



Passport

Lodging (Destination) in India

Euromonitor International

December 2023

This sample report is for illustration
purposes only.

Some content and data have been
changed.

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LODGING (DESTINATION) IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Strength of mid-market and budget hotels driven by domestic leisure travel and value-seeking consumers

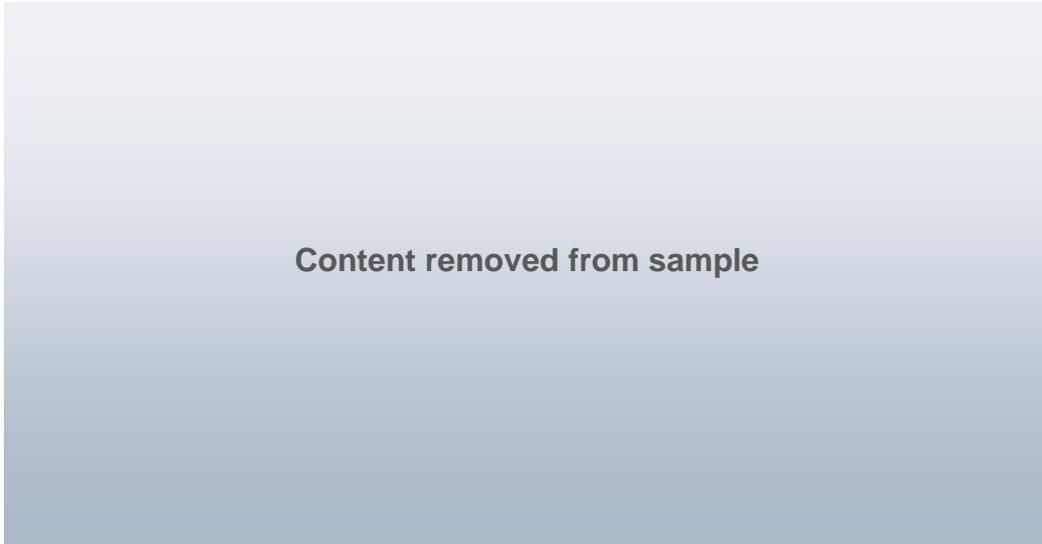
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Luxury and upscale hotels achieve full recovery, driven by surge in affluent travellers amidst global events and uptick in corporate events

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PROSPECTS AND OPPORTUNITIES

Expansion of higher-tier hotels, coupled with consumer preference for well-reviewed stays, set to negatively impact demand for unrated hotels



Growth of lodging to be strongly driven by increased travel demand and favourable external factors



CATEGORY DATA

Table 1 Lodging (Destination) Sales: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Lodging (Destination) Offline Hotels Short-Term Rentals Other Lodging Lodging (Destination) Online Lodging (Destination)	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note: Lodging (destination) is the sum of hotels, short-term rentals and other lodging, or the sum of offline and online sales

Table 2 Lodging (Destination) Online Sales: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
- Lodging (Destination) Online via Direct - Lodging (Destination) Online via Intermediaries Lodging (Destination) Online	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 3 Hotels Sales: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
- Luxury Hotels - Upscale Hotels - Mid-Market Hotels - Budget Hotels - Unrated Hotels - Hotels Offline - Hotels Online Hotels	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note: Hotels is the sum of luxury, upscale, mid-market, budget and unrated hotels, or the sum of offline and online sales

Table 4 Hotels Online Sales: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
-- Hotels Online via Direct	Data removed from sample					

-- Hotels Online via Intermediaries
 - Hotels Online

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 5 Other Lodging Sales: Value 2018-2023

INR million

2018 2019 2020 2021 2022 2023

- Campsites
 - Hostels
 - Other Lodging Types
 - Other Lodging Offline
 - Other Lodging Online
 Other Lodging

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note: Other lodging is the sum of campsites, hostels and other lodging types, or the sum of offline and online sales

Table 6 Other Lodging Online Sales: Value 2018-2023

INR million

2018 2019 2020 2021 2022 2023

-- Other Lodging Online Direct
 -- Other Lodging Online Intermediaries
 - Other Lodging Online

