

Pulse Report

Highlights Edition 40



Welcome to the 40th Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide!

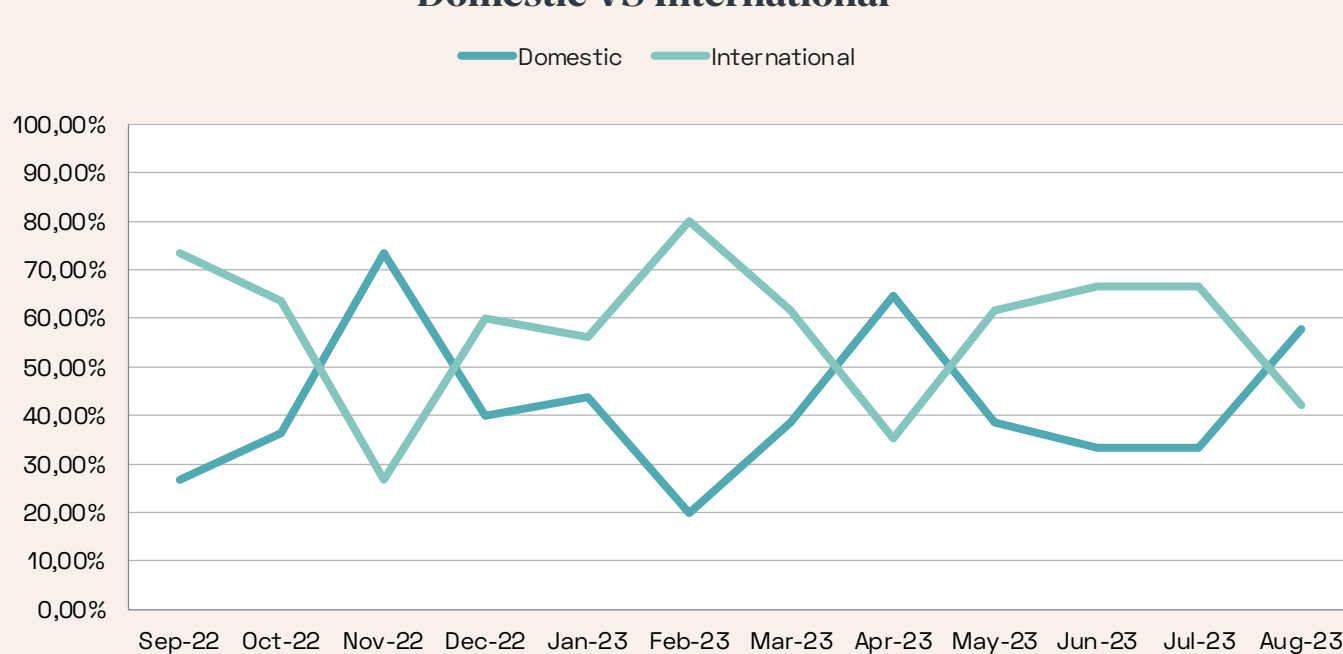


Nearly **80%** of Hoteliers expect **Revenue to increase** in 2023 vs 2022

Domestic Travel now expected to make strongest contribution to Business Performance, with growing expectation for Business Travel!

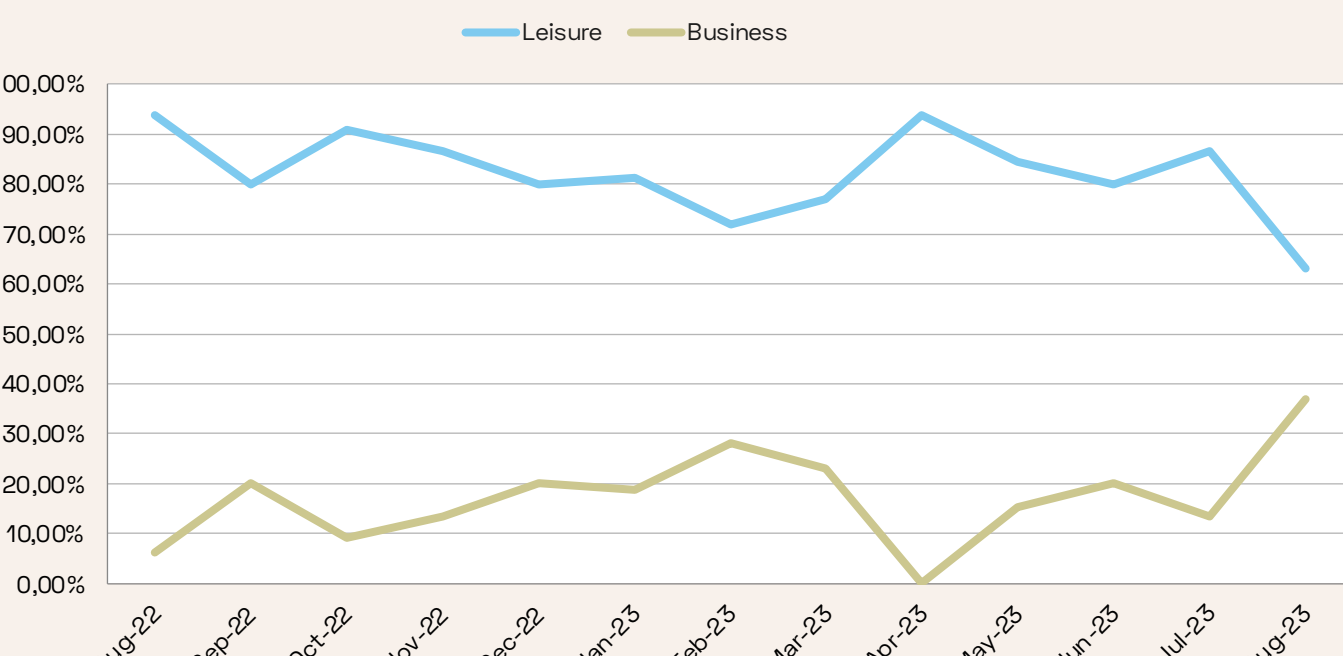
Of Hoteliers surveyed in July 2023, nearly **60%** now expect **Domestic Travel** to make the strongest impact on their business, compared to just over **42%** who said the same of **International Travel**

