



HotelHub

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25

+ YEAR IN
REVIEW

GLOBAL HOTEL BOOKING TRENDS IN BUSINESS TRAVEL

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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 2023 - December 2025**, with particular focus on bookings made in **Q4 2025**.

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

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INTRODUCTION

Much like a game of American football, 2025 was a year of four quarters for international travel to the US.

While we saw overall booking numbers drop consistently for US hotels across the year, in the first quarter of 2025 this was driven solely by a decline in domestic travel – potentially as a result of the freeze on government travel.

In contrast, international bookings were actually up in Q1, peaking in March with a 15% boost compared to March 2024. For all the uncertainty around the new administration, it seems the world was still keen to do business with the USA.

The ball appears to have been fumbled as the second quarter kicked off. It is probably little coincidence that overseas booking numbers for Q2 dropped by nearly 13% at the same time as a raft of challenging international trade policies were announced.

The third quarter of the year saw many tariff negotiations supposedly settled and some ground gained in the international booking losses; while numbers remained down compared to 2024, the declines were not as steep as Q2, sitting around -10.5%.

Despite this slight reversal, a fourth-quarter comeback did not materialise. Amidst the longest US government shutdown in history and defensive tariff increases, international bookings continued to drop in Q4. In December alone,

hotel bookings from overseas travellers were down 17% compared to the same month in 2024.

With celebrations ahead for its 250th anniversary and the World Cup bringing the other kind of football to the nation, 2026 should have all the makings of a showcase year for the United States, drawing visitors from around the world. If the first few weeks of the year are anything to go by, all eyes will undoubtedly remain on the US, but a return to 2024 peak performance is in the “blue tent” (if you know, you know!) when it comes to international bookings.

So, what does this mean for travel elsewhere in 2026?

US policy often dictates business sentiment around the world – and we also saw hotel bookings drop in other key markets as 2025 progressed. The uncertainty which marked last year is unlikely to disappear in 2026; what remains to be seen is whether global business will look for new partners in new markets or choose to bunker down for another year with the hope that the old-world order returns.

As always, we'll be keeping a close eye and sharing our insights in the coming months.



PAUL RAYMOND

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Q4 2025 INSIGHTS:

US hotel bookings hit hard in 2025 as Canada makes gains



The latest data from the more than 7.5 million transactions made via HotelHub technology in 2025 has revealed a striking difference in booking trends for the US and Canada.

A DIFFICULT YEAR FOR US HOTELS

The findings from HotelHub show that bookings to US hotels ended the year down by 9.43% compared to 2024. This comes following another difficult quarter for the country, marked by ongoing tariff revisions, a weaker dollar and the longest government shutdown in US history.

Domestic bookings took the biggest hit in 2025, dropping by 9.73% compared to the previous 12 months, while international bookings were down by 7.56% at the end of the year. However, it should be noted that, unlike domestic bookings which were consistently under 2024 levels, international bookings had grown slightly in Q1. These volumes

began to shrink from April onwards, after the announcement of the new administration's changes to foreign trade policy.

While the rate of decline has fluctuated since, December saw particularly low international bookings, dropping by 17.44% compared to the same month in 2024.





THE GREENLAND EFFECT?

Of the major inbound markets travelling to the US in 2025, only two saw increased bookings at US hotels: bookings from India were up by 8.71% by the end of the year while bookings from Australia grew by 12.15%.

Perhaps unsurprisingly, given the ongoing rhetoric around Greenland, bookings from Scandinavian countries were hit particularly hard in 2025, with volumes from Finland down 12.88%, from Denmark down by 19.45% and bookings from Sweden dropping by 23.34%.

CANADIAN HOTELS GET A BOOST

In contrast, Canada closed the year with total hotel bookings up by 6.14% compared to 2024, following 1.92% growth in Q4.

This increase is even more notable considering that inbound bookings from the US, their closest neighbour and second biggest market, dropped by 18.76% in 2025 compared to the previous 12 months.

Instead, the 2025 figures were bolstered by a 12.15% increase in domestic bookings as well as significant growth from the UK (+1.9%) and Australia (+24.15%).

TRANS-ATLANTIC RATE FLUCTUATIONS

When it comes to rates, Q4 2025 proved to be expensive for business travellers with average global nightly rates spiking by 6.27%, contributing to a 3.13% average growth in rates across the full year compared to 2024.

Many European destinations, have seen above-inflation rate rises across 2025, despite slight dips in booking volumes.



Compared to 2024, average rates rose by 9.5% in Stockholm (\$181 in 2024; \$199 in 2025), 10.21% in Munich (\$193 in 2024; \$213 in 2025) and 11.63% in Madrid (\$200 in 2024; \$223 in 2025).

By contrast, US rates dropped nationwide by an average of 1.33% with some major business destinations seeing significant decreases, including a fall of 2.6% in Los Angeles (\$263 in 2024; \$256 in 2025), 2.62% in Seattle (\$343 in 2024; \$322 in 2025) and 5.96% in Washington DC (\$343 in 2024; \$322 in 2025).

One US outlier was New York, which has remained in the top 3 destinations for HotelHub users and finished the year

with average nightly rates up by 5.86% (\$419 in 2024; \$443 in 2025).

LONGER LEAD TIMES; SHORTER STAYS

Other notable statistics from the data include a slight 1.65% decrease in average length of stay (from 2.47 days in 2024 to 2.43 days in 2025) and a 2.08% increase in average booking lead times (from 16.13 days in 2024 to 16.46 days in 2025).

The figures also reveal that Marriott Bonvoy took the top spot as the most popular hotel chain for HotelHub users, accounting for nearly 21% of bookings in 2025.

SAP Concur Partner

Simple, seamless multi-source connectivity

CONNECT ANY
HOTEL SOURCE TO
CONCUR TRAVEL

HotelHub's certified integration with the new Concur Travel opens up a world of multi-source hotel content for TMCs and their customers while giving them unparalleled control over accommodation strategy.



TURNKEY ACCESS

Leverage HotelHub's technical expertise and established Hotel Connector integration to effortlessly connect your preferred hotel content to Concur for expedited certification with minimal effort.



