

# Pulse Report

Highlights Edition 29



Welcome to the **29th edition** of the Hotelier PULSE Report, where we cover the latest market trends and industry sentiments for hotels worldwide.

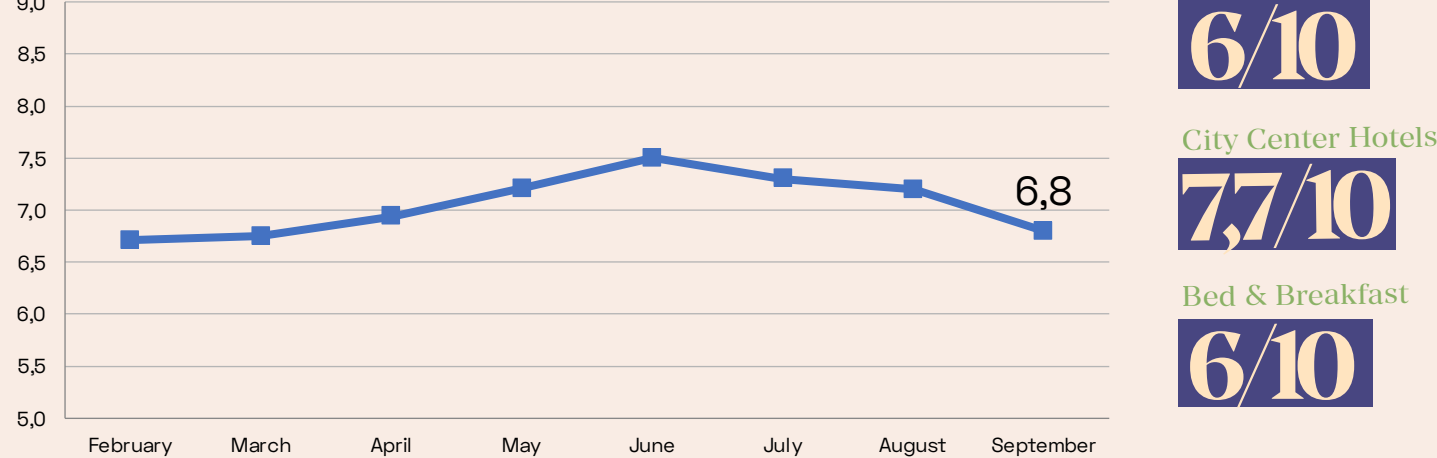
## City Center Hotels show the Most Business Optimism for the next 12 Months



### September 2022

shows a **slight dip** in the industry's overall optimism about **business performance** over the next 12 months. Hoteliers surveyed in **August 2022** now rank business optimism **6,8 out of 10.**

### Hotel optimism



## Occupancy Expectations remain high for September 2022



As we approach the shoulder season, Hoteliers surveyed in August 2022 expect an average of nearly 76% occupancy for the month of September 2022.

