

Hospitality Global Market Report

Hospitality Global Market Report provides strategists with the critical information they need to assess the global Hospitality sector.

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The total value of the hospitality sector globally in 2014 was \$2,307 billion. Related to a world population of more than 7 billion in 2014 this equates to about \$329 per person globally. Given that World Domestic Product was approximately \$78 trillion in 2014, the market makes up about 2.9% of the global economy.

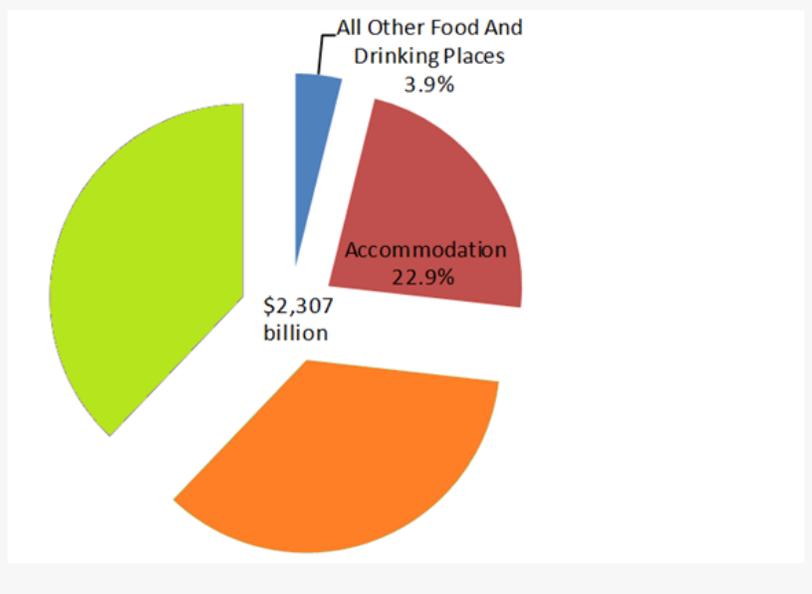
The number of restaurants and lodging brands are continually increasing. Globally, the number of restaurants, pubs and cafes is approximately 15 million. The count of the restaurants in the USA alone is more than 50% of the global number.

The [hospitality industry](#) covers lodging and dining services. Hospitality is a service industry, meaning that it provides an intangible as opposed to a tangible physical good, which is perishable as it can't be stored, it is produced and consumed at the same time and is difficult to standardize.

Hospitality companies tend to be highly dependent on the quality of the employees that interact with their customers. They tend to also face varying and uncertain demand based on season, time, fashion or other factors which can be harder to manage than in manufacturing industries.

In the hotel industry guests are looking for more 'inside the hotel' experiences.

This demand is driving hotel managers to ensure that all portions of their hotels are as welcoming as



the lobby. This has brought in more innovation to the designing and aesthetics involving more comfortable and accommodating spaces. Vibrant colored interiors and access to internet at every location is the key change.

Restaurant apps have become

increasingly important. Mobile apps are vital for marketing business to the increasing mobile audience as they are the simplest and quickest way to get information. Push messages sent to smart phones is another way service providers are promoting their business. Providing information about exciting deals, discount coupons and any other interesting information, push messages help the consumers stay updated with all the latest happening. Mobile apps also enable restaurants to add new customers, improve loyalty management and build brand management.

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Description

- [Hospitality Global Market Report](#) from the Business Research Company covers market characteristics, trends, size and growth, segmentation, regional breakdown, competitive landscape, market shares, company profiles, value chain, customer analysis and key strategies for this market.
 - A concise executive summary highlights the most important insights and information on the market.
 - The market characteristics section of the report defines the market in technical terms, including key sub categories or segments such as Accommodation, Restaurants and Full-Service Restaurants, All Other Food and Drinking Places. The sector's value chain is described in terms of raw materials, production, distribution and marketing.
 - Drivers and Restraints looks at the external factors supporting and controlling the growth of the hospitality market.
 - Future Developments highlights the most interesting technological and commercial changes which will be shaping the hospitality market in the years to come.
 - The market size section gives the revenues and volume data, covering both the historic growth of the market and forecasting the future. The market is compared to similar markets through a BCG matrix analysis framework.
 - Market segmentations break down the key sub sectors which make up the sector. The regional breakdowns section gives the size of the market in leading countries and regions.
 - The customer information chapter highlights key customer groups for the product, and gives data on the end users and their preferences.
 - Competitive landscape gives a description of the competitive nature of the market, including its concentration or fragmentation, and the attractiveness and profitability of the market is analysed through a Porter's Five Forces analysis.
 - Market specific company profiles of leading players are provided, along with market shares.
- The strategies section highlights successful product, promotion, placement and pricing strategies.

Reasons to Purchase

Hospitality Global Market Report provides strategists, marketers and senior management with the tools they need to make drive strategy in the global hospitality sector.

- Get the most up to date information available on the hospitality market globally.
- Identify growth segments and opportunities.
- Facilitate decision making on the basis of strong historic and forecasts.
- Develop business strategies before your competitors with the help of specific insights about future developments.
- Counter your competitors' business plans.

- Read 'word of mouth' interviews with leading executives and opinion leaders.
- Plan your strategy with advice from expert consultants.

Scope

Markets Covered: Accommodation, Restaurants and Full-Service Restaurants, All Other Food and Drinking Places.

Companies Mentioned: HBA/Hirsch Bedner Associates Design Consultants, Gensler, Wilson Associates, CCD/Cheng Chung Design, BilkeyLlinas Design, Leo A Daly, HOK, Rockwell Group, VOA Associates and Callison.

Geographic scope: Australia, Brazil, China, France, Germany, Italy, India, Japan, Spain, Russia, United Kingdom, United States, plus major regions, Europe, Americas, Middle East, Africa and Asia.

Time series: five years historic and forecast.

Data: Market value in \$ millions and market volume in units.

Data segmentations: regional, market share of competitors, key sub segments.

Analytical frameworks: BCG Matrix, Value Chain, Porter's Five Forces, Four P's of marketing strategy.

Expert Interviews: five or more interviews with leading market experts summarised.

Sourcing and Referencing: Referencing of all data and analysis throughout the report with end notes.

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Note: Report will require up to 2-3 weeks in order to update with the latest data and customise for the client. Some small sections of the TOC may not be relevant/possible for some reports, where this is significant it will be discussed with the client.

- Hospitality Global Market Report is a detailed report giving a unique insight into this market. The report is priced at \$3000 for an individual user. To use across your office the price is \$4500 and \$6000 if you wish to use across a multinational company.
- Clients are able to input on the design of the report and highlight points of special interest.
- In order to ensure the all the latest data and analysis is added report may take up to 10 working days to deliver.

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The Business Research Company's management have more than 20 years of varied business research experience. They have delivered hundreds of research projects to the senior management of some of the world's largest organizations.

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