

American Express Company

Lodging Industry Trends

EMEA

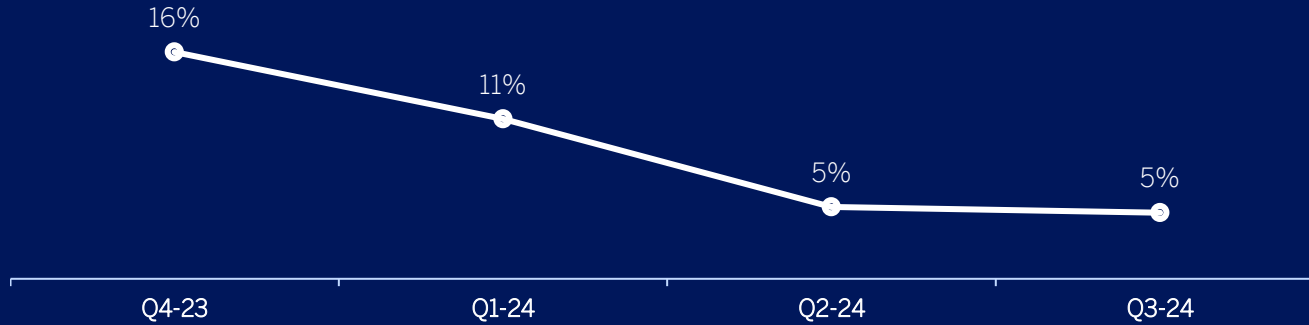
FRANCE | GERMANY | ITALY | SPAIN | UNITED KINGDOM OF GB
AND NI

JUL'24 - SEP'24

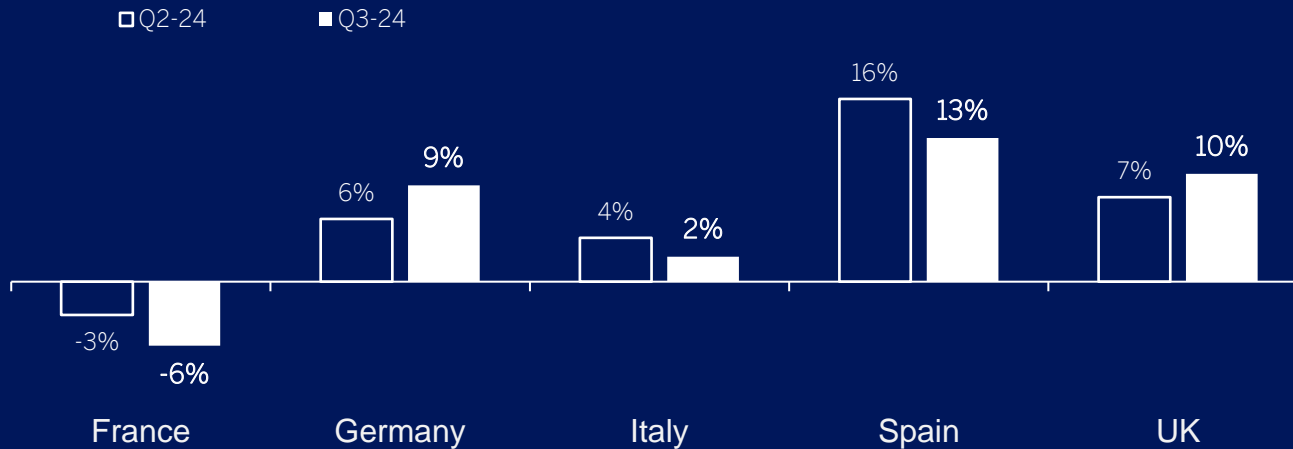


Lodging Industry – YOY Growth in EMEA

YOY Growth – EMEA

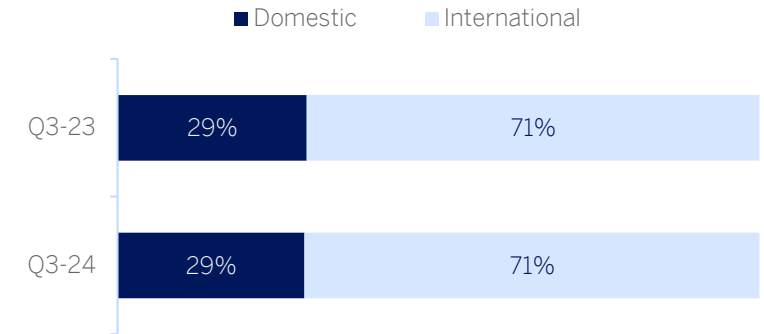
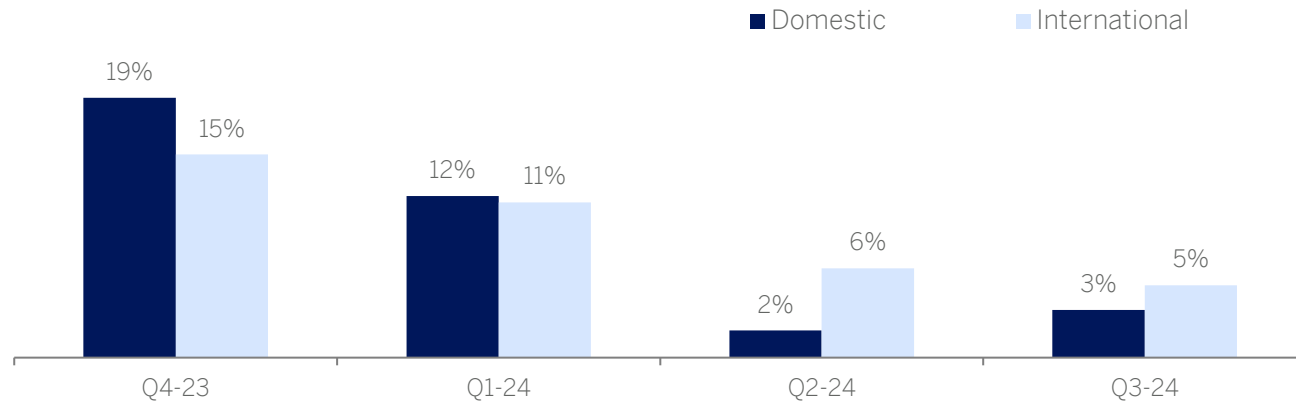


YOY Growth by Lodging Location

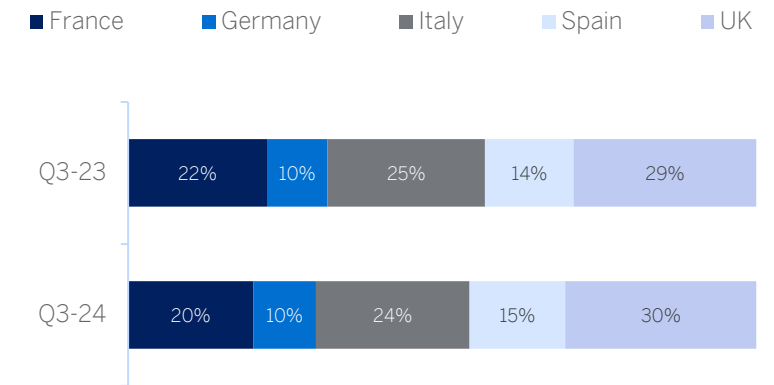
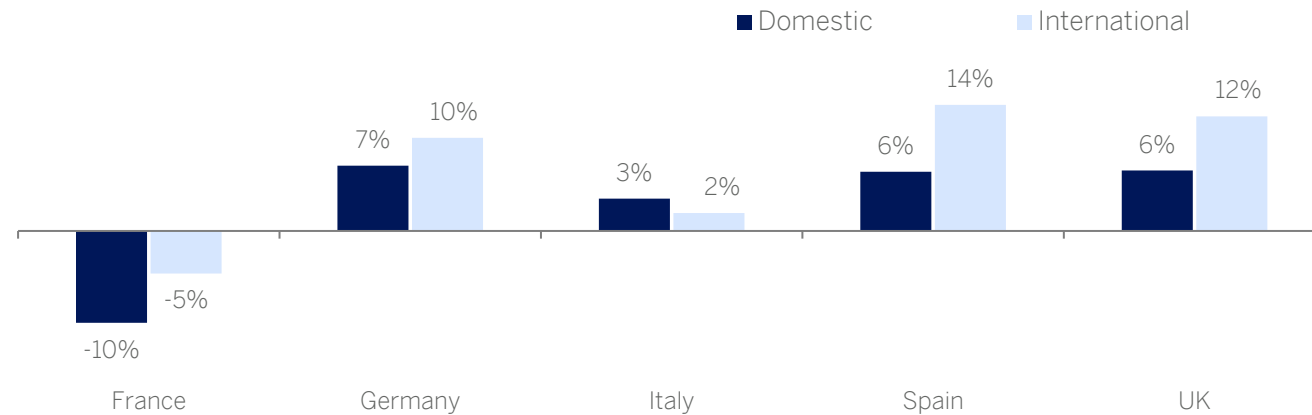


Domestic & International CMs - Spend Behaviour

YOY Growth by Card Member Origin – Domestic vs International CMs



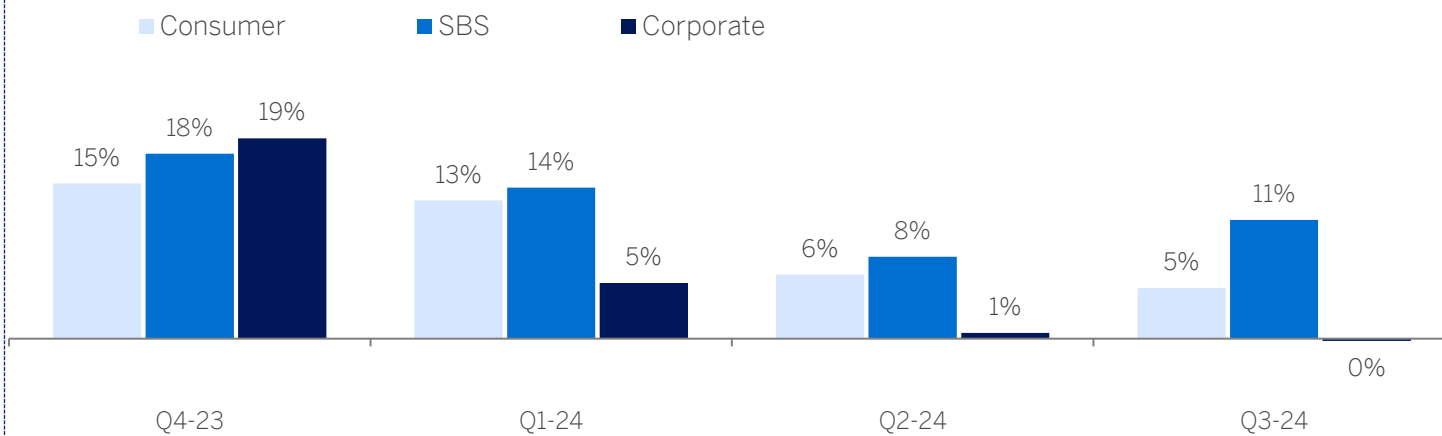
YOY Growth by Card Member Origin across merchant markets – Q3'24



