

Global Hotels: Catering to a New Traveller

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Date: August 2015

Pages: 45

Price: US\$ 1,325.00 (Single User License)

ID: G4FFD9A9484EN

Abstracts

Strong performances in Asia Pacific, North and Latin America ensured growth of 5% in hotel sales in 2014, despite issues in Western and Eastern Europe. Major hotels had a strong year, as they kept innovating. The past year has seen the continuing rise of peer-to-peer sites, the ongoing increase in Chinese tourists, and millennial travellers taking centre stage. Global hotel chains are aiming to benefit from technological innovations and the introduction of lifestyle, soft and boutique brands.

Euromonitor International's Global Hotels: Catering to a New Traveller global briefing offers an insight into 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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