

Pulse Report

Highlights Edition 27



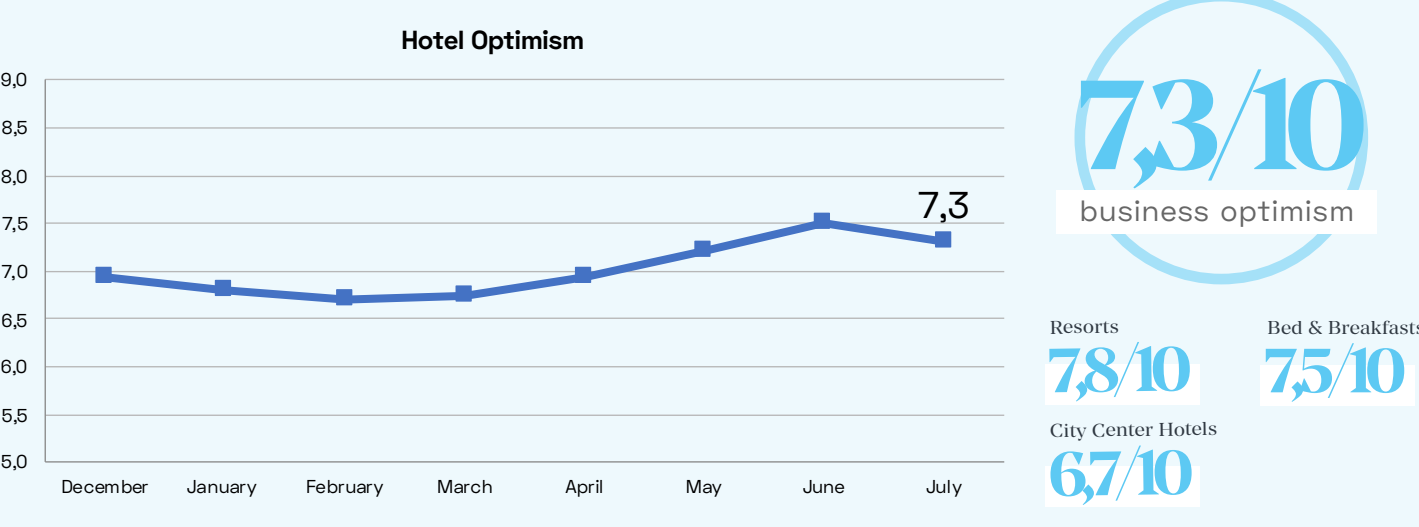
Welcome to the **27th edition** of the Hotelier PULSE Report, where we cover the latest market trends and industry sentiments for hotels worldwide.

