

# **Hotelmärkte Deutschland/Österreich/Schweiz – Zahlen, Daten, Fakten**

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**Christian Strieder, STR**

**Donnerstag, 25.02.2020**



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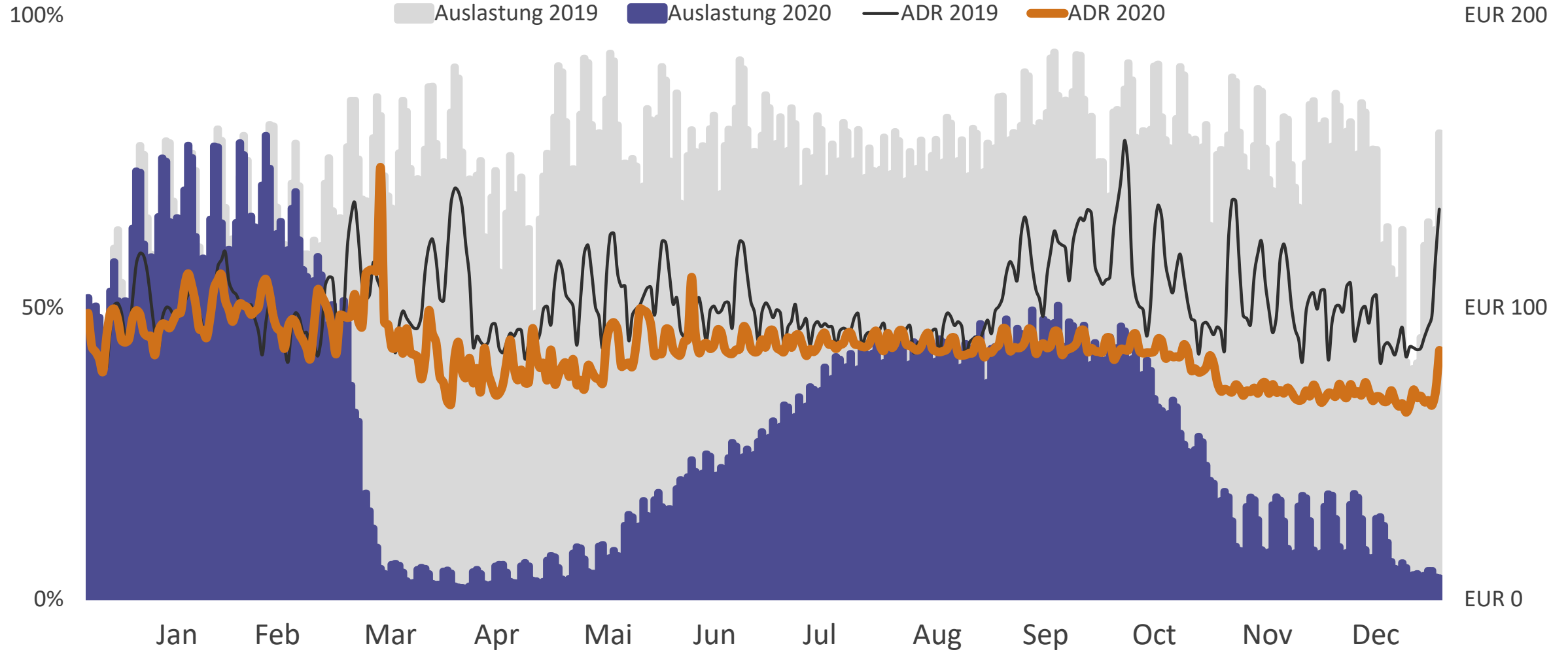
**Herzlich  
willkommen!**



Christian Strieder  
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CStrieder@str.com

