

North America Luxury Hotel Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

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

Executive Market Summary

Market Metric	Details
Base Market Size	USD 44.22 billion
Projected Forecast (2031)	USD 44.22 billion
Growth Rate (CAGR)	7.27 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in North America Luxury Hotel industry] (images/chart_2.png)

! [North America Luxury Hotel Market (2025 - 2030)] (images/chart_3.png)

! [North America Luxury Hotel Market: Market Share By Service Type, 2025] (images/chart_4.png)

! [North America Luxury Hotel Market: Market Share By Booking Channel, 2025] (images/chart_5.png)

! [North America Luxury Hotel Market Concentration] (images/chart_6.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2020 - 2031 |
Forecast Data Period | 2026 - 2031 |
Base Year Market Size (2025) | USD 41.23 Billion |
Market Size (2026) | USD 44.22 Billion |
Market Size (2031) | USD 62.83 Billion |
Growth Rate (2026 - 2031) | 7.27 % |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

North America Luxury Hotel Market Analysis by Mordor Intelligence
The North America luxury hotels market size in 2026 is estimated at USD 44.22 billion, growing from 2025 value of USD 41.23 billion with 2031 projections showing USD 62.83 billion, growing at 7.27% CAGR over 2026-2031. Demand rebounds in every gateway city as affluent travelers rediscover long-haul trips, and resorts capture spending tied to wellness retreats. Operators accelerate pipeline additions, with Marriott alone signing 61 new luxury deals in 2024, while adaptive-reuse conversions bring new supply online at lower capital intensity. Government spending shows the region's total international visitor exports rising 19% year-over-year in 2024, a figure that exceeded overall services-export growth by more than 7 percentage points, reaffirming luxury hospitality's out-sized contribution to trade surplus generation [1]Source: U.S. Department of Commerce, "International Trade in Services 2024," commerce.gov. . Franchise reliance deepens because asset-light growth supports speed to market, yet soft-brand collections gain favor by pairing global distribution with preserved property character. Technology adoption, especially AI-driven revenue management, nudges average daily rate (ADR) higher and cushions margin pressure created by development-cost inflation and short-term rental competition.

Key Report Takeaways

- * By service type, business hotels led with 42.02% revenue share of the North America luxury hotels market in 2025; resorts are projected to post the fastest 7.45% CAGR through 2031.
- * By ownership model, the franchise format captured 66.01% of the North America luxury hotels market share in 2025, whereas soft-brand collections are set to expand at an 7.93% CAGR to 2031.
- * By booking channel, online travel agencies (OTAs) controlled 42.88% of bookings in 2025, but direct digital channels are forecast to grow at 7.32% CAGR in the North America luxury hotels market.
- * By customer segment, leisure travelers generated 61.54% of 2025 room demand, while leisure demand is expected to rise at an 8.08% CAGR through 2031 in the North America luxury hotels market.
- * By geography, the United States accounted for 79.75% share of the North America luxury hotels market size in 2025; Mexico will record the highest 7.86% CAGR to 2031.
- * The North America luxury hotels market exhibits moderate concentration with the top 5 operators including Marriott International, Hilton Worldwide, Hyatt Hotels Corporation, Four Seasons Hotels & Resorts, and Accor SA, holding major market shares.

Key Market Trends

North America Luxury Hotel Market Trends and Insights Drivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Post-pandemic rebound in inbound and domestic high-net-worth travel	+1.8%	North America, with strongest impact in US gateway cities	Medium term (2-4 years)
Record luxury-brand pipeline expansion by global chains	+1.5%	US and Mexico primary markets, Canada secondary	Long term (≥ 4 years)
Rise of soft-brand collections empowering independent luxury assets	+1.2%	US and Canada urban markets, Mexico emerging	Medium term (2-4 years)
Ultra-affluent demand for immersive "bleisure" & wellness retreats	+1.0%	Global	

bal, with concentration in US leisure destinations | Short term (≤ 2 years) | Adaptive reuse of vacant Class-A offices into urban luxury hotels | +0.8% | US metropolitan areas, Toronto and Vancouver | Long term (≥ 4 years) | AI-enabled total revenue management boosting ADR lift | +0.9% | North America technology-forward markets | Short term (≤ 2 years) | Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

