

Lodging (Destination) in China

Market Direction | 2023-09-04 | 19 pages | Euromonitor

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Report description:

Mid-market hotels continue to gain share as consumers trade up in terms of spending on accommodation, such as moving away from unrated or budget to mid-market options. This is being driven by increasing awareness of health and safety accelerated by the pandemic. In context, mid-market hotels are expected to account for close to 20% of hotel outlet numbers in China over 2023, compared to approximately 10% in 2019.

Euromonitor International's Lodging (Destination) in China 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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