

Hotels and Technology: Taking Stock and Looking Ahead

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Abstracts

Hotel usage of consumer-facing technology is changing, as modern travellers are changing their demands. With increasing competition from online travel agents and peer-to-peer platforms, hotels are forced to innovate continuously. This report analyses the need for hotels to innovate and use technology, and discusses best practices undertaken by hotel chains. Recommendations are provided, as further innovation is needed to keep up with consumer expectations.

Euromonitor International's Hotels and Technology: Taking Stock and Looking Ahead 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.

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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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