

# Pulse Report

Highlights Edition 31



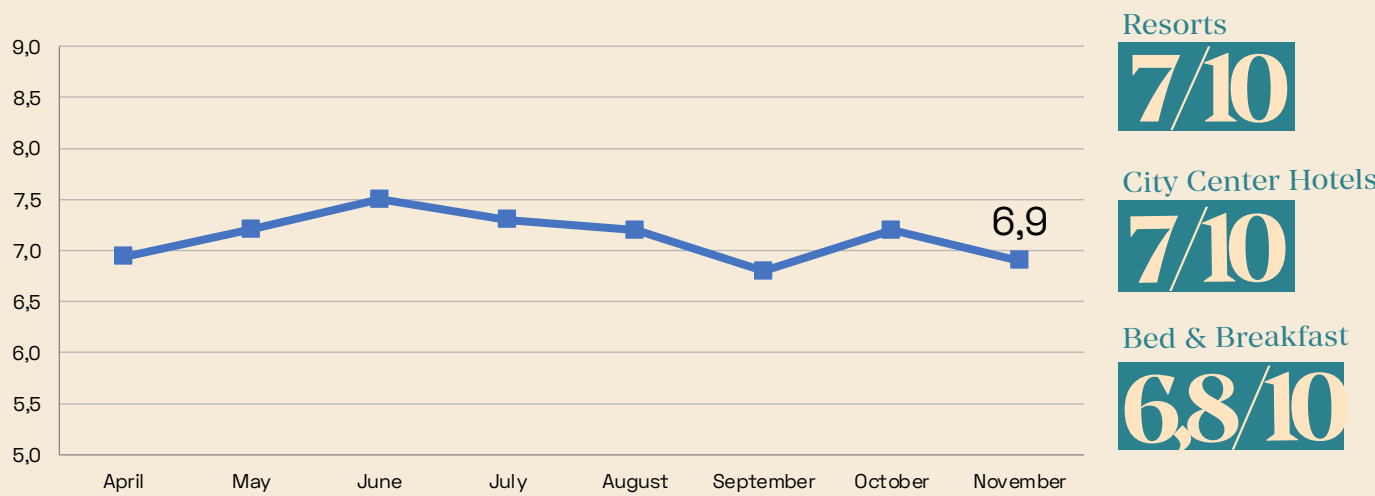
Welcome to the **31st edition** of the Hotelier PULSE Report, where we cover the latest market trends and industry sentiments for hotels worldwide.

## Hotel Industry Optimism dips in November 2022



**November 2022** shows a **dip** in the industry's optimism about **business performance** over the next 12 months. Hoteliers surveyed in **October 2022** now rank business optimism **6,9 out of 10**.

### Hotel optimism



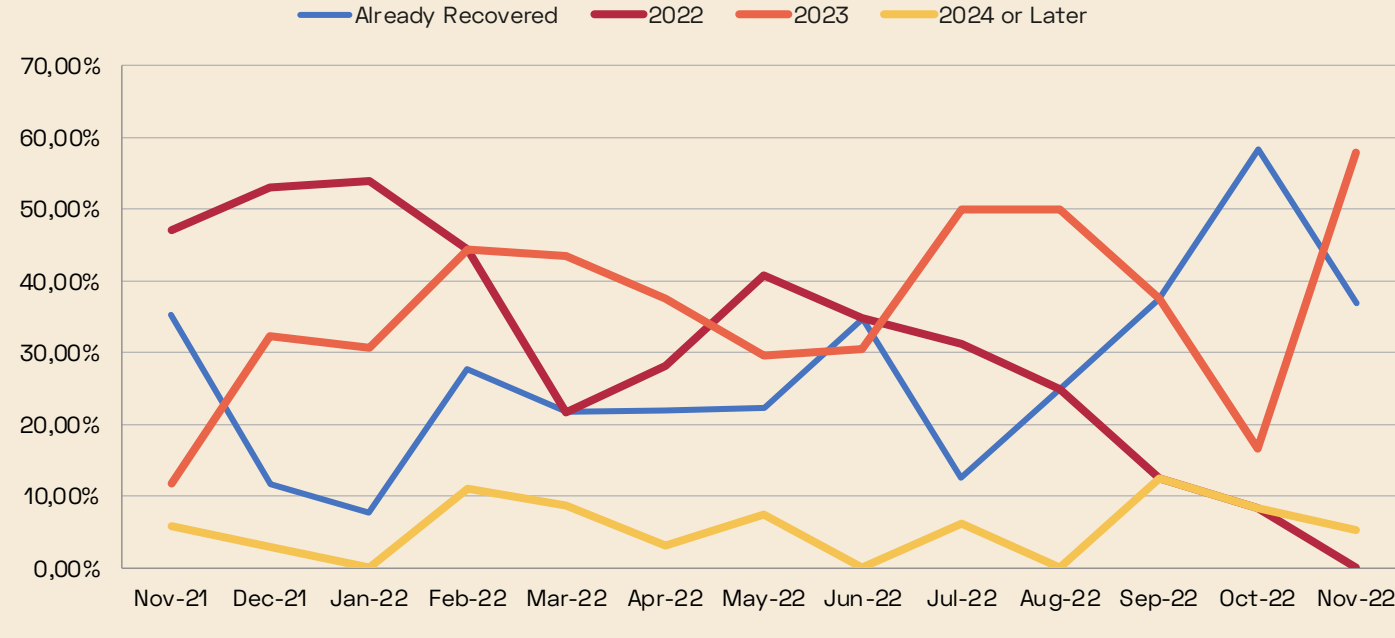
## Over Half of Hoteliers now expect to Financially Recover to 2019 Levels in 2023