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 7 Lodging (Destination) Outlets: Units 2018-2023

outlets

2018 2019 2020 2021 2022 2023

- Luxury Hotels
 - Upscale Hotels
 - Mid-Market Hotels
 - Budget Hotels
 - Unrated Hotels
 Hotels
 Short-Term Rentals
 - Campsites
 - Hostels
 - Other Lodging Types
 Other Lodging
 Lodging (Destination)

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note: Lodging (destination) is the sum of hotels, short term rentals and other lodging, or the sum of all hotel types, short-term rentals, campsites, hostels and other lodging types

Table 8 Lodging (Destination) Rooms: Number of Rooms 2018-2023

'000 rooms	2018	2019	2020	2021	2022	2023
Hotels	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 9 Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Incoming Domestic Total	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 10 Hotels NBO Company Shares: % Value 2018-2022

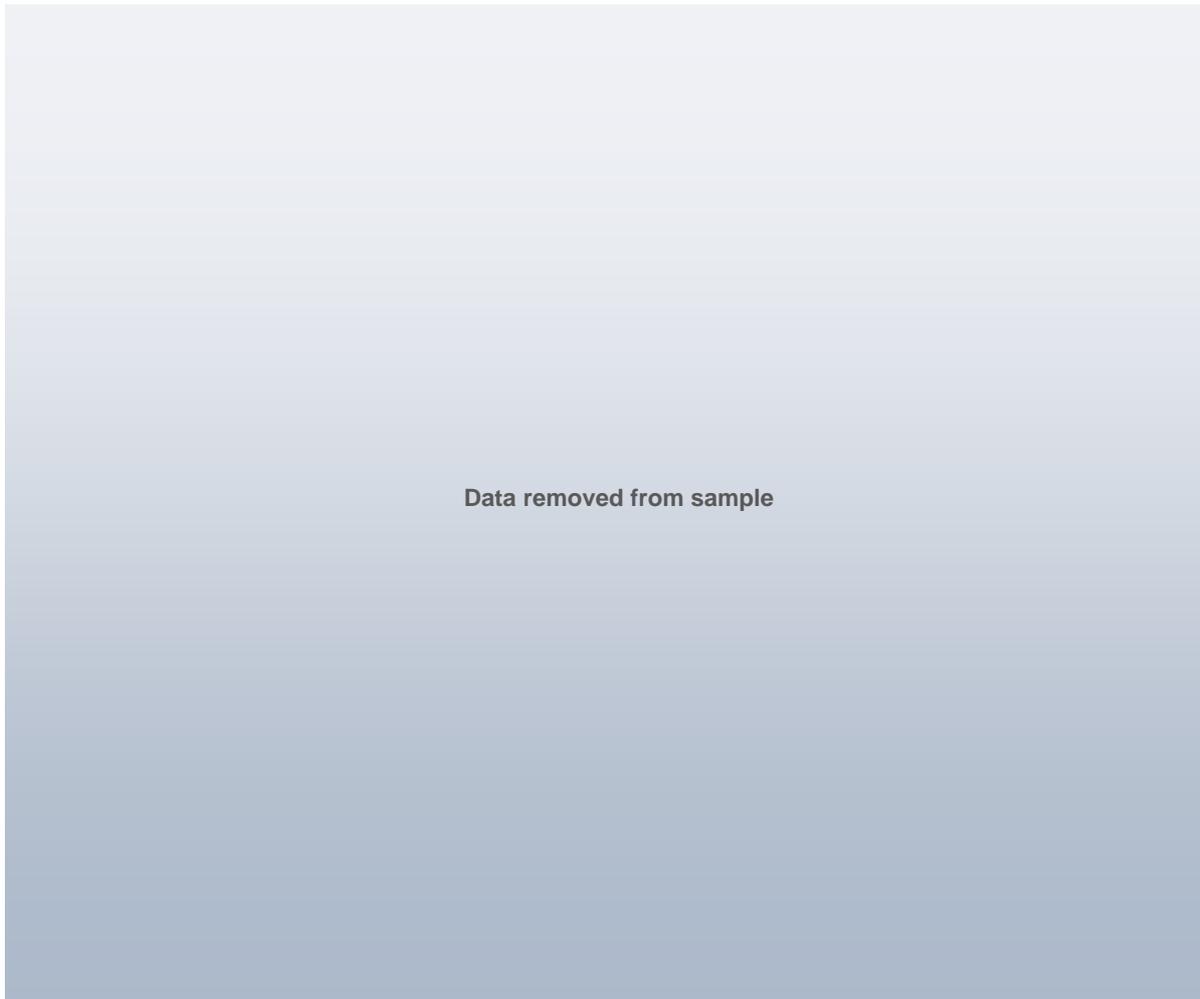
% retail value rsp Company	2018	2019	2020	2021	2022	2023
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Data removed from sample						
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 11 Hotel Brands by Key Performance Indicators 2023

