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The European hotel industry posted mixed results in year-over-year metrics when reported in U.S. dollars, euros and British pounds for 2012, according to data compiled by STR Global. "European hotels during December reported the highest increase in occupancy for any month in 2012", said Elizabeth Randall Winkle, managing director of STR Global. "The 2.8-percent occupancy increase, compared with December 2011, is a nice reprieve from the recent monthly performances, which moved compared with the prior year between the -1.0 percent and +1.0 percent. 2012 was the year for ADR increases, ending with 4.7-percent increase to EUR104.24. "Looking at the 38 European markets that we forecast", she continued, "we are currently predicting continued ADR growth during 2013 in 26 markets, where as the forecast sees 19 markets with declining occupancy performances"...

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Consultez la source sur Veille info tourisme: Les résultats pour lindustrie hôtelière européenne en 2012