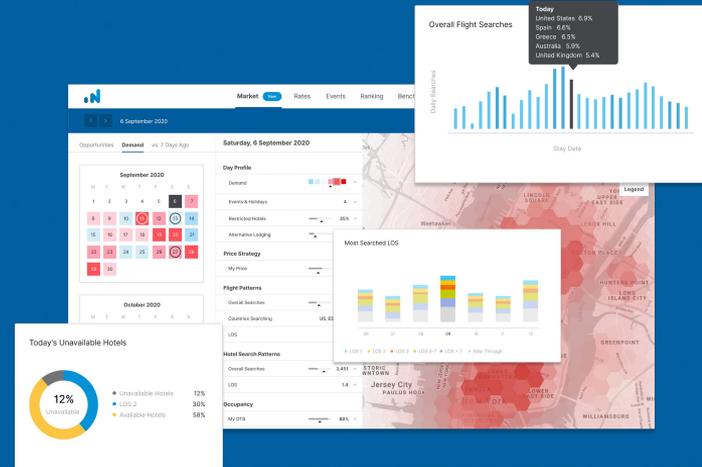


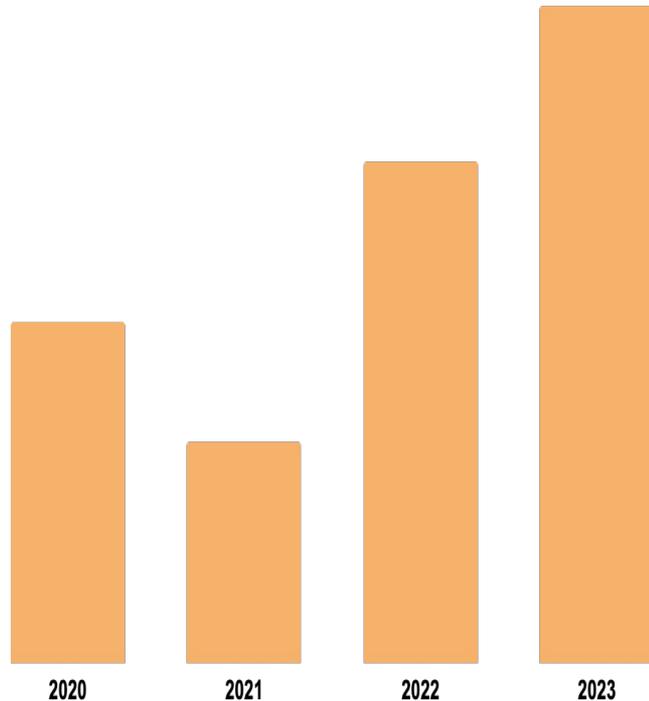
2023 Hospitality Trends: Staying Ahead with Data-Driven Insights

