

**Lodging (Destination) in China**

Market Direction | 2024-09-12 | 19 pages | Euromonitor

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**Report description:**

Hotels is set to see another strong year in China in 2024, continuing its rebound in retail current value terms, although will be unable to return to the pre-pandemic (2019) level of sales. Nevertheless, the category continues to benefit from the release of pent-up demand after the pandemic, with travellers taking more overnight trips. The year-on-year value growth has to some extent been driven by the ongoing expansion of hotel outlets. For example, Shanghai Jinjiang's number of hotels nearly d...

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 2019-2023, 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 2028 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 2024

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