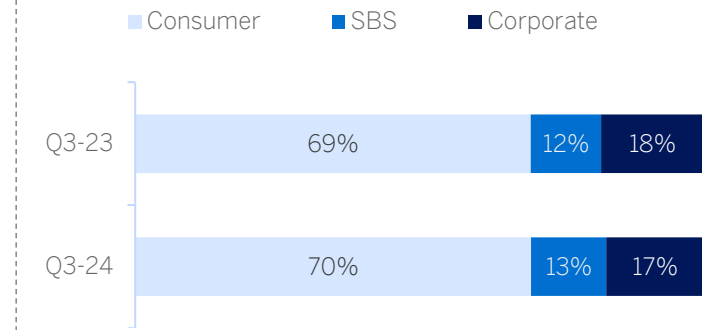
1. Domestic CMs – Card Members who are spending at merchants in their own country.
2. International CMs – Card Members who are spending at merchants outside their own country. (Inbound CMs)

Spend share and YOY Growth across Card Types

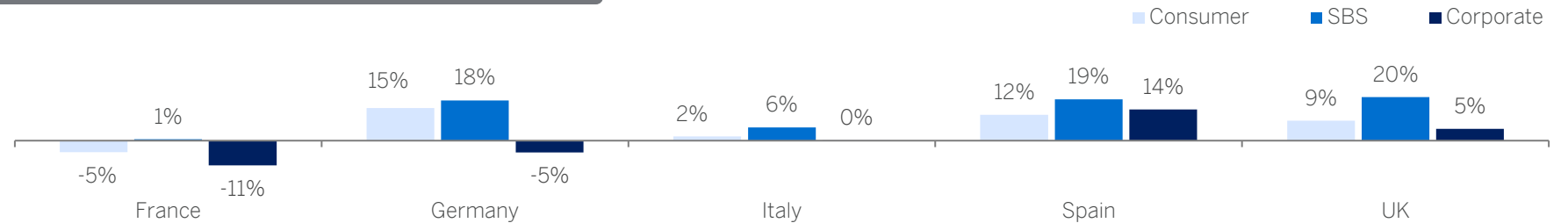
YOY Growth across card type



Spend Share



YOY Growth by card type across merchant location



Spend Share and Spend Share Shift from 2023

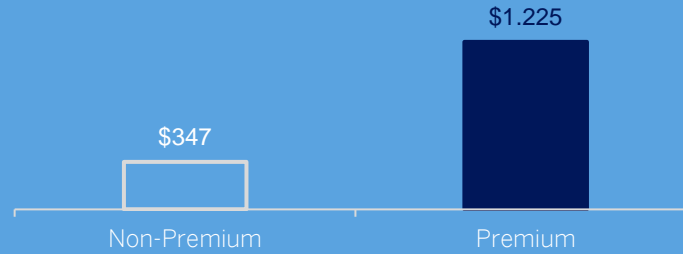
| Card Type | 2023 Spend Share | 2024 Spend Share | Shift |
|-----------|------------------|------------------|-------|
| Consumer | 69% | 70% | (0%) |
| SBS | 12% | 13% | (1%) |
| Corporate | 18% | 17% | (-1%) |

Premium CMs spent 3.5x more than Non-Premium CMs and 2.7x more per transaction this quarter



Average Spend by Card Members

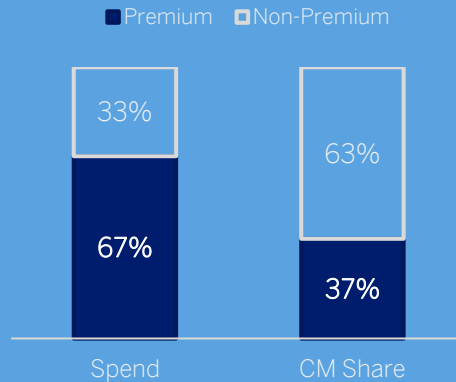
3.5x



Non-Premium – Non-Premium behavior in Jul'24 - Sep'24

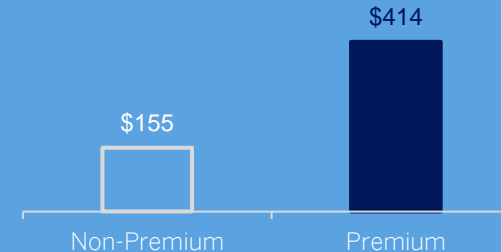
Premium – Identified from algorithm that includes factors like Overall spend|Luxury behavior|Card product owned (Centurion Cards).

CM Share & Spend Share



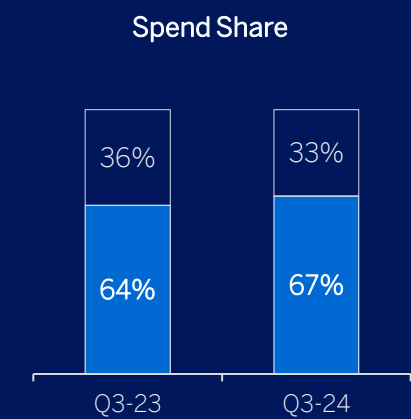
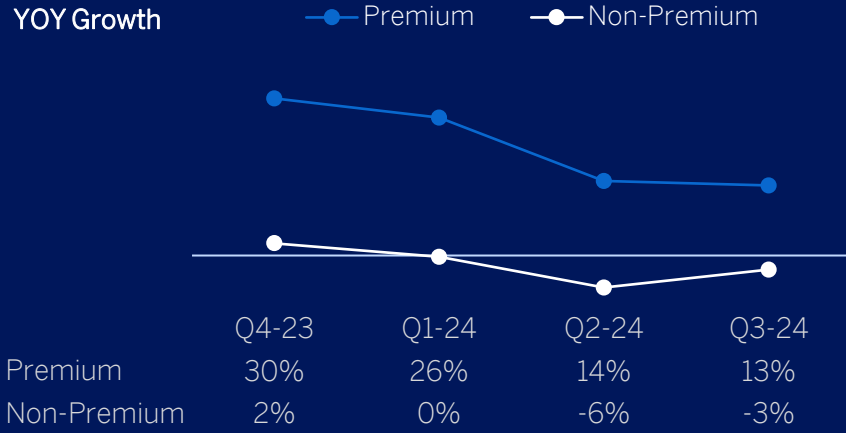
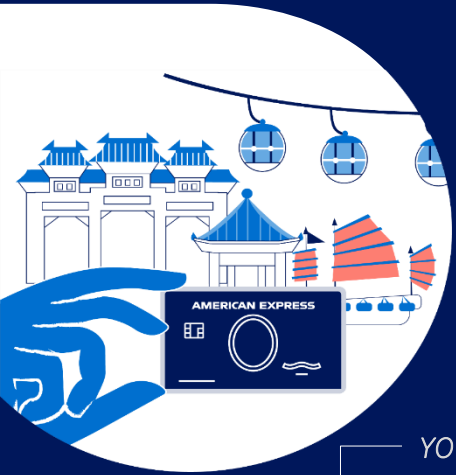
Average Transaction Size

2.7x



Only Domestic Consumer & Small Business Card Members are analyzed

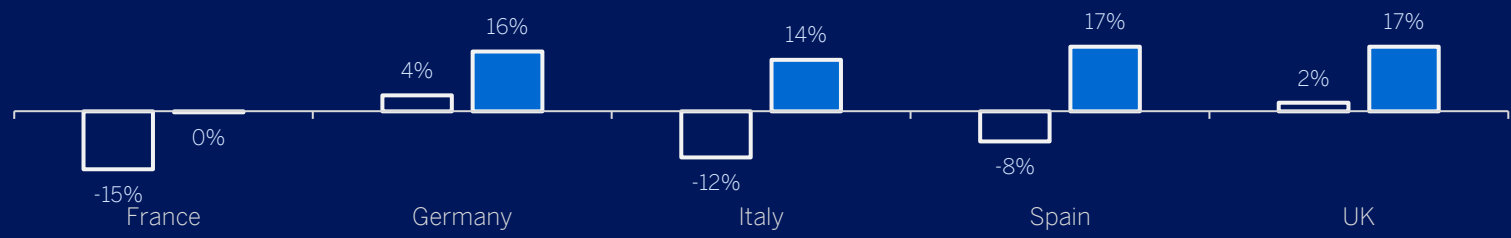
Premium vs Non-Premium Card Members



Non-Premium – Non-Premium behaviour in Jul'24 - Sep'24

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

YOY Growth by Merchant Location and ATS



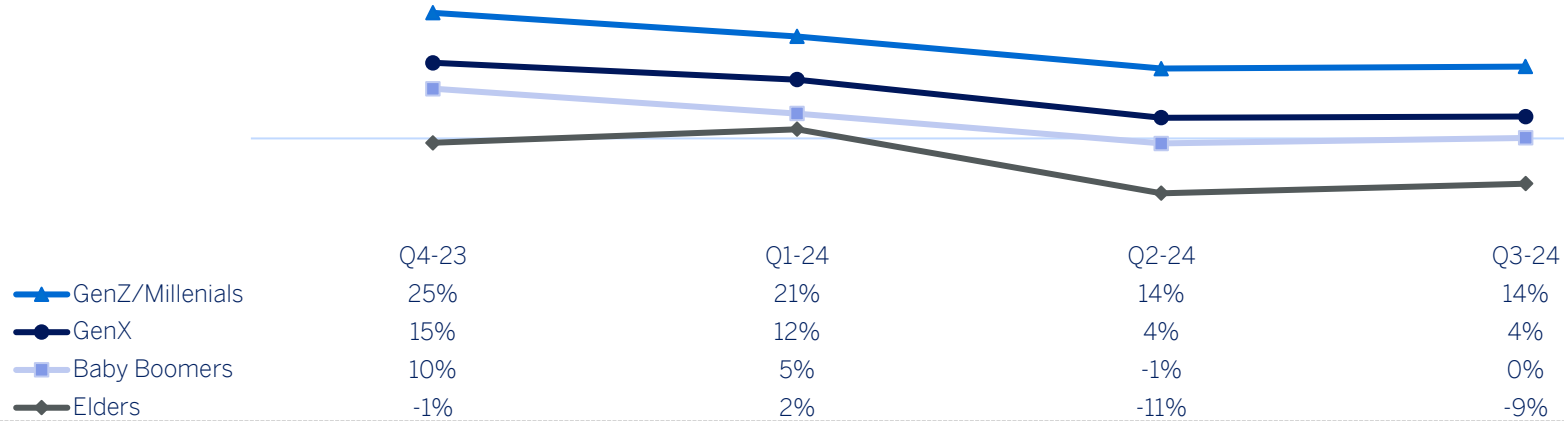
ATS - Property Tiers across markets

| ATS | France | Germany | Italy | Spain | UK |
|-----------|--------|---------|--------|-------|-------|
| Economy | \$140 | \$147 | \$134 | \$127 | \$110 |
| Mid Range | \$261 | \$250 | \$305 | \$370 | \$208 |
| Premium | \$443 | \$315 | \$479 | \$522 | \$267 |
| Luxury | \$885 | \$970 | \$1178 | \$974 | \$726 |

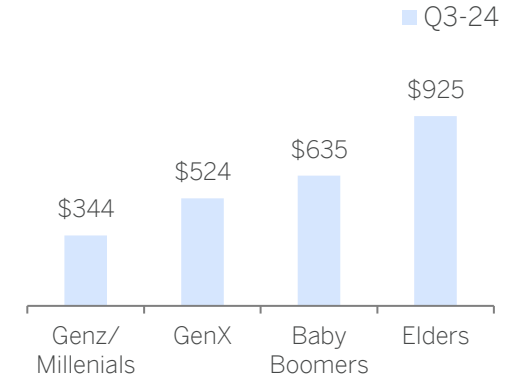
Property Tiers : Definition in Glossary
Only Domestic Consumer & Small Business Card Members are analyzed

