

# Lodging (Destination) in India

December 2023

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## Lodging (Destination) in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

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

#### 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

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