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# Paris hotels set a monthly rate record of €474.64 in October

Fashion Week helped lift rates faster than occupancy, giving Paris the strongest revenue growth of the three markets

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Preliminary data released Wednesday, November 11, by CoStar showed that hotels in Paris, London and Singapore posted strong results in October 2026 as major events helped lift demand and gave operators room to raise prices. In all three markets, average room rates rose faster than occupancy, accounting for most of the gain in revenue per available room, a key industry measure that combines pricing and demand.

Paris led the three cities on room rates and recorded the sharpest increase. CoStar said the French capital's average daily rate reached a monthly record of €474.64 in October, up 13.5% from October 2025. Occupancy rose to 85.6%, a 1.7% year-over-year increase, while revenue per available room climbed 15.4% to €406.20.

The Paris figures came during a month that included Paris Fashion Week, which helped draw travelers and supported premium pricing. The data suggest hotels were able to convert that demand into higher rates rather than relying mainly on fuller rooms. Occupancy was already high by industry standards, so even a modest rise in filled rooms had a large effect once paired with double-digit rate growth.

London also turned in a solid October, with occupancy at 86.0%, the highest of the three markets. That was up 0.8% from a year earlier. Average daily rate increased 4.6% to £207.91, and revenue per available room rose 5.5% to £178.81. CoStar said that was London's highest revenue per available room ever recorded for an October.

The British capital benefited from demand tied to the British Film Institute’s London Film Festival, one of the city’s major annual events. The October data showed a market that remained highly occupied while still finding room to charge more. That combination is important for hotel owners because revenue per available room tends to improve fastest when pricing power adds to already healthy occupancy.

Singapore matched the other two cities in strong demand and set broader records of its own. Occupancy reached 85.0% in October, up 2.6% from October 2025. Average daily rate rose 5.3% to SGD400.74, and revenue per available room increased 8.1% to SGD340.49. CoStar said Singapore set all-time monthly highs in both average daily rate and revenue per available room.

The Singapore market was supported by demand linked to the Formula 1 Singapore Grand Prix, which has long been one of the city-state’s biggest hotel demand drivers. The October results indicate that hotels were able to capitalize on that event traffic without sacrificing occupancy. RevPAR growth outpaced occupancy growth because higher room prices carried much of the increase.

Taken together, the three markets showed a similar pattern. Occupancy clustered in a narrow range, from 85.0% in Singapore to 86.0% in London, suggesting that all three cities were already operating at elevated levels of demand. The bigger differences appeared in rates. Paris stood out with a 13.5% rise in average daily rate, far above London’s 4.6% and Singapore’s 5.3%, which explains why Paris also posted the strongest increase in revenue per available room.

The October results also underline how event calendars can shape hotel performance in large international cities. Fashion weeks, film festivals and marquee sporting events bring a mix of leisure travelers, corporate guests, media and sponsors. That kind of demand often arrives in a short window and can raise the share of bookings at higher prices, especially in central areas and upper-tier hotels.

CoStar said the October figures are preliminary and measured in local currency. Occupancy reflects the share of rooms sold, average daily rate measures the average price paid for occupied rooms, and revenue per available room captures both rate and occupancy. On each of those measures, Paris, London and Singapore entered the final

quarter of 2026 with hotel markets still showing strong pricing power.