

Pulse Report

Highlights Edition 34



Welcome to the 34th Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide as we kickstart the new year.

Over 80% of Hoteliers expect Revenue to increase in 2023 vs 2022

Hotel Industry Optimism increases in February 2023



February 2023 shows a spike in the industry's optimism about business performance over the next 12 months. Hoteliers surveyed now rank business optimism **7,3 out of 10.**

Hotel optimism



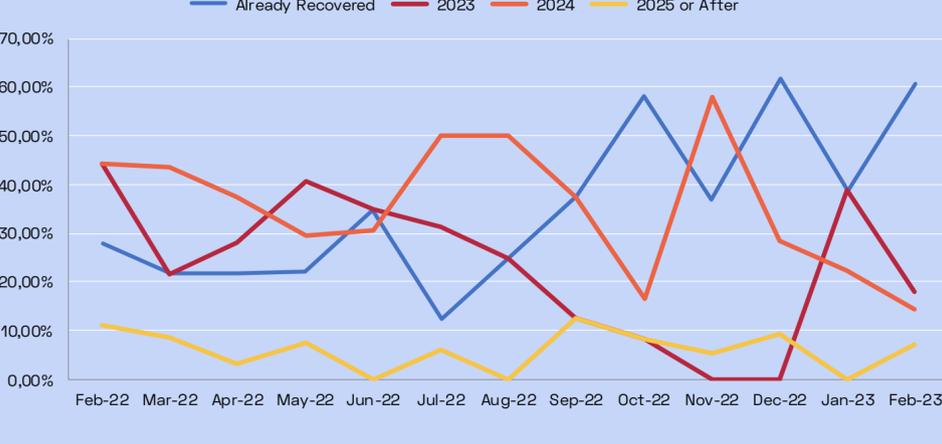
Resorts **7,3/10**
 City Center Hotels **6/10**
 Bed & Breakfast **6/10**

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

Nearly 80% of Hoteliers have either already Financially Recovered to 2019 Levels or expect to do so in 2023

In February 2023, 60,7% of Hoteliers surveyed have already financially recovered to 2019 levels, while 17,85% expect to do so this year.

Financial Recovery Expectations



83% of Resorts have already recovered to 2019 levels. However, **16,6%** expect to financially recover only in 2025.

60% of City Center Hotels have already recovered to 2019 levels, while just **20%** expect to do so in 2023.



International Travel confidence in 2023 is booming!

As key markets like China ease restrictions and resume global travel, the industry's confidence has risen significantly. **80% of Hoteliers** surveyed for our February 2023 edition expect **International**

Travel to significantly contribute to hotel recovery this year. The expectation for **Leisure Travel** is also still booming, with **72%** of respondents expecting this market segment to significantly impact recovery.

Domestic VS International



ADR Expected to continue Increasing in 2023

February 2023 shows ADR is expected to increase over the next 12 months - ranking 5,4 on a scale of 1 to 7.

Hotel expectations



Hoteliers continue to Prioritize Direct Business Growth in 2023

The majority of Hoteliers surveyed in January 2023 continue to prioritize their direct channel performance. Sustainable tourism ranks second in the list of trends that are currently top of mind for hotels.

Importance of the Top Trends



Click here to get involved in the next Hotelier PULSE Report:

Click here

