

American Express Company

# Lodging Industry Trends

EMEA

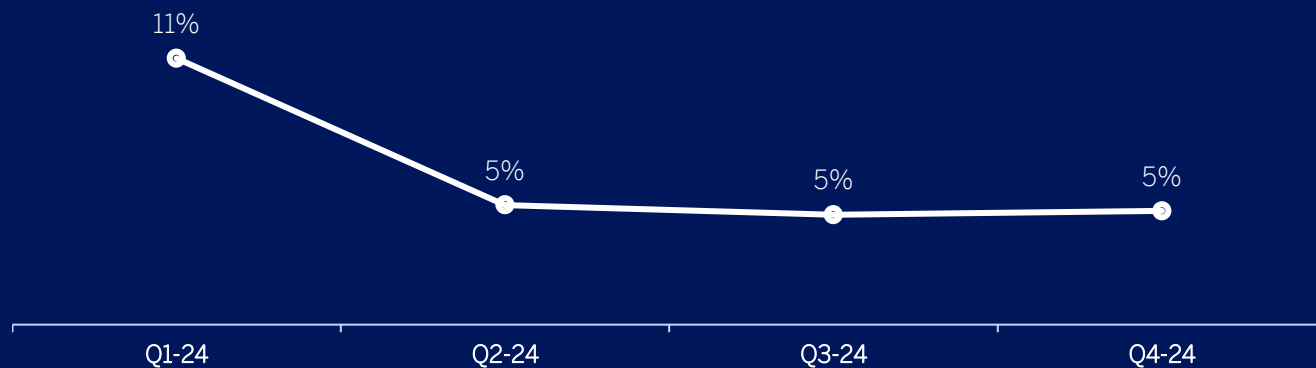
FRANCE | GERMANY | ITALY | SPAIN | UNITED KINGDOM OF GB  
AND NI

OCT'24 - DEC'24

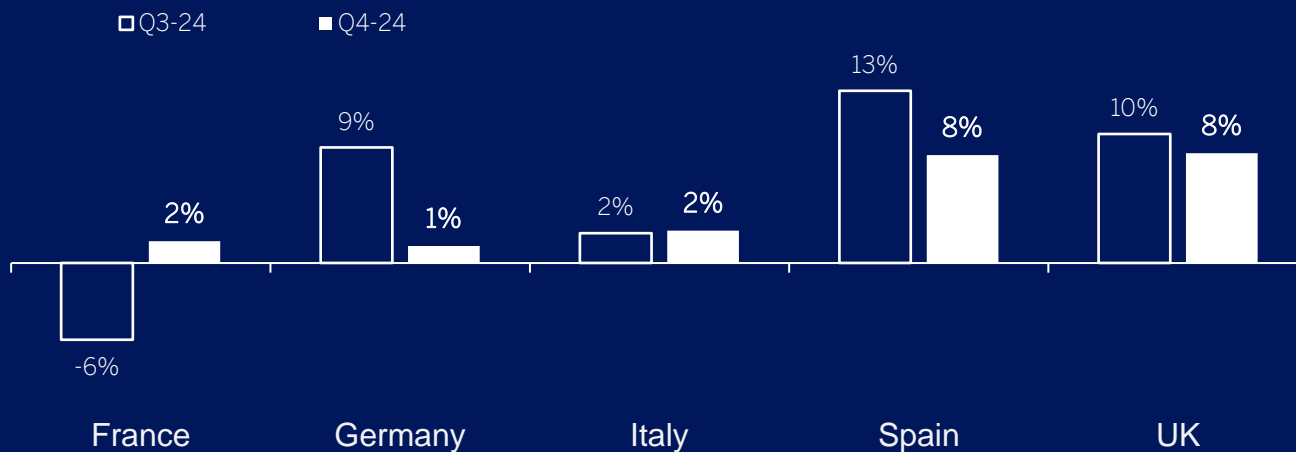


# Lodging Industry – YOY Growth in EMEA

YOY Growth – EMEA

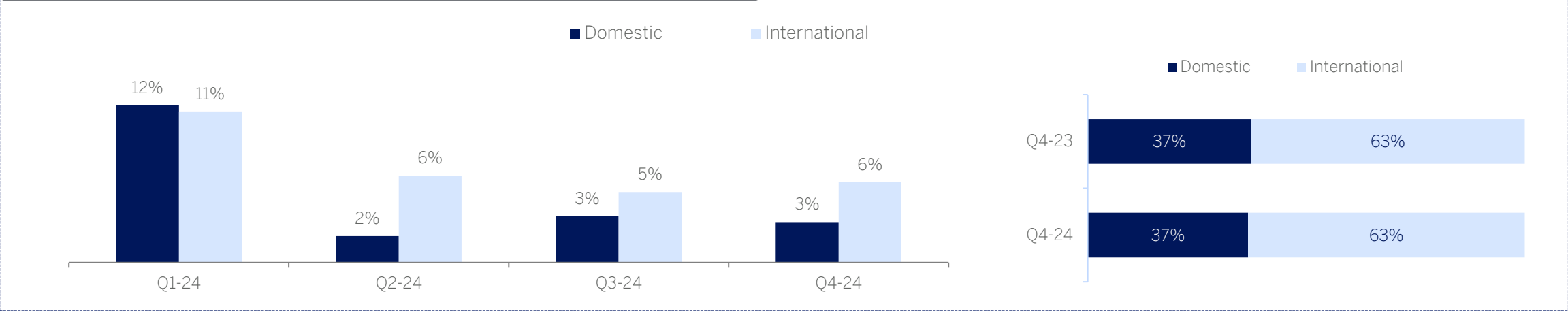


YOY Growth by Lodging Location

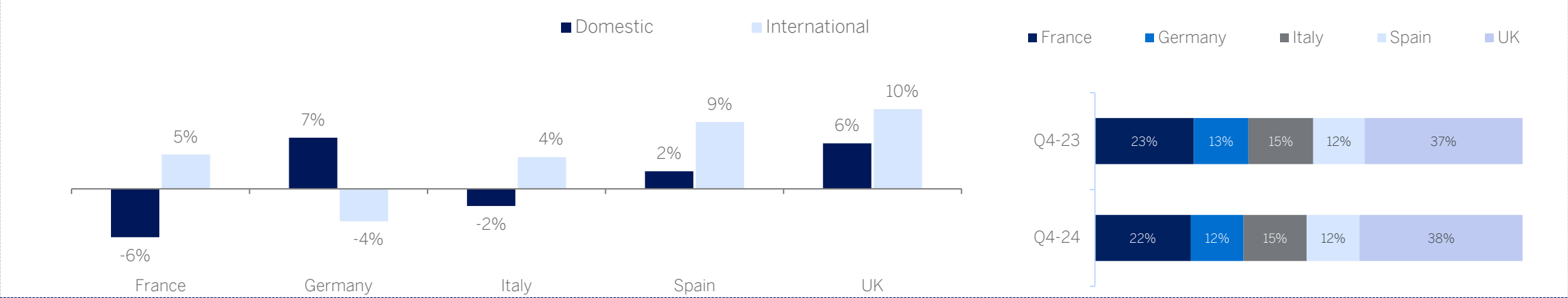


# Domestic & International CMs - Spend Behaviour

YOY Growth by Card Member Origin – Domestic vs International CMs

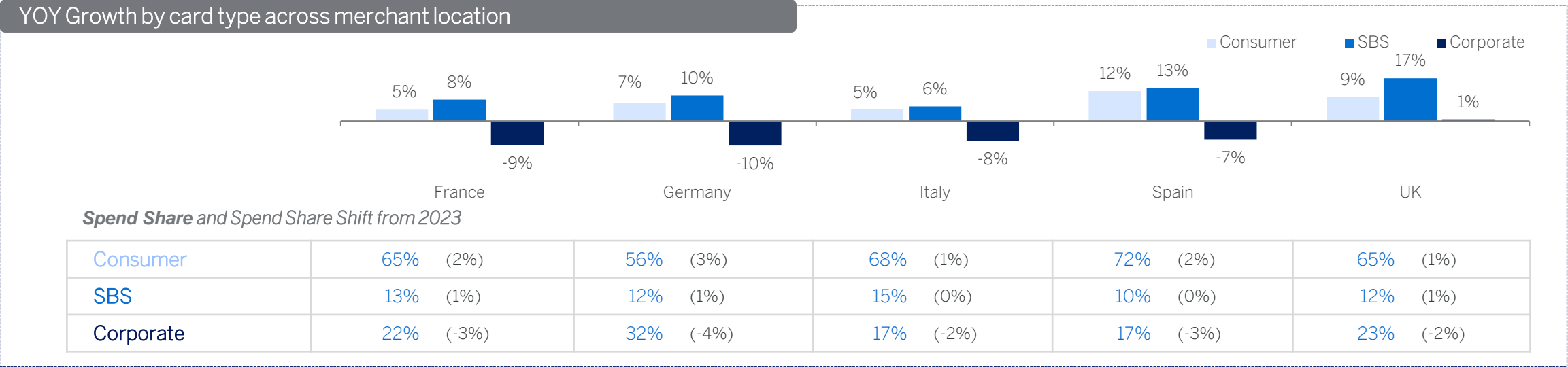
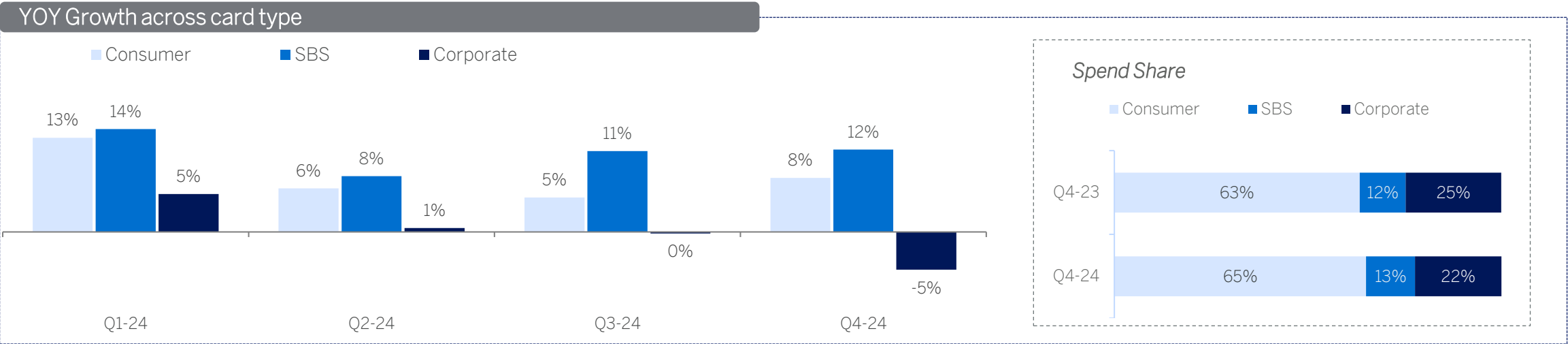


