Hospitality Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Hospitality & Tourism (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/global-hospitality-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 9.11 trillion
Projected Forecast (2031)	USD 9.11 trillion
Growth Rate (CAGR)	5.58 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Hospitality industry](images/chart_2.png)

![Hospitality Market (2026 - 2031)](images/chart_3.png)

![Hospitality Market: Market Share by Hospitality Type](images/chart_4.png)

![Hospitality Market: Market Share by Booking Channel](images/chart_5.png)

![Hospitality Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Hospitality Market](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2022 - 2031 |
Market Size (2026) | USD 9.11 Trillion |
Market Size (2031) | USD 11.95 Trillion |
Growth Rate (2026 - 2031) | 5.58 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Hospitality Market Analysis by Mordor IntelligenceThe Hospitality Market size is projected to be USD 7.47 trillion in 2025, USD 9.11 trillion in 2026, and reach USD 11.95 trillion by 2031, growing at a CAGR of 5.58% from 2026 to 2031.

International tourist arrivals in 2025 rose to 1.52 billion, a 4% increase from 2024, exceeding pre-pandemic levels in several regions[1]UN Tourism, “International Tourist Arrivals Up 4% in 2025 Reflecting Strong Travel Demand Around the World,” UN Tourism, unwto.org. The travel and tourism sector contributed USD 11.6 trillion to GDP, supported 366 million jobs, and recorded USD 2.02 trillion in international visitor spending in 2025, driving lodging demand and market expansion. Competitive intensity remained high, with the top five companies accounting for only 11.2% of market value in 2025. Marriott reported a pipeline of 4,056 properties and nearly 610,000 rooms, highlighting the importance of scale and global development. Growth opportunities were strongest in Asia-Pacific, the Middle East, extended-stay formats, and carbon-certified assets, where supply lagged evolving traveler demand. Labor inflation posed challenges, with hotel labor costs per occupied room rising from USD 42.82 in 2024 to USD 48.32 in 2025, underscoring the need to maintain margin discipline across the market.

Key Report Takeaways* By hospitality type, Hotels & Resorts held 56.63% of the Global Hospitality Market share in 2025, while Vacation Rentals & Alternative Accommodations are projected to expand at a CAGR of 6.83% through 2031.
* By property type, Chain / Branded Properties accounted for 61.94% share of the Global Hospitality Market size in 2025, while Independent Lifestyle & Boutique Properties are forecast to grow at a CAGR of 6.36% through 2031.
* By booking channel, Direct Booking Channels held 42.51% of transactions in 2025 in the Global Hospitality Market, while Mobile & Loyalty-App Based Bookings are expected to advance at a CAGR of 7.25% through 2031.
* By revenue stream, Room Revenue retained 56.63% share in 2025 in the Global Hospitality Market, while Wellness & Experience Revenue is projected to expand at a CAGR of 6.92% through 2031.
* By traveler type, Leisure Travelers held 52.64% share in 2025 in the Global Hospitality Market, while Bleisure & Long-Stay Travelers are forecast to rise at a CAGR of 6.65% through 2031.
* By geography, Europe represented 31.15% share of the Global Hospitality Market size in 2025, while Asia-Pacific is projected to grow at a CAGR of 7.57% through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Hospitality Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Expansion of Experiential and Lifestyle-Led Hospitality Concepts	+1.5%	Global, with stronger gains in Europe and Asia-Pacific	Medium term (2-4 years)
Rising Bleisure and Flexible Work-Driven Travel Demand	+1.2%	Global, with North America and Europe leading and Asia-Pacific accelerating	Short term (≤ 2 years) and Medium term (2-4 years)
Growth in Wellness, Medical, and Regenerative Tourism Stays	+1.3%	Global, with Asia-Pacific and Middle East and Africa as core demand centers	Medium term (2-4 years)
Digital Transformation Through AI-Based Revenue & Guest Management	+1.8%	Global, with stronger adoption in North America and Western Europe	Short term (≤ 2 years)
Rapid Expansion of Alternative Accommodation and Hybrid Stay Models	+1.4%	Global, with faster growth in Asia-Pacific and South America	Short term (≤ 2 years) and Medium term (2-4 years)
Increasing Middle-Class International Travel from Emerging Economies	+1.6%	A	

