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

> **Industry:** Commercial Real Estate & Property (Real Estate & Construction)
> **Source:** https://www.mordorintelligence.com/industry-reports/hospitality-real-estate-sector
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 5.12 trillion
Projected Forecast (2031)	USD 5.12 trillion
Growth Rate (CAGR)	4.18 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

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

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

![Hospitality Real Estate Market: Market Share by Type](images/chart_5.png)

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

![Hospitality Real Estate Market](images/chart_7.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 | 2021 - 2031 |
Market Size (2026) | USD 5.12 Trillion |
Market Size (2031) | USD 6.27 Trillion |
Growth Rate (2026 - 2031) | 4.18 % |
Fastest Growing Market | Middle East and Africa |
Largest Market | Asia-Pacific |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Hospitality Real Estate Market Analysis by Mordor IntelligenceThe Hospitality Real Estate Market size was valued at USD 4.91 trillion in 2025 and estimated to grow from USD 5.12 trillion in 2026 to reach USD 6.27 trillion by 2031, at a CAGR of 4.18% during the forecast period (2026-2031). Strong international travel momentum in 2025 continued to feed lodging demand, as global arrivals reached 1.52 billion and international tourism receipts totaled USD 1.9 trillion, reinforcing property cash flows and underpinning asset values [1]UN Tourism, “International Tourist Arrivals Up 4% in 2025 Reflecting Strong Travel Demand Around the World,” UN Tourism, untourism.int. Major hotel groups maintained robust development pipelines and net unit growth, signaling durable investor confidence and supporting a constructive outlook for transaction markets in 2026. Asset-light strategies, including management and franchise expansion combined with conversions, allowed operators to add rooms at scale while limiting capital intensity and protecting returns on invested capital. In parallel, selective asset rotations by listed owners and institutional platforms helped align portfolios with high-demand destinations and shift the mix toward higher-margin segments, supporting fee growth for operators and stabilizing yields for owners in 2026.

Key Report Takeaways* By property type, hotels led with 68.05% of the hospitality real estate market share in 2025, while resorts and spas are forecast to expand at a 4.88% CAGR through 2031.
* By type, chain hotels held 60.55% of the hospitality real estate market share in 2025, while independent hotels are projected to grow at a 5.14% CAGR through 2031.
* By asset class, midscale accounted for 41.95% of the hospitality real estate market share in 2025, while luxury is projected to expand at a 5.29% CAGR through 2031.
* By geography, Asia-Pacific led with 38.35% of the hospitality real estate market share in 2025, while the Middle East and Africa are projected to grow at a 6.06% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Hospitality Real Estate Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Recovery in global tourism and corporate travel | +1.2% | Global, strongest in Europe, Africa, Asia-Pacific | Short term (≤ 2 years) |
Growth in cross-border hotel transactions | +0.6% | North America and EU primary markets, spill-over to Asia-Pacific gateways | Medium term (2-4 years) |
Improved RevPAR and ADR in urban and leisure | +0.8% | Global, with urban markets slightly ahead of the national average | Short term (≤ 2 years) |
Increased investments from REITs and institutions | +0.7% | North America, Europe, the Middle East | Medium term (2-4 years) |
Rapid integration of smart technologies | +0.4% | Asia-Pacific core and North America | Medium term (2-4 years) |
Capital allocation shift toward hospitality | +0.5% | Global, strongest in primary markets | Long term (≥ 4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The hospitality real estate market is moderately consolidated at the global brand level, with the top hotel groups expanding through asset-light models, diversified brand architectures, and high conversion capture that deepens fee streams.

Marriott added nearly 100,000 gross rooms in 2025, ended the year with about 4,100 properties in the pipeline and nearly 610,000 rooms, and reported that 43% of its pipeline was under construction. Hilton reported a record pipeline of 520,500 rooms across 3,703 hotels in 129 countries and territories at year-end 2025 and achieved 6.7% net unit growth with 97,000 room openings during the year. IHG accelerated portfolio breadth with brand additions and strong signing activity, while Accor prepared a wide slate of 2026 openings spanning luxury, lifestyle, premium, and midscale formats. These indicators show consistent developer demand for global platforms across price points and geographies, which reinforces long-term fee growth for leading brand companies.

