

UEFA EURO 2024 HAMBURG

Booking.com & Hamburg Tourismus

MAY 2024

Booking.com

Agenda

1. Booking Sponsorship
2. Hamburg: Performance Overview
3. UEFA Euro: Performance cities
4. UEFA Euro: Search results
5. UEFA Euro: Segmentation



24

NATIONS



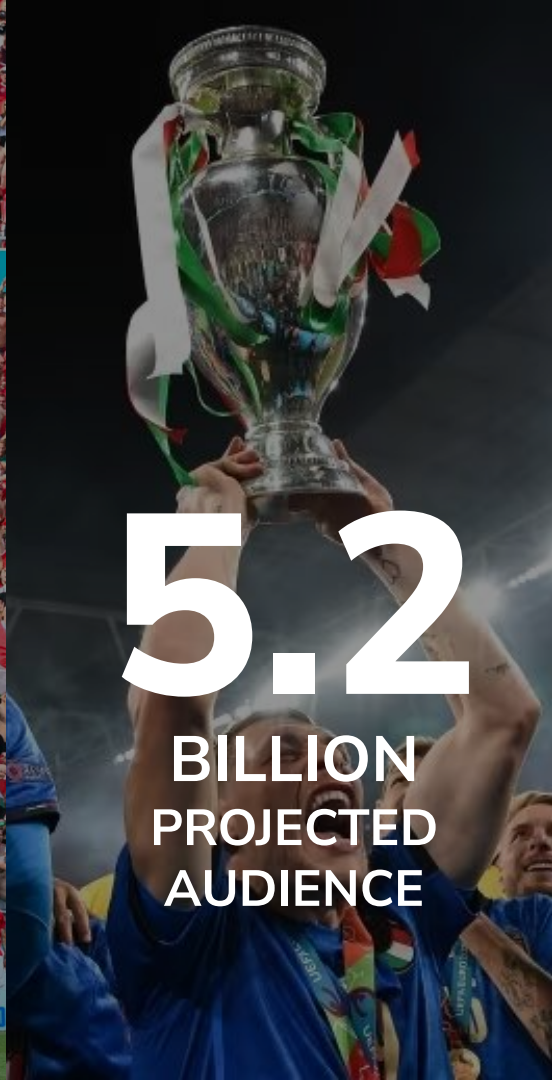
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**HOST
CITIES**



10+

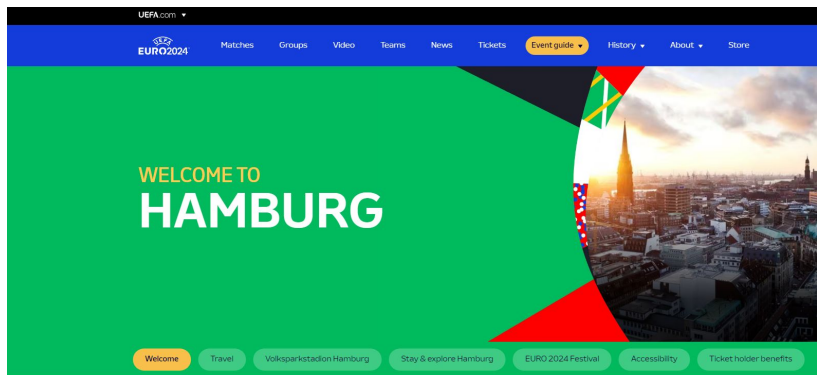
**MILLION
EXPECTED
VISITORS**



5.2

**BILLION
PROJECTED
AUDIENCE**

Booking.com Sponsorship



[← Go back](#)

Welcome to Hamburg



Section content



Hamburg accommodation budget guide

As Germany's second-largest city and a popular weekend destination, Hamburg offers a range of accommodation options to suit your budget. Booking as early as possible will help you get the best price and a variety of options in terms of location.

Each neighbourhood in this harbour city has something a little different to offer, and its extensive public transport system means you're never too far away from the centre. If you're after a cheaper stay, look for places that are less central but still close to a U-Bahn or S-Bahn station so you can easily get around.

