

Pulse Report

Highlights Edition 19



Monthly Business Optimism Barometer

How optimistic are you?

7.2/10

hotel business optimism

The industry's outlook on business performance is growing increasingly optimistic, ranking **7.2 out of 10**, according to Hoteliers surveyed in October 2021.



Resorts are the most optimistic segment (**8.7/10**)

followed by City Center Hotels (**6.2 out of 10**), and Bed & Breakfasts (**6.8 out of 10**).

Monthly Occupancy Forecast

47.1%

exceeded occupancy forecast for October



47.1% of hoteliers exceeded the occupancy forecast for October 2021

The number of hotels that have exceeded the industry's monthly occupancy forecast continues to increase. Of Hoteliers surveyed, **47.1%** exceeded the occupancy forecast for October 2021 (vs **35.7%** who said the same for September 2021).

Resorts are the most optimistic segment with **65.0%** occupancy expected in November

followed by City Center Hotels (**52.8%**), and Bed & Breakfasts (**41.8%**).

Financial Recovery Forecast

82.4% expect to outperform 2020 revenue levels in 2021

The number continues to increase, up from **75.0%** in our September 2021.

Resorts are the most optimistic segment with **66.7%** expecting to financially recover in 2021.

82.4%

expect to outperform 2020 revenue levels this year



Travel Segment Recovery & Performance Forecast

domestic & leisure are expected to boost travel recovery



Hoteliers expect **domestic** (73.3%) & **leisure** (70.0%) travel to significantly contribute to their recovery.

The majority across all market segments expect **domestic leisure travel** to be the strongest contributor to the industry's recovery.

Sales & Marketing Concerns, Priorities & Strategies

The # of hoteliers focused on **creating special offers** & **upskilling the workforce** has increased.



Curiously, significantly less Hoteliers are focused on shaping offers and incentives around the local markets.

93.8% of Hoteliers view the Hotel website as a highly important tool to optimize their sales and marketing strategies.

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