Market Status Alert: Revenue remains above 2019 Levels



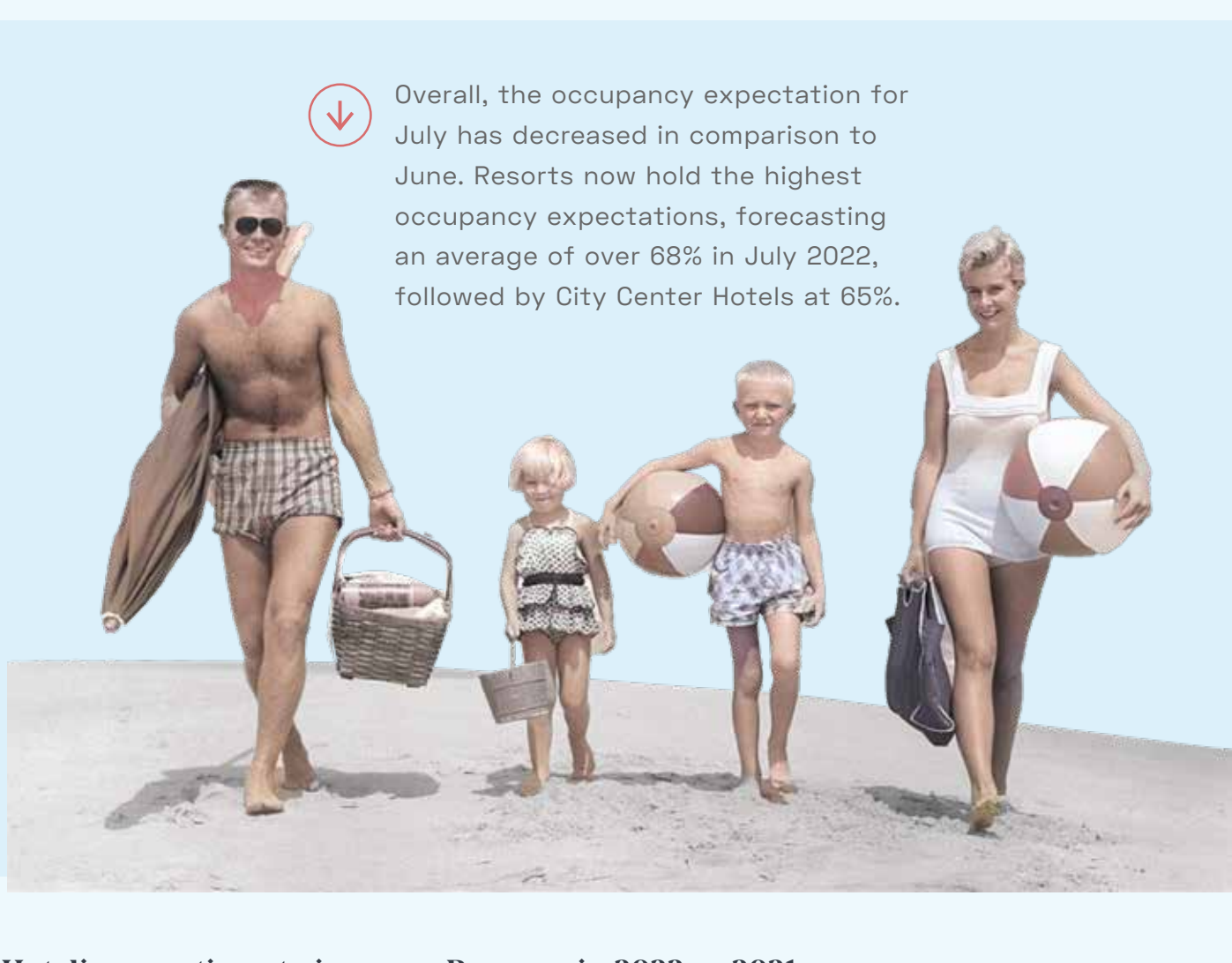
Resorts now Show Highest Levels of Business Optimism ahead of July 2022

As flight disruptions continue to impact travel, July 2022 shows a slight dip in the industry's optimism about business performance over the next 12 months. Hoteliers surveyed in June 2022 now rank business optimism 7,3 out of 10.



Resorts have now overtaken City Center Hotels and show the highest levels of Business Optimism for the next 12 months. City Center Hotels now show the lowest levels of business optimism for the next 12 months.

Resorts expect highest occupancy levels for July 2022



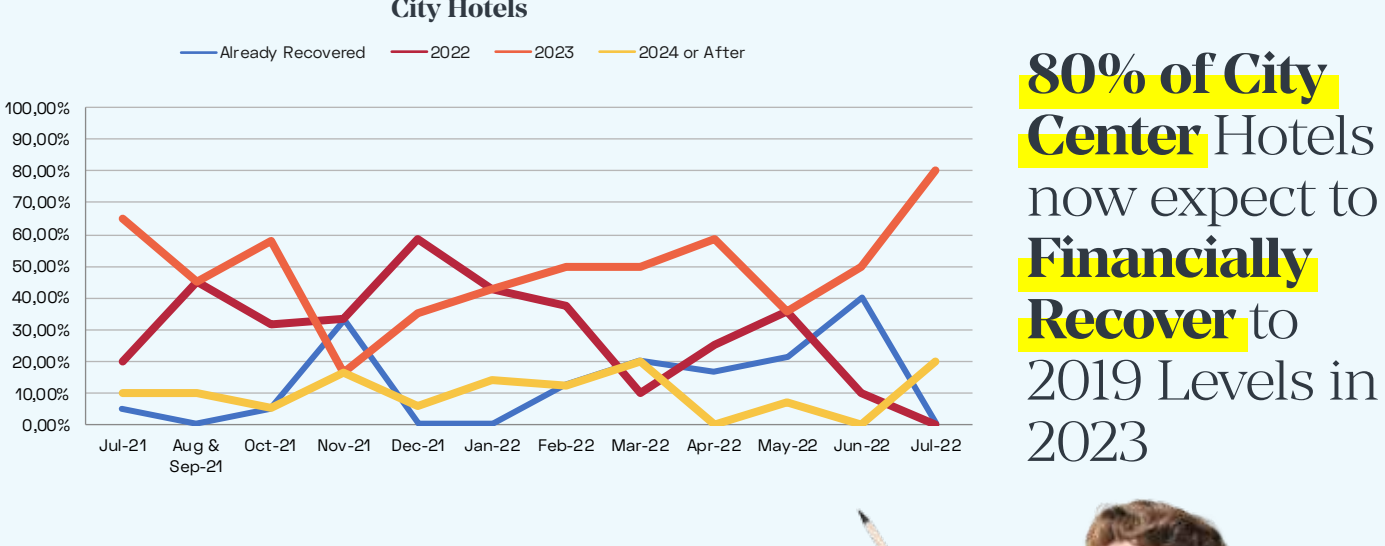
Overall, the occupancy expectation for July has decreased in comparison to June. Resorts now hold the highest occupancy expectations, forecasting an average of over 68% in July 2022, followed by City Center Hotels at 65%.

