

Pulse Report

Highlights Edition 25



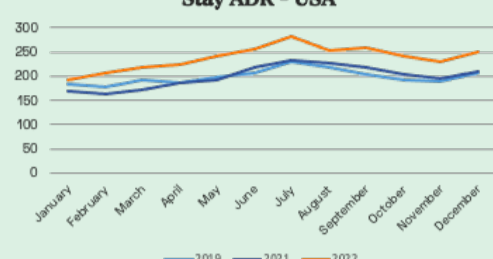
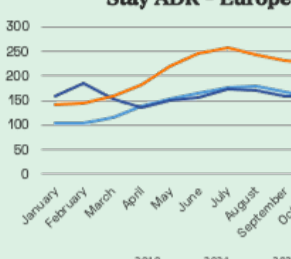
Welcome to the **25th** edition of the Hotelier PULSE Report, where we cover the latest market trends and industry sentiments for hotels worldwide.

Market Update: 2022 ADR above 2019 Levels and Continuing to Increase!



Our Market trends analysis shows that ADR in Europe is currently **31% above 2019** levels, and **14% above 2019** levels in the US.

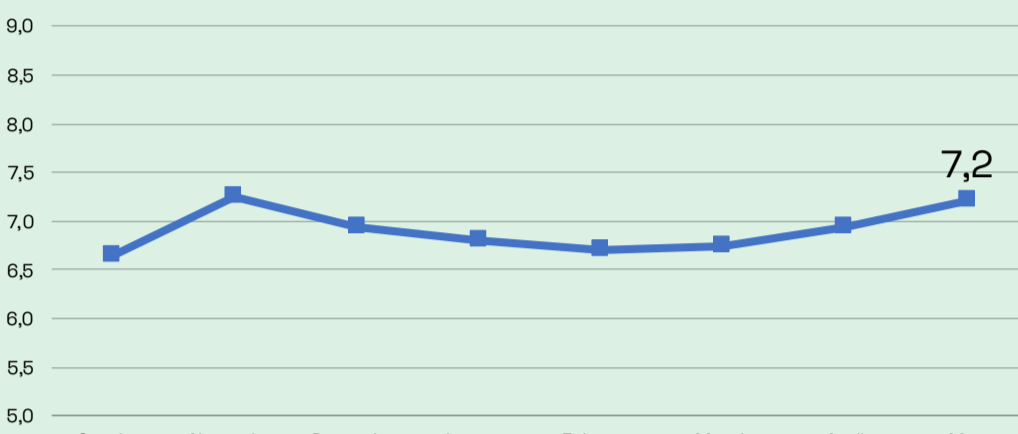
31% Europe
14% US



Business Optimism is Increasing in May 2022!

Overall, Hoteliers surveyed show an increase in optimism about business performance over the next 12 months, ranking 7,2 out of 10.

