

# Lodging (Destination) in Bulgaria

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## Abstracts

In 2022, lodging continued to recover from the Coronavirus (COVID-19)-induced slump, although retail current value sales are set to remain well below the pre-pandemic level at the end of the review period. Online value sales continue to outperform offline value sales due to the ongoing expansion of e-commerce and mobile-enabled sales points. Despite the slump in retail current value sales of lodging in 2020, and only partial recovery over 2021 and 2022, the number of lodging outlets continues to...

Euromonitor International's Lodging (Destination) in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, 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 2026 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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