

The Hotelier

# Pulse Report



**N.18** OCTOBER 2021

 **guestcentric**

  
GREAT HOTELS  
OF THE WORLD



Pedro Colaco

# Editor's Note

## **How optimistic are you about business performance over the next 12 months?**

Your answers to this new question, introduced in our ongoing Hotelier PULSE survey in September 2021, indicate the industry is cautiously optimistic about the future of business performance in Q4 and into the new year.

As vaccination rates accelerate and the transatlantic route from Europe to the US prepares to reopen to fully vaccinated passengers from November 2021 onwards, there is a growing expectation that international travel will significantly contribute to hotel recovery. But although international travel is expected to resume with a vengeance over the coming

months, the business travel segment (crucial for City Center Hotels and Groups surveyed in this report) is showing a much slower recovery.

The majority of Hoteliers surveyed in September 2021 expect domestic business travel to only reach pre-pandemic levels in 2022, and international business travel in 2023. Less than a quarter of Hoteliers surveyed expect business travel (both international and domestic) to significantly contribute to the recovery of their business.

As we enter Q4, we're seeing a shift in the industry's short-term strategies to overcome the recession. An increasing number of Hoteliers are ramping up ef-

forts to create special offers to tackle new markets and to upskill their workforces, while significantly less Hoteliers are focused on shaping offers and incentives around the local market. This is more than likely due to the much anticipated influx of international travel on the horizon.

To help you stay informed of crucial market trends and industry sentiments on the go, we have launched a new, simplified monthly Hotel Business Barometer. It is vitally important that Hoteliers continue to contribute to our ongoing research as the industry recovers and moves forward. The more responses we get from you and your fellow hoteliers, the more valuable our industry data will be for you and your business decision-making.

Please help our research and contribute to our latest survey.





[Go To Survey](#) →

Sincerely,

**Pedro Colaco**

**Editor of The Hotelier PULSE Report and CEO of Guestcentric and GHOTW**

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## ASK OUR EDITOR

DEAR PEDRO,

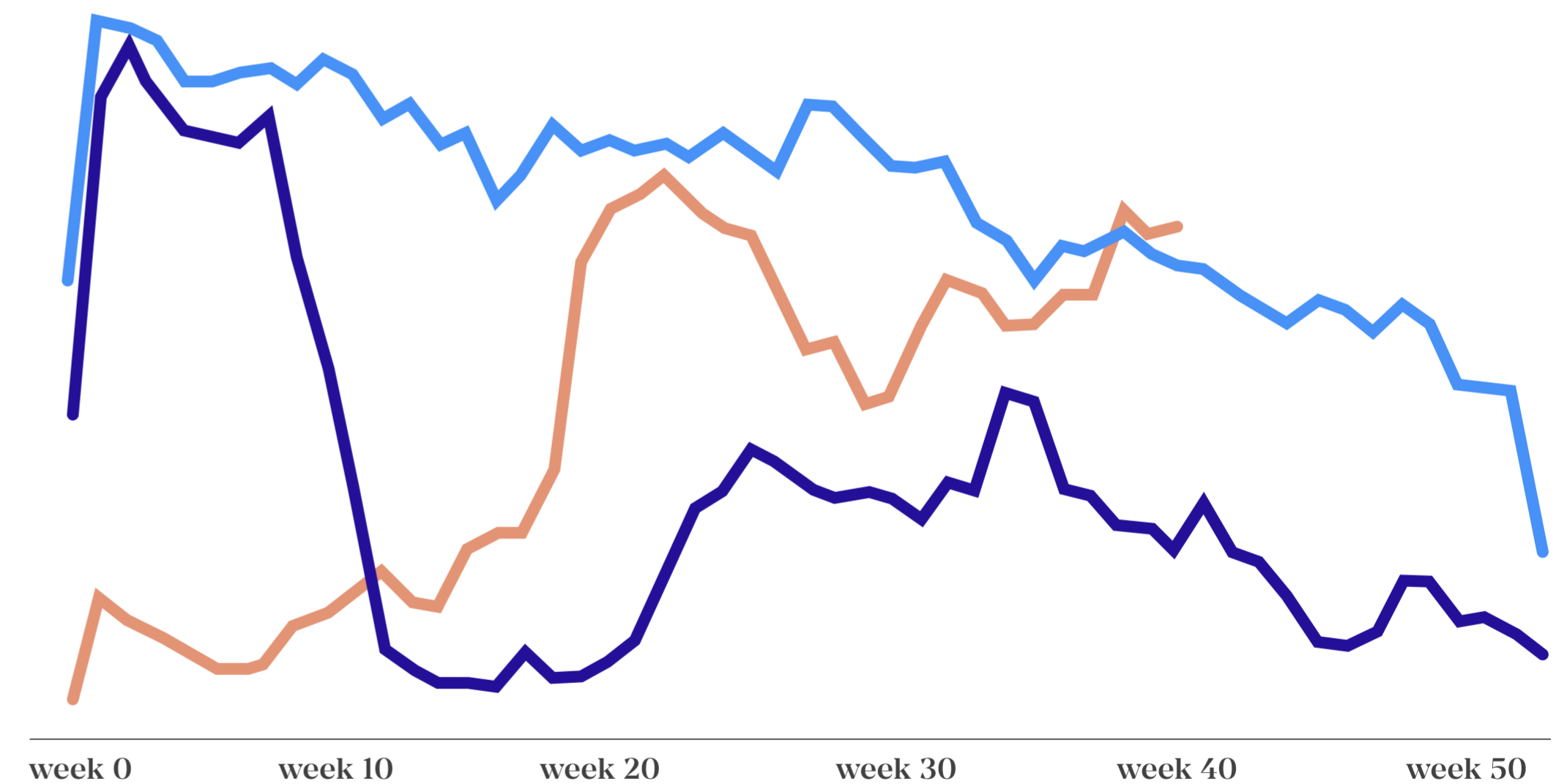
HOW MUCH WILL THE 4TH WAVE OF COVID-19 IMPACT INTERNATIONAL TRAVEL? WHAT IS YOUR FORECAST FOR THE NEXT 3 MONTHS?

All demand indicators we are currently seeing are very solid. While domestic travel is subsiding due to seasonality, international and transatlantic travel to Europe has strengthened with solid demand from the US, Canada and Brazil.

In effect, we are currently seeing overall demand and reservations growing over the last few weeks and for the first time above 2019 figures. If no additional travel restrictions are enabled, we expect occupancy to remain strong with leisure travelers through the fall and early winter period.

### Booked Nights

● 2019 ● 2020 ● 2021



# Key Takeaways

October 2021

## 1.0

### Market Trends

- In September 2021, booked nights across all channels reached **118.7%** of those over the same period in 2019.
- Consistently outperforming domestic bookings since May 2021, international hotel bookings currently represent **68.0%** of total bookings.
- Analysing the total volume of direct nights booked, mobile bookings in September 2021 represent **197.3%** of those over the same period in 2019.

## 2.1

### Monthly Business Optimism Barometer & Occupancy Forecast

- Hoteliers surveyed in September 2021 appear cautiously optimistic about business performance over the next 12 months, ranking **6.6** out of 10.
- Over **78.0%** of Hoteliers surveyed have met or exceeded the industry's forecasted occupancy levels for September 2021
- Out of all market segments surveyed, City Center Hotels expect the highest occupancy levels in October 2021.

## 2.2

### Financial Recovery Forecast

- The number of Hoteliers expecting to outperform 2020 revenue levels in 2021 is increasing, up from **64.0%** in our August 2021 survey to **75.0%** today.
- Although half of Hoteliers expect to financially recover to pre-pandemic levels between 2021 and 2022, a growing number of Hoteliers now expect recovery to occur in 2023.
- Resorts show the most optimism for financial recovery to pre-pandemic levels, with a 50/50 split of respondents anticipating recovery in 2021 and 2022.

# Key Takeaways

October 2021

## 2.3

### Travel Segment Recovery & Performance Forecast

- The majority of Hoteliers surveyed expect domestic business travel to recover to pre-pandemic levels in 2022, and international business travel in 2023.
- The industry's expectation for international travel to significantly contribute to recovery is growing, leading to a slight decline in Hoteliers who expect the same from domestic travel.
- **78.4%** of Hoteliers surveyed expect Leisure Travel to significantly contribute to recovery, compared to just **21.6%** who expect the same of Business Travel.

## 2.4

### Sales & Marketing Concerns, Priorities & Strategies in the Next 12 Months

- Significantly less Hoteliers are focused on shaping offers and incentives around the local markets, while the number of Hoteliers focused on creating special offers to tackle new markets and upskilling the workforce has increased.
- The majority of Hoteliers surveyed continue to focus on establishing their direct channels as the top source of reservations over the next 12 months.
- **91.7%** of Hoteliers surveyed view the Hotel website as a highly important tool to optimize their sales and marketing strategies over the next 12 months.

# 1.0

## Market Trends

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**01** In September 2021, booked nights across all channels reached 118.7% of those over the same period in 2019.

**02** Consistently outperforming domestic bookings since May 2021, international hotel bookings currently represent 68.0% of total bookings.

**03** Analysing the total volume of direct nights booked, mobile bookings in September 2021 represent 197.3% of those over the same period in 2019.

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# BOOKING BEHAVIOURS IN 2021

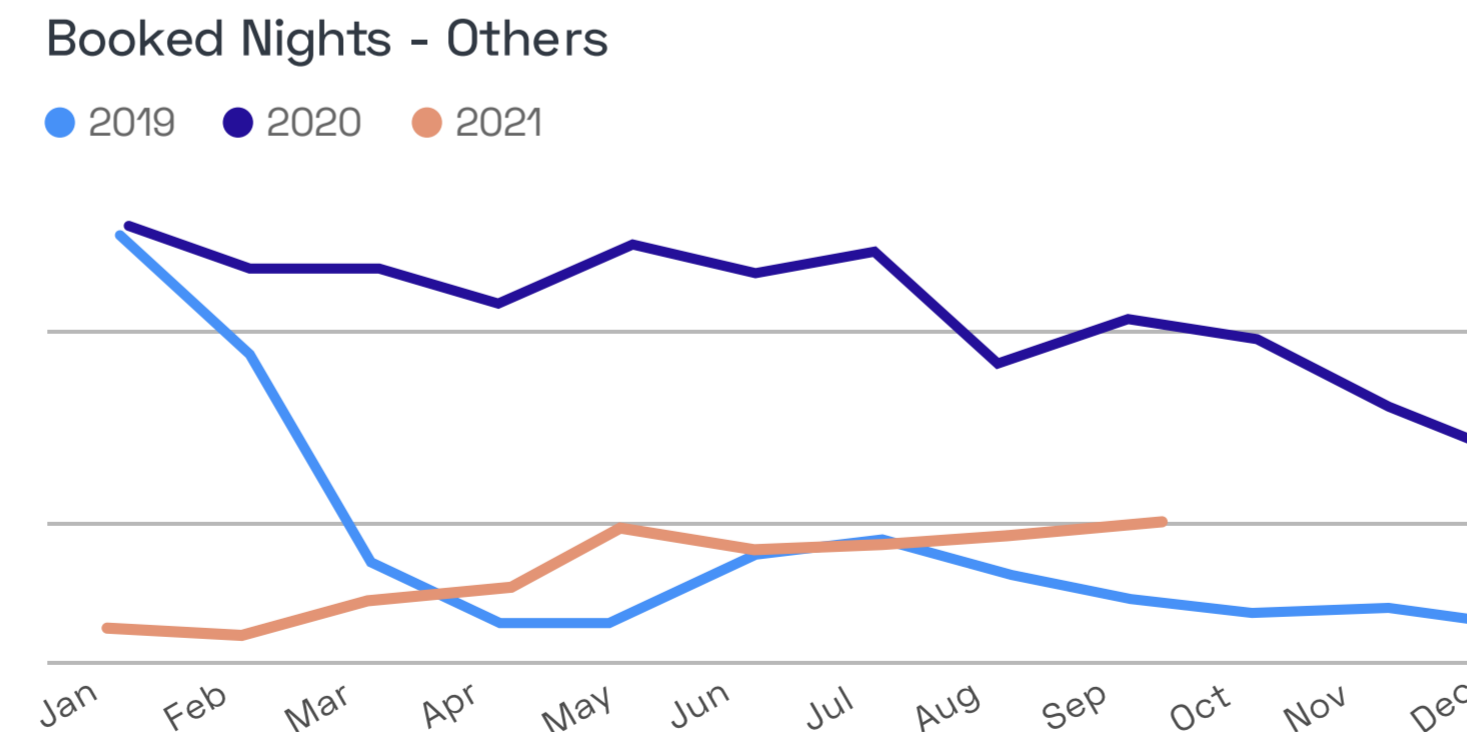
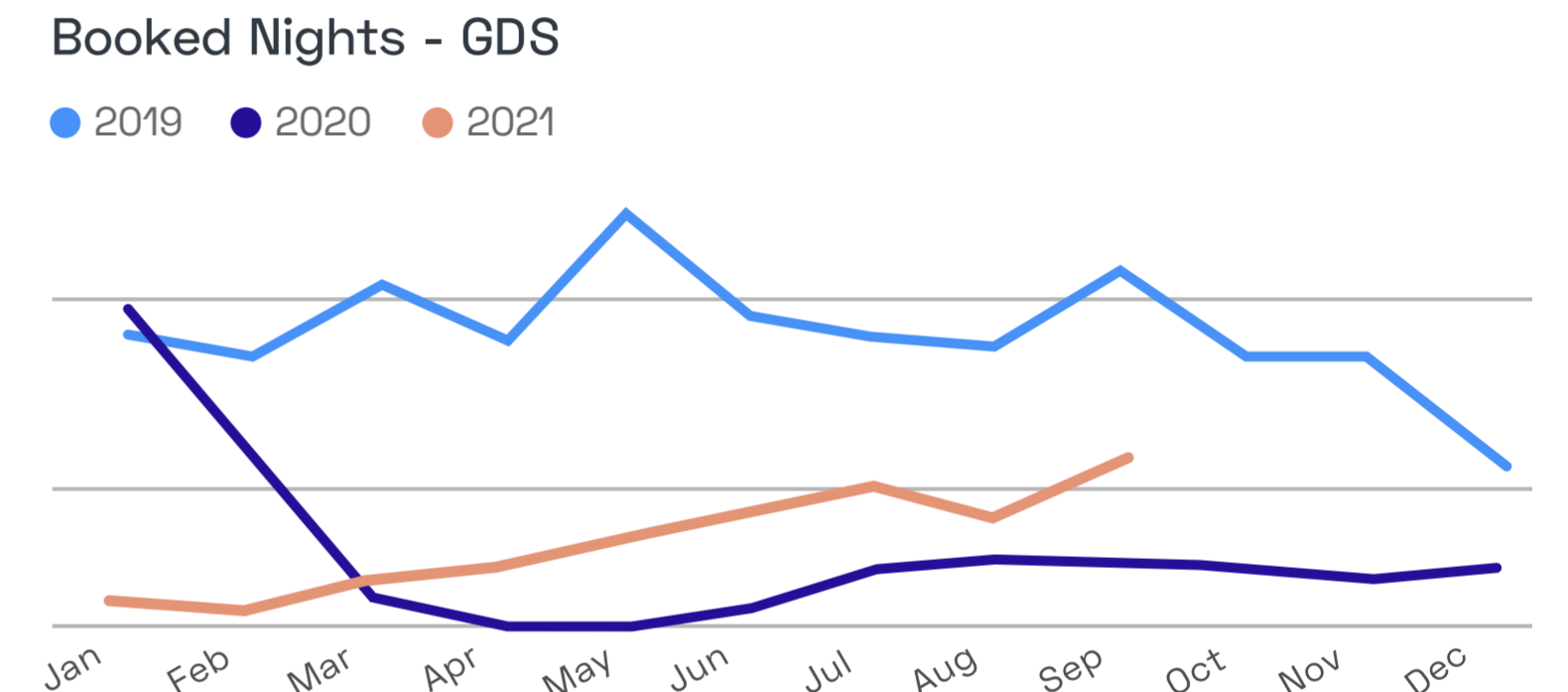
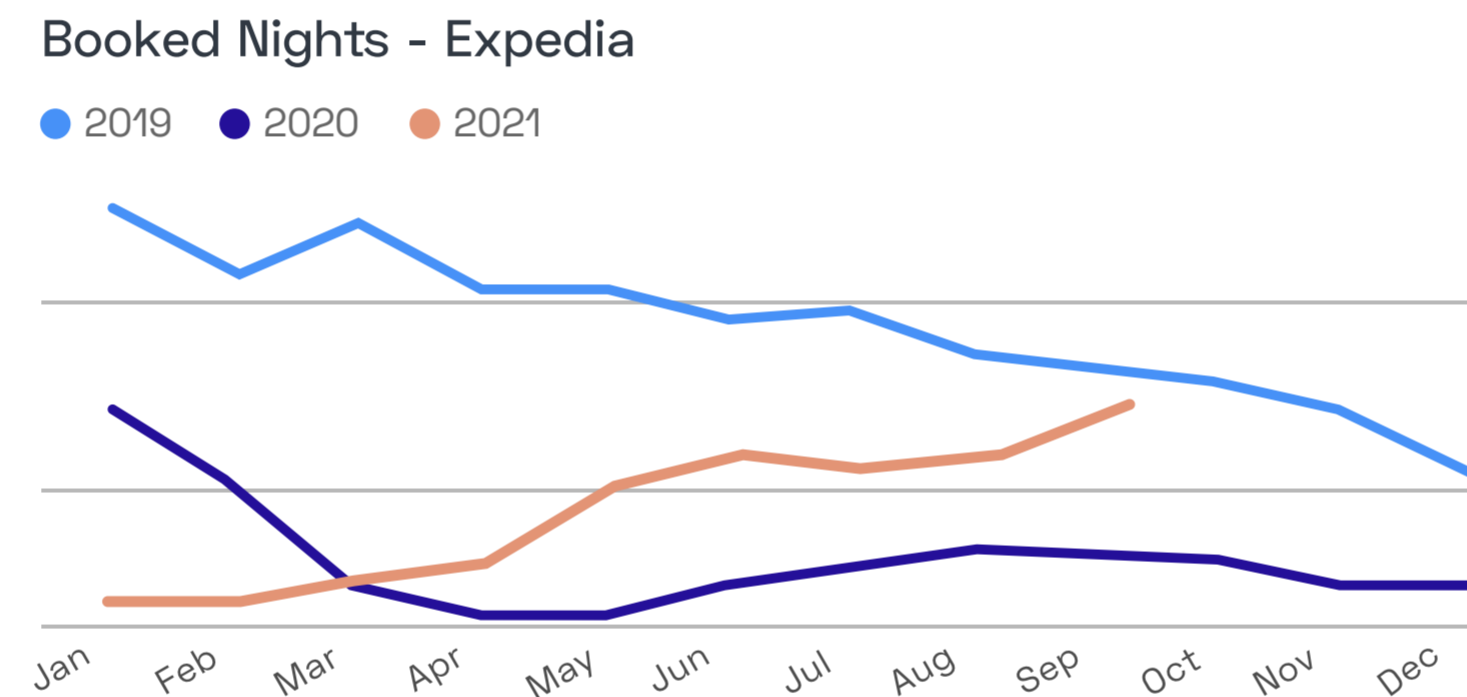
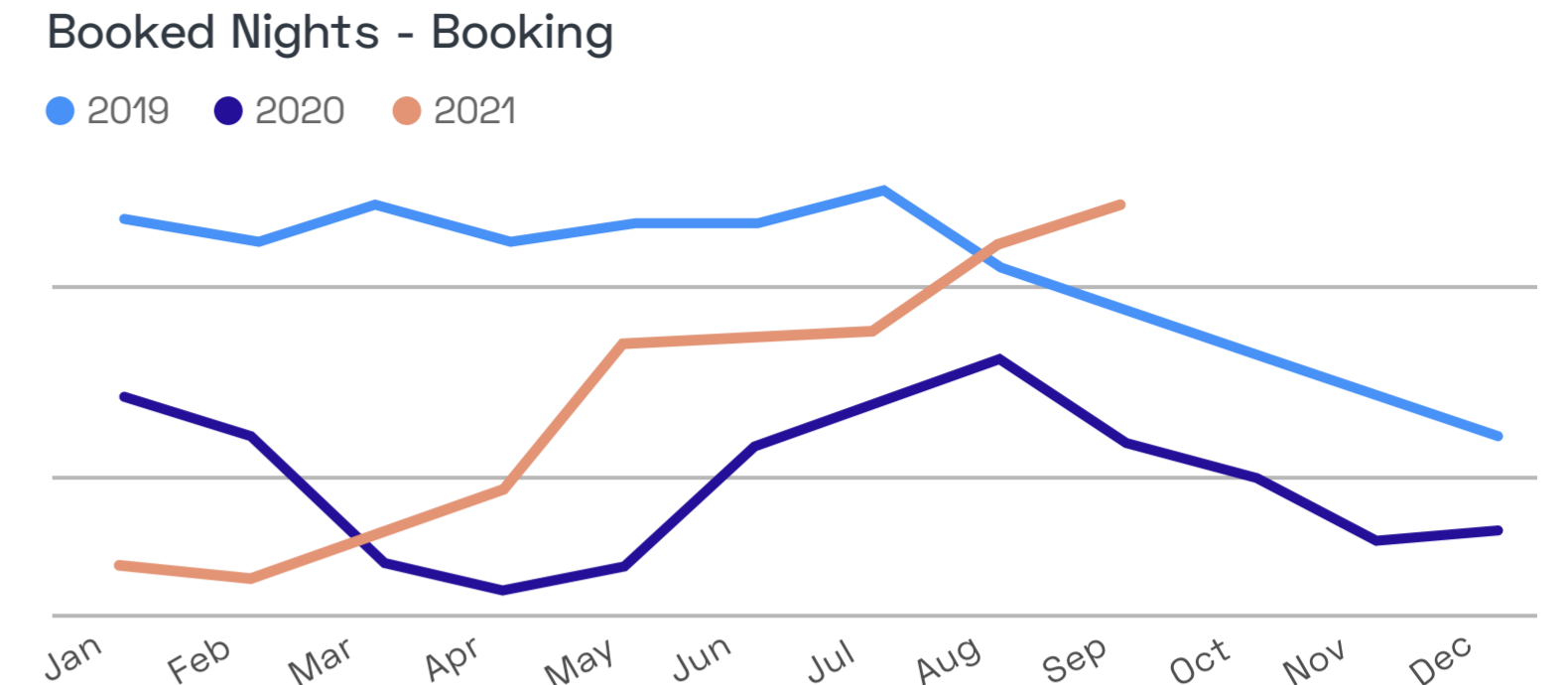
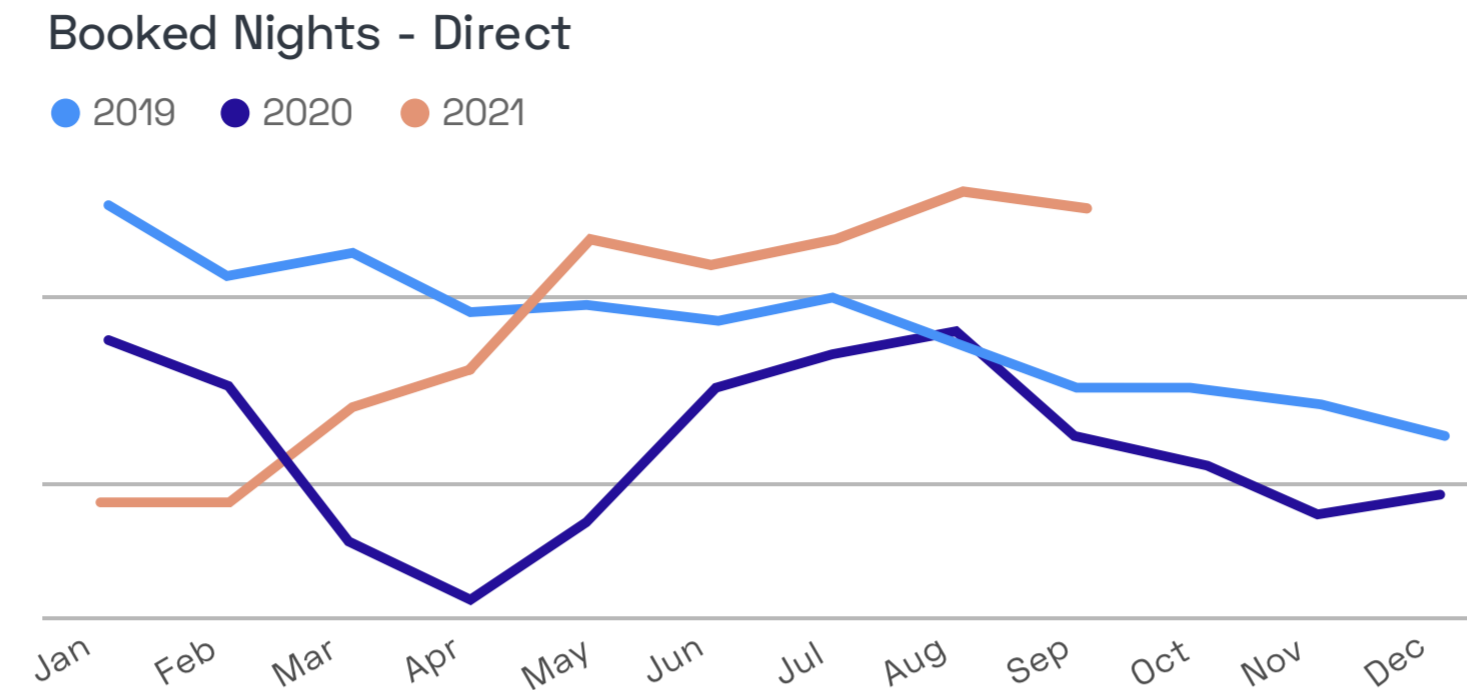
Our Market Trends analysis covers booking behaviour in 2021 year-to-date, in comparison to the same period in 2020.

