

Pulse Report

Highlights Edition 35



Welcome to the 35th Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide as we approach the end of Q1 in 2023.

Hotel Industry Optimism continues to increase in March 2023



Hoteliers surveyed in **February 2023** are **increasingly confident** about business performance over the next 12 months, ranking business optimism **7,4 out of 10.**

Hotel optimism



Resorts

7/10

City Center Hotels

8/10

Bed & Breakfast

7,3/10

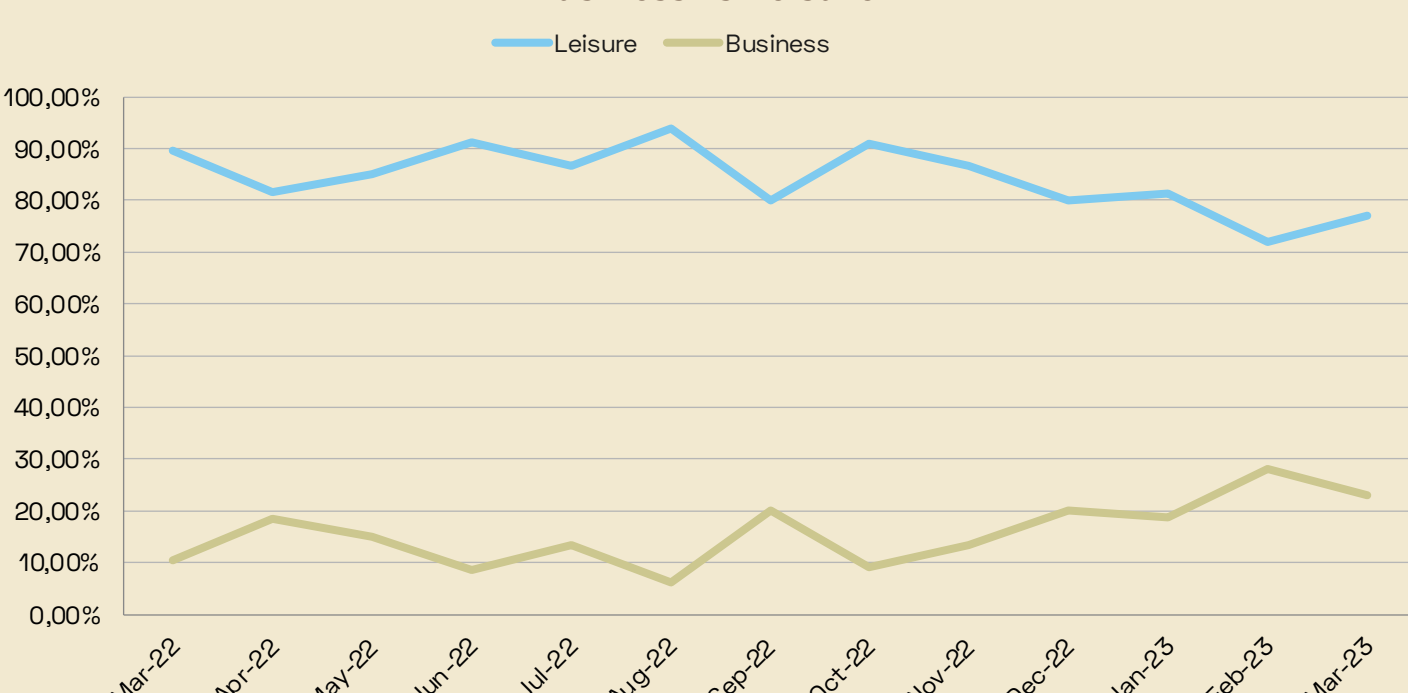
Nearly **70%** of Hoteliers expect Revenue to **increase** in 2023 vs 2022.



International Leisure Travel confidence in 2023 continues to Hold

Cost and inflation concerns are clearly not dampening the desire to travel, and as a result, **nearly 62% of Hoteliers** surveyed for our March 2023 edition expect **International Travel** to significantly contribute to hotel business performance this year. **Just over 38%** expect the same of domestic travel.

Business vs Leisure



The expectation for **Leisure Travel** is also still booming, with nearly **77% of respondents** expecting this market segment to significantly impact business performance, vs **just over 23%** that expect the same of business travel.



ADR, Marketing Spend, and Direct Bookings Expected to **continue Increasing** in 2023

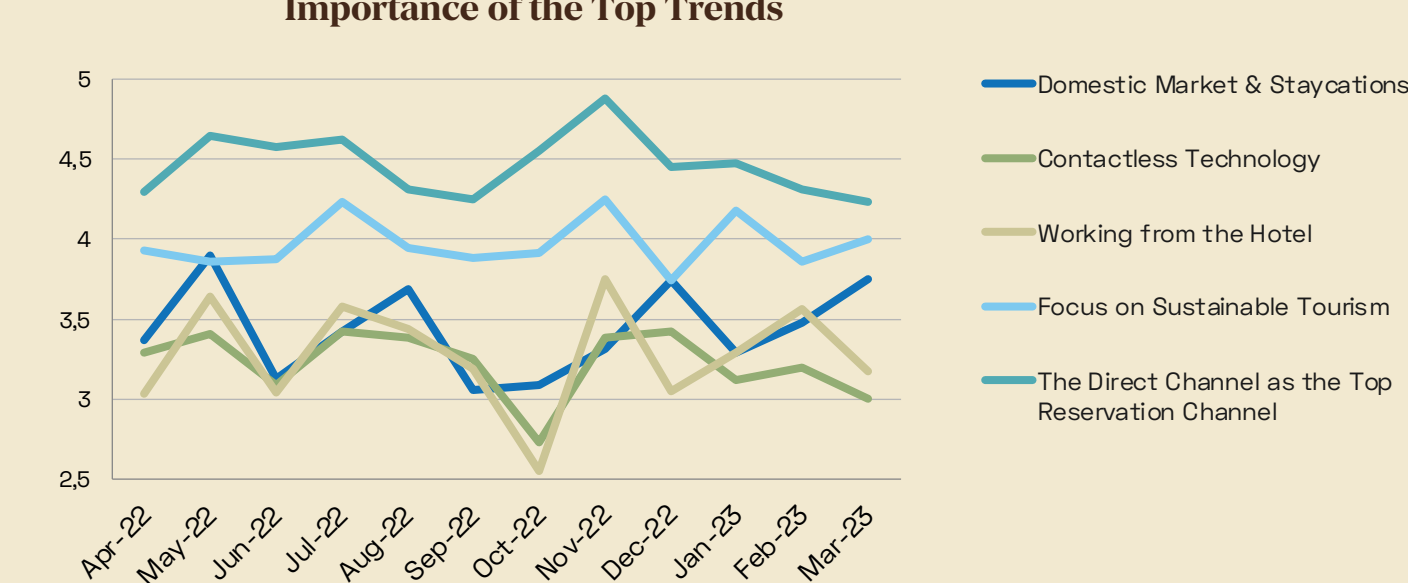
Hotel expectations



Hoteliers continue to Prioritize Sustainability and Direct Business Growth in 2023

The majority of Hoteliers surveyed in **February 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



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