

Pulse Report

Highlights Edition 28



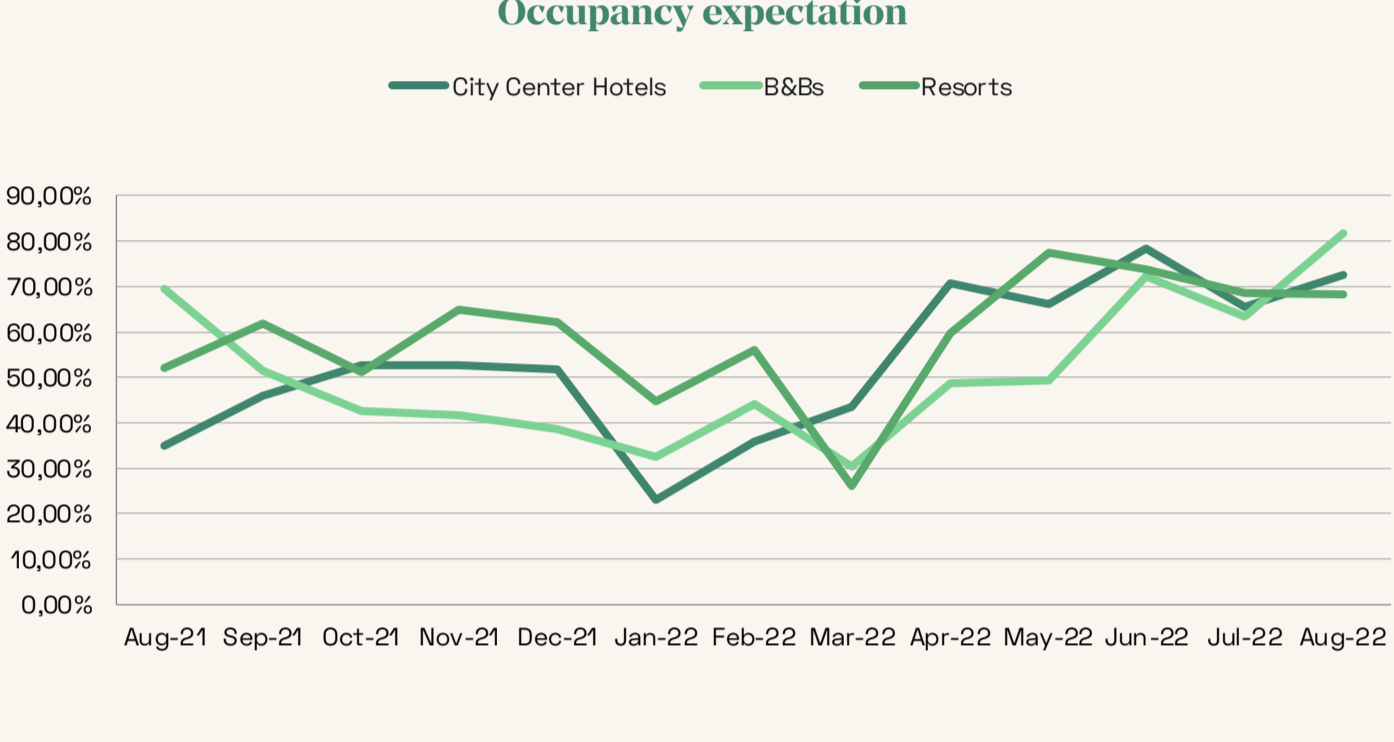
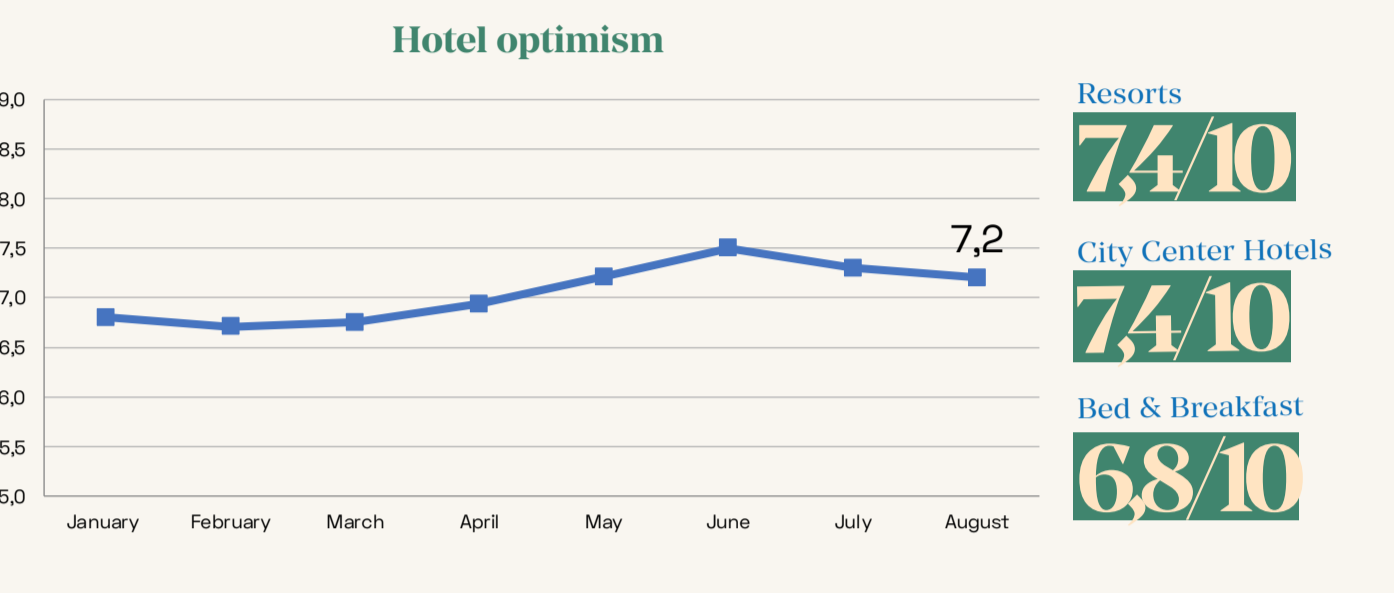
Welcome to the **28th edition** of the Hotelier PULSE Report, where we cover the latest market trends and industry sentiments for hotels worldwide.

