Euromonitor International

Lodging (Destination) in United Kingdom

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Upscale hotel chains attract higher-spending guests as budget options lose ground
Upscale hotels lead in value while short-term rentals show renewed momentum
Hotel guests prioritise value and experience over price alone
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Professional hosts increase supply as new visitor levies raise costs for business travel
Hotels maintain value leadership while short-term rentals accelerate professionalisation and outlet growth
Local authorities push new taxes as operators face rising costs and supply shifts
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Lodging (Destination) Sales by Category: Value 2026-2031

PRODUCTS

Right-sized room design and experience-led formats drive product innovation
Brands launch compact formats and rental platforms deepen experience offerings
Product innovation reshapes cost structures and accelerates professionalism

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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