

Lodging (Destination) in Indonesia

Market Direction | 2022-09-06 | 23 pages | Euromonitor

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Report description:

Hotels overall in Indonesia saw strong, post-pandemic improvements in early 2021, before the Delta variant spread rapidly in mid-2021. There were still restrictions prohibiting travel during Eid, however. Faced with still relatively low demand due to the absence of foreign tourists from Indonesia for much of 2021 and into 2022, many of the country's hotels have reduced room rates in an effort to stimulate sales. With room rates at many hotels below the typical average throughout 2021, occupancy...

Euromonitor International's Lodging (Destination) in Indonesia 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.

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Though improvements continue room occupancy rates are still low in 2022, and staycation trend maintains hold

Diversified strategies necessary for continued growth for hotel players

PROSPECTS AND OPPORTUNITIES

Though rise in domestic tourism will slow as outbound travel picks up pace, focus on local travellers will continue to influence development in lodging over the forecast period

OTAs see rising interest, while several lodging players work to encourage consumer shift to offline bookings

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