

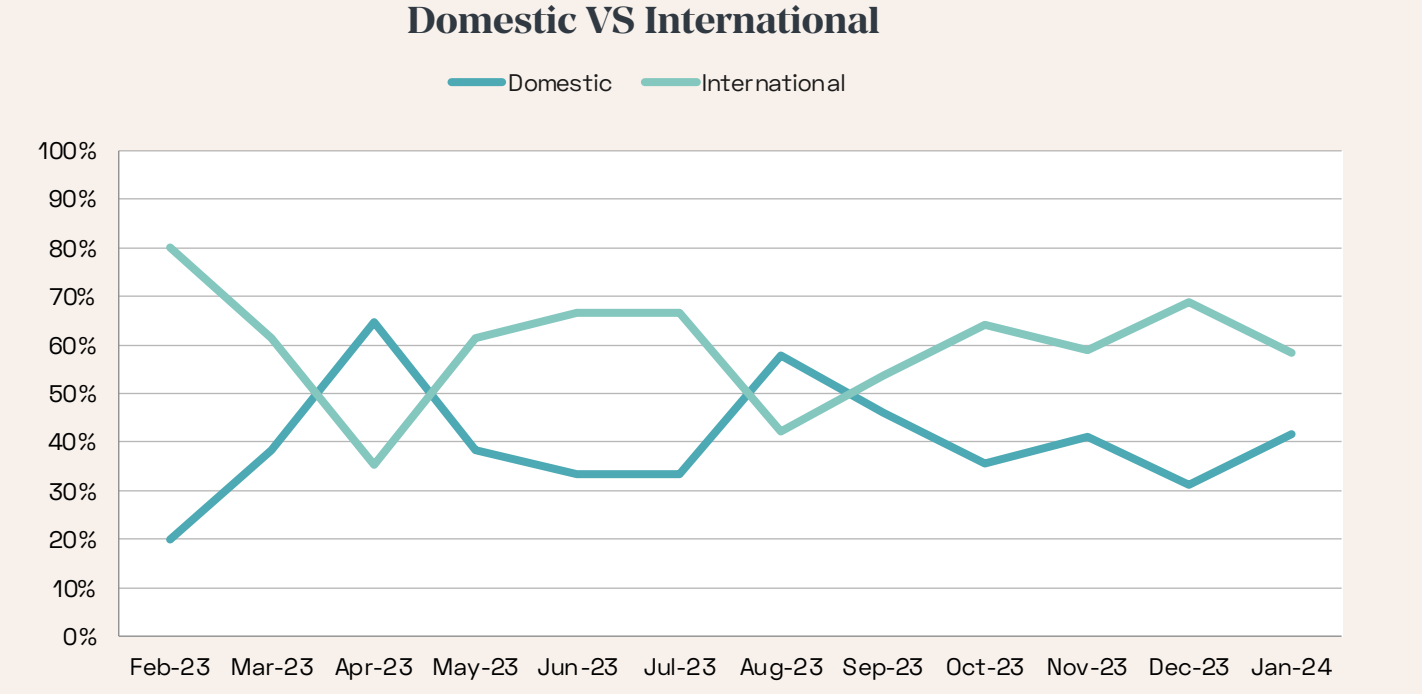
Welcome to the 45th Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide in 2024!



