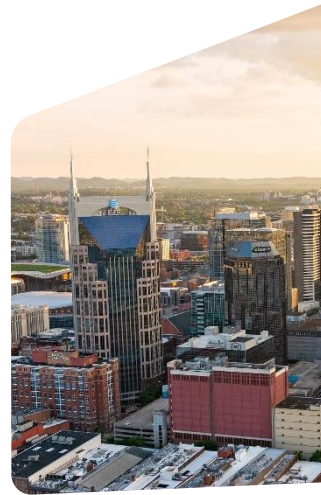




# STR Data Insights

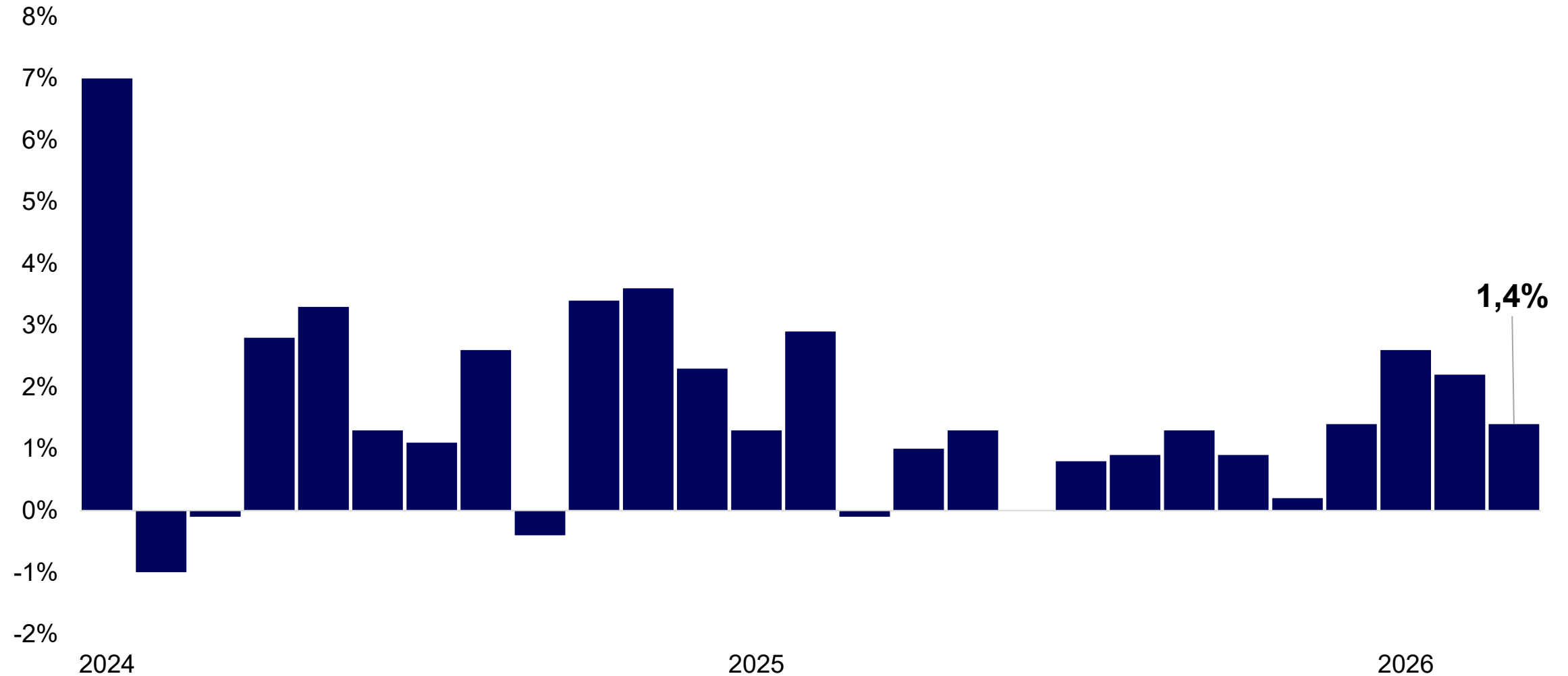
April 29<sup>th</sup> 2026

Aoife Roche | Regional Vice President, EMEA



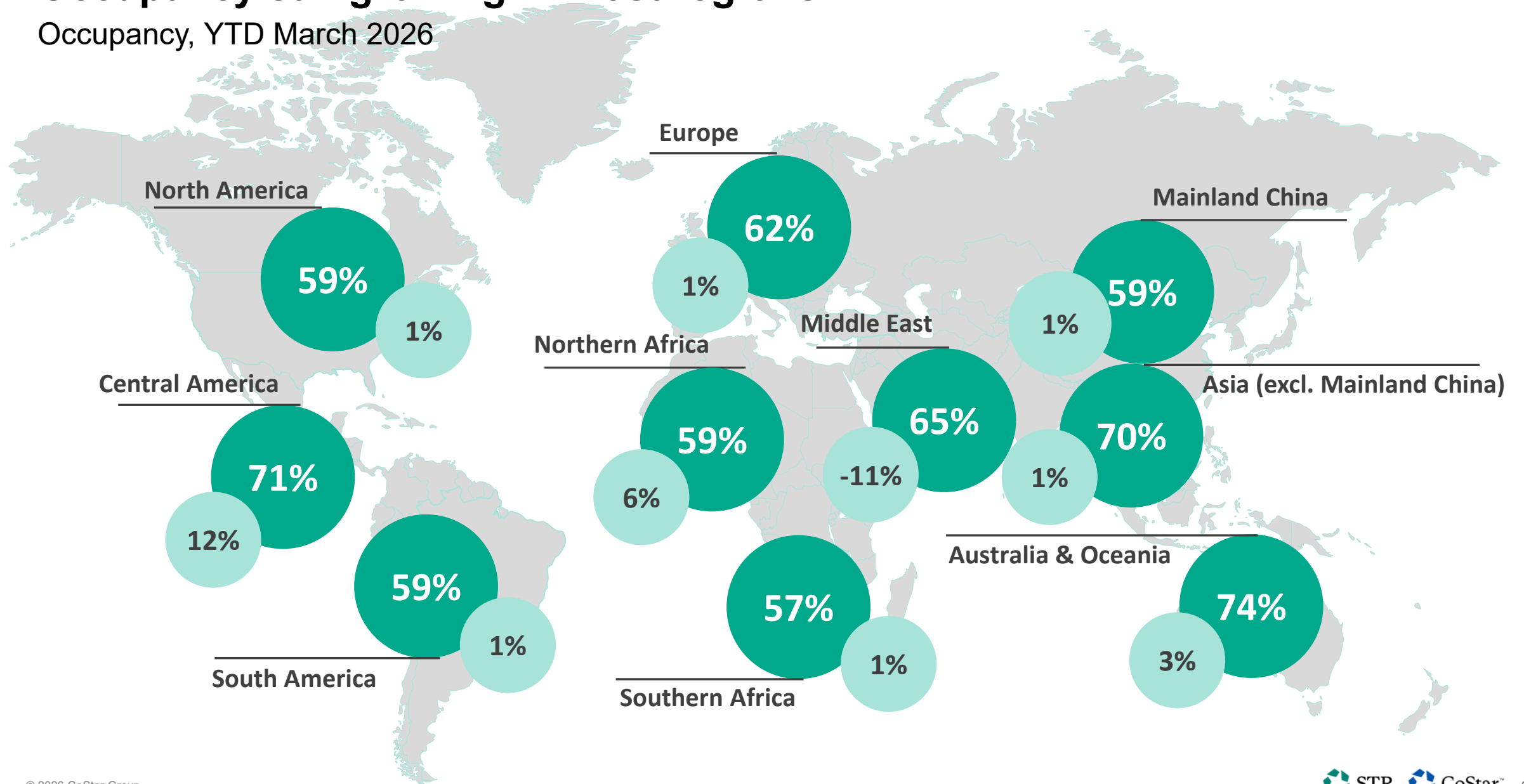
# Global demand growth slowed a little in March.

Global demand, % chg. YoY, Jan 2023 – Mar 2026



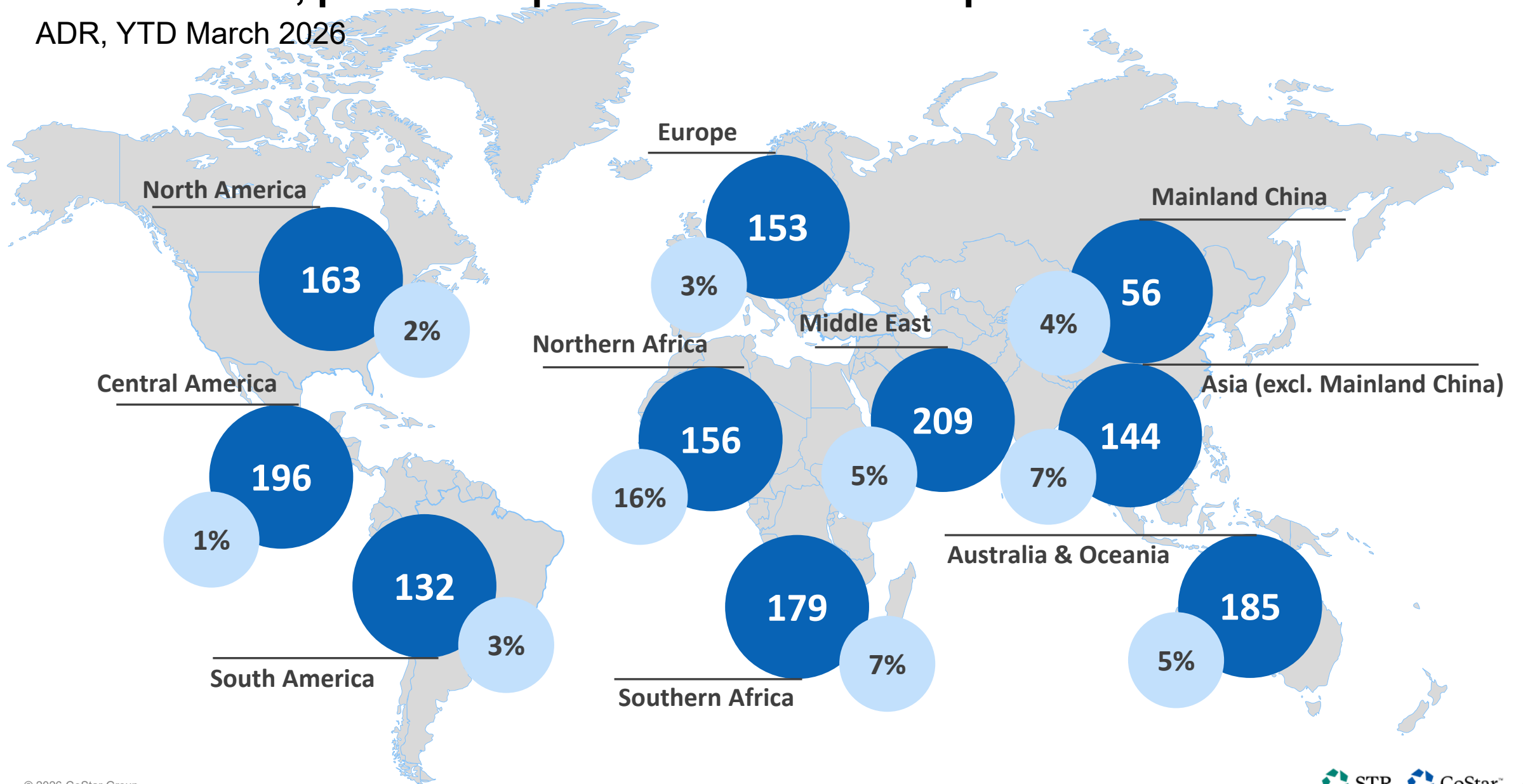
# Occupancy still growing in most regions.

Occupancy, YTD March 2026



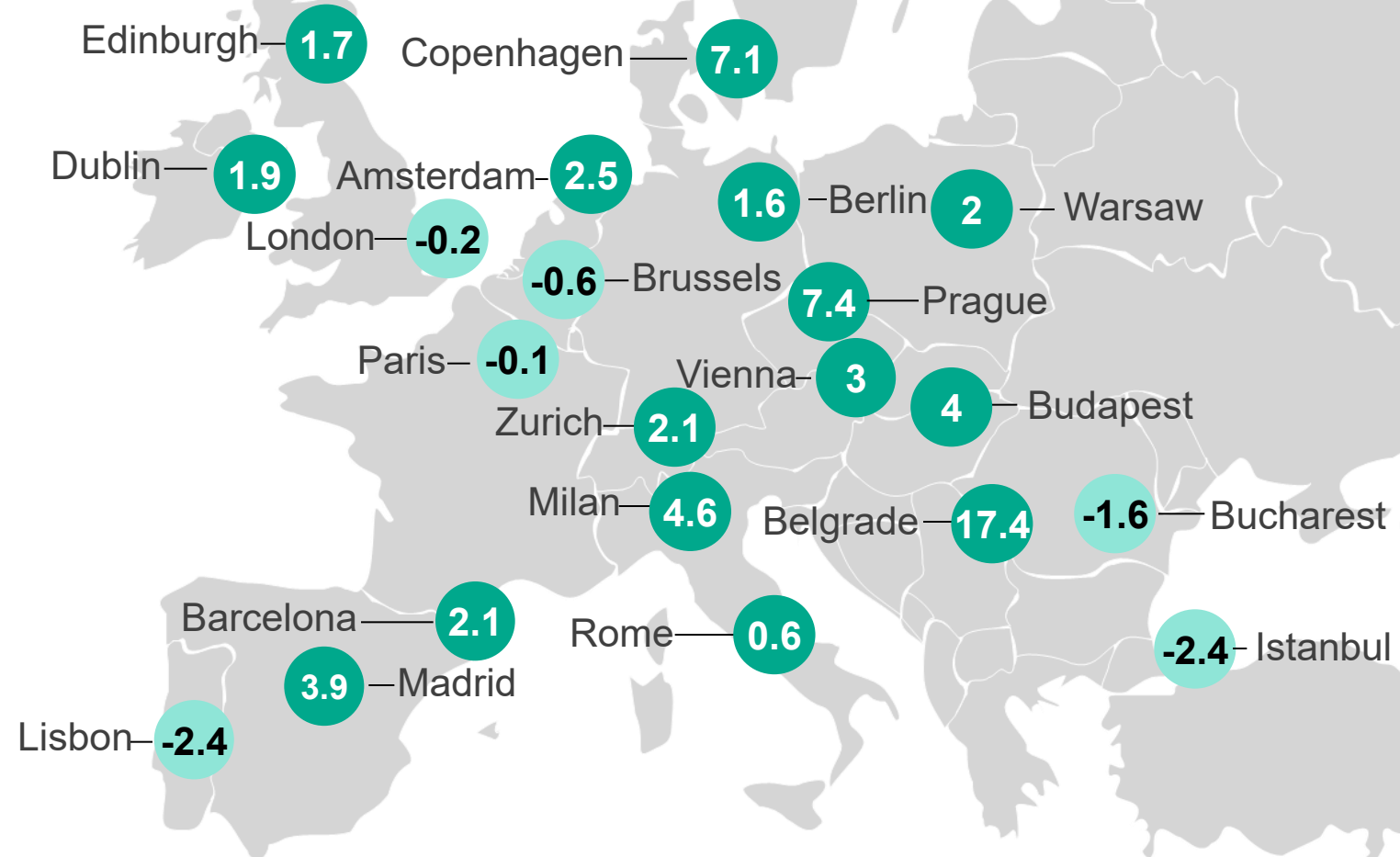
# Which in turn, provides a platform for ADR to expand.

ADR, YTD March 2026



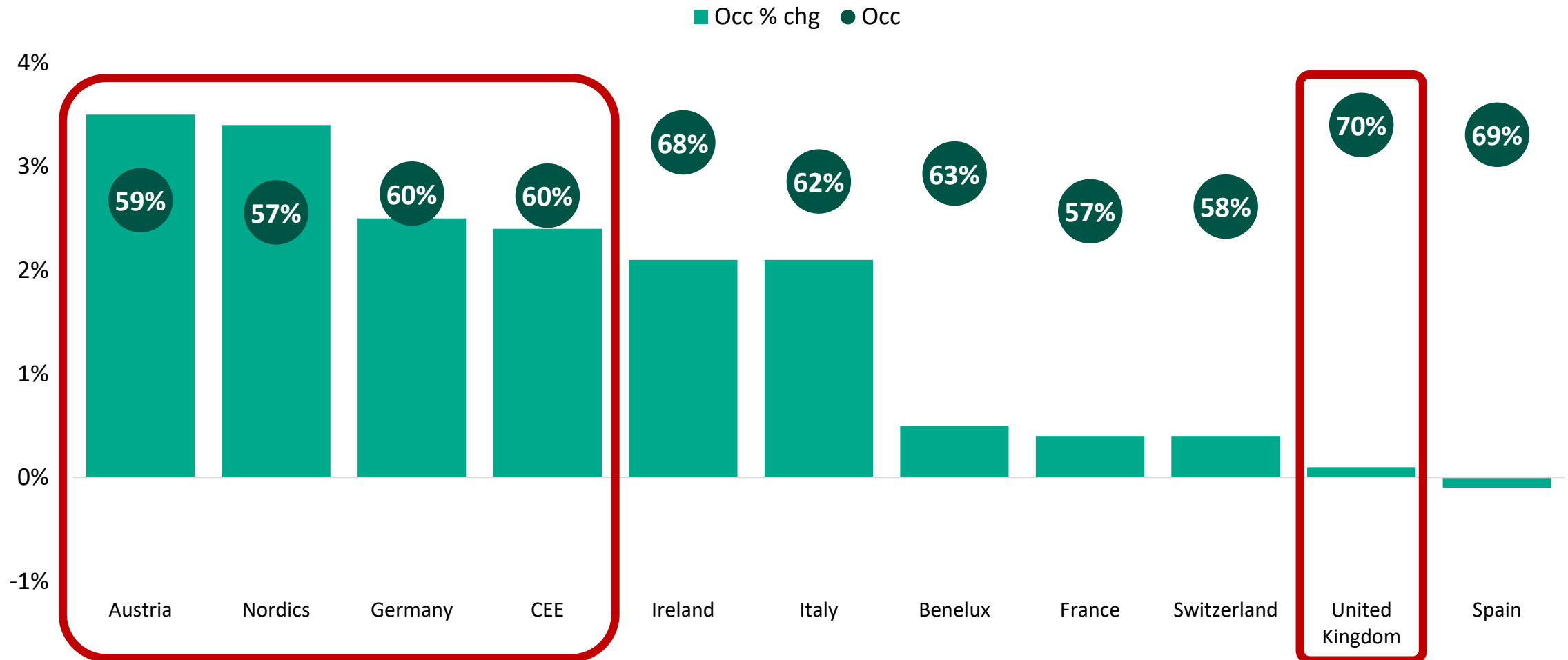
# Although, most gateway markets see positive occupancy growth.

Occupancy % chg. YoY, YTD March 2026



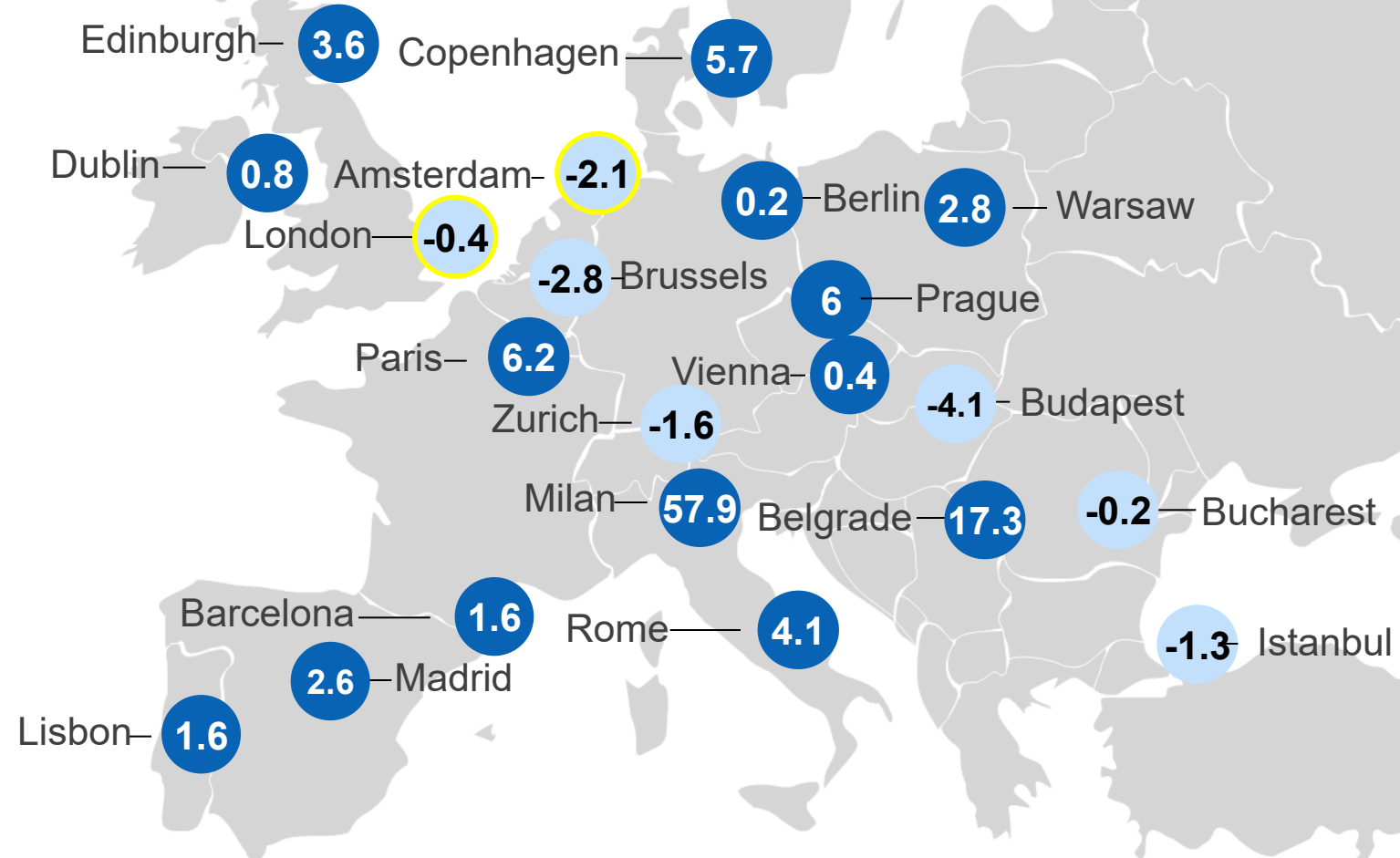
# It tends to be reserved for recovery markets.