ENHANCED FEATURES

Take Concur to the next level and drive more valuable bookings with HotelHub's powerful preferencing tools and intelligent content controls – all designed specifically with TMCs in mind.



COMMERCIAL AUTONOMY

Own your commercial relationships and retain 100% of revenue earned. HotelHub is completely supplier agnostic; you choose the GDS and non-GDS hotel content you wish to connect.

 **HotelHub**
TECH FOR TMCs

Get in touch for more information or a demo:

 sales@hotelhub.com

Q4
20
25

IN NUMBERS

Global average
rate per night:

\$198



232

COUNTRIES &
TERRITORIES
VISTED BY
HOTELHUB
USERS



1,876,475

hotel bookings made via HotelHub

2.31
DAYS

AVERAGE LENGTH
OF STAY

TOTAL VALUE OF
HOTEL SPEND:

\$869 million



9.15%

increase in
Australian
hotel
bookings

▼ 8.34%

decline in
US hotel
bookings



6.27%

INCREASE IN
GLOBAL AVERAGE
RATES PER NIGHT

574

ARRIVALS ON
CHRISTMAS
DAY



AVERAGE
SPEND PER
BOOKING:

\$457

BOOKING TRENDS

Based on all transactions made in Q4 (Oct - Dec) 2023 - 2025.

AVERAGE BOOKING LEAD TIME (IN DAYS)

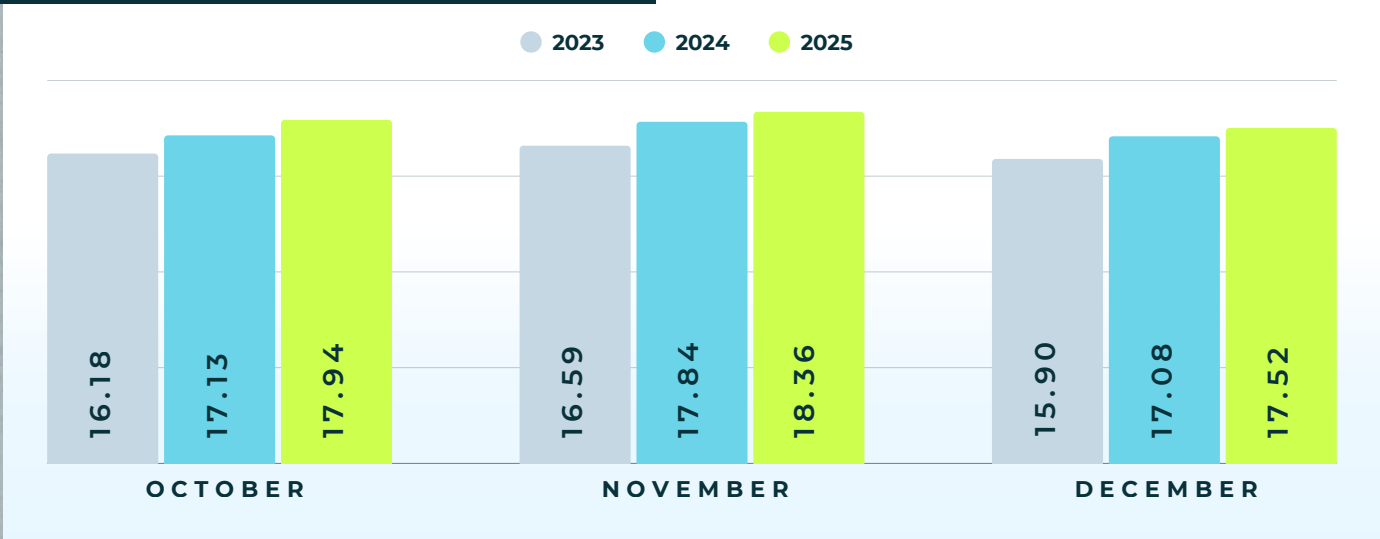


AVERAGE
LEAD TIME
FOR ALL
BOOKINGS IN
Q4 2025:
**17.9
DAYS**



Q4 AVG LEAD TIME	2023	2024	2025
ALL BOOKINGS	16.22	17.35	17.94
DOMESTIC STAYS	14.58	15.67	16.28
INTERNATIONAL STAYS	19.74	21.03	21.59

3-YEAR VIEW BY MONTH:



AVERAGE LENGTH OF STAY (IN DAYS)

3-YEAR VIEW BY MONTH:



THE AVERAGE LENGTH OF STAY IN Q4 2025 WAS

2.31 DAYS



AVERAGE LENGTH OF STAY IS DOWN BY

1.84%

COMPARED TO Q4 2024

Q4 AVG STAY LENGTH	2023	2024	2025
ALL BOOKINGS	2.37	2.35	2.31
DOMESTIC ONLY	2.11	2.09	2.05
INTERNATIONAL ONLY	2.94	2.94	2.88

DESTINATIONS

Based on all transactions made in Q4 (Oct - Dec) 2025. Rates listed in USD.

REGIONAL TRENDS

NORTH AMERICA

- Average room rate/night: \$223/night
- Rate change vs Q4 2024: +3.72%
- Average length of stay: 2.57 days
- Average booking lead time: 15.45 days

SOUTH AMERICA

- Average room rate/night: \$116/night
- Rate change vs Q4 2024: +8.05%
- Average length of stay: 2.68 days
- Average booking lead time: 13.18 days

MIDDLE EAST/AFRICA

- Average room rate/night: \$212/night
- Rate change vs Q4 2024: +11.01%
- Average length of stay: 2.95 days
- Average booking lead time: 14.16 days

ASIA PACIFIC

- Average room rate/night: \$181/night
- Rate change vs Q4 2024: +6.90%
- Average length of stay: 2.87 days
- Average booking lead time: 18.13 days