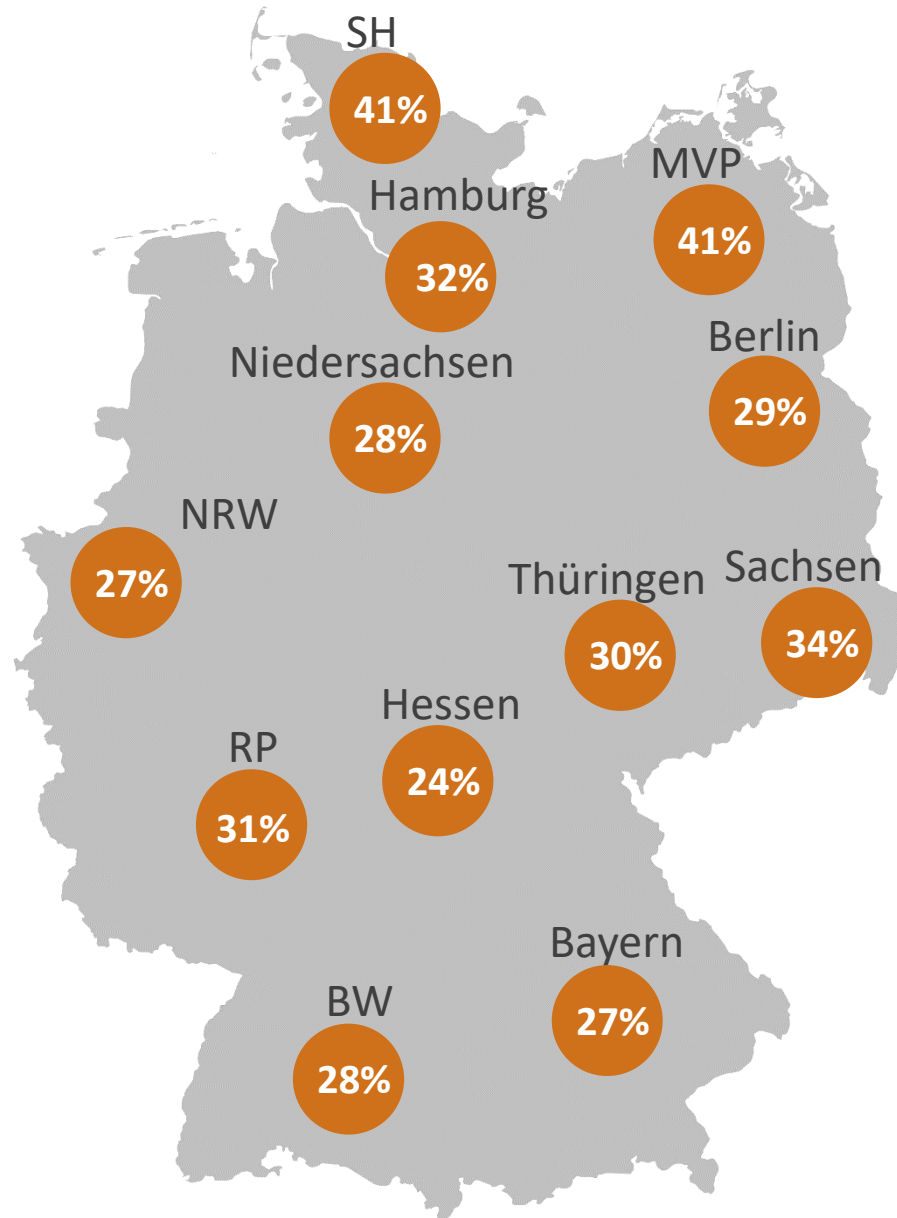
STR, München

# Deutschland 2020



# Deutschland – Belegung 2020

alle Hotels

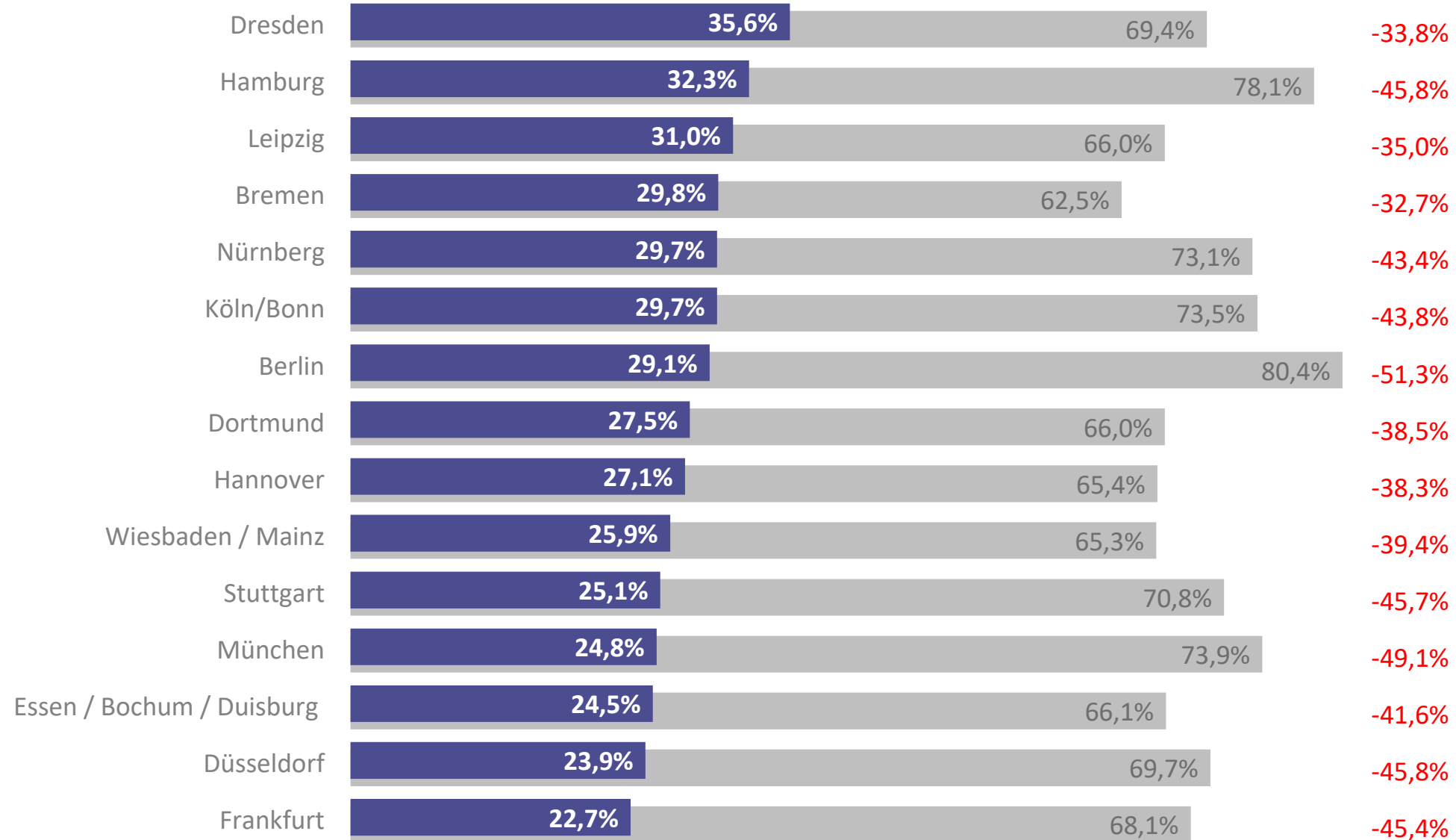


# 29%

(71% in 2019)