sia-Pacific led, with spillover into the Middle East, Europe, and other destination regions | Long term (≥ 4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The global hospitality market remained highly fragmented, with major players holding small shares while independent hotels, regional chains, vacation rental operators, and alternative accommodation providers dominated the rest. Fragmentation increased competition as large companies leveraged brand systems, loyalty programs, technology, and asset-light strategies to expand without owning all assets. Marriott’s extensive pipeline of properties and rooms, with a significant portion in international markets, highlighted the challenges smaller competitors faced in achieving global reach.

Strategic initiatives focused on acquisitions, platform development, and conversion-led growth. Marriott strengthened its position in the select-service and lifestyle segment through acquisition. IHG expanded its European portfolio via acquisitions, conversions, and new signings, enabling faster growth in high-cost development areas. Hyatt pursued fee-based growth by acquiring a resort group, selling the real estate, and retaining long-term management agreements. Hilton expanded its lifestyle offerings by partnering with a design-focused brand, targeting younger demographics.

Technology-driven platforms and alternative accommodations continued to reshape the competitive landscape. Airbnb reported significant active listings and projected steady revenue growth, demonstrating the importance of platform-led lodging. However, stricter regulations in major cities reduced supply, creating opportunities for branded hotels in urban areas with limited licensed inventory. Growth opportunities include the mid-market branded segment in Asia-Pacific and the Middle East, accommodations for longer stays, and properties emphasizing sustainability practices. Operators combining flexible formats with strong branding, distribution, and operational systems are expected to gain an advantage in this fragmented market.

Hospitality Industry Leaders* Marriott International

* Hilton Worldwide Holdings

* Accor S.A.

* InterContinental Hotels Group (IHG)

* Wyndham Hotels & Resorts

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Hospitality Market Report ScopeBy Hospitality TypeHotels & Resorts |
Vacation Rentals |
Serviced Apartments |
Hostels & Budget Accommodation |
Boutique & Lifestyle Hotels |
Luxury Hospitality Properties |

Segmentation Accordion Item

By GeographyNorth America | United States |

	Canada
	Mexico
South America	Brazil
	Peru
	Chile
	Argentina
	Rest of South America
Europe	United Kingdom
	Germany
	France
	Spain
	Italy
	BENELUX (Belgium, Netherlands, Luxembourg)
	NORDICS (Denmark, Finland, Iceland, Norway, Sweden)
	Rest of Europe
Asia-Pacific	India
	China
	Japan
	Australia
	South Korea
	South-East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines)
	Rest of Asia-Pacific
Middle East and Africa	United Arab Emirates
	Saudi Arabia
	South Africa
	Nigeria
	Rest of Middle East and Africa

Frequently Asked Questions

What is the current value of global hospitality in 2026?

The global hospitality market stands at USD 9.11 trillion in 2026 and is projected to reach USD 11.95 trillion by 2031 at an 5.58% CAGR.

Which region leads worldwide lodging demand today?

Europe led in 2025 with a 31.15% share, supported by 793 million international tourist arrivals.

Which accommodation format is growing the fastest?

Vacation Rentals & Alternative Accommodations are forecast to grow at a 6.83% CAGR through 2031, faster than other hospitality types in the supplied draft.

Why are direct bookings still important for hotel operators?

Direct channels held 42.51% of bookings in 2025, helping operators reduce commissions and keep stronger control over guest data and loyalty conversion.

What is the biggest near-term operating risk for hotel owners?

Labor and operating costs remain the main pressure point, with hotel labor cost per occupied room rising 12.8% in 2025.

What areas offer the strongest room for expansion over the next 5 years?

Asia-Pacific, the Middle East, extended-stay formats, wellness-led stays, and branded mid-market properties remain the clearest white-space opportunities in the supplied draft.