YOY Growth and Spend Share across CM Age Groups

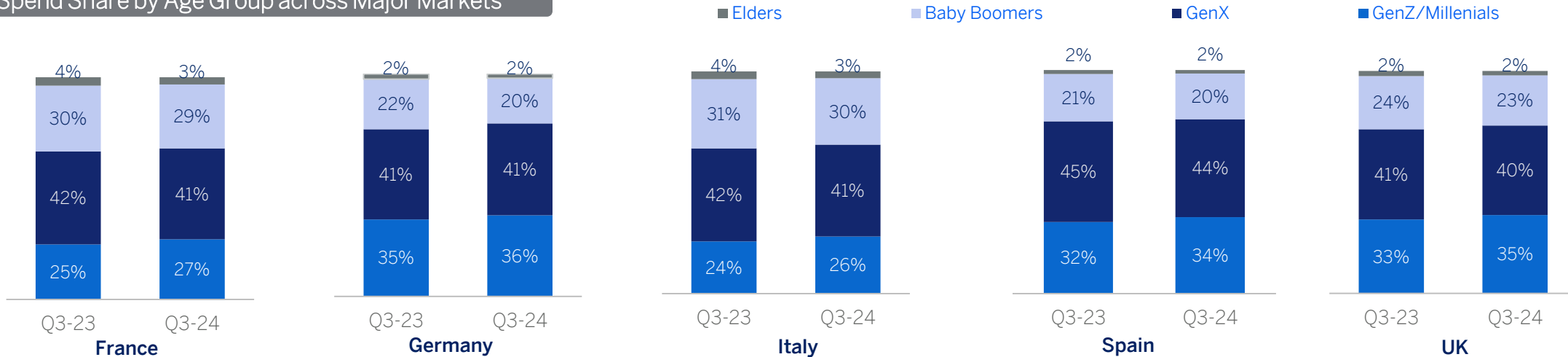
YOY Growth by Age Group



ATS by Age Group



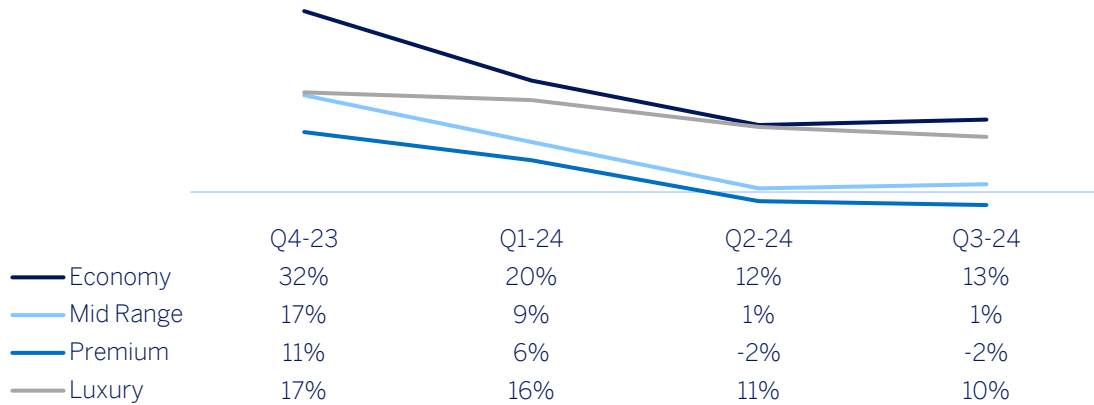
Spend Share by Age Group across Major Markets



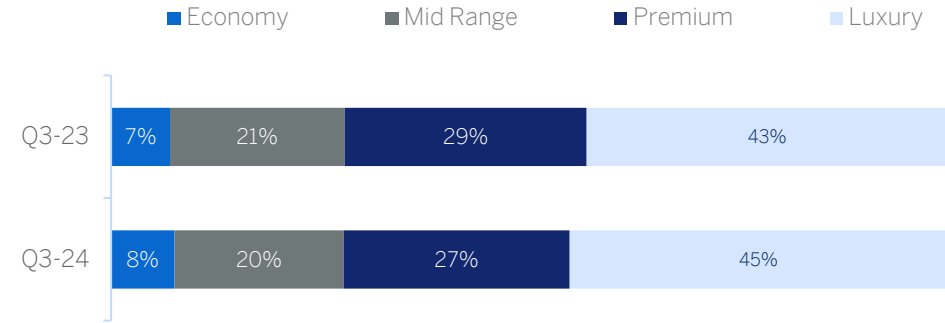
Age Groups: Definition in Glossary

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

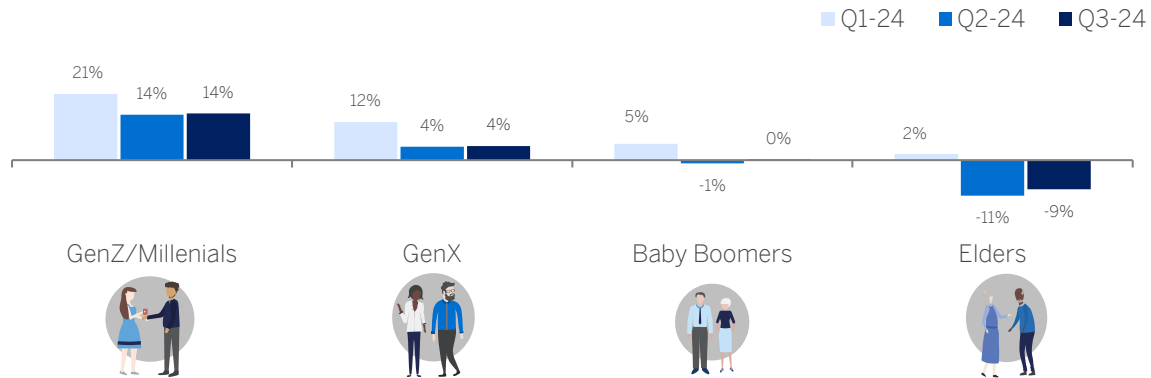
YOY Growth across Lodging Class



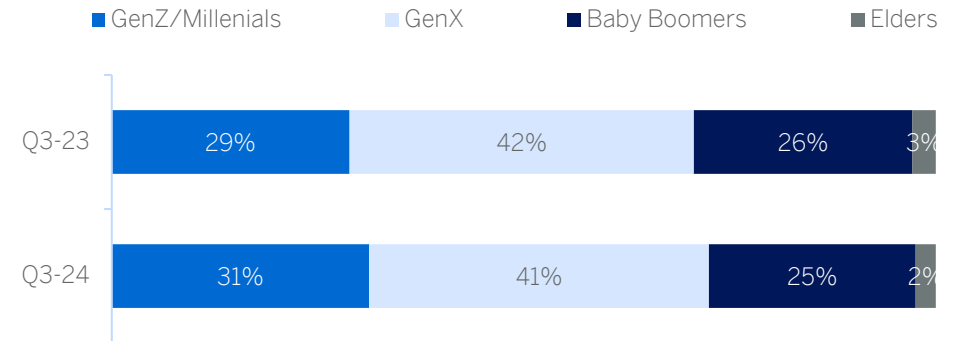
Spend Share



YOY Growth across Age Groups



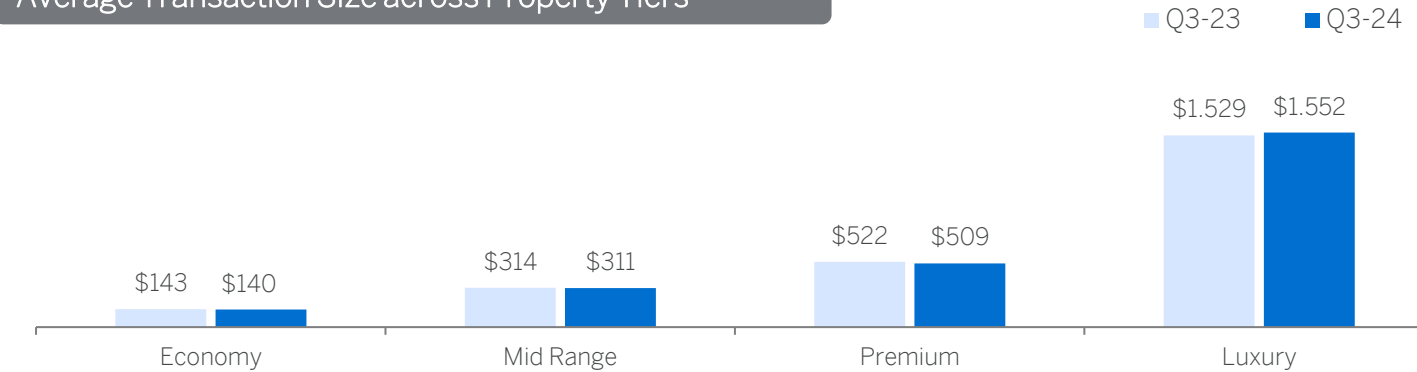
Spend Share



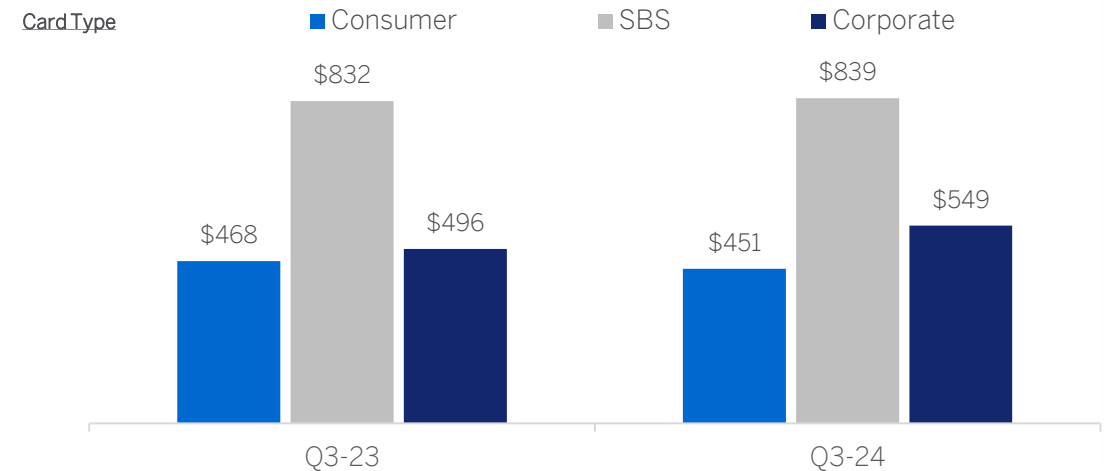
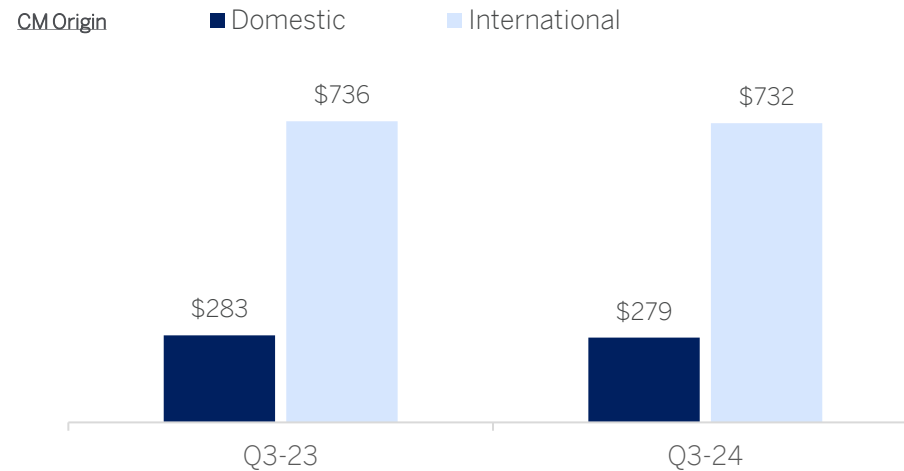
Age Groups & Property Tier: Definition in Glossary

