



HOTELHUB INDEX 2024 Q4

GLOBAL HOTEL BOOKING
TRENDS IN BUSINESS
TRAVEL

+ 2024: YEAR IN
REVIEW

CONTENTS

Introduction	3
Methodology	3
Insights	4
Booking Trends	6
Destinations	9
Rate Trends	10
Average Rates by City	12
2024: Year in Review	17
About HotelHub	21



INTRODUCTION

2024 was the year when the world voted. Last year, more than 60 nations took to the polls to deliver verdicts on how their respective governments have navigated the turmoil that has marked the first half of this decade — and markets have waited with bated breath to see what impact these crucial decisions will have on the remainder of the 2020s.

We have seen this uncertainty mirrored in the business travel industry over the past year, with booking trends shifting and rates fluctuating. Hotel reservation lead times, for example, are up almost 10% compared to 2023 in our latest data; a reflection of the measures that businesses have implemented to mitigate the effects of an ever-changing economic landscape.

Yet, despite the challenges faced, HotelHub recorded increased booking volumes in 2024. Business travel proved resilient and the value of meeting face-to-face with geographically disperse partners remains significant to many companies.

Throughout the past year, HotelHub has been focused on ensuring our TMC partners have the right technology to provide agile, efficient and competitive accommodation management for their clients. To this end, we have a number of exciting new partnerships in the works that will give TMCs even greater control over their hotel strategies and we look forward to unveiling these developments over the coming year.

While it remains to be seen whether the election results of 2024 will lead to a more settled 2025, at HotelHub, we are committed to creating future-proofed solutions which allow our customers to adapt, grow and optimise their business, regardless of what the years ahead have in store.

PAUL RAYMOND

Director of Business Development



METHODOLOGY

The following report focuses on trends in hotel bookings made for the purpose of business travel and has been compiled through analysis of data from all hotel transactions processed using HotelHub technology between **January 2022 - December 2024**.

The data includes bookings made via HotelHub's proprietary booking tool as well as via online booking tools receiving an API feed from HotelHub.

TOTAL BOOKINGS ANALYSED:

21,683,016

COUNTRIES COVERED:

179

BOOKINGS IN Q4 2024:

2m+

HOTEL REVENUE BOOKED (USD):

\$9.55 billion

Q4 INSIGHTS

The latest analysis of bookings made via HotelHub technology in 2024 has revealed the ever-growing gap between the time of booking and check-in date for business travel hotel reservations.

BUSINESS TRAVELLERS BOOKING EARLIER

HotelHub's findings show that, on average, booking lead times reached 17.35 days for all bookings in Q4 2024, an almost 7% increase on the same period in 2023.

Combined with data from across the year, the average booking lead time for 2024 closed out at 16.13 days, up 9.88% from 14.68 days in 2023.



While international bookings have traditionally been booked earlier, the data shows the biggest increase in lead time has been for domestic bookings – with the



annual gap growing 11.54%, from 12.91 days in 2023 to 14.4 days in 2024.

This consistent growth in booking lead times across 2024 aligns with more stringent travel-approval processes as businesses have tackled a year of economic uncertainty.

Last-minute trips, whether domestic or international, are becoming more infrequent, with corporates focused on keeping costs down and ensuring that the trips taken have a solid business justification.

RATE INCREASES STABILISING

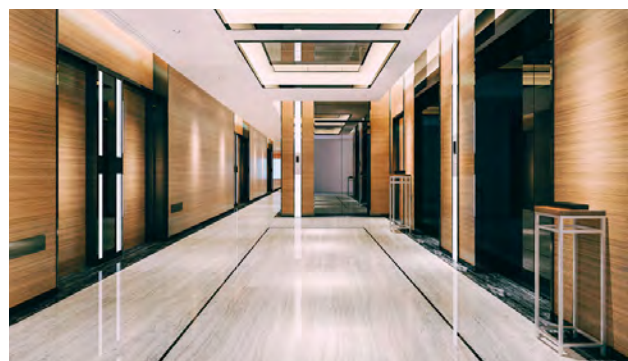
Across the year, the global average nightly rate for 2024 was \$184, up 4.55% from \$176 in 2023.

While inflation was a major concern for business travel throughout 2024, HotelHub's findings show that the rate at which prices are increasing is tapering off.

2024 began with hotel rates up 7.92% in Q1 compared to the same period in 2023; however, by Q4 2024, a significantly smaller increase of 3.91% was recorded versus Q4 2023 – a promising sign as we enter 2025.

Rates in many major centres of commerce remain much higher than the worldwide average but, on the whole, the year-on-year increases noted in previous periods are also shrinking.

In London, the most popular destination for HotelHub travellers, hotel rates were up 8.7% in Q1 2024, compared to Q1 2023; however, by Q4 this increase sat at 6.7%, going from \$311 per night in Q4 2023 to \$332 in Q4 2024.



New York, which was the third most popular destination and is notoriously expensive, actually recorded price decreases in the second half of the year with rates in Q4 sitting at an average of \$497 per night, down 2.2% from an average of \$508 in Q4 2023

LASTING IMPACT OF THE PANDEMIC

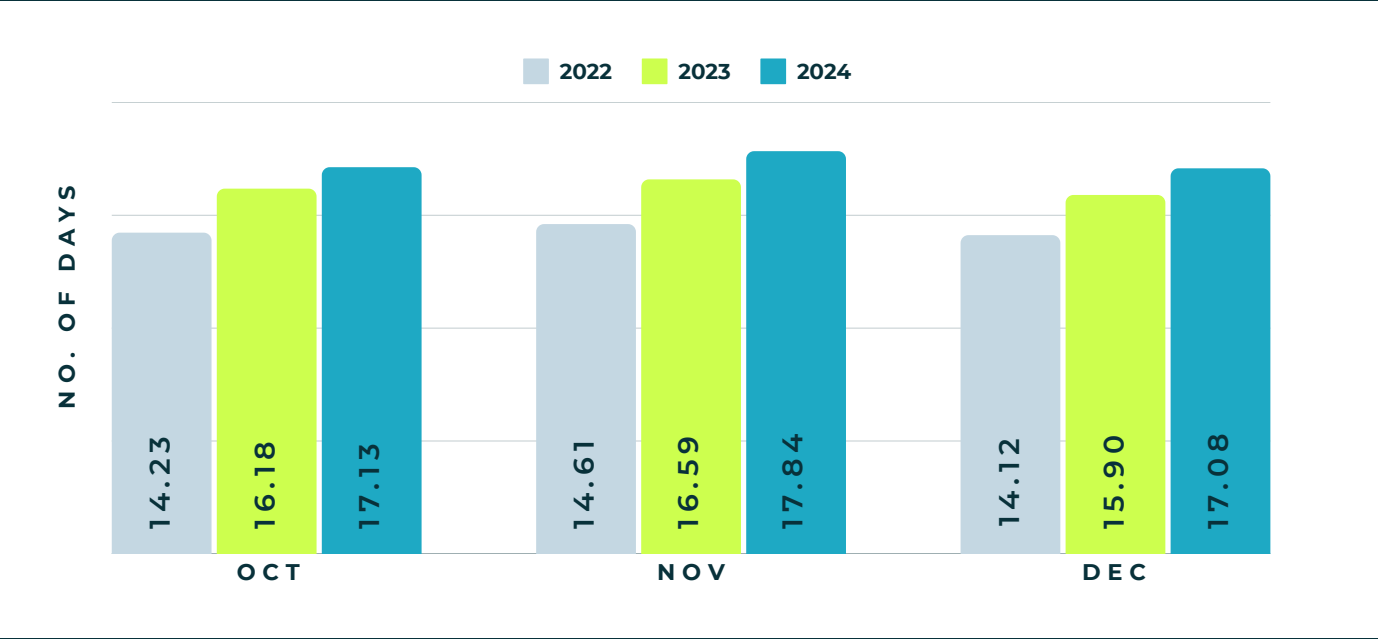
Results from HotelHub's 2024 data also reveal that average stay lengths have changed little since 2022, sitting consistently around 2.5 days.

