HubStar

The Hybrid Occupancy Index 2025–2026

- How Employees Are Using Office Spaces Across Over 300M sqft Globally
- The Ultimate Data Visualization
- Key Findings Across 6 Major Global Cities

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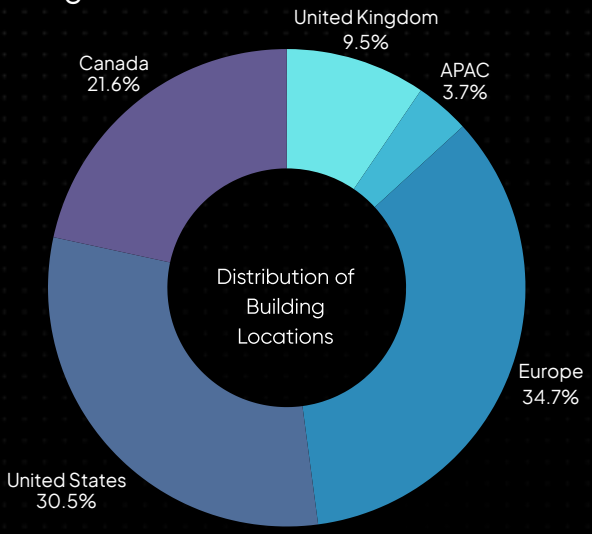
About this report

The Hybrid Occupancy Index provides a comprehensive view of how employees are using office spaces across more than **300 million square feet globally**. Drawing from a curated dataset of hybrid organizations across **13 countries**, **173 buildings** and more than **27,000** workspaces, this report helps workplace leaders, real estate strategists and HR teams understand how employee behaviors are evolving and what that means for space planning, workplace strategy, and design.



The data in this report consists of global HubStar customers using sensors and/or wi-fi data to measure utilization in their offices between January 2023 and December 2025, excluding local holidays and weekends. The data standardizes space classifications into five categories:

- **Desks**: Single-occupant workstations, generally in open areas
- **Offices**: Enclosed spaces meant mostly for single occupant use, whether private or shared
- **Rooms**: Enclosed spaces designed for meetings
- **Collaboration**: Designated spaces for group gatherings, such as soft seating areas
- **Support**: Other informal areas not directly intended for work, such as quiet areas, kitchens, coffee hubs, meditation rooms and more

The objective of this report is to surface actionable insights on occupancy, utilization, and workspace preferences. Comparing trends and usage patterns across space types like meeting rooms and collaborative areas identifies where people gravitate, what's changing, and where opportunities for improvement lie.

Whether you're developing or evaluating your hybrid work strategies, reshaping your real estate footprint or simply aiming to enhance the employee experience, HubStar's Hybrid Occupancy Index offers benchmarks and narratives to guide your decisions.

Definitions

Occupancy

What it means: Occupancy is the number of workspaces (desks, rooms, or zones) that are actively in use at a given time. Vacancy is the opposite of Occupancy, defined as the number or rate of an area without any occupancy. These metrics are typically expressed as a percentage of total available space.

Why it matters: Occupancy and vacancy metrics help you understand how much of your office space is being used at any moment. High vacancy may indicate wasted real estate costs, while high occupancy could point to overcrowding and poor employee experience. Together, they give you a clear picture of operational efficiency.

Utilization

What it means: Utilization rate measures the actual use of a workspace relative to its availability over time. It's typically calculated as the percentage of time a space is occupied versus the time it is available. It can be viewed as an average, peak, or trend.

Why it matters: Utilization shows how well your space is used, spotlighting underused or overcrowded areas. It's essential for evaluating hybrid strategies and guiding space design decisions based on real usage rather than planned usage, which often turns out to be quite different.

Efficiency

What it means: Efficiency measures how full a shared space is when it's in use. It's typically applied to rooms or areas with a defined capacity - like meeting rooms or shared collaboration zones. Unlike occupancy (which only indicates if a space is used), efficiency tells us how many people were using it compared to its maximum capacity.

Why it matters: Efficiency helps identify underfilled or overutilized areas, especially in meeting spaces. This metric reveals the mismatch between space size and actual behavior (e.g. 2 people using a 10-person room), and can help inform smarter room sizing, layout, and booking logic, which leads to real estate savings and better experience. This complements occupancy and utilization by focusing on quality of space usage, not just presence.

Executive Summary

Study scope

Analysis of hybrid workplace utilization across **13 countries**, **173 office buildings**, and **27,000 workspaces (300 million sq ft)** from HubStar customers, January 2023 - December 2025. Data was collected via WiFi signals and occupancy sensors provides comprehensive coverage across all workspace types, from individual desks to collaboration spaces.

Key findings & recommendations

1. Occupancy Peaks on Tuesdays

Finding: Tuesday peaks at **59%** occupancy globally - the highest of any weekday

Action: Instead of blanket 3-day mandates, implement dynamic policies to spread attendance more evenly across the week. With **40-50%** vacancy rates, the issue isn't space shortage but poor distribution.

2. Meeting Room Mix is Misaligned with Usage Patterns

Finding: **80%** of meetings occur in rooms for ≤6 people, yet large boardrooms (17+ capacity) run only **12%** full on average

Action: Convert oversized boardrooms into multiple small meeting spaces to match actual collaboration patterns.

3. Solo Work Shortage Wastes Meeting Room Capacity

Finding: 2-person meeting rooms operate at just **44%** capacity when booked - individuals using them for calls and focused work

Action: Create dedicated "Zoom rooms" and quiet work pods to free up collaboration spaces for actual meetings.

Executive Summary

4. Informal Spaces Show Strongest Growth Trajectory

Finding: Collaboration, social and event areas experienced the largest utilization increases vs. 2024

Action: Invest in expanding informal collaboration areas - they're becoming the new workplace magnets.

5. Subtle Shift from Open Plan to Semi-Private Workspaces

Finding: While **78%** of desks remain open plan, cubicle-style usage shows gradual increase.

Action: Consider hybrid desk configurations that balance collaboration with distraction-free individual work.

Key takeaways

1. Tuesday's saturation requires intervention

Organizations can look to more varied anchor days by team or add incentives and events to flatten the peak in-office day.

2. Friday's evolution into an "intentional flexibility" day fully emerged

A shift worth enabling rather than fighting.

3. Meetings behaviors settled

Small, impromptu collaboration is the norm; large in-person meetings are few and far between.

4. Room efficiency is the right fit, when you need it

Aligning room supply with actual needs can yield savings, but flex-size rooms can support large groups as needed to enhance the employee experience.

5. Solo calls really need proper space

The rise of "Zoom rooms" shows employees often book small meeting areas for individual calls or deep work, underscoring the need for purpose-built solo spaces with proper tech, privacy, and comfort.

6. Design for informal work and connection

People gravitate to the spaces that blend hospitality with productivity, where work feels more natural and unstructured.

7. The right space mix still needs to happen

An ideal office environment balances open collaboration, focus work, hybrid meetings, and casual conversations.

8. Commute and location matters

Workplace patterns are heavily shaped by local transit, culture, and company policy maturity. Tailoring workplace strategy to regional context is key.

From Presence to Purpose: Bridging the Gap

Today, organizations are asking why people are coming in, not who's coming in. While early conversations focused on presence in the office , the dialogue has shifted to the purpose of the office.

Global data reinforces this shift. **Tuesday has become the unofficial anchor day,** with occupancy consistently peaking here year over year. Tuesday maintained a **59%** average occupancy rate in **2025**, similar to the **60%** in 2023 and 2024. It's the day most teams come together, whether for standing meetings or social interaction.

59%

average occupancy on Tuesdays in 2025

In contrast, **Mondays and Fridays continue to lag significantly**, with a YoY decrease (Monday down to **46%** in 2025 from **49%** in 2024 and **48%** in 2023, Friday barely budging from **35.3%** to **34.5%**), signaling a cultural lean towards a 3-day in-office rhythm. We also see a rise in "Intentional Fridays", a day for experimentation or special rules, like meeting-free Fridays, half-days off in summer months, designated WFH-only days, or office closures altogether.

