

Pulse Report

Highlights Edition 26



Welcome to the **26th edition** of the Hotelier PULSE Report, where we cover the latest market trends and industry sentiments for hotels worldwide.

Market Trends Alert: International Bookings approaching 2019 Levels



International travel is resuming with a vengeance, and our market trends analysis shows that **international bookings in 2022 have risen well above 2021 levels** and are fast-approaching **2019 levels**.

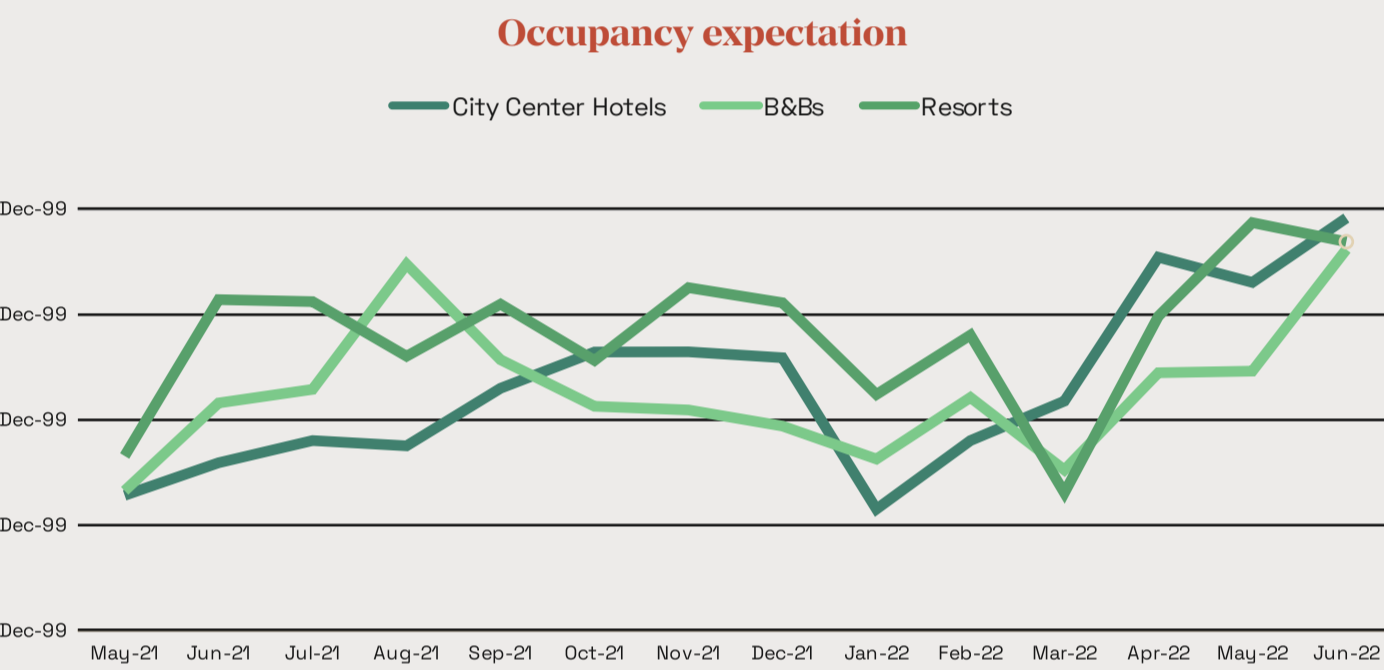
Business Optimism continues to Increase in June 2022

Overall, Hoteliers surveyed show an increase in optimism about business performance over the next 12 months, ranking 7,5 out of 10.



City Center Hotels expect Highest Occupancy Levels in June 2022

As international travel demand and bookings rapidly grow, **City Center Hotels** hold the highest occupancy expectations, forecasting an average of **over 78% in June 2022**. Meanwhile, **Resorts** forecast **nearly 74% occupancy** this month.



100% of Resorts Have Financially Recovered or will Recover to 2019 Levels in 2022