Pre-pandemic, this figure was about 3.5 days, which suggests that the subsequent, widespread hybrid-working models have had a lasting impact on the way businesses travel as trips are planned to coincide with the days colleagues and clients will be in the office.

BOOKING TRENDS

Based on all transactions made in Q4 (October - December) 2022 - 2024.

AVERAGE BOOKING LEAD TIME (IN DAYS)



↑
OVERALL
BOOKING LEAD
TIMES ARE UP
BY
6.94%
COMPARED TO
Q4 2023



AVERAGE LEAD TIME
FOR DOMESTIC
BOOKINGS IN Q4
2024:
15.67 DAYS

AVERAGE LEAD
TIME FOR ALL
BOOKINGS IN
Q4 2024:
17.35 DAYS

AVERAGE LEAD
TIME FOR
INTERNATIONAL
BOOKINGS IN Q4
2024:
21.03 DAYS



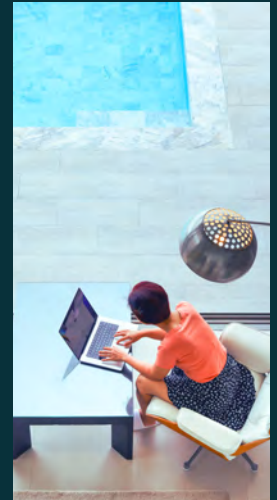
Q4 AVG LEAD TIME	2022	2023	2024
ALL BOOKINGS	14.32	16.22	17.35
DOMESTIC ONLY	12.69	14.58	15.67
INTERNATIONAL ONLY	18.03	19.74	21.03

AVERAGE LENGTH OF STAY (IN DAYS)

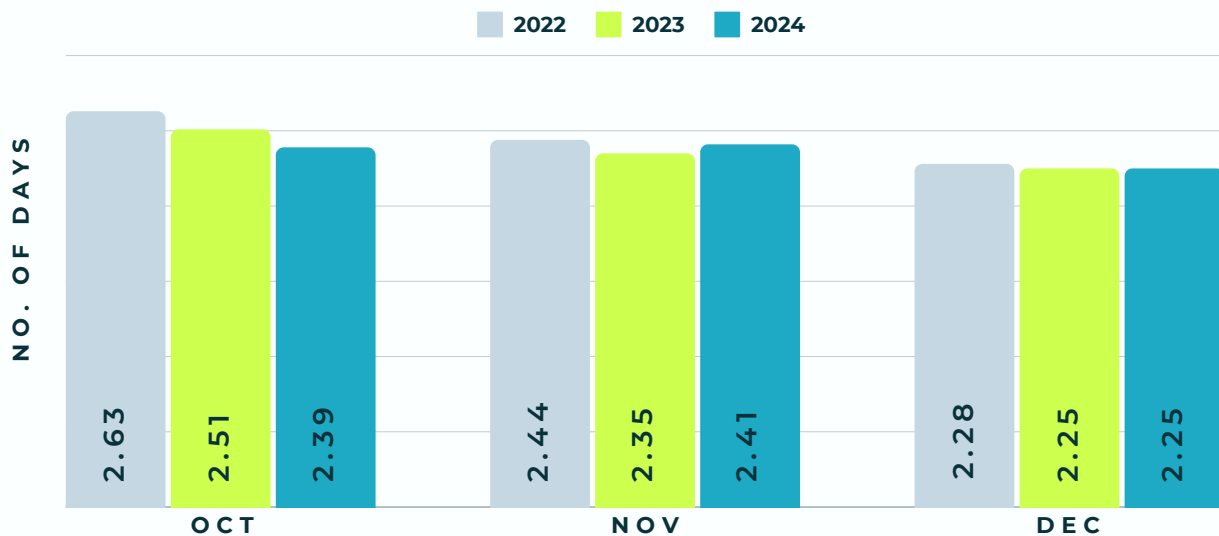


AVERAGE
LENGTH OF
STAY FOR
ALL
BOOKINGS
IN Q4 2024:

