

Hotel Alternatives - US - July 2019

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"Non-hotel lodging choices available to travelers have become a juggernaut in the travel industry. Younger, experience-minded travelers jumped on early, and remain strongest supporters. While hotel alternatives are attractive to young travelers and grown-up early adopters, they have to start filling the gaps in satisfaction to prevent their fans from aging out of alternatives."

- **Mike Gallinari, Travel & Leisure Analyst**

This report looks at the following areas:

- **Takeaway 1: Hotel alternatives have a bright future**
- **Takeaway 2: Safety and loyalty programs are issues for hotel alternatives**
- **Takeaway 3: Branding is important**

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DID YOU KNOW?

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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Company Financials

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Company Financials

OYO

Sonder

Kampgrounds of America (KOA)

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Wellness tourism give alts a leg up

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Airbnb is the industry leader

Younger travelers get to stay in alternatives, older ones have to

The proof is in the pudding

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