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Hotel performances across Europe are now back to positive trend
After a favorable July for hotel chain activity, Europe continued on this trajectory in August. With an occupancy rate approaching 74% and an average daily rate of more than 99 Euros, the sector ended the summer season on a positive note.
European Cities Marketing released findings from its latest “European Destinations Observatory” produced by MKG Hospitality which indicate strong disparities in 2013 but a return to positive trends for almost all European countries.Since the beginning of the year, nearly all European countries follow a positive trend, hotel activity indicators in the green.Southern Europe continued to take full benefit of the summer season, particularly Italy which improved its Revenue per available room by 4.6%. If Roma sees a drop in RevPAR, other Italian cities show good performances, especially Venice which recorded a 16.2% ADR growth.

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Consultez la source sur Veille info tourisme: Retour à croissance pour les performances hôtelières en Europe