

# INDEPENDENT HOTELS

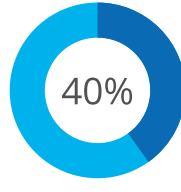
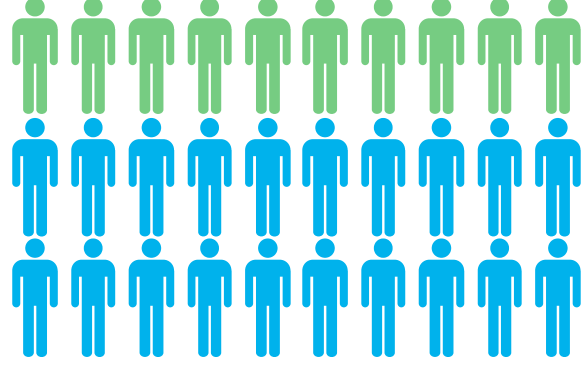
## Trend 1

### 2022 is the year of the GOAT

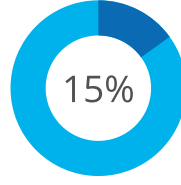
After nearly 2 years, people are eager to resume travel and are approaching their plans with a “Greatest of All Trips” (GOAT) mindset <sup>1</sup>

2/3

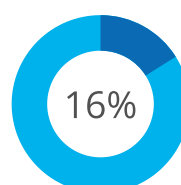
of Americans are planning on taking big trips in 2022



Of travelers say they’re looking to splurge in 2022 - spending \$776, compared to \$588 globally <sup>2</sup>



Of global travelers will opt for more bespoke experiences



Of global travelers plan to upgrade either their flights or their rooms

## Trend 2

### 2022 Will See a Rise in Workcations

When you can work from anywhere, why not work from a great hotel?



61% of remote workers expect to be working hybrid for the next year and beyond. <sup>3</sup>



43% anticipate taking a workcation in the near future, thanks to increased flexibility. <sup>4</sup>

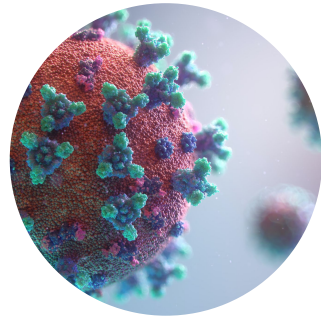


76% say that the ability to split time between work and leisure will allow them to extend their trip by a week or more.

## Trend 3

### Guests have BIG expectations, but Hotels are Chronically Low Staffed

Guests have GOAT expectations even though hotels are in “the worst recruiting climate in the industry’s history.” <sup>5</sup>



#### 2020

Hotels in the U.S. laid off approximately 6.2 million employees. <sup>6</sup>



#### 2021

Staffing levels remained around 50% of pre-pandemic levels.



#### 2022

More than half of U.S. hospitality workers said they wouldn’t go back to their jobs, while over 1/3 said they aren’t even considering reentering the industry. <sup>7</sup>

## Trend 4

### Investing in Technology Can Help Deliver on GOAT Expectations and Bridge Staffing Gaps



#### Fully Managed Wi-Fi

50% of guests now expect improved Wi-Fi at hotels compared with pre-pandemic expectations. <sup>8</sup>



#### External Contact Center

60% of consumers believe that 1 minute is too long to be on hold. Average handle times in hospitality are 3.5 minutes, causing deep frustration. <sup>9</sup>



#### Virtual Guest Services

An AI-powered IVR can offload low value calls, resulting in faster response times and an overall better guest experience.

#### SPONSORED BY: Cloud5 Communications

For more information about Cloud5 and its Internet, voice, virtual guest services and contact center services, connect with us at: <https://cloud5.com>



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