

2025 Market Update

HOTSTATS
a Duetto company >



12,000+
Hotels Worldwide



1000+
Data Providers



165
Countries



1000+
KPI's

Our Products



Market Reporting

On-demand Full Profit & Loss Statements and Subscriptions for markets where you do not operate hotels. Better inform your Development or Investment strategies with P&L information covering trends with up to 72 months history.

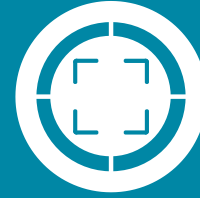
For Owners, Asset Managers,
Hotel Operators



External Benchmarking

Compare your property against a minimum of 4 consolidated competitor properties. Understand your market position across a range of revenue, costs and profitability metrics and outperform your competition.

For Owners, Asset Managers
& Hotel Operators



Profit Finder

The new Operational Benchmarking Platform from HotStats that turns Data into Action. Unlock your Full Business Potential with Hotel Profit Finder. Actionable insights from the market-leading profitability benchmarking platform

For Owners, Asset Managers
& Hotel Operators



Internal Benchmarking

Start by comparing your hotel. Amongst those from your own portfolio, identify best-in-class operations and ensure best practices are being shared across all your properties. Strive for portfolio-wide-profit growth.

For Owners & Operators

“Without data you are just another person with an opinion”