We also cover the evolution of channel performance in 2021 vs 2020 and 2019, how each reservation channel is recovering, mobile reservations behavior, booking pace, Domestic vs International travel trends, and the latest world news that has impacted hotel bookings in recent weeks.

Analysing bookings and stays per channel from January to September 2021, the graphs below show how each of the 5 main channels performed.

These channels are:

1. Direct
2. Booking
3. Expedia
4. GDS
5. Others





In September 2021, booked nights across all channels reached **118.7%** of those over the same period in 2019.

When compared to bookings over the same period in 2020, booked nights in September 2021 represented **237.3%**.

Below are the total booked nights for each channel by order of performance in September 2021 - compared to bookings over the same period in 2020 and 2019:

#### VS 2019

Direct: **172.6%**  
Booking: **129.5%**  
Expedia: **84.3%**  
GDS: **48.4%**  
Others: **40.3%**

#### VS 2020:

Direct: **220.4%**  
Booking: **239.7%**  
Expedia: **315.5%**  
GDS: **278.5%**  
Others: **240.5%**

Showing the strongest performance against pre-pandemic levels, Direct bookings in September 2021 reached **172.6%** of those over the same period in 2019. In 2nd place, Booking is also registering better bookings results than in September 2019, selling **129.5%** of September 2019 nights.

# STAY BEHAVIOURS IN 2021

Overall hotel stays in September 2021 represented **72.4%** of those over the same period in 2019, and **146.0%** over the same period in 2020. The Direct Channel is the only one to have exceeded pre-pandemic levels in September 2021, generating over **116.0%** of stays over the same period in 2019. Below is the complete channel breakdown of stays generated in September 2021:

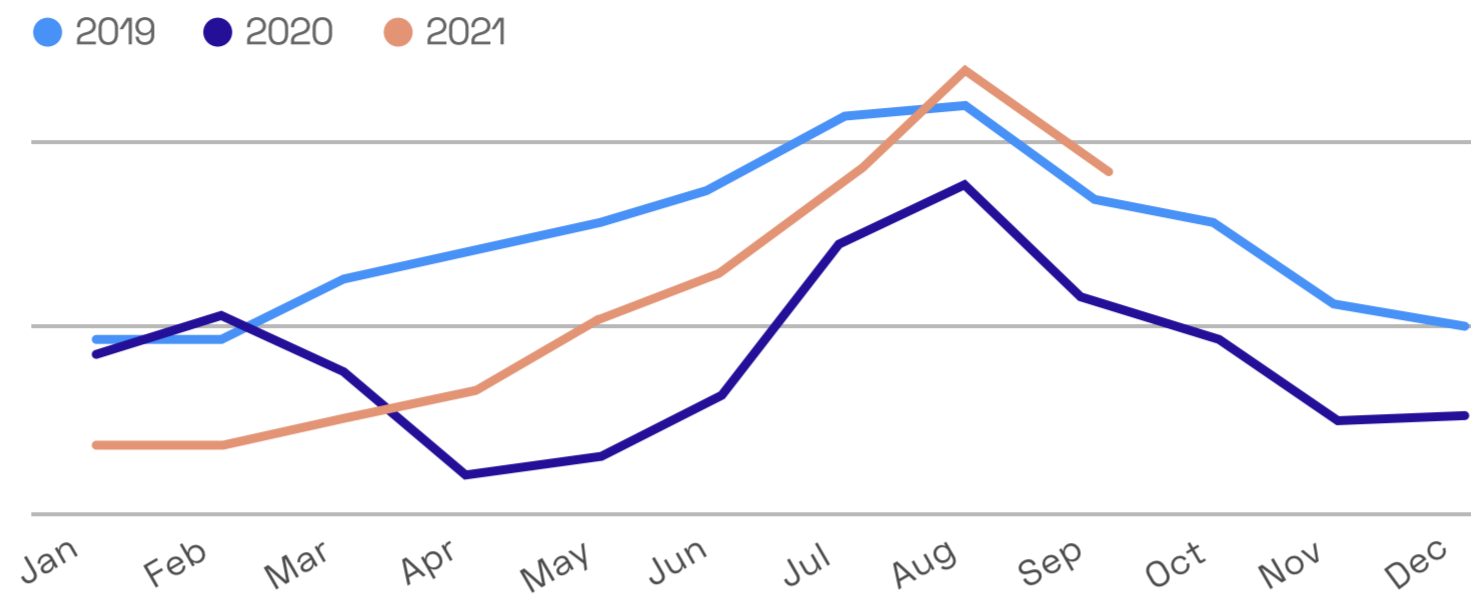
## VS 2019

Direct: **116.6%**  
 Booking: **67.3%**  
 Expedia: **44.0%**  
 GDS: **29.2%**  
 Others: **32.0%**

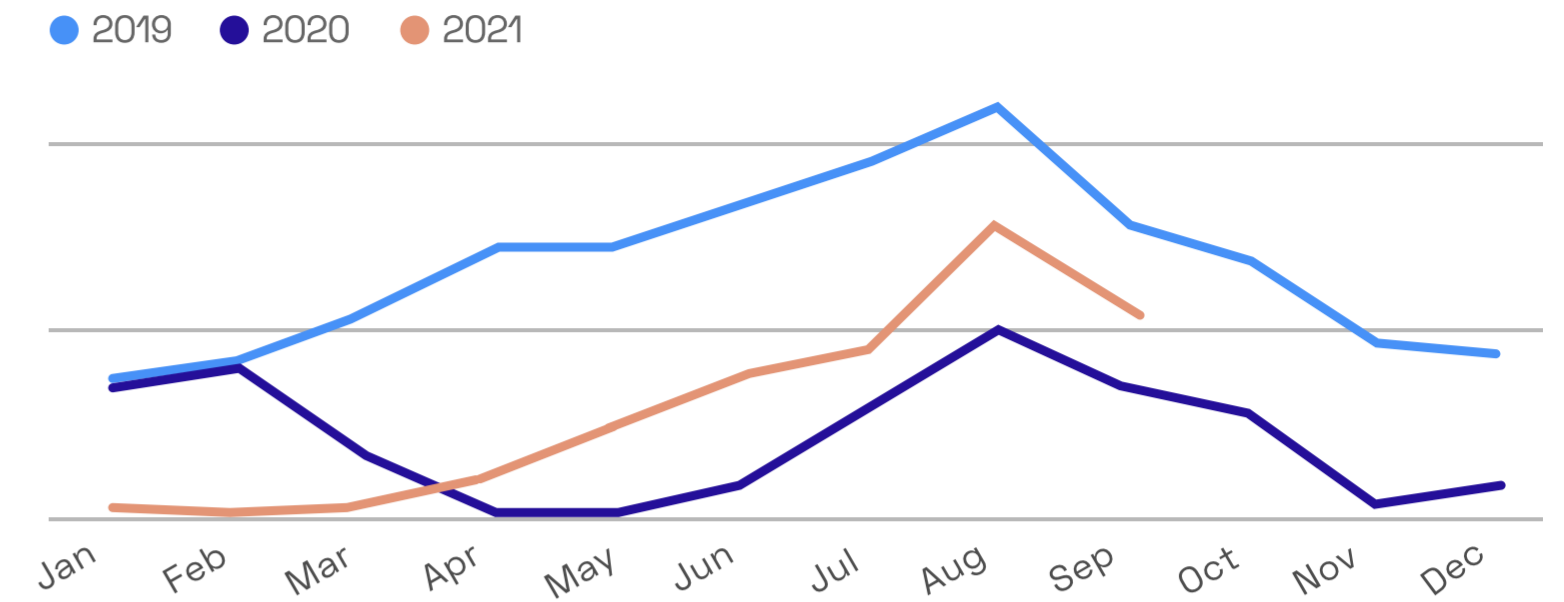
## VS 2020

Direct: **162.9%**  
 Booking: **127.7%**  
 Expedia: **198.4%**  
 GDS: **254.8%**  
 Others: **112.8%**