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

Average Transaction Size across Property Tiers



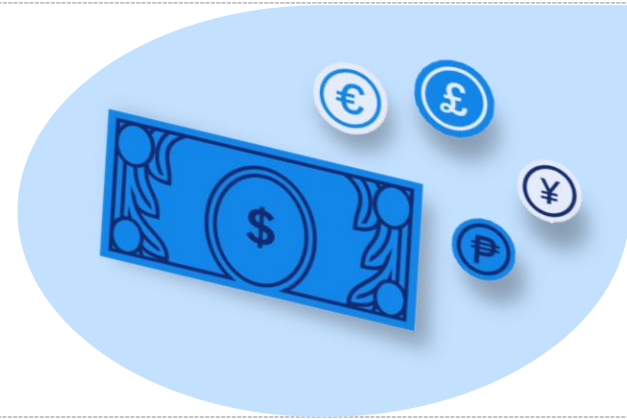
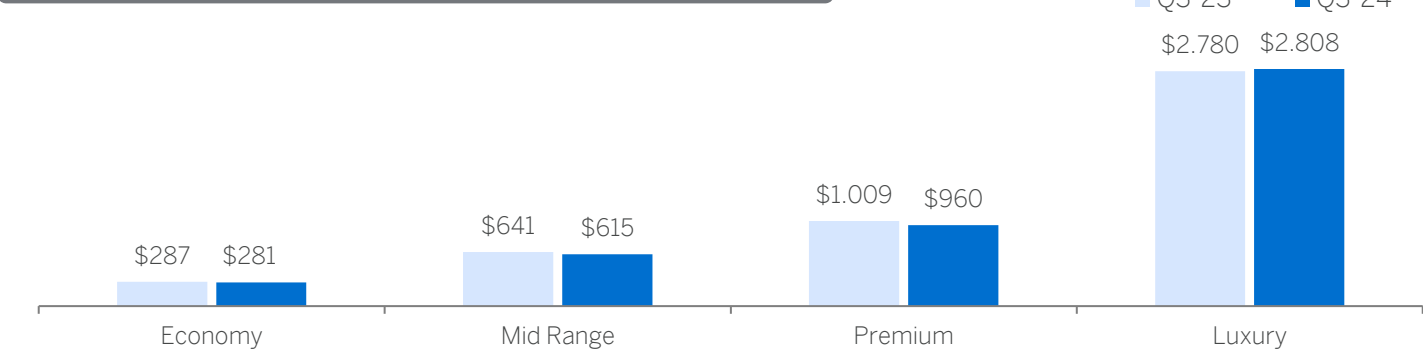
Average Transaction Size across CM Origin and Card Type



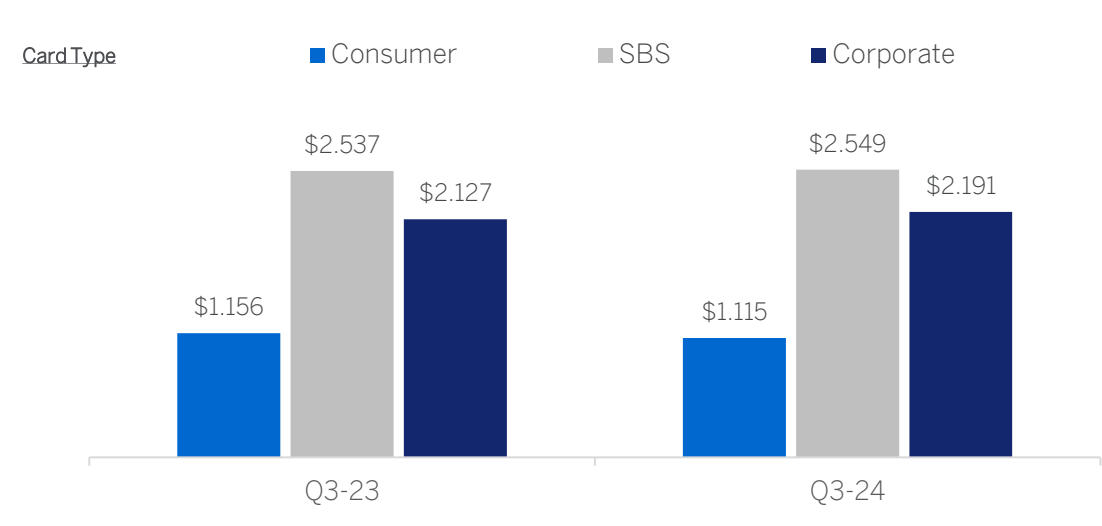
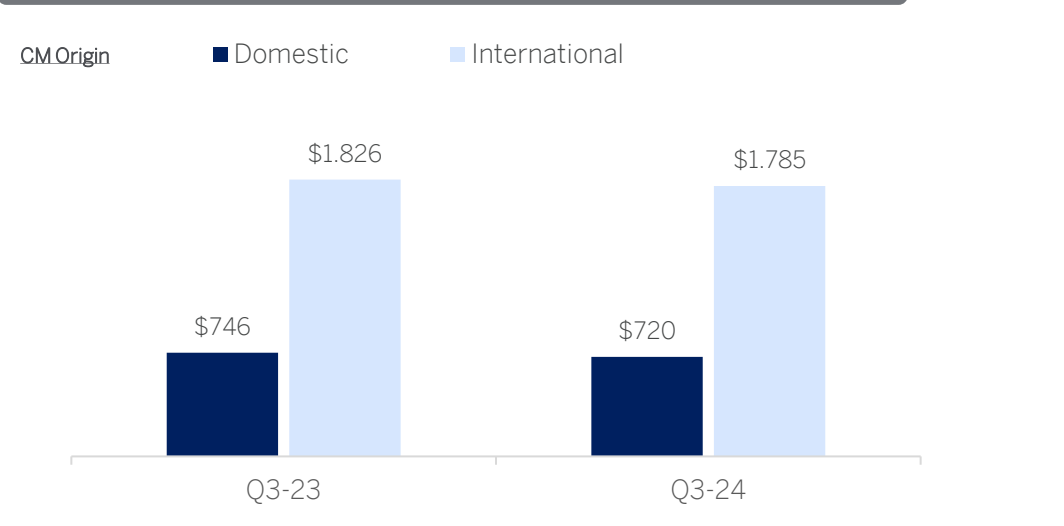
Property Tiers : Definition in Glossary

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

Average Spend across Property Tiers



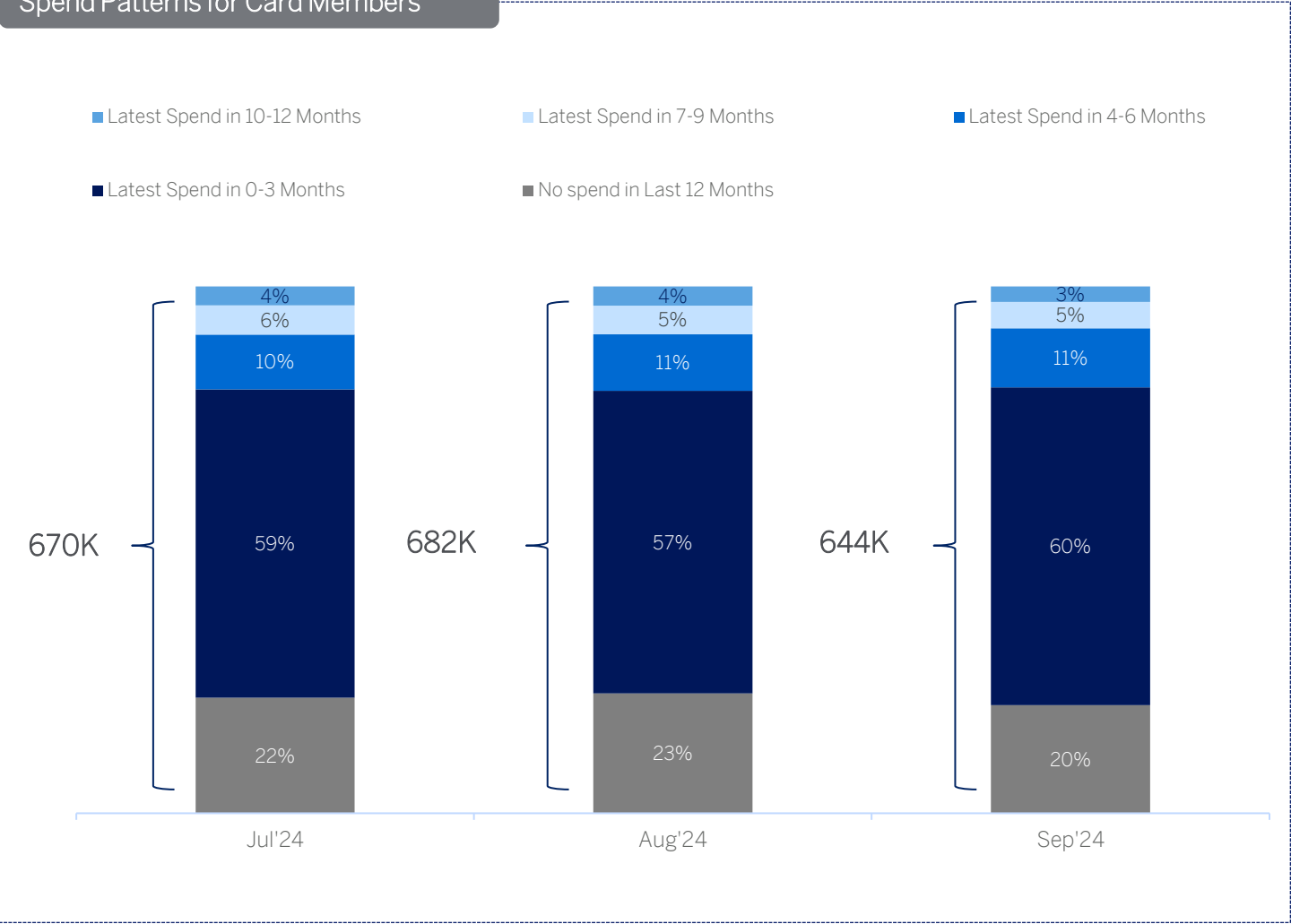
Average Spend across CM Origin and Card Type