YOY Growth by Card Member Origin across merchant markets – Q4'24



1. Domestic CMs – Card Members who are spending at merchants in their own country.  
2. International CMs – Card Members who are spending at merchants outside their own country. (Inbound CMs)

# Spend share and YOY Growth across Card Types

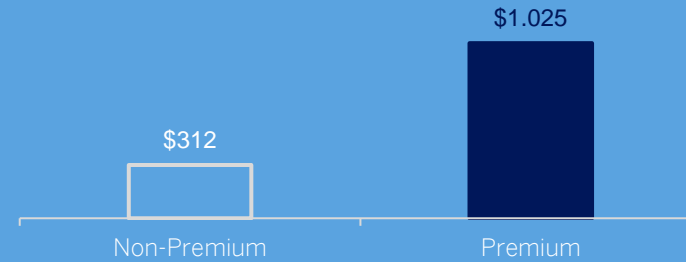


# Premium CMs spent 3.3x more than Non-Premium CMs and 2.5x more per transaction this quarter



Average Spend by Card Members

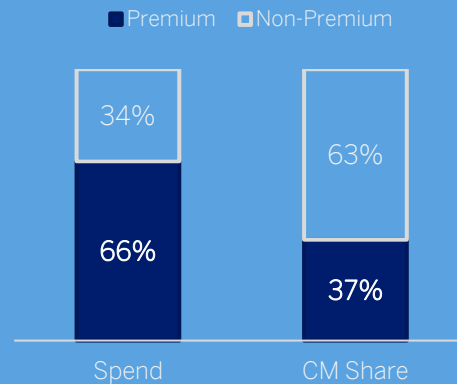
3.3x



Non-Premium – Non-Premium behavior in Oct'24 - Dec'24

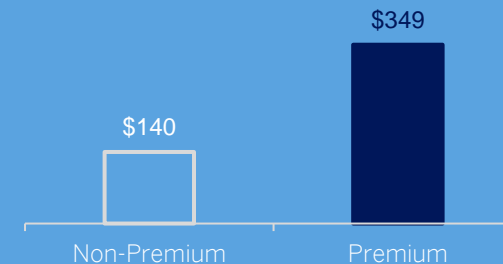
Premium – Identified from algorithm that includes factors like Overall spend|Luxury behavior|Card product owned (Centurion Cards).

CM Share & Spend Share



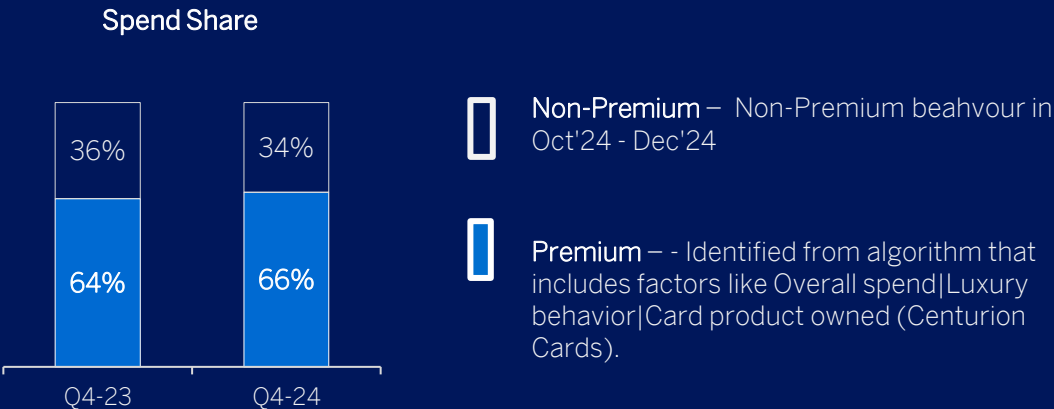
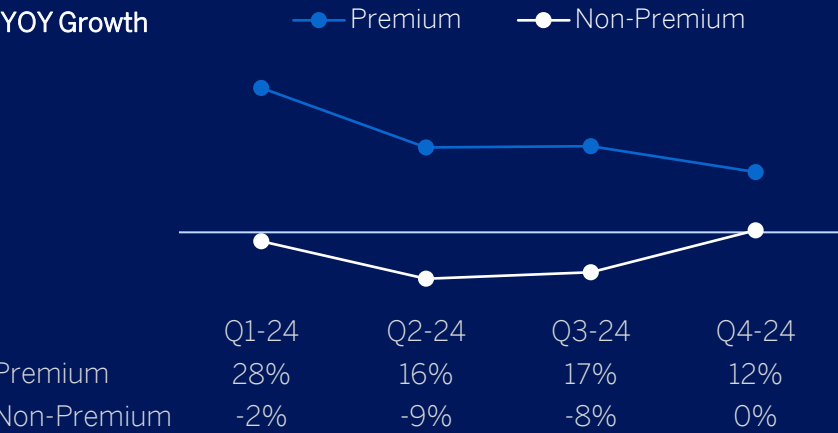
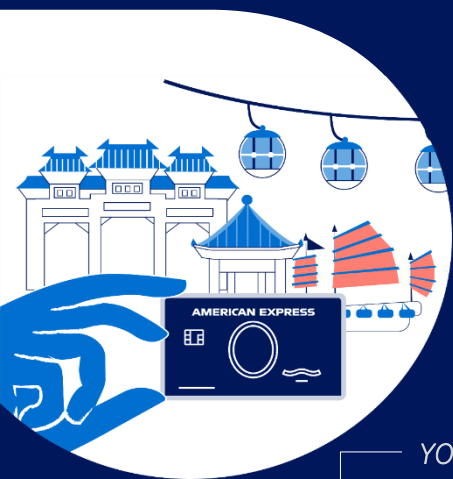
Average Transaction Size

2.5x

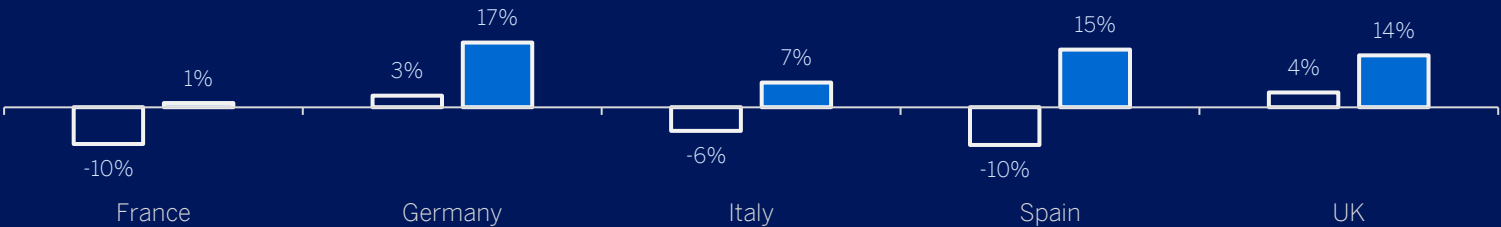


Only Domestic Consumer & Small Business Card Members are analyzed

# Premium vs Non-Premium Card Members



YOY Growth by Merchant Location and ATS

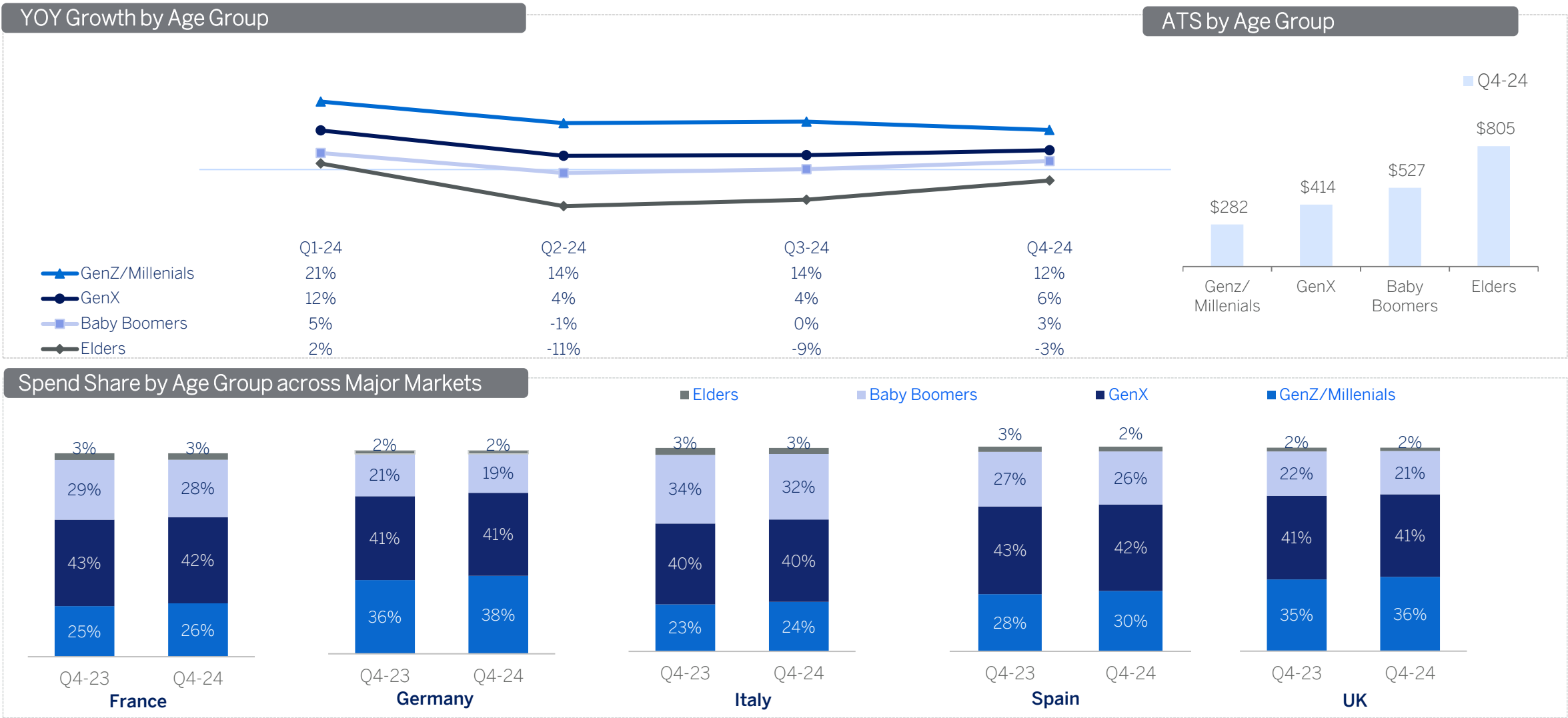


ATS - Property Tiers across markets

ATS	France	Germany	Italy	Spain	UK
Economy	\$126	\$142	\$130	\$126	\$104
Mid Range	\$226	\$233	\$239	\$251	\$193
Premium	\$364	\$287	\$326	\$327	\$247
Luxury	\$722	\$810	\$726	\$788	\$628

