

MKG

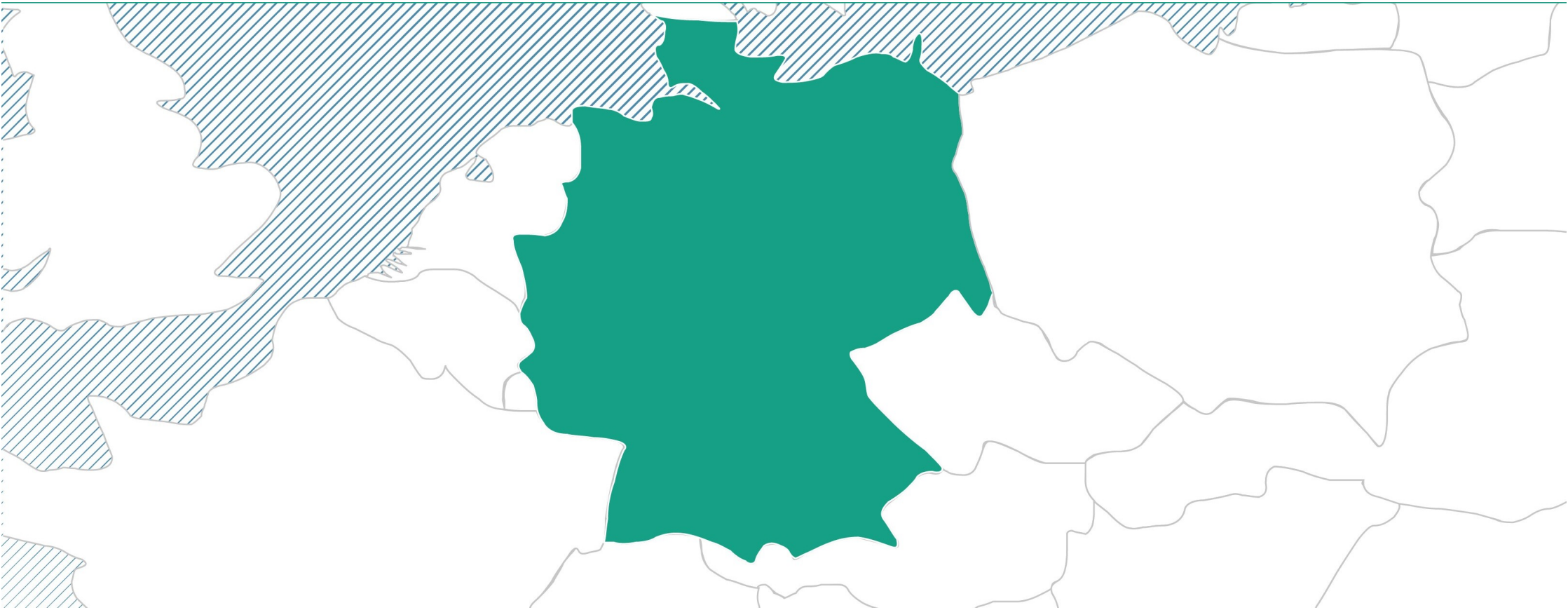
HOSPITALITY INDUSTRY TRENDS REPORT

By MKG_destination

GERMANY

MARCH 2026

Generation date : 2026/04/20



SUMMARY

- 004 Germany
- 017 Bayern
- 023 Berlin, Brandenburg, Mecklenburg - Vorpommern,
Sachsen, Thüringen
- 029 Baden-Württemberg, Hessen, Rheinland-Pfalz &
Saarland
- 038 Bremen, Hamburg, Nordrhein-Westfalen, Niedersachsen,
Schleswig-Holstein
- 047 Main European Cities
- 049 Germany - Daily
- 051 Methodology & Contact

HOSPITALITY INDUSTRY REPORT - DEUTSCHLAND, Ihr exklusiver Markt Report®

Der HIT Report Deutschland ist ein exzellenter und exklusiver Barometer, welcher die Performance des Hotelmarktes mit detaillierten Analysen präzise erfasst.

Basierend auf unserer Verpflichtung des vertraulichen Umgangs mit den Daten der Hoteliers, erhalten wir auf monatlicher Basis ungefähr 900 Hotels (über 149,900 Zimmer) Daten.

Der HIT Report Deutschland ermöglicht somit einen Gesamtüberblick über die Hotelperformance (BELEGUNG in %, DURCHSCHNITTSRATE und RevPAR) aufgegliedert nach Bundesländern und den wichtigsten Städten deutschlandweit.

Der HIT Report Deutschland wird als ein jährliches Abonnement zur Verfügung gestellt und wird im PDF Format überliefert.

MKG Group

Seit über 25 Jahre ist MKG Group der Marktführer in marketingspezifischen Erhebungen für die Hotel- und Tourismusbranche in Europa, Naher Osten und Afrika (EMEA-Region).

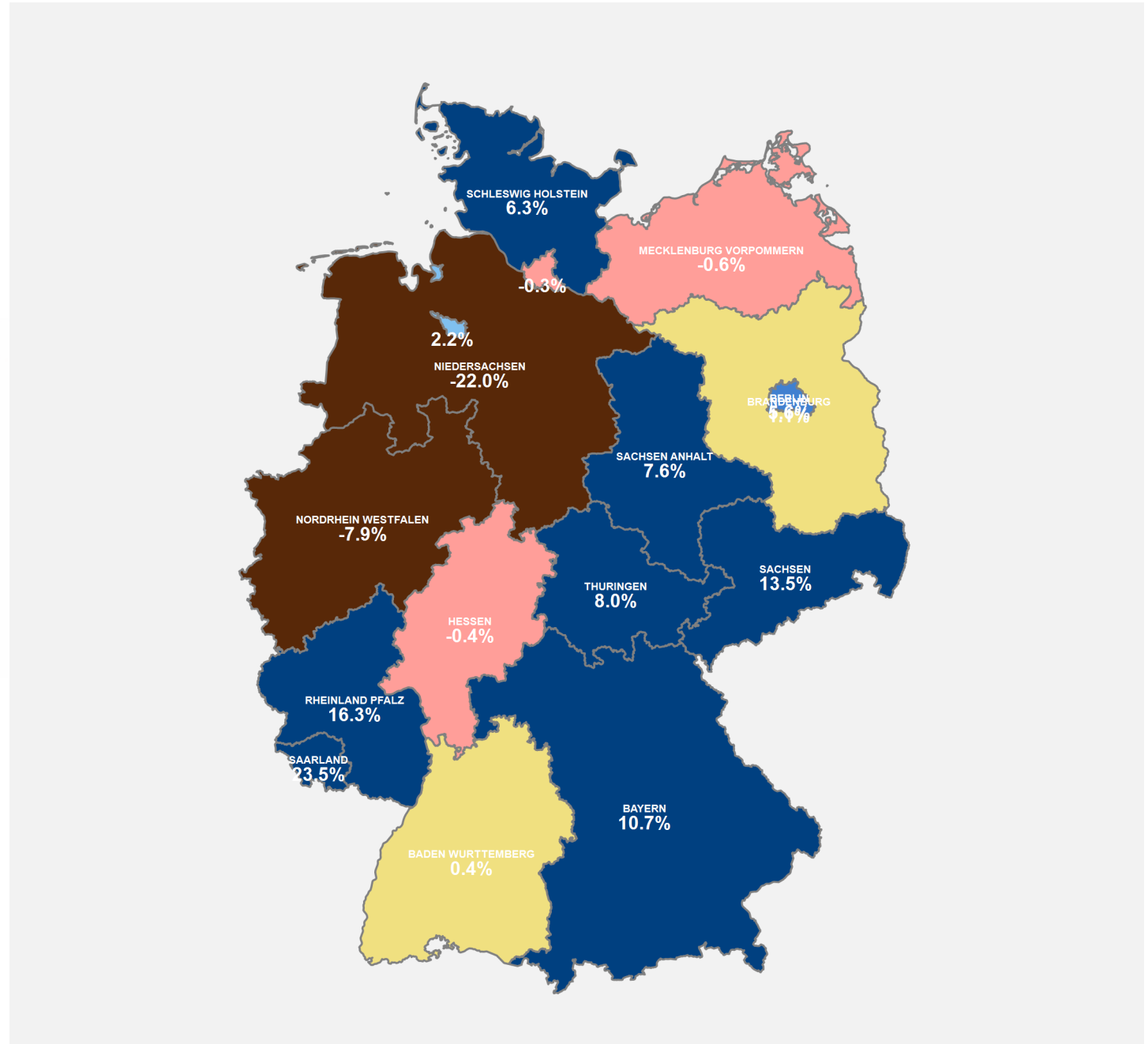
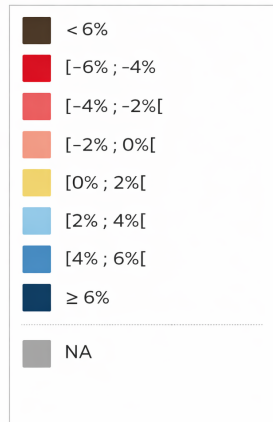
MKG Group verfügt mit Daten von über 70.000 Hotels (über 2.5 Millionen Zimmer) über die umfangreichste Datenbank der Welt (außerhalb der USA).

Wir erhalten die Ergebnisse unserer Partnerhotels auf einer monatlichen bzw. täglichen Basis direkt von den Finanzabteilungen der Hotelketten und können somit eine Richtigkeit der Daten sicherstellen.

MKG Group unterstützt die Hotelindustrie der EMEA-Region mit Marktdaten um eine Beobachtung der Entwicklungen des Marktes hinsichtlich BELEGUNG, DURCHSCHNITTSRATE und RevPAR zu ermöglichen. Anhand einer große Anzahl verschiedener Benchmarking Produkte bietet MKG Group somit eine Unterstützung zur Erhöhung Ihrer Profitabilität.

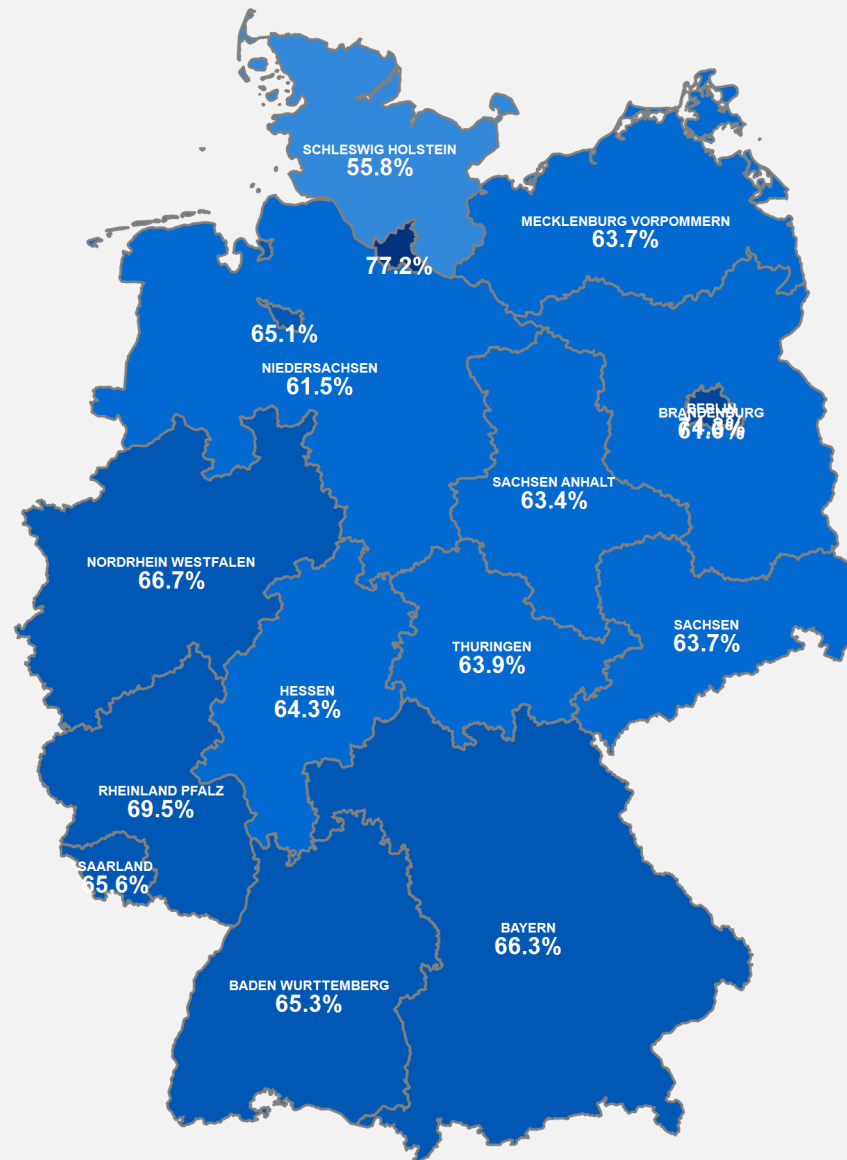
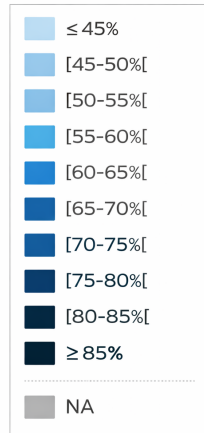
Gerne möchten wir uns bei allen Teilnehmern an unserem Programm der letzten 25 Jahre bedanken.

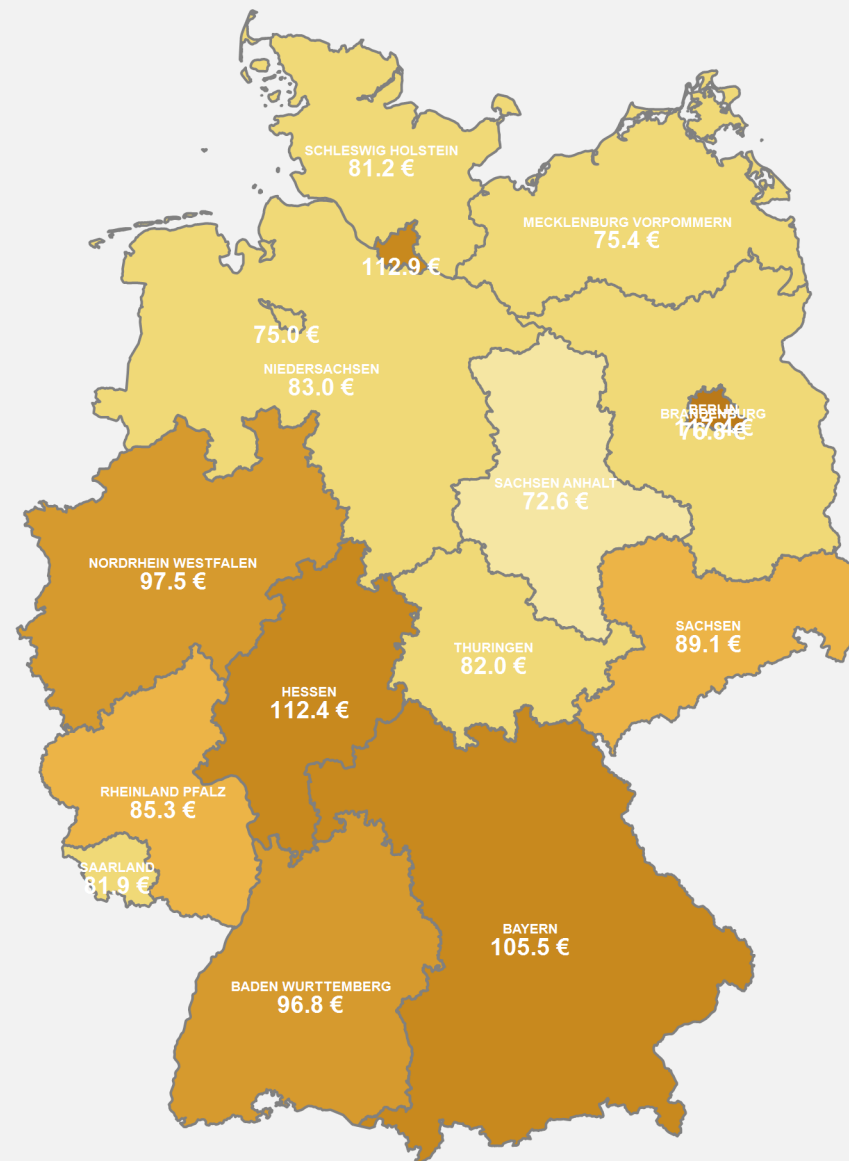
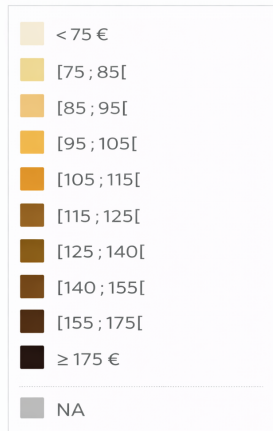
Revenue per available room (RevPAR) vs N-1