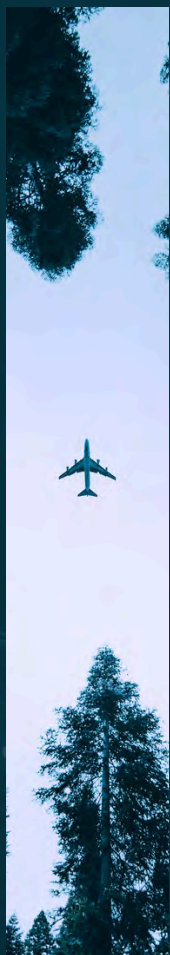
EUROPE

- Average room rate/night: \$185/night
- Rate change vs Q4 2024: +8.40%
- Average length of stay: 1.90 days
- Average booking lead time: 20.04 days

TOP 10 MOST BOOKED CITIES

- 🇬🇧 LONDON, UK
- 🇫🇷 PARIS, FRANCE
- 🇺🇸 NEW YORK, USA
- 🇸🇪 STOCKHOLM, SWEDEN
- 🇮🇹 ROME, ITALY
- 🇮🇹 MILAN, ITALY
- 🇮🇳 BANGALORE, INDIA
- 🇩🇰 COPENHAGEN, DENMARK
- 🇫🇮 HELSINKI, FINLAND
- 🇮🇪 BRUSSELS, BELGIUM

TOP 10 MOST BOOKED COUNTRIES



	BOOKING VOLUME VS Q4 2024	Q4 AVERAGE RATE	RATE DIFFERENCE VS Q4 2024
UNITED STATES	-8.34%	\$239	+4.52%
FRANCE	-8.12%	\$167	+7.74%
UNITED KINGDOM	-8.66%	\$246	+6.48%
ITALY	+2.82%	\$152	+7.82%
GERMANY	-14.26%	\$173	+8.81%
CANADA	+1.92%	\$187	+0.36%
AUSTRALIA	+9.15%	\$181	+5.86%
INDIA	-6.55%	\$155	+9.43%
SWEDEN	-10.27%	\$166	+13.99%
MEXICO	-8.74%	\$124	+10.68%


TOP 5 MOST BOOKED CHAINS

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

MOST BOOKED HOTEL



FAIRFIELD BY MARRIOTT INN & SUITES
MONTREAL AIRPORT

 Montreal, Canada

RATE TRENDS

Based on all transactions made in Q4 (Oct - Dec) 2023 - 2025. Rates listed in USD.

AVERAGE RATE PER NIGHT



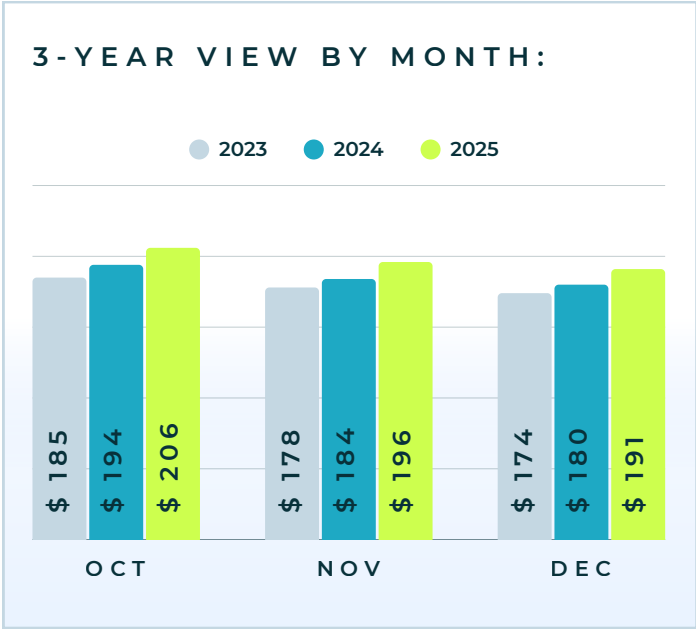
AVG. RATE PER NIGHT IN Q4 2025:

\$198

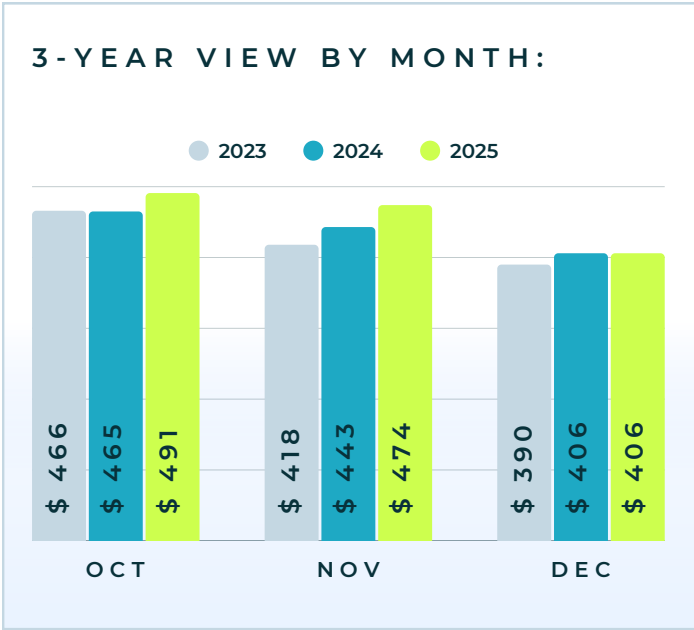
INCREASE IN RATE PER NIGHT:

6.27%

VS Q4 2024



AVERAGE SPEND PER BOOKING



AVG. SPEND PER BOOKING IN Q3 2025:

\$457

INCREASE IN SPEND PER BOOKING:

4.34%

VS Q4 2024



AVERAGE CITY RATES

Based on all transactions made in Q4 2025. Rates listed in USD.