Property Tiers : Definition in Glossary  
Only Domestic Consumer & Small Business Card Members are analyzed

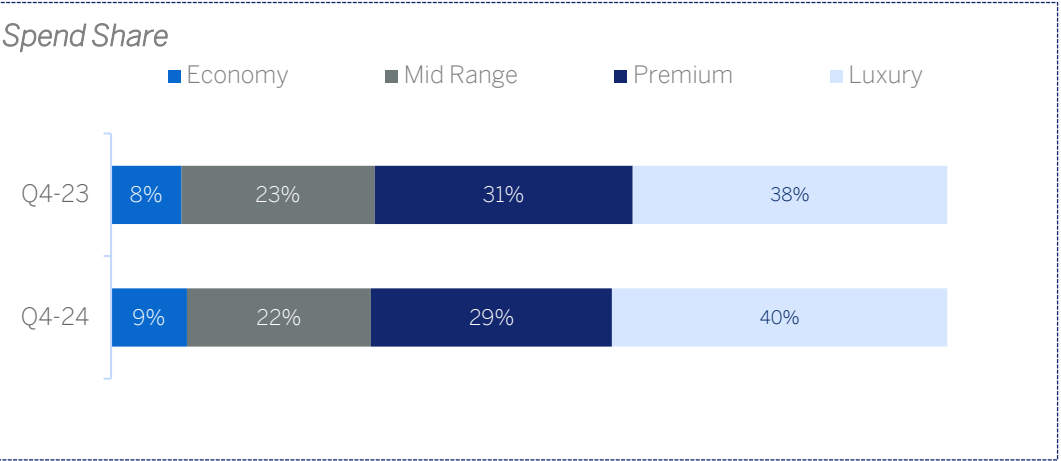
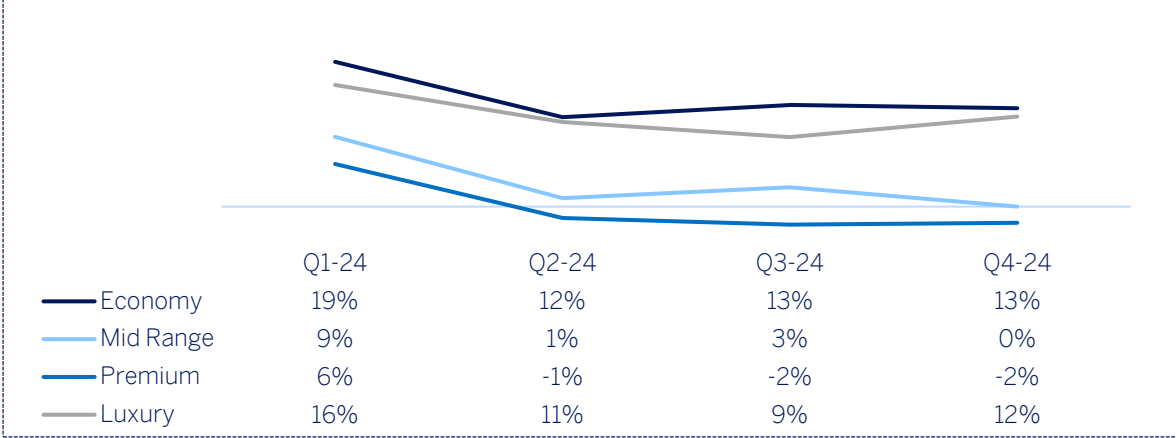
# YOY Growth and Spend Share across CM Age Groups



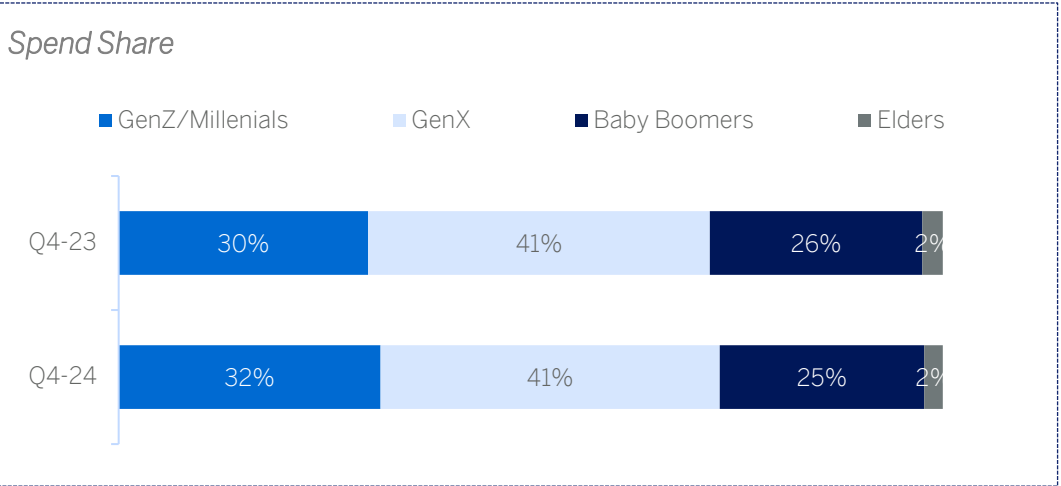
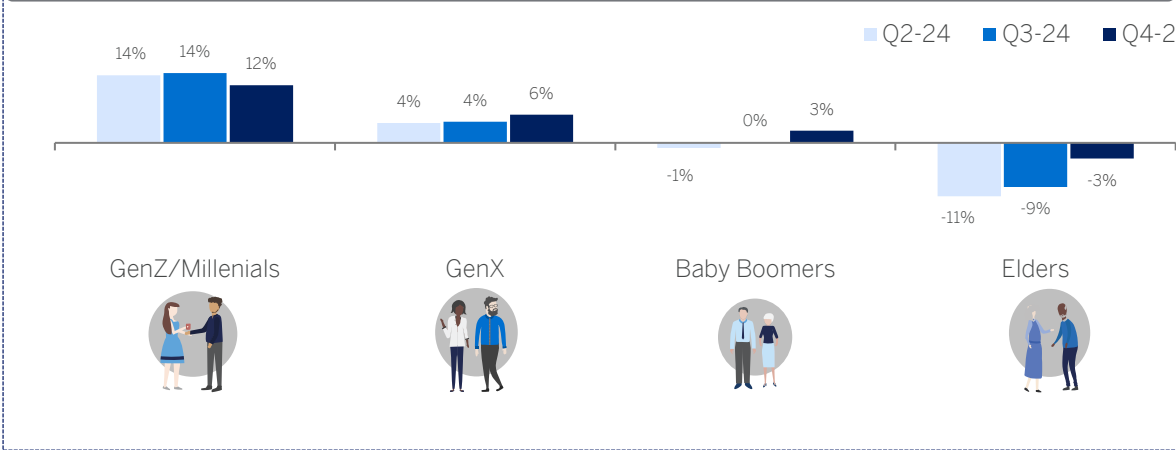
Age Groups: Definition in Glossary

