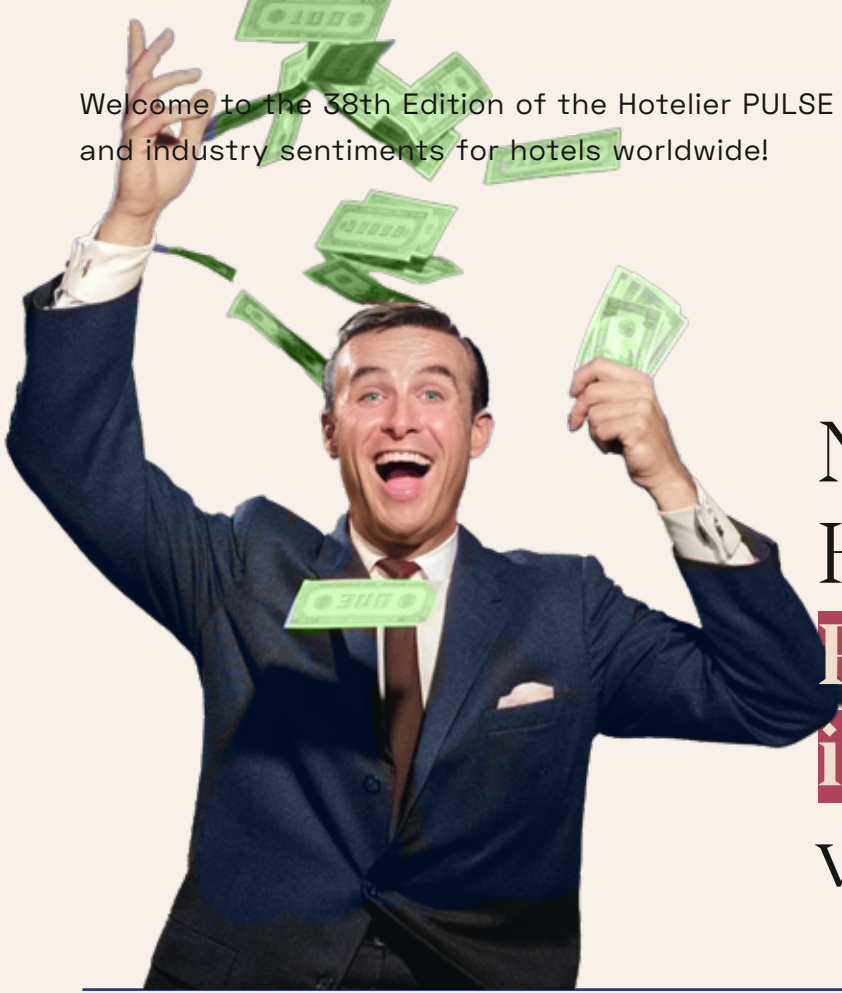


Pulse Report

Highlights Edition 38



Welcome to the 38th Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide!



