Euromonitor International

Lodging (Destination) in China

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Luxury hotels attract international guests as visa-free policy boosts weekday occupancy
Mid-market hotels leverage smart upgrades to capture value-driven travellers
Marriott and Alibaba collaborate to blend AI with personalised hospitality
Chart 1 Lodging (Destination) Sales: Value 2021-2031
Chart 2 Lodging (Destination) Sales by Category: Value 2026

WHAT'S NEXT?

Domestic suppliers anticipated to expand in low-tier cities as inbound demand shifts to longer stays
Hotels set to sustain value leadership as short-term rentals accelerate with independent travellers
Chart 1 Forecast Lodging (Destination) Sales: Value 2021-2031
Chart 2 Forecast Lodging (Destination) Sales by Category: Value 2026-2031

PRODUCTS

Smart-room design blends modular materials with integrated technology
AI and automation reshape the guest journey without sacrificing service
Inbound-driven service design expands the product beyond the room

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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