



# **Performance alberghiere: Milano, Italia, Europa**

## **Scenari evolutivi sorprendenti?**

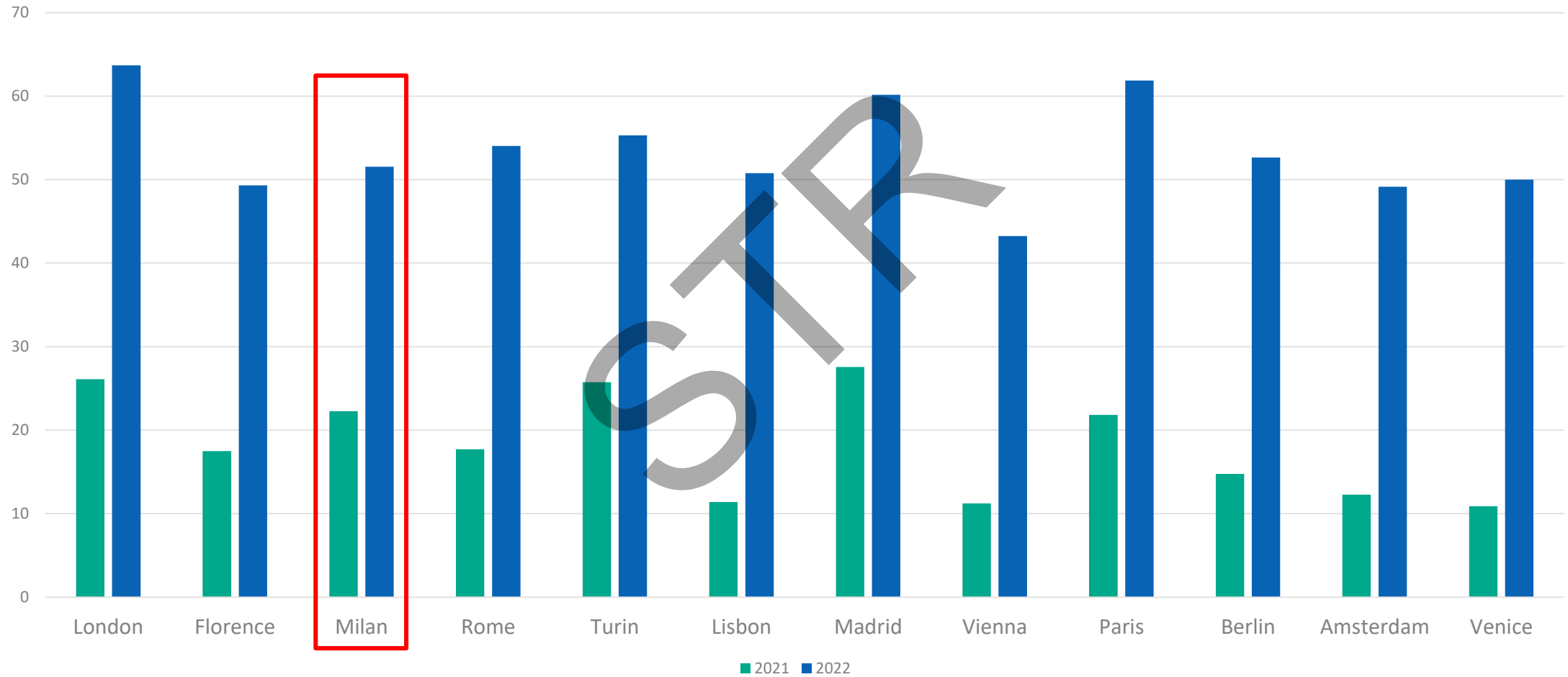
**Marco G. Malacrida**

**Milano 27 Giugno 2022**

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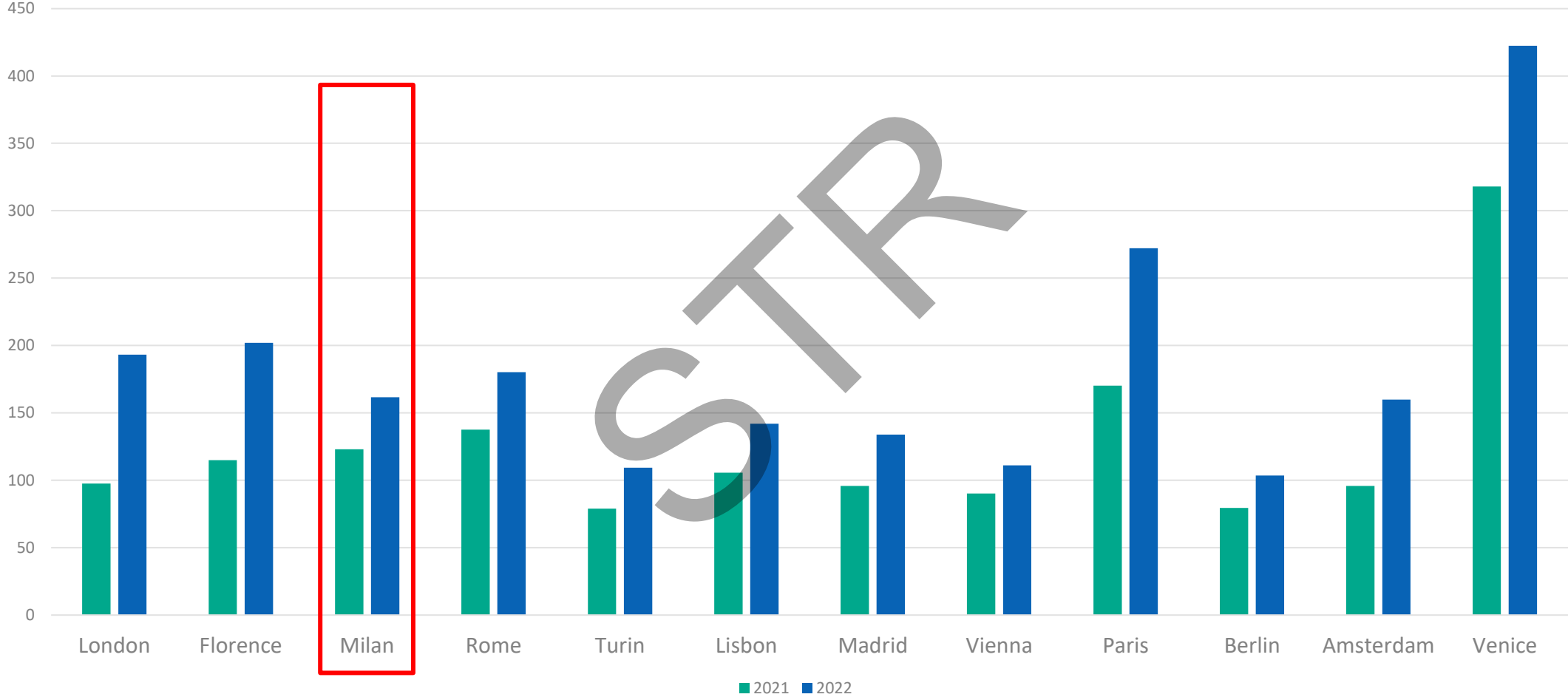
# Occupazione: alcune città europee

