



Euromonitor
International

Lodging (Destination) in Australia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Lodging value sales strengthen as hotels capture leisure and business travel spend

AI-powered guest journeys drive value and operational agility

Premiumisation and value segmentation diverge as operators pursue tiered strategies

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Operators to secure premium and value demand by embracing digital personalisation

Tech-led booking and automation to redefine guest experiences and profitability

Operators to prioritise climate resilience and sustainability to protect long-term growth

Chart 1 Forecast Value Sales 2021-2031

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

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Modular construction accelerates hotel delivery and expands design possibilities

Reclaimed materials and circular design redefine the room product

In-room systems and digital access deepen the smart-room product

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Chart 2 Inflation 2021-2031

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Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

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COUNTRY REPORTS DISCLAIMER

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