

Pulse Report

Highlights Edition 23



Welcome to the **23rd** edition of the Hotelier PULSE Report, where we cover the latest market trends and industry sentiments for hotels worldwide.

Business Optimism is Increasing in March 2022!

6.8/10

hotel business optimism



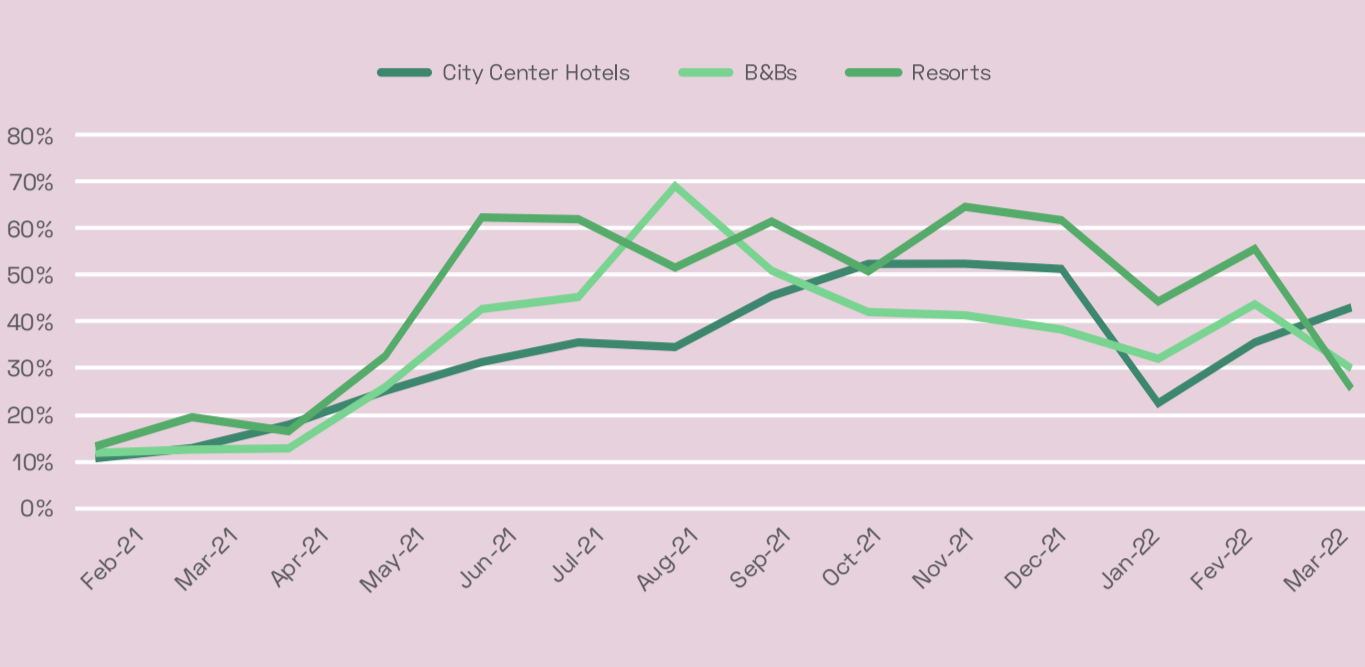
Overall, Hoteliers surveyed show an **increase in optimism about business performance** over the next 12 months, ranking **6,8 out of 10**.

Resorts are the most optimistic segment (**7.7/10**)

followed by City Center Hotels (**7 out of 10**), and Bed & Breakfasts (**5.4 out of 10**).

Monthly Occupancy Forecast

As international travel demand and bookings rapidly grow, City Center Hotels show the highest occupancy expectations (**43,48%**) for March 2022. Meanwhile, Bed & Breakfasts forecast **30,43%** occupancy levels, and for the first time in this series, Resorts expect the lowest occupancy levels at **26,09%**.



