

Pulse Report

Highlights Edition 33



Welcome to the first Hotelier PULSE Report of 2023! Explore the latest market trends and industry sentiments for hotels worldwide as we kickstart the new year.

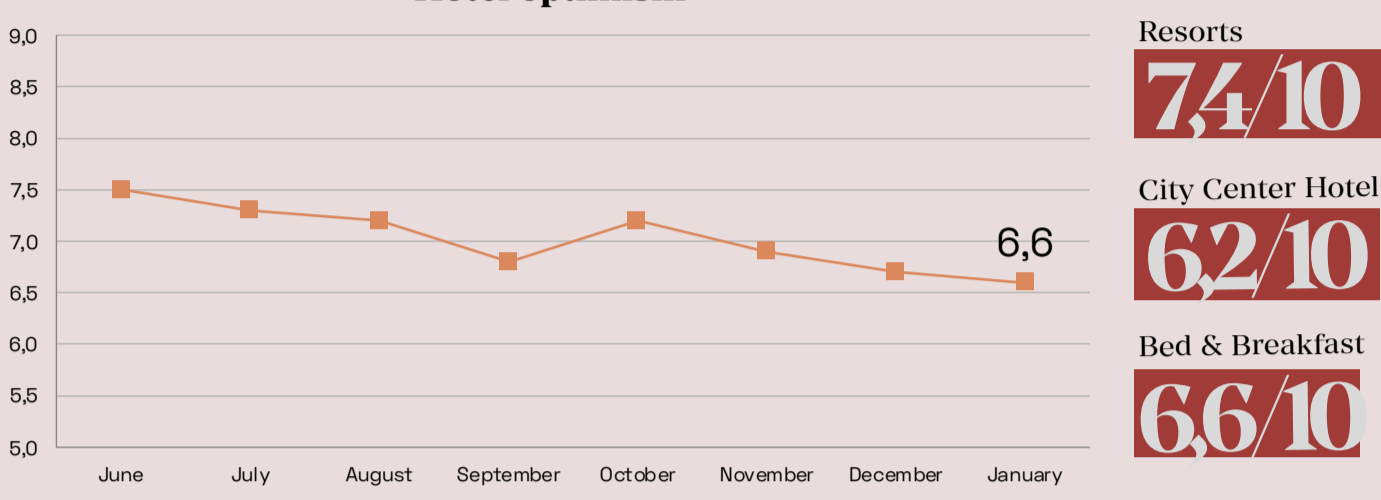
↑ Nearly 80% of Hoteliers increased Revenue in 2022 vs 2021, with over 44% of Respondents increasing Revenue by 50% or more!

Hotel Industry Optimism dips in January 2023



January 2023 shows a **dip** in the industry's optimism about **business performance** over the next 12 months. Hoteliers surveyed in now rank business optimism **6,6 out of 10**.

