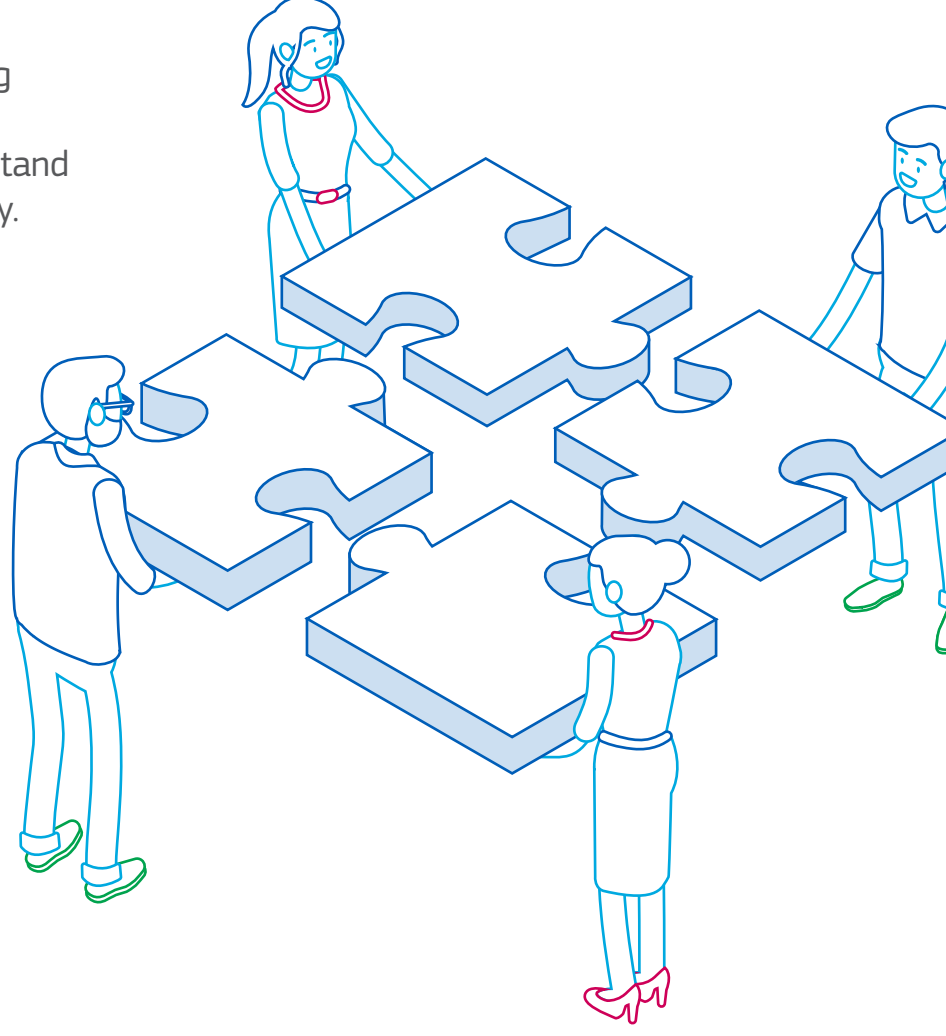
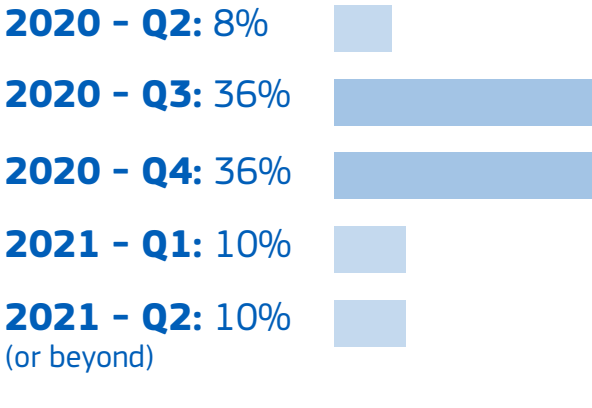


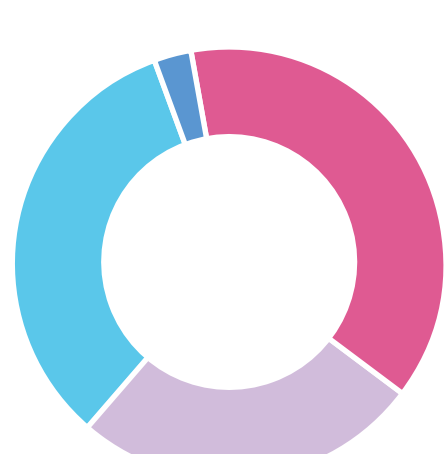
Hospitality Recovery by the Numbers

In partnership with Hospitality Sales and Marketing Association International (HSMAI), we conducted a survey of global hospitality executives to understand expectations and strategies for hospitality recovery.

