

Pulse Report

Highlights Edition 37



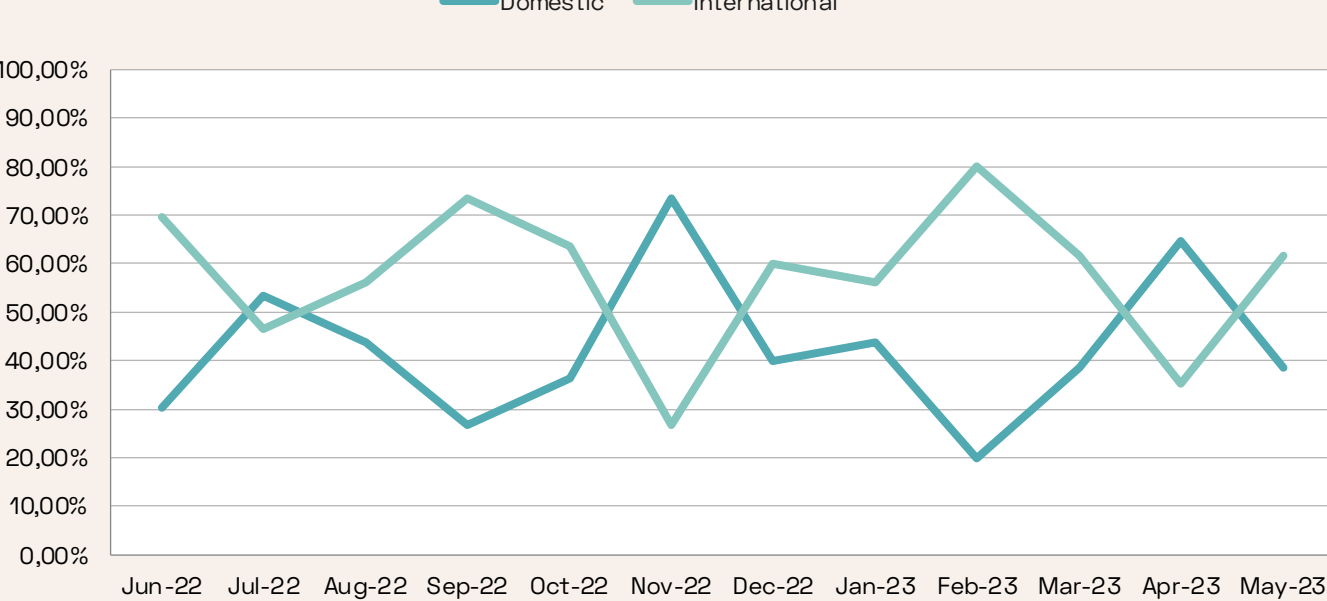
Welcome to the 37th Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide!



