



VIENNA
NOW ♦ FOREVER

Vienna Visitor Economy Series

Philipp Stelzer, HQ revenue a Lighthouse Company

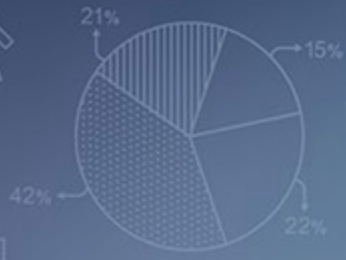
Wer bin ich 😊

- Revenue-Management & Data Liebhaber
Stationen bei IHG, Best Western und Starwood/Marriott
- Zertifizierter Best Western Revenue Manager
- IHG Data Secure Manager
- Head of Sales @ HQ plus seit 2013,
jetzt Senior Director Enterprise Sales EMEA bei Lighthouse
- Vinyl Liebhaber



Philipp Stelzer

Marketwatch: Wien | Recap Sommer 2024



Strategy

42%

21%

15%

22%



Step1

Step2

Step3

Step4



Business Item



Professional

Cost

Leader

Information

Comm

FX

Growth

Office

Networking

A

B

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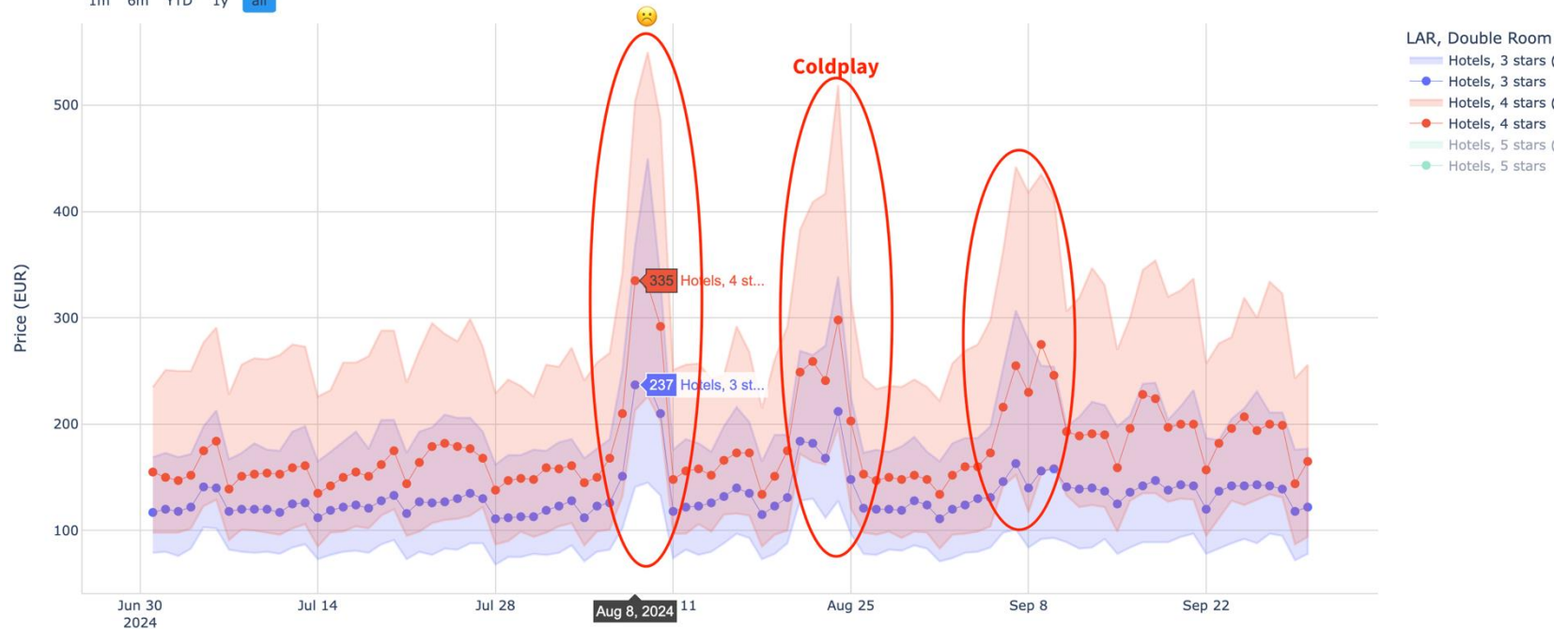


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Rates Wien: Juli - September

