%	5
123	128	5%	Munich	64%	64%	0
171	162	-5%	Paris	82%	79%	-4
83	92	11%	Prague	72%	71%	-1
116	120	4%	Vienna	68%	70%	2

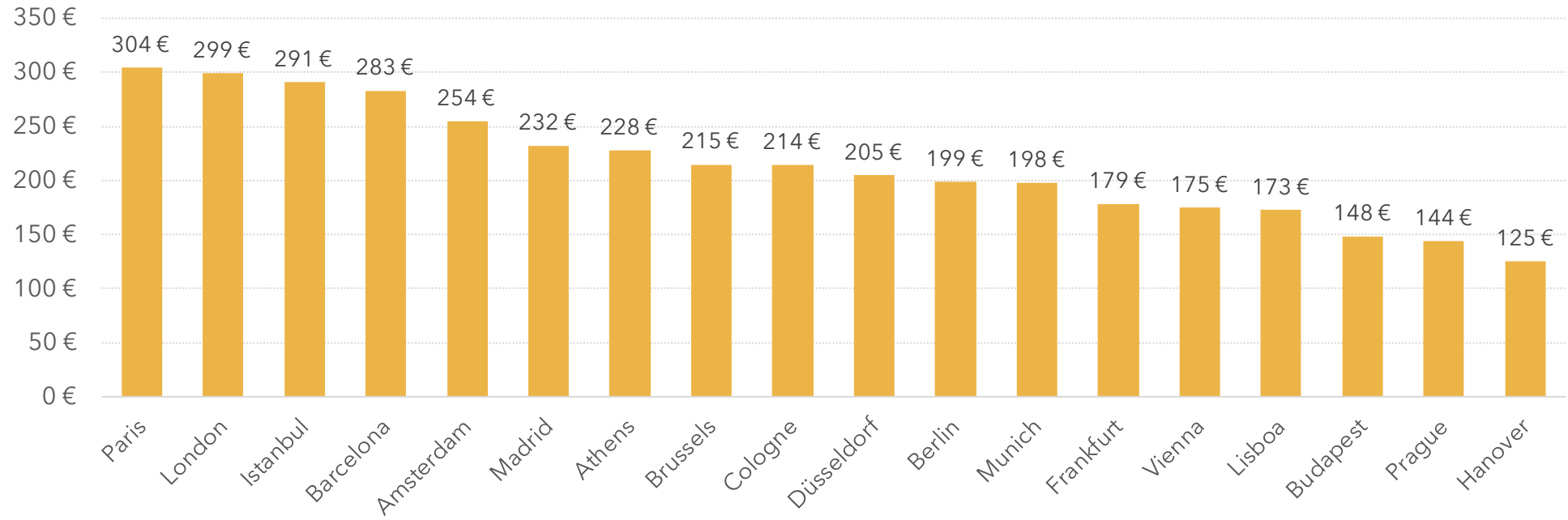
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 2024

## ADR (Breakfast included)

### 4\* Hotels

#### EUROPEAN CITIES FOR BUSINESS TRAVEL



# JUNE 2024 – 4\* Hotels

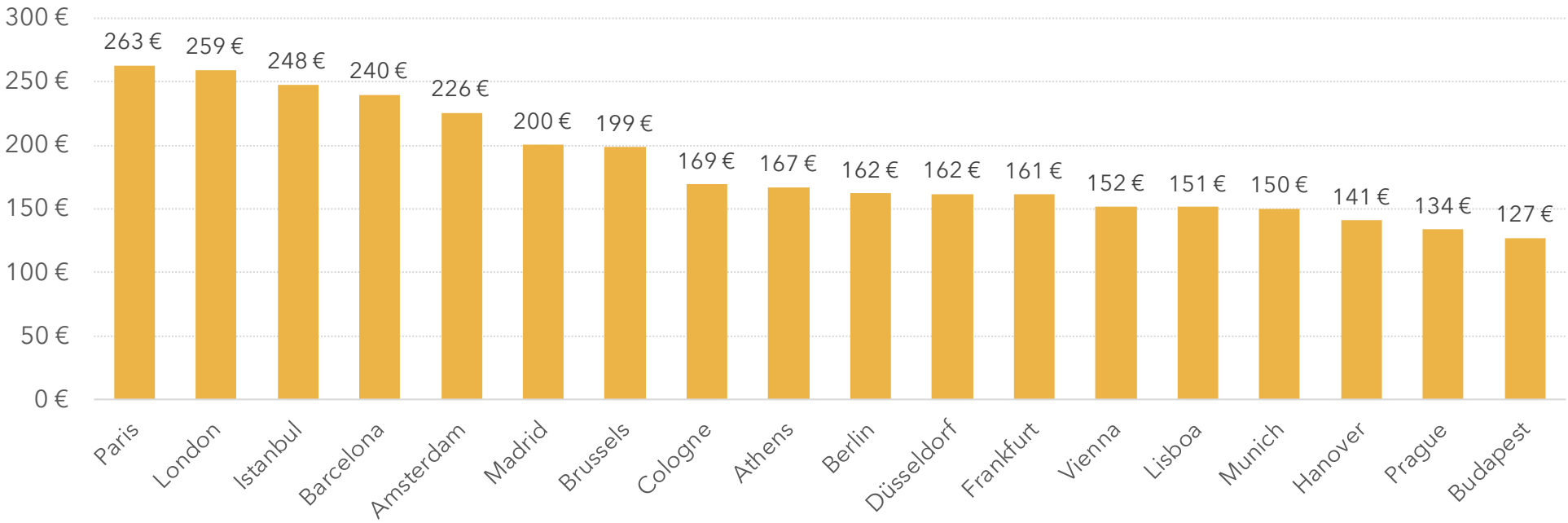
## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
259	254	-2%	Amsterdam	80%	80%	0
188	228	21%	Athens	91%	89%	-2
250	283	13%	Barcelona	84%	87%	3
178	199	12%	Berlin	85%	81%	-3
214	215	0%	Brussels	76%	76%	0
136	148	9%	Budapest	74%	78%	4
165	214	29%	Cologne	74%	79%	5
163	205	26%	Düsseldorf	69%	79%	10
171	179	5%	Frankfurt	69%	78%	9
125	125	0%	Hanover	66%	72%	6
284	291	2%	Istanbul	71%	73%	2
164	173	5%	Lisboa	88%	85%	-3
298	299	0%	London	83%	88%	5
188	232	23%	Madrid	80%	80%	0
177	198	12%	Munich	78%	79%	1
347	304	-12%	Paris	92%	80%	-11
141	144	2%	Prague	77%	79%	2
171	175	2%	Vienna	82%	84%	2

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- JUNE 2024 ADR (Breakfast included) 4\* Hotels

## EUROPEAN CITIES FOR BUSINESS TRAVEL



## YEAR-TO-DATE – JUNE 2024

## 4\* Hotels

## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
231	226	-2%	Amsterdam	71%	72%	0
151	167	11%	Athens	67%	67%	1
214	240	12%	Barcelona	74%	75%	2
158	162	3%	Berlin	71%	72%	2
195	199	2%	Brussels	66%	68%	2
124	127	3%	Budapest	61%	63%	2
163	169	3%	Cologne	67%	70%	3
160	162	1%	Düsseldorf	66%	64%	-2
156	161	3%	Frankfurt	57%	60%	3
147	141	-4%	Hanover	58%	59%	0
204	248	21%	Istanbul	62%	70%	8
145	151	5%	Lisboa	78%	75%	-3
261	259	-1%	London	76%	78%	2
176	200	14%	Madrid	70%	74%	5
150	150	0%	Munich	63%	66%	3
273	263	-4%	Paris	78%	76%	-3
125	134	7%	Prague	63%	67%	5
150	152	1%	Vienna	68%	70%	2

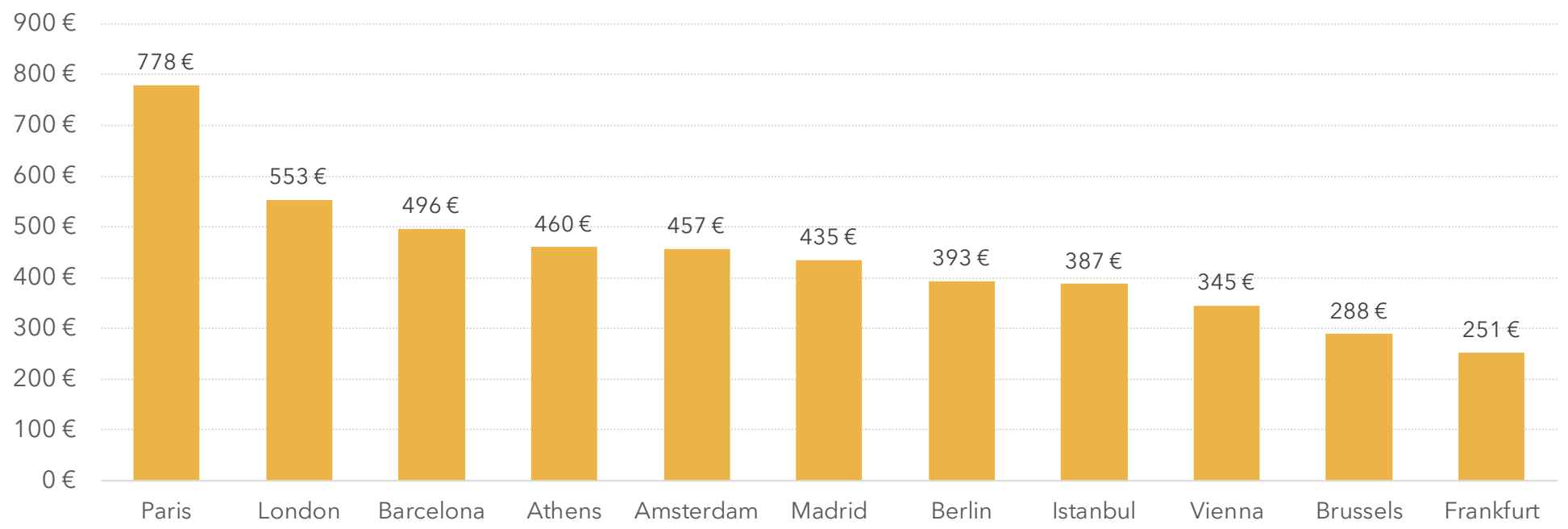
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 2024