Property Tiers : Definition in Glossary

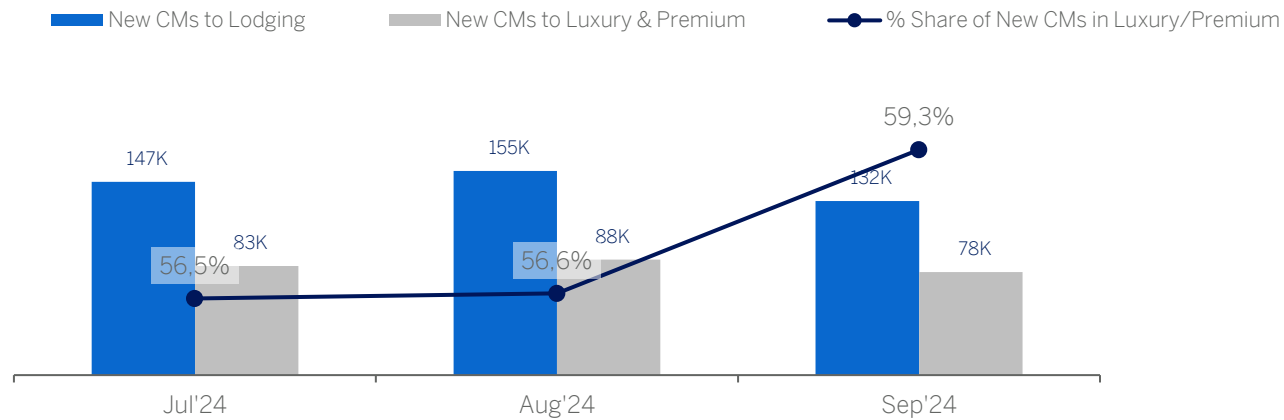
Card Member Spend Analysis

Spend Patterns for Card Members

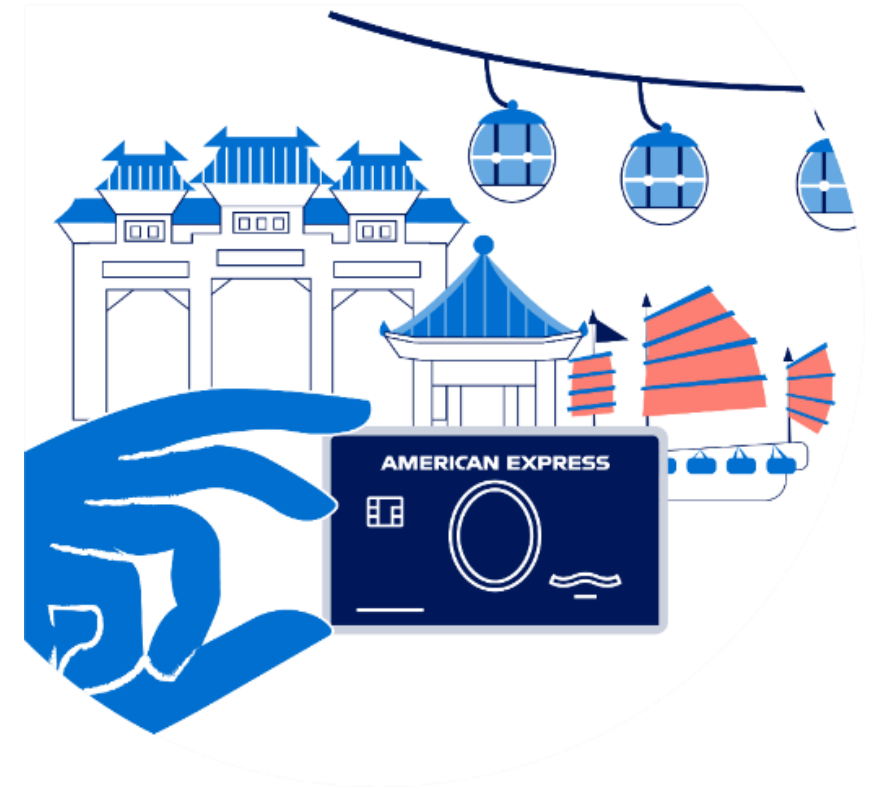
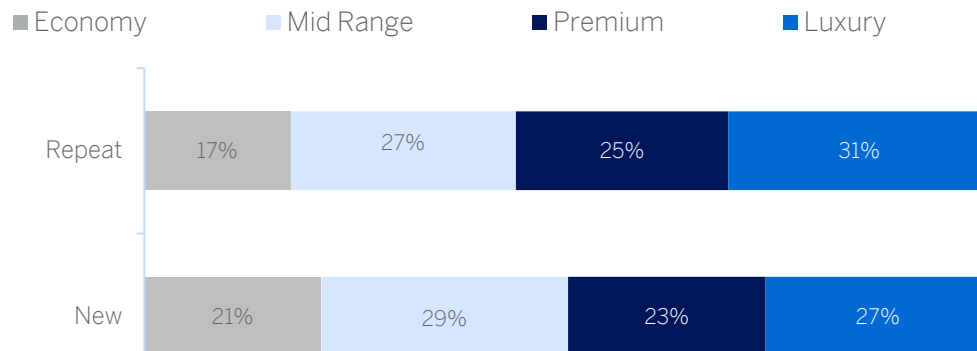


New and Repeat CM spending in the Lodging Industry

New Members by Month



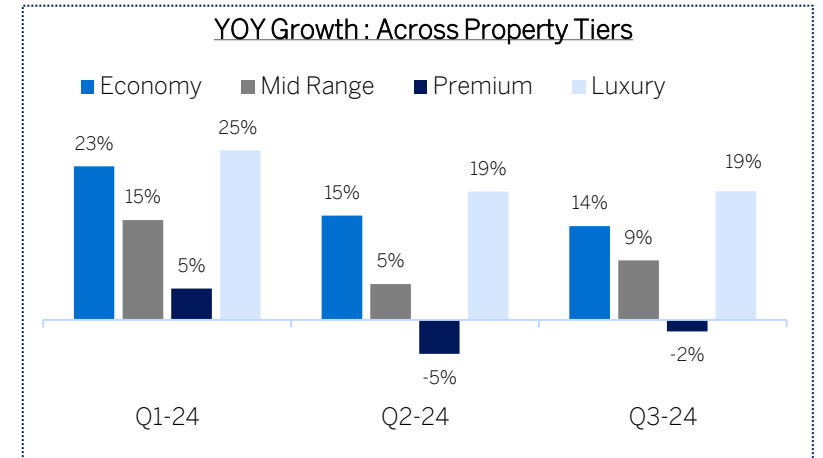
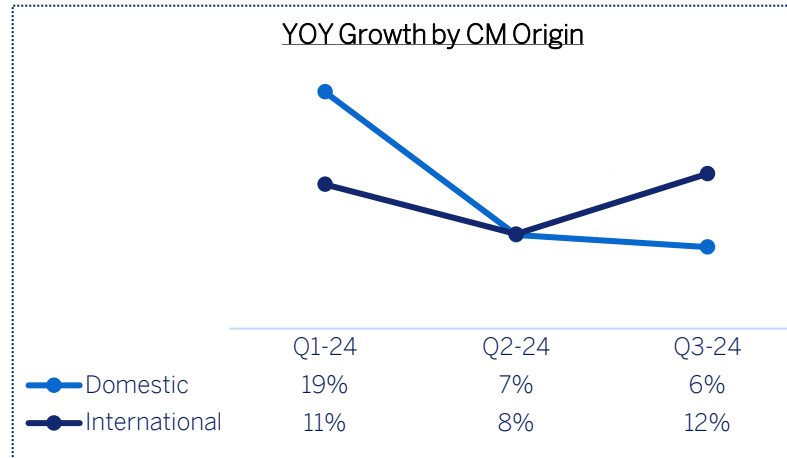
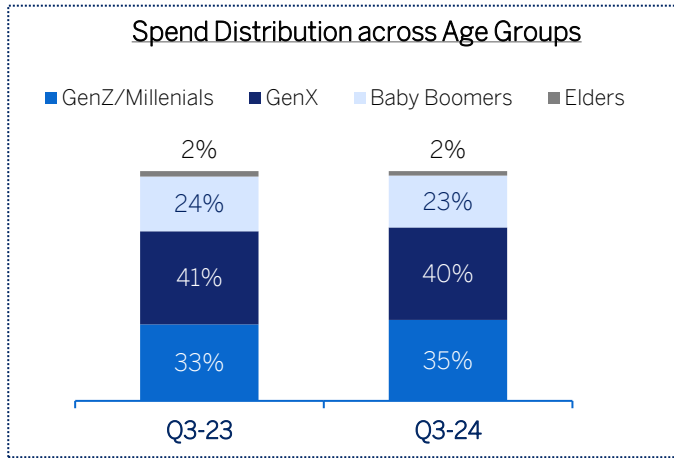
New CM's and Repeat CM's : Spend Share



*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)*

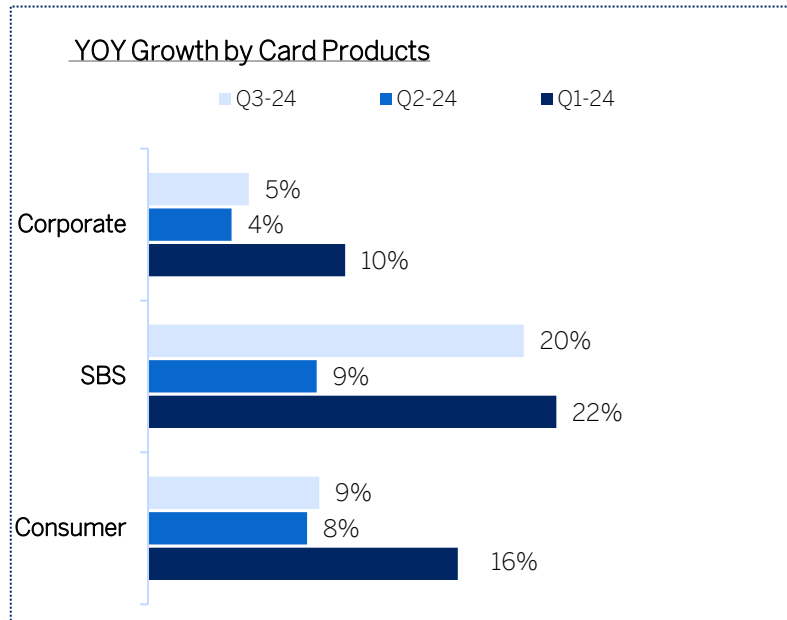
Country Level Deep Dive

Deep dive analysis for UK



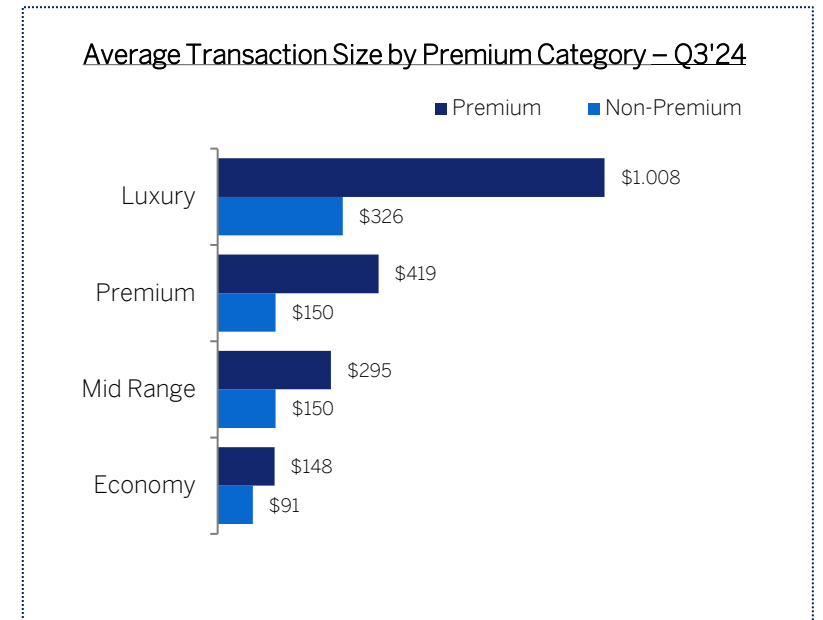
Top Origin Countries

| Country | CM Share |
|-----------|----------|
| USA | 62% |
| GERMANY | 3% |
| CANADA | 3% |
| AUSTRALIA | 3% |
| BAHRAIN | 0% |

