

Benchmarking MICE – Hirngespinnst oder Zukunftsmusik



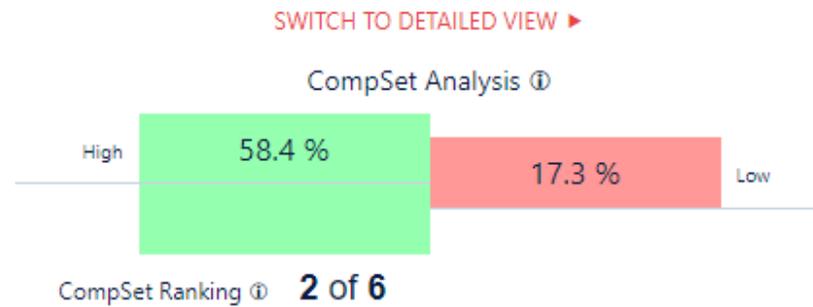
Auslastungszahlen

| Select Time Period | | Select City | |
|-----------------------------|--------------------------|-------------|-----|
| Date | 01/01/2024 to 30/06/2024 | Property | All |
| Meeting Space Utilisation ⓘ | | | |
| Property | CompSet | Market | |
| 32.07 % | 22.5 % | 23.63 % | |

2024



Mitbewerber Analyse

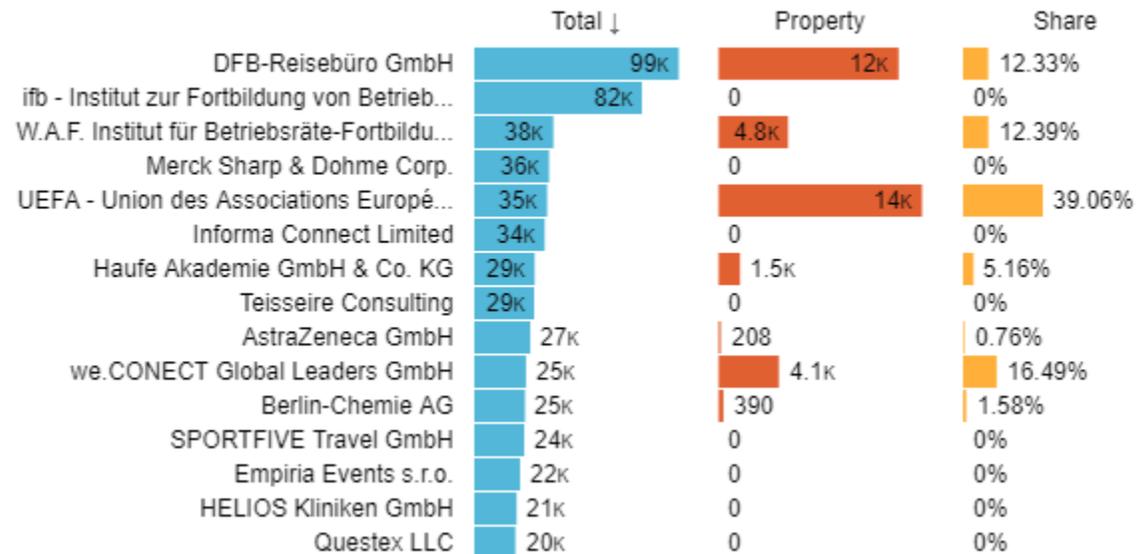


2024



Anteil der Kunden im Markt – mein Hotel

Accounts by Total Used m² ⓘ



2024



Quellmärkte der buchenden Firmen

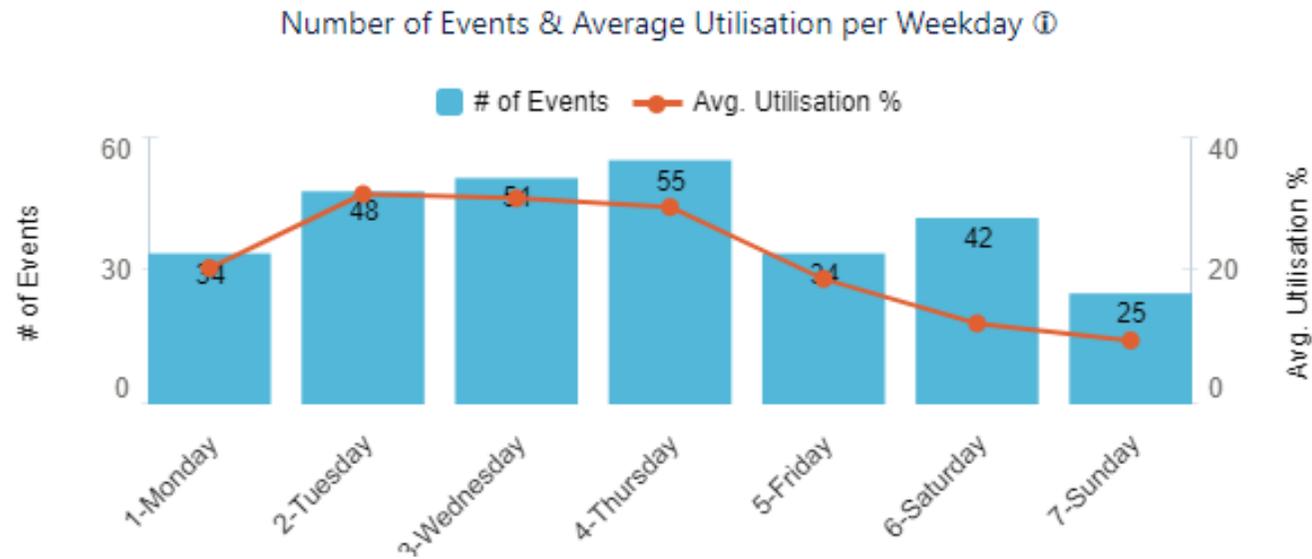
Source Countries & Cities by Number of Accounts ⓘ

| Company Country | # of Accounts ↓ | Company City | # of Accounts ↓ |
|-----------------|-----------------|-------------------|-----------------|
| Germany | 7,452 | Berlin | 934 |
| Switzerland | 1,303 | Hamburg | 866 |
| Austria | 704 | Frankfurt am Main | 649 |
| Netherlands | 553 | Wien | 528 |
| United Kingdom | 488 | München | 490 |
| Belgium | 436 | Düsseldorf | 424 |
| USA | 385 | Köln | 424 |
| France | 186 | London | 286 |
| Italy | 111 | Zürich | 280 |