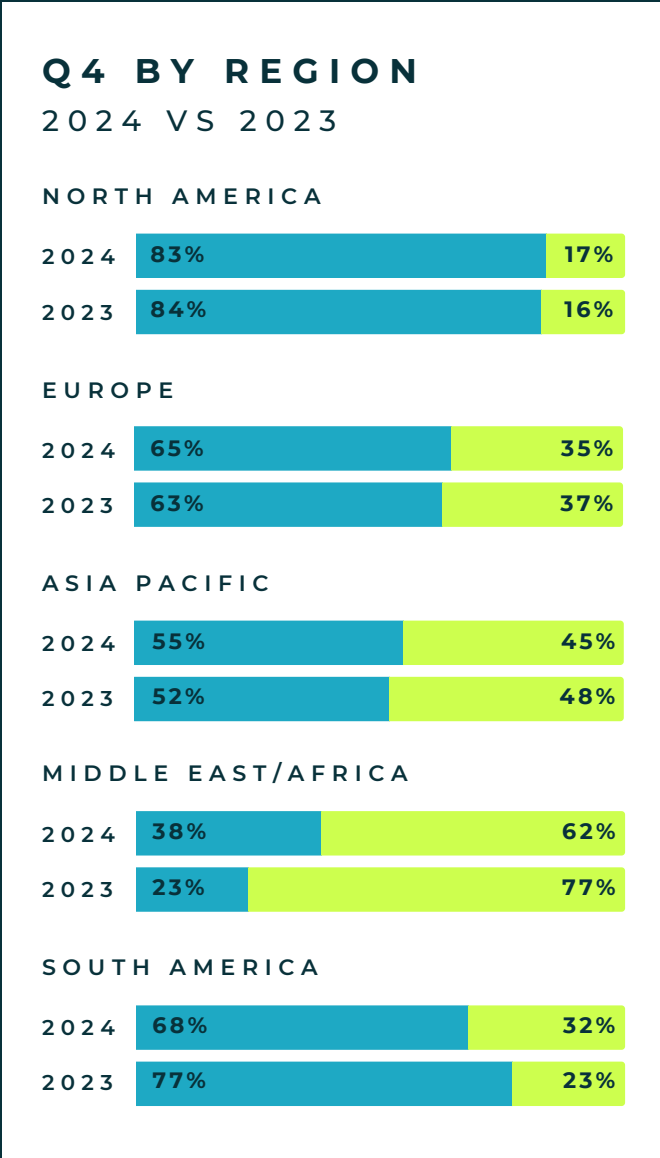
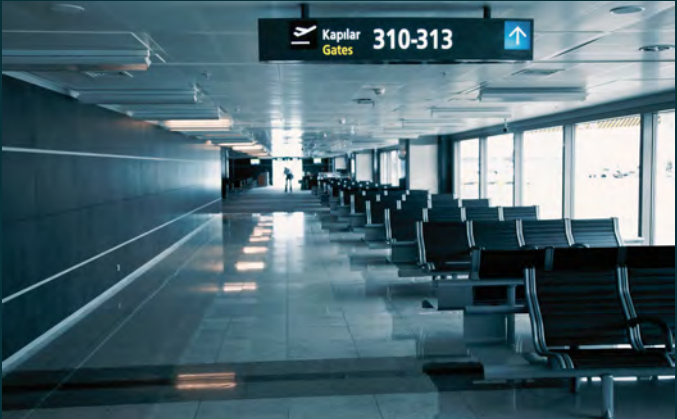
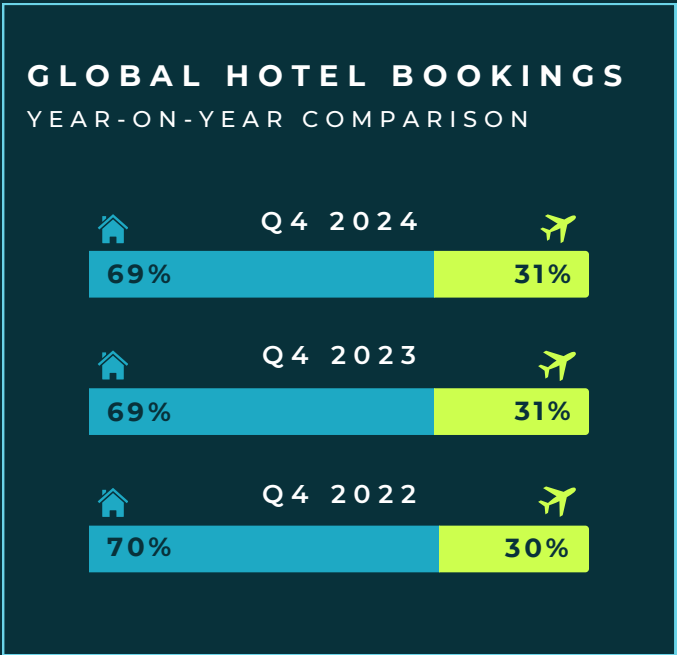
**2.35
DAYS**



Q4 AVG STAY LENGTH	2022	2023	2024
ALL BOOKINGS	2.45	2.37	2.35
DOMESTIC ONLY	2.19	2.11	2.09
INTERNATIONAL ONLY	3.00	2.94	2.94



DOMESTIC VS INTERNATIONAL BOOKINGS



DESTINATIONS

Based on all transactions made in Q4 2024.

TOP 10 MOST BOOKED CITIES

- 1 LONDON, UK
- 2 PARIS, FRANCE
- 3 NEW YORK, USA
- 4 STOCKHOLM, SWEDEN
- 5 ROME, ITALY
- 6 HELSINKI, FINLAND
- 7 MILAN, ITALY
- 8 BANGALORE, INDIA
- 9 COPENHAGEN, DENMARK
- 10 MUNICH, GERMANY

TOP 5 MOST BOOKED HOTEL CHAINS

- 1 MARRIOTT BONVOY
- 2 HILTON GROUP
- 3 ACCOR HOTELS
- 4 INTERCONTINENTAL
- 5 BEST WESTERN HOTELS

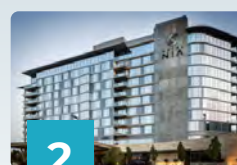
TOP 5 MOST BOOKED HOTELS



1

**CITIZENM
MENLO PARK**

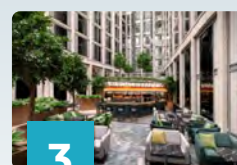
Menlo Park CA, USA



2

**HOTEL NIA,
AUTOGRAPH
COLLECTION**

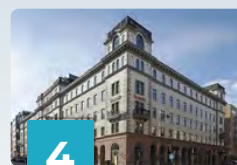
Menlo Park CA, USA



3

**FAIRFIELD INN AND
SUITES MONTREAL
AIRPORT**

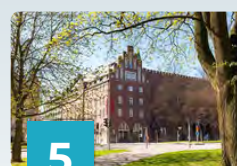
Montreal, Canada



4

**SCANDIC GRAND
CENTRAL HELSINKI**

Helsinki, Finland



5

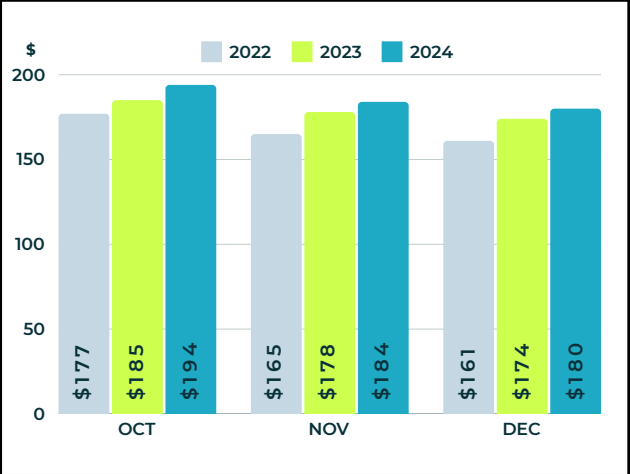
**SCANDIC
FRIMURAREHOTELLET**

Linköping, Sweden

RATE TRENDS

Based on all transactions made in Q4 (Oct - Dec) 2022 - 2024. Rates listed in USD.

AVERAGE RATE PER NIGHT



AVERAGE RATE PER NIGHT IN Q4 2024:

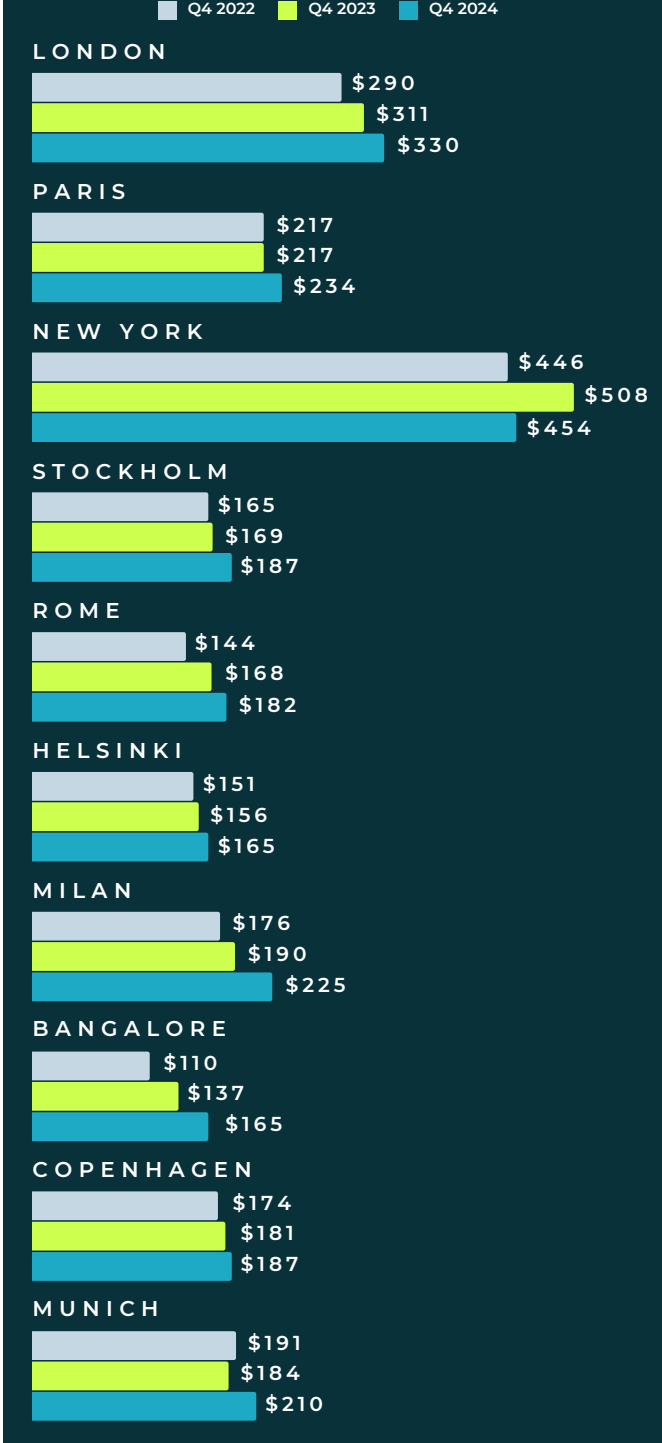
\$186

INCREASE IN Q4 2024 COMPARED TO Q4 2023:

3.91%

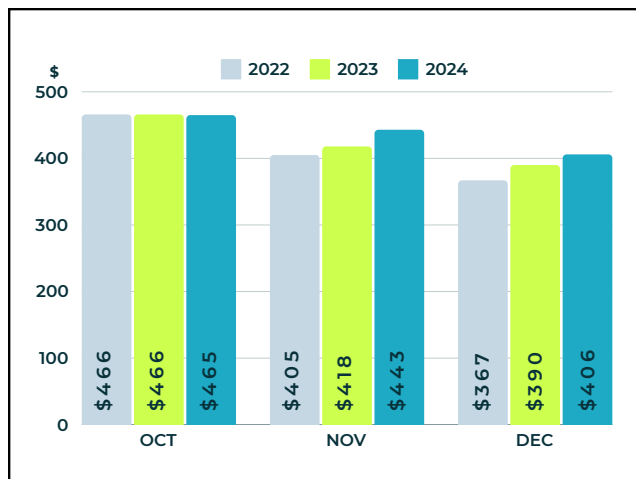
Q 4 2024	
NORTH AMERICA	\$215
EUROPE	\$171
ASIA PACIFIC	\$169
MIDDLE EAST/AFRICA	\$191
SOUTH AMERICA	\$108

AVERAGE HOTEL RATES: TOP 10 CITIES





AVERAGE SPEND PER BOOKING



AVERAGE
SPEND PER
BOOKING IN
Q4 2024:

\$438

INCREASE IN
Q4 2024
COMPARED
TO Q4 2023:

3.14%

IN ASIA PACIFIC, THE
AVERAGE RATE PER NIGHT
HAS INCREASED BY

7%

VS Q4 2023

THE MIDDLE EAST
& AFRICA SAW THE
HIGHEST AVERAGE
SPEND IN Q4, AT

\$589

PER BOOKING

AVERAGE SPEND BY REGION

Q4 2024

NORTH AMERICA

\$574

EUROPE

\$323

ASIA PACIFIC

\$497

MIDDLE EAST/AFRICA

\$589

SOUTH AMERICA

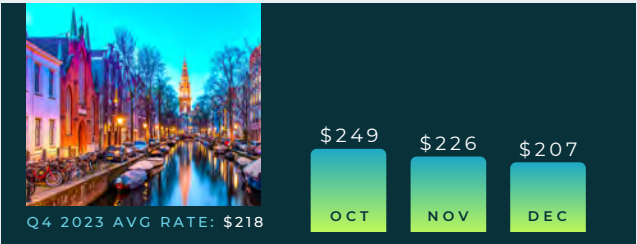
\$289

AVERAGE RATES BY CITY

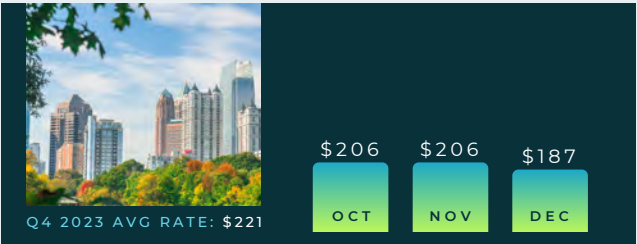
Based on all transactions made in Q4 2024. Rates listed in USD.