William E Deming

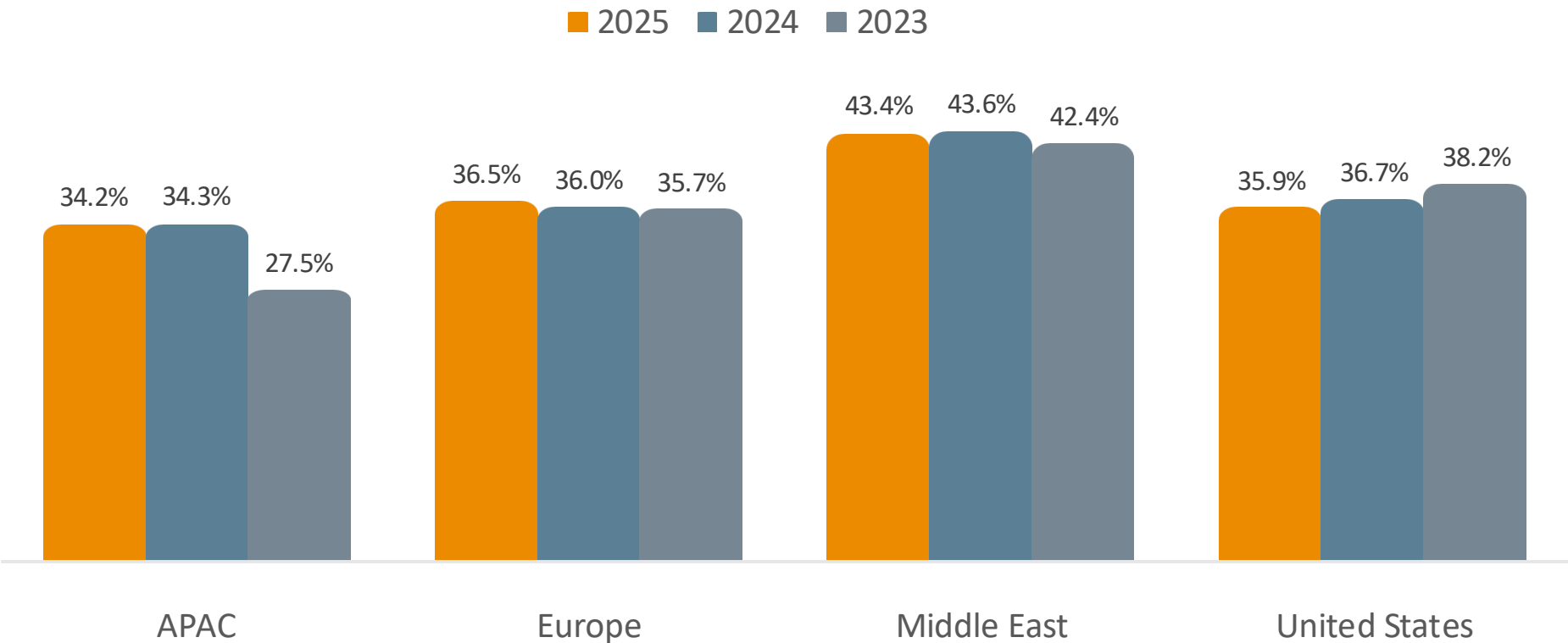


HOTSTATS

Hospitality Intelligence

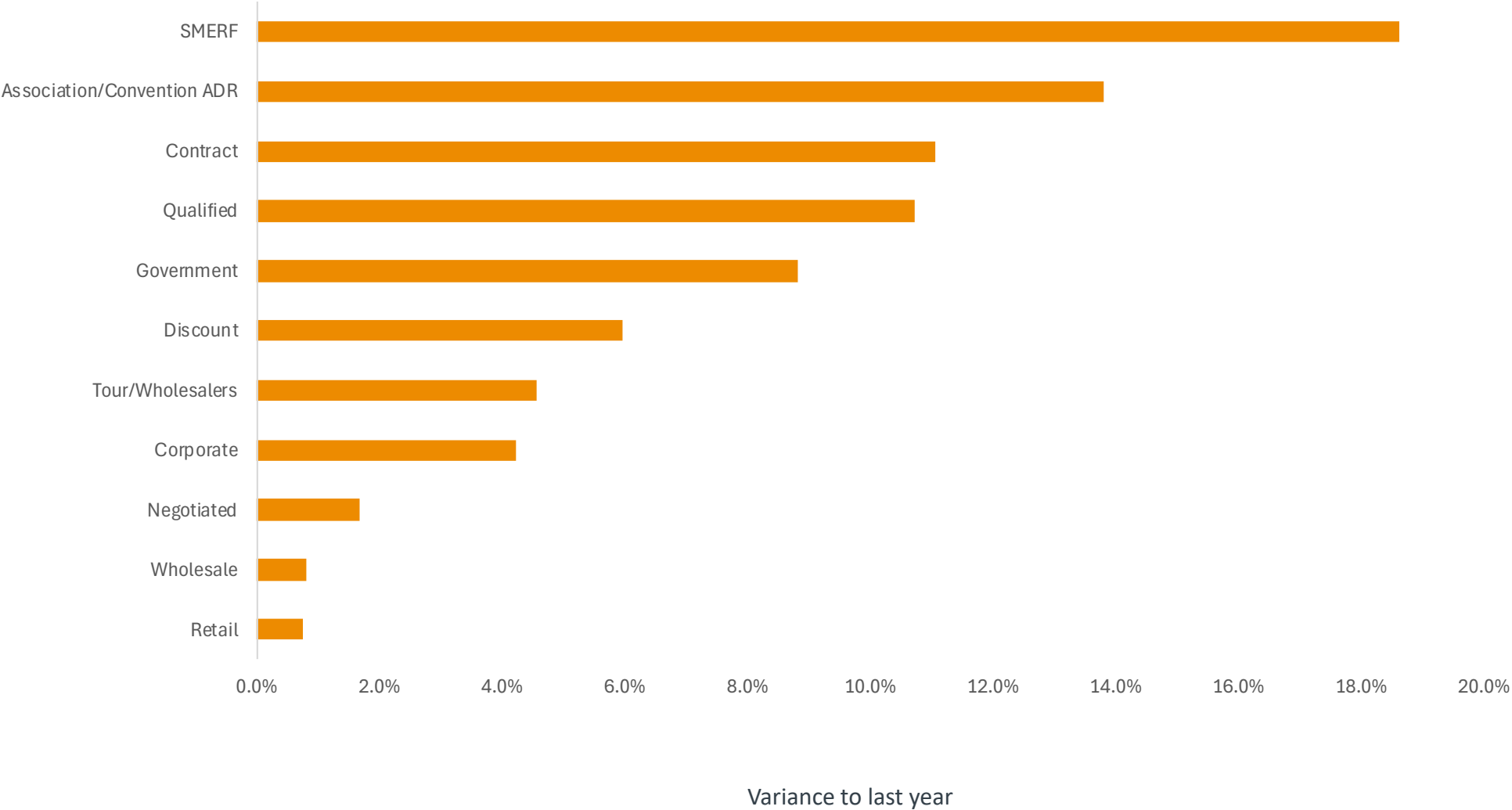
Margin Evolution