When do you expect to see signs of recovery?



What will be the biggest immediate change to traveler behavior as a result of COVID-19?



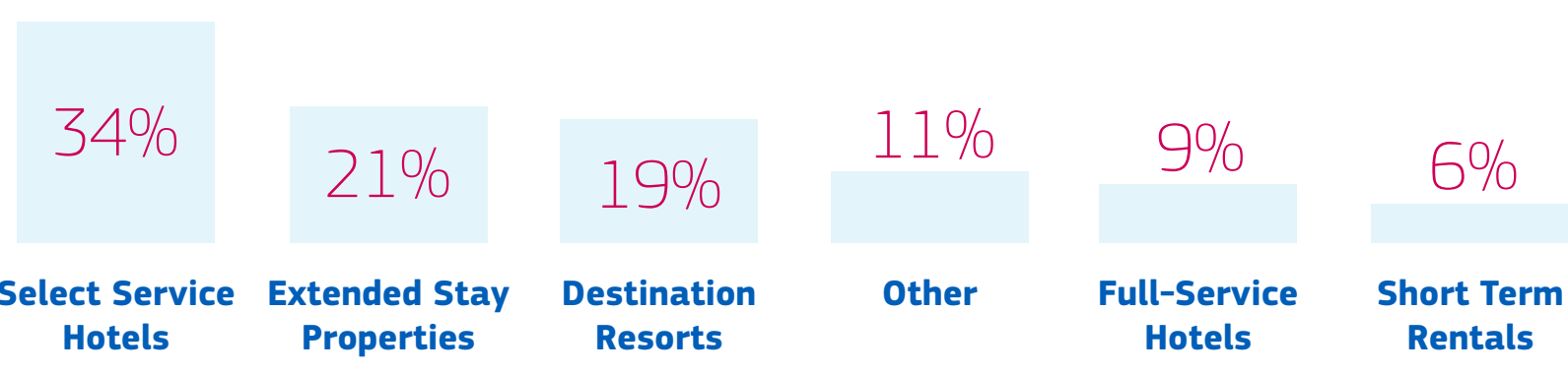
38% Greater Focus on Health & Safety
33% Travel Closer to Home
26% Less Travel
3% Shorter Stay

Business or leisure?

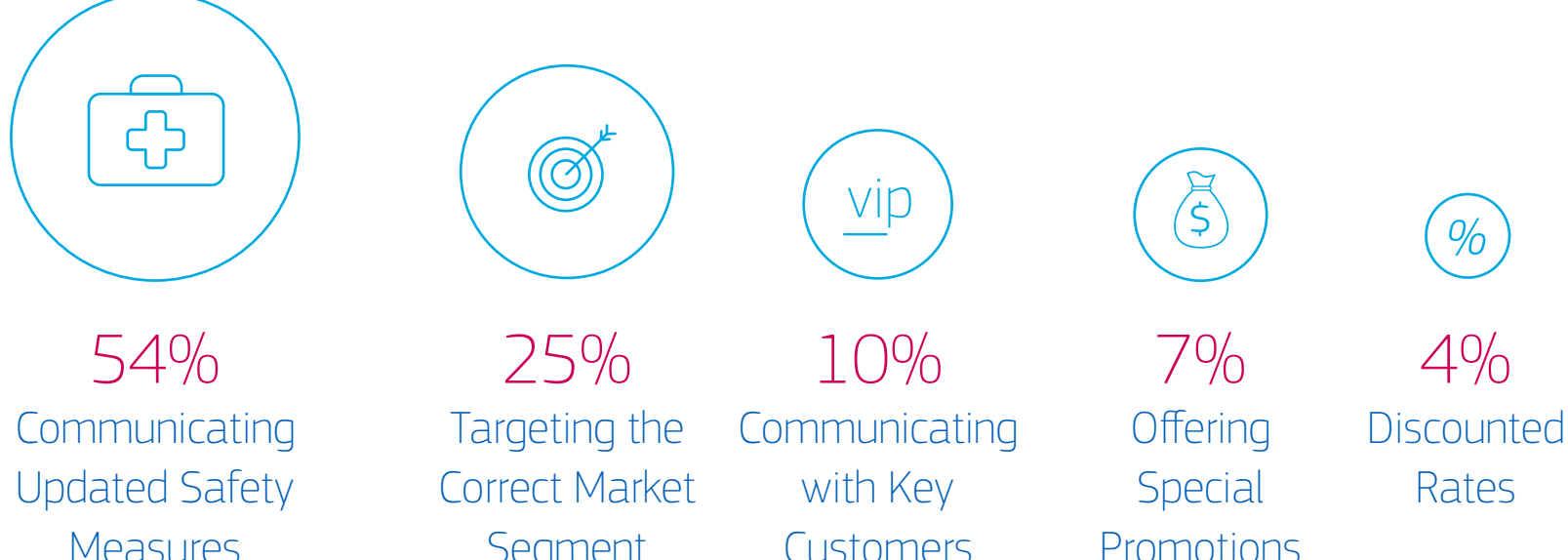
82% of respondents think that leisure travel will return before business travel



