



Experiential Luxury in Italy

October 2023

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Experiential Luxury in Italy - Category analysis

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Experiential luxury on the rise in 2023 as tourists return

Luxury hotels records highest value increase within category overall in 2023

Leading chains of luxury hotels on the path to recovery in 2023 with Marriott International at the helm

PROSPECTS AND OPPORTUNITIES

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Luxury hotels is expected to see the best performance over the forecast period

Operators will need to adjust to the changing demands of consumers with a focus on wellbeing and sustainability

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DISCLAIMER

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