

Paris, August 12, 2010

Tour de France Boosts hotel performance

The 2010 Tour de France yet again proves to be a trophy winning event for hoteliers lucky enough to host the various race stages, with all key indicators skyrocketing compared to the corresponding period last year.

The 2010 Tour de France fuelled a massive increase in hotel demand at all stages of the event in July, driving average prices upwards and overall hotel result.

Occupancy Rate (OR) during the world's biggest cycle race was bustling, up by over 20, 30 and 40 percentage points in many cities, allowing hoteliers to increase Average Daily Rate (ADR) anywhere from 10% to 90%. In turn, the hotel industry's main performance indicator Revenue per Available Room (RevPAR) boomed, ranging from 20% growth to an amazing 276%, depending on the stage and city.

"Indeed, the Tour de France is a fantastic event for tourism and a great opportunity for the hotel industries across the various stages. In fact, when hotel supply in a particular stage city is not sufficient to cater for the 22 rider teams (over 4,000 personnel) and their supporters, the greater region up to a 100 km radius also benefits from booming activity," comments Director of Development, MKG Hospitality, Vangelis Panayotis.

"Events and efforts like these are exactly what are required for activity momentum and to make sure the industry continues its recovery."

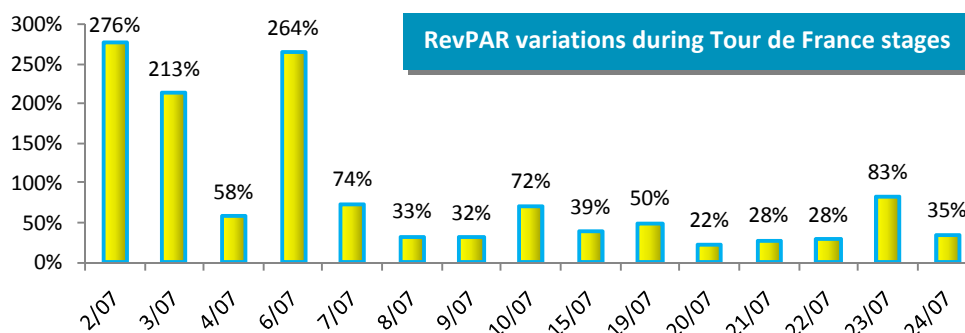
This year, stage one in and around Rotterdam, during July 2 and 3, recorded the greatest growth, fuelled by a major increase in both OR and ADR, almost 40 points and over 85%, respectively (increase of the RevPAR reaches +276% and +213% these two days). Soon after, Cambrai/Valenciennes was also very impressive, OR completely full at 100% and ADR growing by over 46%. The day before the 8th stage in Toumus, all destinations in the departments of Jura and Saône-et-Loire (Dole, Mâcon, or even Chalon-sur-Saône) were positively impacted by the event. In both, RevPAR increases by over 30%, thank in large to a 26% growth in ADR (+26%), as OR is already reasonably high in July.

Hotels in the early stages of the Tour de France clearly benefit a lot more, especially as these destinations are less touristic and do not usually receive great amounts of visitors in July.

Daily performances at some Tour de France stages							
Analysed area	Date	Occupancy rate		ADR*		RevPAR*	
		%	Change (pts)	€	Change (%)	€	Change (%)
Rotterdam	Saturday 3/07	93.3%	38.0	106.3	85.4%	99.2	212.6%
Brussels	Sunday 4/07	73.8%	20.1	78.1	9.9%	57.6	51.0%
Cambrai/Valenciennes	Tuesday 6/07	100.9%	60.2	74.4	46.7%	75.1	263.8%
Jura + Saône-et-Loire	Friday 9/07	98.6%	4.5	72.0	25.8%	71.0	31.8%
Bordeaux	Friday 23/07	94.4%	19.5	73.7	45.1%	69.6	83.0%

*ADR and RevPAR all taxes included

Source: MKG Hospitality Database – July 2010



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Summary of the mains dates and analysed areas

Date	Stages	Analysed area
Friday 2nd July	Riders arrival	Rotterdam & surroundings
Saturday 3rd July	Rotterdam > Rotterdam	Rotterdam & surroundings
Sunday 4th July	Rotterdam > Brussels	Brussels airport
Tuesday 6th July	Wanze > Arenberg Porte du Hainaut	Cambrai/Valenciennes
Wednesday 7th July	Cambrai > Reims	Reims/Epervay
Thursday 8th July	Épernay > Montargis	Loiret
Friday 9th July	Montargis > Gueugnon	Jura & Saône-et-Loire
Saturday 10th July	Tournus > Station des Rousses	Ain & Jura
Thursday 15th July	Sisteron > Bourg-lès-Valence	Drôme
Monday 19th July	Pamiers > Bagnères-de-Luchon	Hautes-Pyrénées
Tuesday 20th July	Bagnères-de-Luchon > Pau	Pyrénées-Atlantiques
Wednesday 21st July	Pau (day of rest)	Pyrénées-Atlantiques
Thursday 22nd July	Pau > Col du Tourmalet	Pyrénées-Atlantiques & Landes
Friday 23rd July	Salies-de-Béarn > Bordeaux	Bordeaux
Saturday 24th July	Bordeaux > Pauillac	Bordeaux

METHODOLOGY

For 25 years, MKG Hospitality has been a global leader in tourism, hotel and catering consulting, with the **largest database in the world** (excluding the US), representing all segments from budget to upscale hotels. 45 000 hotels and over 2.5 million rooms are compiled in MKG's database. MKG's market monitoring database, HotelCompSet, contains a sample of over **250 brands** in **150 countries** (over 800 markets) and **11 000 corporate chain hotels**, representing more than 1,000,000 rooms. HotelCompSet provides daily, monthly and yearly monitoring of hotel indicators and analyses of its sample.

MKG's statistical samples provide a **comprehensive and accurate measure of the hospitality industry**. Together with other specialised brands, MKG Qualiting, OlaKala, Worldwide Hospitality Awards, Global Lodging Forum, as well as sector publications HTR Magazine and Hotel Restau Hedbo, MKG Group supports investors, hoteliers and key tourism players to **improve performance, boost productivity and achieve results**.

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