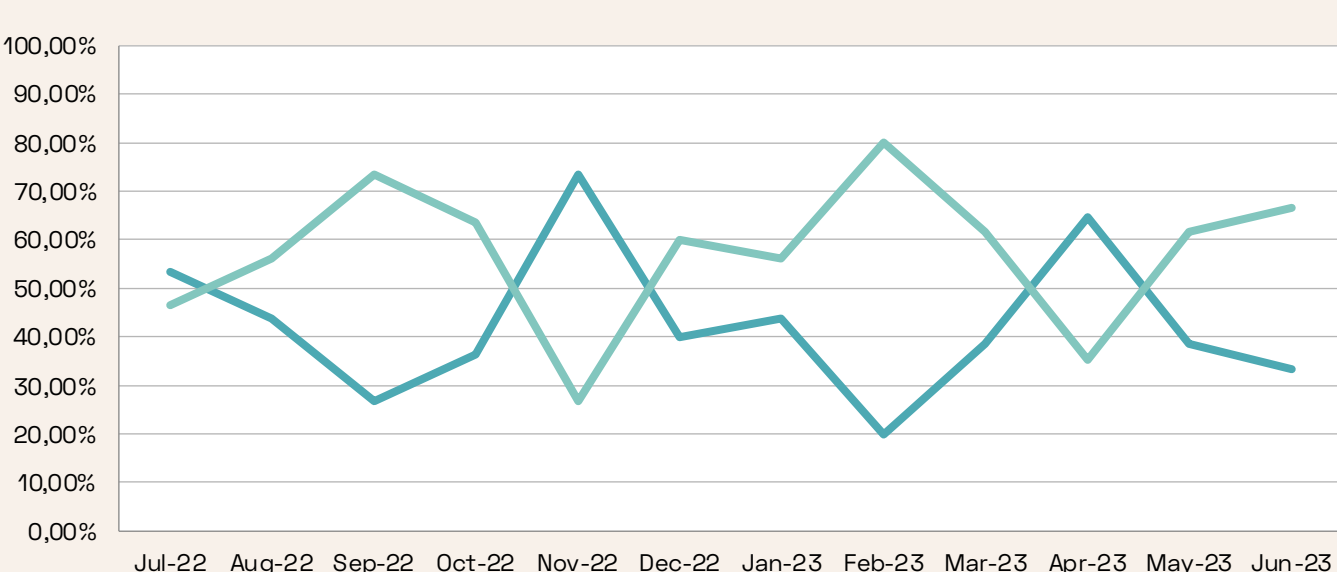
Nearly **70%** of Hoteliers expect **Revenue to increase** in 2023 vs 2022

International Leisure Travel Confidence continues

Of Hoteliers surveyed in May 2023, nearly **67%** now expect **International Travel** to make the strongest impact on their business, compared to just over **33%** who said the same of **Domestic Travel**.