Ashley Yeo



Current State Of The Industry

YOY Increase in flight searches



Global

124%

Increase in 2022

31%

Increase in 2023

APAC

364%

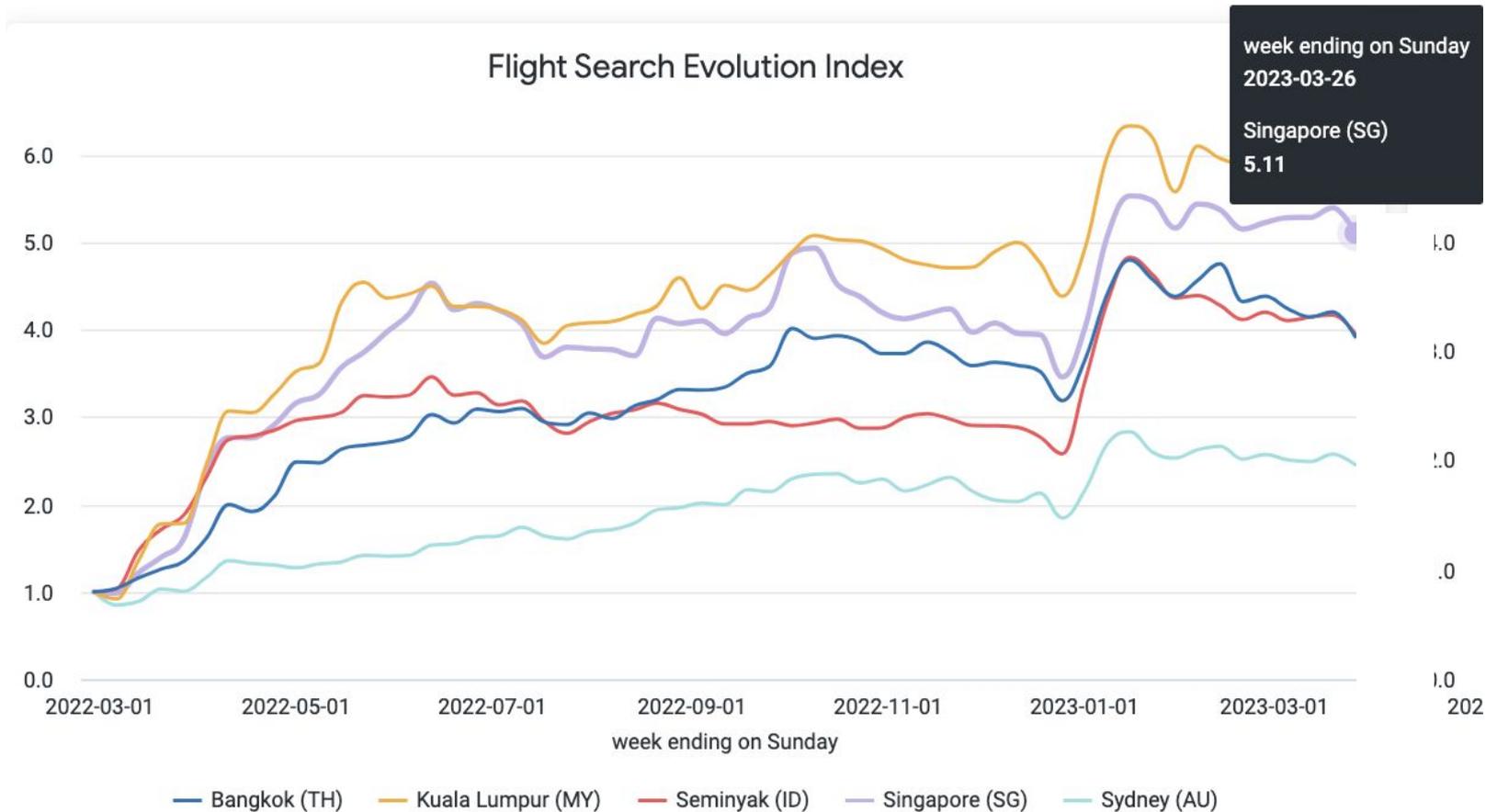
Increase in 2022

90%

Increase in 2023