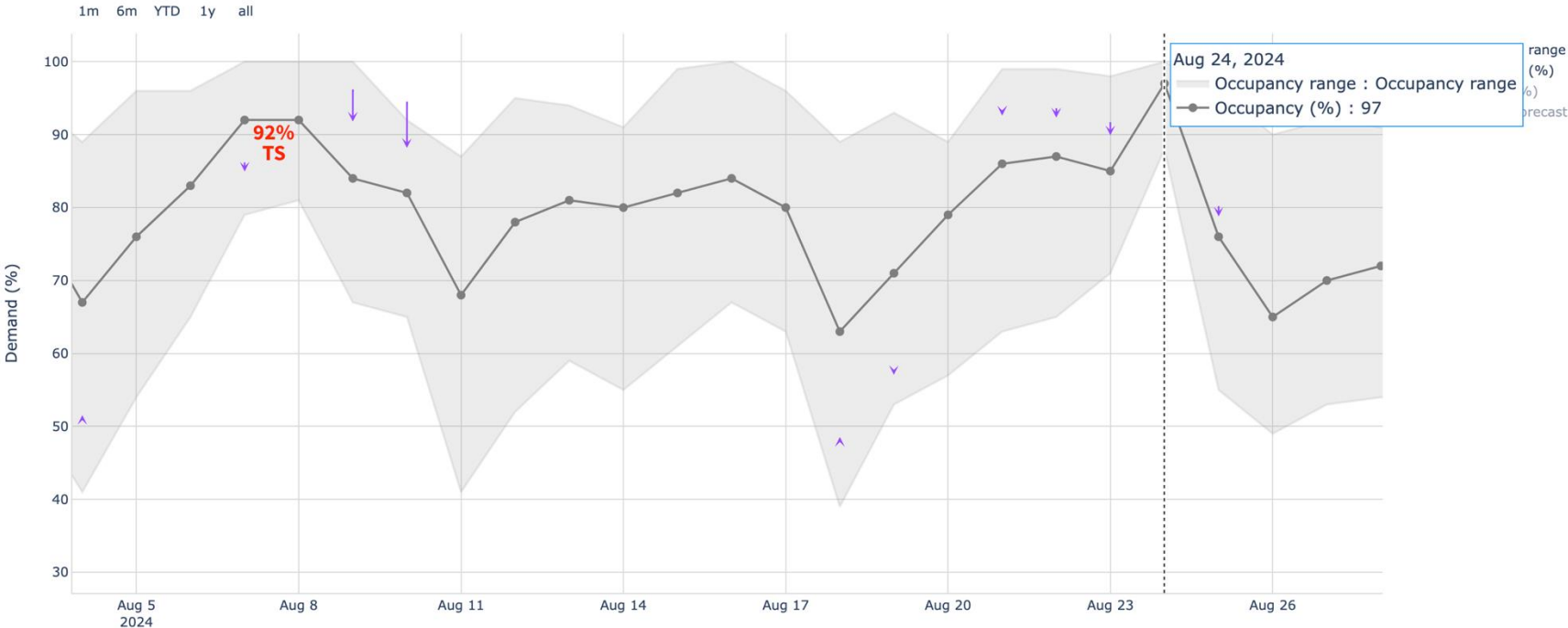
Wien, 01 July, 2024 — 30 September, 2024