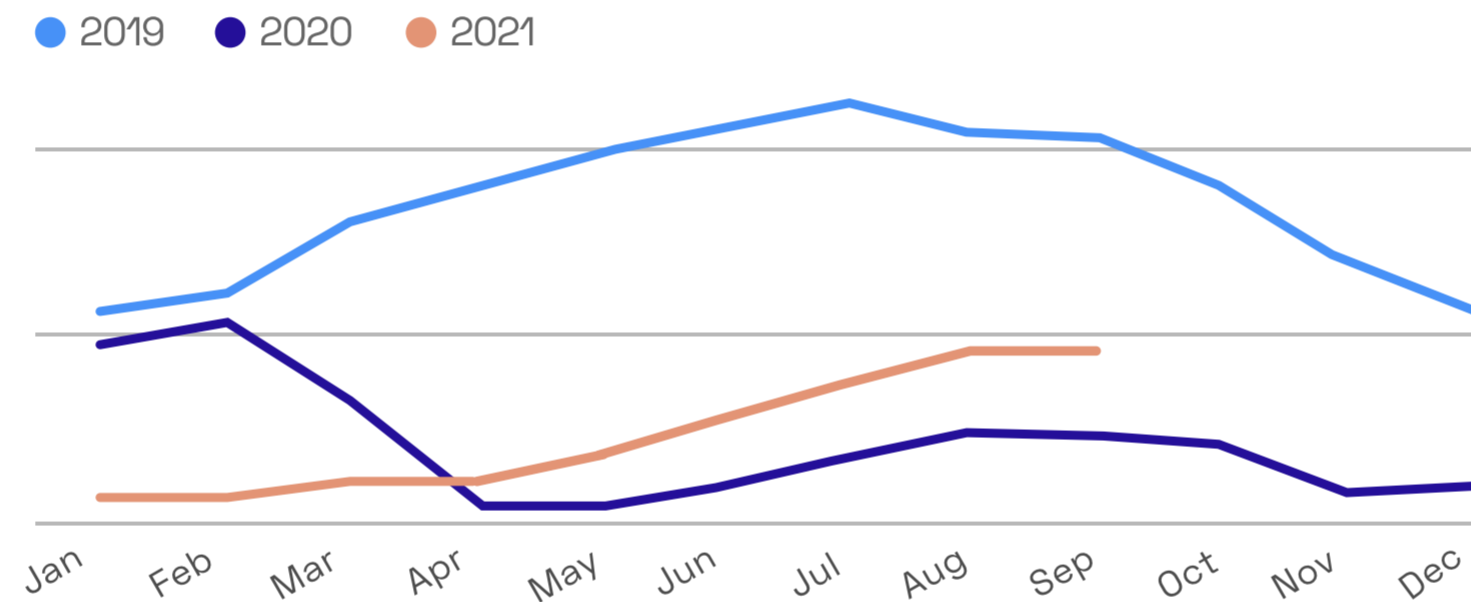
Stay Nights - Direct



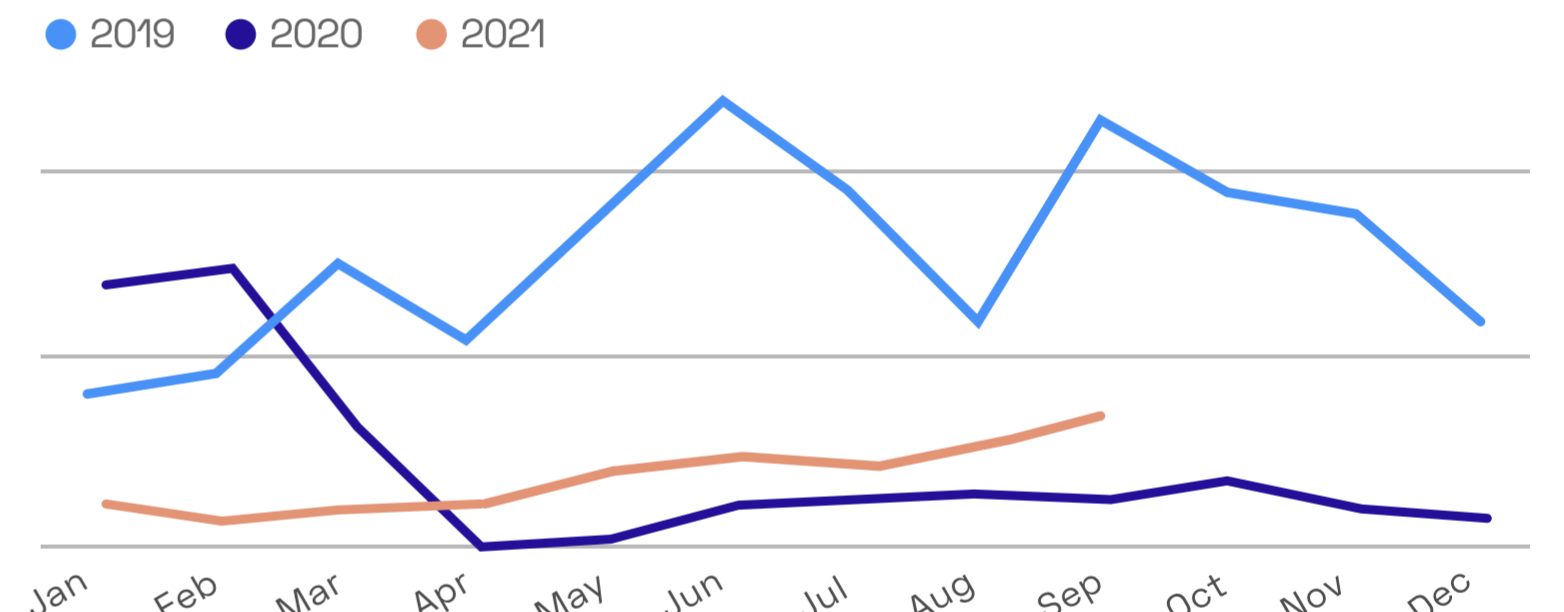
Stay Nights - Booking



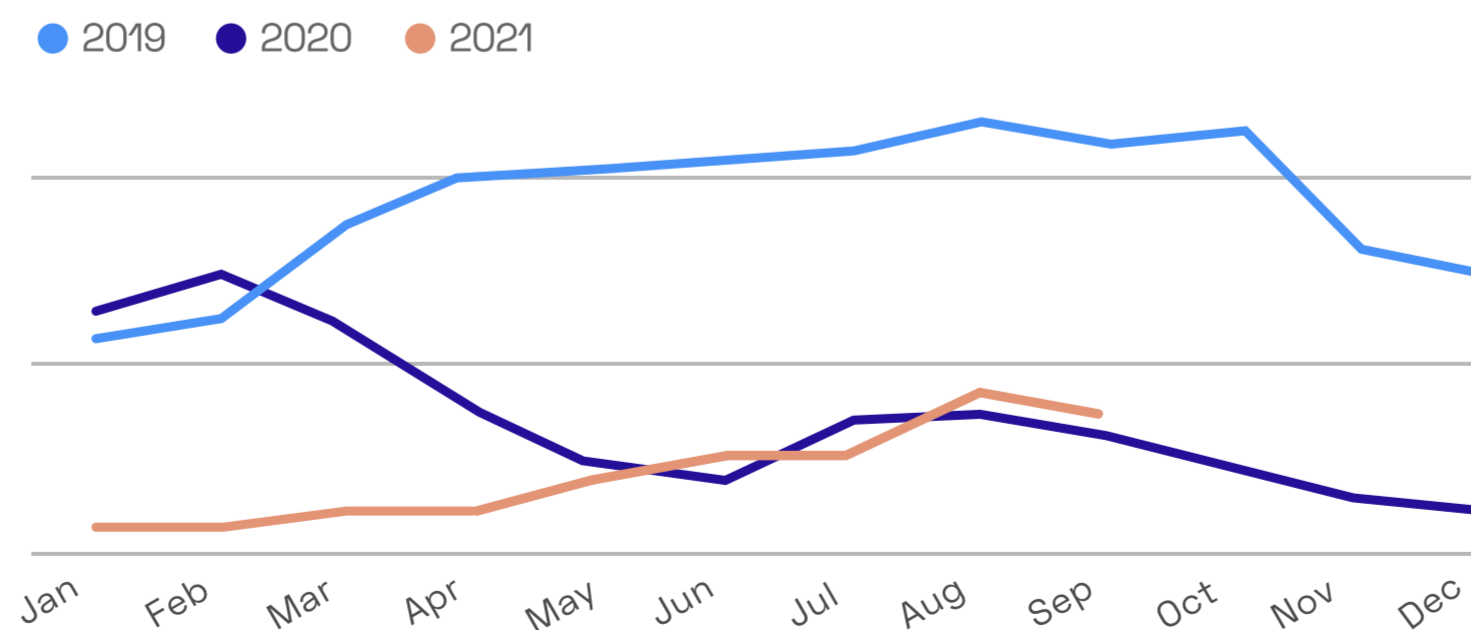
Stay Nights - Expedia



Stay Nights - GDS



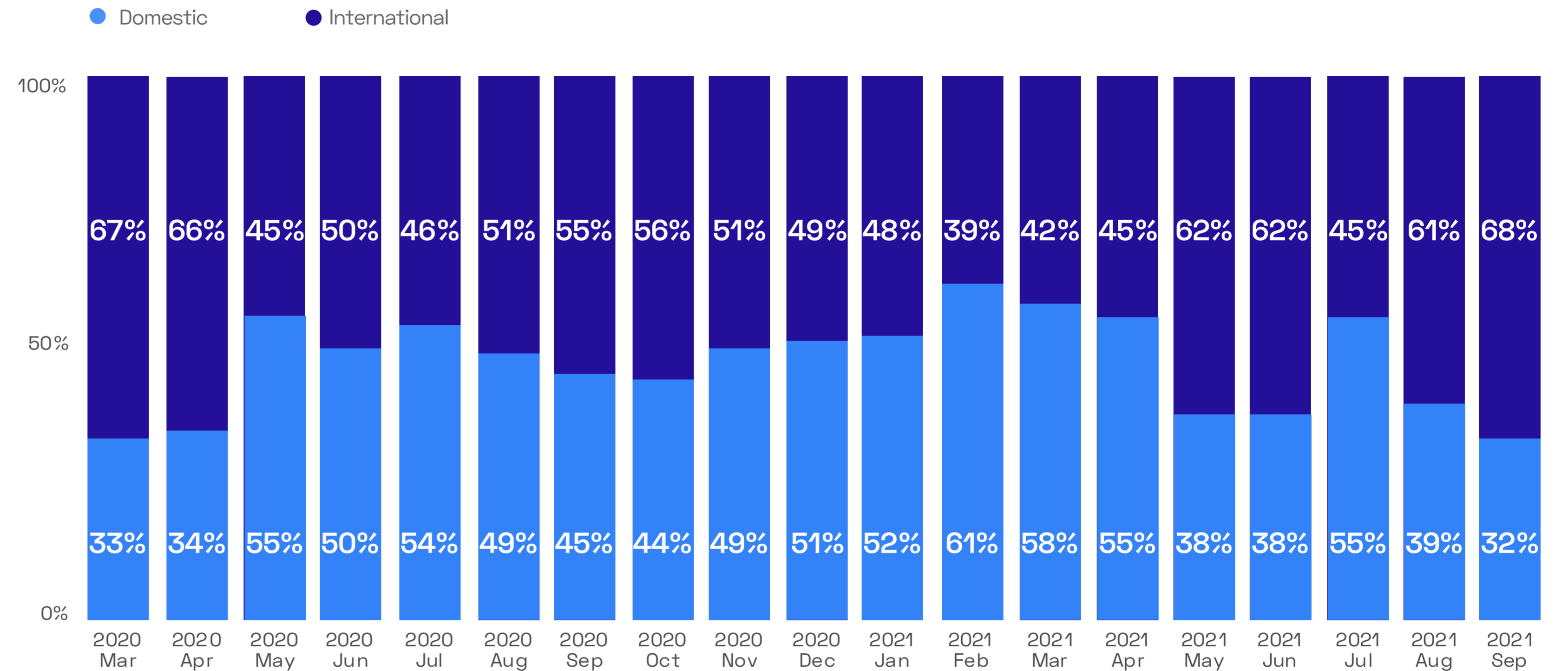
Stay Nights - Others



# INTERNATIONAL VS DOMESTIC TRAVEL IN 2021

In September 2021, international hotel bookings rose to **68.0%** of total bookings - easily the highest proportion in the last 12 months. Domestic bookings continue to decline, and currently represent **32.0%** of total bookings.

International Travel vs Domestic Travel

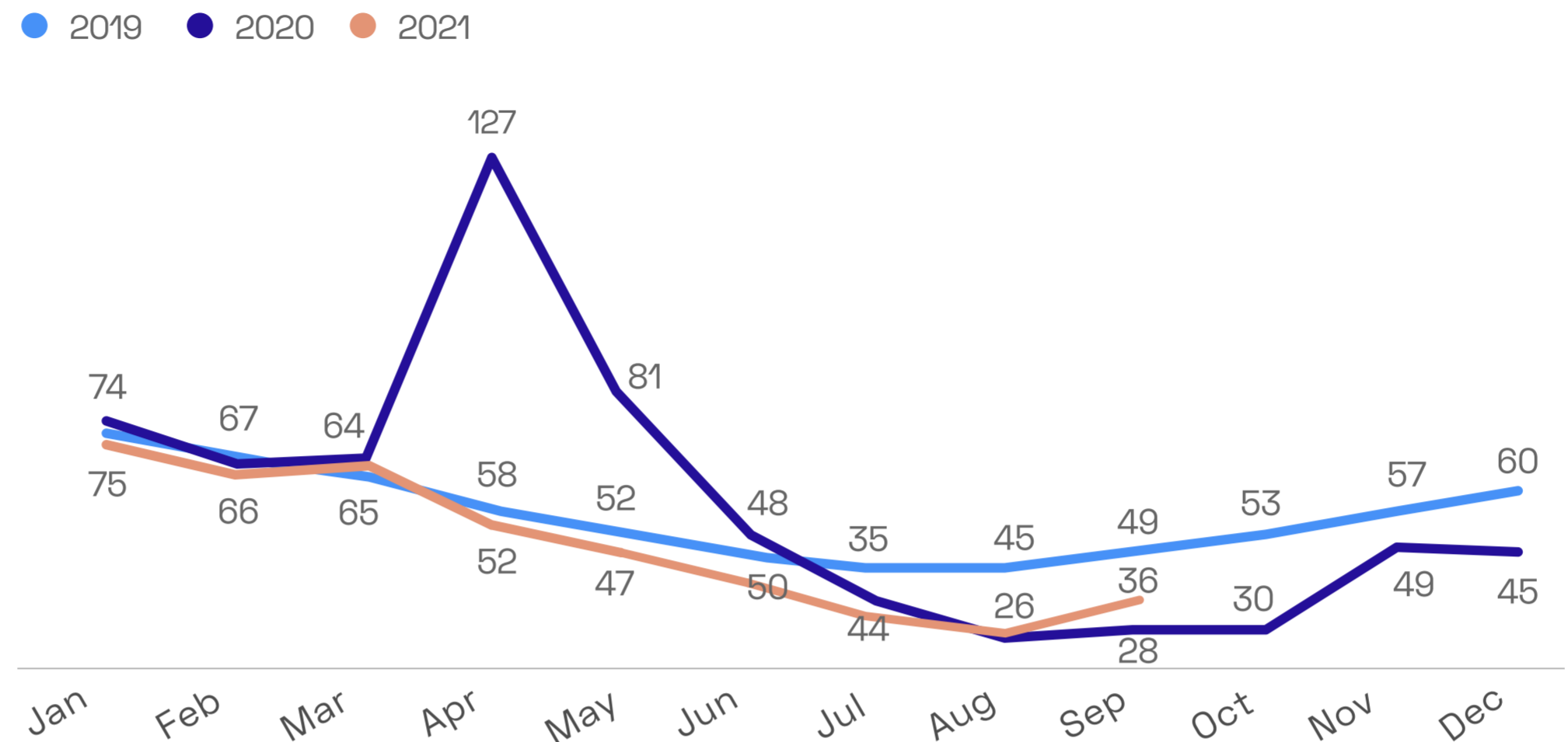


# BOOKING PACE

Since March 2021, booking pace steadily decreased up until July 2021, against 2020 and 2019 levels. In August 2021, booking pace overtook 2020 levels, and continued growing in September 2021.

Below is the overall booking pace breakdown in September 2021 vs 2020 and 2019.

