BERLIN HOTEL LAB

INDEPENDENT HOTEL MARKET RESEARCH

New Year 2027 Early Pricing Outlook

30 & 31 December 2026 | Berlin

An early view of Booking.com prices and booking restrictions for the two New Year stay nights.

291
properties reviewed

70
minimum-stay offers for 31 Dec

16
without an eligible 31 Dec offer

RESEARCH BASIS

Observations recorded on 31 October and 1 November 2026

31 OCT - 01 NOV 2026 / BERLIN

New Year 2027

Early Pricing & Booking Restrictions Outlook

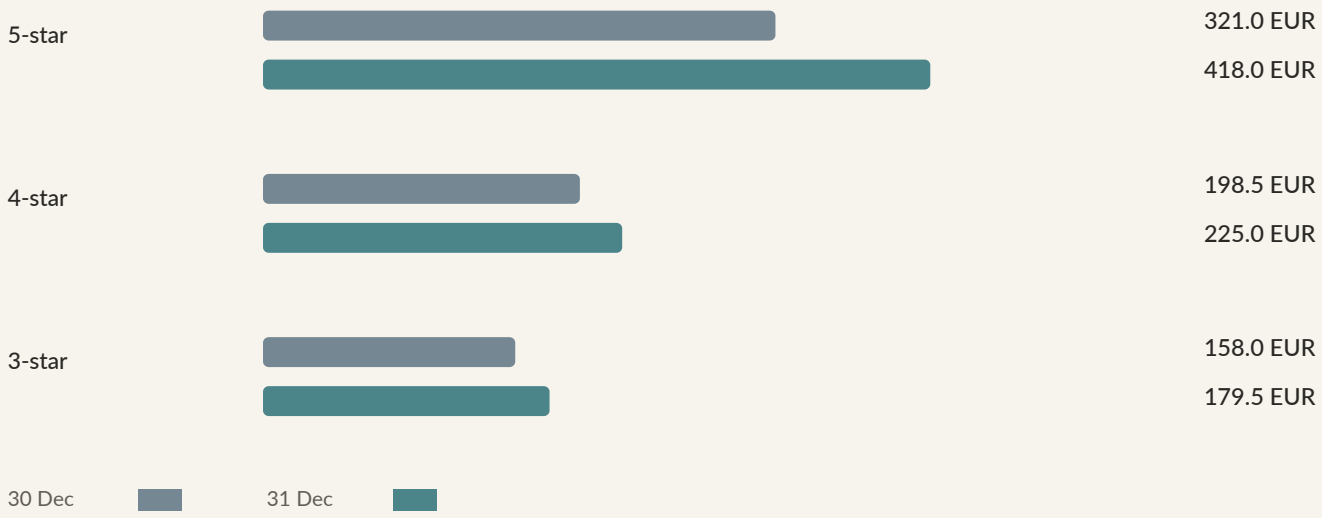
A snapshot of Booking.com offers for stays on 30 and 31 December 2026.
Price basis: displayed rate plus separately recorded mandatory taxes. Multi-night packages are excluded.

Source: Booking.com

291	70	16
properties reviewed	minimum-stay offers on 31 Dec	no eligible offer for 31 Dec

MEDIAN RECORDED SINGLE-NIGHT OFFERS

Comparable single-night offers only



WHAT THE FIRST OBSERVATION SHOWS

31 December has higher offered prices than 30 December in most paired, comparable property observations. This compares two different stay nights, not price changes over time.

Booking restrictions matter. Two- or three-night package totals cannot be treated as one-night prices. These offers are analysed separately.

MARKET STRUCTURE / BERLIN

Pricing and restrictions

30 and 31 December 2026 | 3-, 4- and 5-star hotels

PRICE AND OFFER TYPES

Stay date	Standard 1 night	Min 2/3 nights	Other terms	No eligible offer
30 Dec	249	26	12	4
31 Dec	197	70	8	16

MINIMUM-STAY CONDITIONS BY STAR GROUP



30 DEC VS. 31 DEC: SAME PROPERTIES, DIFFERENT NIGHTS

195
properties compared

170
higher on 31 Dec

16.1%
median 31 Dec premium

Of 195 properties with comparable one-night offers on both dates, 170 were priced higher for 31 December, 9 were priced lower and 16 showed no difference. The median within-property percentage difference was +16.1%.

