

# Lodging (Destination) in Thailand

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## Abstracts

Lodging in Thailand continued to bounce back in 2023, with the number of room nights in hotels exceeding pre-pandemic levels. This buoyancy of demand allowed certain hotels to raise their room prices, as they were confident about attracting more international travellers. Minor Hotels, for example, hiked its average daily room rate by 15% in a bid to increase revenue and to reduce the impact of high labour and energy costs. The hotel group targets upscale clients who, according to the company, wo...

Euromonitor International's Lodging (Destination) in Thailand report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

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

Why buy this report?

Get a detailed picture of the Lodging (Destination) 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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