

# Pulse Report

Highlights Edition 36



Welcome to the 36th Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide as we kick-start Q2 of 2023!

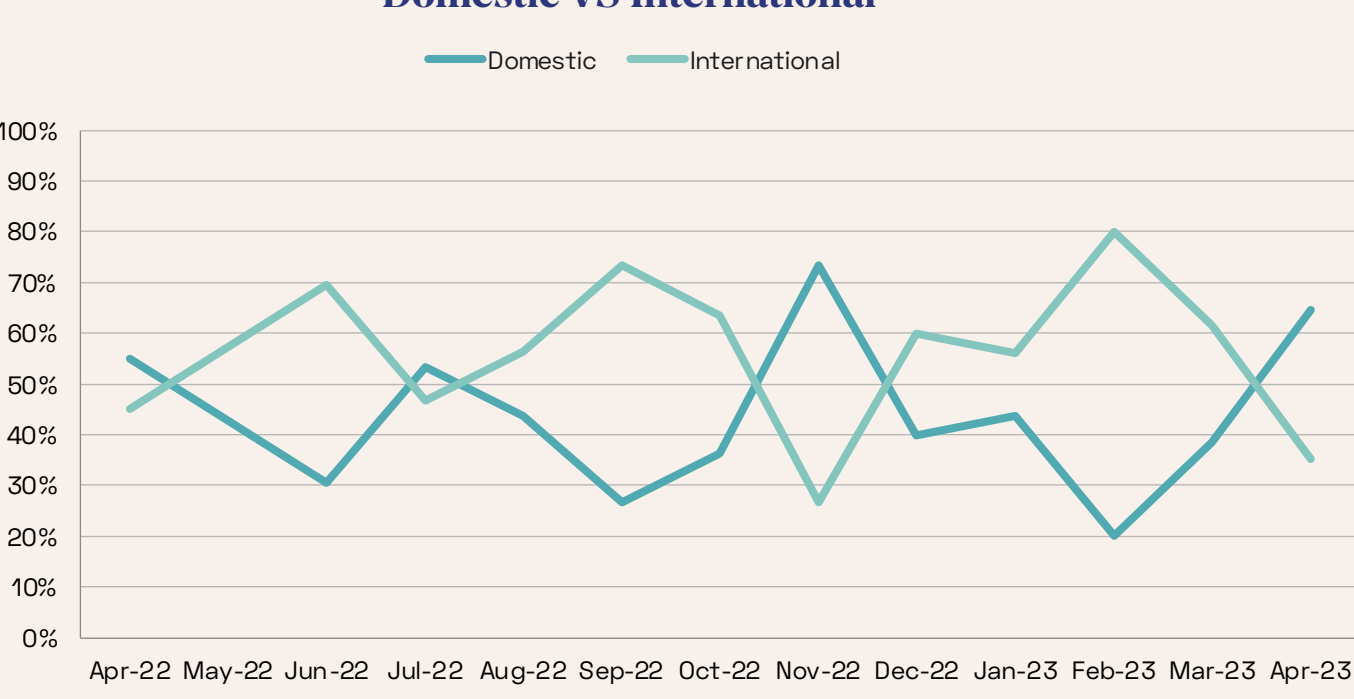
↑ **Nearly 80% of Hoteliers expect Revenue to increase in 2023 vs 2022**



## Hoteliers **Shift Expectations** Towards the **Domestic Travel** as the **Top Contributor** to Hotel Business Performance in 2023

In April 2023, we're seeing a **major shift** in expectations around which travel segment will be the strongest contributor to hotel business performance this year. Of the Hoteliers surveyed in March 2023, **65%** now expect **Domestic Travel** to significantly impact business performance (**up from 38,4%** who said the same in our February 2023 survey).

**Domestic VS International**



Meanwhile, **just over 35%** of Hoteliers surveyed in March 2023 expect **International Travel** to significantly impact recovery (vs **over 61%** who said the same in our February 2023 survey).

