

RevPAR HT par segment et marché en 2015

2015	Managés & Franchisés						HotellInvest (Propriétés & Locations)						Total					
	Taux d'occupation		Prix moyen		RevPAR		Taux d'occupation		Prix moyen		RevPAR		Taux d'occupation		Prix moyen		RevPAR	
	chg pts l/l	€	chg % l/l	€	chg % l/l	%	chg pts l/l	€	chg % l/l	€	chg % l/l	%	chg pts l/l	€	chg % l/l	€	chg % l/l	
Luxe et haut de gamme	67.9	+5.8	214	-0.1	145	+9.0	71.5	+1.1	163	-0.8	116	+0.9	69.7	+3.4	188	+0.1	131	+5.3
Milieu de gamme	63.0	+0.8	102	+0.3	64	+1.7	67.9	-0.5	108	-1.5	73	-2.3	65.1	+0.2	105	-0.6	68	-0.2
Economique	64.4	+0.4	60	+0.9	39	+1.5	67.7	-1.9	55	+0.2	37	-2.5	65.7	-0.5	58	+0.7	38	-0.1
France	64.1	+0.7	79	+1.2	50	+2.3	67.9	-1.3	79	-0.3	54	-2.1	65.7	-0.1	79	+0.6	52	+0.4
Luxe et haut de gamme	73.8	+1.3	157	+4.2	116	+6.3	74.7	+1.8	137	+3.8	102	+6.3	74.2	+1.5	148	+4.0	110	+6.4
Milieu de gamme	67.7	+2.6	84	+3.6	57	+7.8	73.6	+1.7	88	+1.7	64	+4.1	71.1	+2.1	86	+2.4	61	+5.5
Economique	70.7	+3.0	68	+1.2	48	+5.6	77.5	+2.0	66	+2.5	51	+5.3	75.5	+2.3	67	+2.2	50	+5.4
NCEE	69.4	+2.6	86	+3.3	60	+7.4	75.4	+1.9	79	+2.1	59	+4.8	73.2	+2.1	81	+2.6	59	+5.7
Luxe et haut de gamme	63.2	-0.6	169	+1.5	107	+0.4	69.0	+1.8	144	+8.1	99	+11.2	64.0	-0.3	166	+2.4	106	+1.9
Milieu de gamme	64.3	+3.4	88	-1.4	57	+4.0	70.1	+2.7	73	+3.1	51	+7.3	66.4	+3.1	82	+0.4	55	+5.3
Economique	64.1	-0.7	62	+0.6	40	-0.5	70.8	+3.7	52	+4.0	37	+9.9	67.6	+1.7	56	+2.3	38	+4.8
MMEA	63.6	+0.8	106	+0.0	67	+1.4	70.4	+3.2	67	+4.0	47	+8.9	66.1	+1.7	91	+1.1	60	+3.9
Luxe et haut de gamme	65.0	+3.5	105	+0.3	68	+5.8	70.1	-0.1	214	+10.2	150	+9.6	65.1	+3.4	106	+0.5	69	+5.9
Milieu de gamme	71.6	+1.5	80	+0.6	58	+2.7	82.1	+0.7	121	+1.3	99	+2.2	72.3	+1.4	83	+0.7	60	+2.7
Economique	65.7	-0.2	46	-0.8	30	-1.1	70.1	+1.6	52	-0.7	37	+1.8	66.5	+0.2	47	-0.7	32	-0.4
AsPac	67.6	+1.8	80	+0.9	54	+3.6	73.2	+1.3	77	+0.4	56	+2.3	68.1	+1.8	80	+0.8	54	+3.4
Luxe et haut de gamme	70.6	+1.0	194	+3.8	137	+5.0	64.0	-3.0	149	-15.3	96	-19.2	68.9	-0.5	184	-1.0	127	-1.7
Milieu de gamme	62.1	-3.7	89	-8.1	55	-13.4	59.8	-0.4	77	-3.1	46	-3.7	61.6	-2.9	86	-7.1	53	-11.3
Economique	61.5	-3.3	45	+0.3	28	-4.6	66.2	-4.9	45	+2.2	30	-4.8	63.8	-4.2	45	+1.4	29	-4.7
Americas	63.1	-2.6	88	-1.8	56	-5.4	64.7	-3.6	61	-0.1	39	-5.3	63.7	-3.0	78	-1.0	50	-5.3
Luxe et haut de gamme	65.9	+2.6	133	+1.2	87	+5.2	71.2	+0.7	149	+0.6	106	+1.6	66.7	+2.3	135	+1.1	90	+4.7
Milieu de gamme	67.0	+1.2	87	-0.3	59	+1.6	71.2	+1.0	93	+0.3	66	+1.8	68.6	+1.2	89	-0.1	61	+1.7
Economique	65.2	+0.2	57	+0.8	37	+1.0	71.7	+0.1	58	+1.8	42	+1.9	68.2	+0.1	57	+1.3	39	+1.5
Total	66.0	+1.1	84	+0.9	56	+2.6	71.4	+0.5	76	+1.2	54	+1.9	68.0	+0.9	81	+1.1	55	+2.3