



Lodging (Destination) in France

September 2025

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Lodging (Destination) in France - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Promising first half of 2025 thanks to short-term rentals, premiumisation in hotels, and the ongoing recovery of inbound arrivals
Airbnb consolidates its leadership despite an increasingly aggressive Booking.com

PROSPECTS AND OPPORTUNITIES

Hotels likely to struggle to match the growth rates of short-term rentals
Sustainable/eco-friendly features and more use of GenAI

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DISCLAIMER

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