12 Month Rolling – Profit Margin



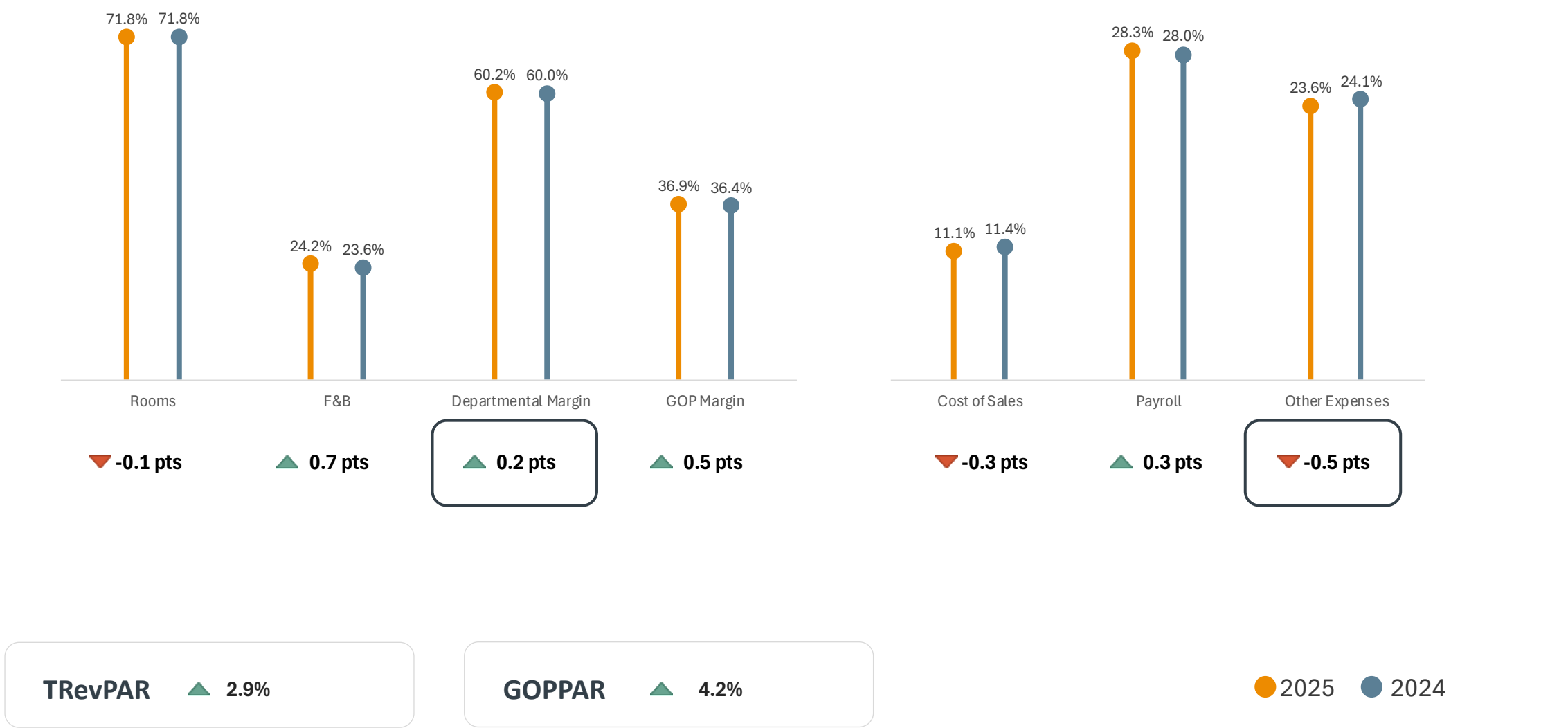
Segmenting Demand

ADR by Segment - Rolling 12 - UK



