

2018 Access Economy Index: Identifying Opportunities for Short-term Rentals

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Abstracts

Short-term rentals have shown astronomical growth, while regulators by and large grapple to find the best response. The Access Economy Index for Lodging scores destinations based on their potential for short-term rental growth. The Index allows current and prospect short-term rental players to prioritise, allows regulators to identify where they stand, highlights opportunities, but also challenges. It is a first step to a more sustainable and integrated approach towards short-term rentals.

Euromonitor International's 2018 Access Economy Index: Identifying Opportunities for Short-term Rentals global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

Product coverage: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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