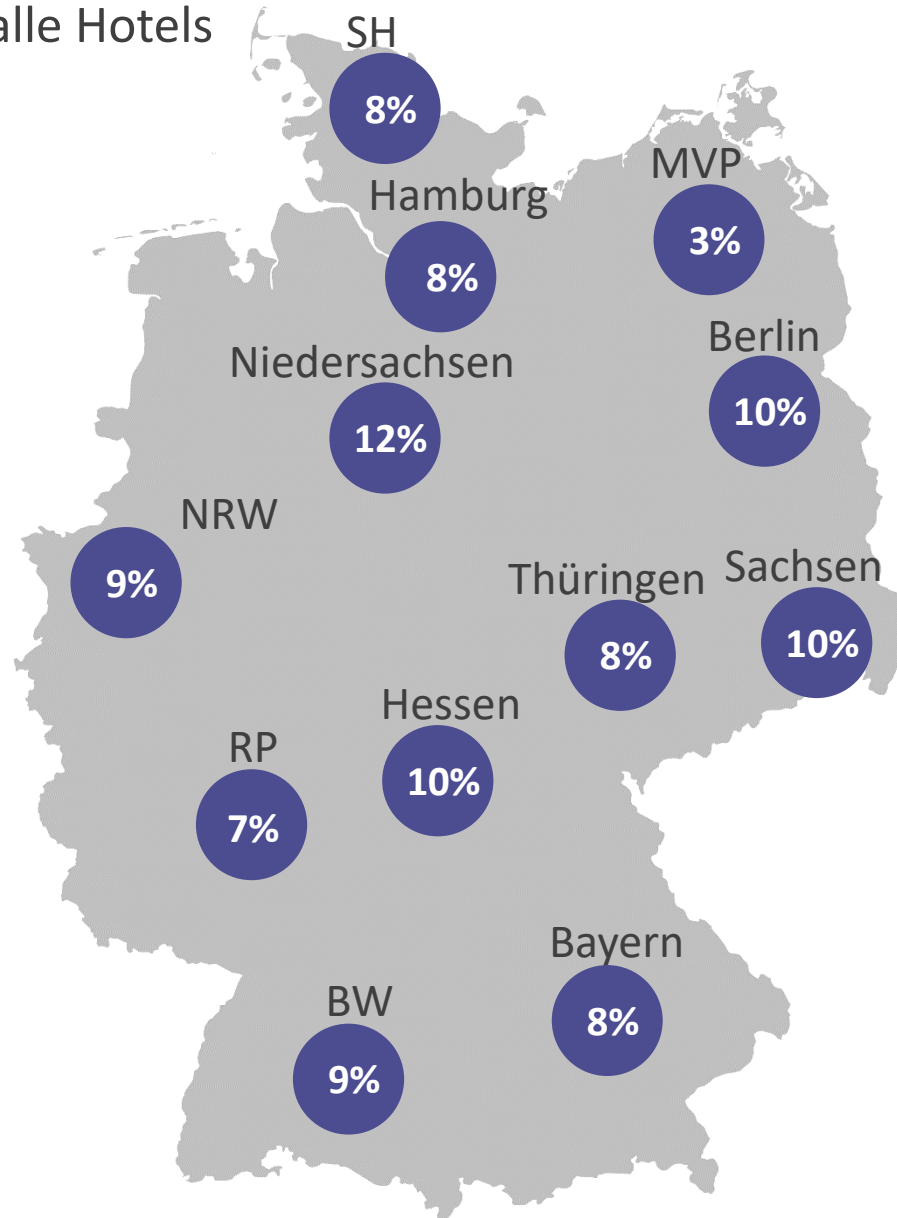
# Deutschland 2020

## Belegung alle Hotels



# Deutschland – Belegung 2021

15.02. auflaufend - alle Hotels

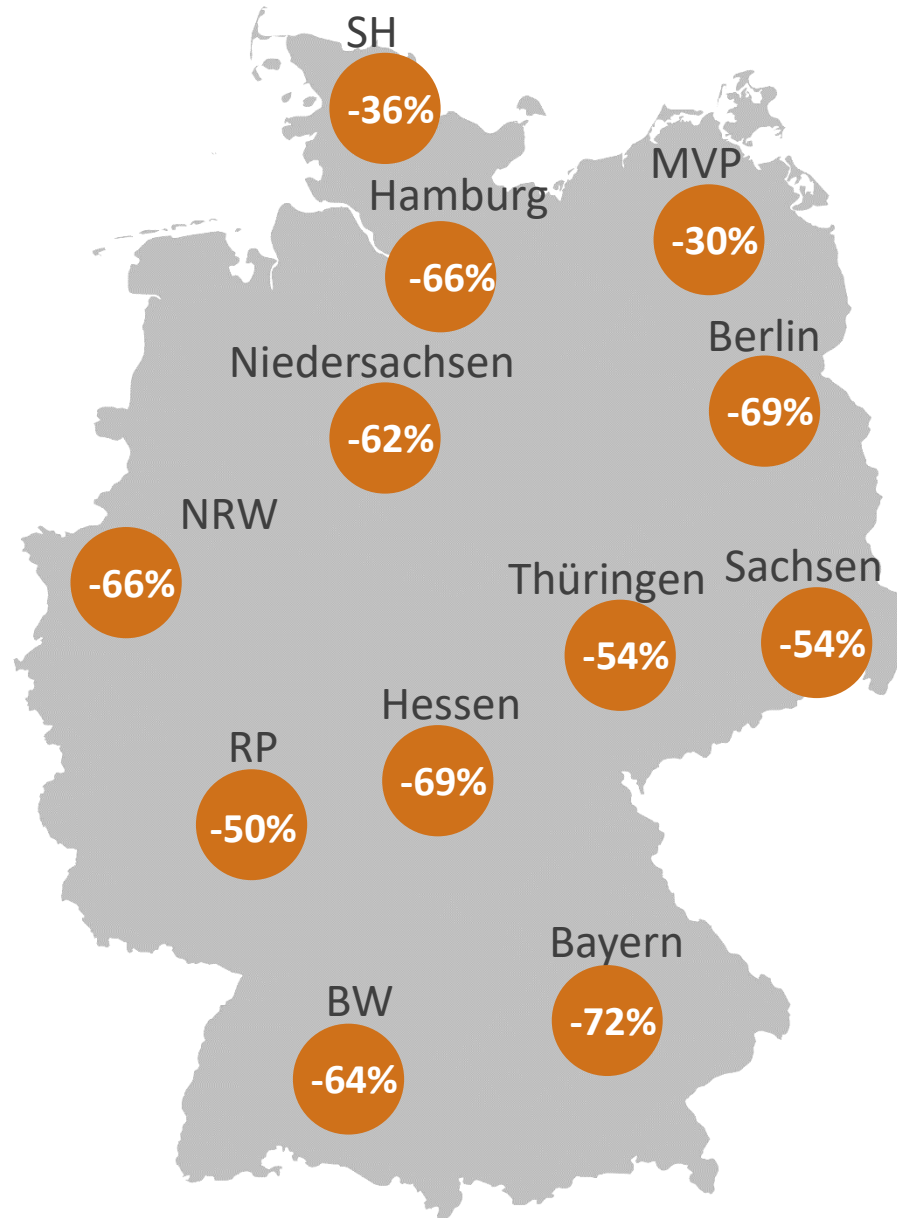


# 9%

(60% in 2020)

# Deutschland – RevPar Rückgang 2020

alle Hotels



- 63%

(103 EUR in 2019)