As we approach the end of 2022, and with rising costs and looming inflation on the horizon, an increasing number of Hoteliers surveyed in October 2022 now expect to financially recover to 2019 levels in 2023.

### Financial Recovery Forecast by Market Segment:

**50% of Resorts** have already recovered to 2019 levels, while the remaining half of this segment expect to **recover in 2023**.

### Financial Recovery Expectations



**Nearly 56% of City Center Hotels** now expect to recover in 2023, while over 33% have already financially recovered to 2019 levels.

## Nearly 74% of Hoteliers Revenue to increase in 2022, while over 21% expect Revenue to be the same vs 2021

## International Leisure Travel confidence continues to Boom

**Over 73% of Hoteliers** surveyed expect **International Travel** to significantly contribute to hotel recovery in 2022, while nearly **87% expect Leisure Travel** to significantly impact recovery.

### ADR Expectations Dip for the Next 12 Months

November 2022 shows a reduced expectation for ADR to increase over the next 12 months - ranking **4,8** on a scale of 1 to 7, vs **5,8** in October.



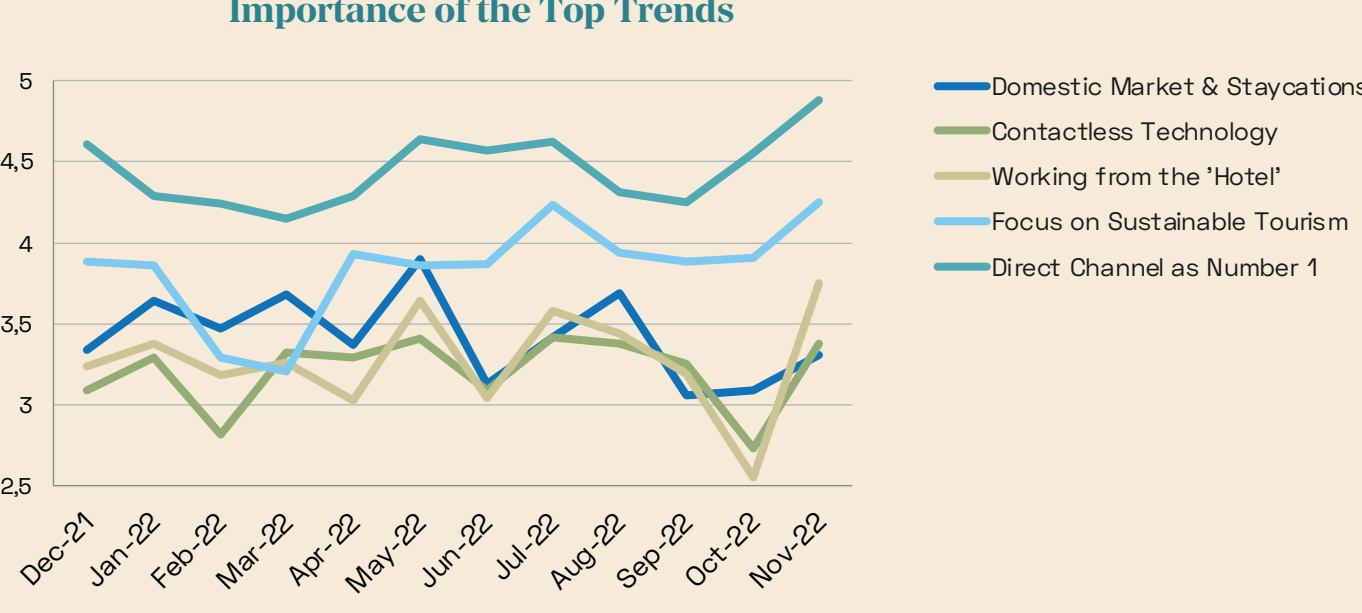
### Hotel expectations



## Hoteliers increasing Focus on Sustainability

While the majority of Hoteliers surveyed in October 2022 are continuing to prioritize their direct channel performance, recent months have shown an increasing focus on sustainability. This is likely in order to combat rising costs, and also to better resonate with guests who increasingly value sustainable practices.

### Importance of the Top Trends



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