

The International Hotel Industry - March 2017

Report Price: £1495.00 | \$1857.54 | €1749.30

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“There is an increasing blurring of the lines in the lodging sector between hotels and alternative accommodation, such as peer-to-peer rentals, serviced apartments, hostels, etc.”

- Jessica Kelly, Senior Leisure Analyst

This report looks at the following areas:

- What are the key issues currently facing the hotel industry?
- How will the increasingly volatile and unpredictable political environment impact the hotel industry going forward?
- How will rising interest rates impact hotel values?
- What are the trends and who are the players in the world’s major hotel markets?
- Is the hotel cycle peaking?
- How are the major chains confronting the sharing economy?
- What are hotels and chains doing to attract more direct bookings?
- Why has there been such a proliferation of hotel brands?
- What are the prospects for the biggest integrated hotel chains?

AccorHotels has plunged head first into the alternative accommodation space with their 2016 acquisition of onefinestay and their newly launched Jo & Joe brand. Choice Hotels has dipped a toe into alternative accommodation with their holiday-rentals platform and the Spanish hotel group Room Mate has embraced the sharing economy wholeheartedly with its Be Mate offering that provides hotel services in rented apartments. More hotel chains are likely to follow this trend in the coming months and years. At the same time, there is a realisation that product quality and reliability need to be enhanced in the accommodation-rental sector if the likes of Airbnb are going to succeed in broadening their customer base to attract upmarket leisure travellers and corporate managers.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Upper upscale

Le Meridien Hotels & Resorts

Renaissance Hotels

Westin Hotels & Resorts

Tribute Portfolio

Sheraton Hotels & Resorts

Marriott Hotels

Autograph Collection

Design Hotels

Marriott Executive Apartments

Delta Hotels & Resorts

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Upscale

AC Hotels by Marriott

Aloft

Element

Gaylord Hotels

SpringHill Suites

Courtyard by Marriott

Four Points by Sheraton

Residence Inn by Marriott

Midscale

Fairfield Inn & Suites

Moxy Hotels

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TownePlace Suites

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Hotel Indigo

Even

HUALUXE

Crowne Plaza

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The Sebel Hotels and Apartments

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Boosting revenue in a difficult environment

Backed by AccorHotels founder

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