

THE BIGGEST CHALLENGE FOR HOTELIERS? THE ENERGY CRISIS!



Hoteliers in Europe currently see the energy crisis as the biggest challenge as an overwhelming majority (89%) cited energy costs as one of the biggest troubles they face, according to a report by Statista, in collaboration with Booking, conducted this fall and covering 23 countries.

In addition, hoteliers are also concerned about the general economic situation (56%), as well as staff costs (55%).

However, the report highlights that **hotel chains consistently perform better than independent hotels and have a more optimistic financial outlook across a wide range of indicators**, whether it is room rates, occupancy, access to capital or investment plans.

On the other hand, hoteliers do not see digitalization as an obstacle, because the majority (59%) of respondents consider their readiness for digital transformation to be good or very good, while only 12% are dissatisfied with their digitalization efforts.

Social media marketing appears as the biggest challenge in the digital transformation process for hoteliers in Europe, while the creation and maintenance of accommodation websites are also considered important issues for 27% of respondents.

When it comes to sustainability, European hoteliers are more cautious. **Only two out of five respondents consider themselves well-prepared for the challenges of sustainability and decarbonization.**

Forty-five percent of hotels with 250 or more employees consider themselves prepared or very well prepared to meet sustainability-related challenges, while only 35% of hotels with fewer than nine employees feel the same.

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