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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 2024 - March 2026**, with particular focus on bookings made in **Q1 2026**.

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

If the corporate travel industry was hoping for a more settled year after the trade shake-ups and shifting policies of 2025, the events of the past few months have probably put paid to that. Hundreds of thousands of travellers stranded in the Middle East and potential air fuel shortages were certainly not on the optimists' bingo cards for 2026...

But, as the old cliché goes: *where there's a will, there's a way.*

While the soaring hotel rates revealed in this edition of the *HotelHub Index* are perhaps to be expected, the more interesting story emerging from the data is how business travellers are adapting to the challenges to stay on the move.

Despite rising costs, we saw little change in the types of hotels being booked, with 4- and 5-star properties accounting for 57% of all transactions – up a few fractions of a percent compared to Q1 2025.

In exchange for retaining loyalty points and product consistency, corporate travel is, instead, shifting towards shorter stays and more affordable destinations. (Although, in the case of UK bookings moving from London to Manchester, one might say *superior* destinations!)

Perceived stability is also, undoubtedly, a factor as business travellers become accustomed to a volatile travel environment.

The continuing decline of bookings to the US comes as little surprise, but it has opened the door for other regions to position themselves as potentially more reliable business hubs. Canada, in particular, has reaped the benefits of its neighbour's approach to global business over the past year.

For the travel management sector, these evolving patterns in traveller behaviour are useful indicators when it comes to determining focus in the coming months.

The TMCs that deliver the greatest value will be those that can help their corporate partners adapt to rising costs and political curveballs, without compromising on traveller experience. Maximising value through smarter accommodation choices and offering peace of mind when things go awry will be crucial.

Ultimately, 2026 is proving to be less about avoiding disruption and more about adapting to it. Those who embrace this shift won't just manage uncertainty – they'll redefine what resilient, effective corporate travel looks like.



PAUL RAYMOND

Chief Commercial Officer

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Q1 2026 INSIGHTS:

Business travellers adapt in the face of soaring rates



The latest data from HotelHub has revealed significant hotel rate inflation in the first three months of the year.

TRAVEL BUDGETS UNDER STRAIN

Analysis of the 1.78 million hotel bookings made via HotelHub technology between January and March shows that the global average rate per night rose by 7.17%, from \$177 in Q1 2025 to \$189 in Q1 2026 – a sharp acceleration versus the near-flat 0.19% lift seen from Q1 2024 to Q1 2025 and the 3.13% average increase recorded across the whole of 2025.

These rate hikes follow a tumultuous 12 months for global economics, marked by geopolitical conflict and a new US approach to trade policy.

Europe has seen considerable increases in room rates, with the Q1 average booked rate for the region jumping from \$154 in 2025 to \$175 in 2026 – a rise of 13.88%.



This inflation is even more pronounced in some key European cities for business travel, with the highest Q1 rate increases recorded in:

Milan: **+29.29%**

Q1 2025: \$195 | Q1 2026: \$253

Stockholm: **+22.11%**

Q1 2025: \$160 | Q1 2026: \$195

Amsterdam: **+18.62%**

Q1 2025: \$216 | Q1 2026: \$253



US RATES START TO CLIMB

On the other side of the Atlantic, US hotel rates also rose in line with the global average at +7.61% from \$210 in Q1 2025 to \$226 in Q1 2026.

While this increase is not as steep as that seen across many European countries, it is a sharp reversal of the -1.33% overall decrease in average American rates recorded in 2025 compared to the previous year, suggesting that the effects of tariffs and declining visitor numbers are starting to hit US hoteliers.

Bookings to the US from HotelHub users were down by nearly 12% compared to Q1 2025, equating to more than \$27 million in lost hotel spend.

GREAT TRAVELLER EXPECTATIONS

Despite these financial pressures, the data indicates that business travellers are not downgrading their standards, with the distribution of bookings across star ratings remaining broadly in line with Q1 2025.

Reservations at 5-star properties accounted for 12.13% of HotelHub bookings, up slightly from 11.98% in Q1 2025, while 4-star hotels comprised 44.88% of total bookings (44.64% in Q1 2025) and 37.90% of bookings were for 3-star hotels (37.96% in Q1 2025).

Instead, it would seem travellers are finding other ways to reduce their spending where possible.

ADAPTING TO FINANCIAL PRESSURE

The average length of stay has edged down by 2.54% from 2.50 days in Q1 2025 to 2.43 days - meaning that the average spend per booking only rose by 4.62% (\$440 to \$461) in the same period.

In the UK, where national average rates rose by 9.14%, bookings at London hotels fell by 5.24% while bookings at hotels in Manchester increased by 9.30%. This shift is likely driven, at least in part, by the gap in pricing: one night in London at the average Q1 rate of \$324 roughly equates to two nights in Manchester, where rates averaged \$160.



SHIFTING GEOPOLITICAL FORTUNES

Another notable finding from the data is the early impact of the Iran conflict, which began on 28 February 2026: bookings to the United Arab Emirates – both a major global transportation hub and a target of airstrikes – fell by nearly 77% in March compared with the same month last year.