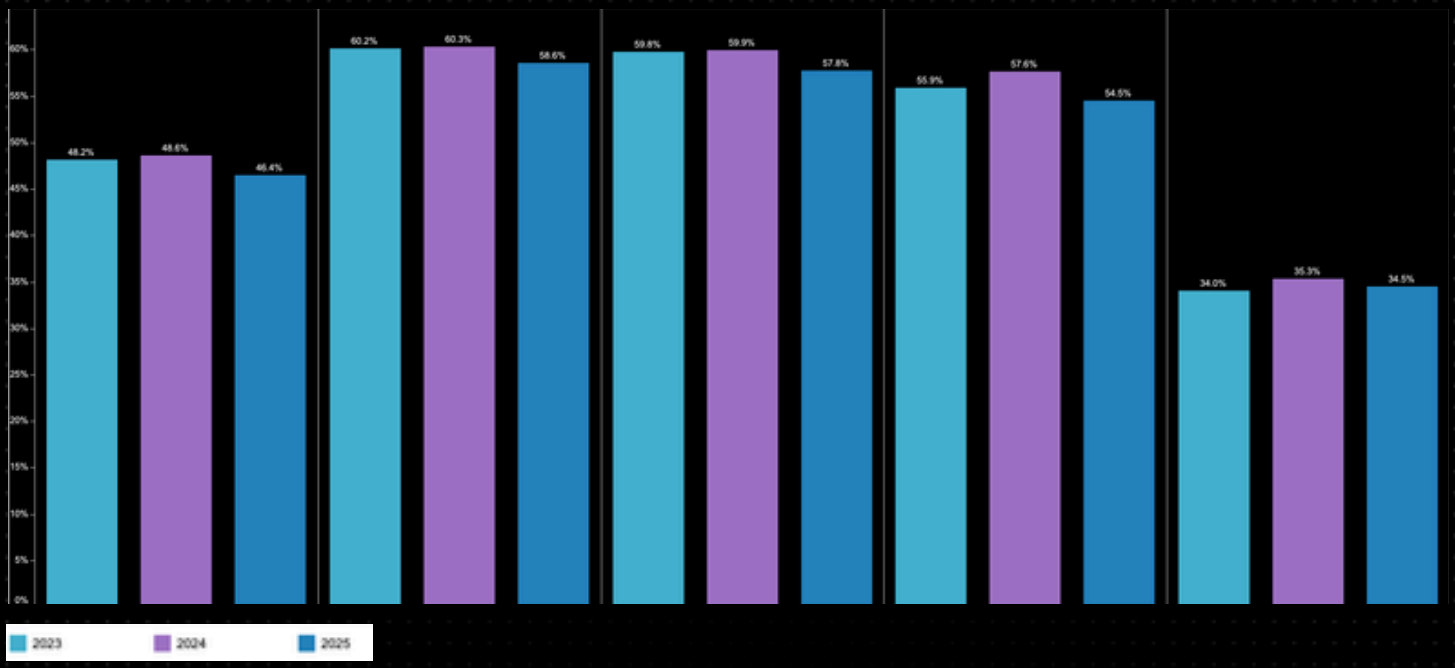
46%

average occupancy on Mondays in 2025

Leading organizations have also discovered a new type of workplace mandate: **earn the commute**. When employees make the effort to show up, the space and experience must support the ways they want to work.

Collaboration, deep focus, comfort and meaningful connection requires moving beyond a one-size-fits-all design and towards more purpose-built environments that balance company culture and how people actually work.

Weekday Analysis



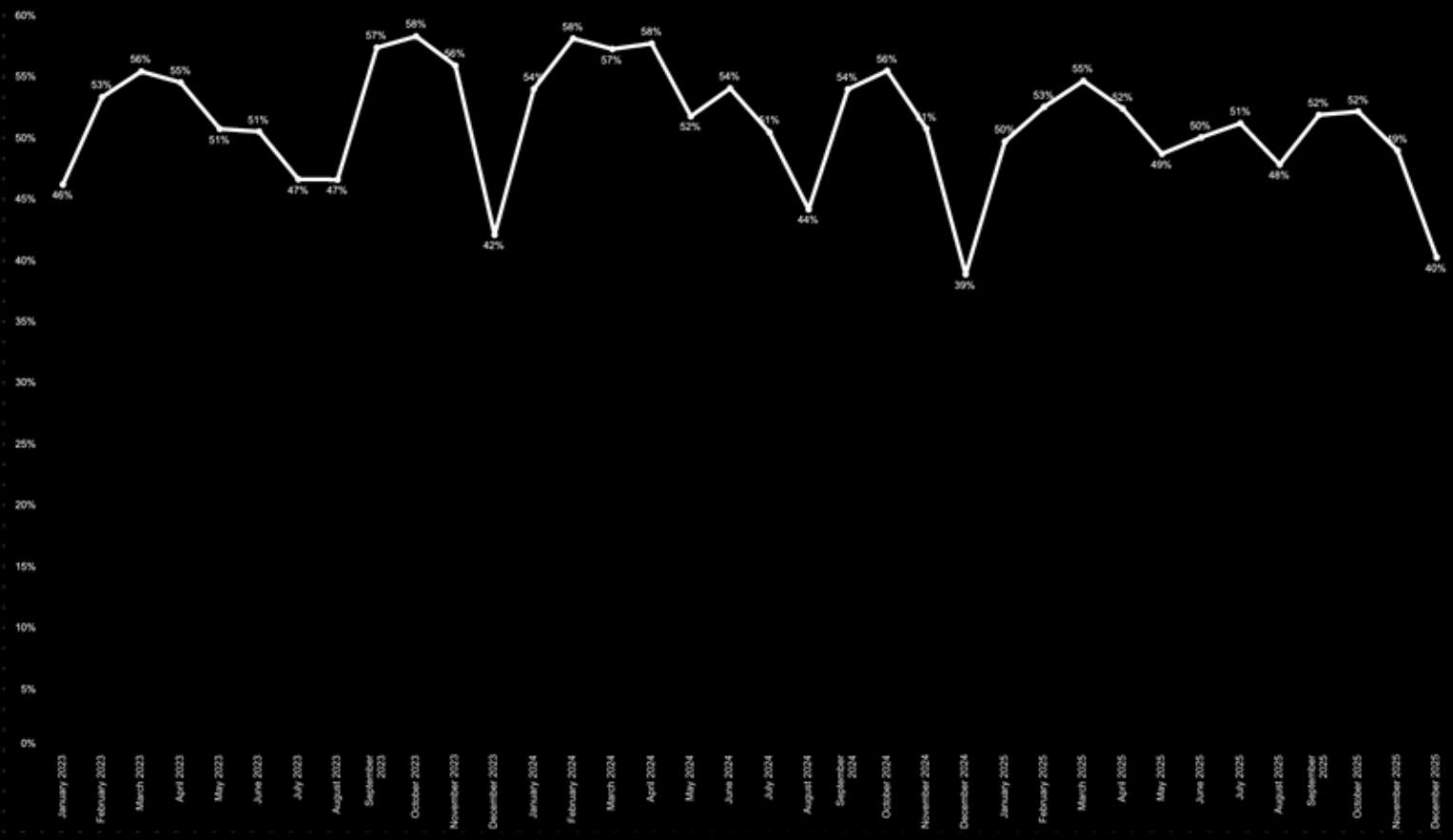
Year	Monday	Tuesday	Wednesday	Thursday	Friday
2023	48.2%	60.2%	59.8%	55.9%	34.0%
2024	48.6%	60.3%	59.9%	57.6%	35.3%
2025	46.4%	58.6%	57.8%	54.5%	34.5%

The data shows room for further optimization.

For example, organizations can alleviate Tuesday congestion by leaning on team-level agreements and using shared neighborhood seating to create magnetism around key team members being in on different days .

Amenities and events also shift momentum toward underutilized days. Some organizations have found success in tying in-office expectations to mentorship and networking opportunities rather than defaulting to universal in-days. These strategies not only alleviate congestion but also boost office vibrancy during the week.

Global Occupancy Rates are Stabilizing: At The Lower End



As hybrid work patterns become more predictable, global occupancy rates have largely stabilized around the **50-60%** range. That means offices worldwide still see vacancy rates of **40-50%** on average. Organizations are still holding more real estate than they need. Rather than trying to fill empty seats, the more strategic move is to right-size, reconfigure underused zones, and reinvest in experiences that match today's hybrid, fluid work styles.

Increased flexibility is tied to higher employee satisfaction, improved retention, real estate savings, and access to a broader talent pool.

While headlines often focus on strict RTO mandates (now commonly referred to as quiet layoffs), there's a quiet evolution emerging in the background. Companies leaning into hybrid are reinvesting real estate savings into employee experience, better technology, and growth initiatives.

In short, hybrid isn't just a policy - it's a mindset. When you align space strategy with engagement and how people want to work, the workplace becomes more than a location. It becomes a destination.

Small Groups Are All the Buzz

Hybrid isn't just changing where we work, it's also changing how we work. Data shows that the days of packed conference rooms are long gone. Today's meetings are small and frequent.

64% of today's meetings occur in rooms designed for **4 people or less**. **78%** are in rooms for **6 or less**. Yet, we still see an oversupply of medium and large meeting rooms that are rarely used to capacity.

Large conference rooms have become the biggest offender of wasted space. The larger the room, the more this problem worsens. All rooms with a capacity exceeding **17+ people** have an average of **11.6%** seats filled when in use, and these rooms hold less than **4%** of meetings booked. This highlights a key inefficiency in how meeting space is being booked and used.

11.6%

average fullness in rooms exceeding 17+ in capacity

Often, this can be a result of behavior and preferences: larger rooms leave plenty of space to stretch out with employee laptops, bags, notebooks, and other items. Large rooms may be booked more than necessary because the number of attendees who will show up is uncertain.

Sometimes it comes down to location, where bookings may be preferred in the most central or nearby location, rather than based on room size. Or, booking larger-than-necessary space could be caused by a lack of available right-sized rooms.

The solution:

- **Reduce wasted space** by measuring space utilization data for each room. Bonus points for smart booking systems that recommend right-sized rooms or times based on actual attendee counts

- **Match rooms with the right tech**. Meeting behaviors often follow the tech. When high-quality video and audio setups are only available in large rooms, employees will book them for small meetings or solo use. Distribute essential tech across a variety of room sizes and even into informal zones to reduce friction, support hybrid collaboration, and make better use of underutilized space

- **Repurpose large rooms with flexible design**. While large gatherings happen less frequently, they're still important. Movable walls, acoustic dividers, and modular layouts allow teams to adapt spaces as their needs change. Investing in a few multi-functional rooms can support large strategic moments without letting the space sit idle for the rest of the year

Meeting Room for One, Please!

The data shows that rooms have developed a new purpose as private spaces for solo work.

Rooms designed for **1-2 people** are less than **43.8% full** on average when in use, meaning they're usually occupied solo. Workplaces have coined a new term for this use case: the "Zoom room".

43.8%

average fullness in rooms designed for 1-3 people

While it's great to see space being used, this shift reveals an underlying issue: **a mismatch between employee needs and available work areas.** The largest available workspace type remains to be open, bullpen-style workstations that generally lack privacy. Employees are left to book meeting rooms as makeshift private offices or phone booths because it's often their only option.