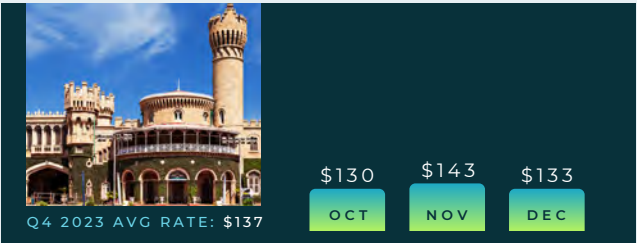
AMSTERDAM



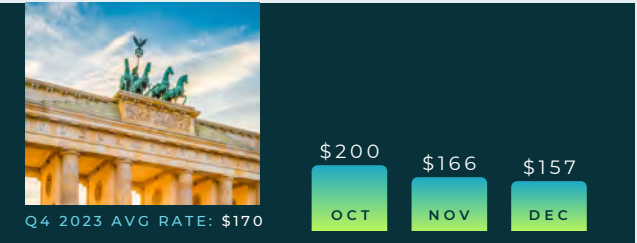
ATLANTA



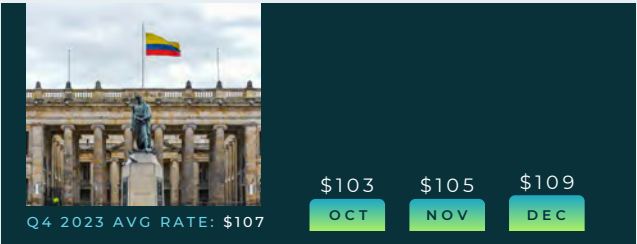
BANGALORE



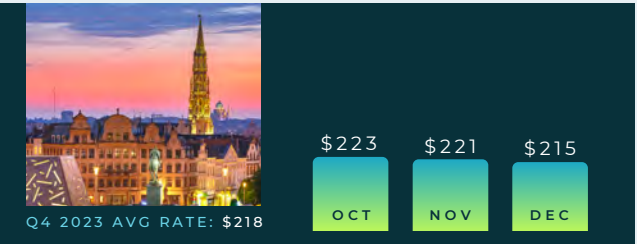
BERLIN



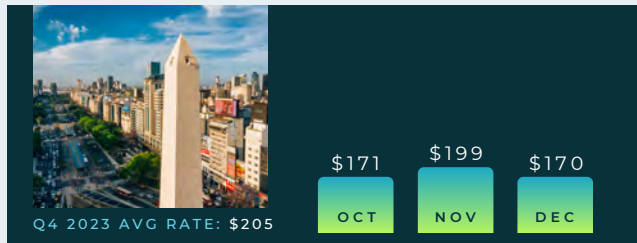
BOGOTA



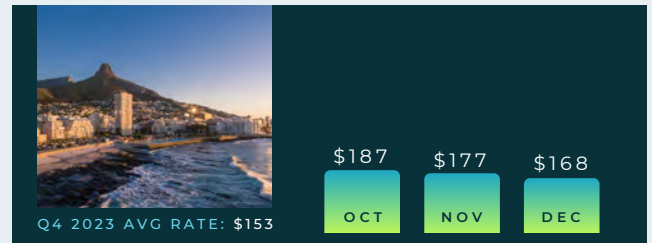
BRUSSELS



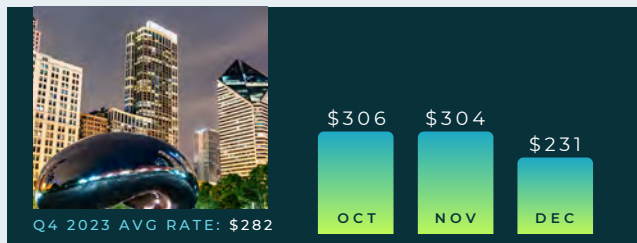
BUENOS AIRES



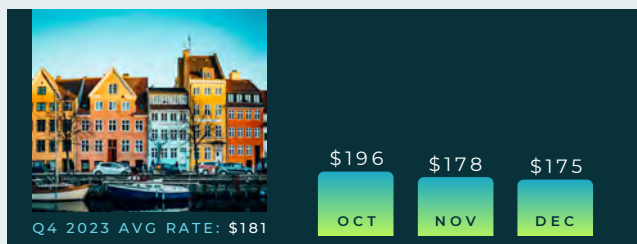
CAPE TOWN



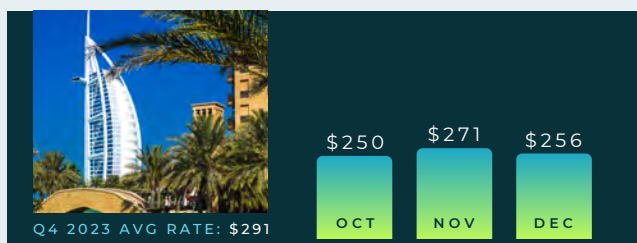
CHICAGO



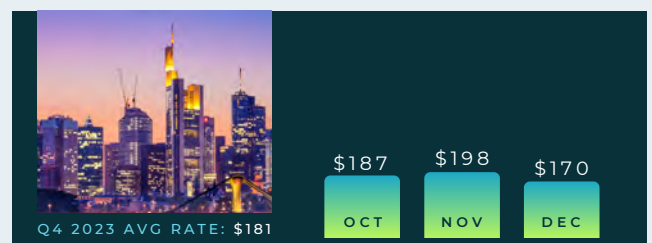
COPENHAGEN



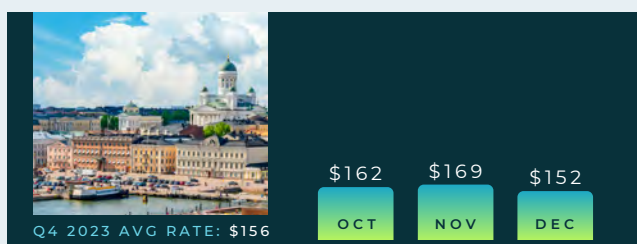
DUBAI



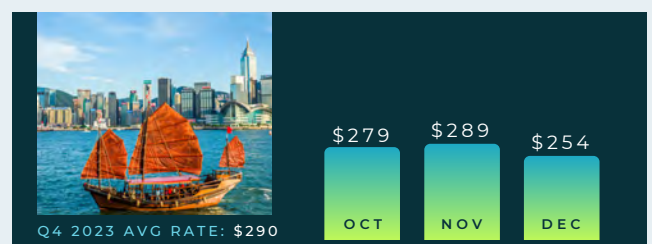
FRANKFURT



HELSINKI

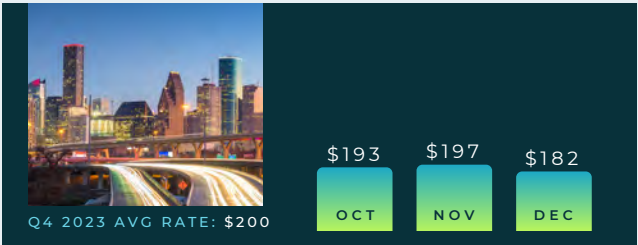


HONG KONG

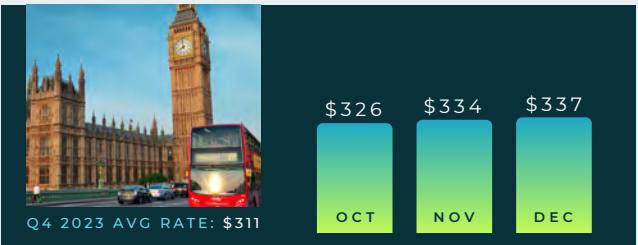