Elsewhere, bookings to Canadian hotels have continued to grow, increasing by +5.16% compared to Q1 2025, while Australia and China have both proved popular with HotelHub users this quarter, with bookings growing by +4.30% and +4.20% respectively.

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**
by S4BT. •

Get in touch for more information or a demo:

 sales@hotelhub.com

Q1
20
26

IN NUMBERS

AVERAGE BOOKING
LEAD TIME
15.26 DAYS



Average
spend
per
booking



\$461

↓ **77%**

decrease in
bookings to
the United
Arab Emirates



March 2025 vs March 2026

\$822
million

TOTAL VALUE
OF HOTEL
SPEND

↑ **7.17%**
increase in global
average rates per
night

VS Q1 2025

GLOBAL AVERAGE
RATE PER NIGHT

\$189



2.43
days

AVERAGE LENGTH
OF STAY



MARRIOTT
BONVOY

1 IN EVERY **5**
BOOKINGS WERE
FOR MARRIOTT
PROPERTIES

13.9%

INCREASE IN
RATES PER NIGHT
AT EUROPEAN
HOTELS

2 countries &
territories
visited by
HotelHub
users



1,785,293

hotel bookings made via HotelHub

DESTINATIONS

Based on all transactions made in Q1 (Jan - Mar) 2026.











TOP 10 MOST BOOKED COUNTRIES

		BOOKING VOLUME VS Q1 2025
1.	UNITED STATES	-11.88%
2.	FRANCE	-6.54%
3.	UNITED KINGDOM	-7.63%
4.	ITALY	-3.15%
5.	GERMANY	-14.73%
6.	CANADA	+5.16%
7.	AUSTRALIA	+4.30%
8.	INDIA	-7.17%
9.	SWEDEN	-13.08%
10.	MEXICO	-15.43%

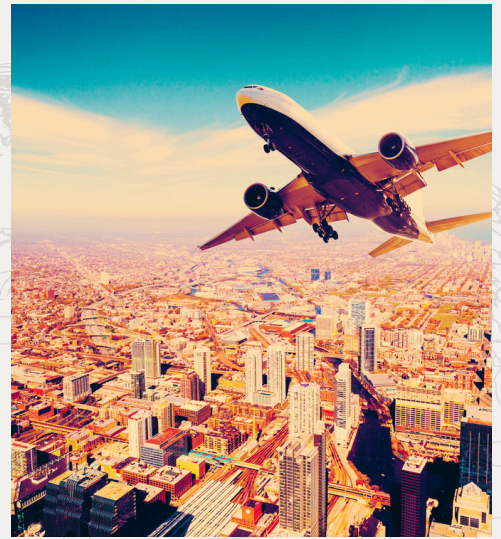
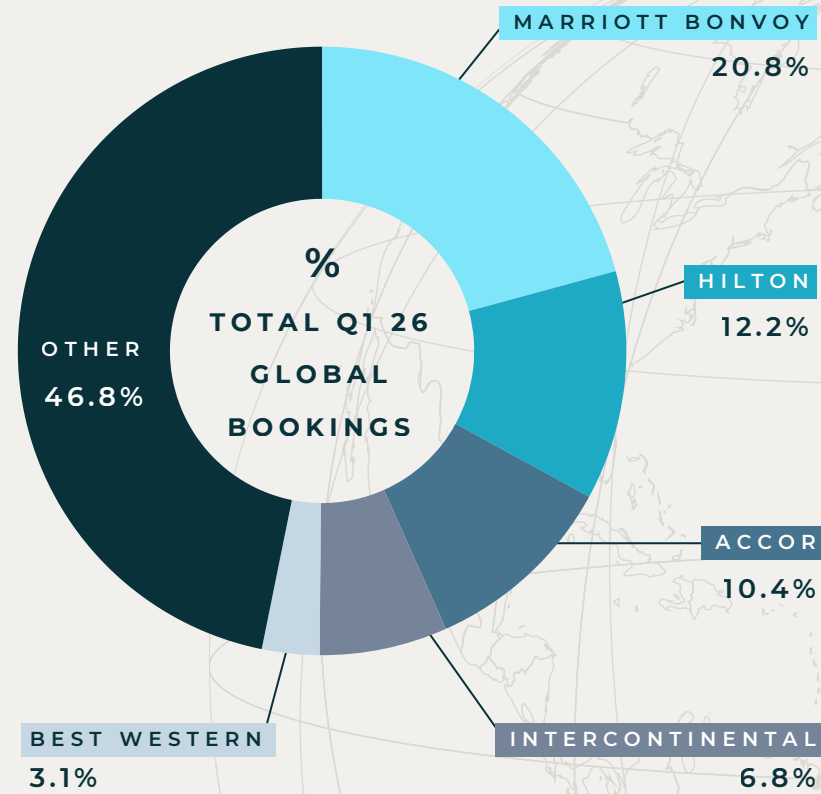
RATES PER NIGHT

Q1 2026 AVERAGE	DIFFERENCE VS Q1 2025
\$226	+7.61%
\$158	+10.51%
\$215	+9.14%
\$153	+20.53%
\$162	+12.47%
\$180	+6.52%
\$184	+15.27%
\$155	+4.27%
\$162	+21.55%
\$128	+12.24%