LBN (NBO)	Outlets	Rooms ('000)
Data removed from sample		



Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources
 Note 1: Hotel rooms and outlets are sourced mainly from the hotel companies themselves from websites, trade interviews and/or company reports
 Note 2: Sales per outlet refers to million local currency; sales per room refers to '000 local currency

Table 12 Forecast Lodging (Destination) Sales: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
Lodging (Destination) Offline	Data removed from sample					
Hotels						
Short-Term Rentals						
Other Lodging						
Lodging (Destination) Online						
Lodging (Destination)	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources
 Note: Lodging is the sum of hotels, short-term rentals and other lodging, or the sum of offline and online sales

Table 13 Forecast Lodging (Destination) Online Sales: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
- Lodging (Destination) Online via Direct	Data removed from sample					
- Lodging (Destination) Online via Intermediaries						
- Lodging (Destination) Online						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 14 Forecast Hotels Sales: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
- Luxury Hotels	Data removed from sample					
- Upscale Hotels						
- Mid-Market Hotels						
- Budget Hotels						
- Unrated Hotels						
- Hotels Offline						
- Hotels Online						
- Hotels						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note: Hotels is the sum of luxury, upscale, mid-market, budget and unrated hotels, or the sum of offline and online sales

Table 15 Forecast Hotels Online Sales: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
-- Hotels Online via Direct	Data removed from sample					
-- Hotels Online via Intermediaries						
- Hotels Online						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 16 Forecast Other Lodging Sales: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
- Campsites	Data removed from sample					
- Hostels						
- Other Lodging Types						
- Other Lodging Offline						

- Other Lodging Online
Other Lodging

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note: Other lodging is the sum of campsites, hostels and other lodging types, or the sum of offline and online sales

Table 17 Forecast Other Lodging Online Sales: Value 2023-2028

INR million

2023 2024 2025 2026 2027 2028

- Other Lodging Online Direct
- Other Lodging Online Intermediaries
- Other Lodging Online

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 18 Forecast Lodging (Destination) Outlets: Units 2023-2028

outlets

2023 2024 2025 2026 2027 2028

- Luxury Hotels
- Upscale Hotels
- Mid-Market Hotels
- Budget Hotels
- Unrated Hotels
- Hotels
- Short-Term Rentals
- Campsites
- Hostels
- Other Lodging Types
- Other Lodging
- Lodging (Destination)

