

Pulse Report

Highlights Edition 39



Welcome to the 39th Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide!

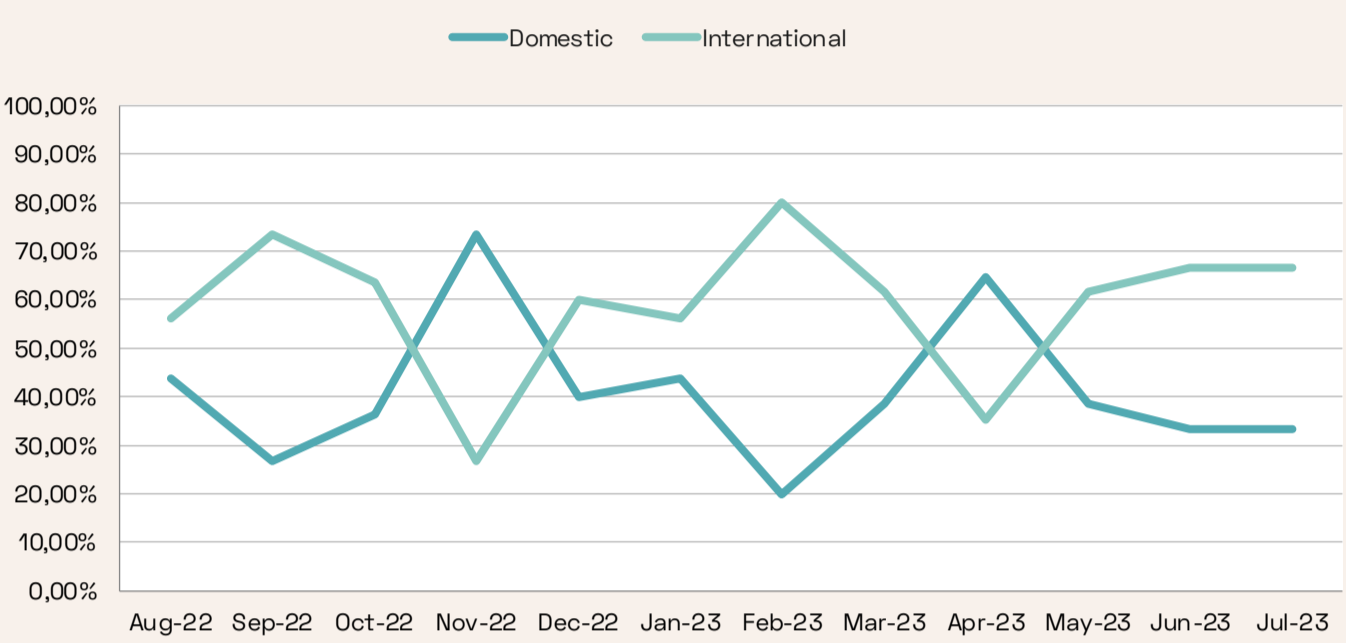


Nearly **60%** of Hoteliers expect **Revenue to increase** in 2023 vs 2022

↑ **International Leisure Travel Confidence continues**

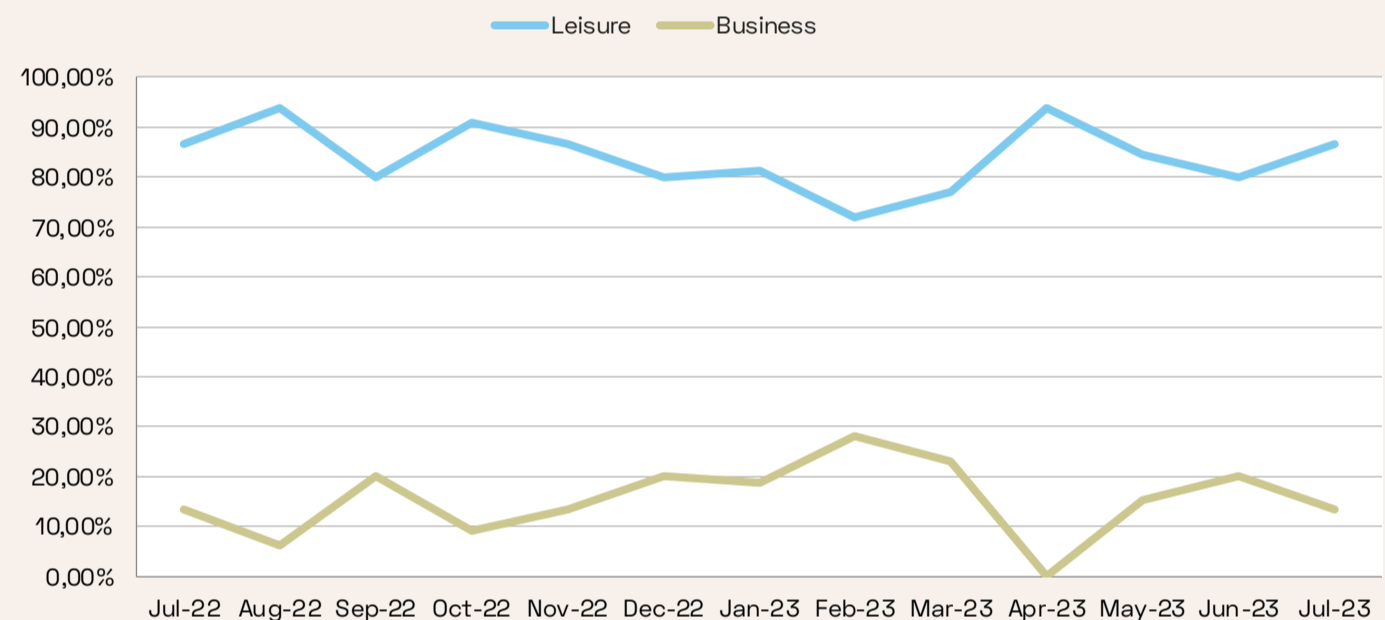
Of Hoteliers surveyed in June 2023, nearly **67%** now expect **International Travel** to make the strongest impact on their business, compared to just over **33%** who said the same of **Domestic Travel**.