The evolution of global space mix supports this:

Space Type	2023	2024	2025
Desks	75%	71%	71%
Offices	4%	7%	10%
Rooms	14%	15%	14%
Collab	5%	4%	4%
Support	2%	2%	2%

While traditional desks still dominate, they are decreasing. Meanwhile, enclosed offices are growing substantially. Globally, the amount of enclosed offices more than doubled from **4%** in 2023 to **10%** in 2025**.** What's not yet clear is whether these additional offices are assigned or shared. Regardless, the data suggests a return to more structured individual workspaces, indicating that behavior patterns should guide space planning decisions, rather than pure policy aspirations.

Looking deeper at the attributes within these spaces, we found that designated phone booths and phone rooms make up less than **1%** of available space. This ongoing desk dominance and lack of private alternatives leads to friction where meeting rooms are inefficiently booked, creating challenges for teams who genuinely may need them for group collaboration.

Historically, space planners generally followed a 10:1 desk-to-office ratio, with meeting and collaboration seats making up about a third of total workstation count.

But in 2025, the new average shows one enclosed office for every 8 desks, and meeting/collaboration seats now make up closer to **40%** of the combined desk and office count. This shift supports the growing need for private, acoustically controlled environments and agile collaboration spaces that support hybrid dynamics.

To solve this, organizations need to rethink the **"Zoom room"** experience. These need to be purpose-built. That means:

- **Visual privacy and acoustic control**: sliding glass doors for a transparent indicator of room occupancy that will minimize interruptions, but with adequate soundproofing
- **AV setup tailored for solo use**: quality microphones, lighting, adjustable monitors
- **Brand-consistent backgrounds**: a simple branded back wall or green screen can boost professionalism in client-facing calls
- **Human-centered design**: avoid the claustrophobic feeling with proper ventilation, incorporate natural light and enough room to move comfortably

What's emerging is not just a new way of using space, but a new workspace requirement altogether.

These solo call spaces can bridge the gap between open floor plans and traditional closed offices, creating a nice middle ground that supports individual focus and client experience without isolating employees from the collaborative energy of the workplace. As hybrid work has evolved, so should our environments.

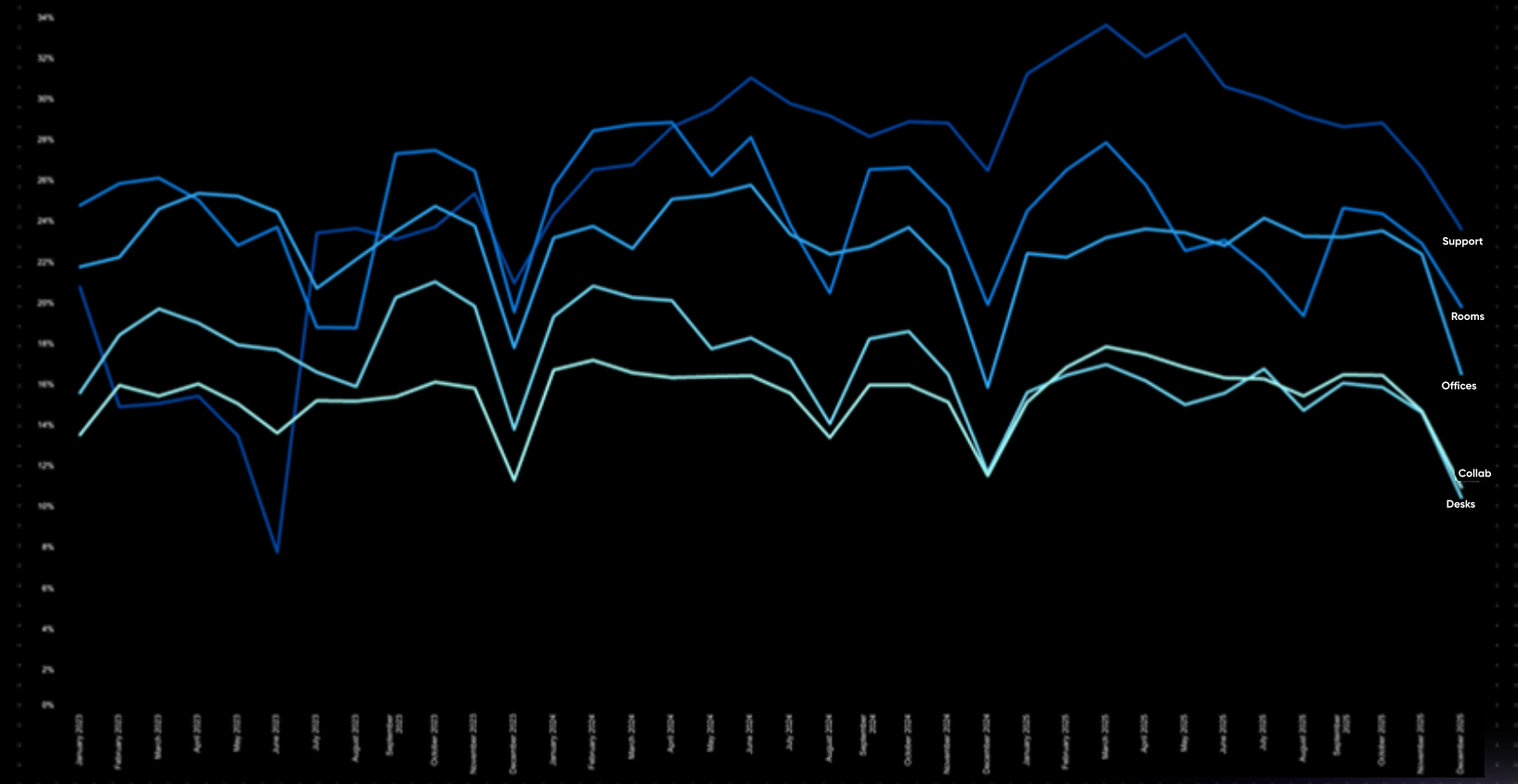
Cafes, Not Calendars

Workplace collaboration has found a new home, and it's not the conference room!

Across the dataset, one space category saw the most striking growth in utilization over the past year: support spaces, particularly those **designed for informal, walk-up, or ad-hoc work and social interaction**. These include cafés, lounges, barista hubs, libraries, and reception areas - the kinds of spaces where you bump into a colleague, not book a meeting.

While support and informal spaces still represent a small percentage of the overall floor plan, they're increasingly pulling more weight. These spaces punch above their weight in usage, showing strong utilization compared to traditional workstations, which often remain underused, despite being the most abundant space type.

Beginning in May 2024 and elevating further in 2025, the data shows support space utilization is surging, outpacing all other space types:



Looking deeper at the functions within these support spaces, the following categories saw increases in utilization compared to 2024:

2%
Cafés, Coffee Bars & Communal Eating Areas

0.5%
Lounges in Hallways & Commons

5%
Wellness and Meditation Areas

4%
Training & Town Hall Areas

While formal meeting rooms and individual workstation use fell within the realm of our expectations, these ad-hoc areas that blend work and social cues became the new go-to spaces.

This is a clear signal: people are coming into the office for casual collisions and energy that can't be replicated via Zoom, not just for meetings.

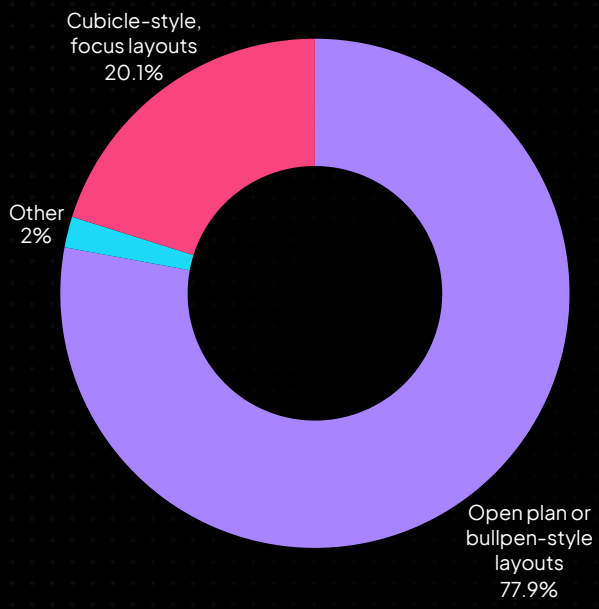
This shift reflects a broader workplace design trend: the rise of the work café. No longer just a spot to grab lunch, today's workplaces are creating multifunctional social hubs that blend hospitality with productivity. Barista-style kiosks near reception areas create a welcoming first impression and become natural gathering points throughout the day. Inside, a mix of booth seating, communal tables, lounge areas, and even onsite juice or cocktail bars foster everything from impromptu collaboration to quiet solo work.

These areas promote social interaction and serve as sophisticated, flexible spaces for both internal meetups and client conversations.

Designate distraction-free zones

One of the key takeaways of this benchmarking report is the mismatch between how offices are designed and how employees are actually using them. While desks remain the largest space type in our dataset (71% of all available workspaces in 2025), **78% of these desks are in open-plan or bullpen-style layouts. Only 20% are in focus areas or cubicle-style setups** - spaces that offer the kind of acoustic and visual privacy essential for heads-down work.

Available Desk Types



While cubicles may not be making a full comeback, we're seeing something that suggests their value is being quietly rediscovered. As noted earlier in this report, single-occupant use of meeting rooms is on the rise. This is not because they're ideal for focused work, but because workers lack better options. It's an expensive and inefficient workaround to meet a very basic need: a quiet space to concentrate or take a call.

Reconfiguring individual workstations to offer more privacy is a more cost-effective way to match office spaces to the ways employees want to use them.