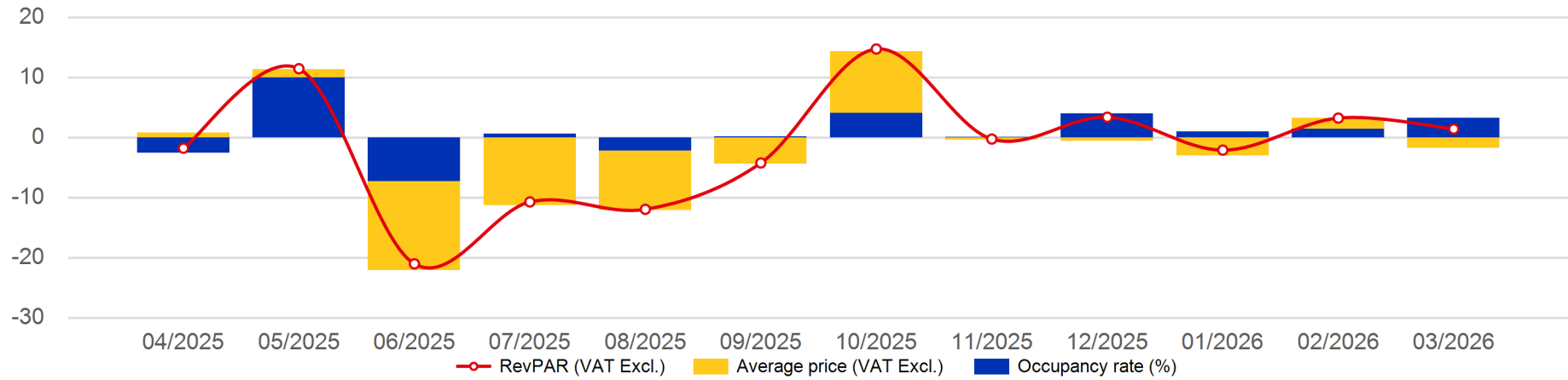
GERMANY

2026/3
OR

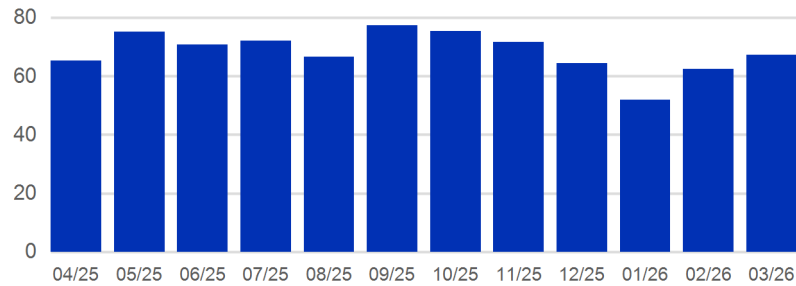




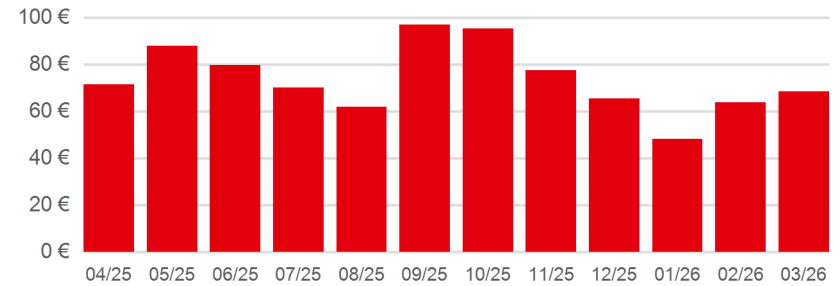
Monthly Change in Occupancy rate (%) / RevPAR (VAT Excl.) / Average price (VAT Excl.)



Occupancy rate (%)



RevPAR (VAT Excl.)



Change Occupancy rate (pts)

	04/25	05/25	06/25	07/25	08/25	09/25	10/25	11/25	12/25	01/26	02/26	03/26
N	65.4%	75.2%	70.9%	72.1%	66.7%	77.4%	75.4%	71.7%	64.4%	51.9%	62.6%	67.2%
VS N-1	-1.7	6.8	-5.6	0.5	-1.5	0.2	3.0	0.1	2.4	0.5	0.9	2.1
VS N-2	0.4	4.3	-3.5	2.1	0.1	0.8	4.8	2.5	4.7	-0.1	3.0	3.7

Change RevPAR (VAT Excl.)

	04/25	05/25	06/25	07/25	08/25	09/25	10/25	11/25	12/25	01/26	02/26	03/26
N	71.4	87.8	79.6	70.2	61.9	97.0	95.3	77.5	65.4	48.2	63.9	68.6
VS N-1	-1.8%	11.5%	-21.0%	-10.7%	-11.9%	-4.2%	14.8%	-0.2%	3.4%	-2.1%	3.2%	1.4%
VS N-2	4.8%	8.6%	-7.2%	1.5%	-2.6%	3.6%	18.8%	5.0%	9.3%	-7.5%	8.4%	2.9%

GERMANY

RESULTS BY CATEGORY

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BUDGET & ECONOMY	66.8%	2.9	3.4	87.0	-1.8%	-2.1%	58.1	2.7%	3.1%
MIDSCALE	67.2%	1.1	4.0	99.9	-2.2%	-5.4%	67.1	-0.6%	0.6%
UPSCALE & LUXURY	68.5%	2.1	4.0	146.9	-1.0%	-1.4%	100.6	2.1%	4.7%
GLOBAL	67.2%	2.1	3.7	102.0	-1.8%	-2.8%	68.6	1.4%	2.9%

GERMANY

RESULTS BY CATEGORY

YTD - 3/2026

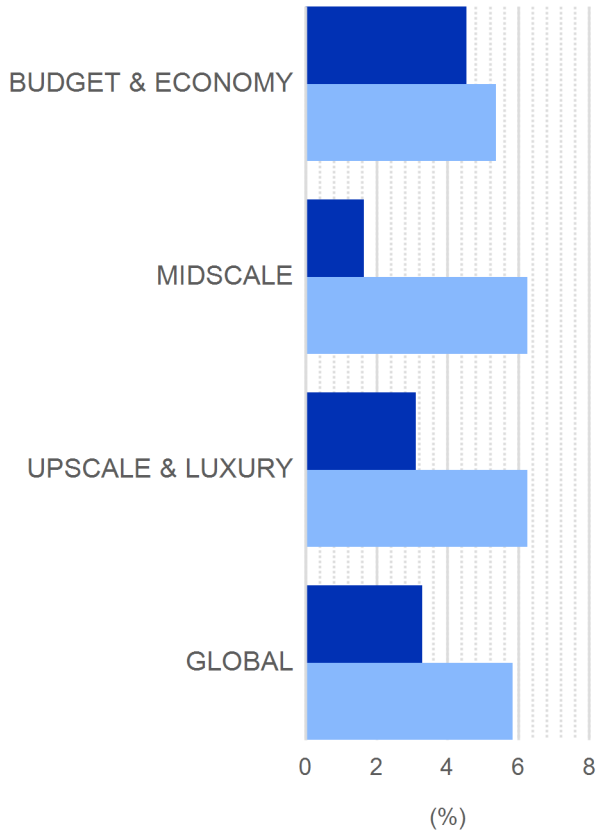
	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BUDGET & ECONOMY	59.7%	1.6	1.6	83.3	-1.9%	-2.4%	49.8	0.8%	0.2%
MIDSCALE	60.3%	0.7	2.6	96.9	-0.6%	-3.7%	58.5	0.6%	0.6%
UPSCALE & LUXURY	62.7%	1.2	3.1	145.0	0.3%	-0.6%	90.9	2.2%	4.6%
GLOBAL	60.5%	1.2	2.2	99.4	-0.9%	-2.1%	60.1	1.1%	1.6%

GERMANY

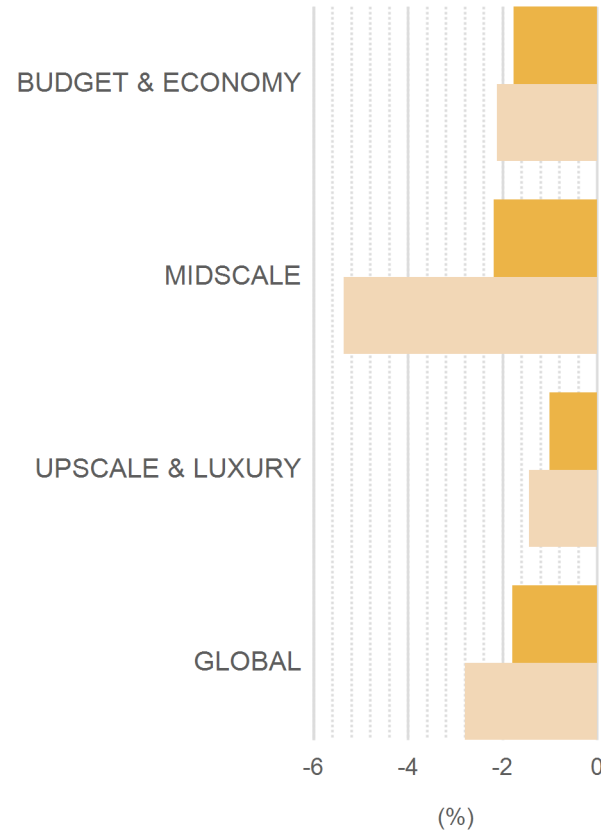
RESULTS BY CATEGORY



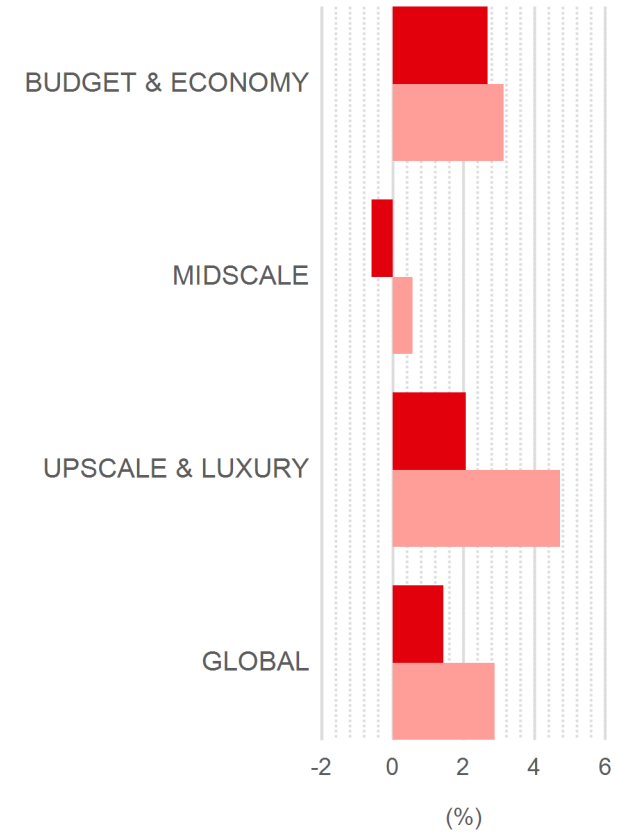
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



■ Change (pts) 3/2025
■ Change (pts) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

GERMANY

Results by Bundesland

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BADEN WURTTENBERG	65.3%	1.9	2.6	96.8	-2.6%	-5.7%	63.2	0.4%	-1.8%
BAYERN	66.3%	3.9	5.3	105.5	4.2%	3.4%	70.0	10.7%	12.3%
BERLIN	74.3%	1.4	1.7	117.4	3.6%	-3.7%	87.2	5.6%	-1.4%
BRANDENBURG	61.6%	-2.3	-0.5	76.8	4.9%	0.1%	47.3	1.1%	-0.8%
BREMEN	65.1%	1.5	1.7	75.0	-0.2%	-5.7%	48.9	2.2%	-3.3%
HAMBURG	77.2%	-0.8	-0.2	112.9	0.8%	-2.3%	87.1	-0.3%	-2.5%
HESSEN	64.3%	1.7	5.6	112.4	-3.1%	-3.5%	72.2	-0.4%	5.8%
MECKLENBURG VORPOMMERN	63.7%	-1.3	0.2	75.4	1.4%	1.5%	48.0	-0.6%	1.8%
NIEDERSACHSEN	61.5%	-3.0	1.7	83.0	-18.2%	-6.4%	51.1	-22.0%	-3.8%

GERMANY

Results by Bundesland

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
NORDRHEIN WESTFALEN	66.7%	1.5	4.0	97.5	-10.0%	-7.3%	65.1	-7.9%	-1.3%
RHEINLAND PFALZ	69.5%	7.5	9.0	85.3	3.8%	-2.4%	59.3	16.3%	12.1%
SAARLAND	65.6%	10.5	4.6	81.9	3.8%	-0.3%	53.7	23.5%	7.3%
SACHSEN	63.7%	7.1	5.7	89.1	0.9%	0.2%	56.7	13.5%	10.0%
SACHSEN ANHALT	63.4%	5.1	8.2	72.6	-1.1%	-6.3%	46.0	7.6%	7.6%
SCHLESWIG HOLSTEIN	55.8%	2.5	-1.7	81.2	1.5%	-2.3%	45.3	6.3%	-5.2%
THURINGEN	63.9%	2.1	2.8	82.0	4.4%	4.3%	52.4	8.0%	9.1%
GLOBAL	67.2%	2.1	3.7	102.0	-1.8%	-2.8%	68.6	1.4%	2.9%

GERMANY

Results by Bundesland

YTD - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BADEN WURTTENBERG	58.2%	0.1	-0.0	90.6	-2.6%	-7.4%	52.7	-2.4%	-7.5%
BAYERN	60.9%	0.8	4.4	104.0	-2.9%	0.5%	63.4	-1.7%	8.2%
BERLIN	66.4%	0.6	2.4	108.4	0.1%	-4.6%	72.0	1.0%	-0.9%
BRANDENBURG	54.0%	-3.0	-1.2	74.4	4.4%	2.3%	40.2	-1.1%	0.1%
BREMEN	61.2%	1.9	1.3	77.1	2.7%	-1.6%	47.2	6.0%	0.5%
HAMBURG	68.0%	-0.3	0.4	105.5	0.3%	-1.2%	71.8	-0.1%	-0.7%
HESSEN	58.9%	0.8	1.7	111.7	-1.4%	-1.6%	65.8	-0.1%	1.4%
MECKLENBURG VORPOMMERN	52.4%	-1.1	-2.7	77.7	4.7%	9.2%	40.7	2.5%	3.8%
NIEDERSACHSEN	56.8%	0.9	0.5	82.2	-7.2%	-5.8%	46.7	-5.8%	-5.0%