## ADR (Breakfast included)

### 5\* Hotels

#### EUROPEAN CITIES FOR BUSINESS TRAVEL





# JUNE 2024 – 5\* Hotels

## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
471	457	-3%	Amsterdam	71%	71%	0
385	460	19%	Athens	91%	86%	-5
447	496	11%	Barcelona	82%	85%	2
363	393	8%	Berlin	69%	65%	-4
288	288	0%	Brussels	74%	64%	-10
262	251	-4%	Frankfurt	55%	84%	30
444	387	-13%	Istanbul	71%	76%	4
543	553	2%	London	82%	86%	4
383	435	14%	Madrid	68%	75%	8
919	778	-15%	Paris	88%	75%	-14
332	345	4%	Vienna	78%	81%	3

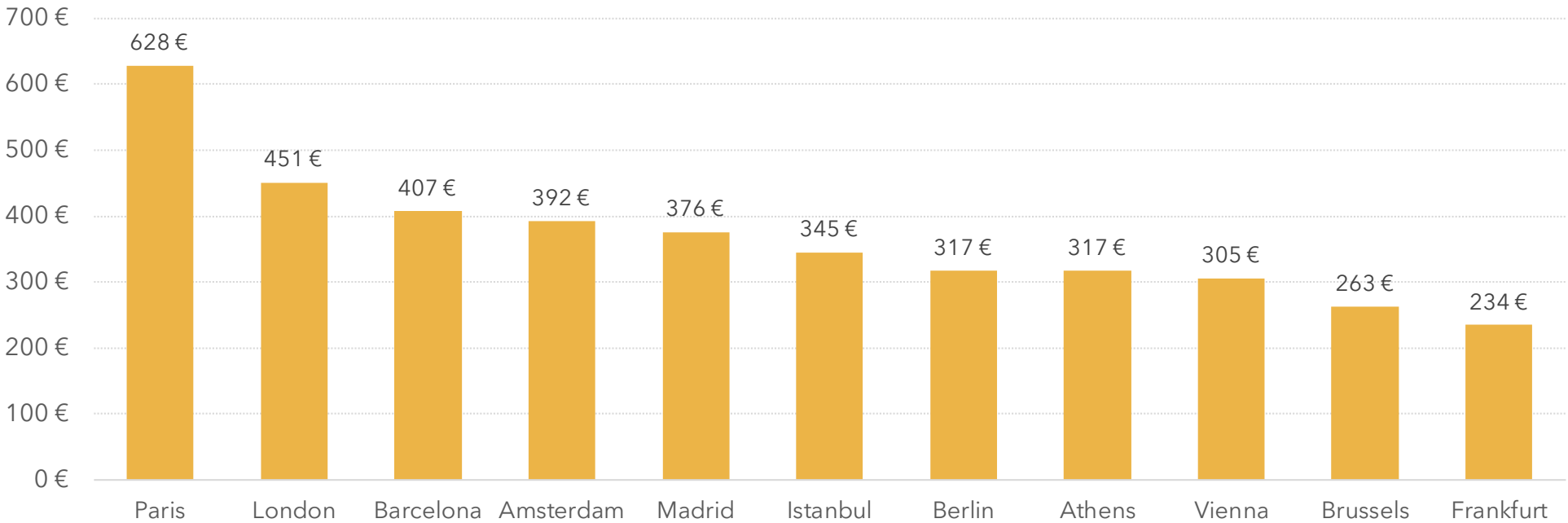
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – JUNE 2024

## ADR (Breakfast included)

### 5\* Hotels

EUROPEAN CITIES FOR BUSINESS TRAVEL



## YEAR-TO-DATE – JUNE 2024

## 5\* Hotels

## EUROPEAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
404	392	-3%	Amsterdam	63%	64%	1
284	317	12%	Athens	63%	64%	2
373	407	9%	Barcelona	71%	72%	2
315	317	1%	Berlin	51%	56%	4
265	263	-1%	Brussels	58%	60%	1
246	234	-5%	Frankfurt	48%	65%	17
300	345	15%	Istanbul	62%	69%	7
453	451	0%	London	72%	72%	0
336	376	12%	Madrid	61%	62%	0
676	628	-7%	Paris	66%	67%	1
302	305	1%	Vienna	64%	68%	4

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 2024 – All Hotels

## FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
147	145	-1%	Biarritz	74%	71%	-3
167	170	2%	Bordeaux	82%	83%	0
611	723	18%	Cannes	80%	82%	2
97	102	5%	Clermont-Ferrand	69%	71%	2
113	117	3%	Dijon	82%	75%	-7
144	146	1%	Lille	77%	75%	-3
173	192	11%	Lyon	85%	86%	2
167	171	2%	Marseille	84%	82%	-2
121	126	4%	Montpellier	76%	76%	0
126	126	0%	Nantes	83%	77%	-5
263	285	8%	Nice	91%	90%	0
91	96	5%	Poitiers	62%	62%	0
118	125	6%	Rennes	74%	71%	-3
142	121	-15%	Rouen	82%	74%	-8
130	125	-4%	Strasbourg	77%	72%	-5
128	130	1%	Toulouse	73%	77%	3
108	109	1%	Tours	77%	78%	1

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 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	85	89	4%	113	114	1%	201	200	-1%
Bordeaux	94	97	4%	133	138	4%	188	190	1%
Cannes	n/a	n/a	n/a	147	153	4%	326	340	4%
Mont-Ferrand	67	70	5%	91	97	6%	140	143	2%
Dijon	81	86	6%	109	112	2%	150	153	2%
Lille	98	99	1%	125	125	0%	167	174	4%
Lyon	106	123	16%	136	153	13%	186	205	10%
Marseille	95	101	7%	119	126	6%	211	209	-1%
Montpellier	80	79	-2%	114	117	3%	149	162	9%
Nantes	90	94	4%	122	120	-2%	169	171	1%
Nice	105	121	15%	151	162	8%	293	313	7%
Poitiers	67	70	5%	89	95	6%	134	136	2%
Rennes	82	86	5%	113	117	3%	151	159	6%
Rouen	96	75	-22%	127	101	-20%	181	161	-11%
Strasbourg	83	81	-2%	107	105	-2%	155	143	-8%
Toulouse	77	79	3%	114	116	2%	159	158	-1%
Tours	78	78	1%	100	102	2%	156	156	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

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
124	125	2%	Biarritz	57%	57%	1
142	143	1%	Bordeaux	67%	69%	2
471	494	5%	Cannes	56%	55%	-1
94	96	3%	Clermont-Ferrand	59%	59%	0
105	107	2%	Dijon	63%	63%	0
133	137	3%	Lille	68%	69%	1
159	159	0%	Lyon	75%	74%	-1
142	145	2%	Marseille	69%	68%	-1
108	107	-1%	Montpellier	64%	65%	1
113	116	3%	Nantes	69%	65%	-3
198	204	3%	Nice	68%	72%	4
91	92	1%	Poitiers	59%	57%	-1
111	117	6%	Rennes	63%	63%	0
113	110	-3%	Rouen	65%	61%	-4
120	121	0%	Strasbourg	63%	63%	0
119	122	2%	Toulouse	63%	63%	-1
100	101	2%	Tours	60%	62%	2

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – JUNE 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	78	81	4%	95	97	2%	165	169	2%
Bordeaux	81	84	3%	115	118	3%	159	160	1%
Cannes	n/a	n/a	n/a	108	110	2%	291	292	0%
Mont-Ferrand	65	68	4%	88	91	3%	135	137	2%
Dijon	74	77	4%	102	103	1%	140	139	-1%
Lille	89	91	2%	113	116	2%	158	162	3%
Lyon	96	98	3%	n/a	n/a	n/a	172	172	0%
Marseille	83	88	6%	104	106	2%	180	180	0%
Montpellier	74	73	-1%	104	103	-1%	136	133	-2%
Nantes	83	87	5%	109	112	2%	153	156	2%
Nice	87	93	7%	117	118	1%	222	229	3%
Poitiers	68	68	0%	88	89	1%	133	133	0%
Rennes	79	83	5%	108	113	5%	143	150	5%
Rouen	74	70	-5%	98	93	-6%	146	147	0%
Strasbourg	78	80	3%	99	101	2%	146	141	-4%
Toulouse	74	75	2%	107	108	1%	150	152	1%
Tours	74	75	1%	94	96	2%	138	139	1%

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

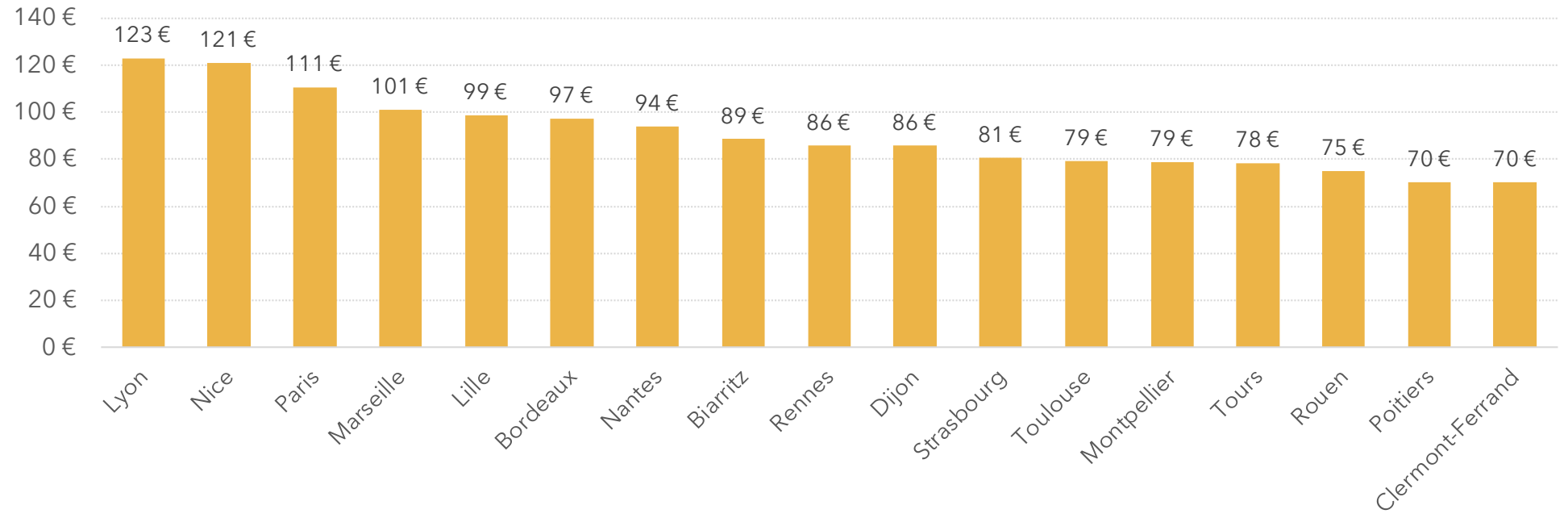
Note : the panel of participants classified 5\* is not large enough to be able to disseminate statistics

