

# Pulse Report

Highlights Edition 43



Welcome to the 43rd Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide!

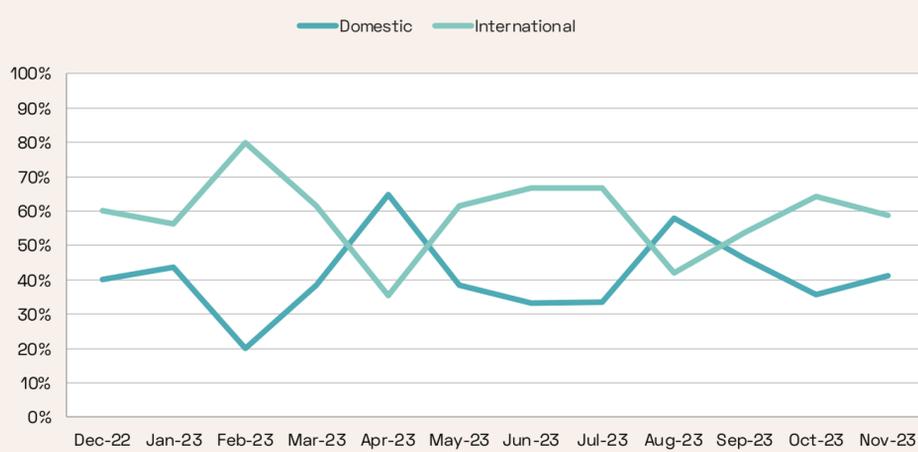


Nearly **60%** of Hoteliers expect **Revenue to increase**, while over 20% of Respondents expect revenue decline in 2023 vs 2022

↑ **International Leisure Travel expected to make strongest contribution to Business Performance**

Of Hoteliers surveyed in October 2023, nearly **60%** now expect **International Travel** to make the strongest impact on their business, compared to just over **40%** who said the same of **Domestic Travel**.

**Domestic VS International**



**Nearly 53% of Hoteliers** surveyed expect **Leisure Travel** to significantly impact business performance over the next 12 months, with **over 29%** expecting the same of **Business Travel**.

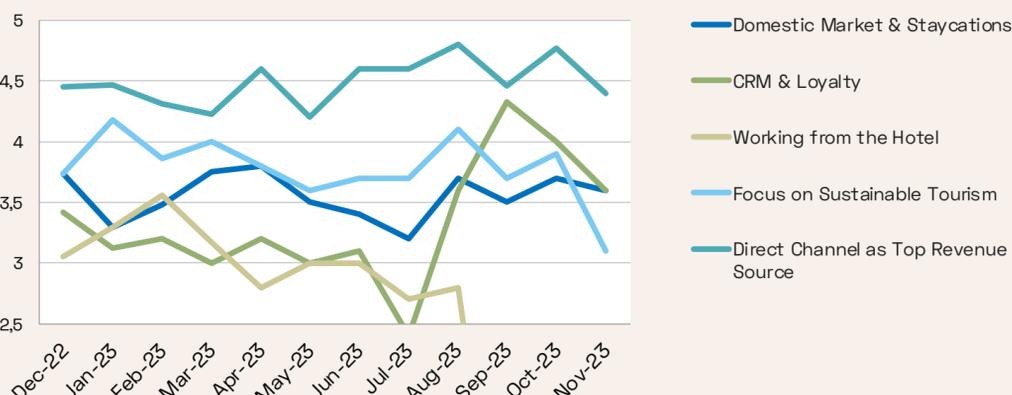
**Leisure vs. Business**



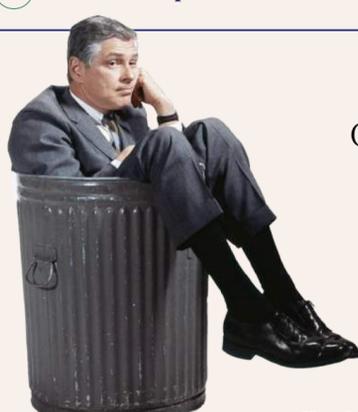
↑ **Hoteliers Increase Focus on Domestic Market and CRM & Loyalty, in Line with Direct Booking Growth**

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

**Importance of the Top Trends**



↑ **Business Optimism has decreased in November 2023**



Optimism for hotel business performance over the next 12 months has declined to **6,3** out of **10**. Of the different market segments surveyed, **Bed & Breakfasts** show the highest levels of Business Optimism:

**Hotel Optimism**



**Bed & Breakfasts**

**6,8/10**

**City Center Hotels**

**6,2/10**

**Resorts**

**6/10**

↑ **ADR expected to continue increasing over the next 12 months**

**Hotel expectations**



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