Domestic VS International



Meanwhile, over **63%** of respondents expect **Leisure Travel** to significantly impact business performance over the next 12 months. The number of those who said the same for **business travel** is growing, representing over **36%** of responses.

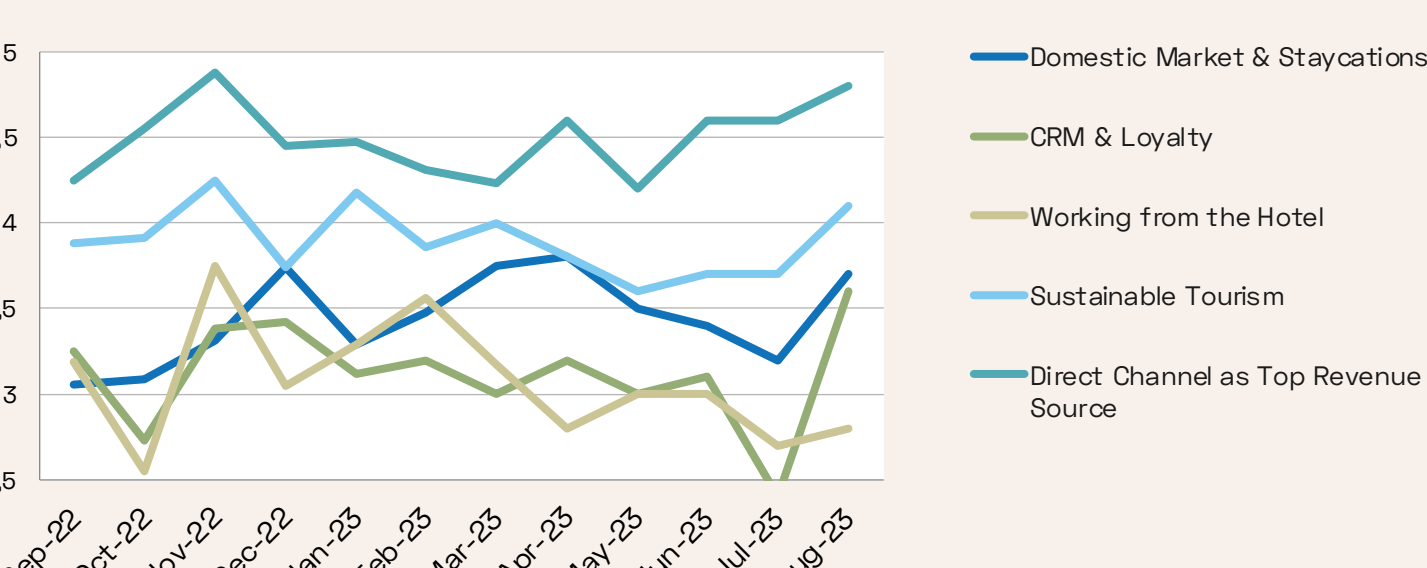
Leisure VS Business



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

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

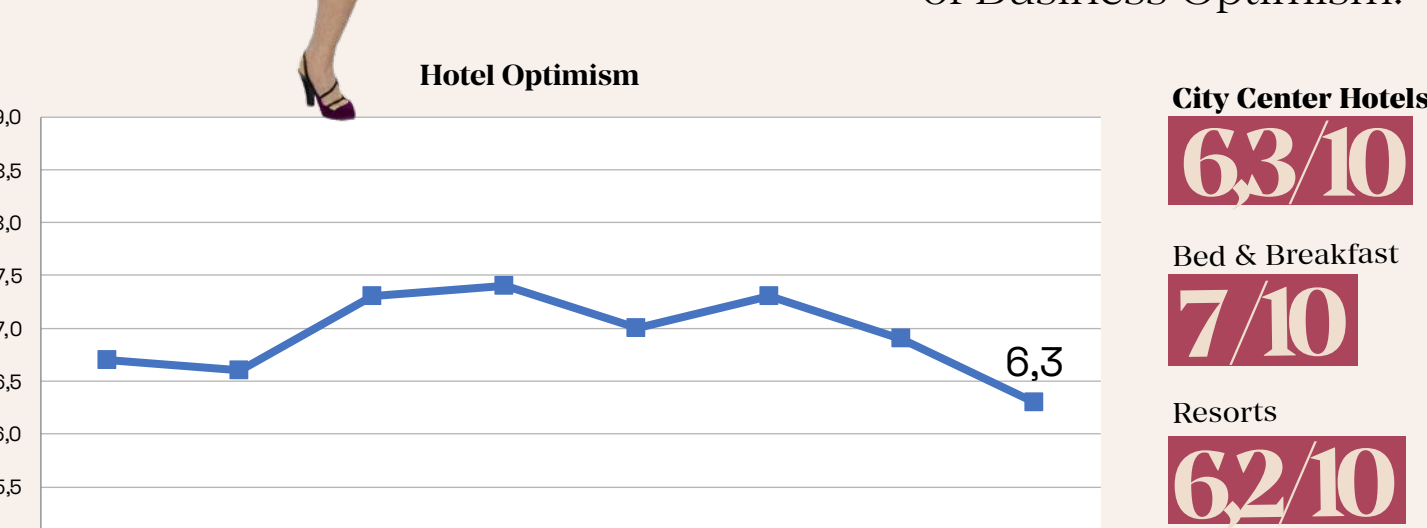