Hoteliers continue to increase Revenue in 2022 vs 2021



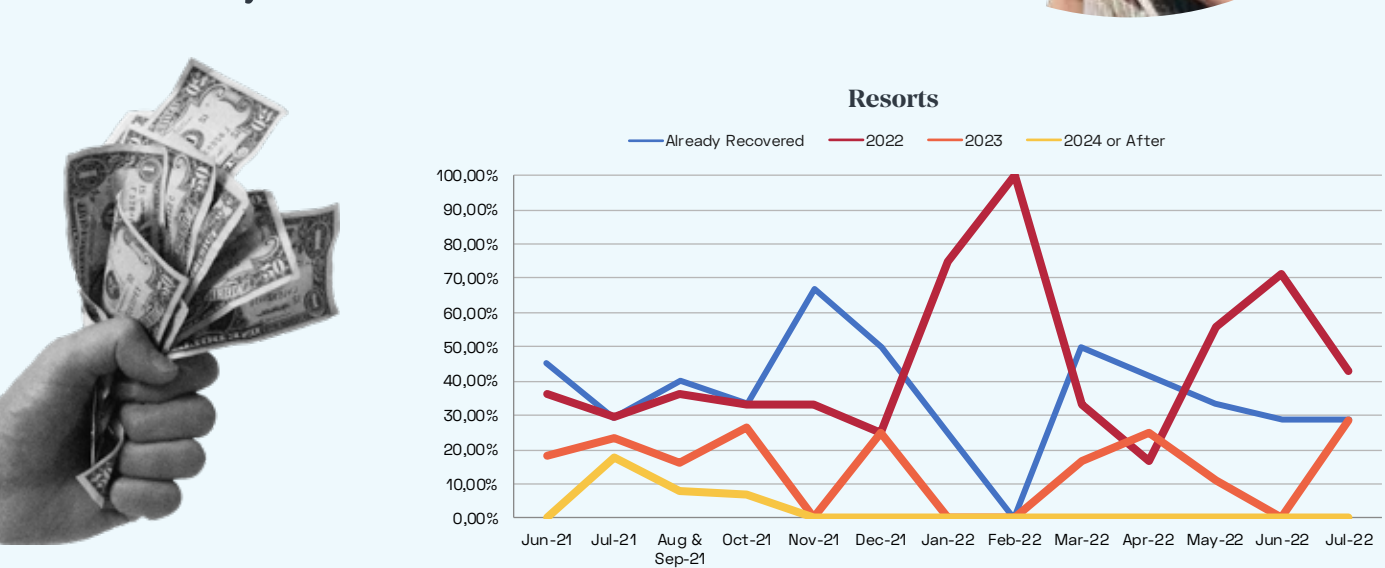
Over 91% of Hoteliers surveyed in June expect to **increase revenue** in 2022 vs 2021.

Financial Recovery Forecast by Market Segment:



