

Lodging - US - 2023

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This report looks at the following areas:

- How inflation has affected the choices travelers make in accommodations
- The in-room amenities hotel guests value most
- How short-term rental brands can differentiate from one another and from hotels
- What makes all-inclusive resorts appealing
- What travelers want from accommodations, beyond an over-night stay

Inflation weighs heavily on travelers' minds, pushing them toward lower-cost lodging options; however, 61% of accommodations guests, nevertheless, say they'd be willing to pay an upcharge to select a specific room. This attitude reflects how travelers perceive value. Cost is important, but if a property can alleviate the stress of travel and provide the experience travelers are looking for, they will feel the additional cost is justifiable.

COVID-19 was especially tough on the accommodations sector, but travel demand has since bounced back, providing welcome relief for hoteliers. However, many properties remain understaffed, which can make it difficult to address the needs of guests. A recession would be challenging for the hotel industry, but homeshares and vacation rentals may struggle even more, as they are not only working to establish their value proposition over hotels but also trying to differentiate from each other.

Travelers have a simple and overarching demand of travel providers: make the trip as stress-free as possible. Previous experience is a key factor driving choice to revisit a property; strengthening a customer base comes down to providing what lodging is at its core – hospitality.



"Accommodations are back! Industry revenue and profits have recovered despite only domestic leisure travel fully getting back to pre-pandemic levels. Still, properties will need to increase their occupancy, and they'll have to entice a travel population focused on value, ease and control."

- Mike Gallinari, Senior Travel & Leisure Analyst

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