

# **United States Hotels, Resorts, and Cruise Lines Market By Type (Hotels, Resorts, Cruise), By Booking Mode (Direct Booking, Online Travel Agents And Travel Agencies (OTAs), Marketplace Booking), By Region, Competition Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

The United States Hotels, Resorts, and Cruise Lines Market was valued at USD 345.96 billion in 2024 and is projected to reach USD 513.45 billion by 2030, growing at a CAGR of 6.86% during the forecast period. The market's expansion is driven by the resurgence of leisure and corporate travel, increasing domestic and international tourism, and evolving traveler expectations. The adoption of digital solutions such as mobile check-in, contactless concierge services, and smart room features has elevated the guest experience, boosting satisfaction and repeat bookings. The rise of boutique and lifestyle hotels catering to niche consumer segments has further diversified the market. Moreover, a rebound in air travel and an influx of foreign visitors have positively impacted occupancy rates across hotels, resorts, and cruise lines. According to the American Hotel and Lodging Association, the U.S. offers approximately 5.3 million guest rooms and records 1.3 billion guest nights annually. The U.S. Travel Association also noted a 24% increase in international arrivals in 2024, strengthening the demand across the hospitality sector.

## **Key Market Drivers**

### **Growing Consumer Demand for Travel Experiences**

A key driver of growth in the U.S. Hotels, Resorts, and Cruise Lines Market is the

increasing consumer preference for unique and immersive travel experiences. Modern travelers, especially millennials and Gen Z, are prioritizing meaningful experiences over material possessions. Hotels and resorts are responding with tailored offerings such as wellness retreats, cultural immersion, and gourmet experiences. Luxury resorts now focus on personalization, enabling guests to connect with nature or local traditions. Cruise lines are introducing specialized voyages—from adventure-based itineraries to wellness-focused or cultural expeditions—that cater to evolving traveler interests. Post-pandemic travel recovery has also intensified the desire for memorable getaways, with many consumers seeking accommodations that combine leisure, entertainment, and exclusive experiences. High-end establishments are increasingly delivering bespoke services to appeal to affluent clientele, contributing significantly to the market's momentum.

## Key Market Challenges

### Labor Shortages and Staffing Challenges

A major challenge affecting the U.S. Hotels, Resorts, and Cruise Lines Market is the ongoing labor shortage. The hospitality sector continues to struggle with recruiting and retaining qualified staff, especially in operational roles such as front desk, housekeeping, and food services. The workforce disruption caused by the COVID-19 pandemic led to an exodus of workers, many of whom have not returned. This has forced some businesses to rely on temporary hires or limit service offerings, impacting customer satisfaction. For premium hotels and cruise lines, service quality is critical, and staffing gaps can hinder the overall guest experience. Companies are responding with higher wages, flexible schedules, and improved work conditions to attract talent. However, staffing remains a critical concern, requiring innovative workforce strategies to ensure service excellence while controlling operational costs.

## Key Market Trends

### Rise of Wellness and Health-Focused Travel

A leading trend in the U.S. Hotels, Resorts, and Cruise Lines Market is the growing popularity of wellness and health-oriented travel. As consumers increasingly prioritize well-being, demand has surged for travel experiences that support physical and mental health. Hotels and resorts are incorporating wellness amenities such as yoga sessions, fitness centers, spa therapies, and nutritious dining options. Dedicated wellness retreats offering personalized programs for stress relief, fitness, and rejuvenation are gaining

traction. Cruise lines are also adapting by providing wellness-focused voyages that include onboard exercise classes, healthy menus, and holistic services. This trend has accelerated post-COVID as travelers seek restorative experiences. The continued emphasis on health and self-care is shaping travel preferences, positioning wellness tourism as a central growth area in the luxury hospitality segment.

### Key Market Players

Marriott International, Inc.

Hilton Worldwide Holdings Inc.

Wyndham Hotels & Resorts

Accor S.A.

InterContinental Hotels Group (IHG)

Four Seasons Hotels and Resorts

Banyan Tree Holdings Limited

Hyatt Hotels Corporation

American Cruise Lines

Carnival Cruise Line

### Report Scope:

In this report, the United States Hotels, Resorts, and Cruise Lines Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Hotels, Resorts, and Cruise Lines Market, By Type:

Hotels

Resorts

Cruise

United States Hotels, Resorts, and Cruise Lines Market, By Booking Mode:

Direct Booking

Online Travel Agents And Travel Agencies (OTAs)

Marketplace Booking

United States Hotels, Resorts, and Cruise Lines Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Hotels, Resorts, and Cruise Lines Market.

Available Customizations:

United States Hotels, Resorts, and Cruise Lines Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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