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HOTELS has kindly invited me to contribute hotel development ideas to its blog section. I thought I'd start with an intriguing question that so far I haven't been able to answer myself.

Why are the world's largest hotel groups all ignoring the hostel market segment, leaving independent groups to reap the benefits of this lucrative market?

The BMW 1 Series and other car brands all serve the same purpose: These are "entry products" to higher-end models such as the BMW 5 Series and 7 Series, Mercedes S-Class, etc. However, the likes of Marriott, IHG, Accor, Starwood and Hilton have deliberately decided so far not to serve the 16- to 22-year-old age segment. Why?

I'll try to come up with some answers in my next post, although it won't be easy. In the meantime, please share your thoughts below.

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