Occupancy, actual and % chg. YoY, YTD March 2026



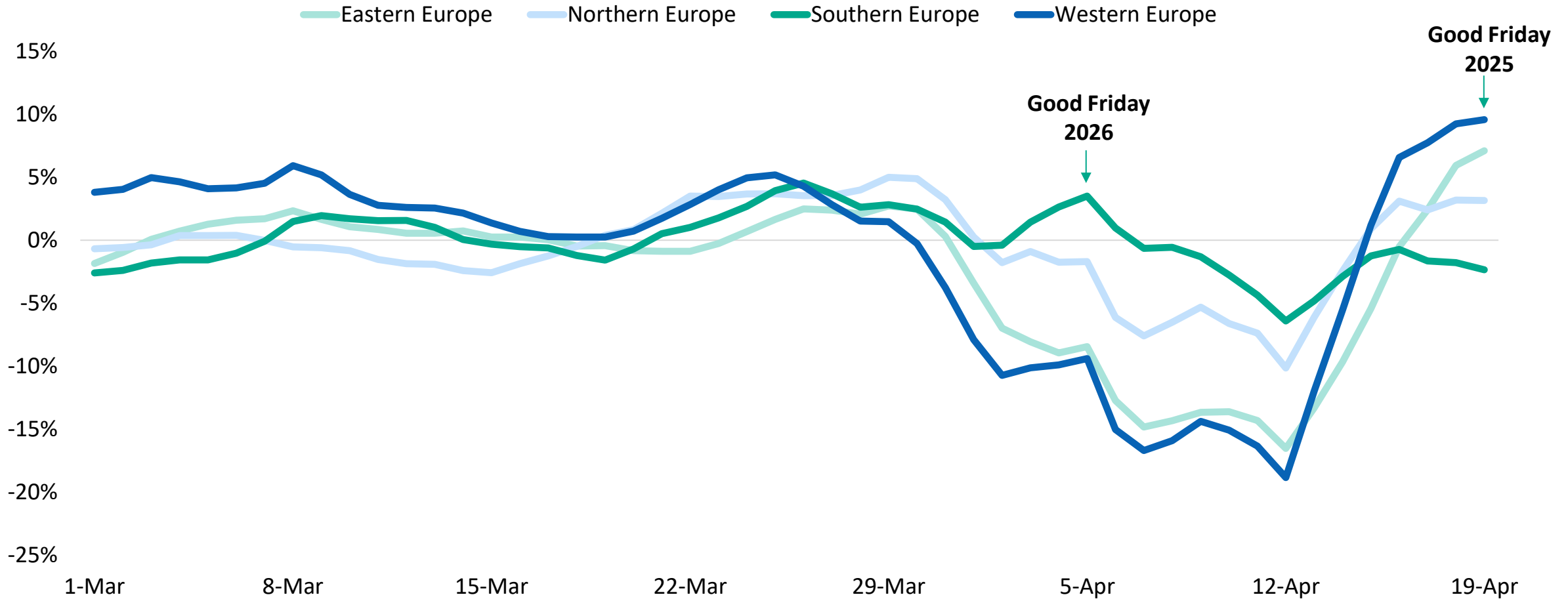
# YTD, most gateway markets grow rate further.

ADR (Local currency) % chg. YoY, YTD March 2026



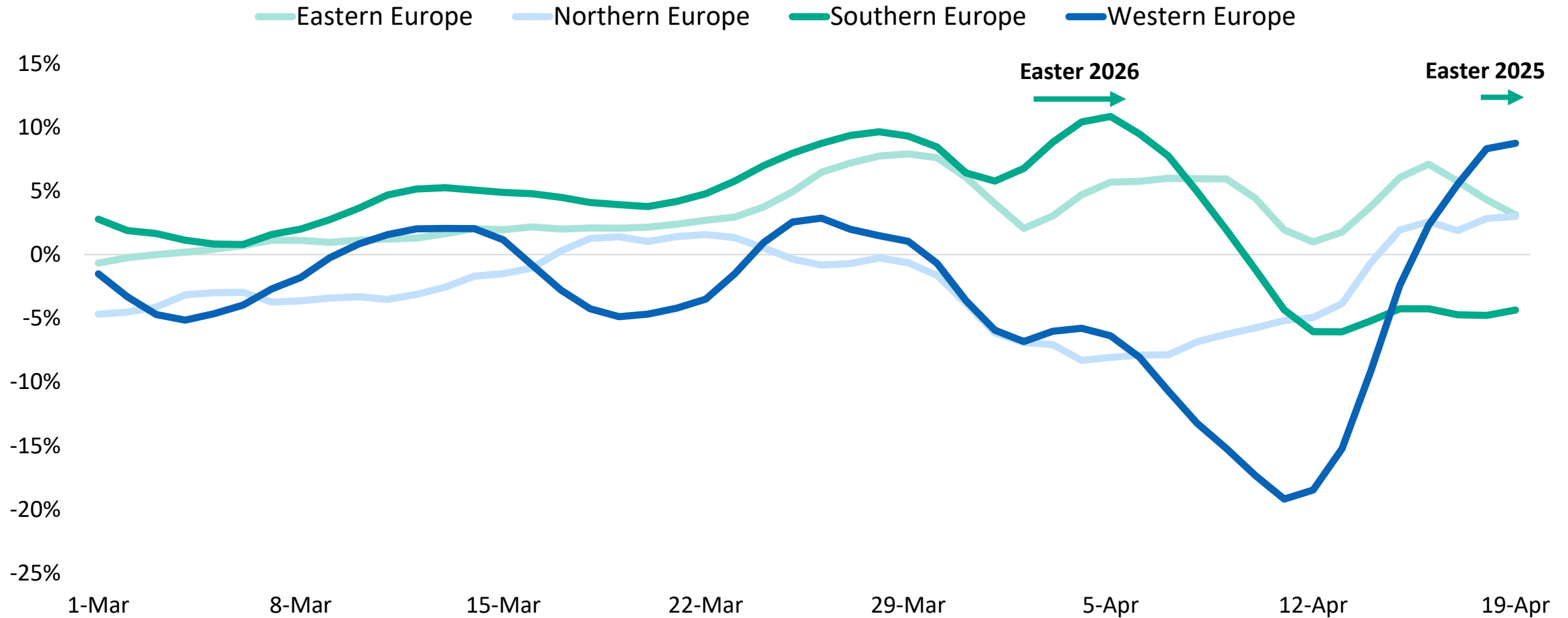
# Positive occupancy performance in first quarter 'dashed' by early Easter.

Europe, R7 occ % chg. YoY, Mar – Apr 2026



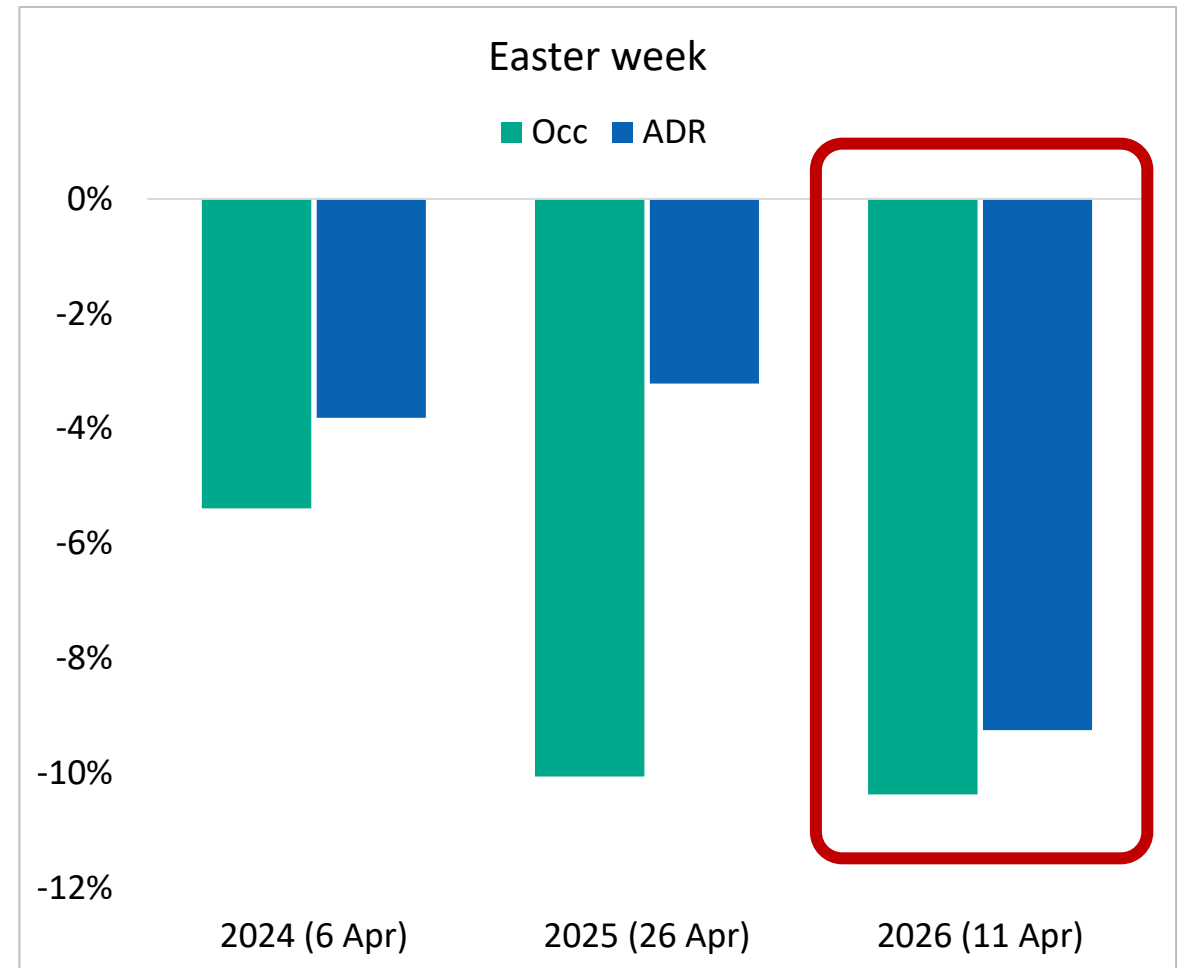
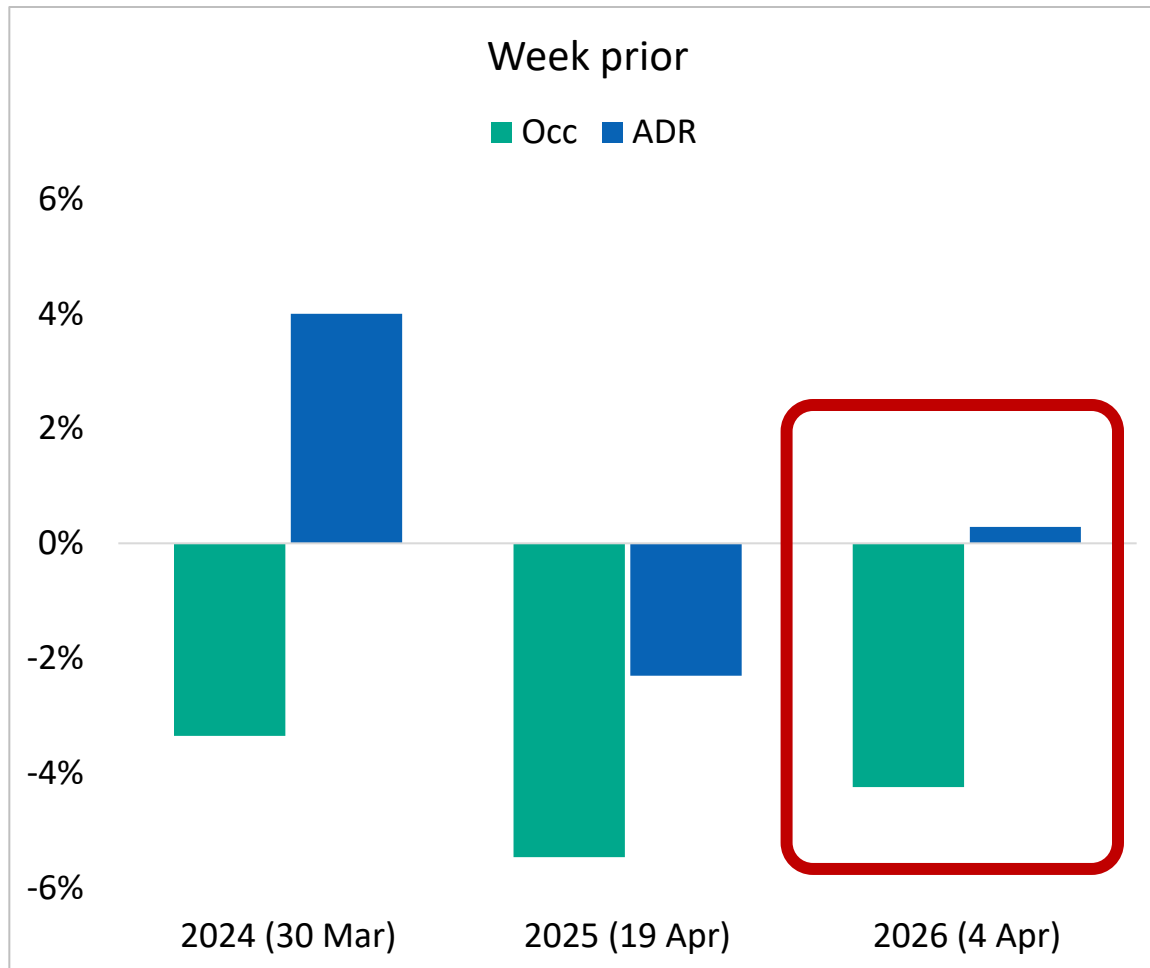
# The regional (ADR) divide returns with a vengeance.

Europe, R7 ADR (EUR) % chg. YoY, Mar – Apr 2026



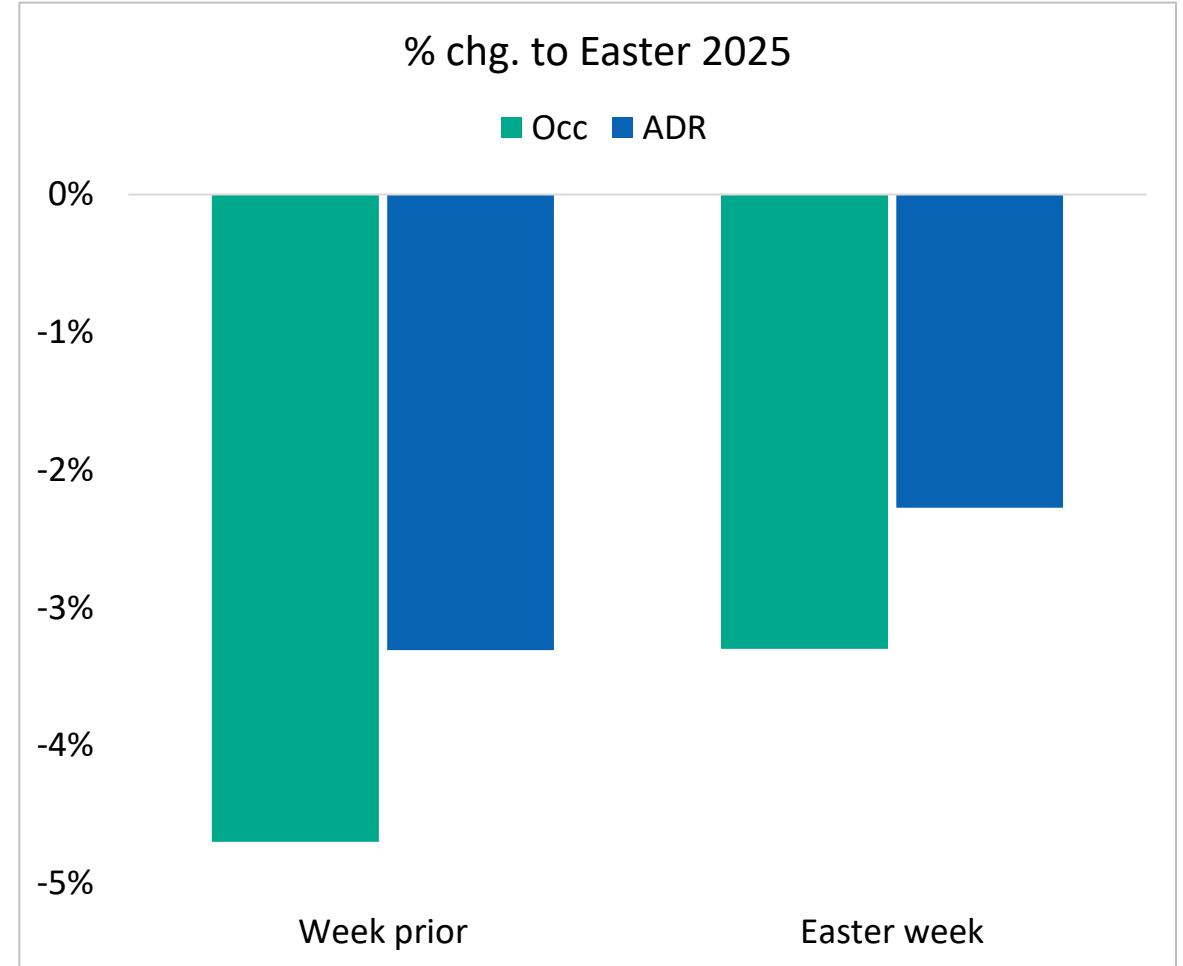
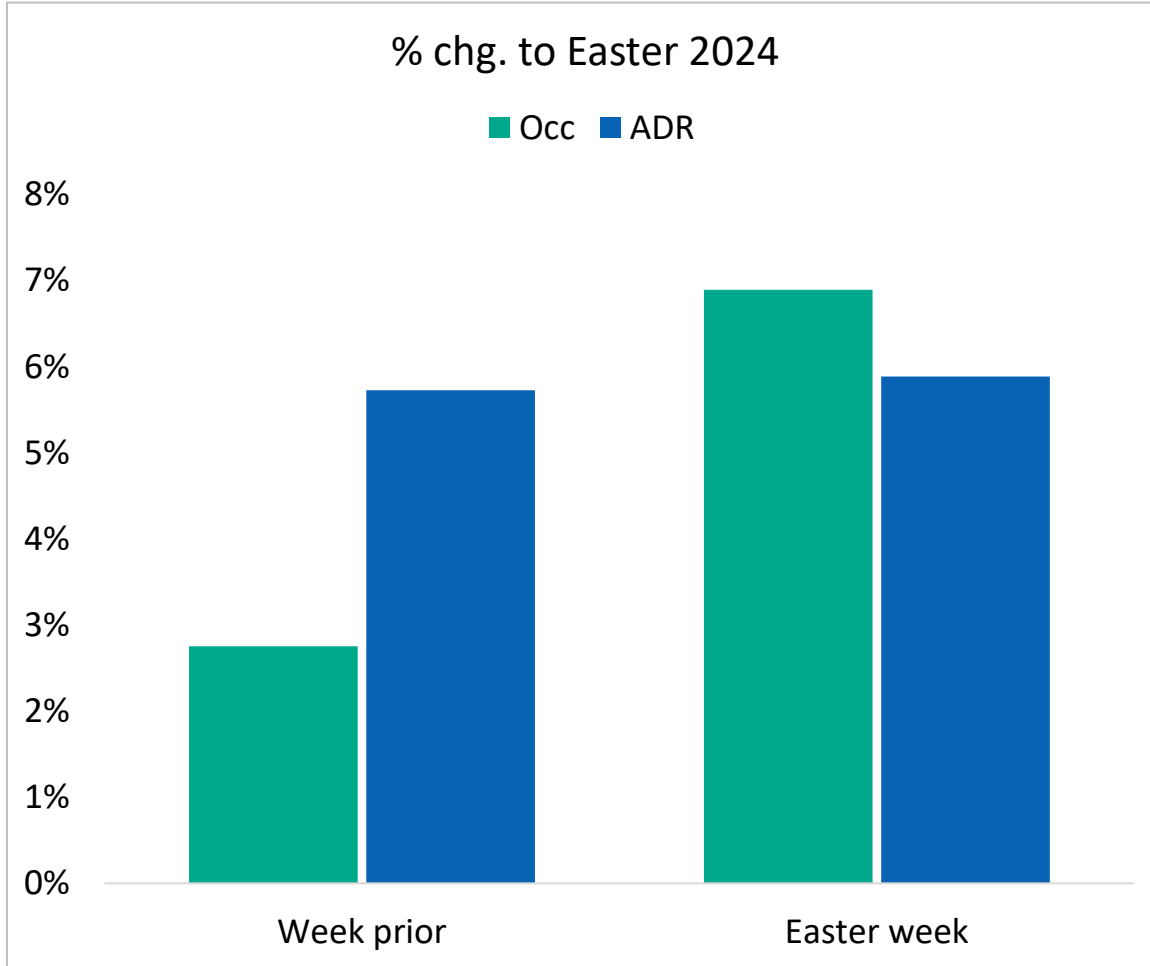
# Evidently, Easter is not good for business.

Europe, occ and ADR (EUR, CC) % chg. YoY, Easter week and the week prior, 2024-2026



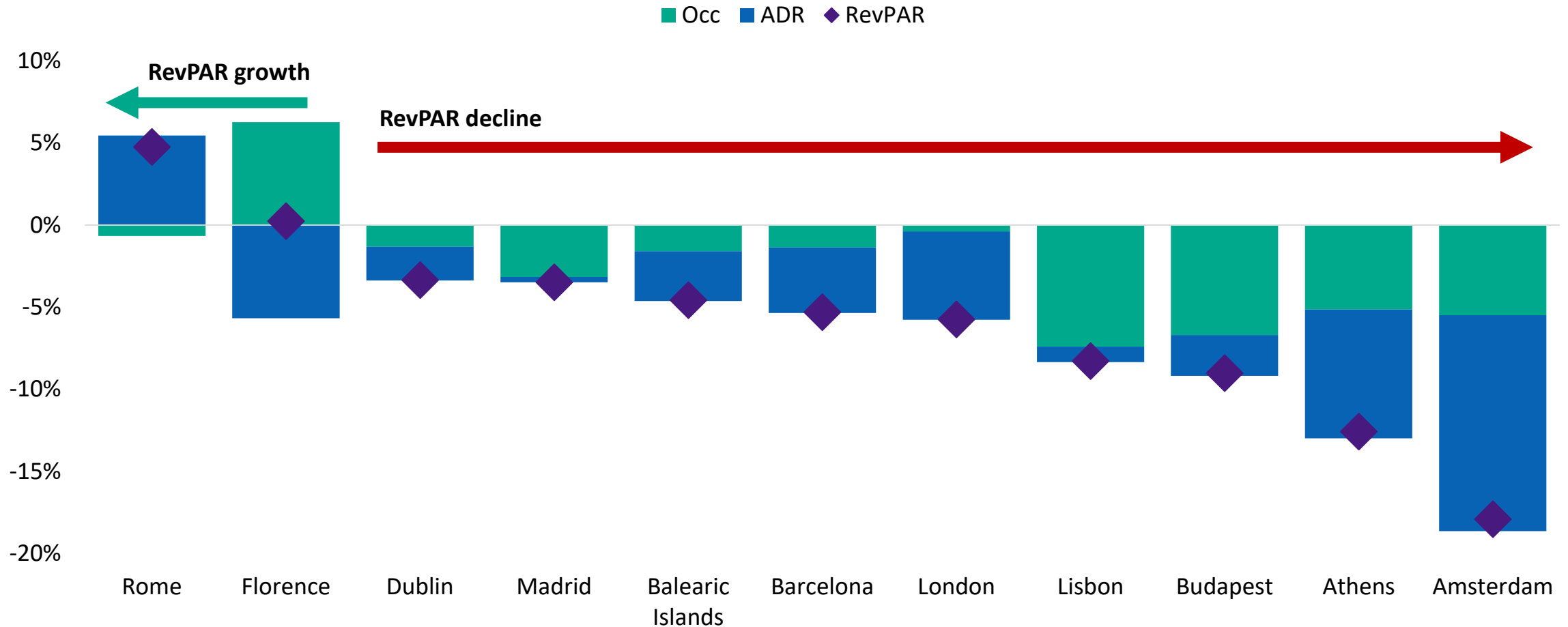
# And an early Easter curtails growth.

