

Lodging (Destination) in Germany

Market Direction | 2022-11-09 | 21 pages | Euromonitor

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Report description:

Although the development of the hospitality industry has been irregular and unequally distributed depending on area and type of lodging, growth recorded by the category continues to improve in 2022, with current value sales gradually moving towards pre-pandemic levels. While occupancy rates remain lower when compared to 2019, certain factors are contributing to a more positive performance for lodging, despite fewer guests as prices increase. Furthermore, the average stay duration is being extend...

Euromonitor International's Lodging (Destination) in Germany 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

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
November 2022

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Hotel occupancy rates notably improve in 2022

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