Booking Pace - Overall



## Overall Booking Pace

September 2019 - **49 Days**

September 2020 - **28 Days**

September 2021 - **36 Days**

## Domestic Booking Pace

September 2020 - **13 Days**

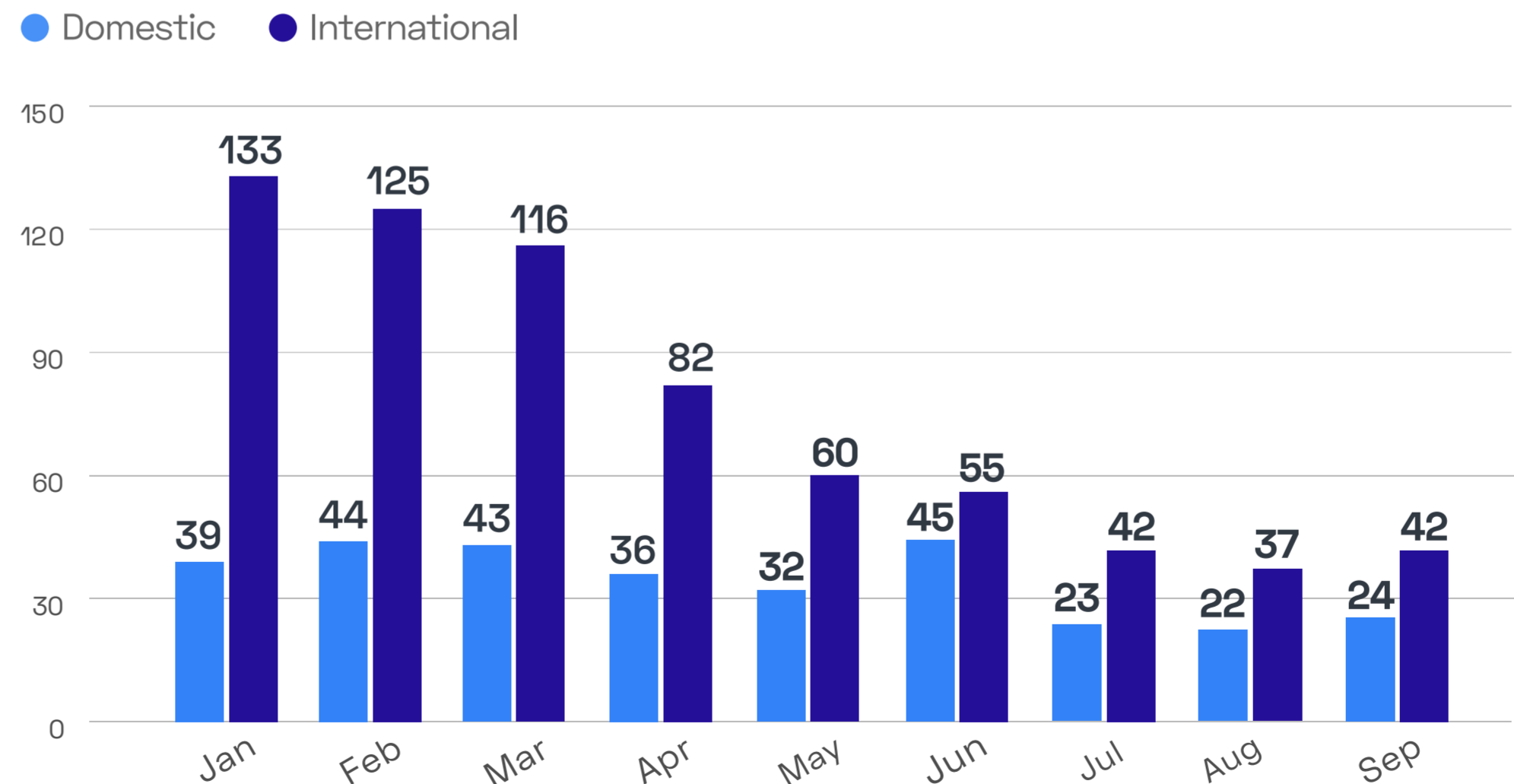
September 2021 - **24 Days**

## International Booking Pace

September 2020 - **14 Days**

September 2021 - **42 Days**

Booking Pace 2021 - Domestic vs International

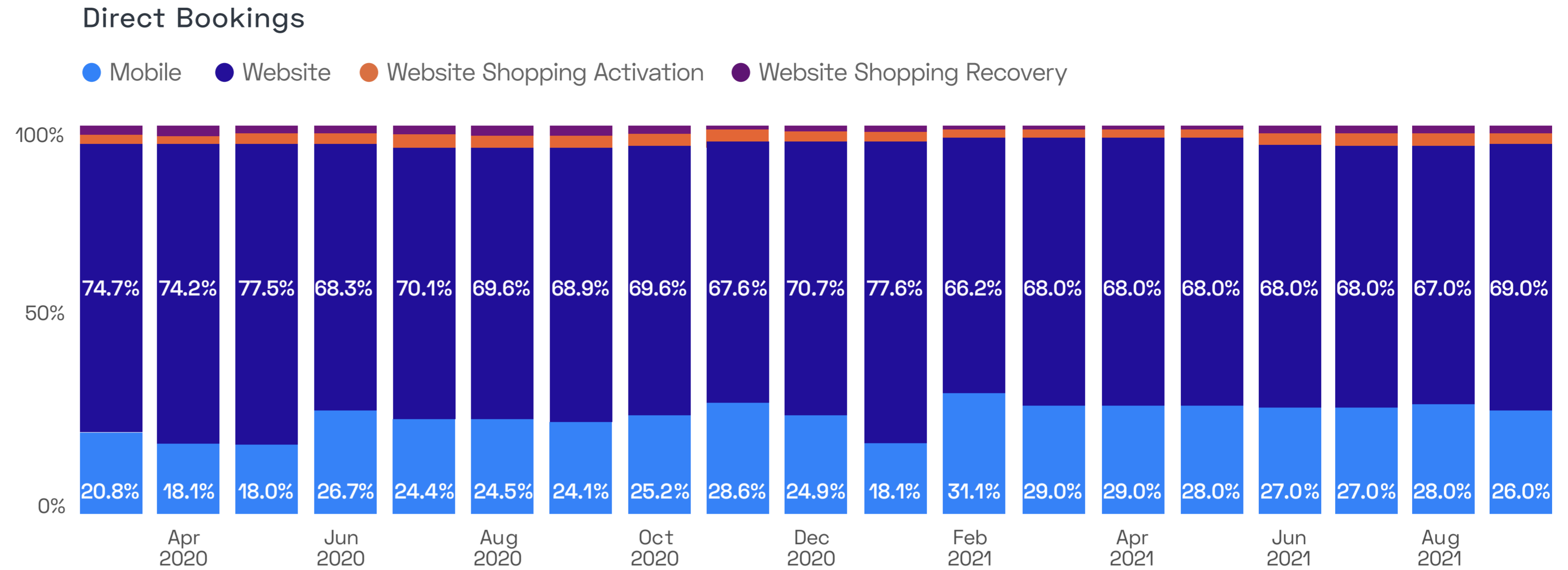


# MOBILE BOOKING TRENDS

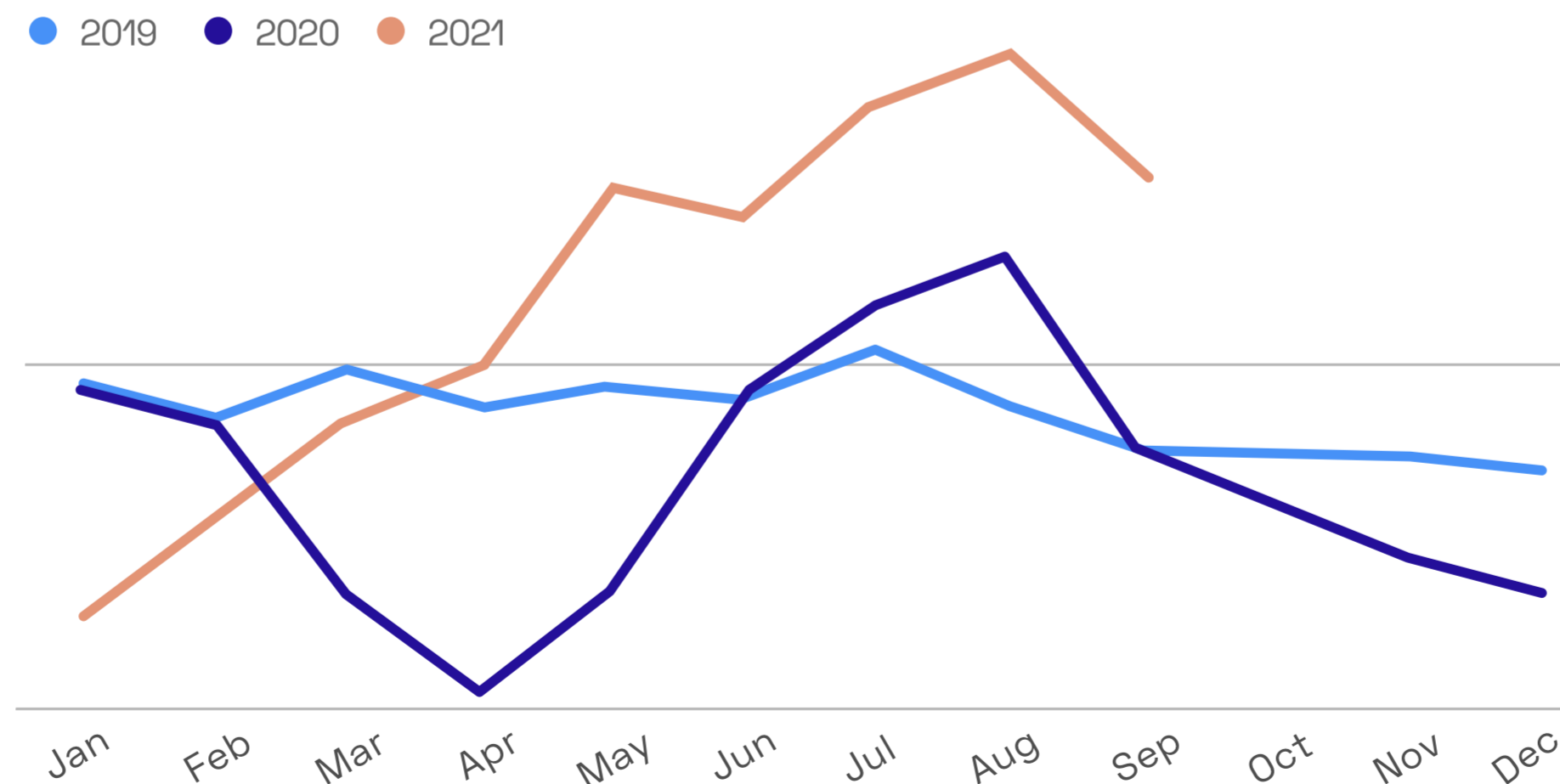
Mobile bookings represented **26.0%** of total bookings in September 2021. On average in 2021, mobile bookings represent **27.3%** of total bookings.

Mobile hotel direct bookings continue to grow significantly against pre-pandemic levels (benchmarked at September 2019 for this edition).

Analysing the total volume of direct nights booked, mobile bookings in September 2021 represent **197.3%** of those over the same period in 2019.



### Booked Nights - Direct Mobile





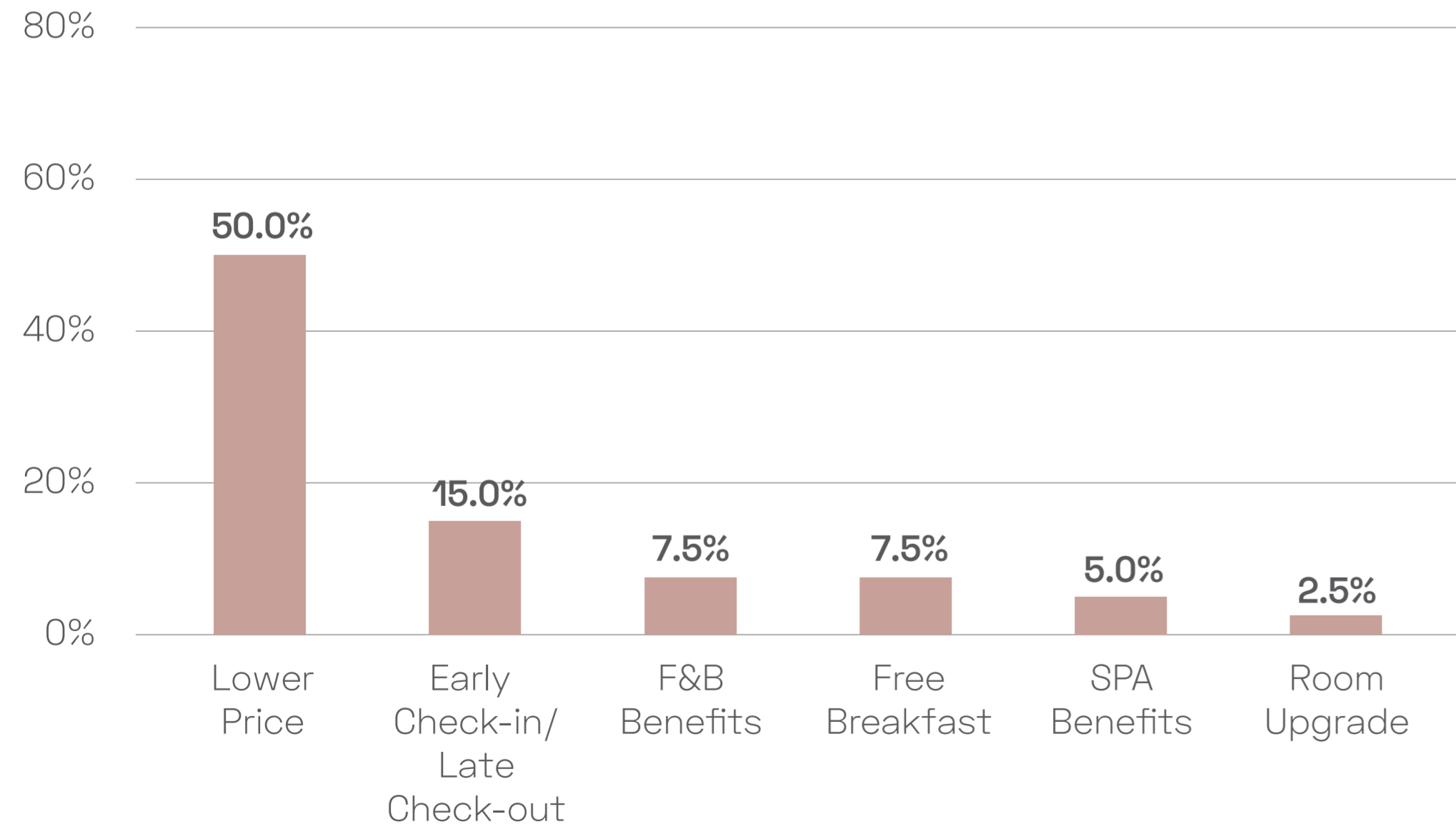
2.0

**Question of  
the Month**

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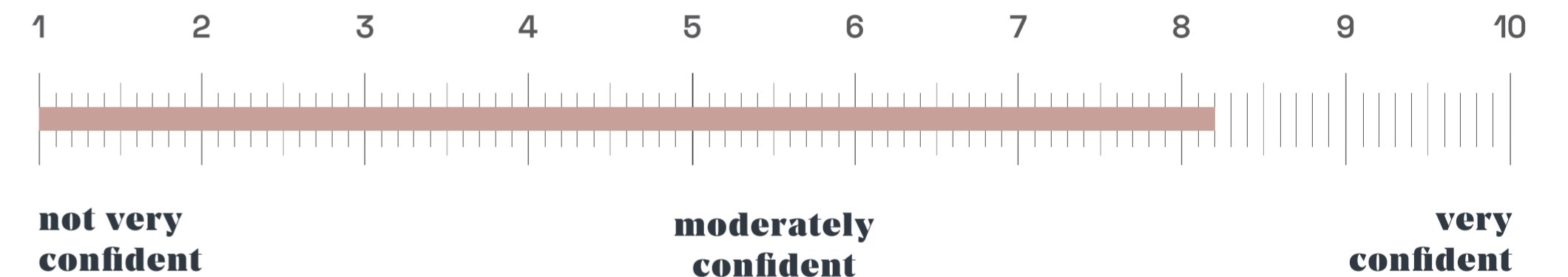
## WHICH OF THE FOLLOWING 6 BENEFITS DO YOU CURRENTLY OFFER EXCLUSIVELY TO GUESTS WHO BOOK DIRECT ON YOUR HOTEL WEBSITE?

Half of Hoteliers surveyed in September 2021 offer lower prices exclusively to guests who book directly on the hotel website.



## ON A SCALE OF 1 TO 10 (10 = EXTREMELY CONFIDENT), HOW CONFIDENT ARE YOU IN THE RATE OF VACCINATION IN YOUR DESTINATION?

Europe-based hotels show the most confidence in the level of vaccination by destination, ranking **8.6** out of 10. Hotels in Asia show the lowest confidence levels - ranking **5.6** out of 10.





# 2.1

## Monthly Business Optimism Barometer & Occupancy Forecast

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**01** Hoteliers surveyed in September 2021 appear cautiously optimistic about business performance over the next 12 months, ranking 6.6 out of 10.

**02** Over 78.0% of Hoteliers surveyed have met or exceeded the industry's forecasted occupancy levels for September 2021

**03** Out of all market segments surveyed, City Center Hotels expect the highest occupancy levels in October 2021.

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ON A SCALE OF 1  
TO 10, HOW  
OPTIMISTIC ARE YOU  
ABOUT YOUR  
HOTEL'S BUSINESS  
PERFORMANCE OVER  
THE NEXT 12 MONTHS?

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**Industry optimism average: 6.6**

Of the market segments surveyed in September 2021, Resorts show the most optimistic outlook, ranking **7.1** out of 10. City Center Hotel optimism levels show the lowest rankings, at **6.1** out of 10.

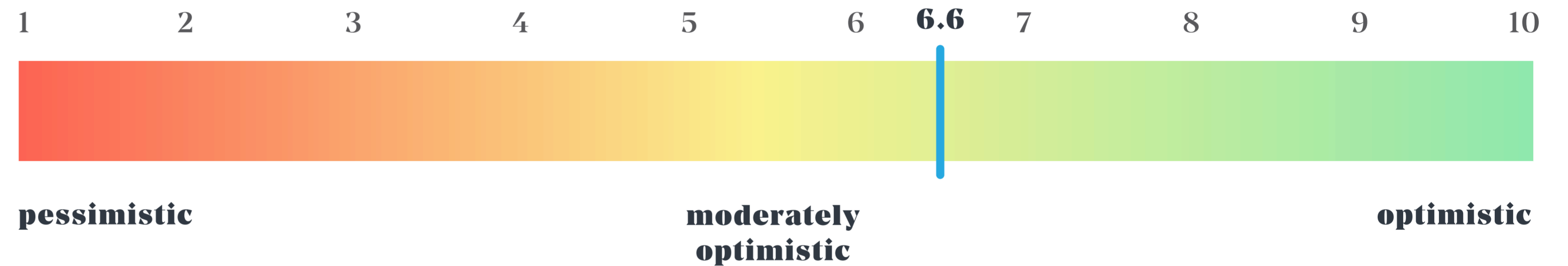
Resort Hotels



B&Bs



City Hotels



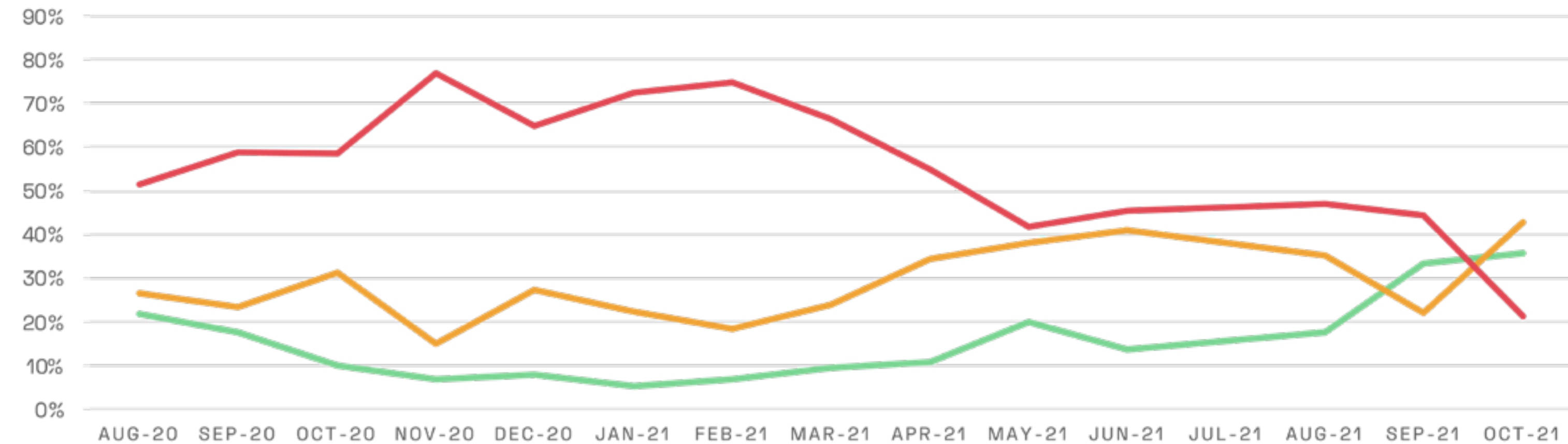
# HOTELIERS WE SURVEYED EXPECTED AN AVERAGE OF 52.0% OCCUPANCY IN SEPTEMBER. DO YOU EXPECT YOUR PROPERTY TO BE BELOW, THE SAME, OR ABOVE THIS EXPECTATION?

