

HOSPITALITY 5 TRENDS REPORT

Q4 2022

Trend 1: Hospitality is experiencing a dramatic recovery...



Occupancy is holding steady ¹



ADR and RevPar Are Up

ADR is at US\$157.43 and RevPar is US\$110.11



September was the 3rd consecutive month with uptick in U.S. hotel construction ²

Trend 2: ...but fears of a recession loom

100%

probability the U.S. will enter a recession within 1 year. ³

"THE ECONOMY MIGHT BE FALLING APART BUT PEOPLE ARE STILL GOING TO VACATION." ⁴

- Mark Hoplamazian, CEO of Hyatt Hotels Corp

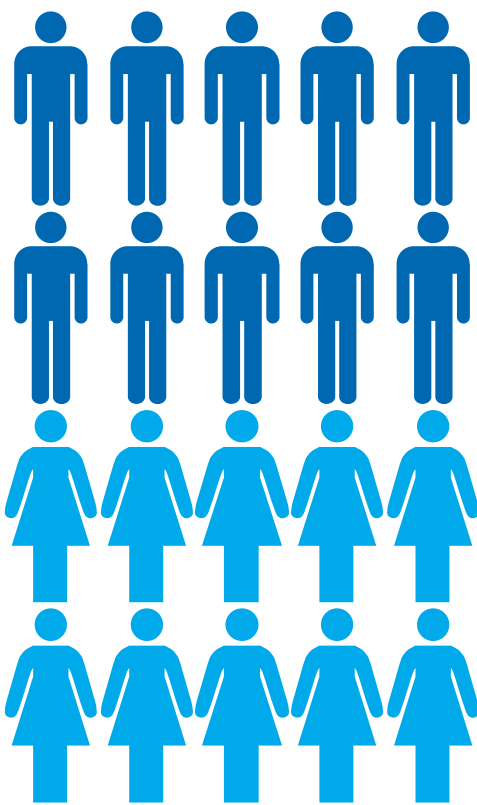
Trend 3: Hospitality's workforce is the "Great Untrained"

1/2

Hospitality workers, who quit or were laid off in the pandemic, WILL NOT return to the industry.

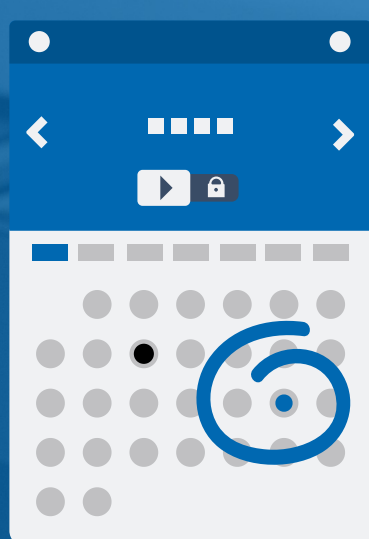


This summer, top European hotel chains hired workers without experience or even a resume. ⁶



"The labor crisis is so bad, people are just taking warm bodies and throwing them straight into action, into the battleground." ⁷

Trend 4: Equipment is an ongoing issue



OEMs are optimistic about a June/July 2023 timeframe to complete the backlog.



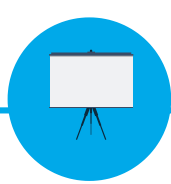
Hotels still need to plan for 12 month lead times and plan upgrades accordingly

Trend 5: Hotels are looking for ways to recession proof their networks



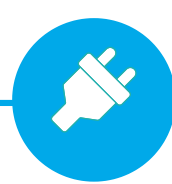
Common Areas

Refresh network in common areas to accommodate bleisure travelers looking to connect everywhere.



Conference

Double down on conference space connectivity to assist with corporate gatherings, and mitigate the risk of charge backs.



Audit

Search for ways to fine tune and optimize the middle of the transfer equation - be it switches, gateways or other connections.

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