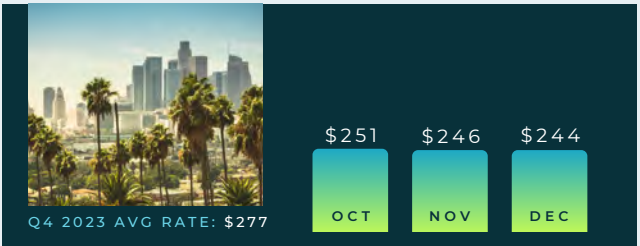
HOUSTON



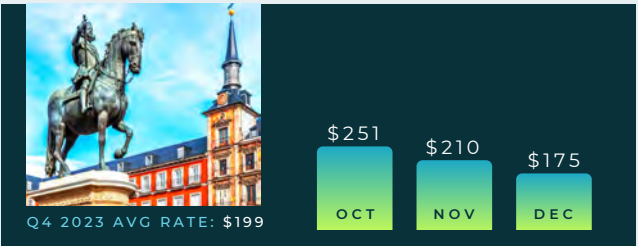
LONDON



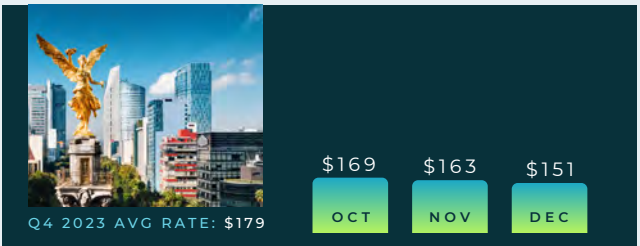
LOS ANGELES



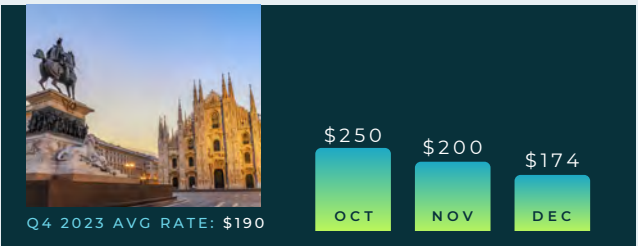
MADRID



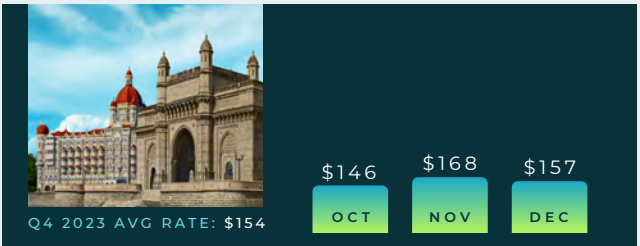
MEXICO CITY



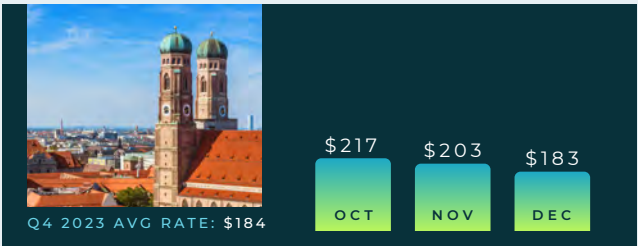
MILAN



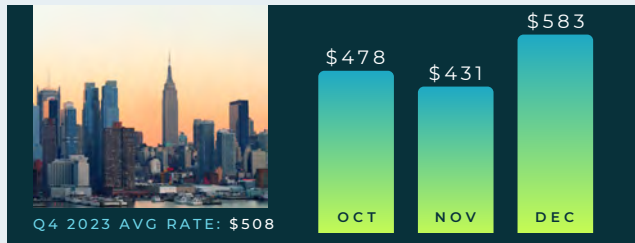
MUMBAI



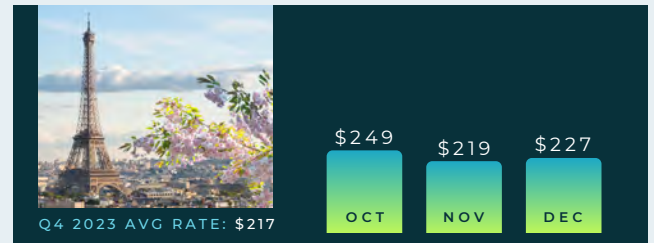
MUNICH



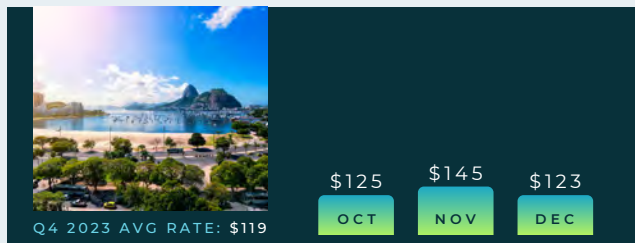
NEW YORK



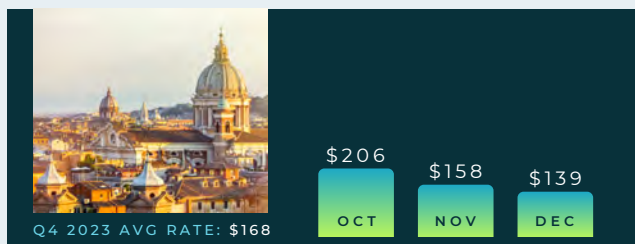
PARIS



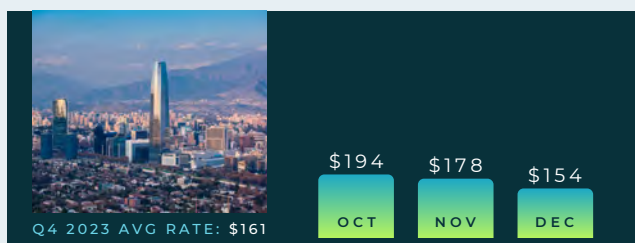
RIO DE JANEIRO



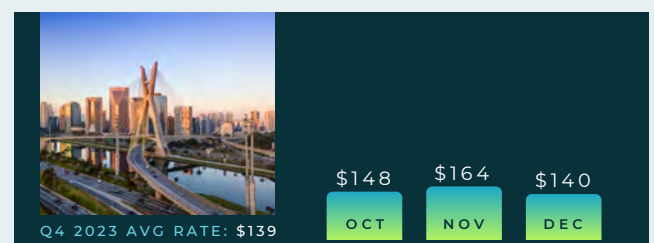
ROME



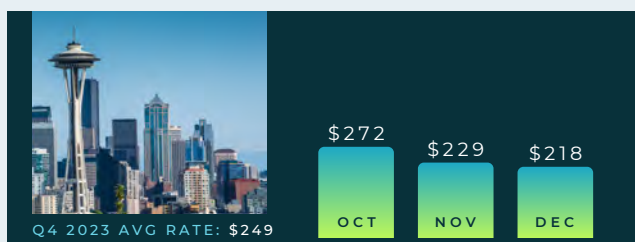
SANTIAGO



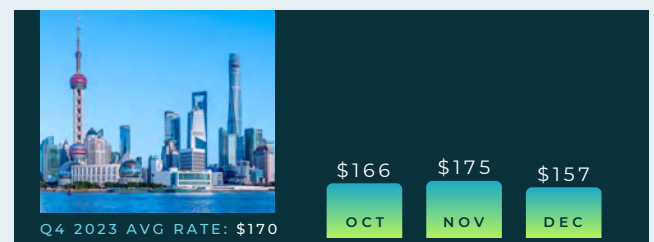
SÃO PAULO



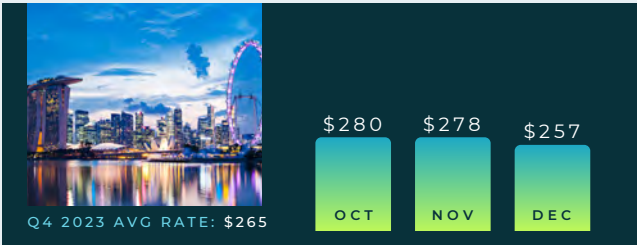