Europe, occ and ADR (EUR, CC) % chg. to previous Easters



# The theoretical 'hot spots' were at room temperature.

KPIs (local currency) % chg. YoY, Easter weekend (Thu – Sun) 2026 vs. 2025

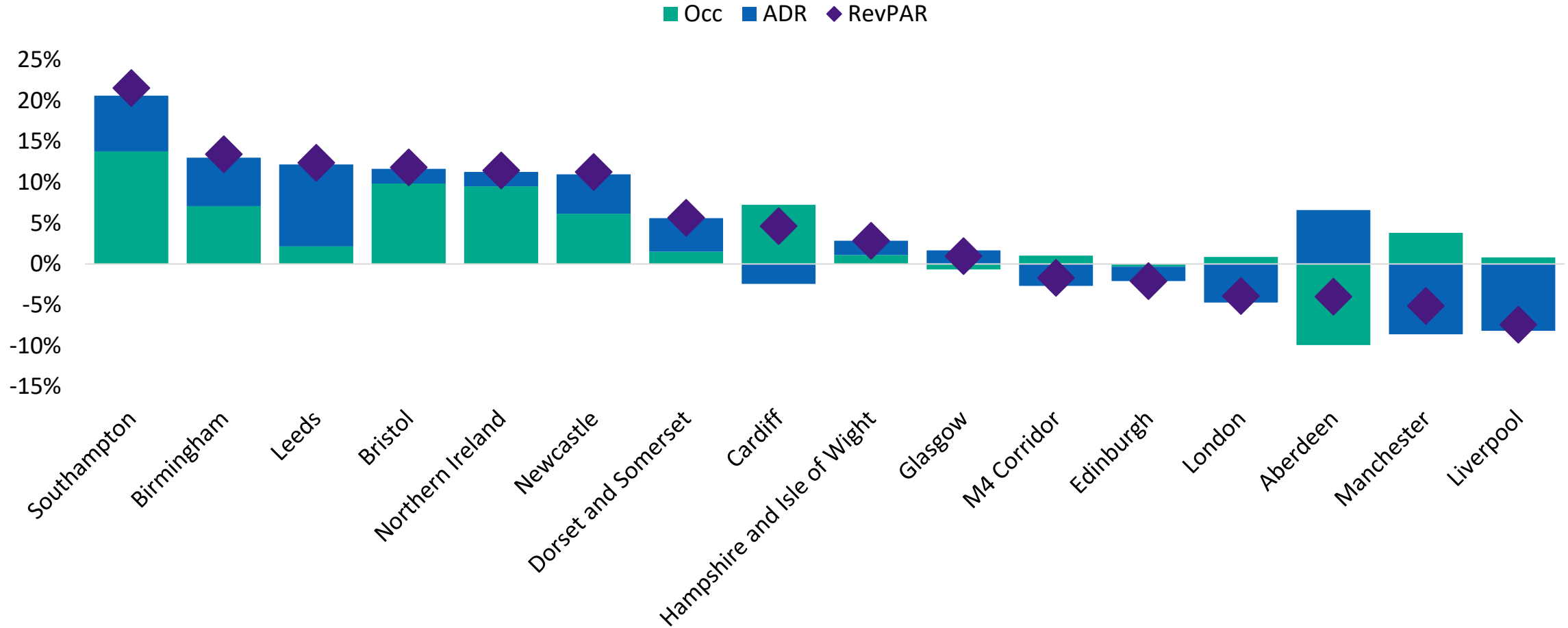




# United Kingdom

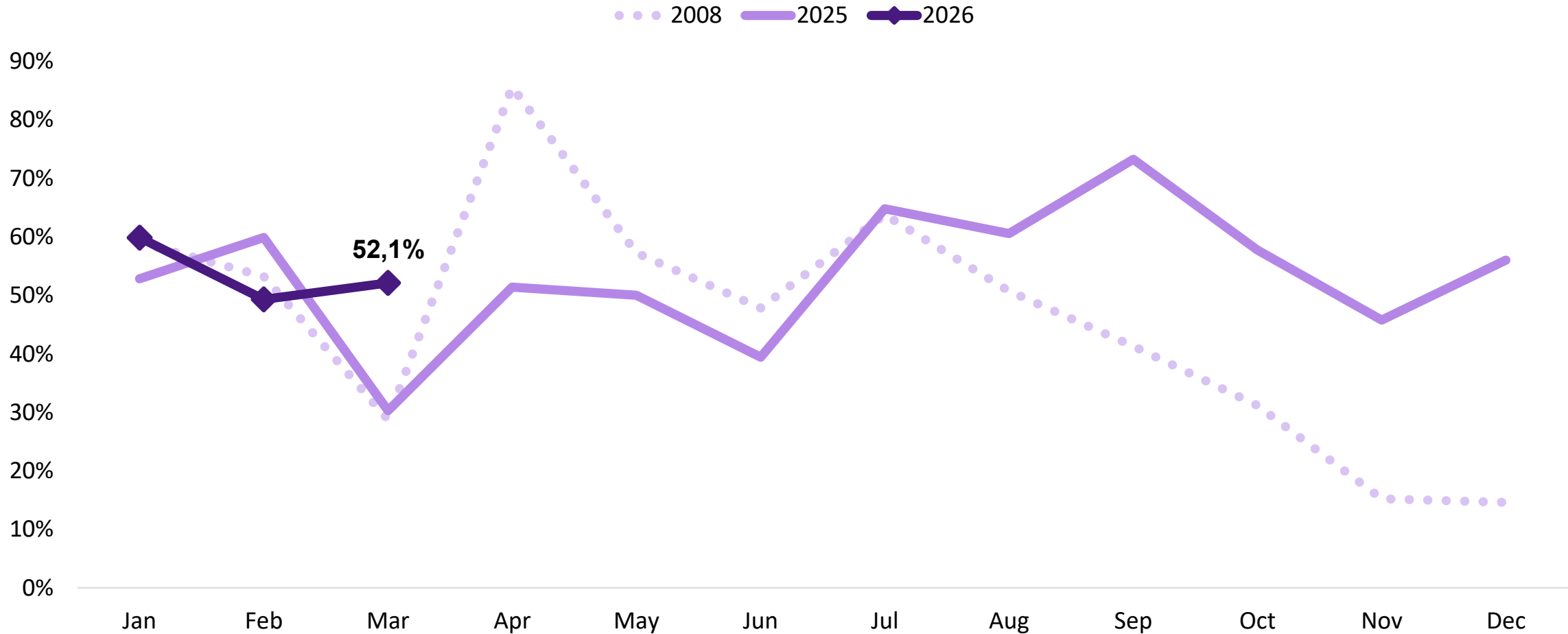
# Easter staycations show some promise for the U.K.

UK, KPI (GBP) % chg., 3-4 Apr 2026 vs. 18-19 Apr 2025 (Good Friday and Saturday)



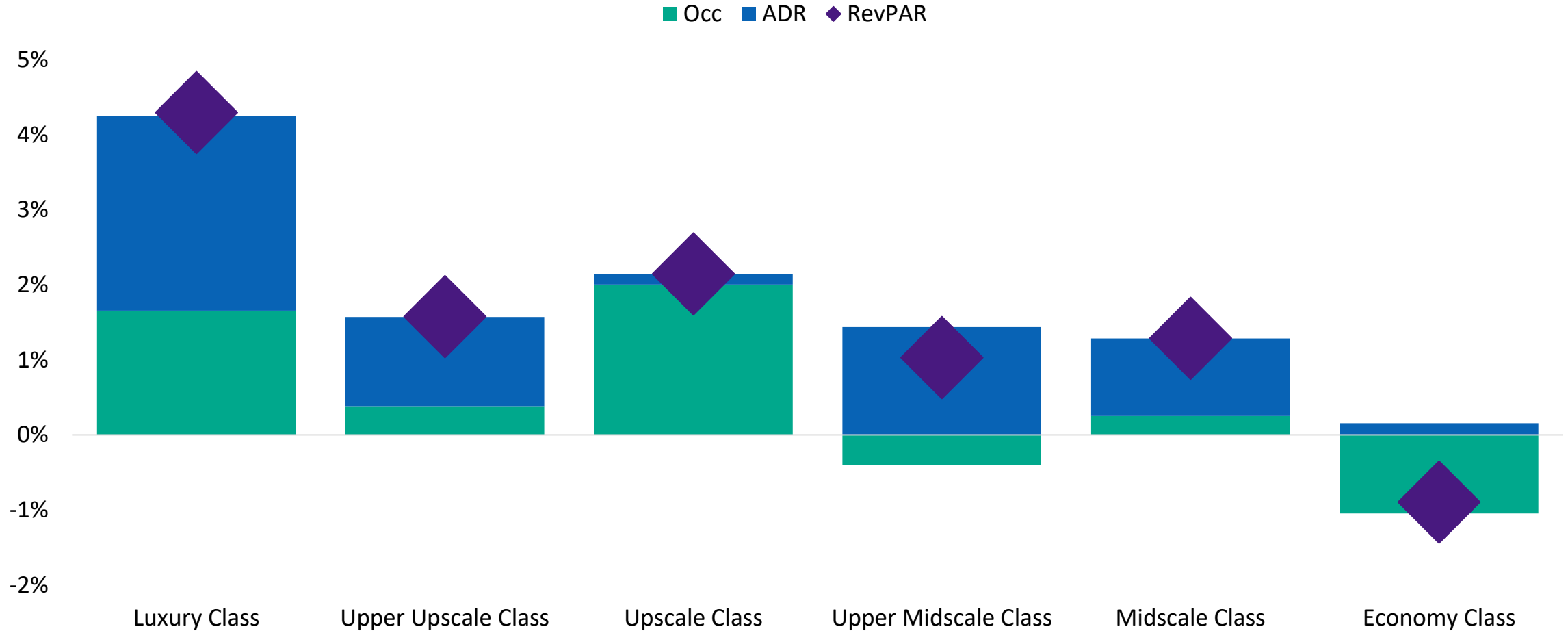
# No 'downturn' so far but that doesn't mean we're out of the woods.

UK, % of submarkets growing monthly RevPAR (GBP), % chg. YoY, 2008, 2025 and 2026



# Demand for midscale and economy is negative.

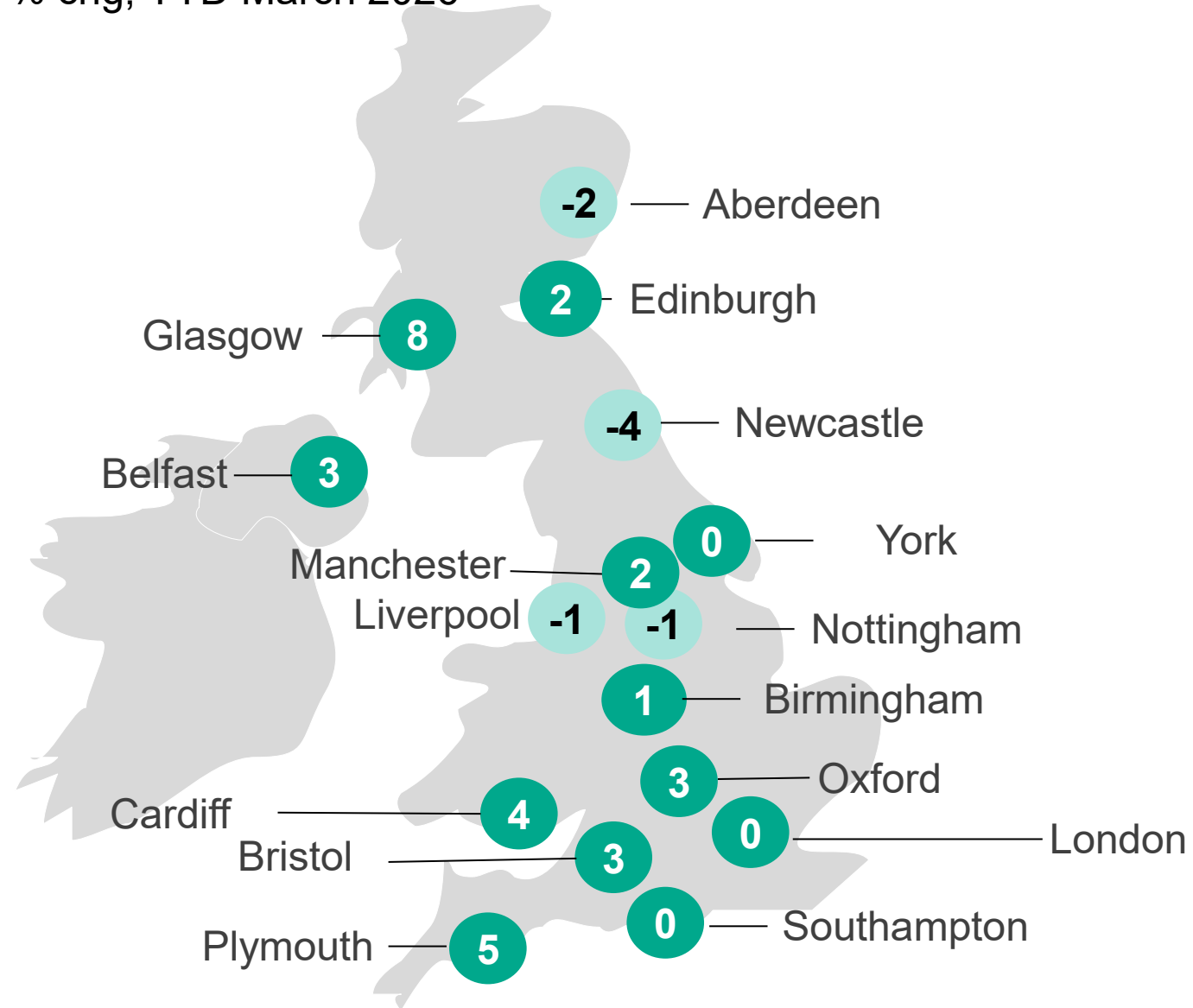
U.K., KPI (GBP) % chg. YoY, YTD March 2026



# A little growth or flat is the “name of the game” for most in Q1.

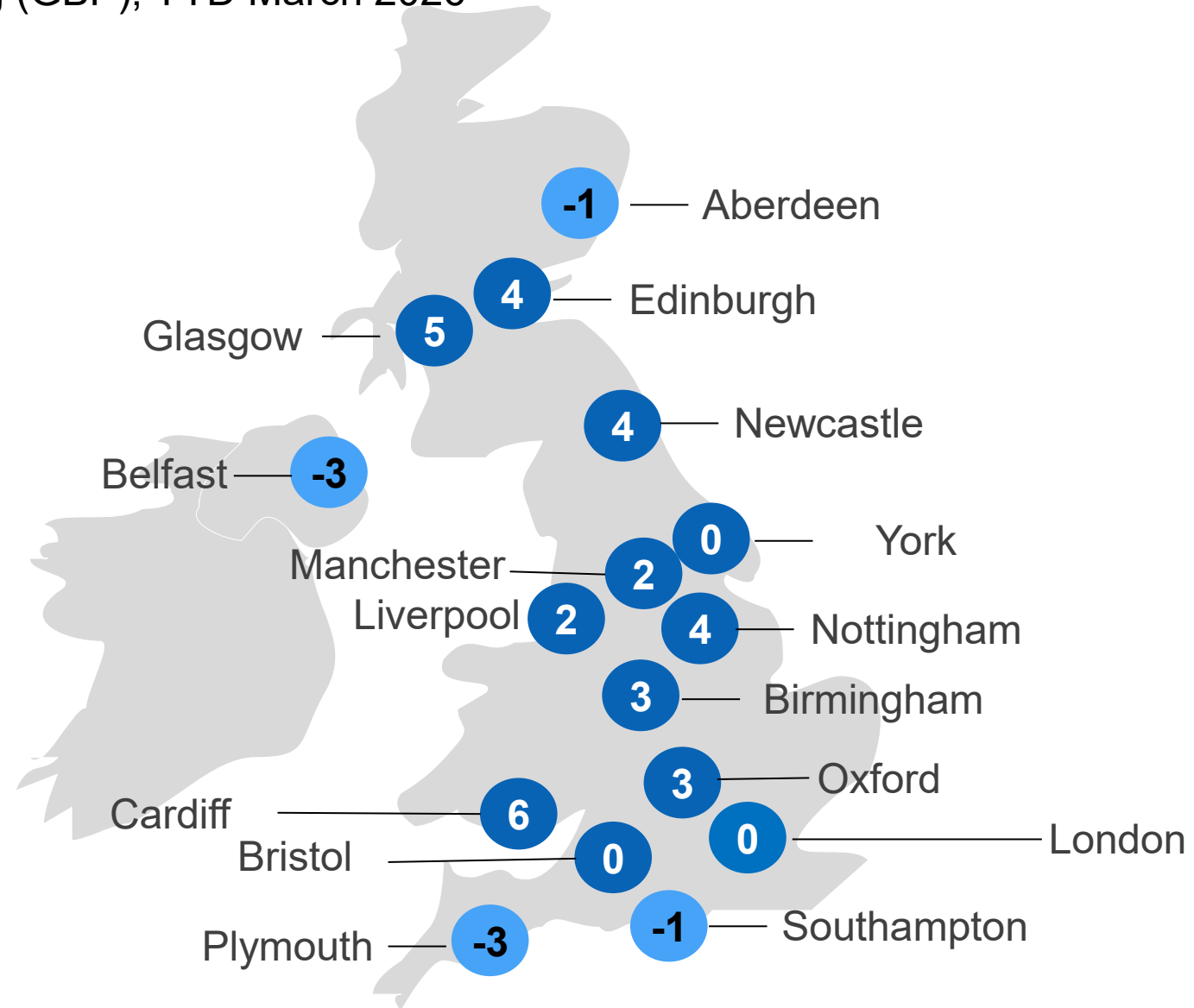
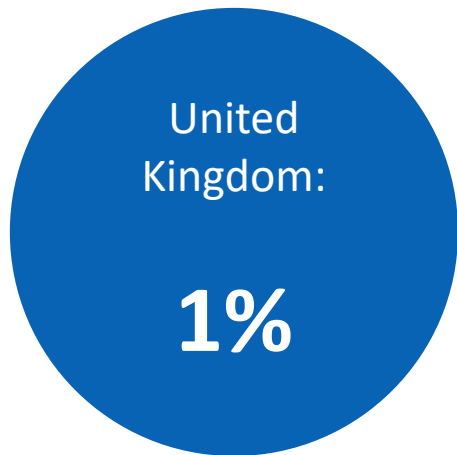
Occupancy year over year % chg, YTD March 2026

