

# Hotels - US - June 2019

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## This report looks at the following areas:

Travelers feel that hotels are a vital part of vacations, and with brands expanding their portfolios, new players entering the industry, and the line between hotelier and homeshare provider blurring, branding is becoming more important to success.

- Hotel choice relies on experience
- Emerging travelers aren't connecting with brands
- Homeshares are popular among younger travelers, parents



"The hotel market is strong, estimated to garner \$265.8 billion in revenue in 2019, and showing strong numbers in occupancy rate, average daily rate (ADR) and revenue per available room (RevPAR)."

– Mike Gallinari, Travel & Leisure Analyst

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