In September 2021, **78.6%** of Hoteliers expected to meet or exceed the average occupancy forecast for that month. Just **21.4%** of respondents did not expect to meet the September monthly occupancy forecast.

Of the property segments surveyed, **66.7%** of Resorts, **26.3%** of City Center Hotels, and **16.7%** of Bed & Breakfasts exceeded the industry's monthly occupancy forecast for September 2021.

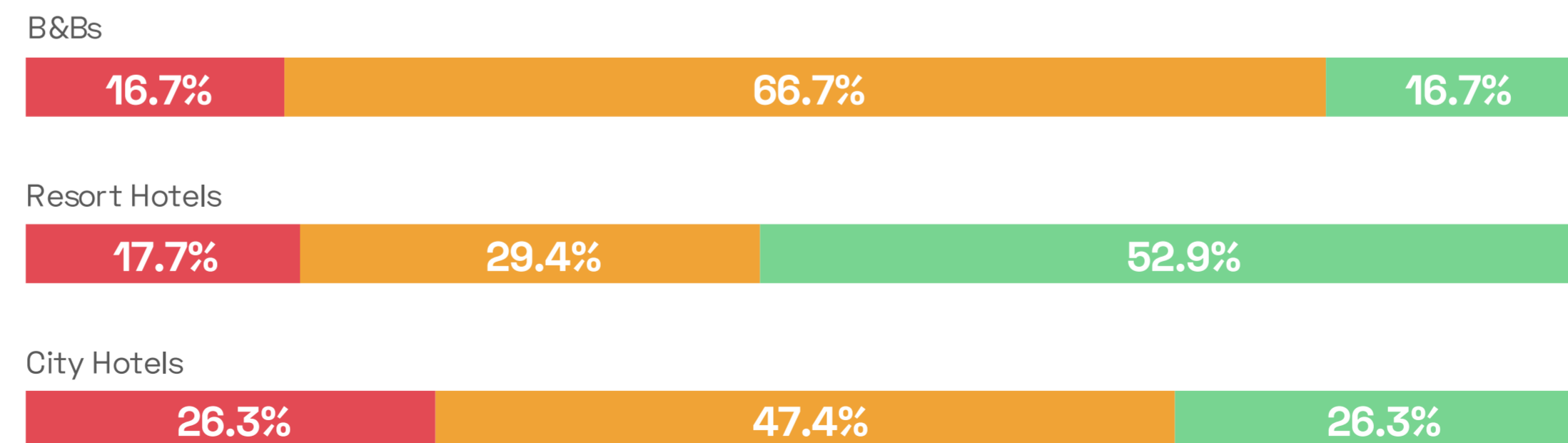
## Occupancy Expectation

● Expect occupancy to be higher ● Expect occupancy to be the same ● Expect occupancy to be lower



## Occupancy Expectation per segment

● Expect occupancy to be higher ● Expect occupancy to be the same ● Expect occupancy to be lower



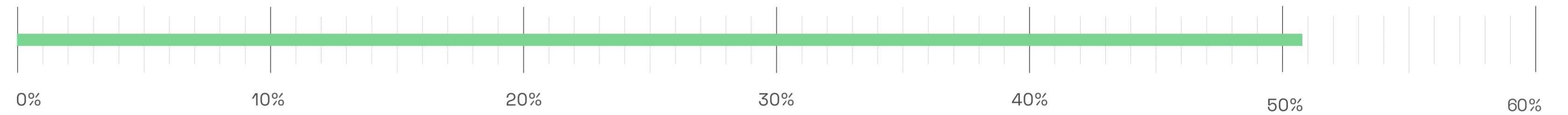
# WHAT IS YOUR EXPECTATION FOR TOTAL OCCUPANCY IN OCTOBER 2021?

**Avg Occupancy Expectation: 50.7%**

October 2021 marks one of the highest occupancy expectations since the launch of the Hotelier PULSE report in April 2020 - surpassed only by August and September 2021.

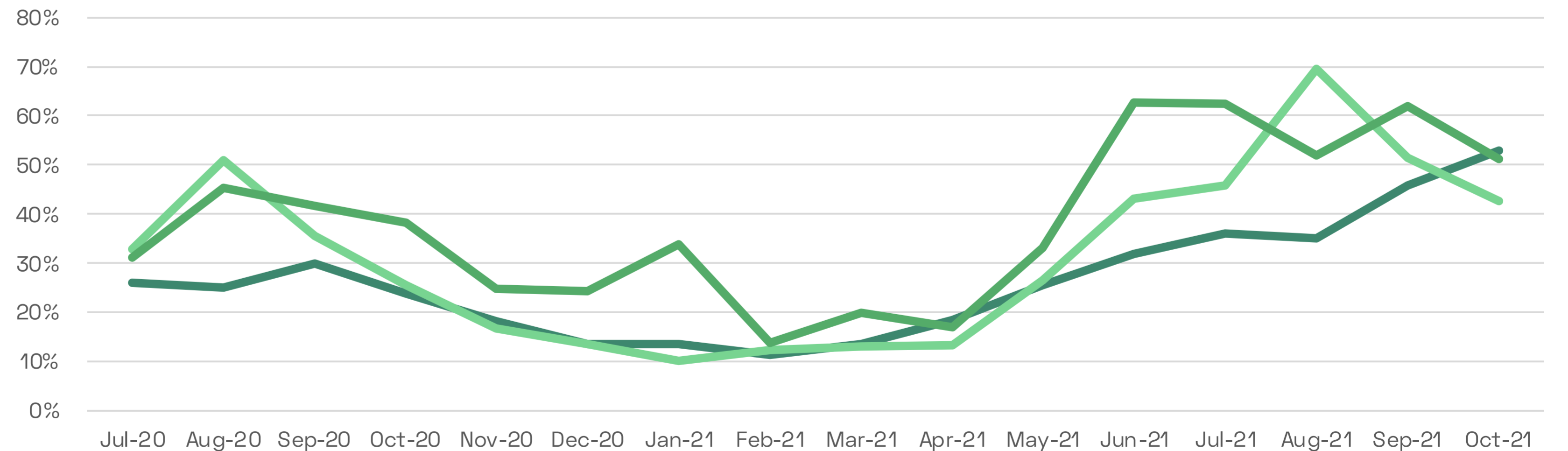
## Occupancy Expectation in October

Average Rating: 50.7%



## Occupancy Expectation in October per Segment

City Center Hotels   B&Bs   Resorts





# 2.2

## Financial Recovery Forecast

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**01** The number of Hoteliers expecting to outperform 2020 revenue levels in 2021 is increasing, up from 64.0% in our August 2021 survey to 75.0% today.

**02** Although half of Hoteliers expect to financially recover to pre-pandemic levels between 2021 and 2022, a growing number of Hoteliers now expect recovery to occur in 2023.

**03** Resorts show the most optimism for financial recovery to pre-pandemic levels, with a 50/50 split of respondents anticipating recovery in 2021 and 2022.

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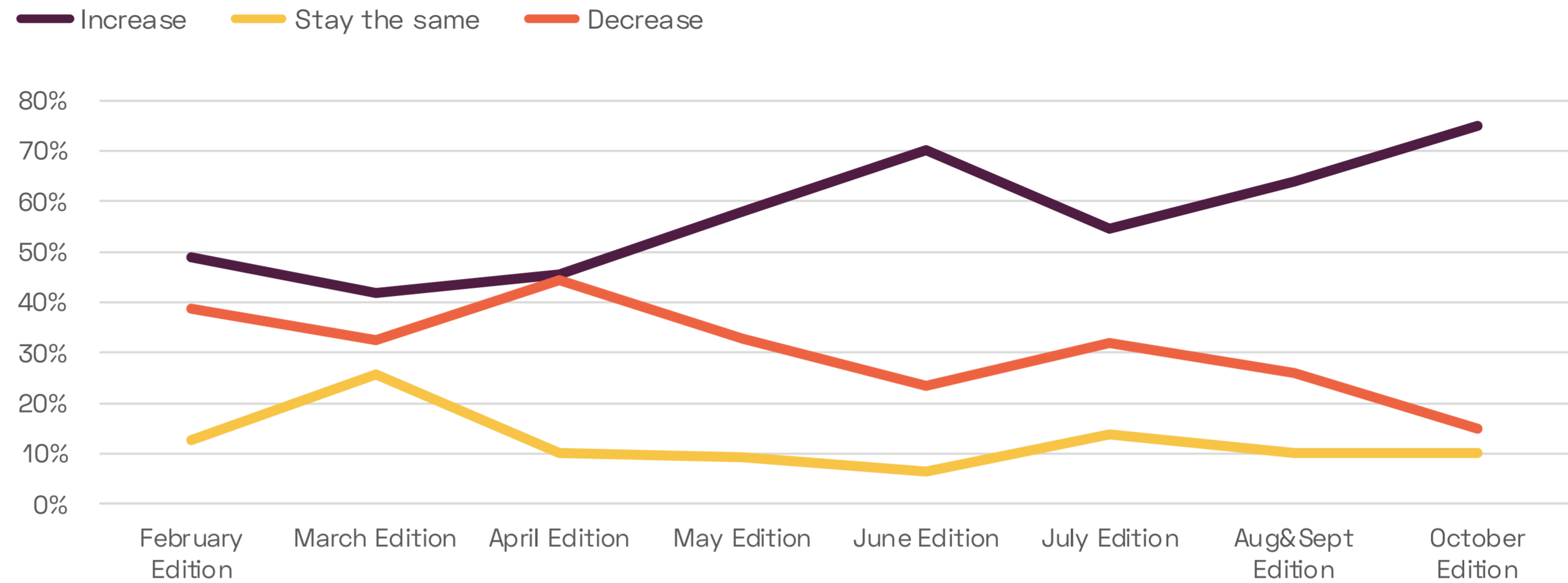
# 2021 REVENUE EXPECTATIONS

- **15.0%** of Hoteliers now expect the revenue to decrease in 2021 vs 2020 (compared to **26.0%** in August 2021).
- **10.0%** of Hoteliers now expect to maintain the same revenue level in 2021 vs 2020 (compared to **10.0%** in August 2021).
- **75.0%** of Hoteliers now expect to increase revenue in 2021 vs 2020 (compared to **64.0%** in August 2021).

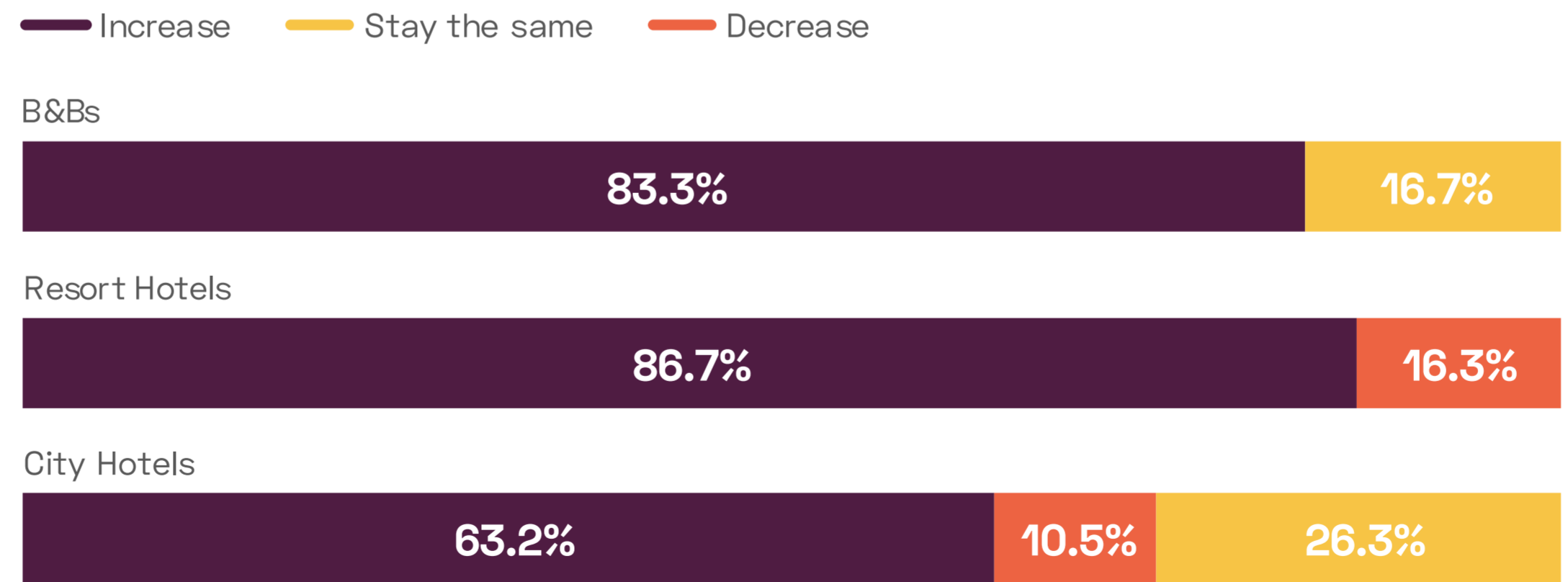
A staggering **75.0%** of hotels surveyed in September 2021 expect to increase revenue in 2021 vs 2020, up 11 percentage points from **64.0%** in August 2021.

Of those who shared this sentiment, **20.0%** expect revenue to increase by **50.0%** or more compared to 2020. Just **25.0%** of Hoteliers surveyed in September 2021 expect revenue to remain the same or decline in comparison to 2020, down from **36.0%** in August 2021.

What is your expectation of total hotel revenue in 2021 when compared to 2020?



What is your expectation of total hotel revenue in 2021 when compared to 2020?



Nearly **89.0%** of Resorts expect to increase their revenue in 2021 vs 2020, followed by Bed & Breakfasts (over **83.0%**), and City Center Hotels (over **63.0%**). Half of Hoteliers surveyed in September 2021 expect to financially recover to 2019 levels between 2021 (**15.0%**) and 2022 (**35.0%**).

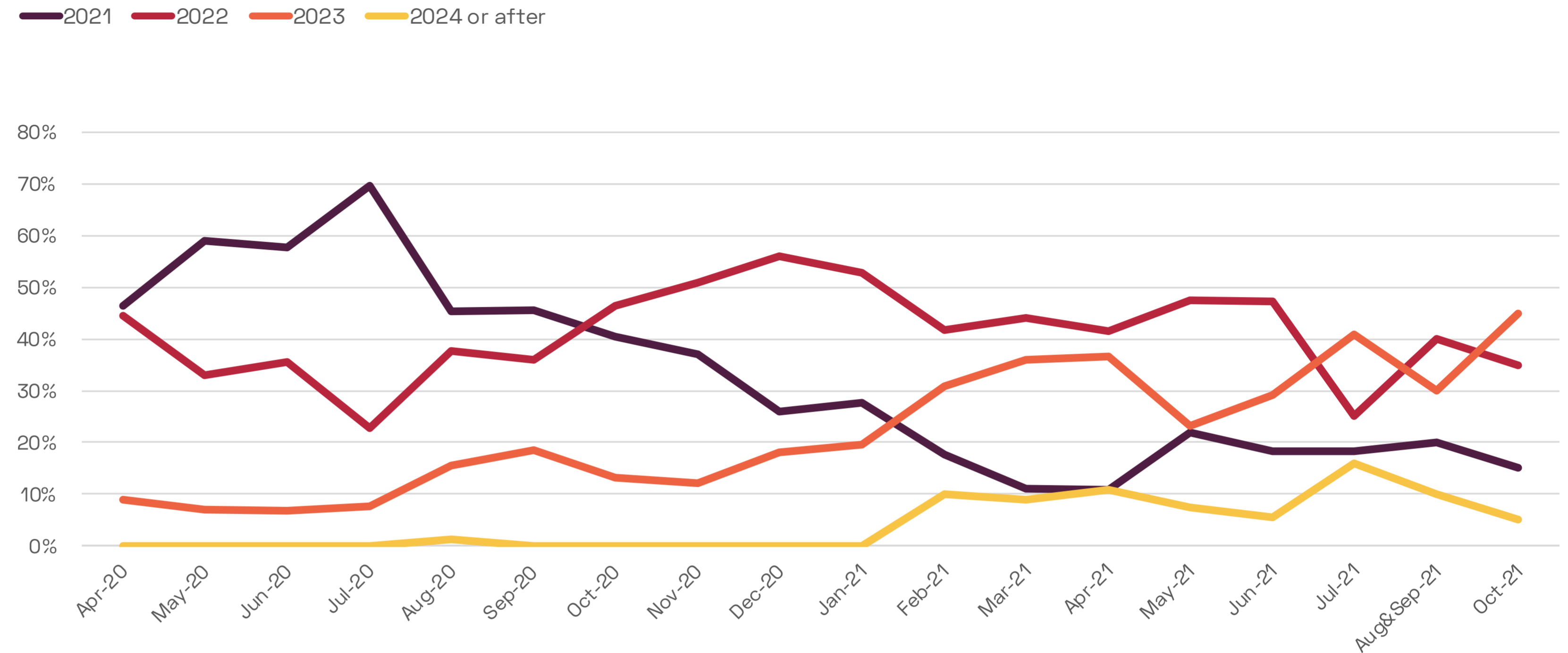
However, the number of Hoteliers expecting to financially recover in 2023 is increasing - from **30.0%** in our August survey to **45.0%** in our September 2021 survey. Just **5.0%** of Hoteliers surveyed in September expect to financially recover to 2019 levels in 2024 or later.