Maggio 2022 YTD versus 2021



# ADR: alcune città europee

Maggio YTD 2022 versus 2021



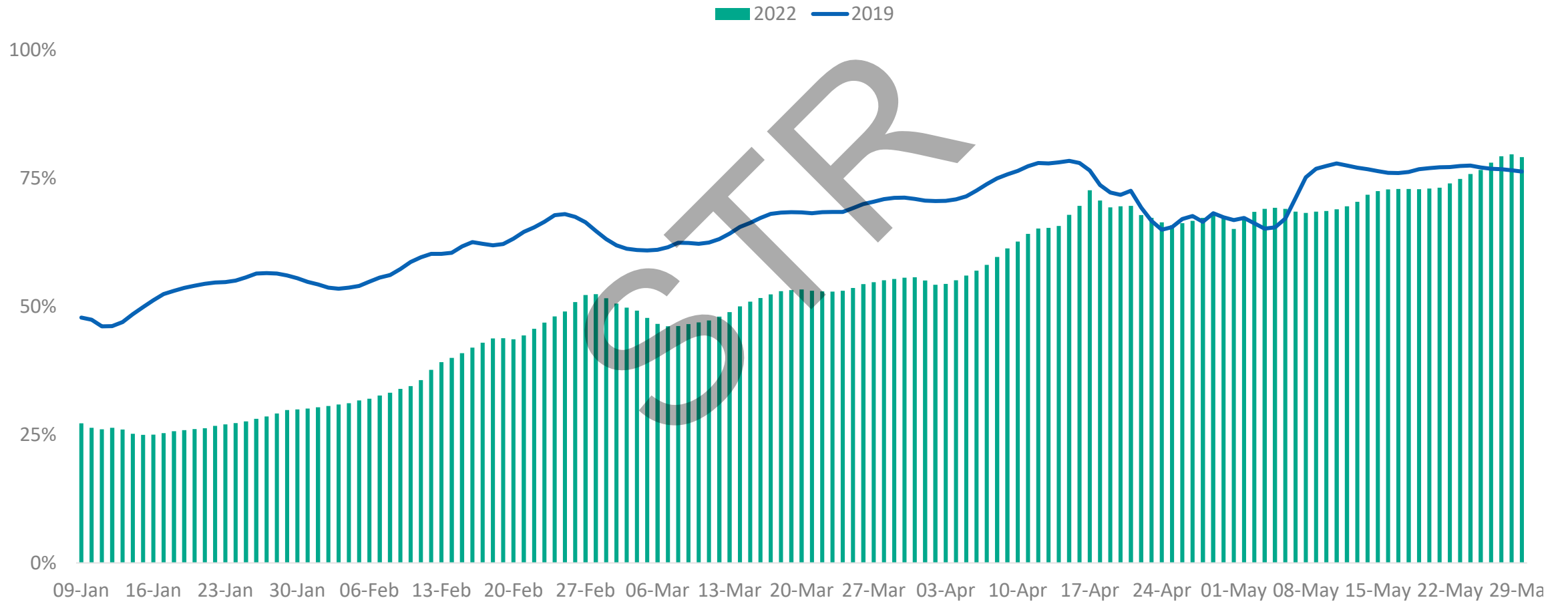


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**Italia**

# Miglioramento continuo

Occupazione R7 (Standard) , Italia Gen 2022 – Maggio 2022

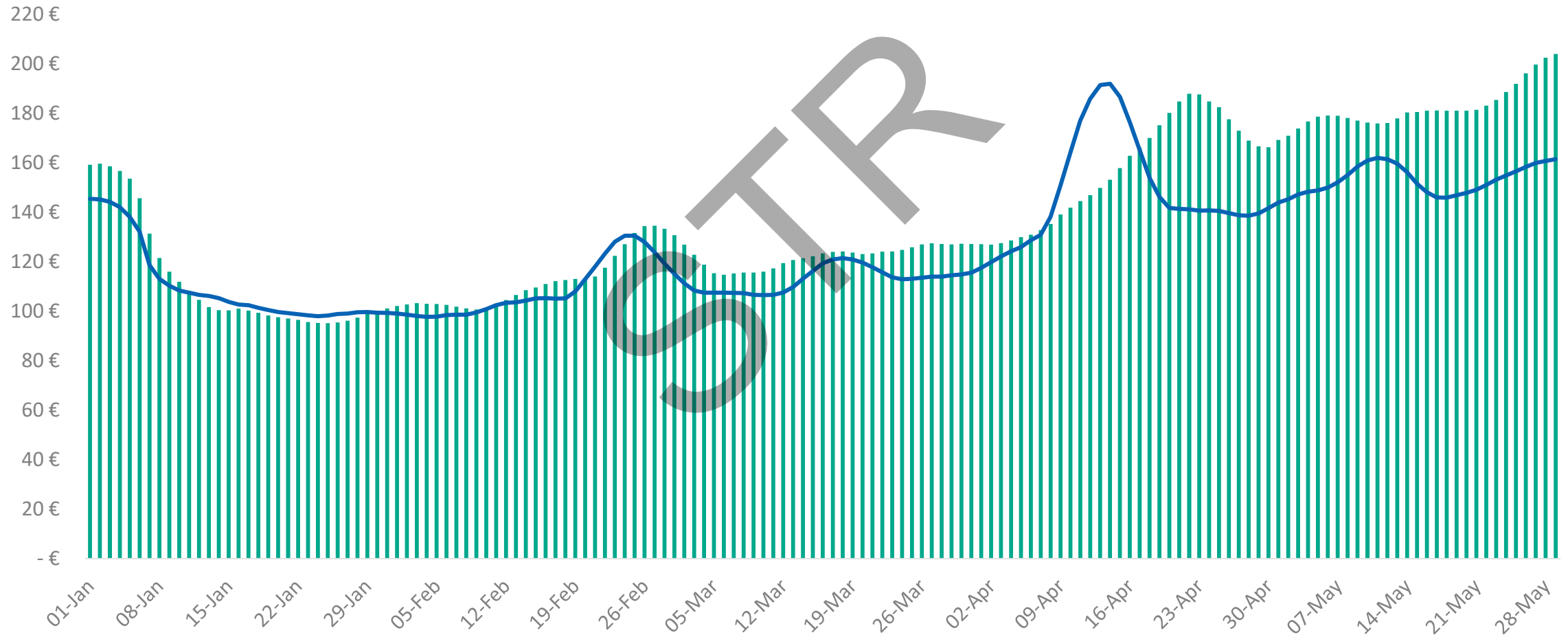