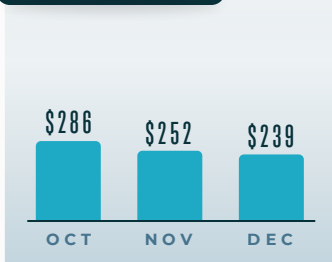


AMSTERDAM



↑
14.01%
Vs Q4 2024

Q4 2024 AVG: \$227

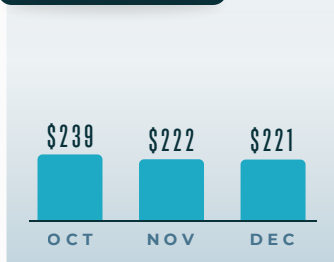


ATLANTA



↑
13.70%
Vs Q4 2024

Q4 2024 AVG: \$200



BANGALORE



↑
30.41%
Vs Q4 2024

Q4 2024 AVG: \$135

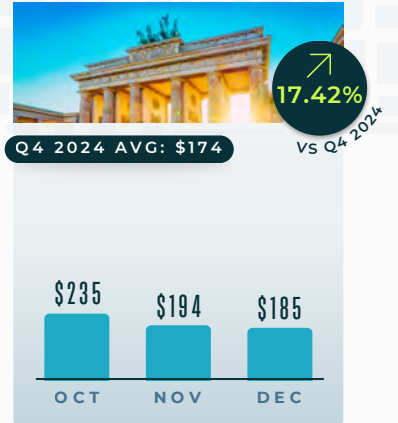


TOP 3 BIGGEST RATE INCREASES

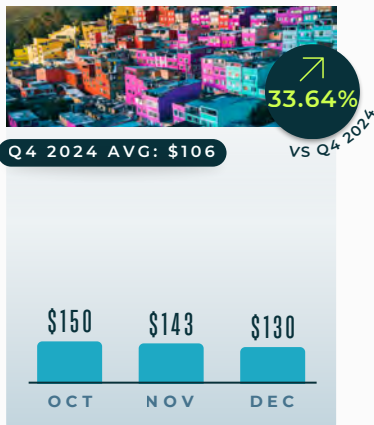
Average rate Q4 2024 vs Q4 2025.

	Q4 2024	Q4 2025	↑
1. Bogota Colombia	\$106	\$141	33.64%
2. Toronto Canada	\$243	\$325	33.53%
3. Bangalore India	\$135	\$176	30.41%

