

Title:

London Hotel Market Booms

Word Count:

214

Summary:

Top end London hotels have had a terrific year, according to a special report by hotel benchmarking firm

Keywords:

London Hotels Accommodation Guest Houses Bed and Breakfast

Article Body:

<p>Whilst top end London hotels have had a fantastic year in London the same is not the case in the rest of the country. The best performance has come from the capital's five-star hotels, which hardly missed a beat. A surge in visitor numbers to the capital enabled five-star hotels to boost average room rates. Four-star hotels in the capital also progressed. Room rate grew 4.76% to £98.51, and occupancy rose to 85.2%. But the price-sensitive three-star market found it difficult to raise room rates, which grew by just 0.5%. It is expected that there will be unprecedented growth in the second half of this year after a slow start.

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