

World Market for Lodging

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Date: February 2024

Pages: 48

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

ID: WD668E89C34FEN

Abstracts

Global lodging sales surpassed pre-pandemic levels for the first time in 2023. Consumers' eagerness for travel has driven a strong recovery across all global regions. The growth of luxury travel and short-term rentals will be an important factor in driving additional growth for the industry. Several challenges are also facing the industry, however, including the impact of climate change on travel patterns and consumers' fast-evolving expectations for loyalty programmes.

Euromonitor International's World Market for Lodging 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, 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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Top Five Trends Shaping the Industry

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