# ADR in crescita

ADR Italia, Jan 2022 – May 2022



2022 2019



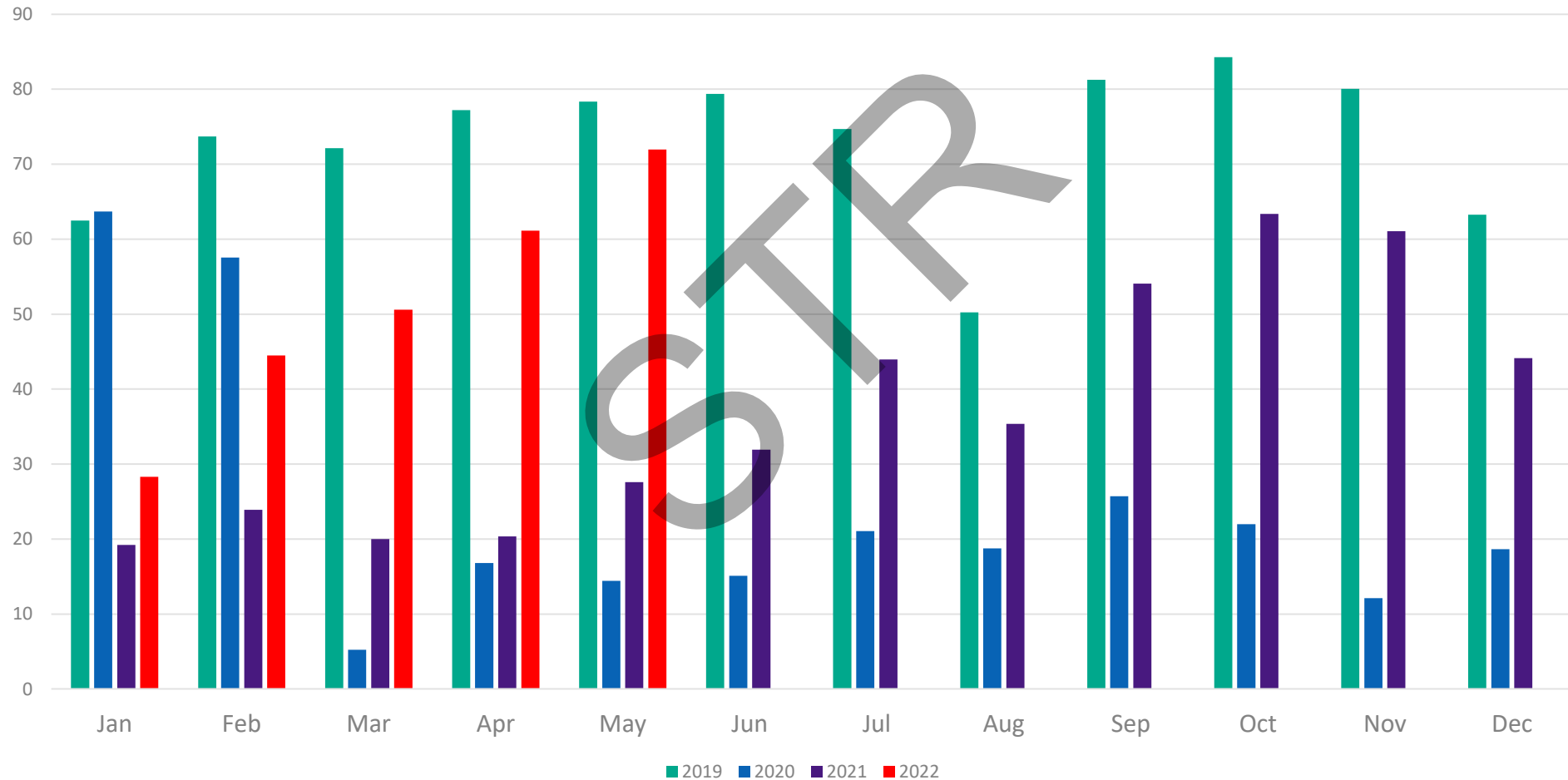


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**Milano**

# Occupazione: Milano

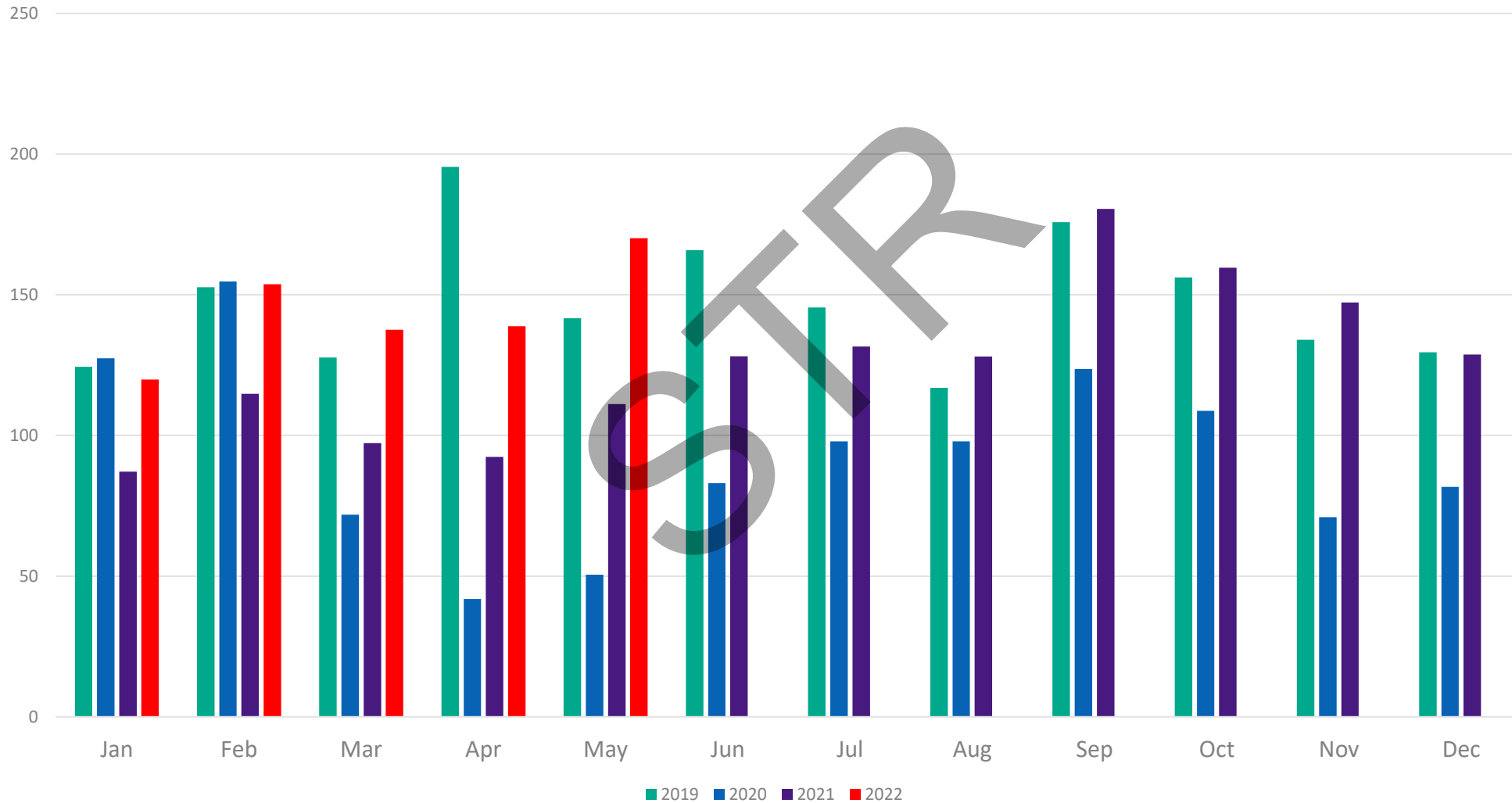
Occupazione mensile paragonata a 2019, '20, '21