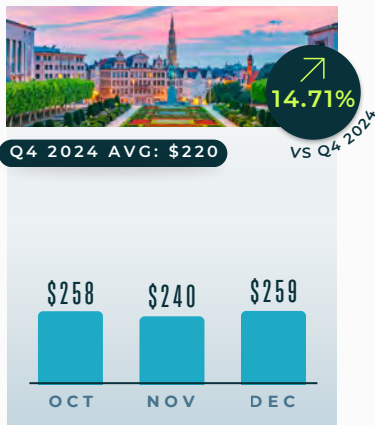
BERLIN



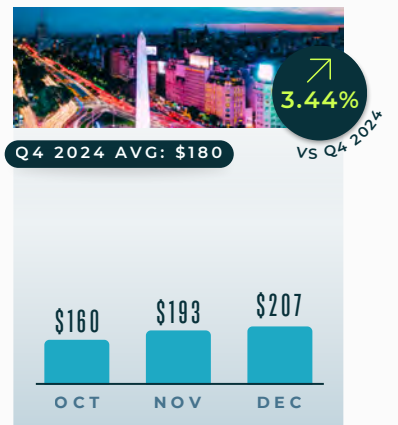
BOGOTA



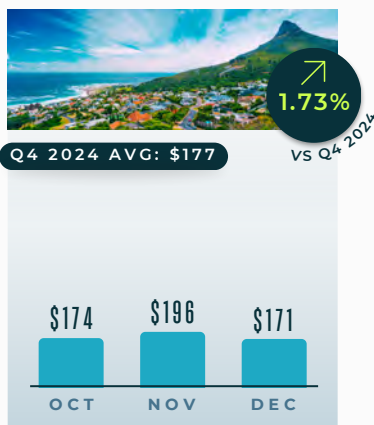
BRUSSELS



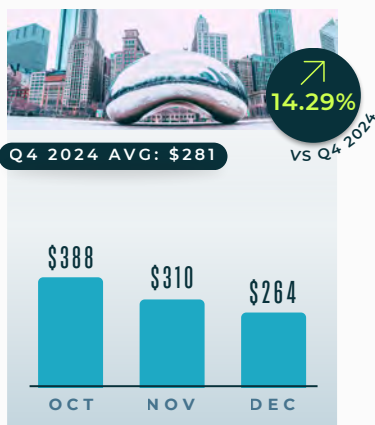
BUENOS AIRES



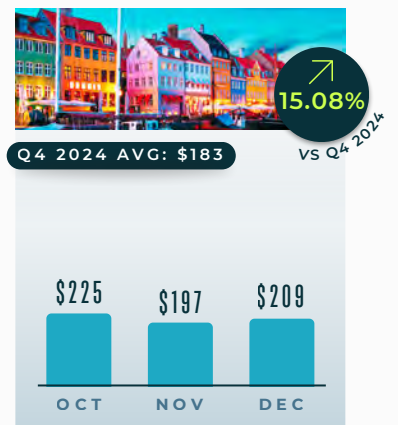
CAPE TOWN



CHICAGO



COPENHAGEN

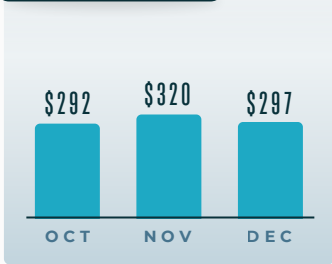


DUBAI



Q4 2024 AVG: \$256

VS Q4 2024

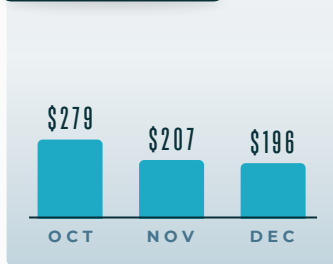


FRANKFURT



Q4 2024 AVG: \$185

VS Q4 2024

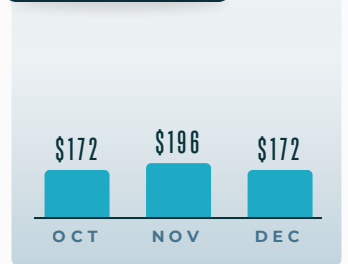


HELSINKI



Q4 2024 AVG: \$161

VS Q4 2024

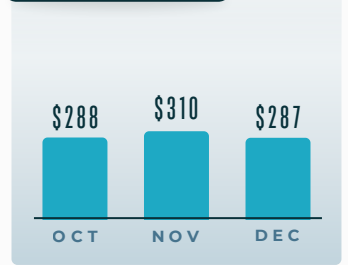


HONG KONG



Q4 2024 AVG: \$274

VS Q4 2024

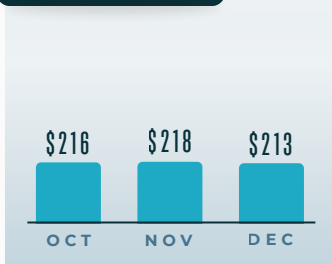


HOUSTON



Q4 2024 AVG: \$190

VS Q4 2024

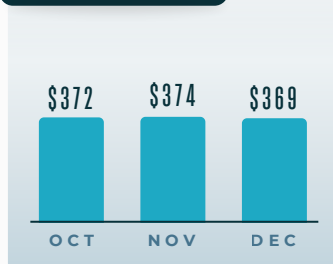


LONDON



Q4 2024 AVG: \$332

VS Q4 2024

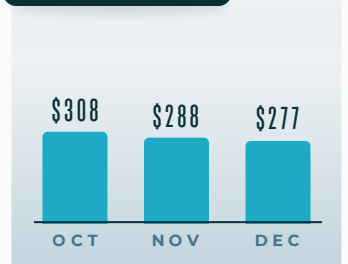


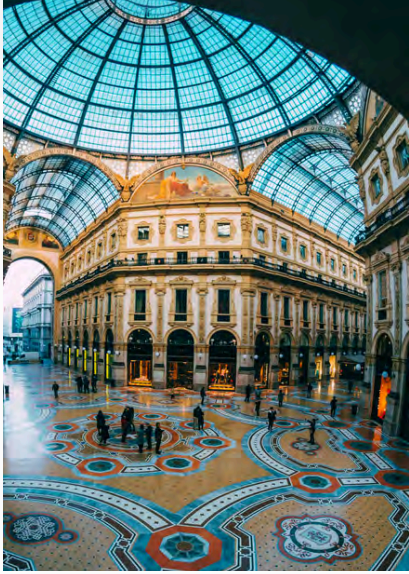
LOS ANGELES