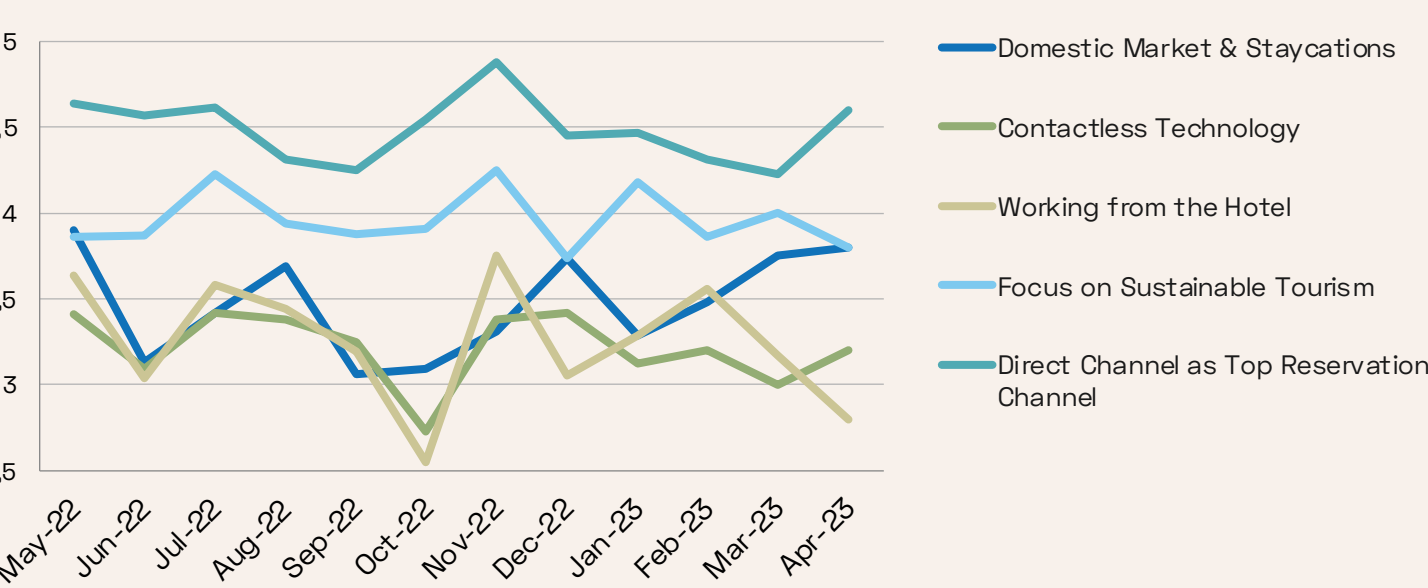


The expectation for **Leisure Travel** is still going strong, with **94%** of respondents expecting this market segment to significantly impact business performance in 2023. No Hoteliers surveyed expected **Business Travel** (Domestic or International) to have an impact over the next 12 months.

↑ **Hoteliers increase Focus on their Domestic Markets, with Continued Prioritization of Direct Business Growth and Sustainable Tourism in 2023**

The majority of Hoteliers surveyed in March 2023 continue to hold **Direct Channel Performance** as a top priority for their business. Meanwhile, there is now an increased focus on **Domestic Markets**, which hold 2nd place alongside **Sustainable Tourism** in the list of business priorities.

