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Exclusive - MKG Hospitality

## Germany Does More than Resist

At a time of great economic difficulty for Europe, hotel performance is demonstrably weak when it is not on a downward trend, as is the case in Southern Europe.

In this context, the findings of a study by hospitality observatory MKG Hospitality in Germany for the first half of the year are very satisfying. Whilst the country's hotel sector traditionally lags behind that of other European countries when it comes to occupancy, for the first six months of the year occupancy rates were above the European average, at around 63.5%. This shows just how dynamic demand is, especially keeping in mind that the number of hotel rooms are increasing year on year.

June confirms this trend, thanks to the large number of events that took place in 2012 in various cities, many of which had not taken place last year. For example, the 30th edition of the "Achema" chemical engineering exhibition which is organised every 3 years, took place between the 18th and 22nd June, generating 175 000 visitors for Frankfurt. The spillover effects reached Mainz. After a 5-year absence, the artistic and cultural exhibition "Documenta" took place in Kassel between the 9th June and 16th September. Another reason for these good results: many German destinations saw two bank holidays wiped off their calendars this year, which contributed to more business activity during the week. This client segment plays a primordial role in the country's hotel performance.

Performance indicators for hotel chains in German in June 2012 by category

	Occupancy rate	Differences (Pts)	Average price (excl. tax)	Evol (%)	RevPAR (excl. tax)	Evol %
Economic	75,6%	4,5	64,3	5,8%	48,7	12,5%
Midscale	69,3%	2,7	71,3	7,5%	49,4	12,0%
Upscale / luxury	70,7%	2,8	106,4	6,8%	75,2	11,2%
<b>Total Germany</b>	<b>70,7%</b>	<b>2,8</b>	<b>86,5</b>	<b>6,8%</b>	<b>61,1</b>	<b>11,3%</b>
Total Europe	72,9%	-1,2	92,2	1,8%	67,2	0,2%

Source : DataBase MKG Hospitality

Performance indicators for hotel chains in German in the first half-year 2012 (accumulation January to June) by category

	Occupancy rate	Differences (Pts)	Average price (excl. tax)	Evol (%)	RevPAR (excl. tax)	Evol %
Economique	68.2%	0.4	65.1	4.2%	44.4	4.9%
Moyen de gamme	62.2%	0.7	73.9	4.6%	45.9	5.8%
Haut de gamme / luxe	63.4%	1.0	106.6	2.7%	67.6	4.4%
<b>Total Allemagne</b>	<b>63.6%</b>	<b>0.8</b>	<b>87.4</b>	<b>3.5%</b>	<b>55.6</b>	<b>4.9%</b>
Total Europe	63,5%	-0,6	85,0	1,0%	54,0	0,0%

Source : DataBase MKG Hospitality

# COMMUNIQUÉ DE PRESSE

## PRESS RELEASE

### About MKG GROUP

Established in 1985 by Georges Panayotis, MKG Group has built a solid reputation for business expertise and substantial European-based know-how in the fields of tourism, lodging and food service. MKG Group meets the needs of each of its clients by providing valuable analytical and decision-making skills necessary for success. [www.mkg-group.com](http://www.mkg-group.com)

### METHODOLOGY

For **25 years**, MKG Hospitality has been a global leader in tourism, hotel and catering consulting, with the largest database in the world (excluding the US), representing all segments from budget to upscale hotels. **45 000 hotels** and over **2.5 million rooms** are compiled in MKG's database.

MKG's market monitoring database, HotelCompSet, contains a sample of over **250 brands** in **150 countries** (over 800 markets) and **11 000 corporate chain hotels**, representing more than **1,000,000 rooms**. HotelCompSet provides daily, monthly and yearly monitoring of hotel indicators and analyses of its sample.

MKG's statistical samples provide a comprehensive and accurate measure of the hospitality industry. Together with other specialised brands, MKG Qualiting, OlaKala, Worldwide Hospitality Awards, Global Lodging Forum, as well as sector publications HTR Magazine and Hotel Restau Hedbo, MKG Group supports investors, hoteliers and key tourism players to improve performance, boost productivity and achieve results.

Tel : +33 (0)1 56 56 87 87 • Fax : +33 (0)1 56 56 87 88 • 50 rue Dombasle • 75015 • Paris • France

For more information, please contact :

**MKG Group**, Georges Panayotis, President & CEO

Tel: +33 (0)1 56 56 87 87 • Port: +33 (0)6 80 08 18 88 • Fax: +33 (0)1 56 56 87 88

[g.panayotis@mkg-group.com](mailto:g.panayotis@mkg-group.com)

or

**MKG Group**, Vanguelis Panayotis, Directeur du Développement

T. : +33 (0)1 56 56 87 87 • F. : +33 (0)1 56 56 87 88

[email: v.panayotis@mkg-group.com](mailto:v.panayotis@mkg-group.com)