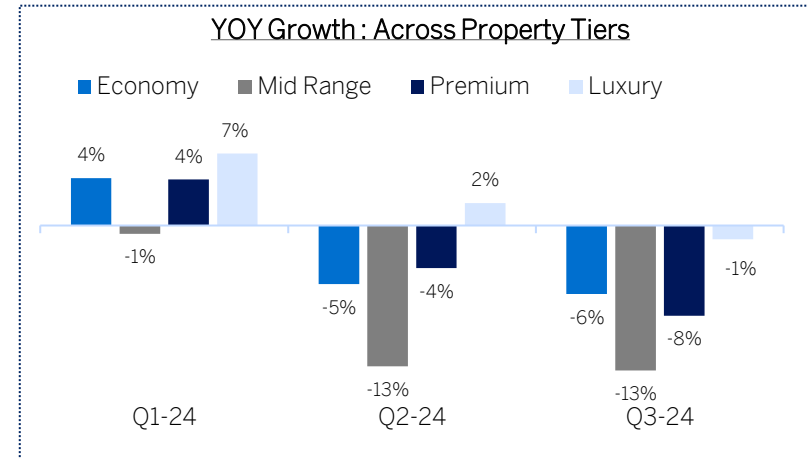
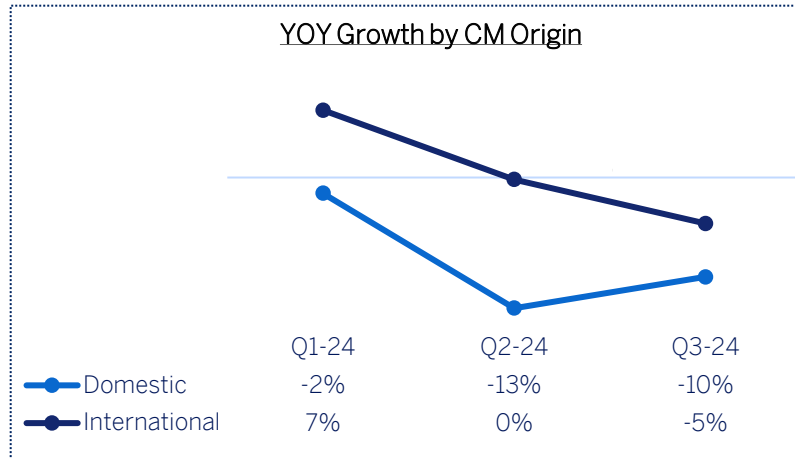
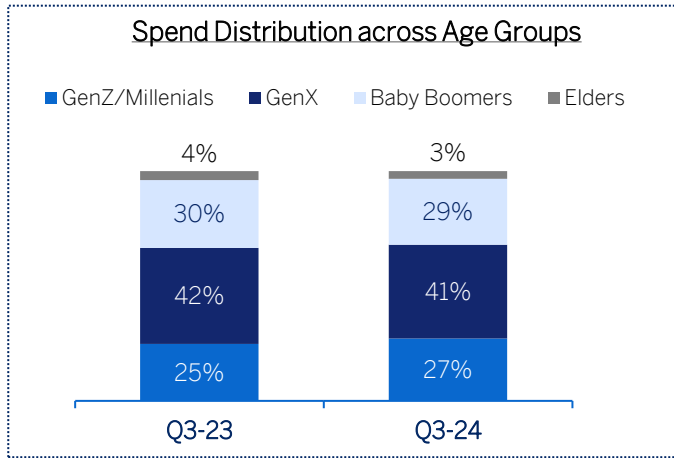


YOY Growth in Top Regions

| Region | Growth % |
|------------|----------|
| NORTH EAST | 16% |
| SCOTLAND | 15% |
| WALES | 11% |

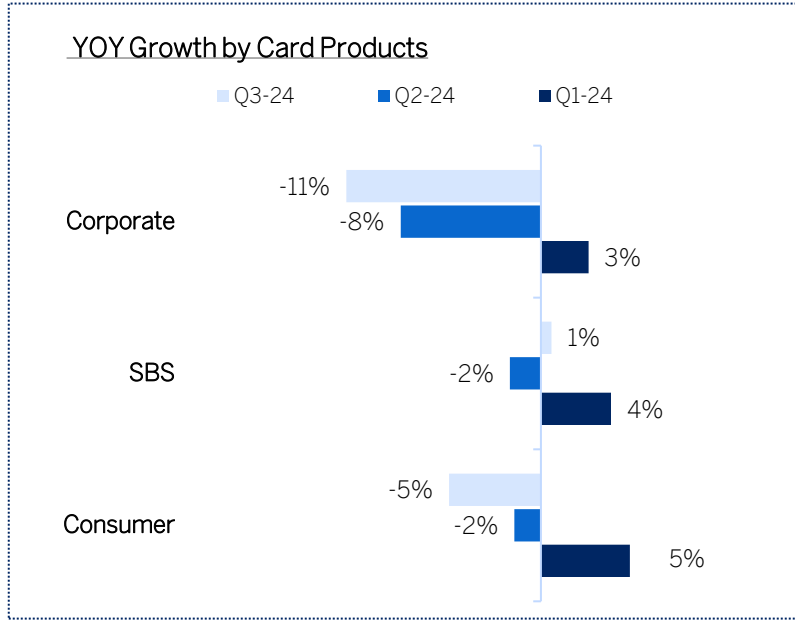


Deep dive analysis for France



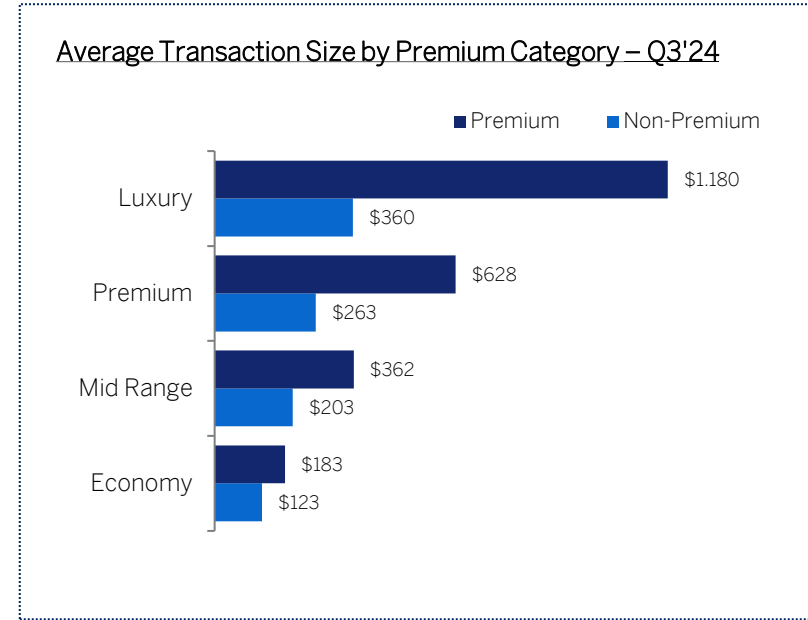
Top Origin Countries

| Country | CM Share |
|-------------------|----------|
| USA | 42% |
| UK | 16% |
| GERMANY | 6% |
| ITALY | 5% |
| NETHERLANDS (THE) | 3% |

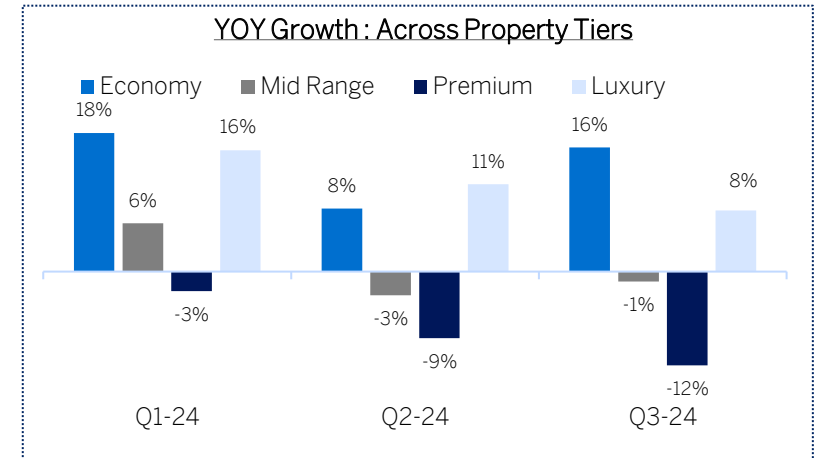
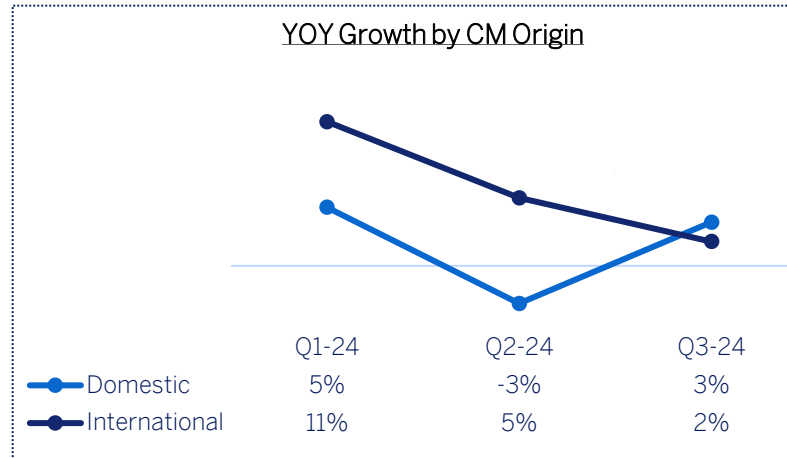
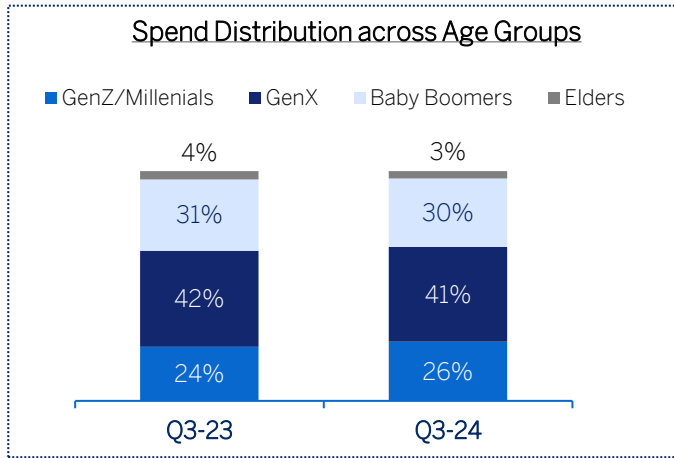


YOY Growth in Top Regions

| Region | ProvenceAlpesCte dAzur | Corsica | Grand Est |
|----------|------------------------|---------|-----------|
| Growth % | 9% | 7% | 0% |