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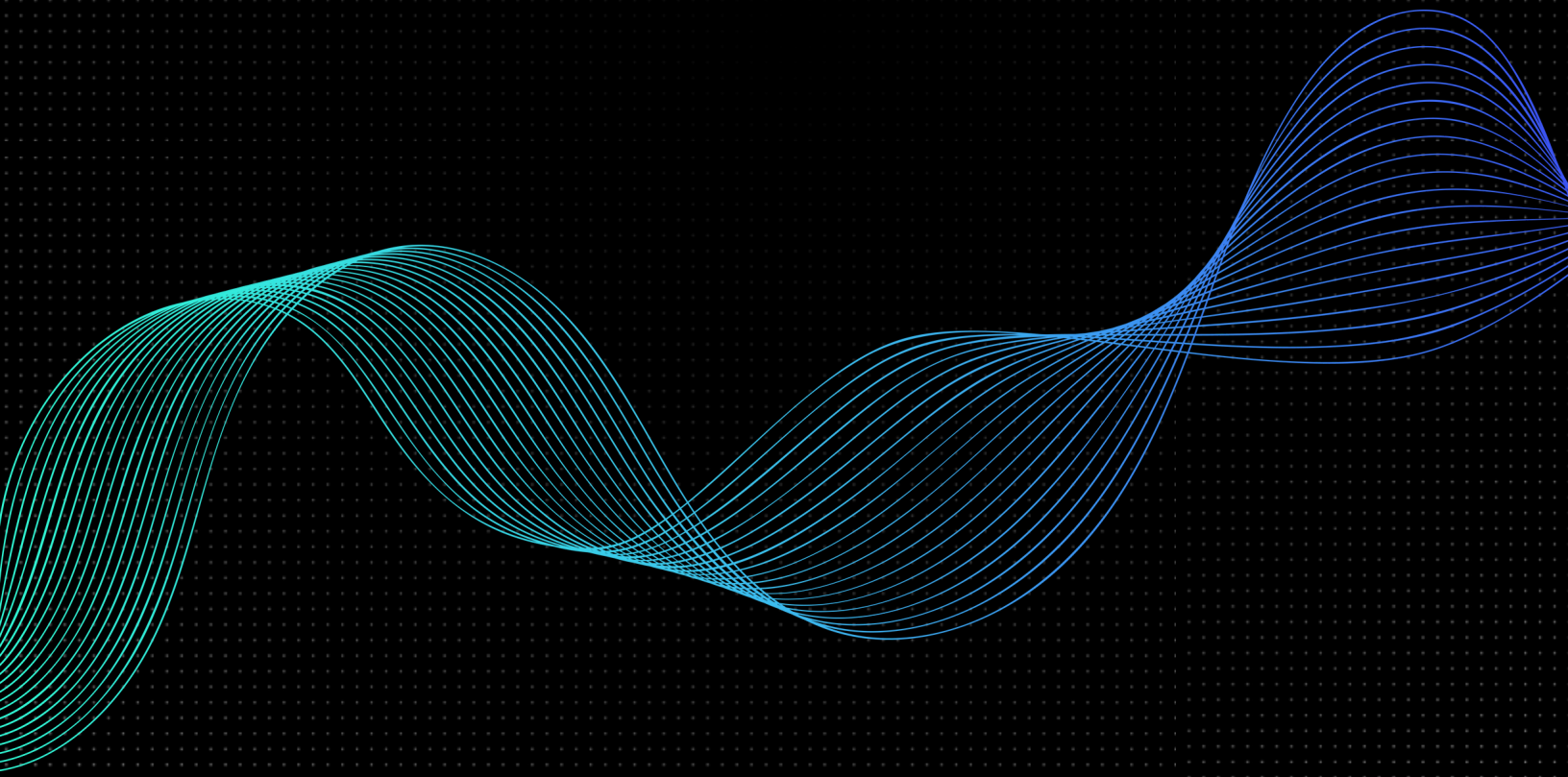
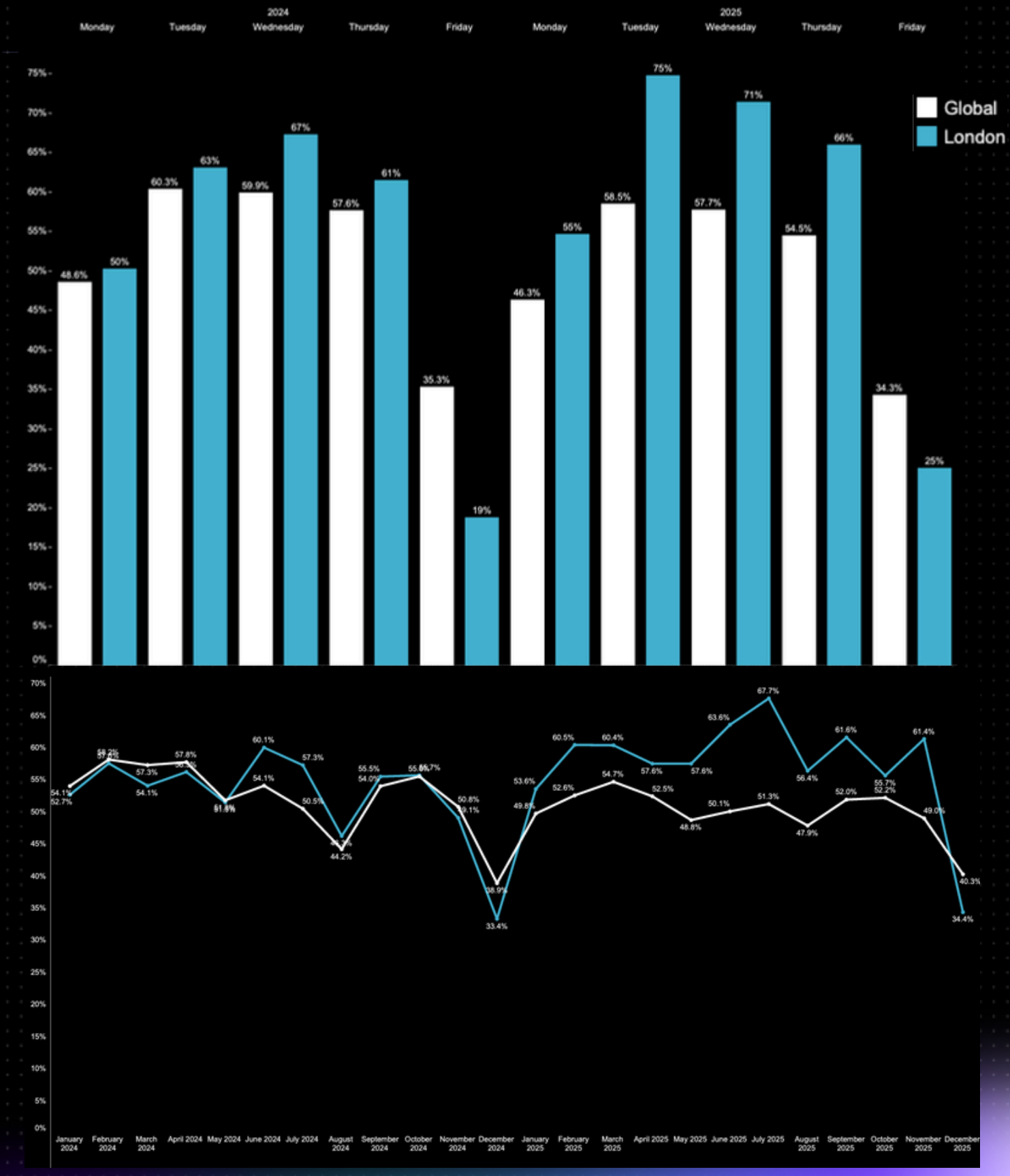
City Highlights



London


2024
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63%
59.9%
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If 2024 was a year of consistency for London's office occupancy, then 2025 was a more dramatic return to form. After trailing the global average for most of 2024, London began a surge on core days, particularly **Tuesdays**, where occupancy rates hit an impressive **75%** - far surpassing the global average.

Rather than broad-based growth, **London appears to be doubling down on core days**. The trend reflects an intensified compression of the workweek, with more employees in-office during peak collaboration days while continuing to avoid lower-priority days like Fridays.

What's driving this rebound?

This sharp rise may not be a fluke. The momentum of this trend suggests renewed organizational changes and purposeful return-to-office strategies taking root this year.