Singapore Inbound: Searches

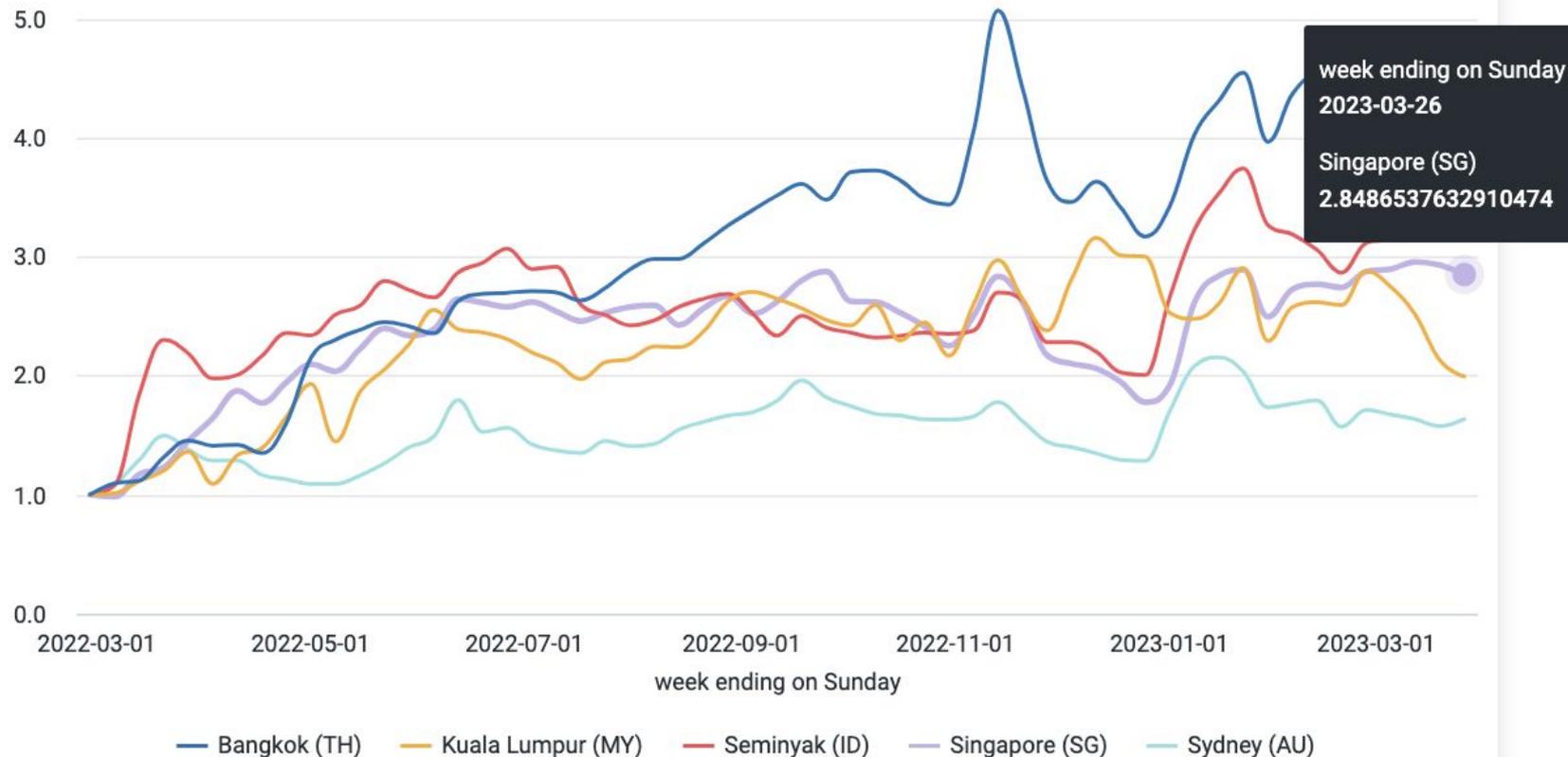
Flight search data



Hotel search data



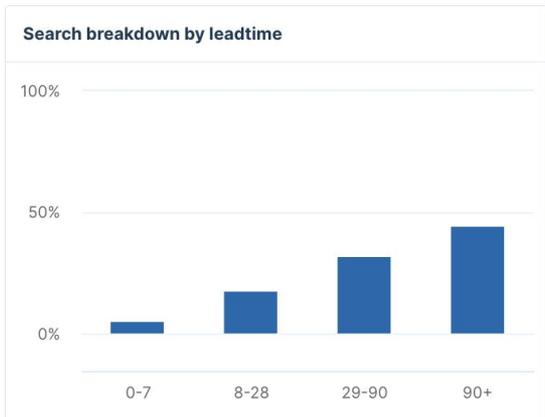
OTA / Meta Hotel Search Evolution Index



Singapore Who is Searching?