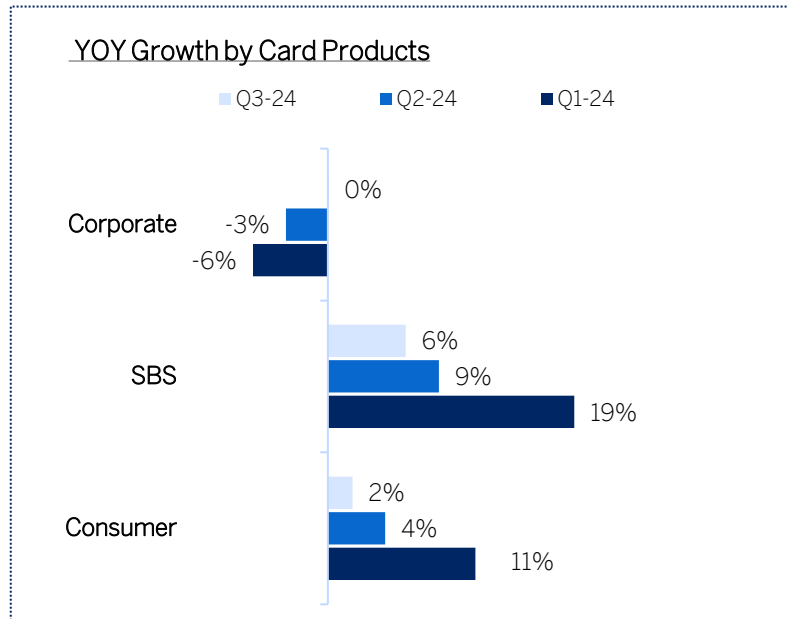


Deep dive analysis for Italy



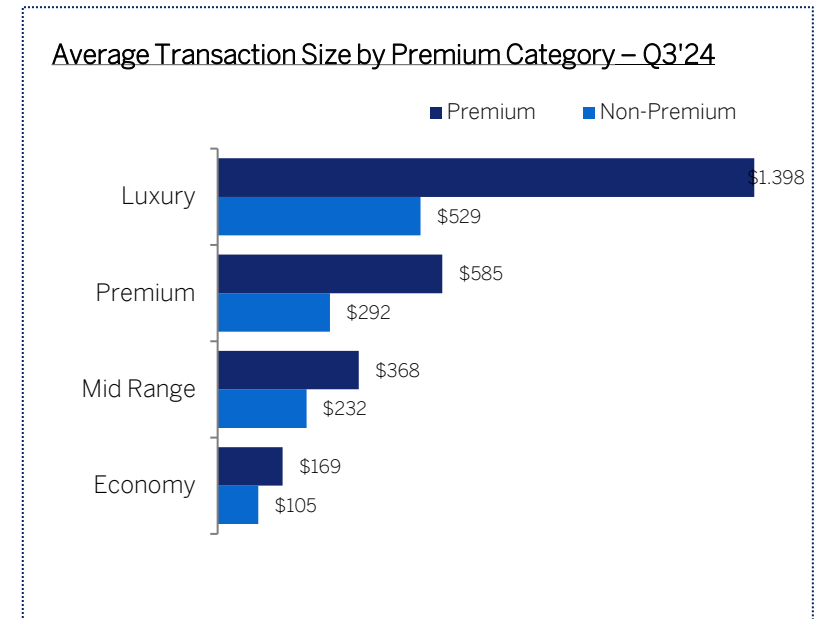
Top Origin Countries

| Country | CM Share |
|---------|----------|
| USA | 50% |
| UK | 11% |
| GERMANY | 7% |
| FRANCE | 4% |
| CANADA | 3% |

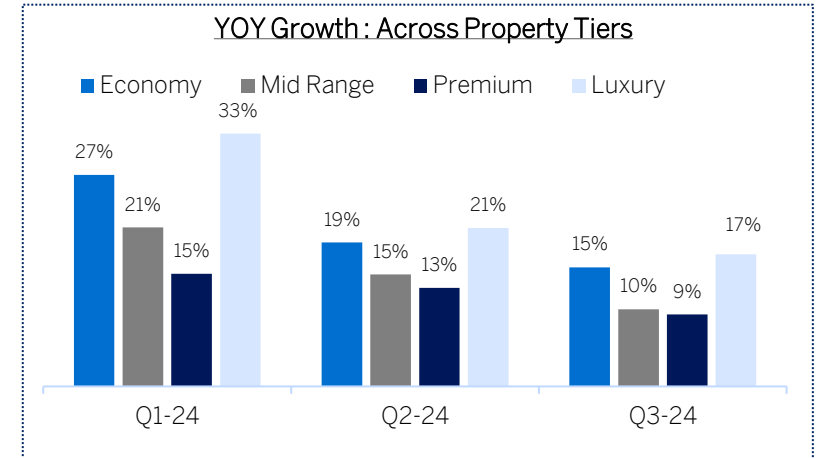
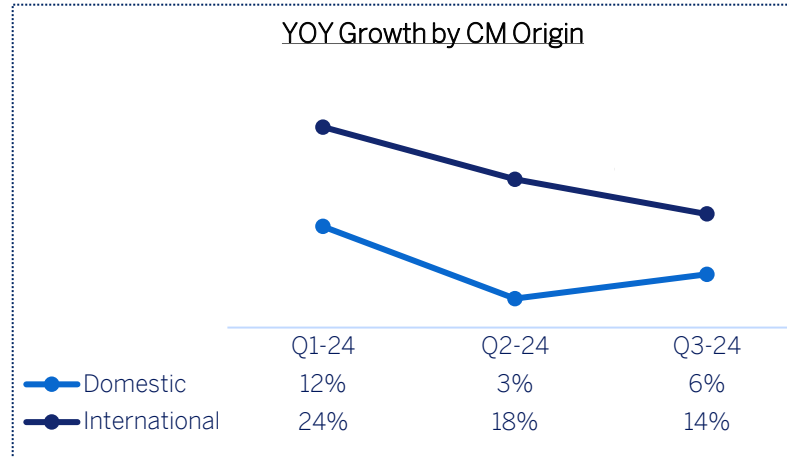
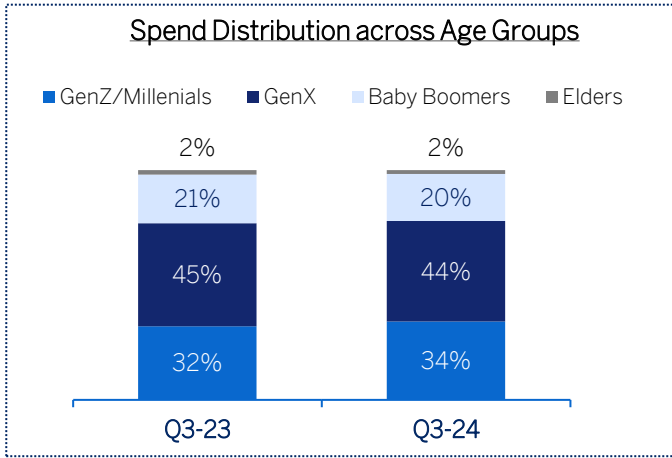


YOY Growth in Top Regions

| Region | NorthEast | NorthWest | Centre |
|----------|-----------|-----------|--------|
| Growth % | 11% | 5% | 0% |

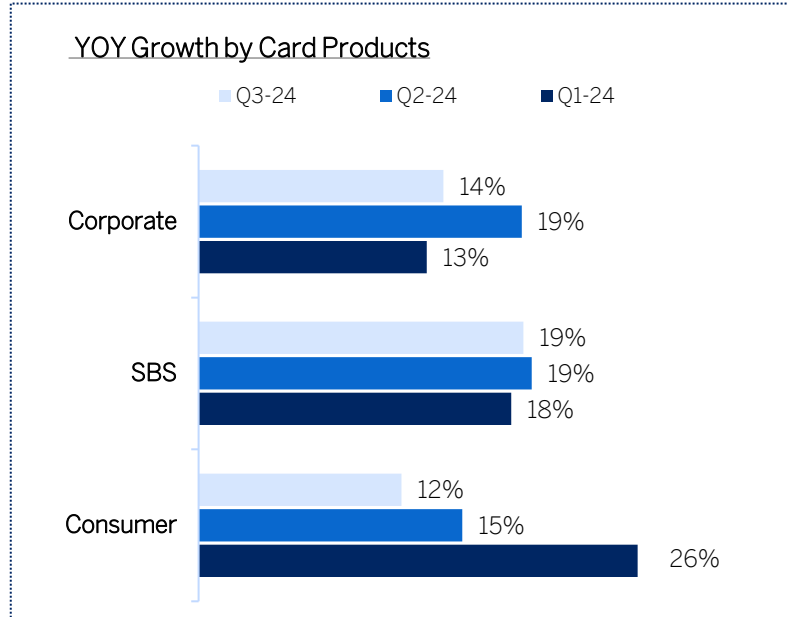


Deep dive analysis for Spain



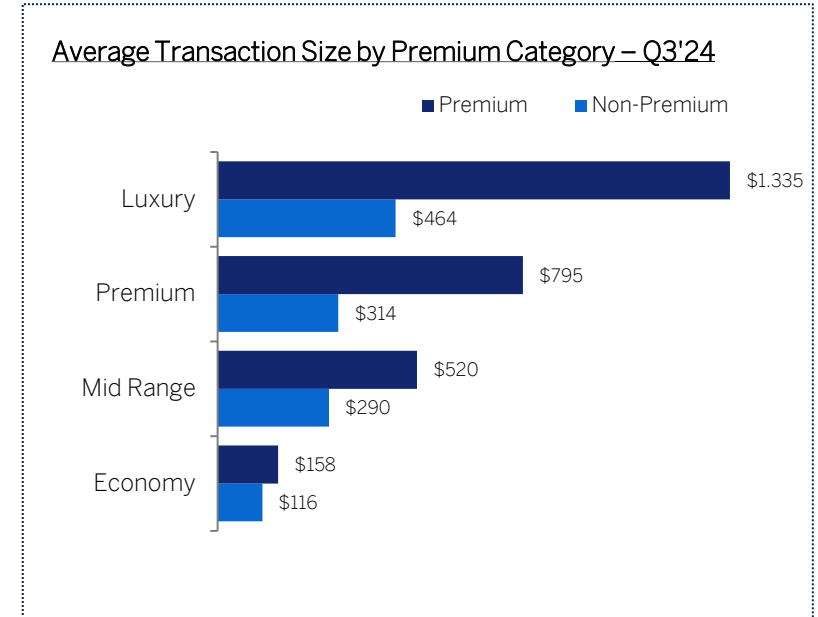
Top Origin Countries

| Country | CM Share |
|---------|----------|
| USA | 32% |
| UK | 22% |
| GERMANY | 8% |
| FRANCE | 5% |
| ITALY | 5% |

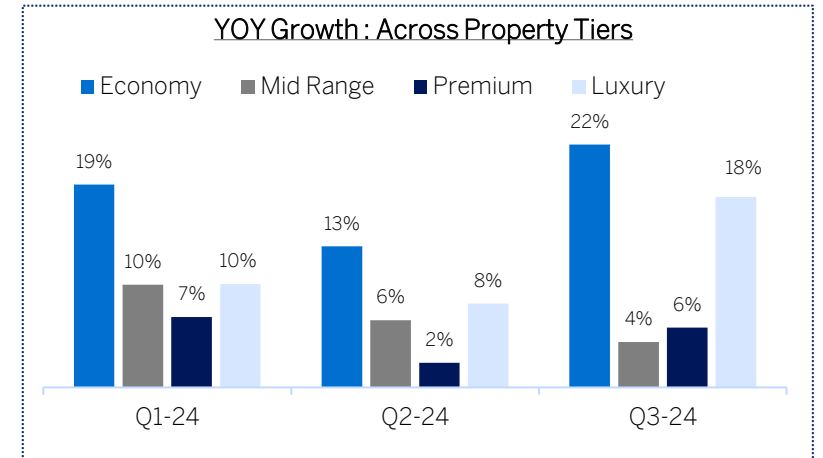
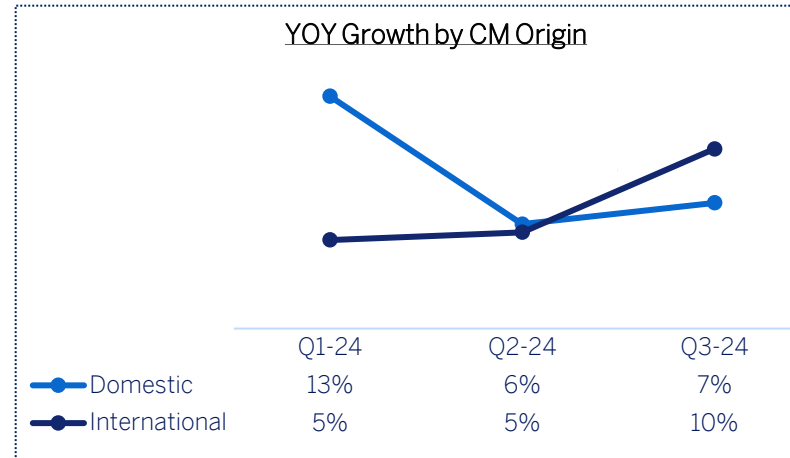
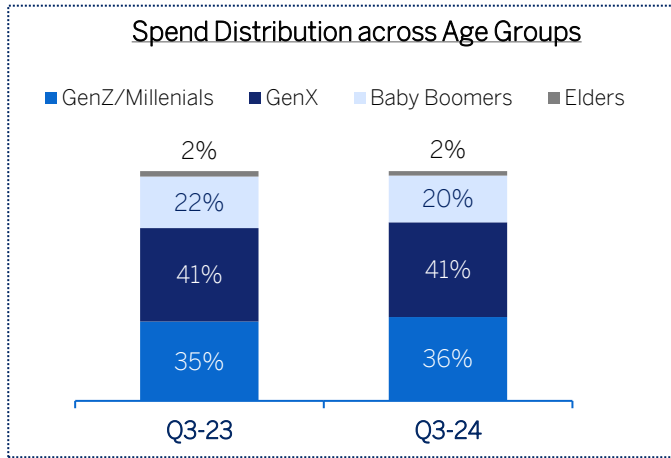


