

First Drop of Hotel Prices In 2010

Hotel prices in Europe have dropped for the first time since the beginning of the year. This seems to mark the beginning of a price stabilisation, following an uninterrupted five month rise in prices since January 2010. In the UK, similar price reductions are to be found, with key cities like London and Birmingham falling 12% and 19%. These are the findings of the trivago Hotel Price Index (tHPI), which is published monthly by the hotel price comparison site www.trivago.co.uk.

London, 10 June 2010. In June, the price of an overnight stay in a standard double room in Europe fell to 97 pounds. This represents a drop of six percent in comparison to last month's average of 103 pounds, and arrives just in time for the beginning of the summer travel season. In 38 of the 50 cities listed in the tHPI for June, prices fell or remained steady, suggesting that hotel prices are beginning to stabilise after a prolonged trend of rising prices in 2010.

European hotel prices drop six percent

For the first time since January 2010, average hotel prices in Europe's biggest metropolitan cities have declined. 38 of the 50 cities listed in the tHPI registered stable or falling prices – after five months of back-to-back increases in overnight prices, it would seem that a peak has been reached, and hotel summer prices may be close to finding stability. Many popular summer destinations saw important declines in comparison to last month: Barcelona's prices fell 24% to 117 pounds; Turin fell 29% (84 pounds, down from 118 pounds in May); and Seville's prices sank 16% to 77 pounds. The Italian cities of Milan (93 pounds) and Bologna (69 pounds) are currently offering their best room rates to date for the year 2010, as are Brussels (80 pounds) and most of the German cities (Munich, Cologne, Frankfurt and Dusseldorf).

Stable or dropping prices in the UK

The majority of British cities registered stable or falling hotel prices this month, in line with the decreasing accommodation costs elsewhere in Europe. Average overnight costs in London fell 12% to 129 pounds. The capital had experienced significant price hikes since the beginning of the year, but the change has brought London back to its typical yearly average, which over the past two years has generally ranged between 120 and 130 pounds a night. Prices in other cities also experienced important price drops: Manchester fell 12%, while Liverpool dropped 14% and Birmingham's hotel prices fell 19%. Other cities were more stable, with price changes ranging from -3% to +3%. Edinburgh increased one percent to 121 pounds, Blackpool rose two percent to 68 pounds, and Sheffield rose three percent to 69 pounds. Conversely, Newcastle and Bristol both fell 3 percent, to 88 pounds and 82 pounds respectively.

For an overview of the average hotel prices in Europe, as well as graphics and data charts for the past few months, please visit www.trivago.co.uk/hotelprices

The www.trivago.co.uk hotel price index shows the average overnight accommodation prices for the most popular European cities on trivago. Prices for a standard double room are calculated on the basis of 160,000 daily price inquiries for overnight hotel stays generated through the trivago hotel price comparison service. trivago stores all hotel enquiries for each month and therefore gives an overview of hotel accommodation prices for the upcoming month. The tHPI reflects the hotel prices within the European online hotel market: The overnight accommodation prices of 53 online travel agents and hotel chains create the average hotel prices for cities, regions and countries within Europe.

Subscribe to the monthly trivago price index by emailing: thpi@trivago.com

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About trivago:

Travellers find the ideal hotel for the best rate on trivago. The online service compares the hotel rates of 53 booking sites for 400,000 hotels worldwide. In addition, trivago has integrated over 15 million hotel reviews and shows the overall rating for each hotel. trivago does not just compare the prices of online hotel booking sites, but also the rates. Users can see whether breakfast is included, if any cancellation fees apply, and whether payment by credit card is available. trivago has the first “Freestyle” metasearch engine: travellers are able to search by holiday region, city or hotel name. With its headquarters in Dusseldorf, Germany, trivago was founded in 2005 and currently operates 21 international country platforms.