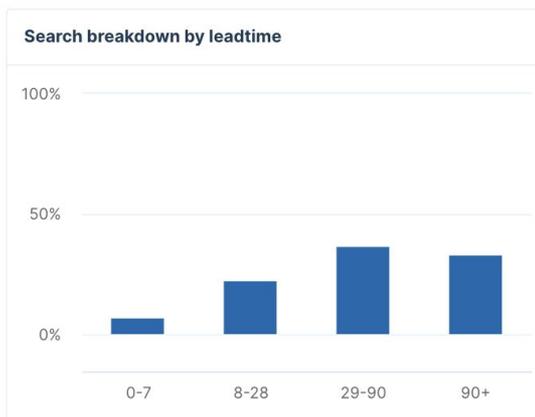
Flight search pattern



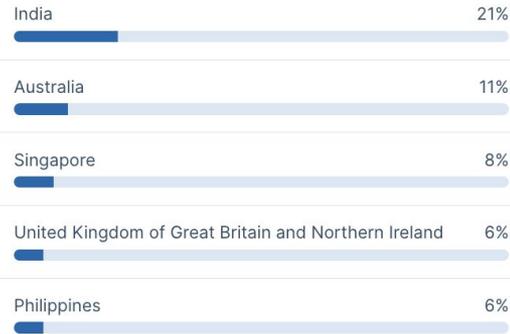
Top 5 countries searching



Hotel search pattern



Top 5 countries searching



Scan and discover for yourself

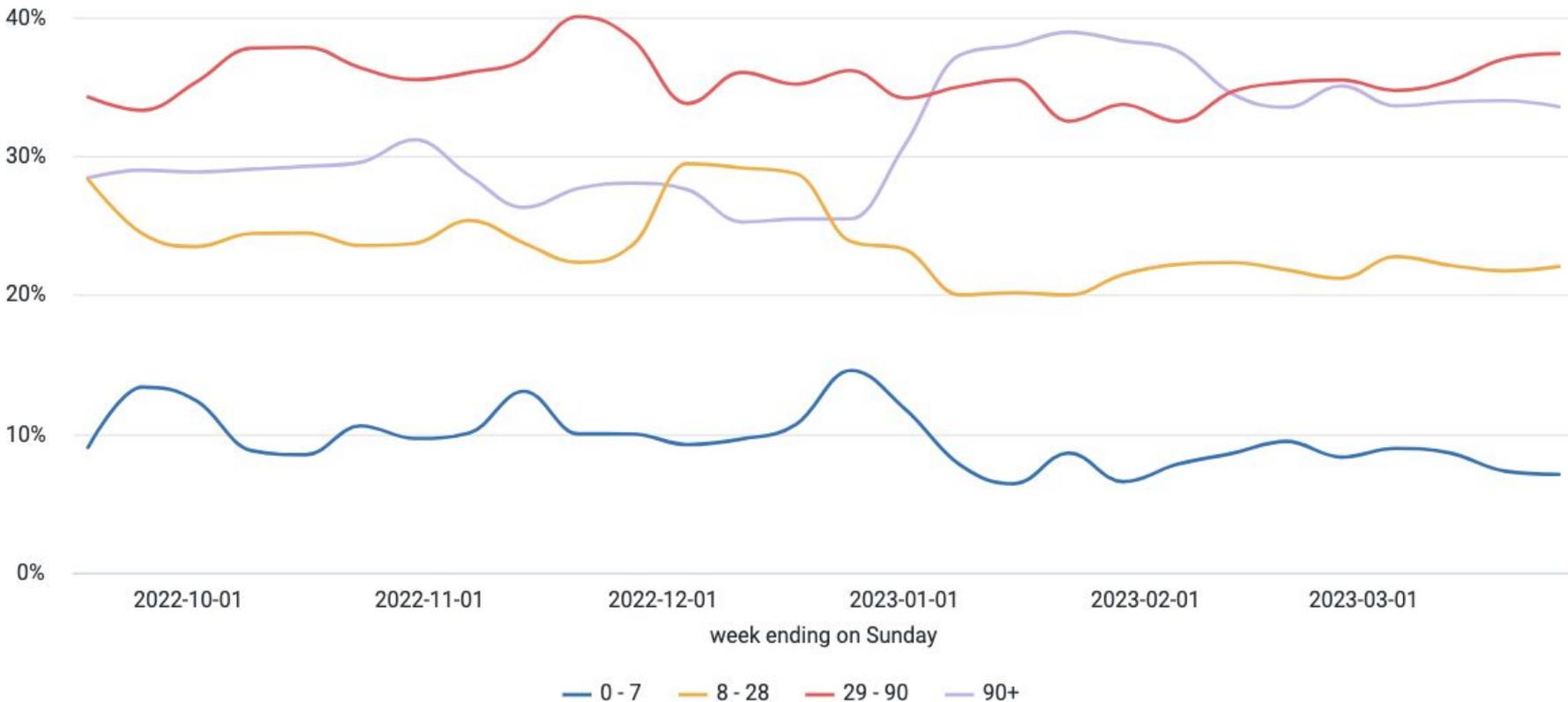
Recovery trend for last 6 months



Singapore: LOS Searches

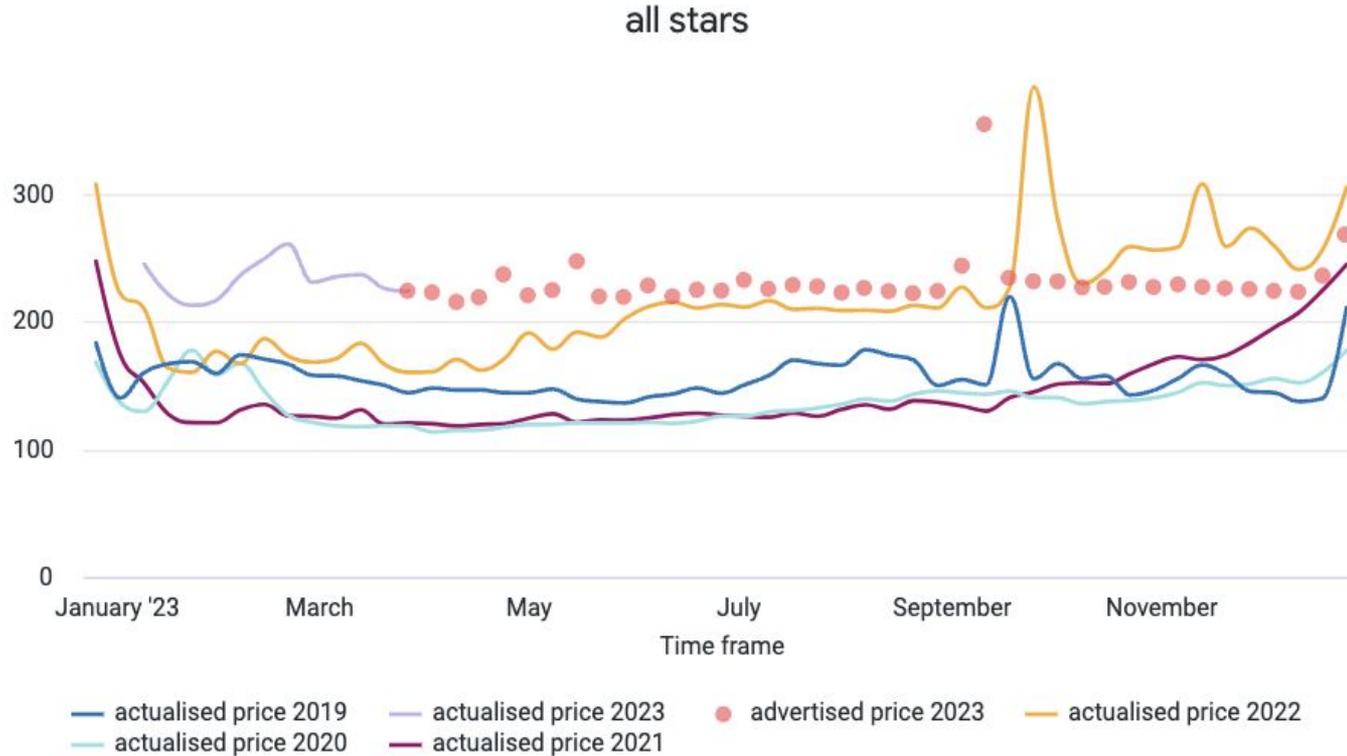


OTA / Meta Search Lead Time Evolution