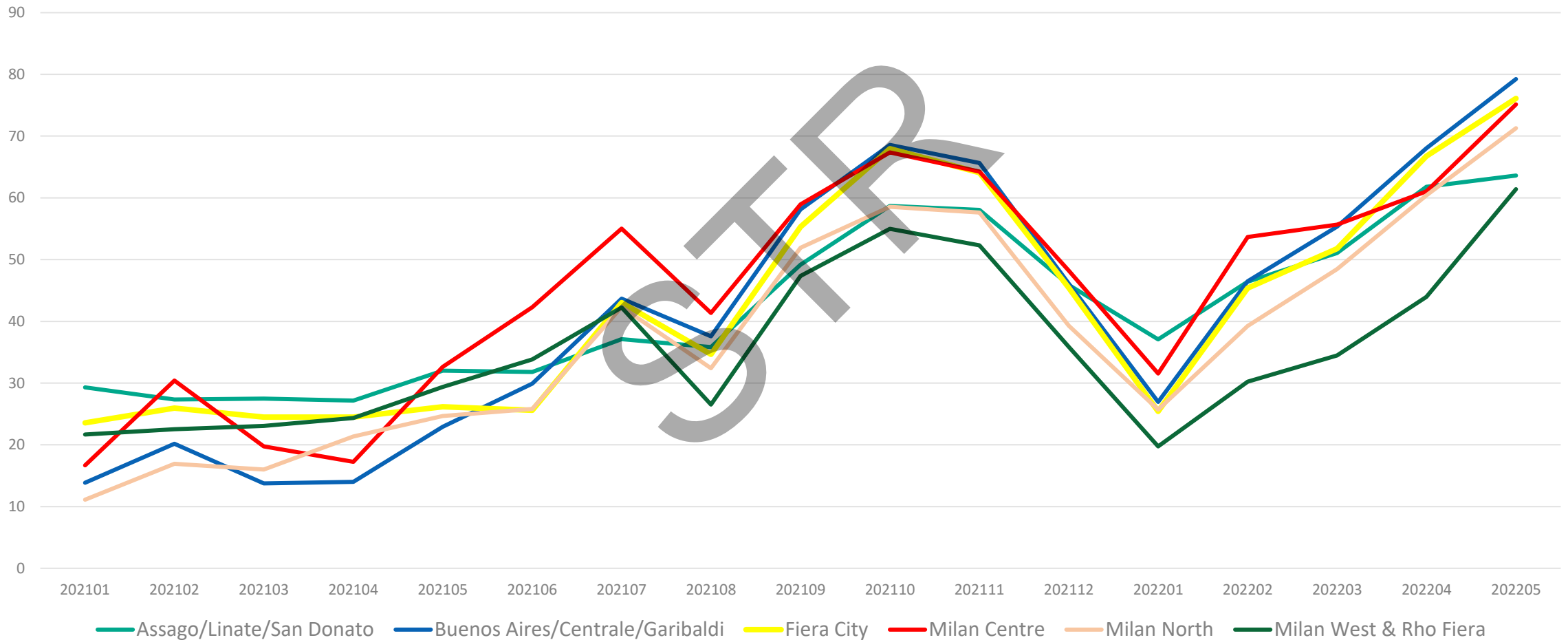
# ADR: Milano

ADR mensile rispetto a 2019, '20, '21



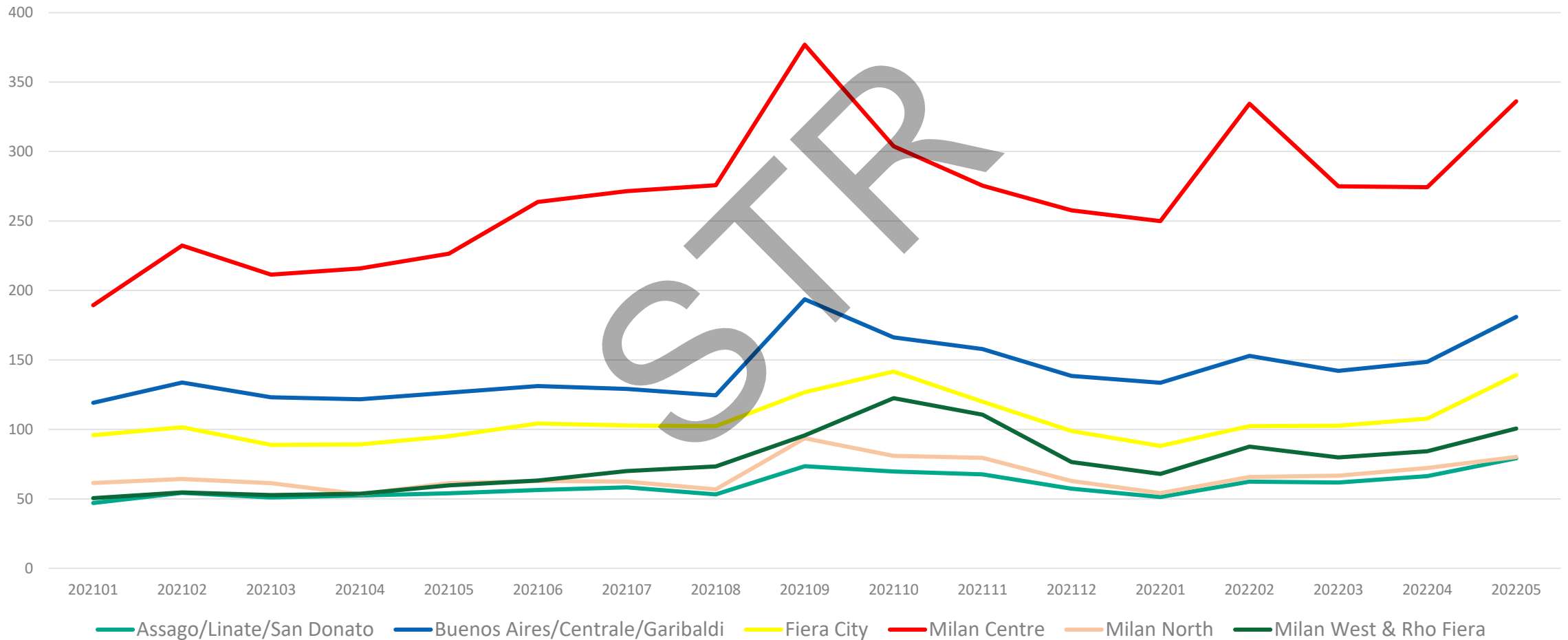
# Occupazione per zone da Gen 2021

Buenos Aires/Centrale/Garibaldi quasi 80% a Maggio 2022