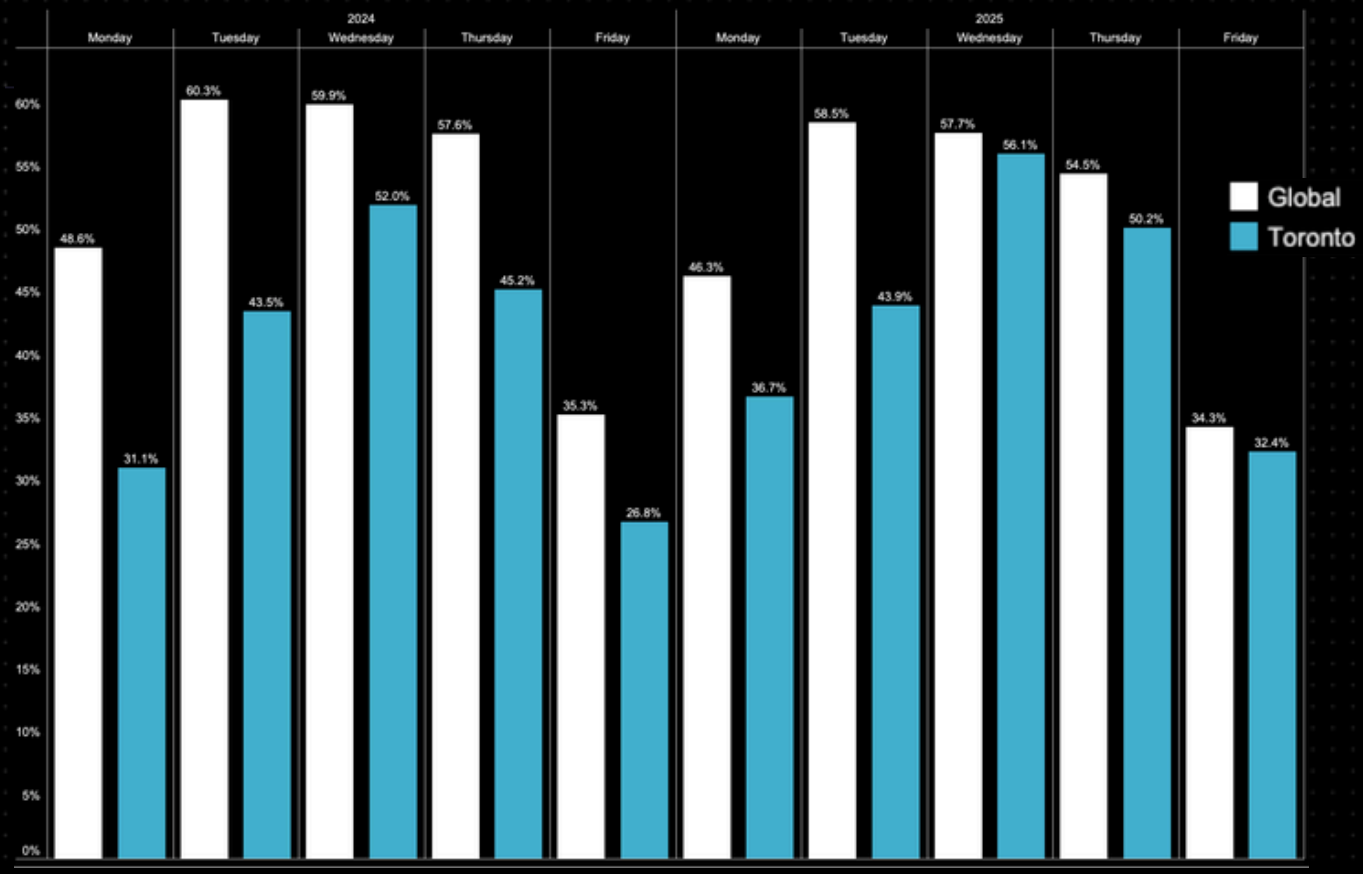
While Friday remains a stark contrast as the lowest occupancy day, it still grew from 19% in 2024 to 25% in 2025, signaling that the "ghost town Fridays" of early hybrid are slowly being replaced by lighter - but not negligible - activity. However, this remains a drastically low day compared to the rest of the week.

Commuting in London remains a challenge, but it may also be key to understanding behavioral patterns. The average one-way commute time in London is roughly 45 minutes, with many workers relying on a web of National Rail, Underground, and Overground services. But unlike more car-centric cities, London's public transit is relatively dense and predictable. This may make midweek commuting more viable and predictable.

That context shows up in the data: compared to 2024, **occupancy across all weekdays is higher in 2025**. The biggest gains were on Tuesdays (63% in 2024 to 75% in 2025) and Wednesdays (67% in 2024 to 71% in 2025), where average occupancy climbed well above global benchmarks. This reflects strong office attendance expectations on core days, indicating that organizations in **London may be embracing a more well-defined "in-office rhythm" compared to the rest of the world**.

In short, **London is no longer a cautious hybrid holdout**. It's emerging as a model for hybrid maturity. With high engagement on core days and rising attendance, the city demonstrates that with the right mix of transit access, company policy, and urban density, hybrid doesn't have to mean half-empty.

Toronto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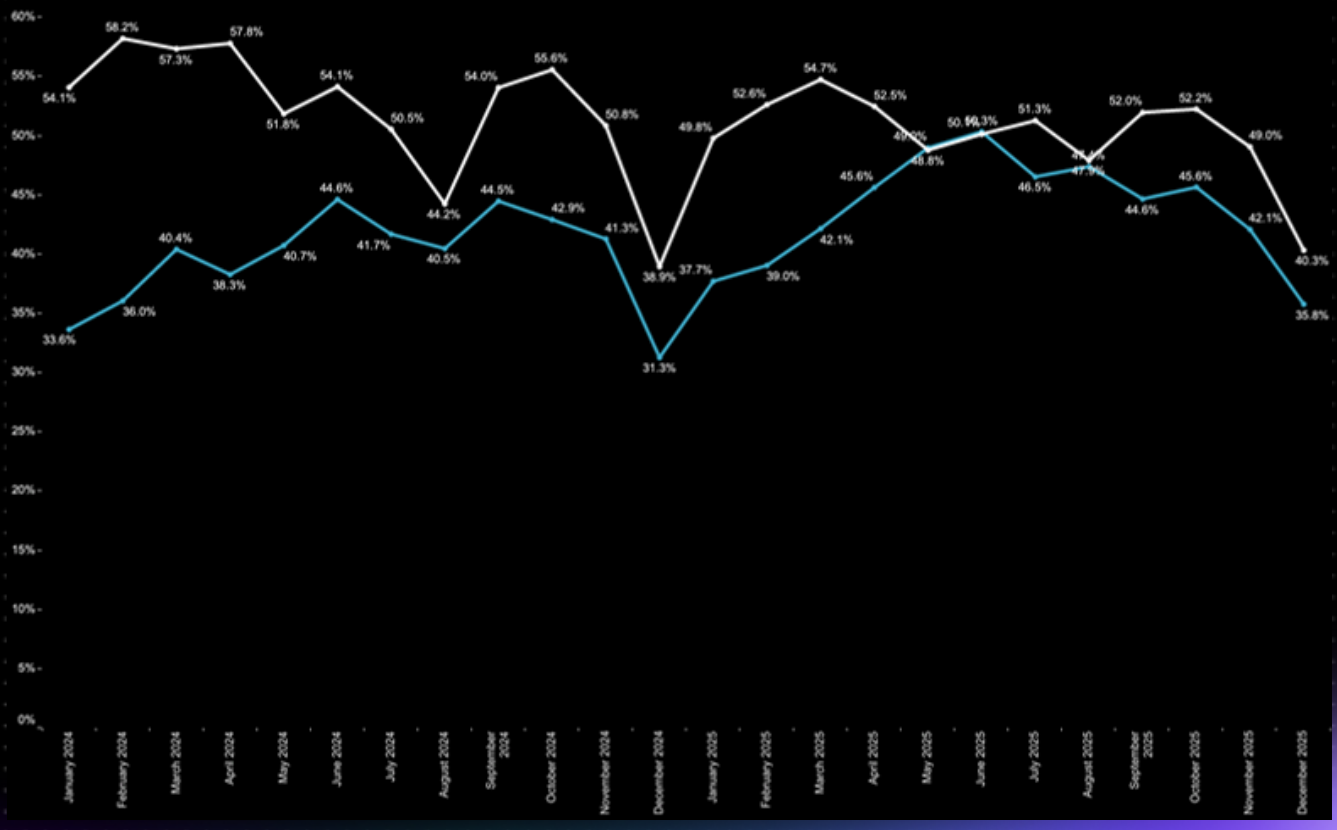
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Toronto

Toronto stands out as a market where hybrid workplace behaviors have settled into a consistent and measured rhythm.

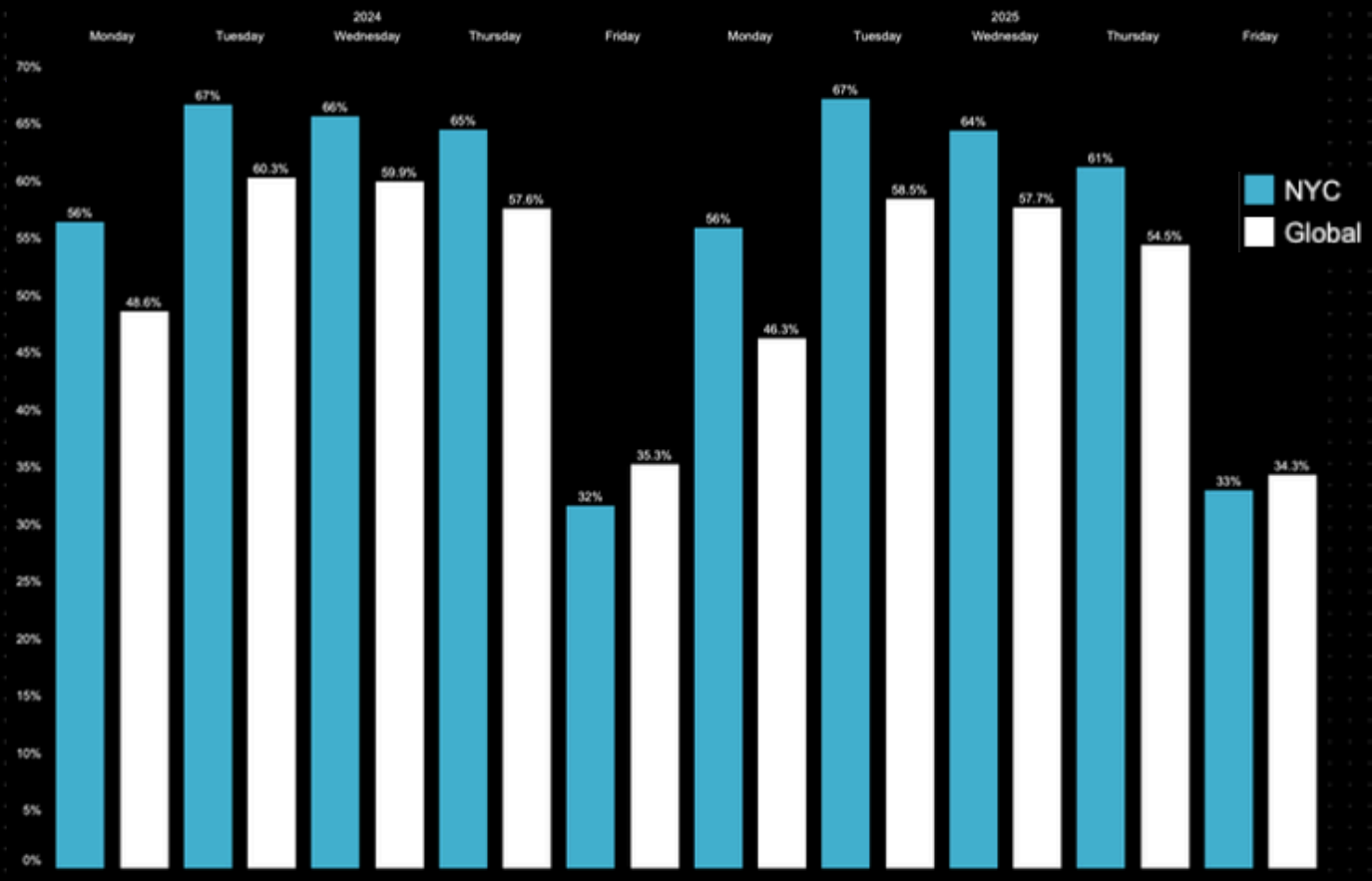
The city's **average occupancy rates are slightly below global benchmarks**. From January 2024 through April 2025, Toronto's occupancy remained about 5 to 10 percentage points below the global average most months. Even on high-traffic days like Tuesdays, where global occupancy peaks nearing 60%, Toronto trails behind by more than 10 percentage points.

