

# The Impact of Coronavirus on Lodging - World

February 2021

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## INTRODUCTION

Scope

Key findings

## INDUSTRY IMPACT

Travel: the hardest hit industry

Tourism demand

Lodging faced unparalleled impact of COVID-19

Regional Impact

## HOTELS, SHORT-TERM RENTALS AND OTHER LODGING

All lodging types impacted: hotels experiences steepest decline

Global hotel closures

Category performance: hotels

COVID-19 impact on operations: overhauling of business and services (1)

COVID-19 impact on operations: overhauling of business and services (2)

COVID-19 impact on operations: overhauling of business and services (3)

COVID-19 impact on operations: overhauling of business and services (4)

Category performance: short-term rentals

Airbnb's successful IPO: confidence in recovery

Category performance: other lodging

## CHANGING ROLE OF LODGING DURING COVID-19

Hotels turning into makeshift hospitals and quarantine facilities

WFH: Work From Home or Work From Hotel

Hotels offering immunity retreats with social distancing protocols

Airbnb launches "Frontline Stays"

## CORPORATE COURSE OF ACTION

Global safety standards to define the new normal

Tourism boards actively ensure safety across lodging to revive demand

Clean and safe labels important to protect brand positioning and ratings

Contactless check-in and QR codes for menus

## KEY TRENDS RESHAPING LODGING IN NEAR FUTURE

Long stay to stay longer

Short-term rentals: short-term solution for hotel apartments

City centre properties challenged

Consumer shift to countryside venues sparks new interest for investors

Hotels to seek close to nature and close to community concepts

Hotel experiences to create room for the great outdoors

## STRATEGIC GAMEPLAY

More players to invest in digital capabilities as a springboard to recovery

A greater shift online: to outpace offline market ahead

Consolidation and restructuring in hotels

Lodging likely to become more fragmented in most markets

Synergies and vertical expansion expected to be the way forward

Investment in real estate during COVID-19 for hotels

Ancillary revenues and business segment

Outsourcing traditional services and finding synergies for new segments

Integration of loyalty programme as unique selling proposition

Lodging sector finding its place in the digital economy

## CONCLUSION

Lodging players need to maintain a balanced portfolio  
Shifts in consumer trends and components of the new service  
Key considerations for road to new normal

## REGIONAL FORECAST PROJECTIONS

Regional industry snapshot (1)  
Regional industry snapshot (2)

## ABOUT OUR ANALYTIC CAPABILITIES

About Euromonitor International's Macro Model  
About Euromonitor International's Travel Forecast Model

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