# ADR per submarket da Gen 2021

Milano Centrale oltre 330 EUR

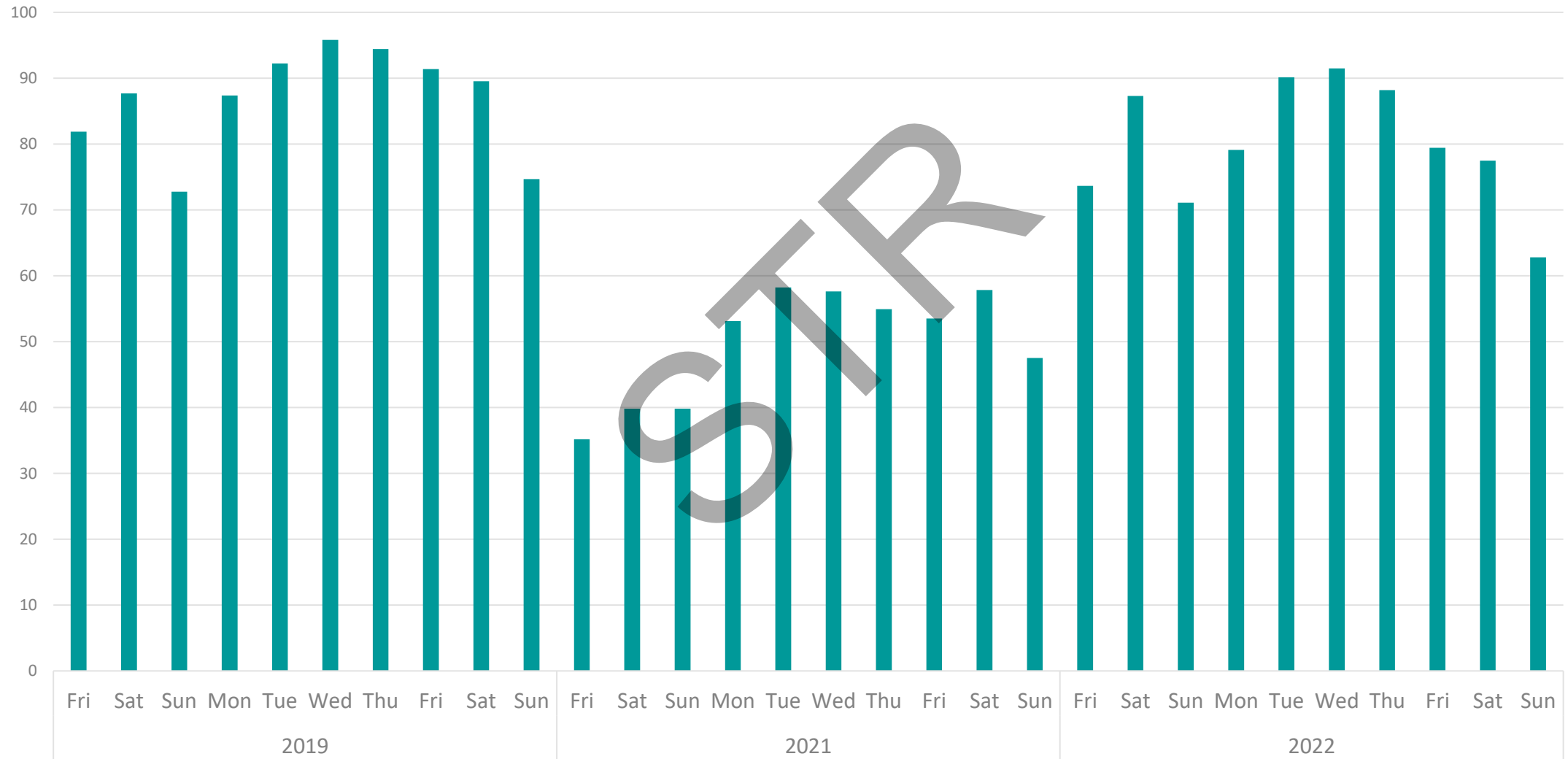




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**Design week 2022**

