

# Pulse Report

Highlights Edition 24



Welcome to the 24th edition of the Hotelier PULSE Report, where we cover the latest market trends and industry sentiments for hotels worldwide.

## Business Optimism is Increasing in April 2022!

**6.9/10**

hotel business optimism



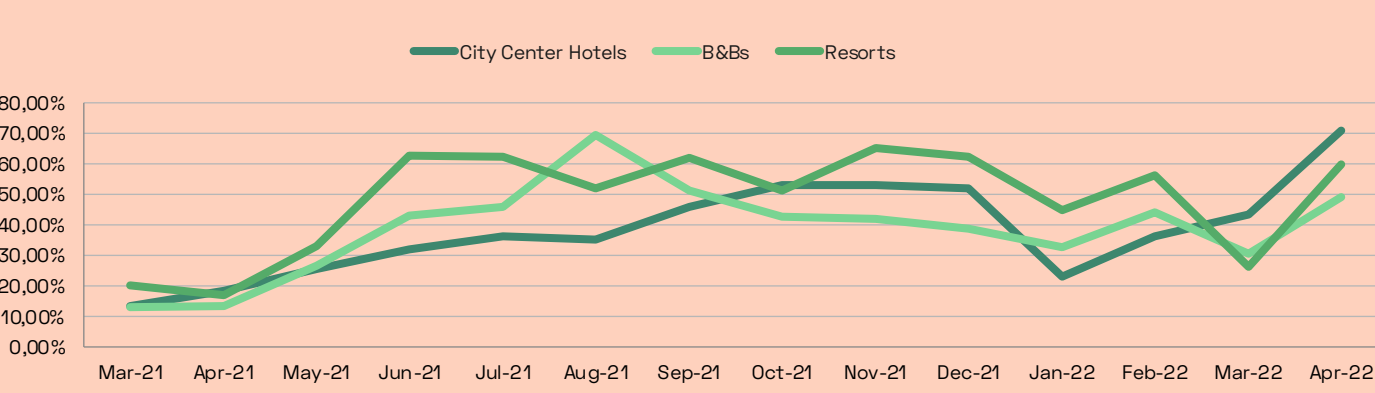
Overall, Hoteliers surveyed show an **increase in optimism about business performance** over the next 12 months, ranking **6,9 out of 10**.

Resorts are the most optimistic segment (**7.25/10**)

followed by City Center Hotels (**6.85 out of 10**), and Bed & Breakfasts (**6.71 out of 10**).

## Monthly Occupancy Forecast

Occupancy expectations have increased for all segments in this edition! As international travel demand and bookings rapidly grow, City Center Hotels expect a whopping **70.77%** occupancy in April 2022. Meanwhile, Resorts forecast **59.58%** occupancy levels, followed by Bed & Breakfasts (**48.86%**).



## Revenue Performance & Financial Recovery Forecast

### Revenue Performance:

2022 vs 2021

**87.89% expect to outperform 2021 revenue levels in 2022**

Increasing by nearly 10 percentage points from 78.26% in February 2022.

