

# DataBank

## Checking in...

IN THIS ISSUE, OUR NEW-LOOK DATABANK SECTION FOCUSES ON STATISTICS THAT COULD AFFECT CORPORATE HOTEL PROGRAMMES AND PROJECTIONS



### WIFI: GOING VIRAL

**64%** of hotels worldwide now offer free wifi

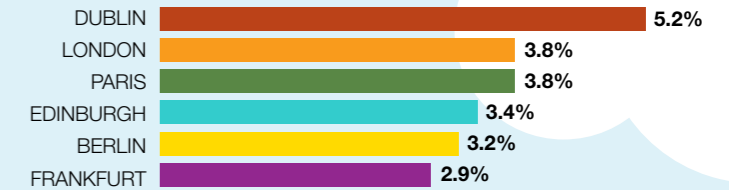
**94%** of travellers see wifi as the most important amenity

**43%** of travellers would not stay in a hotel that charged for internet access

Source: Hotel Chatter (Hotel Wifi report)

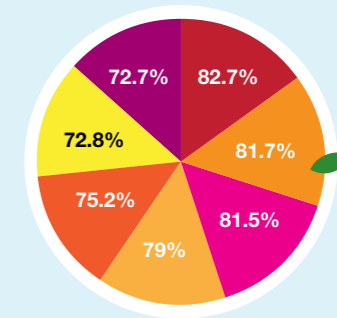
### RevPAR GROWTH

A PWC report shows an improving economic and travel backdrop has led to expectations of RevPAR growth across many European cities in 2014. RevPAR is calculated by multiplying a hotel's average daily room rate by its occupancy percentage.



### Occupancy levels for 2014

London is expected to have the highest hotel occupancy levels in Europe, just ahead of Paris and Edinburgh, according to a PWC study.



Source: PWC (Room to Grow report)

### TOP 5 MOST EXPENSIVE CITIES

HRG has compiled the top five most expensive cities globally in 2013, based on average room rate (ARR). Moscow leads the way as the dearest city in the world for the 10th consecutive year.

Source: HRG

- MOSCOW** £259 (-0.78% on 2012)
- NEW YORK CITY** £235 (+6.95%)
- GENEVA** £216 (+4.65%)
- ZURICH** £215 (+3.75%)
- LAGOS** £214 (-2.9%)

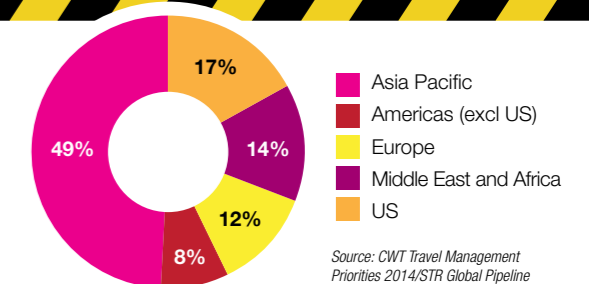
### TRANSACTIONS

Total European hotel transaction volume reached **€7.7 billion** in 2013, a 39% increase on the **€5.6 billion** in 2012.

Source: HVS (2013 Hotel Transactions Survey)

### UNDER CONSTRUCTION

An STR Global Pipeline report shows the Asia Pacific region continues to lead the way in the share of rooms under construction.



Source: CWT Travel Management Priorities 2014/STR Global Pipeline

## COST OF A BREAKFAST

Scrambled eggs, pancakes, tea or coffee... HRS provides a rundown of the top ten most expensive countries for a breakfast, and their average prices.



- 1 SINGAPORE .....€16.86
- 2 SWITZERLAND .....€16.05
- 3 BELGIUM .....€15.05
- 4 NETHERLANDS .....€14.41
- 5 GREAT BRITAIN .....€13.91
- 6 DENMARK .....€13.90
- 7 LUXEMBOURG .....€13.39
- 8 IRELAND .....€12.59
- 9 NORWAY .....€12.55
- 10 HUNGARY .....€11.72

Source: HRS



THE INTERNATIONAL  
 AVERAGE COST OF  
 BREAKFAST IS

€10

## EUROPE'S FAVOURITE NEW HOTELS

### in key business hubs

- ★★★★ DORA HOTEL Istanbul
- ★★★★★ ART'OTEL Amsterdam
- ★★★★ UNIC Prague
- ★★★★ CARAVITA Rome
- ★★★★★ OLIVIA BALMES Barcelona
- ★★★★★ HOTEL MAGNA PARS SUITES MILANO Milan
- ★★★★★ STAR INN HOTEL WIEN SCHÖNBRUNN Vienna
- ★★★★ WINTERS HOTEL THE WALL Berlin
- ★★★★ THE FLAG Zurich
- ★★★★ SOUND GARDEN HOTEL Warsaw

Source: HRS – European hotels opened in 2013; ranking calculated by booking frequency and highest traveller ratings



### Beyond the brands

50%

of Europe's hotels  
 are independent.

Source: PWC

20%

The number of hotel bookings  
 predicted to be made through  
 mobile and tablet in 2014.

Source: Phocuswright

## MILLENNIAL TRAVELLERS

With the increase in the number of boutique 'lifestyle' hotels popping up, the industry is responding to the rise of the Millennial traveller. Egencia outlines five key stats about those 18- to 30-year-olds.

- 1 **EGENCIA'S STUDY FOUND THAT GEN Y TRAVELLERS (18-32)** are more likely to be freer with company cash when travelling: 37% would spend more of their company's money than their own on room service, compared to 21% of 46- to 65-year-olds (Generation X).
- 2 **MILLENNIALS ARE FAR LIKELIER TO** embrace loyalty programmes – half of Millennials find loyalty programmes important when booking hotels (51%), against 30% of Gen X travellers.

- 3 **77% OF MILLENNIALS CONSIDER HOTEL REVIEWS** to be "very important" when choosing accommodation.
- 4 **LOCATION MATTERS ABOVE EVERYTHING** when business travellers book hotels, with Millennials most frequently citing it as the most important feature (53%). Price was next, at 44%.

Source: Egencia (The Future of Travel report)

