

The Global Luxury Hotels Market To 2018



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SUMMARY

The global luxury hotels market's performance has recovered from the slowdown recorded at the beginning of the historic period (2009–2013) due to the financial crisis and recession. Overall, growth was recorded in the four markets – Americas, Asia–Pacific, Europe, Middle East and Africa – across all key performance indicators (KPIs) during the historic period. Growth is expected to continue over the forecast period (2014–2018) supported by the rise in tourism flows and expenditure.

According to Travel and Tourism intelligence center (Travel and Tourism IC) analysis based on 40 countries around the world, the US was the leader in the luxury hotel market in terms of both revenue and number of establishments.

A large number of deals were recorded in the global luxury hotel market during the historic period, which is a means for hotel operators to improve profitability and remain competitive. Due to limited scope of expandability in mature markets in North America and Europe, several leading hotel operators from these regions are trying to expand their business in Asia–Pacific, Africa, and South and Central America by entering into joint ventures and partnerships to develop new hotels and benefit from the growing demand for accommodation in these emerging markets.

SYNOPSIS

The report provides detailed market analysis, information, and insights, including:

- Historic and forecast revenue of global luxury hotels market covering 40 countries
- Detailed analysis, region-wise (Americas, Asia-Pacific, Europe, Middle East & Africa), of luxury hotels' key performance indicators such as the number of hotel establishments, number of rooms, occupancy rate, room nights available, room nights occupied, average room revenue per available room, average room revenue per occupied room, average total revenue per available room, total room revenues, total non-room revenues, total revenues, and number of guests for the historic and forecast periods
- Brief analysis of global luxury hotels market and the present scenario
- Detailed analysis of the market trends in key luxury hotels' markets

REASONS TO BUY

- Make strategic business decisions using historic and forecast market data related to the global luxury hotels market
- Understand the key market trends and growth opportunities in the global luxury hotels market
- Gain strategic insights on the leading global luxury hotels

1 GLOBAL LUXURY HOTELS KPIS – THE AMERICAS

- A large number of the leading global luxury hotel chains are based in the US, such as Starwood Hotels and Resorts, Marriott International, and Wyndham Group. According to Travel and Tourism IC analysis based on 40 countries around the world, the US was the leader in terms of number of luxury establishments with a total of 1,017 luxury hotels in 2013. Cities in the US are among the leading and fastest-growing tourism destinations, which fuels the demand for luxury accommodation.

Table 1: The US – Hotel Development Projects (Actual), 2009–2018

	2009	2010	2011	2012	2013
Planning					
Execution					
Construction complete					
Total					

Source: Travel and Tourism IC analysis © Travel and Tourism Intelligence Center

Table 2: The Americas – Share of Luxury Hotels in Total Revenue(%), 2009, 2013, and 2018

	2009	2013	2018
Argentina			
Brazil			
Canada			
Mexico			
Peru			
The US			

Source: Travel and Tourism IC analysis, Hotel Association, Ministry of Tourism, Trade Press, Company Information © Travel and Tourism Intelligence Center

1.1 The Americas – number of luxury hotel establishments (2009–2018)

- The US was the largest market in terms of number of luxury hotel establishments in the Americas region, followed by Mexico. The number of establishments in the US stood at XX.XX in 2013
- Despite being the smallest market in the Americas region, Peru recorded the region’s highest growth rate in terms of the number of hotel establishments at a CAGR of XX.XX% during the historic period

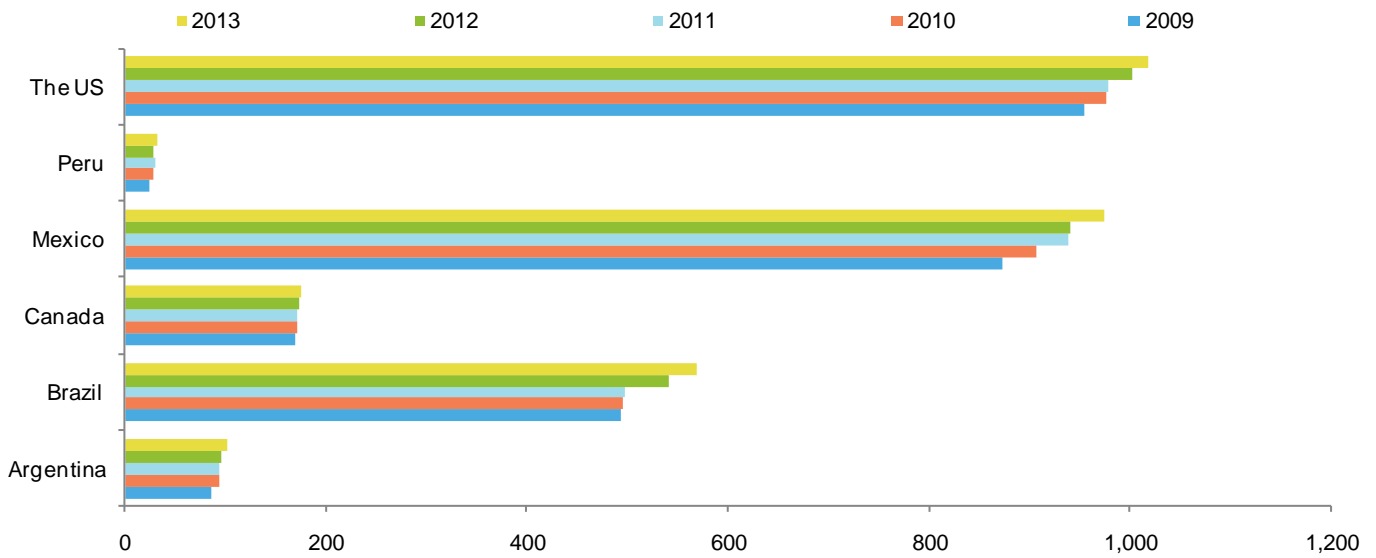
Table 3: The Americas – Number of Luxury Hotel Establishments, 2009–2018

