

The Hotel Yearbook 2023
The Uncertainty New Normal



HYB



Welcome to HYB 2023!

Henri Roelings

Founder & CEO, Hospitality Net

Synopsis

Published since 2007, The Hotel Yearbook (HYB) is a family of publications that call upon a wide-ranging group of senior executives, analysts, consultants, and opinion leaders from all over the world to ask, "What lies ahead for the global hotel industry?" In The Hotel Yearbook - whether it is its highly respected annual edition or any of its themed editions, HYB's forward-looking contributors share the key trends and developments that they believe will shape the immediate future of the global hotel business.

I'm very excited to present the 2023 edition of The Hotel Yearbook (HYB). After a two-year hiatus caused by the COVID-19 pandemic, we are thrilled to announce the return of this publication, which has earned industry-wide respect over the past decade and a half. Our newly formed Advisory Board, comprising industry executives, academics, and domain experts, has been assisting us to curate a unique lineup of forward-thinking contributors to share their expert views with us and provide innovative ideas for improving the performance and success of the global hotel industry.

THE UNCERTAINTY NEW NORMAL

As we embark on 2023, it is evident, happily, that the hotel industry has made a robust comeback following the pandemic. Occupancy and price levels have returned to pre-pandemic levels. However, looking further into the future, the success of our industry depends on how agile we are facing the need to innovate, adapting to new market conditions, new guest demands, new staffing challenges, and new sustainability realities. Taken together, these changes have been interpreted by many of us as **the new normal in an uncertain world**.

BROAD INDUSTRY SUPPORT

HYB 2023 features 60 contributing authors representing all angels of the industry. The publication includes articles with edyn, Ennismore, Accor, citizenM, Remington Hotels, Accenture, JD Power, Booking Holdings, CBRE, JLL, HSMAI, Sustainable Hospitality Alliance and HFTP. Recognized thought leaders include Michael Levie, Floor Bleeker, Willy Legrand, Woody Wade, Matthias Huettebraeuer, Simone Puerto, Rohit Talwar, Max Starkov, and Youri Sawerschel. On top of that, we are honored to be including a series of 10 highly relevant insights from leading academics at [EHL Hospitality Business School](#).

I'm confident that this 2023 edition of The Hotel Yearbook will be a valuable source of inspiration for everyone working in the hotel industry.

Thanks to our publication partner [EHL Hospitality Business School](#), our main sponsors [Birchstreet Systems](#) and [HFTP](#), as well as HYB supporters [The Bench](#), and [Hotel Analyst](#).

Wishing you an inspiring good read!



Henri Roelings

Publisher, The HOTEL Yearbook (HYB)
Founder & CEO, Hospitality Net



Henri Roelings — Founder & CEO, Hospitality Net

Henri Roelings is Founder & CEO at Netherlands-based Hospitality Net. Recognized as a thought leader in global hospitality, Henri has pioneered online B2B publishing in the hospitality industry since 1994, launching brands such as Hospitality Net, WIWIH, PineappleSearch and the HOTEL Yearbook. Henri is an advisory board member of the International Hotel & Restaurant Association (IH&RA), a member of HFTP's International Hospitality Technology Hall of Fame, and received HSMAI's "Top 25 Most Extraordinary Minds in Sales and Marketing" honor back in 2014. Henri graduated from Ecole Hoteliere de Lausanne in 1987.

Hospitality Net — hospitalitynet.org

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