# YOY Growth and Spend Share across Lodging Class & CM Age Groups

YOY Growth across Lodging Class



YOY Growth across Age Groups

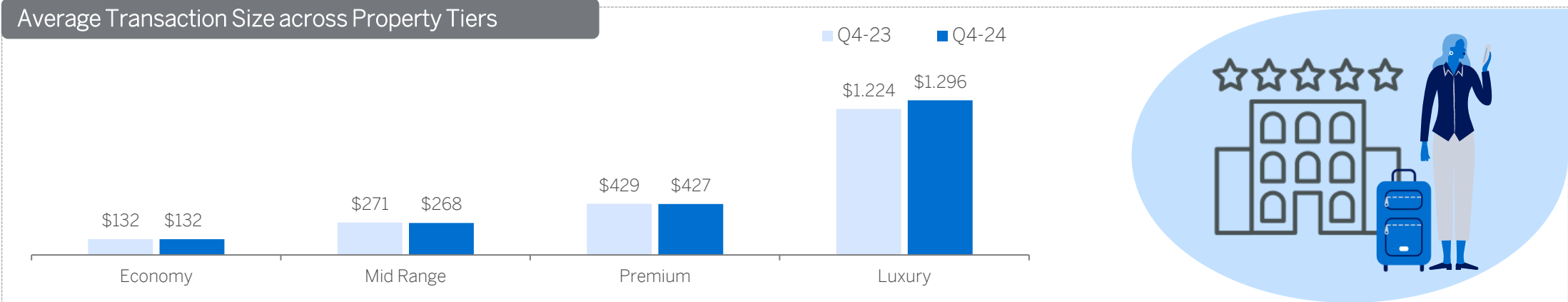


Age Groups & Property Tier: Definition in Glossary

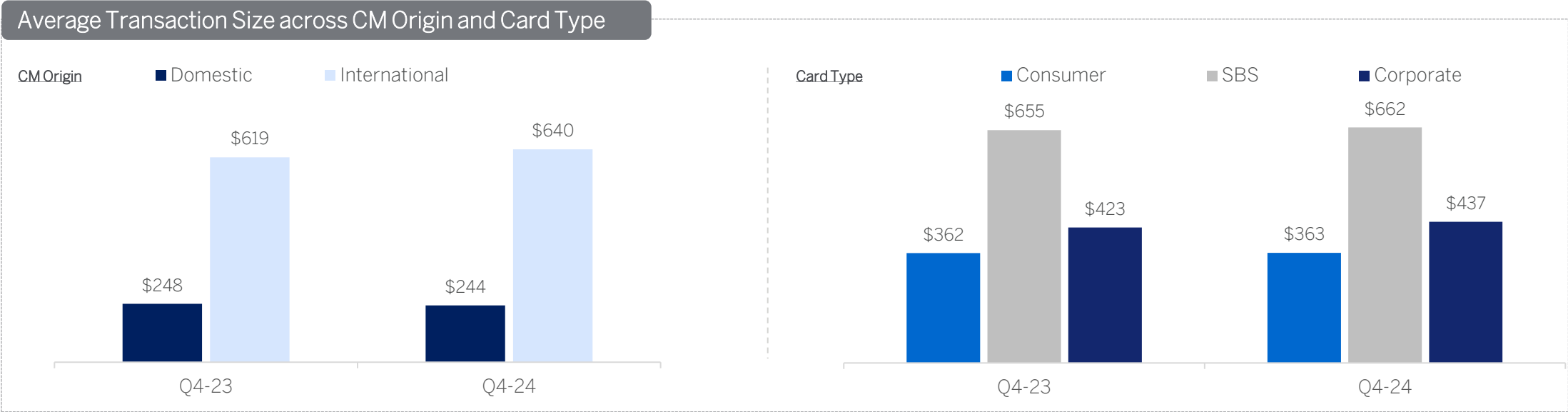


# ATS across Property Tier, CM Origin & Card Type in EMEA

Average Transaction Size across Property Tiers



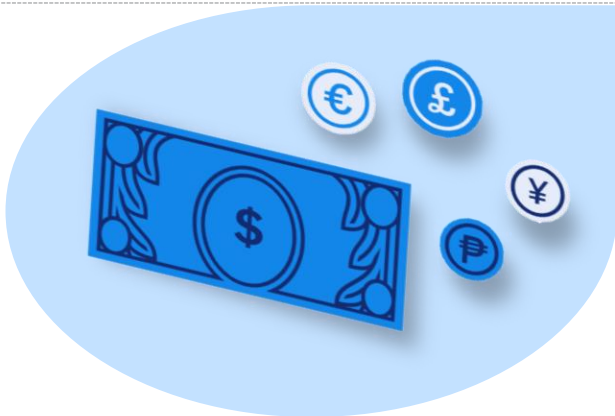
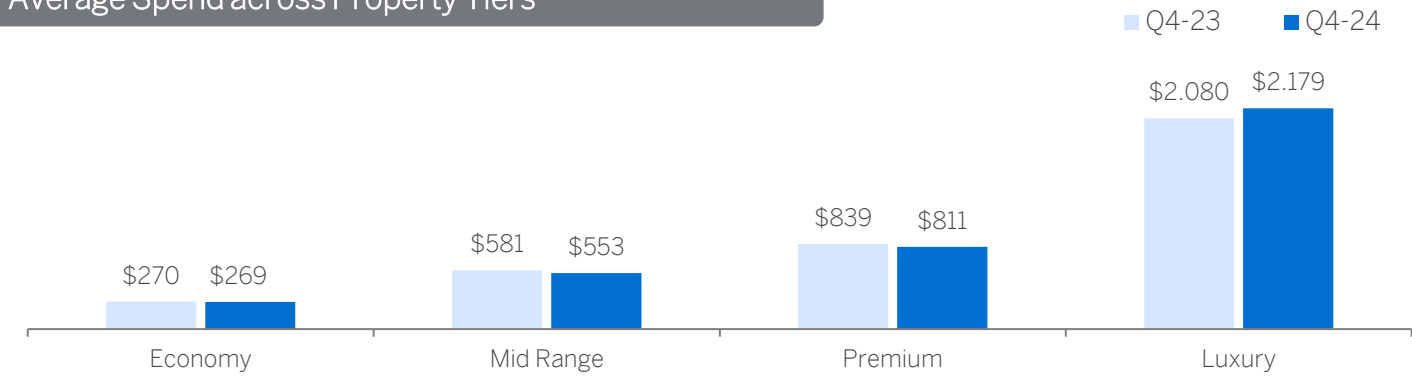
Average Transaction Size across CM Origin and Card Type



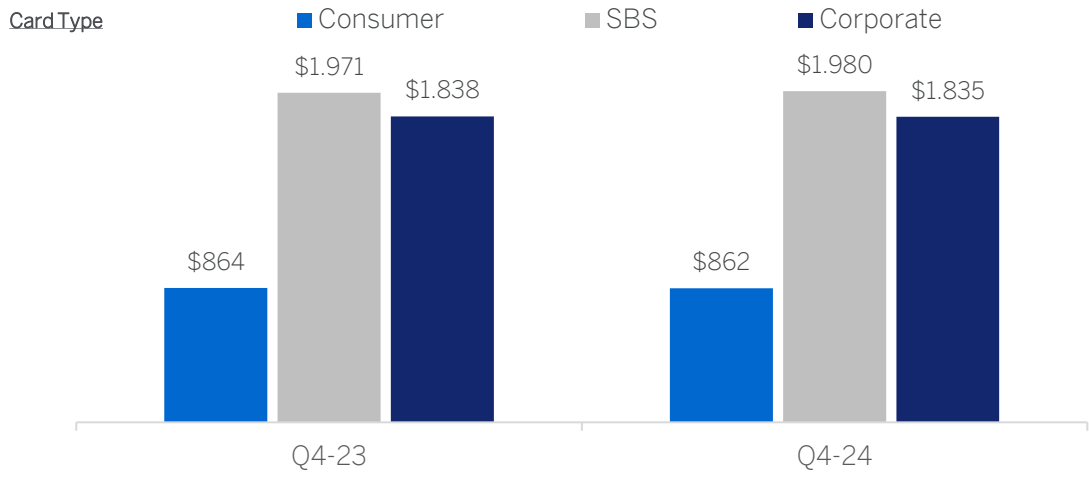
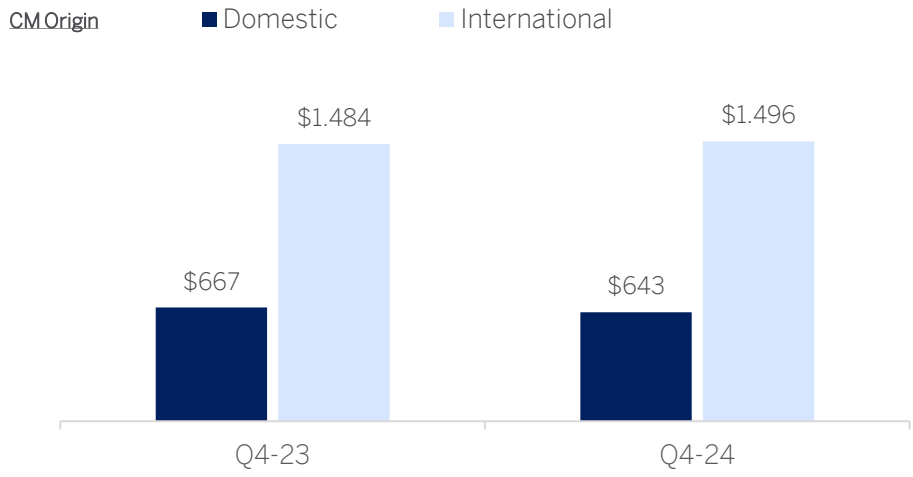
Property Tiers : Definition in Glossary

# Average Spend across Property Tier, CM Origin & Card Type in EMEA

Average Spend across Property Tiers



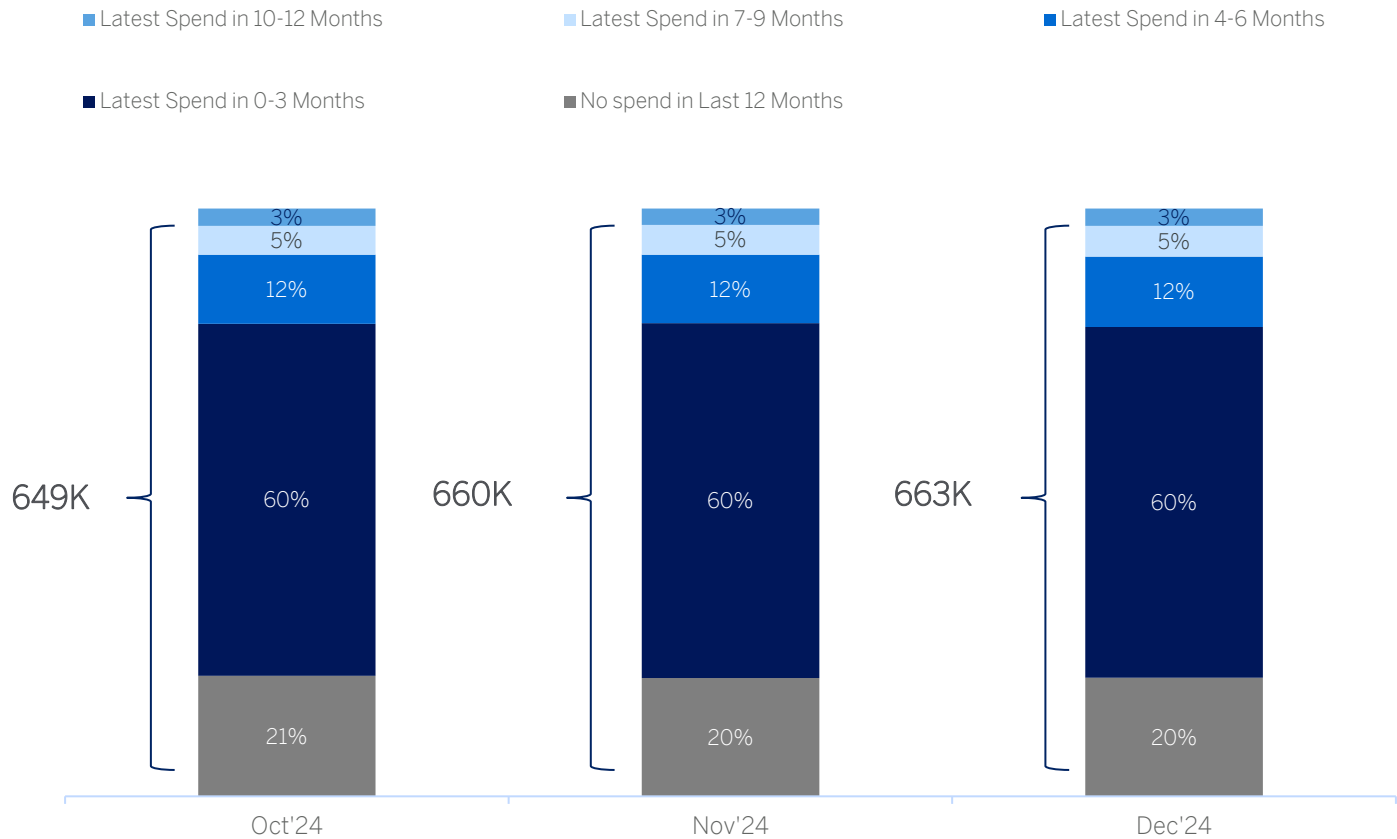
Average Spend across CM Origin and Card Type



[Property Tiers : Definition in Glossary](#)