1m 6m YTD 1y **all**



Wien: OCC – TS & Coldplay

Wien, 01 July, 2024 — 30 September, 2024



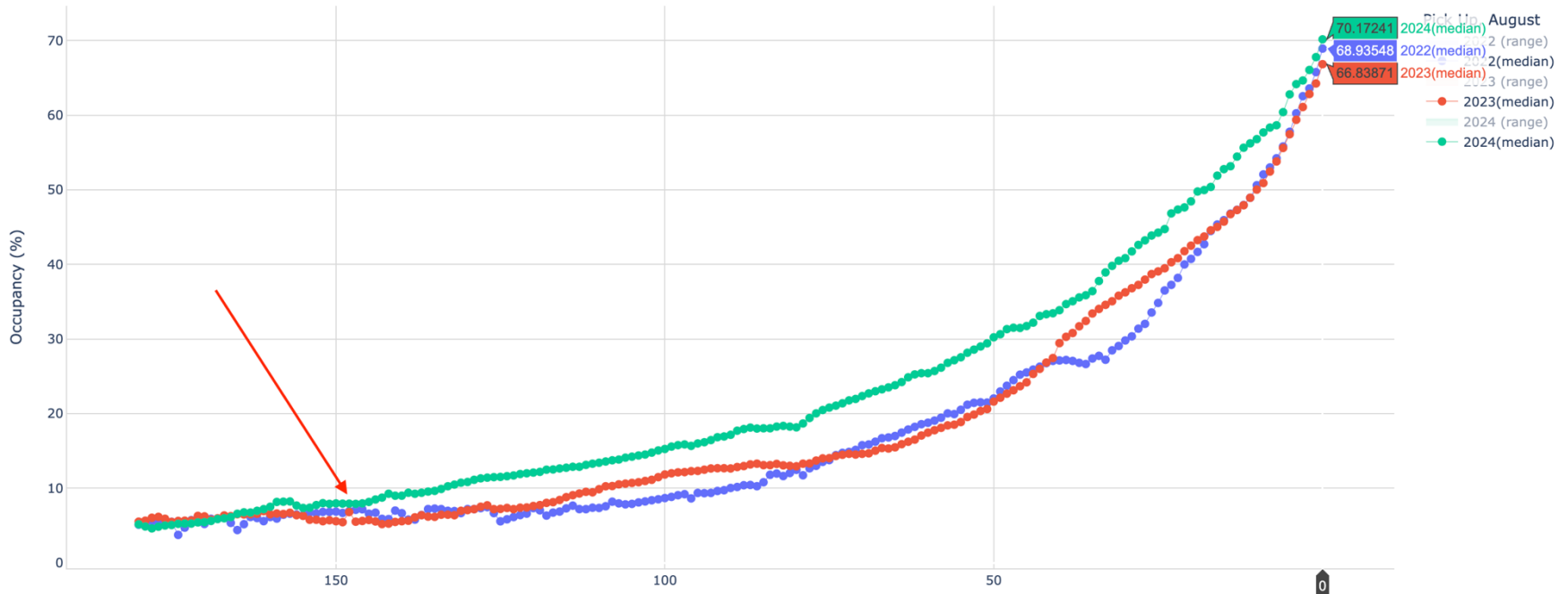
Wien: YoY Juli – September 2022 - 2024

Monthly Average Daily Rate of Wien Hotels from 2022 to 2024