2024



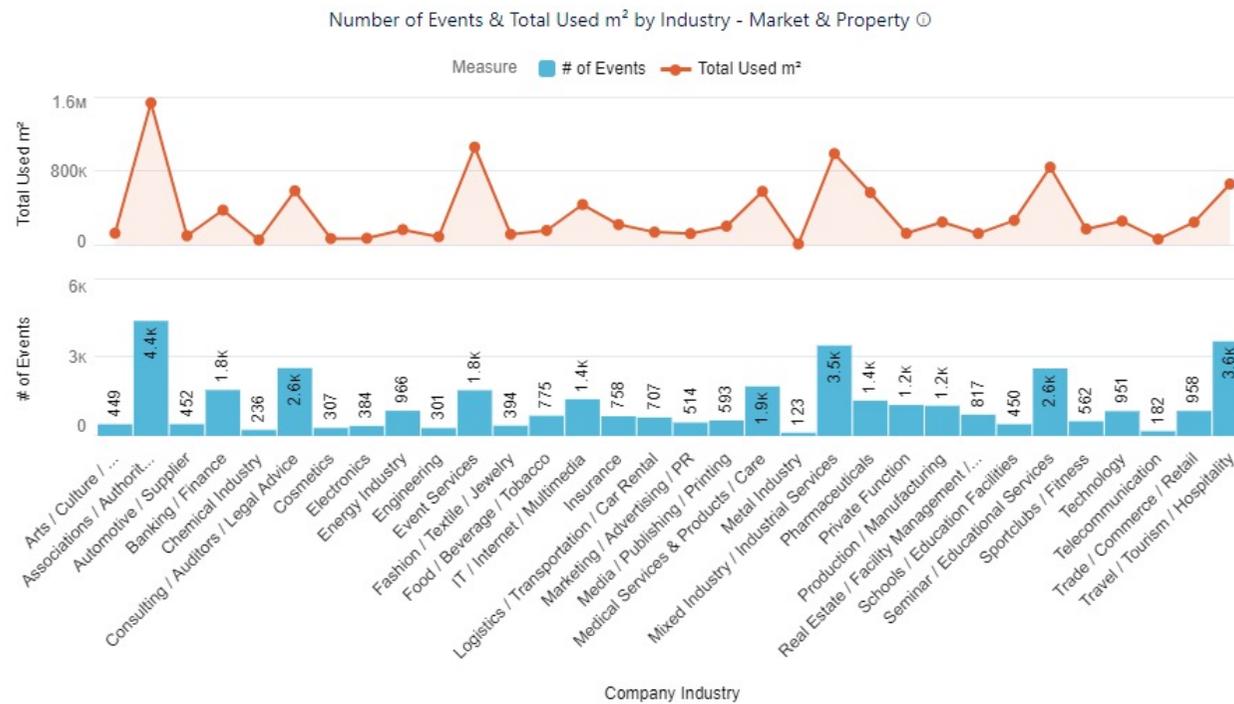
Auslastung pro Wochentage



2024



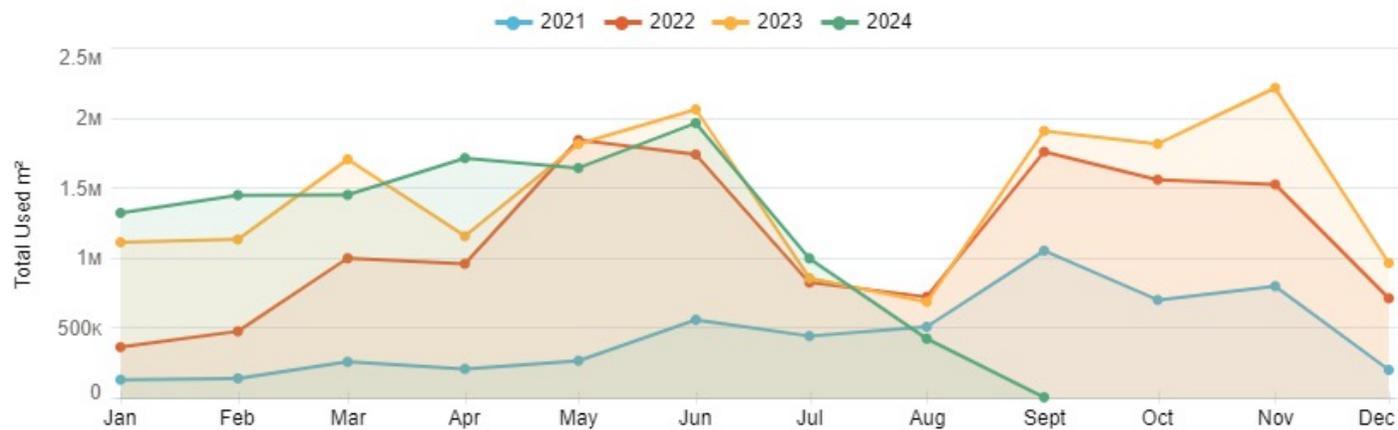
Prozentuale Aufteilung der Industrien