# JUNE 2024

## ADR (Breakfast included)

### 2\* Hotels

#### FRENCH CITIES FOR BUSINESS TRAVEL





# JUNE 2024 – 2\* Hotels

## FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
85	89	4%	Biarritz	76%	75%	-2
94	97	4%	Bordeaux	90%	90%	0
67	70	5%	Clermont-Ferrand	70%	72%	2
81	86	6%	Dijon	81%	77%	-3
98	99	1%	Lille	74%	73%	-2
106	123	16%	Lyon	89%	92%	3
95	101	7%	Marseille	86%	81%	-6
80	79	-2%	Montpellier	76%	83%	7
90	94	4%	Nantes	80%	74%	-6
105	121	15%	Nice	93%	90%	-3
67	70	5%	Poitiers	62%	62%	0
82	86	5%	Rennes	76%	69%	-6
96	75	-22%	Rouen	81%	68%	-13
83	81	-2%	Strasbourg	70%	63%	-7
77	79	3%	Toulouse	78%	78%	0
78	78	1%	Tours	80%	79%	0

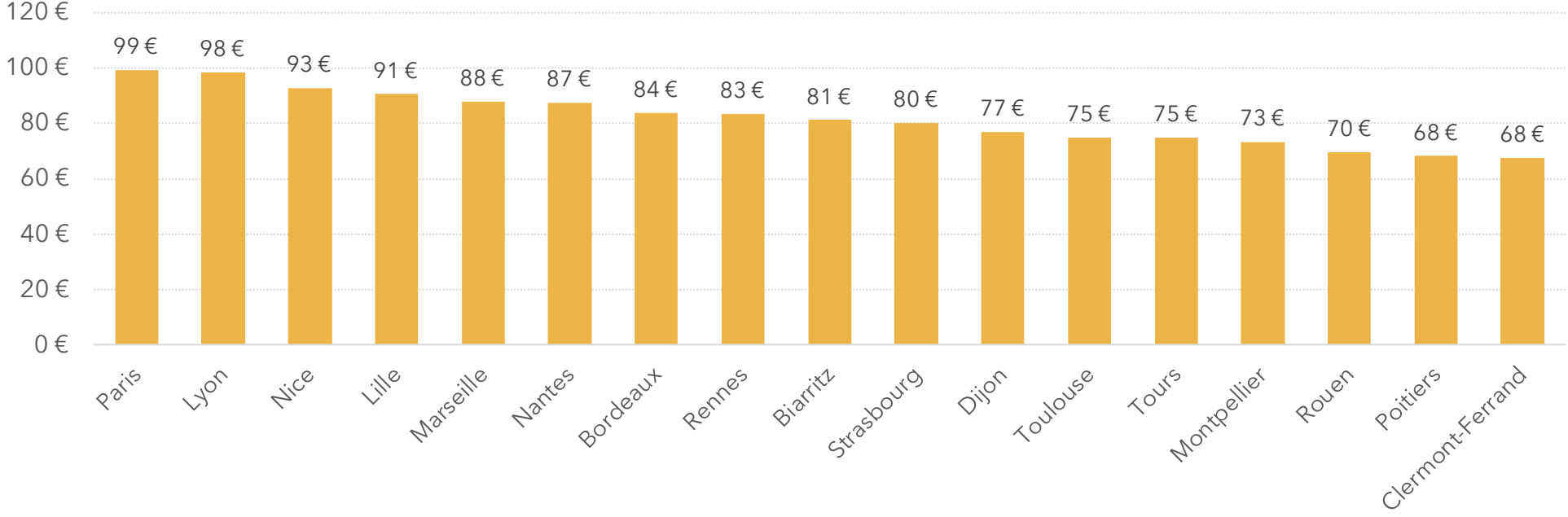
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- JUNE 2024

## ADR (Breakfast included)

### 2\* Hotels

#### FRENCH CITIES FOR BUSINESS TRAVEL



ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
78	81	4%	Biarritz	64%	66%	2
81	84	3%	Bordeaux	78%	77%	-1
65	68	4%	Clermont-Ferrand	61%	61%	0
74	77	4%	Dijon	63%	66%	3
89	91	2%	Lille	64%	66%	2
96	98	3%	Lyon	84%	82%	-3
83	88	6%	Marseille	75%	68%	-7
74	73	-1%	Montpellier	68%	70%	1
83	87	5%	Nantes	70%	64%	-6
87	93	7%	Nice	69%	73%	4
68	68	0%	Poitiers	57%	57%	-1
79	83	5%	Rennes	66%	64%	-2
74	70	-5%	Rouen	62%	56%	-6
78	80	3%	Strasbourg	58%	55%	-3
74	75	2%	Toulouse	65%	62%	-3
74	75	1%	Tours	64%	63%	-1

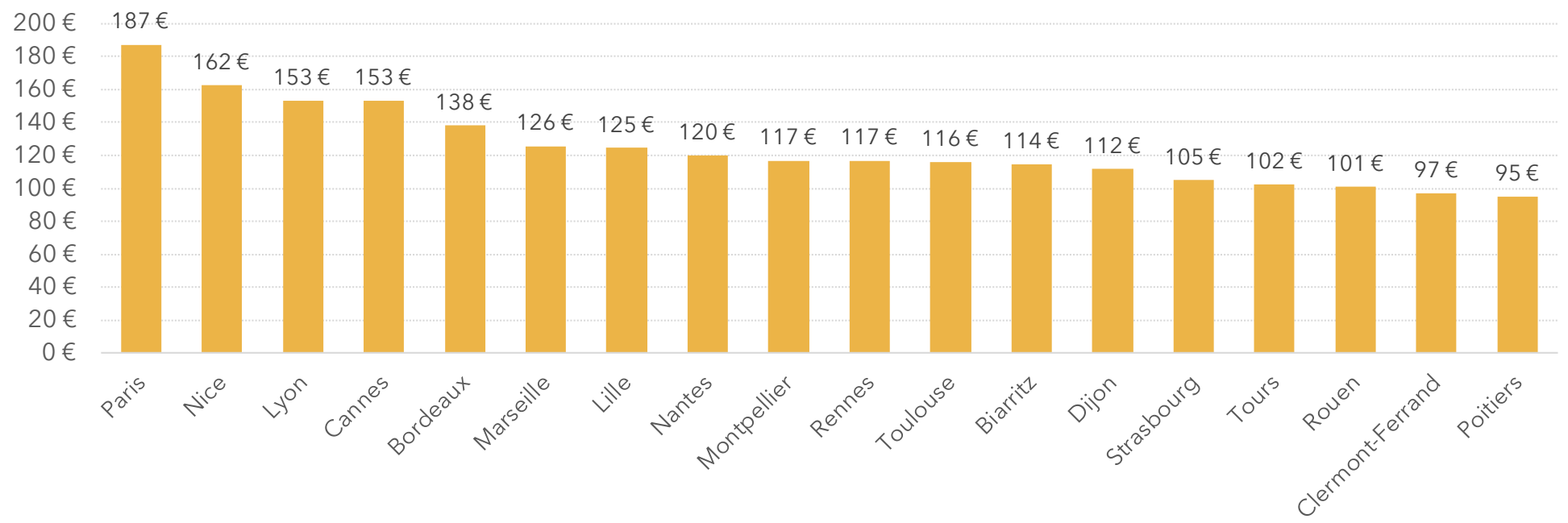
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 2024

## ADR (Breakfast included)

### 3\* Hotels

#### FRENCH CITIES FOR BUSINESS TRAVEL



# JUNE 2024 – 3\* Hotels

## FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
113	114	1%	Biarritz	75%	73%	-2
133	138	4%	Bordeaux	85%	84%	-1
147	153	4%	Cannes	90%	91%	1
91	97	6%	Clermont-Ferrand	71%	69%	-2
109	112	2%	Dijon	84%	79%	-5
125	125	0%	Lille	78%	77%	0
136	153	13%	Lyon	84%	86%	2
119	126	6%	Marseille	84%	83%	-1
114	117	3%	Montpellier	77%	77%	1
122	120	-2%	Nantes	84%	80%	-3
151	162	8%	Nice	96%	92%	-4
89	95	6%	Poitiers	63%	61%	-2
113	117	3%	Rennes	74%	73%	-1
127	101	-20%	Rouen	78%	69%	-9
107	105	-2%	Strasbourg	84%	74%	-10
114	116	2%	Toulouse	74%	75%	1
100	102	2%	Tours	77%	79%	2

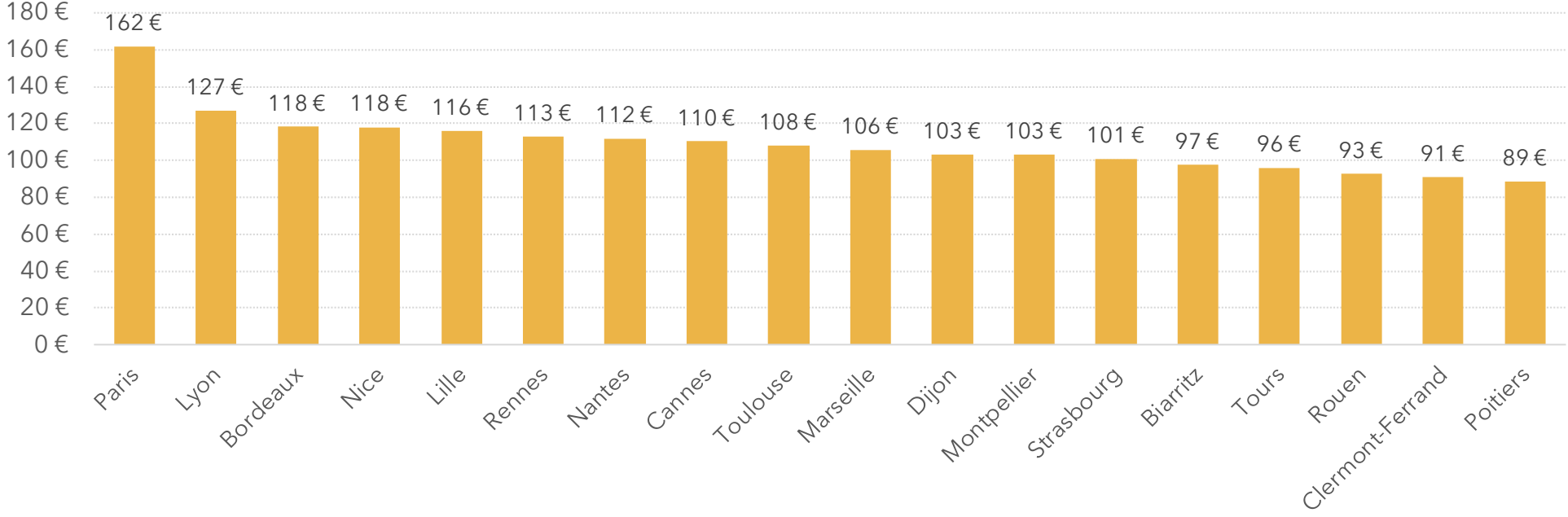
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- JUNE 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
95	97	2%	Biarritz	57%	58%	1
115	118	3%	Bordeaux	65%	69%	4
108	110	2%	Cannes	69%	69%	0
88	91	3%	Clermont-Ferrand	61%	59%	-2
102	103	1%	Dijon	65%	65%	0
113	116	2%	Lille	70%	70%	1
127	127	0%	Lille	75%	72%	-3
104	106	2%	Marseille	70%	70%	0
104	103	-1%	Montpellier	65%	63%	-1
109	112	2%	Nantes	69%	68%	-2
117	118	1%	Nice	77%	76%	0
88	89	1%	Poitiers	59%	57%	-2
108	113	5%	Rennes	64%	64%	0
98	93	-6%	Rouen	59%	58%	-2
99	101	2%	Strasbourg	69%	65%	-4
107	108	1%	Toulouse	64%	62%	-2
94	96	2%	Tours	57%	61%	4