-  **Hostels** from €30/night*
-  **Rental apartments** from €105/night*
-  **Hotels** from €105/night*
-  **Luxury hotels** from €180/night*

*Rates may increase closer to the tournament. Book early for the best deals [i](#)

[Book now](#)

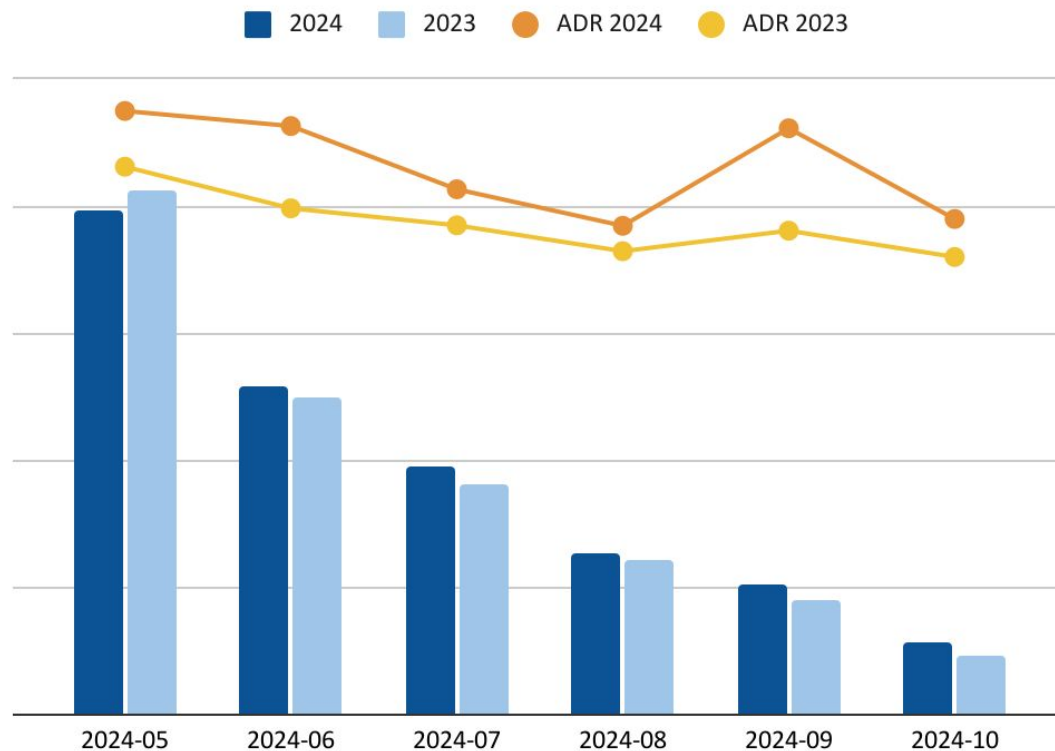
Hamburg accommodation location guide

B.

Hamburg: PACE monthly

Observations:

Rate increase over all months.
Pace for May slightly negative,
all other months with a
positive growth.

