

Pulse Report

Highlights Edition 41



Welcome to the 41th Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide!

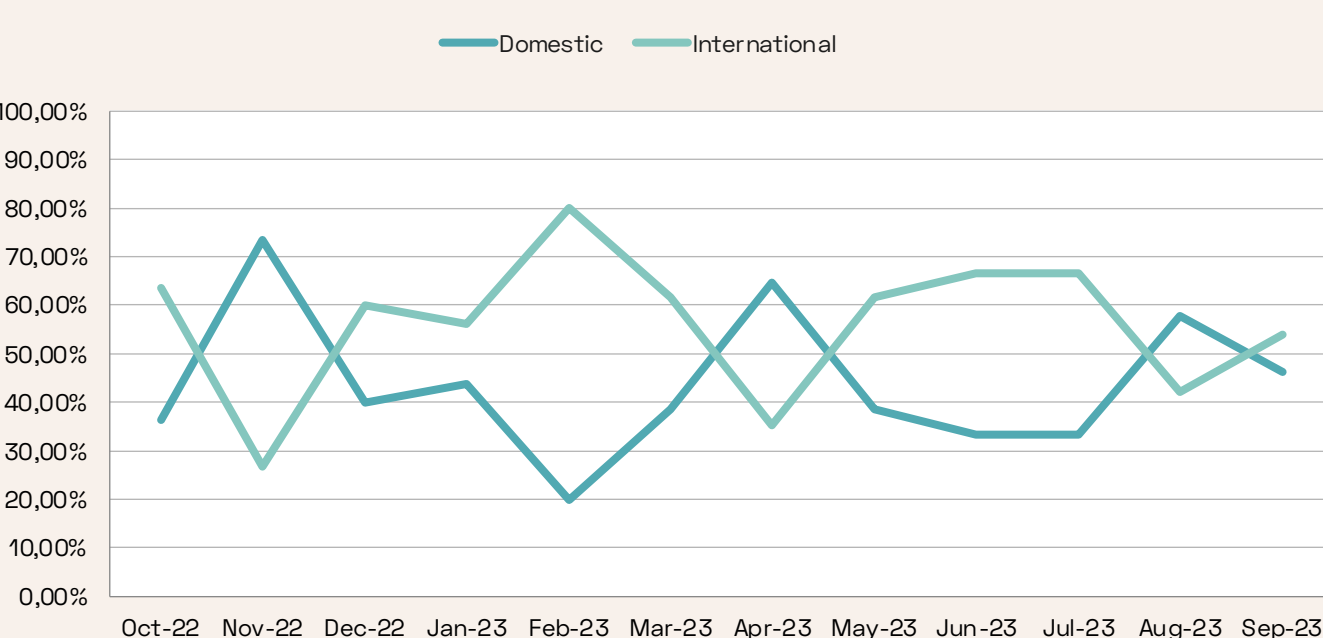


Nearly **80%** of Hoteliers expect **Revenue to increase**, while just over 20% of Respondents expect revenue decline in 2023

International Leisure Travel expected to make strongest contribution to Business Performance

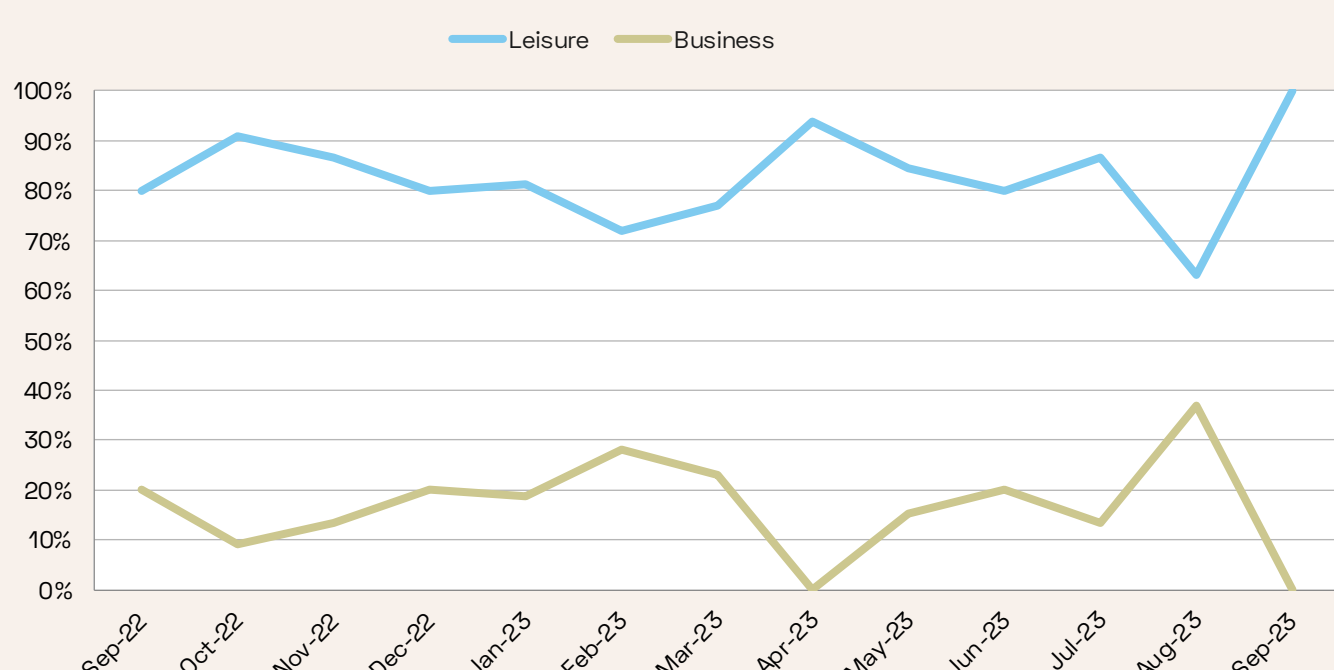
Of Hoteliers surveyed in August 2023, nearly **54%** now expect **International Travel** to make the strongest impact on their business, compared to over **46%** who said the same of **Domestic Travel**.