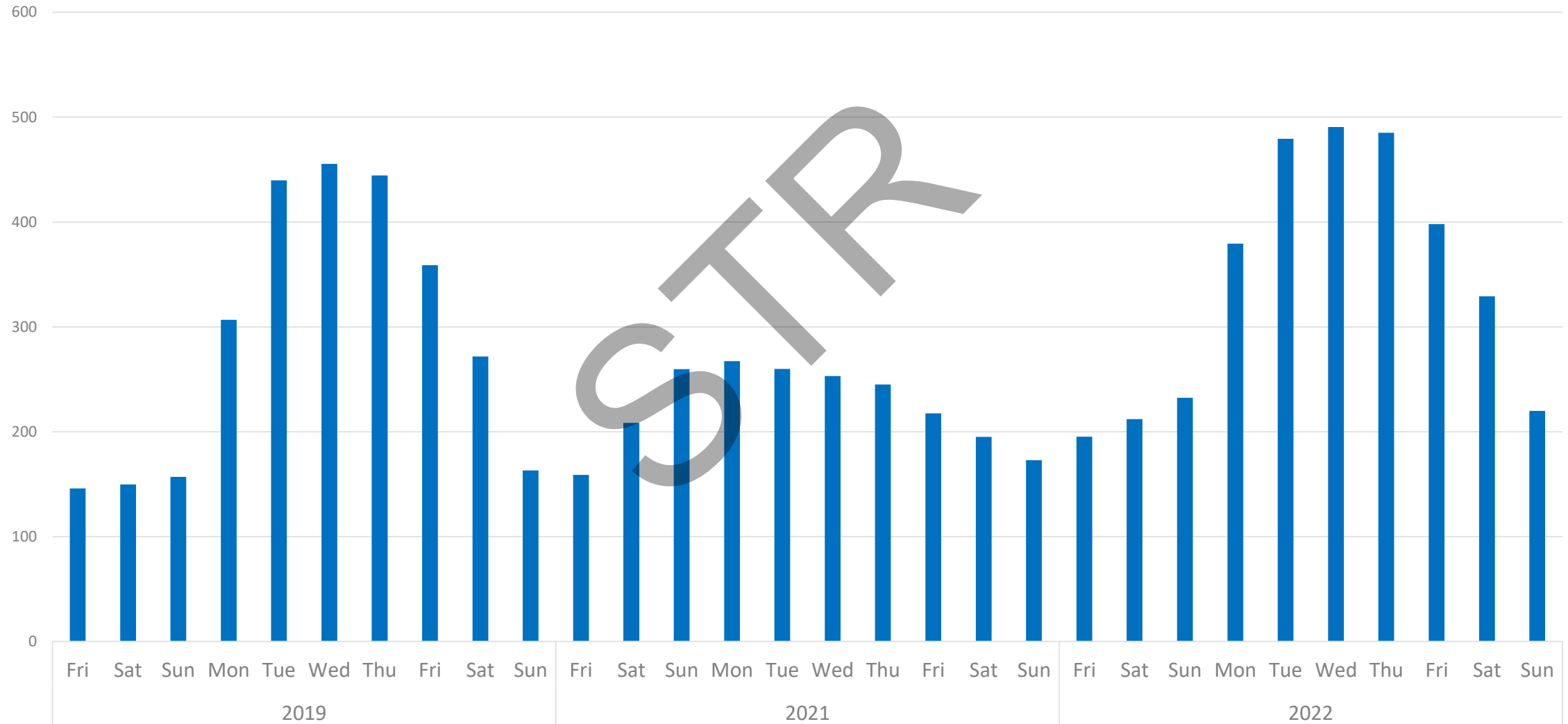
# Milano Occupazione



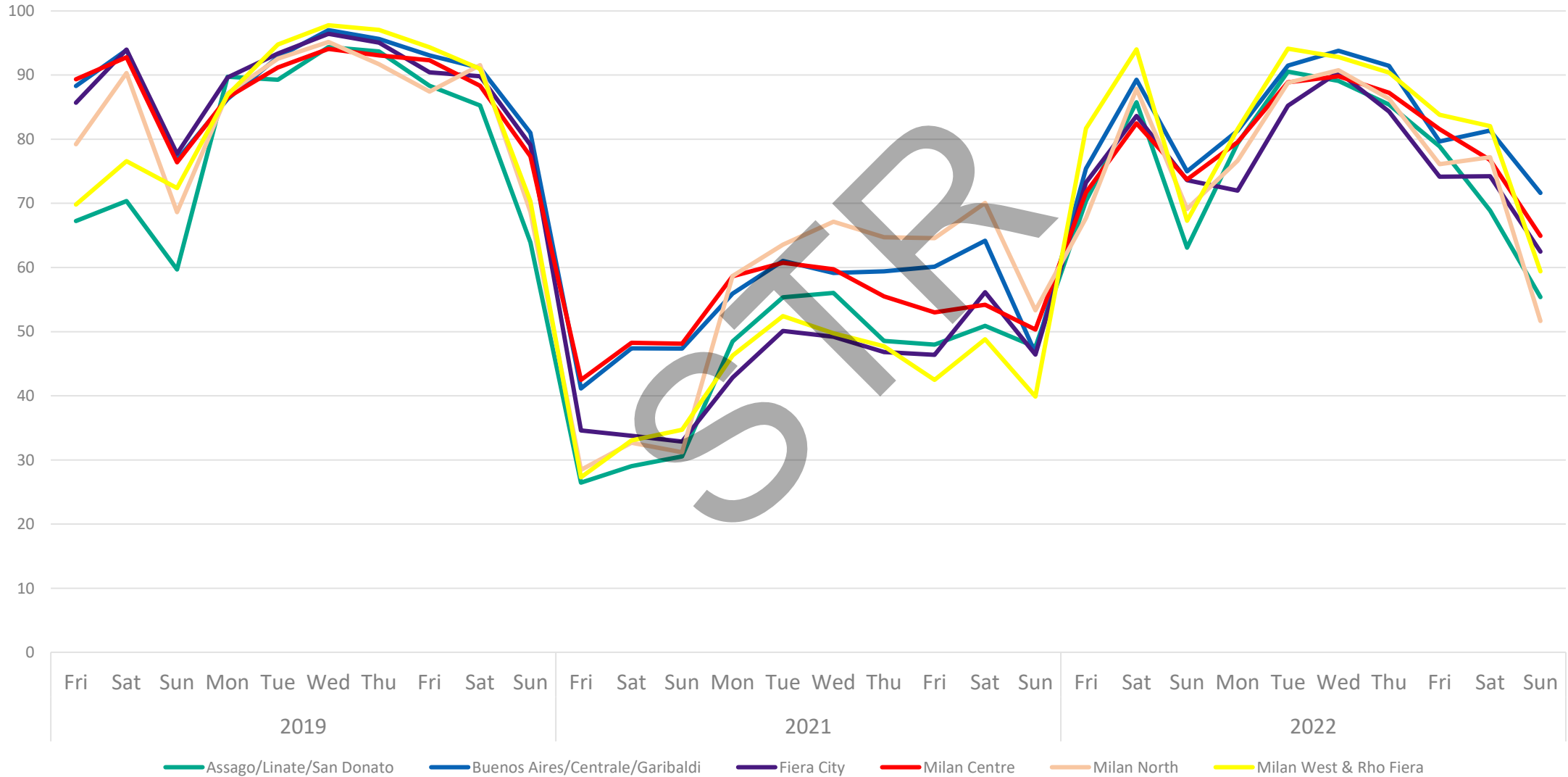
# Milano – ADR



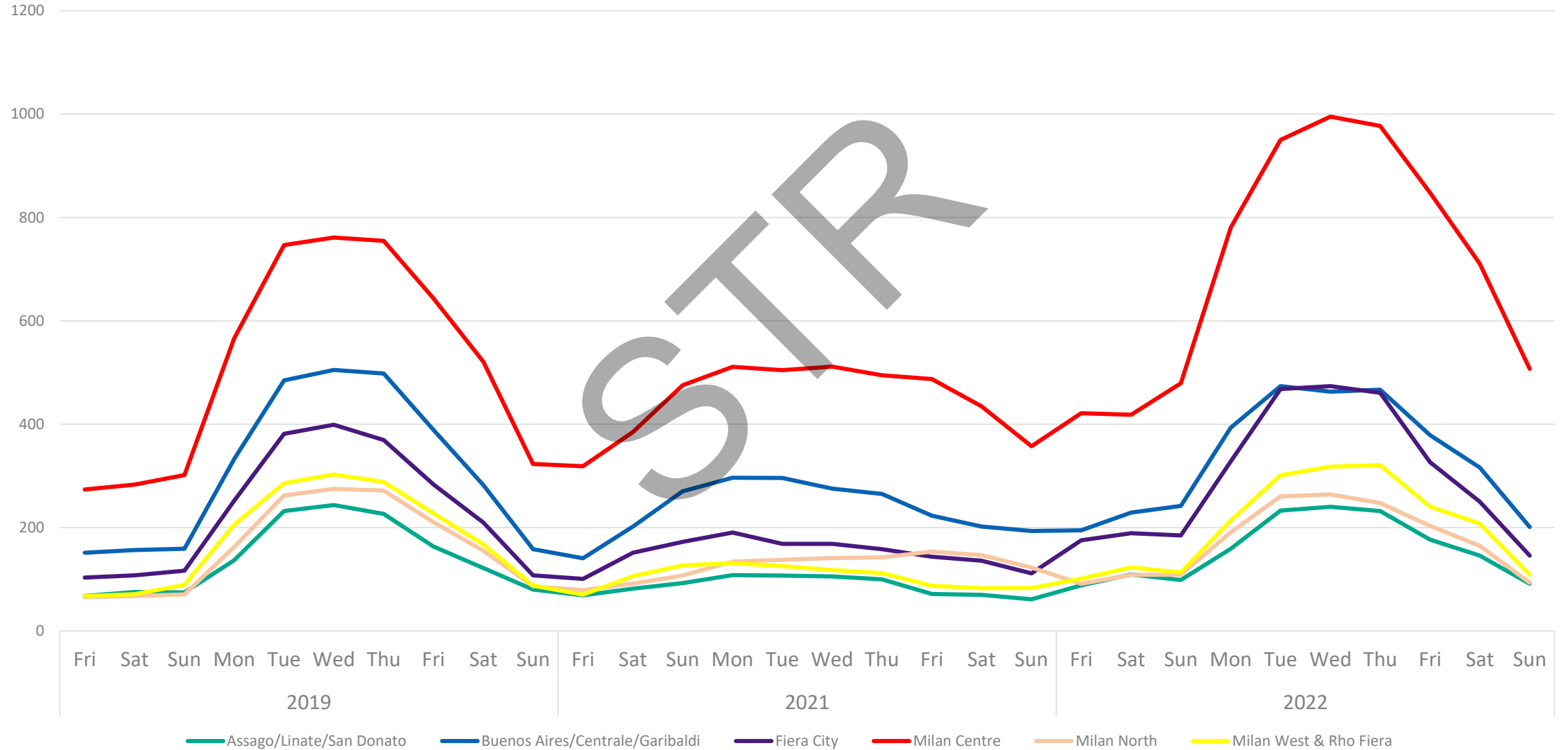
Peak nights: tariffe in aumento di quasi 9% rispetto a 2019