# Deutschland – Ferien Inseln 2020

RevPar

Sylt



**-18%**

Rügen



**-18%**

Usedom



**-18%**

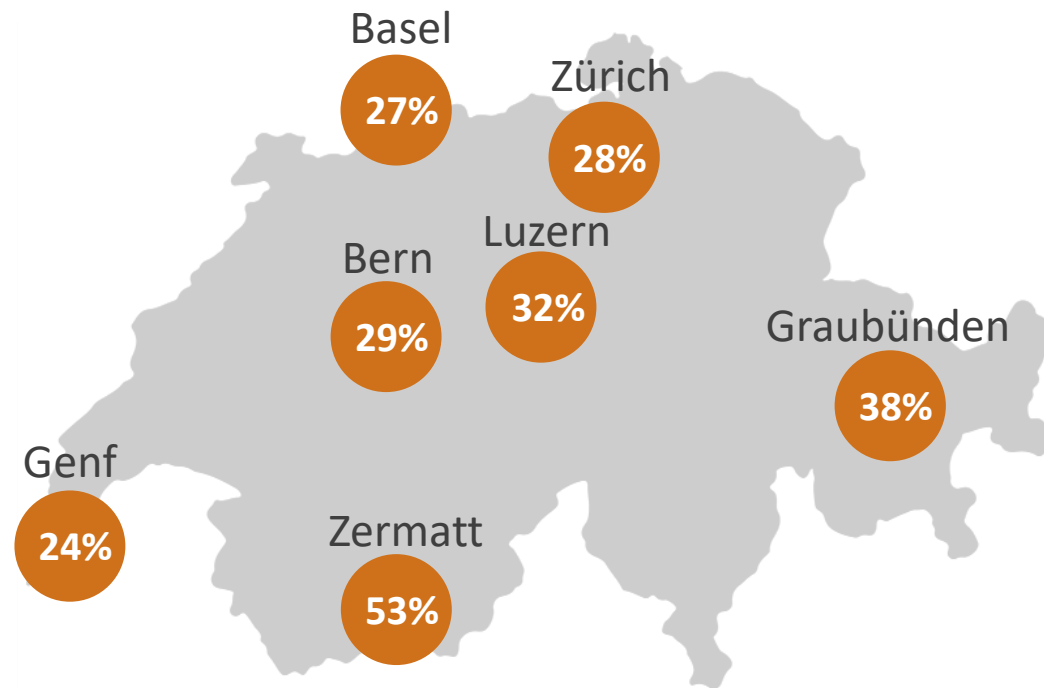


# Schweiz & Österreich – Belegung 2020

alle Hotels

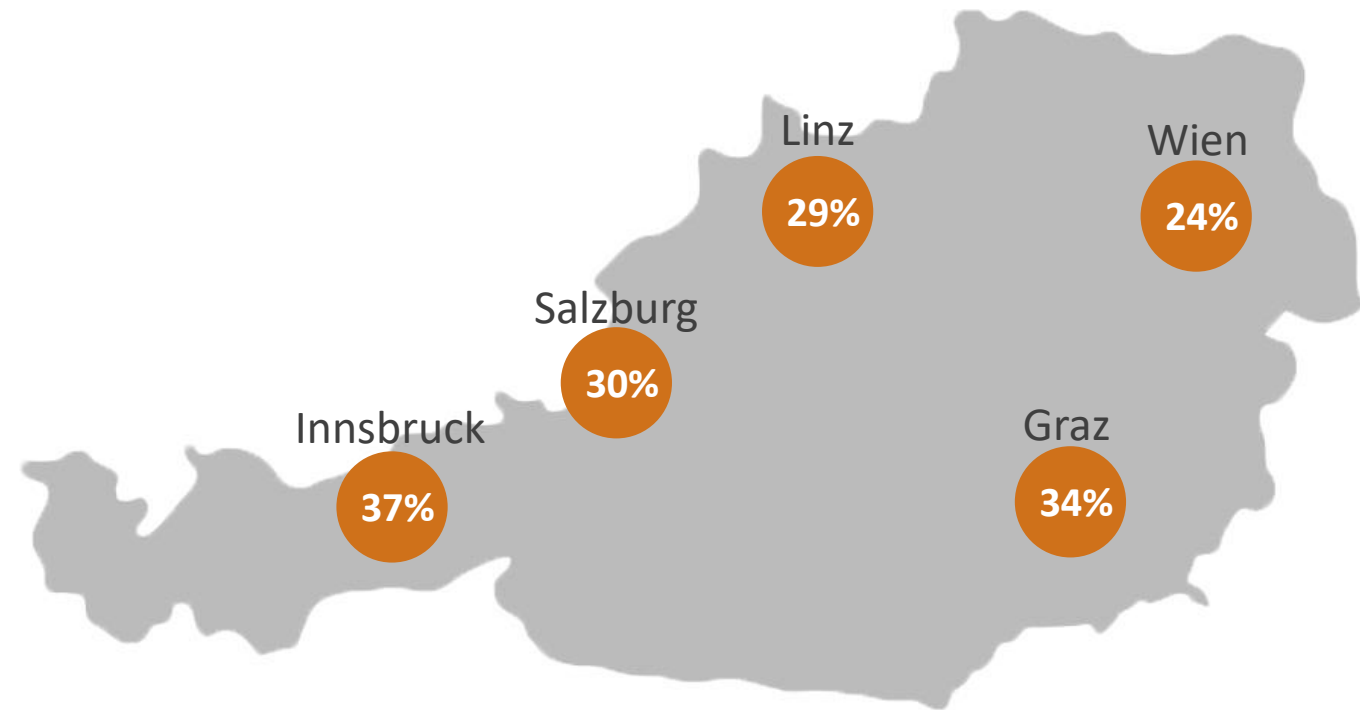
# 30%

(67% in 2019)



# 26%

(77% in 2019)

