

Lodging (Destination) in France

Market Direction | 2023-09-01 | 22 pages | Euromonitor

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Report description:

Lodging fared better in 2022 than had been expected and continues to perform well in 2023. 2020 and 2021 were a disaster for the hotel industry, with occupancy rates of 38% and 48% respectively, according to INSEE - French official statistics. The improvement started in the middle of 2022 with the year ending with an occupancy rate of 60%, barely more than a couple of percentage points below the annual scores from 2017 to 2019. This correlated with the number of room nights that was already not...

Euromonitor International's Lodging (Destination) in France 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.

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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AccorHotels showing ambition with significant investments being made in building and expanding its business

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Paris Games 2024 set to maximise bookings while players set to focus on upscale and luxury hotels
Short-term rentals threatened by possible legislative changes in France as pressure grows for the government to take action

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