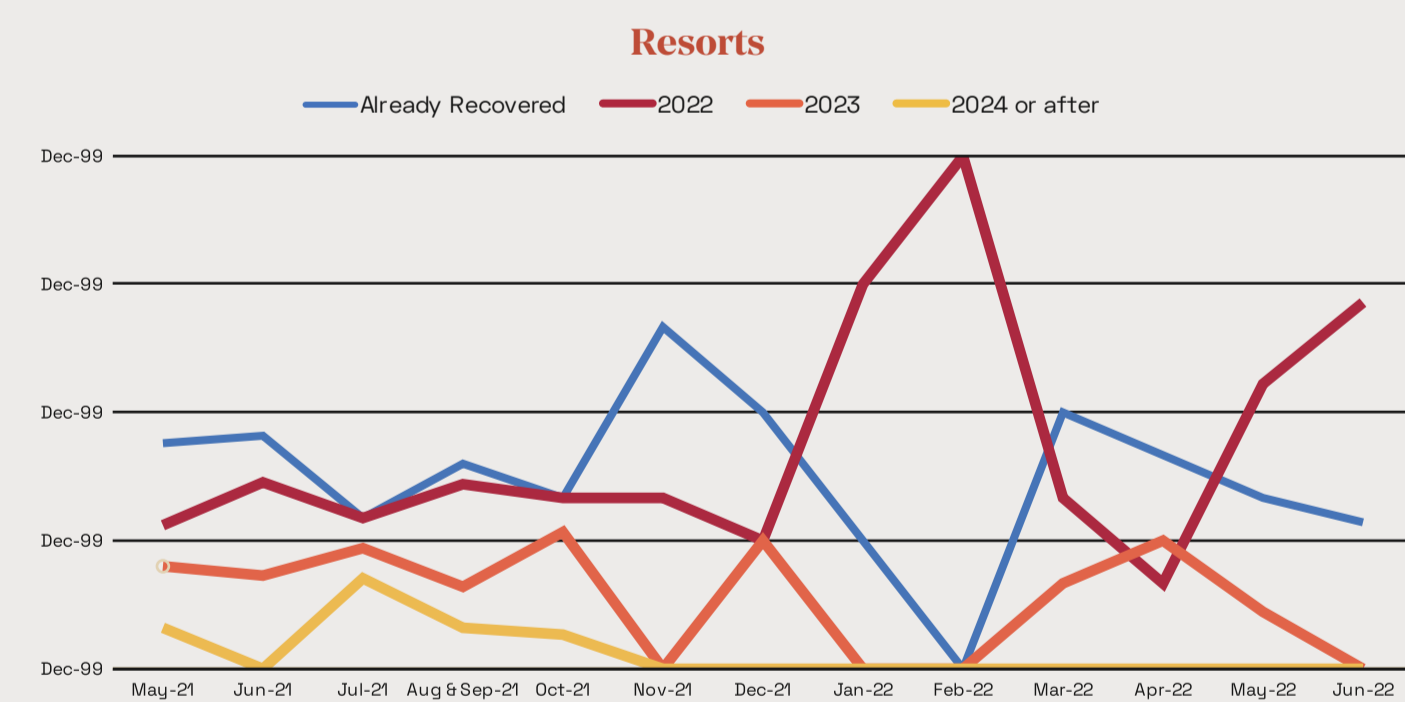
Revenue Performance: 2022 vs 2021

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

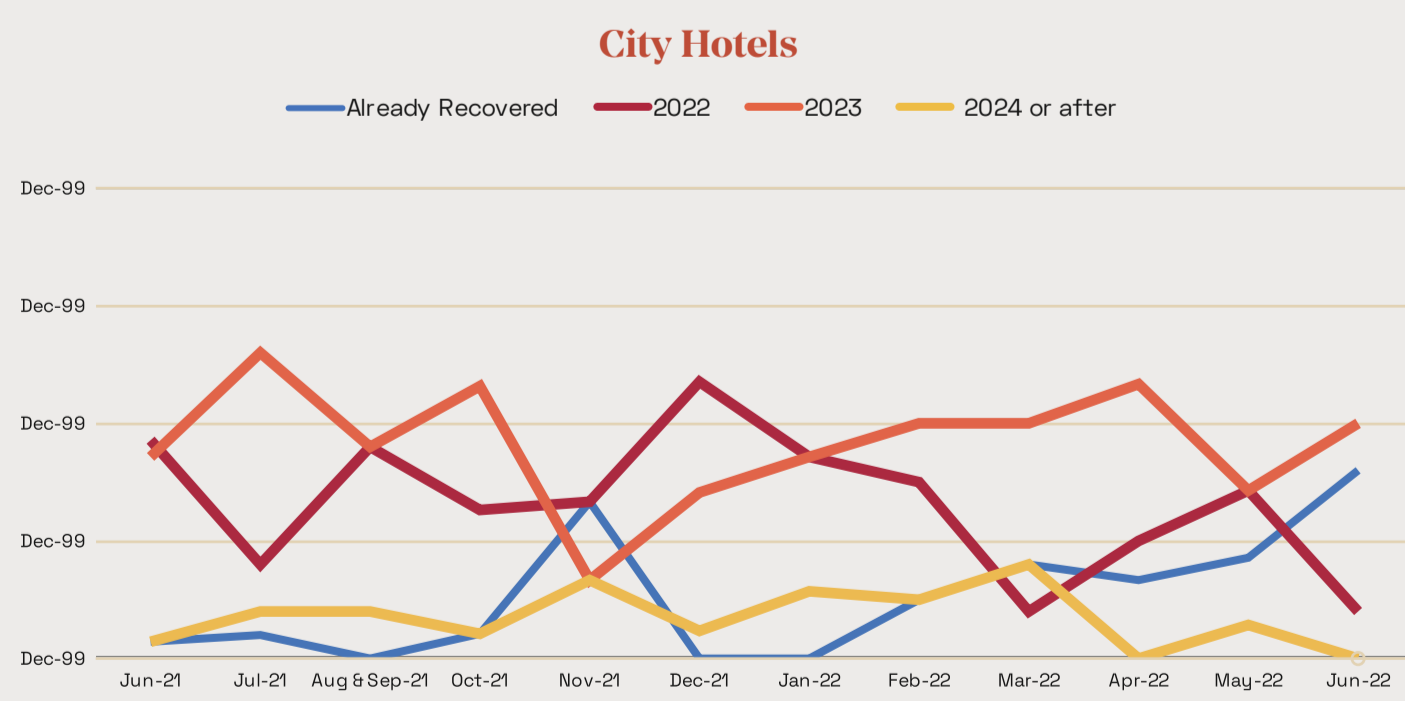


Financial Recovery Forecast by Market Segment:

100% of Resorts surveyed in May 2022 have either **already recovered**, or expect to **reach 2019 financial levels in 2022**.



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



International Leisure Travel expected to Contribute Significantly to Recovery in 2022

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: 5.7 (up arrow)

Marketing Spend in 2022: 5 (up arrow)

Direct Bookings in 2022: 5.7 (up arrow)

Nearly 70% of Hoteliers surveyed in May 2022 expect International Travel to significantly contribute to hotel recovery in 2022, while over 91% expect Leisure Travel to significantly impact recovery.

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