Financial Report: Motel One Group makes close to a billion / Record sales and strong growth in 2024

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- At EUR 980 million, the Motel One Group has generated the highest annual turnover in the company’s history.
- A stable occupancy rate, hand in hand with dynamic growth: 71 per cent average occupancy rate – supported by strong performance in the final quarter.
- Significant increase in EBITDA: management EBITDA has risen to EUR 265 million, an increase of 13 per cent compared to 2023.

Munich I The Motel One Group can look back on a successful 2024 financial year: with sales growth of 15 per cent to EUR 980 million, the company is sending a strong signal in a challenging market environment. This dynamic development was driven largely by a combination of network expansion, increased pricing power and operational excellence.

Overview of figures: key financial figures for the full year

2024 2023 Motel One Group // Pro forma financials

Number of hotels

Number of rooms

Average occupancy rate (%)

Revenue per available room (TRevPAR) in EUR

Revenue in thousands of EUR

GOP in thousands of EUR

Management EBITDA in thousands of EUR

Equity in thousands of EUR

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52 Equity ratio (in %)

Revenue, profitability and efficiency at record levels

Revenues increased from EUR 851.5 million in 2023 to EUR 979.6 million in the past financial year. At the same time, EBITDAR increased by 14 per cent to EUR 532 million, with a stable margin of 54.3 per cent. Management EBITDA amounted to EUR 265 million, an increase of almost 13 per cent compared to the previous year – proof of the efficiency and resilience of the business model.

Stable occupancy rate and network expansion as growth drivers

With a total occupancy rate of 71 per cent, revenue per available room (TRevPAR) increased by around 8 per cent to EUR 99. The strength of the brand was particularly evident in the fourth quarter, with a TRevPAR of EUR 102 and an occupancy rate of 74 per cent – a significant increase compared to the previous year.

The group expanded its network in 2024 with five new hotels and a total of 1,458 additional rooms – including two new The Cloud One Hotels in Düsseldorf and Gda?sk and a Motel One in Antwerp. At the end of 2024, the Motel One Group operated a total of 99 hotels with 27,928 rooms.

Treugast's AAA rating and Leading Employer Award still stand

The Motel One Group has retained its top position and AAA rating from Treugast Solutions Group. The successful expansion of the brand portfolio and the flexibility in development and revenue management were highlighted. In addition to the AAA rating, Motel One also won the Most Wanted Investment Partner award.

The Motel One Group has also won the Leading Employer award for the seventh time. Motel One once again ranks among the top one per cent of the best employers in Germany. The award recognises companies that stand out for outstanding working conditions and a positive corporate culture.

The outlook for 2025: a successful start to the new year

As part of the partnership agreed between Motel One and PAI Partners in February 2025, PAI will acquire an 80 per cent stake in the Motel One Group's operational business to support the company in the next phase of its international growth. The transaction is subject to customary regulatory approvals and is expected to close in the second quarter of 2025. Dieter Müller, founder of Motel One, will remain Chairman of the company even after the transaction.

The Motel One Group's business was positive in the first quarter of 2025. The opening of five new hotels with 1,140 rooms in Munich, London, Lisbon, Paris and Vienna is planned for the 2025 financial year. The strong performance of the hotels that were newly opened in 2024 in particular, along with the robust key financial figures, will allow for further good growth opportunities in the current market environment. Positive business performance is expected for 2025 as a whole due to a large number of announced events and trade fairs.

Download the financial report here: https://ots.de/bCQSCn

About Motel One Group

Founded in 2000, the Munich-based company has won multiple awards for its concept and is considered the originator of the budget design hotel category. The company currently operates 99 hotels with 27,928 rooms in 13 countries (as of December 2024). Motel One stands for a unique combination of fair prices, stylish design and first-class comfort, and has set new standards in the budget design hotel category. The hotels stand out for their central location, stylish rooms with high-quality amenities and welcoming public areas with sophisticated design and art. In 2022, Motel One GmbH founded its second lifestyle brand, The Cloud One Hotels.

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