

Lodging (Destination) in the Czech Republic

September 2023

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Lodging (Destination) in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Luxury hotels invest in new strategies to attract domestic consumers Digitalisation is increasingly used in hotels to improve customer services

PROSPECTS AND OPPORTUNITIES

Hotel numbers rise, however, the luxury segment remains saturated Digitalisation increases, easing the pressure of staff shortages

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DISCLAIMER

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