Marriott International, Hilton Worldwide, Hyatt Hotels Corporation, Four Seasons Hotels & Resorts, and Accor SA collectively dominate regional luxury distribution networks. Their combined scale enables preferred-supplier status with corporate buyers and deep loyalty engagement that directs bookings into brand ecosystems. Hilton's USD 210 million acquisition of Graduate Hotels broadens campus-adjacent lifestyle coverage, while the majority stake in Sydell Group signals ambition to seed the NoMad brand across global capitals. Marriott's purchase of Postcard Cabins highlights a tactic to absorb outdoor-immersive demand without diluting core luxury credentials.

Technology is a chief arms race variable. AI-powered revenue platforms raise ADR 6–10% by recommending rate adjustments in sub-hourly bursts and cross-selling spa or experience bundles. Guests expect digital keys and messaging apps; brands unwilling to fund these upgrades risk occupancy erosion to tech-forward rivals. Independent properties differentiate through hyper-local designs and chef-driven dining but must join soft-brands or consortiums to preserve visibility on meta-search engines.

White-space expansion thrives in secondary U.S. cities where corporate relocations spur upscale business travel. Adaptive reuse of Class-A offices into luxury hotels unlocks centrally located inventory, though design challenges demand experienced firms. Wellness-centric product segmentation grows, with Four Seasons adding medical-grade longevity suites and Montage collaborating with fitness brands for retreat experiences. Consequently, competitive advantage hinges on harmonizing personalized human service with data-driven precision, ensuring that luxury stays feel bespoke yet operationally efficient.

North America Luxury Hotel Industry Leaders* Marriott International

* Hilton Worldwide

* Hyatt Hotels Corp.

* Four Seasons Hotels & Resorts

* Accor SA

* *Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

For this report, we size the value generated by luxury hotels operating in North America, counted as guest-facing lodging revenue from rooms plus in-house services that are billed by the property (for example, food and beverage, spa, and other on-property amenities).

Scope exclusions: We exclude non-luxury lodging, branded residences sold mainly as real estate, serviced apartments, and shared-economy vacation rentals.

Segmentation Container

- * By Service Type* Business Hotels
- * Airport Hotels
- * Suite Hotels
- * Resorts
- * Other Service Types
- * By Ownership / Management Model* Chain-Managed
- * Franchise
- * Independent
- * Soft-Brand Collections
- * By Booking Channel* Direct
- * Online Travel Agencies (OTAs)
- * Global Distribution Systems / Corporate Travel
- * Tour Operators & Wholesale
- * By Customer Segment* Leisure
- * Business
- * Bleisure
- * Group / MICE
- * Ultra-High-Net-Worth (UHNWI)
- * By Geography* United States
- * Canada
- * Mexico

Frequently Asked Questions

What is the current size of the North America luxury hotels market?

The market is valued at USD 44.22 billion in 2026 and is on track to hit USD 62.83 billion by 2031.

Which segment is growing fastest within the North America luxury hotels market?

Resorts are forecast to expand at a 7.45% CAGR, benefitting from wellness and experiential travel trends.

How significant are soft-brand collections in luxury hotel growth?

Soft-brands are the fastest-growing ownership model, projected at an 7.93% CAGR as independents seek global distribution with brand flexibility.

Why is Mexico the most dynamic geography for luxury hotel development?

Luxury investment in Mexico rose 50% in 2024, aided by new infrastructure such as the Maya Train and Tulum International Airport that improves access for U.S. travelers.

How are luxury hotels addressing competition from upscale vacation rentals?

Operators invest in distinctive experiential programming, personalized service, and advanced loyalty benefits to differentiate from rental properties demanding over USD 1,000 nightly rates.

What role does technology play in luxury hotel profitability?

AI-driven revenue management delivers 6-10% ADR lifts and, combined with mobile keys and guest-messaging apps, boosts direct bookings and margins.