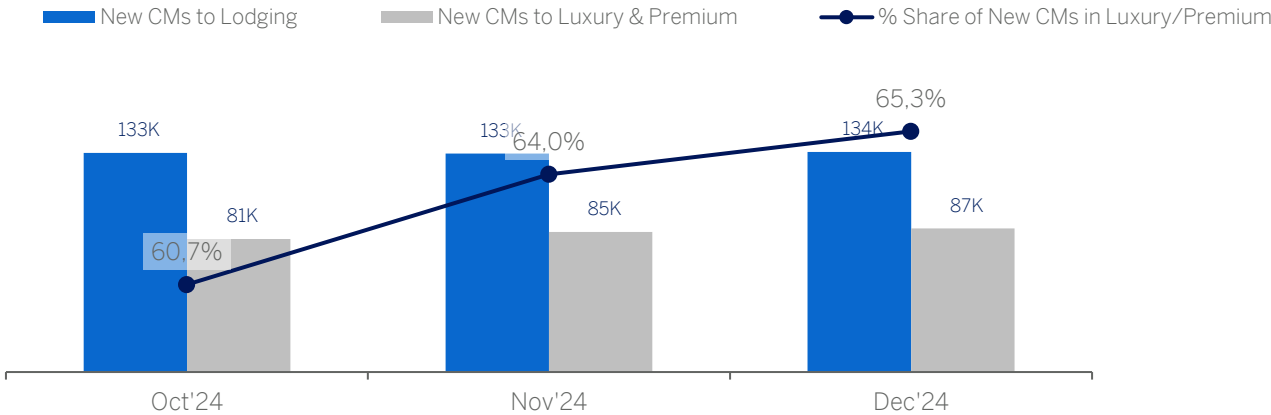
# Card Member Spend Analysis

Spend Patterns for Card Members

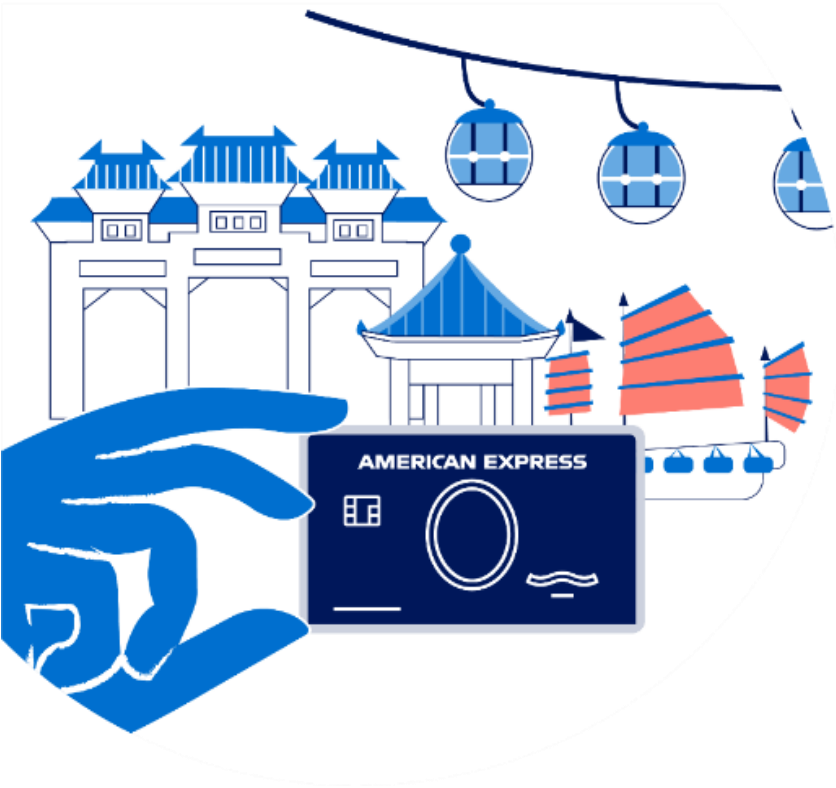
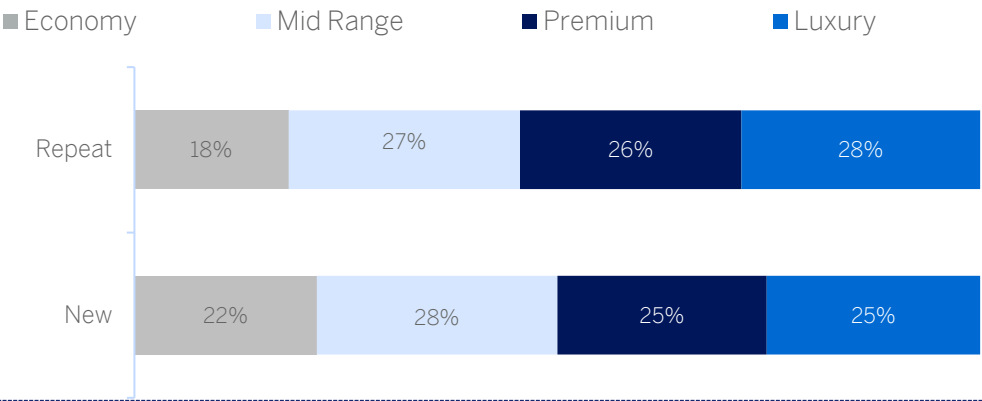


# New and Repeat CM spending in the Lodging Industry

New Members by Month



New CM's and Repeat CM's : Spend Share

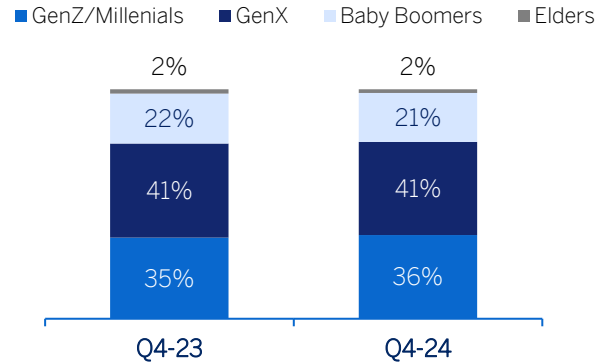


New Card Member: A Card Member who has not done any transaction in the industry in previous 12 months (only Domestic Cons & SBS Card Members) and has no transaction in 2019 as well.  
Repeat Card Member: A Card Member who has done at least 1 transaction in the industry in previous 12 months (only Domestic Cons & SBS Card Members)