Domestic VS International



Meanwhile, nearly **87%** of respondents expect **Leisure Travel** to significantly impact business performance over the next 12 months, in comparison to just over **13%** that said the same for **Business Travel**.

Leisure VS Business



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

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

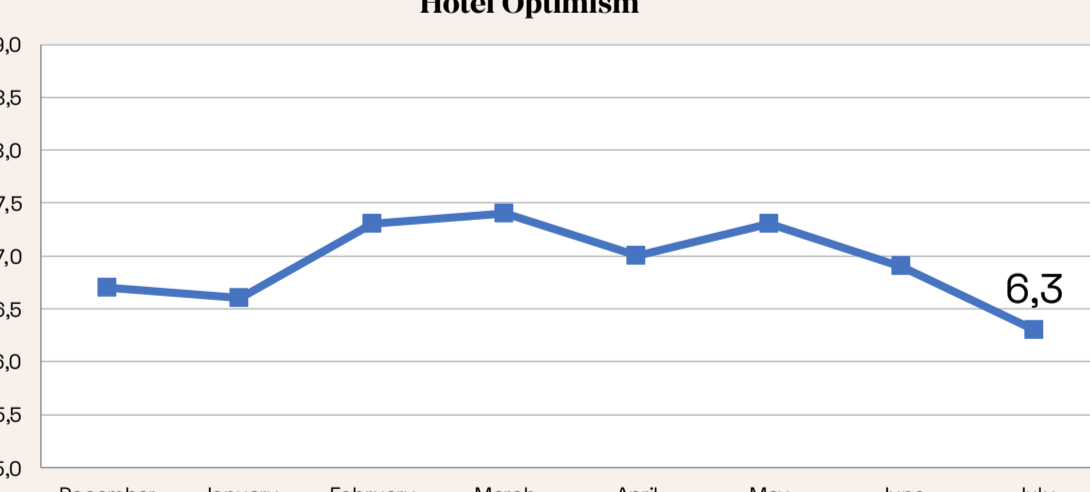


↑ **City Center Hotels show most Optimism for Business Performance in the next**



Our June survey results show **decreased optimism** for hotel business performance over the next 12 months, ranking **6,3** out of **10**.

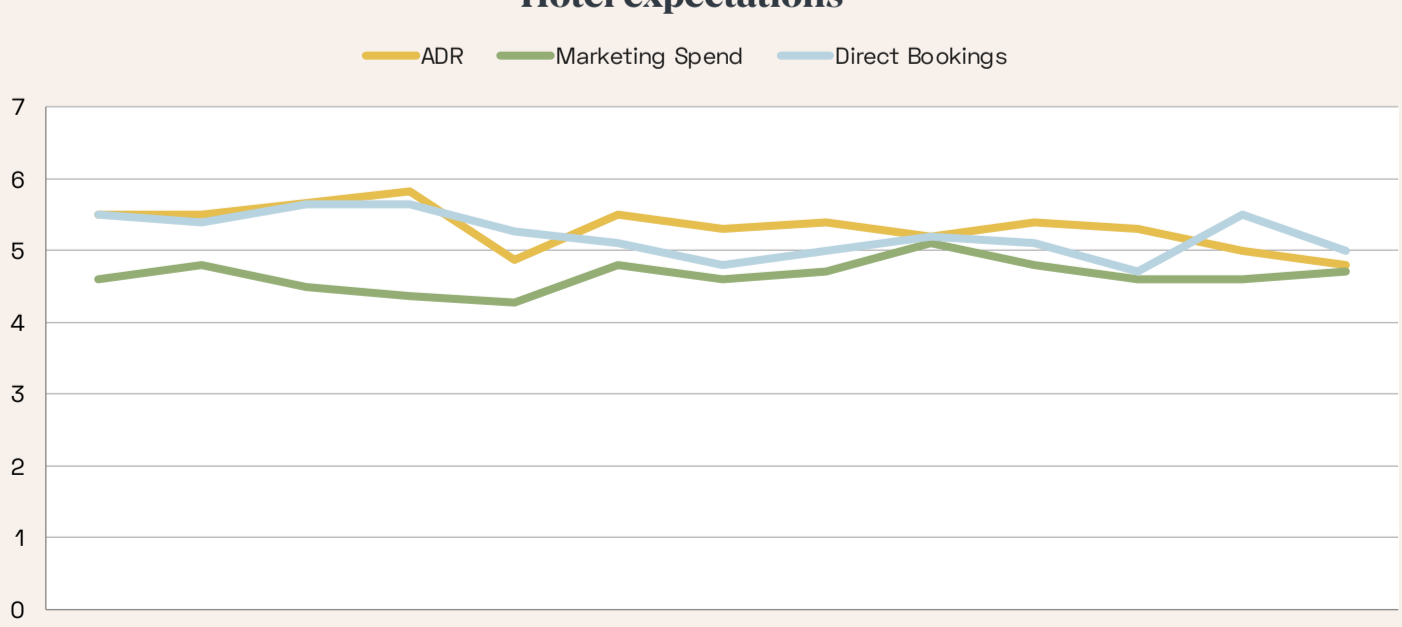
Hotel Optimism



Resorts **5,7/10**
 City Center Hotels **7,3/10**
 Bed & Breakfast **6/10**

↑ **ADR and Direct Bookings Expected to Increasing in 2023**

Hotel expectations



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