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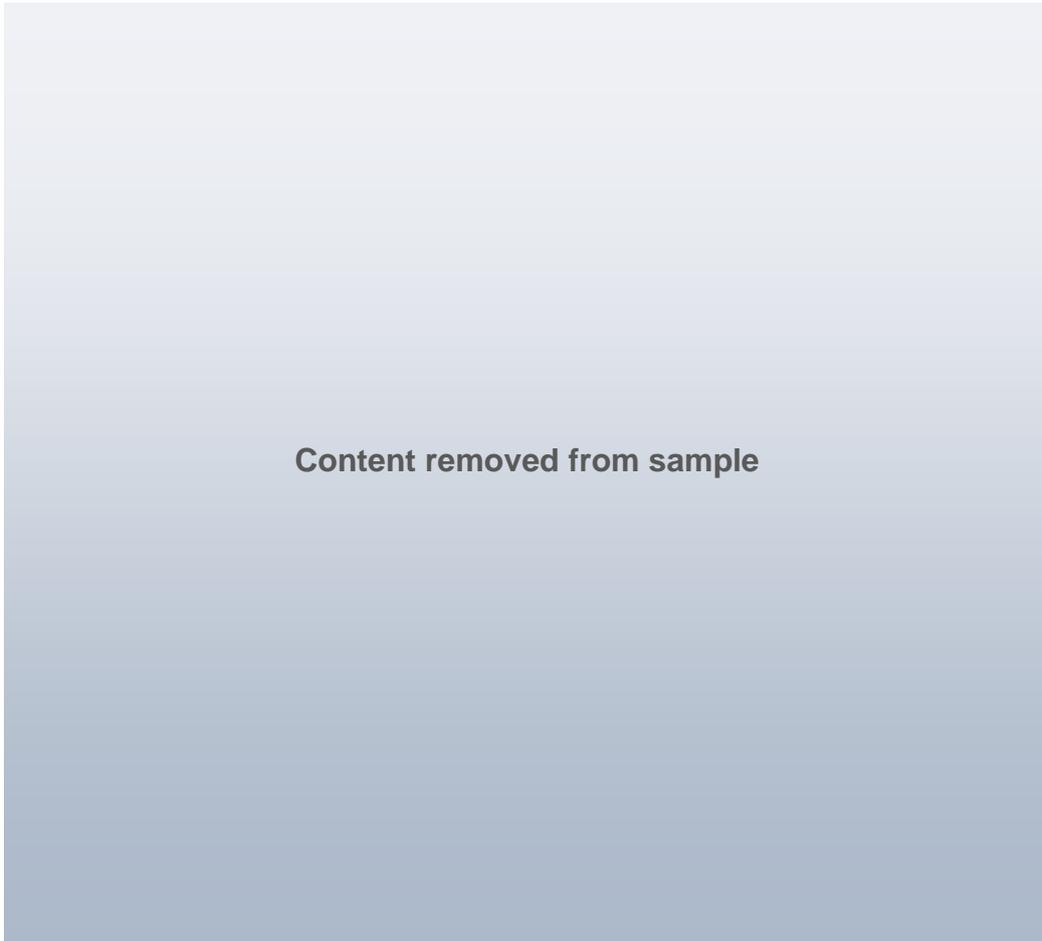
Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note: Lodging (destination) is the sum of hotels, short term rentals and other lodging, or the sum of all hotel types, short-term rentals, campsites, hostels and other lodging types

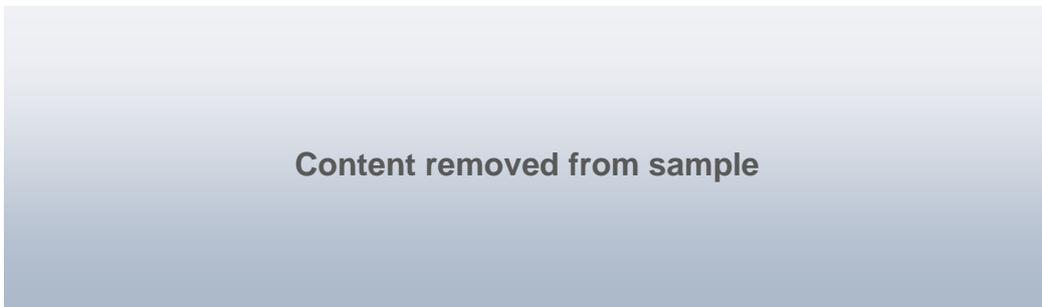
TRAVEL IN INDIA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Travel in 2023



Airlines: Key trends

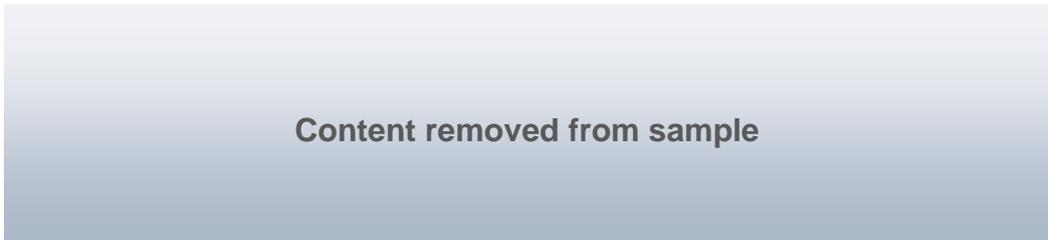




Hotels: Key trends



Booking: Key trends



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What next for travel?