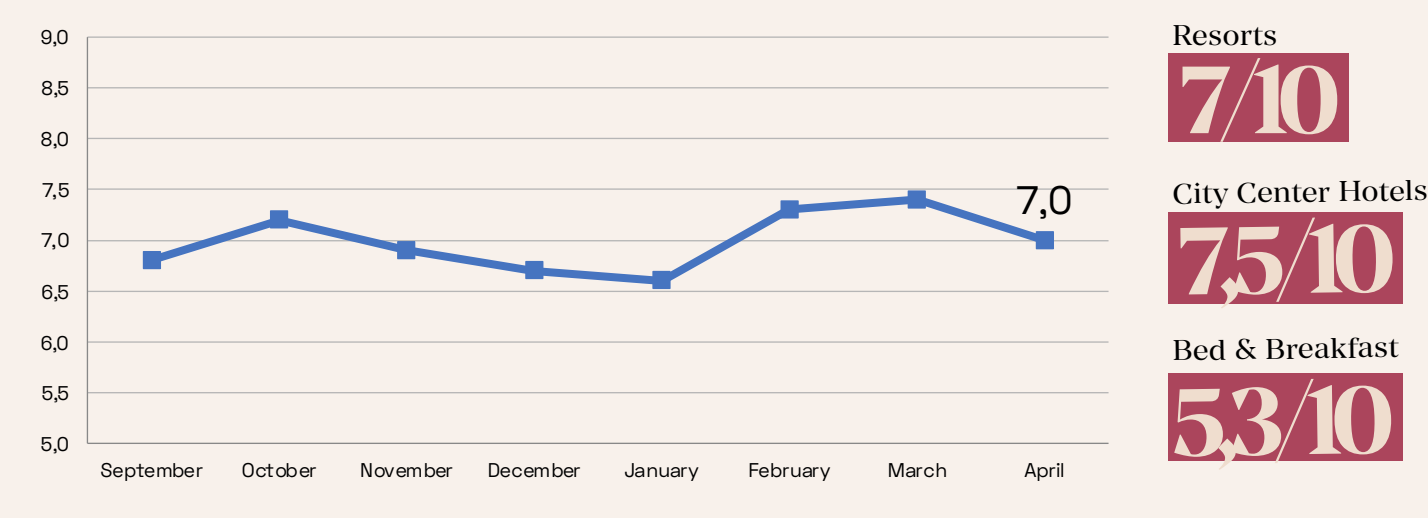
**Importance of the Top Trends**



↓ **Hotel Business Optimism shows Slight Dip in April 2023**

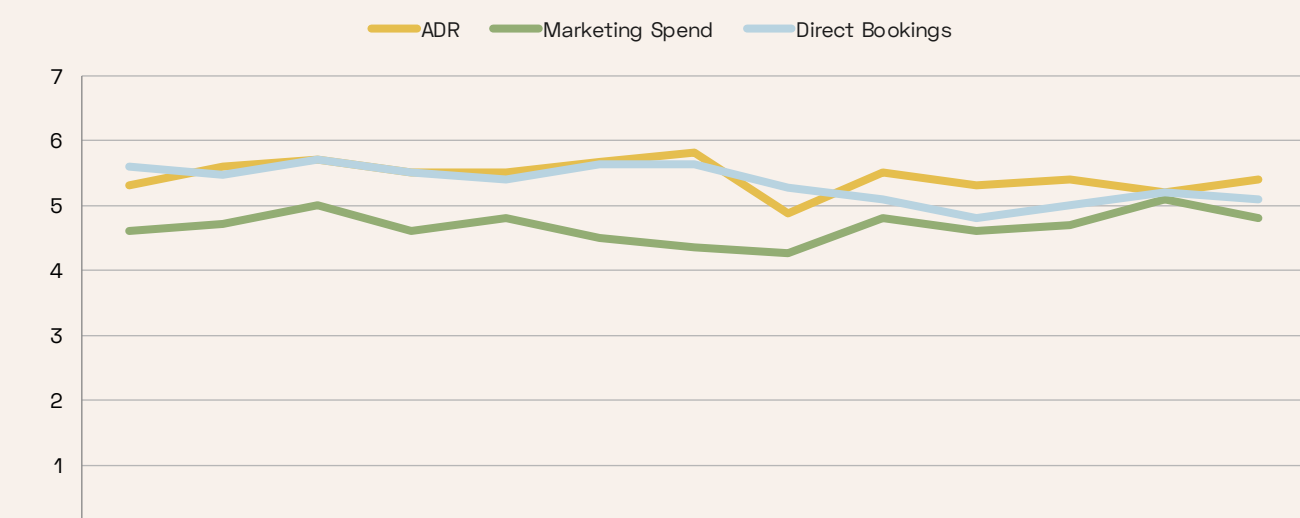
Hoteliers are **slightly less confident** about business performance over the next 12 months, ranking business optimism **7 out of 10**.

**Hotel optimism**



↑ **ADR and Direct Bookings Expected to Increase, with Reduced Marketing Spend**

**Hotel expectations**



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