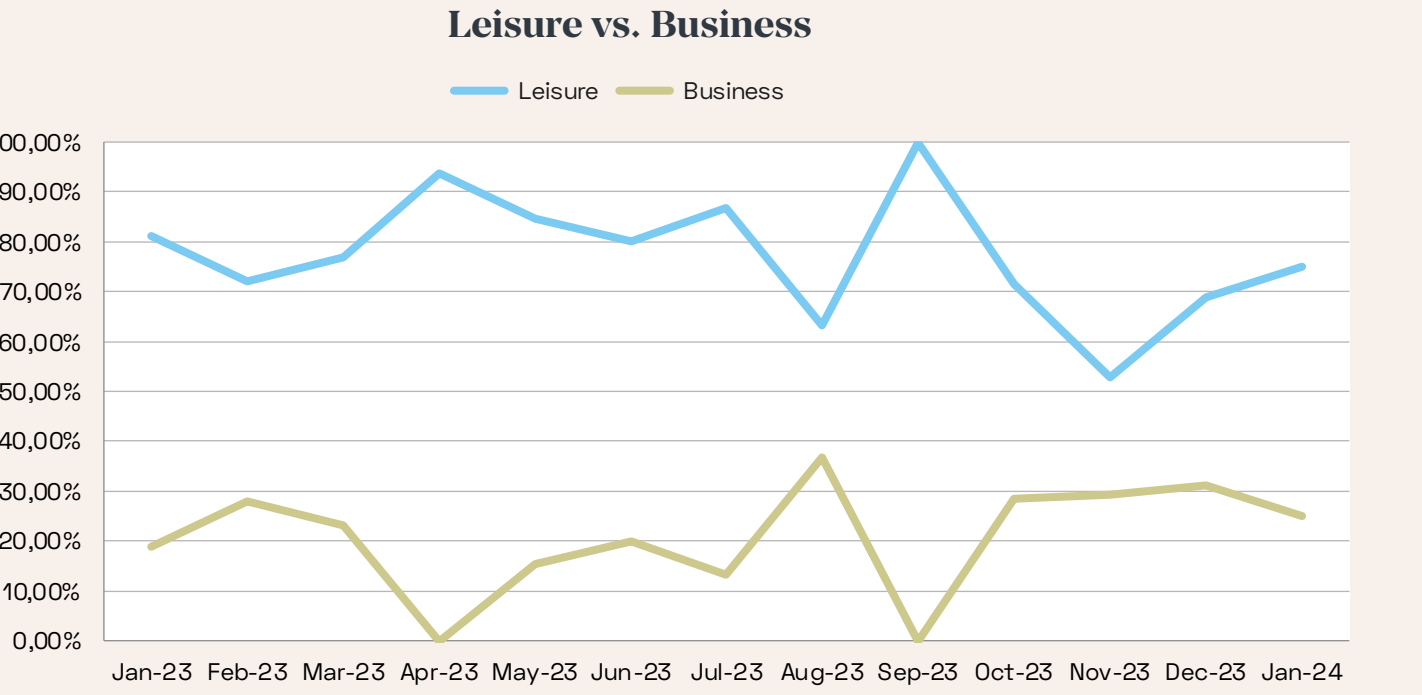
Nearly **60%** of Hoteliers expect **Revenue to increase**, while over 30% of Respondents expect revenue decline in 2023 vs 2022

↑ Domestic Leisure Travel expected to make strongest contribution to Business Performance