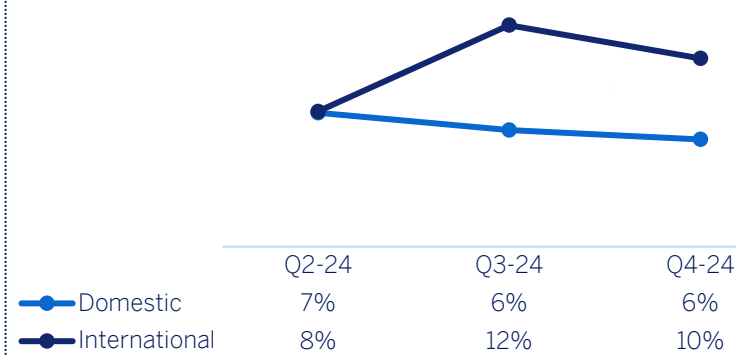
# Country Level Deep Dive

# Deep dive analysis for UK

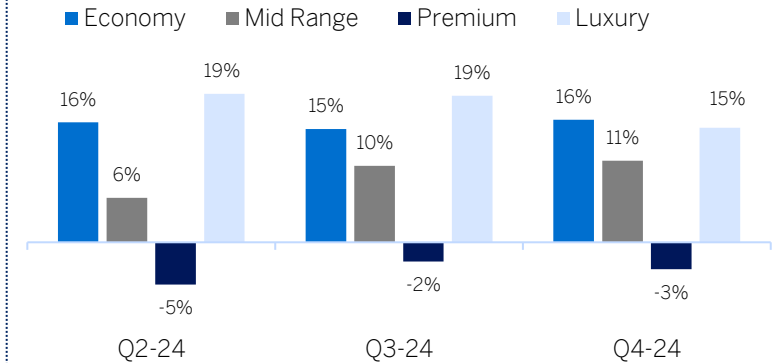
## Spend Distribution across Age Groups



## YOY Growth by CM Origin



## YOY Growth : Across Property Tiers



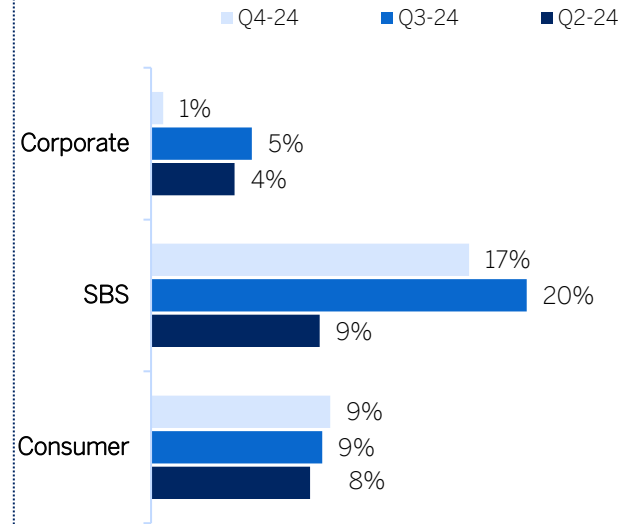
## Top Origin Countries

Country	CM Share
USA	57%
GERMANY	5%
FRANCE	4%
CANADA	3%
AUSTRALIA	2%

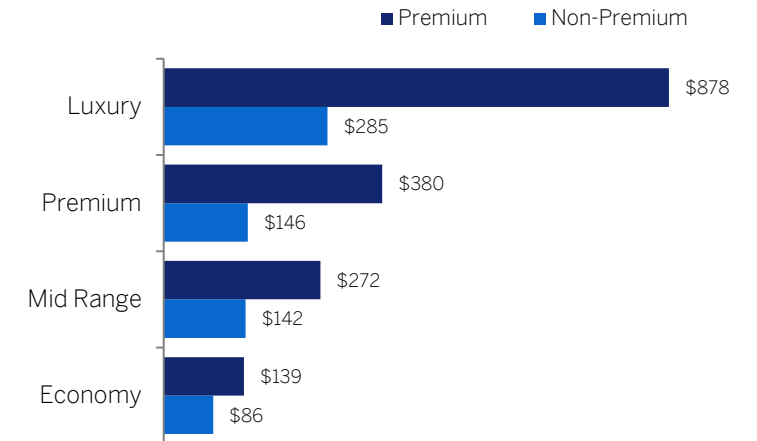
## YOY Growth in Top Regions

Region	WALES	NORTH EAST	SCOTLAND
Growth %	17%	17%	14%

## YOY Growth by Card Products

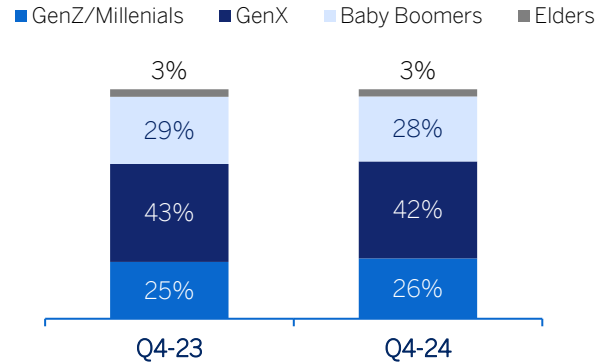


## Average Transaction Size by Premium Category – Q4'24

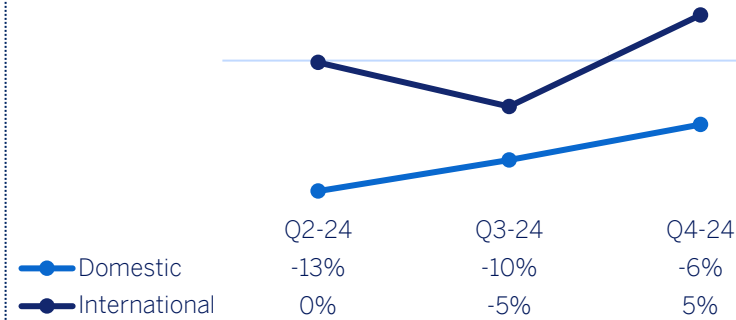


# Deep dive analysis for France

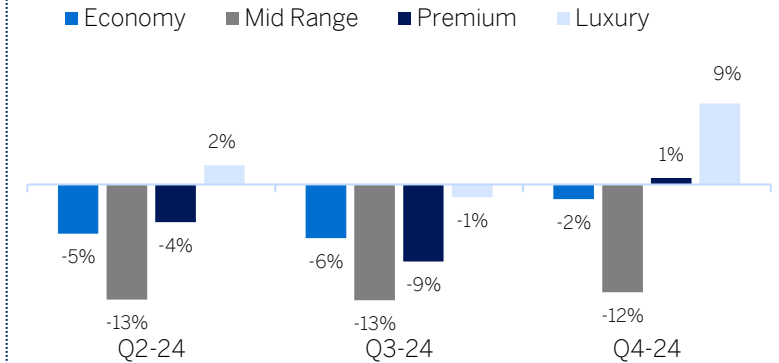
## Spend Distribution across Age Groups



## YOY Growth by CM Origin



## YOY Growth : Across Property Tiers



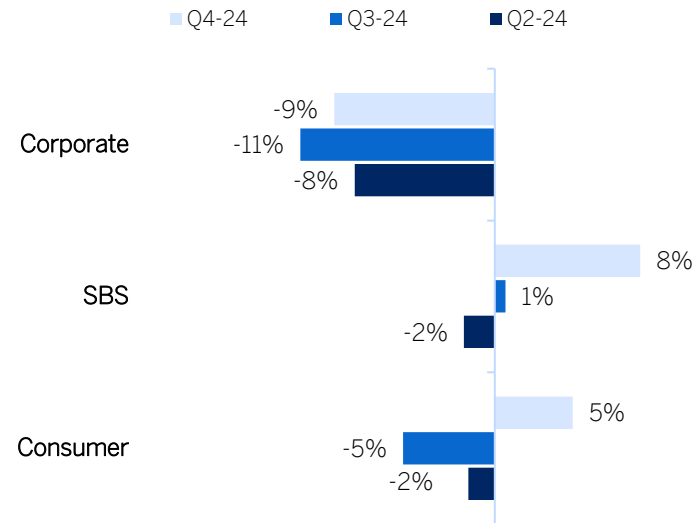
## Top Origin Countries

Country	CM Share
USA	41%
UK	16%
GERMANY	6%
ITALY	5%
NETHERLANDS (THE)	3%

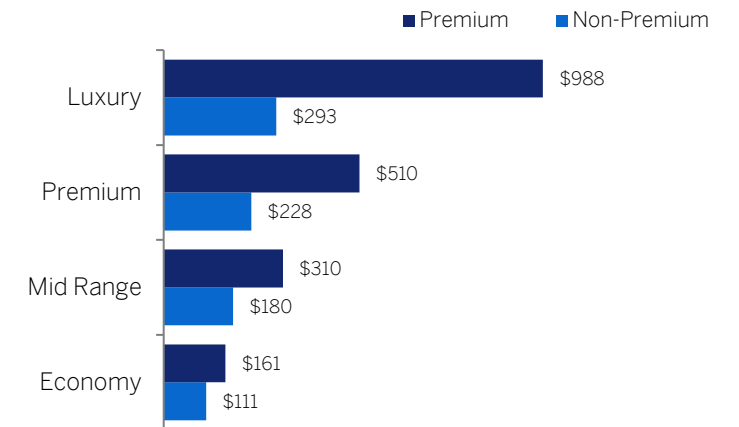
## YOY Growth in Top Regions

Region	AuvergneRhneAlpes	ProvenceAlpes Cte dAzur	Normandy
Growth %	6%	4%	2%

## YOY Growth by Card Products

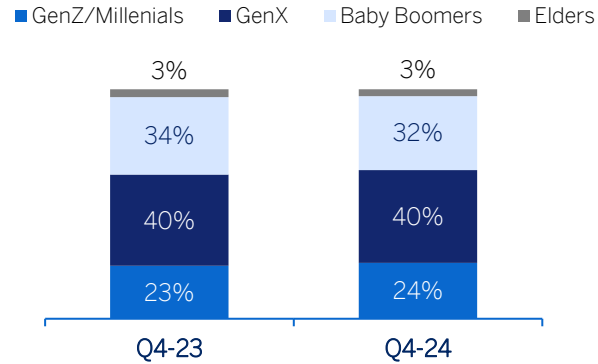


## Average Transaction Size by Premium Category – Q4'24

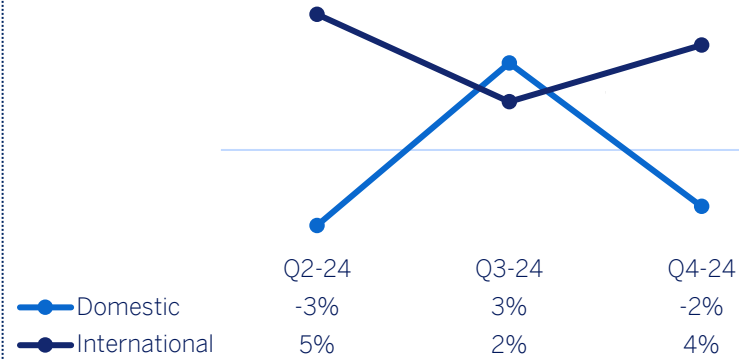


# Deep dive analysis for Italy

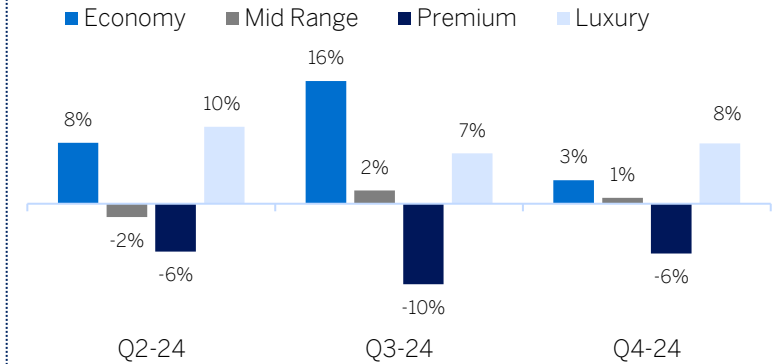
Spend Distribution across Age Groups



YOY Growth by CM Origin



YOY Growth : Across Property Tiers



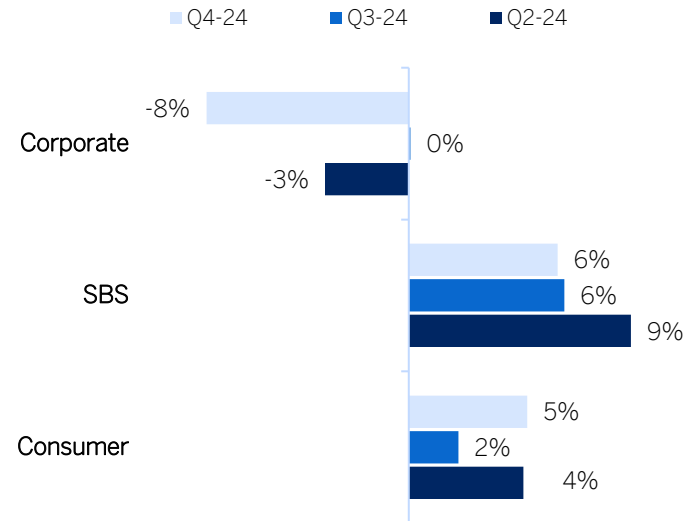
Top Origin Countries

Country	CM Share
USA	48%
UK	11%
GERMANY	7%
FRANCE	5%
SWITZERLAND	3%

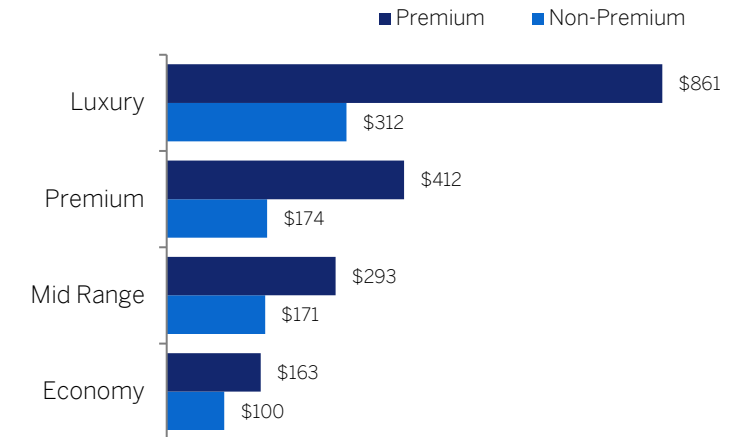
YOY Growth in Top Regions

Region	Islands	NorthEast	NorthWest
Growth %	11%	8%	0%

YOY Growth by Card Products



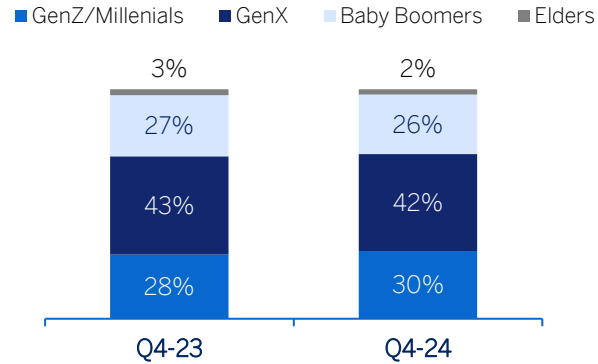
Average Transaction Size by Premium Category – Q4'24