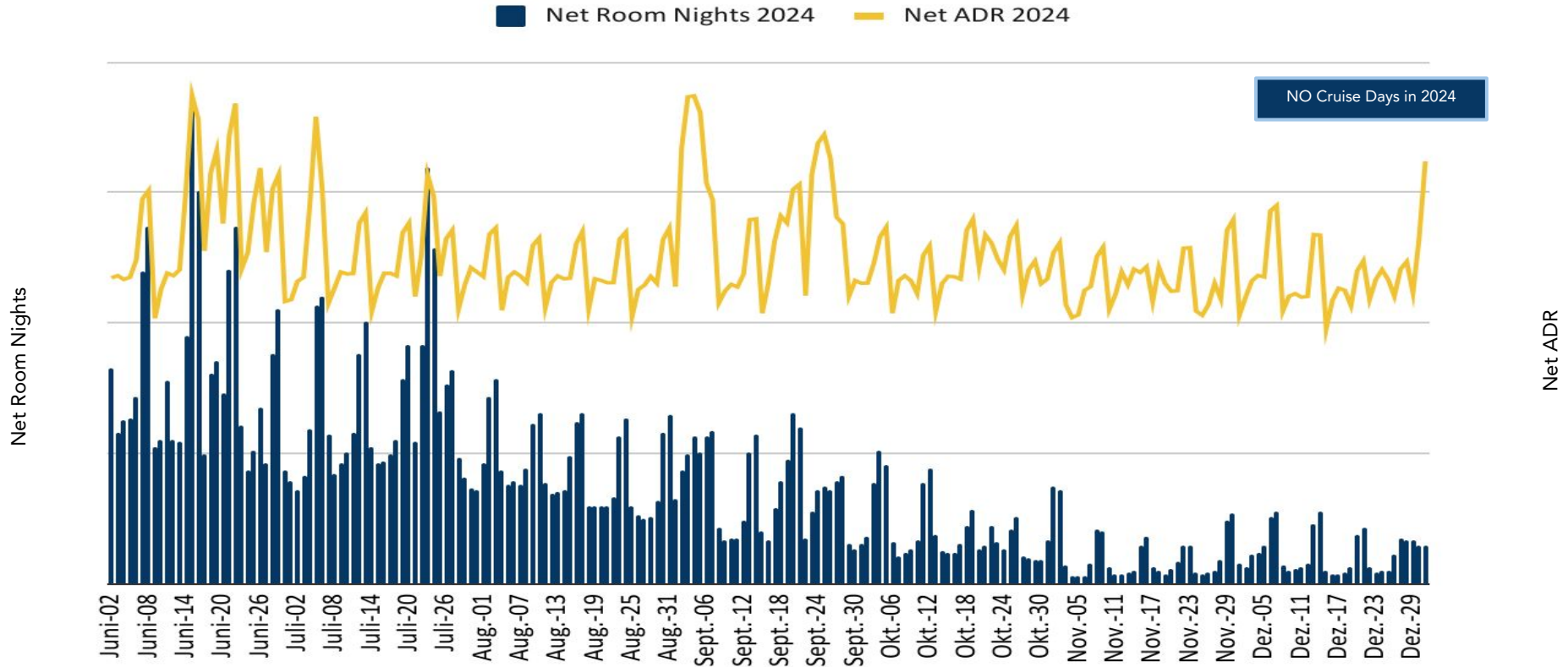


Source: Booking.com Market Data as of 2 May 2024



H2 2024 | Future Outlook (Main Events)

Data Point: May 2nd, 2024



ISSCR 10-13 Jul

Taylor Swift 23 Jul

Triathlon 13-14 Jul

Tennis Open 20-26 Jul

SMM 3-6 Sept
HH BOAT 6-8 Sept
Cyclastics 8 Sept
Wind Energy 23-26 Sept
Intern. Film Fest 26 Sept-5 Oct

