

Lodging (Destination) in Colombia

Market Direction | 2022-09-28 | 20 pages | Euromonitor

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Report description:

Hotels overall is rising in terms of room nights, number of rooms and sites/outlets in 2022, though has not yet reached pre-COVID-19 levels. Budget, mid-market, luxury and upscale hotels have all been rising in terms of sites/outlets since the beginning of the review period. And short-term rentals is also rising in 2022, in terms of both listings and sites/outlets - though is not yet at 2019 levels.

Euromonitor International's Lodging (Destination) in Colombia 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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Lodging (destination) sees healthy rises in 2022, while Decree opens up opportunities for new players to enter the competition

Four Seasons brand maintains overall lead in hotels in 2022, while players invest more heavily in eco-friendly solutions

PROSPECTS AND OPPORTUNITIES

Glamping trend to gain traction and possibly threaten luxury hotels

Digitalisation trends push sales to direct suppliers and players to innovate

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