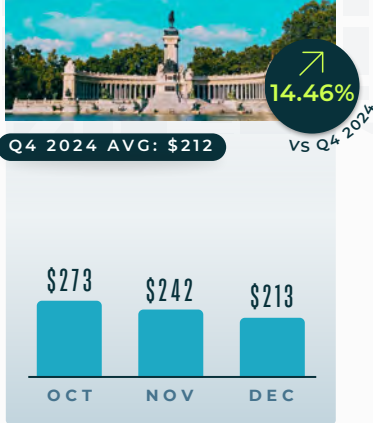
Q4 2024 AVG: \$247

VS Q4 2024

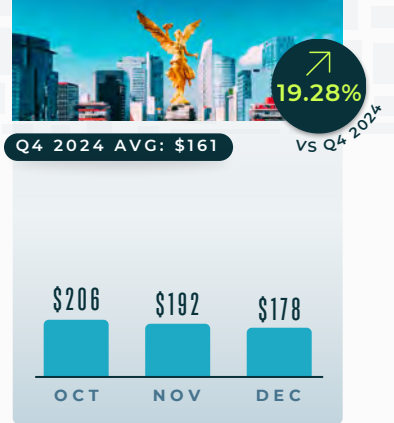




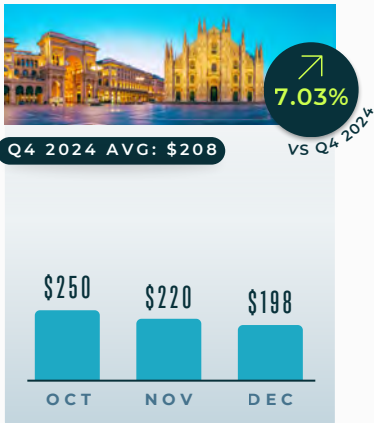
MADRID



MEXICO CITY



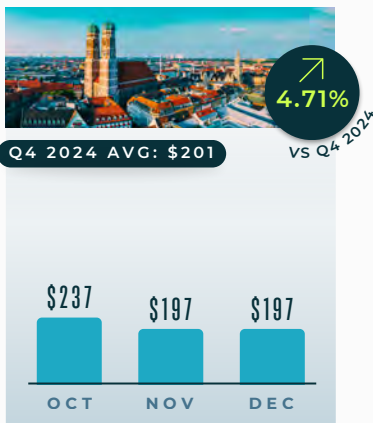
MILAN



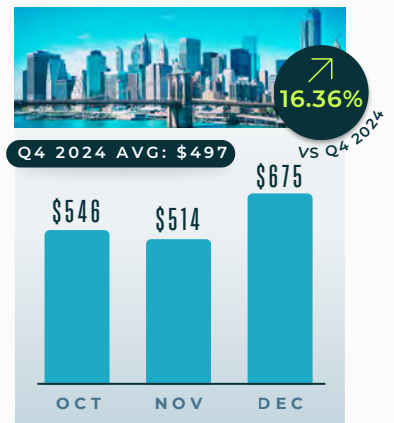
MUMBAI



MUNICH



NEW YORK

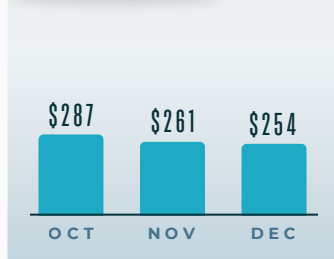


PARIS



Q4 2024 AVG: \$231

15.62%
vs Q4 2024



RIO DE JANEIRO



Q4 2024 AVG: \$131

19.99%
vs Q4 2024

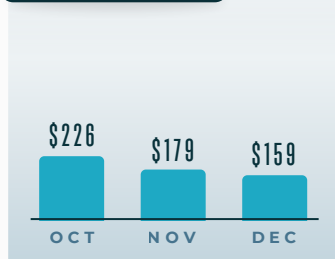


ROME



Q4 2024 AVG: \$168

12.33%
vs Q4 2024

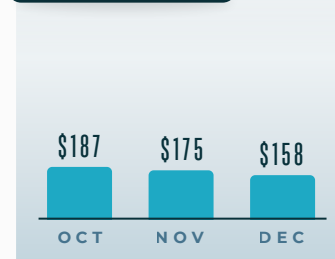


SANTIAGO



Q4 2024 AVG: \$175

1.13%
vs Q4 2024

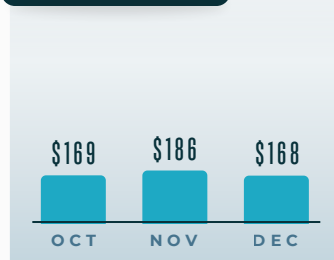


SÃO PAULO



Q4 2024 AVG: \$150

15.78%
vs Q4 2024

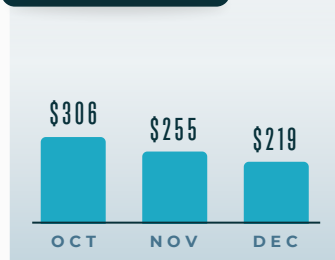


SEATTLE



Q4 2024 AVG: \$240

8.46%
vs Q4 2024

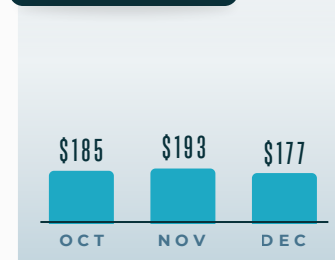


SHANGHAI



Q4 2024 AVG: \$166

11.73%