United Kingdom:  
**0.1%**



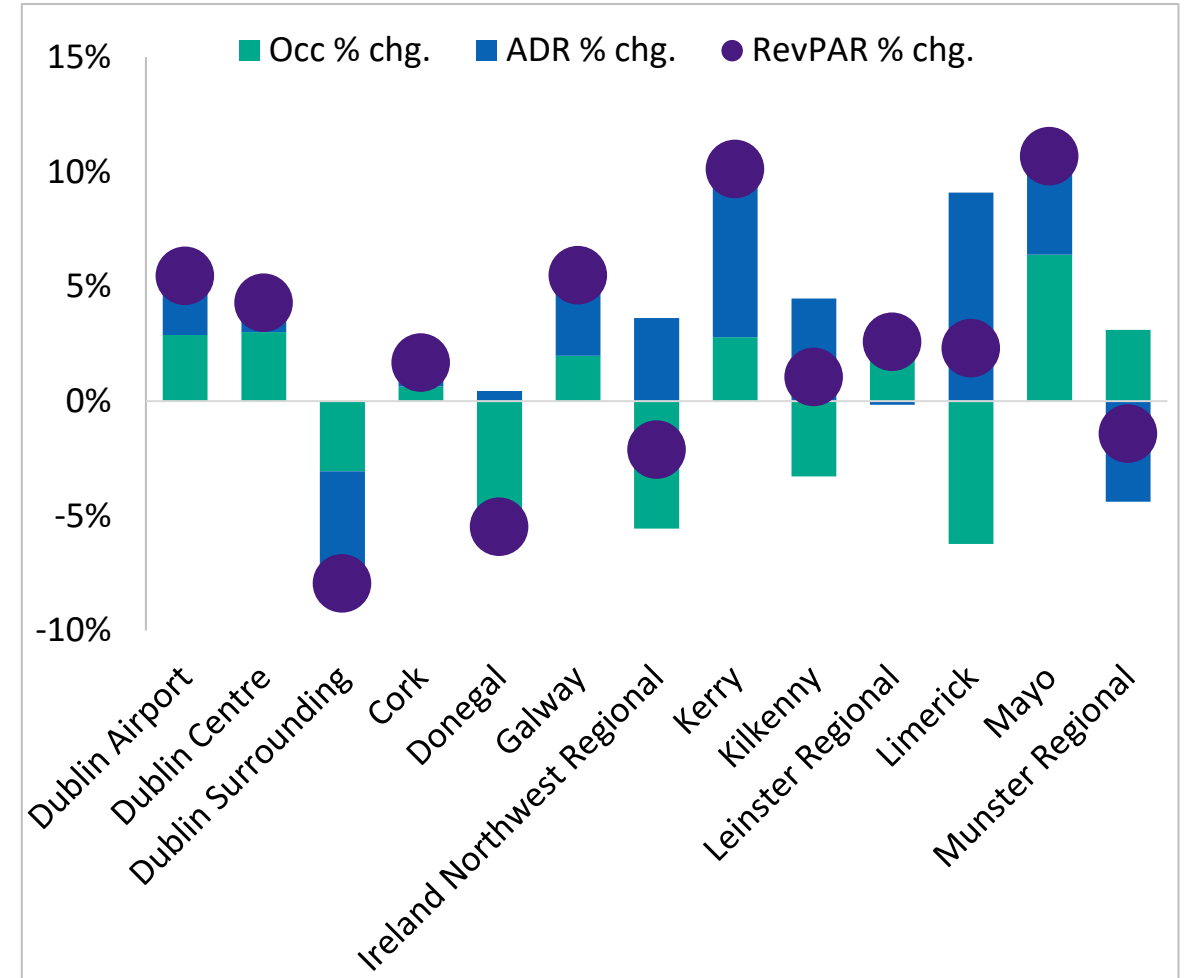
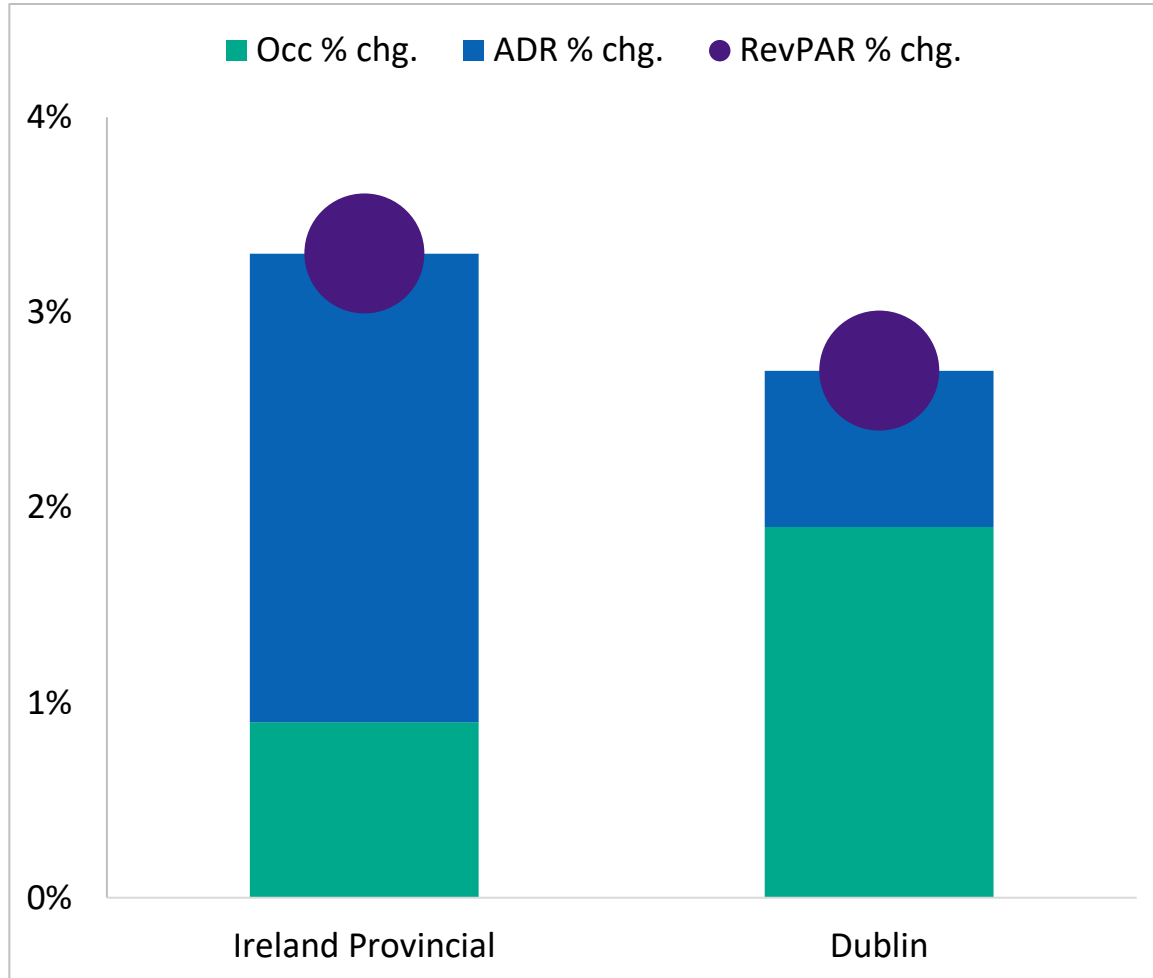
# Events are driving ADR growth especially in Glasgow.

ADR year over year % chg (GBP), YTD March 2026



# A mixed start to the year but ADR is still the lead key indicator.

Ireland submarkets, KPI (EUR) % chg. YoY, YTD March 2026 v YTD March 2025





Travel to Europe

Staycation

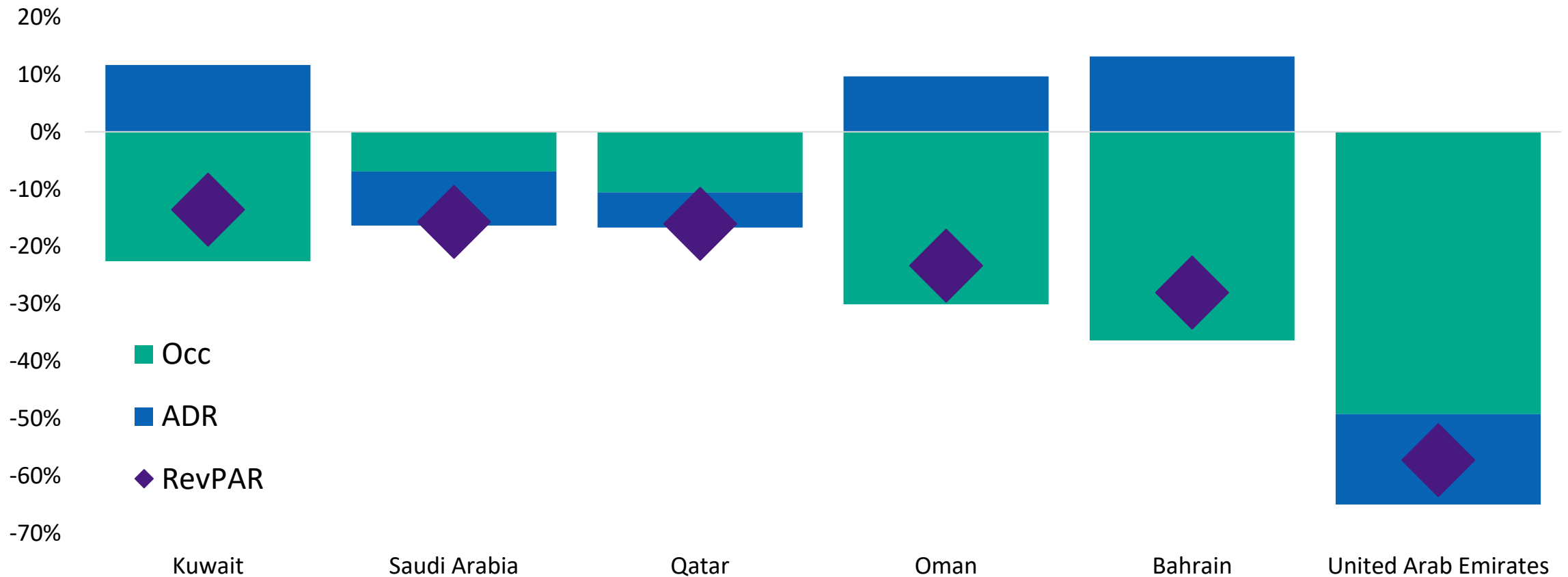
FUEL	
↑	3.29 <sup>¢</sup>
↑	3.39 <sup>¢</sup>
↑	3.49 <sup>¢</sup>

COST OF LIVING	
BILLS	???
DEBT	???



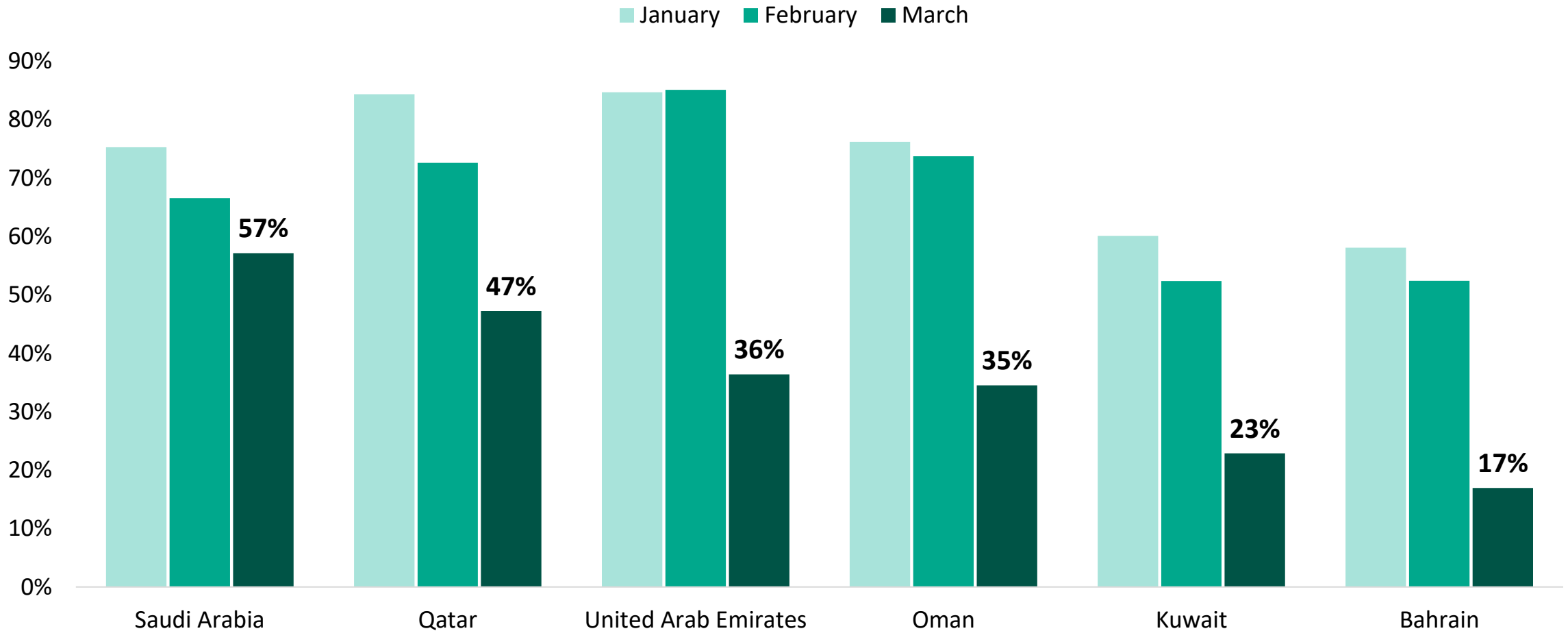
# March felt the full impact of the war.

GCC, KPI (local currency) % chg. YoY, March 2026



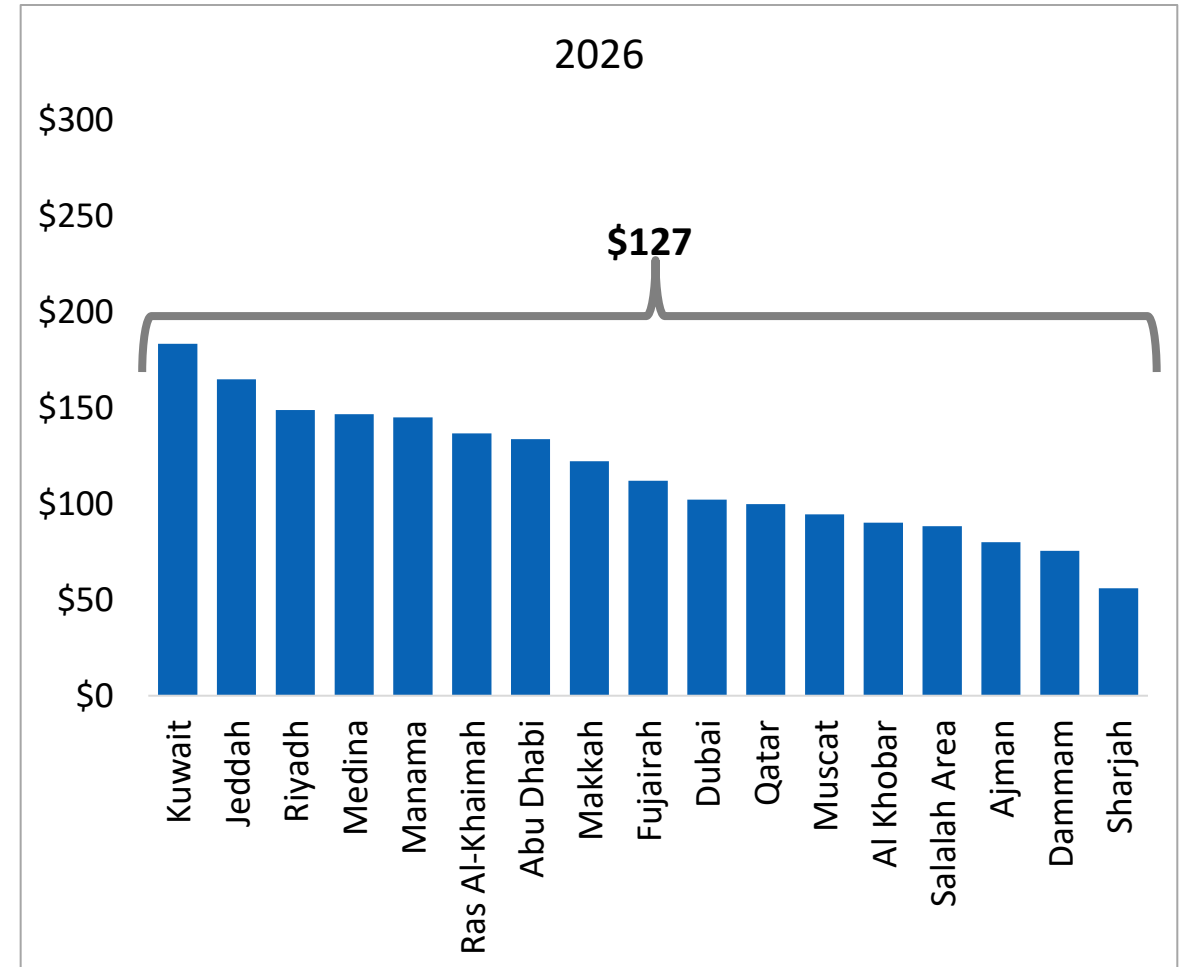
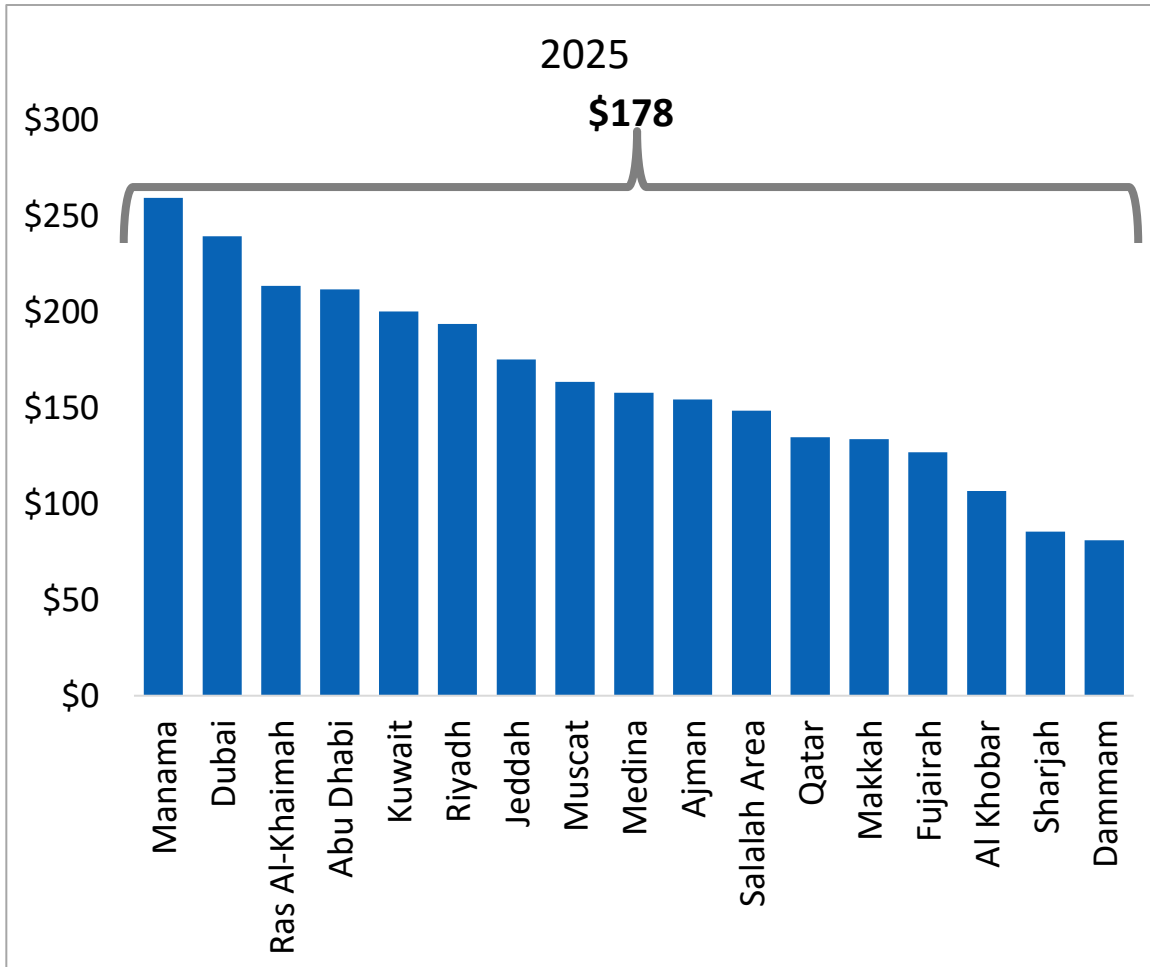
# The region is less than half full – with Saudi the exception.

GCC, occupancy, Jan – Mar 2026 (prelim)



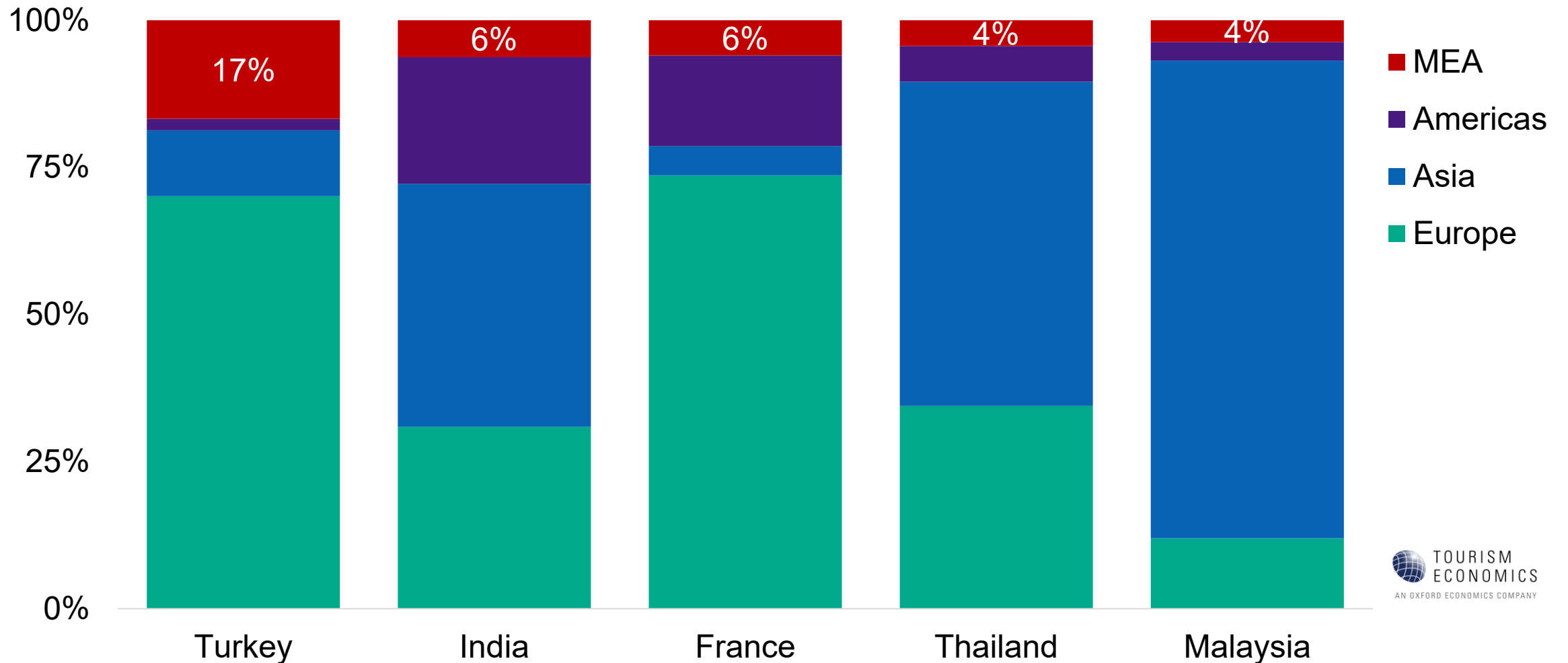
# Domestic and intra-regional travel compresses rates across GCC.