Market Spotlight

Departmental Profit and Total Expense Margins – Rolling 12 2025 vs 2024 - UK



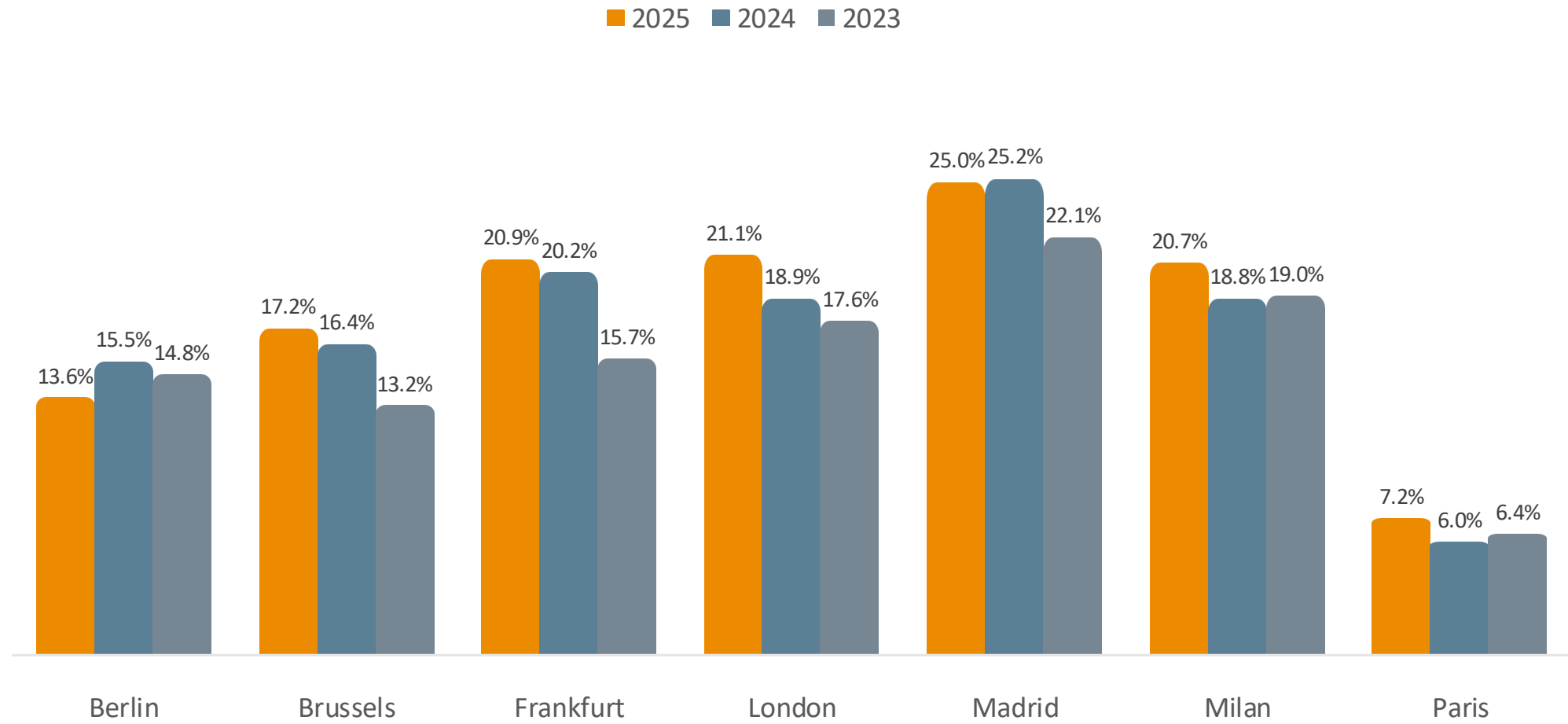
Now you C&B me..

