

Hotel market analysis

As the owner or operator of several hotels in various locations, you may have a familiar riddle to solve in your business. Some hotels are performing well, others not so well – but the reasons why are not very clear. What you need is a means of determining where to focus your attention, so you can improve the situation.

TRI can step in at this point. What we offer is an impartial, detailed supply and demand analysis of all of your markets.

Our experts can track patterns in leisure and corporate demand and new hotel supply, allowing you to make the best use of your resources. In addition, a forward looking analysis can empower you to fully capture future opportunities while identifying imminent risks.

How we do it

By accessing **HotStats**, our unique database of more than 2,000 hotels across Europe and further afield, we can provide a detailed aggregate breakdown of where hotel bookings are coming from, in most leading European city markets.

In addition, capitalising on our experience of working in the hotel and tourism industry for more than 40 years, we have built up an invaluable network of contacts who provide us with rapid routes to knowledge.

Through in-depth interviews with hotel operators, convention bureaus, conference and exhibition venues, tourism boards and statistics offices, we can provide a comprehensive analysis of the supply and demand dynamics of your hotel market, tailored to your specific requirements.

Outcome

On demand, we supply the vital information that can enable hotel owners and operators to adjust their tactics to exploit market opportunities – and ultimately boost the bottom line.