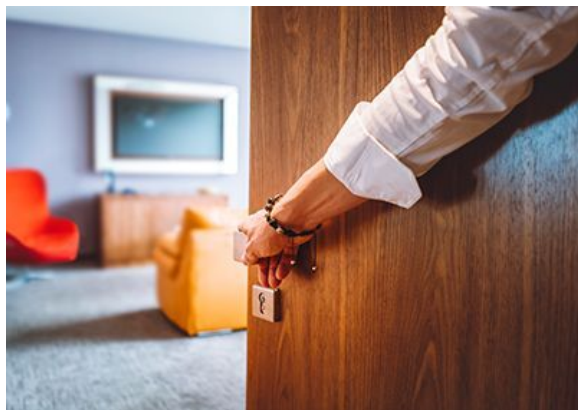


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“There is relatively little new product development in the mid-market tier where brands tend to be weaker and less differentiated, and risk being squeezed between the more dynamic economy and upscale sectors. However, demand for mid-market hotels remains strong and many consumers are willing to pay ‘a bit extra’ for an enhanced level of experience.”

– **John Worthington, Senior Analyst**

This report looks at the following areas:

- Engaging the Airbnb generation
- Luxury/budget polarisation amongst Millennial travellers
- Mix-and-match guests
- Personalisation is the key to loyalty
- Embracing wellness trends

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