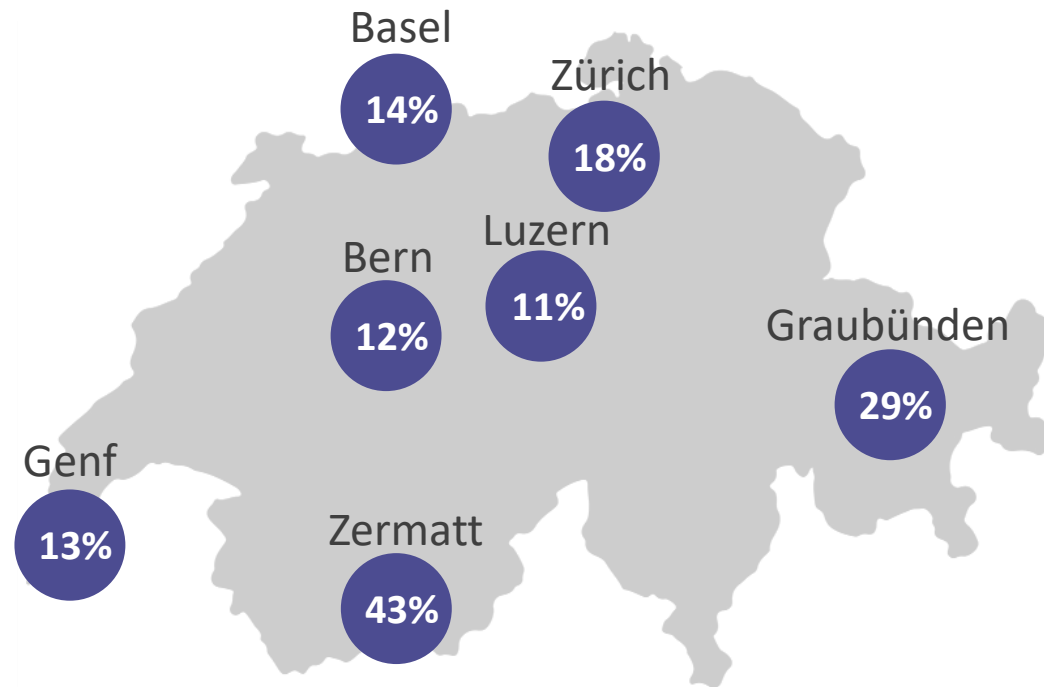


# Schweiz & Österreich – Belegung 2021

Januar - alle Hotels

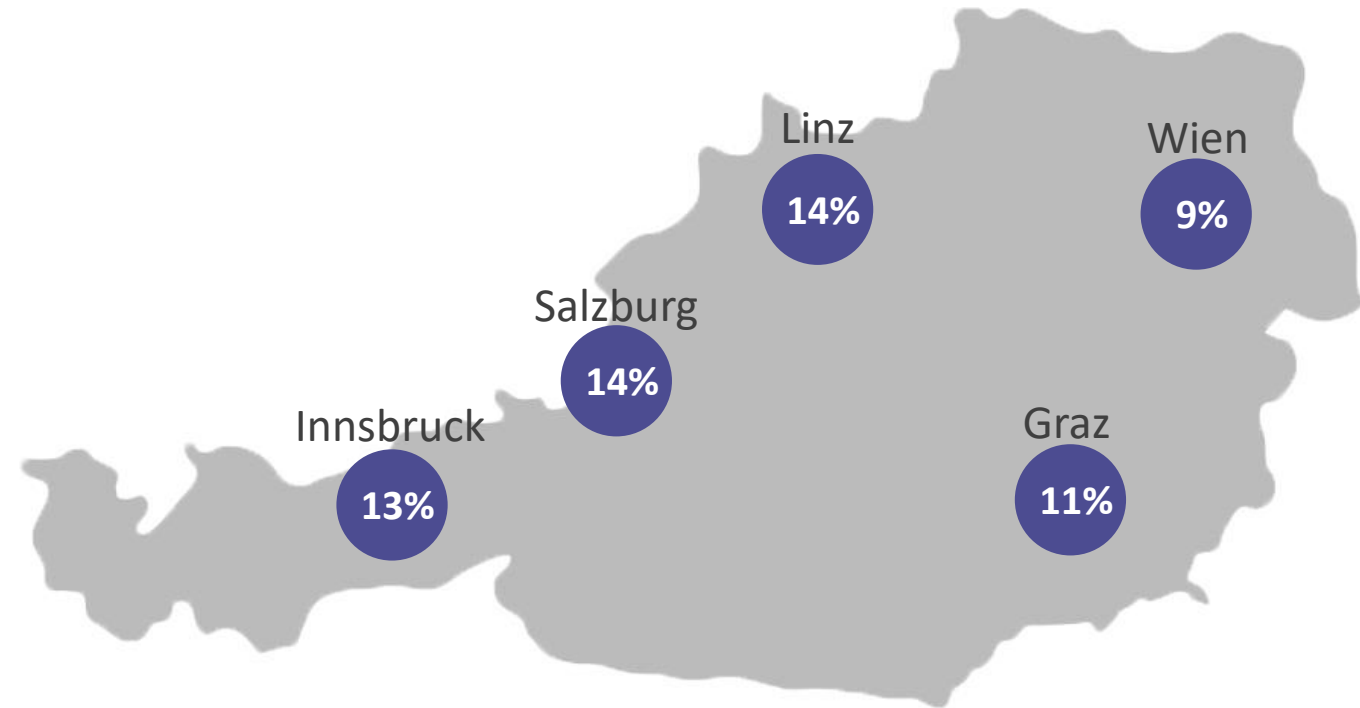
# 20%

(56% in 2019)



