

Pulse Report

Highlights Edition 30

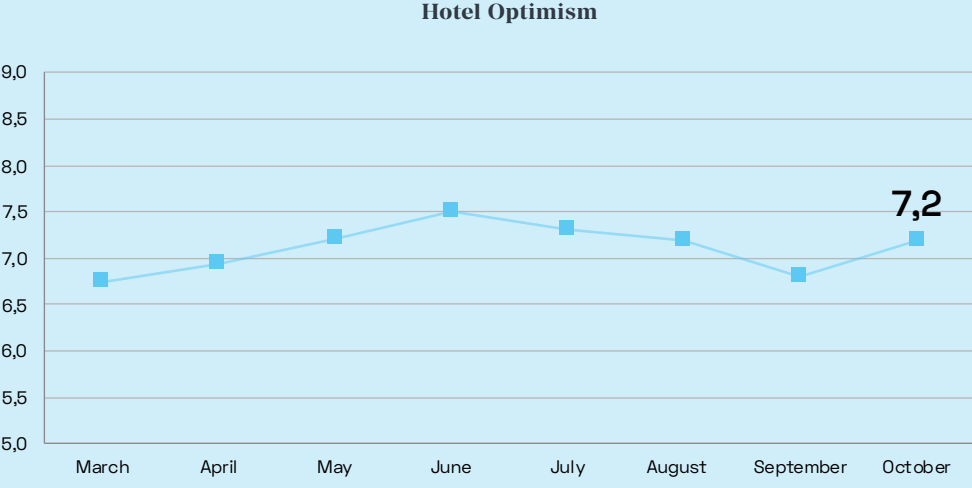


Welcome to the 30th edition of the Hotelier PULSE Report, where we cover the latest market trends and industry sentiments for hotels worldwide

Hotel Industry Optimism has Spiked in October 2022



October 2022 shows a spike in the industry's optimism about business performance over the next 12 months. Hoteliers surveyed in September 2022 now rank business optimism 7,2 out of 10.



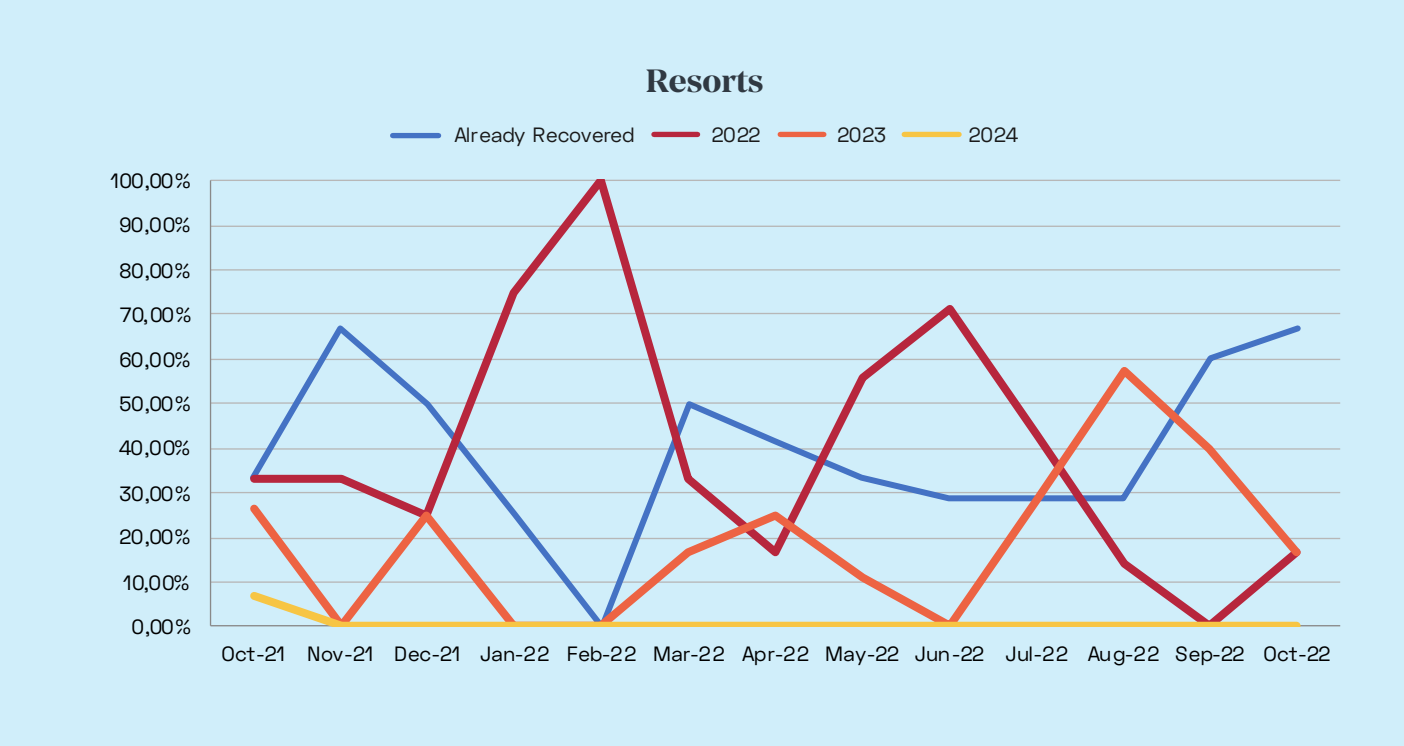
Resorts now show the highest levels of Business Optimism for the next 12 months:



