

Lodging in Western Europe

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Date: November 2022

Pages: 56

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

ID: L8E08F50F13EN

Abstracts

Lodging was continuing its gradual recovery in Western Europe in 2022. While value growth was dynamic in this year, as in 2021, sales are still some way short of their pre-pandemic levels, given the size of the losses seen in 2020 due to the various COVID-19 restrictions introduced across the globe. The key to a full recovery is likely to lie in the wholesale return of business travellers as well as big-spending tourists from important source markets like China or the US.

Euromonitor International's Lodging in Western Europe 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: Booking, Car Rental (Destination), In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

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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