

Are You Ready for 2022?

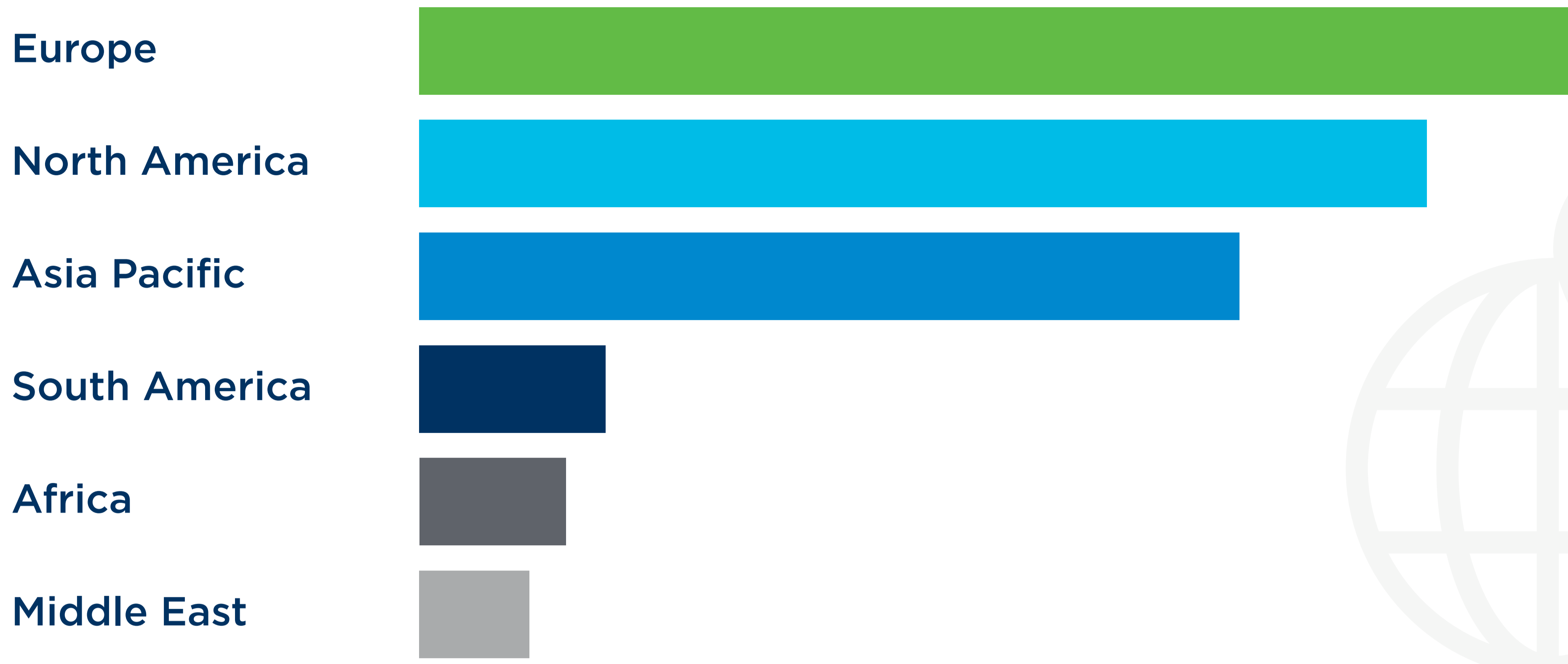


IdeaS asked a sample of hoteliers from around the globe* five questions around what's changed for them in 2021 and what they expect to see in 2022.

