

Hotels - US - October 2014

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“The relatively stable and growing economy of the past couple of years has given consumers the confidence to resume taking vacations and overnight trips. However, competitors to traditional lodgings, like airbnb.com, have emerged that can both threaten the existing players and grow the overall market.”

– Fiona O'Donnell, Category Manager – Multicultural, Lifestyles, Travel and Leisure

This report looks at the following areas:

- Will home sharing affect revenues?
- How important are Hispanics to future growth in the market?
- Are hotels missing an opportunity with frequent hotel guests?

Mintel forecasts that, by 2019, the hotels market will increase by 20%. The drivers of demand are mostly positive. The number of domestic leisure and business trips are forecast to increase, as are the number of international visitors to the US. Economic drivers, like disposable income and the employment level, are also favorable. Competition is stiffening, however, with services like Airbnb starting to make inroads (especially for budget and economy hotel properties), and the market is evolving.

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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

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