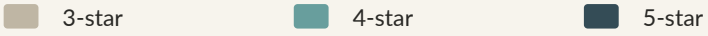
PRICE DISTRIBUTION / BERLIN

Hotel count by price band

30 and 31 December 2026 | 3-, 4- and 5-star hotels

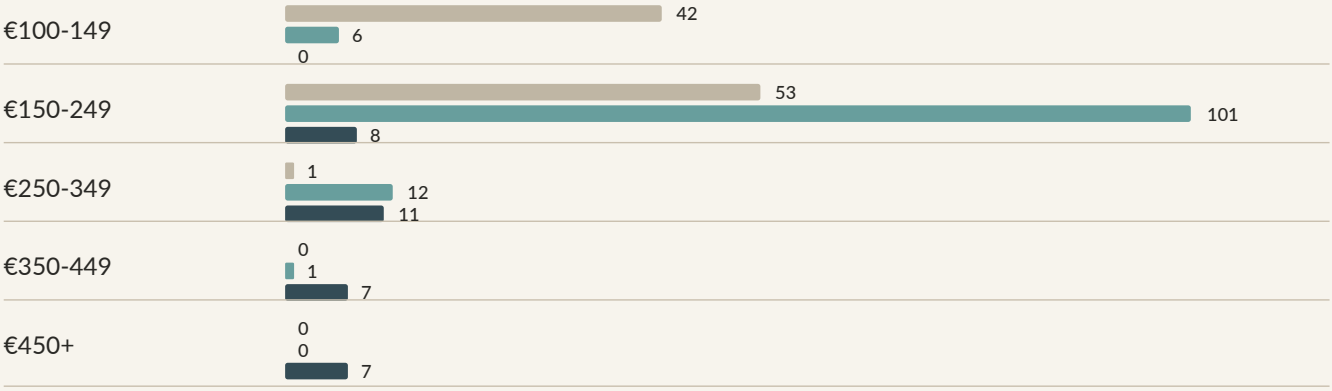
RECORDED SINGLE-NIGHT OFFERS

Number of properties in each price band



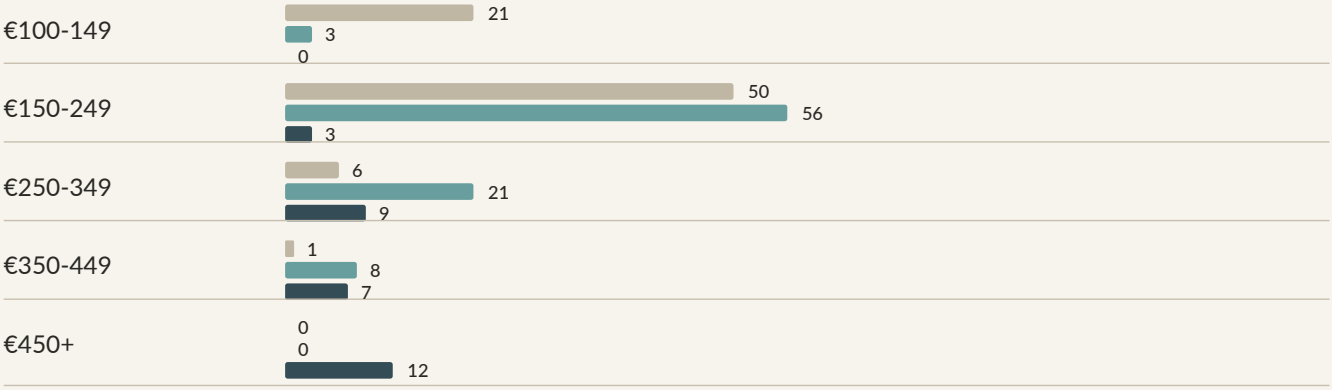
30 December 2026

n = 249



31 December 2026

n = 197



WHAT THE PRICE BANDS SHOW

These charts show hotel prices by price band on 30 and 31 December 2026. On 31 December, more eligible offers appear in higher price ranges, especially among 4-star and 5-star hotels. The 3-star group also shifts towards higher price bands, but at lower overall price levels.

Only eligible single-night offers are included. Multi-night packages are excluded.

RESEARCH NOTES / BERLIN

Scope and method

Interpretation guide for the first market snapshot

SAMPLE AND COLLECTION

291 properties: 34 in the 5-star group, 142 in the 4-star group and 115 in the 3-star group. The original 284 properties were observed on 31 October 2026; seven additional properties were observed on 1 November 2026, for stays on 30 and 31 December.

DISPLAYED STAR GROUPS

The 3-, 4- and 5-star groups follow the star or circle symbols displayed on Booking.com. The groups are used for this research and do not independently verify official hotel star ratings.

COMPARABLE RATE DEFINITION

Two adults, double room, breakfast included and refundable. Single-night medians include only eligible numeric one-night offers. Offers without breakfast or with non-refundable terms are excluded from these medians.

TAXES AND MANDATORY CHARGES

Totals use the displayed rate plus any separately recorded mandatory taxes. A blank tax field means no separate tax amount was recorded.

MULTI-NIGHT AND OTHER OFFER TERMS

Minimum two- or three-night amounts are full package totals, not single-night prices. Each property is assigned one primary offer type per stay date: minimum stay takes priority when conditions overlap; otherwise other restricted terms are counted separately.

NO ELIGIBLE OFFER

NA means no eligible offer was displayed for the selected stay date and booking conditions. It does not prove that a property was sold out or closed; booking restrictions may apply.

TIMING AND LIMITATIONS

The original observations were at T60 (30 Dec) and T61 (31 Dec); the seven additions were at T59 and T60 respectively. The two stay nights are compared, not price changes over time. Occupancy, reservations and demand were not observed.

DATA SOURCE & RESEARCH NOTICE

Data were collected and recorded manually, property by property, using a mobile device. No automated web scraping tools were used. Observations reflect Booking.com mobile and Genius Level 2 conditions on the stated dates. Prices and availability may change. This independent, sample-based research is for information only and does not measure actual demand or occupancy. Berlin Hotel Lab is not affiliated with Booking.com; no endorsement is implied.