Over **83%** of Hoteliers expect **Revenue to increase** in 2023 vs 2022

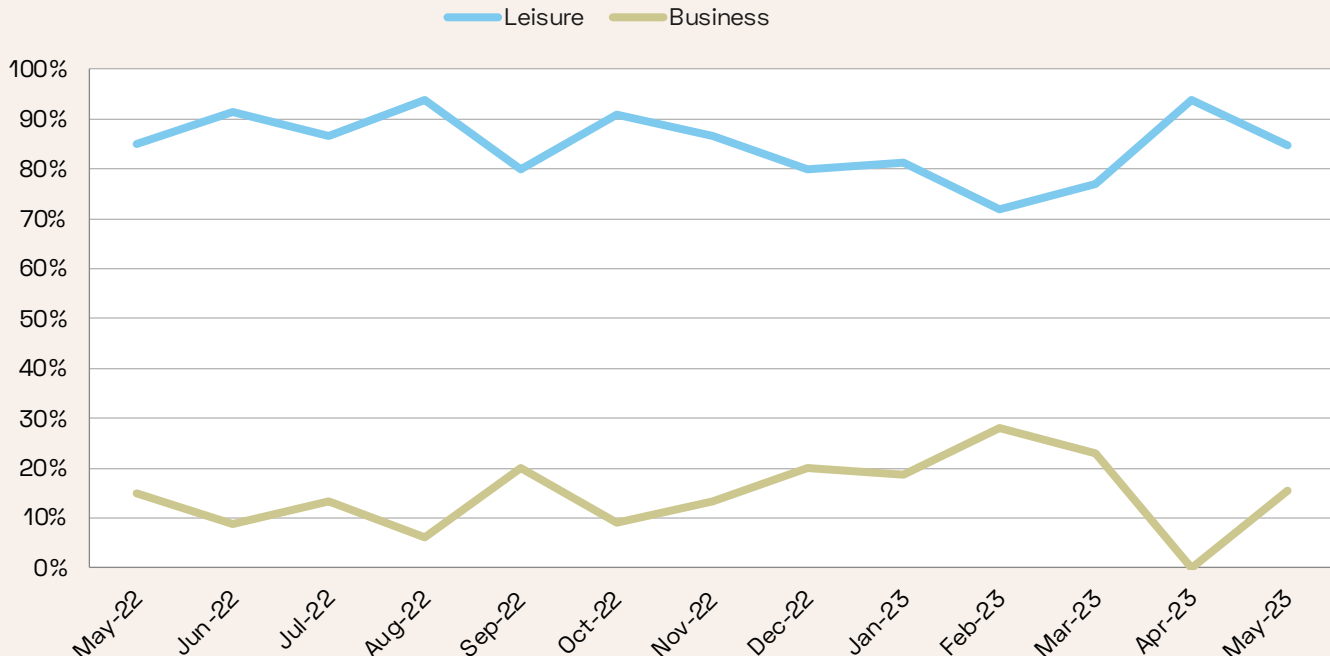
Following a shift toward **Domestic Travel** in our April edition, Hoteliers have reverted expectations back to **International Travel** as the top contributor to business performance in 2023. Of Hoteliers surveyed in April 2023, nearly **62%** now expect **International Travel** to make the strongest impact on their business, compared to just over **38%** who said the same of **Domestic Travel**.

Domestic VS International



The expectation for **Leisure Travel** is still going strong, with nearly **85%** of respondents expecting this market segment to significantly impact business performance in 2023. Meanwhile, just over **15%** expect **Business Travel** to have an impact over the next 12 months.

Leisure VS Business



Hoteliers continue to Prioritize Direct Business Growth and Sustainable Tourism in 2023

The majority of Hoteliers surveyed in April 2023 continue to hold **Direct Channel Performance** as a top priority for their business, followed by increased focus on **Sustainable Tourism** in 2nd place.

