

# Rebuilding Hospitality

## Hotelier Survey

The Americas

32%

of hoteliers rank contactless guest technology as the most helpful technology for their property during COVID-19.

34%

of hoteliers say their highest occupancy was 50% or below during the last six months, while 31% of hoteliers say they were able to reach 90-100% capacity.



56%

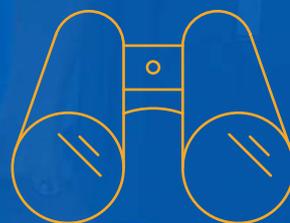
of hoteliers successfully deployed digital media campaigns to drive demand to their properties over the past year.



Hoteliers agree the three **most common operational changes** they deployed during the pandemic were to **reduce the number of amenities** available, **furlough staff**, and **eliminate daily housekeeping**.

## Looking ahead

More than half of hoteliers surveyed (57%) say they expect pre-pandemic levels of occupancy to return in 2022.



4 in 10 hoteliers plan to **spend more or the same on technology in 2021** as they did in 2019 (pre-pandemic).

45%

of hoteliers **will not require proof of vaccination or health passports from guests** now or in the future.

69%

of hoteliers **plan to recruit new staff in 2021**.

31%

of hoteliers say **they are most excited about the resilience they've built into the way they operate as we emerge from the pandemic**.