City Center Hotels & Resorts show highest levels of Business Optimism for the next 12 Months



August 2022 shows a **slight dip** in the industry's overall optimism about **business performance** over the next 12 months. Hoteliers surveyed in **July 2022** now rank business optimism **7,2 out of 10**.

More specifically, Resorts and City Center Hotels now show the highest levels of Business Optimism for the next 12 months:

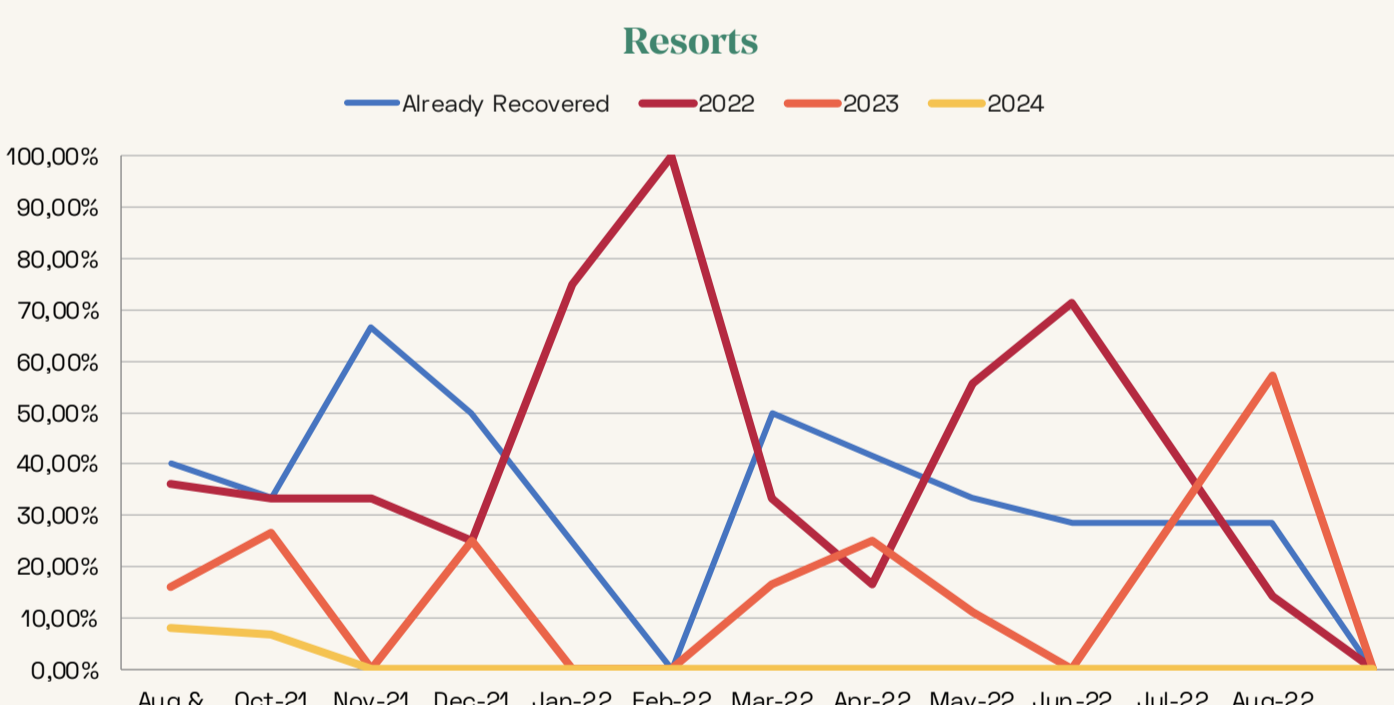


Financial Recovery Forecast by Market Segment:

City Center Hotels are the **most optimistic** about their financial recovery. **50% have already recovered** to 2019 levels, while **25% expect to recover in 2022**.



Over 57% of Resorts now expect to reach 2019 levels **only in 2023**, while **nearly 43% have either already recovered or expect to do so in 2022**.

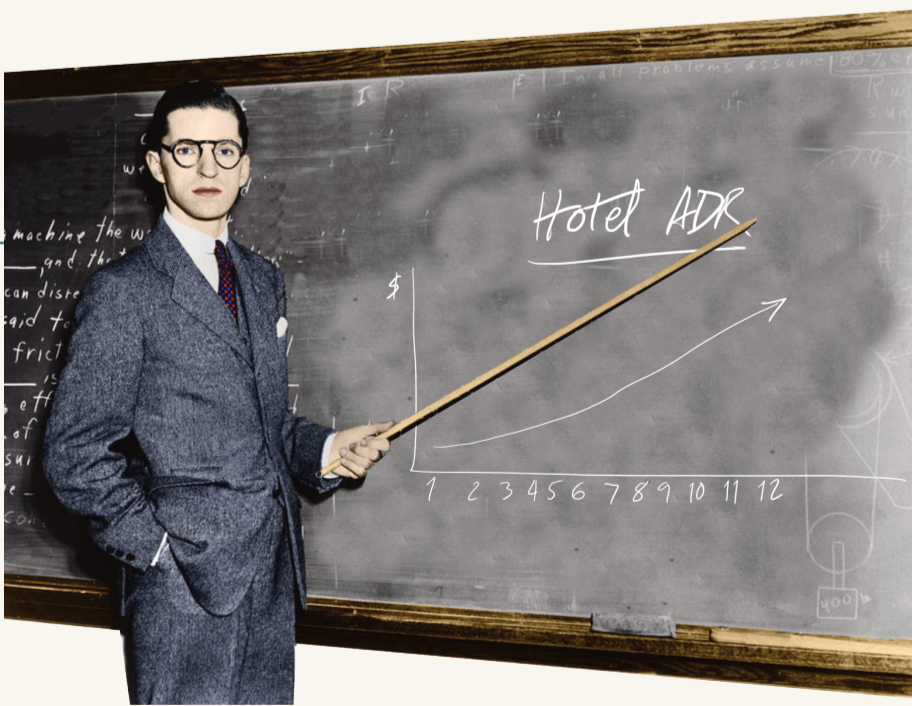


International Leisure Travel confidence Increases, while Business Travel (Domestic and International) plummets