Hotel optimism



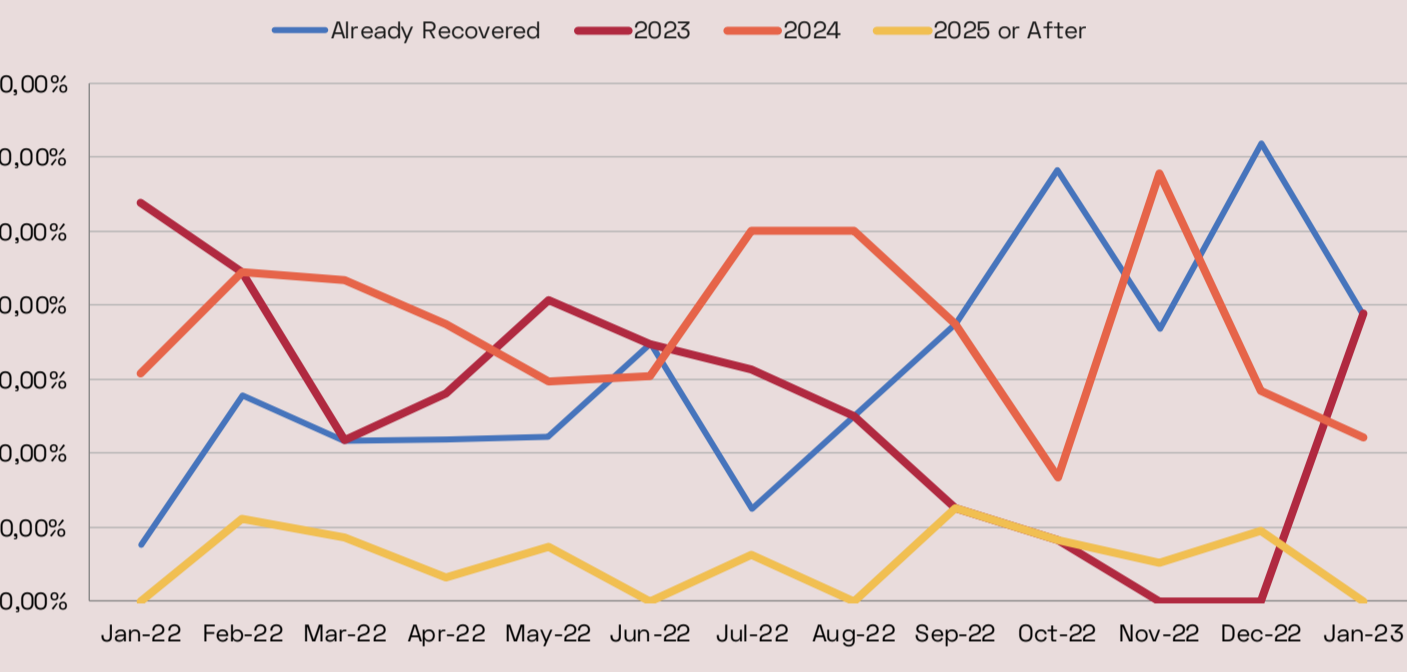
↓ 50/50 Split of Hoteliers have either already Financially Recovered to 2019 Levels or expect to do so in 2023

At the start of 2023, the majority of Hoteliers surveyed have either already financially recovered to 2019 levels or expect to do so this year (38,8% each).

Financial Recovery Forecast by Market Segment:

↑ **100% of Resorts** have already recovered to 2019 levels.

Financial Recovery Expectations



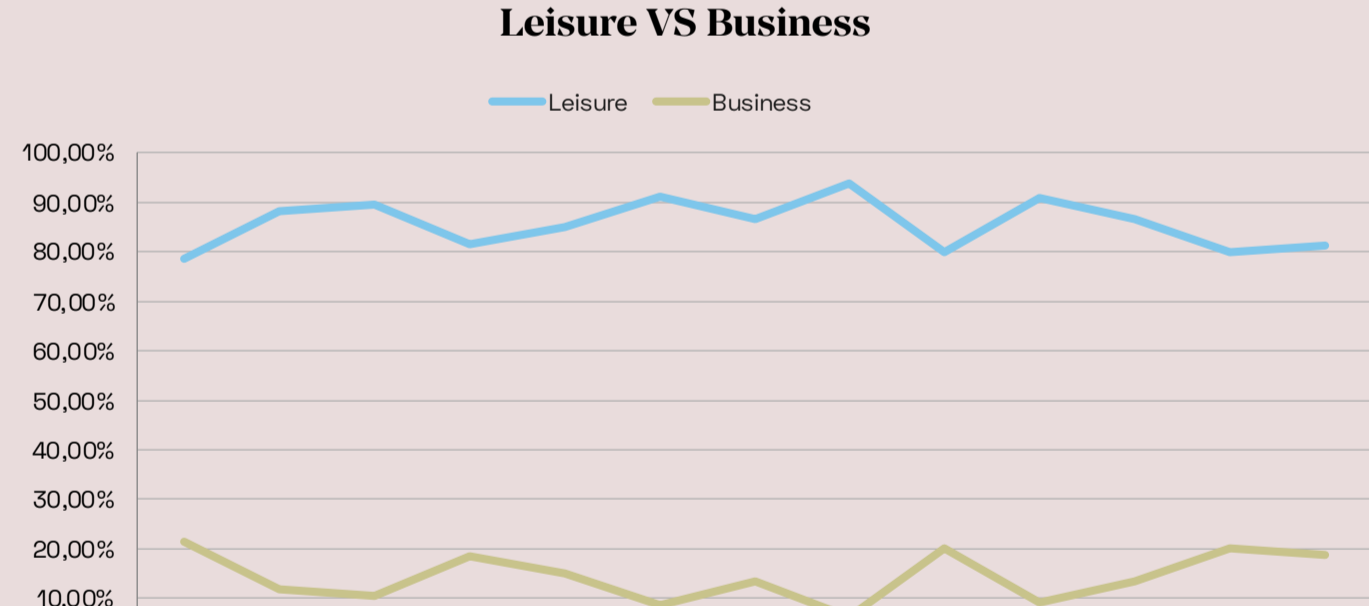
↓ **50% of City Center Hotels** expect to recover to 2019 levels in 2023, while **just 25%** have already financially recovered to 2019 levels



