



# Lodging (Destination) in Canada

September 2023

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## Lodging (Destination) in Canada - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong recovery in the lodging industry attracts hotel investors

Profit margins shrinking in 2023 due to higher operational costs and supply chain and labour shortages, while some travellers are attracted to cheaper short-term rentals

#### PROSPECTS AND OPPORTUNITIES

Technology and automation improve customer service and staff efficiency

The creation of a work-from-home environment becomes essential in meeting consumer needs

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