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

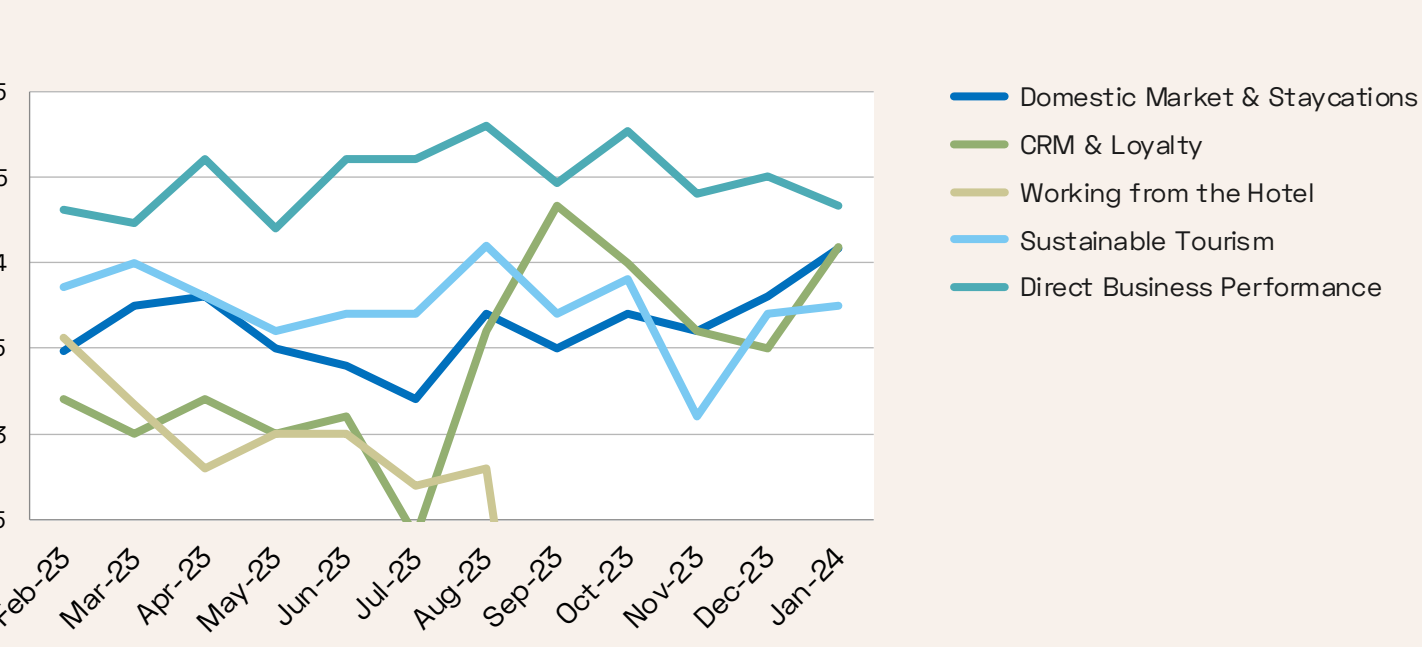


**75% of Hoteliers** surveyed expect **Leisure Travel** to significantly impact business performance over the next 12 months, with **25%** expecting the same of **Business Travel**.



↑ Growing Direct business continues to be a Top Priority for Hotels

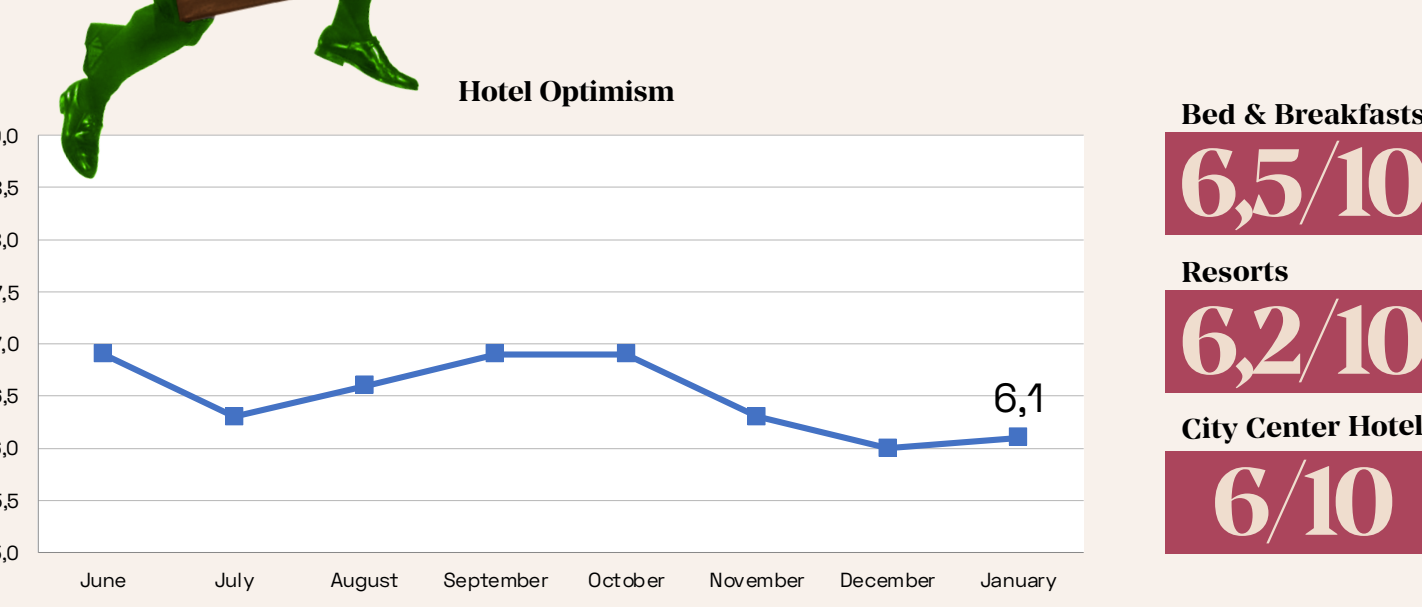
Hoteliers continue to view **Direct Channel Performance** as a top priority for their business, curiously followed by increased focus on **CRM & Loyalty** & **Domestic Market & Staycations** in 2nd place.



↑ Business Optimism has increased slightly in January 2024



Optimism for hotel business performance over the next 12 months has increased to **6.1** out of **10**. Of the different market segments surveyed, **Bed & Breakfasts** show the highest levels of Business Optimism:



↑ Direct Bookings and ADR expected to continue Growing in 2024



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