TOP 10 MOST BOOKED CITIES

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

MOST BOOKED HOTEL CHAINS



MOST BOOKED HOTEL

**FAIRFIELD BY MARRIOTT INN & SUITES
MONTREAL AIRPORT**

📍 Montreal, Canada



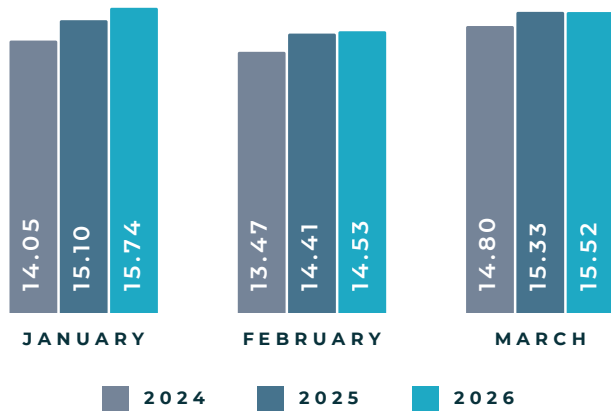
BOOKING TRENDS

Based on all transactions made in Q1 (January - March) 2024 - 2026. Rates listed in USD.

AVERAGE BOOKING LEAD TIME:

15.26 days

3-YEAR VIEW BY MONTH



Q1 AVG LEAD TIMES BY TYPE

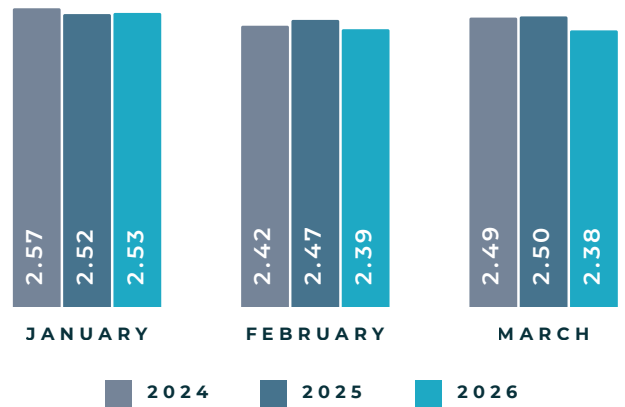
	2024	2025	2026
ALL	14.11	14.95	15.26
DOMESTIC	12.57	13.26	13.62
INTERNATIONAL	17.66	18.67	18.96



AVERAGE LENGTH OF STAY:

2.43 days

3-YEAR VIEW BY MONTH



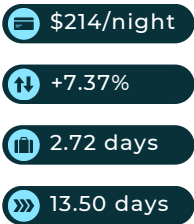
Q1 AVG STAY LENGTH BY TYPE

	2024	2025	2026
ALL	2.49	2.50	2.43
DOMESTIC	2.22	2.20	2.16
INTERNATIONAL	3.13	3.14	3.06

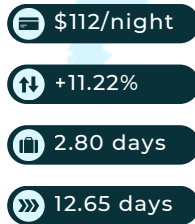
REGIONAL TRENDS

- Average room rate/night
- Rate change vs Q1 2025
- Average length of stay
- Average booking lead time