GERMANY

Results by Bundesland

YTD - 3/2026

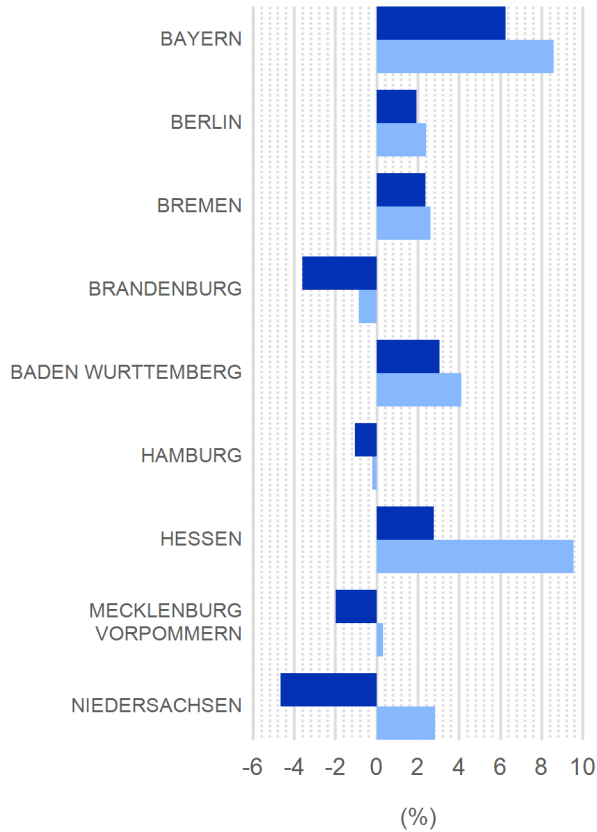
	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
NORDRHEIN WESTFALEN	62.3%	3.1	3.2	100.5	1.4%	-1.2%	62.6	6.7%	4.1%
RHEINLAND PFALZ	57.8%	4.5	4.6	80.7	0.7%	-4.5%	46.7	9.1%	3.7%
SAARLAND	56.1%	3.7	1.9	77.3	0.5%	-3.7%	43.4	7.6%	-0.4%
SACHSEN	50.0%	4.0	2.6	82.9	0.2%	0.8%	41.4	9.0%	6.4%
SACHSEN ANHALT	54.3%	2.4	3.0	68.7	-3.2%	-6.9%	37.3	1.4%	-1.4%
SCHLESWIG HOLSTEIN	47.8%	0.6	-2.3	83.8	3.6%	4.2%	40.0	5.0%	-0.6%
THURINGEN	51.8%	-0.6	-0.5	77.1	1.7%	1.1%	39.9	0.6%	0.2%
GLOBAL	60.5%	1.2	2.2	99.4	-0.9%	-2.1%	60.1	1.1%	1.6%

GERMANY

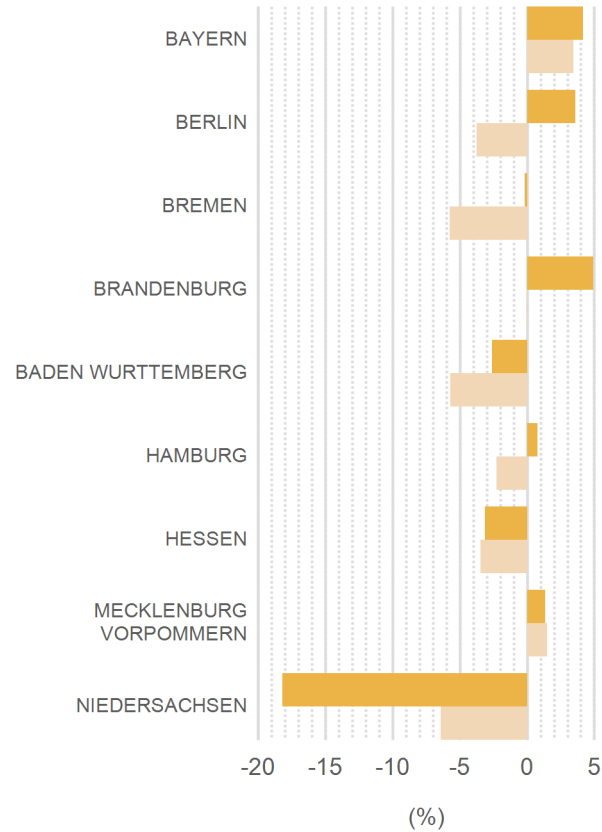
Results by Bundesland



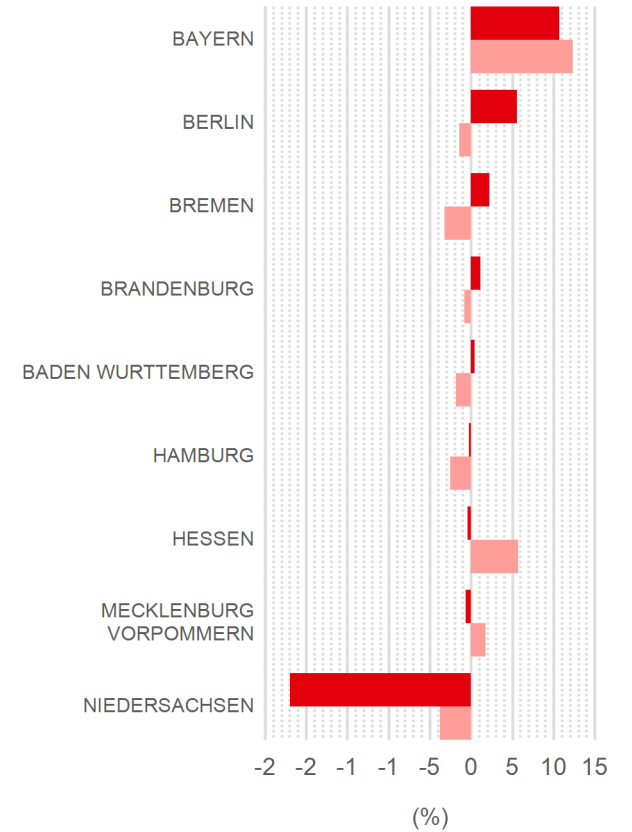
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



■ Change (pts) 3/2025
■ Change (pts) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

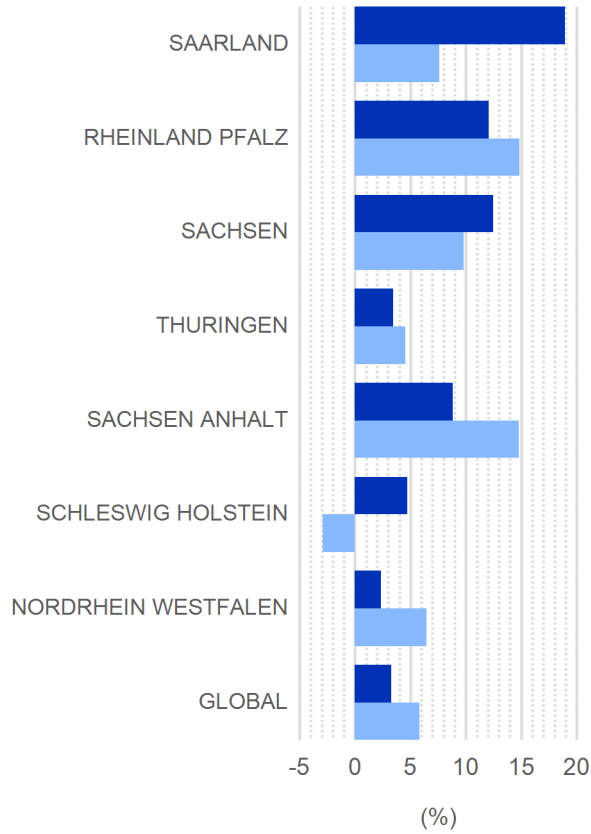
■ Change (%) 3/2025
■ Change (%) 3/2024

GERMANY

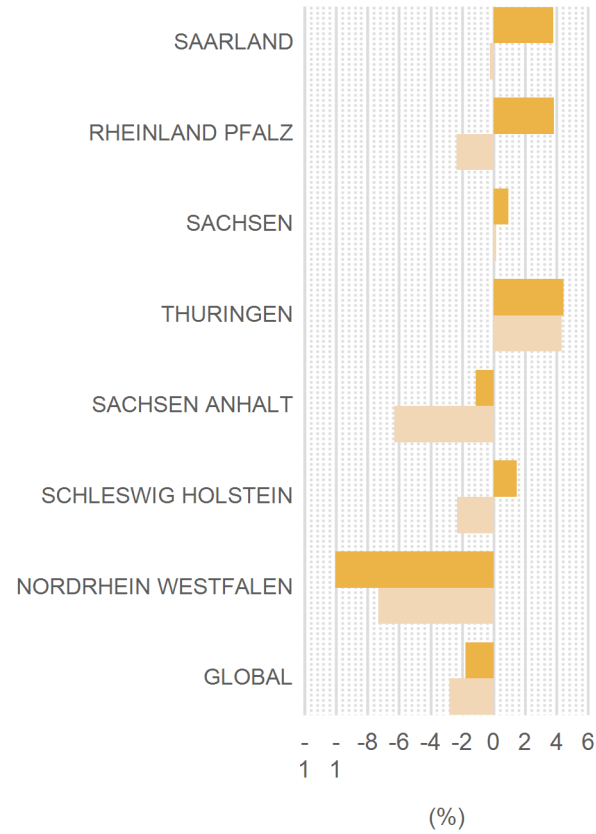
Results by Bundesland



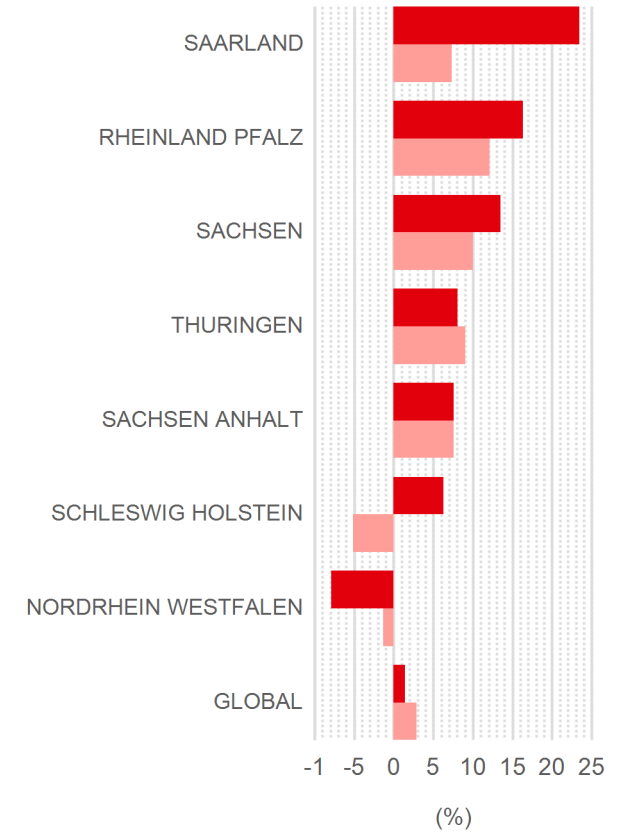
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



Change (pts) 3/2025
Change (pts) 3/2024

Change (%) 3/2025
Change (%) 3/2024

Change (%) 3/2025
Change (%) 3/2024

BAYERN

RESULTS BY CATEGORY



Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BUDGET & ECONOMY	65.6%	4.4	4.5	88.7	3.2%	5.6%	58.1	10.6%	13.4%
MIDSCALE	65.1%	3.4	5.6	110.3	5.5%	0.2%	71.8	11.2%	9.6%
UPSCALE & LUXURY	71.1%	3.3	6.9	146.3	4.7%	5.5%	103.9	9.8%	16.9%
GLOBAL	66.3%	3.9	5.3	105.5	4.2%	3.4%	70.0	10.7%	12.3%

BAYERN

RESULTS BY CATEGORY



YTD - 3/2026

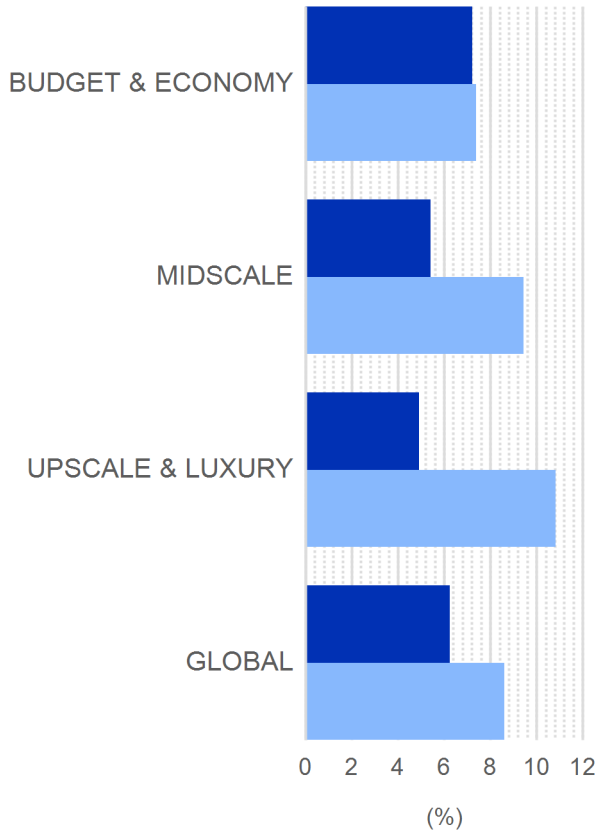
	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BUDGET & ECONOMY	59.5%	0.5	3.9	84.2	-4.3%	0.7%	50.1	-3.5%	7.7%
MIDSCALE	60.2%	0.5	4.1	105.7	-3.2%	-2.4%	63.7	-2.3%	4.7%
UPSCALE & LUXURY	66.8%	2.0	6.5	156.2	-1.1%	4.4%	104.4	1.9%	15.8%
GLOBAL	60.9%	0.8	4.4	104.0	-2.9%	0.5%	63.4	-1.7%	8.2%

BAYERN

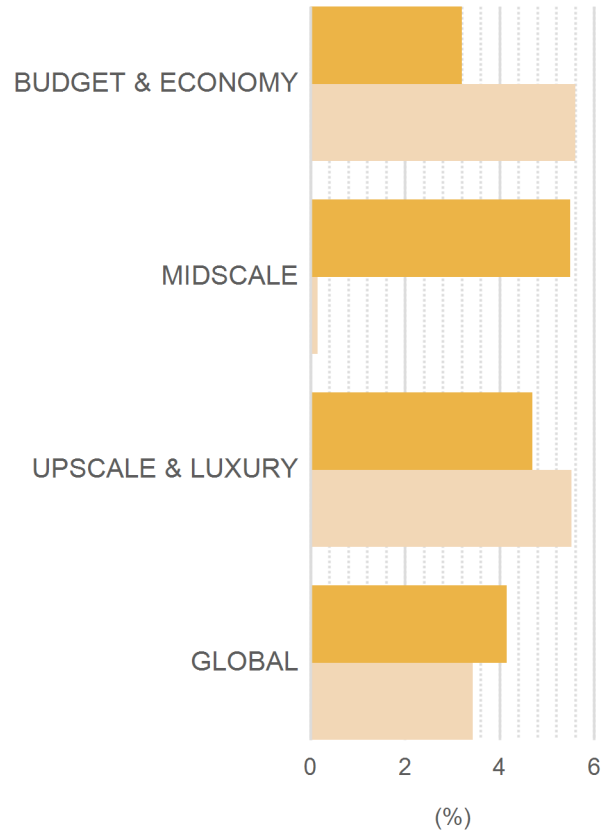
RESULTS BY CATEGORY



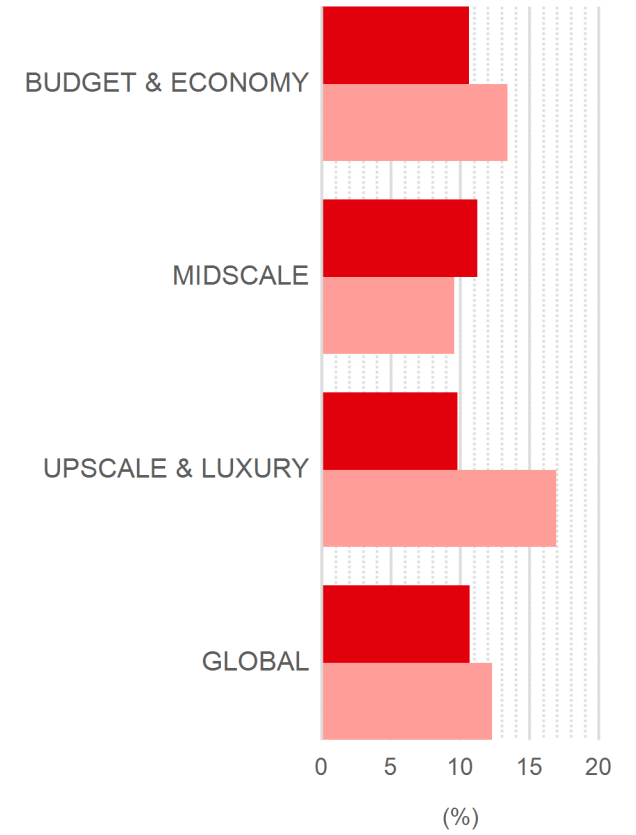
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



■ Change (pts) 3/2025
■ Change (pts) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

BAYERN

RESULTS BY CITIES (METRO AREA)