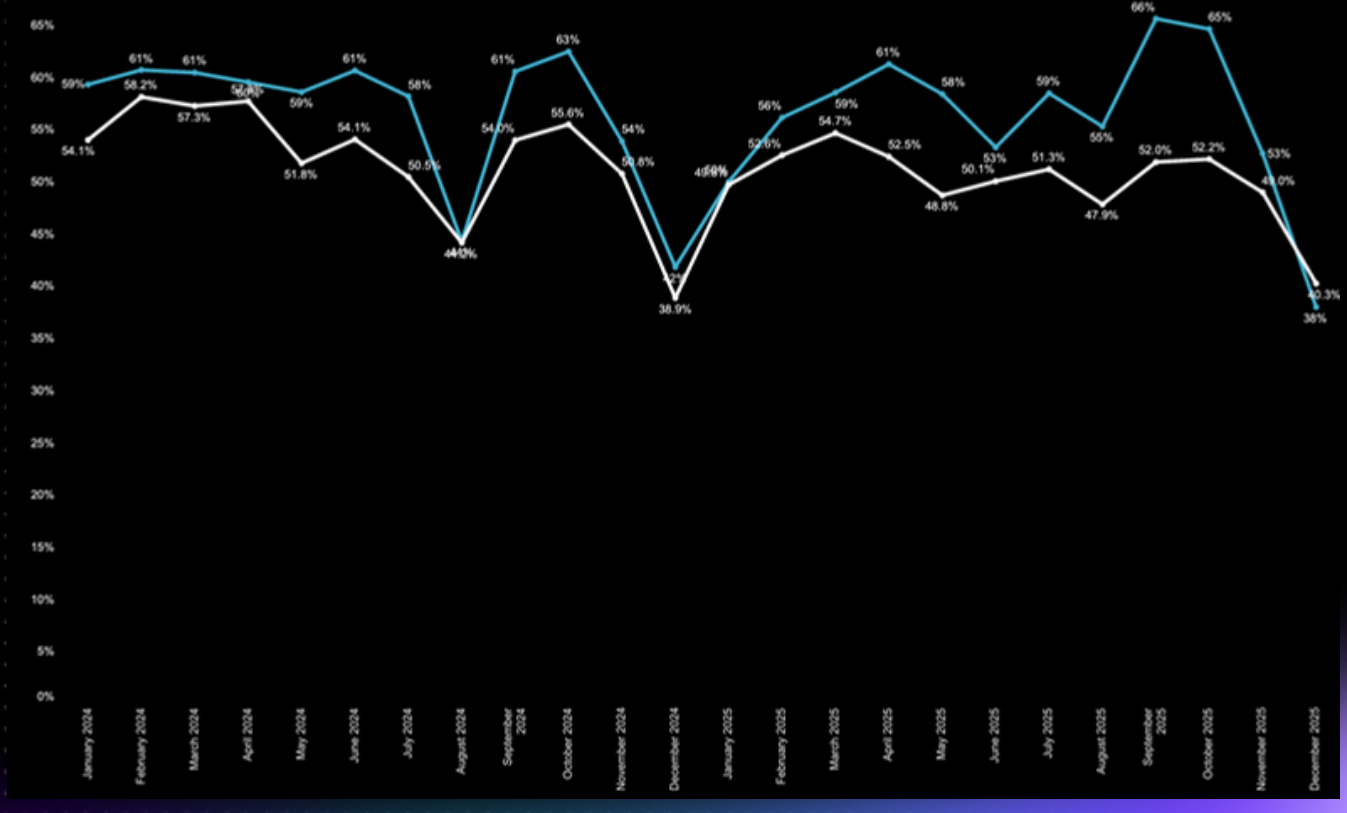
One of the more interesting Toronto-specific trends is difference in peak office days across Tuesday, Wednesday, and Thursday. While global data shows occupancy peaks on Tuesday, then dipping slightly on Wednesday and further into Thursday; Toronto is the opposite. **The peak office day leans towards Wednesday, with Thursday and Tuesday lagging slightly behind.** This may indicate that teams in the city are spreading anchor days more across midweek, or that a more "choose your own adventure" hybrid model is in play.

What else could be shaping this pattern? A key factor may be Toronto's commuter landscape. The Greater Toronto Area (GTA) is known for some of the longest average commute times in North America. According to StatsCan, **the average round-trip commute exceeds 65 minutes**, and many workers rely on GO Transit or TTC lines prone to delays and overcrowding. This commuter burden likely contributes to the city's approach to in-office attendance, especially on Mondays and Fridays, which remain low-occupancy days (36% and 37% respectively in 2025). When employees do commute in, they appear to make it count towards midweek, when others are in the office, too.

Overall, Toronto reflects a pragmatic hybrid approach: **stable in midweek presence and not over-indexing on any single office day**. For real estate planners and workplace strategists, the city underscores the importance of predictability and making in-office days count - designing a workplace experience that makes the commute feel worthwhile without requiring it every day.

New York City





New York City

New York City's office footprint continues to outperform the global average.

While many markets are still settling into hybrid norms, **NYC has shown unwavering momentum**. This city held above-average occupancy rates for the entire period. Average monthly occupancy in NYC hovers between 55-65% most months. And even into mid-2025, NYC is still holding strong.

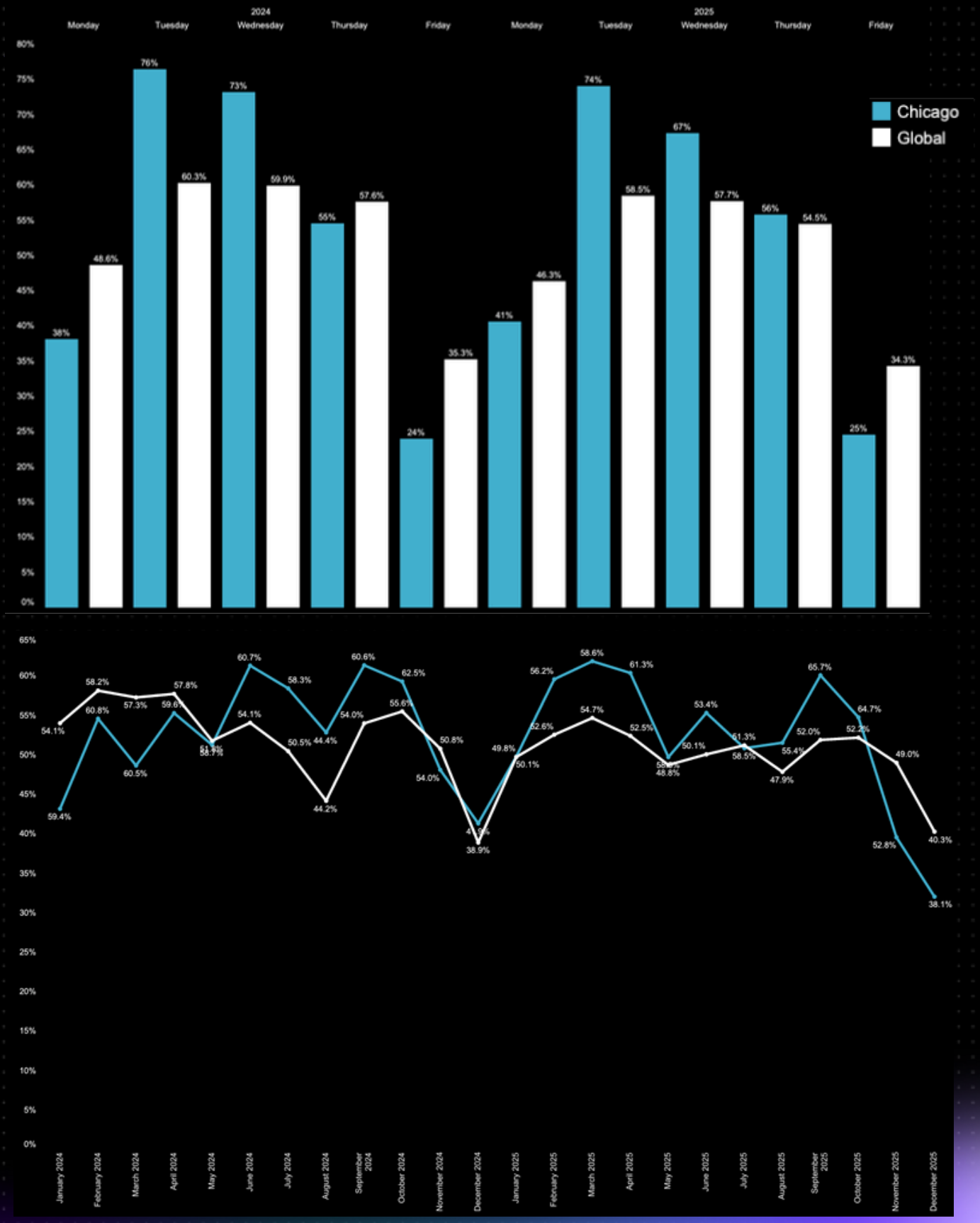
New York has one of the most expansive public transportation systems in the world, yet commuting here isn't exactly smooth sailing. According to the U.S. Census Bureau, NYC metro-area commuters have the longest average commute time in the country, over 35 minutes one-way, and for many outer borough or tri-state commuters, that figure is much higher.