2024



Genutzte qm im Markt – letzte 3 Jahre



2024



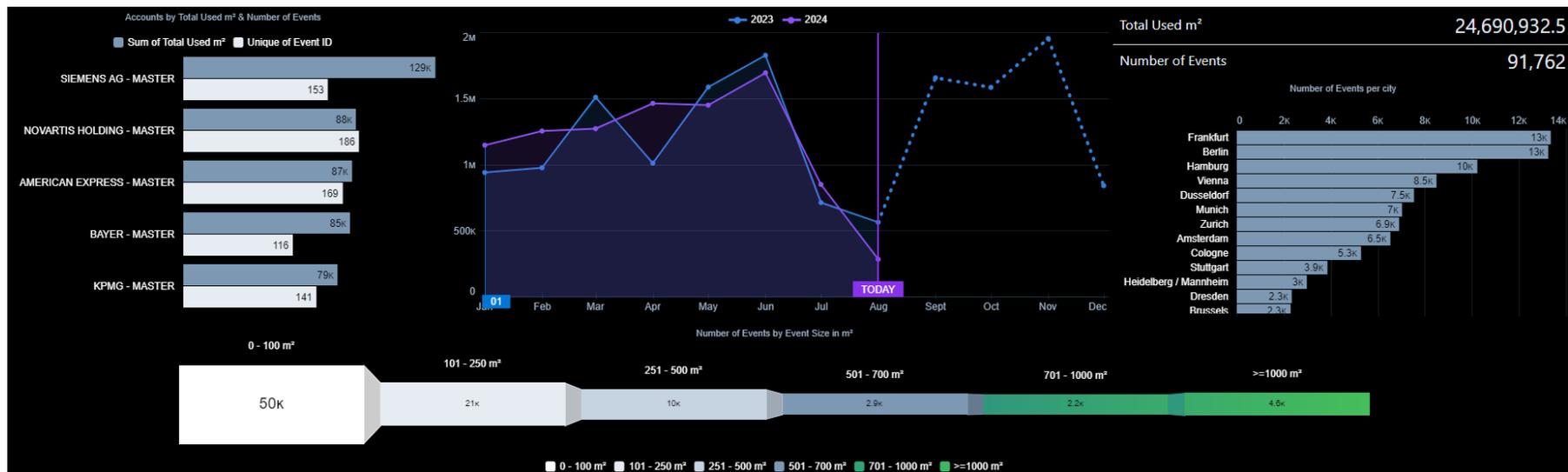
Präferenz der Firmen - Lage & Kategorie