Over half (**57.9%**) of City Center Hotels surveyed in September 2021 now expect to financially recover to 2019 levels in 2023.

Resorts show an even split between 2021 and 2022 in the expected timeline for financial recovery, with **33.3%** of respondents per each year.

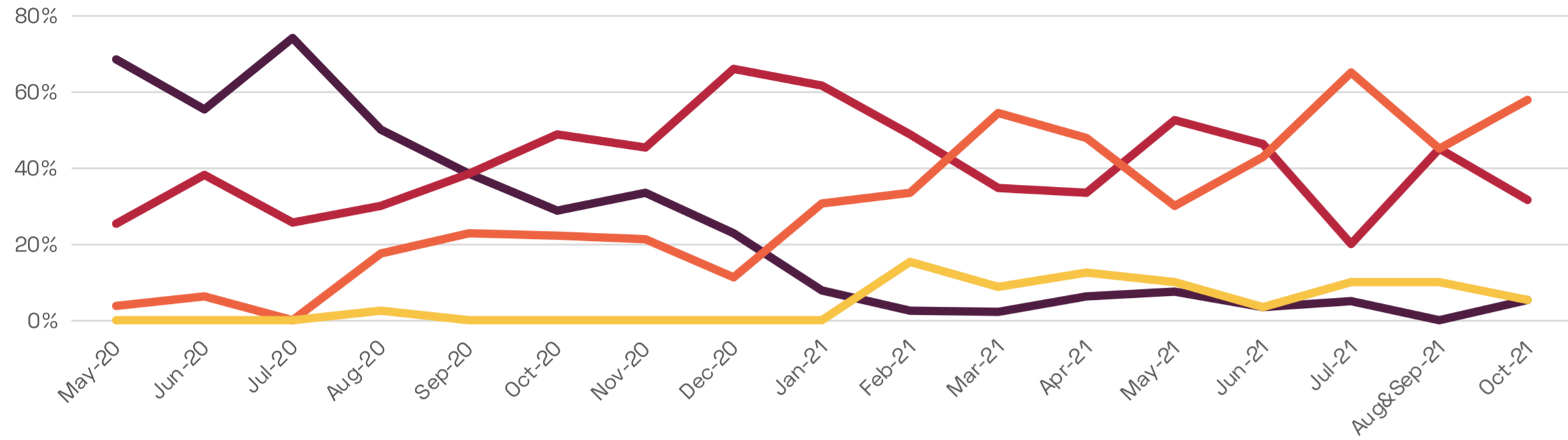
All Bed & Breakfasts surveyed expect to financially recover between 2022 and 2023, at **50.0%** per year respectively.

### When do you estimate your business will recover to the same financial position 2019?



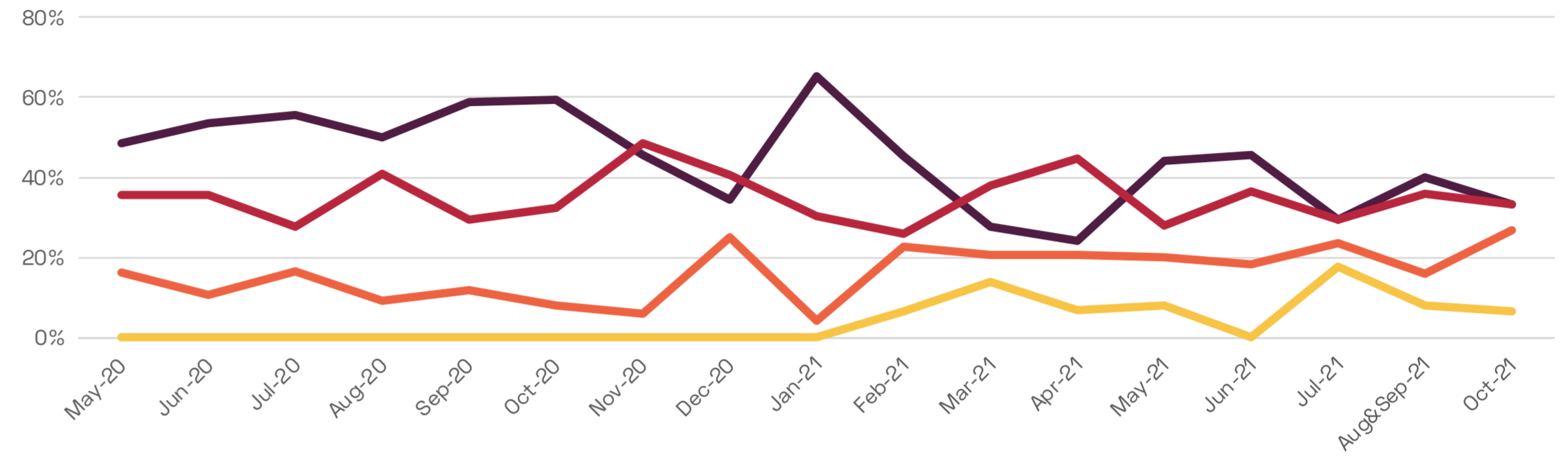
### City Center Hotels

2021 2022 2023 2024 or after



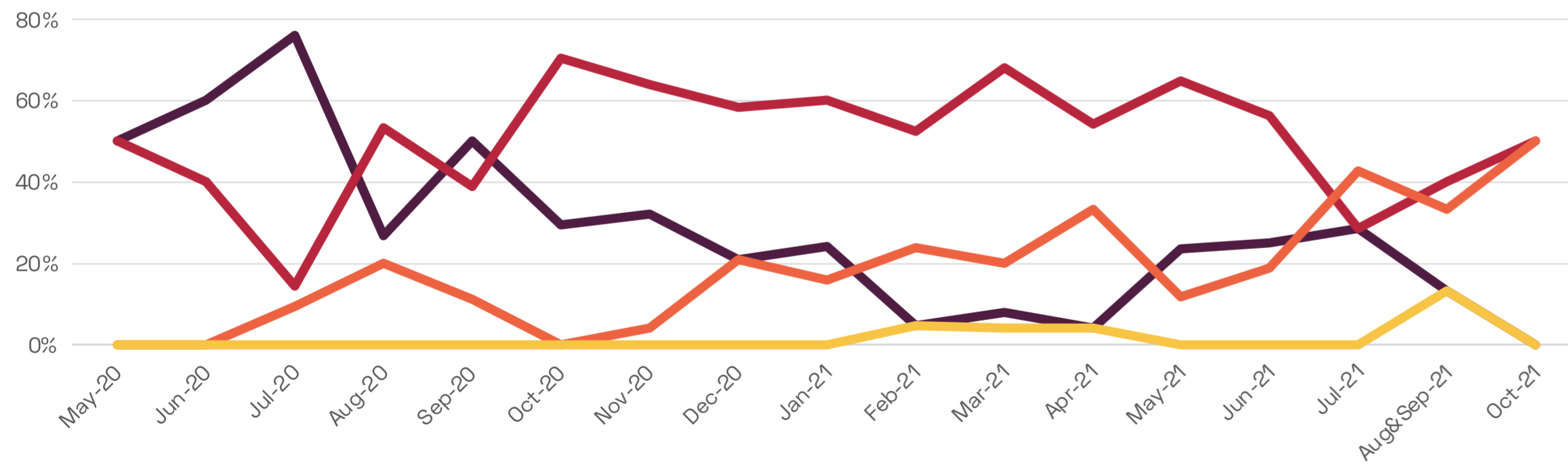
### Resorts

2021 2022 2023 2024 or after



### B&Bs

2021 2022 2023 2024 or after



# 2.3

## Travel Segment Recovery & Performance Forecast

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**01** The majority of Hoteliers surveyed expect domestic business travel to recover to pre-pandemic levels in 2022, and international business travel in 2023.

**02** The industry's expectation for international travel to significantly contribute to recovery is growing, leading to a slight decline in Hoteliers who expect the same from domestic travel.

**03** 78.4% of Hoteliers surveyed expect Leisure Travel to significantly contribute to recovery, compared to just 21.6% who expect the same of Business Travel.

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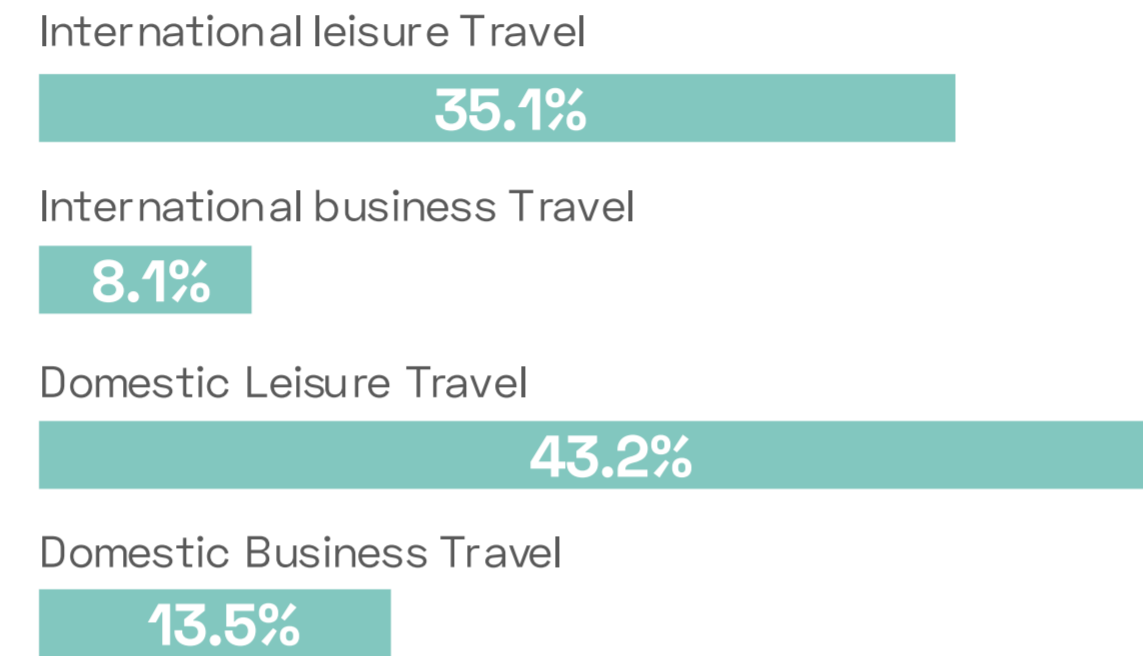


# WHICH TRAVEL SEGMENT WILL BE THE FIRST TO CONTRIBUTE TO YOUR HOTEL'S RECOVERY ONCE RESTRICTIONS ARE LIFTED?

Our September 2021 survey results show the expectation for international travel's contribution has grown considerably since August - by **51.0%** in the case of international business travel, and by **40.6%** in the case of International leisure travel. Expectations for domestic travel's contribution to recovery has decreased.

**56.8%** of Hoteliers surveyed in September 2021 expect Domestic Travel to significantly contribute to hotel recovery - down from **69.7%** in August 2021. Meanwhile, **43.3%** expect international travel to significantly contribute to recovery - up from **30.4%**.

**78.4%** of Hoteliers surveyed expect Leisure Travel to significantly contribute to recovery, compared to just **21.6%** who expect the same of Business Travel.



## Hotel Segment breakdown:

### City Center Hotels

Majority (**38.9%**) expect Domestic Leisure to be the strongest contributor to recovery.

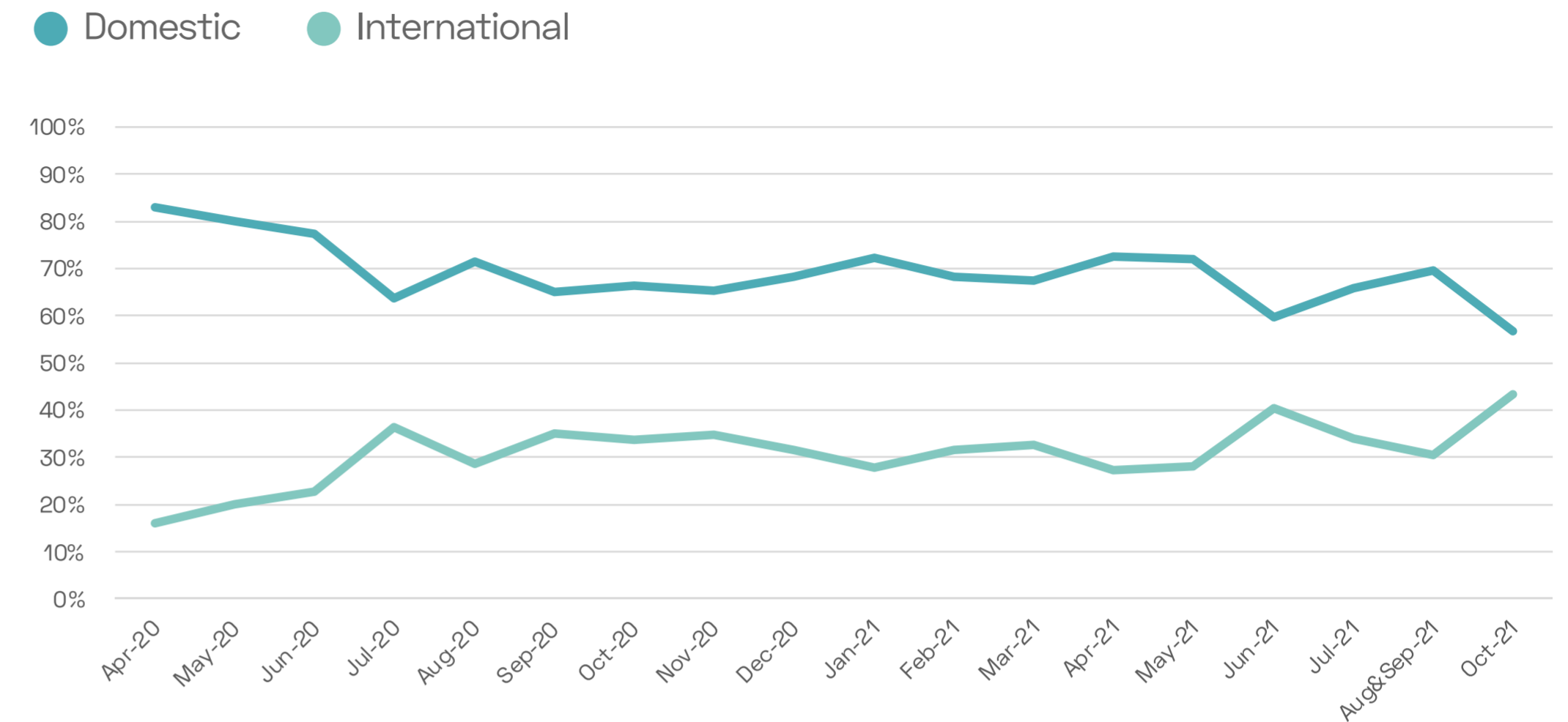
### Resorts

Majority (**53.9%**) also expect Domestic Leisure to be strongest contributor to their recovery.

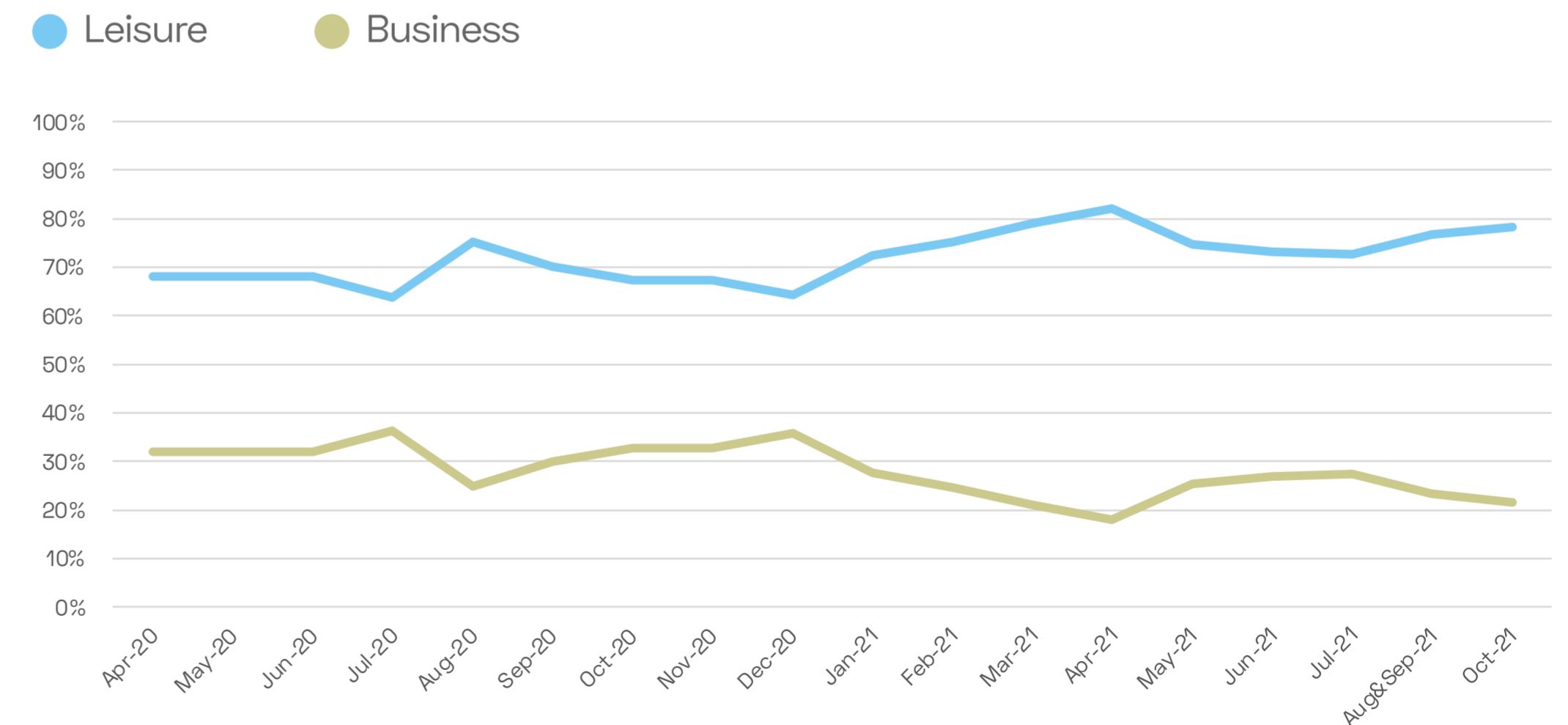
### Bed & Breakfasts

Majority (**66.7%**) expect Domestic business and International Leisure

## Domestic vs International



## Business vs Leisure



to be the strongest contributors to their recovery

**Travel/Hotel Segment breakdown:**

**International Leisure Travel:**

Showing the most optimism, **38.9%** of City Center Hotels expect this travel segment to significantly contribute to recovery. Zero Bed & Breakfasts expect this travel segment to contribute to recovery.