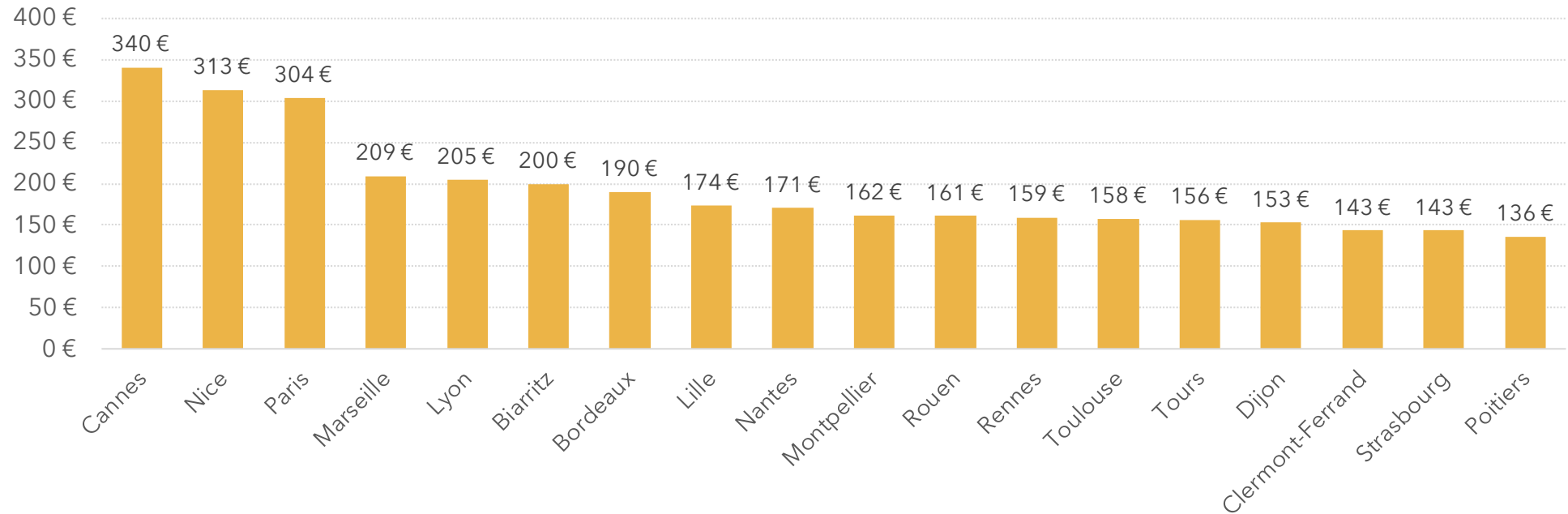
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 2024

## ADR (Breakfast included)

### 4\* Hotels

#### FRENCH CITIES FOR BUSINESS TRAVEL





# JUNE 2024 – 4\* Hotels

## FRENCH CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
201	200	-1%	Biarritz	76%	73%	-3
188	190	1%	Bordeaux	78%	79%	1
326	340	4%	Cannes	80%	81%	1
140	143	2%	Clermont-Ferrand	69%	75%	6
150	153	2%	Dijon	83%	72%	-11
167	174	4%	Lille	81%	76%	-6
186	205	10%	Lyon	86%	86%	0
211	209	-1%	Marseille	83%	82%	-2
149	162	9%	Montpellier	75%	72%	-3
169	171	1%	Nantes	84%	77%	-7
293	313	7%	Nice	89%	90%	1
134	136	2%	Poitiers	64%	67%	2
151	159	6%	Rennes	74%	71%	-3
181	161	-11%	Rouen	85%	79%	-6
155	143	-8%	Strasbourg	79%	78%	-1
159	158	-1%	Toulouse	71%	78%	7
156	156	0%	Tours	80%	79%	-1

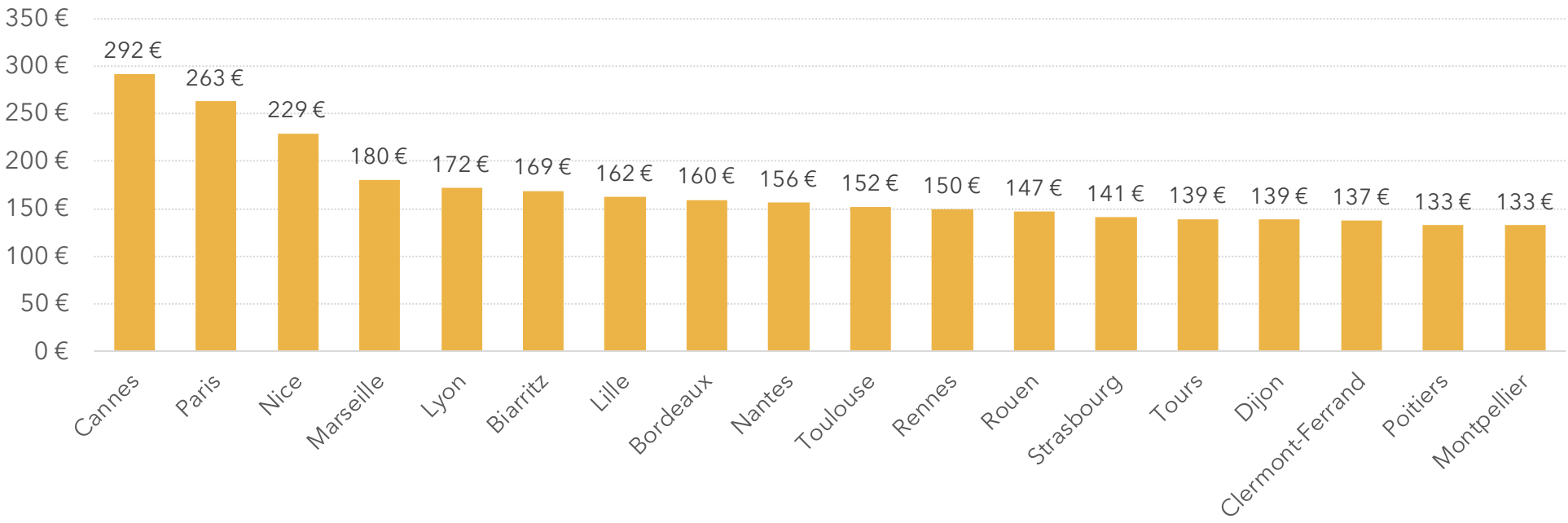
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- JUNE 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
165	169	2%	Biarritz	58%	58%	0
159	160	1%	Bordeaux	63%	66%	3
291	292	0%	Cannes	55%	56%	0
135	137	2%	Clermont-Ferrand	58%	60%	2
140	139	-1%	Dijon	62%	62%	0
158	162	3%	Lille	70%	71%	1
172	172	0%	Lyon	75%	75%	0
180	180	0%	Marseille	65%	66%	1
136	133	-2%	Montpellier	61%	63%	3
153	156	2%	Nantes	68%	64%	-4
222	229	3%	Nice	64%	69%	5
133	133	0%	Poitiers	60%	60%	-1
143	150	5%	Rennes	58%	61%	3
146	147	0%	Rouen	68%	64%	-4
146	141	-4%	Strasbourg	62%	68%	6
150	152	1%	Toulouse	60%	62%	2
138	139	1%	Tours	64%	65%	1

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 2024 – All Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
180	199	10%	Berlin	84%	78%	-5
151	192	28%	Cologne	75%	80%	5
157	197	26%	Düsseldorf	69%	79%	11
162	180	11%	Frankfurt	68%	77%	9
164	167	1%	Hamburg	86%	84%	-2
115	119	4%	Hanover	70%	73%	3
173	193	11%	Munich	78%	80%	1
126	167	32%	Stuttgart	64%	75%	11

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 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	151	167	11%	178	199	12%	363	393	8%
Cologne	131	164	25%	165	214	29%	n/a	n/a	n/a
Düsseldorf	144	178	24%	163	205	26%	n/a	n/a	n/a
Frankfurt	126	162	29%	171	179	5%	262	251	-4%
Hamburg	135	141	4%	177	175	-1%	n/a	n/a	n/a
Hanover	103	110	7%	125	125	0%	n/a	n/a	n/a
Munich	143	159	11%	177	198	12%	n/a	n/a	n/a
Stuttgart	123	160	30%	140	185	32%	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 – JUNE 2024

## All Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
155	161	4%	Berlin	70%	71%	1
150	156	4%	Cologne	68%	71%	3
154	156	1%	Düsseldorf	64%	64%	0
154	161	5%	Frankfurt	56%	60%	4
147	152	4%	Hamburg	75%	75%	0
135	129	-4%	Hanover	61%	61%	0
149	152	2%	Munich	63%	65%	2
132	144	9%	Stuttgart	58%	63%	6

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – JUNE 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	136	7%	158	162	3%	315	317	1%
Cologne	136	143	5%	163	169	3%	n/a	n/a	n/a
Düsseldorf	143	142	-1%	160	162	1%	n/a	n/a	n/a
Frankfurt	129	144	12%	156	161	3%	246	234	-5%
Hamburg	125	134	7%	154	157	2%	n/a	n/a	n/a
Hanover	122	115	-6%	147	141	-4%	n/a	n/a	n/a
Munich	123	128	5%	150	150	0%	n/a	n/a	n/a
Stuttgart	125	135	8%	155	168	8%	n/a	n/a	n/a