Importance of the Top Trends



City Center Hotels Optimism has increased in August 2023

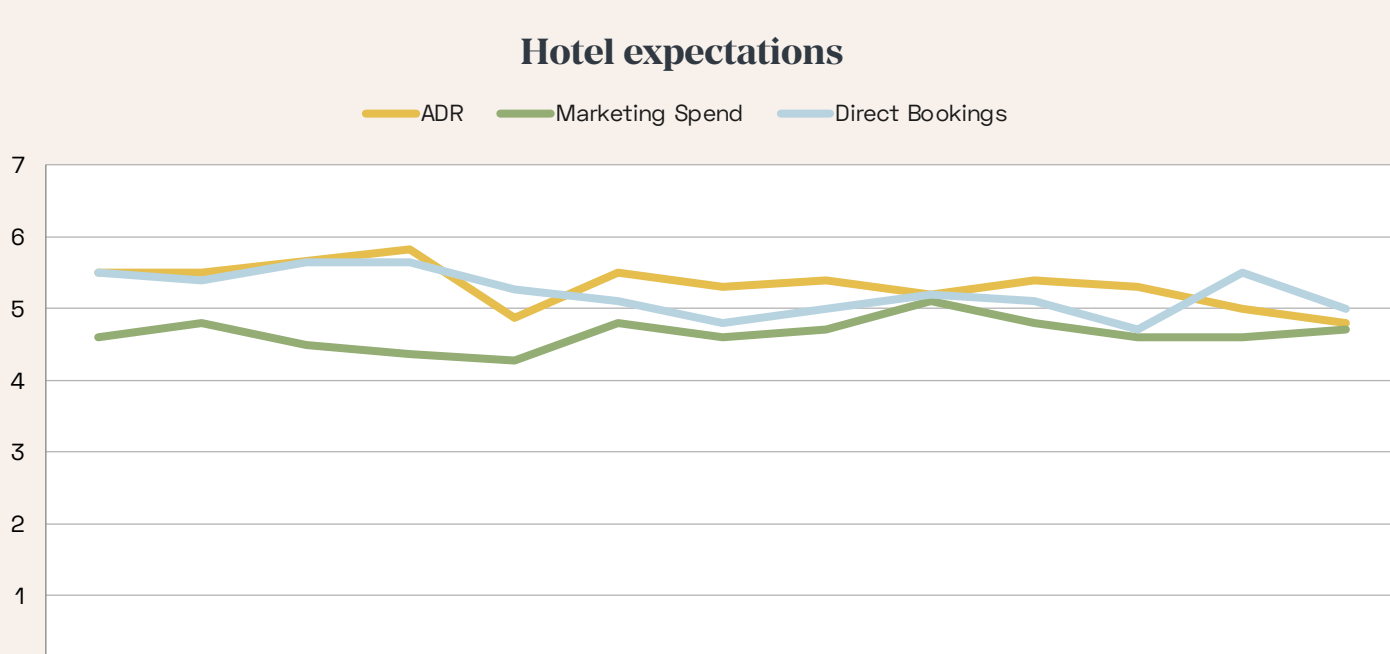


Our July survey results show decreased optimism for hotel business performance over the next 12 months, ranking **6,6** out of **10**. Of the different market segments surveyed, **City Center Hotels** show the highest levels of Business Optimism:



ADR and Direct Bookings Expected to continue increasing in 2023

Hotel expectations



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