Revenue Performance & Financial Recovery Forecast

Revenue Performance: 2022 vs 2021

78.26%

78.26% expect to outperform 2021 revenue levels in 2022

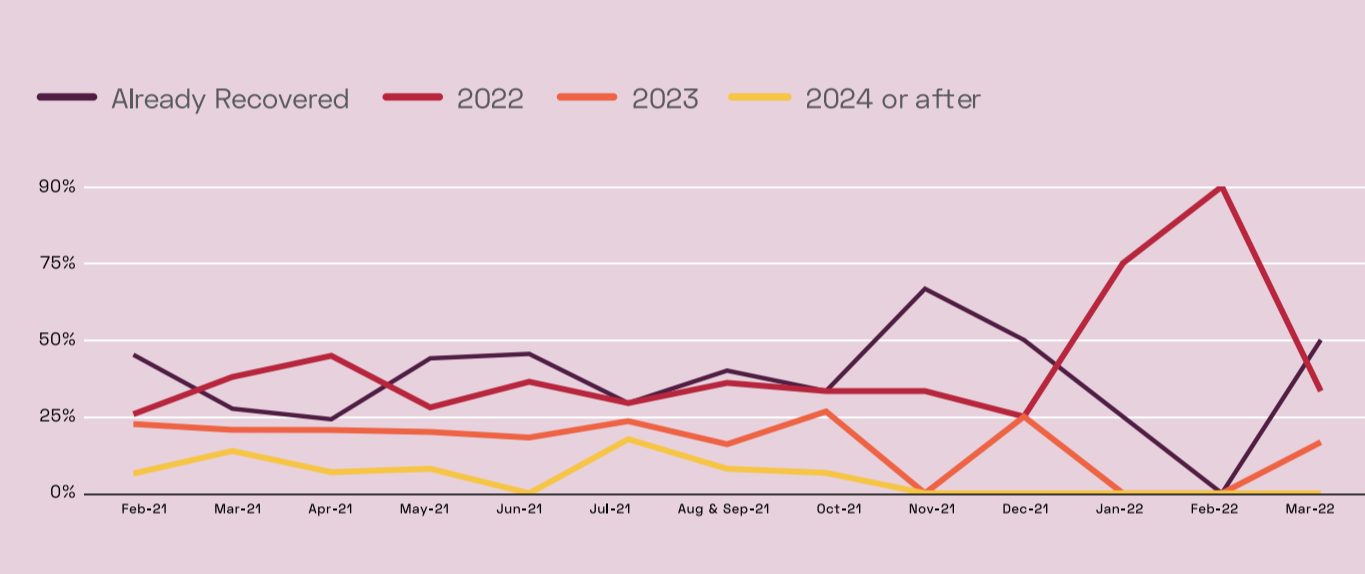
expect to outperform 2021 revenue levels this year

Over **26%** of Hoteliers expect revenue to increase by **20%**, while over **21%** expect a **50%** revenue increase.

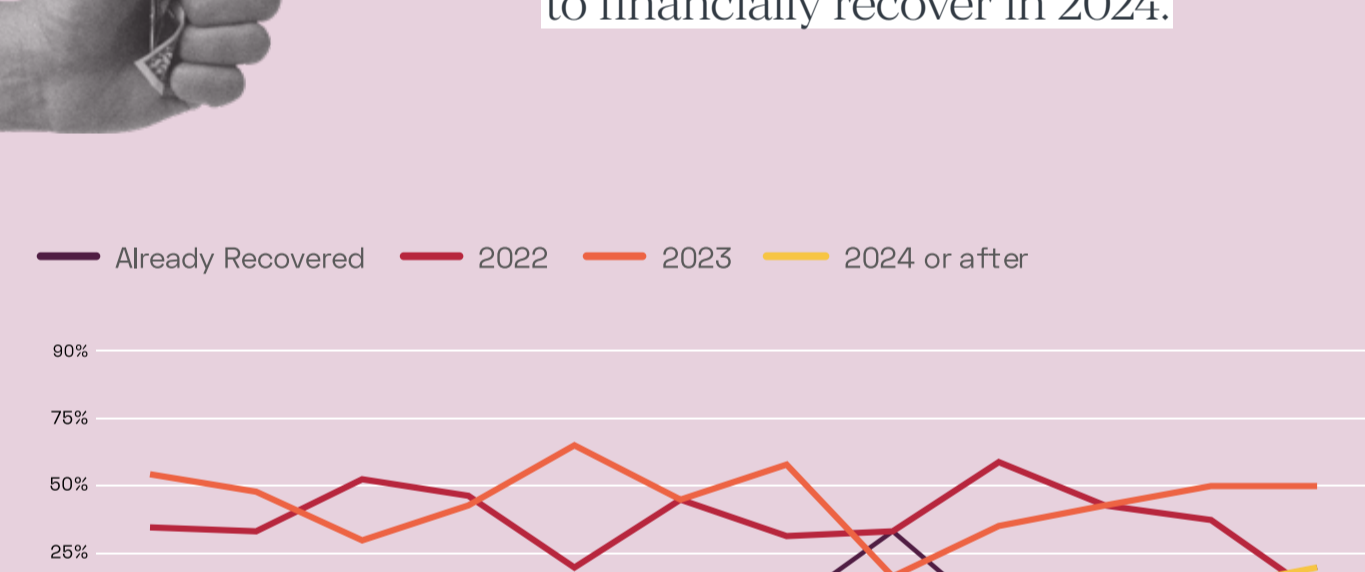


Financial Recovery Forecast by Market Segment:

