

Rebuilding Hospitality

Hotelier Survey

APAC

59%

of hoteliers surveyed saw 50% or higher occupancy levels in the past six months.

21%

of hoteliers say their biggest problem right now is lack of international leisure travelers, followed closely by restrictions on domestic or international flights.

69%

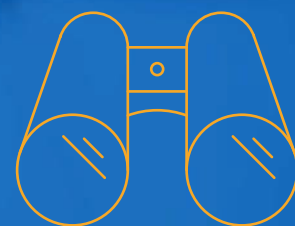
of hoteliers ran successful digital media campaigns during COVID-19 to drive demand.

The three **most common operational changes** hoteliers deployed during the pandemic were to **offer contactless room deliveries, reduce interactions** between staff and guests to increase safety and **pivot to offer "bleisure" packages.**



Looking ahead

Nearly half of hoteliers surveyed (48%) say they expect pre-pandemic levels of occupancy to return in 2022.



Hoteliers rank **OTAs, Direct, and Brand.com** as the three most important distribution channels for their business in 2021.

51%

of hoteliers say they will require proof of vaccination or health passports from guests or at least consider it, while 37% are unsure.

42%

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.

33%

of hoteliers are most excited about the acceleration of contactless tech to enhance the guest experience as we emerge from the pandemic.