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During the first-quarter 2013, the region reported a 1.2-percent increase in occupancy to 58.1 percent, its average daily rate fell 1.1 percent, in euro terms, to EUR96.30 and its RevPAR rose 0.1 percent to EUR55.95.
“Early Easter impacted both March and first-quarter 2013 results”, said Elizabeth Winkle, managing director of STR Global. “The first quarter is not an indicator of how the rest of the year will play out, but a 0.1-percent RevPAR growth in euros does go along with the fact that we expect to see a quiet year. Southern Europe was the only sub-region that reported strong RevPAR increases, rising almost 5.0 percent, coming mostly from ADR growth and a lower starting point”.

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Consultez la source sur Veille info tourisme: The European hotel industry posted mixed results in year-over-year metrics when reported in US dollars euros and British pounds for March 2013