EDITION 2010

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EUROPEAN HOSPITALITY REPORT

The most comprehensive study of the European Hotel Industry

MKG HOSPITALITY

50, rue Dombasle / 75015 Paris • T. : 01 56 56 87 87 • F. : 01 56 56 87 88 • www.mkg-hospitality.com

► IN A HIGHLY COMPETITIVE MARKET, USE THIS DETAILED ANALYTICAL REPORT TO MAKE THE RIGHT DECISION:

- Follow market performance rates
- Analyze global and European hotel supply
- Track long-term trends and activities
- Monitor performance indicators

"European Hospitality Report"

This report is available under the 4 below formats:

- The European Report
- Reports by Country
- The France Report
- The Full Report

► A RAPIDLY CHANGING EUROPEAN MARKET...

- Worldwide and European hotel supply (number of hotels, number of rooms)
- Hotel supply for each European country (EU + Norway and Switzerland)
- Hotel supply in European capitals and main cities
- Hotel groups and brands supply in Europe
- Groups and corporate and consortia chains rankings in Europe
- Occupancy rate, average daily rate and RevPAR by geographic area or region, location and hotel size in European Union countries
- Analysis of the performances, cycle returns...

►... IN-DEPTH REPORTS BY COUNTRY TO IMPROVE YOUR ANALYSIS

- Main economic and tourism indicators
- Global supply and chain supply, evolution 2005/2009
- Chain penetration rate by category
- The main groups and brands, and their changes since 2000
- Activity indicators and seasonal variations in occupancy rate, average daily rate and RevPAR in 2009
- History of activity indicators by category since 2000
- Supply and demand and major cities, by country and by region
- Results by type of location and hotel size

For each of the following countries :
Belgium, Netherlands, Germany, Italy, Spain, Austria, United Kingdom, Portugal, Eastern Europe (Poland, Hungary, Czech Republic), Scandinavian countries (Denmark, Finland, Norway, Sweden).

►... AND TO HAVE A PERFECT UNDERSTANDING OF THE FRENCH MARKET...

- The various phases of the hotel industry's cycle and their analysis
- History of activity indicators by category since 1983 and change in the certified hotel supply
- Room revenue of chain hotels and total revenue by category
- Market share by category
- Variation in chain hotels' market ratios in France 1995 - 2009
- The importance of the top 10 urban areas in national supply
- Departmental structure of chain supply
- Breakdown by management type, age of supply, constructions, and brand changes since 1996
- Occupancy rate, average daily rate and RevPAR by area per region, department and major cities

MKG HOSPITALITY'S HOTEL DATABASE

►THE OLDEST & MOST RELIABLE HOTEL DATABASE

Since 1985, MKG Hospitality has pioneered hotel statistics and indicators in the EMEA region.
Overall, data from over 45,000 hotels and 2,500,000 rooms is stored in the database, including supply characteristics of most corporate chain hotels and key independently owned hotels, thus ensuring advanced exploratory data analysis.

►A UNIQUE DECISION-MAKING TOOL

MKG Hospitality's Database tracks the activity results of a sample of 11,000 hotels and 1,000,000 rooms all over Europe each month. For France, this coverage represents 97% of corporate chain supply.

► AUTHORITATIVE EXPERTISE

Thanks to this unique tool, MKG Hospitality has been chosen as the official statistics supplier for some of the largest international hotel groups. Our analyses are thoroughly reliable, and regularly published in major newspapers and magazines, and are broadcasted over the radio, TV, and Internet.

MKG Hospitality has rapidly become the preferred partner of tourism offices and government institutions responsible for hotel and tourism development.

■ EXCLUSIVITY ■ AVAILABLE EDITIONS

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Germany	■			■
Italy	■			■
Spain	■			■
Austria	■			■
United Kingdom	■			■
Portugal	■			■
Eastern Countries (Poland, Hungary & Czech Republic)	■			■
Scandinavia (Sweden, Finland, Denmark & Norway)	■			■
Global Europe (Luxemburg, Greece, Ireland, Switzerland)	■		■	
FILE CONTENTS/HOTEL SUPPLY				
■ Global	■	■	■	■
■ Global per category	■	■	■	■
■ Global per capital	■	■	■	■
■ Global per secondary major city	■	■		■
■ Chains	■	■	■	■
■ Chains per catégorie	■	■	■	■
■ Chains per region	■	■		
■ Chains per departement	■	■		
■ Chains per capital	■	■		■
■ Chains per major city	■	■		■
■ Chains and independent hotels	■	■		
■ Hotel supply age	■	■		
■ Constructions and take-overs	■	■		
Administration mode	■	■		
RANKING				
■ Groups and their brands	■	■	■	■
■ Corporate brands	■	■	■	■
■ Consortium	■	■	■	
Marketing and strategic trends of the first 5 groups	■	■	■	
HOTEL DEMAND				
Global	■	■	■	■
Per capital	■	■		■
Per secondary major city	■	■		■
By category	■	■	■	■
■ By area (downtown, outskirts, airport...)	■	■	■	■
By hotel size	■	■		
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