

International Hotel Industry - June 2013

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“The four major BRIC countries (Brazil, Russia, India and China) continue to be targeted for hotel chain expansion, but the Chinese market is beginning to look saturated, especially in the upscale to luxury sector. India and Brazil have substantial growth potential and Russia has the biggest development pipeline in Europe.”
- Jessica Rawlinson, Senior Tourism Analyst

In this report we answer the key questions:

- Why are hotel chains expanding into emerging markets?
- Who's innovating?
- How are hotel deals being financed?
- What impact does distribution have on hotels?
- What issues have arisen from Frequent-guest schemes?

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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