**Domestic Leisure Travel:**

**66.7%** of Bed & Breakfasts expect this travel segment to significantly bolster recovery. Just **27.8%** of City Center Hotels expect the same.

**International Business Travel:**

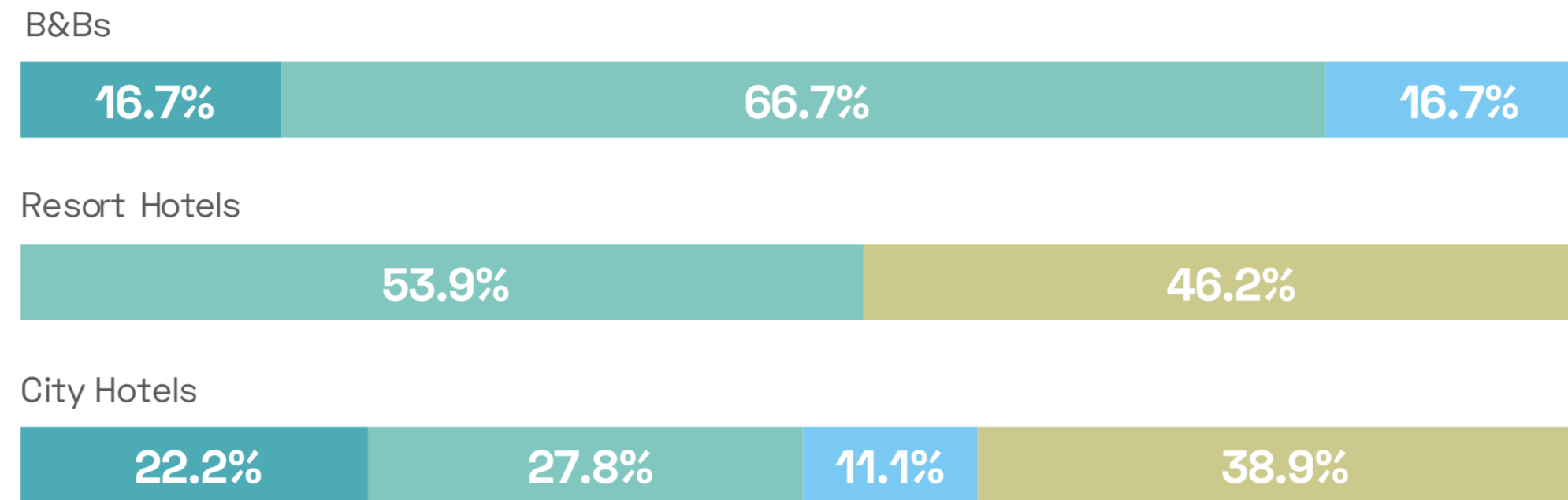
Bed & Breakfasts show the most optimism, with **16.7%** expecting this travel segment to be the main contributor to recovery. Resorts are the least optimistic, and zero respondents from this segment expect international business travel to contribute to recovery.

**Domestic Business Travel:**

City Center Hotels are the most optimistic segment at **22.2%**, while zero Resorts expect the same.

**First Contributor to Recovery per Segment**

● Domestic Business Travel ● Domestic Leisure Travel ● International Business Travel ● International Leisure Travel



# EXPECTED TIMELINE FOR TRAVEL SEGMENT RECOVERY TO PRE- PANDEMIC LEVELS

For the first time in the Hotelier PULSE Report series, we asked Hoteliers in September 2021 to select which period they expect the domestic/international and leisure/business travel to outgrow pre-pandemic levels - benchmarked at 2019. The results show the majority's expected timeline per segment recovery:

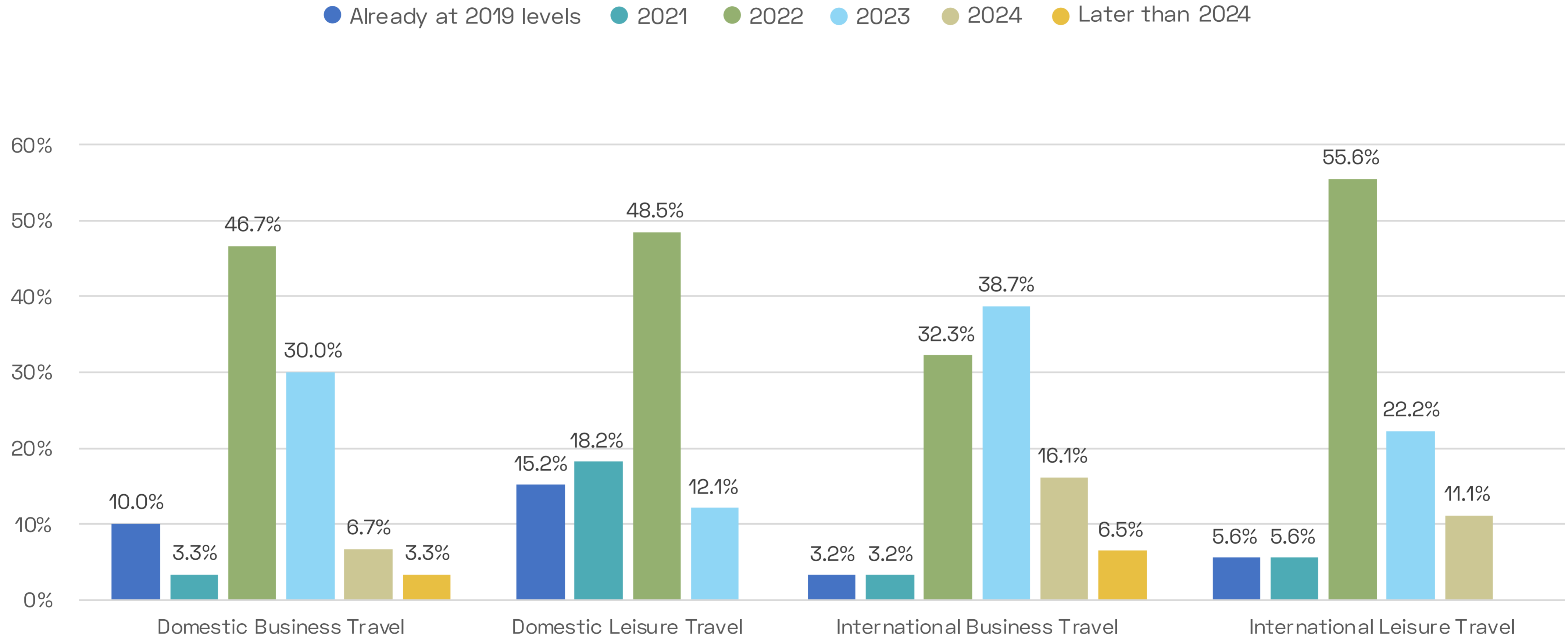
**Domestic Business Travel: 46.7%** of Hoteliers expect recovery in 2022

**Domestic Leisure Travel: 48.5%** of Hoteliers expect recovery in 2022

**International Leisure Travel: 55.6%** of Hoteliers expect recovery in 2022

**International Business Travel: 38.7%** of Hoteliers expect recovery in 2023

### Select which period you expect the domestic/international and leisure/business travel to outgrow pre-pandemic levels





2.4+

## Sales & Marketing Concerns, Priorities & Strategies in the Next 12 Months

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**01** Significantly less Hoteliers are focused on shaping offers & incentives around the local markets, while more are focused on creating special offers to tackle new markets and upskilling the workforce.

**02** The majority of Hoteliers surveyed continue to focus on establishing their direct channels as the top source of reservations over the next 12 months.

**03** 91.7% of Hoteliers surveyed view the Hotel website as a highly important tool to optimize their sales and marketing strategies over the next 12 months.

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# SHORT TERM PRIORITIES TO RECOVER FROM CURRENT RECESSION

Top priorities according to Hoteliers surveyed in September 2021:

1. Create special offers & packages + Redesign sales & marketing strategies
2. Redesign Sales & Marketing Strategies to Tackle New Markets
3. Upskill the Workforce
4. Shape Offers and Incentives around Local Market

The number of Hoteliers focused on shaping offers and incentives around the local market has decreased dramatically by more than half, from **21.4%** in our August 2021 survey, to just **7.7%**.

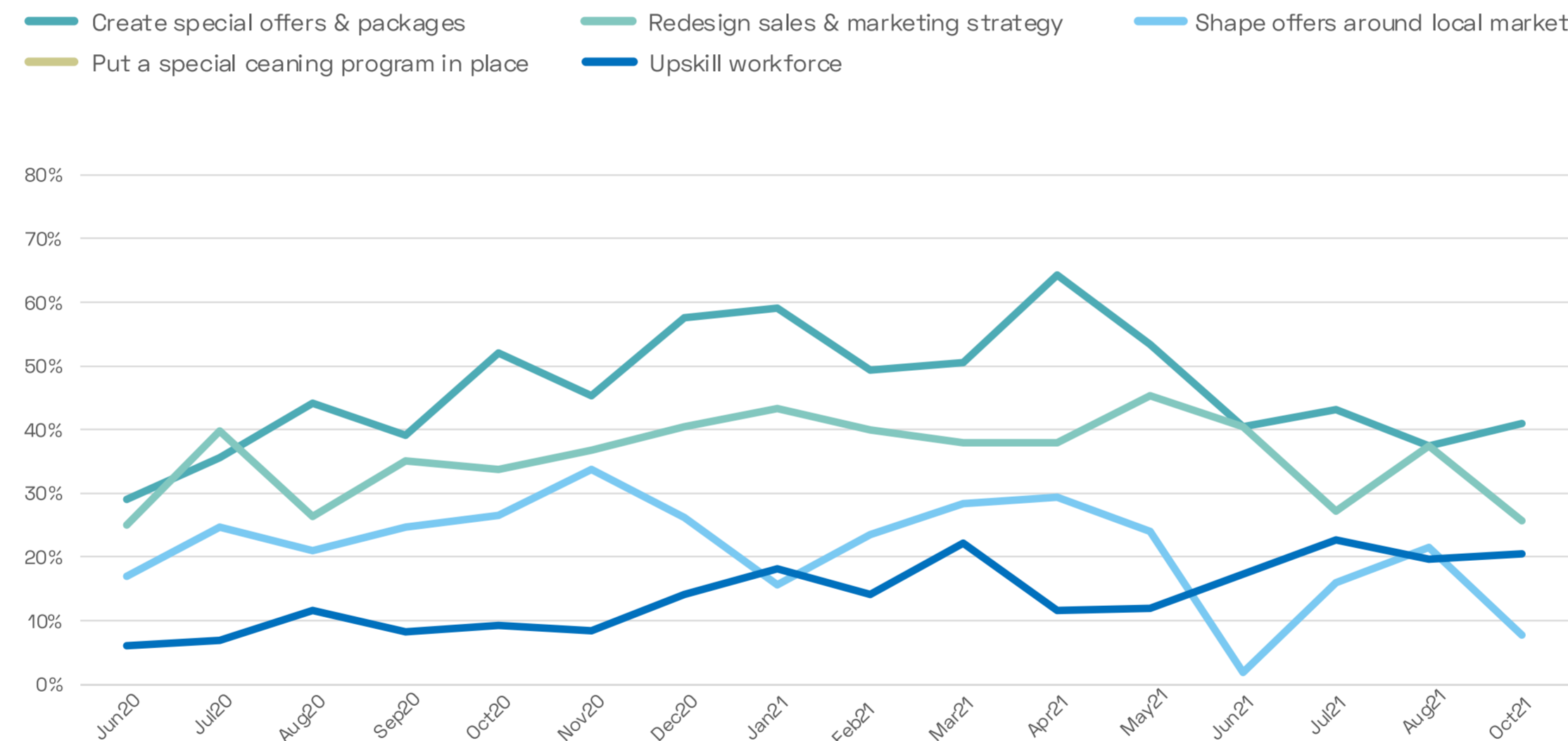
# LONG-TERM SALES & MARKETING PRIORITIES

We asked Hoteliers to rank by order of importance their Sales & Marketing Priorities to maximize sales and profitability over the next 12 months.

The results are as follows:

- Hotel website: **1st Position**
- Rich media: **2nd Position**
- Hotel CRS: **3rd Position**
- Social media: **4th Position**
- Meta-search: **5th Position**
- OTAs: 6th Position
- Channel Manager: 7th Position
- Corporate Sales: 8th Position,
- Revenue management: 9th Position
- New distribution technology: 10th Position

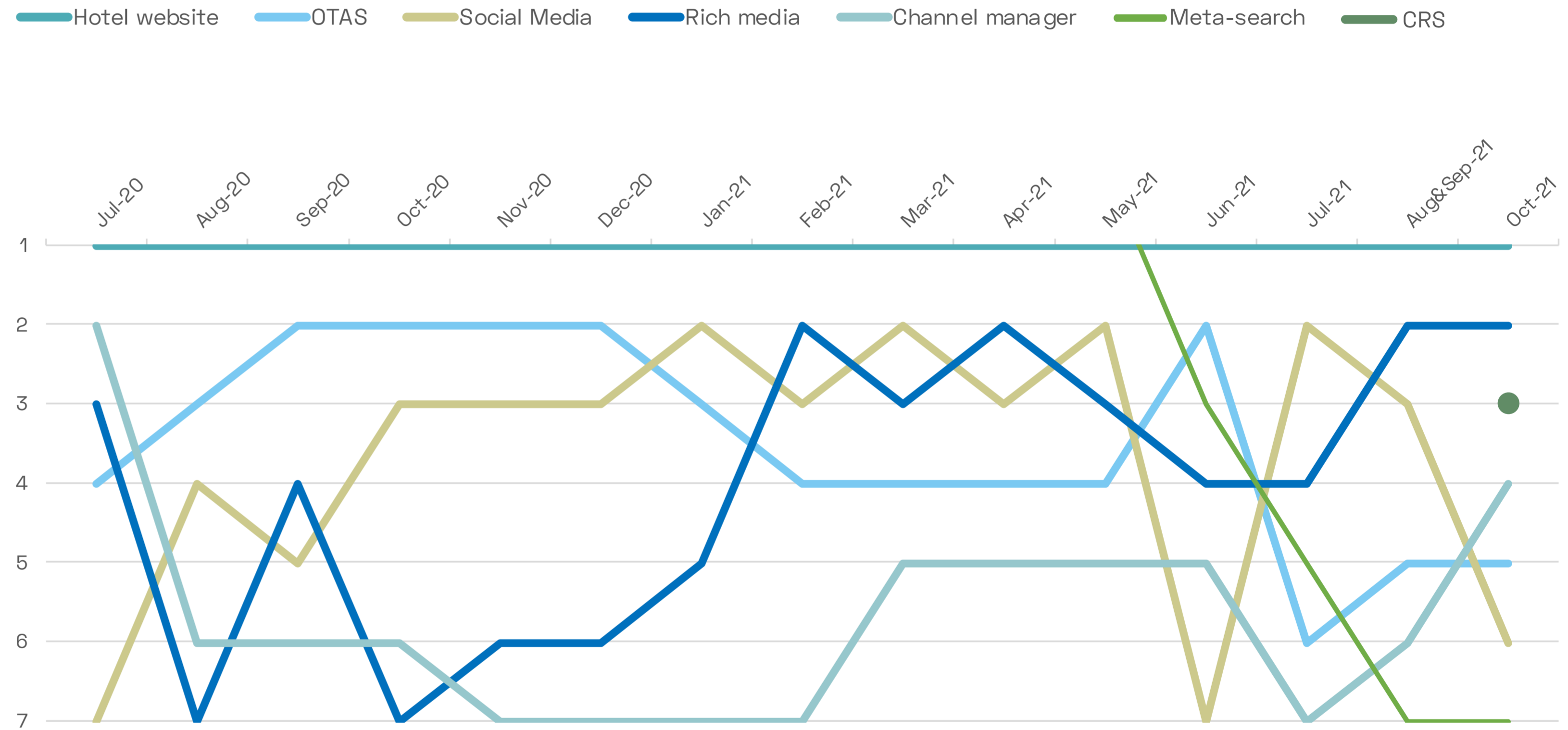
Select your #1 priority in overcoming the Covid crisis & preparing for the upturn



- Rate shopping system: 11th Position
- Online Ads: 12th Position
- Price comparison widget with OTAs on Website: 13th Position
- Hotel bed banks: 14th Position
- Tour Operators: 15th Position
- Joining a brand/soft brand: 16th Position
- Sales Calls & roadshows: 17th Position
- GDS: Ranks 18th Position
- Trade Shows: Ranks 19th Position

91.7% of Hoteliers surveyed view the Hotel website as very or extremely important, while 77.8% rank Rich Media as very important. Meanwhile, 75.0% also rank the Hotel CRS as very or extremely important, followed by 69.5% that rank the same for Social Media, 69.4% for MetaSearch, 68.6% for OTAs, and 60.0% for Channel Manager.

