#### NOVEMBER 2021

# Pulse Report

Highlights Edition 19



#### **Monthly Business Optimism Barometer**

## How optimistic are you?

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).

**7.2**/10 hotel business optimism

### **Monthly Occupancy Forecast**



# 47.1% of hoteliers exceeded the occupancy forecast for October 2021

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).

optimistic segment with 65.0% occupancy expected in November

Resorts are the most

and Bed & Breakfasts (41.8%).

followed by City Center Hotels (52.8%),

# **Financial Recovery Forecast**

**75.0%** in our September 2021.

Resorts are the most

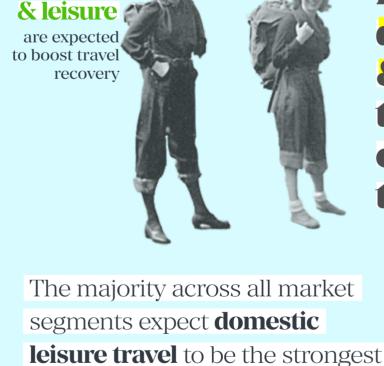
## 82.4% expect to outperform 2020 revenue levels in 2021 The number continues to increase, up from

optimistic segment with **66.7%** expecting to financially recover in 2021.



#### domestic Hoteliers expect

**Travel Segment Recovery & Performance Forecast** 



**domestic** (73.3%) **& leisure** (70.0%) travel to significantly ntribute to their recovery.

contributor to the industry's recovery. Sales & Marketing Concerns, Priorities & Strategies

focused on creating special offers & upskilling the workforce has increased.

The # of hoteliers

Curiously, significantly less Hoteliers are focused on shaping offers and incentives

around the local markets.

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more relevance for hoteliers 93.8% of Hoteliers view the Hotel website as a highly

important tool to optimize their sales and marketing strategies.