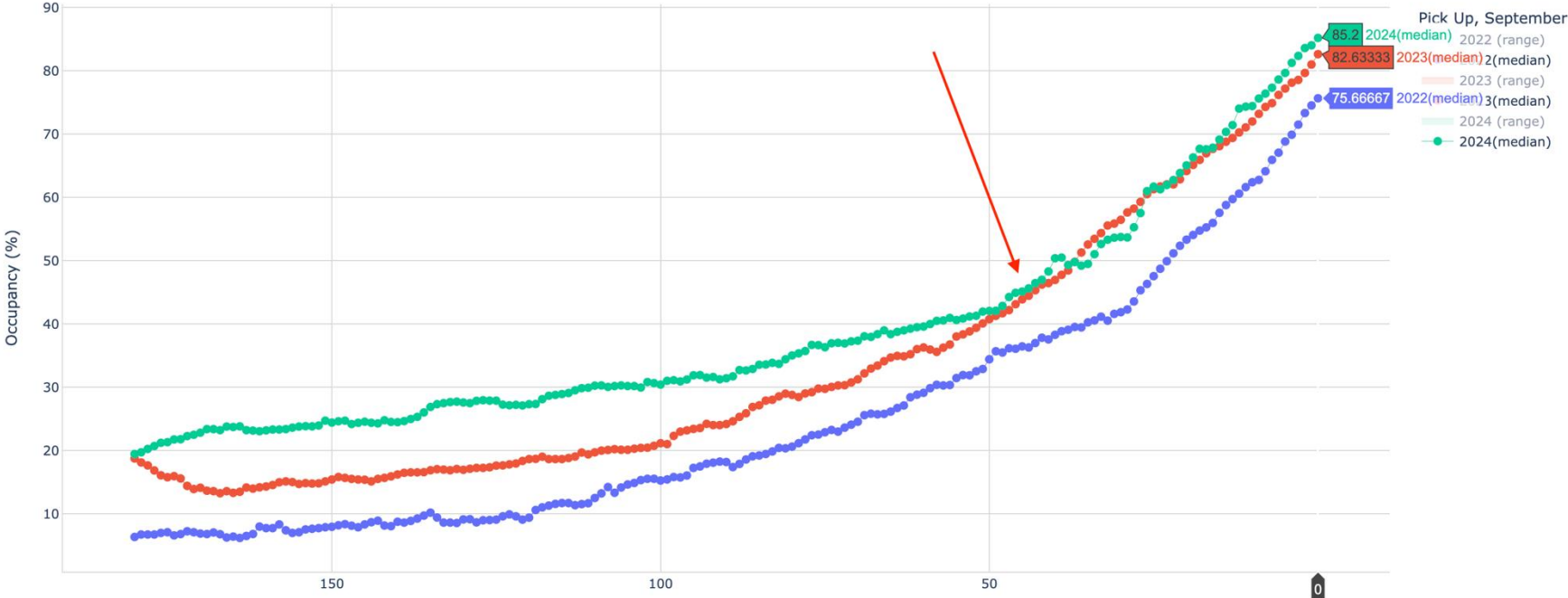
Pick-up Wien: August 2022/2023/2024

Wien, Pick Up — August, 2024 vs 2023 vs 2022

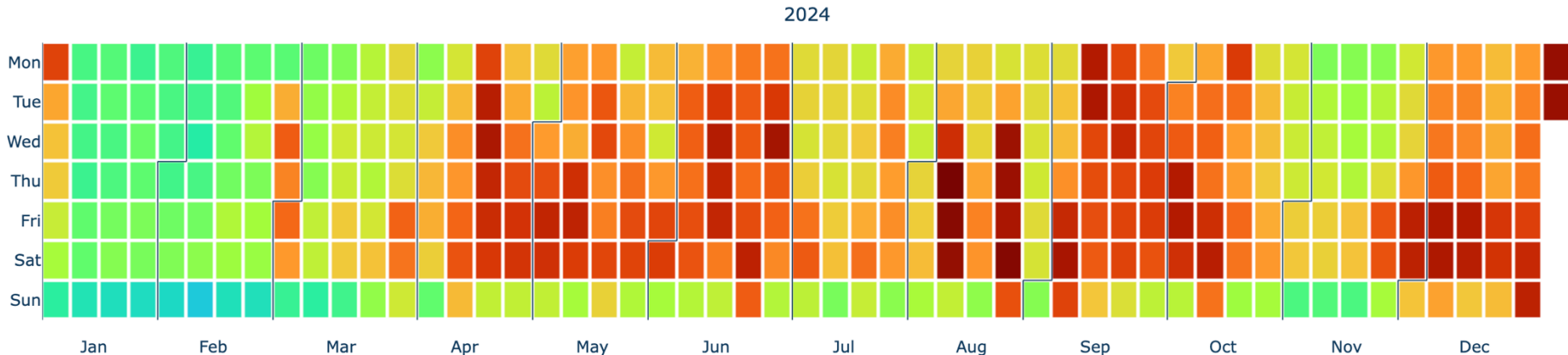


Pick-up Wien: September 2022/2023/2024

Wien, Pick Up — September, 2024 vs 2023 vs 2022



