

## **Lodging (Destination) in Brazil**

Market Direction | 2023-09-01 | 19 pages | Euromonitor

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### **Report description:**

After two challenging years due to the pandemic and uncertainties in the industry in early 2022 following the emergence of a new variant of COVID-19, the hotel sector in Brazil is experiencing a positive outlook, especially from the second half of 2022. 2023 is witnessing the consolidation of recovery for hotels, reaching pre-pandemic levels of occupancy, driven by the revival of domestic tourism and business travel. Nevertheless, although the occupancy indicators are positive, players are still...

Euromonitor International's Lodging (Destination) in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2018-2022, 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 2027 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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Euromonitor International  
September 2023

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#### 2023 DEVELOPMENTS

Hotels show recovery in terms of occupancy, but face challenges in terms of value recovery

Long-term rentals gaining space, facilitated by short-term rental platforms, but still face setbacks

#### PROSPECTS AND OPPORTUNITIES

As travellers become more connected, the trend in lodging is towards greater investment in media presence and technological tools

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