Reeperbahn Fest. 18-21 Sep

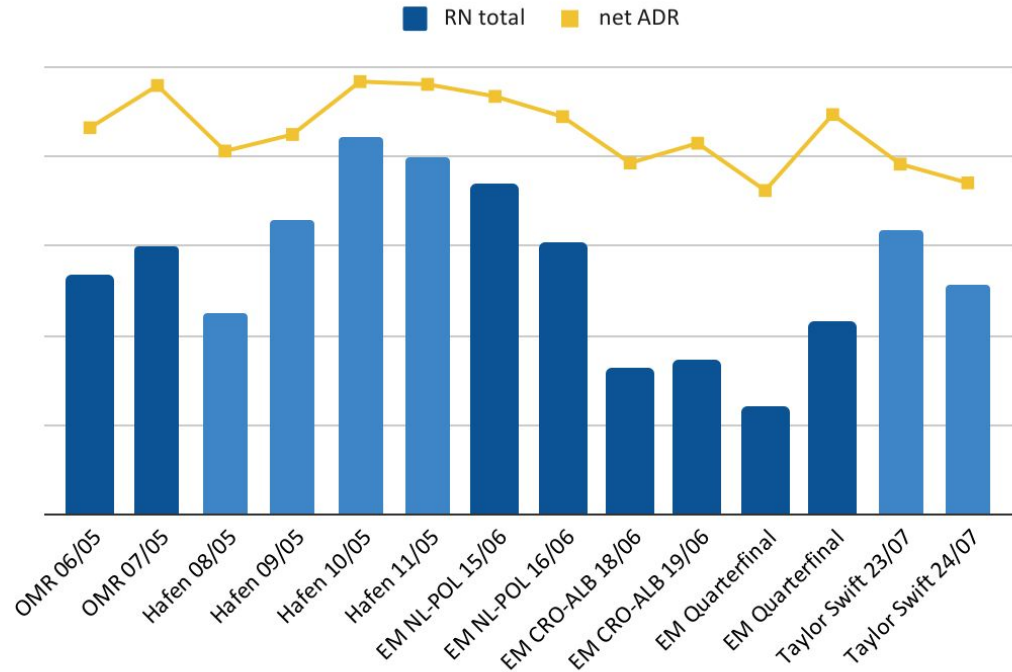
Silvester



High Demand Dates Hamburg

Observations:

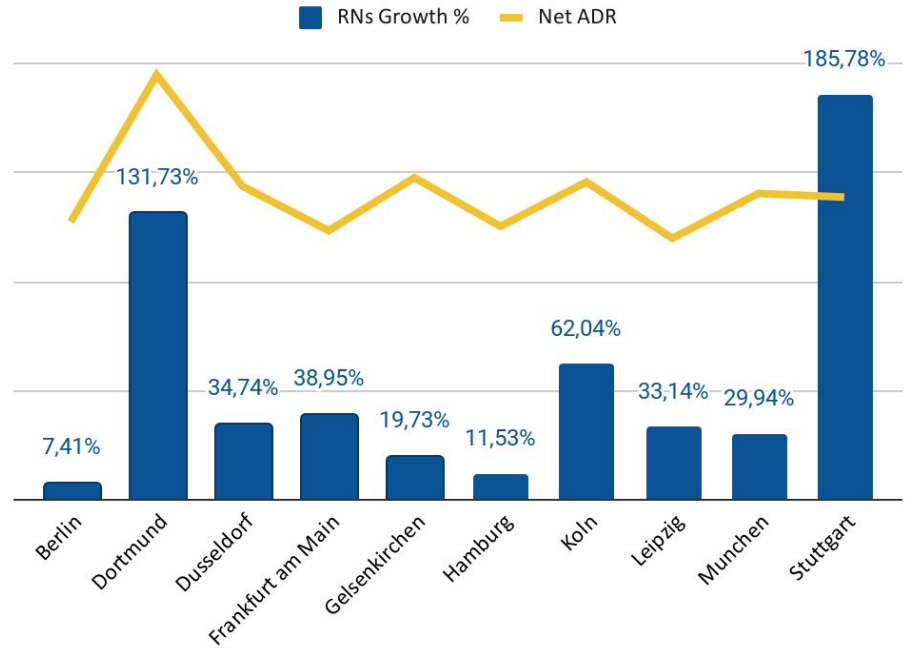
Looking at high demand dates of Hamburg, harbour anniversary has highest impact in terms of RNs and ADR. The EURO 2024 match between Netherlands and Poland has highest impact of EURO 2024 for Hamburg. While OMR has second highest ADR, room nights booked are higher for Taylor Swift concert.



UEFA EURO: PACE all cities

Observations:

Stuttgart currently has the strongest increase of room nights, while for Hamburg and Berlin the impact is considerably low. Dortmund has the highest ADR within the EURO compset.



