



**Euromonitor  
International**

# Lodging (Destination) in France

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

2024 proving to be an outstanding year for most lodging options in France  
AccorHotels and Airbnb the standout players in an otherwise fragmented market

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Return to normalisation in lodging could impact the growth momentum of upscale and luxury hotels  
The Airbnb model is growingly jeopardised ... even if it has been saying it for years

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Travel in France - Industry Overview

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/lodging-destination-in-france/report](http://www.euromonitor.com/lodging-destination-in-france/report).