Domestic VS International

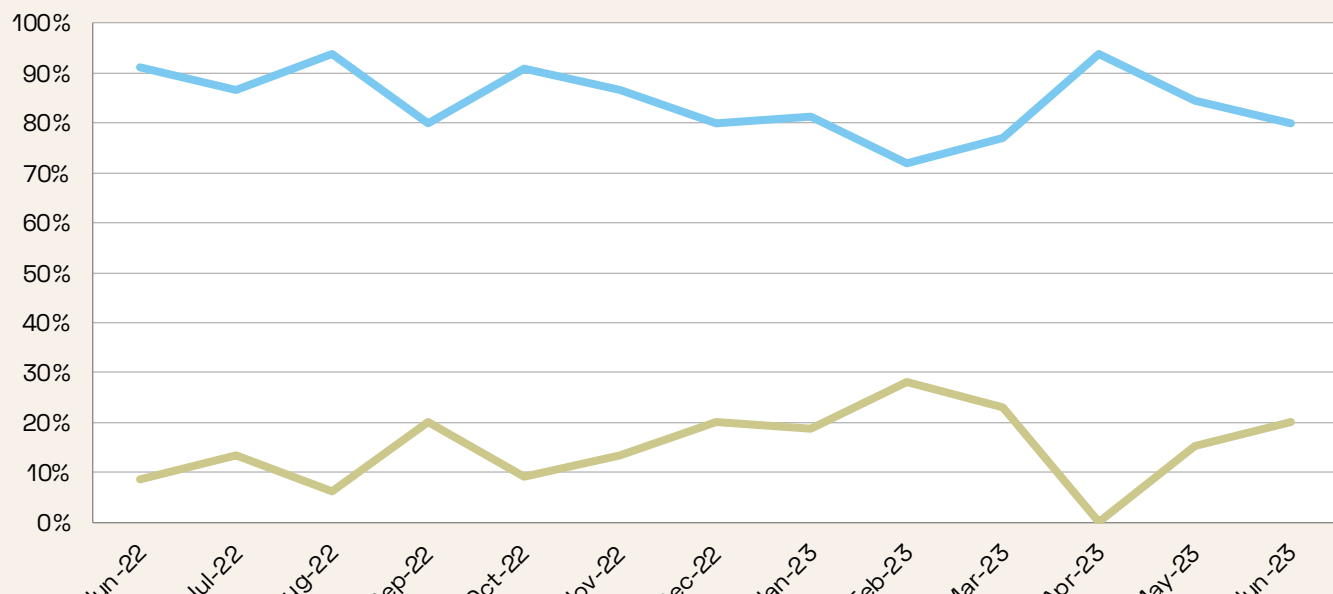
Domestic International



The expectation for **Leisure Travel** is also still booming, but dropped by 5 percentage points in comparison to our May 2023 edition, with **80%** of respondents expecting this market segment to significantly impact business performance in 2023. As a result, the expectation for **Business Travel** has grown slightly, with **20%** now expecting this segment to impact on their business over the next 12 months.

Leisure vs. Business

Leisure 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 has dipped slightly in June 2023



Our May survey results show **decreased optimism** for hotel business performance over the next 12 months, ranking **6,9** out of **10**.

Hotel Optimism

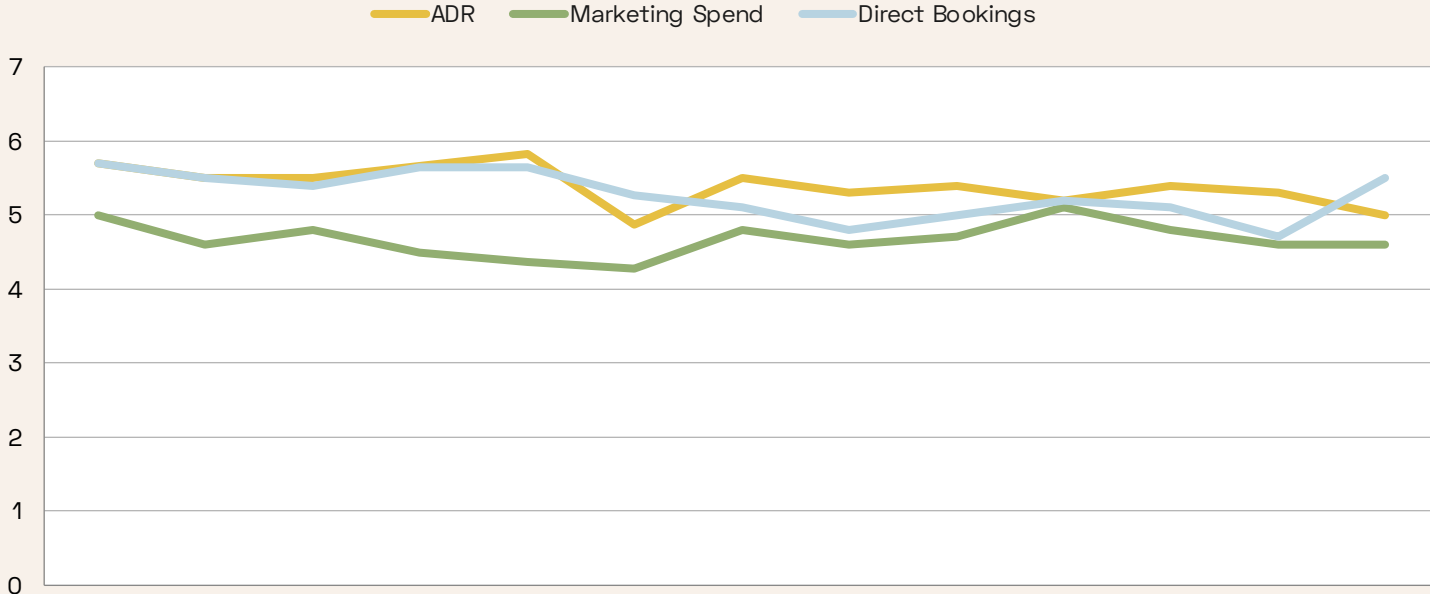


Resorts **6,8/10**
 City Center Hotels **7,1/10**
 Bed & Breakfast **6/10**

ADR and Direct Bookings Expected to Increasing in 2023

Hotel expectations

ADR Marketing Spend Direct Bookings



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