Rank by order of importance your Marketing Priorities to maximize sales over the next 12 months



# HOTEL TRENDS THAT HAVE EMERGED OR RE-EMERGED AS A RESULT OF THE PANDEMIC

We've seen a number of hotel trends emerge or re-emerge as a result of the pandemic. Since February 2021, we continue to ask Hoteliers to rank, by order of importance, which trends they plan to continue implementing in the next 12 months.

The trends by order of importance are:

- The Direct channel as the top reservation channel:  
**4.2** out of 7 (vs 4.1 in August 2021)
- Domestic Market & Staycations:  
**3.6** out of 7 (vs 3.8 in August 2021)
- Focus on Sustainable Tourism:

**3.5** out of 7 (vs 3.7 in June 2021)

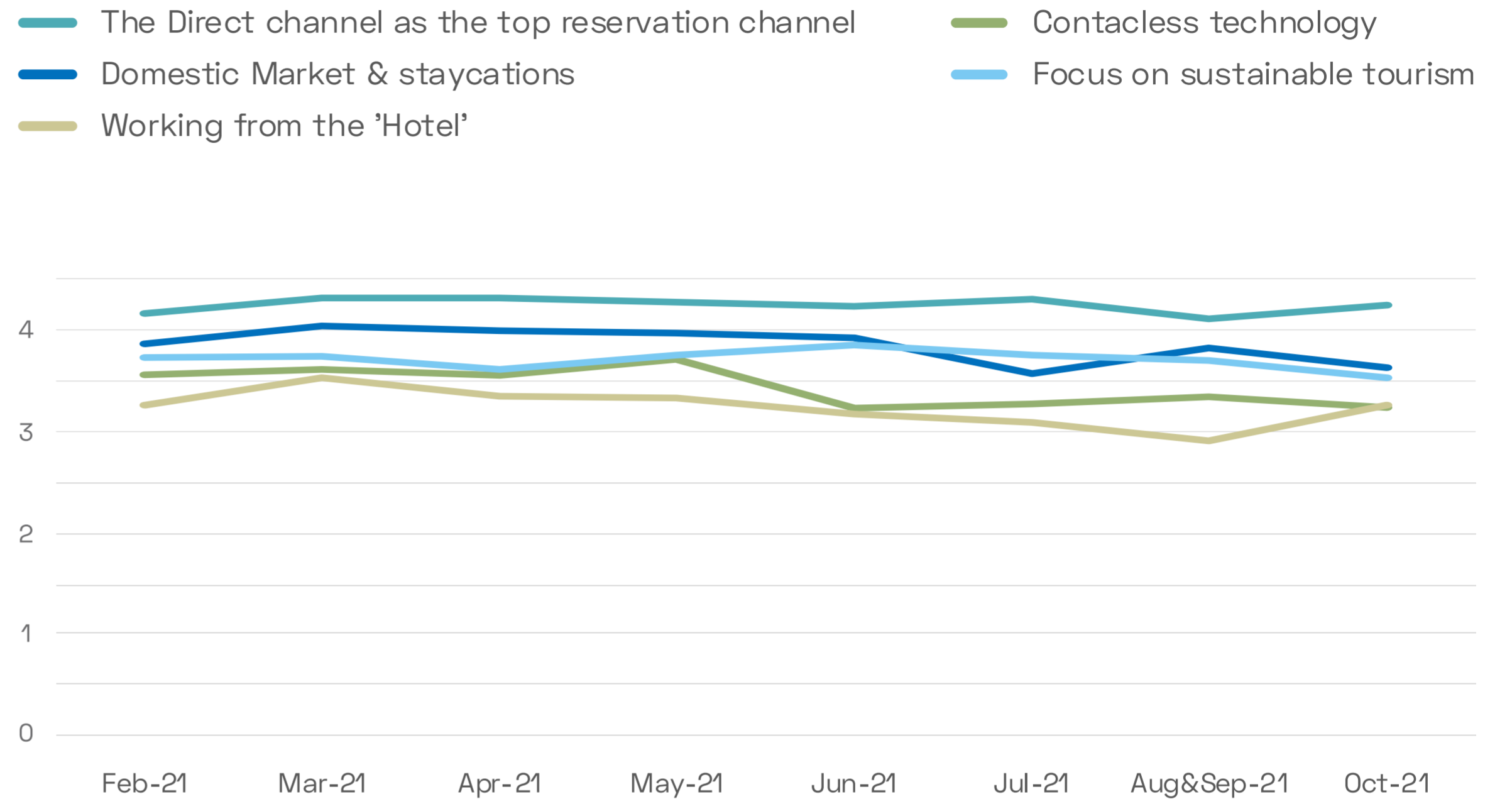
- Working from the hotel:  
**3.3** (vs 2.9 in August 2021)

- Contactless technology:  
**3.2** (vs 3.3 in August 2021)

The Direct channel as the top reservation channel maintains 1st place. The focus on the domestic travel market and staycations now sits in 2nd position.

Working from the hotel has moved up from 5th to 4th position, overtaking contactless technology.

Rank by order of importance the trends you plan to implement in the next 12 months



# HOTELIER EXPECTATIONS FOR ADR, MARKETING SPEND, AND HOTEL DIRECT BOOKINGS

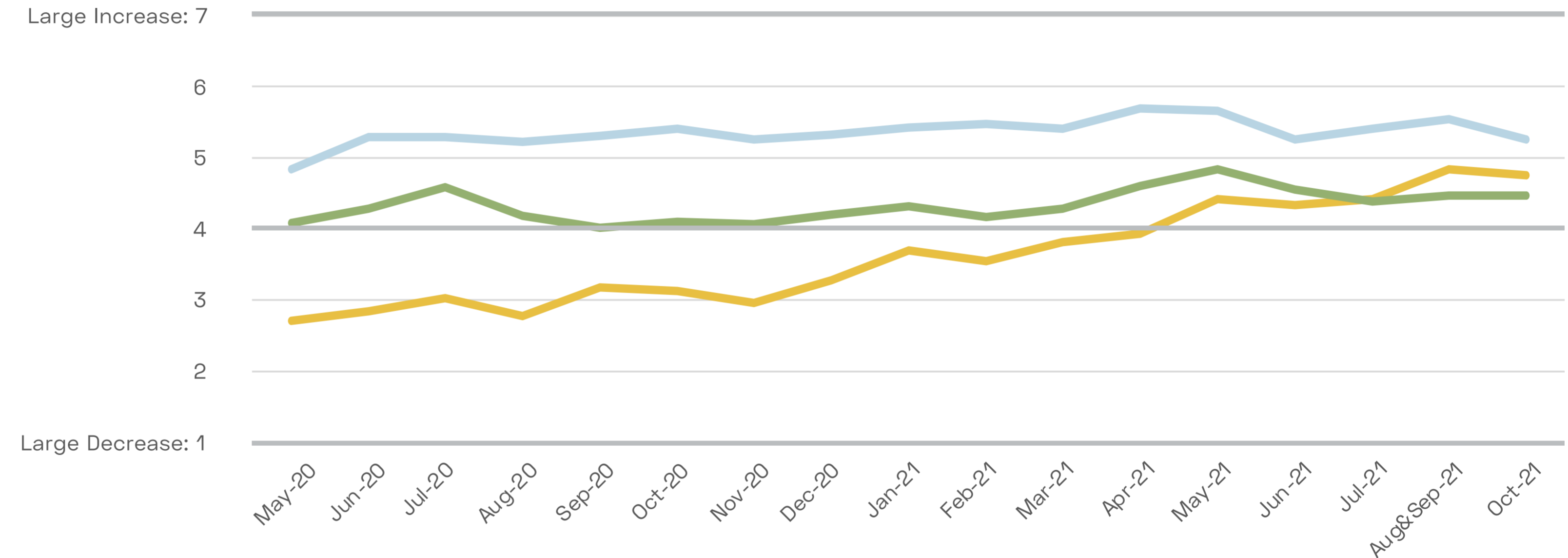
We continue to ask Hoteliers to rate, on a scale of 1 to 7 (with 7 being the highest level), their expectations on whether ADR, Marketing Spend, and the Importance of Direct Bookings will increase or decrease in the next 12 months. In this edition, Hoteliers are more likely to increase marketing spend.

## Overall Rankings:

- **ADR: 4.8 out of 7**  
[vs 4.8 in August 2021]
- **Marketing Spend: 4.5 out of 7**  
[vs 4.5 in August 2021]
- **Direct Bookings: 5.3 out of 7**  
[vs 5.5 in August 2021]

In a scale from 1 to 7 rate your expectation on whether ADR, marketing spend and the importance of direct bookings will increase or decrease

ADR Marketing spend Direct bookings





# Conclusion

As we enter Q4, and hotels start preparing their business strategies for 2022, our September 2021 survey results show some positive signals for the industry. Hotel bookings have exceeded 2019 levels, and the expectation for international travel to resume with a vengeance is growing.

This edition also marks the second consecutive month where Hoteliers have met or exceeded the industry's average monthly occupancy forecast. Meanwhile, the outlook on financial performance in 2021 vs 2020 continues to trend upward, and 75% of Hoteliers surveyed in September 2021 (up from 64% in August 2021) expect to increase their revenue this year in comparison to 2020. As the direct channel contin-

ues to outperform pre-pandemic levels and show the strongest recovery (both in terms of bookings and stays) the majority of Hoteliers are strongly focused on establishing their direct channels as the top source of reservations over the next 12 months.

**What will the industry outlook be in October 2021?**

**Take our latest Hotel Business Barometer to find out.**

[Go To Survey](#) →

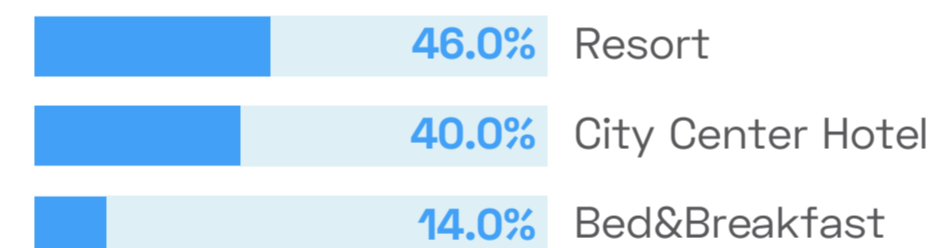
## About This Report

For the 18th Edition of The Hotelier PULSE Report, we surveyed 50 key decision-makers at hotels. Group CEOs/Property Managers and General Managers represent the majority of our respondents (each at **32.0%**). The remaining respondents include Revenue/e-Commerce Managers and Front Office Managers (each at **12.0%**), followed by Directors of Sales (**8.0%**), and Directors of Marketing (**4.0%**).

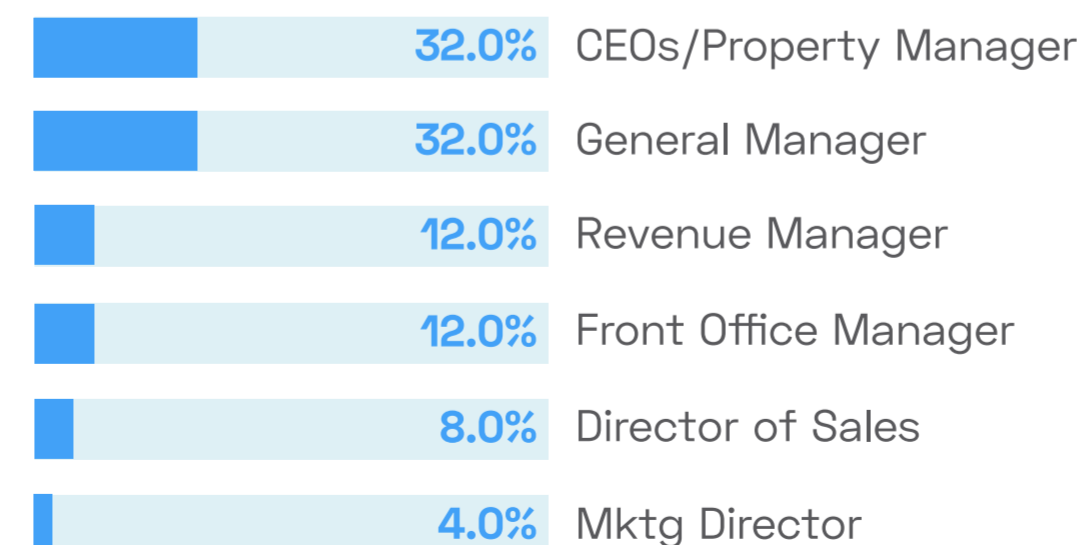
The majority of our respondents come from Europe (**79.6%**), followed by North America and Asia (each **10.2%**).

Most of our respondents are from City Center Hotels at **46.0%**, followed by Resorts (**40.0%**), and Bed & Breakfasts (**14.0%**).

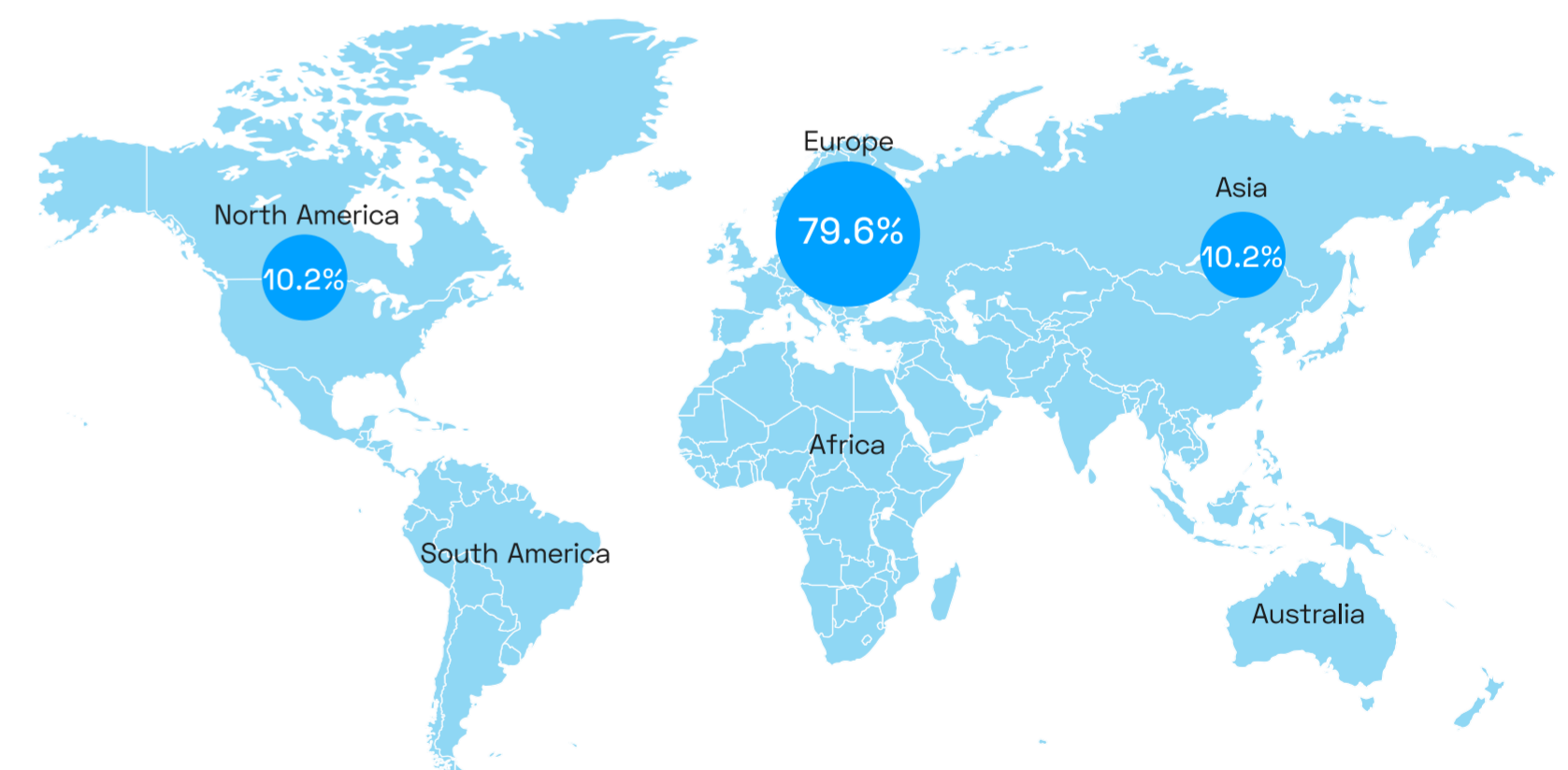
## Type of Property



## Role



## Property Location



# MUST-READ THIS MONTH



## How Sustainability is Influencing the Future of your Hotel

Business leaders everywhere are adopting sustainable practices and aligning them with their operations. But what does sustainability really mean for your hotel? Continue reading to find out.

[READ FULL ARTICLE →](#)



## Great Team Strategies for Great Hotels

In some countries, 20% to 25% of the tourism workforce has changed sectors and is unlikely to return to the tourism industry. To be truly a Great Hotel of the World, hotels need to be the company of choice for their teams. Read what you can do, to attract and retain the best team members.

[READ FULL ARTICLE →](#)

The Hotelier

# Pulse Report



We will be emailing you and other hoteliers another round of questions next week or you can take our new survey directly here.

**Go To Survey** →

If you would like to track the evolution of sentiment across the industry, be sure to take our poll.

If you have any question, please reach out at **hotelierpulse@guestcentric.com**