

**TRUSTYOU** 

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# The Rise of Urban Destinations

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Pulse of the Industry Q4 2022



# A New Stage in the Recovery Process

New challenges and opportunities have marked the travel sector's last few months of 2022.

The quarter's big news is **China's return to the world**. After almost three years of harsh restrictions, authorities approved new relaxation measures marking the end of the Zero-COVID policy. Although borders are open, the return will be slow. Chinese authorities are looking for ways to manage and control departures and arrivals. Some countries have already announced entry requirements to ensure an orderly transition and prevent any health crises.

More keen travelers explored their cities of choice in countries where the cold season started. **City breaks** gradually replaced sunny destinations, registering a significant increase in demand.

**Lower temperatures** have been both desired and feared this year. Many **ski resorts** across EMEA have been closed due to abnormally high temperatures and a lack of snow. At the same time, higher temperatures meant **lower energy costs**, a worry that many hoteliers were facing as they entered the season. Energy prices and inflation continue to be major concerns in the industry. In the face of these global challenges, the sector continues to prove its resilience and adaptability.

Across the regions, **EMEA** is confidently leading the recovery race. Some indicators have already surpassed the pre-pandemic level. The **US** volumes are driven by domestic travel and international departures. International arrivals are still lagging behind, due to long visa wait times. **APAC** will likely receive a gradual boost with China reopening and other countries constantly readjusting travel requirements.

Although 2022 didn't bring a full recovery, for the industry it marked **a new era**. Travel strengthened its place as an ultimate standard of luxury, an escape from everyday life, freedom and happiness. Consumers are determined more than ever to live to their fullest by discovering new places, experiences, and people.

**The Pulse of the Industry Q4 2022** captures the evolution of global and regional travel. This report will give you access to a selection of our data\*, combined with third-party research, to provide you with a complete overview of the state of the travel industry. These insights will support you in adapting your offering to the latest market trends and refining your guest experience.

Enjoy this deep dive into TrustYou and broader industry data.

\* The TrustYou dataset was collected and analyzed in January 2023. Due to the dynamic nature of the database, changes may occur if the data is requested at a later stage.