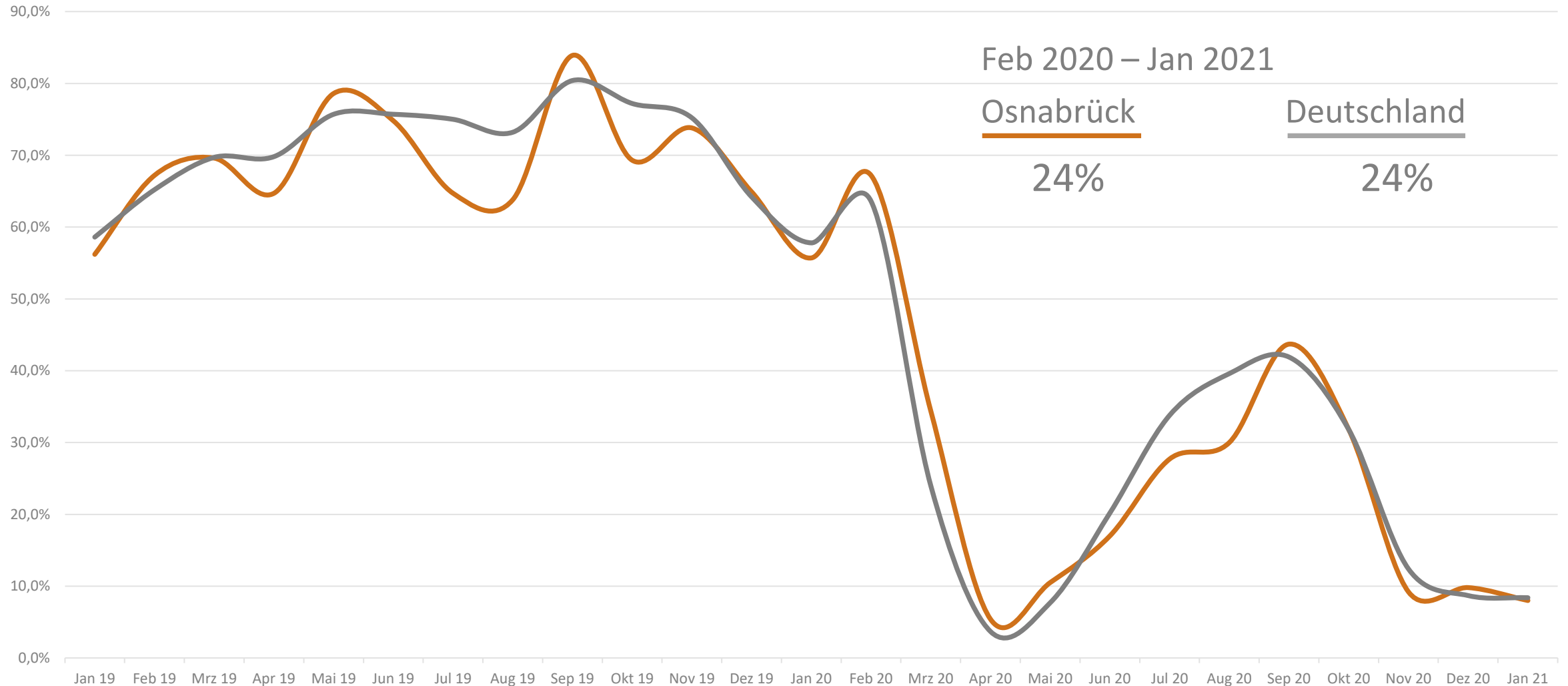
# 10%

(62% in 2019)