Hamburg - Volksparkstadion

16/06

Poland



Netherlands

19/06

Croatia



Albania

22/06

Georgia



Czech Republic

26/06

Czech Republic



Turkey

05/07 - Quarter Final

-



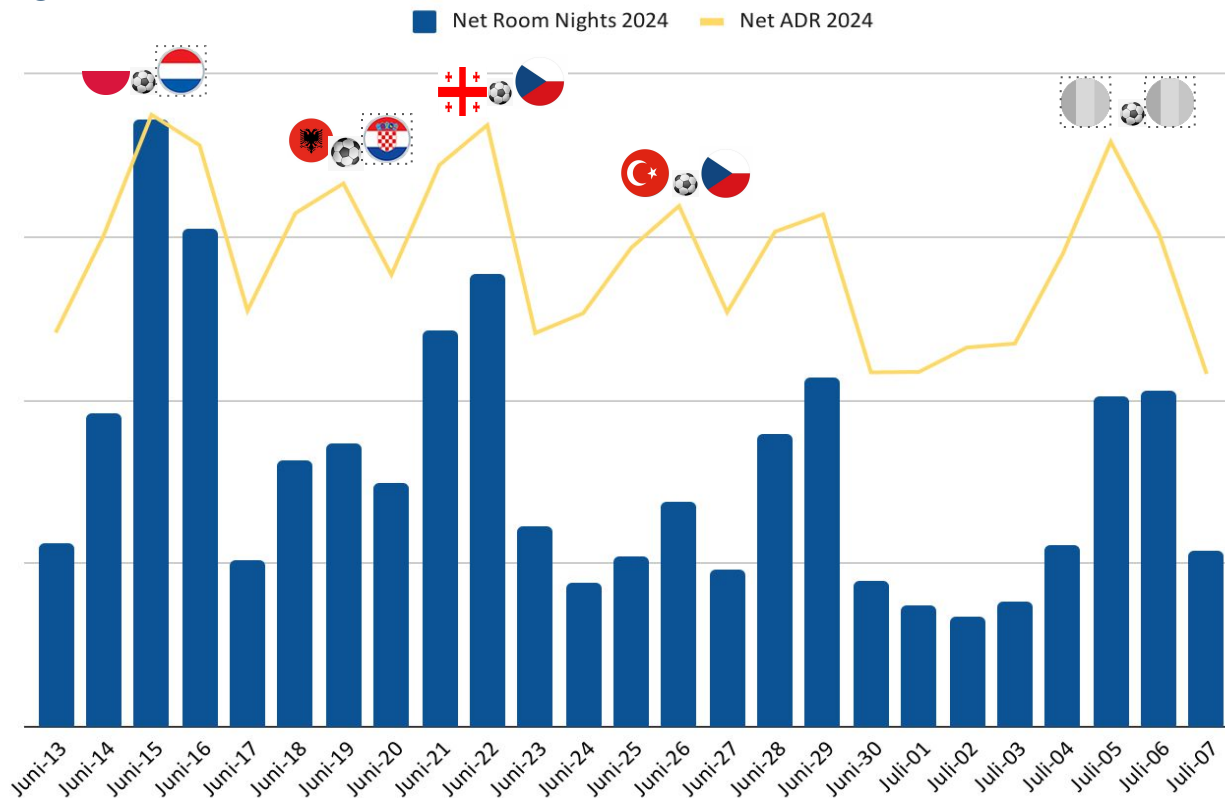
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2024 | UEFA Euro Germany