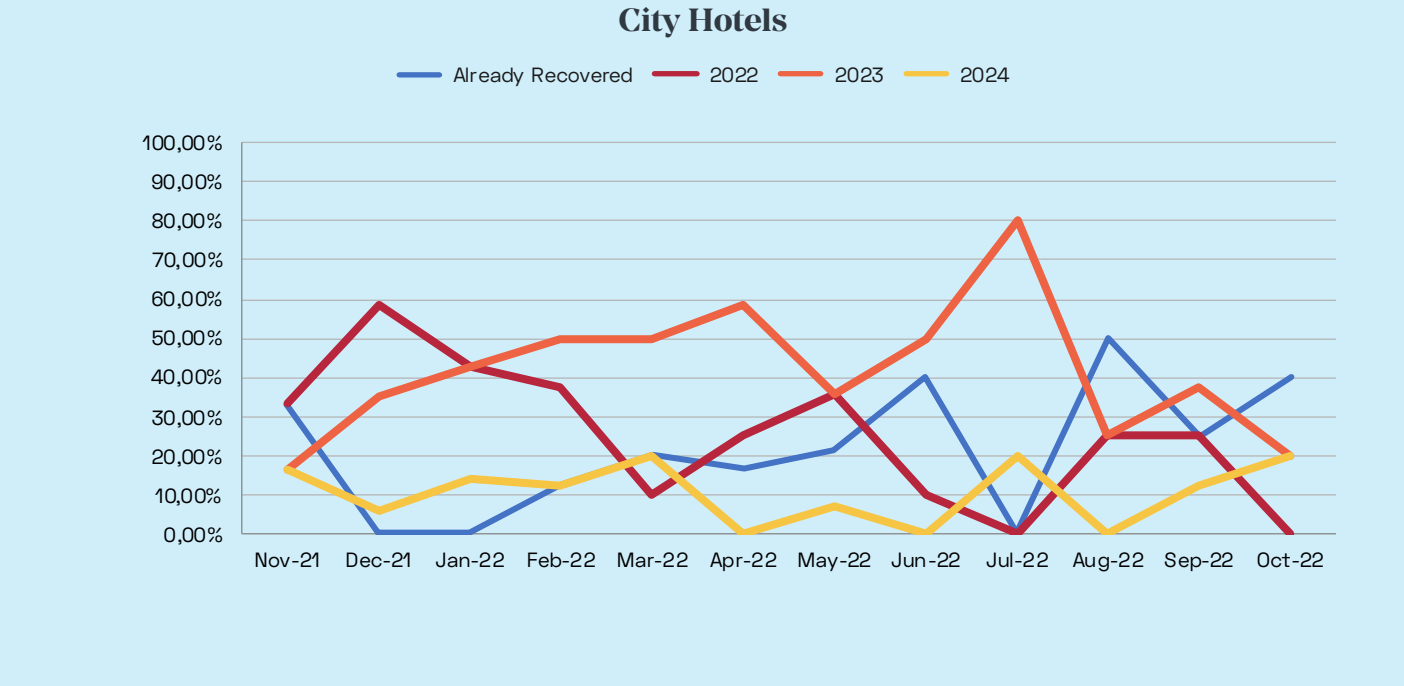
Resorts **75/10**
 Bed & Breakfasts **7/10**
 City Center Hotels **68/10**

Over 80% of Resorts have already financially recovered to 2019 levels or expect to do so in 2022

Financial Recovery Forecast by Market Segment:



66,6% of Resorts have already recovered to 2019 levels, while 16,6% expect to recover still in 2022.



40% of City Center Hotels have already recovered to 2019 levels, vs just 25% in September 2022. As a result, 20% expect to recover in 2023 (vs 37,5% in September 2022). However, the number of City Center Hotels expecting to recover only in 2024 or later has increased, from 12,5% in September 2022 to 20% today.



Nearly 92% Revenue to increase in 2022 vs 2021 - with Half expecting increases of 50% or more!

