

Hotel Alternatives - US - July 2019

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This report looks at the following areas:

- Takeaway 1: Hotel alternatives have a bright future
- Takeaway 2: Safety and loyalty programs are issues for hotel alternatives
- Takeaway 3: Branding is important



"Non-hotel lodging choices available to travelers have become a juggernaut in the travel industry. Younger, experience-minded travelers jumped on early, and remain strongest supporters. While hotel alternatives are attractive to young travelers and grown-up early adopters, they have to start filling the gaps in satisfaction to prevent their fans from aging out of alternatives."

- Mike Gallinari, Travel &

Leisure Analyst

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