

EDITION 2009



# European Hospitality Report

The most comprehensive study  
of the European Hotel Industry

**mkg**  
HOSPITALITY

**Exclusive:**

*Only available from MKG Hospitality*

*Directors of Marketing, Sales, Finance, Development, Financial Analysts, and Industry Suppliers: the most comprehensive study of the hotel industry in Europe can help you to better define your strategy and to make the right decision:*

# “European Hospitality Report”

*A survey available in 4 versions*

*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 27 countries + Norway and Switzerland*)
- Hotel supply in European capitals and main cities
- Hotel groups and brands supply in Europe
- Ranking of groups, and consortia chains 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 return...



## ... In-depth reports by country to improve your analysis

*For each of the following countries:*

*Belgium,  
the Netherlands,*

*Germany,*

*Italy,*

*Spain,*

*Austria,*

*United Kingdom,*

*Portugal,*

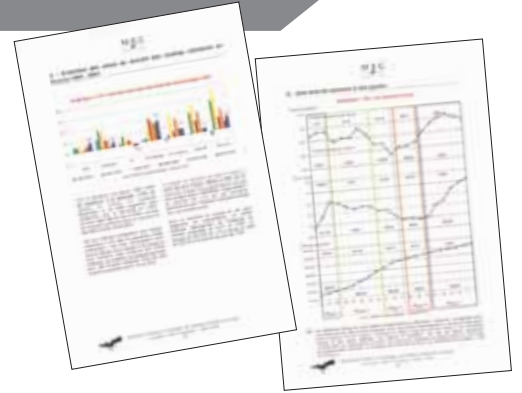
*Emerging countries (Poland, Hungary  
and the Czech Republic)*

*Scandinavian countries (Sweden,  
Finland, Denmark and Norway)*

- Main economic and tourism indicators
- Global supply and chain supply, comparison 2008/2009
- Chain penetration rate by category
- The main groups and brands, and their changes since 1999
- Activity indicators and seasonal variations in occupancy rate, average daily rate and RevPAR in 2008
- History of activity indicators by category since 1998
- Supply and demand in major cities, by country and by region
- Results by location and hotel size

## ...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
- Chain supply in the 22 French regions
- Variation in chain hotels' market ratios in France
- 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 most comprehensive hotel database in the world*

**MKG Hospitality's** database is the oldest and most exhaustive hotel database in the EMEA region. It includes supply characteristics of most corporate chain hotels and key independently owned hotels. Overall, data from over 45,000 hotels and 2,500,000 rooms is stored.

### • *A decision-making tool*

**MKG Hospitality's** Database tracks the activity results of 11,000 hotels and 600,000 rooms all over Europe each month. In 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 of some of the largest international hotel groups.

Our analysis 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.

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