Conference & Banqueting Revenue per Sqm Rolling 12



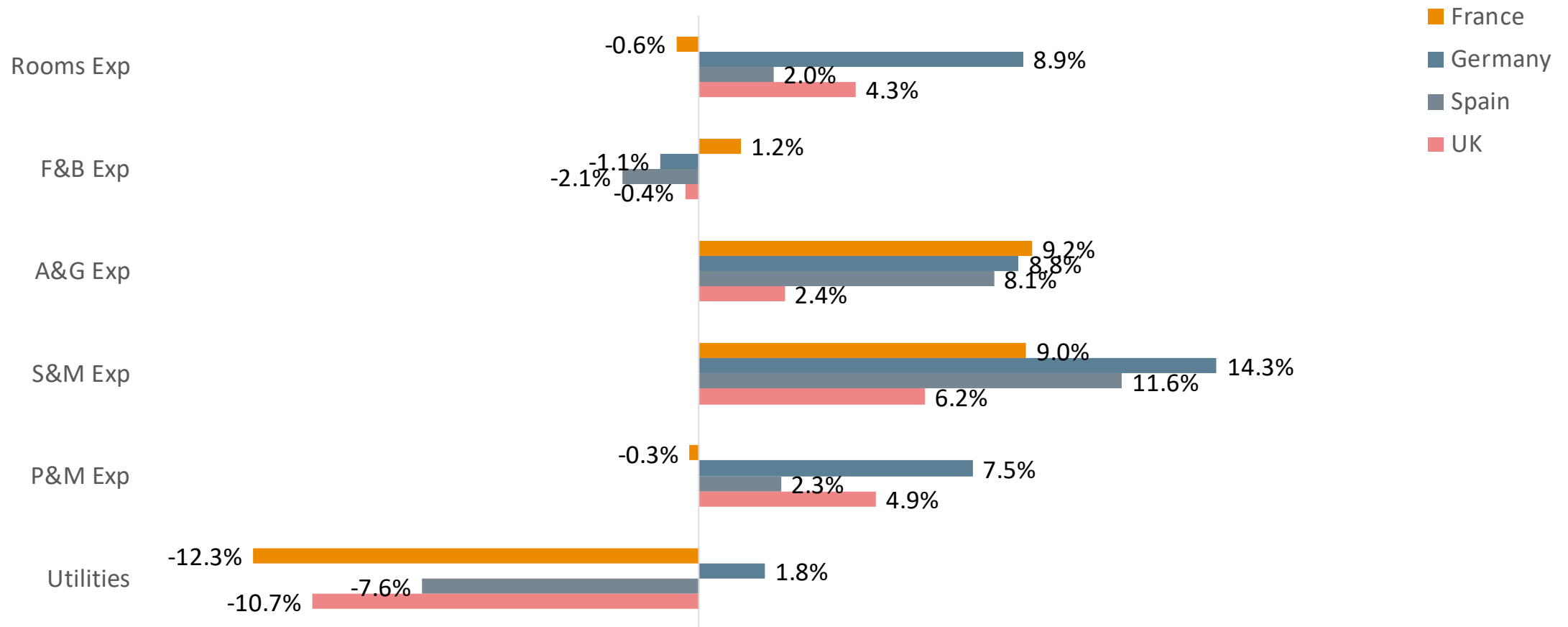
Marginal Impact

F&B Profit Margin – Rolling 12



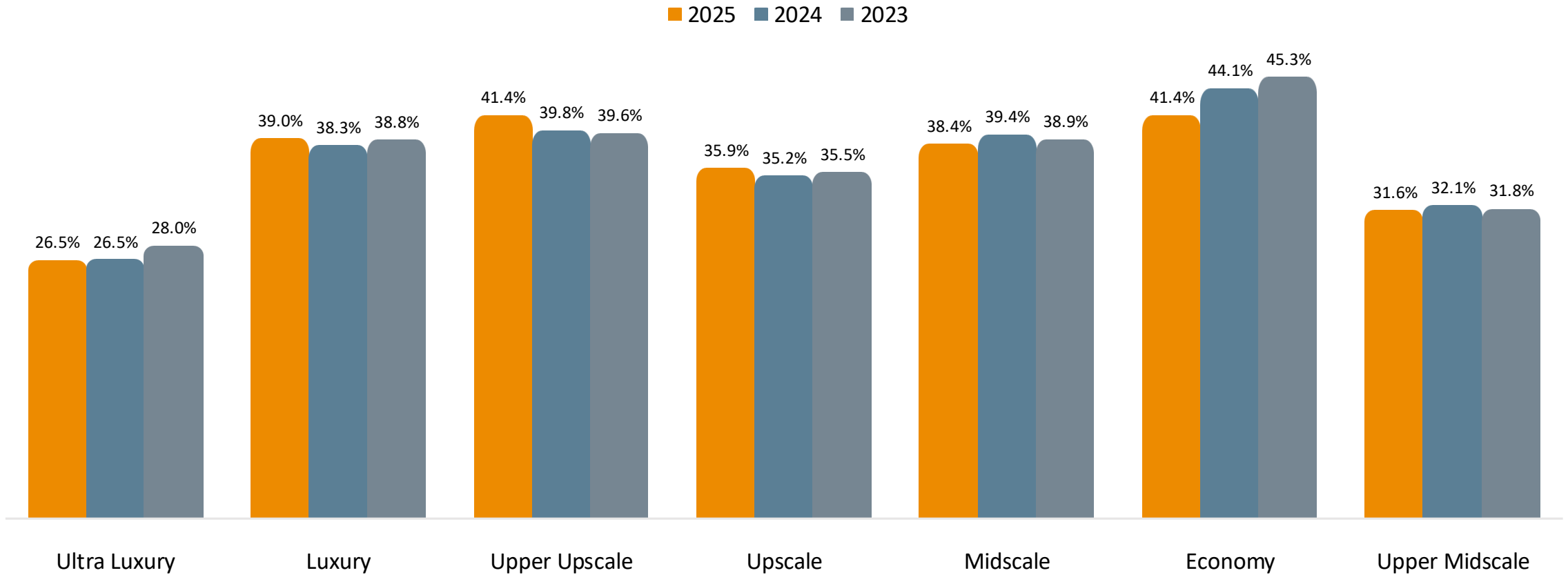
A Costly Exercise