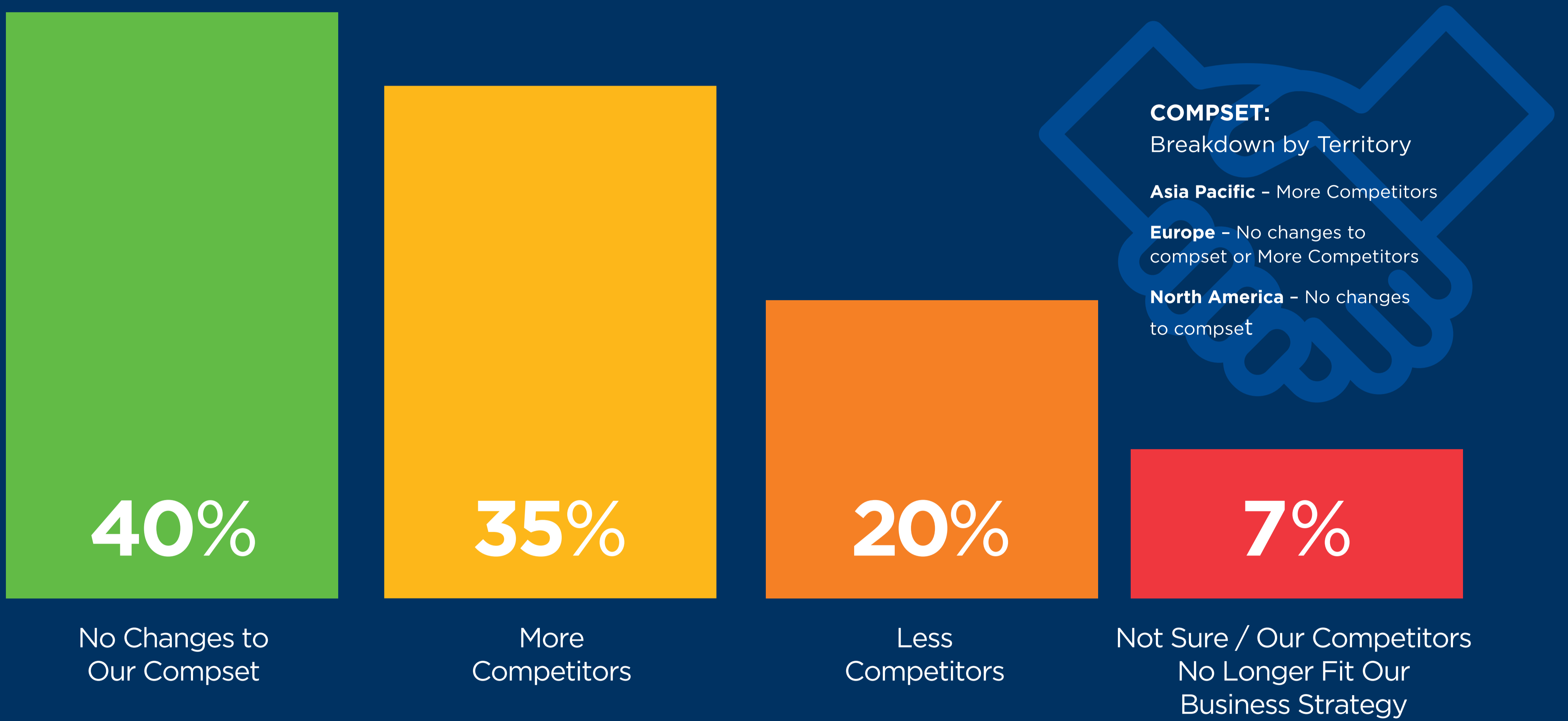
Start the year strong, gain powerful insights uncovered by our latest industry survey and be proactive in adjusting your strategy to meet changing market demands.