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
ASCHAFFENBURG	ND	ND	ND	ND	ND	ND	ND	ND	ND
AUGSBURG	63.8%	2.0	5.5	75.9	2.9%	11.3%	48.4	6.2%	21.8%
BAMBERG	ND	ND	ND	ND	ND	ND	ND	ND	ND
BAYREUTH	ND	ND	ND	ND	ND	ND	ND	ND	ND
BERCHTESGADENER LAND	ND	ND	ND	ND	ND	ND	ND	ND	ND
COBURG	ND	ND	ND	ND	ND	ND	ND	ND	ND
EICHSTAETT	ND	ND	ND	ND	ND	ND	ND	ND	ND
ERLANGEN	67.8%	9.1	11.0	109.5	4.6%	14.1%	74.3	20.8%	36.2%
MÜNCHEN	66.4%	3.7	5.8	104.7	7.3%	1.8%	69.5	13.5%	11.6%
NÜRNBERG	67.5%	5.4	6.3	137.7	-0.6%	12.3%	93.0	8.1%	23.9%
REGENSBURG	60.8%	8.2	0.2	76.1	-18.5%	-7.3%	46.3	-5.7%	-7.1%
WÜRZBURG	69.6%	4.0	0.6	86.5	-4.0%	-3.6%	60.2	1.8%	-2.8%
GLOBAL	66.3%	3.9	5.3	105.5	4.2%	3.4%	70.0	10.7%	12.3%

BAYERN

RESULTS BY CITIES (METRO AREA)

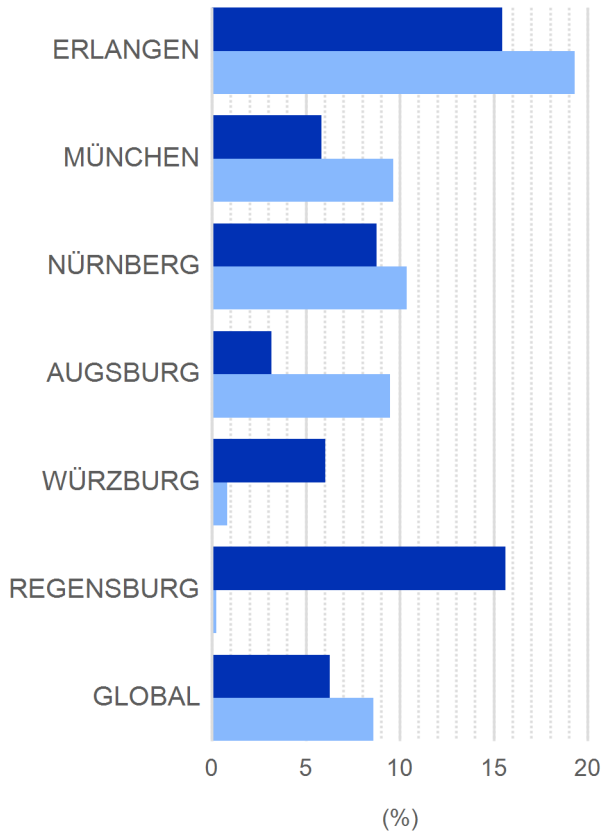
YTD - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
ASCHAFFENBURG	ND	ND	ND	ND	ND	ND	ND	ND	ND
AUGSBURG	58.5%	-0.3	5.5	69.4	4.7%	4.0%	40.6	4.1%	14.8%
BAMBERG	ND	ND	ND	ND	ND	ND	ND	ND	ND
BAYREUTH	ND	ND	ND	ND	ND	ND	ND	ND	ND
BERCHTESGADENER LAND	ND	ND	ND	ND	ND	ND	ND	ND	ND
COBURG	ND	ND	ND	ND	ND	ND	ND	ND	ND
EICHSTAETT	ND	ND	ND	ND	ND	ND	ND	ND	ND
ERLANGEN	62.6%	5.9	7.5	100.8	0.4%	2.9%	63.1	10.8%	16.9%
MÜNCHEN	61.0%	0.5	4.7	102.1	-5.7%	-0.7%	62.3	-5.0%	7.6%
NÜRNBERG	62.2%	1.6	4.6	140.1	4.5%	7.4%	87.0	7.1%	16.0%
REGENSBURG	56.2%	4.5	4.4	74.0	-13.1%	-8.3%	41.6	-5.6%	-0.5%
WÜRZBURG	61.3%	0.7	-0.9	83.8	-3.2%	-5.5%	51.4	-2.0%	-6.8%
GLOBAL	60.9%	0.8	4.4	104.0	-2.9%	0.5%	63.4	-1.7%	8.2%

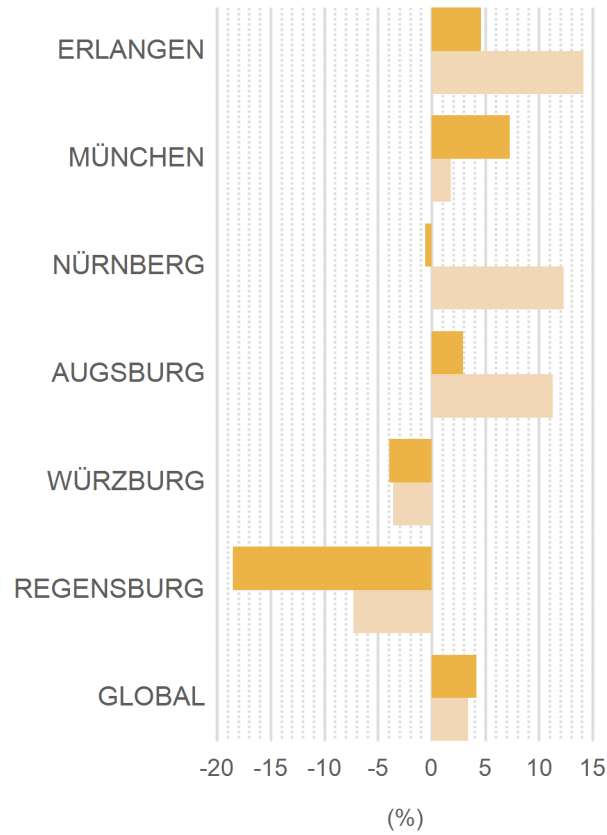
BAYERN

RESULTS BY CITIES (METRO AREA)

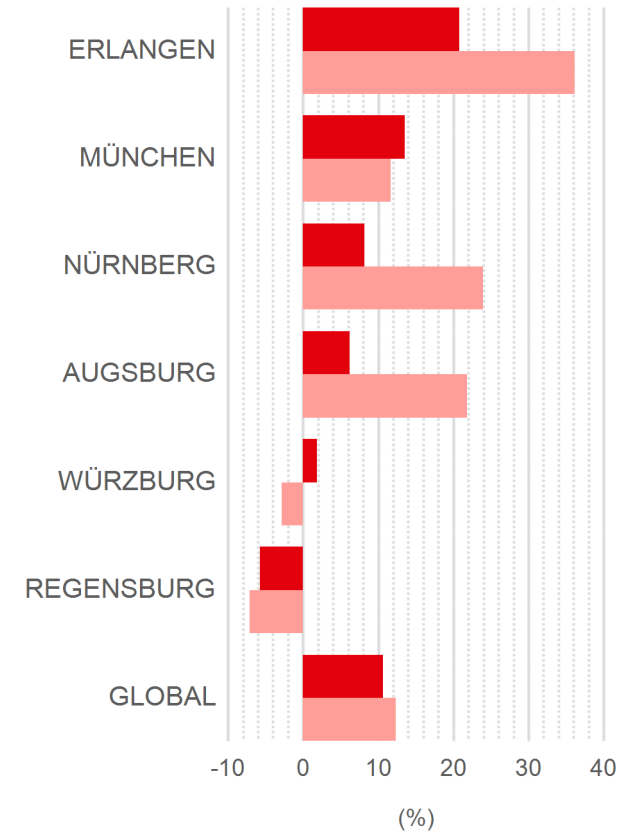
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



Change (pts) 3/2025
Change (pts) 3/2024

Change (%) 3/2025
Change (%) 3/2024

Change (%) 3/2025
Change (%) 3/2024

BERLIN, BRANDENBURG, MECKLENBURG - VORPOMMERN, SACHSEN, THÜRINGEN

RESULTS BY CATEGORY



Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BUDGET & ECONOMY	69.4%	2.8	3.0	87.1	2.0%	-0.1%	60.5	6.4%	4.4%
MIDSCALE	70.2%	0.7	4.7	98.4	3.0%	-9.0%	69.1	4.0%	-2.4%
UPSCALE & LUXURY	68.6%	5.6	-0.2	159.6	2.2%	-2.8%	109.5	11.3%	-3.1%
GLOBAL	69.5%	2.6	3.1	104.1	2.8%	-2.0%	72.4	6.8%	2.5%

BERLIN, BRANDENBURG, MECKLENBURG - VORPOMMERN, SACHSEN, THÜRINGEN

RESULTS BY CATEGORY

YTD - 3/2026

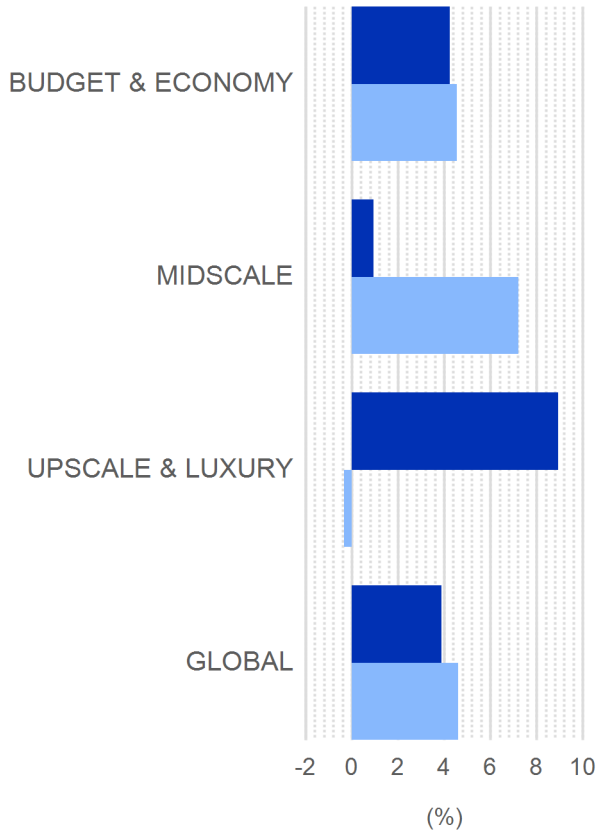
	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BUDGET & ECONOMY	60.0%	1.4	2.1	81.0	-0.7%	-2.0%	48.6	1.6%	1.6%
MIDSCALE	59.8%	-0.5	2.4	92.4	1.5%	-8.4%	55.3	0.6%	-4.5%
UPSCALE & LUXURY	59.6%	3.3	0.7	149.4	-0.9%	-2.8%	89.0	4.9%	-1.5%
GLOBAL	59.9%	1.1	2.0	97.3	0.3%	-2.6%	58.3	2.1%	0.8%

BERLIN, BRANDENBURG, MECKLENBURG - VORPOMMERN, SACHSEN, THÜRINGEN

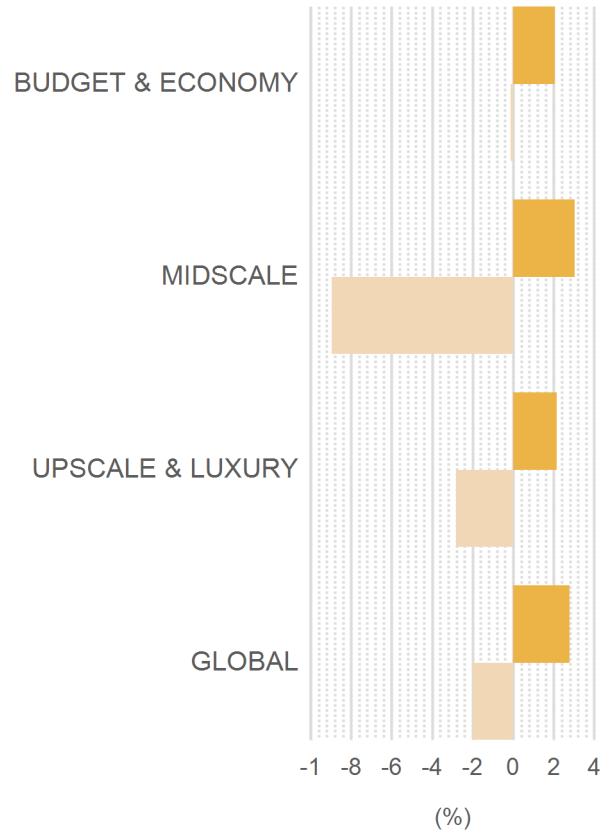
RESULTS BY CATEGORY



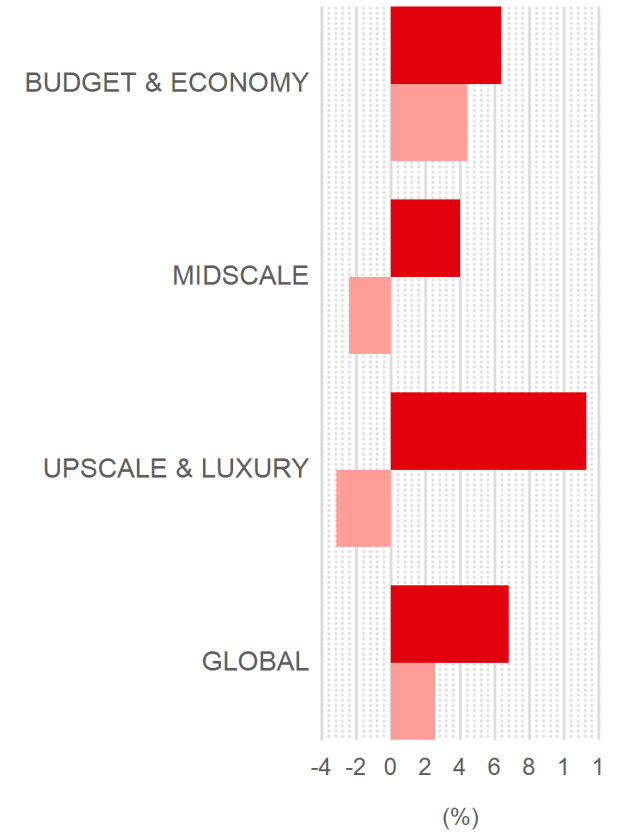
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



■ Change (pts) 3/2025
■ Change (pts) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

BERLIN, BRANDENBURG, MECKLENBURG - VORPOMMERN, SACHSEN, THÜRINGEN

RESULTS BY CITIES (METRO AREA)

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BERLIN	73.5%	1.0	1.5	115.9	3.8%	-3.2%	85.2	5.3%	-1.1%
BORDES	ND	ND	ND	ND	ND	ND	ND	ND	ND
CHEMNITZ	ND	ND	ND	ND	ND	ND	ND	ND	ND
COTTBUS	ND	ND	ND	ND	ND	ND	ND	ND	ND
DESSAU-ROSSLAU	ND	ND	ND	ND	ND	ND	ND	ND	ND
DRESDEN	65.3%	13.9	9.2	81.0	3.8%	-3.5%	52.9	31.8%	12.3%
ERFURT	77.0%	5.6	11.4	93.2	6.3%	0.4%	71.7	14.7%	17.8%
LEIPZIG	65.4%	1.2	1.6	100.0	0.4%	3.9%	65.4	2.3%	6.4%
MAGDEBURG	61.1%	6.6	9.3	71.6	-2.7%	-10.0%	43.8	9.1%	6.3%
POTSDAM	66.6%	-3.1	0.8	77.0	-1.4%	-11.1%	51.3	-5.8%	-10.1%
ROSTOCK	64.1%	-1.4	1.6	74.4	3.5%	4.0%	47.7	1.3%	6.5%
GLOBAL	69.5%	2.6	3.1	104.1	2.8%	-2.0%	72.4	6.8%	2.5%

BERLIN, BRANDENBURG, MECKLENBURG - VORPOMMERN, SACHSEN, THÜRINGEN

RESULTS BY CITIES (METRO AREA)

