BERLIN HOTEL LAB

INDEPENDENT HOTEL MARKET RESEARCH

Berlin New Year's Eve Hotel Market Snapshot

30 & 31 December 2026

Observed hotel prices, promotions and booking conditions for a sample of 277 Berlin hotels.

277

hotels in scope

3-star, 4-star and 5-star

51,114

rooms in scope

Hotels with at least 50 rooms

OBSERVATION DATES

12 November 2026 | 30 December stay night

13 November 2026 | 31 December stay night

01 / RESEARCH COVERAGE

Market coverage & pricing

Recorded Booking.com offers | One selected offer per hotel and stay night

Hotels and room supply

Star group	Hotels	Rooms	Hotel share	Room share
3-Star	105	16,313	37.9%	31.9%
4-Star	141	26,346	50.9%	51.5%
5-Star	31	8,455	11.2%	16.5%
Total	277	51,114	100.0%	100.0%

Median one-night offers

Breakfast included | All cancellation terms

Star group	30 Dec / n	31 Dec / n	Difference[1]
3-Star	€157.00 / 91	€189.00 / 66	+€32.00
4-Star	€199.00 / 118	€241.00 / 95	+€42.00
5-Star	€333.50 / 30	€426.50 / 26	+€93.00

[1] Difference between the medians of two separate stay-night samples.

It does not measure a rate movement over time.

All-offer one-night samples: 239 on 30 December and 187 on 31 December.

Hotel offers are not weighted by property room count.

Median offered prices are not achieved ADR or RevPAR.

RESEARCH BASIS & DISCLAIMER

Selected Booking.com Genius Level 2 and mobile rates were manually observed on 12-13 November 2026.
Prices, booking conditions and availability may vary by account, device, eligibility and observation time.
This report is for information only; it does not constitute financial, investment or revenue-management advice.
Berlin Hotel Lab is independent and is not affiliated with, sponsored by or endorsed by Booking.com.

02 / STRICT PRICE DISTRIBUTION

One-night price bands

30 & 31 December 2026 stay nights | Captured 12 & 13 November 2026

Breakfast included + free cancellation

Tax-inclusive one-night offers

3-star hotels

30 Dec: 91 offers | 31 Dec: 65 offers

Price band	30 Dec 2026		31 Dec 2026	
	Hotels	Share	Hotels	Share
€50–99	1	1.1%	0	0.0%
€100–149	41	45.1%	14	21.5%
€150–199	39	42.9%	28	43.1%
€200–249	9	9.9%	13	20.0%
€250–299	1	1.1%	6	9.2%
€300+	0	0.0%	4	6.2%

4-star hotels

30 Dec: 118 offers | 31 Dec: 94 offers

Price band	30 Dec 2026		31 Dec 2026	
	Hotels	Share	Hotels	Share
€50–99	2	1.7%	0	0.0%
€100–149	8	6.8%	2	2.1%
€150–199	52	44.1%	16	17.0%
€200–249	42	35.6%	38	40.4%
€250–299	9	7.6%	11	11.7%
€300+	5	4.2%	27	28.7%

5-star hotels

30 Dec: 30 offers | 31 Dec: 25 offers

Price band	30 Dec 2026		31 Dec 2026	
	Hotels	Share	Hotels	Share
€100–199	0	0.0%	0	0.0%
€200–299	11	36.7%	5	20.0%
€300–399	11	36.7%	4	16.0%
€400–499	3	10.0%	8	32.0%
€500+	5	16.7%	8	32.0%

Strict selection: 30 Dec n=239 (91 / 118 / 30); 31 Dec n=184 (65 / 94 / 25).

Only breakfast-included, free-cancellation, one-night prices. Shares use the eligible group sample.