Hotel optimism



Resorts **7,7/10**

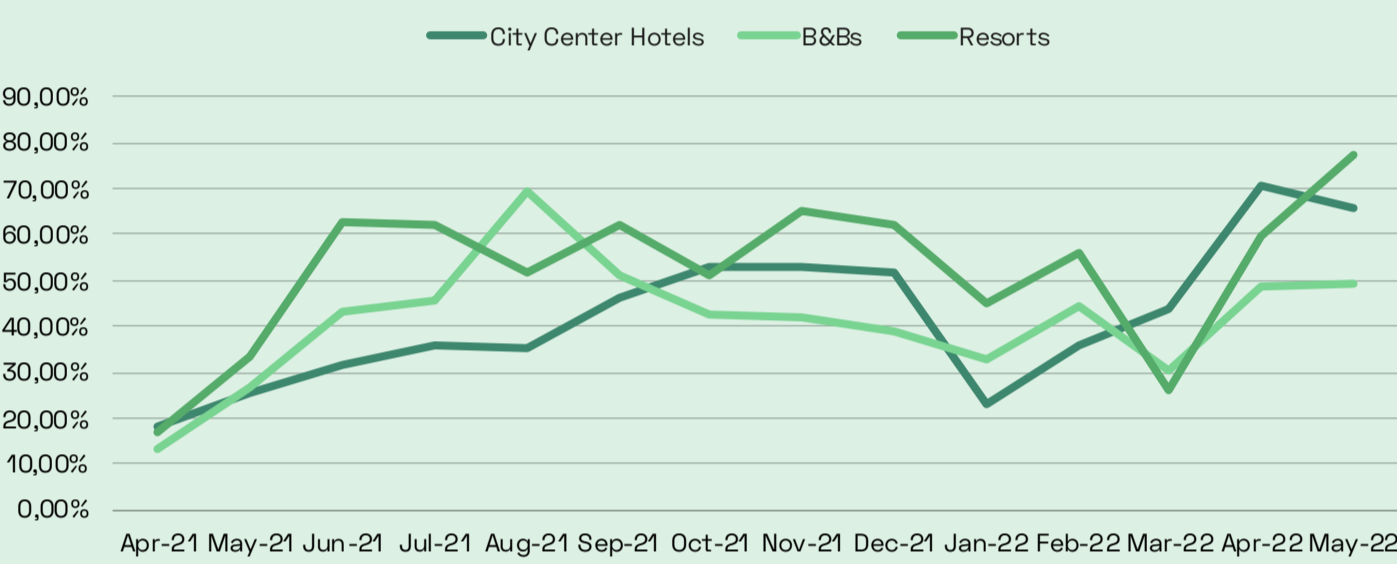
City Center Hotels **7/10**

Bed & Breakfasts **6,8/10**

Monthly Occupancy Forecast

The occupancy expectation for May 2022 has risen to **over 66%**. As international travel demand and bookings rapidly grow, Resorts expect a **whopping 77,3%** occupancy in May 2022. Meanwhile, City Center Hotels **forecast 66%** occupancy levels, followed by **Bed & Breakfasts (49,1%)**.

Occupancy Expectation



Revenue Performance & Financial Recovery Forecast

Revenue Performance: 2022 vs 2021

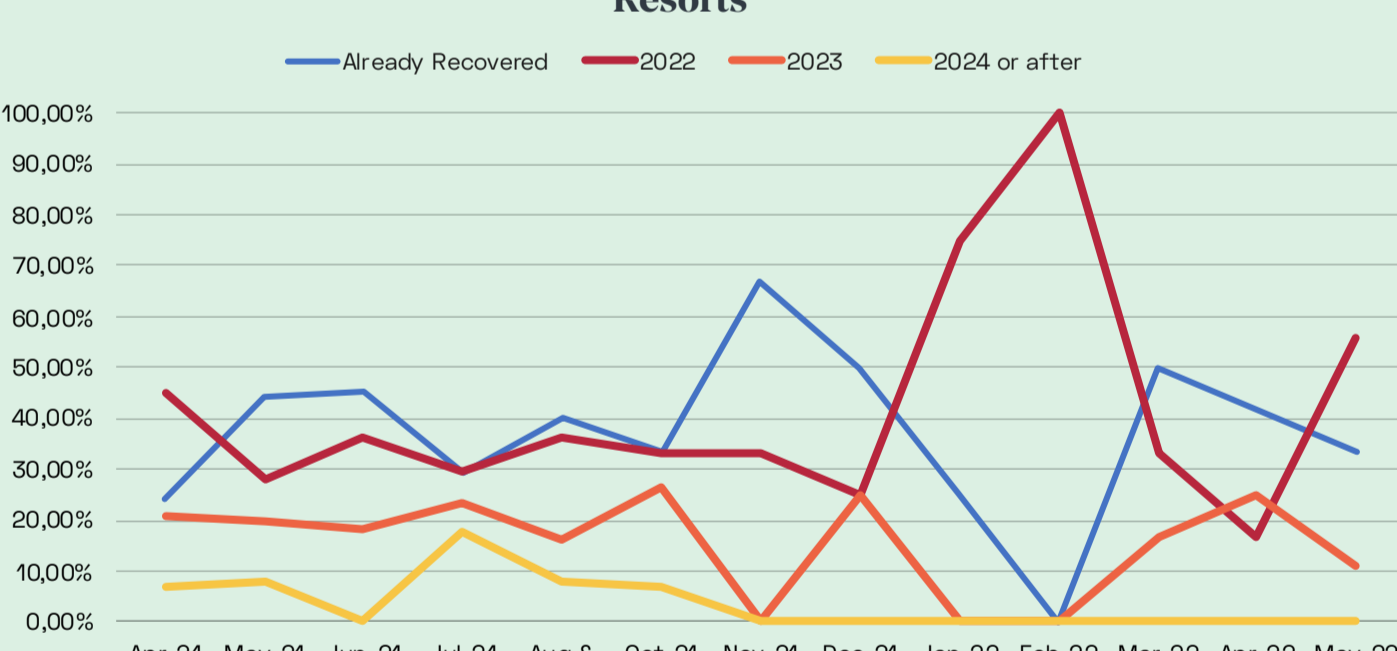
A **whopping 92,5%** of Hoteliers surveyed expect to **outperform** 2021 revenue levels in 2022.