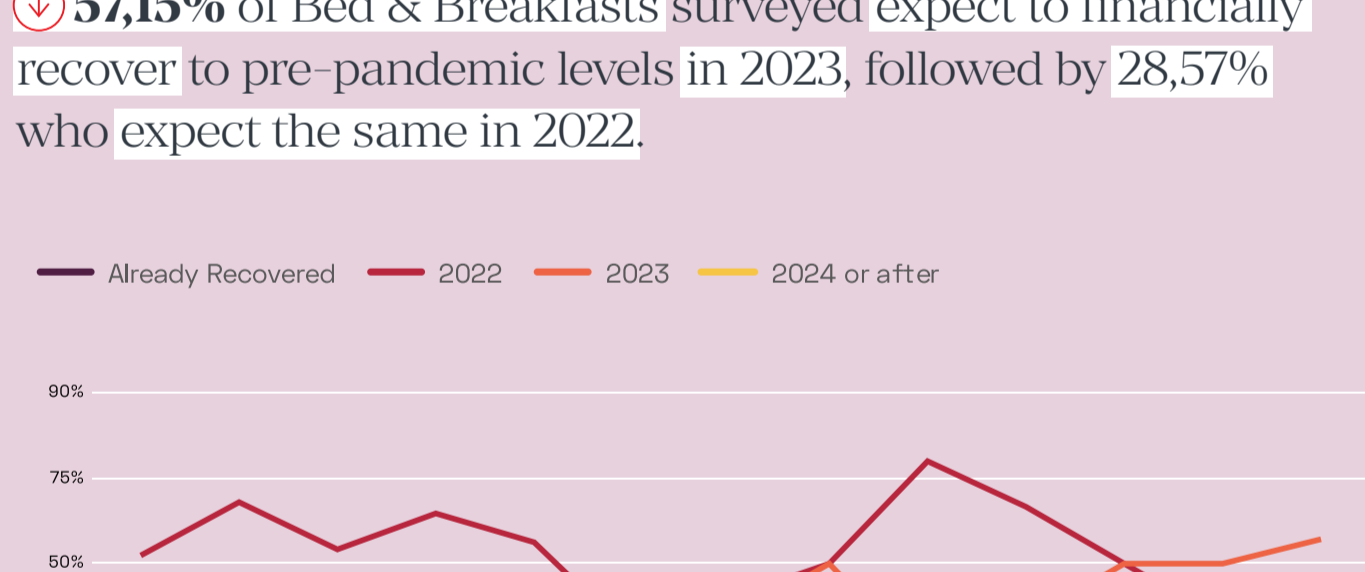
50% of Resorts surveyed have already reached 2019 financial levels, followed by **33,33%** who expect to financially recover in 2022.



50% of City Center Hotels surveyed expect to financially recover to 2019 levels in 2023. **20%** have already recovered, while another **20%** expect to financially recover in 2024.



57,15% of Bed & Breakfasts surveyed expect to financially recover to pre-pandemic levels in 2023, followed by **28,57%** who expect the same in 2022.



Travel Segment Performance Forecast

international & leisure

are expected to boost travel recovery



52,63% expect **international and leisure** (**89,48%**) travel to significantly contribute to hotel recovery in 2022.

Sales & Marketing Forecasts and Strategies over the Next 12 Months

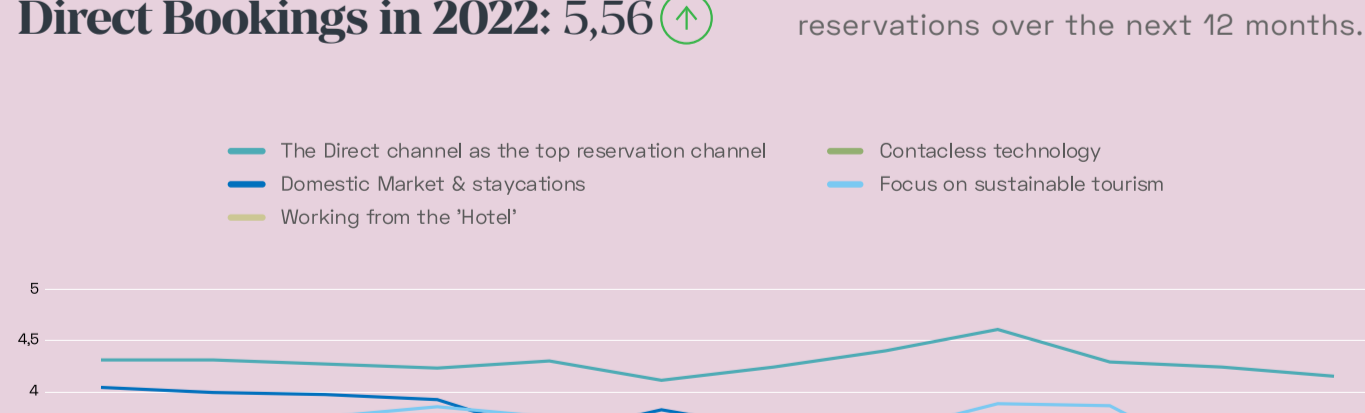
Hoteliers surveyed expect **ADR, Marketing Spend, and Direct Bookings to increase**. On a scale of 1 to 10, below indicates how each category has been ranked:

ADR in 2022: **5**

Marketing Spend in 2022: **4,82**

Direct Bookings in 2022: **5,56**

The majority of Hoteliers surveyed focused on establishing their direct channels as the top source of reservations over the next 12 months.



Hoteliers surveyed are also prioritizing sales and marketing strategies and tools to grow their direct bookings and revenue. Below indicates the top ranking tools by order of importance:

1. Hotel Website
2. Channel Manager
3. Hotel CRS
4. Social Media
5. Meta-Search
6. Rich Media



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