SEATTLE



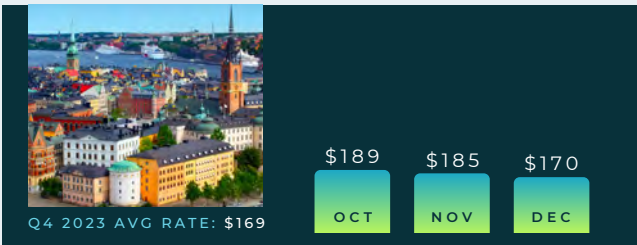
SHANGHAI



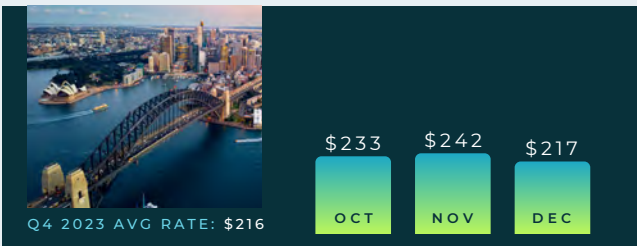
SINGAPORE



STOCKHOLM



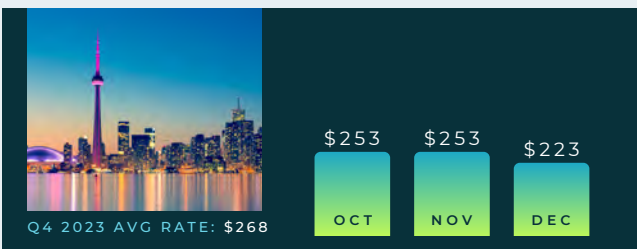
SYDNEY



TOKYO



TORONTO



2024

YEAR IN REVIEW

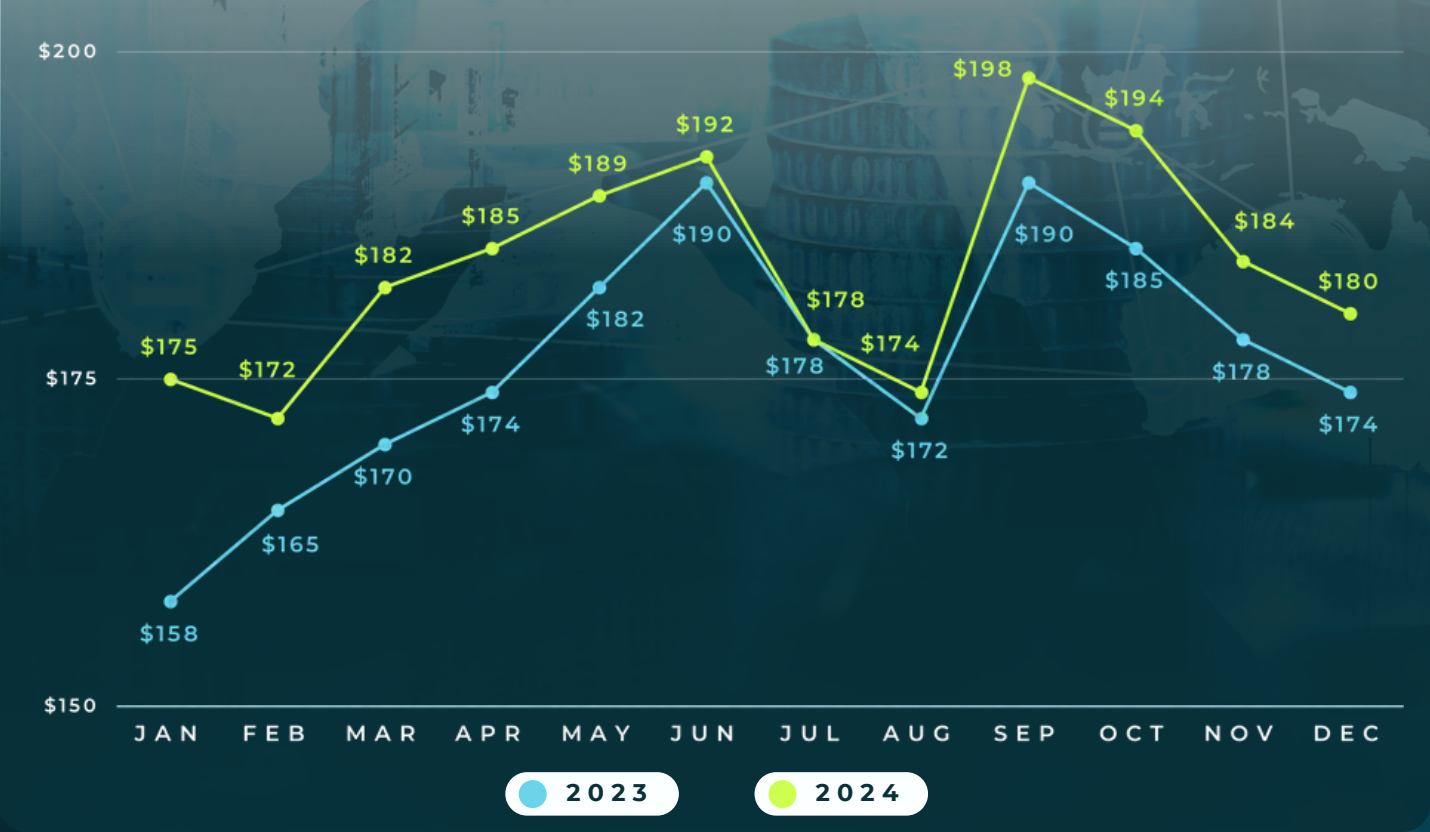
2024: YEAR IN REVIEW

Based on all transactions made in 2024. All rates listed in USD.

GLOBAL AVERAGES 2023 VS 2024

	2023	2024	
ROOM RATE PER NIGHT	\$176	\$184	↗ 4.55%
SPEND PER BOOKING	\$440	\$454	↗ 3.18%
LENGTH OF STAY (DAYS)	2.49	2.50	↗ 0.40%
BOOKING LEAD TIME (DAYS)	14.68	16.13	↗ 9.88%

GLOBAL AVERAGE RATES BY MONTH



REGIONAL AVERAGES 2024

- \$ Average room rate/night
- 📈 Rate increase/decrease vs 2023
- 📅 Most expensive month
- 🏠 Average length of stay
- ▶ Average booking lead time