# Design week– Occupazione per zona



# Design week – ADR per zona



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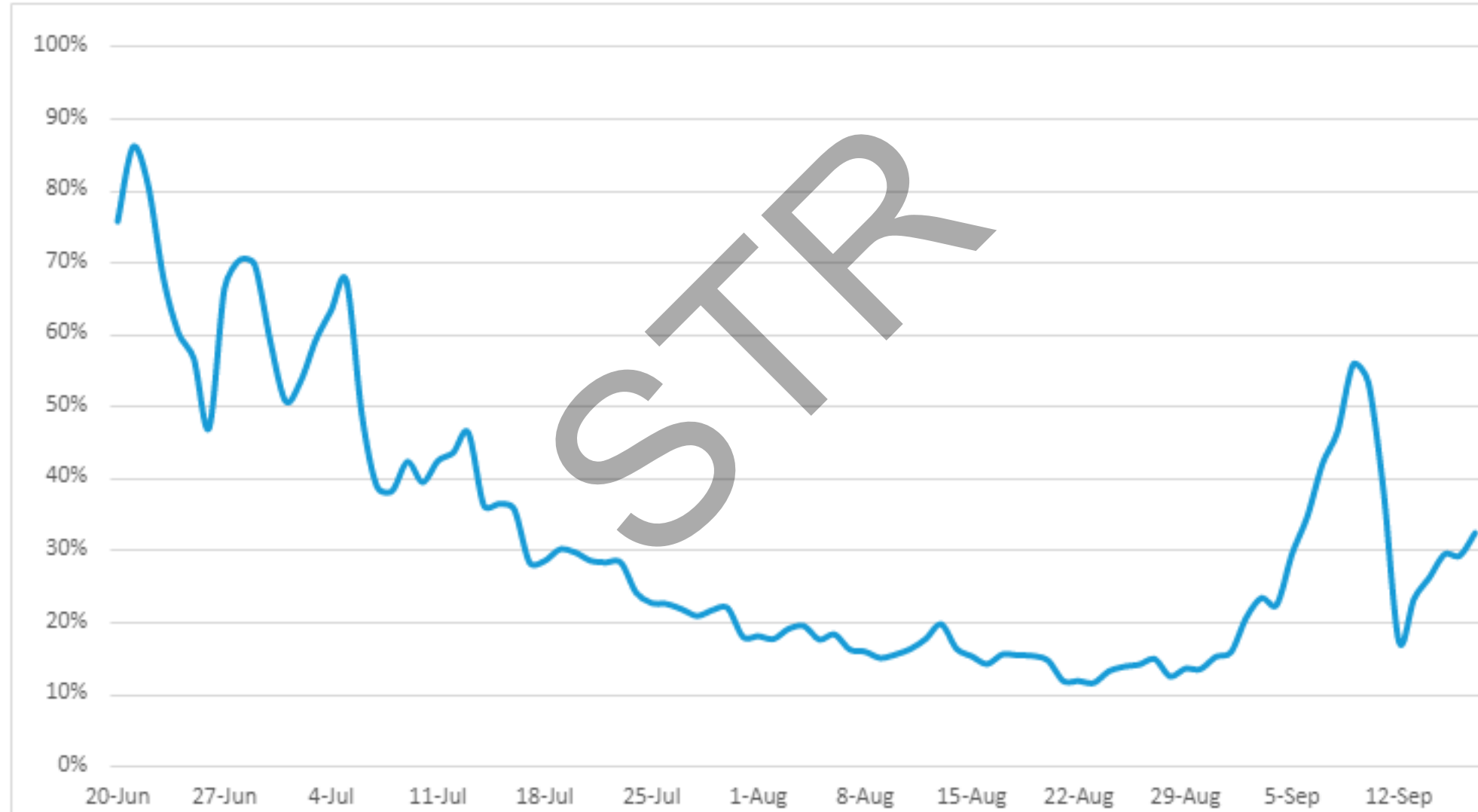




