

Finding *U.S.* Industry Reports in IBISWorld

1

The screenshot shows the IBISWorld website interface. At the top left is the IBISWorld logo with the tagline "WHERE KNOWLEDGE IS POWER". To its right is a navigation menu with "Industry Research" selected and a dropdown arrow. Below this menu are three options: "Canada", "Global", and "US", with "US" highlighted in a red bar. To the right of the navigation menu is a search bar containing the text "hotels". A callout box with a black border and white background points to the search bar and contains the text "Browse or Search for reports". Another callout box points to the "US Industry Reports (NAICS)" option in the dropdown menu. A third callout box points to the "Contact Your CRM" button in a search results sidebar.

2

The screenshot shows the search results page for "Hotels & Motels". On the left is a list of industry codes and names: "72111 - Hotels & Motels", "72112 - Casino Hotels", "72119 - Bed & Breakfast & Hostel Accommodations", "72121 - Campgrounds & RV Parks", and "72211a - Chain Restaurants". A callout box points to the "72111 - Hotels & Motels" entry with the text "Select a report from the results (browse or search list)". On the right is a "Search Results" section. It shows a list of filters: "Region" with "United States" selected (checkbox checked), "Canada" (checkbox unchecked), and "Global" (checkbox unchecked); "Content Type" with "Industry" selected (checkbox checked). Below the filters, it says "Your search for hotels returned 101 results". A callout box points to the top result, "72111 - Hotels & Motels in the US", with the text "Select a report from the results (browse or search list)".

3

The screenshot shows the report page for "Hotels & Motels in the US". At the top, it says "US INDUSTRY (NAICS) REPORT 72111". Below that is the title "Hotels & Motels in the US" in a large, bold font, followed by a download icon. Underneath the title is the text "Report by: Rachel Hyland | January 2020". To the right of the title is a "DOWNLOAD REPORT" button with a dropdown menu showing "PDF" and "Excel" options. A callout box points to the "PDF" option with the text "View, save or print the full-text of the report."