Current Demand Dates and Market Occupancy

Singapore: ADR Pricing Trends

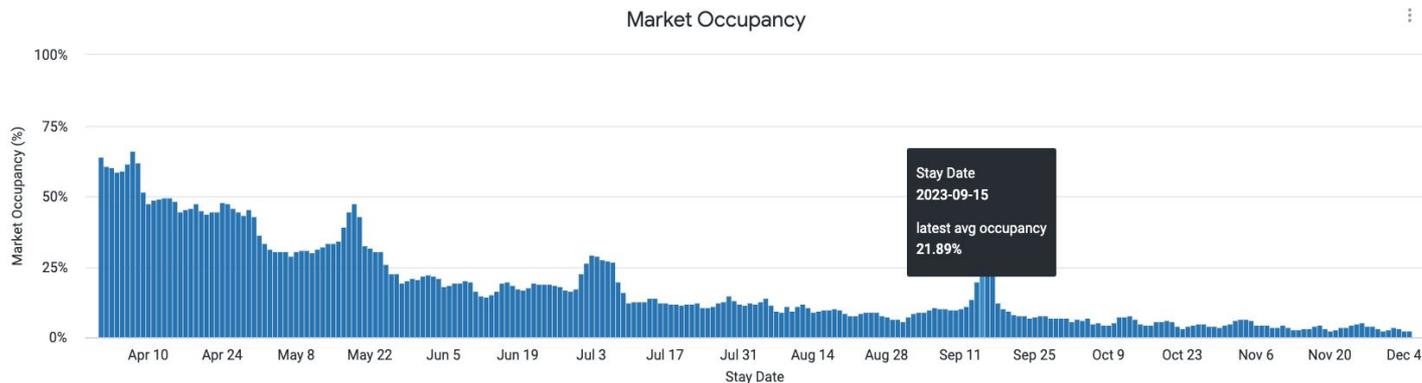


Rates have far exceeded pre-pandemic rates since 2022 March, and are only getting higher

Singapore: F1 Weekend



Take a look at the Market Demand 



September 14-17th
has the highest
demand peak, with
occupancy at 20-22%
currently on those
dates.