Demand Wien: 2024



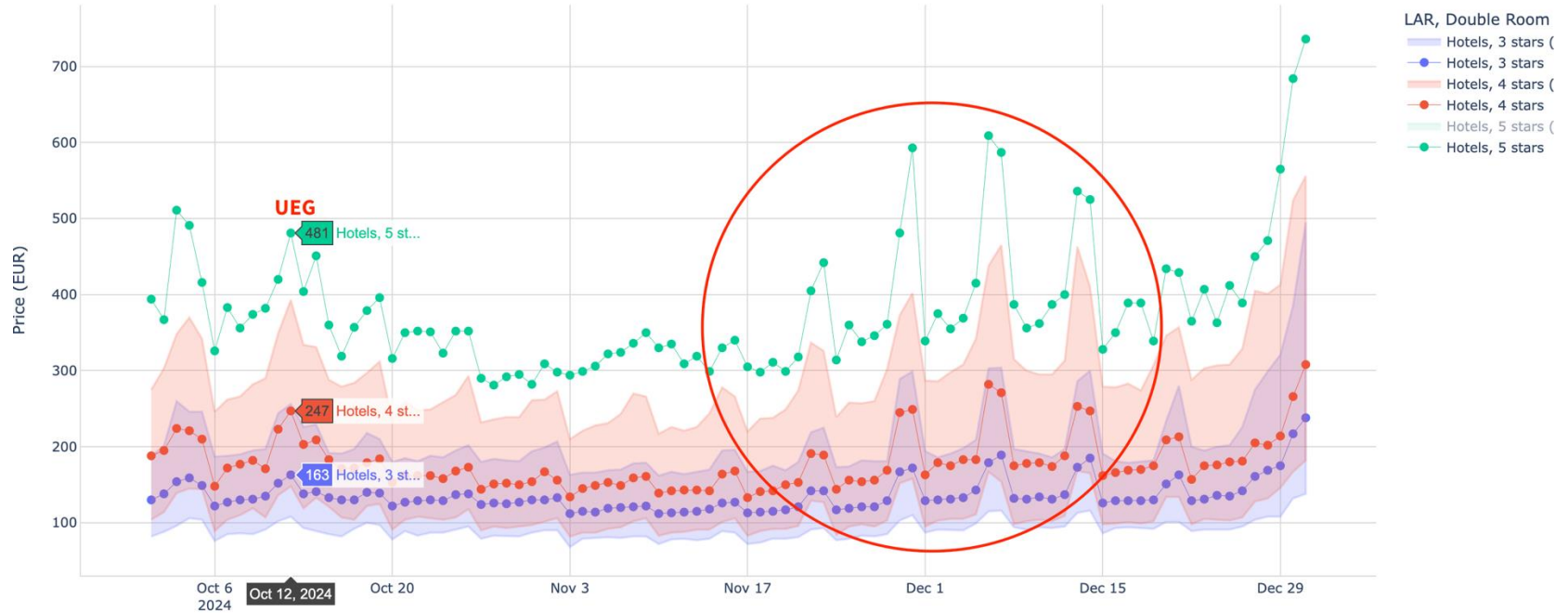
Marketwatch: Wien | Outlook 2024



Rates Wien: Oktober – Dezember 2024

Wien, 01 October, 2024 — 31 December, 2024

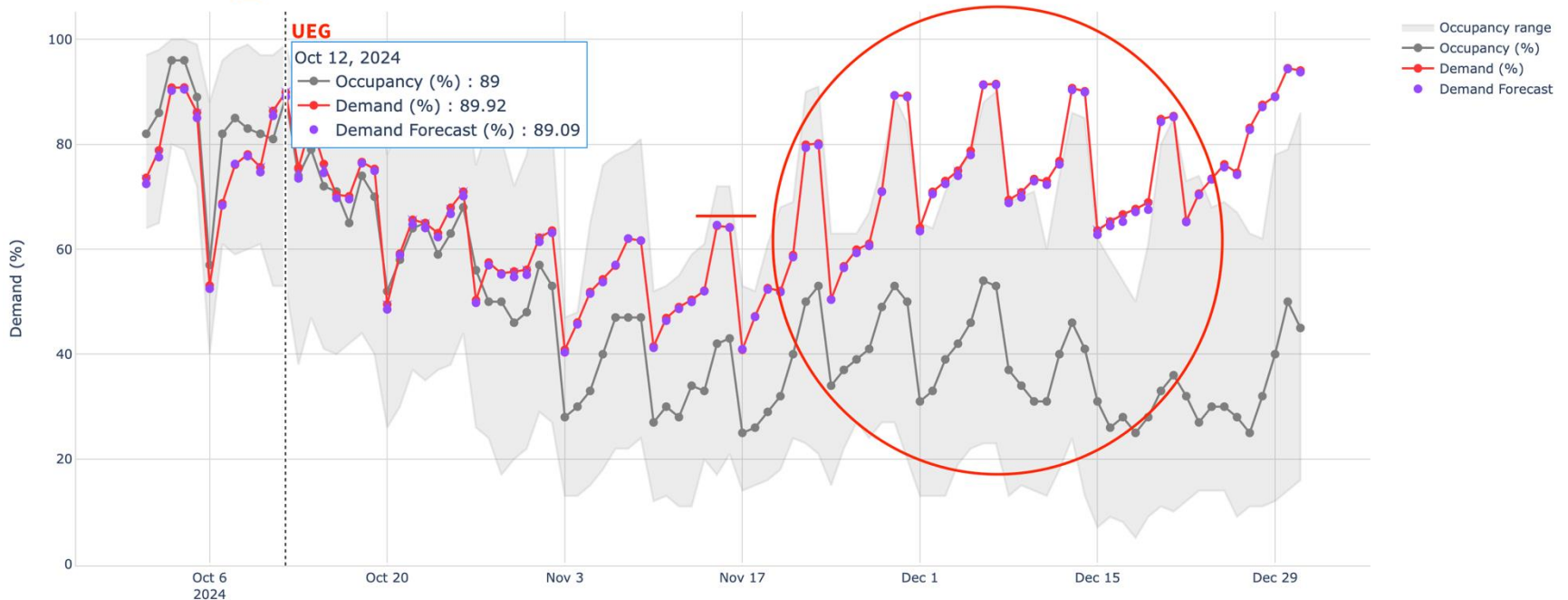
1m 6m YTD 1y **all**



