

Pulse Report

Highlights Edition 44



Welcome to the 44th Edition of the Hotelier PULSE Report! Explore the latest market trends and industry sentiments for hotels worldwide!

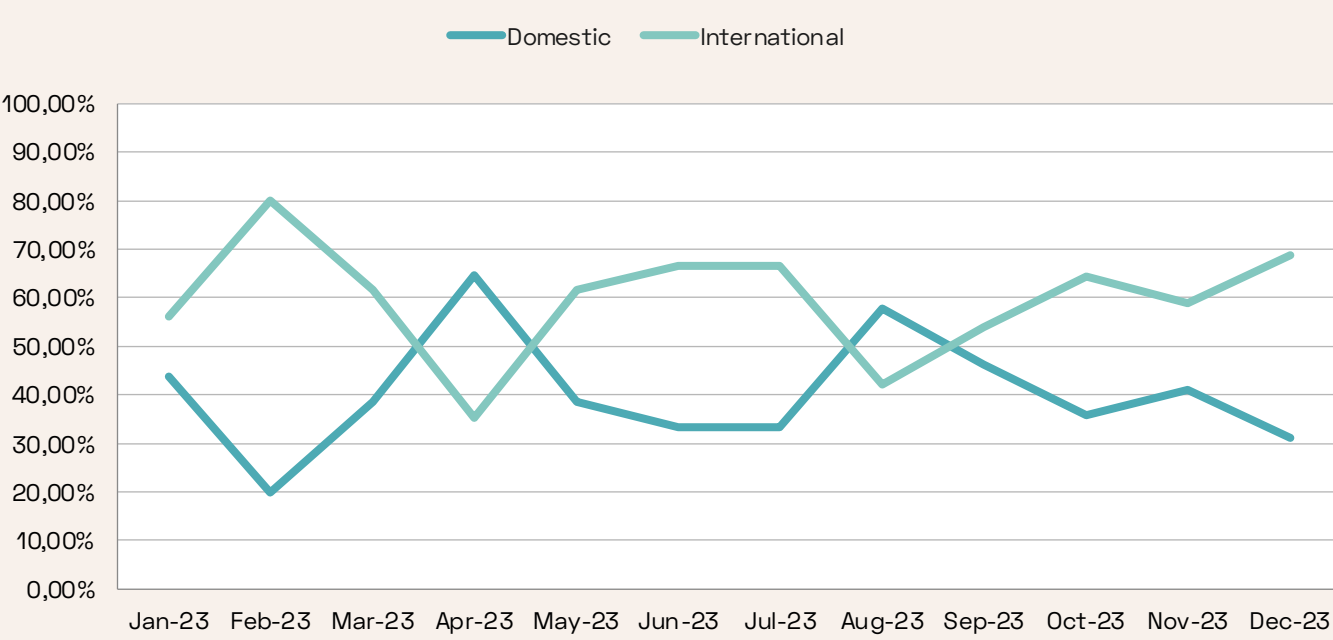


Nearly **70%** of Hoteliers expect **Revenue to increase**, while over 18% of Respondents expect revenue decline in 2023 vs 2022