Hamburg



UEFA
EURO2024
GERMANY



Group Matches

Quarterfinals

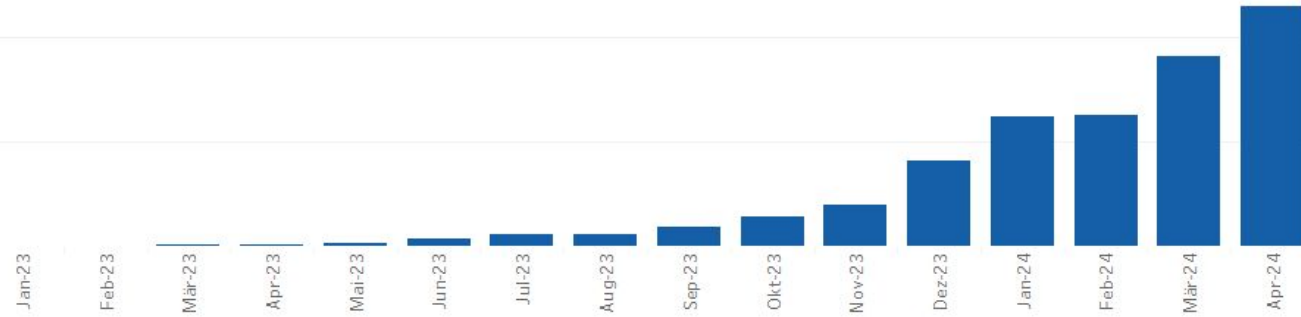


UEFA EURO: Monthly searches and transaction

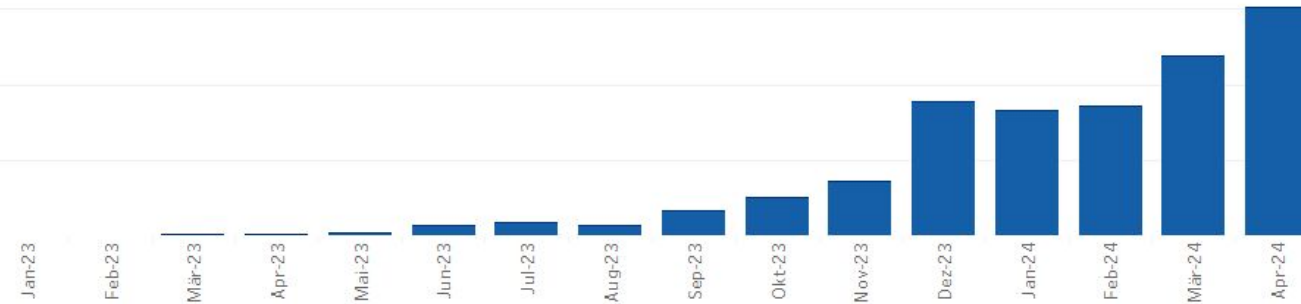
Observations:

Search results as well as bookings increased month over month. Higher demand the closer we get to the European championship

Monthly Searches



Monthly Gross Booked Transactions

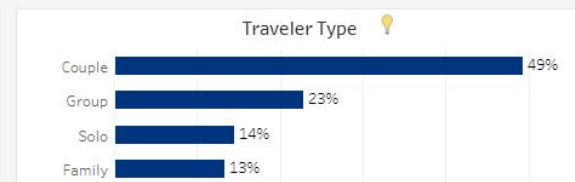
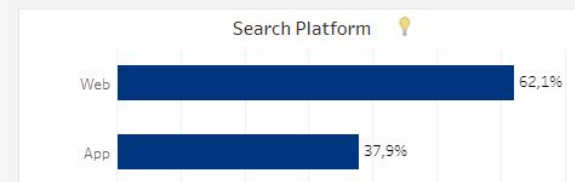
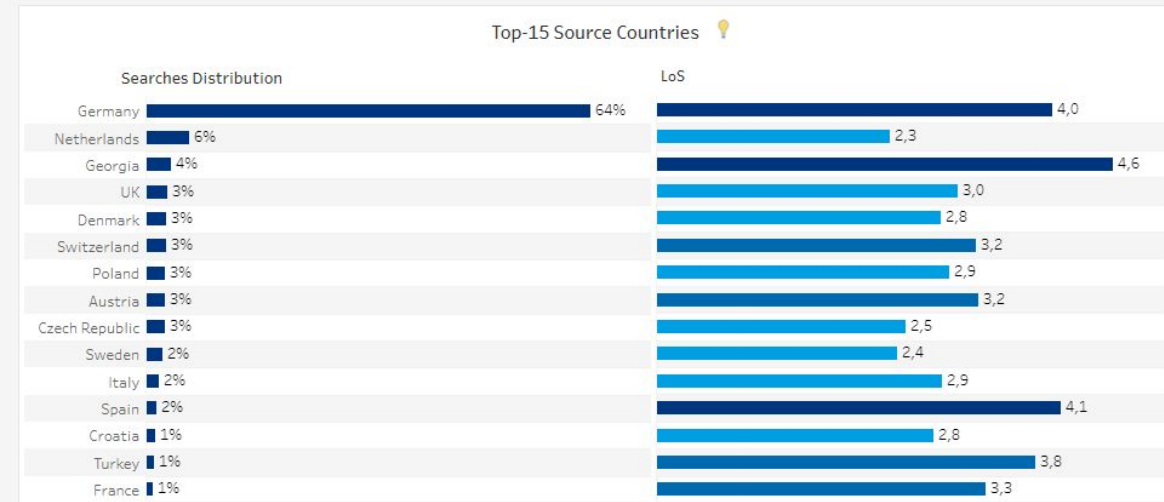