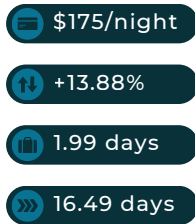
NORTH AMERICA



SOUTH AMERICA



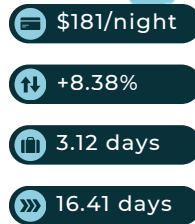
EUROPE



MIDDLE EAST/AFRICA

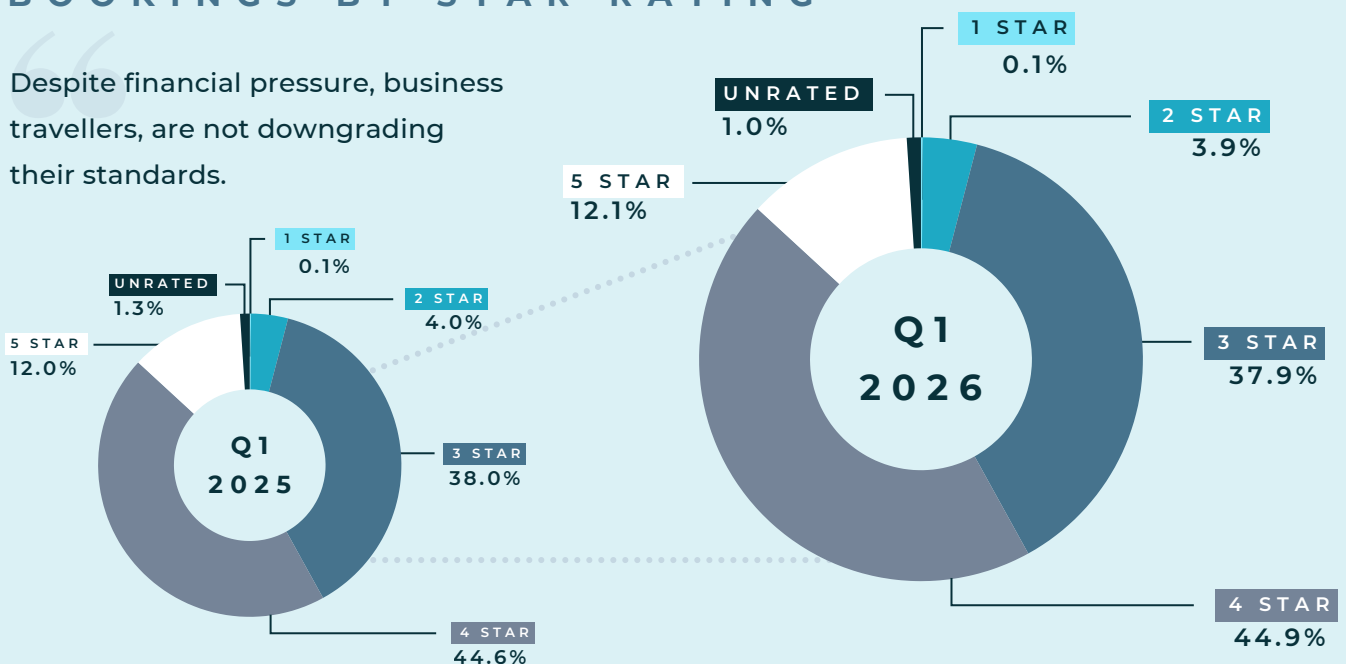


ASIA PACIFIC



BOOKINGS BY STAR RATING

Despite financial pressure, business travellers, are not downgrading their standards.



RATE TRENDS

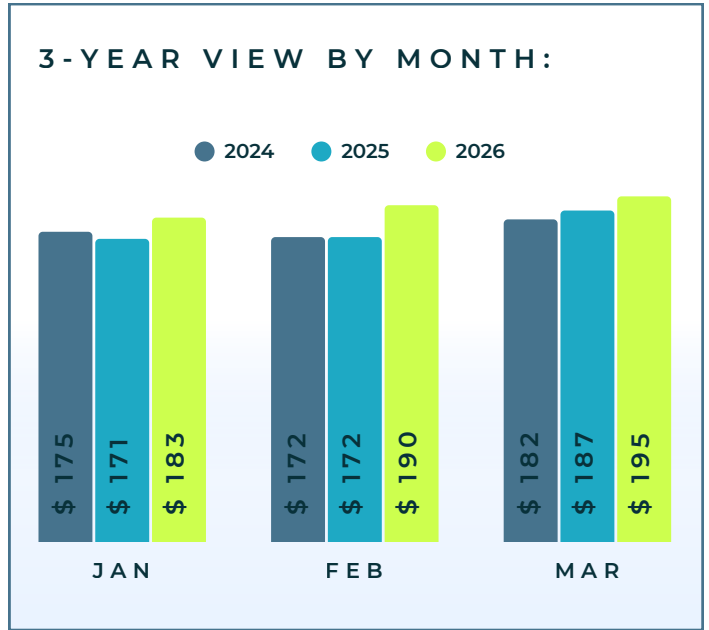
Based on all transactions made in Q1 (Jan - Mar) 2024 - 2026. Rates listed in USD.

AVERAGE RATE PER NIGHT

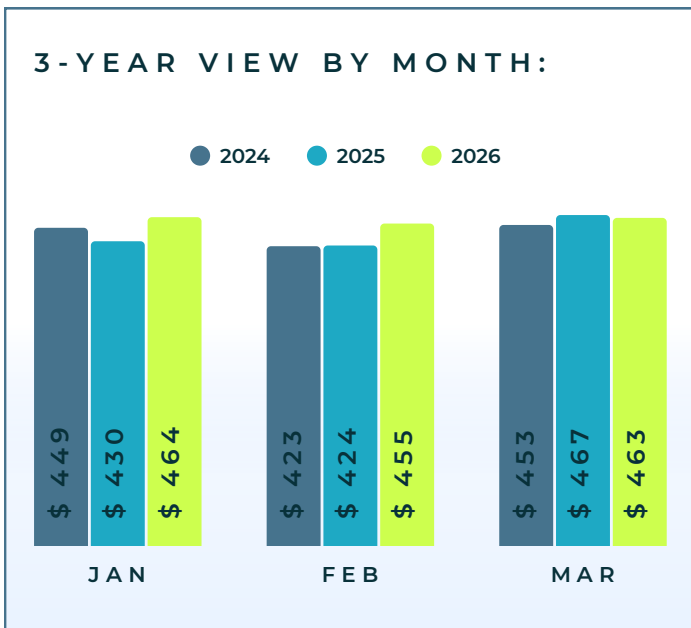


AVG. RATE
PER NIGHT IN
Q1 2026:
\$189

INCREASE IN
RATE PER
NIGHT:
7.17%
VS Q1 2025

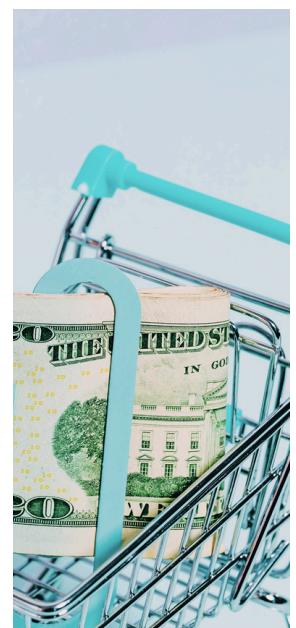


AVERAGE SPEND PER BOOKING



AVG. SPEND
PER BOOKING
IN Q1 2026:
\$461

INCREASE IN
SPEND PER
BOOKING:
4.62%
VS Q1 2025



AVERAGE CITY RATES

Based on all transactions made in Q1 2026. Rates listed in USD.