GCC markets, ADR (USD), week ending 11 Apr 2026 and 12 Apr 2025



# The Middle East, a small region with global impact.

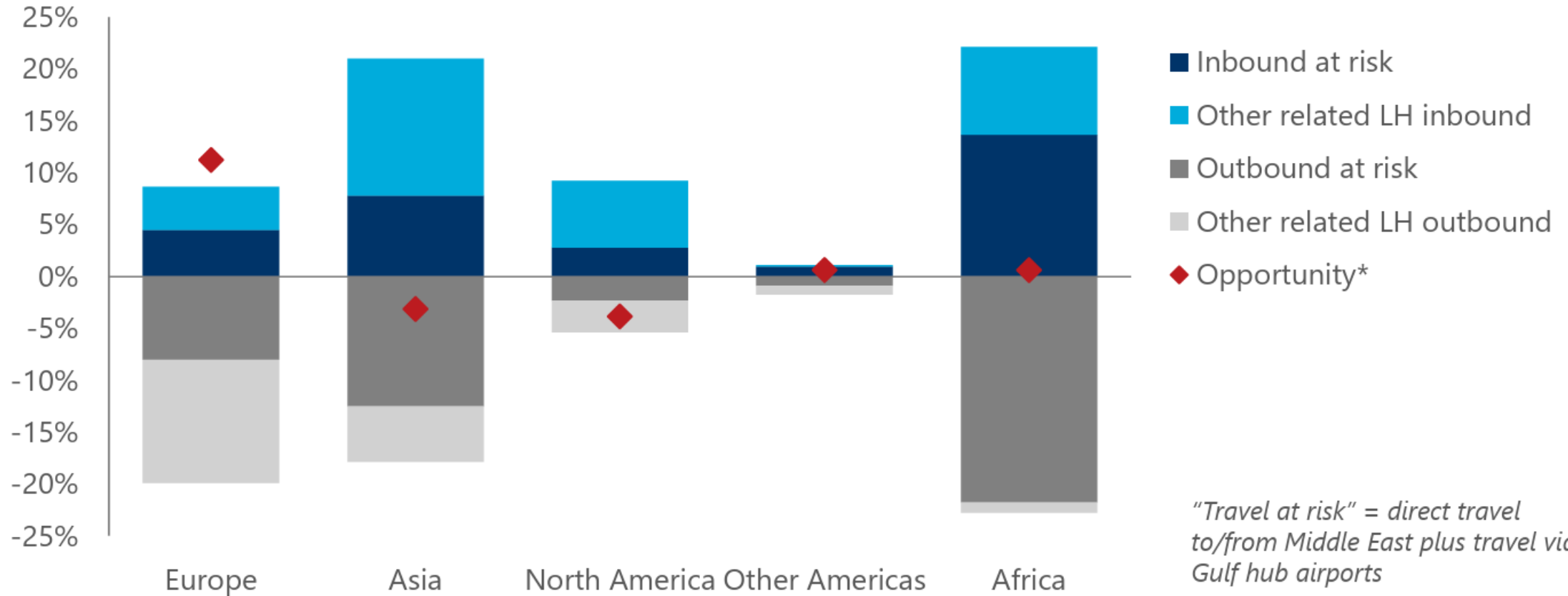
Select countries, origin nights (% of total) by region, 2025



# Europe faces the least risk of all world regions.

## Long-haul travel balance by region, 2025

% share of international nights in paid accommodation



Source: Tourism Economics

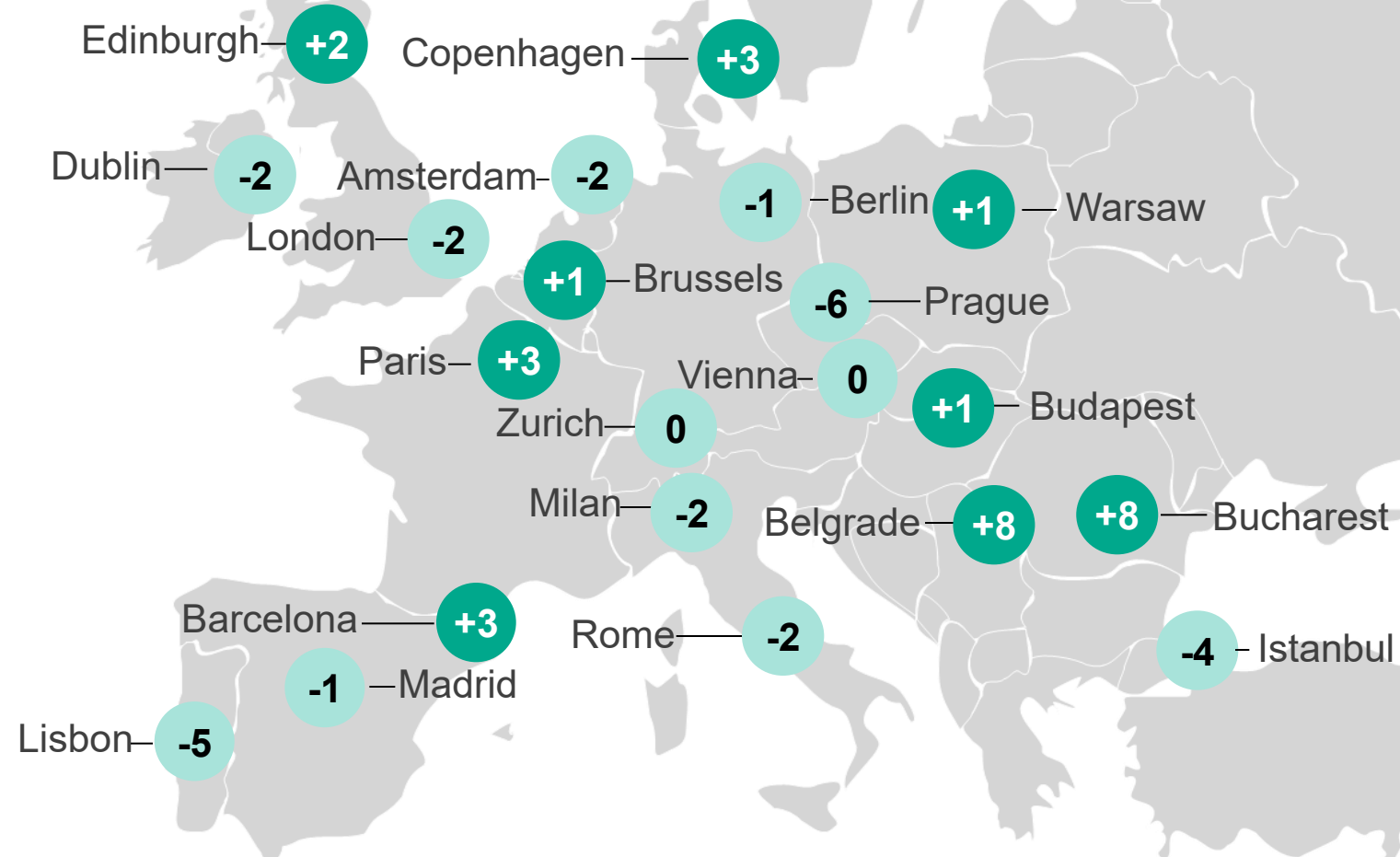
# But what if access is constrained?



*Modified from original photo, used via Flightradar24*

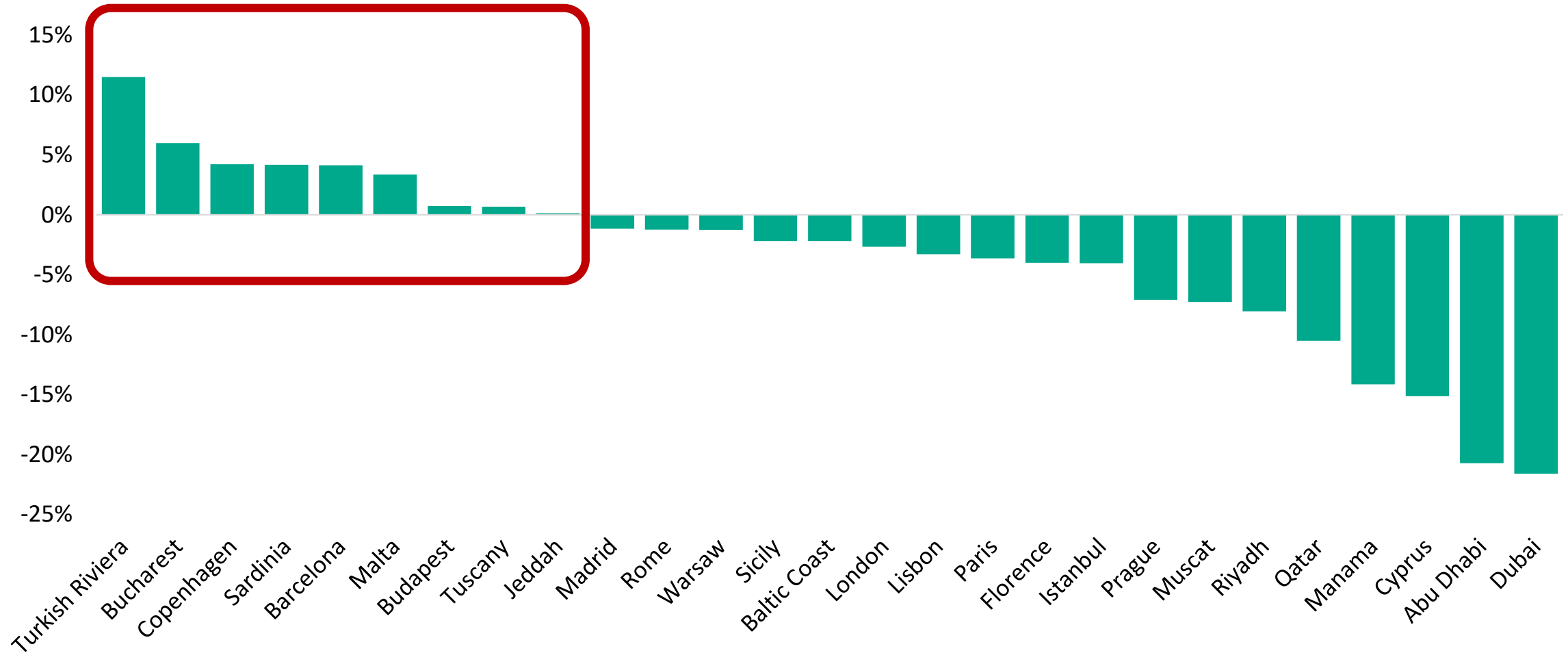
# Outlook is soft, but booking leads are short

Occupancy on the books, percentage point change for next 90 days vs. STLY as of 13 April 2026



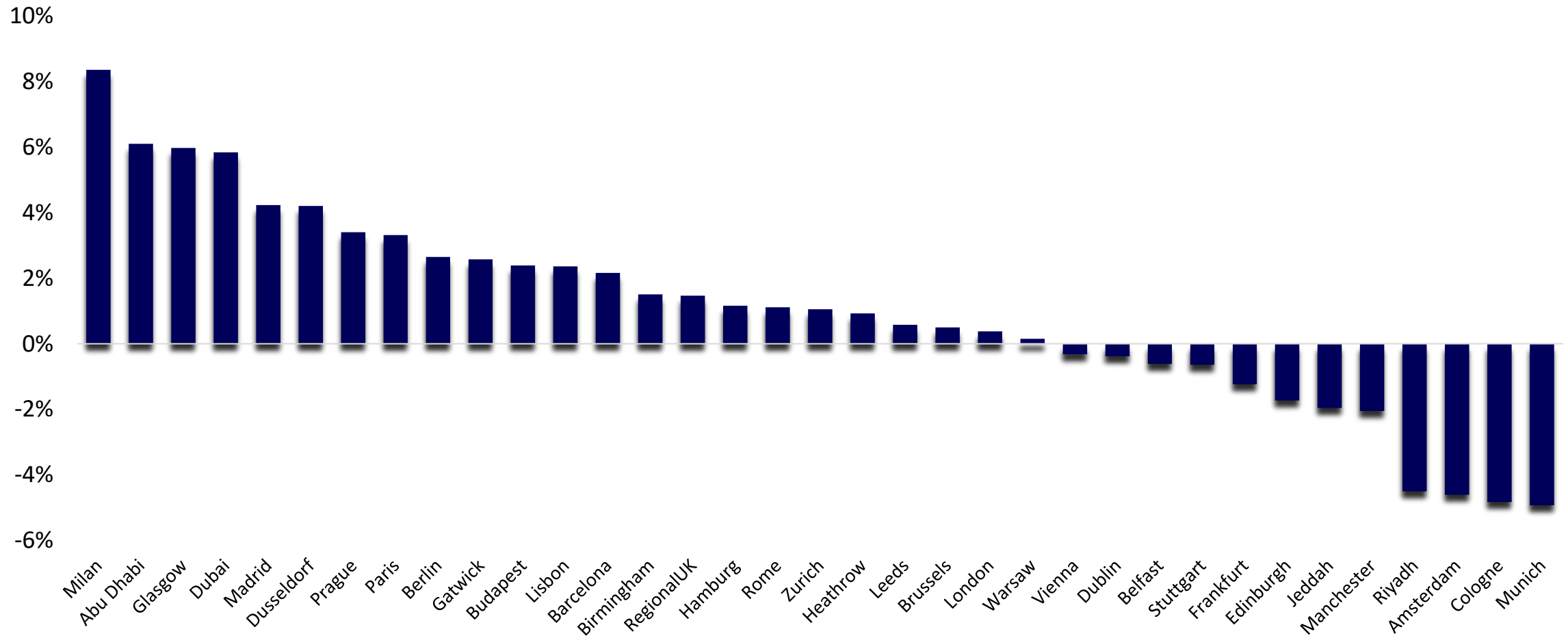
# Trends persist with Southern and Eastern Europe 'du jour'.

Occupancy on the books difference to 2025 for the next 90 days as of 6 April 2026



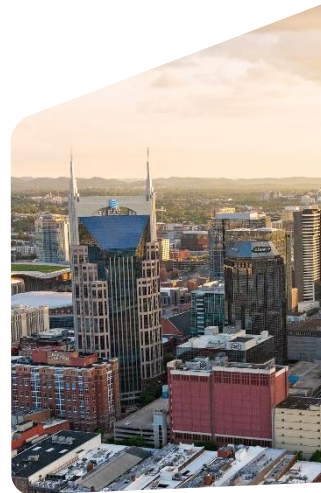
# Impact still an unknown...

2026 Forecast RevPAR (local currency), % change YoY, (February 27th release)



# Summary of Findings





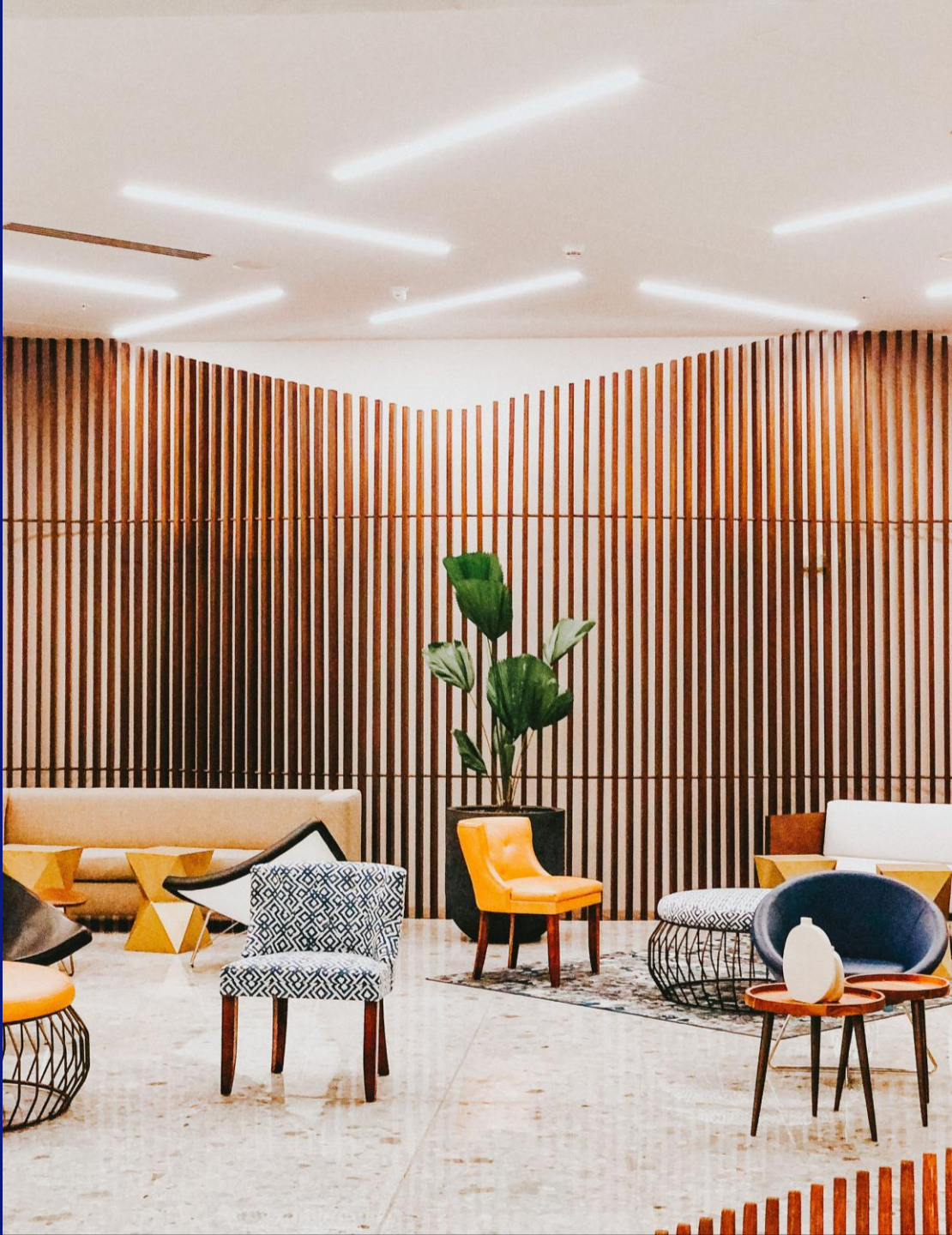
# Thank You!

**Aoife Roche | Regional Vice President, Sales – EMEA**  
[aroche@str.com](mailto:aroche@str.com)

Nordic Hotel Market Data

# Market data and trends from the nordic hotel industry

2026-04-29



Who are we?

## We measure the hotel industry

- Largest supplier of Hotel Market Data and daily benchmarking for hotels in the Nordics since 2010
- Our goal – highest possible coverage in all markets
- We offer benchmarking for hotels, conference venues, spa and camping with over 2500 reporting venues



Hotel Market Data

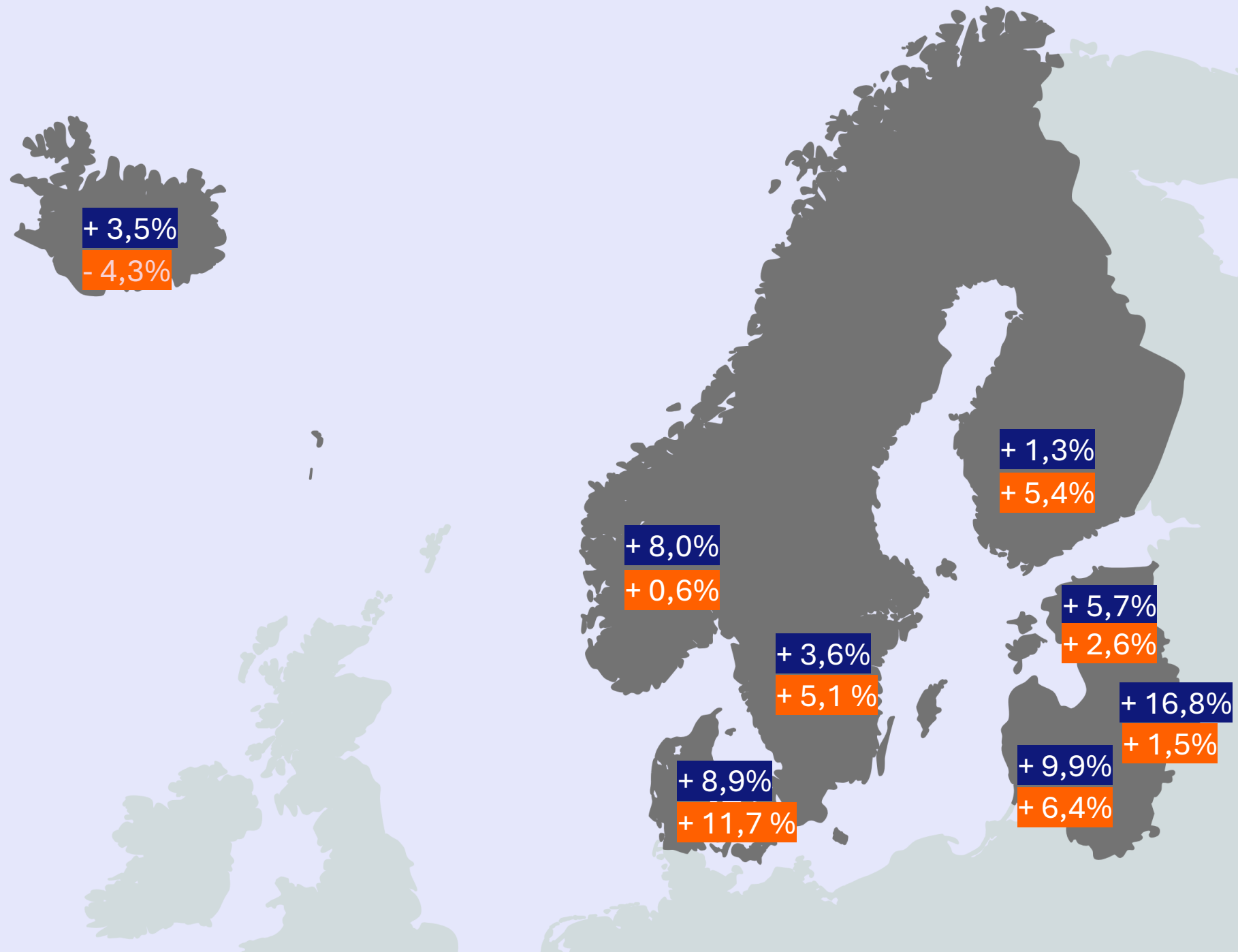
# Nordics

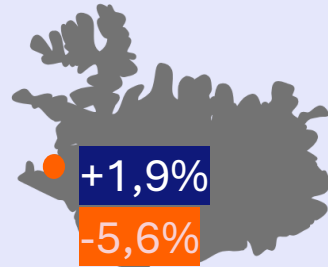
# Nordics and Baltics

RevPAR development

2025 vs LY (Jan – Dec)

Q1 YTD 2026 vs LY (Jan – Mar)



