

## Hotels - UK - October 2013

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“Hotels increasingly live and die by online customer review and those who succeed will need a high-definition, bang-up-to-date offering. Peer-to-peer rental alternatives like Airbnb are a growing and potentially major threat in many cities both in the UK and worldwide. Hotels without a clear and distinct offering will find it increasingly tough and risk becoming mired in mid-table mediocrity.”  
 – John Worthington, Senior Analyst

### This report looks at the following areas:

- What is the Olympic legacy for UK hoteliers?
- How significant is mobile booking for hoteliers?
- How important is technological innovation for hotels?
- How important is online peer-to-peer influence in choosing a hotel?

Despite economic pressures, the number of UK hotel stays rose by 3% in 2012, with growth expected for 2013. Increased demand for domestic short breaks, inbound leisure trips boosted by the long-term weakness of the Pound and a strong London market have been plus factors, although business travel has yet to fully recover.

The market is also seeing a steady growth in room supply and the rising penetration of branded chains in what has, historically, been an industry with a large number of independently owned properties. Meanwhile, the internet is opening up a new world of peer-to-peer rental alternatives competing in many of the urban locations in which hotels have enjoyed supremacy.

This report analyses market trends, size and growth, looks at leading hotel groups and current innovation, and includes Mintel's exclusive research investigating consumer perceptions of leading hotel brands, hotel usage and frequency of stay, important factors in choosing a hotel and attitudes. Mintel last reported on this market in Hotels – UK, October 2012.

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