YTD - 3/2026

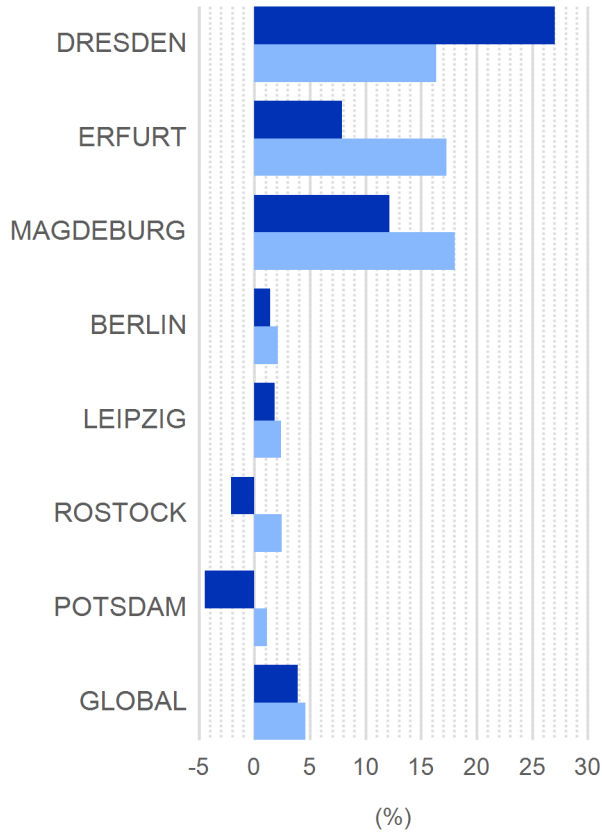
	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BERLIN	65.8%	0.2	2.0	107.2	0.4%	-4.0%	70.5	0.7%	-0.9%
BORDES	ND	ND	ND	ND	ND	ND	ND	ND	ND
CHEMNITZ	ND	ND	ND	ND	ND	ND	ND	ND	ND
COTTBUS	ND	ND	ND	ND	ND	ND	ND	ND	ND
DESSAU-ROSSLAU	ND	ND	ND	ND	ND	ND	ND	ND	ND
DRESDEN	48.7%	6.9	6.2	79.5	-0.6%	-0.4%	38.8	15.8%	14.3%
ERFURT	63.2%	3.8	5.6	84.2	0.9%	-3.2%	53.2	7.3%	6.2%
LEIPZIG	54.2%	1.6	-1.7	87.9	1.0%	2.1%	47.6	4.1%	-0.9%
MAGDEBURG	52.0%	4.1	2.1	68.9	-5.8%	-8.7%	35.8	2.2%	-4.7%
POTSDAM	57.5%	-0.7	1.3	73.9	-1.3%	-6.4%	42.5	-2.6%	-4.3%
ROSTOCK	54.5%	-2.0	-0.9	73.6	5.1%	5.5%	40.1	1.3%	3.8%
GLOBAL	59.9%	1.1	2.0	97.3	0.3%	-2.6%	58.3	2.1%	0.8%

BERLIN, BRANDENBURG, MECKLENBURG - VORPOMMERN, SACHSEN, THÜRINGEN

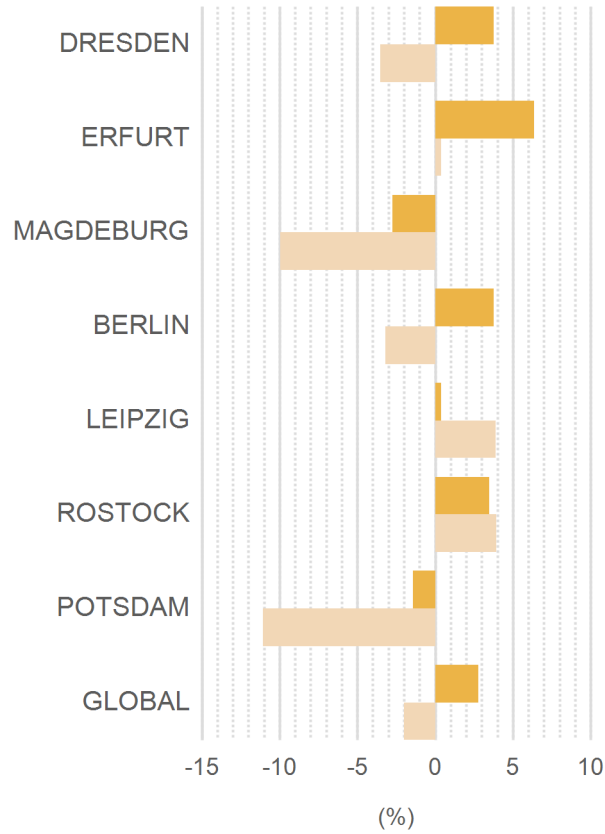
RESULTS BY CITIES (METRO AREA)



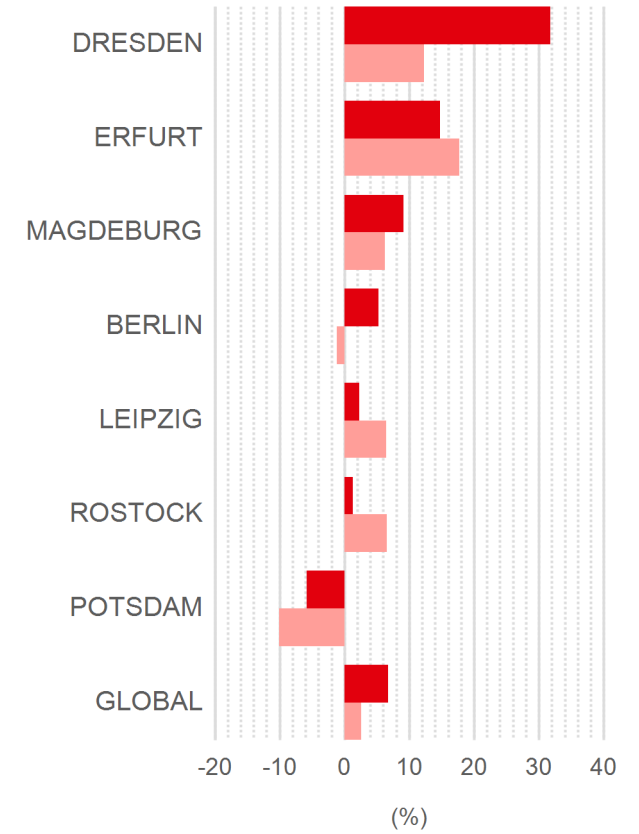
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



■ Change (pts) 3/2025
■ Change (pts) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

BADEN-WÜRTTEMBERG, HESSEN, RHEINLAND-PFALZ & SAARLAND

RESULTS BY CATEGORY

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BUDGET & ECONOMY	65.2%	3.7	4.4	88.4	-1.9%	-5.7%	57.6	3.9%	1.1%
MIDSCALE	64.0%	1.8	4.0	94.8	-3.5%	-3.5%	60.6	-0.7%	3.0%
UPSCALE & LUXURY	67.3%	0.8	5.9	148.6	-1.1%	-2.9%	100.0	0.0%	6.5%
GLOBAL	65.2%	2.5	4.6	102.5	-2.5%	-4.5%	66.8	1.3%	2.7%

BADEN-WÜRTTEMBERG, HESSEN, RHEINLAND-PFALZ & SAARLAND

RESULTS BY CATEGORY

YTD - 3/2026

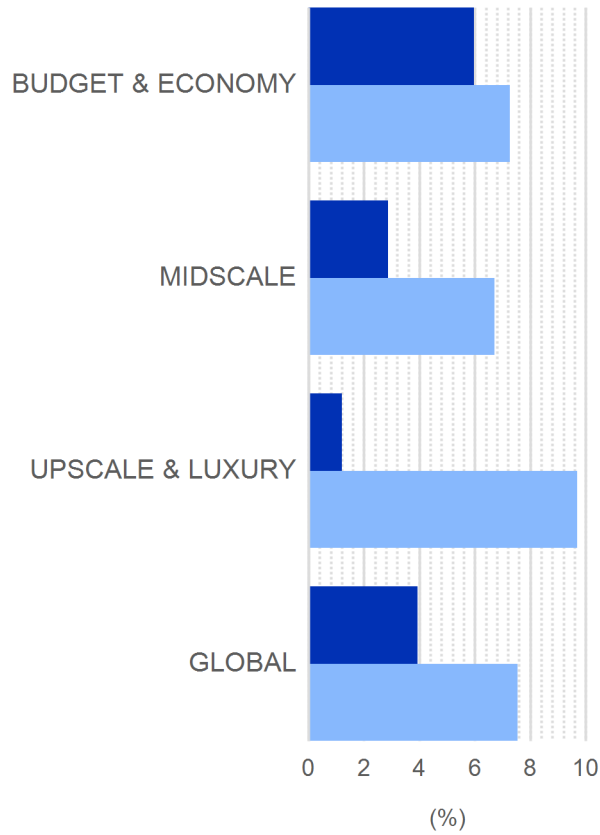
	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BUDGET & ECONOMY	57.8%	1.5	0.4	84.3	-2.2%	-6.1%	48.8	0.4%	-5.5%
MIDSCALE	57.1%	1.2	1.2	90.9	-2.1%	-2.9%	51.9	-0.1%	-0.9%
UPSCALE & LUXURY	62.3%	-1.1	3.2	144.9	0.3%	-3.3%	90.2	-1.4%	1.8%
GLOBAL	58.4%	0.8	1.2	99.4	-1.8%	-4.5%	58.1	-0.4%	-2.5%

BADEN-WÜRTTEMBERG, HESSEN, RHEINLAND-PFALZ & SAARLAND

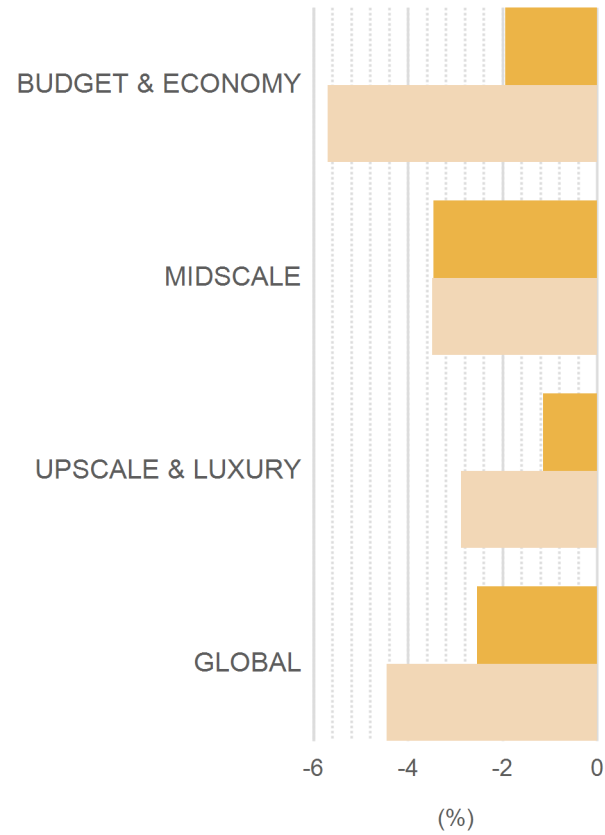
RESULTS BY CATEGORY



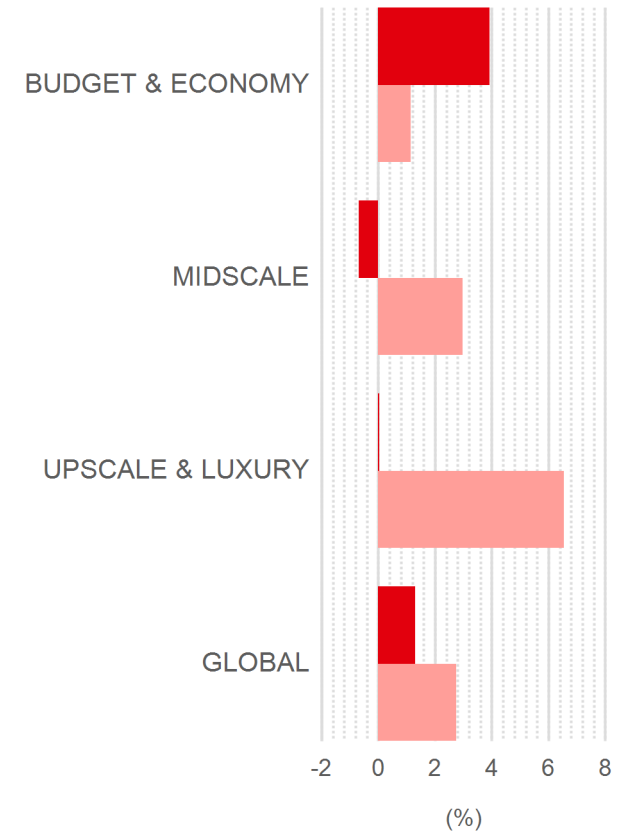
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



■ Change (pts) 3/2025
■ Change (pts) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

BADEN-WÜRTTEMBERG, HESSEN, RHEINLAND-PFALZ & SAARLAND

RESULTS BY CITIES (METRO AREA)

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
DARMSTADT	62.8%	6.5	3.1	69.0	-15.0%	-14.7%	43.3	-5.2%	-10.2%
FRANKFURT AM MAIN	63.5%	0.4	5.4	120.1	-2.5%	-3.8%	76.3	-1.9%	5.2%
FREIBURG IM BREISGAU	68.7%	-0.1	0.6	90.4	11.5%	-0.3%	62.1	11.3%	0.6%
HEIDELBERG	67.8%	5.7	1.8	84.8	0.5%	-0.7%	57.5	9.8%	2.0%
KARLSRUHE	63.6%	3.3	-1.8	95.2	3.5%	-2.9%	60.5	9.2%	-5.5%
KASSEL	64.5%	0.4	0.0	81.3	-2.2%	5.9%	52.5	-1.6%	5.9%
KONSTANZ	62.0%	-12.8	-6.9	62.1	5.9%	-15.6%	38.5	-12.3%	-24.1%
MANNHEIM	64.3%	4.6	4.6	90.4	1.5%	-8.4%	58.1	9.2%	-1.3%
ORTENAU DISTRICT	62.4%	4.5	0.1	89.3	8.8%	3.1%	55.7	17.1%	3.3%
SAARBRÜCKEN	66.5%	12.0	3.0	81.6	3.7%	0.5%	54.3	26.5%	5.2%
STUTTGART	63.2%	-0.5	1.0	112.4	-8.6%	-8.8%	71.0	-9.4%	-7.3%
TRIER	75.5%	13.4	13.4	95.1	14.6%	15.6%	71.8	39.2%	40.5%
ULM	76.5%	2.3	4.3	94.2	0.2%	8.5%	72.0	3.3%	15.1%
WIESBADEN	75.2%	13.9	12.5	91.3	-2.1%	-4.5%	68.6	20.2%	14.6%

BADEN-WÜRTTEMBERG, HESSEN, RHEINLAND-PFALZ & SAARLAND

RESULTS BY CITIES (METRO AREA)

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BAD DÜRKHEIM	ND	ND	ND	ND	ND	ND	ND	ND	ND
BADEN-BADEN	ND	ND	ND	ND	ND	ND	ND	ND	ND
BERGSTRASSE	ND	ND	ND	ND	ND	ND	ND	ND	ND
FULDA	ND	ND	ND	ND	ND	ND	ND	ND	ND
HEILBRONN	ND	ND	ND	ND	ND	ND	ND	ND	ND
KAISERSLAUTERN	ND	ND	ND	ND	ND	ND	ND	ND	ND
KOBLENZ	ND	ND	ND	ND	ND	ND	ND	ND	ND
LAKE CONSTANCE DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
LUDWIGSHAFEN AM RHEIN	ND	ND	ND	ND	ND	ND	ND	ND	ND
MAINZ	ND	ND	ND	ND	ND	ND	ND	ND	ND
RASTATT	ND	ND	ND	ND	ND	ND	ND	ND	ND
REMS-MURR DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
TÜBINGEN DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
GLOBAL	65.2%	2.5	4.6	102.5	-2.5%	-4.5%	66.8	1.3%	2.7%

BADEN-WÜRTTEMBERG, HESSEN, RHEINLAND-PFALZ & SAARLAND

RESULTS BY CITIES (METRO AREA)