## 60% of Resorts have already financially recovered to 2019 levels

### Financial Recovery Forecast by Market Segment:

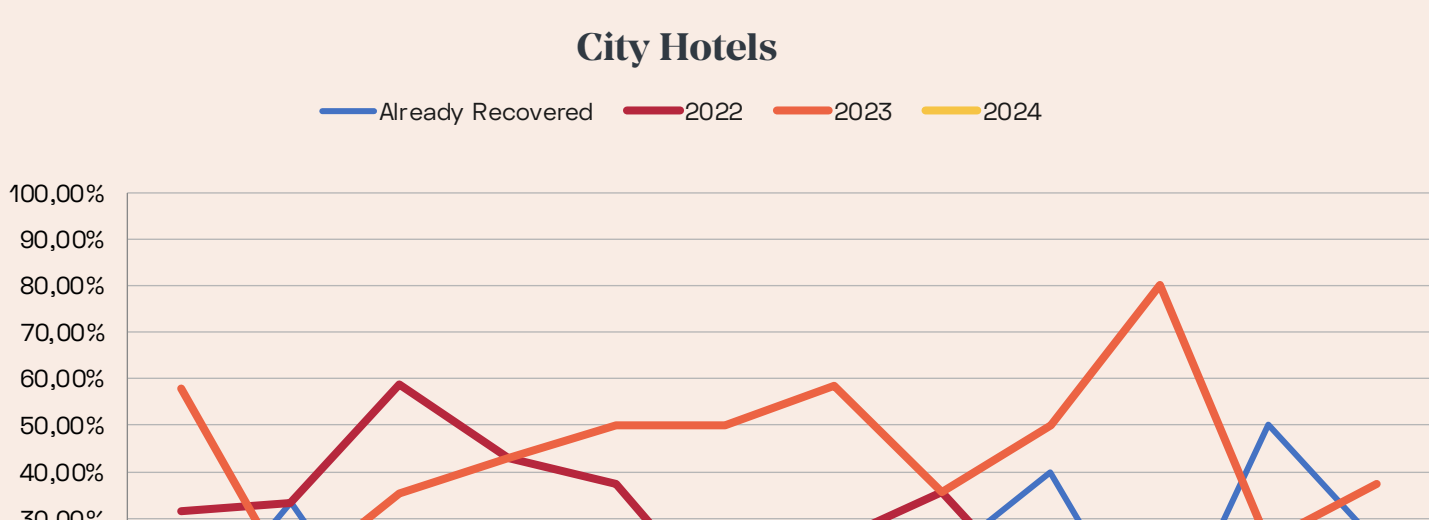
**60% of Resorts** have already recovered to 2019 levels, while **40% or expect to do so only in 2023.**

### Resorts



**50% of City Center Hotels** have either **already recovered** to 2019 levels or expect to do so in 2022. Meanwhile, **over 37% expect to recover in 2023**, and **over 12% in 2024.**

### City Hotels



## Majority of Hoteliers expect Revenue to increase in 2022 vs 2021

**Over 81% of Hoteliers** surveyed expect revenue to **increase** in 2022, with **nearly 36%** expecting revenue to **increase by 50% or more.**