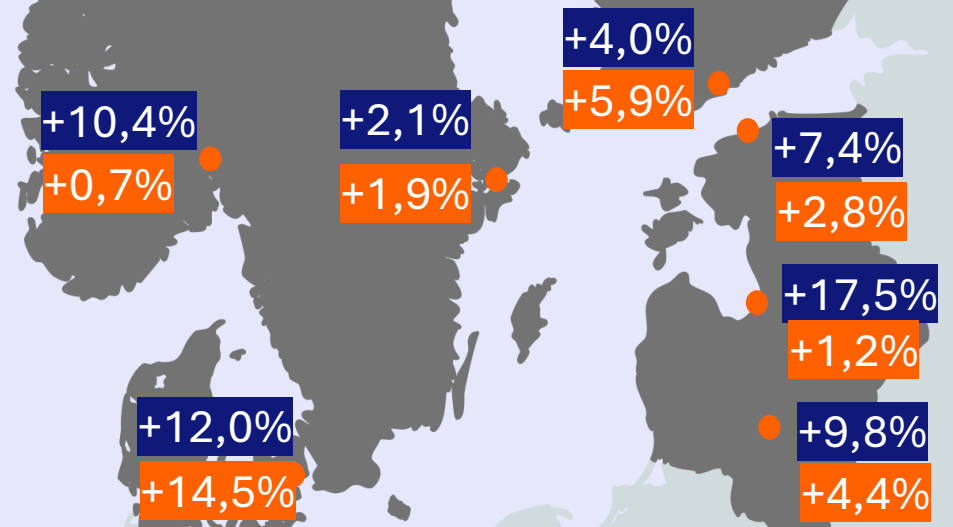


# Nordic and Baltic capitals

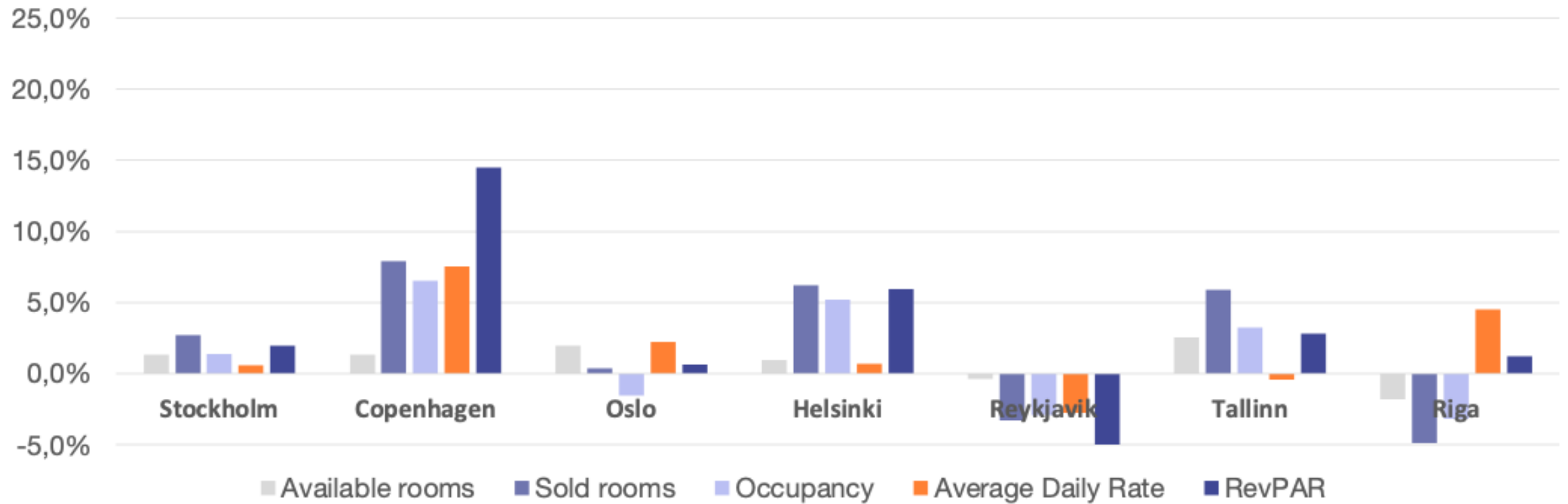
RevPAR development

2025 vs LY (Jan – Dec)

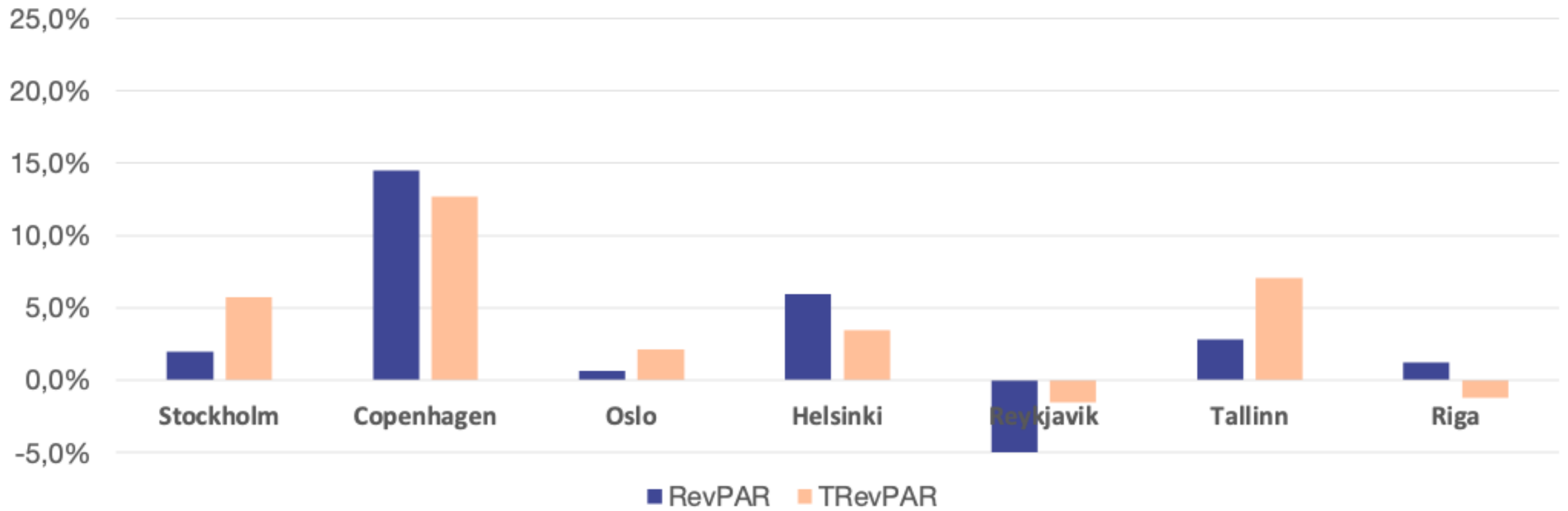
Q1 YTD 2026 vs LY (Jan – Mar)



# Capitals development 2026 Q1



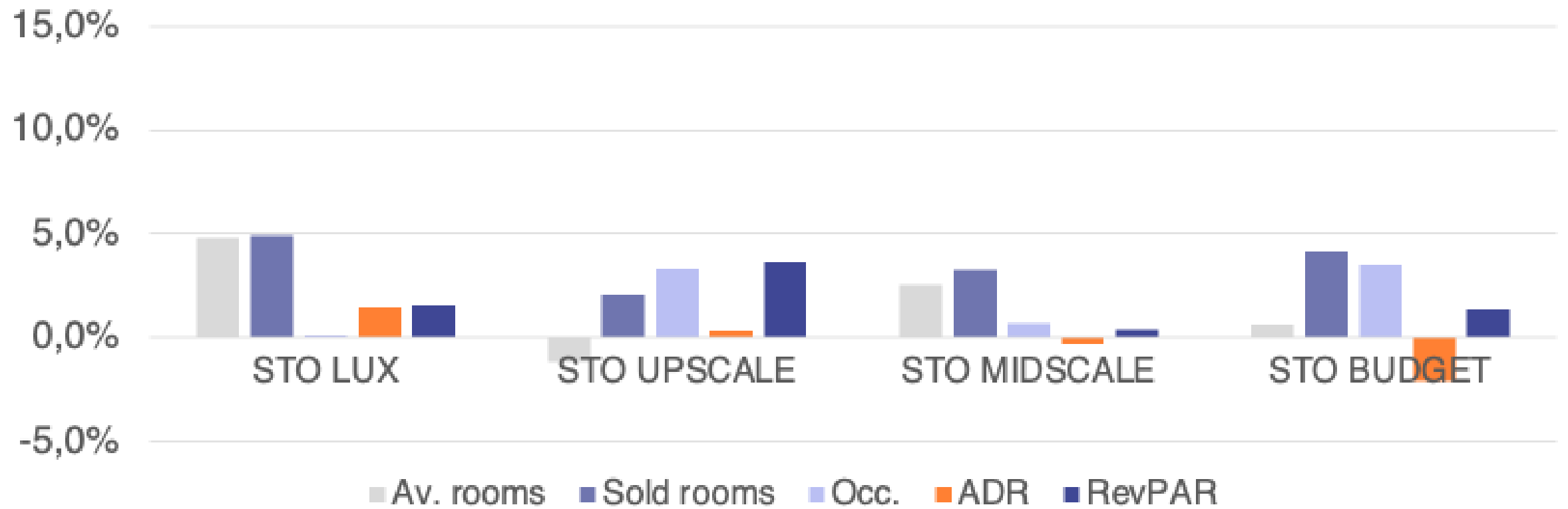
# Capitals development 2026 Q1



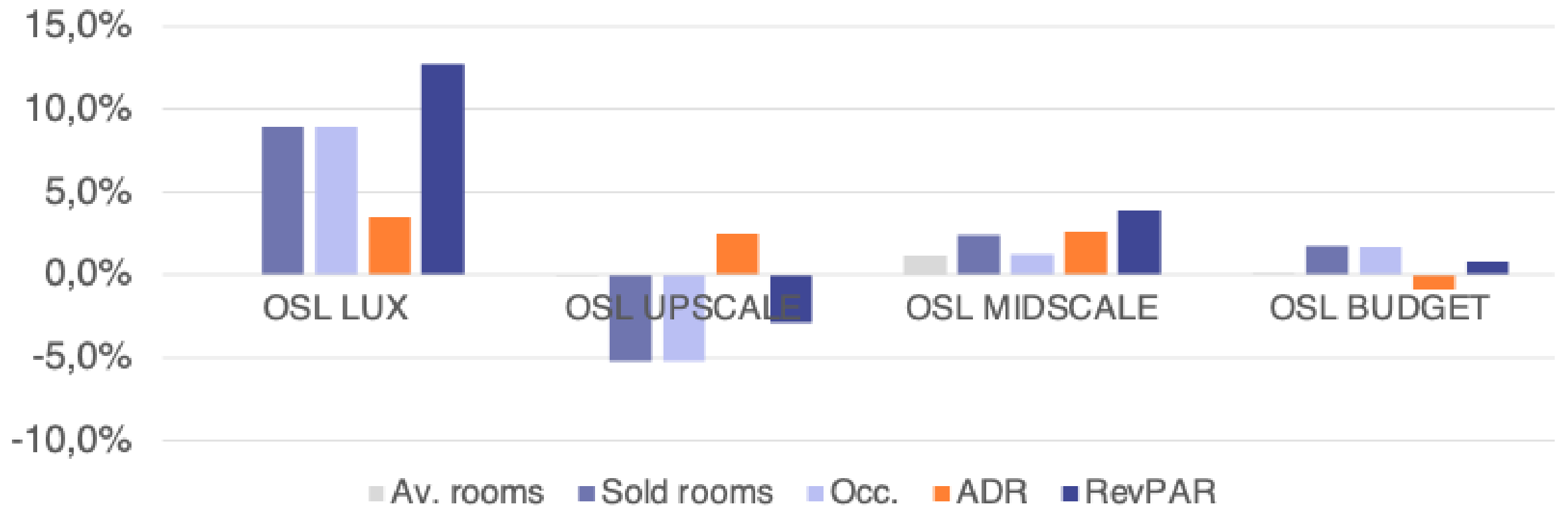
Hotel Market Data

# Scandinavian Capitals by Segment

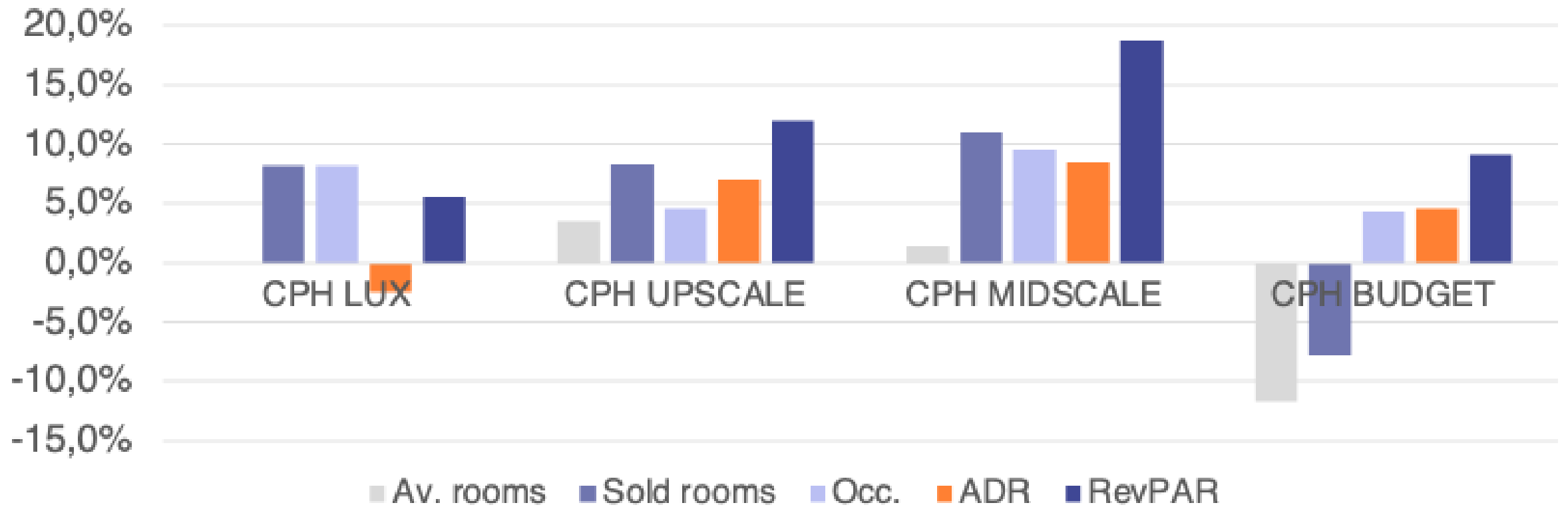
# Stockholm segments 2026 Q1



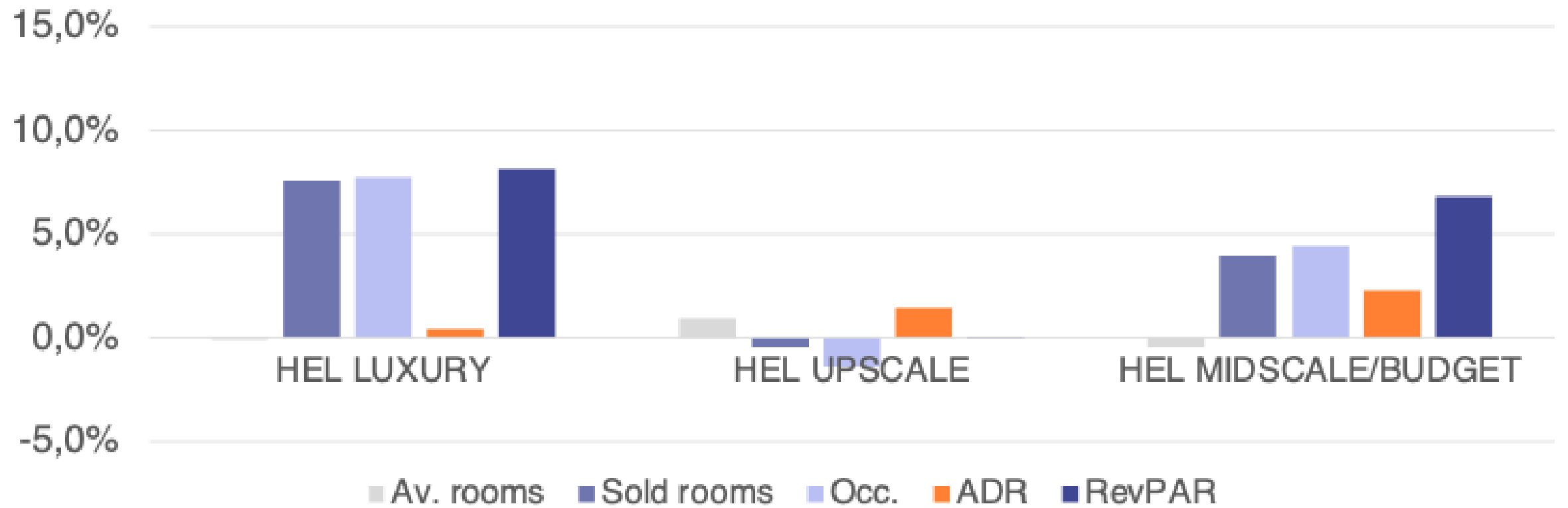
# Oslo segments 2026 Q1



# Copenhagen segments 2026 Q1



# Helsinki segments 2026 Q1

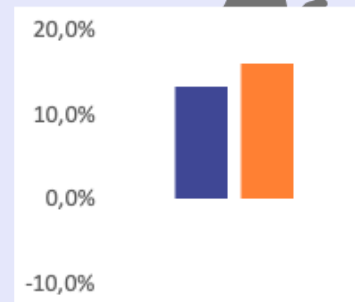
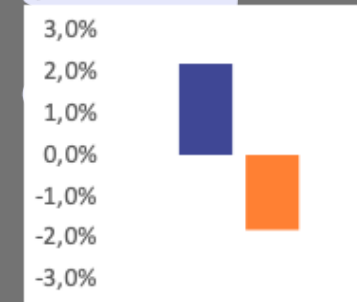
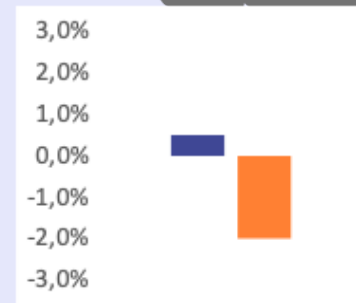