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

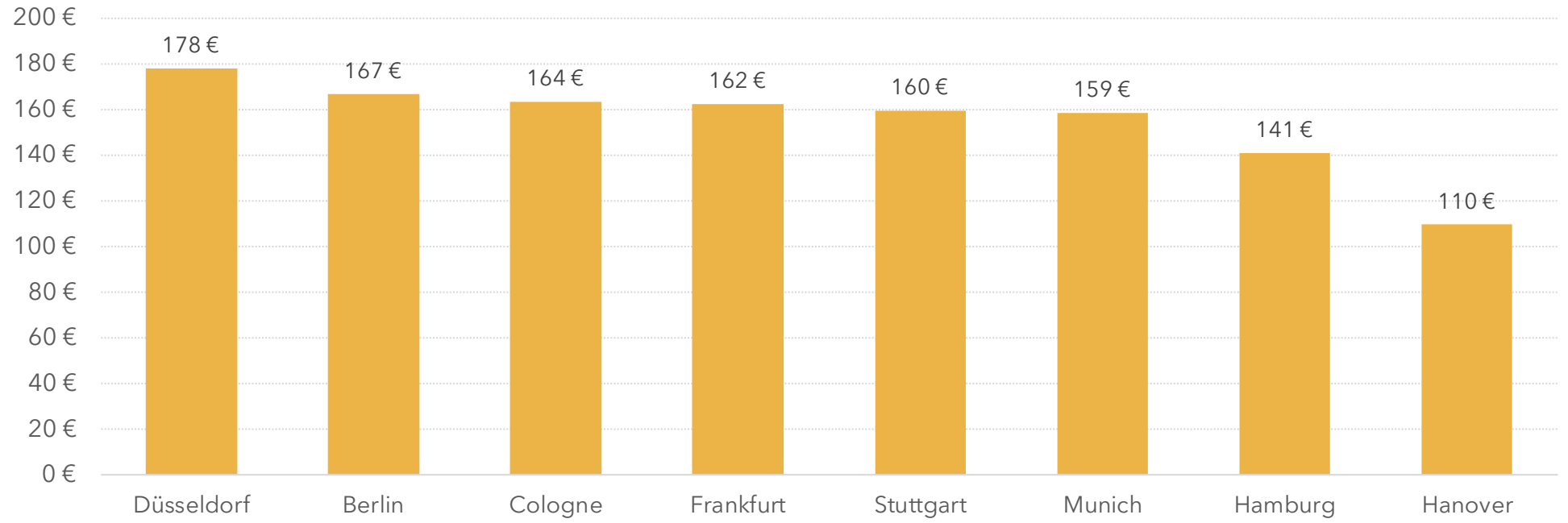
Note : the panel of participants classified 2\* is not large enough to be able to disseminate statistics

# JUNE 2024

## ADR (Breakfast included)

### 3\* Hotels

#### GERMAN CITIES FOR BUSINESS TRAVEL





# JUNE 2024 – 3\* Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
151	167	11%	Berlin	86%	78%	-9
131	164	25%	Cologne	80%	85%	5
144	178	24%	Düsseldorf	71%	87%	16
126	162	29%	Frankfurt	77%	77%	0
135	141	4%	Hamburg	90%	87%	-3
103	110	7%	Hanover	77%	71%	-7
143	159	11%	Munich	81%	80%	0
123	160	30%	Stuttgart	62%	75%	13

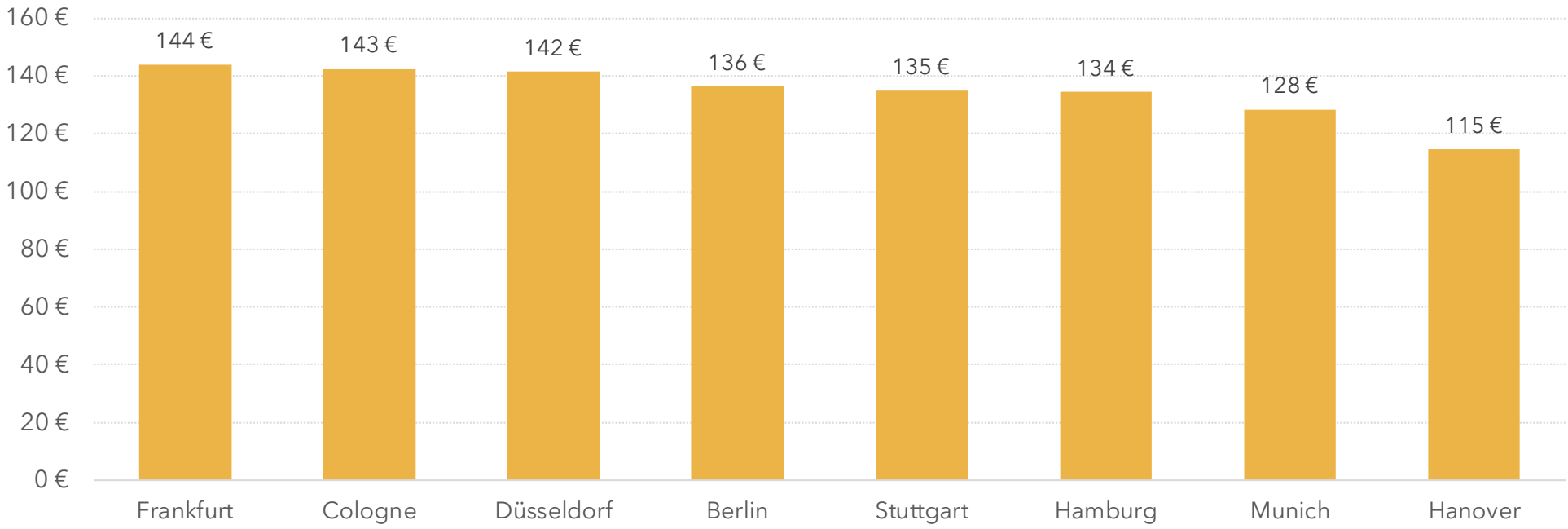
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – JUNE 2024

## ADR (Breakfast included)

### 3\* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



## YEAR-TO-DATE – JUNE 2024

## 3\* Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
128	136	7%	Berlin	75%	73%	-2
136	143	5%	Cologne	71%	74%	3
143	142	-1%	Düsseldorf	62%	67%	5
129	144	12%	Frankfurt	61%	59%	-2
125	134	7%	Hamburg	79%	76%	-4
122	115	-6%	Hanover	64%	61%	-4
123	128	5%	Munich	64%	64%	0
125	135	8%	Stuttgart	58%	63%	5

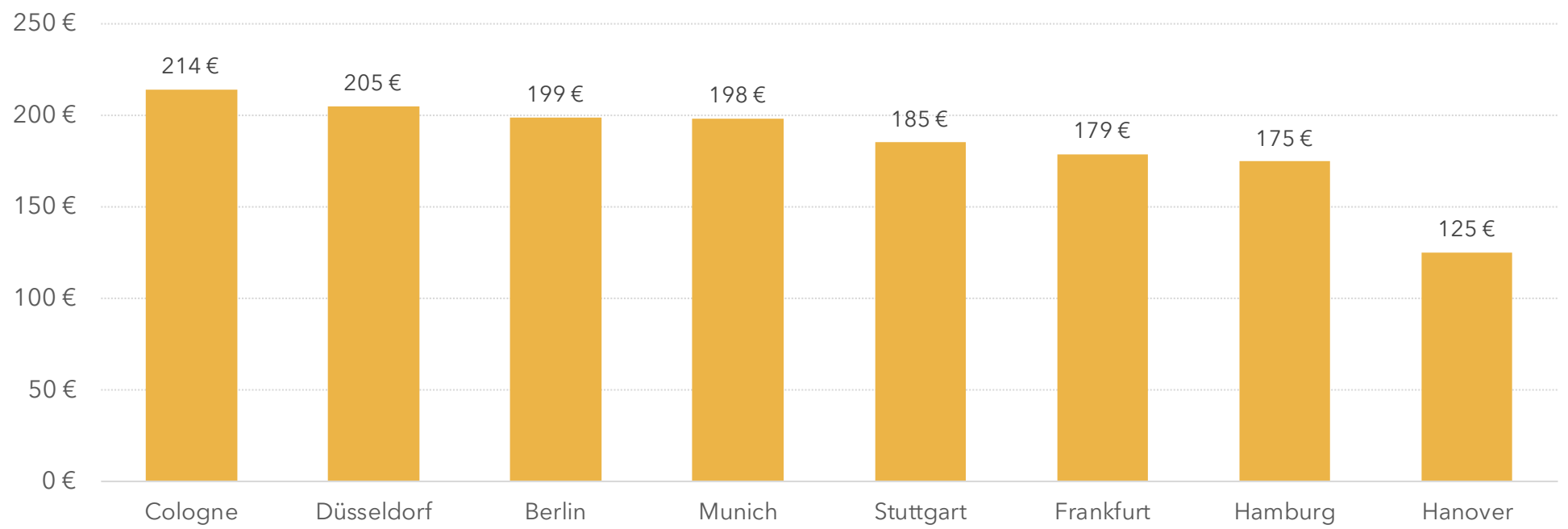
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 2024

## ADR (Breakfast included)

### 4\* Hotels

#### GERMAN CITIES FOR BUSINESS TRAVEL



# JUNE 2024 – 4\* Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
178	199	12%	Berlin	85%	81%	-3
165	214	29%	Cologne	74%	79%	5
163	205	26%	Düsseldorf	69%	79%	10
171	179	5%	Frankfurt	69%	78%	9
177	175	-1%	Hamburg	85%	83%	-2
125	125	0%	Hanover	66%	72%	6
177	198	12%	Munich	78%	79%	1
140	185	32%	Stuttgart	65%	75%	10

