



In 2012, Europe's hotel market added 41,982 new rooms.

According to STR Global, Europe's hotel industry added 332 new hotels in 2012, totaling 41,982 rooms.

The Economy segment introduced the most new rooms among the Chain Scale categories, with 11,064 rooms in 95 buildings. The Upper Midscale category (67 hotels with 8,869 rooms), the Upscale segment (39 hotels with 6,137 rooms), and the Midscale segment (39 hotels with 6,137 rooms) all added more than 5,000 additional rooms in 2012. (52 hotels with 5,537 rooms). In 2012, the Luxury Category introduced the fewest new rooms, with 2,276 rooms in 14 hotels.

According to the December 2012 STR Global Construction Pipeline Report, Europe's hotel construction pipeline has 844 hotels with a total of 141,273 rooms. udc.qatar

In November, the European hotel sector saw slight increases in occupancy and room rates. According to STR Global, the European hotel business had favorable year-over-year results in November 2011 when measured in US dollars, euros, and British pounds.

November 2011 data for Europe (in US dollars, euros, and British pounds) compared to the same month the previous year:

"European hotel performance remained stable in November, with minor improvements in occupancy and average room pricing," said Elizabeth Randall, managing director of STR Global. "Despite the deterioration of the overall economy, demand remains strong, increasing by 4.4 percent last month. With the year coming to a conclusion, European hoteliers reported a 6.0 percent RevPAR rise in euros for the first 11 months of the year, driven roughly equally by occupancy and ADR gains. Following the greater growth levels seen in the second half of 2010, the second half of 2011 experienced a weakening and slower year-on-year growth"..

The following are some of the highlights from important market performance in November 2011 (all currencies in euros, year-over-year comparisons):

November performance of important markets (all monetary units in euros):

The highest occupancy increases for the month were in Aberdeen, United Kingdom (+8.1 percent to 81.1 percent), and Budapest, Hungary (+8.0 percent to 53.9 percent).

The highest decline in occupancy occurred in Athens, Greece, which decreased 13.8 percent to 45.0 percent.

The greatest ADR gain was in Paris, France, which increased 12.2 percent to EUR227.32, followed by Florence, Italy, which increased 9.2 percent to EUR116.27.

Cardiff, U.K. (-19.5 percent to EUR64.00) and Glasgow, U.K. (-19.5 percent to EUR64.00) both saw double-digit ADR declines (-14.3 percent to EUR71.44).

The only double-digit RevPAR improvements for the month came from Paris (+16.4% to EUR179.48) and Budapest (+14.2% to EUR33.61).

Cardiff's RevPAR dropped 20.7 percent to EUR44.73, the month's greatest drop in that statistic.