Domestic VS International



All Hoteliers surveyed expect **Leisure Travel** to significantly impact business performance over the next 12 months, with zero expecting the same of **Business Travel**.

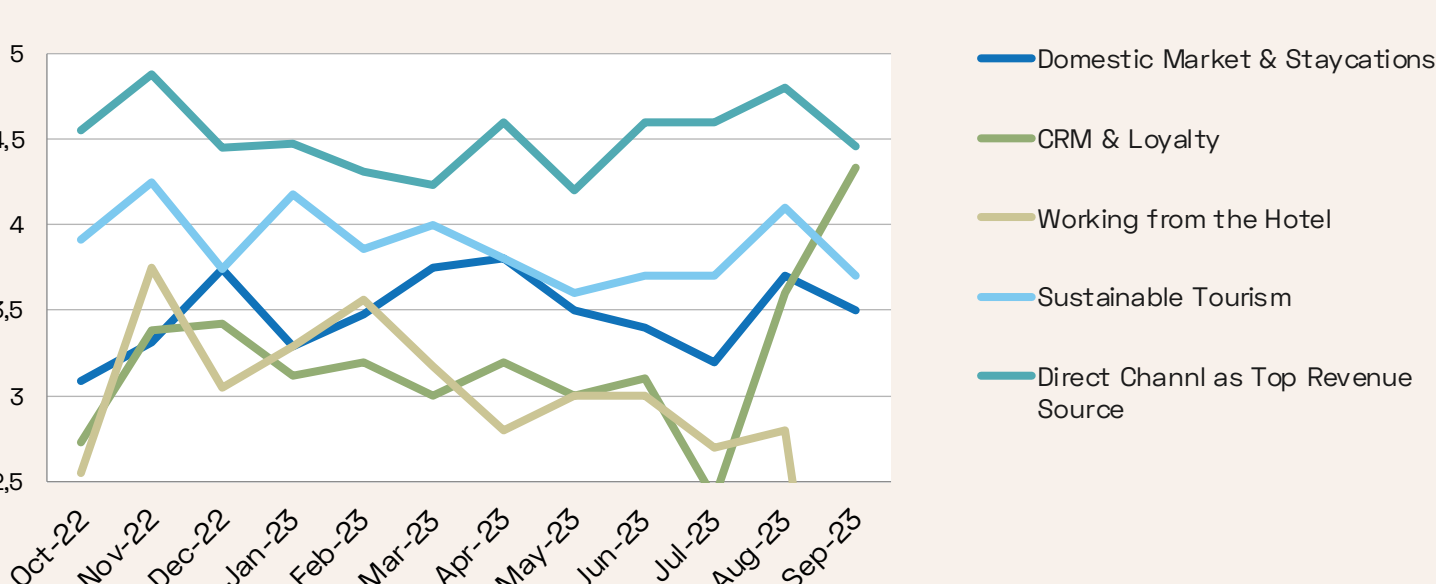
Leisure vs. Business



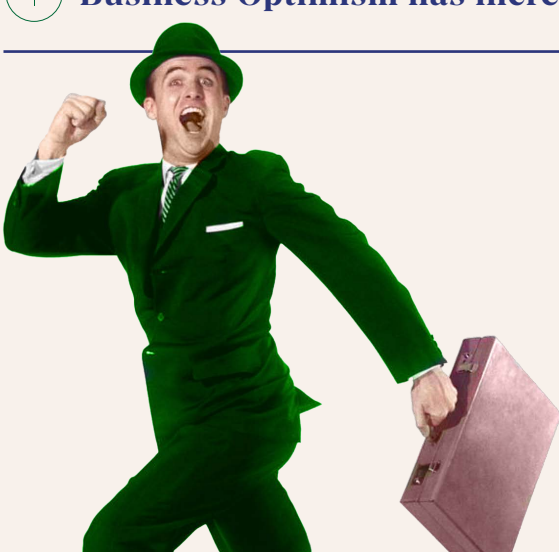
Hoteliers Increase Focus on CRM & Loyalty, in Line with Direct Booking Growth

Hoteliers continue to view **Direct Channel Performance** as a top priority for their business, followed by increased focus on **CRM & Loyalty** in 2nd place.

Importance of the Top Trends



Business Optimism has increased in September 2023



Our August survey results show increased optimism for hotel business performance over the next 12 months, ranking **6,9** out of **10**. Of the different market segments surveyed, **City Center Hotels** show the highest levels of Business Optimism:



City Center Hotels

75/10

Bed & Breakfast

7/10

Resorts

6,6/10

ADR and Direct Bookings Expected to continue increasing in 2023

Hotel expectations



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