What type of properties will begin to recover first?



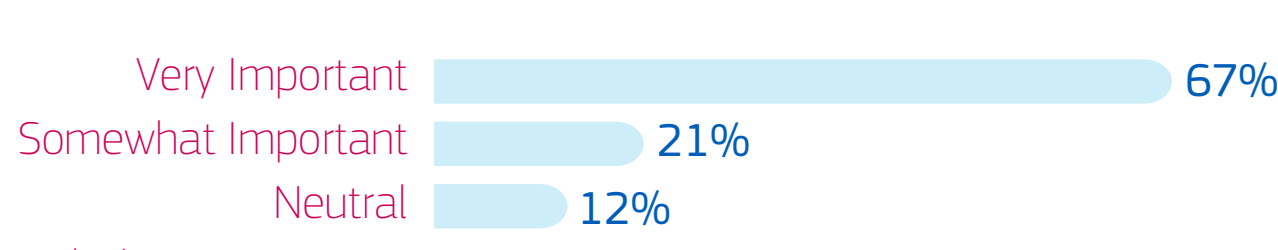
What do you believe will be the most effective strategy in your recovery plan?



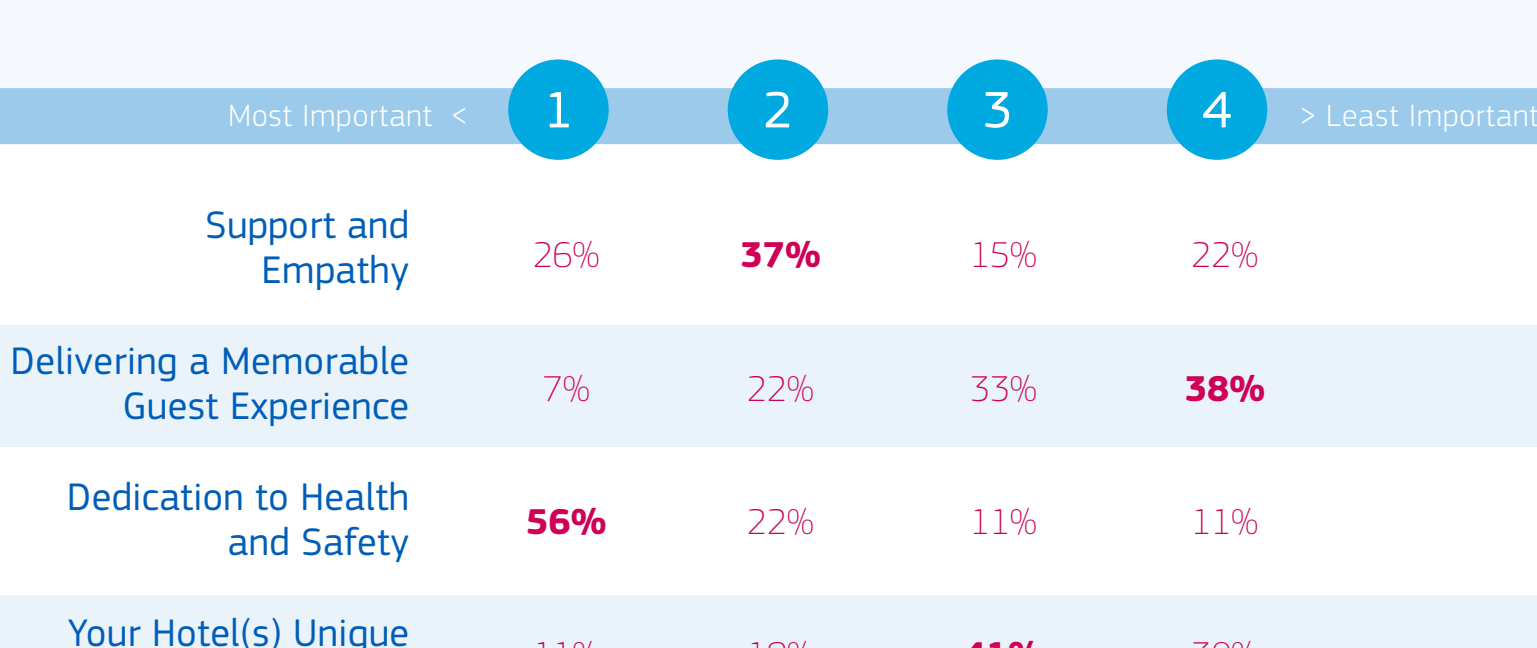
Expect your client base to change

76% of respondents are planning to prospect to new audiences to make up for impacted revenue from their usual business mix.

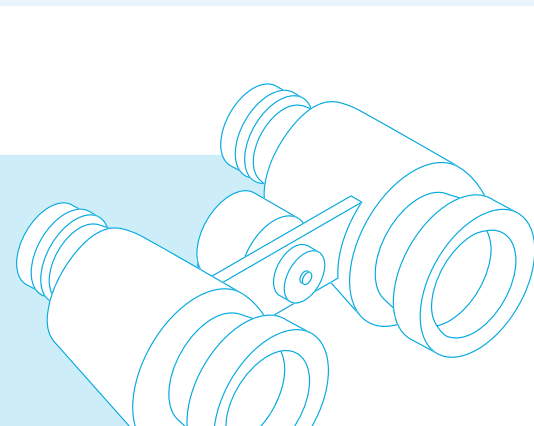
How important will socially distanced event setup be to attracting future group business?



Rank how important the following messaging will be in your marketing recovery plan

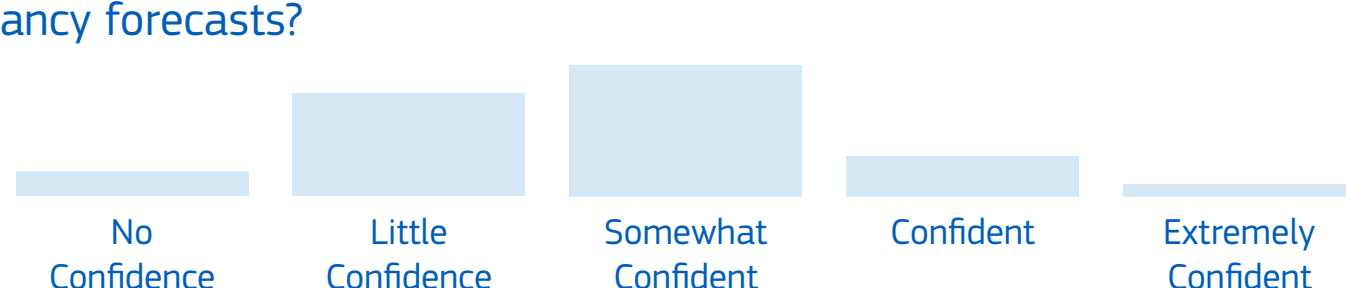


75% of industry professionals believe that forward looking data will be critical to executing on their recovery plan.



However, forecasting data remains highly uncertain. So, if you're feeling unsure about the future, know that you aren't alone!

How confident are you in your current occupancy forecasts?



Want to learn more about how to prepare your property for the recovery?

We've interviewed hospitality leaders from around the world and used our 30+ years of industry experience to put together recovery playbooks for your sales, marketing, revenue management, and operations teams.

[View recovery playbooks](#)

*Data is from an Amadeus Hospitality survey of HSMAI executive members worldwide (n=117) conducted in May 2020