

Lodging (Destination) in France

September 2023

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Lodging (Destination) in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lodging bounces back faster than expected with tourists keen to return despite social and economic challenges
AccorHotels showing ambition with significant investments being made in building and expanding its business

PROSPECTS AND OPPORTUNITIES

Paris Games 2024 set to maximise bookings while players set to focus on upscale and luxury hotels
Short-term rentals threatened by possible legislative changes in France as pressure grows for the government to take action

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DISCLAIMER

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