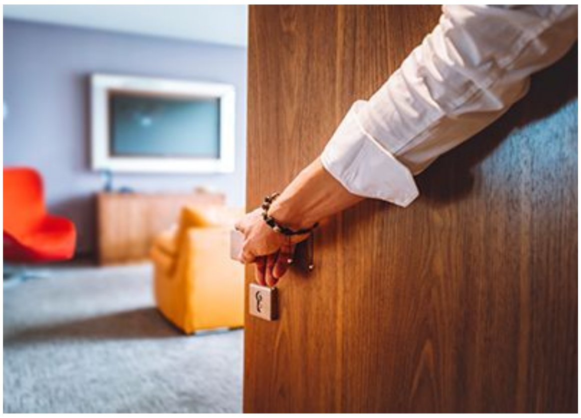
Hotels - UK - November 2018

Report Price: £1995.00 | $2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"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**

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Hotels - UK - November 2018

Report Price: £1995.00 | $2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Companies and Brands – What You Need to Know

Market Share

Brand Research