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Argentina										
Brazil										
Canada										
Mexico										
Peru										
The US										

Source: Travel and Tourism IC analysis, Hotel Association, Ministry of Tourism, Trade Press, Company Information

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Figure 1: The Americas – Number of Luxury Hotel Establishments, 2009–2013



Source: Travel and Tourism IC analysis, Hotel Association, Ministry of Tourism, Trade Press, Company Information

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Figure 2: The Americas – Number of Luxury Hotel Establishments, 2014–2018



Source: Travel and Tourism IC analysis, Hotel Association, Ministry of Tourism, Trade Press, Company Information

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1.2 The Americas – number of rooms in luxury hotels (2009–2018)

- The US had the highest number of rooms in luxury hotels in the Americas, at XX.XX in 2013. However, it recorded the slowest growth in number of luxury rooms at a CAGR of XX.XX% during the historic period

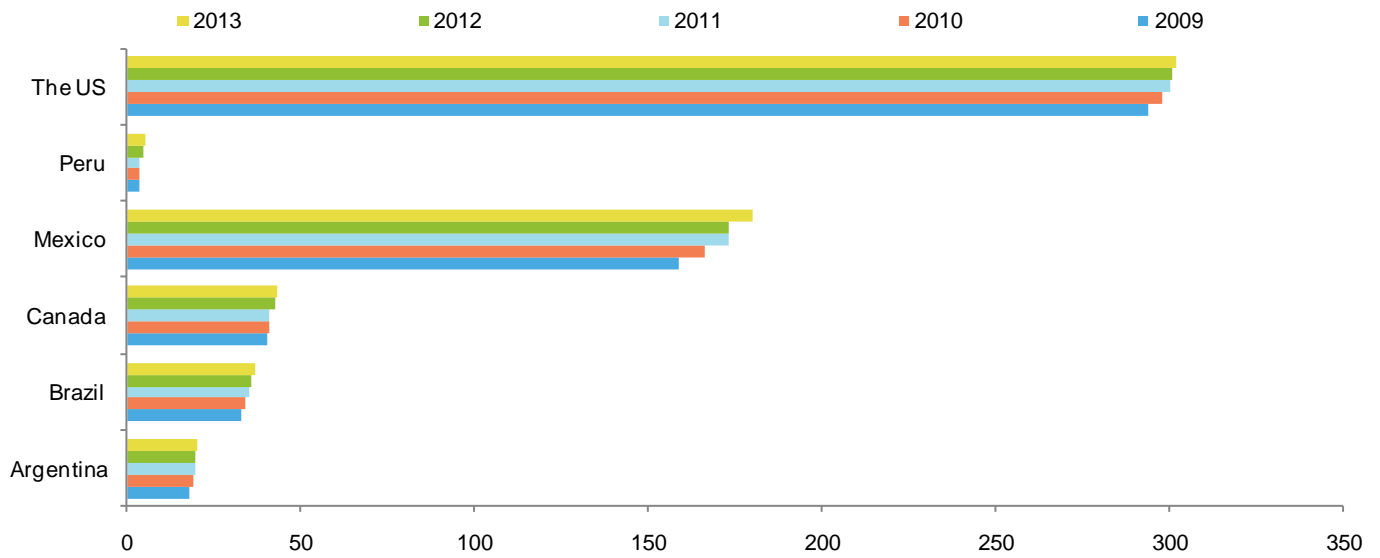
Table 4: The Americas – Number of Rooms in Luxury Hotels (Thousand), 2009–2018

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Argentina										
Brazil										
Canada										
Mexico										
Peru										
The US										

Source: Travel and Tourism IC analysis, Hotel Association, Ministry of Tourism, Trade Press, Company Information

