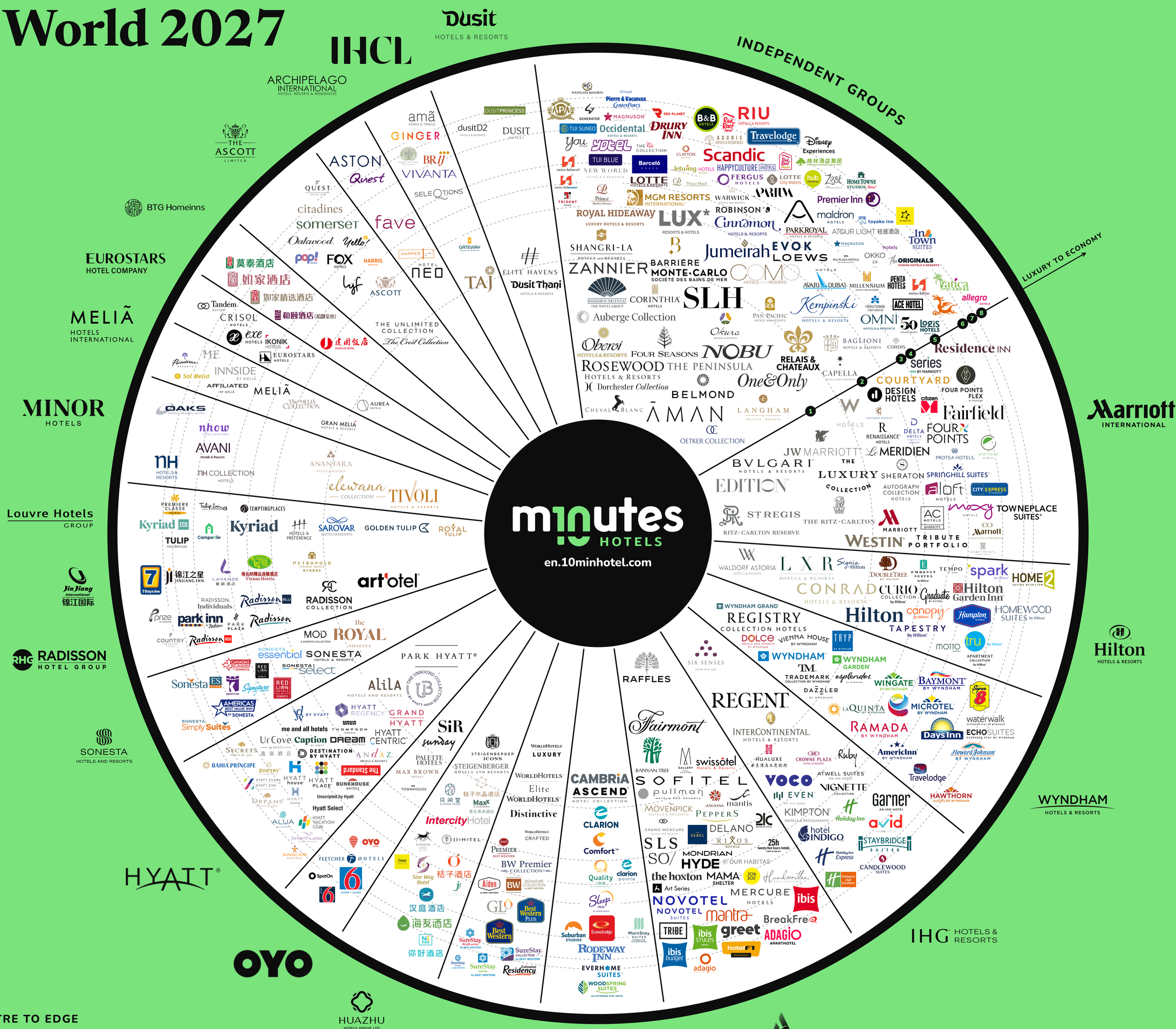
10 MINUTES HOTEL NEWS

Hotel Brands of the World 2027



SCALE, CENTRE TO EDGE

1. Luxury
2. Premium
3. Upscale
4. Boutique and lifestyle
5. Midscale
6. Economy
7. Extended stay
8. All-inclusive

Source: 10 Minutes, en.10minhotel.com/hotelbrands/

This infographic by 10 Minutes maps the world's major hotel companies and their brands for 2027. Brands are arranged broadly from luxury at the centre through economy, with extended stay and all-inclusive at the edge. A brand appears only if it has at least 5 open hotels, and a hotel group gets its own segment when it has 5 or more qualifying brands; brands of smaller groups sit under Independent Groups. Since some brands vary in their classification, placements may differ. A high-resolution PDF is available at en.10minhotel.com/hotelbrands/ for printing, publishing or training. Free to use, but not to be altered without permission.