Expense per Available Room – Year to Date 2025 vs 2024



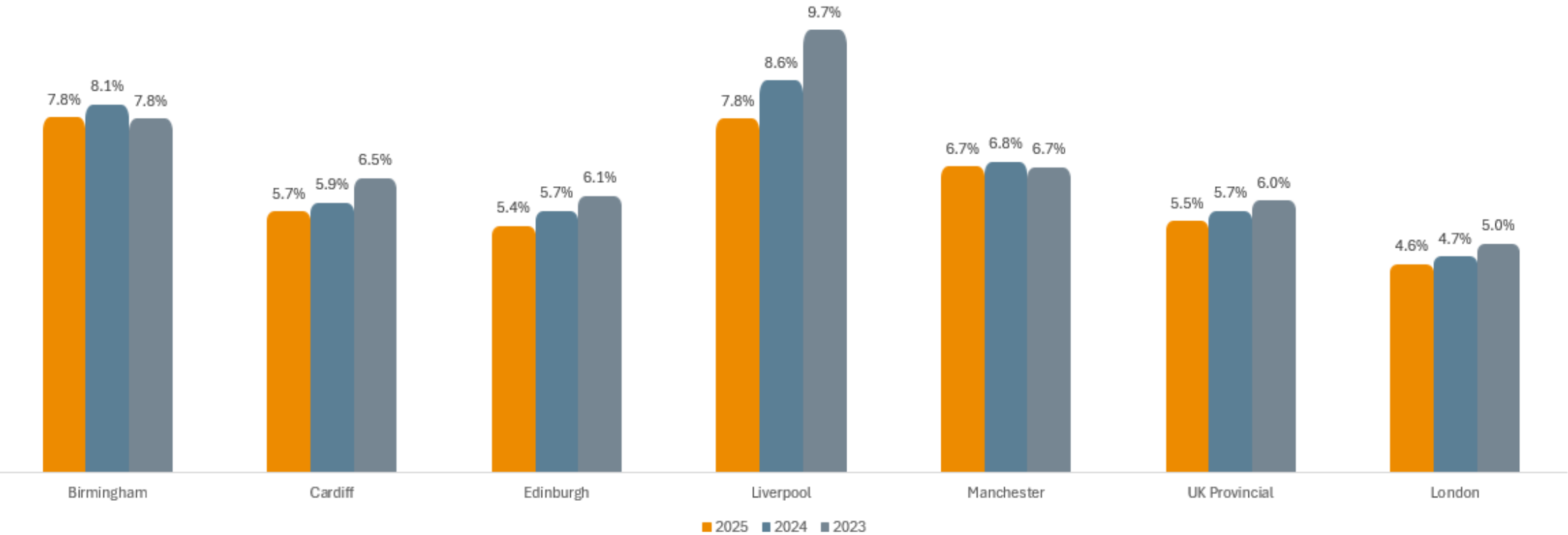
Sliding Scales

Gross Operating Profit Margin – Rolling 12 – UK



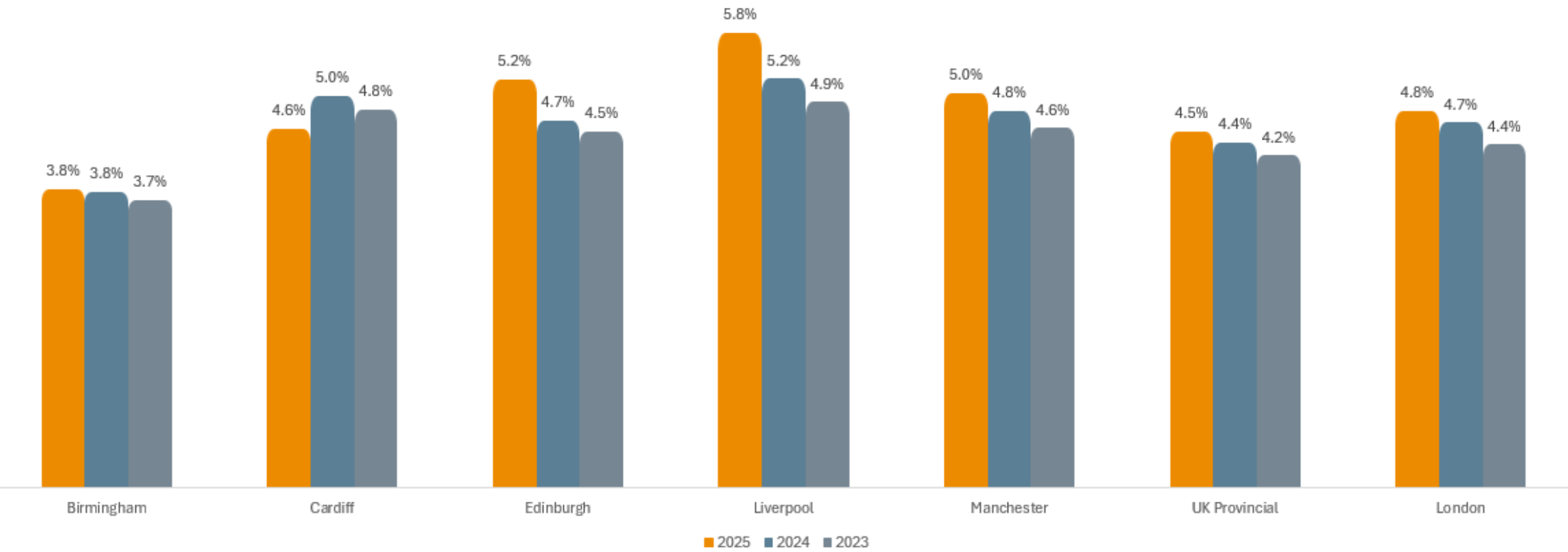