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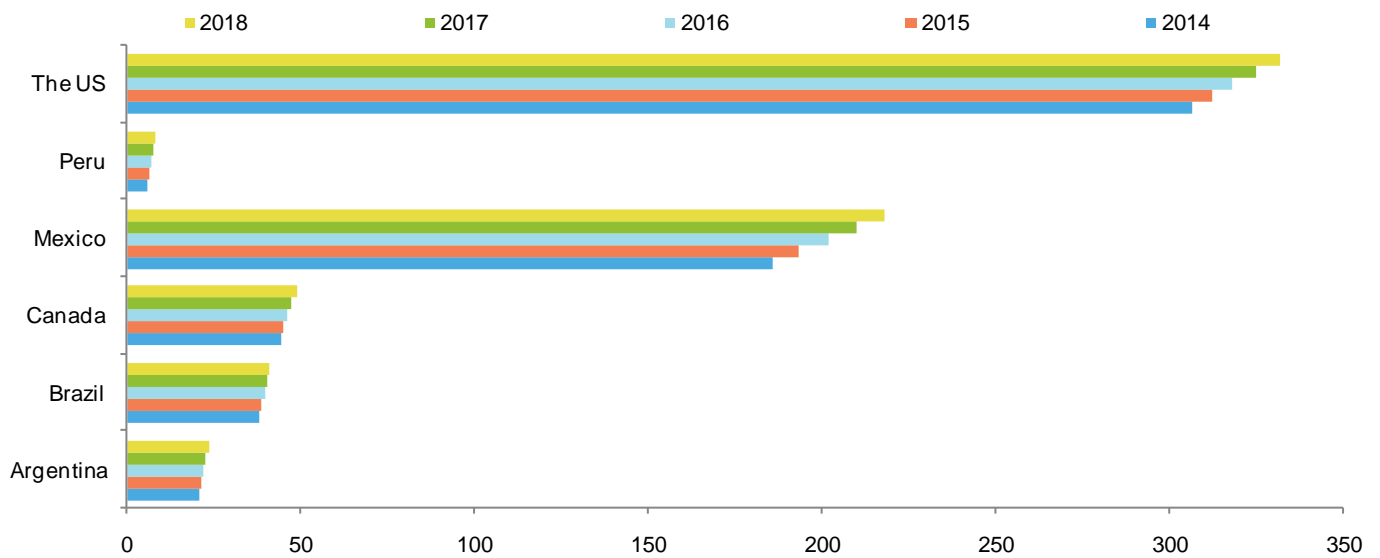
Figure 3: The Americas – Number of Rooms in Luxury Hotels (Thousand), 2009–2013



Source: Travel and Tourism IC analysis, Hotel Association, Ministry of Tourism, Trade Press, Company Information

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Figure 4: The Americas – Number of Rooms in Luxury Hotels (Thousand), 2014–2018



Source: Travel and Tourism IC analysis, Hotel Association, Ministry of Tourism, Trade Press, Company Information

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METHODOLOGY

Travel and Tourism IC's dedicated research and analysis teams consist of experienced professionals with industry backgrounds in marketing, market research, consulting, and advanced statistical expertise.

Travel and Tourism IC adheres to the Codes of Practice of the Market Research Society (www.mrs.org.uk) and the Society of Competitive Intelligence Professionals (www.scip.org).

All Travel and Tourism IC databases are continuously updated and revised.

All Travel and Tourism reports are created by following a comprehensive, four-stage methodology. This includes market study, research, analysis, and quality control.

1) Market Study

A. Standardization

Definitions are specified using recognized industry classifications. The same definition is used for every country. Annual average currency exchange rates are used for the latest completed year. These are then applied across both the historical and forecast data to remove exchange rate fluctuations.

B. Internal Audit

Review of in-house databases to gather existing data:

- Historic market databases and reports
- Company database

C. Trend monitoring

- Review of the latest Travel and Tourism companies and industry trends

2) Research

A. Sources

- Collection of the latest market-specific data from a wide variety of industry sources:
 - Government statistics
 - Industry associations
 - Company filings
 - International organizations
 - Travel and tourism agencies

B. Expert opinion

- Collation of opinion taken from leading Travel and Tourism sector experts
- Analysis of third-party opinion and forecasts:
 - Broker reports
 - Media
 - Official government sources

C. Data consolidation and verification

- Consolidation of data and opinion to create historical datasets
- Creation of models to benchmark data across categories and geographies

3) Analysis

A. Market forecasts

- Feeding forecast data into market models:
 - Macroeconomic indicators
 - Industry-specific drivers
- Analysis of the Travel and Tourism sector database to identify trends:
 - Latest Travel and Tourism trends
 - Key drivers of the Travel and Tourism sector

B. Report writing

- Analysis of market data
- Discussion of company and industry trends and issues
- Review of financial deals and Travel and Tourism trends

4) Quality Control

A. Templates

- Detailed process manuals
- Standardized report templates and accompanying style guides
- Complex forecasting tools to ensure that forecast methodologies are applied consistently
- Quality-control checklists

B. Quality control process

- Peer review
- Senior-level QC
- Random spot checks on data integrity
- Benchmark checks across databases
- Market data cross-checked for consistency with accumulated data from:
 - Company filings
 - Government sources

RELATED REPORTS

The Global Budget Hotels Market to 2018

The Global Low-Cost Airline Market to 2018

The Global Full-Service Airline Market to 2018

The North American Car Rental Market to 2018

Travel and Tourism in Canada to 2018

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Travel and Tourism in France to 2018

Travel and Tourism in Spain to 2018

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