Demand und OCC Wien: Oktober – Dezember 2024

Wien, 01 October, 2024 — 31 December, 2024

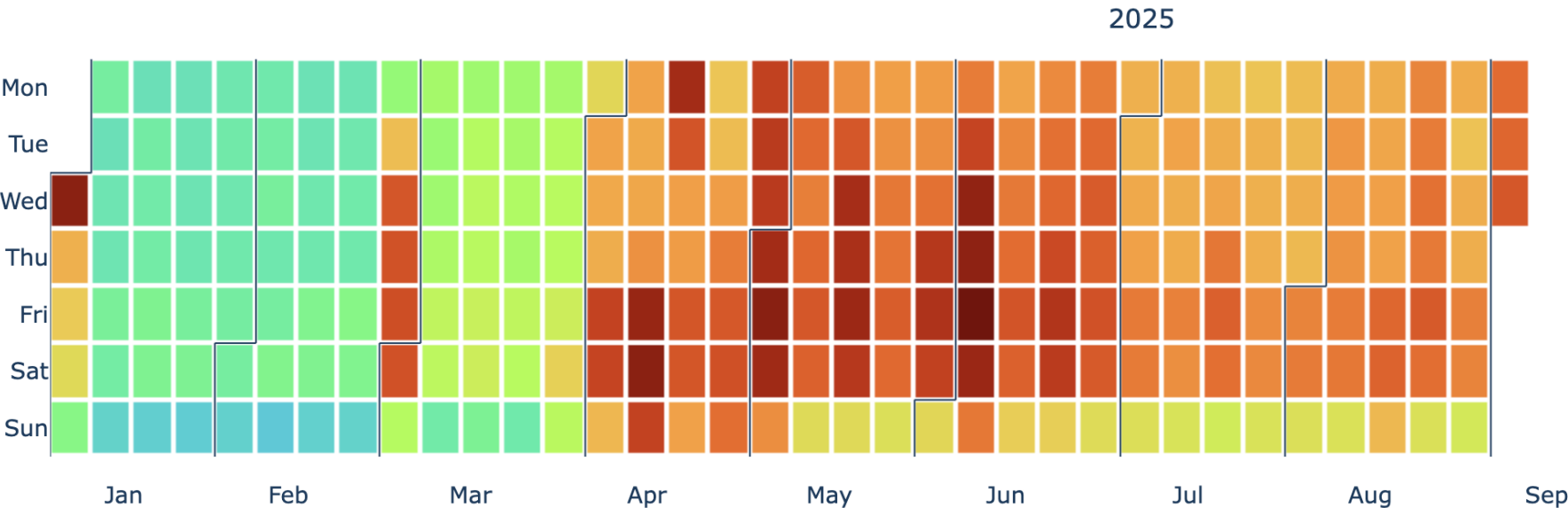
1m 6m YTD 1y **all**



Marketwatch: Wien | Outlook 2025



Demand Wien: 2025



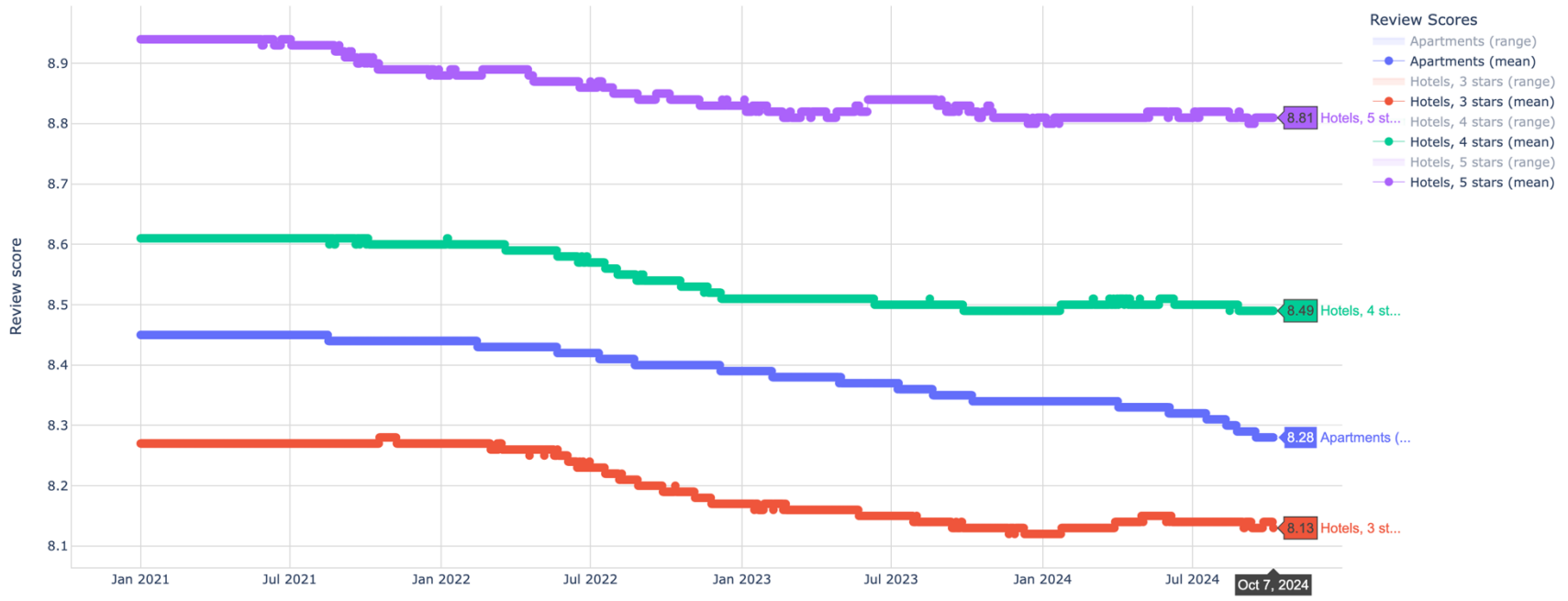