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MARKET DATA

Table 19 Surface Travel Modes Sales: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
- Bus	Data removed from sample					
- Ferry						
- Rail						
- Other Surface Travel Modes						
- Surface Travel Modes Offline						
- Surface Travel Modes Online						
Surface Travel Modes						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note: Surface travel modes is the sum of bus, ferry, rail and other surface travel modes, or the sum of online and offline sales

Table 20 Surface Travel Modes Online Sales: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
-- Surface Travel Modes Online via Direct	Data removed from sample					
-- Surface Travel Modes Online via Intermediaries						
- Surface Travel Modes Online						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 21 Forecast Surface Travel Modes Sales: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
- Bus	Data removed from sample					
- Ferry						
- Rail						
- Other Surface Travel Modes						
- Surface Travel Modes						

Offline
 - Surface Travel Modes
 Online
 Surface Travel Modes

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources
 Note: Surface travel modes is the sum of bus, ferry, rail and other surface travel modes, or the sum of online and offline sales

Table 22 Forecast Surface Travel Modes Online Sales: Value 2023-2028

INR million

	2023	2024	2025	2026	2027	2028
--	------	------	------	------	------	------

-- Surface Travel Modes
 Online via Direct
 -- Surface Travel Modes
 Online via Intermediaries
 - Surface Travel Modes
 Online

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Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 23 In-Destination Spending: Value 2018-2023

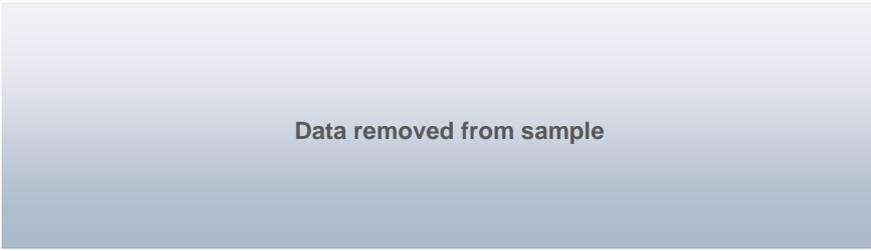
INR million

	2018	2019	2020	2021	2022	2023
--	------	------	------	------	------	------

Food and Dining
 Experiences
 - Guided Tours
 - Festivals and Leisure
 Events
 - Other Experiences
 Shopping
 - Retail Shopping
 - Duty-Free Shopping
 Wellness
 - Other Wellness
 Other In-Destination
 Spending
 - In-Destination
 Spending Offline Direct
 - In-Destination
 Spending Offline
 Intermediaries
 Mobility
 Attractions
 - Museums & Cultural
 Sites
 - National Parks &
 Nature Reserves
 - Theme Parks
 - Other Attractions
 In-Destination Spending
 Offline
 In-Destination Spending

Data removed from sample

- Online
- In-Destination Spending Online Direct
- In-Destination Spending Online Intermediaries
- Medical Tourism
- Spas
- In-Destination Spending



Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note: In-destination spending is the sum of food and dining, attractions, experiences, shopping, mobility, wellness, and other in-destination spending, or the sum of online and offline sales

Table 24 Forecast In-Destination Spending: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
Food and Dining	Data removed from sample					
Experiences						
- Guided Tours						
- Festivals and Leisure Events						
- Other Experiences						
Shopping						
- Retail Shopping						
- Duty-Free Shopping						
Wellness						
- Other Wellness						
Other In-Destination Spending						
- In-Destination Spending Offline Direct						
- In-Destination Spending Offline Intermediaries						
Mobility						
Attractions						
- Museums & Cultural Sites						
- National Parks & Nature Reserves						
- Theme Parks						
- Other Attractions						
In-Destination Spending Offline						
In-Destination Spending Online						
- In-Destination Spending Online Direct						
- In-Destination Spending Online Intermediaries						
- Medical Tourism						
- Spas						
In-Destination Spending						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Note: In-destination spending is the sum of food and dining, attractions, experiences, shopping, mobility, wellness, and other in-destination spending, or the sum of online and offline sales

DISCLAIMER

Forecast closing date: 7 August 2023

Report closing date: 14 December 2023

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during the research included the following:

Summary 1 Research Sources

Official Sources

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Trade Associations

[Redacted]

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Source: Euromonitor International