

Grande Bretagne leffet Jeux Olympiques sur lindustrie hôtelière diminue

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Jeudi, 26 Septembre 2013 00:00 -

That Olympic Effect Reviewed in Full

As anticipated, the year-on-year comparison for London's hotel market in August was negative with total revenues per available room (TrevPar) decreasing by 14.5% and a drop in Gross Operating Profit per available room (GOPPAR) of 27.7%, according to the latest HotStats survey of 624 full-service hotels across the UK.

Hotel performance last year was boosted by the 2012 Summer Olympics held in London and several satellite cities from July 27 to August 12, and the expected year-on-year drop was further fuelled by a fear of oversupply created by pre-Olympic developments.

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