Singapore: Next 90 days demand

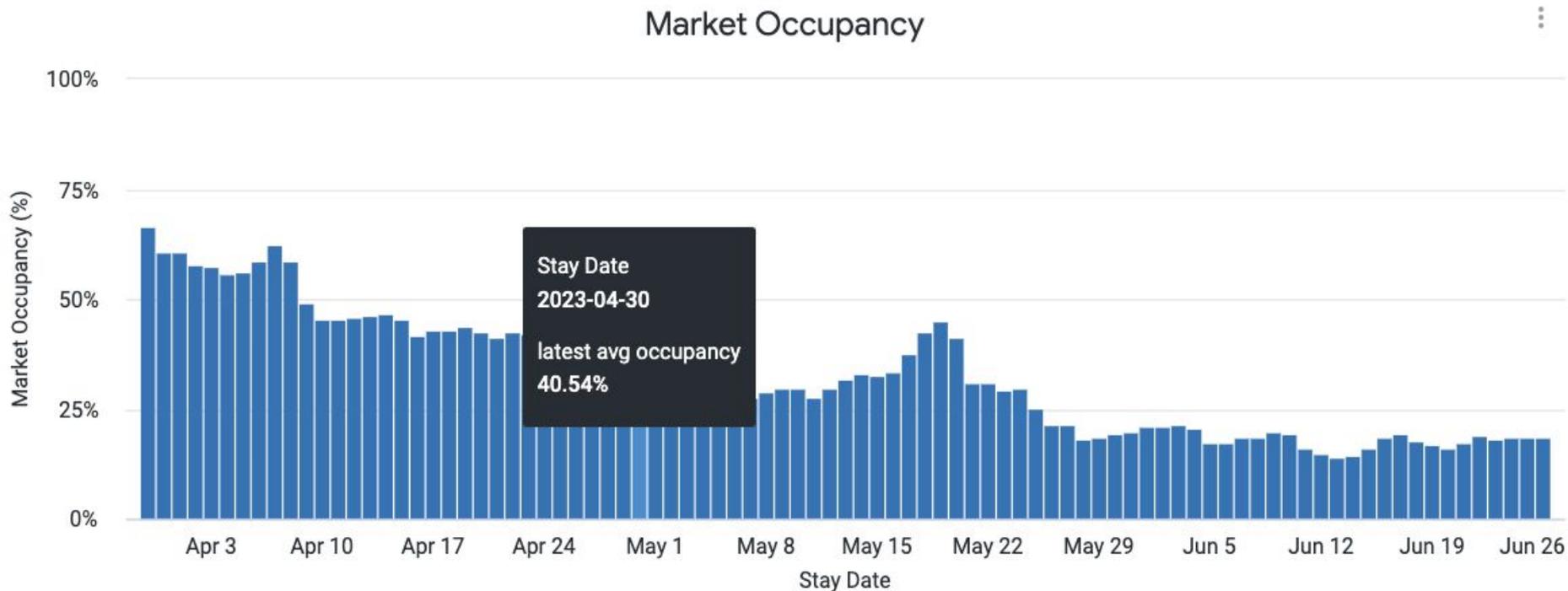


Take a look at the Market Demand 



April 28-30th shows the highest demand level in the next 90 days (labour day weekend)

Singapore: LOS Searches



Current Market Occupancy for that weekend is 40%.

Last year on the same dates, Market Occupancy was 77% (Picked up from 55% to 73% 9 days before)

Key Takeaways

1. Understand that demand forecasting has changed significantly over the last 3 years and real-time **forward looking data is increasingly more important**
2. **Take data-driven decisions.** Your best asset in navigating recovery and driving future growth is **accurate, reliable and actionable data.**
3. Be **open to change** → Be agile; booking behavior has changed, and will continue to evolve.