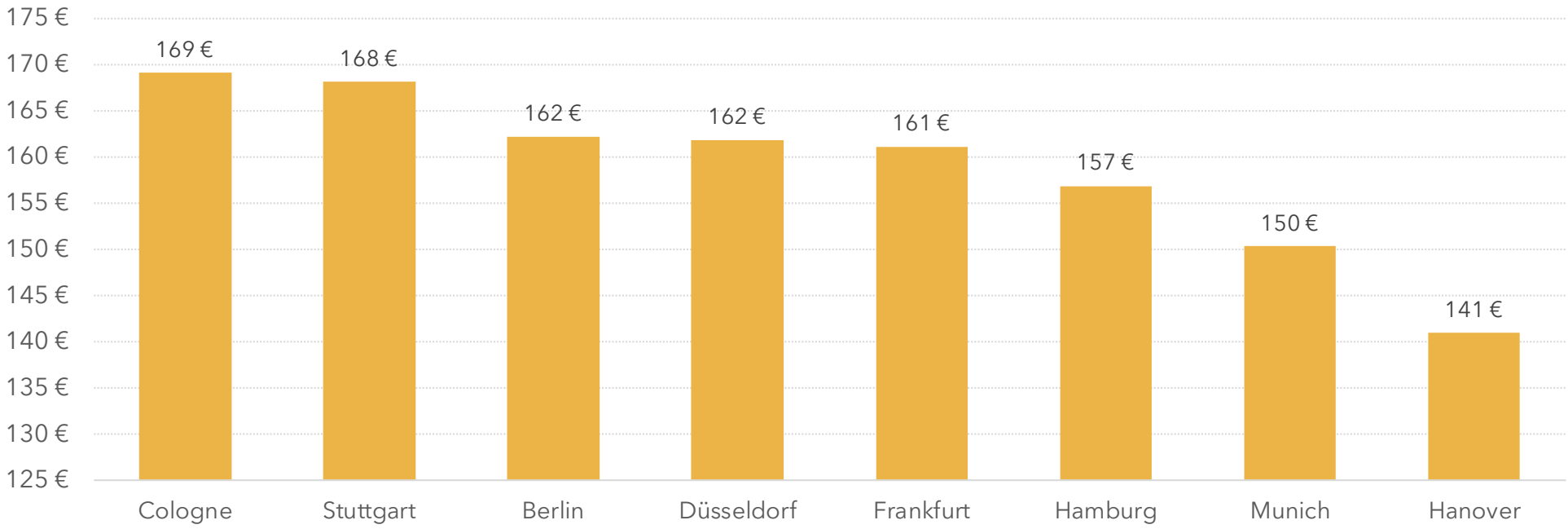
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – JUNE 2024

## ADR (Breakfast included)

### 4\* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



## YEAR-TO-DATE – JUNE 2024

## 4\* Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
158	162	3%	Berlin	71%	72%	2
163	169	3%	Cologne	67%	70%	3
160	162	1%	Düsseldorf	66%	64%	-2
156	161	3%	Frankfurt	57%	60%	3
154	157	2%	Hamburg	75%	75%	1
147	141	-4%	Hanover	58%	59%	0
150	150	0%	Munich	63%	66%	3
155	168	8%	Stuttgart	56%	64%	7

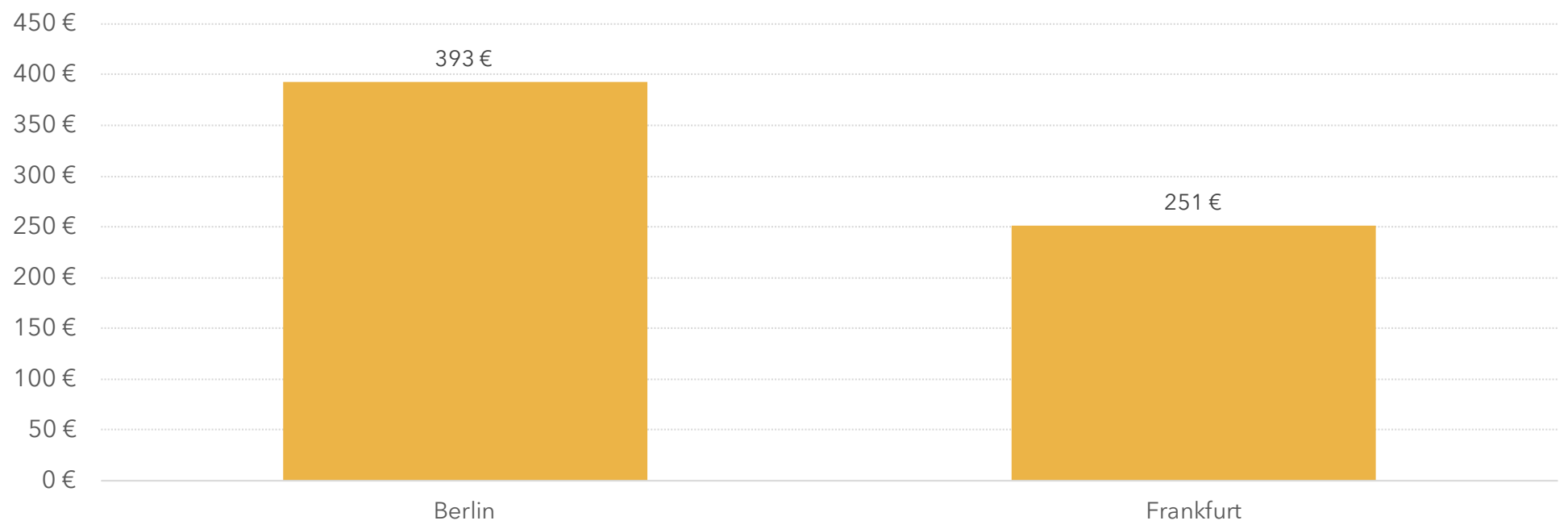
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 2024

## ADR (Breakfast included)

### 5\* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL





# JUNE 2024 – 5\* Hotels

## GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
363	393	8%	Berlin	69%	65%	-4
262	251	-4%	Frankfurt	55%	84%	30

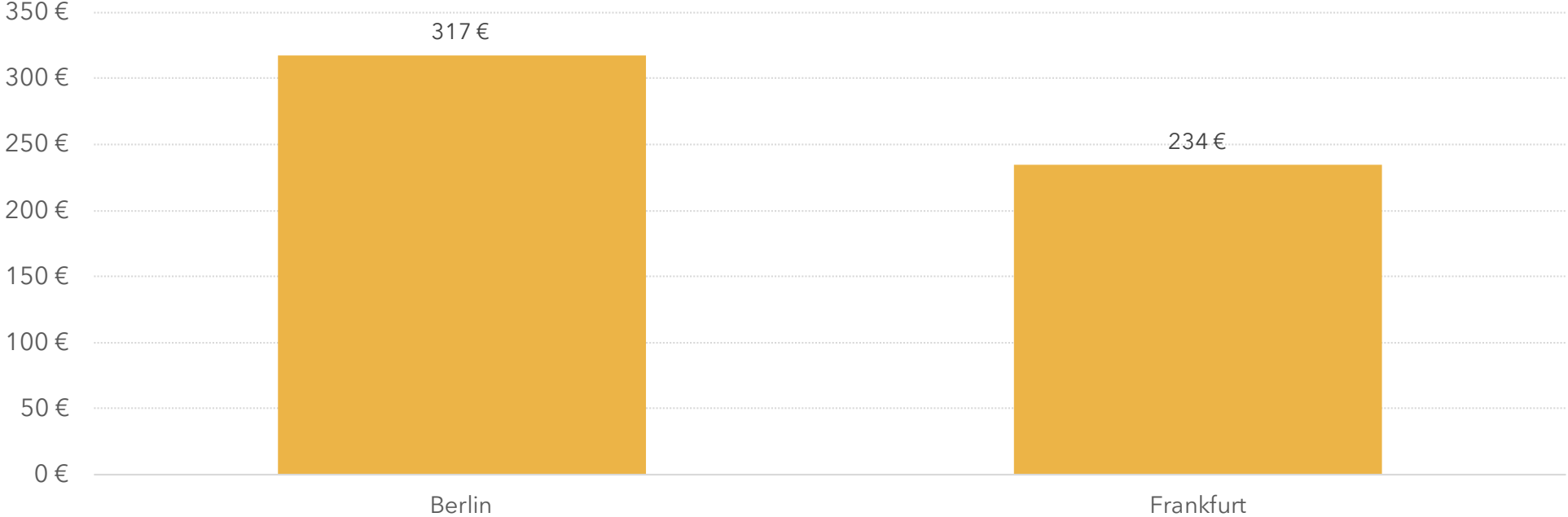
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# YEAR-TO-DATE – JUNE 2024

## ADR (Breakfast included)

### 5\* Hotels

GERMAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE – JUNE 2024

## 5\* Hotels

### GERMAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
315	317	1%	Berlin	51%	56%	4
246	234	-5%	Frankfurt	48%	65%	17

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

# JUNE 2024 – All Hotels

## ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
426	423	-1%	Florence	88%	78%	-10
171	158	-7%	Genoa	72%	75%	2
270	249	-8%	Milan	83%	80%	-3
338	334	-1%	Rome	86%	85%	-1
147	156	6%	Turin	71%	67%	-4
286	352	23%	Venice	78%	74%	-4

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 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	311	327	5%	902	972	8%
Genoa	n/a	n/a	n/a	159	148	-7%	n/a	n/a	n/a
Milan	170	152	-10%	245	220	-10%	472	461	-2%
Rome	116	124	7%	204	211	3%	811	747	-8%
Turin	n/a	n/a	n/a	156	166	7%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	194	212	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

## YEAR-TO-DATE – JUNE 2024

## All Hotels

## ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
301	310	3%	Florence	78%	72%	-6
132	134	2%	Genoa	69%	70%	1
223	229	2%	Milan	74%	75%	1
247	257	4%	Rome	72%	72%	0
144	153	6%	Turin	71%	70%	-1
250	277	11%	Venice	61%	64%	3

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – JUNE 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	224	246	10%	628	687	10%
Genoa	n/a	n/a	n/a	121	124	3%	n/a	n/a	n/a
Milan	137	138	0%	205	207	1%	402	420	4%
Rome	104	116	11%	173	182	6%	573	568	-1%
Turin	n/a	n/a	n/a	152	163	7%	n/a	n/a	n/a
Venice	n/a	n/a	n/a	171	182	7%	n/a	n/a	n/a

