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

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

Executive Market Summary

Market Metric	Details
Base Market Size	USD 1.37 trillion
Projected Forecast (2031)	USD 1.37 trillion
Growth Rate (CAGR)	6.55 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

![Hotels Market Size](images/chart_3.png)

![Hotels Market Share by Hotel Type, 2025](images/chart_4.png)

![Hotels Market Share by Rating, 2025](images/chart_5.png)

![Hotels Market Growth Rate by Region](images/chart_6.png)

![Hotels Market Concentration](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 Overview

Study Period	2021 - 2031
Market Size (2026)	USD 1.37 Trillion
Market Size (2031)	USD 1.89 Trillion
Growth Rate (2026 - 2031)	6.55 %
Fastest Growing Market	Asia-Pacific
Largest Market	North America
Market Concentration	Low

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Hotels Market Analysis by Mordor IntelligenceThe Global Hotels market size is expected to increase from USD 1.29 trillion in 2025 to USD 1.37 trillion in 2026 and reach USD 1.89 trillion by 2031, growing at a CAGR of 6.55% over 2026-2031. The Global hotel market is now being shaped less by simple recovery and more by operators' ability to protect rates, improve mix, and lift revenue per stay. Record international tourism volumes continue to support demand, with global arrivals reaching 1.52 billion in 2025 and the United Nations World Tourism Organization expecting a further 3% to 4% increase in 2026[1]UN Tourism, “International Tourist Arrivals up 4% in 2025 Reflecting Strong Travel Demand Around the World,” UN Tourism, untourism.int. Across the Global Hotels market, higher-value travel patterns, such as bleisure, wellness-led stays, and experience-led vacations, are driving longer stays and stronger ancillary spending. The Hotels market is also seeing a structural shift toward asset-light management models, direct booking investments, and AI-enabled revenue management as operators seek better margins rather than pure occupancy gains. Even so, geopolitical stress, labor cost pressure, and tighter sustainability-linked financing standards continue to limit how evenly the Hotels market can translate demand growth into profit growth.

Key Report Takeaways

* By hotel type, Business/Commercial Hotels held 34.20% of the Hotels market share in 2025, while Resort Hotels are projected to expand at an 8.84% CAGR through 2031.
* By price category, Midscale properties accounted for 45.10% share of the Hotels market size in 2025, while Luxury hotels are forecast to grow at an 8.28% CAGR through 2031.
* By rating, 4-Star hotels led with a 36.85% share of the Hotels market size in 2025, while 5-Star hotels are expected to record the highest CAGR of 9.12% through 2031.
* By ownership model, Chain Hotels captured 53.40% share of the Hotels market size in 2025, while Managed Hotels are set to grow at an 8.42% CAGR through 2031.
* By booking channel, Online Travel Agencies held 39.15% share of the Hotels market size in 2025, while Direct Booking is projected to advance at an 8.73% CAGR through 2031.
* By end-user, Leisure travelers represented 57.20% of the market in 2025, while Bleisure is expected to post the fastest CAGR at 10.04% through 2031.
* By geography, North America held 31.10% of the Hotels market share in 2025, while Asia-Pacific is forecast to grow at the fastest CAGR of 8.91% through 2031.

Key Market Trends

Global Hotels Market Trends and InsightsDrivers Impact Analysis*

Drivers	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising International Tourist Arrivals Post-Pandemic	+1.5%	Global, with strongest uplift in Europe and Asia-Pacific	Medium term (2-4 years)
Growing Disposable Incomes in Emerging Economies	+1.0%	Asia-Pacific core, spill-over to Middle East and Africa, and South America	Long term (≥ 4 years)
Increasing Corporate Travel & MICE Demand	+0.9%	North America, Europe, Asia-Pacific	Short term (≤ 2 years)
Boom in Domestic Staycation Tourism Sustaining Occupancy	+0.7%	North America, Europe, Asia-Pacific	Short term (≤ 2 years)
Regulatory Clamp-Downs on Alternative Lodging Spurring Hotel Innovation	+0.5%	North America and Europe, with early gains in gateway cities	Medium term (2-4 years)

AI-Driven Dynamic Pricing Lifting RevPAR | +0.6% | Global, with early gains in North America and Europe | Short term (≤ 2 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The Global Hotels Market shows a two-layer structure, with a concentrated branded tier led by Marriott, Hilton, IHG, Accor, and Hyatt, and a far larger independent base spread across local and regional operators. This means scale is strong at the top, but total market ownership and property count remain widely dispersed. The leading chains continue to win through loyalty reach, global distribution, operating systems, and their ability to expand without owning every asset. In the Hotels market, the strategic contest is less about adding hotels at any cost and more about adding the right hotels under the right contractual model. That is why management contracts, franchising, direct booking, and revenue systems now matter as much as physical footprint.

Pipeline expansion remains active among major groups, but the growth model is increasingly selective and asset-light in the Global Hotels Market. Hyatt ended 2025 with a record global pipeline of approximately 148,000 rooms, which signals continued confidence in branded growth. Marriott reported a worldwide pipeline of nearly 618,000 rooms in the first quarter of 2026, with conversions accounting for more than 35% of signings, underscoring the importance of brand conversions to global expansion. In the Hotels market, chains with strong brand architecture, owner relationships, and the ability to quickly absorb existing hotels into their commercial platforms are favored. It also creates space for independent hotels to use technology tools to defend rates and visibility without surrendering ownership or identity.

Strategic moves by leading companies show where the hotel market is heading over the next few years. Hyatt’s master franchise agreement with Dossen Group in the Chinese Mainland points to deeper interest in upper-midscale growth and local-scale partnerships. IHG’s agreement with Adani Airport Holdings and its Vietnam partnership with Vinhomes Green Paradise Can Gio demonstrate how airport, urban, and destination-led projects are increasingly tied to mixed-use and infrastructure-led development. Cloudbeds’ Signals launch also highlights how technology providers are becoming more influential in performance management, especially for independent hotels. The overall result is a Hotels market where scale still matters, but technology, contract structure, and channel control increasingly shape competitive advantage.

Hotels Industry Leaders* Marriott International Inc.

* Jin Jiang International Holdings Co. Ltd.

* Hilton Worldwide Holdings Inc.

* InterContinental Hotels Group PLC

* Accor S.A.

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Hotels Market Report ScopeBy Hotel Type (Value)Business/Commercial Hotels |
Boutique Hotels |
Resort Hotels |

Casino Hotels |
Transit Hotels |
Bed & Breakfast Hotels |
Others |

Segmentation Accordion Item

By Geography (Value)North 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 size of the Global Hotels market?

The Hotels market stands at USD 1.37 trillion in 2026 and is projected to reach USD 1.89 trillion by 2031 at a CAGR of 6.55%.

Which hotel type is growing the fastest through 2031?

Resort Hotels are the fastest-growing hotel type, with an expected CAGR of 8.84% through 2031, supported by leisure and bleisure demand.

Which booking channel leads hotel reservations today?

Online Travel Agencies lead in 2025 with a 39.15% share, although Direct Booking is growing faster at an 8.73% CAGR through 2031.

Why is bleisure important for hotel operators?

Bleisure is growing at a 10.04% CAGR through 2031, and A report says that 76% of Asia-Pacific business travelers plan to mix work and leisure in 2026.

Which region leads global hotel demand and which grows the fastest?

North America held the largest share at 31.10% in 2025, while Asia-Pacific is th e fastest-growing region with an 8.91% CAGR through 2031.

What are the main risks affecting hotel profitability?

The main risks are geopolitical volatility, high capital requirements, labor cost pressure, and tighter ESG-linked financing standards for non-sustainable assets.