



# HOTEL INDUSTRY TRENDS REPORT

By Olakala<sub>suite</sub>

## Mediterranean Sea

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### **OlaKala\_suite database. a unique decision-making support tool**

The OlaKala\_suite database is a unique decision-making support tool in a heavily competitive hotel market, where notions of 'fair price', optimisation of revenue and minimisation of room oversupply are central to hotel chains' strategies.

For more than 25 years, MKG Group has been a global leader in tourism, hotel and catering consulting, with the largest database in the world (USA aside), representing all segments from budget to upscale hotels. 45 000 hotels are compiled in MKG's database (representing more than 2.5 million rooms).

### **OlaKala\_suite**

MKG Group's online market intelligence tool, OlaKala\_suite, contains a sample of over 250 brands in 150 countries (representing more than 800 markets) and 11.000 corporate chain hotels, representing more than one million rooms. OlaKala\_suite provides daily, monthly and yearly monitoring of hotel indicators and analyses of its sample.

OlaKala\_suite statistical samples accuracy strengthen our expertise in the hospitality industry

We would like to express our thanks to all participants of this programme over the last 25 years.