Strategic moves centered on scaling lifestyle and midscale offerings, capturing conversions, and extending management control through long-term contracts tied to asset rotations. Marriott integrated the citizenM portfolio into its system in late 2025 and launched the advanced Series by Marriott across India with 37 properties, then brought the brand to the United States and Canada to broaden price-point coverage. IHG acquired the Ruby brand in February 2025 to expand in the upscale lifestyle space, with a plan to scale in Europe and enter the Americas and Asia over the next decade. Hilton introduced the Apartment Collection by Hilton in January 2026 and outlined additional brand initiatives to target whitespace between existing flags, which positioned the company to reach new demand segments and owner profiles. Collectively, these actions highlight a focus on addressable market expansion, time-to-market advantages from conversions, and lifecycle management of assets to drive long-term earnings.

Owner strategies complemented brand initiatives by targeting portfolio sales and reinvestments to concentrate on exposure in markets with strong demand visibility. Host Hotels & Resorts completed USD 1.1 billion in sales from two Four Seasons resorts in February 2026 and outlined reinvestment plans for high-return projects tied to brand programs that enhance RevPAR index share. Hyatt executed a two-step rearrangement in 2025 by acquiring Playa Hotels & Resorts and then selling real estate while retaining long-duration management contracts, which transformed the acquisition into a fee-led platform expansion. Accor's 2026 openings plan underscores how broad brand families create optionality for owners across regions and segments, which supports scale-efficient operations and occupancy resilience. These approaches strengthen the hospitality real estate market by aligning owner and operator incentives around growth, returns, and brand equity in 2026.

Hospitality Real Estate Industry Leaders* Marriott International Inc.

* Hilton Worldwide Holdings Inc.

* InterContinental Hotels Group PLC

* Accor S.A.

* Wyndham Hotels & Resorts Inc.

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Hospitality Real Estate Market Report ScopeHospitality real estate refers to income-generating properties designed for short-term lodging and leisure, including hotels, resorts, motels, serviced apartments, and specialized venues. These properties generate revenue through room bookings, food and beverage services, and additional amenities.

The Hospitality real estate market report is segmented by property type (hotels, resorts & spas, others), type (chain hotels, independent hotels), asset class (affordable/budget, midscale, luxury), and geography (North America, South Americ a, Europe, Middle East and Africa, Asia-Pacific). The market forecasts are provided in terms of value (USD).

By Property TypeHotels |
Resorts & Spas |
Others (Serviced Apartments, boutique inns, etc) |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
South America | Brazil |
| Rest of South America |
Europe | United Kingdom |
| Germany |
| France |
| Italy |
| Spain |
| Rest of Europe |
Middle East and Africa | Saudi Arabia |
| United Arab Emirates |
| Rest of Middle East and Africa |
Asia-Pacific | China |
| India |
| Japan |
| South Korea |
| Australia |
| Indonesia |
| Rest of Asia-Pacific |

Frequently Asked Questions

What is the size of the 2026 and 2031 outlook for hospitality real estate?

The global value stands at USD 5.12 trillion in 2026 and is projected to reach USD 6.27 trillion by 2031, reflecting a 4.18% CAGR.

How are chain and independent hotels positioned in hospitality real estate?

Chain hotels held a 60.55% share in 2025, while independent hotels are projected to grow at a 5.14% CAGR through 2031.

What demand signals supporting hospitality real estate in 2026?

International tourist arrivals reached 1.52 billion in 2025, and international tourism receipts totaled USD 1.9 trillion, strengthening cash flows and reinforcing investment appetite as 2026 began.

What headwinds should hotel real estate owners monitor in 2026?

Rising labor and operating expenses weighed on 2025 margins for leading owners, and elevated development costs kept newbuild supply measured, which is steering owners toward conversions and targeted reinvestment.

How is technology reshaping hospitality real estate growth and guest experience in 2026?

Marriott expanded Series by Marriott from India into the United States and Canada in 2026, and Hilton introduced Apartment Collection by Hilton, with bookings starting in the first half of 2026, to address longer-stay demand through digital-first operations.

Where is capital flowing within hospitality real estate, and why now?

Investors favor asset-light, fee-driven growth and conversions, with Hilton ending 2025 at a record 520,500-room pipeline and Marriott reporting that more than 30% of 2025 signings were conversions that often opened within 12 months, which improves time to revenue.