



PRESS RELEASE

European cities close 2013 with hotel occupancy levels of 67.2%

- **City hotels on the continent improve occupancy by 1.4% and increase RevPAR by 1.8%**

Barcelona, 25th April 2014. – According to the study *The European Destinations Observatory* compiled by European Cities Marketing (ECM) in association with MKG Hospitality, hotel occupancy in the main European cities stood at 67.2% in 2013, 1.4% up on the previous year's figures. This study is the only source that provides information about the way the hotel market is evolving across the cities on the continent.

The ECM is an association with more than a hundred tourism organisations among its members (www.europeancitiesmarketing.com). Its study highlights the gradual improvements in hotel occupancy throughout the second half of the year. The business evolved at such a rate that, at close of year, hotels had experienced a 1.8% increase in their RevPAR. This increase, which takes into account revenue based on occupancy levels and average room price, represents 66.80 euros for European tourist cities as a whole.

The only negative balance was shown in the average daily spend per room, which fell by 0.4% and remains below the 100 euro threshold (99.30€).

Consequently, and according to the same study, Barcelona was the leader in terms of increases in occupancy (1.9%) among the European cities with the highest numbers of tourists.

January to December results - GLOBAL EUROPE

| CATEGORY | OCCUPANCY RATE | | ADR | | RevPAR | |
|-----------------------|----------------|--------------|-------|-------------|--------|-------------|
| | % | change (pts) | euros | Versus 2011 | euros | Versus 2011 |
| Midscale | 66.2% | +1.2 | 79.1 | -1.0% | 52.3 | +0.8% |
| Upscale/Upper Upscale | 68.0% | +1.6 | 113.9 | -0.1% | 77.5 | +2.4% |
| Global | 67.2% | +1.4 | 99.3 | -0.4% | 66.8 | +1.8% |

Average Rate and RevPAR in euros (excl. taxes)
Source: MKG Hospitality Database

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