

Rebuilding Hospitality

Hotelier Survey

Global

33%

of hoteliers say lack of business travel is the biggest problem they are dealing with right now, followed by shifting government and health agency travel guidelines.

63%

of hoteliers say leisure will be the travel segment to contribute most to their recovery.



27%

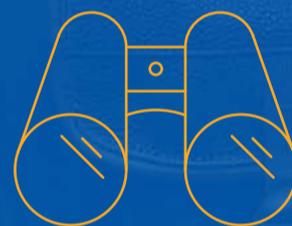
of hoteliers say digital media and advertising is the technology that has helped them the most during COVID-19.



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 (53%) say they expect pre-pandemic levels of occupancy to return in 2022.



Operationally, **hoteliers are most likely to prioritize the adoption of technology that streamlines operations, reduce stayover cleans, and maintain contactless deliveries** of food & beverage, amenities, room service, etc. well into the future.

32%

of hoteliers feel they will always need significant elements of safety measures, including but not limited to social distancing, visible cleaning practices, floor markings, and hygiene amenity kits.

59%

of hoteliers expect to recruit new staff in 2021.

30%

of hoteliers are most excited about the acceleration of new contactless tech to enhance the guest experience as we emerge from the pandemic, followed by 26% of hoteliers who are most proud about the resilience they've built into the way they operate.