YTD - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
DARMSTADT	56.1%	2.3	-5.0	68.2	-9.8%	-9.3%	38.3	-5.9%	-16.7%
FRANKFURT AM MAIN	58.2%	-0.3	1.3	119.5	-0.7%	-1.6%	69.6	-1.2%	0.6%
FREIBURG IM BREISGAU	59.8%	-0.3	0.6	85.8	5.7%	2.7%	51.3	5.2%	3.6%
HEIDELBERG	59.6%	4.2	1.0	83.1	0.9%	0.1%	49.6	8.6%	1.7%
KARLSRUHE	56.9%	1.7	-1.4	87.8	-0.8%	-6.8%	49.9	2.3%	-9.0%
KASSEL	58.0%	2.5	1.6	79.4	-2.0%	4.4%	46.0	2.4%	7.4%
MAINZ	61.0%	3.2	4.1	81.0	-1.8%	-1.8%	49.4	3.7%	5.4%
MANNHEIM	56.6%	2.3	0.7	91.3	-2.4%	-6.5%	51.7	1.9%	-5.3%
ORTENAU DISTRICT	52.4%	2.2	-0.8	82.6	2.5%	0.3%	43.3	7.0%	-1.2%
SAARBRÜCKEN	56.7%	4.1	0.3	76.5	0.2%	-3.6%	43.3	8.0%	-3.0%
STUTTGART	57.6%	-2.6	-2.2	100.5	-5.9%	-12.3%	57.9	-9.9%	-15.5%
TRIER	60.3%	7.0	7.5	85.6	12.4%	10.9%	51.6	27.2%	26.7%
ULM	69.6%	2.3	2.1	88.9	-1.3%	5.8%	61.9	2.1%	9.1%
WIESBADEN	68.9%	8.9	8.4	88.3	-2.6%	-3.6%	60.8	11.8%	9.8%

BADEN-WÜRTTEMBERG, HESSEN, RHEINLAND-PFALZ & SAARLAND

RESULTS BY CITIES (METRO AREA)

YTD - 3/2026

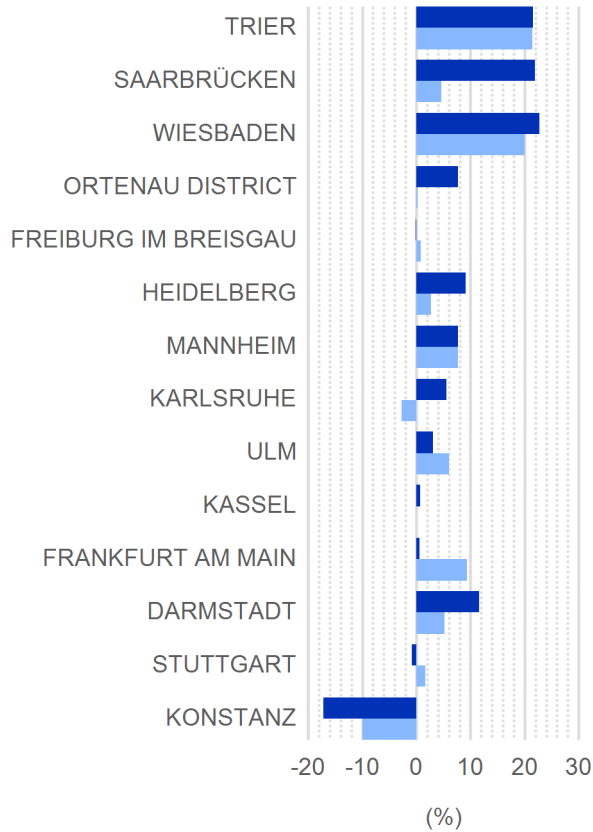
	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BAD DÜRKHEIM	ND	ND	ND	ND	ND	ND	ND	ND	ND
BADEN-BADEN	ND	ND	ND	ND	ND	ND	ND	ND	ND
BERGSTRASSE	ND	ND	ND	ND	ND	ND	ND	ND	ND
FULDA	ND	ND	ND	ND	ND	ND	ND	ND	ND
HEILBRONN	ND	ND	ND	ND	ND	ND	ND	ND	ND
KAISERSLAUTERN	ND	ND	ND	ND	ND	ND	ND	ND	ND
KOBLENZ	ND	ND	ND	ND	ND	ND	ND	ND	ND
KONSTANZ	52.6%	-12.2	-4.4	61.1	5.8%	-9.1%	32.1	-14.2%	-16.1%
LAKE CONSTANCE DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
LUDWIGSHAFEN AM RHEIN	ND	ND	ND	ND	ND	ND	ND	ND	ND
RASTATT	ND	ND	ND	ND	ND	ND	ND	ND	ND
REMS-MURR DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
TÜBINGEN DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
GLOBAL	58.4%	0.8	1.2	99.4	-1.8%	-4.5%	58.1	-0.4%	-2.5%

BADEN-WÜRTTEMBERG, HESSEN, RHEINLAND-PFALZ & SAARLAND

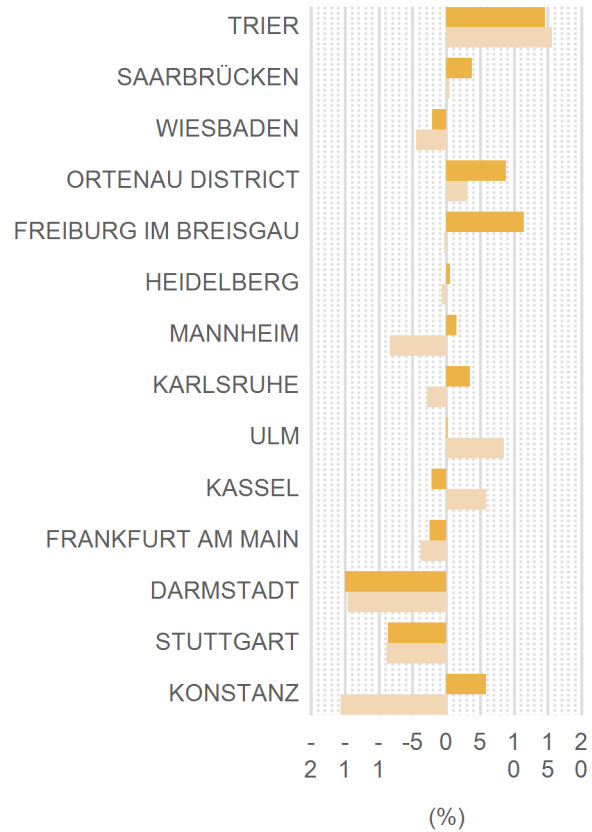
RESULTS BY CITIES (METRO AREA)



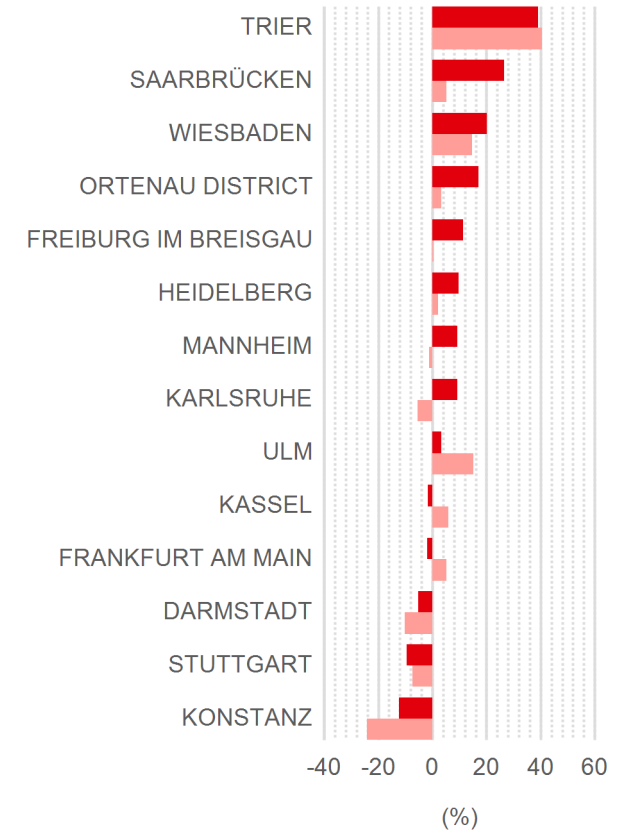
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



■ Change (pts) 3/2025
■ Change (pts) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

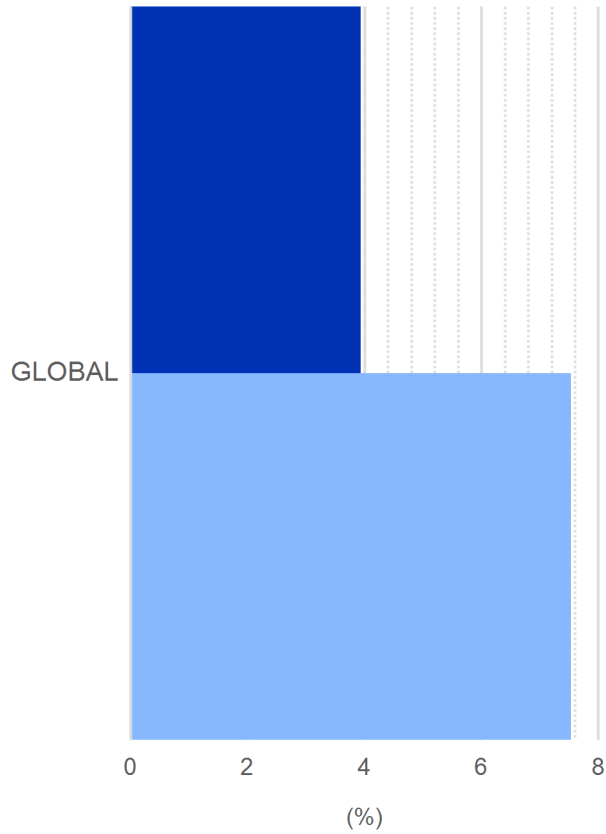
■ Change (%) 3/2025
■ Change (%) 3/2024

BADEN-WÜRTTEMBERG, HESSEN, RHEINLAND-PFALZ & SAARLAND

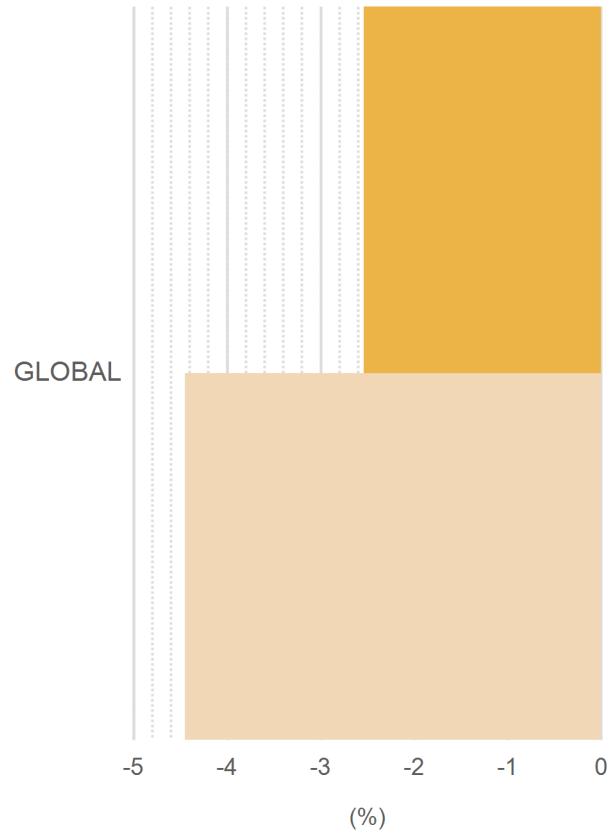
RESULTS BY CITIES (METRO AREA)



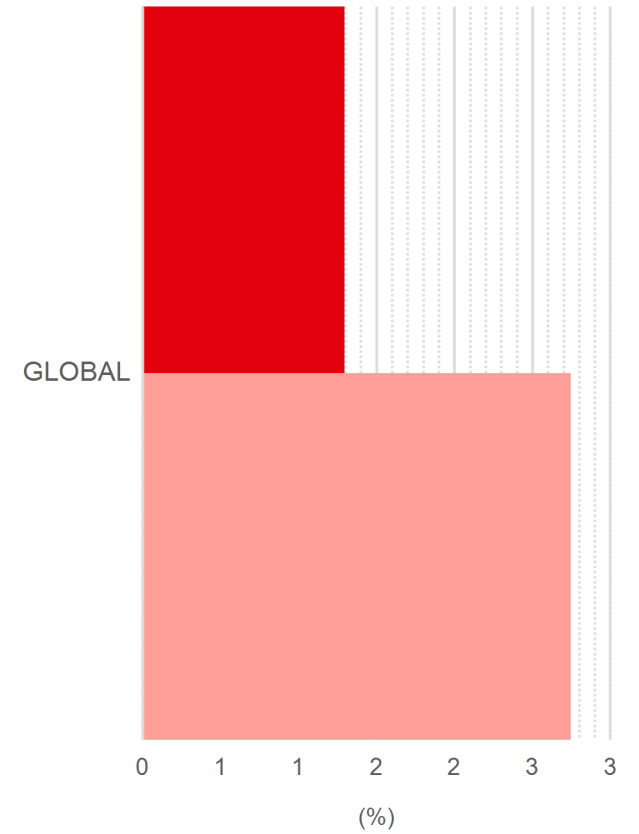
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



■ Change (pts) 3/2025
■ Change (pts) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

BREMEN, HAMBURG, NORDRHEIN-WESTFALEN, NIEDERSACHSEN, SCHLESWIG-HOLSTEIN

RESULTS BY CATEGORY

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BUDGET & ECONOMY	67.2%	1.4	2.3	84.7	-6.9%	-5.2%	56.9	-4.9%	-1.8%
MIDSCALE	68.7%	-0.4	2.4	99.6	-8.0%	-7.0%	68.4	-8.5%	-3.6%
UPSCALE & LUXURY	67.9%	-0.3	2.8	135.8	-7.2%	-4.6%	92.2	-7.6%	-0.5%
GLOBAL	67.8%	0.5	2.4	98.1	-7.4%	-5.6%	66.6	-6.8%	-2.2%

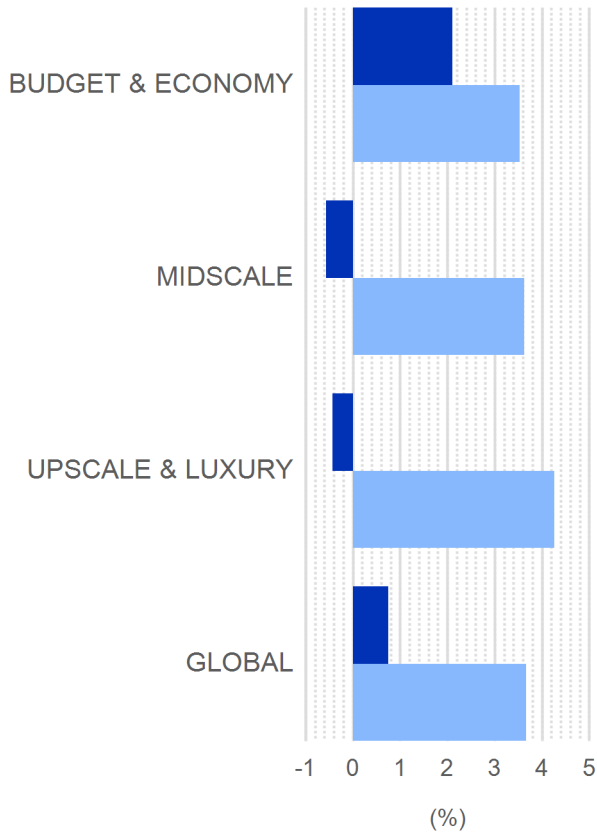
BREMEN, HAMBURG, NORDRHEIN-WESTFALEN, NIEDERSACHSEN, SCHLESWIG-HOLSTEIN

RESULTS BY CATEGORY

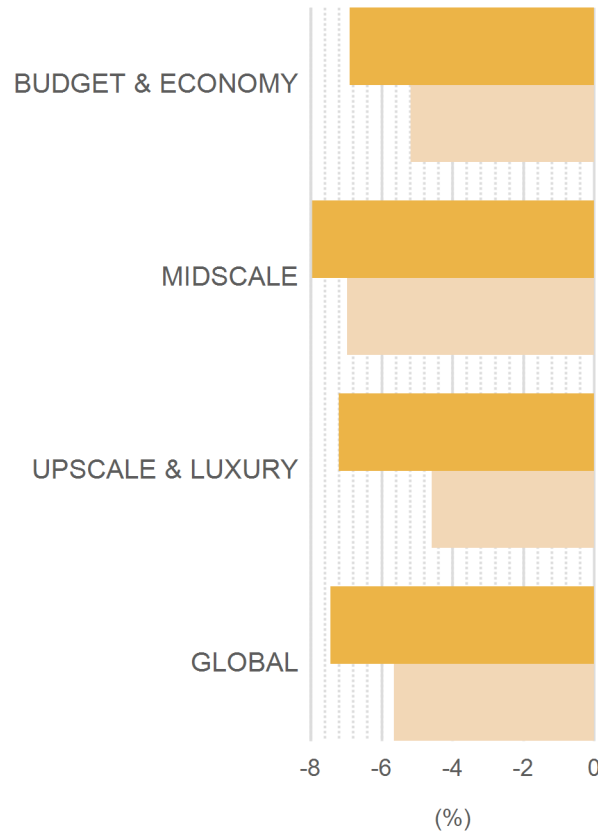
YTD - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BUDGET & ECONOMY	61.2%	2.5	0.6	83.6	-0.7%	-1.8%	51.1	3.5%	-0.8%
MIDSCALE	63.3%	1.4	3.0	99.6	0.6%	-2.0%	63.0	2.8%	2.9%
UPSCALE & LUXURY	63.1%	1.5	3.0	135.0	2.1%	-0.3%	85.2	4.5%	4.7%
GLOBAL	62.2%	1.9	1.9	98.2	0.4%	-1.4%	61.1	3.6%	1.7%