vs Q4 2024

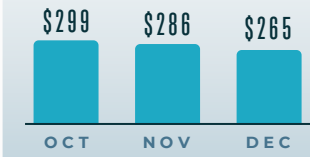


SINGAPORE



Q4 2024 AVG: \$271

4.42%
vs Q4 2024

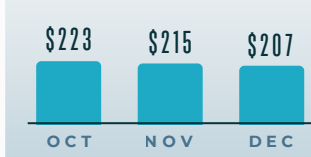


STOCKHOLM



Q4 2024 AVG: \$182

18.45%
vs Q4 2024

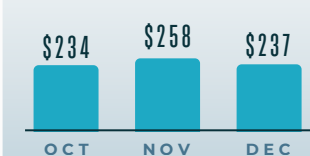


SYDNEY



Q4 2024 AVG: \$230

5.29%
vs Q4 2024

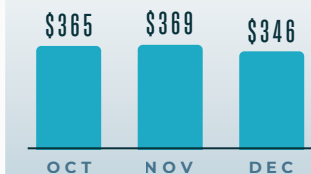


TOKYO



Q4 2024 AVG: \$312

15.38%
vs Q4 2024

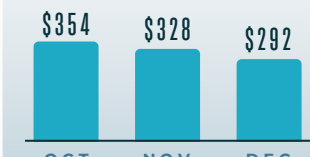


TORONTO



Q4 2024 AVG: \$243

33.53%
vs Q4 2024

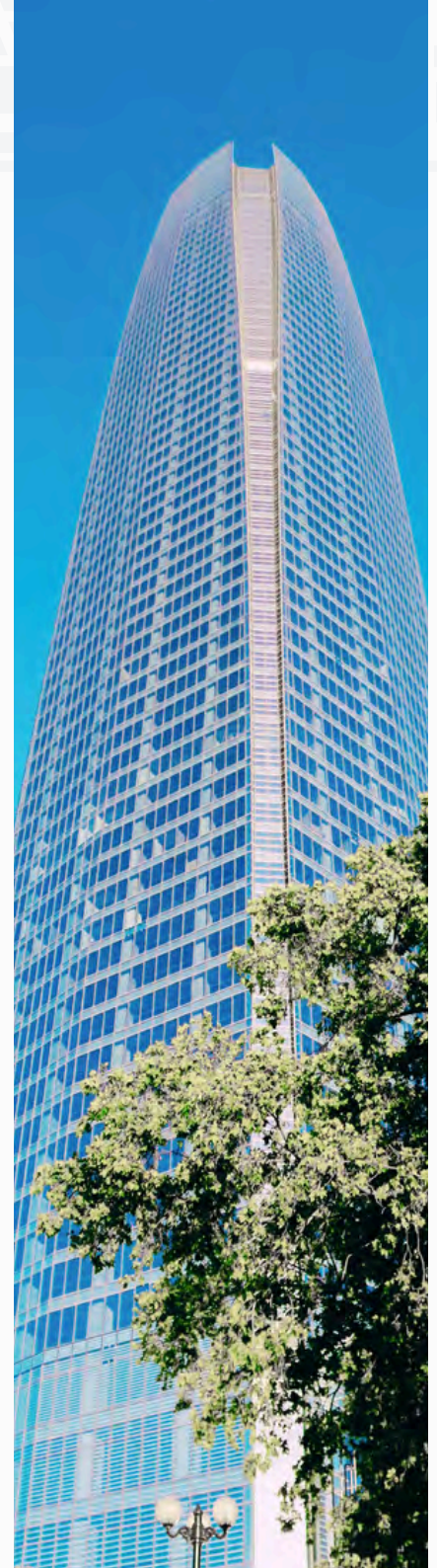


WASHINGTON DC



Q4 2024 AVG: \$362

3.31%
vs Q4 2024



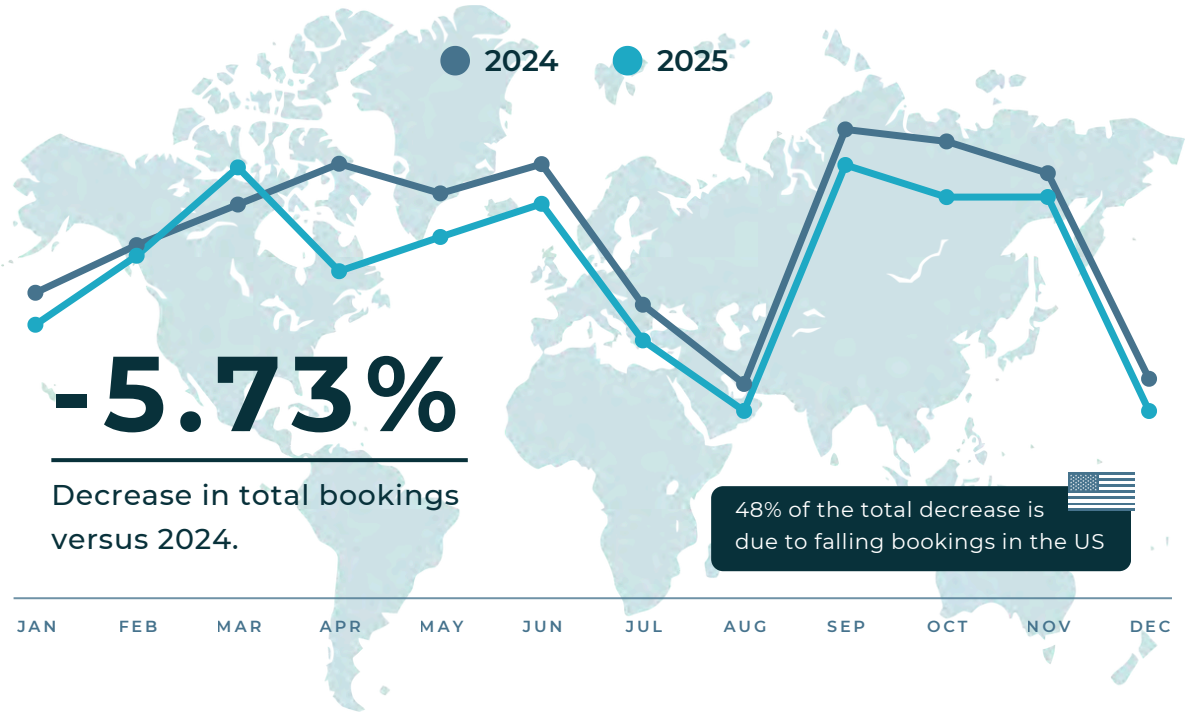


2025

YEAR IN
REVIEW

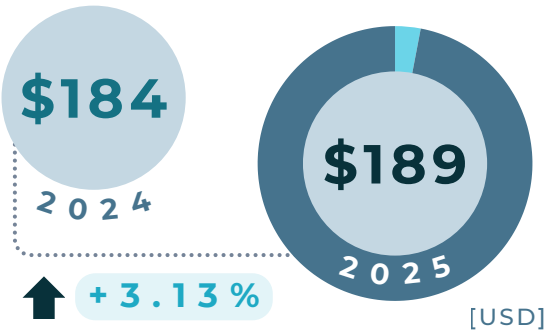
2025: YEAR IN REVIEW

GLOBAL BOOKINGS

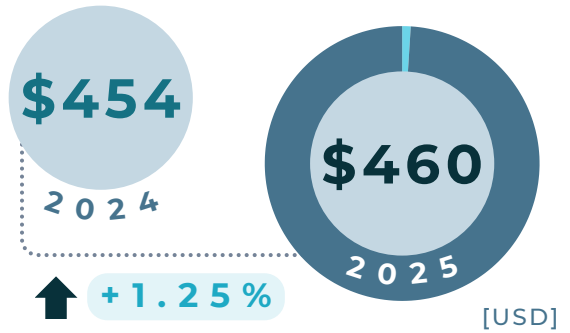


GLOBAL AVERAGES

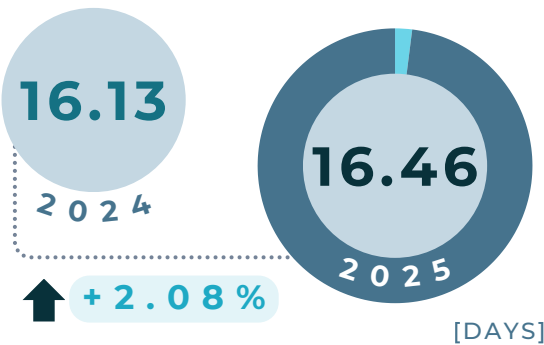
ROOM RATE PER NIGHT:



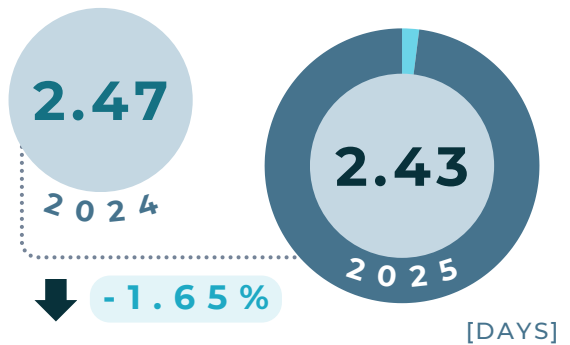
SPEND PER BOOKING:



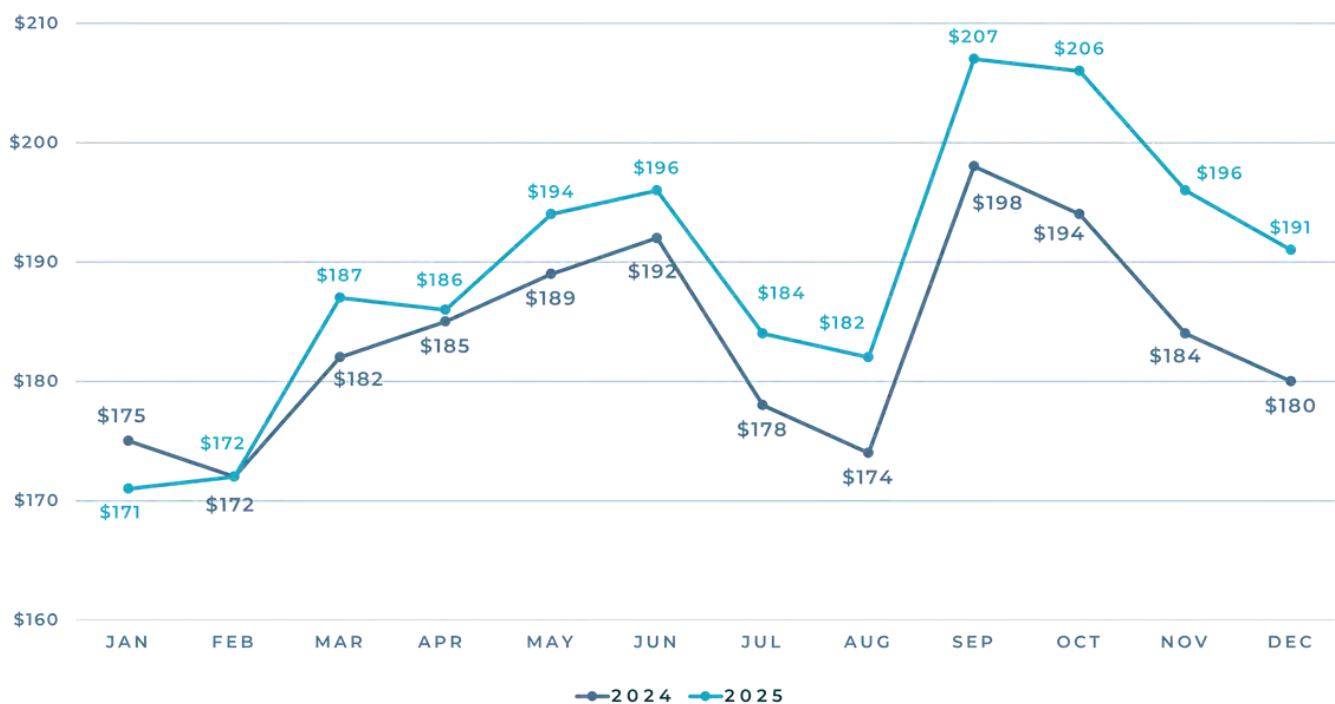
BOOKING LEAD TIME:



LENGTH OF STAY:



GLOBAL AVERAGE RATE PER NIGHT BY MONTH



REGIONAL AVERAGES

NORTH AMERICA

- 🏠 \$214/night
- 📈 +1.42%
- 📅 Sept/Oct
- 📅 2.70 days
- 📅 14.37 days

SOUTH AMERICA

- 🏠 \$107/night
- 📈 +2.88%
- 📅 November
- 📅 2.80 days
- 📅 18.55 days

EUROPE

- 🏠 \$178/night
- 📈 +4.70%
- 📅 September
- 📅 1.98 days
- 📅 14.13days

M. EAST & AFRICA

- 🏠 \$204/night
- 📈 +17.91%
- 📅 March
- 📅 3.08 days
- 📅 12.86 days

ASIA PACIFIC

- 🏠 \$168/night
- 📈 +2.44%
- 📅 November
- 📅 3.03 days
- 📅 16.51 days

- 🏠 Average room rate/night
- 📅 Most expensive month
- 📅 Average booking lead time

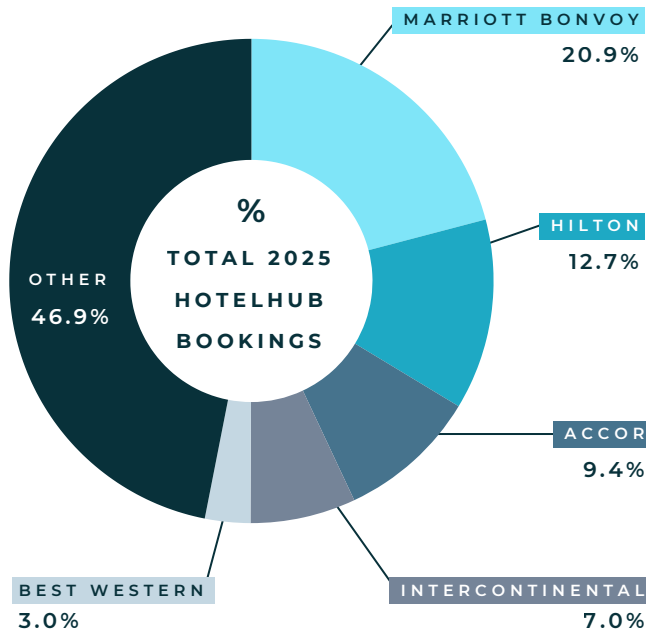
- 📈 Rate change vs 2024
- 📅 Average length of stay

2025: YEAR IN REVIEW

MOST BOOKED COUNTRIES

	NO. BOOKINGS DIFFERENCE VS 2024	2025 AVERAGE RATE	RATE DIFFERENCE VS 2024
UNITED STATES	-9.43%	\$192	-1.33%
FRANCE	-4.47%	\$153	+3.73%
UNITED KINGDOM	-4.38%	\$199	+2.45%
ITALY	+2.30%	\$155	+6.06%
GERMANY	-12.12%	\$157	+2.84%
CANADA	+6.14%	\$173	-0.86%
AUSTRALIA	+3.03%	\$167	+2.77%
INDIA	-5.17%	\$130	+1.76%
SWEDEN	-3.44%	\$146	+5.86%
MEXICO	-9.46%	\$109	-0.61%

MOST BOOKED HOTEL CHAINS



MOST BOOKED CITIES

- LONDON**
UNITED KINGDOM
- PARIS**
FRANCE
- NEW YORK**
UNITED STATES
- STOCKHOLM**
SWEDEN
- ROME**
ITALY

RATE OPTIMISER

Secure the
BEST
RATE
every time

NOT ALL HOTEL RATES
ARE CREATED EQUAL...

THAT'S WHY HOTELHUB
DEVELOPED RATE
OPTIMISER.

Average saving per booking
\$90

20%
of bookings found at better rate

INTELLIGENT RATE RE-SHOPPING

DESIGNED WITH TMCS IN MIND

DRIVE MORE VALUABLE BOOKINGS

RE-SHOP FROM ANY POINT OF SALE

FULLY AUTOMATED RE-BOOKING

CONFIGURABLE RULES ENGINE

COMPREHENSIVE DATA CAPTURE



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