



Euromonitor
International

Lodging (Destination) in the US

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Wyndham and Marriott accelerate personalisation and convenience with AI-led booking innovation

Marriott and Hilton expand luxury portfolios as premiumisation drives spend

Airbnb integrates exclusive experiences to capture experience-driven travellers

Chart 1 Lodging (Destination) Sales: Value 2021-2031

Chart 2 Lodging (Destination) Sales by Category: Value 2026

WHAT'S NEXT?

Luxury brands anticipated to expand exclusive offerings as high-income travellers drive spending

Short-term rentals set to experience significant growth, driven by middle-income consumer appeal

Hotel brands expected to leverage boutique acquisitions to offset construction constraints

Chart 1 Forecast Lodging (Destination) Sales: Value 2021-2031

Chart 2 Forecast Lodging (Destination) Sales by Category: Value 2026-2031

PRODUCTS

Conversational interfaces and app functionality reshape the booking product

Boutique design and architectural conversion elevate the luxury product

Experience-integrated product architecture positions accommodation as a gateway

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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