

Rebuilding Hospitality

Hotelier Survey

EMEA

62%

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

20%

of hoteliers say their biggest problem is lack of business travel, followed closely by restrictions on domestic or international flights.

41%

of hoteliers say domestic leisure is the traveler segment that will contribute most to their recovery.

Hoteliers agree the **three most common operational changes** they deployed during the pandemic were to **reduce interactions** between staff and guests to increase safety and confidence, **offer contactless room deliveries**, and **reduce the overall number of amenities available**.



Looking ahead

Confidence for the return of travel is lower in this region. 48% of hoteliers say pre-pandemic levels of occupancy will return in 2022, but 42% feel it could take until 2023.



Hoteliers ranked **GDS, Direct, and OTAs as the three most important distribution channels** for their business in 2021.

47%

of hoteliers are **unsure whether they will require proof of vaccination or health passports from guests**, while 32% say they will, or at least consider it.

33%

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

26%

of hoteliers say they will **prioritize the adoption of technology that streamlines operations** now and in the future.