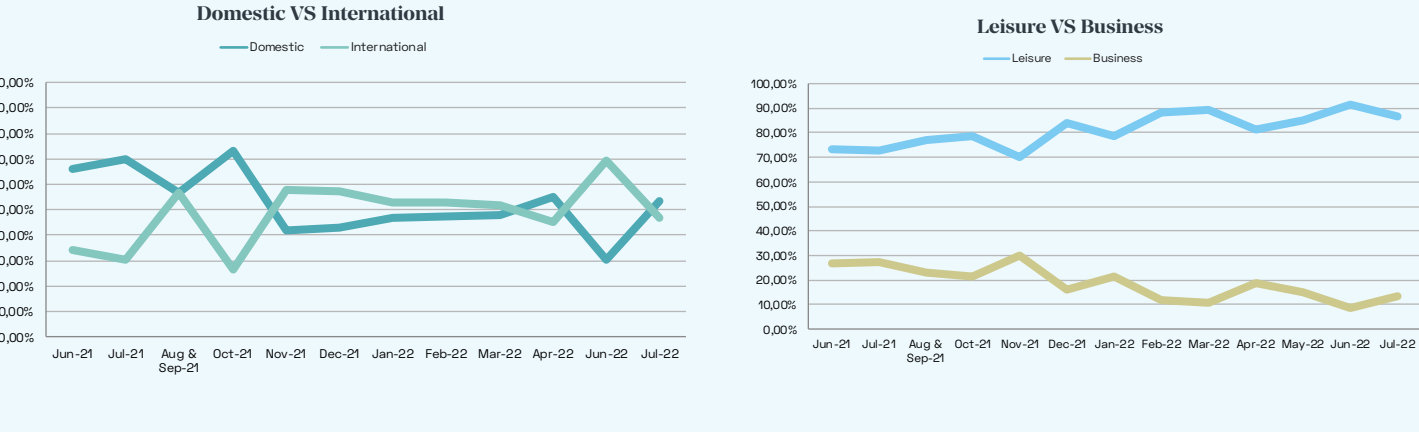
80% of City Center Hotels now expect to **Financially Recover** to 2019 Levels in 2023

Over 71% of Resorts surveyed in June 2022 have either already recovered, or expect to reach 2019 financial levels in 2022. However, **over 28%** now expect to financially recover in 2023.



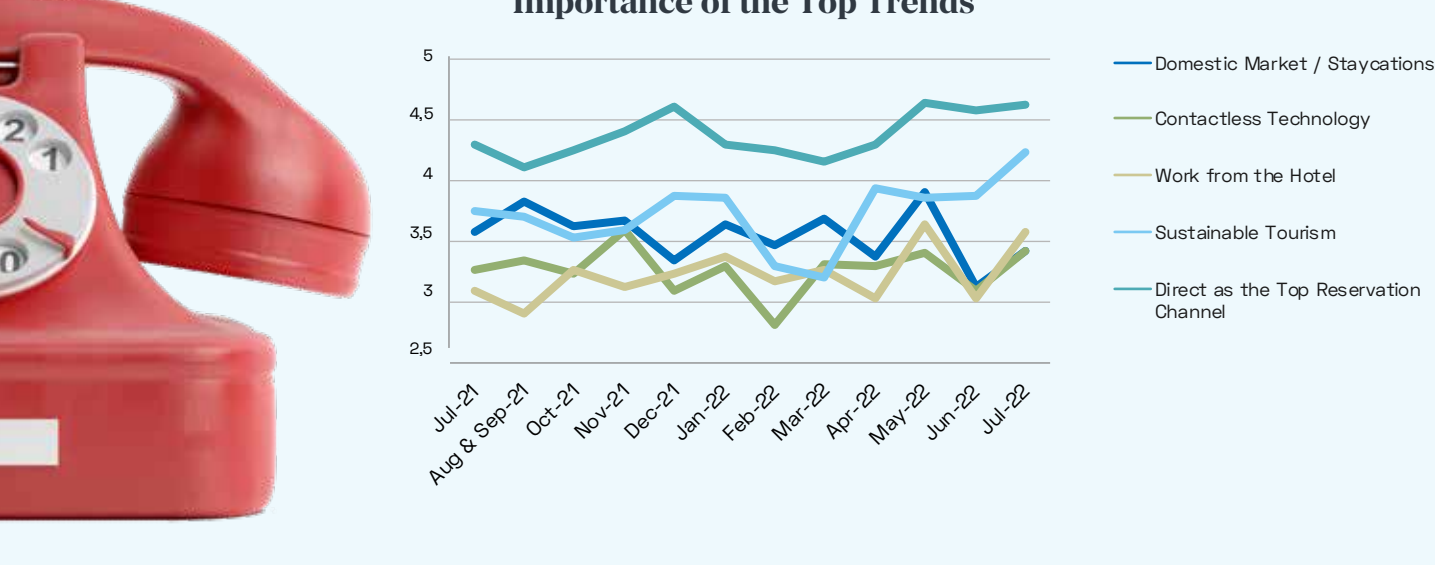
Domestic Leisure Travel confidence Increases as the Expectation for International Travel Declines

Likely due to widespread flight cancellations which are significantly impacting travel confidence, **over 53%** of Hoteliers surveyed in June 2022 expect **Domestic Travel** to significantly contribute to hotel recovery in 2022, while **over 86%** expect **Leisure Travel** to significantly impact recovery.



Hoteliers continue to Focus on Maintaining Direct as the Top Reservations Channel

Hoteliers surveyed in June 2022 continue to focus on upholding the **direct channel** as the **top source of reservations**.



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