Preis / Leistung Wien | 2021 - Heute



Preis Leistung Wien: Januar 2021 - heute

Wien, 01 January, 2021 — 08 October, 2024

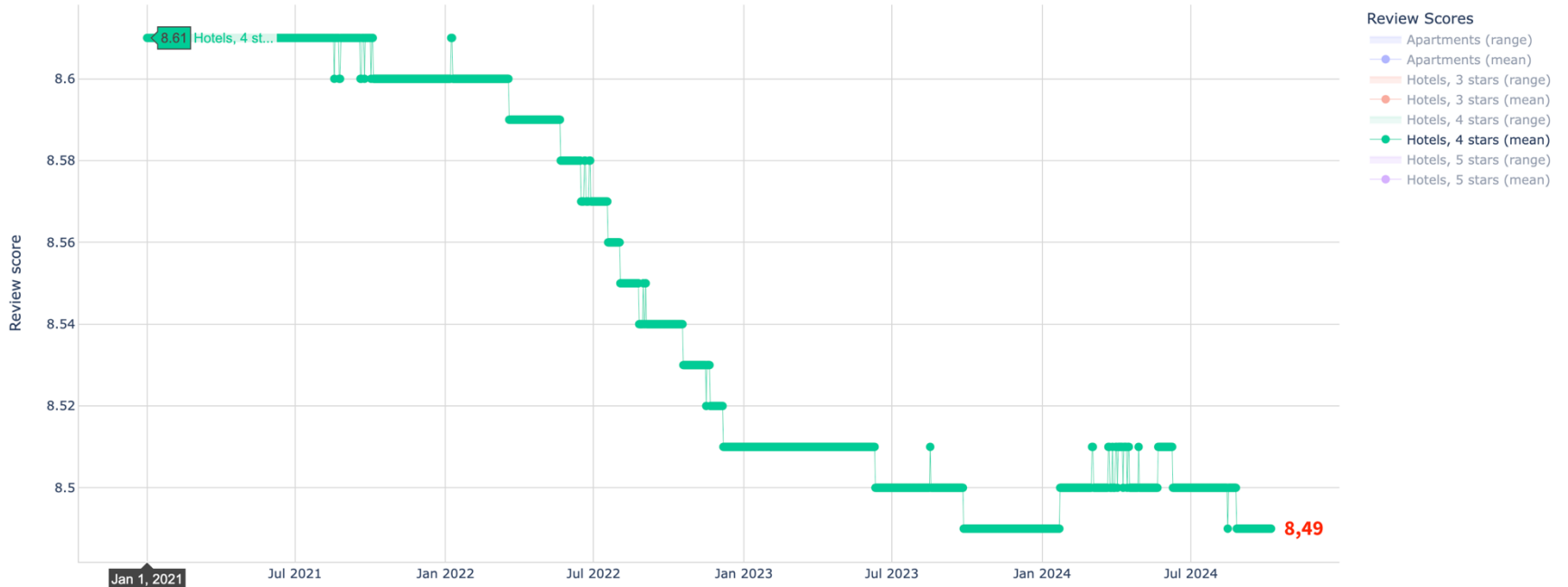
1m 6m YTD 1y **all**



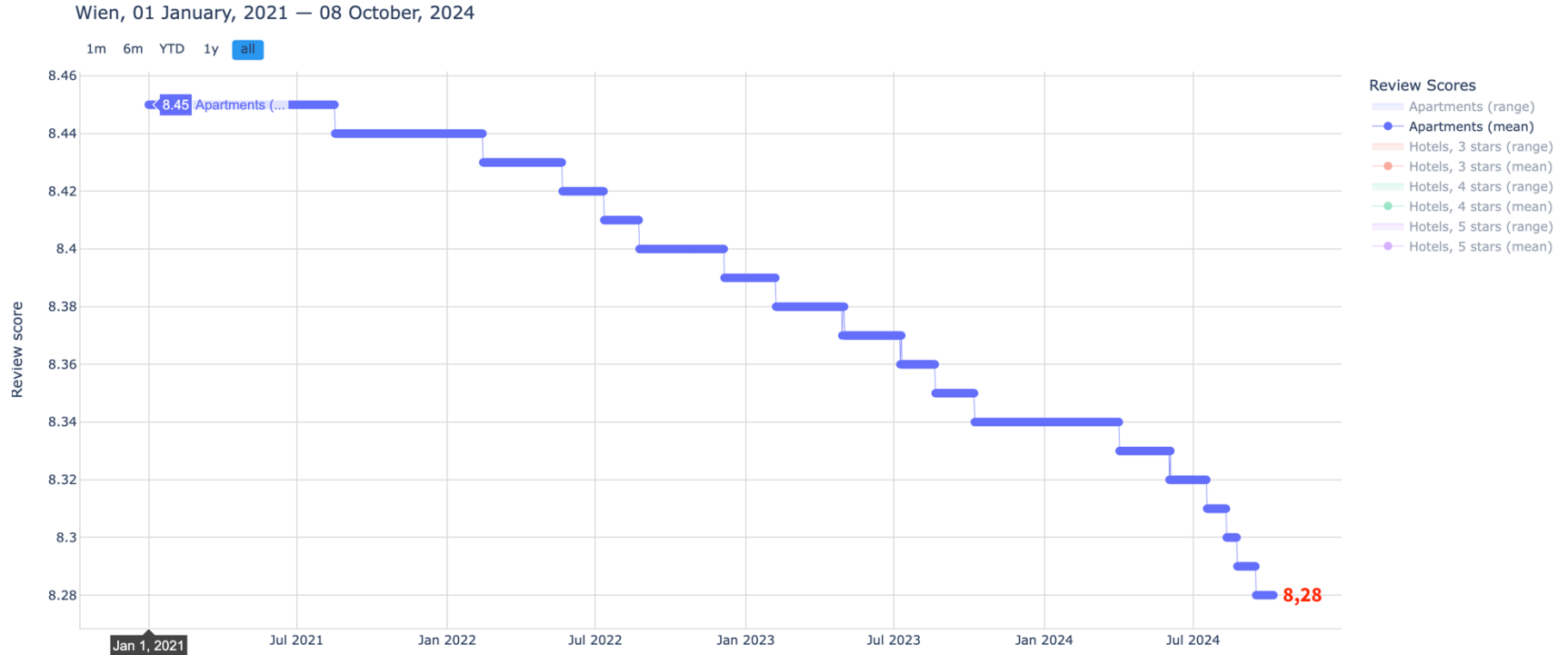
Preis Leistung Wien: Januar 2021 – heute (4 Sterne)

Wien, 01 January, 2021 — 08 October, 2024

1m 6m YTD 1y all



Preis Leistung Wien: Januar 2021 – heute (4 Sterne)



♥-lichen DANK und Servus Vienna!

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