Financial Recovery Forecast by Market Segment:

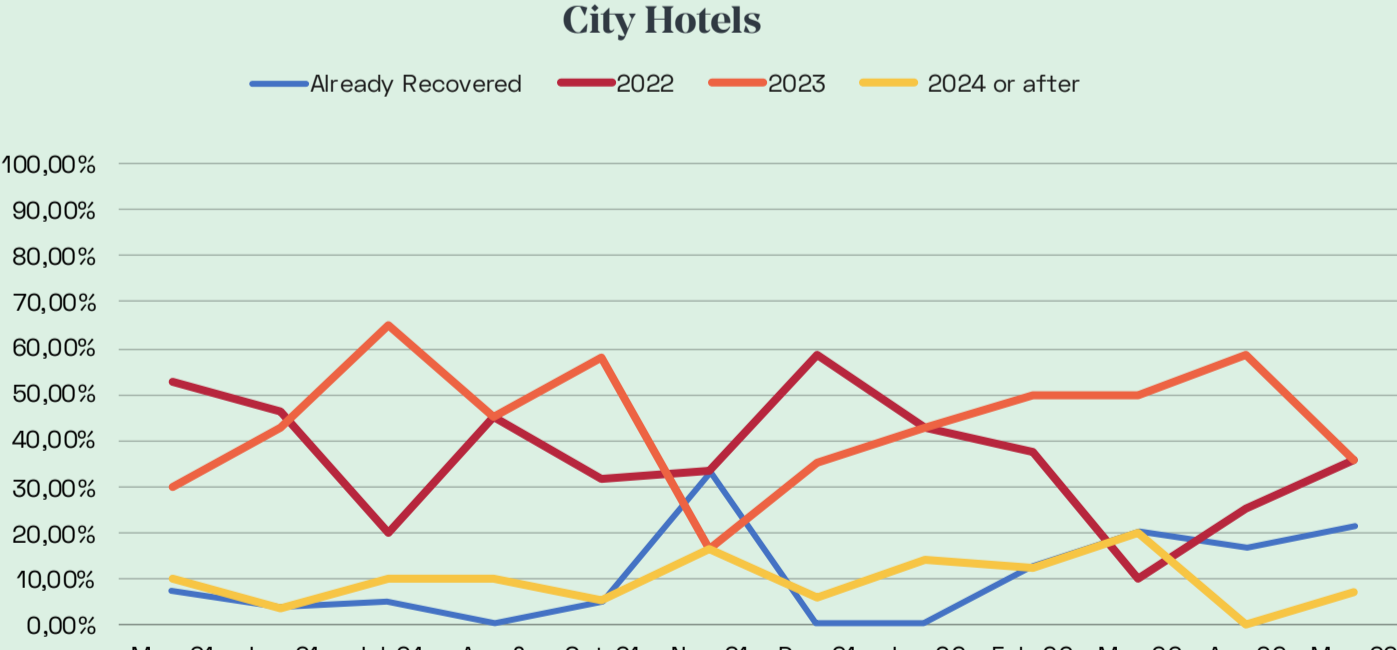
Nearly 90% of Resorts surveyed have either **already recovered**, or expect to reach 2019 financial levels in 2022.