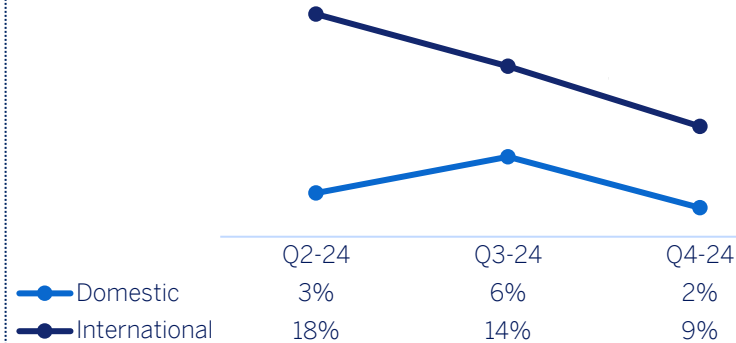


# Deep dive analysis for Spain

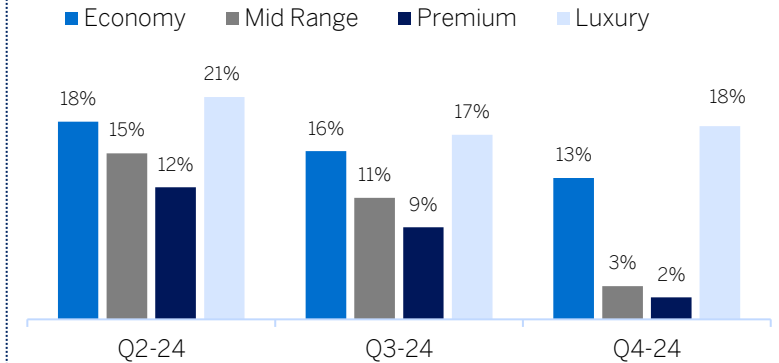
## Spend Distribution across Age Groups



## YOY Growth by CM Origin



## YOY Growth : Across Property Tiers



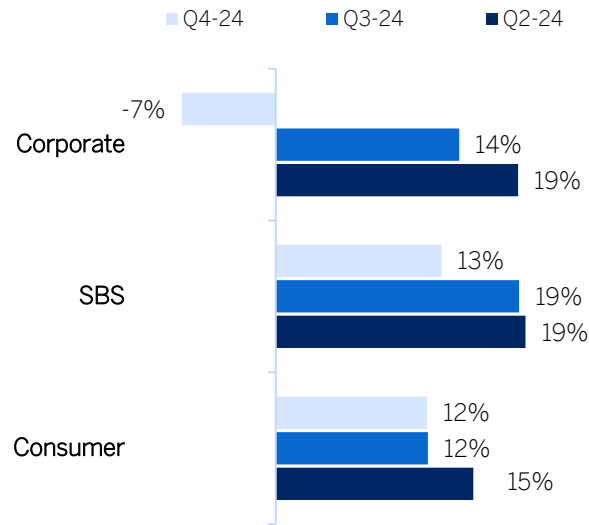
## Top Origin Countries

Country	CM Share
USA	30%
UK	20%
GERMANY	10%
FRANCE	6%
ITALY	5%

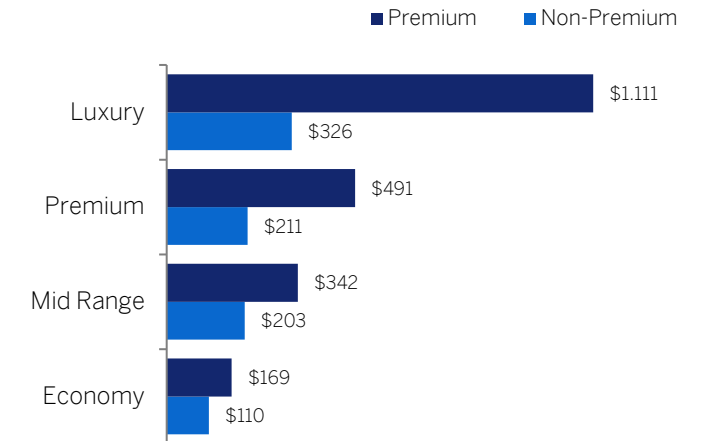
## YOY Growth in Top Regions

Region	Others	East	South
Growth %	61%	21%	12%

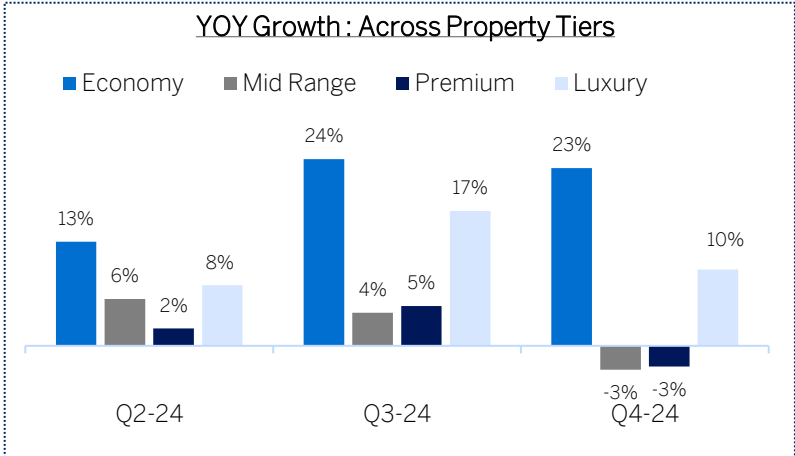
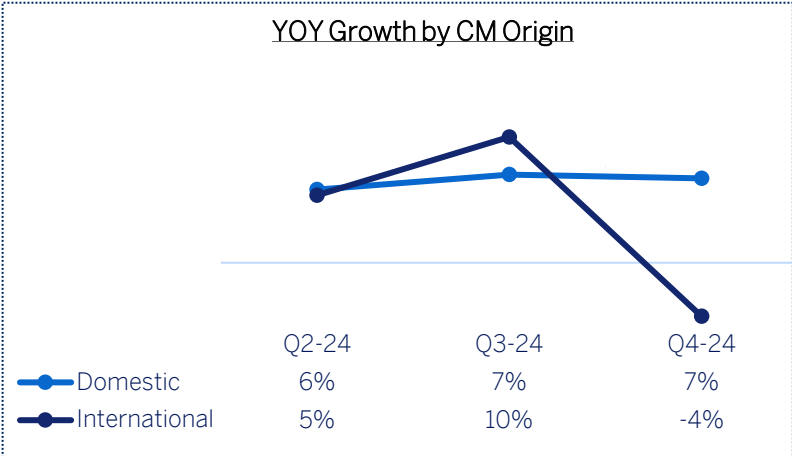
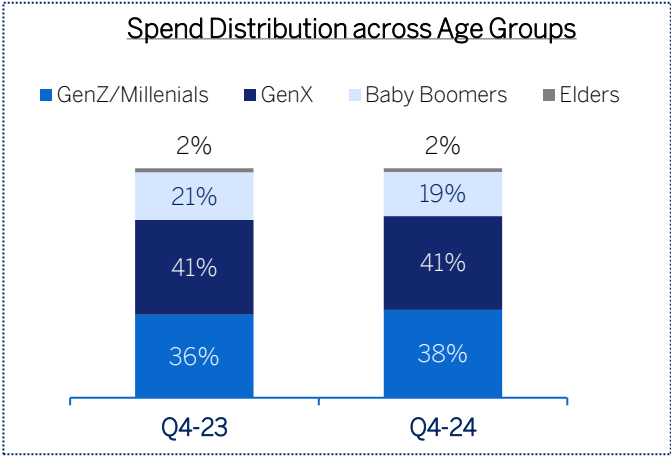
## YOY Growth by Card Products



## Average Transaction Size by Premium Category – Q4'24

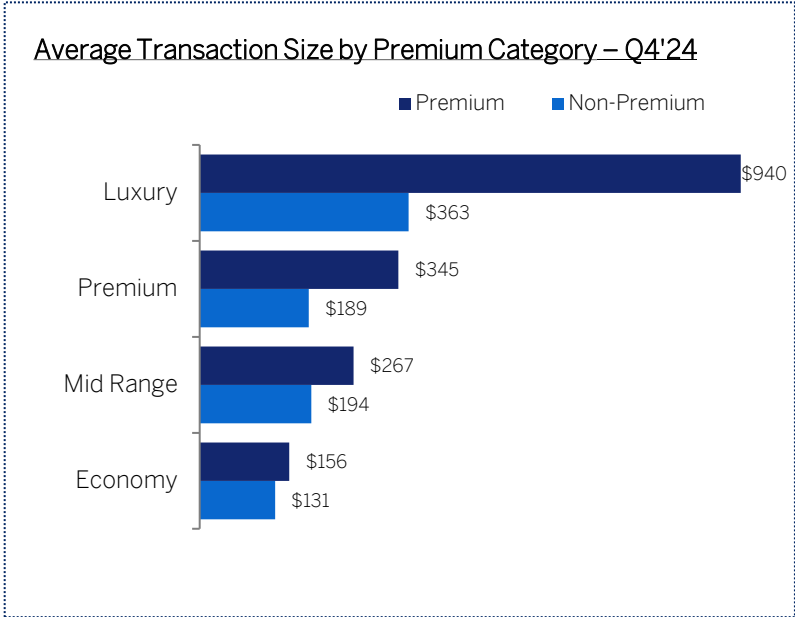
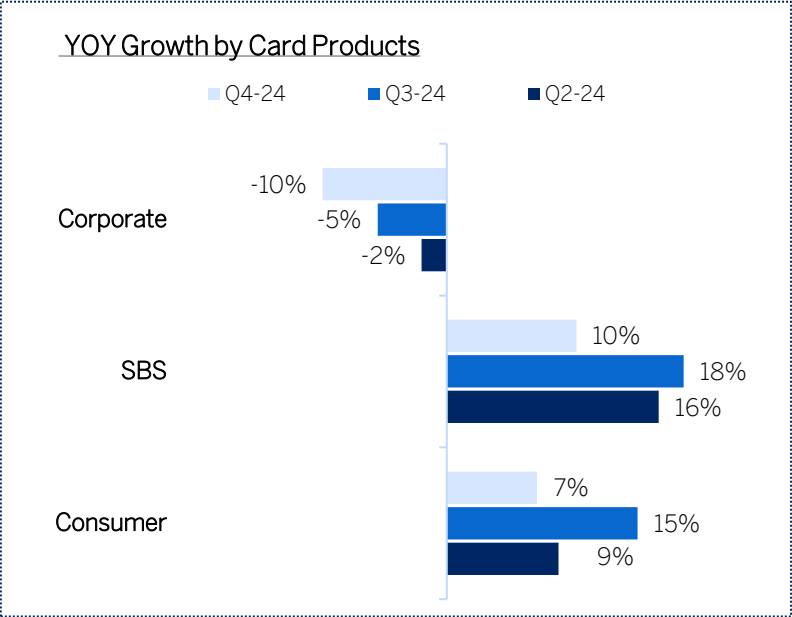