### Leisure Travel confidence continues to Boom

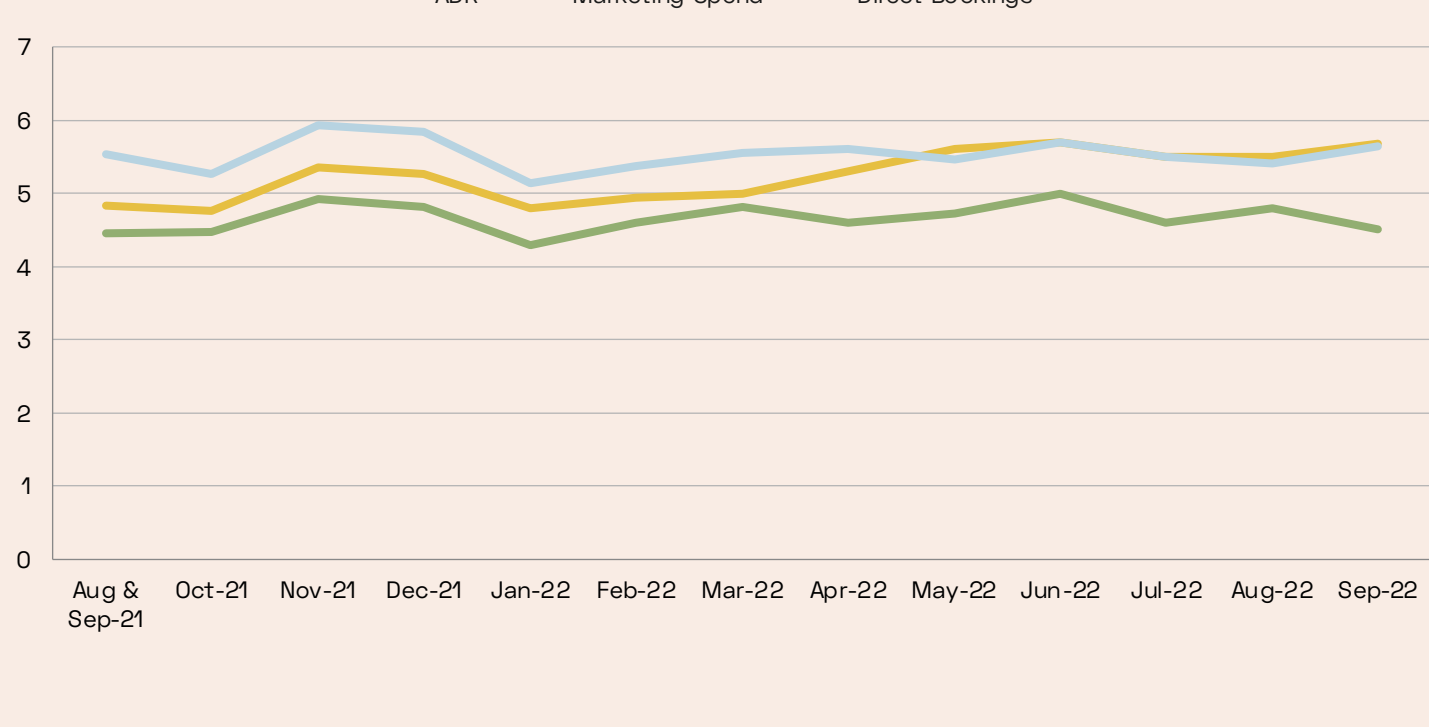
**Over 73% of Hoteliers** surveyed expect **International Travel** to significantly contribute to hotel recovery in 2022, while **80% expect Leisure Travel** to significantly impact recovery. Business Travel confidence has increased slightly, with **20% of respondents** expecting Business Travel to contribute to 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.

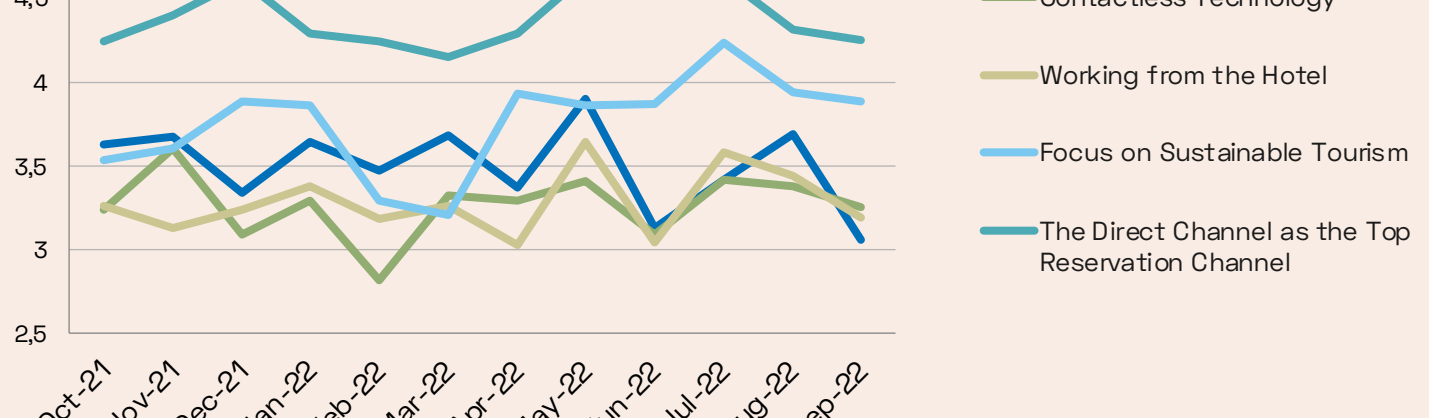
### Hotel expectations



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

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

### Importance of the Top Trends



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