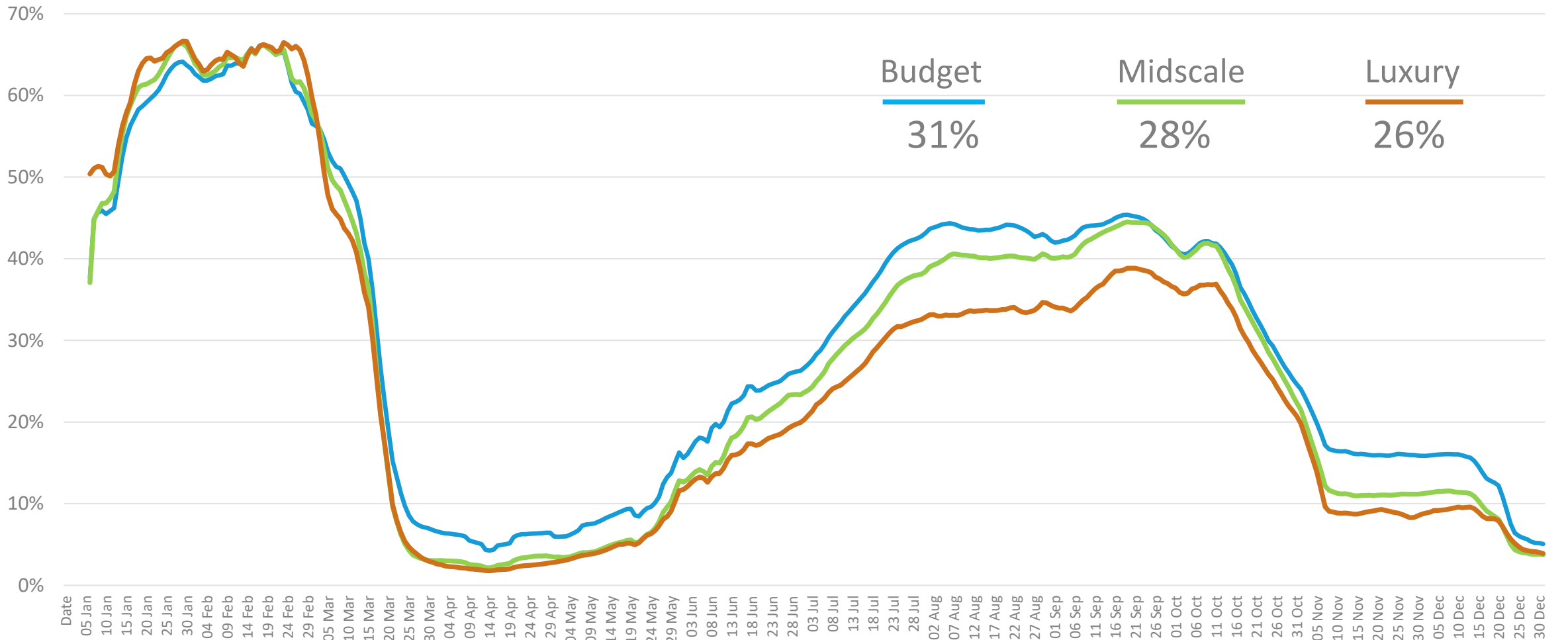
# Regionale Märkte - Osnabrück

Belegung 2019 / 2020



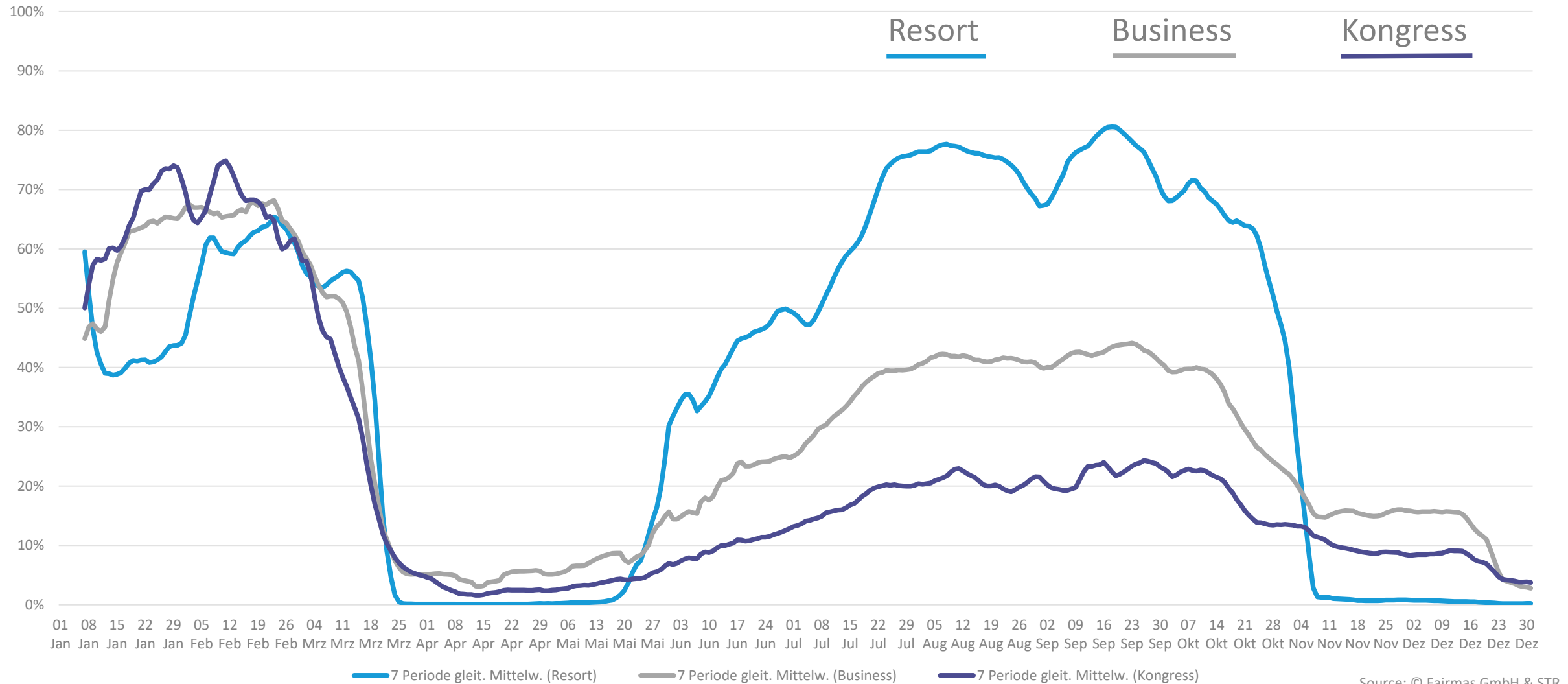
# Deutschland – Hotel Kategorien

7-Tage-Schnitt Belegung 2020 (alle Hotels)



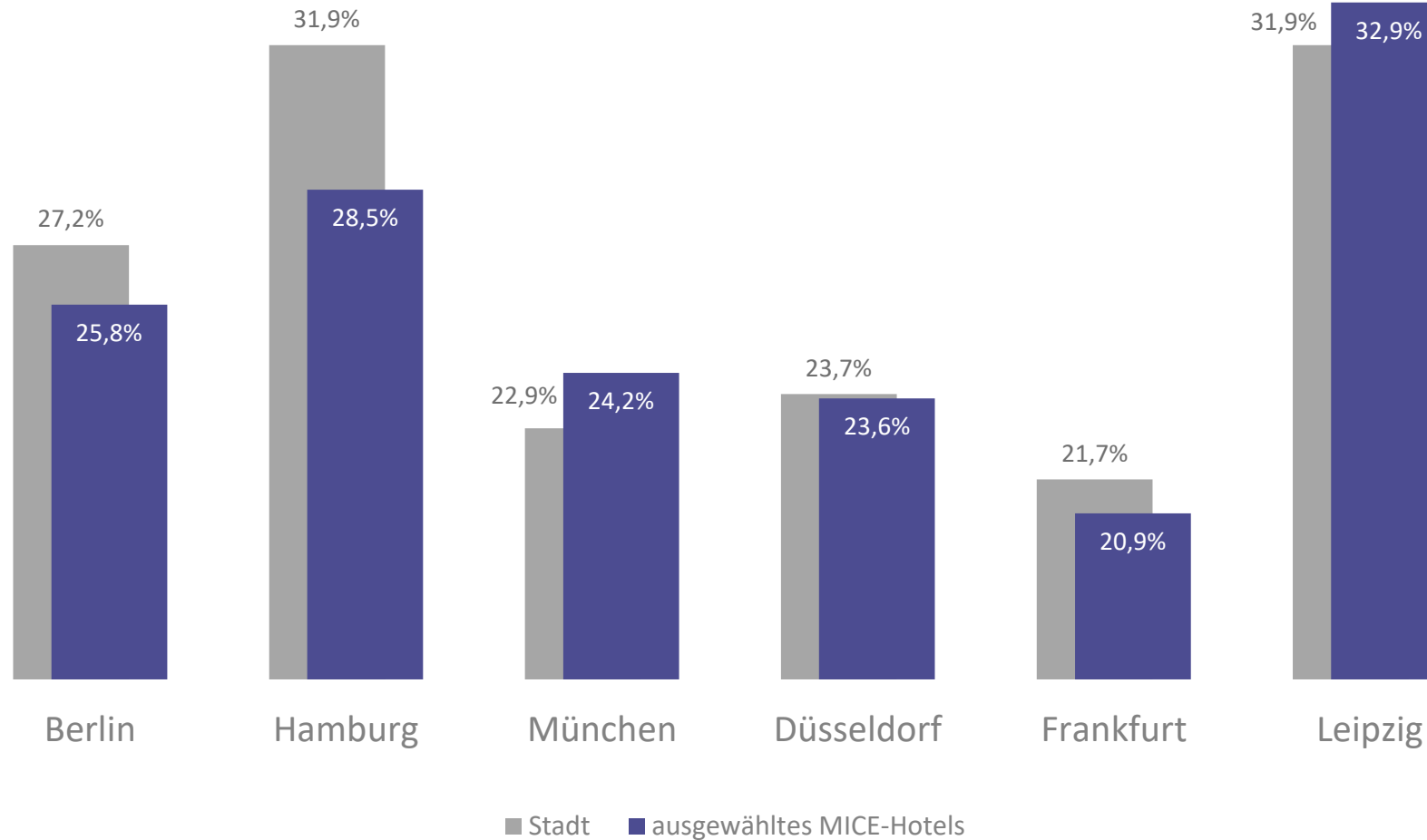
# Deutschland – Hoteltypen

7-Tage-Schnitt Belegung 2020 (ausgewählte Hotels)