# Deep dive analysis for Germany



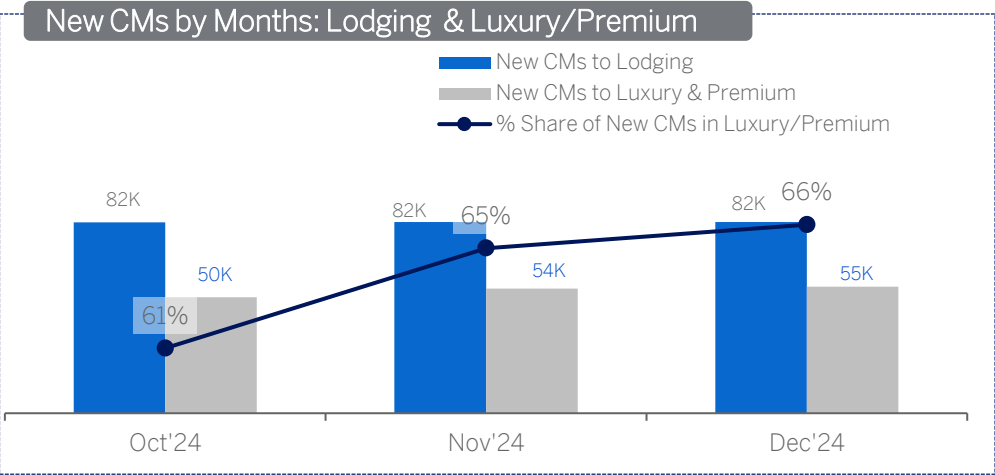
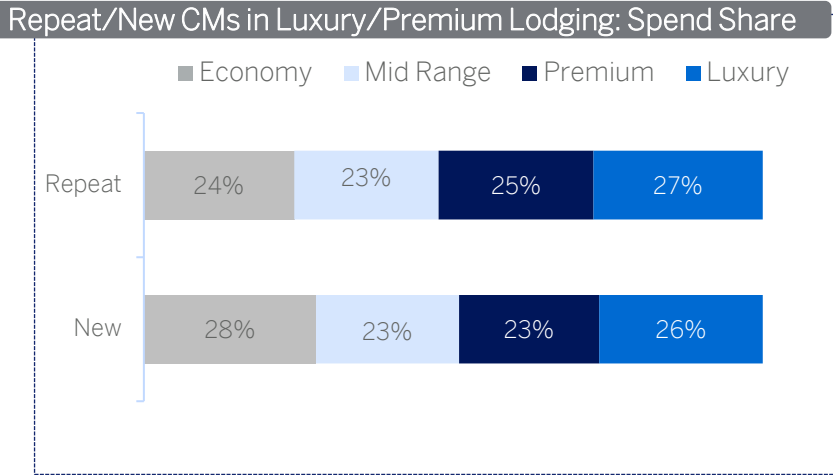
### Top Origin Countries

Country	CM Share
USA	36%
UK	15%
SWITZERLAND	6%
NETHERLANDS (THE)	6%
FRANCE	5%

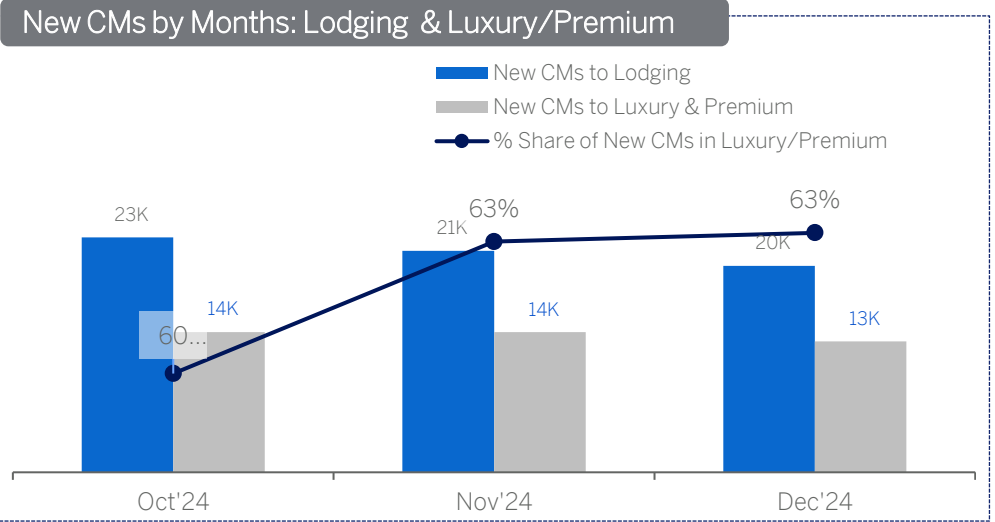
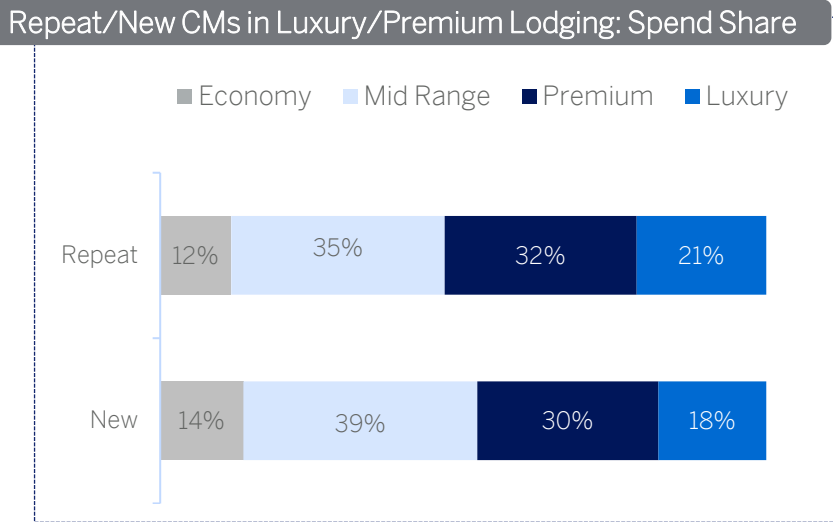


# Country Level - Spend Distribution for New Card Members

UK



Germany



Above views are for Domestic Consumer & SBS Card Members only  
New Card Member: A Card Member who has not done any transaction in the industry in previous 12 months (only Domestic Cons & SBS Card Members)  
Repeat Card Member: A Card Member who has done at least 1 transaction in the industry in previous 12 months (only Domestic Cons & SBS Card Members)

# General Definitions



**Current Period** is the period between Oct'24 - Dec'24  
*Compared with 2023 - Same quarters are compared in both periods to avoid any seasonal trends*



**Demand %** refers to the spend achieved in the specified period as a proportion of spend for same time period in 2019



**Domestic Card Members** are the Card Members who reside in the same country as the merchant where they are transacting.



**International Card Members** refer to Card Members who reside in a different country from the merchant where they are transacting.



**Premium Card Members** are identified from an algorithm that includes multiple factors like overall spend, luxury behavior, card product owned etc.



**New CM:** A Card Member is “New” to the industry if he/she has not transacted in the industry in past rolling 12 months  
**Repeat CM:** A Card Member is considered “Repeat” if he/she has a transaction in the industry in past rolling 12 months  
*New & Repeat defined for Domestic Consumer & SBS Card Members only*



## Age Distribution

- **Millennials** – Card members who were born after 1980
- **Gen X** - Card members who were born between 1965 and 1980
- **Baby Boomers** - Card members who were born between 1946 and 1965
- **Elders** - Card members who were born before 1946

All spend reported is in US Dollars (\$) and study includes **Global Card Members** unless specified otherwise

# General Definitions

---



## (Definition For APAC)

Property Tiers : SE Average Transaction is used

- **Economy:** *Australia, Japan, Singapore, HK* :  $0 \leq \text{SE ATS} < \$300$ , *India* :  $0 \leq \text{SE ATS} < \$100$ , *Thailand* :  $0 \leq \text{SE ATS} < \$200$
- **Mid-Range:** *Australia, Japan* :  $\$300 \leq \text{SE ATS} < \$500$ , *Singapore, HK* :  $\$300 \leq \text{SE ATS} < \$700$ , *India* :  $\$100 \leq \text{SE ATS} < \$250$ , *Thailand* :  $\$200 \leq \text{SE ATS} < \$350$
- **Premium:** *Australia, Japan* :  $\$500 \leq \text{SE ATS} < \$800$ , *Singapore, HK* :  $\$700 \leq \text{SE ATS} < \$1000$ , *India* :  $\$250 \leq \text{SE ATS} < \$500$ , *Thailand* :  $\$350 \leq \text{SE ATS} < \$550$
- **Luxury:** *Australia, Japan* :  $\text{SE ATS} \geq \$800$ , *Singapore, HK* :  $\text{SE ATS} \geq \$1000$ , *India* :  $\text{SE ATS} \geq \$500$ , *Thailand* :  $\text{SE ATS} \geq \$550$



## (Definition For EMEA & US)


Property Tiers : Properties are tagged using STR classification, wherever matched. Otherwise, SE Average Transaction Size is used


- **Economy:** Economy chain scale segment as per STR or  $0 \leq \text{SE Average Transaction Size} < \$200$
- **Mid-Range:** Midscale or Upper Midscale chain segment as per STR or  $\$200 \leq \text{SE Average Transaction Size} < \$500$
- **Premium:** Upscale or Upper Upscale chain segment as per STR or  $\$500 \leq \text{SE Average Transaction Size} < \$800$
- **Luxury:** Luxury chain segment as per STR or  $\text{SE Average Transaction Size} \geq \$800$


All spend reported is in US Dollars (\$) and study includes Global Card Members unless specified otherwise


# General Definitions | ATS Classification

---

-  **Canada**
- **Economy:** Economy chain scale segment as per STR or  $0 \leq \text{SE Average Transaction Size} < \$115$
  - **Mid-Range:** Midscale or Upper Midscale chain segment as per STR or  $\$115 \leq \text{SE Average Transaction Size} < \$230$
  - **Premium:** Upscale or Upper Upscale chain segment as per STR or  $\$230 \leq \text{SE Average Transaction Size} < \$625$
  - **Luxury:** Luxury chain segment as per STR or  $\text{SE Average Transaction Size} \geq \$625$

-  **Mexico**
- **Economy:**  $0 \leq \text{SE Average Transaction Size} < \$75$
  - **Mid-Range:**  $\$75 \leq \text{SE Average Transaction Size} < \$170$
  - **Premium:**  $\$170 \leq \text{SE Average Transaction Size} < \$680$
  - **Luxury:**  $\text{SE Average Transaction Size} \geq \$680$

-  **Argentina**
- **Economy:**  $0 \leq \text{SE Average Transaction Size} < \$30$
  - **Mid-Range:**  $\$30 \leq \text{SE Average Transaction Size} < \$100$
  - **Premium:**  $\$100 \leq \text{SE Average Transaction Size} < \$360$
  - **Luxury:**  $\text{SE Average Transaction Size} \geq \$360$

-  **Puerto Rico & Caribbean Islands (PR&C)\***
- **Economy:**  $0 \leq \text{SE Average Transaction Size} < \$280$
  - **Mid-Range:**  $\$280 \leq \text{SE Average Transaction Size} < \$675$
  - **Premium:**  $\$675 \leq \text{SE Average Transaction Size} < \$2700$
  - **Luxury:**  $\text{SE Average Transaction Size} \geq \$2700$

\* PR & C includes Aruba, Bahamas, Cayman Islands, SINT MAARTEN, Jamaica, TURKS AND CAICOS ISLANDS, SAINT KITTS AND NEVIS, Barbados, VIRGIN ISLANDS (BRITISH), SAINT LUCIA, Anguilla, Grenada, Bermuda, Guyana, SAINT VINCENT & THE GRENADINES, Trinidad and Tobago, Montserrat, Guadeloupe, Antigua and Barbuda, Suriname, Dominica, Bolivia, Puerto Rico