2024



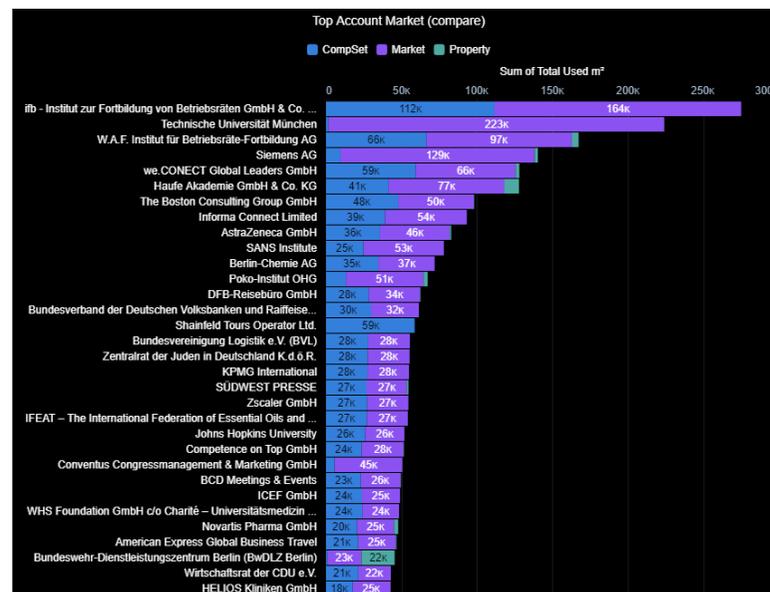
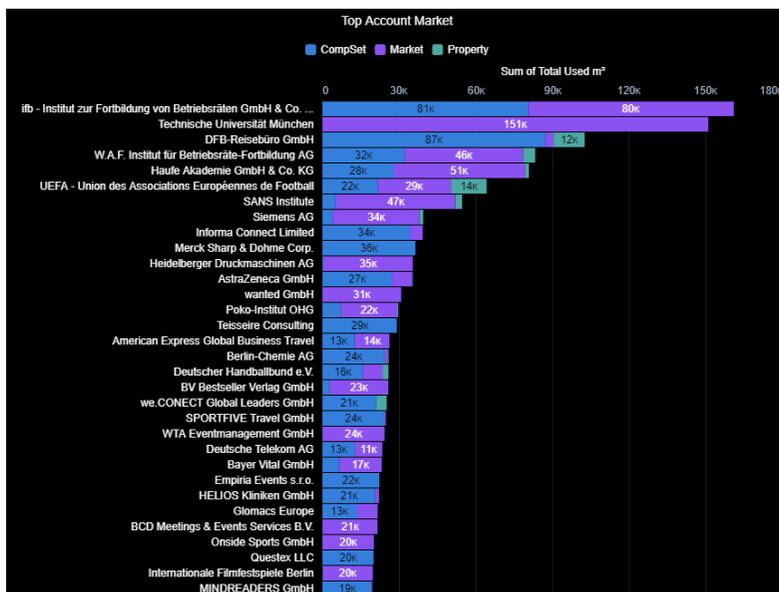
Gesamtmarktüberblick Firmen DACH & Benelux