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

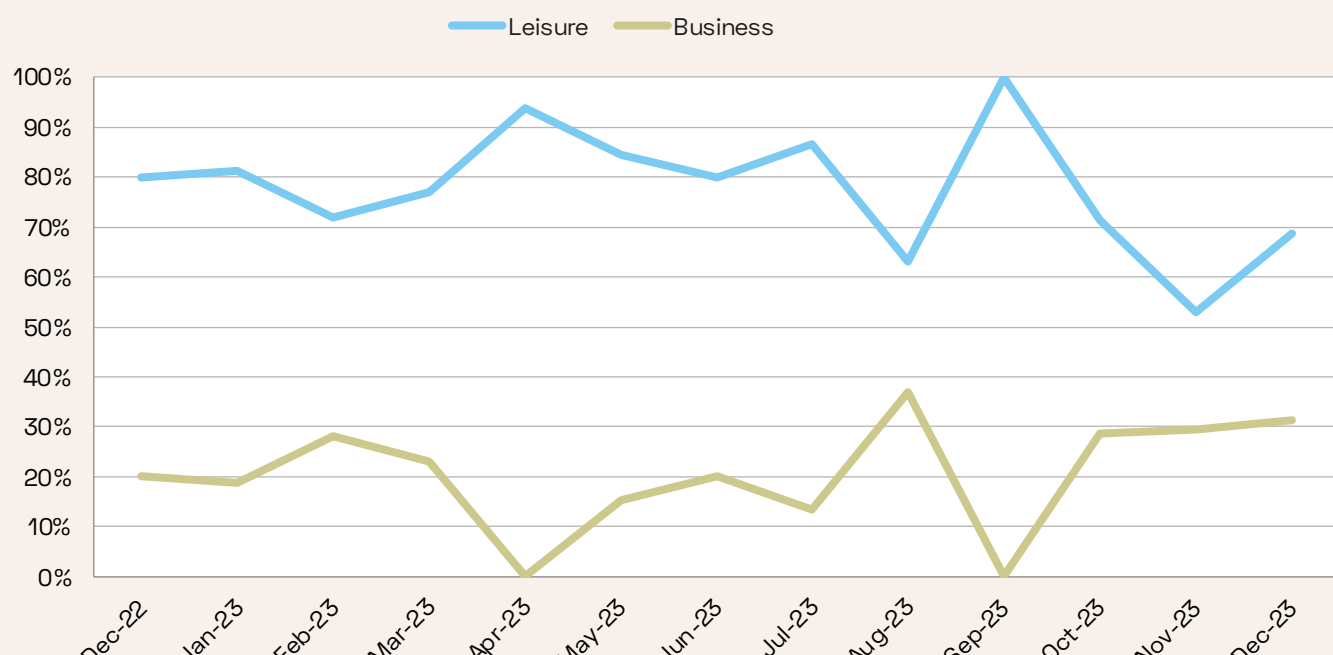
Of Hoteliers surveyed in October 2023, nearly **70%** now expect **International Travel** to make the strongest impact on their business, compared to just over **31%** who said the same of **Domestic Travel**.

Domestic VS International



Nearly 70% of Hoteliers surveyed expect **Leisure Travel** to significantly impact business performance over the next 12 months, with **over 30%** expecting the same of **Business Travel**.