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## **Business on the book**

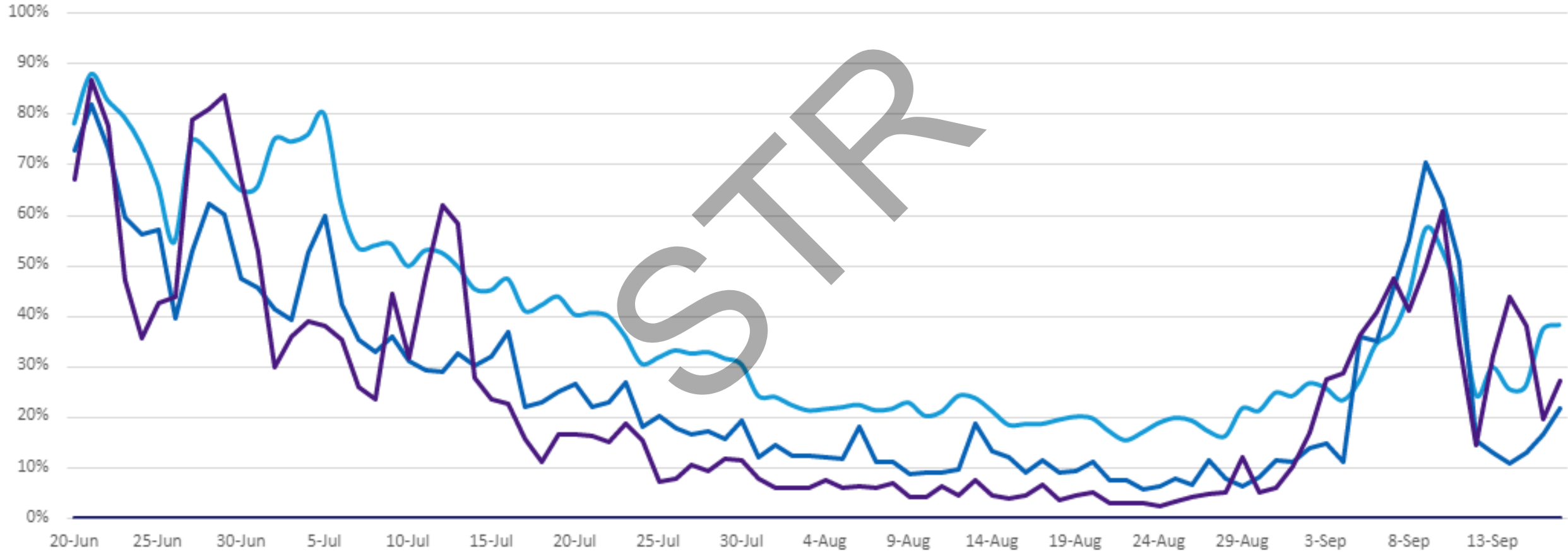
# Milano prossimi 90 giorni



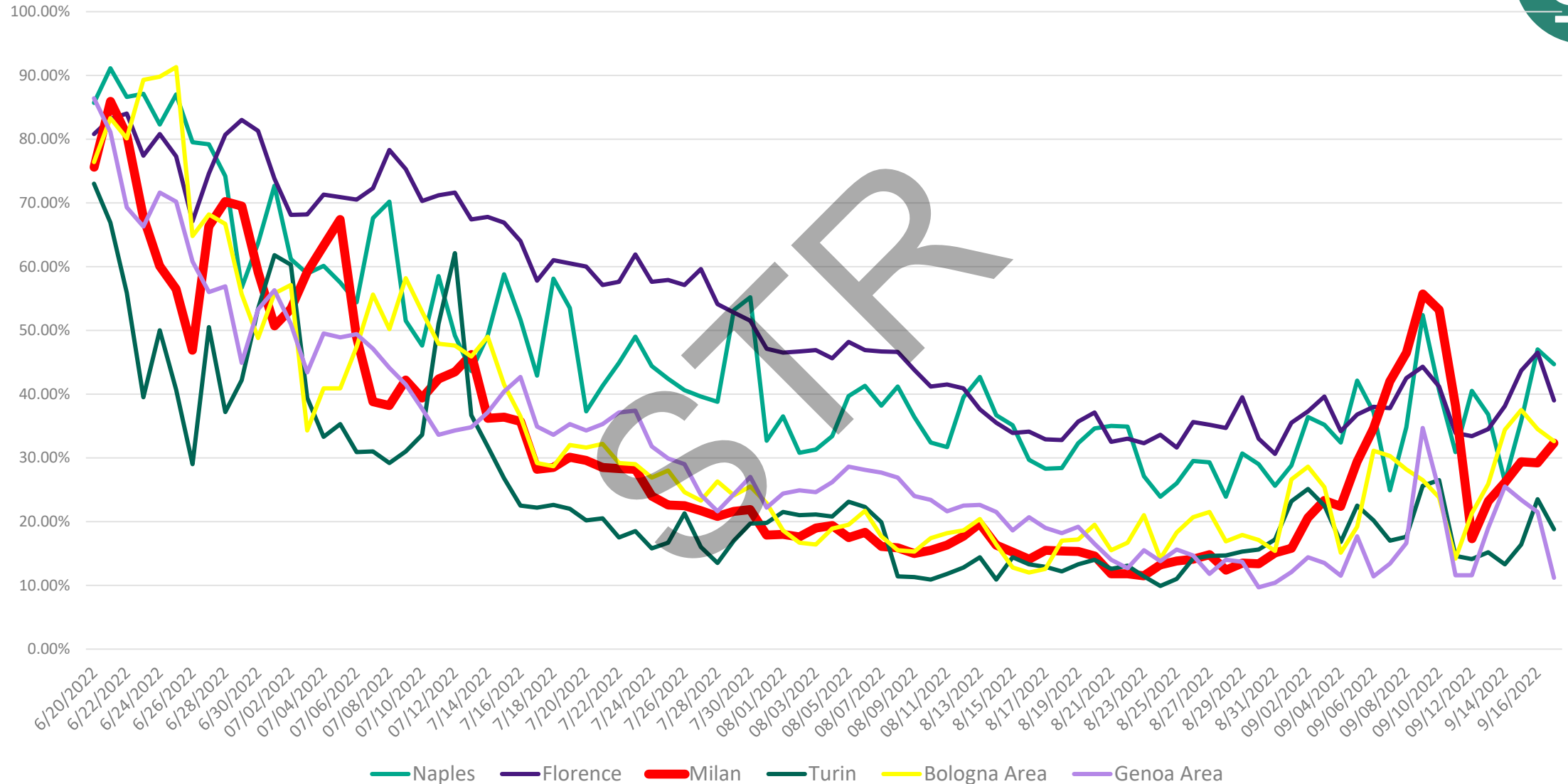
# Prossimi 90 giorni per alcune zone



Milan Centre Milan North Milan West & Rho Fiera



# Prossimi 90 giorni in alcune destinazioni





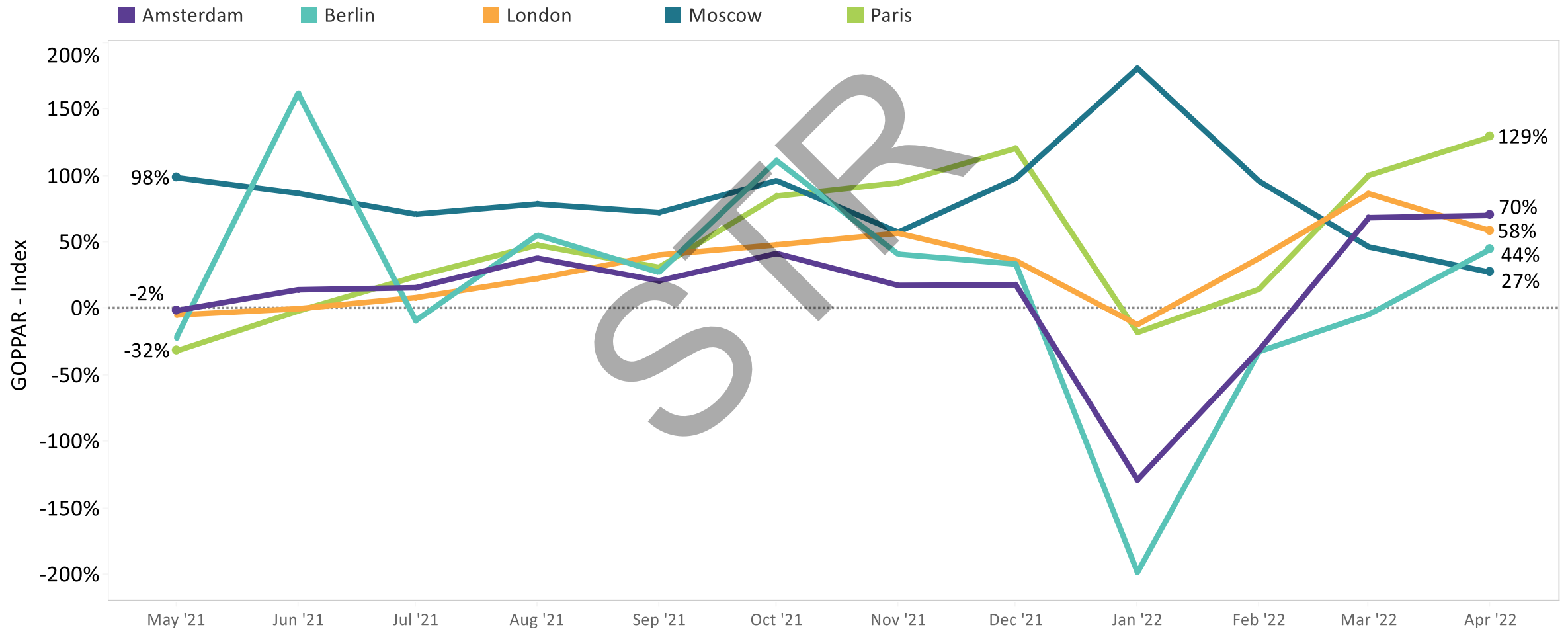
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# Monthly P&L

# GOPPAR in tutti i mercati superano il 2019



Mercati Europei, GOPPAR 2021 e 2022 indicizzato al 2019, USD CC





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**Marco G. Malacrida**

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