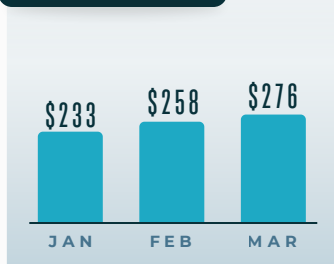
AMSTERDAM



↑
18.62%

Q1 2025 AVG: \$216

vs Q1 2025



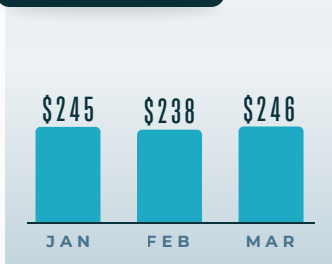
ATLANTA



↑
4.99%

Q1 2025 AVG: \$231

vs Q1 2025



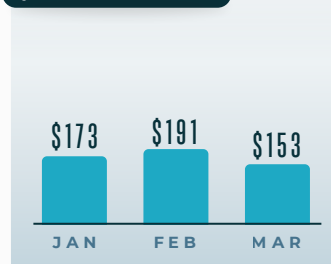
BANGALORE



↑
6.82%

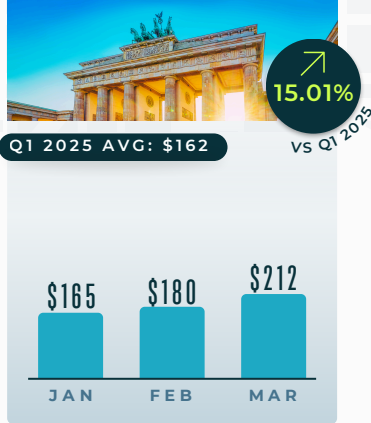
Q1 2025 AVG: \$161

vs Q1 2025

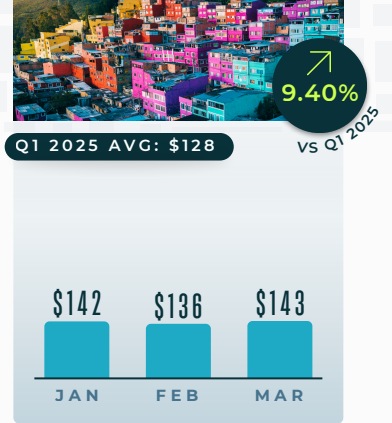




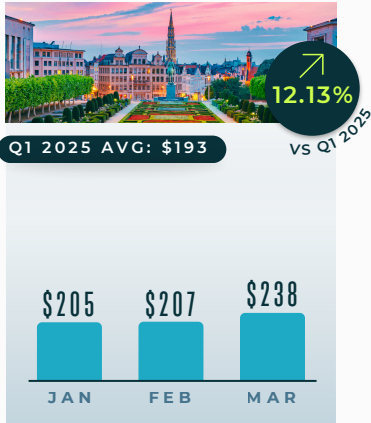
BERLIN



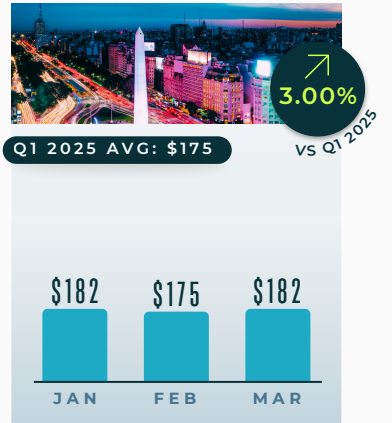
BOGOTA



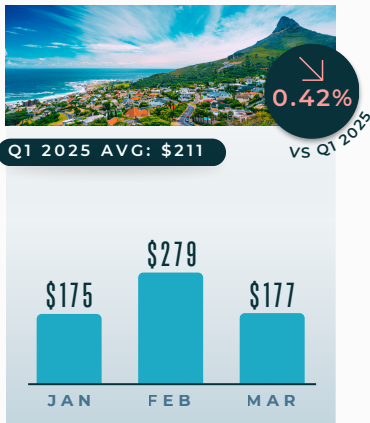
BRUSSELS



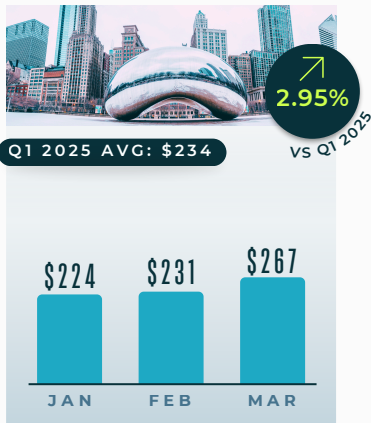
BUENOS AIRES



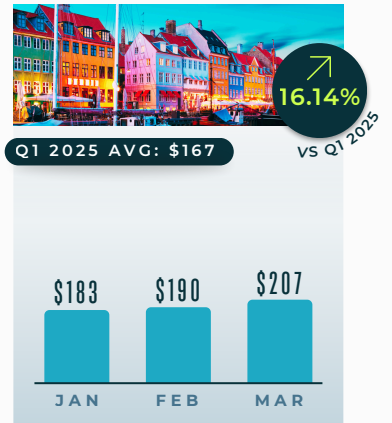
CAPE TOWN



CHICAGO



COPENHAGEN

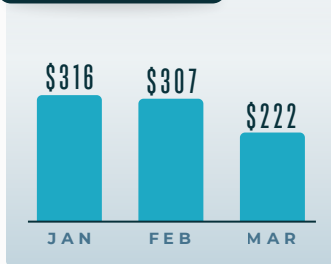


DUBAI



Q1 2025 AVG: \$262

vs Q1 2025

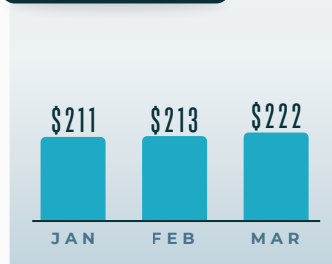


FRANKFURT



Q1 2025 AVG: \$184

vs Q1 2025

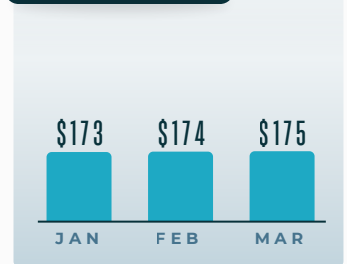


