

FRENCH HOSPITALITY INDUSTRY LOST 1.5 BILLION EUROS IN 2009



A 5% drop in the number of hotel guest nights was recorded by the French hospitality industry last year. More than double decrease was recorded for foreign guests.

French hotel industry recorded a decline of almost 5% of guest nights in 2009, announced Protourisme, a market analyst company. The results correspond with earlier reports published by Deloitte and KPMG - **the French hotel industry went through quite a turmoil in 2009 resulting in a drop of almost 5% of nights, which represents a loss of 9 million nights compared to 2008.**

Among the 26 regions of France, Midi-Pyrénées was the most affected by the decrease in the number of guest nights (-14%). Other regions that announced significant decline are Île-de-France (6% less guest nights) and Provence-Alpes-Côte d'Azur (6.5% less guest nights). In the rest of the country, the decrease was not that substantial.

According to Protourisme, the drop was partly caused by decreasing numbers of international guests. **Hotels recorded 7.5 million less guest nights of foreign tourists in 2009, which is a decline of about 11%.**

As a result the French hotel industry lost approximately €1.5 billion last year when compared to 2008. Nearly half of the loss was recorded by 4 star hotels whose revenue per available room fell by more than 15%.

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Date: 2010-03-01

Article link: <http://www.tourism-review.com/france-hospitality-industry-hit-by-5-decline-news2072>