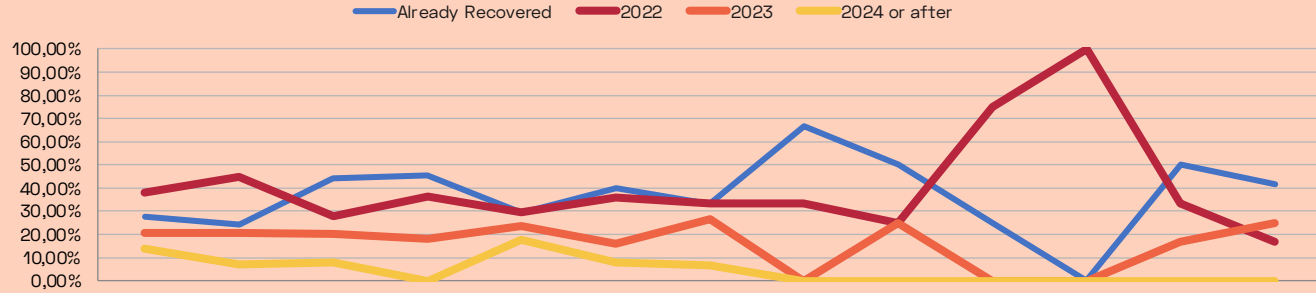
**87.89%**

expect to outperform 2021 revenue levels this year

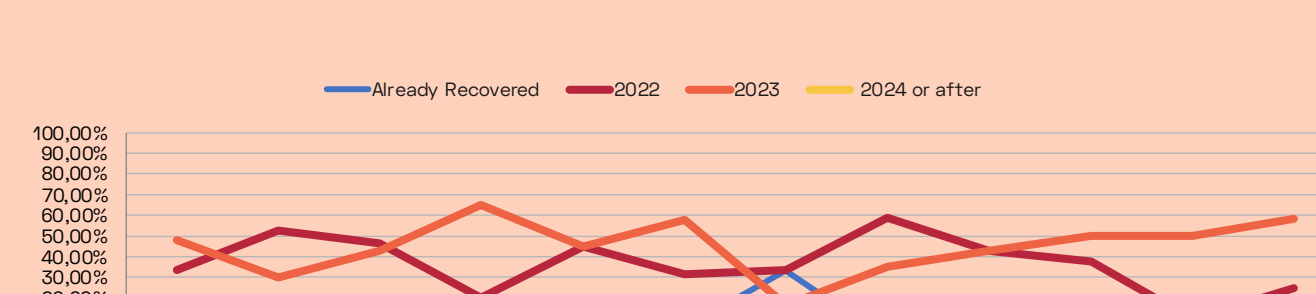


### Financial Recovery Forecast by Market Segment:

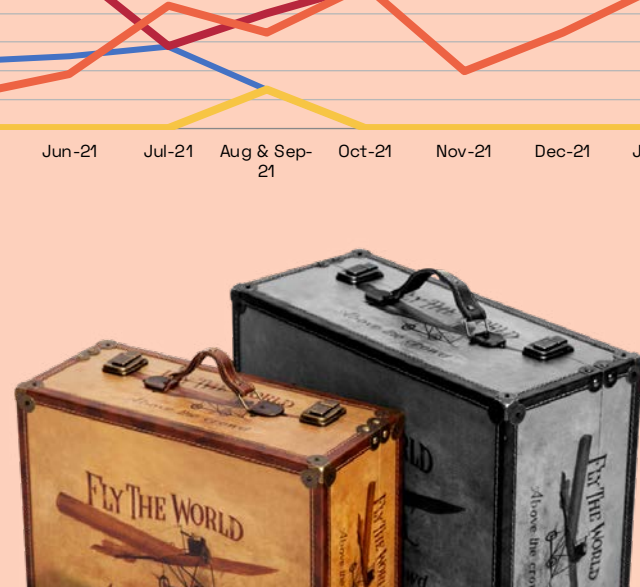
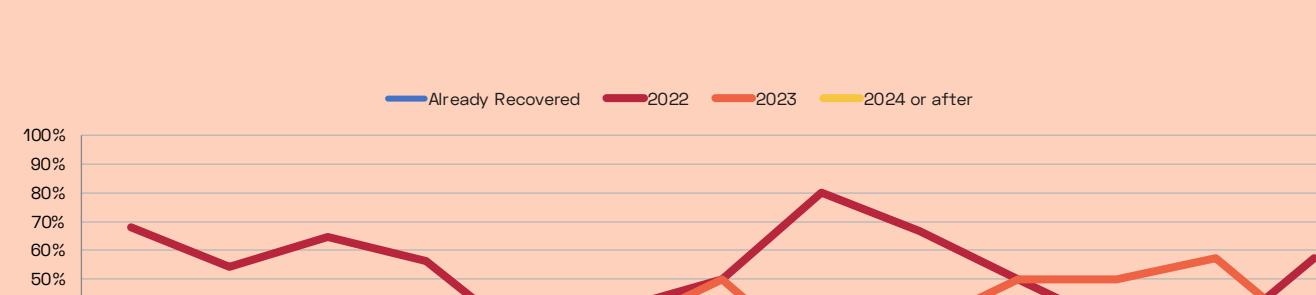
**41.67%** of Resorts surveyed have already reached 2019 financial levels. However an increasing number of Resorts (**25%**) expect to financially recover only in 2023.



**58.34%** of City Center Hotels expect to financially recover to 2019 levels in 2023. Meanwhile, **25%** expect to financially recover this year, while **16.67%** have already recovered.



**57.14%** of Bed & Breakfasts surveyed expect to financially recover to pre-pandemic levels in 2022, followed by **28.58%** who expect the same in 2023.



## Travel Segment Performance Forecast

**51.85%** expect **international and leisure** (81.48%) travel to significantly contribute to hotel recovery in 2022.



**international & leisure** are expected to boost travel recovery

## Sales & Marketing Forecasts and Strategies over the Next 12 Months

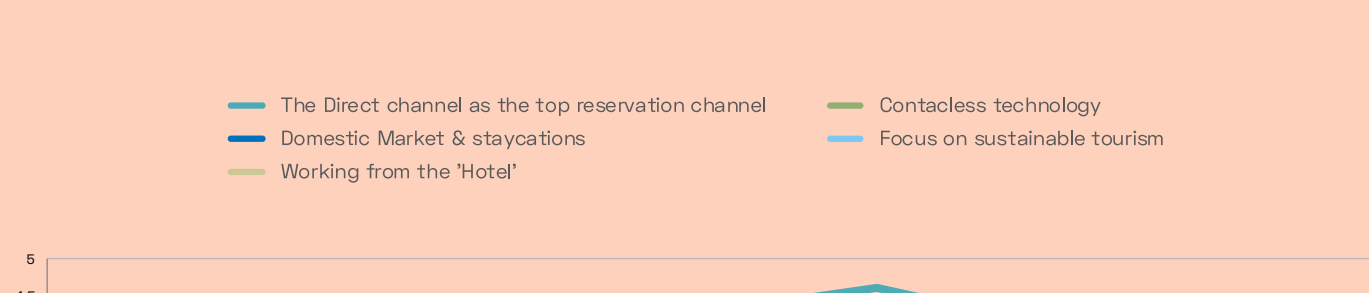
Hoteliers surveyed expect **ADR, Marketing Spend, and Direct Bookings to increase**. On a scale of 1 to 10, below indicates how each category has been ranked:

**ADR in 2022: 5.3** (up arrow)

**Marketing Spend in 2022: 4.6** (down arrow)

**Direct Bookings in 2022: 5.6** (up arrow)

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



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