

# Travel Accommodation in Mexico

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## Abstracts

In 2013 demand for accommodation led occupancy rates to see an increase of 5% when compared to previous year in all regions and an increase of 14% in average daily rates. Mexico City saw the highest occupancy rate of 65%, which increased from 63% in 2012 and the Yucatan Peninsula had 61% occupancy, which also surpassed the 58% seen in the previous year. Some of the cities with higher occupancy growth rates were: Celaya (Guanajuato) with 30%, Nuevo Vallarta (Nayarit) 23%, Salamanca (Guanajuato)...

Euromonitor International's Travel Accommodation in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, 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 2018 illustrate how the market is set to change.

**Product coverage:** Travel Accommodation by Category, Travel Accommodation by Channel.

**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 Accommodation 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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