Rooms Cost of Sales

Rooms Cost of Sales % of Total Revenue



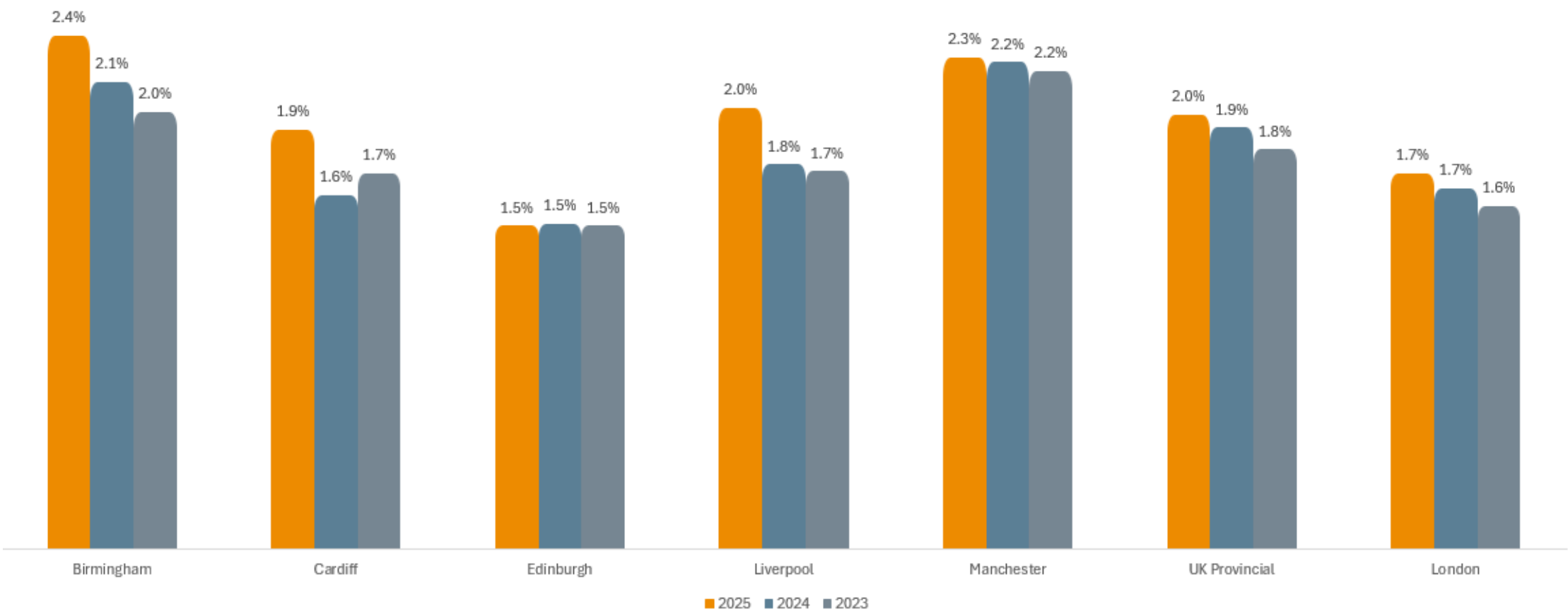
Sales and Marketing Expense

Sales and Marketing Expense % of Total Revenue



Sales and Marketing Payroll

Sales and Marketing Payroll % of Total Revenue



Thank you!

Victoria Hughes

Business Development Manager



 victoria.hughes@hotstats.com

 hotstats.com

 linkedin.com/in/victoria-hughes2024