HELSINKI



Q1 2025 AVG: \$151

vs Q1 2025

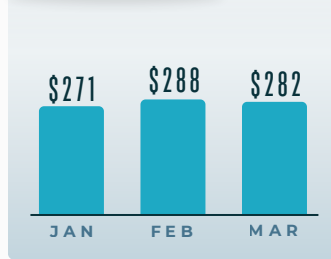


HONG KONG



Q1 2025 AVG: \$269

vs Q1 2025

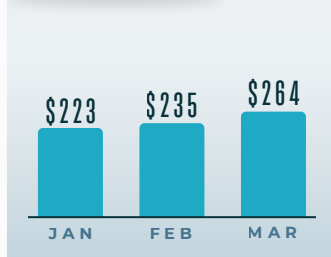


HOUSTON



Q1 2025 AVG: \$217

vs Q1 2025

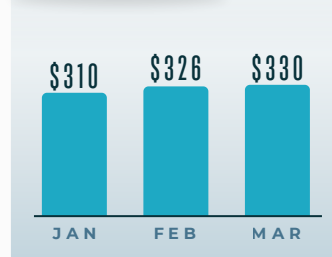


LONDON



Q1 2025 AVG: \$298

vs Q1 2025

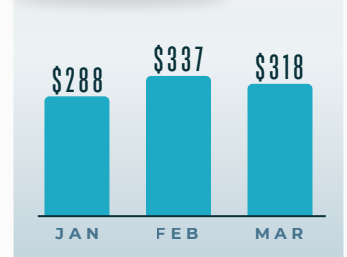


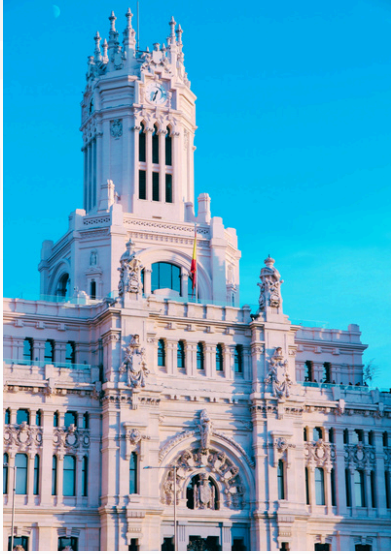
LOS ANGELES



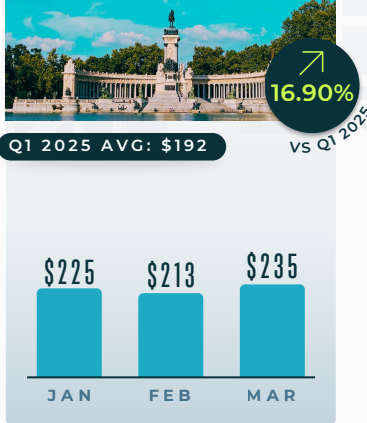
Q1 2025 AVG: \$290

vs Q1 2025

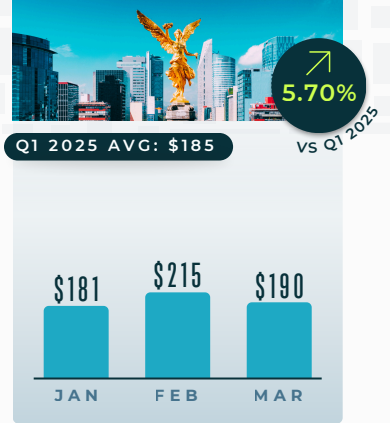




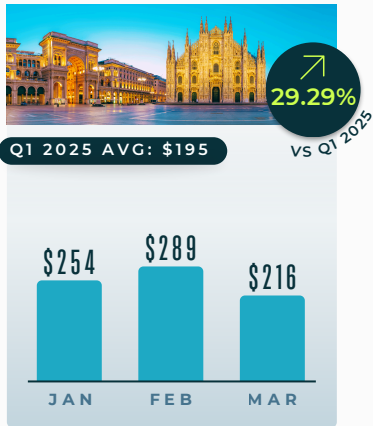
MADRID



MEXICO CITY



MILAN

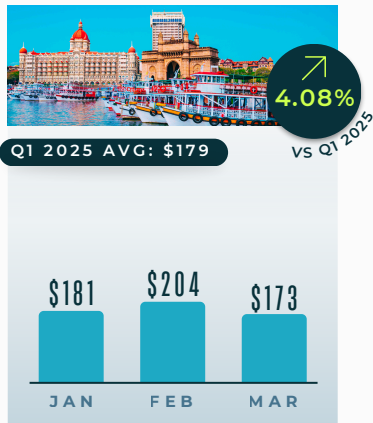


TOP 3 BIGGEST RATE INCREASES

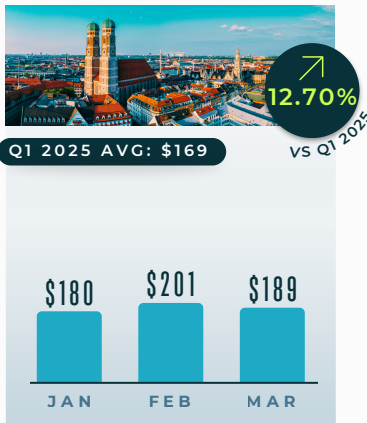
Average rate Q1 2025 vs Q1 2026.

	Q1 2025	Q1 2026	% Change
1. Milan Italy	\$195	\$253	29.29%
2. Stockholm Sweden	\$160	\$195	22.11%
3. Amsterdam Netherlands	\$216	\$256	18.62%

