

United States Hotels Market By Price Range (Economy, Midscale, Luxury), By Ownership Model (Independent Hotels, Chain Hotels), By Booking Mode (Direct Booking, Online Travel Agent & Agencies, Marketplace Booking), By Region, Competition Forecast & Opportunities, 2020-2030F

Market Report | 2025-04-30 | 83 pages | TechSci Research

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Report description:

Market Overview

The United States Hotels Market was valued at USD 263.21 billion in 2024 and is projected to reach USD 395.79 billion by 2030, growing at a CAGR of 7.10% during the forecast period. Evolving consumer preferences and shifting travel trends are significant drivers propelling market growth. Over the past decade, changing traveler expectations have prompted the hotel industry to innovate and adapt. Modern guests increasingly prioritize personalized experiences, placing a strong emphasis on convenience, comfort, and value. Millennials and Gen Z travelers, in particular, are reshaping the market landscape by driving demand for boutique, design-centric, and experience-oriented accommodations, resulting in the rapid proliferation of lifestyle hotel brands. This digitally native demographic also expects advanced technological amenities, making features such as mobile check-in, smart room technologies, and contactless payment options essential components of the contemporary hotel experience.

Key Market Drivers

Increased Travel Demand

A major driver for the growth of the United States Hotels Market is the resurgence in travel demand. Both domestic and international travel have experienced strong recovery post-pandemic, fueled by pent-up demand for leisure trips, business travel, and conferences. The reopening of international borders, easing of travel restrictions, and the widespread availability of online booking platforms have further accelerated this rebound. Consumer behavior has shifted toward more frequent travel for both leisure and business purposes, enhancing hotel occupancy rates and increasing demand for premium services. The U.S. remains a top destination for international tourists, attracted by its iconic landmarks, cultural hubs, vibrant urban centers, and scenic national parks. The hospitality sector has benefitted significantly from this influx, resulting in rising Average Daily Rates (ADR) and

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higher revenues. Hotels have responded by upgrading amenities, expanding service offerings, and launching attractive packages to cater to a wide array of travelers. Additionally, competition from the short-term rental market has prompted hotels to match the comfort and personalized service expectations of today's travelers, further advancing market growth.

Key Market Challenges

Labor Shortages and Rising Operational Costs

The United States Hotels Market faces significant challenges stemming from persistent labor shortages and rising operational costs. Since the COVID-19 pandemic, the hospitality sector has struggled to recruit and retain sufficient staffing levels. Many former workers exited the industry due to layoffs, health concerns, or the pursuit of opportunities in sectors offering better wages and job stability. Despite the resurgence in demand, workforce shortages remain acute, affecting service quality and guest satisfaction. To attract talent, hotels have been compelled to offer higher wages, signing bonuses, and enhanced working conditions, which, in turn, elevate operational expenses. Inflation and ongoing supply chain disruptions have further intensified cost pressures. Staffing challenges are particularly severe in key areas such as housekeeping, food and beverage operations, and front desk services, where shortages directly impact the guest experience. Some hotels have been forced to limit services or amenities to maintain operational viability, potentially affecting their competitive standing in a highly demanding market environment.

Key Market Trends

Technology Integration and Smart Hotel Experiences

Technology integration is emerging as a defining trend in the United States Hotels Market, driven by guest expectations for greater convenience, personalization, and contactless service. Hotels are increasingly implementing digital solutions such as mobile check-in/check-out, smartphone-based keyless room entry, and voice-activated room controls. Artificial Intelligence (AI) and data analytics are also becoming pivotal, with AI-powered chatbots managing guest inquiries and bookings while allowing hotel staff to focus on personalized service. Data-driven personalization enables hotels to tailor recommendations, services, and room settings to individual guest preferences, significantly enhancing loyalty and satisfaction. Moreover, features initially introduced during the pandemic-such as automated kiosks, app-based service requests, and contactless payment systems-have now become standard guest expectations. High-speed internet, smart TVs, and integrated digital entertainment solutions have become essential amenities, particularly for business travelers and younger guests. Hotels that invest in smart technologies are securing a competitive advantage by appealing to the new generation of digitally savvy travelers.

Key Market Players

- Marriott International, Inc.
- Radisson Hotel Group
- Accor
- Rosewood Hotel Group
- Hilton Worldwide
- Hyatt Hotels Corporation
- Kimpton Hotels & Restaurants
- Belmond Management Limited
- Wyndham Hotel Group, LLC
- Ace Hotels

Report Scope:

In this report, the United States Hotels Market has been segmented into the following categories, in addition to industry trends detailed below:

- United States Hotels Market, By Price Range:
 - o□Economy
 - o□Midscale
 - o□Luxury
- United States Hotels Market, By Ownership Model:
 - o□Independent Hotels

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- o Chain Hotels

- United States Hotels Market, By Booking Mode:

- o Direct Booking

- o Online Travel Agents & Agencies

- o Marketplace Booking

- United States Hotels Market, By Region:

- o South

- o West

- o Midwest

- o Northeast

Competitive Landscape

Company Profiles: Detailed analysis of major players operating in the United States Hotels Market.

Available Customizations:

With the given market data, TechSci Research offers report customizations tailored to a company's specific needs. The following customization options are available:

- Detailed analysis and profiling of additional market players (up to five).

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