Yet despite that friction, NYC workers continue to show up in droves. **Monday through Thursday hold above the global average for the same days.** This suggests NYC organizations have likely matured in their hybrid models. The value of in-office interaction remains high, especially in dense, relationship-driven industries like finance, media, and more. Fridays, meanwhile, remain quiet (averaging 33% in 2025), but that's consistent with every major city, and hardly surprising.

Workers may be more willing to make longer commutes if those in-office days are productive, collaborative, and purposeful.

New York has reset the bar. With well-defined anchor days, stronger-than-average occupancy, and a resilient culture despite challenging commutes, NYC stands out as one of the most consistently high-occupancy hybrid cities on the map.

Chicago


2024
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Chicago
Global
38%
48.6%
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Chicago

Chicago stands out as a tale of extremes. While it posts some of **the highest midweek occupancy rates in the world**, Mondays and Fridays remain remarkably quiet. It's clear: Chicagoans are embracing a strong hybrid model with intention.

Even with a stark difference in occupancy between midweek and bookend days, Chicago's in-office occupancy rates hover near the global averages. Most months, Chicago slightly outperforms global benchmarks, including at 59% in March and 54% in June 2025, when many other markets begin to taper off further when nearing spring and summer vacations.

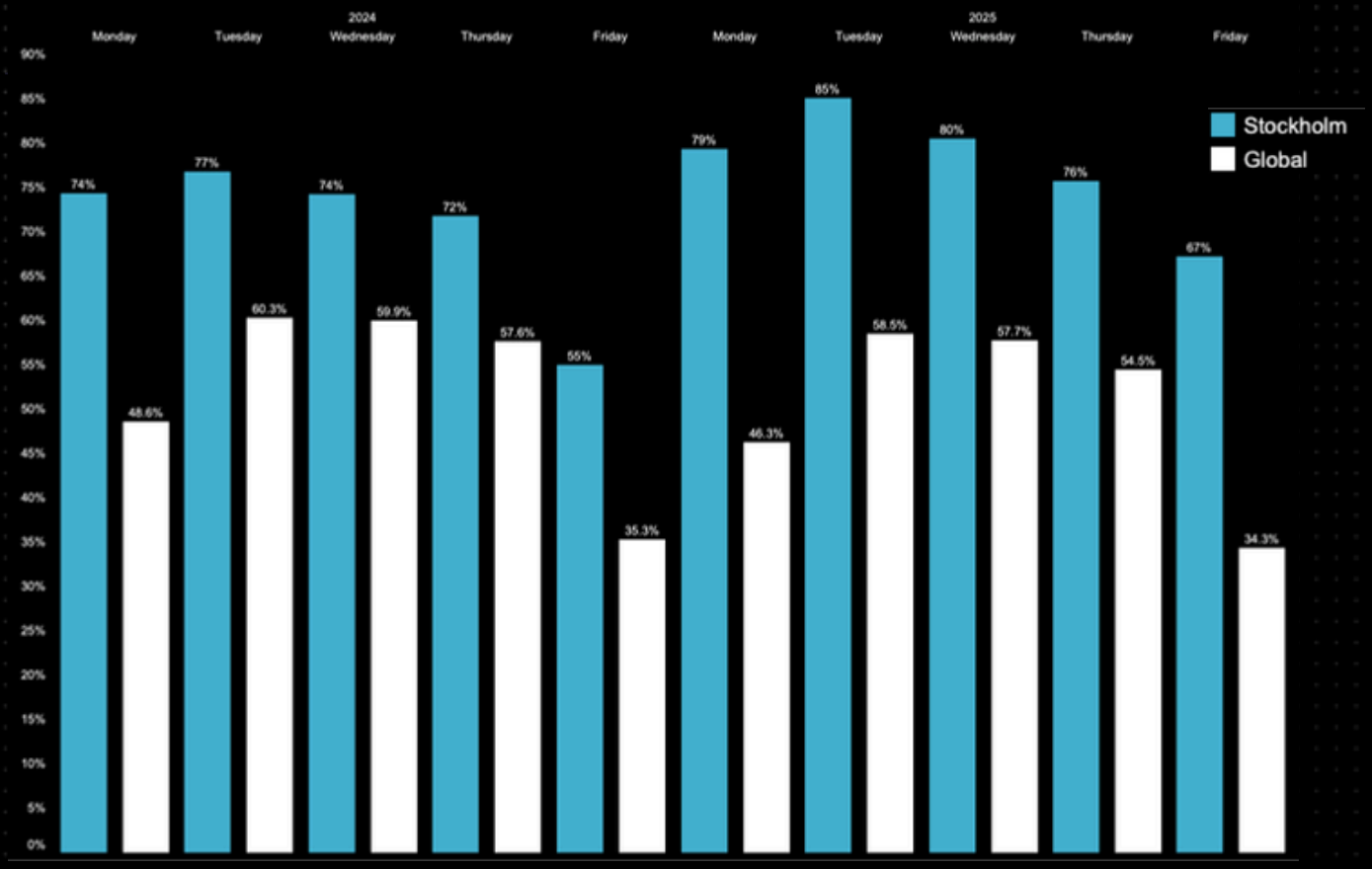
Chicago's Tuesdays and Wednesdays are where the office sees the most buzz: Tuesdays in 2025 average 74% occupancy, compared to a global average of just 59%. Wednesdays clock in at 67%, again well ahead of the global 58%. This suggests **popular anchor days, where employees reliably show up for collaboration-heavy parts of the week**. Mondays and Fridays remain sluggish, both trailing behind global averages.

This pattern is even more interesting when viewed through the lens of commuting. According to the U.S. Census Bureau and Chicago Metropolitan Agency for Planning (CMAP), Chicago's average one-way commute is about 34 minutes, closely mirroring NYC. But unlike cities with extensive subway systems, many Chicago commuters rely on Metra rail lines, carpools or drive themselves. This means **commute decisions are more deliberate and often dictated by weather, traffic, and parking**.

This signals that Chicago workers are **optimizing their commute around days with the highest collaborative value**. Staff are anchoring themselves in office when it truly matters, and staying home when it doesn't.

In short, Chicago's workplace culture is defined by a predictable rhythm with strong midweek presence. With peak days rivaling any major city globally, Chicago proves that hybrid doesn't mean sporadic. The Windy City seems to have found its flow.

Stockholm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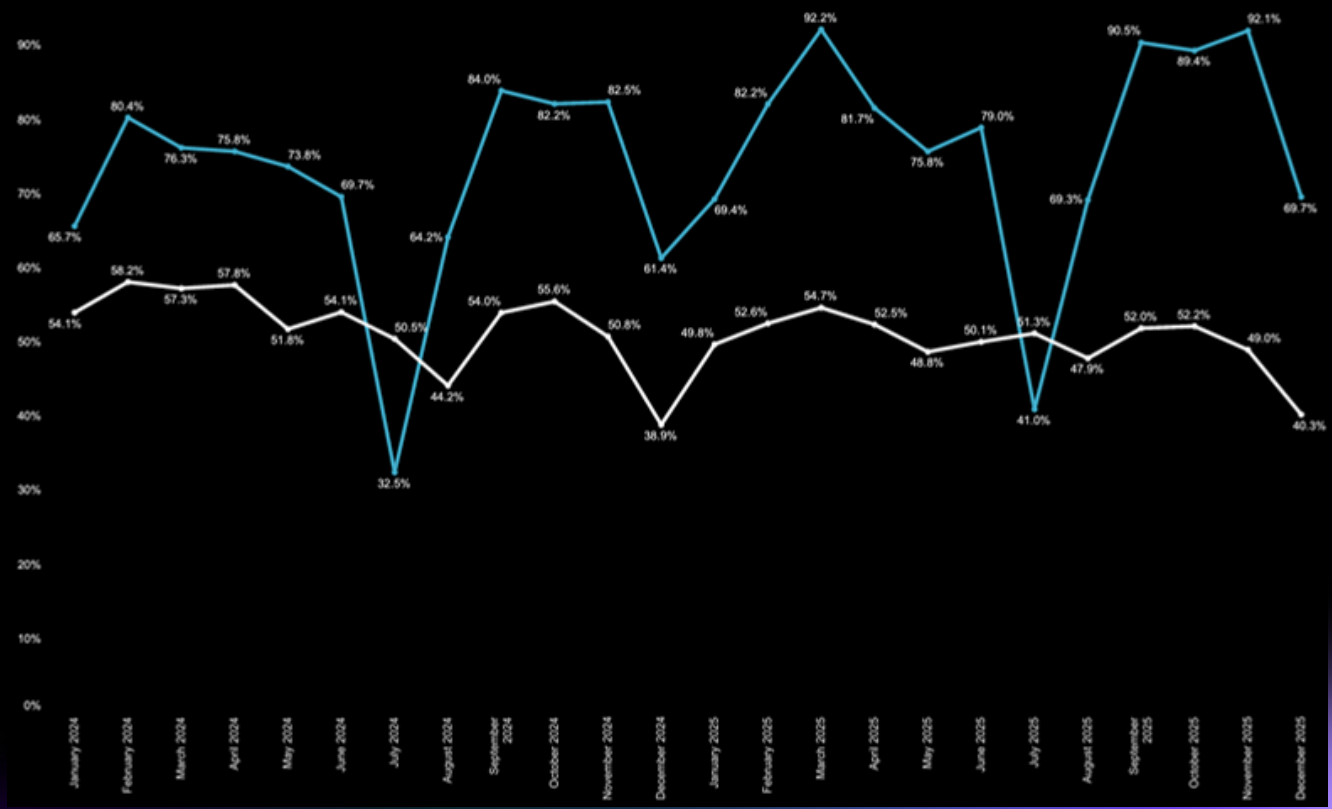
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Stockholm

When it comes to workplace presence, Stockholm is in a league of its own. While many global markets are still stabilizing around office norms, **Stockholm defies expectations with consistently high, and still-rising, office occupancy.**

In March 2025, Stockholm reached a remarkable 92% occupancy rate in our dataset - nearly 40 points above the global average for the same month (55%). This isn't an anomaly: Stockholm has been steadily climbing since early 2024, hitting 79% in June 2025, even as other global rates declined into the summer.