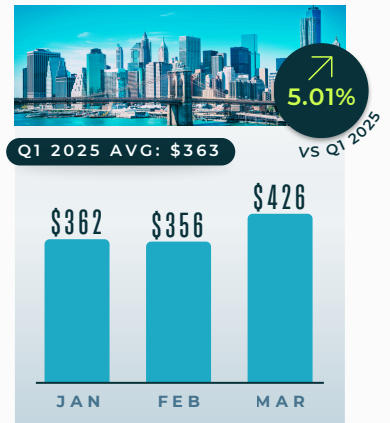
MUMBAI



MUNICH



NEW YORK

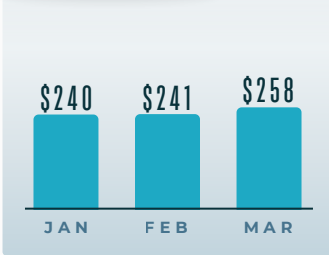


PARIS



Q1 2025 AVG: \$221

Vs Q1 2025

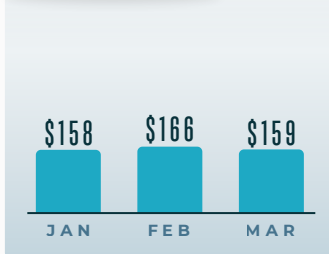


RIO DE JANEIRO



Q1 2025 AVG: \$151

Vs Q1 2025

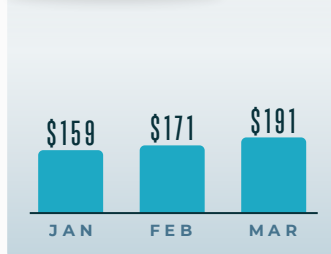


ROME



Q1 2025 AVG: \$148

Vs Q1 2025

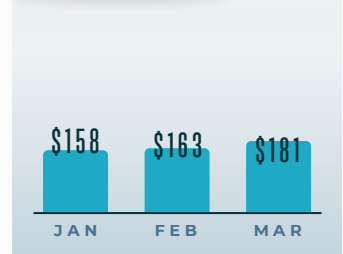


SANTIAGO



Q1 2025 AVG: \$169

Vs Q1 2025

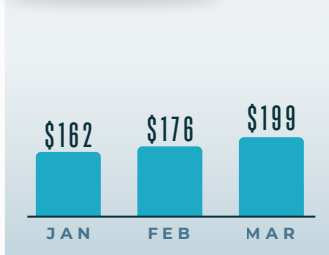


SÃO PAULO



Q1 2025 AVG: \$153

Vs Q1 2025

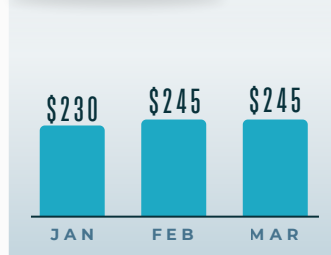


SEATTLE



Q1 2025 AVG: \$236

Vs Q1 2025

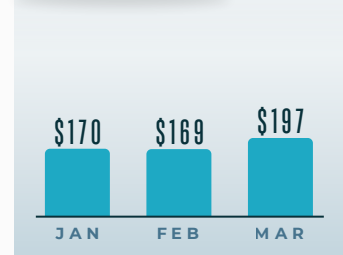


SHANGHAI



Q1 2025 AVG: \$158

Vs Q1 2025



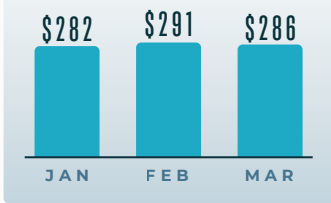
SINGAPORE



8.73%