Resorts



Over 57% of City Center Hotels have already recovered, or expect to reach 2019 financial levels in 2022.

City Hotels



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:

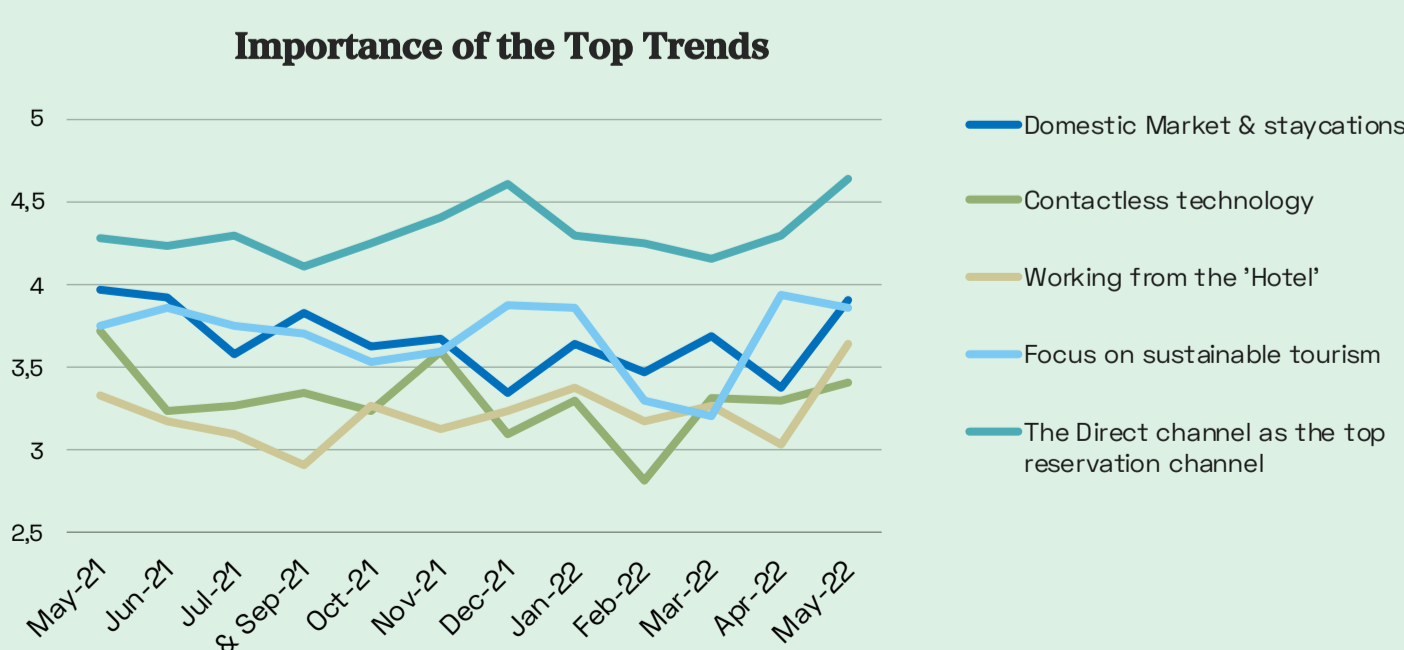
ADR in 2022: 5.6 (↑)

Marketing Spend in 2022: 4.7 (↑)

Direct Bookings in 2022: 5.5 (↑)

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

Importance of the Top Trends



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