

The International Hotel Industry - September 2019

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This report looks at the following areas:

- What are the key issues facing the hotel industry now?
- Which are the biggest hotel chains and what are their prospects?
- What are the main trends regarding hotel distribution?
- How are short-term accommodation-rental platforms impacting the hotel industry?
- Which are the newest hotel brands?
- What are the latest developments regarding M&A (mergers & acquisitions) in the hospitality sector?

This report provides an overview and update about the worldwide hotel business. After reviewing major hotel markets in terms of capacity and hotel chain penetration, the report discusses six key issues currently impacting the sector. In a following section, recent merger and acquisition activity in the sector is presented. Next, the top ten hotel chains in the world, according to the number of branded rooms are profiled. In a final section, ongoing and future trends are outlined and discussed.



“Convergence is the way forward. Conventional hotel chains are entering the home-rental arena (for example Accor’s purchase of onefinestay and Marriott’s launching of Homes & Villas), as well as the hostel sector, as evidenced by Accor’s Jo&Joe brand and Hilton’s recent launching of Motto, a hybrid hotel concept that offers linking rooms.”

– Jessica Kelly, Senior Tourism Analyst

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