

## Hotel Groups - World

### Market Analysis – 2015-2020 Trends – Corporate Strategies

*Publication date: September 2015*

**Exclusive extracts from this 235 page-long report:**

#### - **What is the business?**

This report analyses the dynamics of leading companies in the global accommodation industry, focusing primarily on leading global hotel chains (Hilton, InterContinental...), and, to a lesser degree, on independent hotel groups and digital hotel booking intermediaries (OTAs such as Expedia, C2C room booking platforms such as Airbnb, etc.). [...]

#### - **Who are the key players?**

InterContinental, Accor, Hilton, Marriott and Starwood are the leading hotel chain groups worldwide, encompassing 30% of the total branded existing room supply (or 15.9% of total global rooms), and 65% of rooms under development (planned or under construction). [...]

Companies analysed in the report include: **NH HOTEL, REZIDOR, HYATT HOTELS, MARRIOTT INTERNATIONAL, MELIA HOTELS, ACCOR HOTELS, HOME INNS, STARWOOD HOTELS & RESORTS, HILTON WORLDWIDE, MANDARIN ORIENTAL, WYNDHAM WORLDWIDE, INTERCONTINENTAL, AIRBNB and EXPEDIA.**

#### - **How intense is competition?**

The advent of Internet has brought about stronger competition in the hotel industry. First, there are an increasing number of companies that play a role in the industry: in addition to traditional distribution channels (tour operators), hotel groups must deal with online travel agencies, large online portal and search companies, travel metasearch engines, travel content sites and mobile applications including traveller review sites, as well as e-commerce players (Amazon, e-Bay, Google...). Second, technology has facilitated the development of diverse online platforms that encourage visitors to plan their own trips, with the new generation of travellers being more independent and flexible in their destination choice, particularly for leisure purposes. This results in increased price competition. [...]

#### - **What are the main markets?**

Emerging countries have been behind growth in both international tourist arrivals and international tourism expenditures over the last few years. Continued middle-class growth, especially in Asia, will greatly increase tourism demand, thereby benefiting the hospitality industry. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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