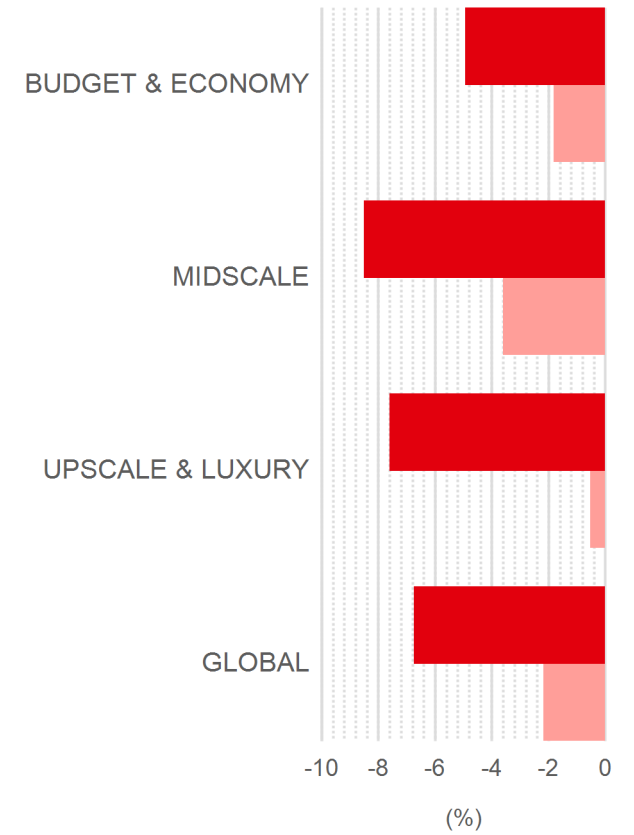
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



■ Change (pts) 3/2025
■ Change (pts) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

BREMEN, HAMBURG, NORDRHEIN-WESTFALEN, NIEDERSACHSEN, SCHLESWIG-HOLSTEIN

RESULTS BY CITIES (METRO AREA)

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
AACHEN CITY REGION	61.9%	3.4	3.6	78.6	-4.4%	-4.4%	48.7	1.1%	1.4%
BOCHUM	66.4%	0.2	-1.6	73.9	-1.7%	-4.5%	49.0	-1.4%	-6.7%
BONN	71.8%	4.0	11.7	83.1	-9.1%	-6.0%	59.6	-3.6%	12.2%
BREMEN	64.8%	1.5	1.8	74.5	-0.5%	-6.2%	48.3	1.8%	-3.6%
DORTMUND	66.0%	4.3	11.7	91.3	1.4%	4.5%	60.3	8.5%	27.0%
DUISBURG	67.1%	-5.1	6.4	68.5	-7.1%	-14.2%	46.0	-13.6%	-5.1%
DÜSSELDORF	63.4%	0.4	2.7	97.3	-9.6%	-12.6%	61.7	-8.9%	-8.7%
ESSEN	61.8%	0.9	5.0	88.3	-4.7%	-5.7%	54.6	-3.3%	2.7%
HAMBURG	76.5%	-0.8	-0.3	112.3	0.7%	-2.2%	85.9	-0.4%	-2.5%
HANOVER	59.8%	-4.5	2.0	83.8	-24.6%	-7.5%	50.1	-29.9%	-4.4%
KÖLN	72.7%	1.2	1.1	117.0	-16.8%	-5.9%	85.1	-15.4%	-4.5%
LÜBECK	55.1%	3.1	0.2	91.0	0.5%	-7.2%	50.1	6.6%	-6.8%
MÜNSTER	68.1%	1.9	7.2	98.3	0.6%	1.6%	66.9	3.4%	13.6%
OBERHAUSEN	73.1%	5.6	15.8	92.0	-6.8%	3.8%	67.3	1.0%	32.5%

BREMEN, HAMBURG, NORDRHEIN-WESTFALEN, NIEDERSACHSEN, SCHLESWIG-HOLSTEIN

RESULTS BY CITIES (METRO AREA)

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BIELEFELD	ND	ND	ND	ND	ND	ND	ND	ND	ND
BRUNSWICK	ND	ND	ND	ND	ND	ND	ND	ND	ND
GOETTINGEN	ND	ND	ND	ND	ND	ND	ND	ND	ND
HAGEN	ND	ND	ND	ND	ND	ND	ND	ND	ND
HAMM	ND	ND	ND	ND	ND	ND	ND	ND	ND
KIEL	ND	ND	ND	ND	ND	ND	ND	ND	ND
MÄRKISCHER KREIS DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
MINDEN-LUEBBECKE DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
MOENCHENGLADBACH	ND	ND	ND	ND	ND	ND	ND	ND	ND
RECKLINGHAUSEN	ND	ND	ND	ND	ND	ND	ND	ND	ND
SIEGEN-WITTGENSTEIN DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
WOLFSBURG	ND	ND	ND	ND	ND	ND	ND	ND	ND
WUPPERTAL	ND	ND	ND	ND	ND	ND	ND	ND	ND
GLOBAL	67.8%	0.5	2.4	98.1	-7.4%	-5.6%	66.6	-6.8%	-2.2%

BREMEN, HAMBURG, NORDRHEIN-WESTFALEN, NIEDERSACHSEN, SCHLESWIG-HOLSTEIN

RESULTS BY CITIES (METRO AREA)

YTD - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
AACHEN CITY REGION	54.0%	2.1	1.8	77.1	-4.1%	-4.3%	41.7	-0.3%	-1.0%
BOCHUM	62.4%	2.2	-2.1	73.6	-1.5%	-3.3%	45.9	2.1%	-6.5%
BONN	64.1%	2.9	6.4	79.7	-2.4%	-3.4%	51.0	2.2%	7.3%
BREMEN	61.2%	1.9	1.5	76.9	2.7%	-1.9%	47.1	6.0%	0.5%
DORTMUND	63.1%	5.5	8.8	95.6	3.4%	8.0%	60.3	13.3%	25.6%
DUISBURG	61.0%	-3.2	3.8	74.1	2.1%	-4.5%	45.2	-2.9%	1.9%
DÜSSELDORF	60.7%	1.9	3.7	106.4	8.0%	2.5%	64.5	11.4%	9.0%
ESSEN	57.2%	3.2	3.6	97.1	-2.4%	-3.3%	55.5	3.3%	3.3%
HAMBURG	67.5%	-0.3	0.3	105.0	0.3%	-1.1%	70.9	-0.1%	-0.7%
HANOVER	55.9%	1.3	2.0	83.9	-9.8%	-7.9%	46.9	-7.8%	-4.6%
KÖLN	68.0%	5.1	0.5	115.2	-3.5%	-3.7%	78.3	4.3%	-2.9%
LÜBECK	47.1%	1.3	0.1	91.1	2.6%	-3.0%	42.9	5.6%	-2.7%
MÜNSTER	60.3%	1.6	3.7	94.4	2.6%	-1.1%	57.0	5.3%	5.4%
OBERHAUSEN	68.0%	9.3	15.8	92.4	-4.4%	2.6%	62.8	10.7%	33.7%

BREMEN, HAMBURG, NORDRHEIN-WESTFALEN, NIEDERSACHSEN, SCHLESWIG-HOLSTEIN

RESULTS BY CITIES (METRO AREA)

YTD - 3/2026

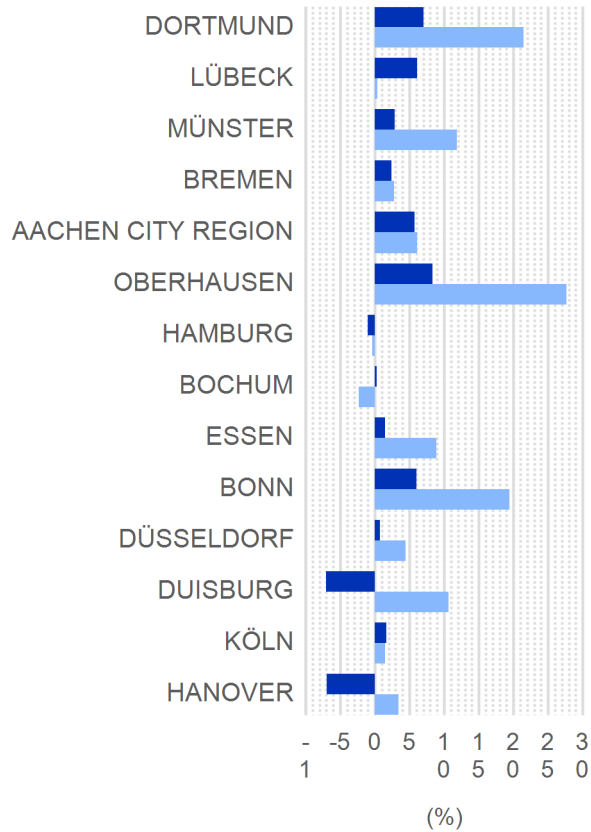
	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
BIELEFELD	ND	ND	ND	ND	ND	ND	ND	ND	ND
BRUNSWICK	54.8%	-3.0	-3.9	76.3	-3.3%	-3.7%	41.8	-8.4%	-10.1%
GOETTINGEN	ND	ND	ND	ND	ND	ND	ND	ND	ND
HAGEN	ND	ND	ND	ND	ND	ND	ND	ND	ND
HAMM	ND	ND	ND	ND	ND	ND	ND	ND	ND
KIEL	ND	ND	ND	ND	ND	ND	ND	ND	ND
MÄRKISCHER KREIS DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
MINDEN-LUEBBECKE DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
MOENCHENGLADBACH	ND	ND	ND	ND	ND	ND	ND	ND	ND
RECKLINGHAUSEN	ND	ND	ND	ND	ND	ND	ND	ND	ND
SIEGEN-WITTGENSTEIN DISTRICT	ND	ND	ND	ND	ND	ND	ND	ND	ND
WOLFSBURG	ND	ND	ND	ND	ND	ND	ND	ND	ND
WUPPERTAL	ND	ND	ND	ND	ND	ND	ND	ND	ND
GLOBAL	62.2%	1.9	1.9	98.2	0.4%	-1.4%	61.1	3.6%	1.7%

BREMEN, HAMBURG, NORDRHEIN-WESTFALEN, NIEDERSACHSEN, SCHLESWIG-HOLSTEIN

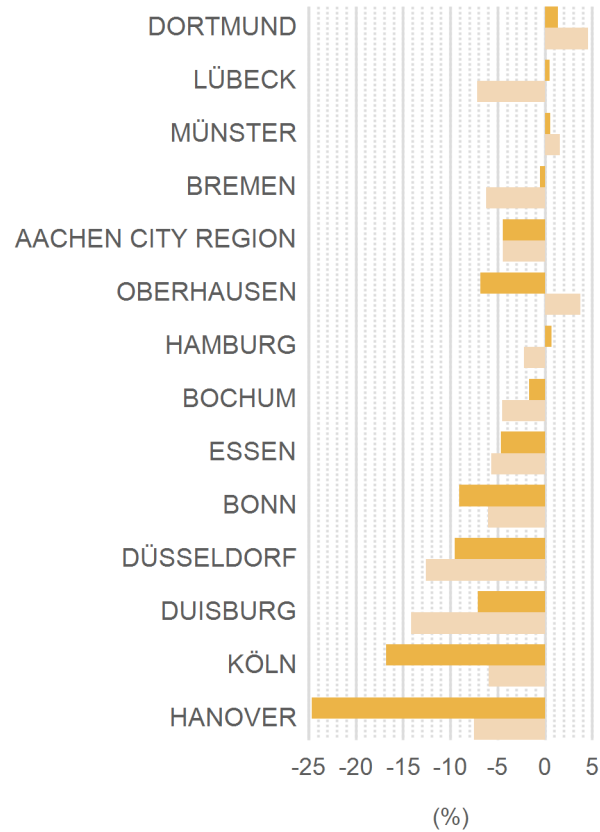
RESULTS BY CITIES (METRO AREA)



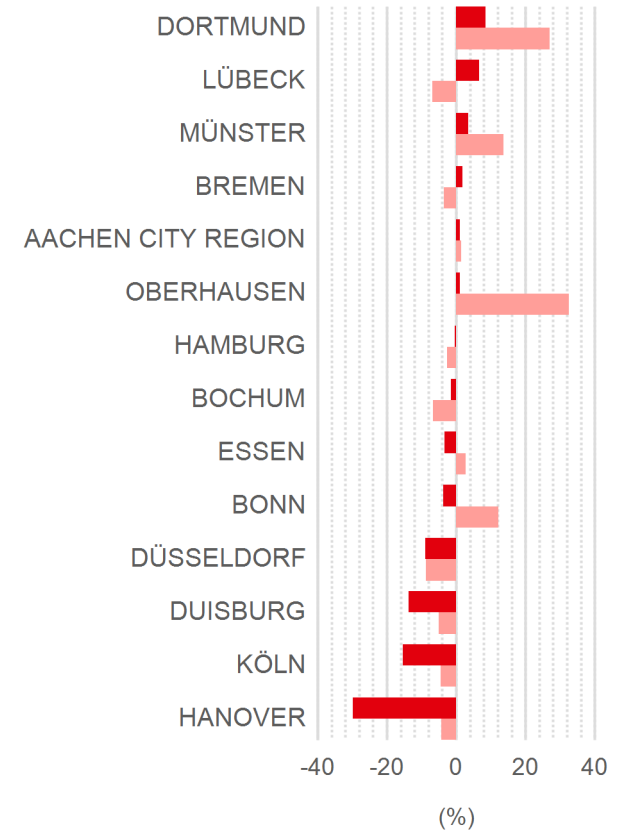
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