## Weekday/Weekend pattern changes

### Scandinavian Capitals

### RevPAR change% 2026 Q1 vs LY

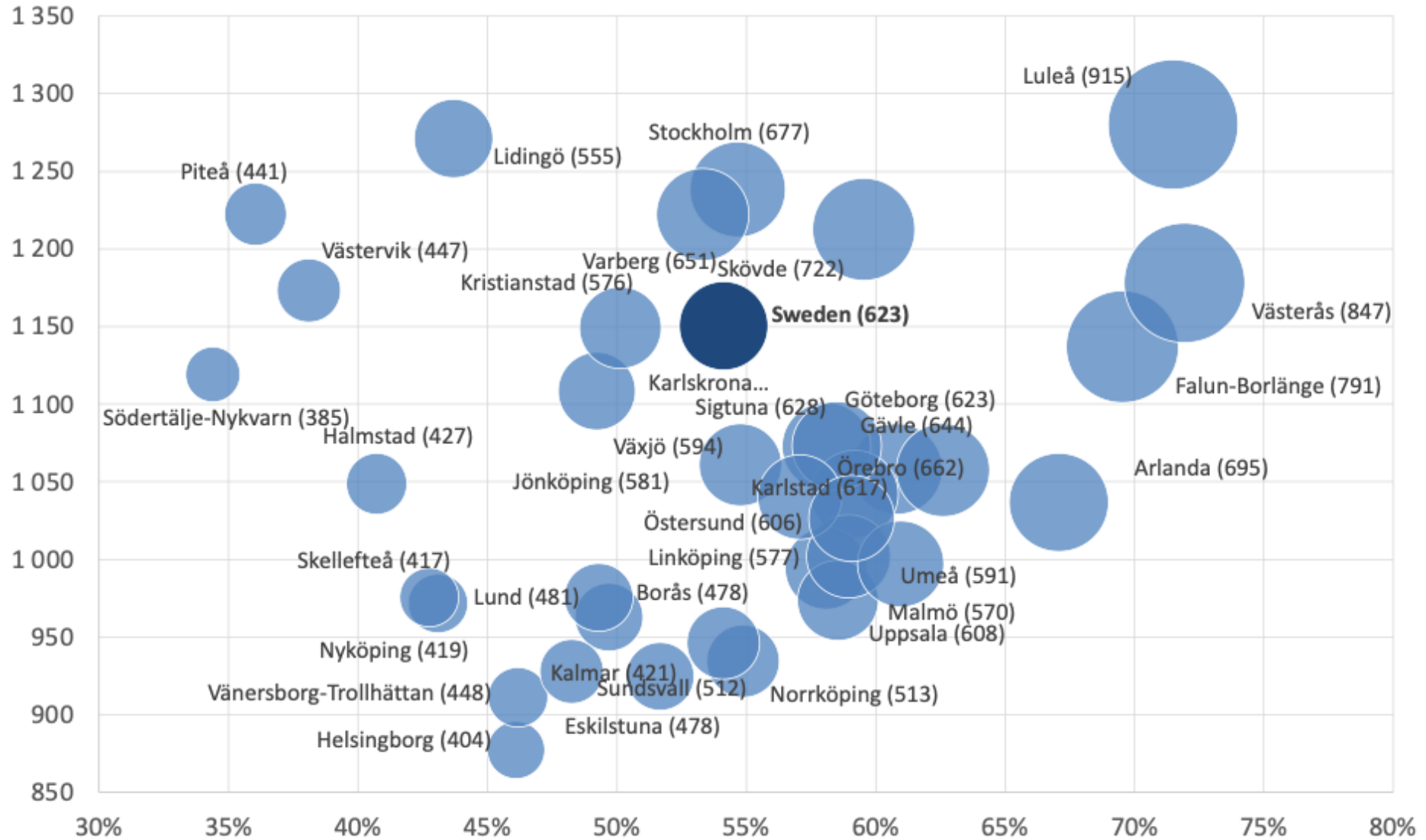
■ Weekday ■ Weekend



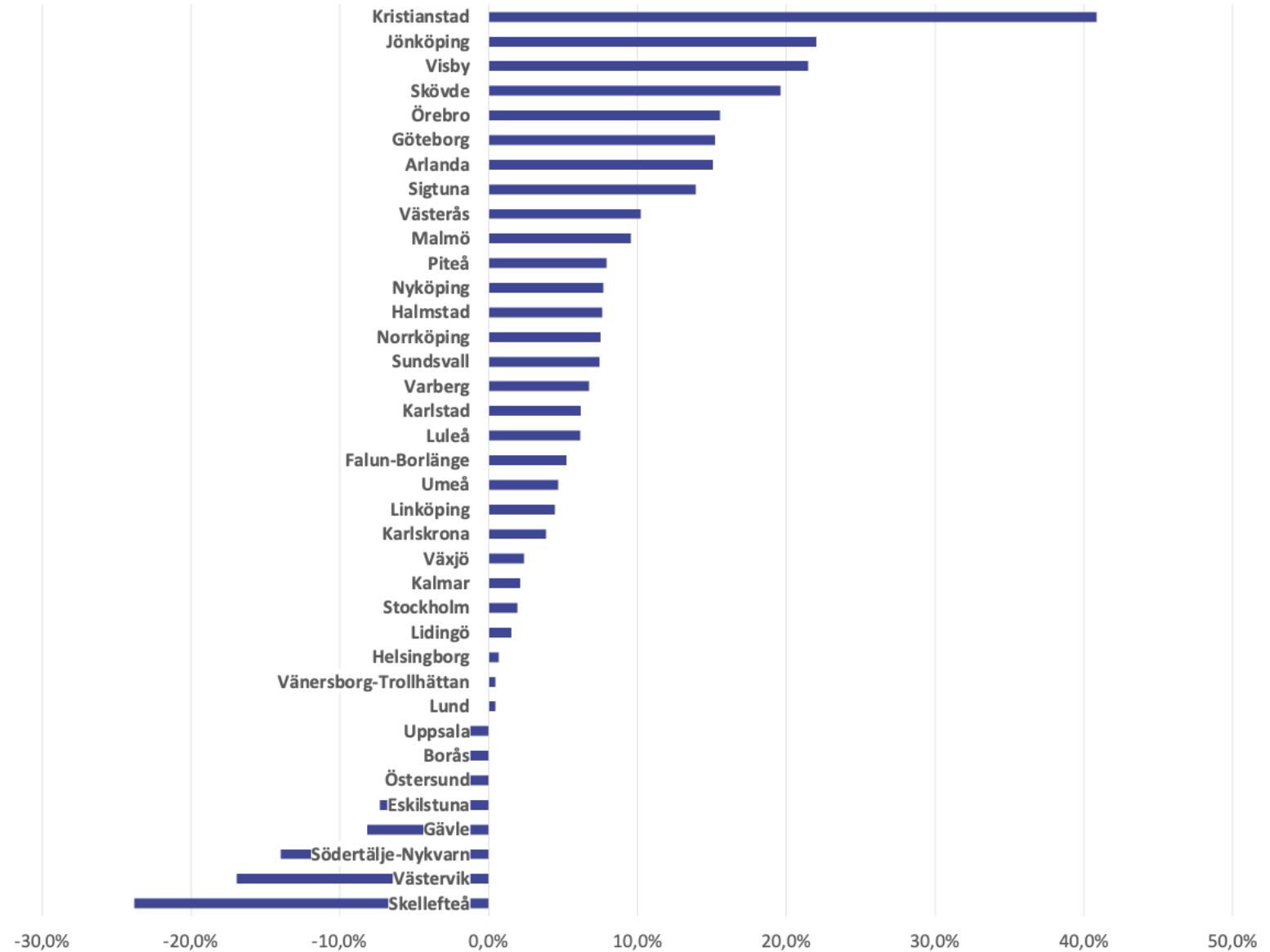
Hotel Market Data

# Sweden

# Swedish cities 2026 Q1



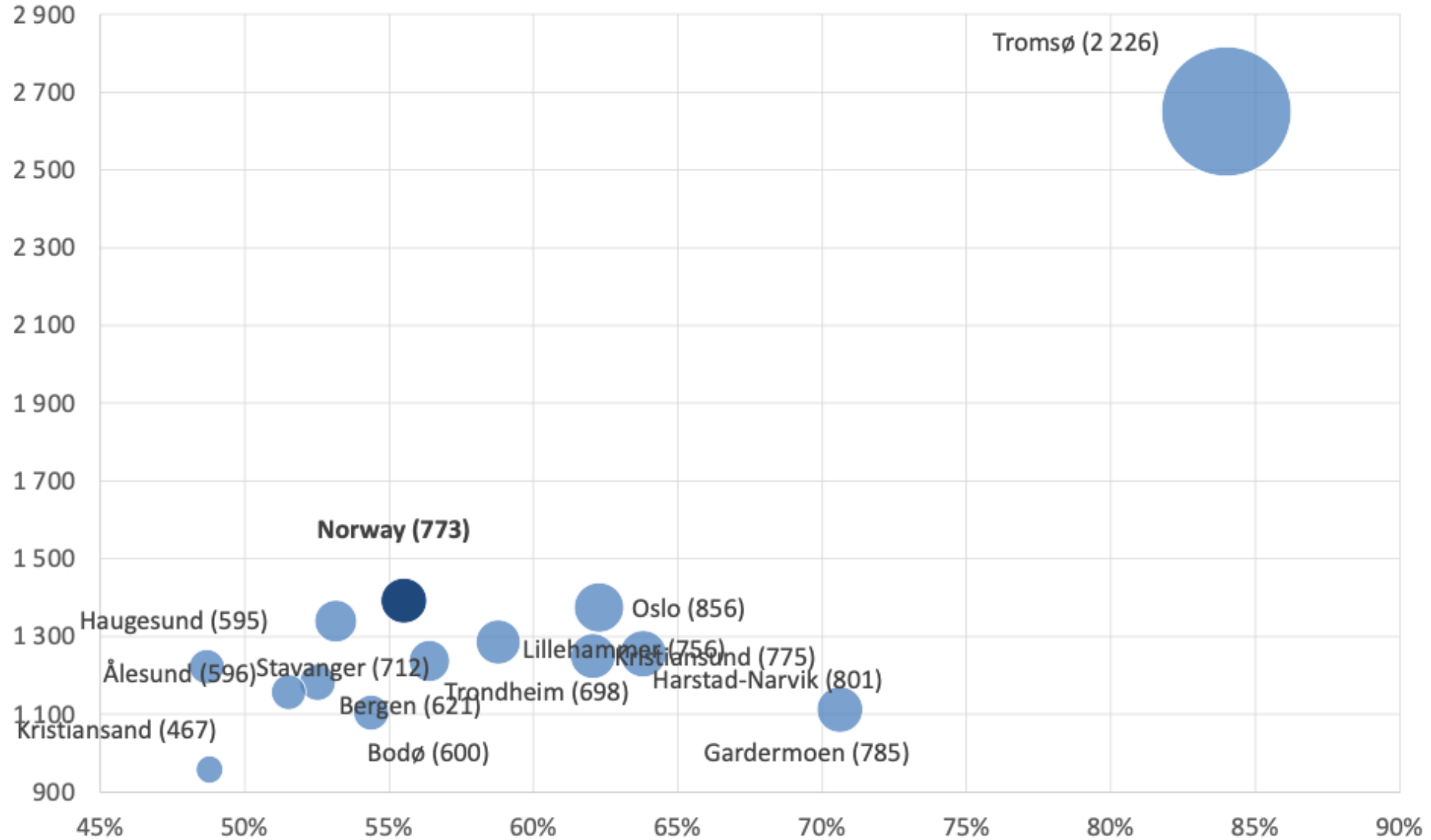
# Swedish cities RevPAR Diff 2026 Q1 vs LY



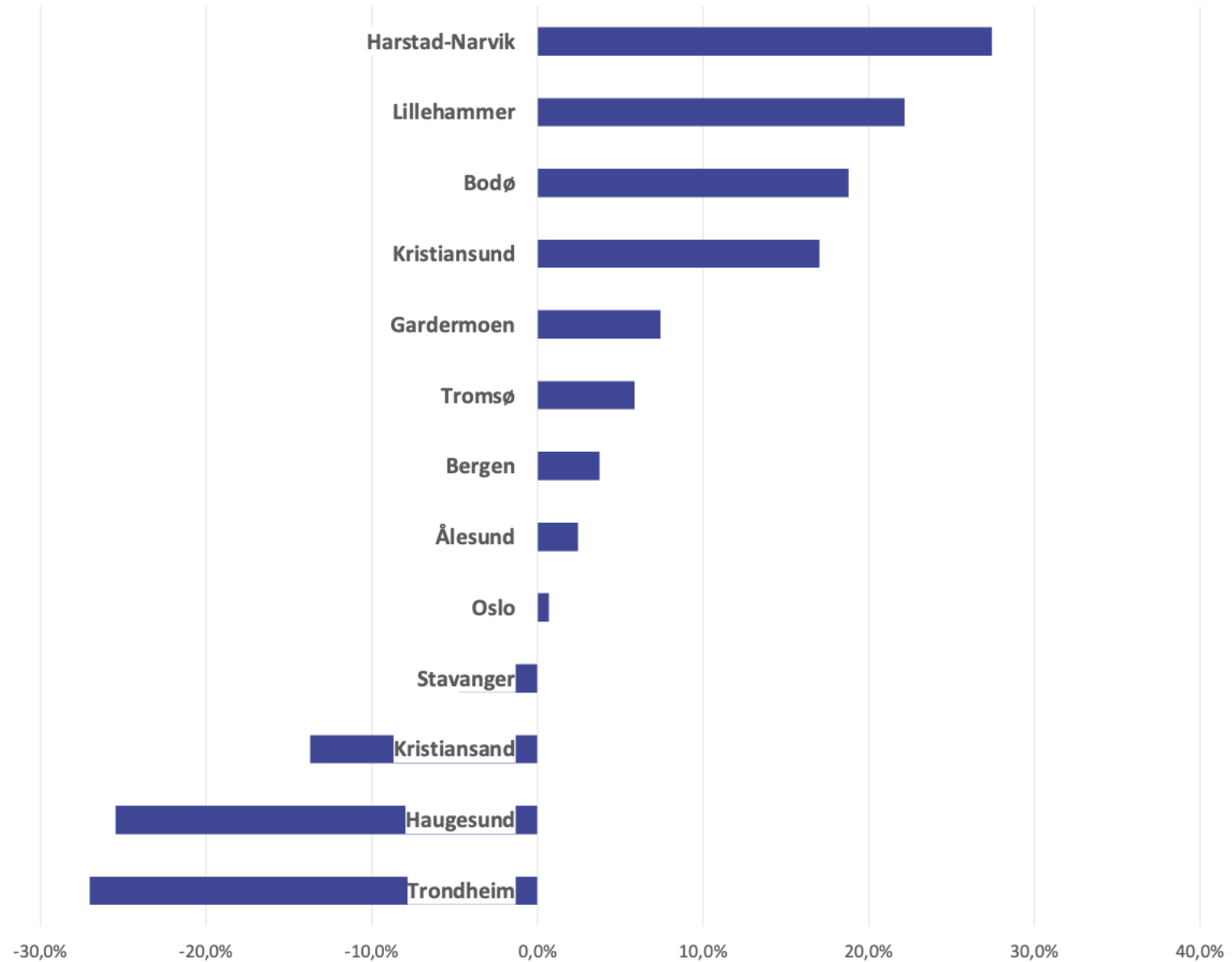
Hotel Market Data

# Norway

# Norwegian cities 2026 Q1



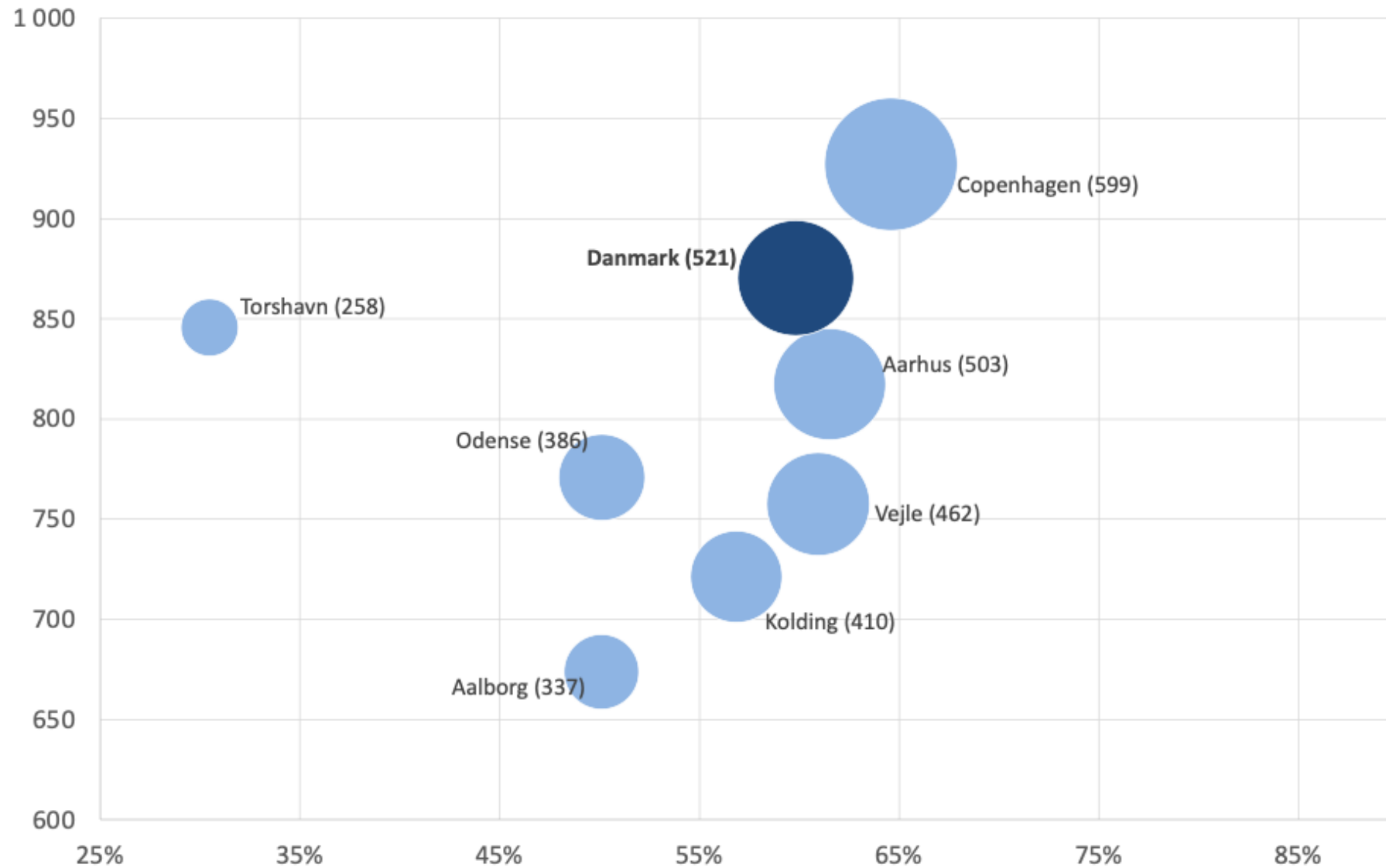
# Norwegian cities RevPAR Diff 2026 Q1 vs LY



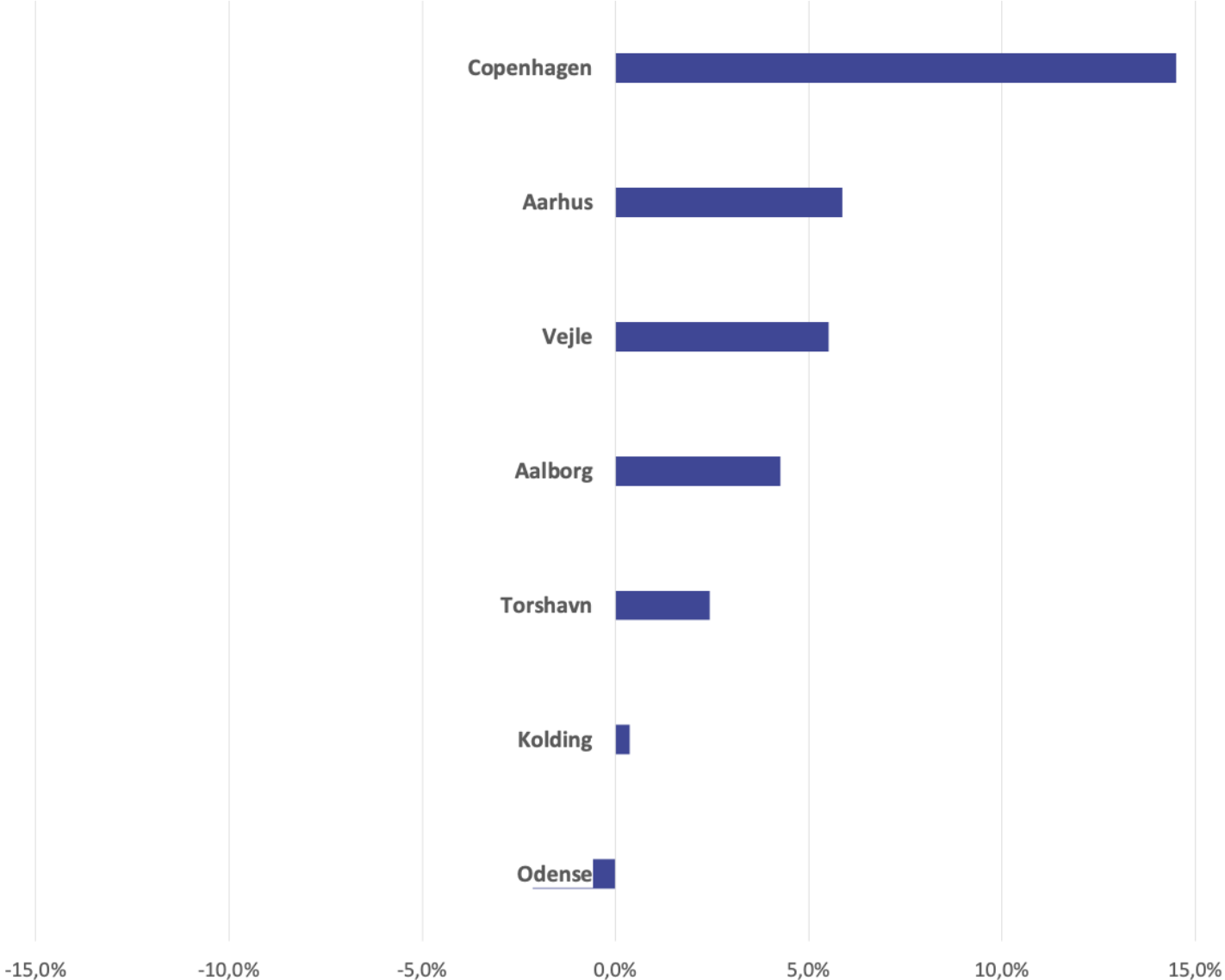
Hotel Market Data

# Denmark

# Danish cities 2026 Q1



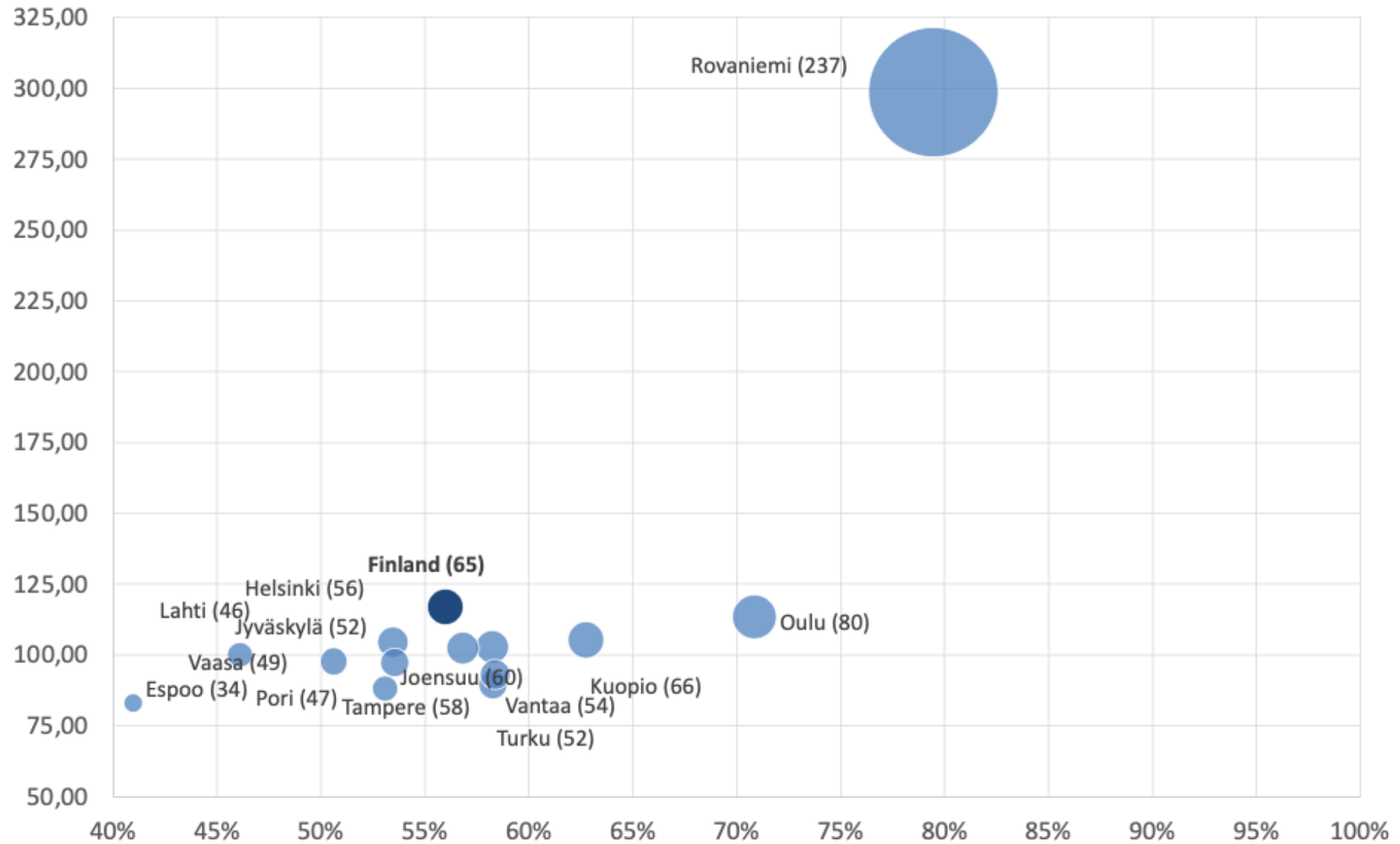
# Danish cities RevPAR Diff 2026 Q1 vs LY