*most responses came from Europe, North America and Asia Pacific

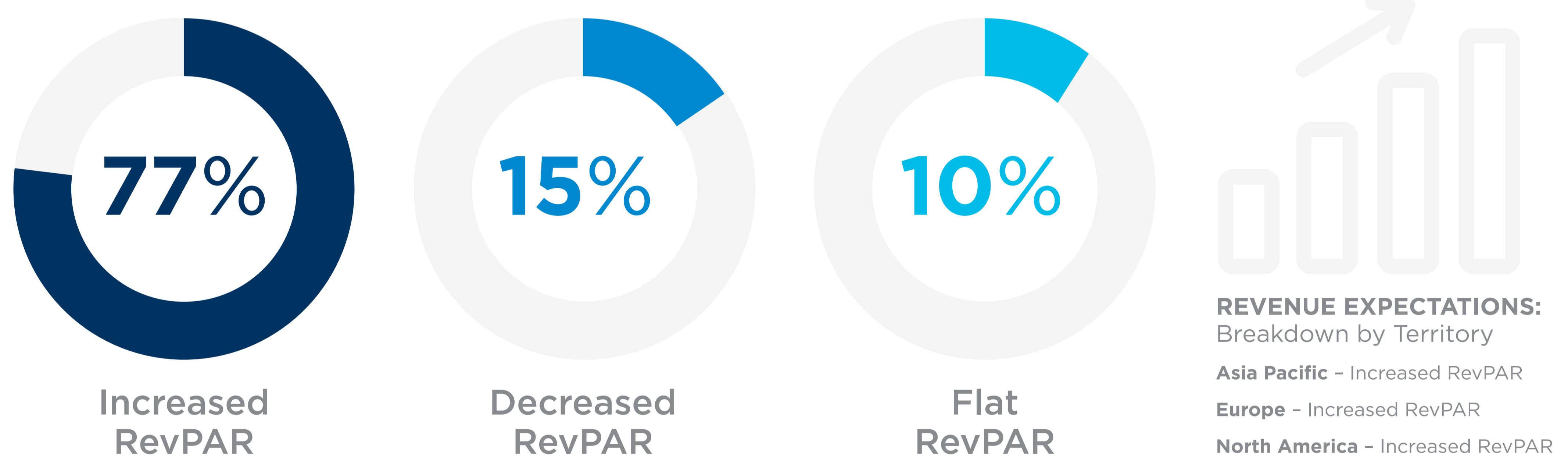
What region are you in?



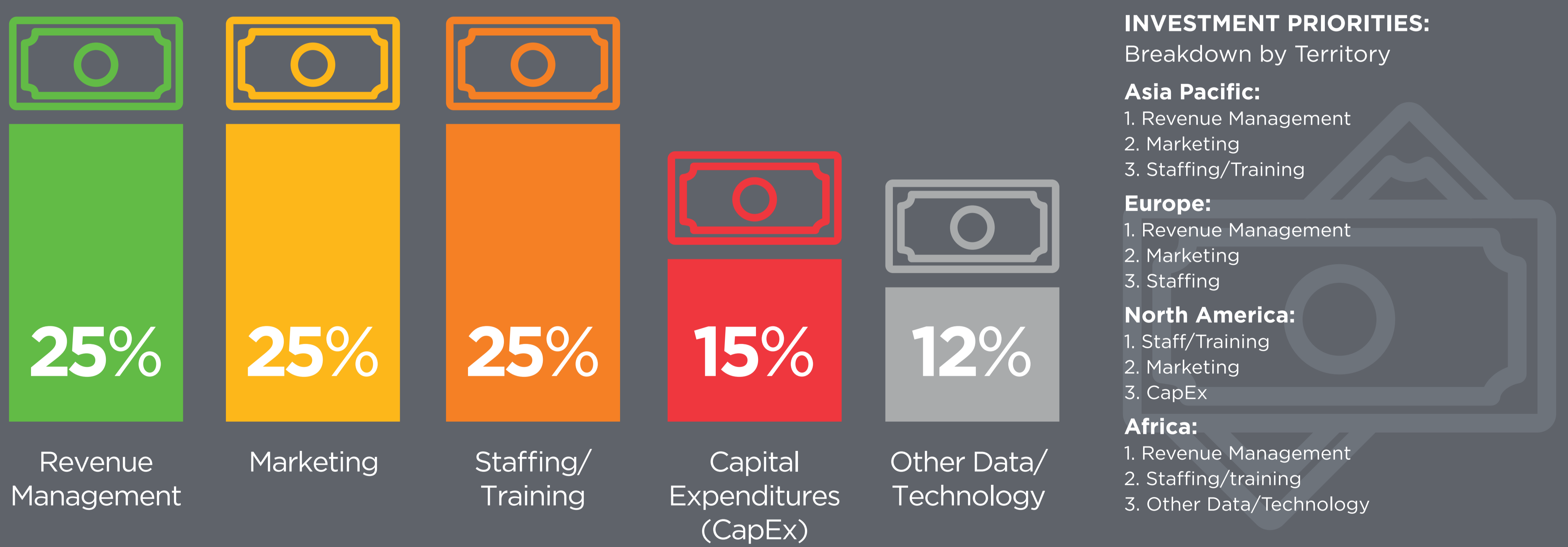
How has your competitive set changed in 2021?



What are your revenue expectations for 2022?



What are your investment priorities for 2022?



What do you project your average occupancy to be in 2022?