YOY Growth in Top Regions

| Region | Others | Centre | South |
|----------|--------|--------|-------|
| Growth % | 105% | 19% | 16% |

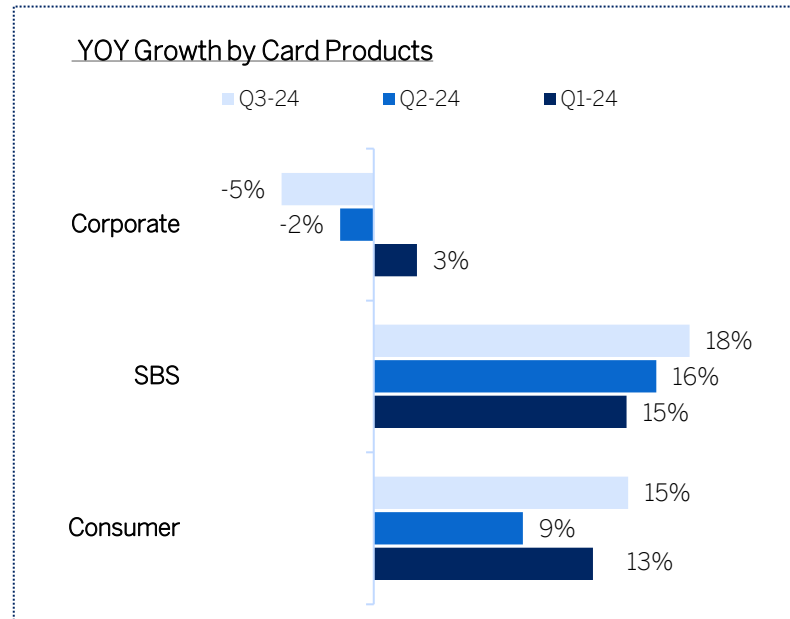


Deep dive analysis for Germany



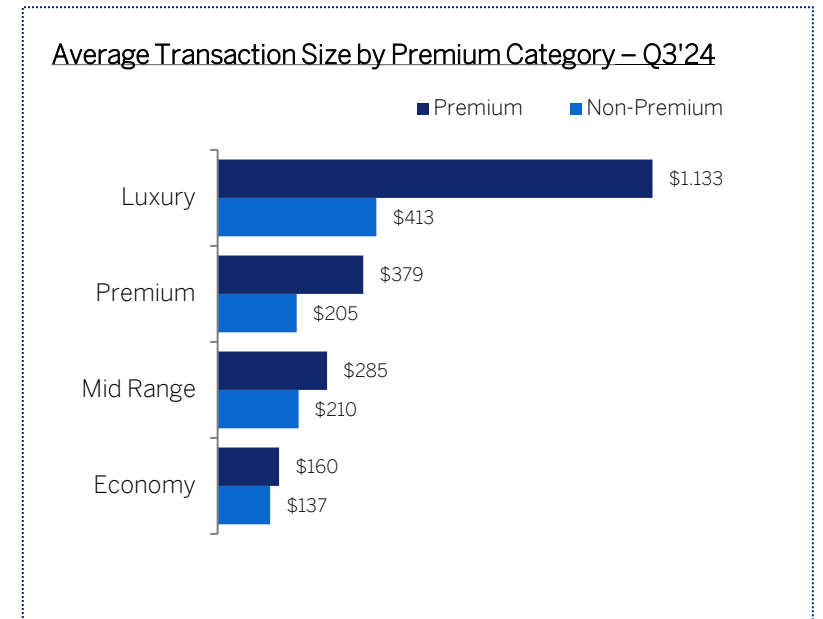
Top Origin Countries

| Country | CM Share |
|-------------------|----------|
| USA | 38% |
| UK | 15% |
| NETHERLANDS (THE) | 5% |
| SWITZERLAND | 5% |
| FRANCE | 4% |



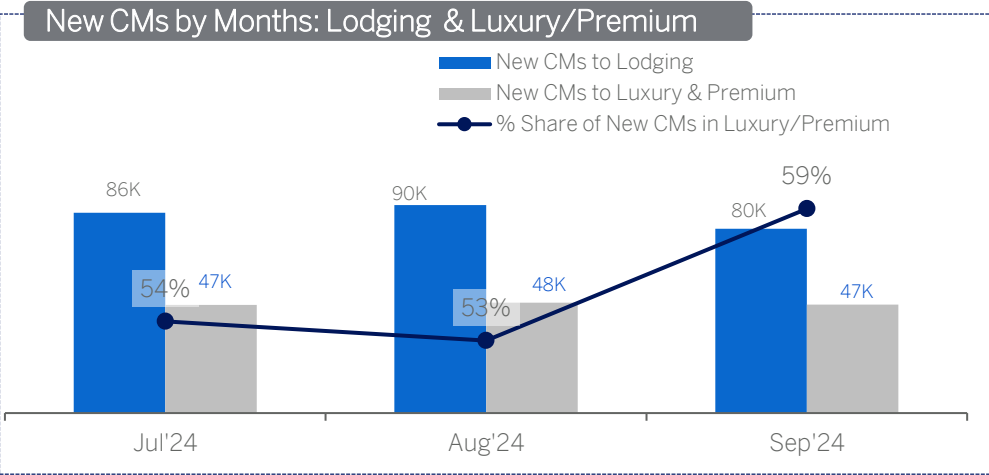
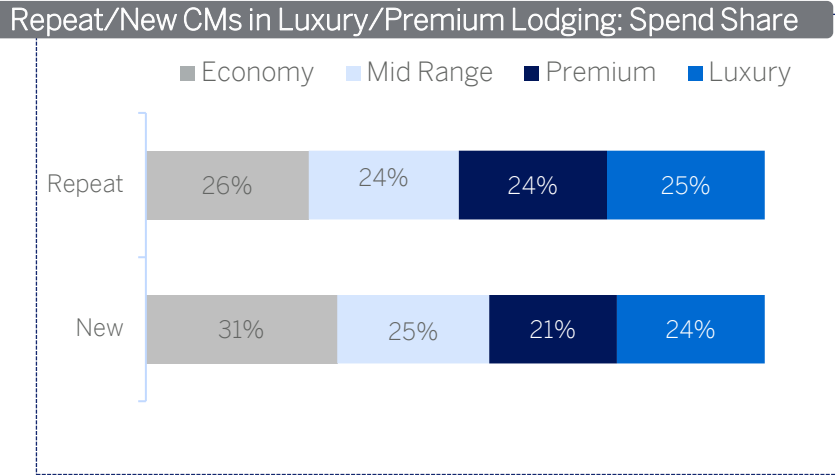
YOY Growth in Top Regions

| Region | NorthEast | South | South West |
|----------|-----------|-------|------------|
| Growth % | 11% | 10% | 7% |

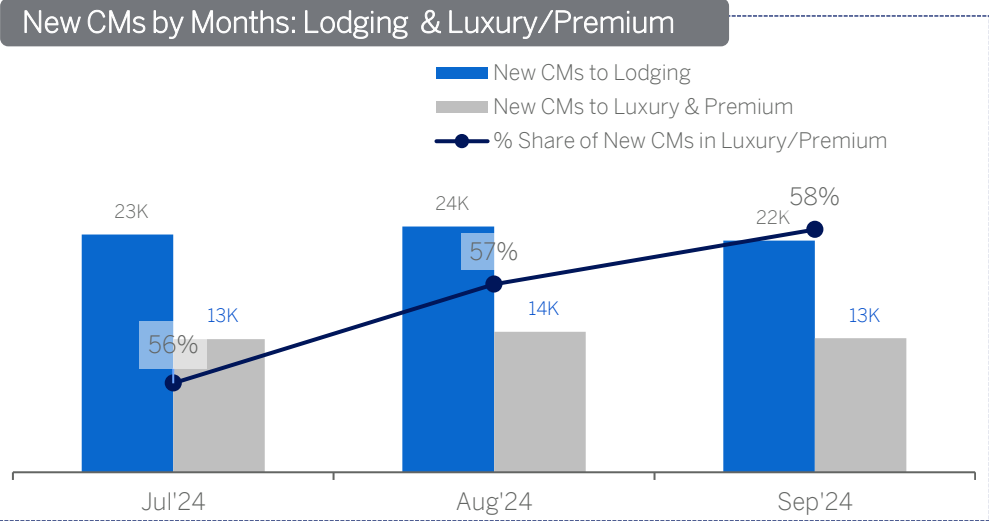
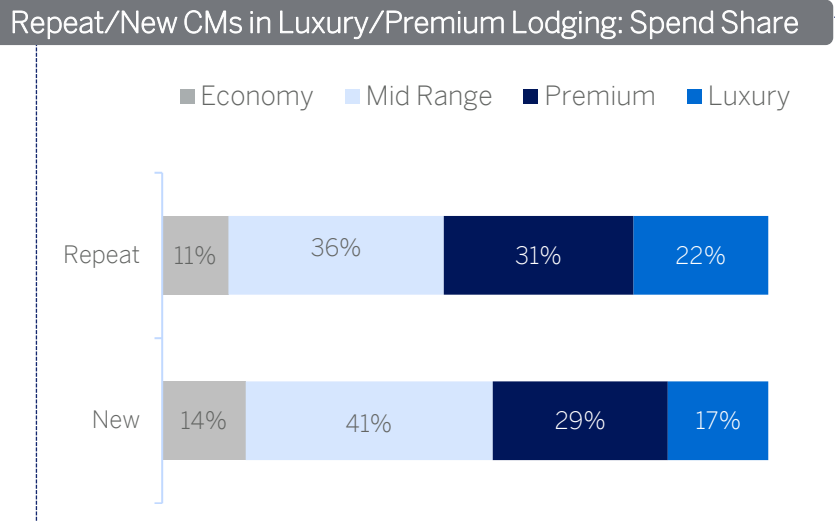


Country Level - Spend Distribution for New Card Members

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 Jul'24 - Sep'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