Leisure Travel confidence is booming at the start of 2023

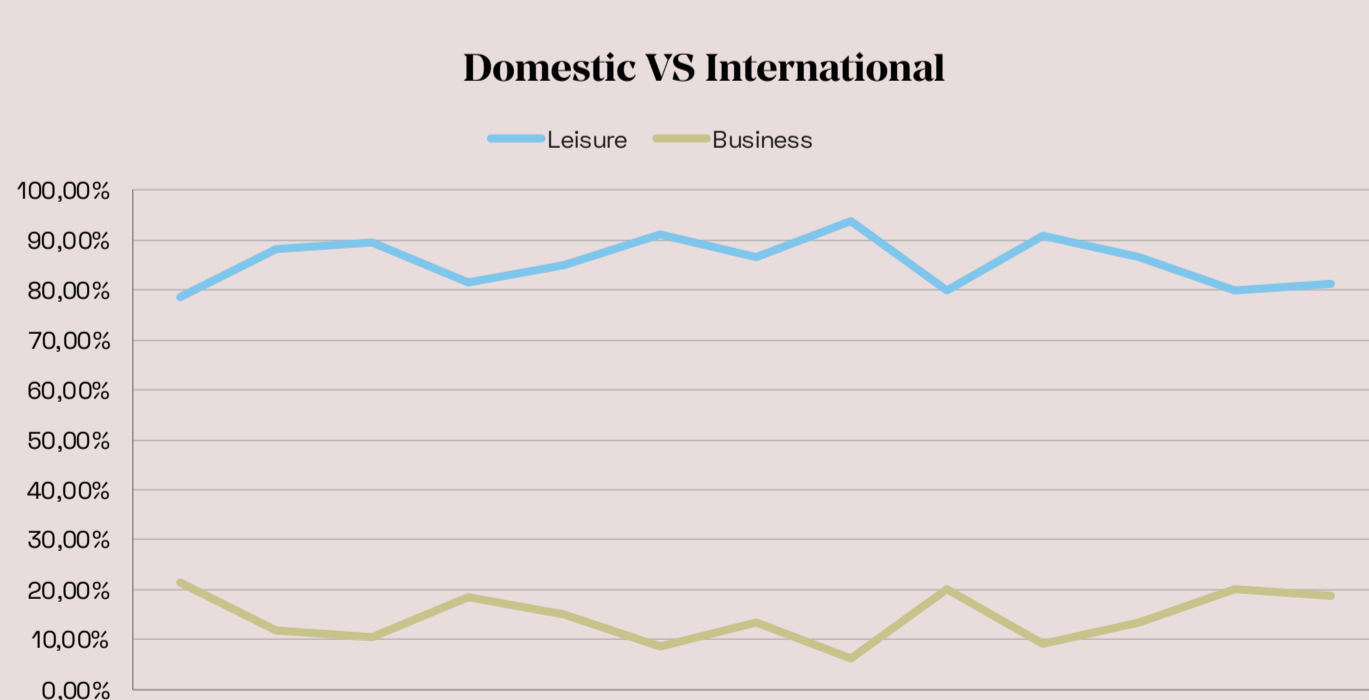
The expectation for **Leisure Travel** is still booming, with **over 81%** of respondents expecting this market segment to significantly impact recovery, vs **just over 18%** who expect the same of Business Travel.

Leisure VS Business



Over 56% of Hoteliers surveyed for our January 2023 edition expect **International Travel** to significantly contribute to hotel recovery, while **just over 43%** expect the same of domestic travel.

Domestic VS International



ADR Expected to continue Increasing in 2023

↑ January 2023 shows ADR is expected to increase over the next 12 months - ranking 5,3 on a scale of 1 to 7.

Hotel expectations



Hoteliers increasing Focus on Sustainable Tourism

While the majority of Hoteliers surveyed in December 2022 are continuing to prioritize their direct channel performance, there also continues to be an increasing focus on promoting sustainable tourism in 2023.

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