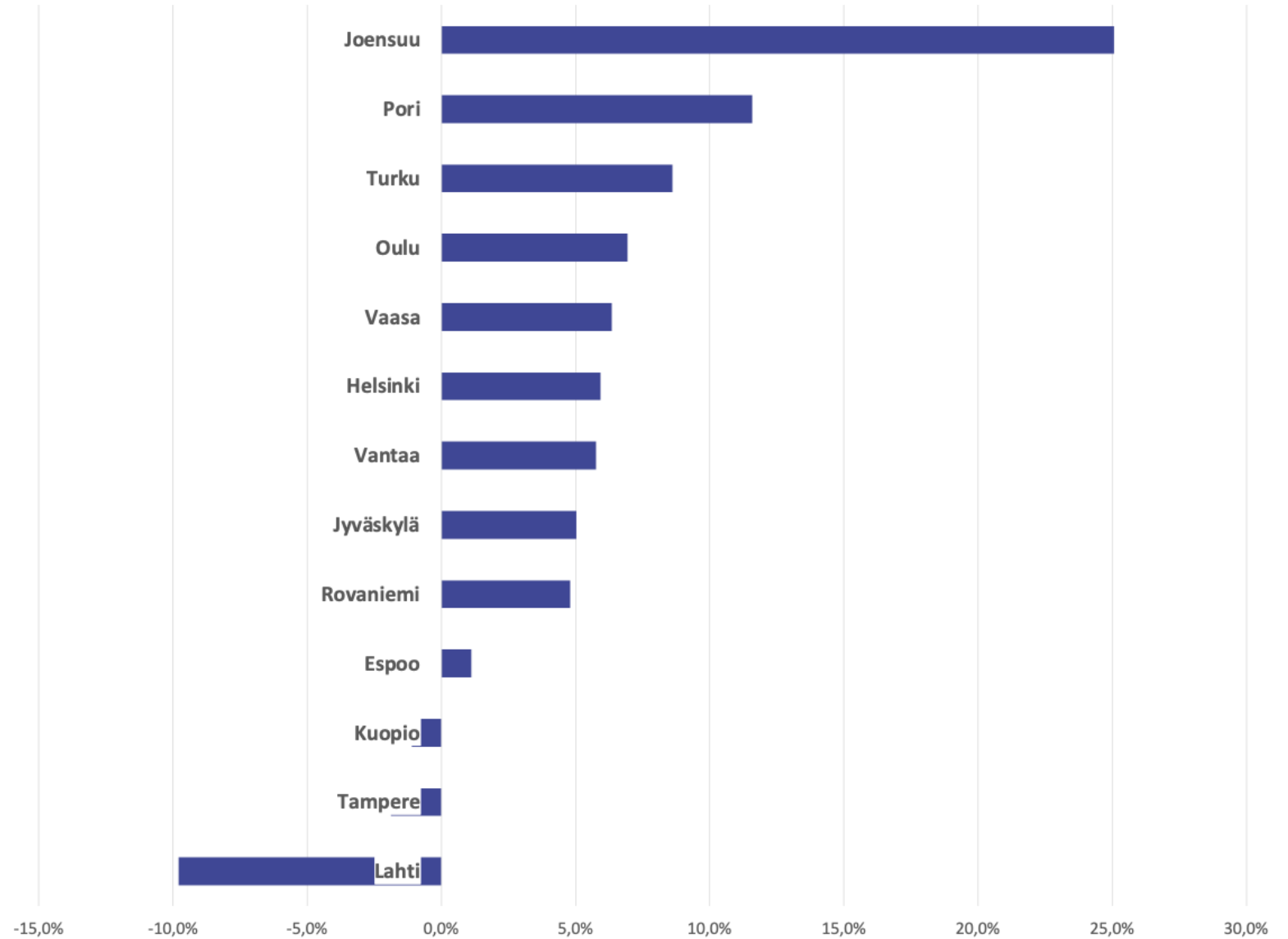
Hotel Market Data

# Finland

# Finnish cities 2026 Q1



# Finnish cities RevPAR Diff 2026 Q1 vs LY

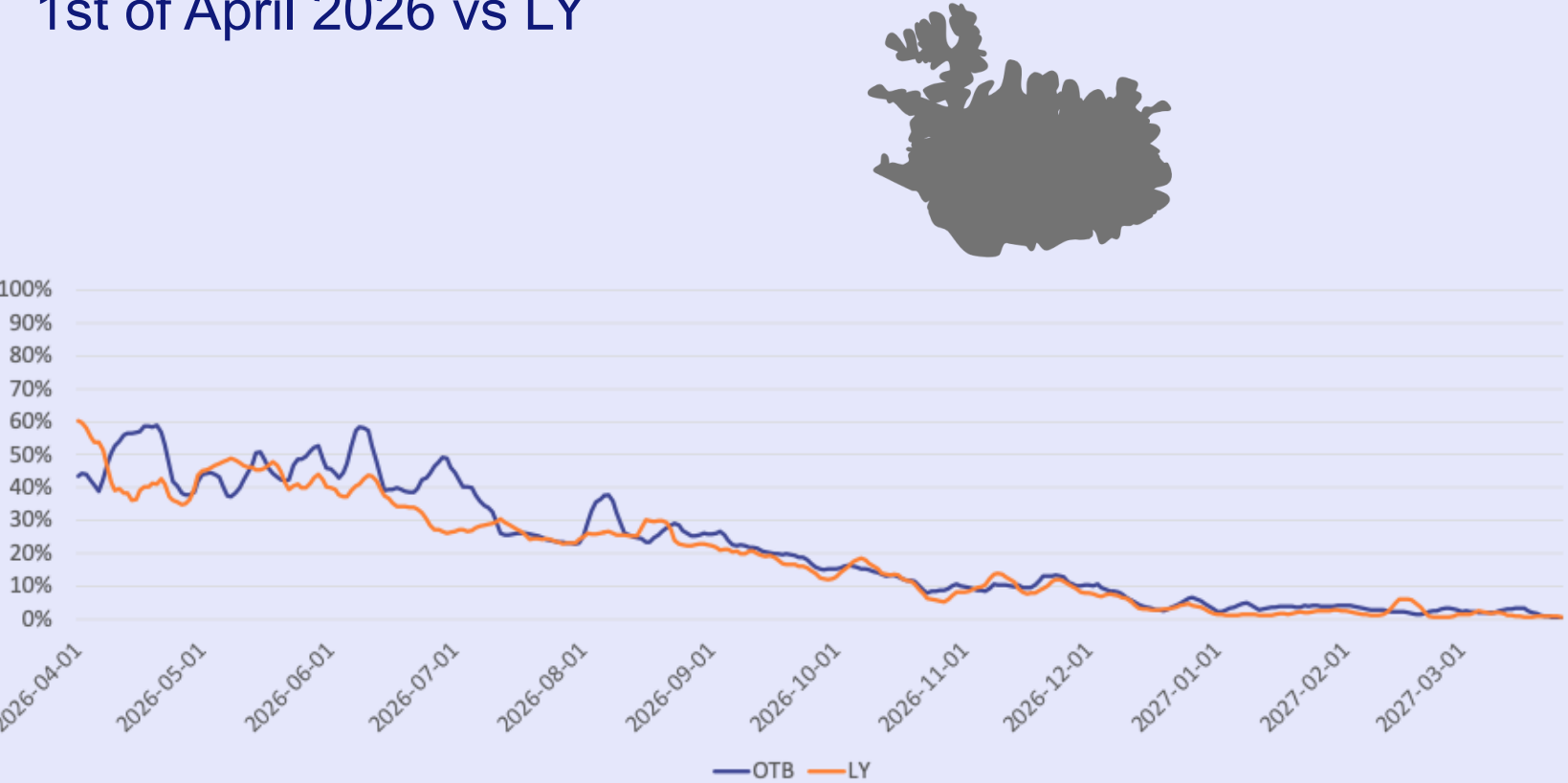


On The Books

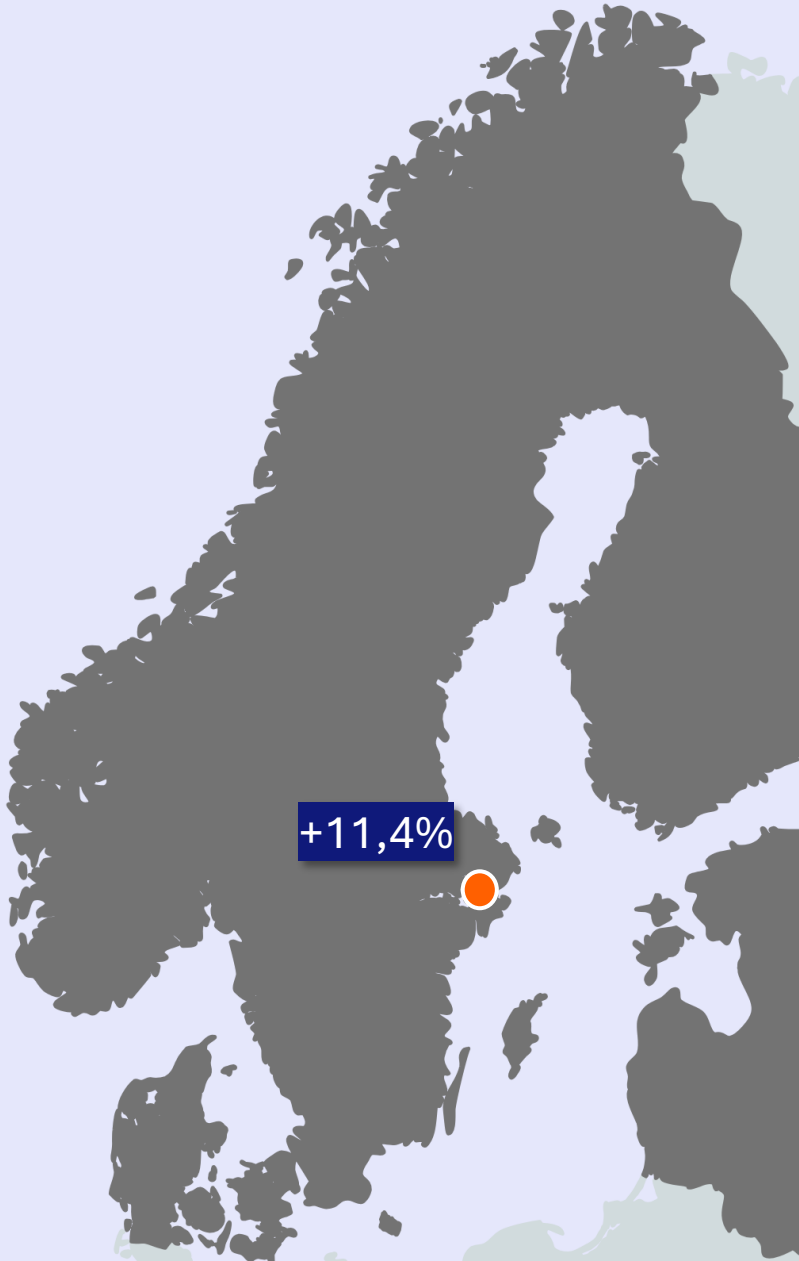
# Future bookings

# On the Books – Stockholm

## 1st of April 2026 vs LY

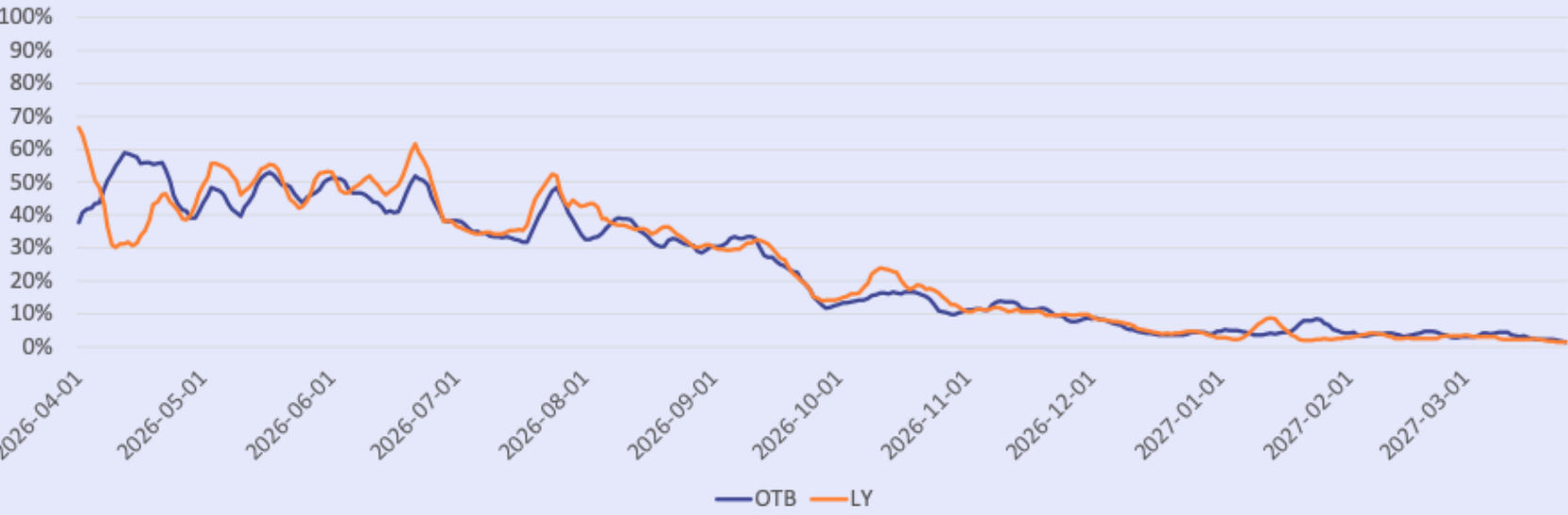


7 days rolling numbers

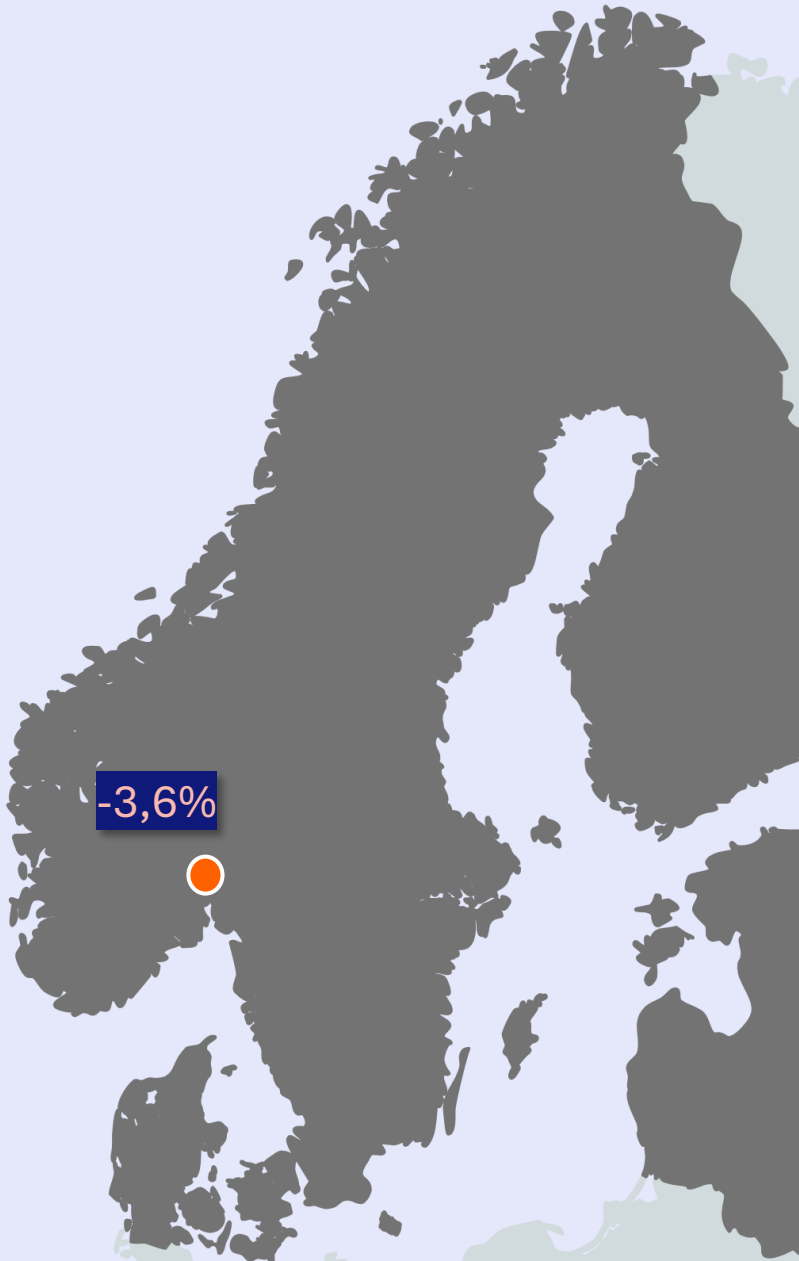


# On the Books – Oslo

## 1st of April 2026 vs LY

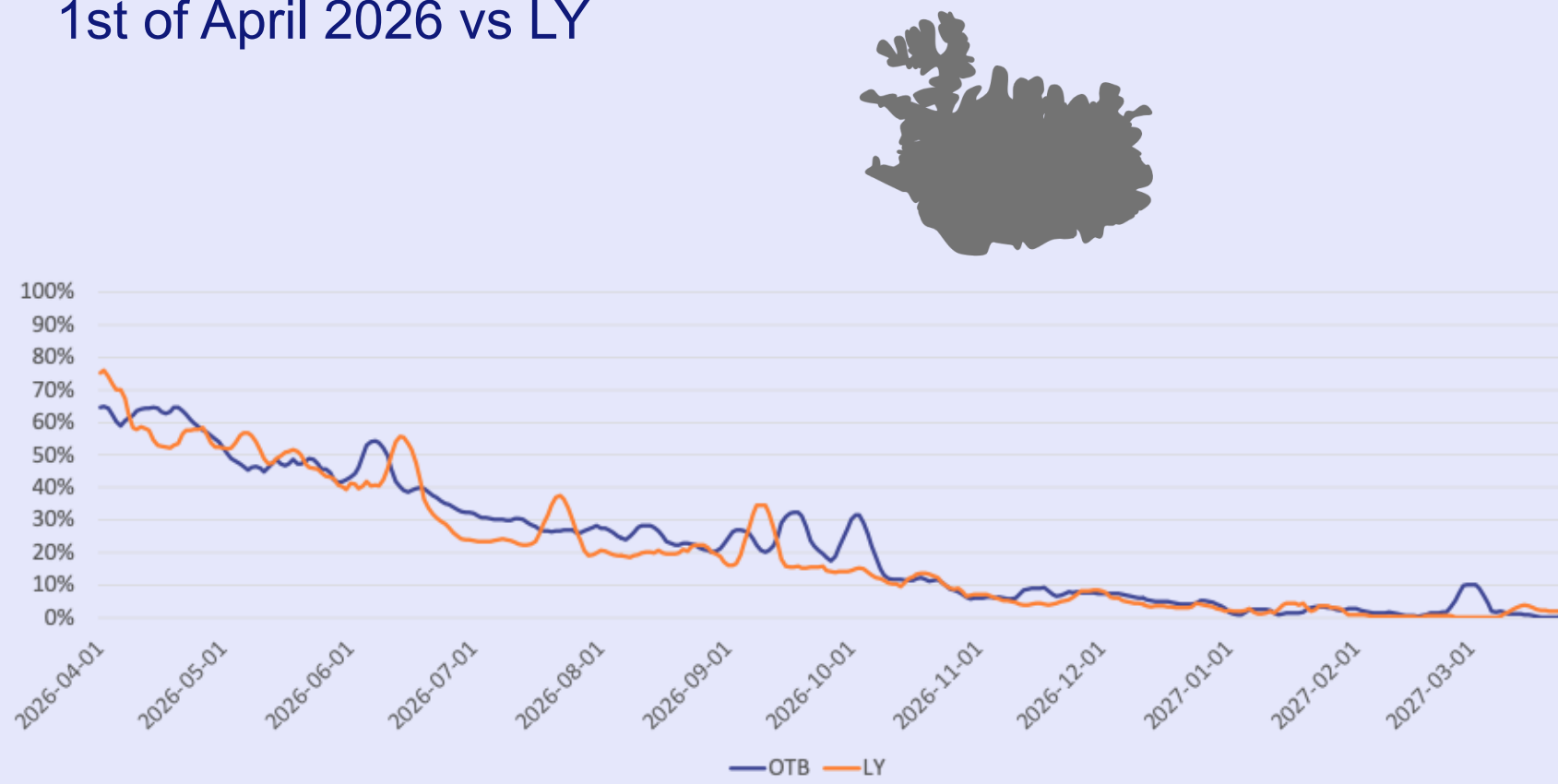


7 days rolling numbers



# On the Books – Copenhagen

## 1st of April 2026 vs LY



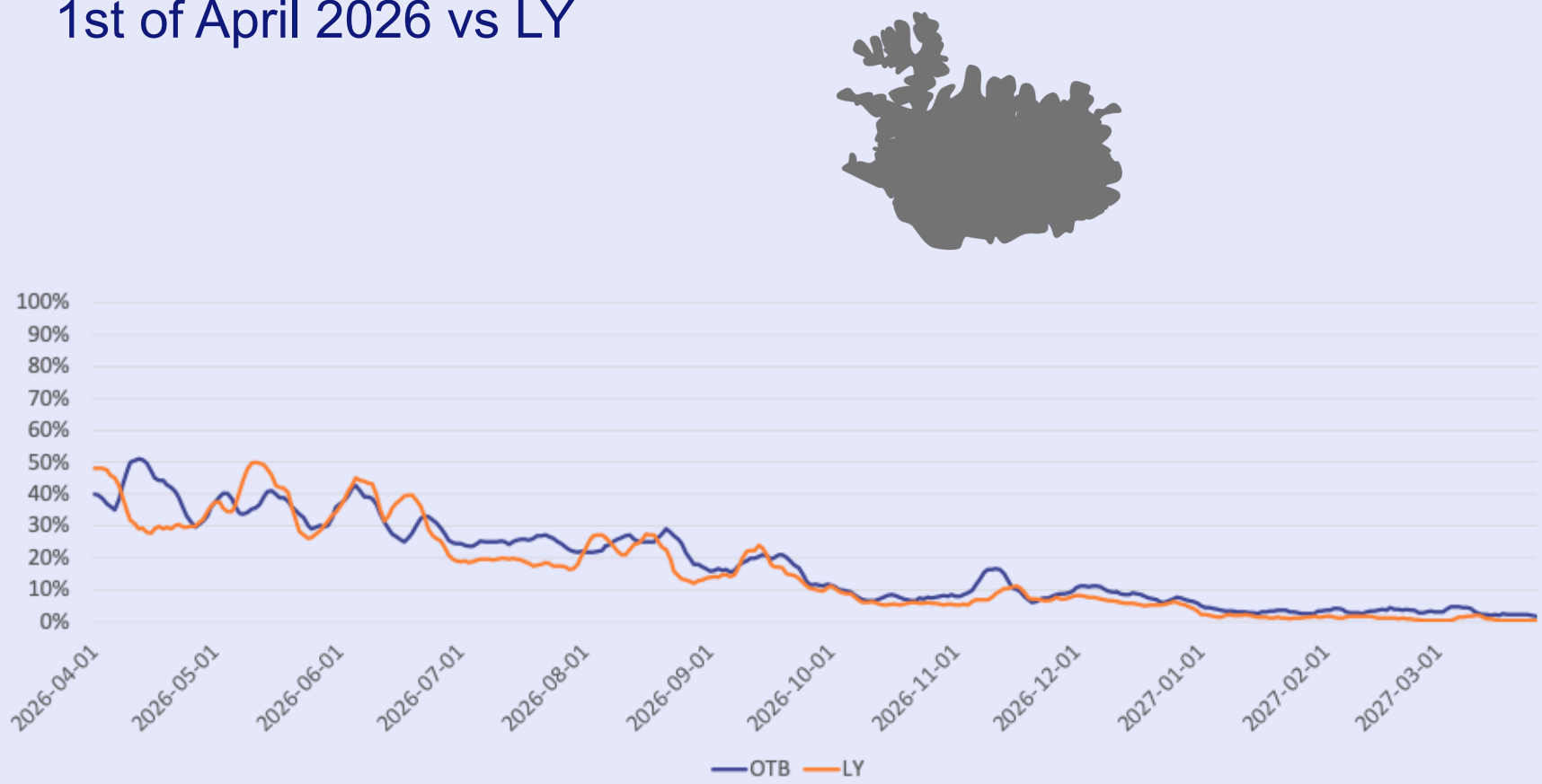
7 days rolling numbers



+8,5%

# On the Books – Helsinki

## 1st of April 2026 vs LY



7 days rolling numbers



# Thank you!

[benchmarkingalliance.com](https://benchmarkingalliance.com)

[Henrik.karlsson@benchmarkingalliance.com](mailto:Henrik.karlsson@benchmarkingalliance.com)

**BENCHMARKING  
ALLIANCE**