

Hospitality Front and Centre

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Abstracts

The hospitality sector is being transformed as a result of the global pandemic, with consumers demanding heightened cleanliness and safety measures, purpose-driven services and products, bespoke experiences and overall more responsible business operations supportive of social and environmental causes globally. Enhanced engagement throughout the whole customer journey and improved loyalty platforms therefore play an important role in attracting repeat business and diversified customer base. ...

Euromonitor International's Hospitality Front and Centre 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 and Experiences, Lodging, Online Travel and Intermediaries, Tourism Flows, Travel Modes.

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

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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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