

The European hotel industry posted mixed results in year-over-year metrics when reported in US dollars

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“In euros, Europe’s first month of the new year posted negative RevPAR results, being driven by a decline in ADR”, said Elizabeth Randall Winkle, managing director of STR Global.

“Western Europe was the only region in Europe to post positive RevPAR growth, with an increase in occupancy of 1.4 percent and ADR of 0.3 percent in euros. Germany is one of the main contributors within Western Europe to achieve positive results during the first month of 2013, achieving a RevPAR growth of 7.2 percent in euros”.

Highlights from key market performers for January 2013 include (year-over-year comparisons, all currency in euros):

Bratislava, Slovakia (+20.9 percent to 42.8 percent), and Copenhagen, Denmark (+10.2 percent to 51.0 percent), reported the largest occupancy increases for the month.

Tel Aviv, Israel, fell 8.9 percent in occupancy to 58.2 percent, posting the largest decrease in that metric.

Reykjavik, Iceland, reported the largest ADR increase, rising 23.1 percent to EUR68.88, followed by Tallinn, Estonia, with an 11.9-percent increase to EUR74.43.

Warsaw, Poland, reported the only double-digit ADR decrease, falling 12.1 percent to EUR63.12.

Three markets experienced RevPAR increases of more than 15 percent: Reykjavik (+26.5 percent to EUR30.31); Bratislava (+18.4 percent to EUR26.94); and Tallinn (+16.4 percent to EUR35.57).

Tel Aviv fell 11.8 percent in RevPAR to EUR87.73, reporting the largest decrease in that metric.

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