Q1 2025 AVG: \$263

vs Q1 2024



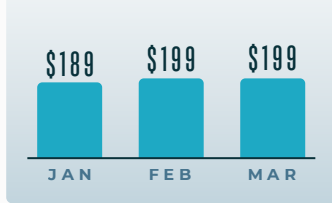
STOCKHOLM



22.11%

Q1 2025 AVG: \$160

vs Q1 2024



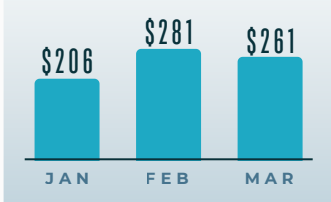
SYDNEY



15.40%

Q1 2025 AVG: \$216

vs Q1 2024



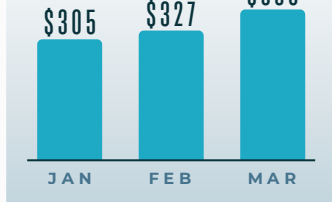
TOKYO



5.25%

Q1 2025 AVG: \$321

vs Q1 2024



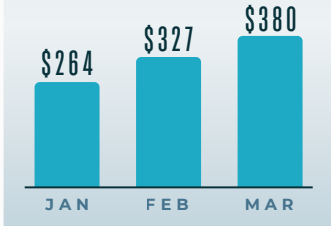
TORONTO



13.16%

Q1 2025 AVG: \$271

vs Q1 2024



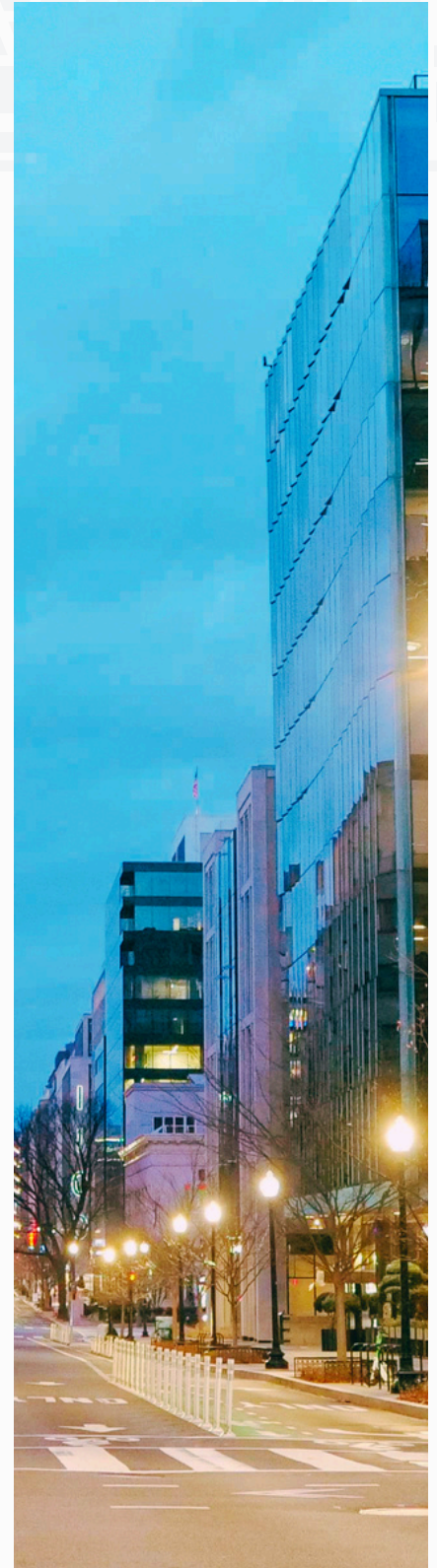
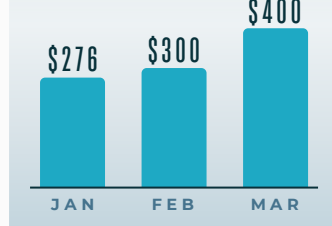
WASHINGTON DC



2.09%

Q1 2025 AVG: \$319

vs Q1 2024



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20%
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CONFIGURABLE RULES ENGINE

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