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

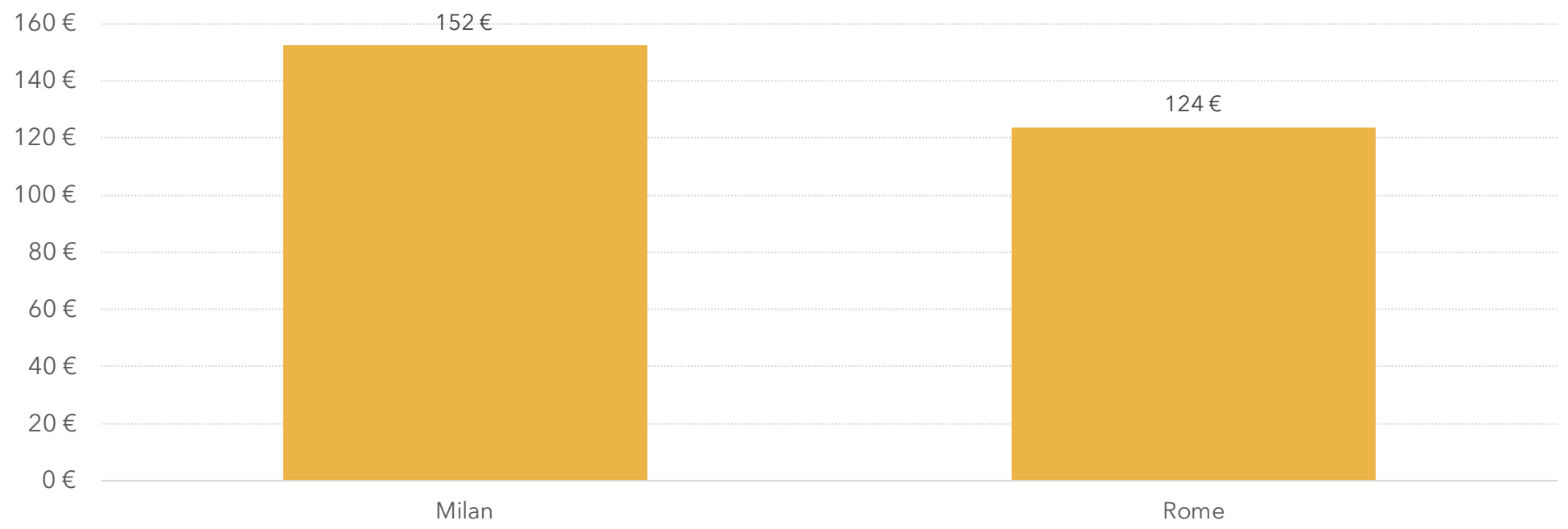
Note : the panel of participants classified 2\* is not large enough to be able to disseminate statistics

# JUNE 2024

## ADR (Breakfast included)

### 3\* Hotels

#### ITALIAN CITIES FOR BUSINESS TRAVEL





# JUNE 2024 – 3\* Hotels

## ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
170	152	-10%	Milan	91%	87%	-3
116	124	7%	Rome	90%	89%	-2

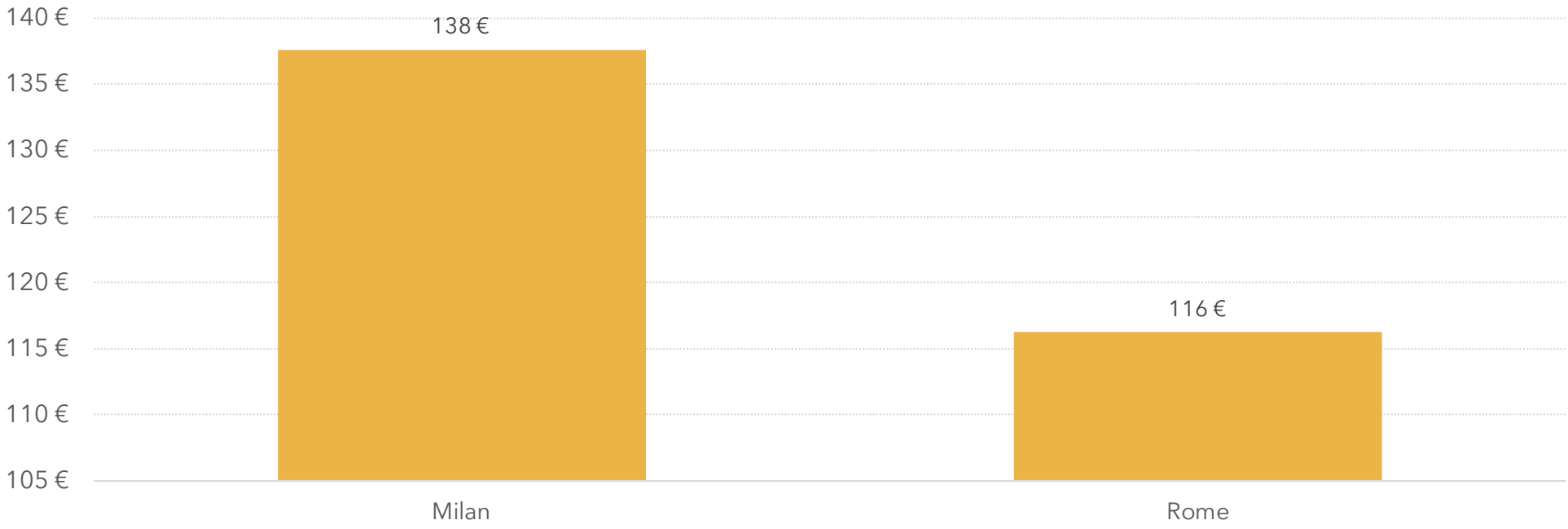
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# YEAR-TO-DATE – JUNE 2024

## ADR (Breakfast included)

### 3\* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE- JUNE 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	0%	Milan	84%	85%	1
104	116	11%	Rome	84%	84%	-1

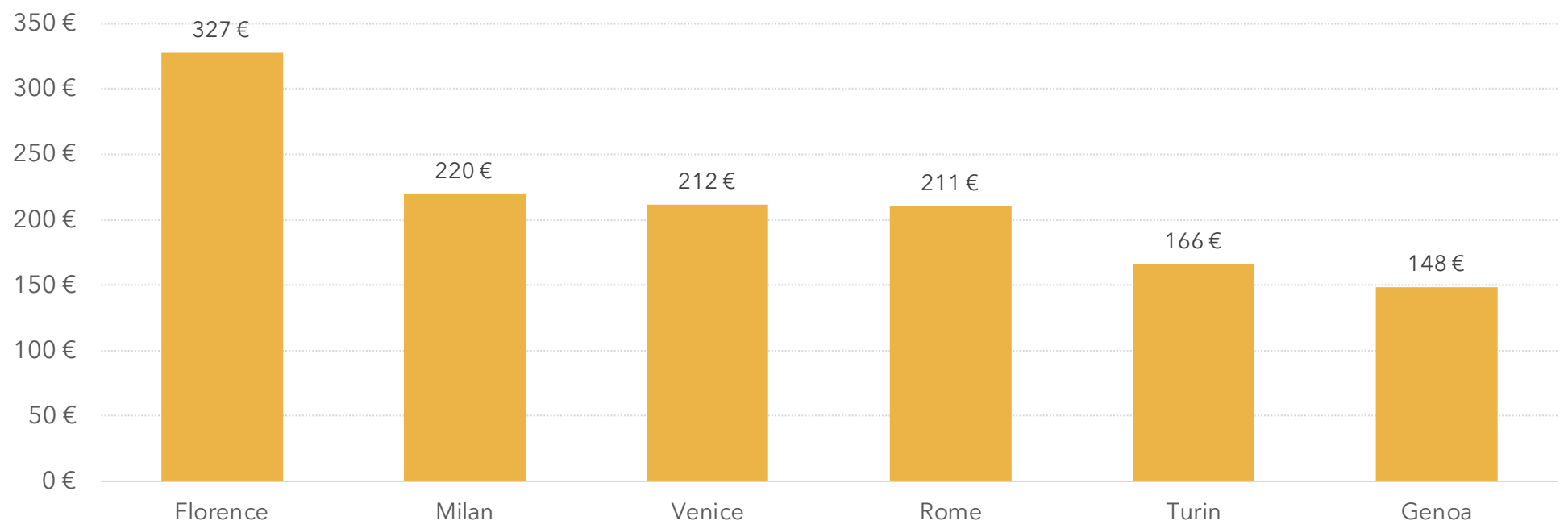
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# JUNE 2024

## ADR (Breakfast included)

### 4\* Hotels

#### ITALIAN CITIES FOR BUSINESS TRAVEL



# JUNE 2024 – 4\* Hotels

## ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
311	327	5%	Florence	88%	81%	-6
159	148	-7%	Genoa	70%	71%	1
245	220	-10%	Milan	82%	79%	-2
204	211	3%	Rome	87%	86%	-1
156	166	7%	Turin	72%	67%	-5
194	212	9%	Venice	77%	72%	-5

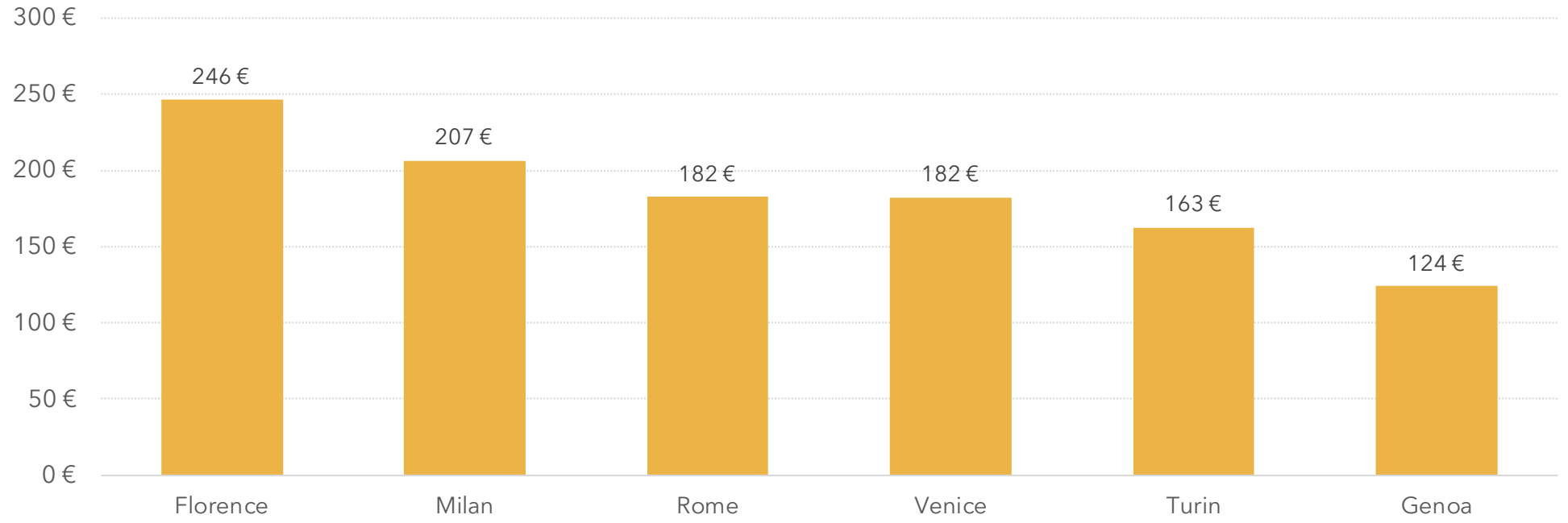
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – JUNE 2024