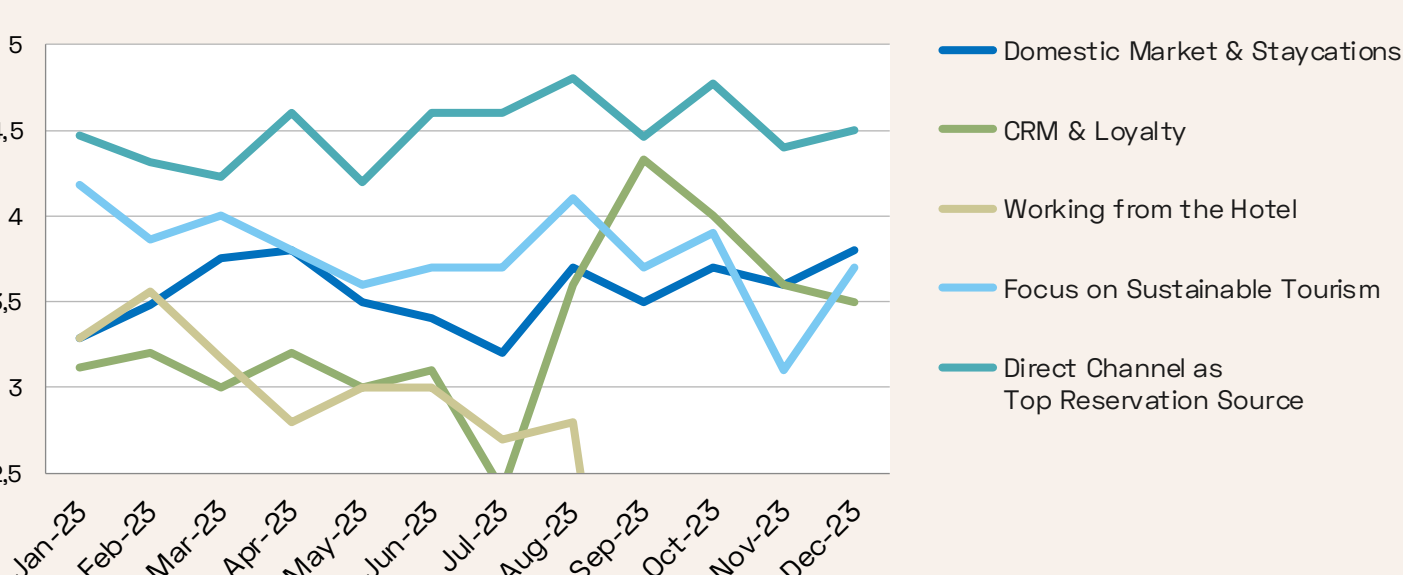
Leisure vs. Business



↑ **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 **Domestic Market & Staycations** in 2nd place.

Importance of the Top Trends



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



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



Bed & Breakfasts

7/10

City Center Hotels

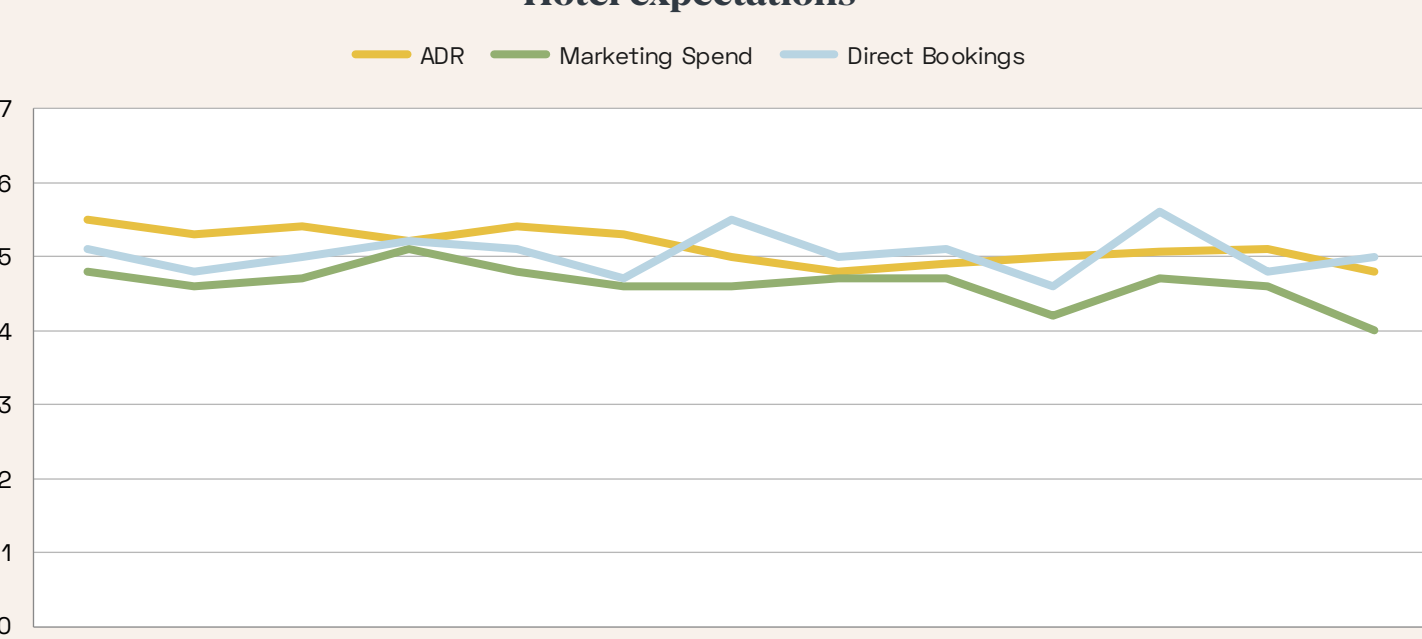
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Resorts

5,2/10

↑ **ADR Expectation shows slight dip in December 2023, with Direct Bookings expected to continue Growing**

Hotel expectations



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