Unlike many cities that show sharp drop-offs on Mondays and Fridays, Stockholm holds strong. **This city shows strong office presence every weekday**. Fridays reach 67% in-office average, compared to a global average nearly half that amount.

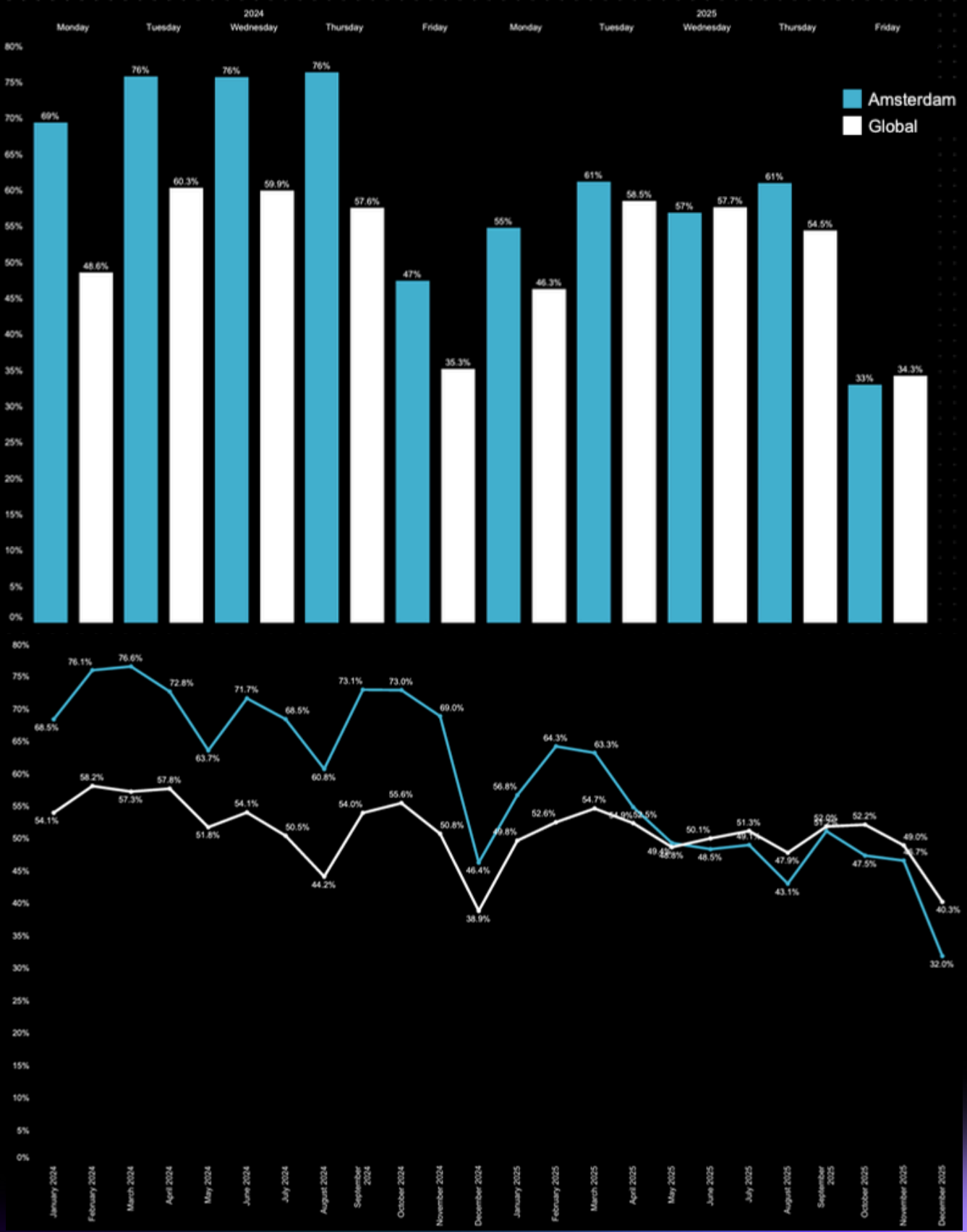
This level of consistency suggests a workplace culture that highly values in-person engagement and benefits from more centralized, accessible urban design. Sweden's capital boasts one of the most efficient and reliable public transportation systems in Europe. According to SL (Storstockholms Lokaltrafik), Stockholm's average commute time is around 35 minutes, and more than 75% of commuters use public transit, including the Tunnelbana (subway), commuter trains, and buses. The city is also well-known for walkability and extensive cycling infrastructure.

Combined, these factors make it easier and more pleasant for employees to get into the office regularly. In addition, Swedish workplace culture often emphasizes structured, scheduled collaboration and early start times, further boosting consistency in office use throughout the week.

The only anomaly to Stockholm's data is the sharp drop in July (41%), which is anchored to annual seasonal patterns we see here every year. Sweden's widely adopted practice of extended summer leave, or sommarstängt (closed for the summer), which functions like a "soft shutdown". There's a general understanding that if you want to get something done over the summer, you're better off waiting until September. Likewise, the Swedish Transport Administration sees peak domestic and international travel out of Stockholm in July.

Aside from that, Stockholm's data tells a story of routine and rhythm. **The city appears to have avoided many of the start-and-stop hybrid debates seen in other markets**. Instead, a well-designed commute, strong workplace norms, and balanced weeklong engagement drive some of the highest occupancy rates in the world.

Amsterdam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Amsterdam

Amsterdam has long been one of the early strongest-performing cities in the occupancy benchmark dataset when it comes to office attendance. In 2024, the city consistently outperformed the global average, by as much as 15+ percentage points in some months.

But in 2025, we're seeing a shift. While Amsterdam remains mostly above the global baseline in the first half of the year, occupancy rates started to fall in the second half. This downward trend continued into August 2025, where rates fell to 43%, even as global numbers remained steady. Amsterdam's office presence appears to be moderating.

Several factors may be contributing to this softening: Amsterdam typically sees a surge in tourism and holiday leave during summer, and with hybrid policies well established, employees may be taking fuller advantage of that flexibility in 2025. **There could also be a saturation point of return-to-office mandates**. Many Dutch employers embraced hybrid early and settled into steady rhythms in 2023–2024. As a result, there may be fewer new policy-driven surges in attendance, unlike in cities still formalizing hybrid approaches.

Further, there could be a shift in hybrid behaviors: Rather than dropping in entirely, some employees may now be choosing shorter office visits or using shared coworking hubs closer to home. This is still productive, but not captured in traditional workplace occupancy measures.

Despite the 2025 dip, Amsterdam still shows strong weekday engagement, especially mid-week and in line with global rates.

Amsterdam's infrastructure continues to support high workplace engagement. Over 60% bike or walk to work, dramatically reducing friction compared to car-heavy cities. Average commute times remain under 30 minutes, supported by extensive train, tram, and cycling networks.

Amsterdam remains a hybrid success story, but 2025 hints at a potential recalibration. Whether driven by summer holidays, employee autonomy, or a rebalancing of hybrid expectations, the city's occupancy rates are less intense but still solid when compared to what we're seeing globally.

Workplace leaders here may consider revalidating hybrid norms, reevaluating space types in demand, or tapping into what's next for employee expectations in an already mature hybrid market.

HubStar

Want to see the same insights for your workplace?

Employees vote with their feet.

But without visibility into occupancy data, you're in the dark as a workplace leader. While other organizations struggle with underutilized meeting rooms, overcrowded collaboration spaces, and employees booking rooms just to find quiet, you could be ahead of the curve.

HubStar H_2O gives you complete visibility into how every desk, room, and space in your workplace is used by unifying data from multiple sources like badge, WiFi and sensors in one place.

Get intelligent recommendations to rebalance occupancy, right size your meeting room mix, reallocate underused areas, and optimize your entire portfolio.

Stop guessing what your workplace needs and start making data-driven decisions that boost employee satisfaction while reducing costs **by up to 40%**.

See what your workplace data can do for you.

H_2O helps forward-thinking organizations use their workplace data to:

- Measure and predict **workplace occupancy**
- **Right size meeting rooms** and reconfigure room types based on usage data
- **Simplify neighborhood space allocation** and management
- Measure the **effectiveness of hybrid work policies**
- Adapt your CRE portfolio to workplace change with **dynamic space planning**

Book a demo

More Resources



If you're figuring out your workplace strategy and wrestling with hybrid challenges, we've got the content to help.

If you'd like to know more about how HubStar can help you achieve everything in this guide and more, please contact a member of our team.

In the meantime, here are some resources you can explore and share with your colleagues.

Read H_2O case study

Watch H_2O explainer

Continue the conversation





Watch On-Demand Webinar

Read Metrics Guide

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