



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

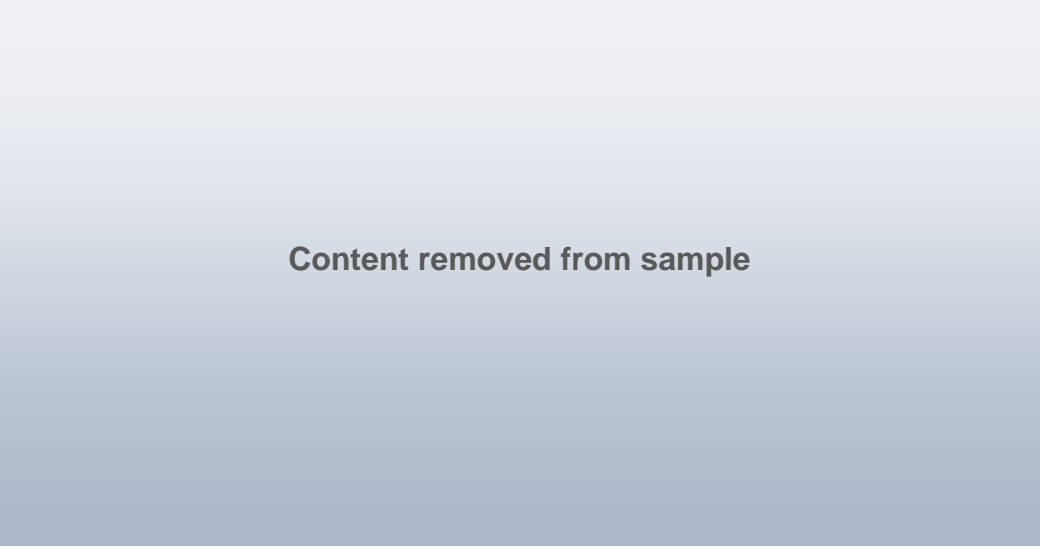
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Luxury and upscale hotels achieve full recovery, driven by surge in affluent travellers amidst global events and uptick in corporate events

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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 | Data removed from sample | | | | | |
| Hotels | | | | | | |
| Short-Term Rentals | | | | | | |
| Other Lodging | | | | | | |
| Lodging (Destination) Online | | | | | | |
| Lodging (Destination) | | | | | | |
| 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 | 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 3 Hotels Sales: Value 2018-2023

| INR million | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------|--|------|------|------|------|------|
| - 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 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 | Data removed from sample | | | | | |
| Domestic | | | | | | |
| Total | | | | | | |

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 |
|---------|------|------|------|------|------|------|
|---------|------|------|------|------|------|------|

| | | | | | | |
|--------------------------|--|--|--|--|--|--|
| Data removed from sample | | | | | | |
|--------------------------|--|--|--|--|--|--|

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

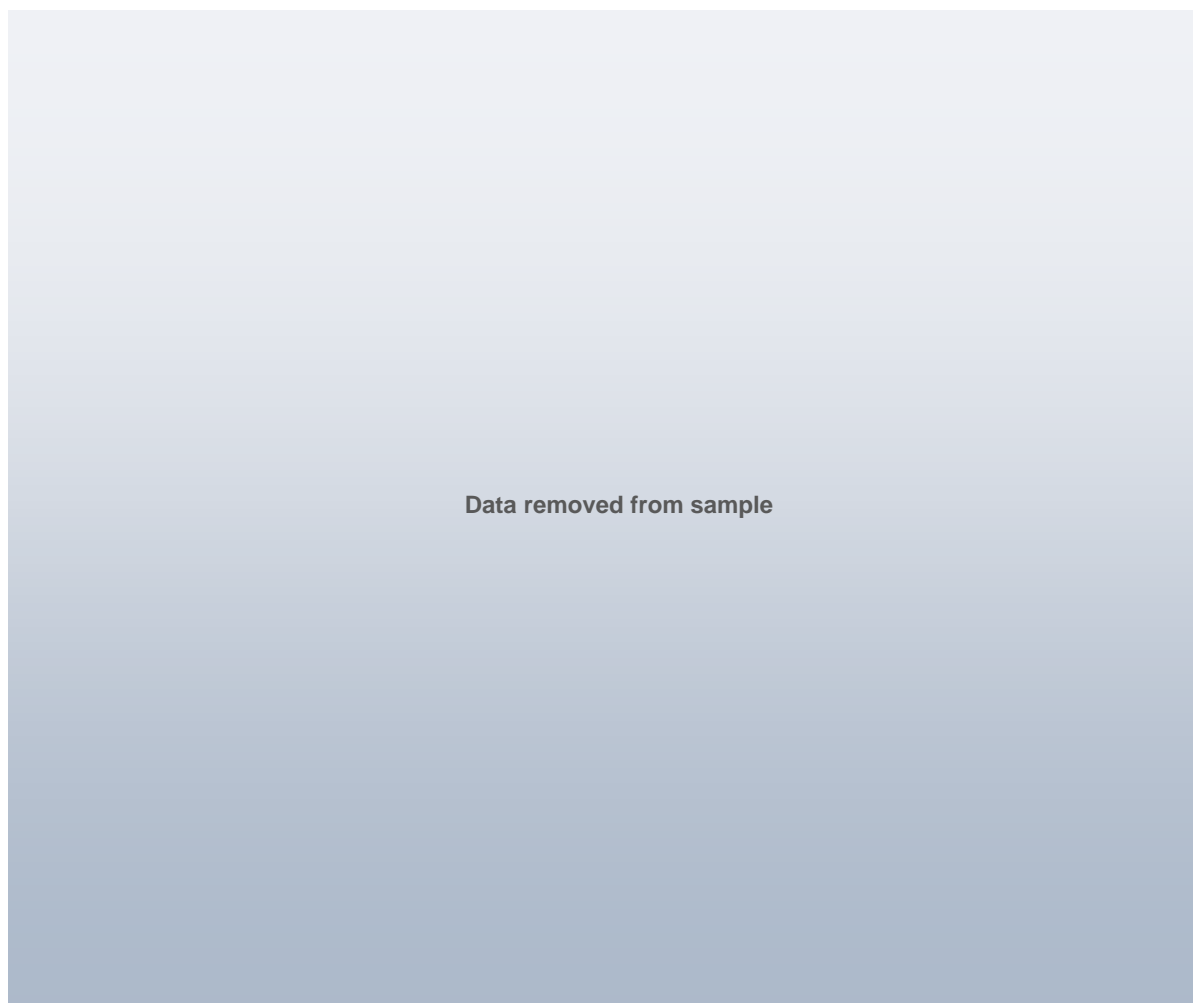
Table 11 Hotel Brands by Key Performance Indicators 2023

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 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)

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

TRAVEL IN INDIA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Travel in 2023

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Airlines: Key trends

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Hotels: Key trends

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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

Data removed from sample

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

Data removed from sample

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

Trade Associations

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Source: Euromonitor International