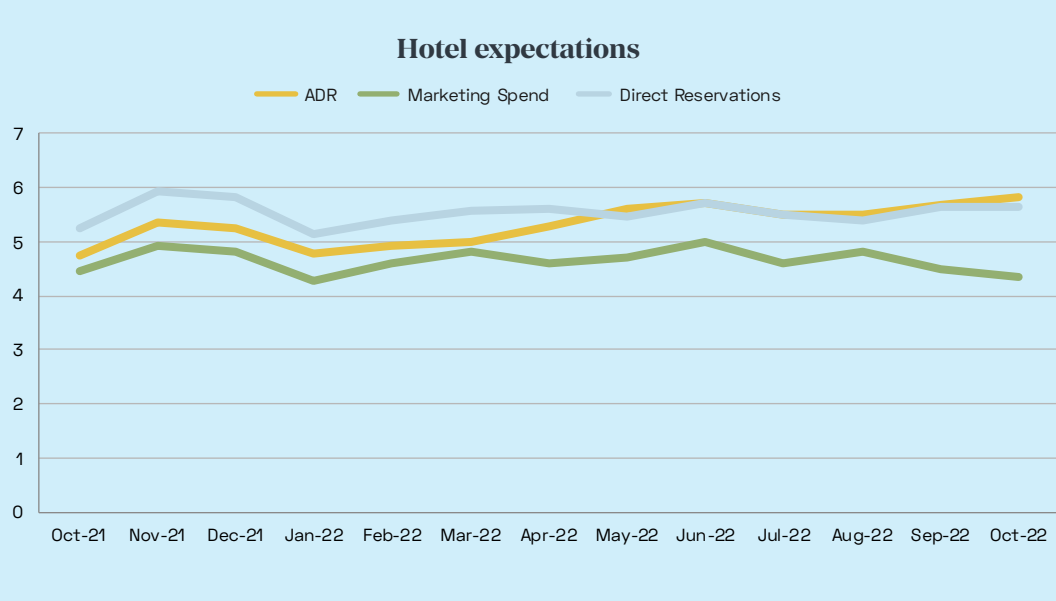
91,6% of Hoteliers expect revenue to increase in 2022 vs, with half of survey respondents expecting revenue to increase by 50% or more.

International and Leisure Travel confidence continues to Boom

Nearly 64% of Hoteliers surveyed expect **International Travel** to significantly contribute to hotel recovery in 2022, while nearly **91% expect Leisure Travel** to significantly impact recovery.



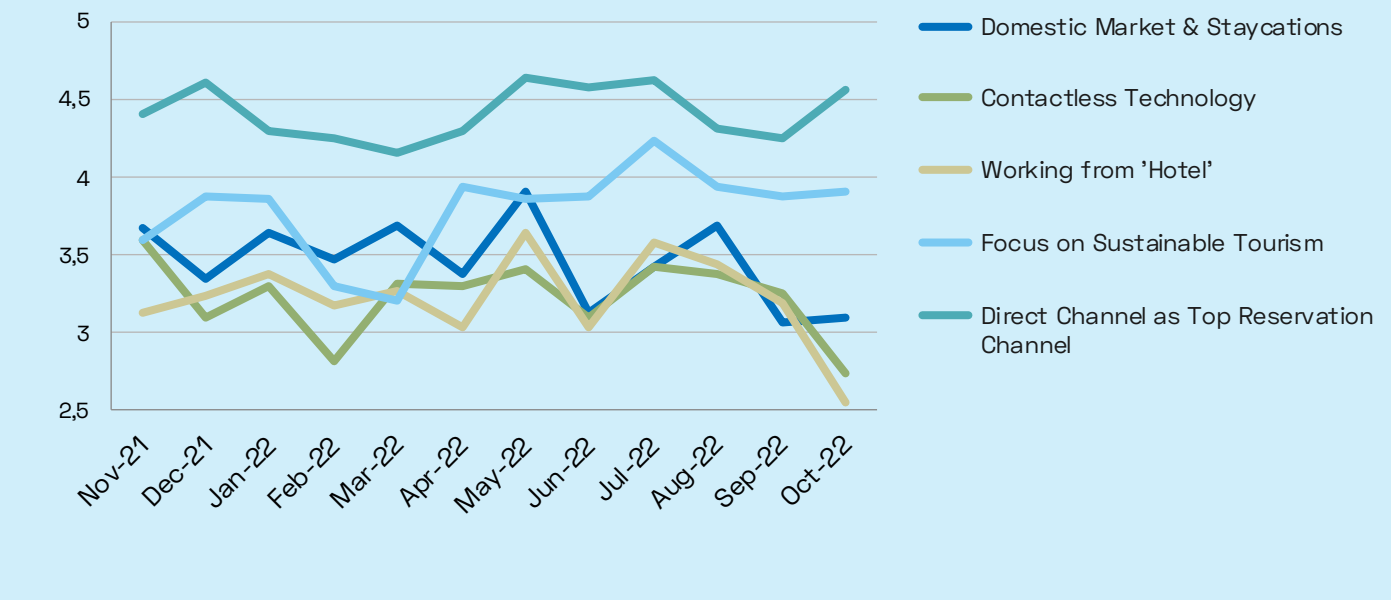
ADR Continues to Increase for the next 12 Months



Hoteliers surveyed forecast that **ADR will continue increasing** over the next 12 months.

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

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



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