NORTH AMERICA

- \$ \$211/night
- 📈 + 4.98%
- 📅 September
- 🏠 2.77 days
- ▶ 14.6 days

SOUTH AMERICA

- \$ \$104/night
- 📈 + 8.33%
- 📅 June
- 🏠 2.78 days
- ▶ 12.9 days

MIDDLE EAST/AFRICA

- \$ \$173/night
- 📈 - 6.49%
- 📅 December
- 🏠 3.30 days
- ▶ 12.8 days

ASIA PACIFIC

- \$ \$164/night
- 📈 + 6.49%
- 📅 January
- 🏠 3.07 days
- ▶ 15.8 days

EUROPE

- \$ \$170/night
- 📈 + 3.66%
- 📅 September
- 🏠 2.77 days
- ▶ 14.6 days

TOP 5 MOST BOOKED HOTEL CHAINS 2024



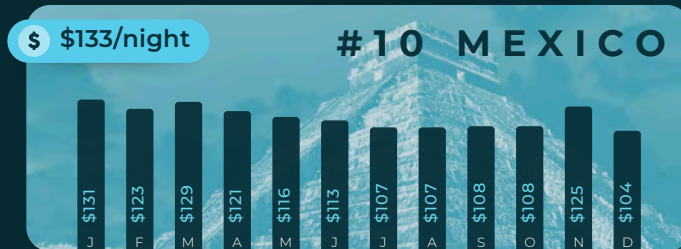
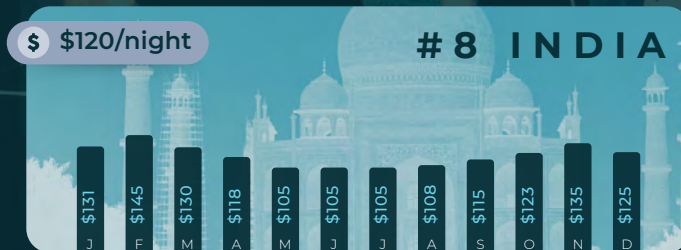
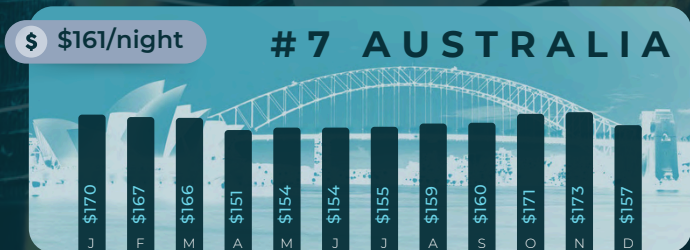
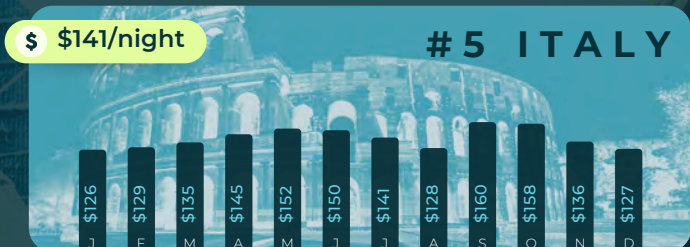
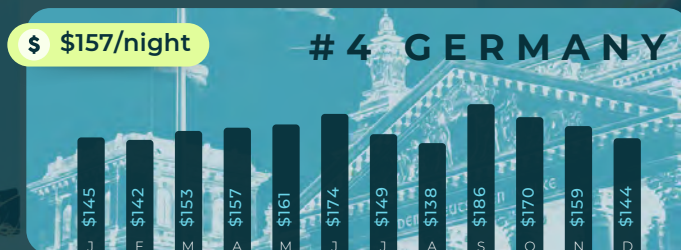
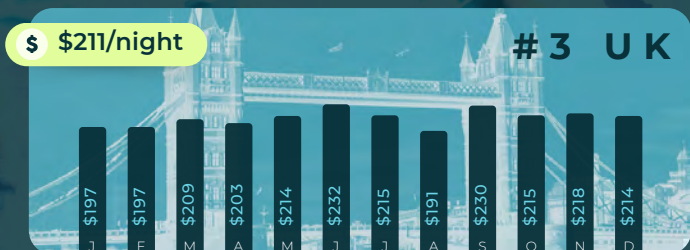
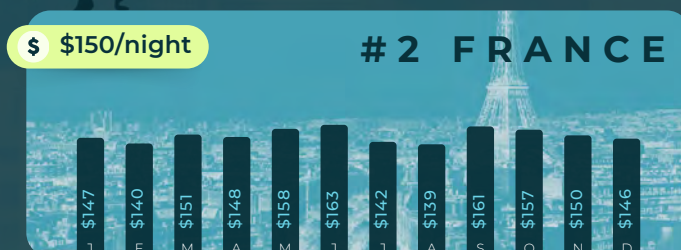
- 1 MARRIOTT BONVOY
- 2 HILTON GROUP
- 3 ACCOR HOTELS
- 4 INTERCONTINENTAL HOTELS & RESORTS
- 5 BEST WESTERN HOTELS

TOP 10 MOST BOOKED CITIES 2024

- 1 🇬🇧 LONDON, UK
- 2 🇫🇷 PARIS, FRANCE
- 3 🇺🇸 NEW YORK, USA
- 4 🇸🇪 STOCKHOLM, SWEDEN
- 5 🇮🇹 ROME, ITALY
- 6 🇫🇮 HELSINKI, FINLAND
- 7 🇮🇳 BANGALORE, INDIA
- 8 🇮🇹 MILAN, ITALY
- 9 🇩🇰 COPENHAGEN, DENMARK
- 10 🇺🇸 HOUSTON, USA

TOP 10 MOST BOOKED COUNTRIES 2024

Average 2024 nightly rate + average rates by month.

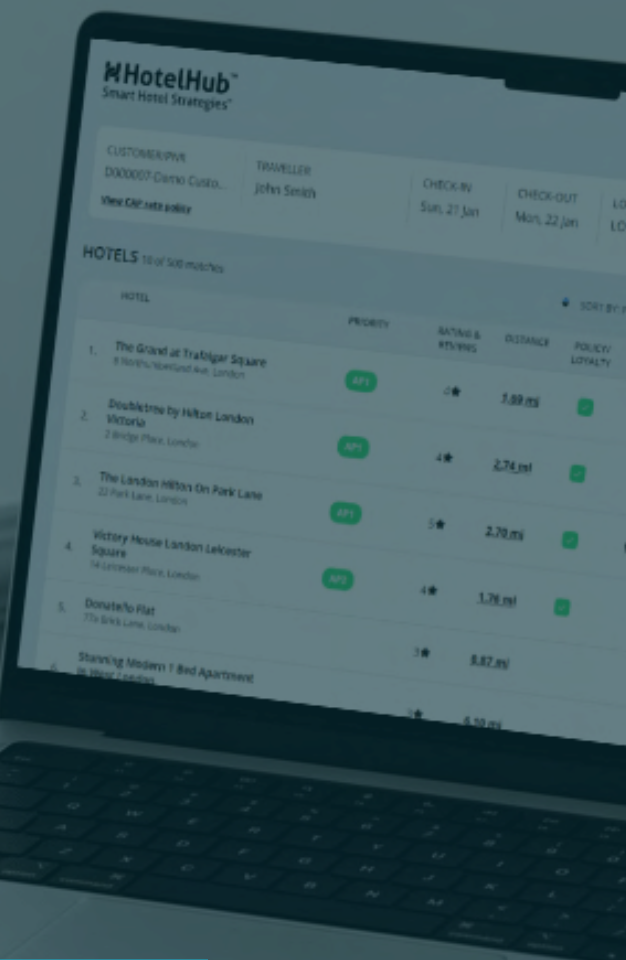


ABOUT HOTELHUB

OUR MISSION IS TO HELP TRAVEL MANAGEMENT COMPANIES INCREASE HOTEL ATTACHMENT RATES AND GENERATE MORE BOOKING REVENUE VIA OUR PIONEERING TECHNOLOGY.

By consolidating content, reporting and payment tools into an end-to-end booking solution, we unlock greater efficiency and complete data visibility.

With full commercial autonomy and a consistent booking experience across all markets and points of sale, our customers are empowered to manage their hotel strategy exactly how they want, using the tools they want.



2.6m

UNIQUE HOTELS LISTED

10
seconds

FROM SEARCH TO BOOKING
WITH HOTELCONNECT



**ISO
27001**
ACCREDITED

3x 

AVERAGE
INCREASE IN
HOTEL
ATTACHMENT



8
million

BOOKINGS
PROCESSED
IN 2024

250+
EMPLOYEES



110K+

ROOM NIGHTS
BOOKED PER
DAY

\$90

AVG RATE
OPTIMISER
SAVING
PER
BOOKING



100%

OF INCENTIVES
& COMMISSION
RETAINED BY
TMCS



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