## ADR (Breakfast included)

### 4\* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE – JUNE 2024

## 4\* Hotels

### ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
224	246	10%	Florence	80%	76%	-4
121	124	3%	Genoa	65%	66%	1
205	207	1%	Milan	73%	74%	1
173	182	6%	Rome	74%	73%	-1
152	163	7%	Turin	71%	70%	-2
171	182	7%	Venice	60%	62%	2

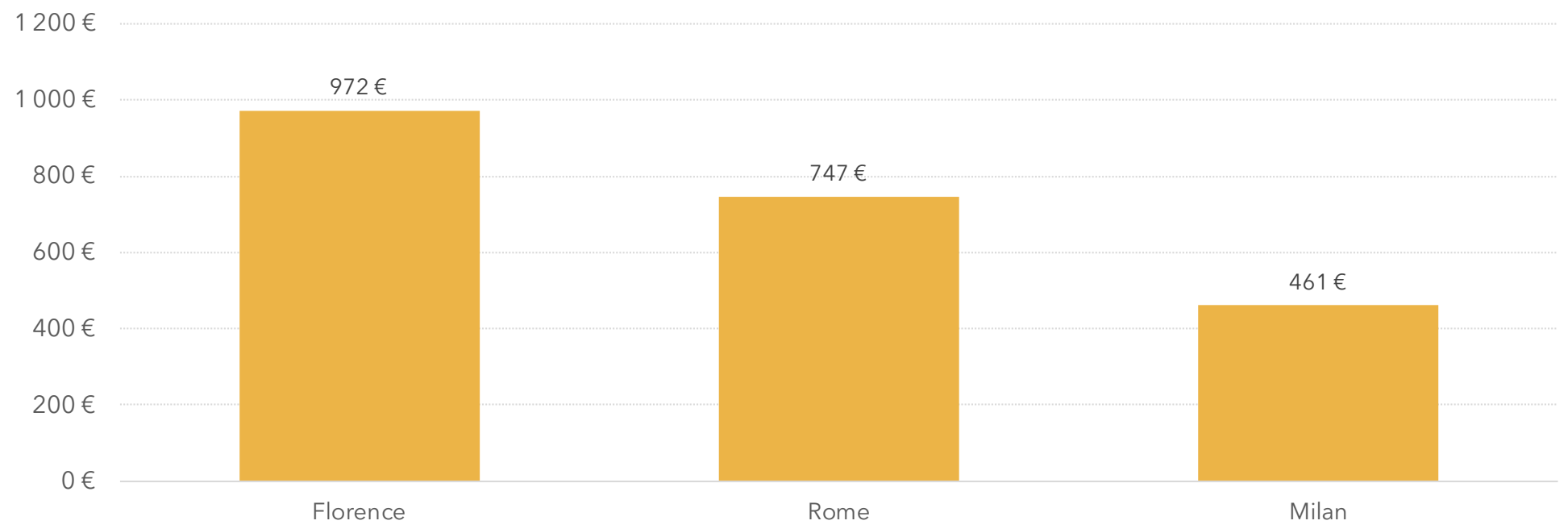
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# JUNE 2024

## ADR (Breakfast included)

### 5\* Hotels

#### ITALIAN CITIES FOR BUSINESS TRAVEL





# JUNE 2024 – 5\* Hotels

## ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
902	972	8%	Florence	85%	63%	-22
472	461	-2%	Milan	78%	75%	-3
811	747	-8%	Rome	82%	83%	1

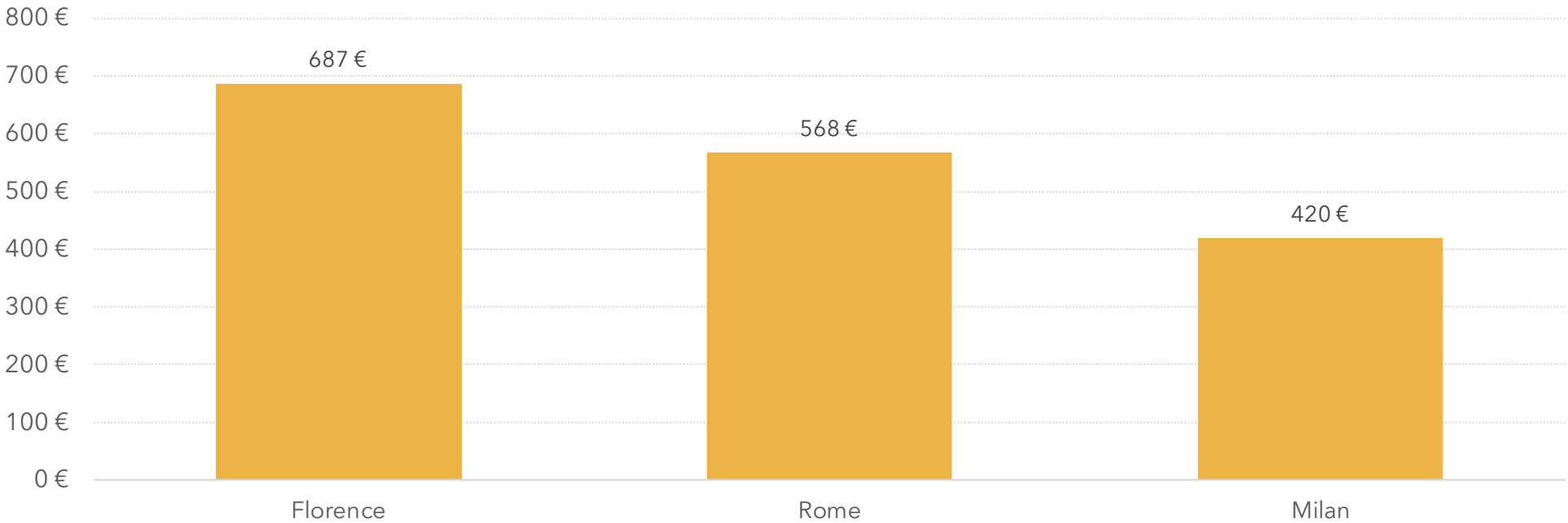
ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE – JUNE 2024

## ADR (Breakfast included)

### 5\* Hotels

ITALIAN CITIES FOR BUSINESS TRAVEL



# YEAR-TO-DATE- JUNE 2024

## 5\* Hotels

### ITALIAN CITIES FOR BUSINESS TRAVEL

ADR (Breakfast included)			Cities	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
628	687	10%	Florence	71%	56%	-15
402	420	4%	Milan	67%	68%	1
573	568	-1%	Rome	64%	67%	3

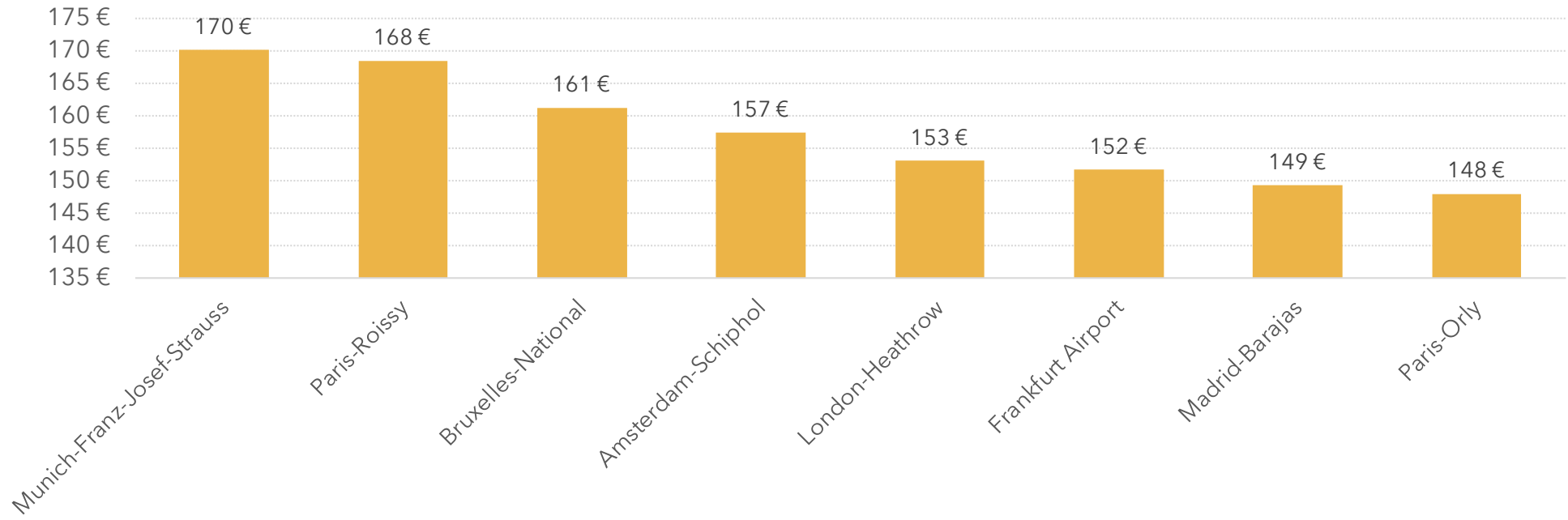
*ADR expressed in euros VAT incl  
Source: MKG\_Consulting*

# JUNE 2024

## ADR (Breakfast included)

### All Hotels

#### MAIN EUROPEAN AIRPORTS



# JUNE 2024 – All Hotels

## MAIN EUROPEAN AIRPORTS



ADR (Breakfast included)			Airport	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
163	157	-3%	Amsterdam-Schiphol	87%	89%	2
158	161	2%	Bruxelles-National	82%	82%	0
133	152	14%	Frankfurt Airport	63%	78%	16
153	153	0%	London-Heathrow	94%	94%	1
122	149	23%	Madrid-Barajas	82%	83%	1
150	170	13%	Munich-Franz-Josef- Strauss	75%	79%	4
150	148	-1%	Paris-Orly	82%	80%	-2
163	168	3%	Paris-Roissy	92%	84%	-7

ADR expressed in euros VAT incl  
Source: MKG\_Consulting

# YEAR-TO-DATE- JUNE 2024

## ADR (Breakfast included)

### All Hotels



#### MAIN EUROPEAN AIRPORTS





ADR (Breakfast included)			Airport	Occupancy Rate		
2023	2024	chge (%) 2023		2023	2024	chge (pt) 2023
148	149	1%	Amsterdam-Schiphol	74%	78%	4
152	153	1%	Bruxelles-National	66%	69%	4
129	136	6%	Frankfurt Airport	55%	62%	7
134	142	6%	London-Heathrow	79%	81%	2
113	128	14%	Madrid-Barajas	73%	78%	5
139	141	1%	Munich-Franz-Josef- Strauss	64%	68%	4
135	137	2%	Paris-Orly	69%	70%	1
135	140	4%	Paris-Roissy	73%	73%	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.

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 Groupe.

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