



Q1

2026

RESULTS

Hotels Quarterly

International Hotel
Market Assessment
based on fresh-released data

Fourteenth Edition

About the Hotels Quarterly

These short reports are based on quarterly earnings reports of select leading, internationally branded hotel companies. We compiled and analysed data to draw conclusions that can be projected to the global hotel industry at large. This series is published quarterly with the intention to serve as a new source of credible and interesting information for industry stakeholders of all kinds.

For data compatibility we have picked and analysed companies traded on U.S. stock exchanges, namely Marriott International (NASDAQ: MAR), Hilton Worldwide Holdings (NYSE: HLT), InterContinental Hotels Group (NYSE:IHG and LON:IHG), and Hyatt Hotels Corporation (NYSE: H). The conclusions drawn in this report are the result of data analysis from a diverse group of randomly selected companies.

These selected companies, as of today, together represent a total geographic coverage of 109 countries across the globe and collectively comprise more than 27 748 internationally branded properties at the time of the preparation of this study (May, 2026). This robust dataset serves as a representative sample, providing valuable insights into the performance of the global hotel market.

We hope our quarterly reports are valuable resources, providing you with a new angle on the evolution of the industry, its news and trends.

You can subscribe to our e-mail list at hotels@mooreglobal.hu to receive the Hotels Quarterly at the time of its publishing.

Moore Hotels and Leisure specialises in industry-specific strategic, development and M&A advisory, working closely with owners, developers, financiers, hotel brands, operators and other industry stakeholders.

Did you know?

When it comes to hospitality real estate properties, Moore Hotels, Financial, Legal, and M&A transaction advisory practices help owners, investors and financiers as one professional team to get around all obstacles and explore new business opportunities - from delivering a global hotel brand to your property, to helping you in a successful exit.

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YOUR CONTACTS AT MOORE



Akos Boross
Managing Partner
Moore Hungary



Peter Hajnal
Partner,
Moore Hungary



Marton Takacs
Partner, Hotel Advisory
and Hotel and Leisure Global
Sector Leader
Moore Hungary



Dr. Marton Kovacs
Managing Partner
Moore Legal Hungary

E-mail us at:
hotels@mooreglobal.hu

Broadening Demand, Building Momentum

Global key performance indicators



	2024	2025	2026
RevPAR (US\$)	104.8	105.4	108.5
ADR (US\$)	160.0	160.9	164.8
Occupancy (%)	65.4%	65.3%	65.7%

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Global key performance indicators per supply segments

	Share	Avg RevPAR (US\$)			Avg ADR (US\$)			Avg Occ. Rate (%)		
		2024	2025	2026	2024	2025	2026	2024	2025	2026
LUXURY	4.3%	196	212	227	318	320	333	64%	68%	70%
UPPER UPSCALE	8.1%	129	131	138	195	197	204	66%	67%	68%
UPSCALE	21.1%	93	92	96	139	138	142	67%	67%	67%
UPPER MIDSACLE	60.6%	78	78	79	119	119	120	65%	65%	65%
MIDSCALE	5.7%	73	74	75	109	110	112	67%	67%	67%

109

COUNTRIES

27 748

PROPERTIES

COVERED IN THIS STUDY

Q1 2026



MARRIOTT
INTERNATIONAL

HILTON
WORLDWIDE

INTERCONTINENTAL
HOTELS

HYATT HOTELS
CORPORATION

End-to-end support throughout the hospitality real estate lifecycle.



PLANNING,
MARKET POSITIONING
& FEASIBILITY

INVESTMENT,
ACQUISITION
& DEVELOPMENT

ASSET
MANAGEMENT
& OPERATION

EXIT STRATEGY
& TRANSACTION
EXECUTION



Moore Global Network



116
Countries



>37,000
People



234
Independent Firms



~5.1+ billion
USD revenue
in FY2024

WE ARE THE
FASTEST GROWING
ADVISORY NETWORK

**AMONG THE TOP
25 NETWORKS**



THANK YOU FOR CHOOSING TO BE PART OF OUR JOURNEY.



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