

Segment detail - budget

Europe – budget segment	Hotels	Rooms	Average size	Percentage of segment rooms
Budget segment	1,297	92,768	72	100%
Hotel configuration				
Resort	2	326	163	0%
Full feature	2	111	56	0%
Basic feature	34	3,003	88	3%
Limited feature	94	5,269	56	6%
Rooms only	1,165	84,059	72	91%
Rooms configuration				
Multiple rooms per key	1	50	50	0%
Diversified	7	628	90	1%
All en-suite	960	67,426	70	73%
Some en-suite	17	1,883	111	2%
No en-suite	312	22,781	73	25%
Conurbation size				
Major	97	10,843	112	12%
Primary	26	3,809	147	4%
Secondary	102	9,172	90	10%
Tertiary	214	15,074	70	16%
Quaternary	858	53,870	63	58%
Conurbation type				
City - Urban	70	8,362	119	9%
City - Suburban	225	19,638	87	21%
City - Airport	28	2,598	93	3%
Town	544	34,719	64	37%
Village	430	27,451	64	30%
Brand type				
Global	701	55,712	79	60%
International	381	24,212	64	26%
National	215	12,844	60	14%
Brands				
Etap	405	33,868	84	37%
Formule 1	295	21,802	74	24%
Premiere Classe Hotels	227	16,313	72	18%
Balladins	121	5,960	49	6%
Balladins Superior	16	911	57	1%
Other long chains	183	10,228	56	11%
Short chains	50	3,686	74	4%