Change (pts) 3/2025
Change (pts) 3/2024

Change (%) 3/2025
Change (%) 3/2024

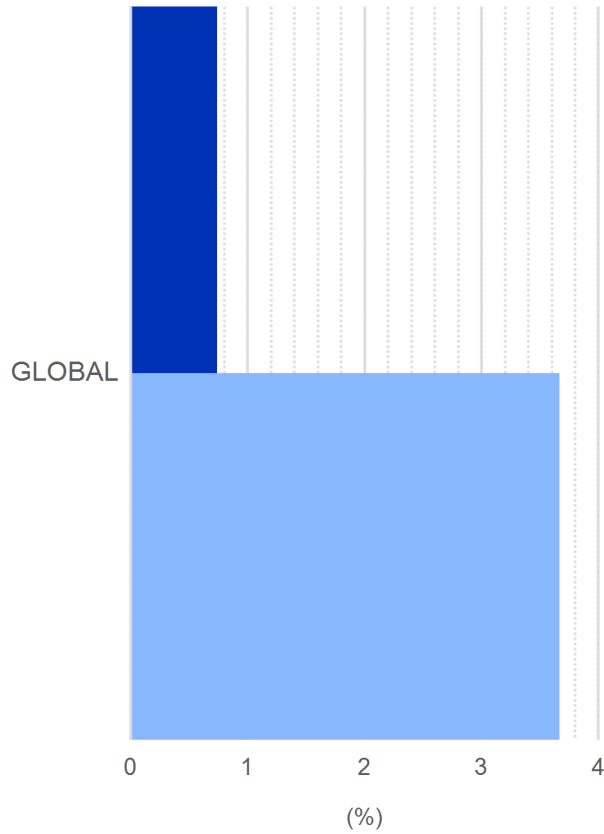
Change (%) 3/2025
Change (%) 3/2024

BREMEN, HAMBURG, NORDRHEIN-WESTFALEN, NIEDERSACHSEN, SCHLESWIG-HOLSTEIN

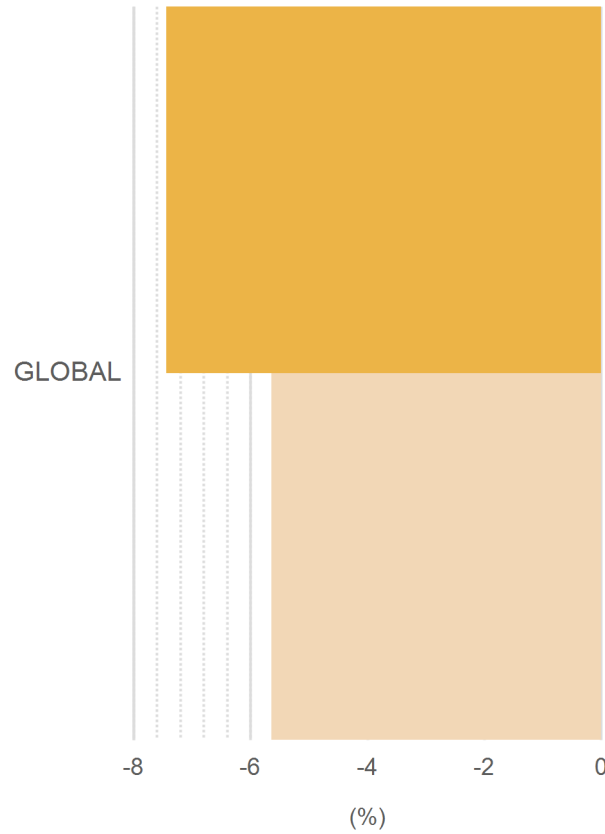
RESULTS BY CITIES (METRO AREA)



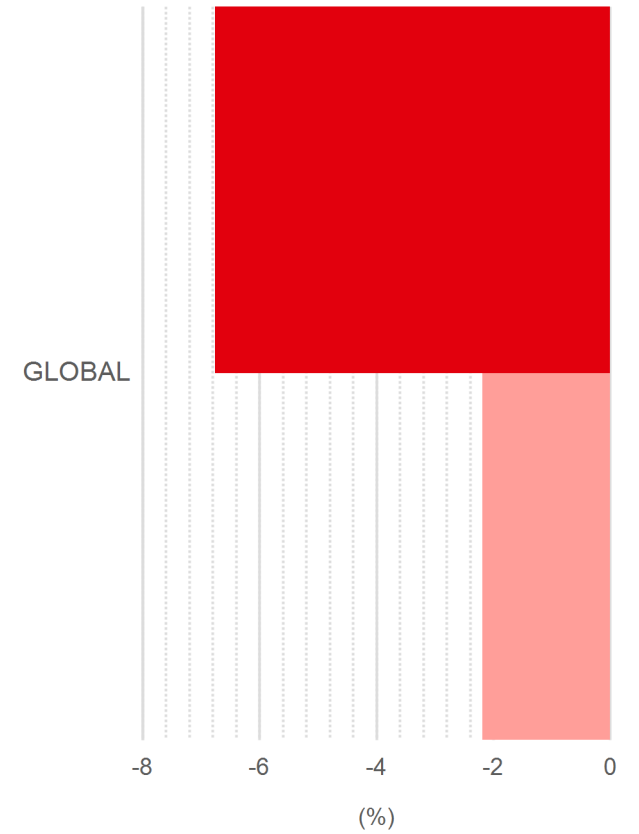
Occupancy rate (%)



Average price (VAT Excl.)



RevPAR (VAT Excl.)



■ Change (pts) 3/2025
■ Change (pts) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

■ Change (%) 3/2025
■ Change (%) 3/2024

MAIN EUROPEAN CITIES

Month - 3/2026

	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
AMSTERDAM	74.3%	0.0	-0.0	168.6	0.1%	-4.6%	125.3	0.1%	-4.6%
BARCELONA	72.3%	-3.3	-1.6	185.3	-0.4%	28.1%	134.0	-4.7%	25.3%
BERLIN	73.5%	1.0	1.5	115.9	3.8%	-3.2%	85.2	5.3%	-1.1%
FRANKFURT AM MAIN	63.5%	0.4	5.4	120.1	-2.5%	-3.8%	76.3	-1.9%	5.2%
LONDON	78.0%	-0.5	-0.5	170.0	-1.4%	-1.0%	132.7	-2.0%	-1.7%
MADRID	75.2%	-0.0	0.2	150.7	4.4%	14.3%	113.4	4.3%	14.6%
MILAN	69.0%	-1.7	-0.8	168.3	17.3%	15.2%	116.2	14.6%	13.9%
MÜNCHEN	66.4%	3.7	5.8	104.7	7.3%	1.8%	69.5	13.5%	11.6%
PARIS	77.9%	-1.3	-1.3	197.9	3.1%	2.2%	154.2	1.4%	0.5%
PRAGUE	69.1%	2.8	-4.9	87.7	14.0%	5.1%	60.6	18.8%	-1.8%
ROME	75.4%	3.0	1.7	199.8	7.4%	18.6%	150.6	11.9%	21.3%
VIENNA	69.4%	4.6	1.2	108.6	5.2%	2.2%	75.3	12.7%	4.0%
GLOBAL	73.8%	0.2	0.5	160.7	2.3%	2.9%	118.5	2.6%	3.6%

MAIN EUROPEAN CITIES

YTD - 3/2026

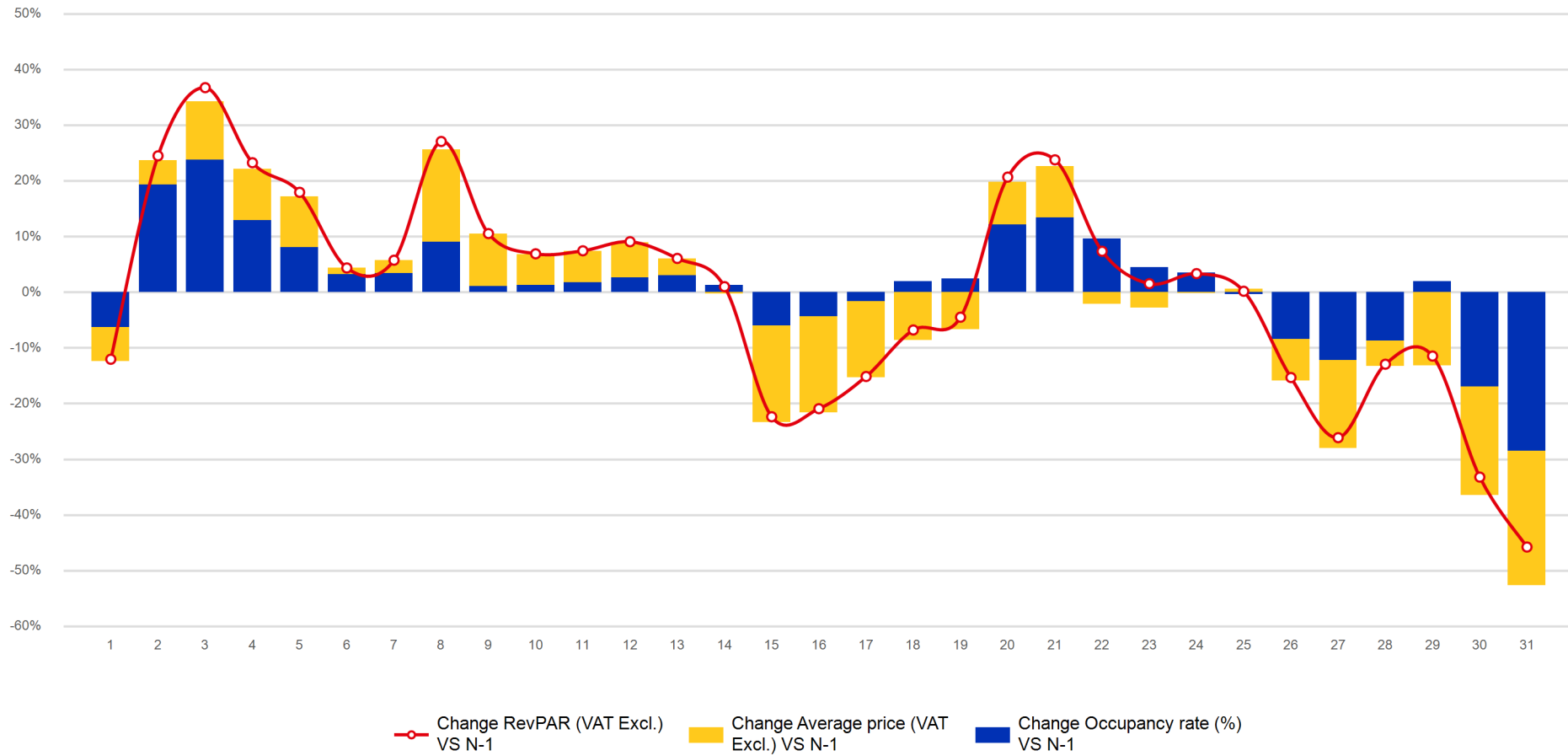
	Occupancy rate (%)			Average price (VAT Excl.)			RevPAR (VAT Excl.)		
	%	Change (pts) 2025	Change (pts) 2024	€	Change (%) 2025	Change (%) 2024	€	Change (%) 2025	Change (%) 2024
AMSTERDAM	68.3%	1.4	2.9	152.7	-2.4%	-5.3%	104.3	-0.3%	-1.2%
BARCELONA	67.4%	-0.2	-0.2	157.6	-1.0%	6.2%	106.3	-1.3%	5.9%
BERLIN	65.8%	0.2	2.0	107.2	0.4%	-4.0%	70.5	0.7%	-0.9%
FRANKFURT AM MAIN	58.2%	-0.3	1.3	119.5	-0.7%	-1.6%	69.6	-1.2%	0.6%
LONDON	74.1%	0.3	-0.0	159.6	-3.3%	-3.1%	118.3	-2.9%	-3.1%
MADRID	71.4%	2.4	1.8	144.0	3.8%	14.3%	102.8	7.4%	17.2%
MILAN	73.0%	2.5	4.6	229.1	54.4%	57.6%	167.2	59.8%	68.2%
MÜNCHEN	61.0%	0.5	4.7	102.1	-5.7%	-0.7%	62.3	-5.0%	7.6%
PARIS	75.1%	1.5	3.5	190.2	3.3%	3.7%	142.8	5.4%	8.8%
PRAGUE	59.4%	3.1	0.6	82.7	6.9%	7.4%	49.1	12.7%	8.5%
ROME	65.1%	1.2	2.0	177.6	4.8%	14.9%	115.6	6.7%	18.5%
VIENNA	60.2%	2.0	2.8	104.9	-0.8%	-2.0%	63.2	2.5%	2.7%
GLOBAL	69.1%	1.0	2.3	155.1	2.9%	4.0%	107.1	4.5%	7.6%

Daily analysis - Rolling M-1 to date

Germany - Daily
2026-03-01 - 2026-03-31



Occupancy rate (%), Average price (VAT Excl.) and RevPAR (VAT Excl.) Change

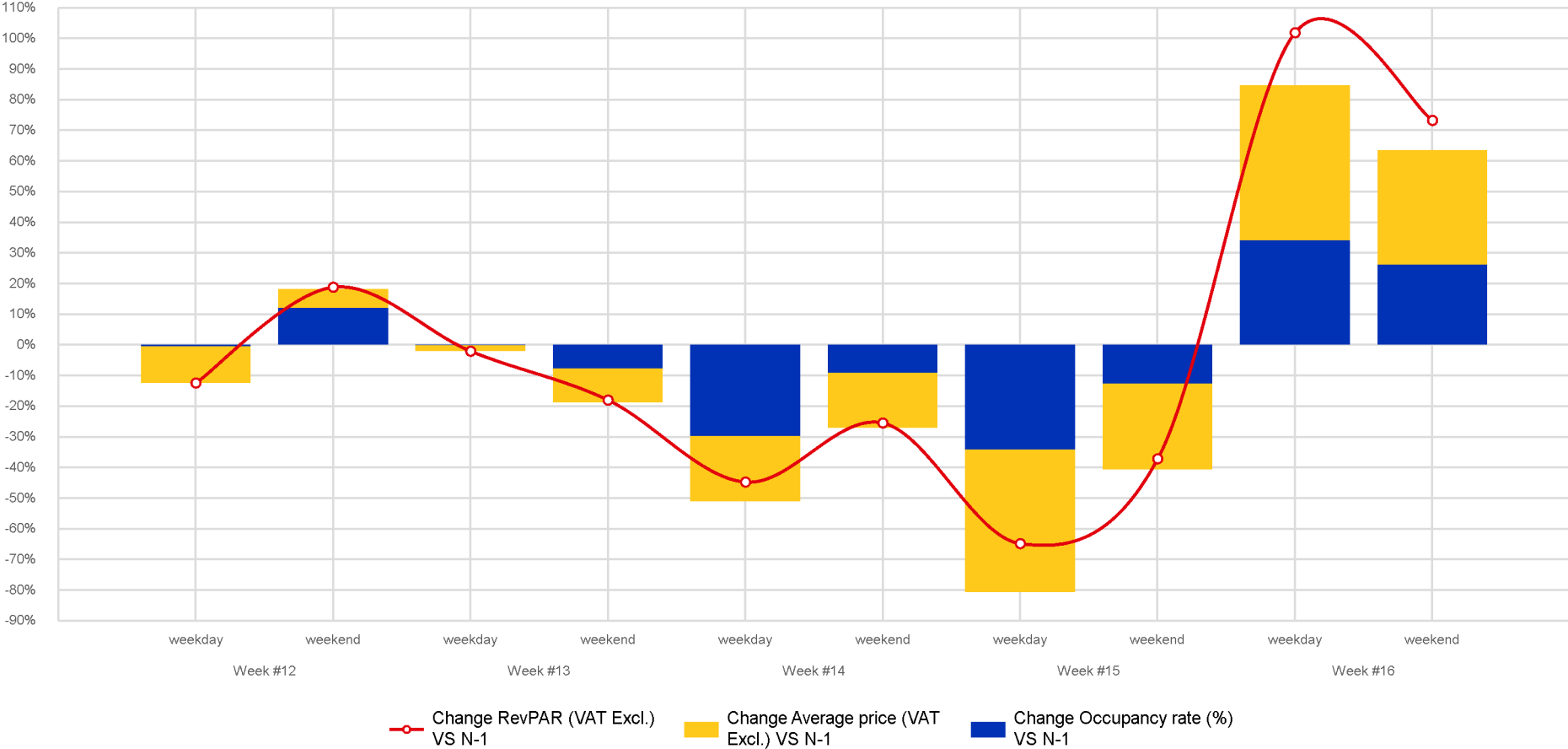


Weekly analysis - Rolling M-1 to date

Germany - Daily
Week #12 - Week #16



Occupancy rate (%), Average price (VAT Excl.) and RevPAR (VAT Excl.) Change



GLOSSARY

Occupancy rate : ratio of rooms sold to the number of rooms available for sale in hotels.

Average daily rate (ADR) : accommodation revenue divided by the number of rooms sold.

Revenue per available room (RevPAR) : occupancy rate multiplied by average price or accommodation revenue divided by the number of available rooms.

Available Rooms : all rooms sold by the hotel, including complimentary ones.

Sold Rooms : only accommodation revenue is used in processing. catering revenue is not taken into account.

Revenue : increase or decrease compared to the same period of the previous year.

CONVENTIONS

In this review, national business results (Occupancy rate, Average daily rates, RevPAR) for each country are calculated on a dynamic and constant scale (by taking into account openings and closings). This reflects the reality of supply.

However, business results by city are presented on a like-for-like basis.

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MKG would like to take this opportunity to thank all hotel chains participating to this report.