Destination Cities:
 Checkin Period:
 Checkin Date:
 Search Date From:
 Search Date Until:

UEFA EURO : Traveler trends

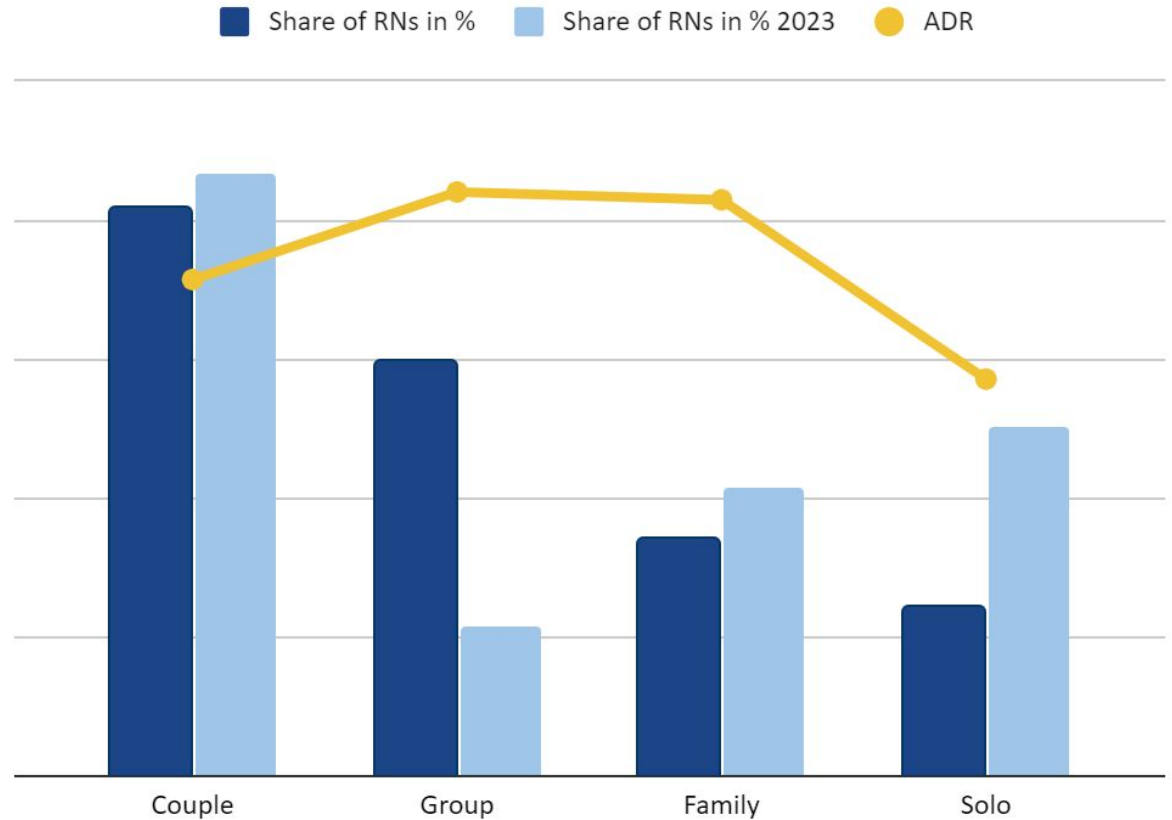
Observations:

Higher demand from Czech Republic, Netherlands and Georgia. Guests look for a stay for a couple of days



UEFA EURO : Segmentation of traveler groups

Observations:
Main increase in demand by
traveller type “groups”.
Highest ADR booked by
groups and families.



Check In: June 13th - July 14th
PACE otb, all accommodations in Hamburg



THANK YOU