International travel confidence has increased since our previous edition published in July 2022, **Over 56% of Hoteliers** surveyed expect International Travel to significantly contribute to hotel recovery in 2022, while **over 93% expect Leisure Travel to significantly impact recovery**. Business Travel confidence has reached a **new low**, with **just over 6% of Hoteliers expecting Domestic Business Travel to impact recovery**.

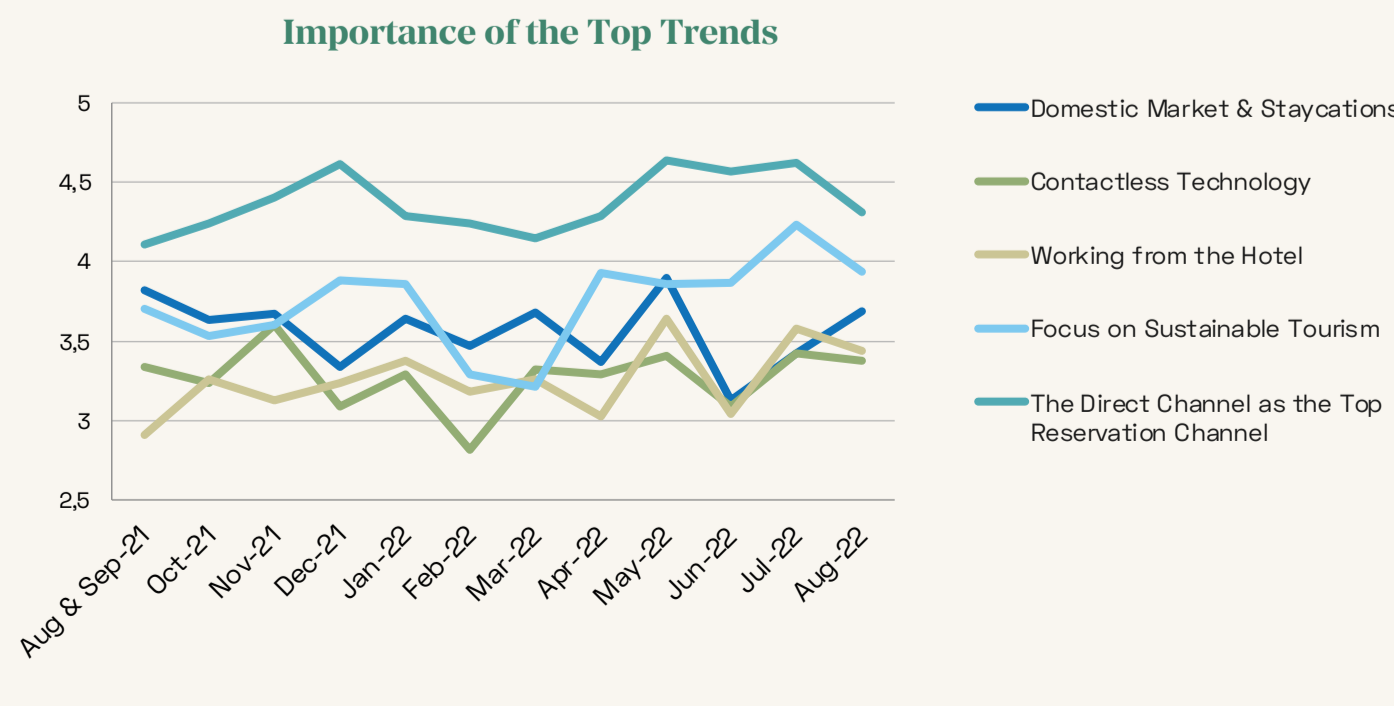
ADR Continues to Increase for the next 12 Months

With Autumn approaching, and, despite looming inflation concerns, Hoteliers surveyed continue to forecast that ADR will continue to increase over the next 12 months.



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

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



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