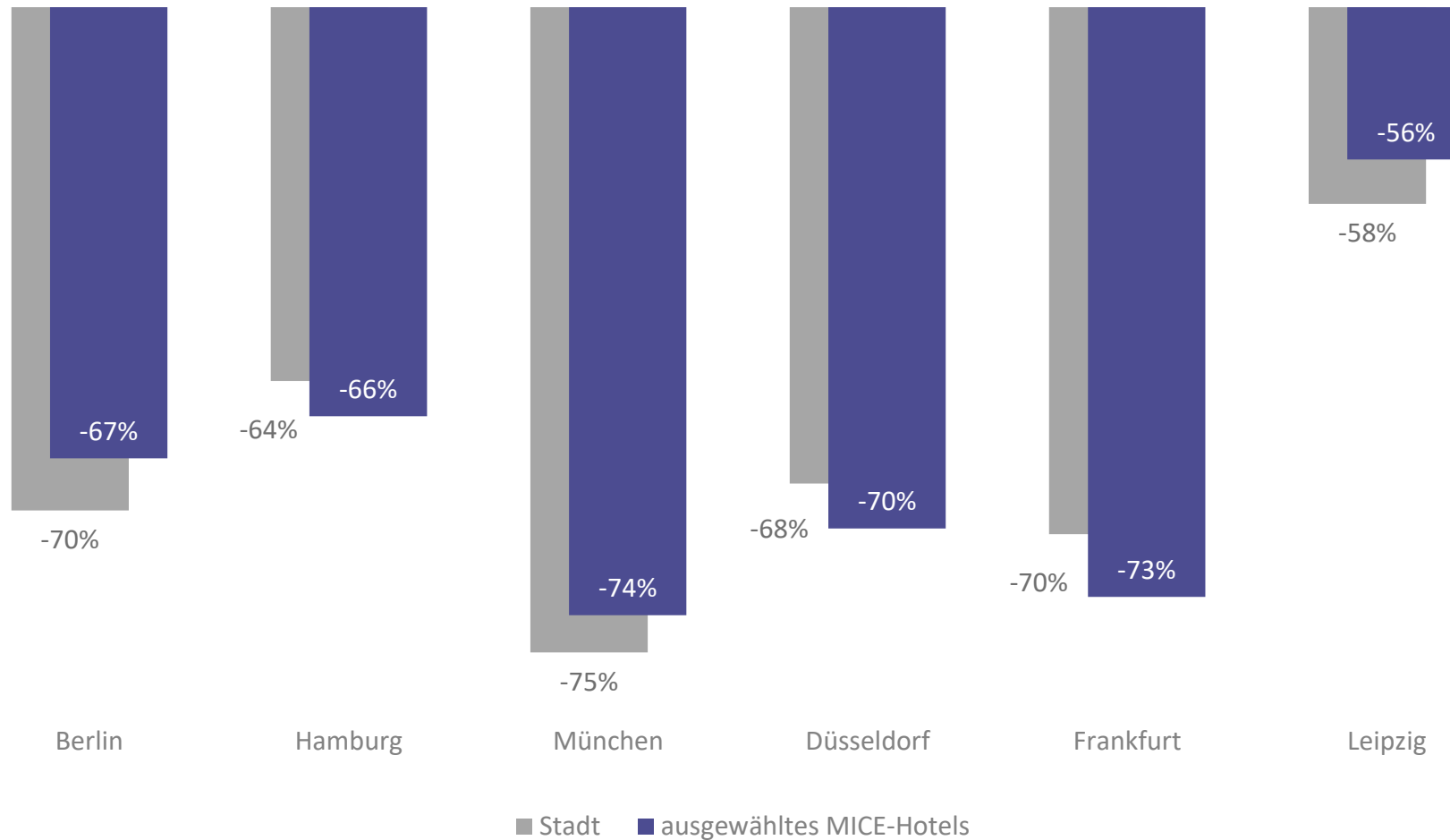
# MICE Hotels – Destinationen

Belegung 2020



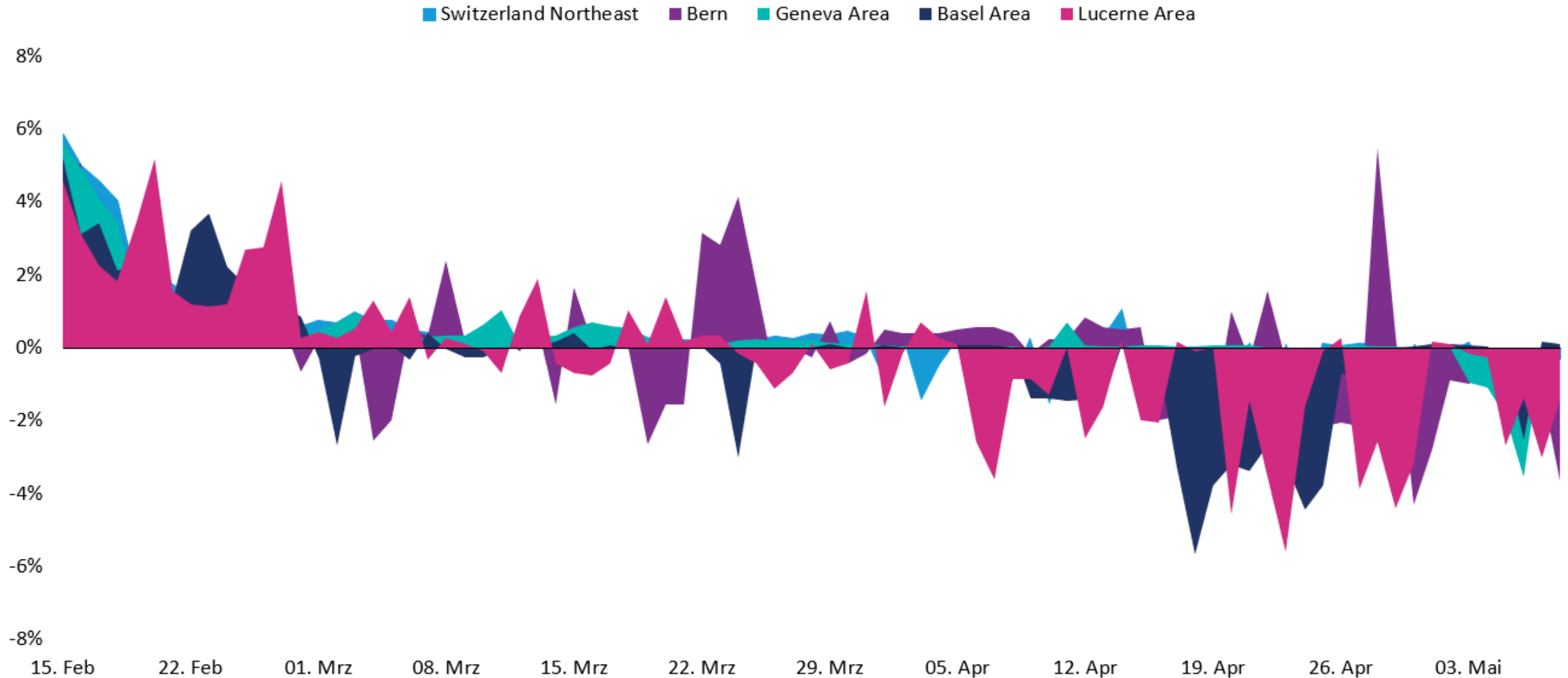
# MICE Hotels – Destinationen

RevPar Veränderung 2020



# Schweiz - "Pick-up"

Nach Städten, getätigt in der Woche 8. bis 14. Februar 2021







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# Vielen Dank



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