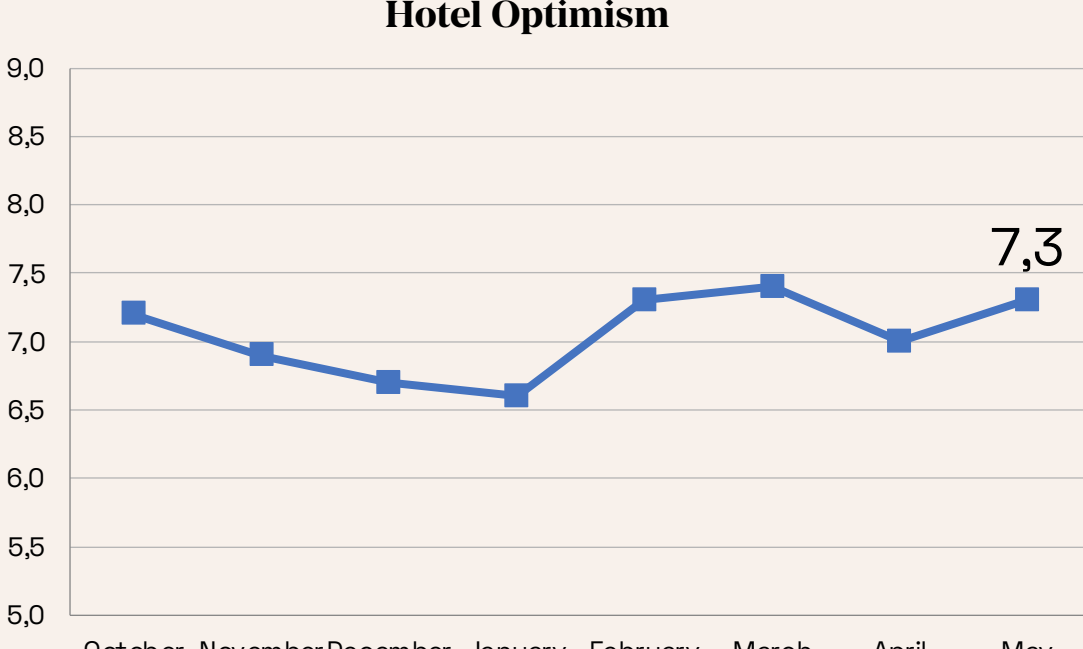


Hotel Business Optimism is Increasing in May 2023



Hoteliers show **increased confidence** regarding business performance over the next 12 months, ranking optimism **7,3 out of 10**.

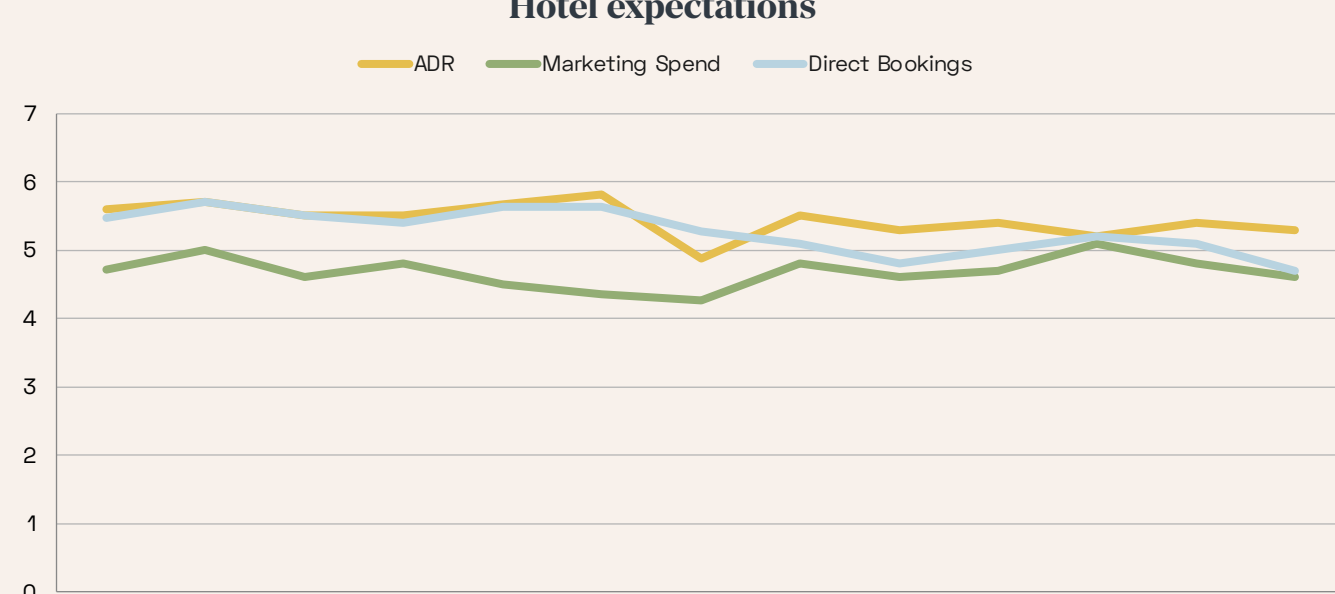
Hotel Optimism



Resorts **7,2/10**
 City Center Hotels **7,6/10**
 Bed & Breakfast **6/10**

ADR and Direct Bookings Expected to Increasing in 2023

Hotel expectations



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