2024



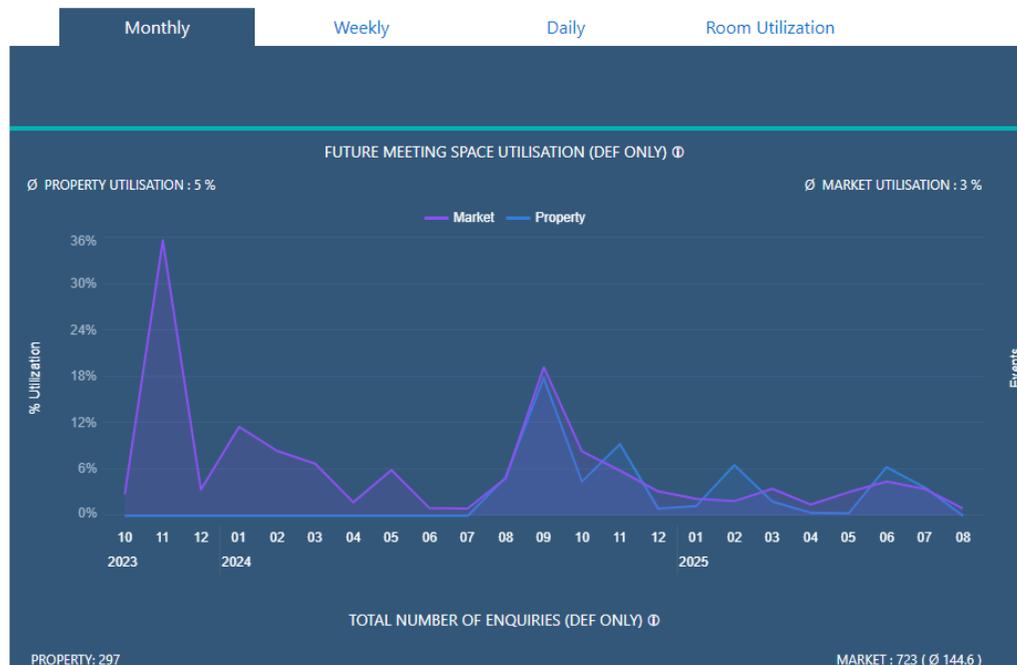
TOP Firmen DACH & Benelux



2024



Future Trend



2024



Benchmarking Rooms VS MICE

- Bereitschaft für data sharing
- Verfügbarkeiten der Daten – PMS
- Etablierung KPI Standards
- Komplexität bei monetären Zahlen
- Wissenslücken
 - bei Optimierung der Zahlen (Profi VS Einsteiger)
 - Erwartungshaltung Revenue Manager

2024



DANKE!

MICEview – empowering market intelligence

Tobias Tegetmeyer

tobias.tegetmeyer@miceview.de

Mobil 0176 100 816 12

2024

